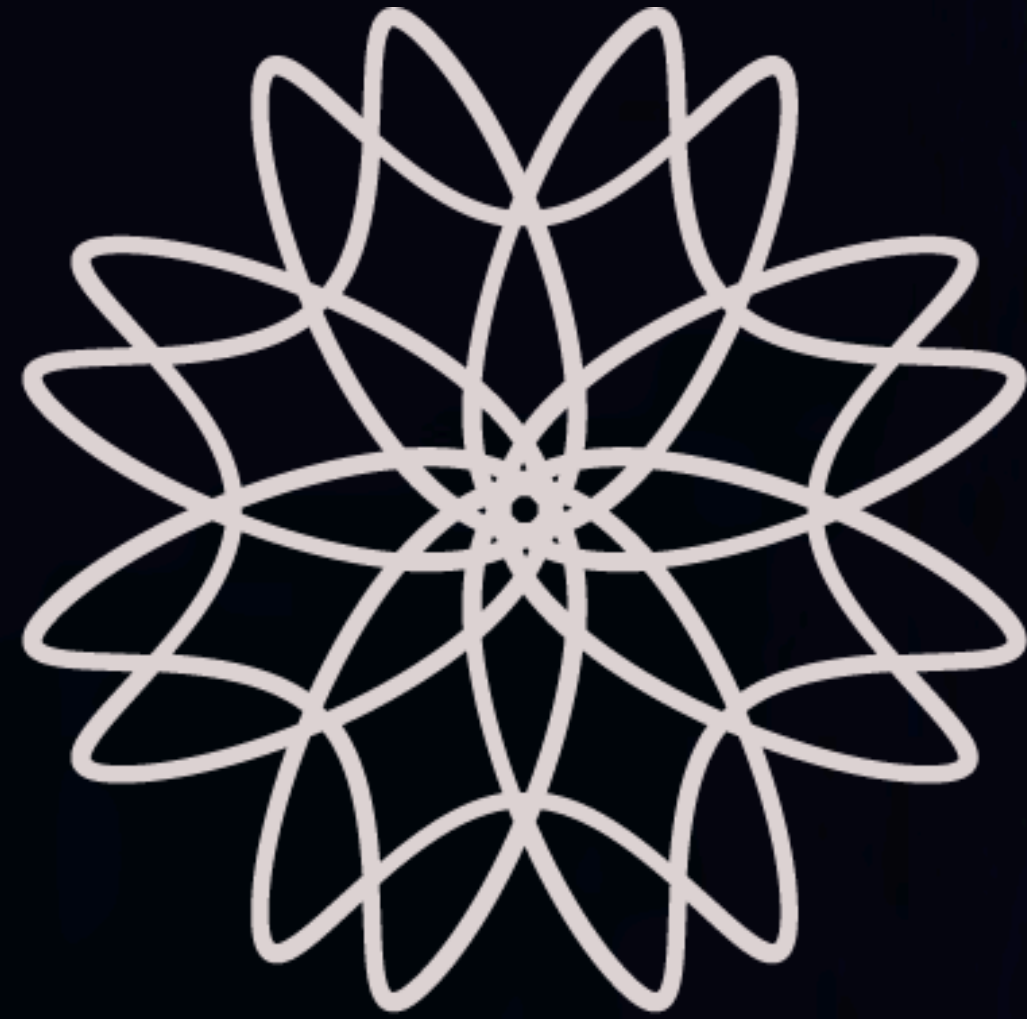


Mistikist: AI Assisted Brainwave Regulator



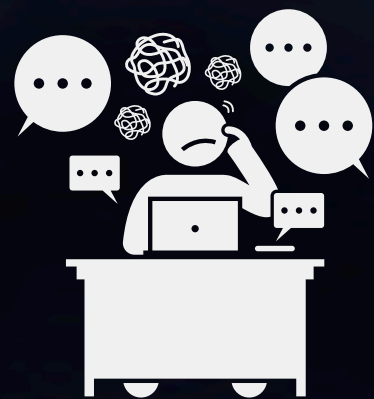
mistikist

“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 β

*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.:**

Focus Level  95% **

Stress Level  90% ***

α



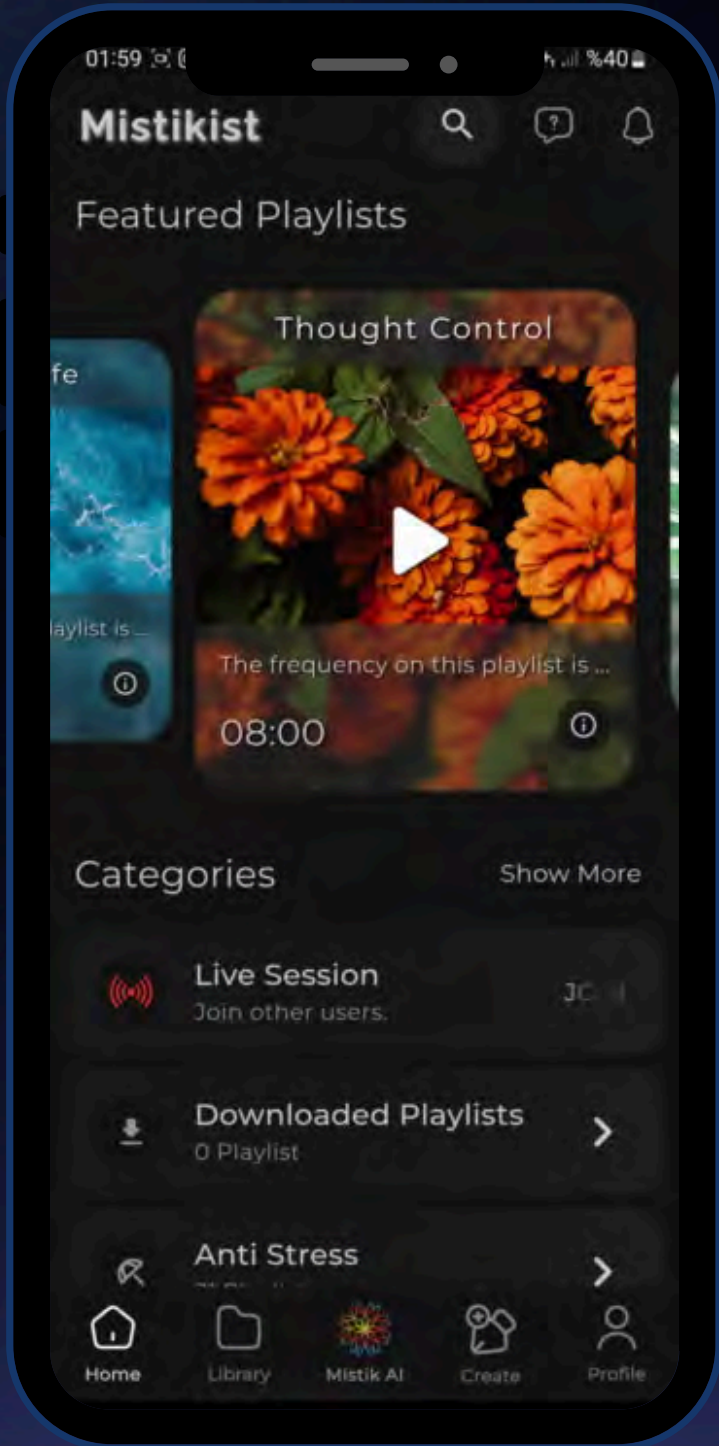
- **Super Learning:** Super charges learning abilities like you are in your childhood. $\theta \alpha$

*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



Android TV



Microsoft
Teams



Artificial
Intelligence



VR/ Apple
Vision Pro

Team



Buğra Karahan
CEO

Entrepreneur, Computer Scientist,
Researcher, Futurist



Adil Basar
CTO

Senior Software Engineer,
System Architecture Specialist



Prof. Dr. Semai Bek
CSO

Neuroscientist, Neruologist



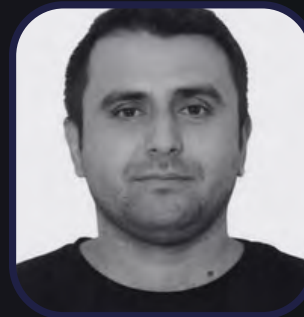
Damla Bektas
CDO

Designer, Content Creator



Prof. Dr. Gulnihal
