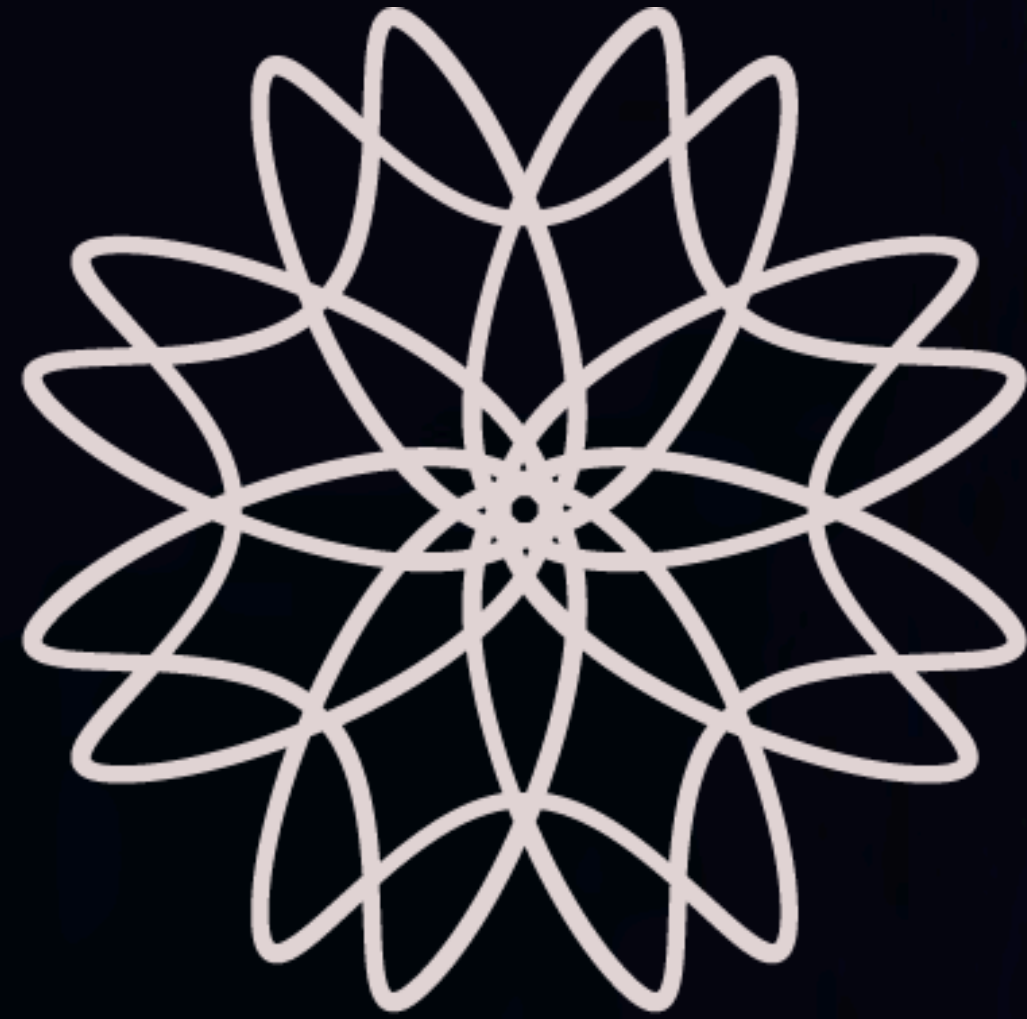


**Mistikist: AI Assisted Brainwave Regulator**



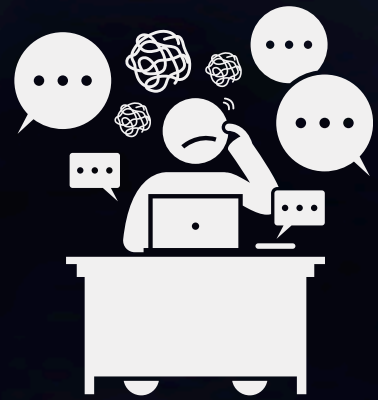
**mistikist**

**“Rewiring Mental Resilience in a Burnout World”**

# Problem



- **Stress:** Damages health, work performance and economy.\*
  - 75% of population **Cost: €282 Billion\*\*** (EU)



- **Lack of Focus:** Attention life-span is under 8 seconds.\*\*\*



- **Burnout:** Due to long-term stress\*\*\*
  - **Cost: \$1T/year** lost (Global / WHO).

High  $\beta$

\*Microsoft. (2021). Work Trend Index: Your Brain Needs A Break. Retrieved from [Microsoft Work Lab](#).

