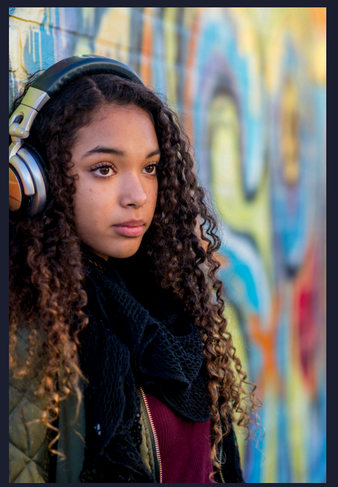
75% of Cubbie users are regulated by the sixth session

An independent impact analysis from the University of Galway

Cubbie®
THE SMART SENSORY POD



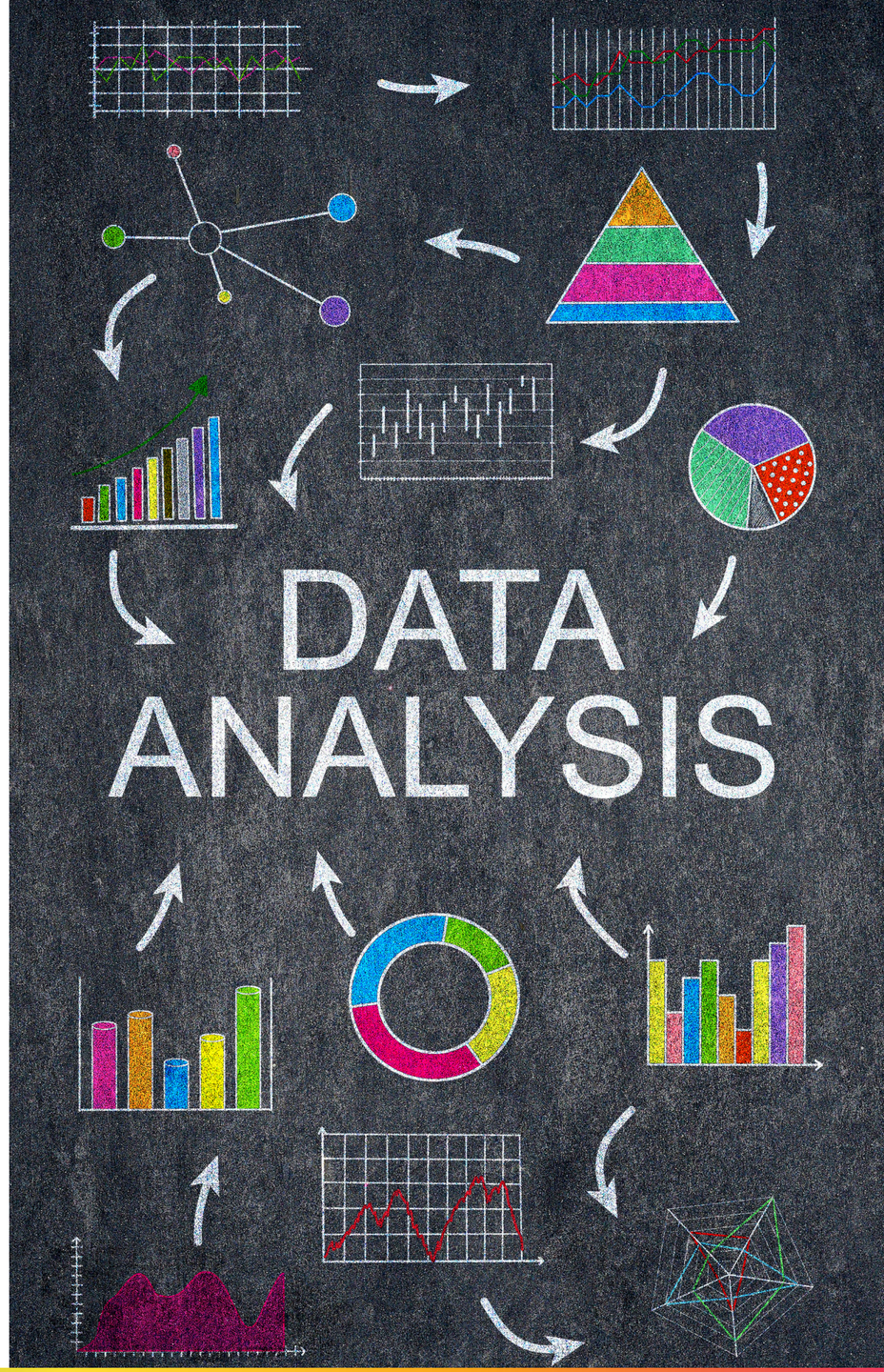
Introduction

We partnered with the University of Galway to conduct an independent analysis of how users engage with Cubbie and how their emotional states shift before and after sessions.

The goal of the investigation was to **understand whether Cubbie supports emotional regulation** by analysing how quickly users experience benefits and how outcomes evolve over time.

The investigation examined **154,337 Cubbie sessions across 4,025 unique users**.

This report summarises the findings from the University of Galway's independent study.



How emotional feedback was collected

Before and after every Cubbie session, users select an emoji that best reflects how they feel in the moment:

1. Very tired / very understimulated
2. Tired / Understimulated
