



BUSINESS

Coast tech business helps teacher beat anxiety



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Positive Prime founder and chief executive Kim Serafini says her business is growing rapidly. Picture: Supplied

A Coast-based businesswoman says she is helping a teacher fight anxiety in the classroom through smart technology.

Positive Prime uses carefully curated imagery, sound and positive word affirmations and delivers an audiovisual experience intended to help a person be happy and positive.

Brisbane-based teacher Vari McGowen, who used Positive Prime in her personal life, said the technology helped her in the classroom.

“As a teacher, where you hear all the catchphrases like time poor, crowded curriculum, traumatic experiences, these three minutes a day can make such a massive difference to how the children are feeling, learning and behaving,” she said.

Research by Bonds University, released in 2019, showed more than half of Australian teachers suffered from anxiety and one in five teachers were depressed.

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Ms McGowen said overwhelmed and stressed teachers could pass a negative bias to their students.

“I’ve been there, I’ve done really tough times and it’s difficult to stay positive with those children in front of you that are giving you grief all the time,” she said.

“I have a range of children within my class and if I can catch them, when I know they’re just about to flip their lid and things are going to go quite chaotic, I can just pull up Positive Prime and I can just start to play a session.”

Positive Prime founder and Cooroy resident Kim Serafini said the business, that was into its third year, had scientific proof to show that the effects of a three minute session lasted for six to eight hours.

“What I’ve created is the most advanced activity that you can do online, anytime, that gives you everything a peak performance psychologist would give you as training,” she said.

“Everyone can do three minutes a day and we cater for everyone trying to change or better themselves in certain areas like nutrition, sporting performance, academics, whatever really.



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Teacher Vari McGowen is using the technology of Positive Prime to boost her students' mental health. Photo: [unreadable]

Ms Serafini's team consists of only two people but works with a range of agencies that employ more than 100 people. She expects to reach 5 million paying subscribers in the next five years.

"Right now we have over 200,000 people watching Positive Prime Sessions and we're rapidly growing by more than 10 per cent per month," she said.



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