

“If you want to find **the secrets of the universe**, think in terms of **energy, frequency** and **vibration**.”

— Nikola Tesla



mistikist



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Mistikist

**AI Assisted
Brainwave Regulator**

**Bugra Karahan
bugra@mistikist.com**





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What Is Mistikist

Mistikist is an AI assisted **neuroscience** app that **reduces stress** and **increases focus** and **work performance** with audio-visual stimuli.



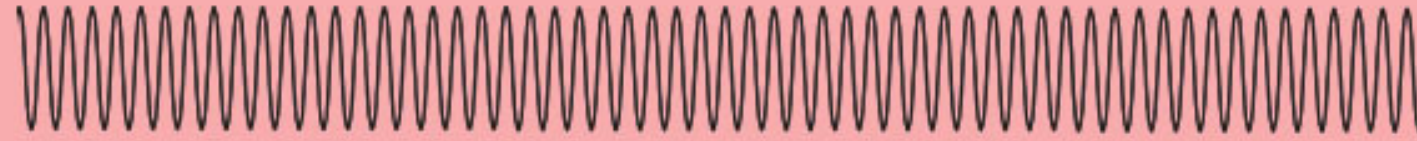
Brainwaves



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Gamma Waves

30 - 100 HZ



INSIGHT
PEAK EXPERIENCES
SYNCHRONIZATION

Beta Waves

12 - 30 HZ



ALERTNESS
CONCENTRATION
THINKING

Alpha Waves

8 - 12 HZ



MEDITATION
CREATIVITY
RELAXATION

Theta Waves

4 - 8 HZ



VISUALIZATION
TRANCE
DREAMING

Delta Waves

0.5 - 4 HZ



DEEP SLEEP
TRANSCENDENCE
RESTORATION

Problem



- **Stress:** Harms health, work performance and economy*



- **No Focus:** Short focus time  ~ 8 sec**



- **Costly Mental Health Solutions:** \$2,400/Year per employee***

*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.