3. Happy / Regulated / Ready to participate
4. Overstimulated / Anxious / Stressed
5. Very overstimulated

Lower numbers indicate understimulation, higher numbers indicate overstimulation, and emoji 3 represents the target regulated state.

Session outcomes are defined as emotional state transitions, classified into five categories:

Stable at goal:
The user starts and ends the session in a regulated state (emoji 3).

Effective:
The user starts from any non-regulated state (emoji 1, 2, 4, or 5) and moves to a regulated state (emoji 3).

Partially improved:
The user moves towards regulation from an extreme state (emoji 1 or 5) but does not reach a regulated state (emoji 3).

No change:
The user starts and ends the session in the same non-regulated state (i.e., emoji 1 > 1).

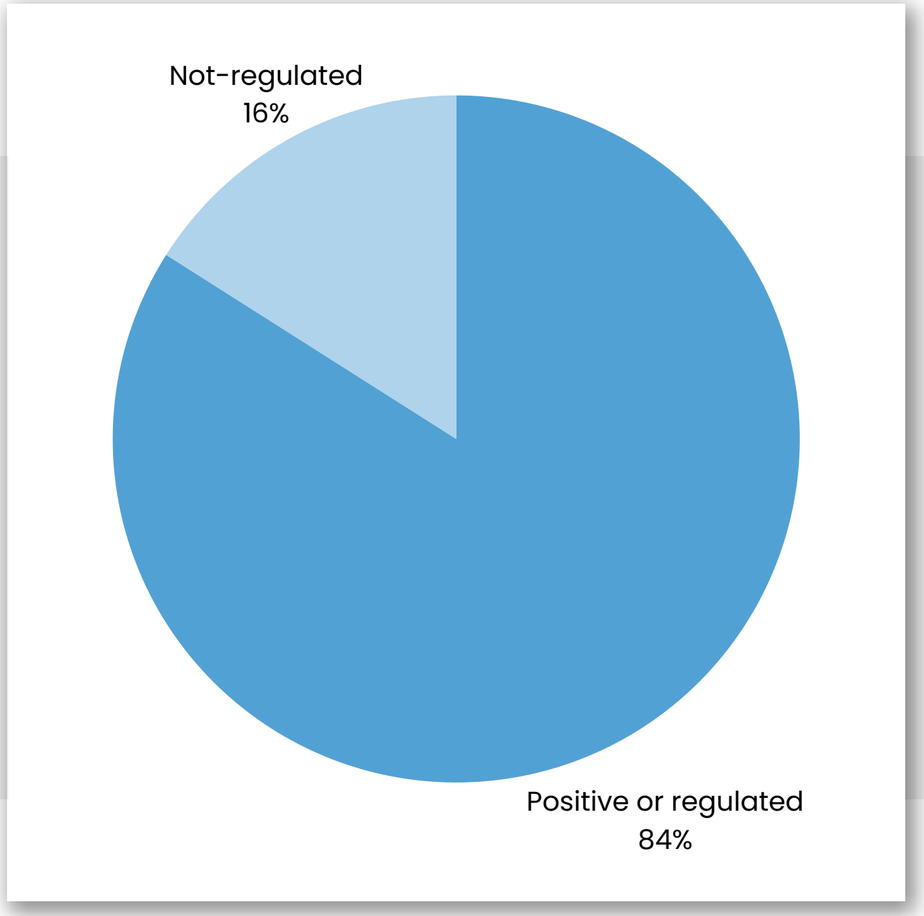
Worsened:
The user experiences a negative emotional shift, including any movement away from regulation or from moderate emotional states to extremes (i.e., emoji 4 > 5).