Kutlu

MSKU Head of Department
of Neurology and Clinical
Neurophysiology



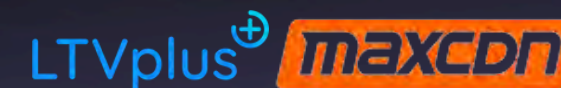
Dr. Serkan
Aksu

Postdoctoral Assoc.
Neuro Physiologist



David
Henzel

Serial Entrepreneur



Phd. Hans
Nemarich

Psychologist - UX Designer



Market: Digital Mental Wellbeing



€ 162.49
Billion

TAM

€ 36.32
Billion

SAM

€ 2,5
Billion

SOM

CAGR: ~%16






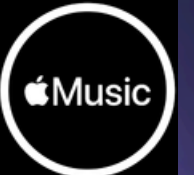
*Mental Health Apps Market Size, Share & Trends Analysis Report By Platform Type (Android, iOS), By Application Type (Depression And Anxiety Management, Stress Management), By Region, And Segment Forecasts, 2023 - 2030

*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
 mistikist	✓	✗	✓	✓	✓	✓	✓	✓	✓	8 mins.
	✗	✓	✗	✗	✓	✗	✓	✗	✗	30 days
 Headspace	✗	✓	✓	✗	✗	✗	✓	✗	✗	60 days
	✓	✗	✓	✗	✗	✗	✓	✗	✗	No Official Data
	✗	✓	✓	✓	✗	✗	✗	✗	✗	No Official Data
	✗	✓	✓	✗	✗	✗	✗	✓	✗	No Official Data

Why now?