***The 2022 EBRI Health Benefits Survey: Mental Health Benefits and Spending

Solution



- **Brainwave Entrainment** : is effective in regulating brainwaves*



- **In 8 Minutes:**



- **Low Cost:** Annually costs **97% \$** less

*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

***Direct effects of audio-visual stimulation on EEG: M. Teplan *, A. Krakovská, S. Stolc (2010)

Cost of stress



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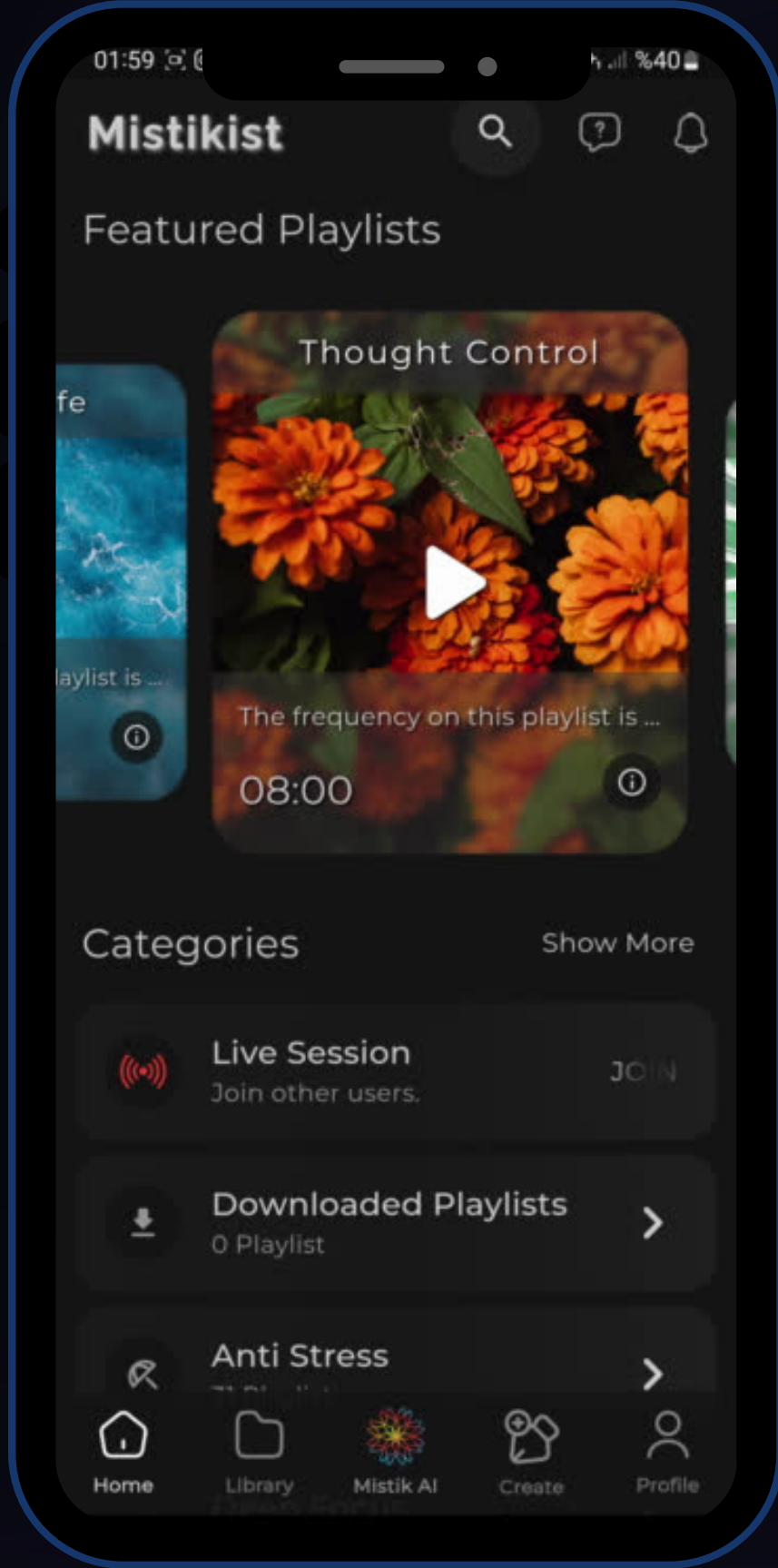
***50 % of EU Workers
~ 150 Billion € Damage****

*European Agency for Safety and Health at work

Product



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Massachusetts
Institute of
Technology



Stanford
University



JOHNS HOPKINS
UNIVERSITY




HARVARD
UNIVERSITY

Scientific Background



Ethics Committee Approval (Clinical Study)

Beta Brainwave (Before vs During Use)

 T.C.
MUĞLA SITKI KOÇMAN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Klinik Araştırmalar Etik Kurulu