What the University of Galway found

The University of Galway conducted emotional shift analysis across the 4,025 users, focusing on the emotional state transition from the beginning and end of sessions. They also explored sustained outcomes for users reaching “Stable at goal” and whether improvements persisted across sessions.

Their independent investigation found four major findings:

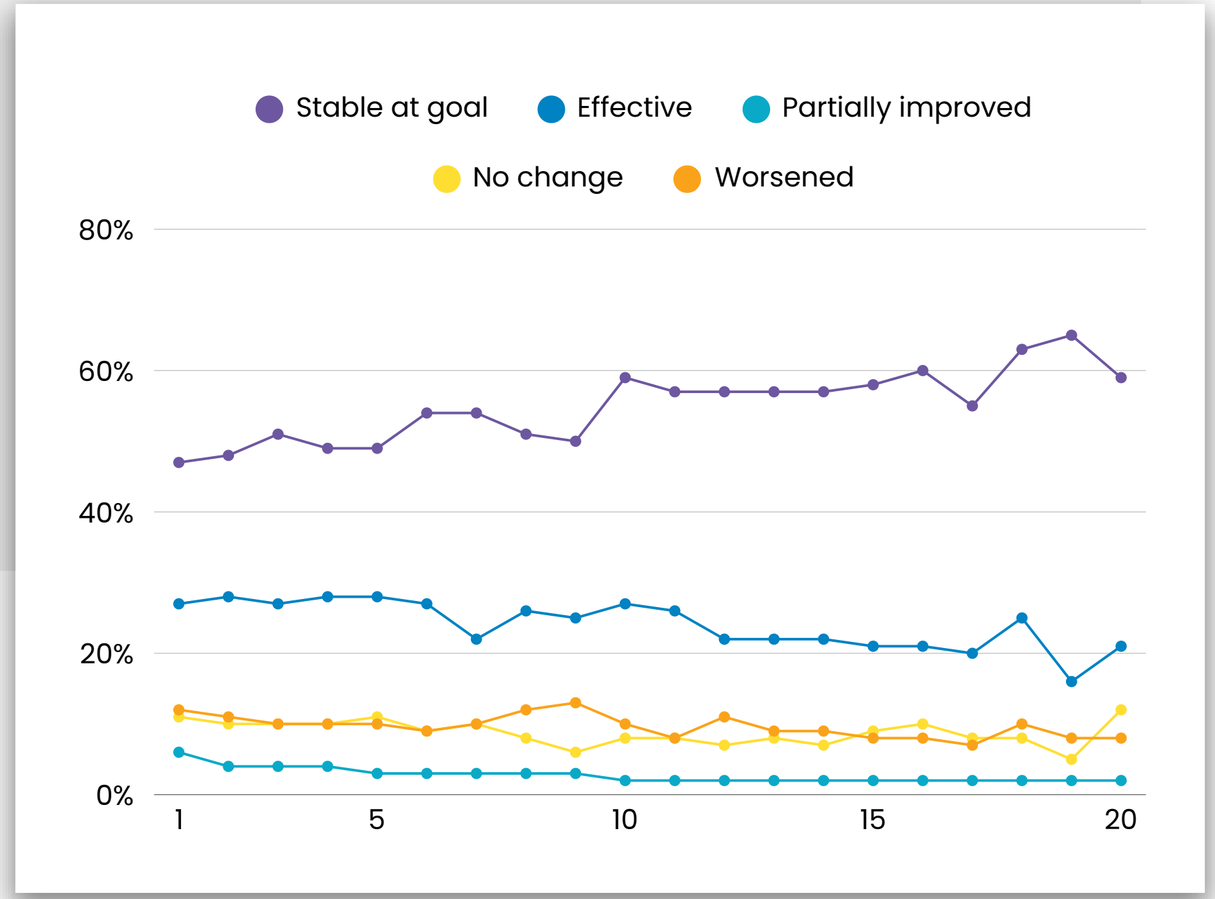
1. Most sessions lead to positive or regulated outcomes
2. Users become more regulated over time
3. Many users maintain long-term emotional stability
4. Early sessions show more variability, with improvements after a few sessions