\*\*Russo S, Ronchetti M, Di Tecco C, Valenti A, Jain A, Mennini FS, Leka S, Iavicoli S. Developing a cost-estimation model for work-related stress: An absence-based estimation using data from two Italian case studies. Scand J Work Environ Health. 2021

\*\*\*Attention performance over 5 decades: A meta-analysis of the attention network test. Published in Nature Communications in 2019.



# Solution



- **Brainwave Entrainment** : Most effective in regulating brainwaves \*

$\Delta \theta \alpha \beta \gamma$



- **In 2-8 Min.:**



$\alpha$



- **Super Learning:** Super charges learning abilities like you are in your childhood.  $\theta \alpha$

\*Yadav GS, Cidral-Filho FJ, Iyer RB. Using Heartfulness Meditation and Brainwave Entrainment to Improve Teenage Mental Wellbeing. Front Psychol. 2021 Oct 15;12:742892. doi: 10.3389/fpsyg.2021.742892. PMID: 34721219; PMCID: PMC8554296.

\*\*Colzato LS, Barone H, Sellaro R, Hommel B. More attentional focusing through binaural beats: evidence from the global-local task. Psychol Res. 2017

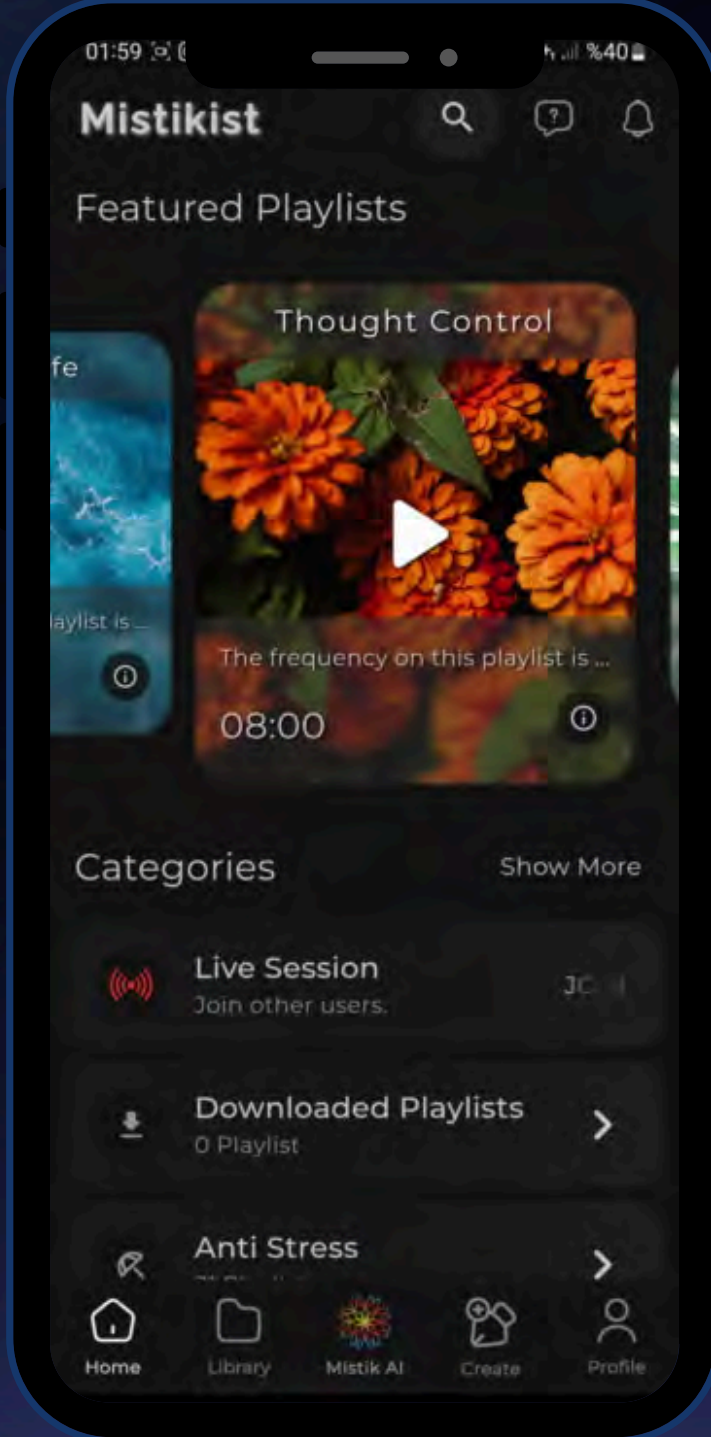
\*\*\* Stark, Jeannette and Dörfel, Denise, "Fast and Effective Stress Relief in Women through BrainwaveEntrainment Technology in Pandemics" (2021). ECIS 2021 Research Papers. 86.