Sayı : E-72855364-050.01.04-598023
Konu : Kararlar

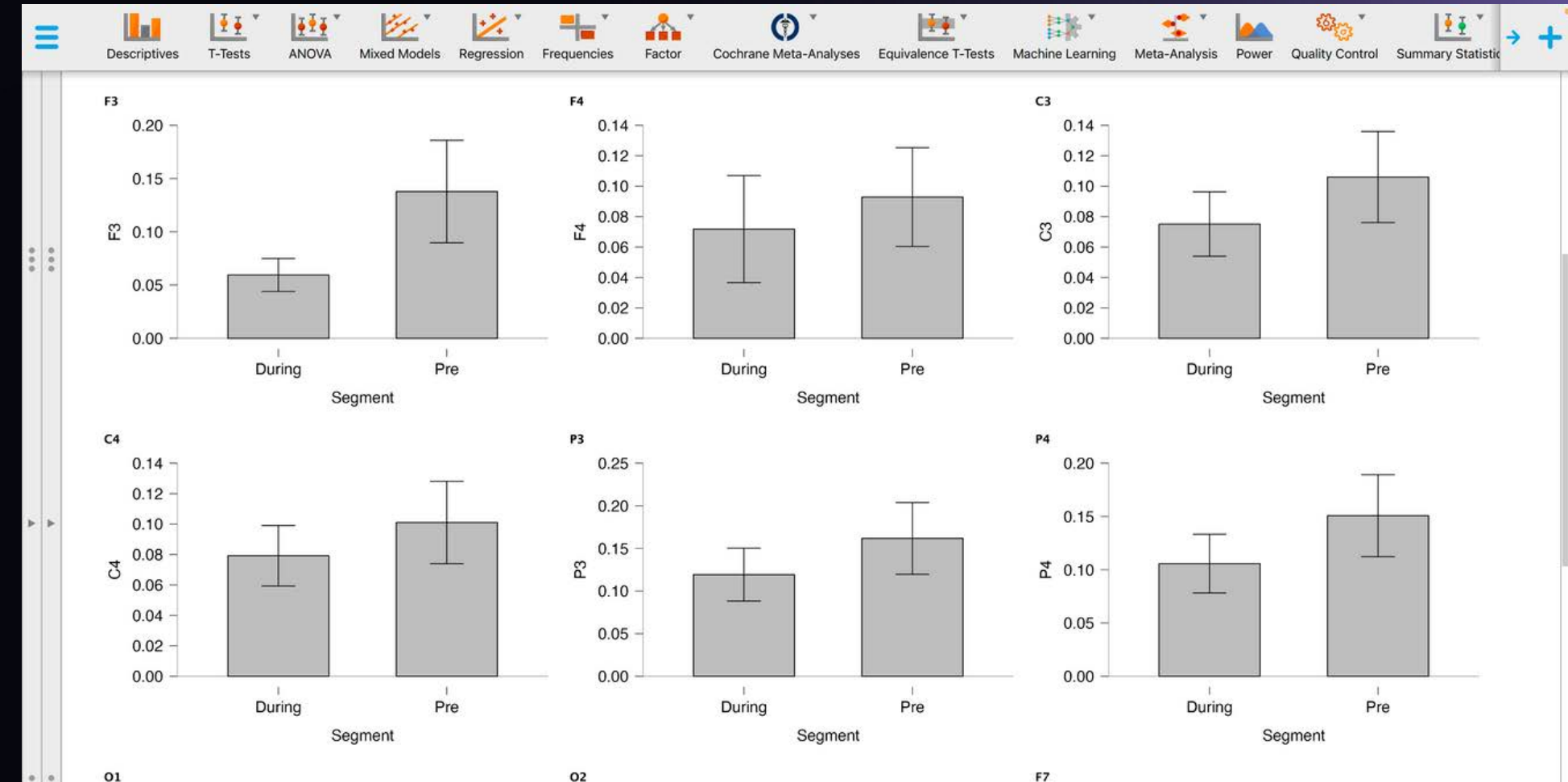
06.04.2023

Sayın Prof. Dr. Vedat Semai BEK

Ses ve Işık Frekanslarının Farklı Beyin Dalga Boyları Üzerine Etkisi isimli çalışmanız Klinik Araştırmalar Etik Kurulumuzun 23/03/2023 tarih ve 7/XX sayılı kararı ile kabul edilmiştir.

Bilgilerinizi ve gereğini rica ederim.

Prof. Dr. Ümmühani ÖZEL TÜRKÇÜ
Kurul Başkanı



Impact



3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION



14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

Other Players

	Brainwave Entrainment	Guided Meditations	Audio Stimuli	Visual Stimuli	AI Assistant	VR Support	B2B Portal	Min. Time To Results
 mistikist	✓	✗	✓	✓	✓	✓	✓	8 Min.
 Calm	✗	✓	✗	✗	✓	✗	✓	30 Days
 Headspace	✗	✓	✓	✗	✗	✗	✓	8 Weeks
 Brain.fm	✓	✗	✓	✗	✗	✗	✗	No Official Data

Market



TAM



SAM



SOM(2026)*

Compound Annual Growth Rate (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
**Calculations are based on expected market share of 7% by the end of 2024 and a penetration rate of 10% by 2026

