



Ubeus

THE SOCIAL WELLNESS APP

CAPABILITY STATEMENT

Mental wellness technology designed to serve high-performance teams

COMPANY OVERVIEW

Ubeus is a small business delivering a subscription mobile wellness platform to the high-stress workforce — corrections, law enforcement, wildland and structure fire, military and veterans, healthcare, and dispatch. These personnel are surrounded by colleagues yet profoundly alone, and they avoid programs that ask “What’s wrong with you?” **Ubeus asks instead: “How do you want your life to be right now?”** — a 60-second daily check-in inside a private, invitation-only crew of the colleagues they already trust, with one-tap crisis access and no clinical label. Founded by a licensed clinician and national ICISF instructor, the platform is deployed and in production today, licensed per seat with no agency infrastructure required.

CORE COMPETENCIES

- **Behavioral Health & Wellness Technology** — daily two-question check-ins, longitudinal self-tracking, one-tap access to 988, 911, and crisis text lines.
- **Peer Support Program Enablement** — private, invitation-only “crews” by shift or unit; **Rally Around** surfaces any member reporting distress or gone silent 7+ days.
- **Mobile Application Development & SaaS Delivery** — native iOS and Android, live in the Apple App Store and Google Play; no agency servers, no IT build.
- **Agency-Configurable Resource Libraries** — department EAP, chaplain, peer team, union, and local resources, updated centrally without an app release.
- **Resilience & Stress Management Training** — **Living Ideation** curriculum; CISM/ICISF-aligned, delivered by a national ICISF instructor.
- **Engagement Analytics & Outcome Reporting** — enrollment, activation, and engagement data for program review and grant close-out reporting.
- **Deployment, Onboarding & Sustainment** — administrator dashboards, training video library, and rollout support for 24/7 shift-based workforces.

DIFFERENTIATORS

- **Built for the workforce that refuses help.** Ubeus never asks “What’s wrong with you?” It asks **“How do you want your life to be right now?”** — a build model, not a repair model. That reframe is why high performers who avoid clinical programs to protect their careers will use it.
- **Peer-visible early warning.** Crewmates see distress and silence in real time, so intervention comes from trusted colleagues in hours — not from a clinical intake queue in weeks.
- **Clinically founded, not clinically packaged.** Created by Steven Nicholas, Ed.D. in Counseling & Educational Psychology, LMFT, ICISF national instructor, EMDR-trained — 20+ years embedded with Air National Guard, U.S. Wildland Fire Service and U.S. Forest Service wildland fire, structure fire, and law enforcement.
- **Private by architecture.** Journal entries never leave the device unless shared. Sharing is crew-only. No public feed, no algorithm, no broadcast — the deliberate antithesis of social media.
- **Proven at agency scale, not concept stage.** A paying state-government deployment covering roughly 3,000 employees, plus active fire cohorts.
- **Low-lift acquisition and sustainment.** Per-seat subscription, no capital outlay, nothing stranded when grant funding ends — the continuation plan reviewers and program managers require.

COMPANY DATA

UEI	UTNGSDAG6911
CAGE	23MG6
NAICS	513210 Software Publishers (primary); 541511 Custom Computer Programming; 541512 Computer Systems Design; 541519 Other Computer Related Services; 611430 Professional & Management Development Training; 621330 Offices of Mental Health Practitioners
PSC	DA10 — Business Application Software (SaaS)
DELIVERY	Apple App Store & Google Play; commercial SaaS, no agency infrastructure required
SIZE	Small Business

PAST PERFORMANCE

Nevada Department of Corrections

STATE GOVERNMENT · JULY 2025 – PRESENT

Agency-wide deployment to approximately 3,000 employees with a department-tailored resource library. NDOC has requested a renewal quote extending the engagement through 2028. Reference: Kaytlyn Malm, Correctional Captain · (775) 997-5657 · kmalm@doc.nv.gov

Truckee Meadows Fire & Rescue

LOCAL GOVERNMENT · PILOT · FEB 2025 – PRESENT

Deployment to approximately 40 personnel across structure fire crews. Reference: Shane Akerson, Battalion Chief and Peer Support Team Lead · (775) 345-5922 · SAkerson@tmfcd.us

Key Personnel — Prior Federal Experience

FEDERAL · PRINCIPAL

Resilience and critical-incident work delivered by Dr. Nicholas with the Nevada Air National Guard, U.S. Wildland Fire Service and U.S. Forest Service wildland fire crews, and municipal fire and law enforcement agencies.

POPULATIONS SERVED

One platform, configured per agency. Resource libraries, crew structures, and onboarding are tailored to the mission and duty cycle of each workforce below.

CORRECTIONS

LAW ENFORCEMENT

WILDLAND FIRE

STRUCTURE FIRE & EMS

MILITARY & GUARD

VETERANS

HEALTHCARE

DISPATCH & 911

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CLINICAL LEAD

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