# Product



mistikist



Android TV



Microsoft Teams



Artificial Intelligence



VR/ Apple Vision Pro



# Team



mistikist



**Buğra Karahan**  
**CEO**

Entrepreneur, Computer Scientist,  
Researcher, Futurist



**Adil Basar**  
**CTO**

Senior Software Engineer,  
System Architecture Specialist



**Prof. Dr. Semai Bek**  
**CSO**

Neuroscientist, Neruologist



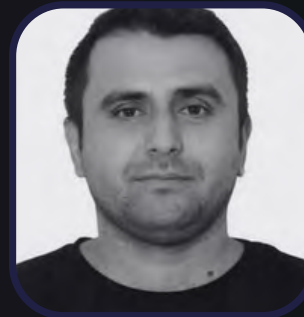
**Damla Bektas**  
**CDO**

Designer, Content Creator



**Prof. Dr. Gulnihal**  
**Kutlu**

MSKU Head of Department  
of Neurology and Clinical  
Neurophysiology



**Dr. Serkan**  
**Aksu**

Postdoctoral Assoc.  
Neuro Physiologist



**David**  
**Henzel**

Serial Entrepreneur



managinghappiness



**Phd. Hans**  
**Nemarich**

Psychologist - UX Designer





# Market: Digital Mental Wellbeing



TAM



SAM



SOM

**CAGR: ~%16**

\*Mental Health Apps Market Size, Share & Trends Analysis Report By Platform Type (Android, iOS), By Application Type (Depression And Anxiety Management, Stress Management), By Region, And Segment Forecasts, 2023 - 2030



\*Digital Health: market & data analysis - Statista

\*Mental Health Market Insights - Statista

\*\*Calculations are based on expected market share of 7% by the end of 2024 and a penetration rate of 10% by 2026



# Mistikist and Other Players

	Brainwave Entrainment	Guided Meditation	Audio Stimuli	Visual Stimuli	AI Assistant	VR Support	B2B Portal	Lossless Codec & Sine Wave	Unpredictability Engine	Min. Time to Effect
 <b>mistikist</b>	✓	✗	✓	✓	✓	✓	✓	✓	✓	8 mins.
 <b>Calm</b>	✗	✓	✗	✗	✓	✗	✓	✗	✗	30 days
 <b>Headspace</b>	✗	✓	✓	✗	✗	✗	✓	✗	✗	60 days
 <b>Sonic Bloom</b>	✓	✗	✓	✗	✗	✗	✓	✗	✗	No Official Data
 <b>YouTube &amp; Spotify</b>	✗	✓	✓	✓	✗	✗	✗	✗	✗	No Official Data
 <b>Apple Music</b>	✗	✓	✓	✗	✗	✗	✗	✓	✗	No Official Data

# Why now?

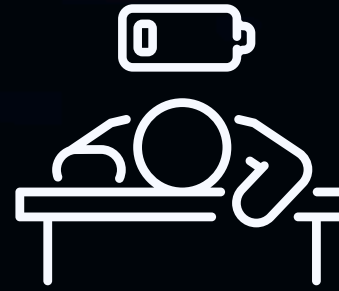
Workplace Revolution



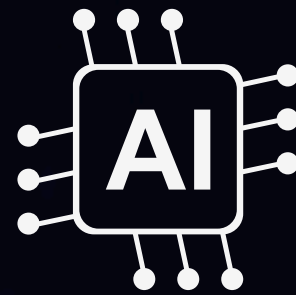
Declining Attention Span



Burnout Epidemic



AI Breakthroughs



Post-Pandemic Mental Health Crisis



- WHO reports 25% global rise in anxiety/depression
- Advancements in neuroscience, AI, Wearables & digital therapeutics
- 76% workforce Burnout
- \$1.5T mental wellness market by 2030
- Workplace Revolution: 83% of companies now prioritize mental wellness (Deloitte)
- Biohacking Boom: \$60B market

Mistikist: Perfect alignment with the demand for non-invasive, instant mental performance enhancement.