Target Market



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B2C

US > UK > DE > ES > TR



B2B

TR > US > UK > DE > ES



Business / Revenue Model



Revenue
(B2C & B2B)



~€ 50.000

Total Users



15.000+

Active Users



3.000+

B2C: Freemium Model

- Premium Subscription
- In-app purchase
- Advertising Revenue

B2B / B2BC: Licensing Model

- Special Code for Businesses
- Exclusive content
- User Progress Tracking

B2B Agreements



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B2B Sales



@kose



atasagon



Ongoing B2B Negotiations



Roadmap

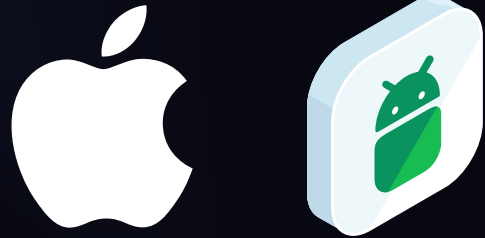


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2024 Q1



Smart Watch Support (Apple Watch, Samsung Gear etc.)

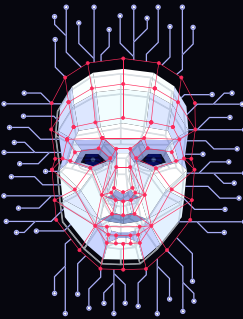


Apple TV/Android TV Support

2024 Q2



HRV Module



AI Assisted Personalized Stimulus Creation Module

2024 Q3



Portable EEG Device Support (Emotiv)



Premium VR Headset (Oculus, HTC Vive, Apple Vision Pro)

2024 Q4



Holistic Web Portal

Team



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Buğra Karahan
CEO

Entrepreneur, Computer
Scientist, Researcher,
Futurist



Adil Basar
CTO

Senior Software
Engineer, System
Architect Specialist



Güneri Gözüaçık
CFO

Certified Public
Accountant, PhD in
Finance and
Management, R&D
Specialist

Takım



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Samet Eyisan

Mobile Developer

MSKU
Information Systems
Engineer



Damla Bektaş

3D Artist - Content Creator

MSKU
Information Systems
Engineer



Mustafa Öztürk

Researcher - Digital Marketing

Hacettepe University -
English Linguistics

Advisory Board and Mentors



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**Prof. Dr. Gülnihal
Kutlu**

Head of MSKU
Department of
Neurology and Clinical
Neurophysiology



**Prof. Dr. Semai
Bek**

MSKU Department of
Neurology Faculty
Member



Dr. Serkan Aksu

University of Florida
Postdoctoral Assoc.
Neuro-Physiologist



Dr. Elif Tülay

MSKU Software
Engineering - Doctoral
Lecturer



**Phd. Hans
Nemarich**

Psychologist,
Microsoft Product
Manager

Supporters



European
Innovation
Council



Vision & Goal




To help people cope with stress
faster and easier



To be #1 in Digital Mental Wellbeing

Horizon Europe - EIC Accelerator



Proposal Evaluation Form		
	EUROPEAN COMMISSION Horizon Europe (HORIZON)	Evaluation Summary Report

Call: HORIZON-EIC-2023-ACCELERATOR-01
Type of action: HORIZON-EIC-ACC-BF
Proposal number: 101166207
Proposal acronym: Mistikist
Duration (months): 48
Proposal title: Brain Frequency Changer
Activity: EIC

N.	Proposer name	Country	Total eligible costs	%	Grant Requested	%
1	SHELLIX SMART SOLUTIONS AS	TR	3,438,542.5	100.00%	2,406,979.75	100.00%
Total:			3,438,542.5		2,406,979.75	

Abstract:

More than half of the people who suffer from anxiety and depression do not receive any treatment at all, due to various failures of current mental health systems. In the workplace, half of EU workers and 83% of US workers are reporting negative effects of work-related stress. Brainwaves are patterns of electrical activity which occur in the brain and are defined by the frequency at which they are pulsing. Mental states such as calm or focused are associated with certain frequencies. Mistikist is a brainwave entrainment software which combines three scientifically proven methods to correct brainwave rhythms. Mistikist mobile app helps people who suffer from anxiety, stress, burnout, or depression to manage and reduce the symptoms of their conditions. Mistikist B2B is a solution for organizations who want to improve employees' mental health and employees learning skills. By the 5th year of commercialization Mistikist will generate €57.7 million in revenues and achieve ROI of 7.46.