Most sessions lead to positive or regulated outcomes

Across the 154,377 sessions, **84% of sessions resulted in a positive or regulated outcome.** This means for 84% of the sessions, users' emotional state transitions were "Stable at goal", "Effective", or "Partially improved".

This means that the **majority of Cubbie sessions helped users reach or maintain a regulated emotional state.**



Users become more regulated over time

- The proportion of “Stable at goal” sessions steadily increased across a user’s first 20 sessions, indicating that repeat users are more likely to reach and maintain emotional regulation.
- “Effective” outcomes gradually decreased over time, reflecting that fewer users need to shift into regulation because they are arriving regulated.
- “Partially improved” stayed consistently low across all sessions.
- “Worsened” and “No change” outcomes remained low and stable throughout, showing no upward trend.

These trends suggest that **frequent engagement with Cubbie supports emotional self-regulation over time,** with increasing proportions of users reaching “Stable at goal”.

Early sessions show more variability, with improvements after a few sessions

The data revealed an early-use pattern:

- The first few sessions showed a higher proportion of both “Effective” and “Worsened” outcomes, indicating greater variability in initial sessions.
- Later sessions showed fewer negative shifts and more stability, with users likely to reach “Stable at goal”.

The University of Galway found that rapid improvement is a defining feature of Cubbie.

- 50% of users reached “Stable at goal” by their second session
- 75% of users reached “Stable at goal” by their sixth session
- For positive effect, **50% of users see a benefit by their first session, and 75% by their second**

This indicates that Cubbie delivers **quick benefits for many users** and that users see positive shifts from repeated use.

Many users maintain long-term emotional stability

The University of Galway found that the majority of users who reached “Stable at goal” then sustained this emotional stability across future sessions.

This indicates that for most users, Cubbie **helps establish long-term emotional regulation**, not just session-to-session improvements.

Cubbie: An effective solution for emotional self-regulation

The University of Galway's independent investigation provides an evidence-based picture of Cubbie's impact:

Cubbie delivers rapid emotional regulation, with most users experiencing a positive or regulated outcome within their first few sessions.

75% of users reach a regulated or positive state within two sessions.

Emotional stability strengthens with repeated use, with more users arriving and staying regulated over time.

Negative or unchanged outcomes remain consistently low, with no increasing trend.

Many users sustain long-term emotional stability, suggesting lasting emotional regulation rather than only momentary changes.

About Cubbie

Cubbie is a science-backed sensory wellbeing solution designed for every person and every environment. Grounded in behavioural health science, occupational therapy, and universal design, Cubbie delivers fast, personalised sensory regulation support—from the classroom to career and beyond. It's much more than a pod, transforming everyday spaces into inclusive environments where everyone can participate and thrive.

Learn more at:
cubbie.ie | hello@cubbie.ie

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