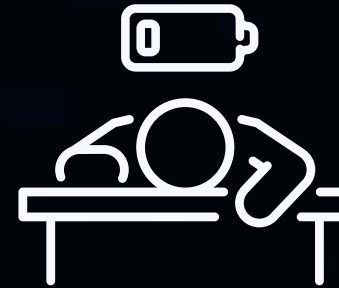
Workplace Revolution



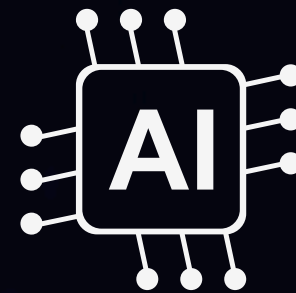
Declining Attention Span



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



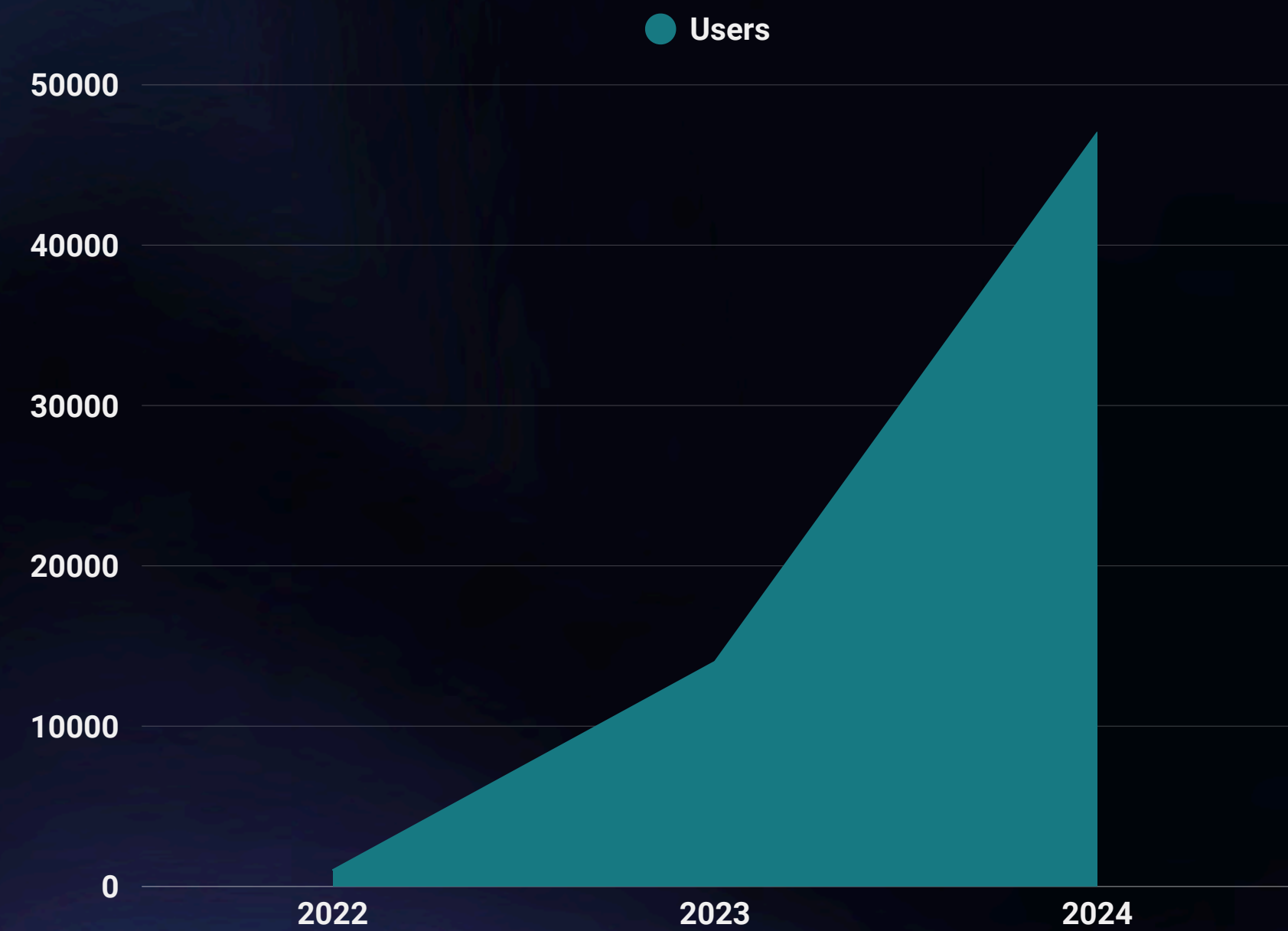
B2B / B2BC: Licensing Model

- 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)