Need and Use of Funds



To Accelerate Growth

Sales & Partnerships

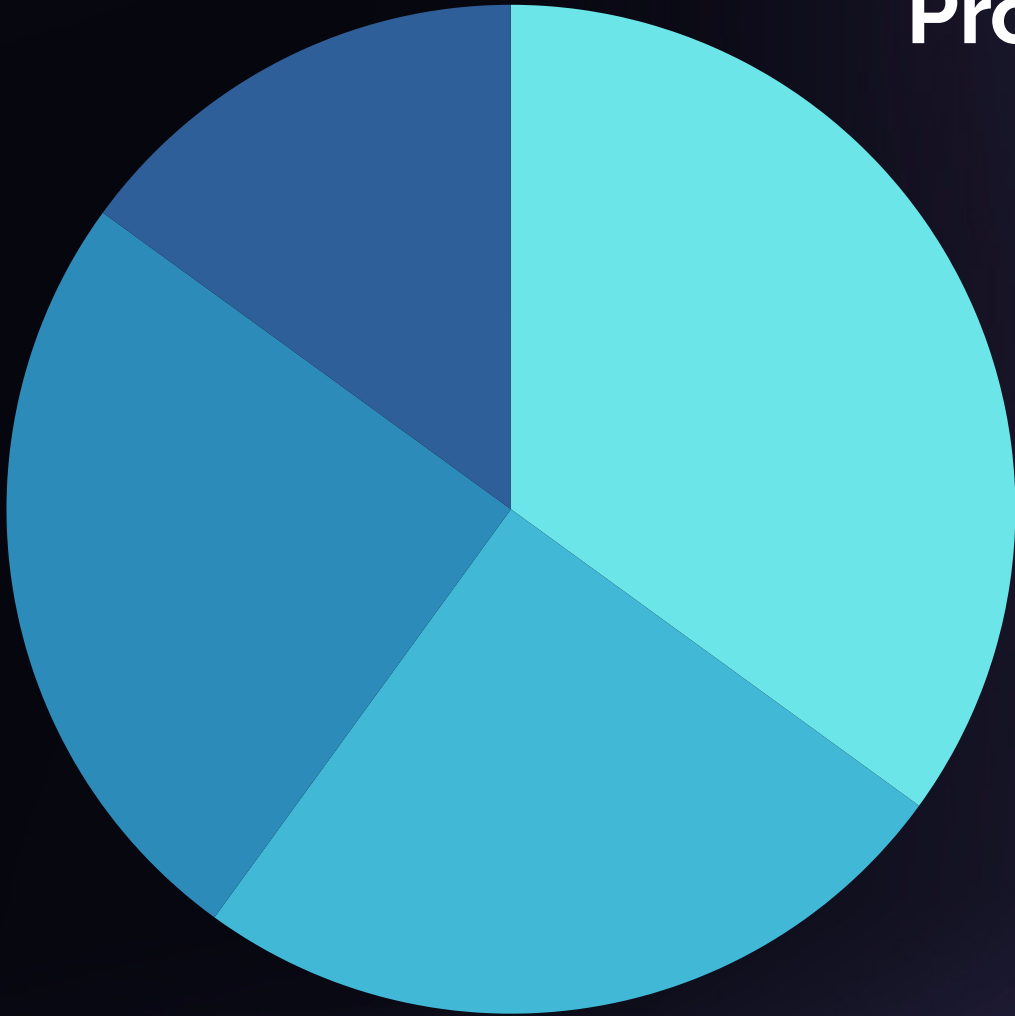
15%

Product Development

35%

Operations

25%



Marketing & Customer Acquisition

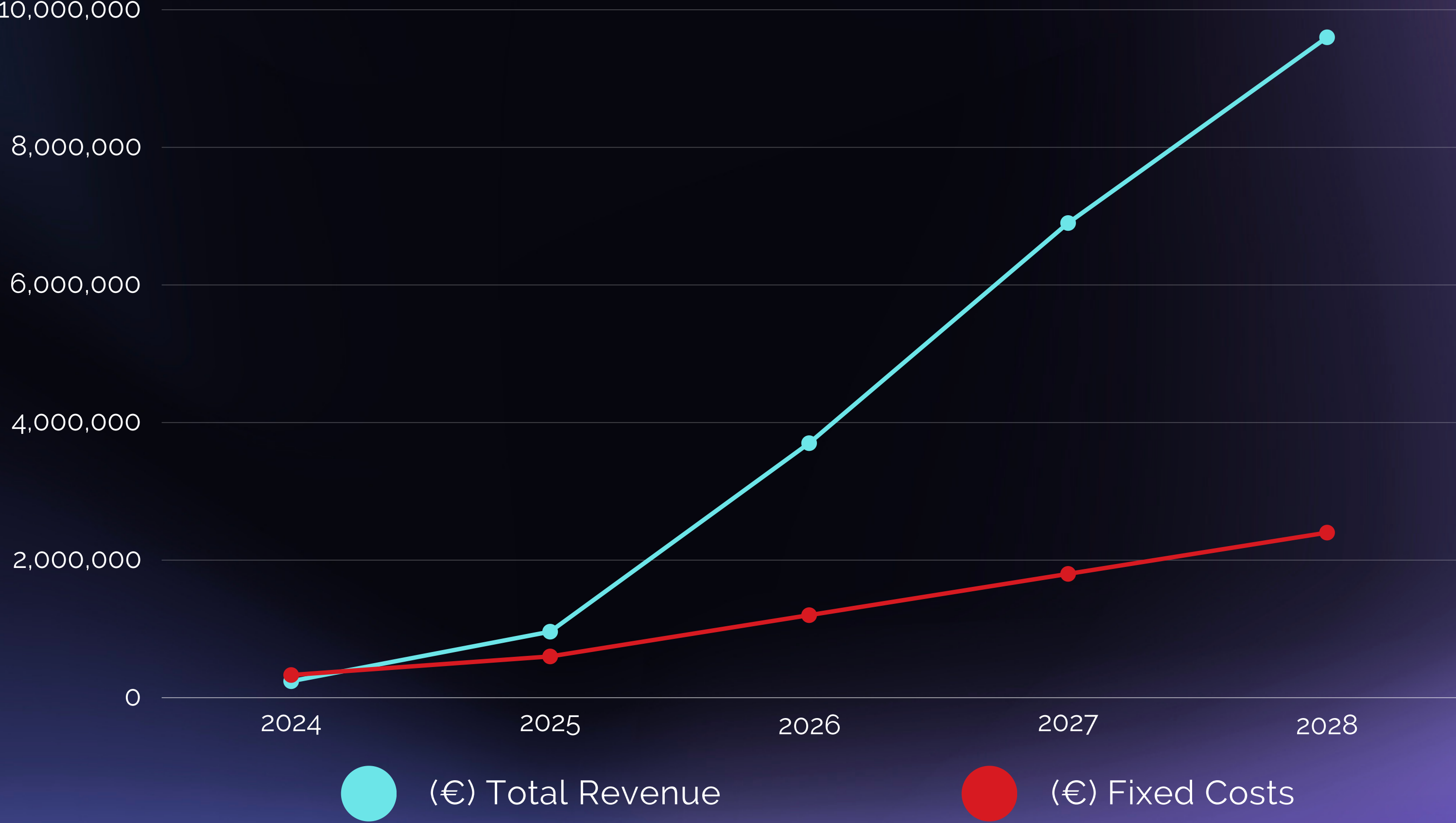
25%

*To Be Used in 12 Months

Growth Projection



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Looking for

- Partnerships
- B2B Customers
- Conscious Investors



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Bugra Karahan
bugra@mistikist.com

Thanks!

