

# Hugr Authentic Connections: Changing Lives

The development of Hugr was inspired by the lived experience of one of its creators—Scott Borys of Territorial. In the face of severe depression and desperate for answers, Scott soon discovered that there were no simple apps that could keep track his daily activities, moods, medications and feelings while also helping him stay connected to his trusted supporters (family, close friends and his business partner)—something Scott knew was critically important to his mental well-being. As a result, Scott took these tasks on himself and, while it was a huge part of his successful recovery—and strengthened his relationships at work and home—it was onerous and exhausting.

Thus, the idea for Hugr was born, giving everyone the opportunity to improve their well-being through connection.

**Hugr Authentic Connections works for everyone.\* Learn about the unique power of connection, and the many ways Hugr can change lives.**

## New city—no connection

Jasmine moved to a new city for a new job right at the start of the pandemic. Working from home made it difficult for her to build new relationships with her colleagues. Jasmine began to feel lonely and disconnected, and it was impacting her productivity and engagement at work. Using Hugr, she learned what was contributing to her feelings of social isolation and how to address it to improve mental well-being. As a result, Jasmine felt more hopeful and confident in reaching out to people at work and has now built one strong authentic social connection that has enriched both her work and personal life.

## All in the family

Henri, a young adult, has recently moved out of their family home into an apartment of their own. While exciting, Henri has experienced depression and, at times, has expressed feeling suicidal. Henri used Hugr to track their daily activities, moods and feelings and, through the app, invited their mother, Gabrielle, to be a connection to keep their family informed about how they were managing on their own. Now, Henri is self-aware and confident that they have the support they need if they do begin to struggle.

## Business not as usual

As owner of an autobody shop, Mark had to arrange for his office-based staff to work from home when the pandemic hit, leaving a handful of shop staff onsite. As the pandemic wore on, Mark felt more and more disconnected from his team, and they shared they also felt isolated from others and their work. Seeing an opportunity in Hugr, Mark encouraged his staff to try out the app to help monitor how they are feeling and

copied and to ensure they are maintaining the skills they need to stay connected to one another. As a business leader, promoting this tool made Mark feel like he could do something meaningful to help his people and his business.

## In it together

As a single parent working from home with two young children attending school online, Kimiko felt overwhelmed and alone. With Hugr, she was able to take a few calming minutes for herself each day to check in and monitor her mood and feeling of connection. Kimiko used the app to invite a connection—a friend from high school that she doesn't see often because of the pandemic—and started sharing her experience of anxiety and feelings about work. This daily activity and sharing helped Kimiko feel heard and connected, even when physically far away from her support system.

## Shared successes

Corey's colleague Andrea invited him as a connection on Hugr. Intrigued, Corey created an account and found that Andrea was sharing daily how she felt about her experience at work, her mood and if she was struggling with isolation or loneliness. Corey was amazed and thankful to have a better understanding of his team member, which prompted him to reach out and check in with Andrea about how he could be supportive at—and outside of—work. Encouraged by the conversation, Corey also invited Andrea to be his connection on Hugr—creating a new friendship and strong social support system for them both.

\*Scenarios are fictitious and do not represent real people or situations.

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