# Traction



**Clinical Validation**



**50.000+ Users in 152 Countries, 26 Languages**



**Partnership with Microsoft & Teams Integration**

Monthly  
Exponential Growth

**12.23%**

Av. Engagement Time

**13M 23S**

**Supported by multiple organizations:**

European  
Innovation  
Council





# Business Model



## B2C: Freemium Model

- Premium Subscription (€99.99)
- In-app purchases



## B2B / B2BC: Licensing Model

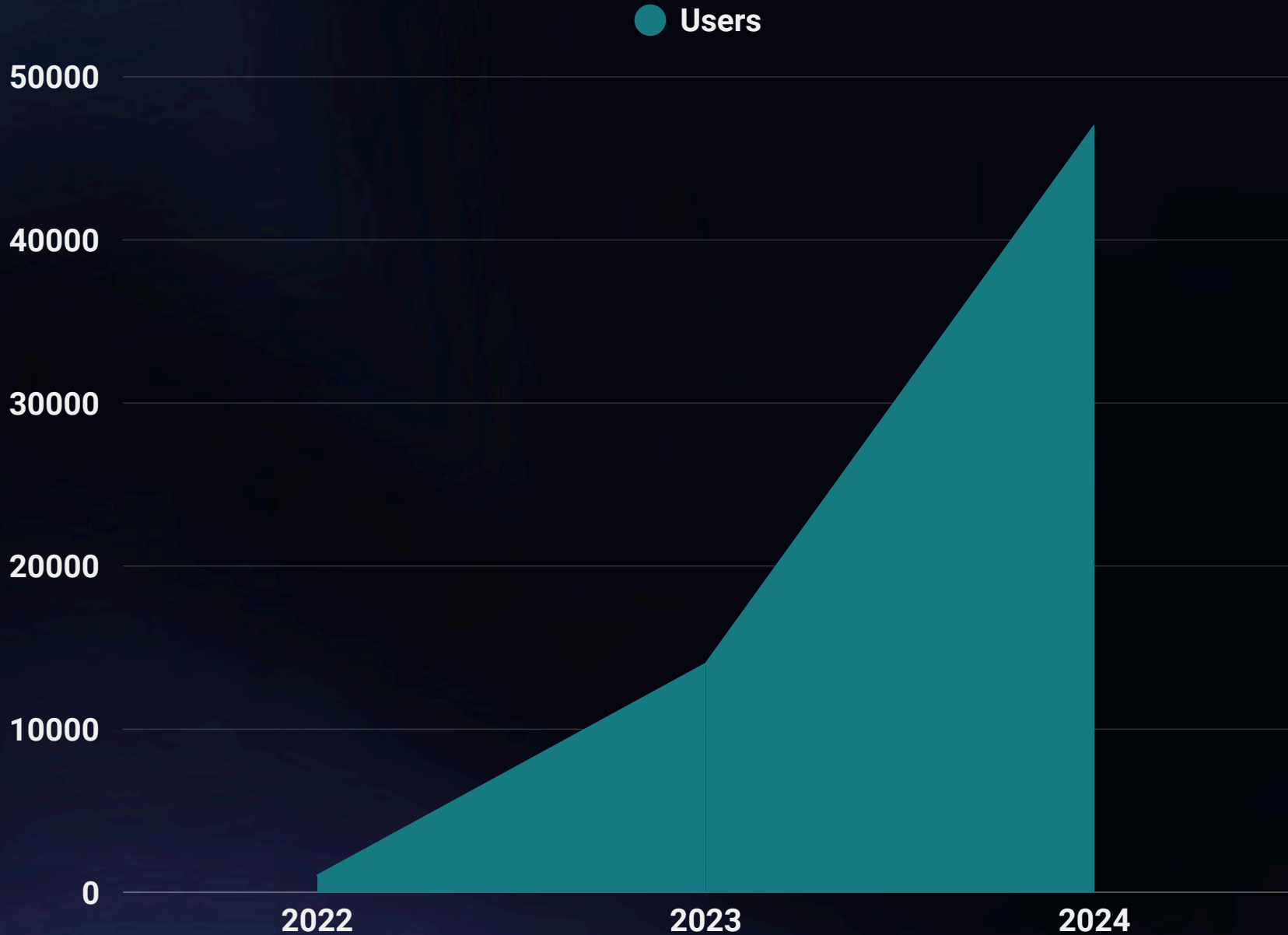
- Special Code for Businesses
- Specialised content
- User Development Tracking



# Financials



## Yearly Growth (%350)



B2C MRR:  
**€ 1.200**

B2B ARR (2024):  
**€ 55.000**

CAC  
**\$12**

Projected LTV  
**\$89,91**

Projected B2C MRR:  
(2026)  
**€ 120.000**

Projected B2B ARR:  
(2026)  
**€ 7M**



# The Ask



## Stage: Seed

- Raising € 1.2M with € 12M Valuation
- € 300K+ Commitment
- 50K Users -> 1M Users
- Secure 20 new corporate contracts
- Dominate Digital Mental Wellbeing
- Keep First Mover Advantage
- Secure €2.5M EU / EIC Accelerator Grant
- Reach €8.44M Total Yearly Revenue (2026)

