



Mistikist

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Brain Frequency Regulator
&
Subconscious Mind Programmer



mistikist

What Is Mistikist?

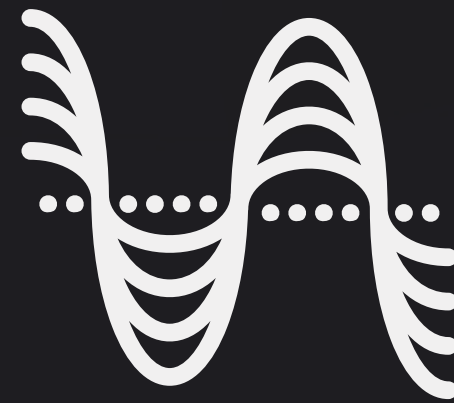
Mistikist is a mobile application that helps individuals **tap into the limitless power of their minds and transform their lives** by using **audio visual stimuli** such as **binaural beats** and **colorful geometric patterns**.



Scientific Background



Research has shown that **different colors and specially designed sounds** instantly affect the human brain.



According to research, there are **brain frequencies** that help the human brain to learn faster, be more calm, and more creative.



Neurotherapy and **biofeedback** techniques have been **used by psychiatrists** for years.

Problem



- Self-sabotaging subconscious mind programs are hard to change



- Stress & Anxiety related issues are increasing



- Low accessibility to brainwave entrainment technology



1 in 2 Europeans experience work-related stress, which costs 642 billion euros damage to European economy.



1 in 6 Europeans have a mental health problem



It's known that 95% of our behaviours are shaped by our subconscious mind Stapleton, 2019, p. 6).

**European Agency for Safety and Health at work, Lujan & DiCarlo, 2006.*

Solution



Subconscious Mind Programming

Changing brainwaves in seconds to get into subconscious programming level to deal with self-sabotaging programs.



Solving Stress & Anxiety





























Solving stress and anxiety issues from the core by suggesting the most efficient brainwave entrainment method.



Easy & Accessible Solution

Easy and Accessible brainwave entrainment solution at your hand as smart phones & tablets are used by almost everyone nowadays.

Other Players

	Breathing & Relaxation	Audio Stimulus & Binaural Beats	Visual Stimulus	Neuro-feedback Training	Biofeedback Training	VR Support
 mistikist						
						
 Mesmerize						
 Brain.fm						



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Market

13.2
Billion Euro

TAM (2022)

156
Million Euro

SAM (2024)

15.8
Million Euro

SOM (4% of SAM 2024)

Business / Revenue Model

B2C: Freemium Model:

Premium Subscription

- 3 EUR / Week
- 9 EUR / Month
- 59 EUR / Year (with 1 week trial)

B2B: Licensing Model per Number of Employees:

Specialized premium content for workplaces
(10.000 - 100.000 EUR / Year)

Interests from various businesses already in different sectors.
(Turkish Airlines, Ekose Holding, Atasagon Well-being, Besiktas Sports Club, The LifeCo)

Revenue in Percentages



***70% B2C - 30% B2B**

Status

- Research - 2019 - 2022
- First Prototype - 2021
- EIC Accelerator Full Application - 15.06.2022
- App Release - 13.10.2022
- Clinical Trials - 2022 - 2023
- Interests from BJK, THY and Microsoft
- Started generating revenue





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Roadmap

2023 Q2



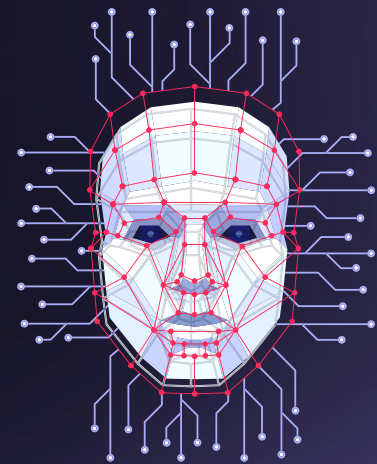
Smartwatch Support (Apple Watch, Samsung Gear etc.)



Apple TV/ Android TV Support



HRV Module



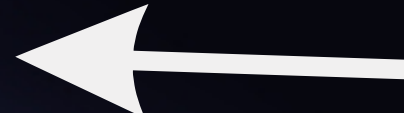
AI Supported Personalized Stimuli Creation Module



Portable EEG Device Support (Emotiv)



Apps in Premium VR Headset Markets (Oculus, HTC Vive)



B2B Web Portal

2024 Q1

Team



Buğra Karahan
CEO

Entrepreneur, Computer
Scientist, Researcher,
Futurist, Health Expert



Adil Basar
CTO

Senior Software
Engineer, System
Architecture Specialist



Güneri Gözüaık
CFO

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



Fatih Turgut
CMO

Marketing Strategist,
Master's degree in
Marketing; Information
and Decision Systems

Team



Samet Eyisan
Mobile Developer

Information Systems
Engineering MSKU



Ezel Karadirek
Mobile Developer

Computer Engineering
MSKU



Mustafa Öztürk
**Researcher/
Translator**

English Linguistics at
Hacettepe University

Team



Eda Akalp
Artificial
Intelligence Expert

MSKU Department of
Mathematics, MSKU
Artificial Intelligence



Mehmet Arda
Sayın
Mobile Developer

MSKU Information
Systems Engineering



Umut Önder
Cansızoglu
Mobile Developer

MSKU Information
Systems Engineering

Advisory Board & Mentors



Hans Nemarich

Full Stack Psikolog,
CTO N12



**Prof. Dr. Gülnihal
Kutlu**

Neurologist,
Head of NeuroScience
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**Prof. Dr. Vedat
Semai Bek**

Faculty of Medicine /
Department of Internal
Medicine / Division of
Neurology at MSKU



David Henzel

Entrepreneur, co-
founder of MaxCDN,
CEO of upcoach



**Andrus Nomm
CTO**

Hacker, Computer
Engineer,
Multidisciplinary IT
Specialist

Supporters



European
Innovation
Council





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Investment



330.000
EUR

We are seeking a 330,000 EUR
investment.

Use of Funds*

- **Product Development (40% - €132,000):** To continually enhance Mistikist's features, user experience, and expand our content library.
- **Marketing and User Acquisition (30% - €99,000):** For comprehensive digital marketing campaigns, content creation, SEO optimization, and user acquisition strategies.
- **Operations (20% - €66,000):** To cover essential operational costs including office rent, utilities, equipment, software subscriptions, as well as legal and accounting services.
- **Sales and Partnerships (5% - €16,500):** To nurture strategic partnerships and alliances, and expand our market reach. This budget will also support the hiring of dedicated sales personnel and participation in industry events.
- **Contingency Fund (5% - €16,500):** A safety net for unexpected costs or opportunities, ensuring financial flexibility and security.

Looking For

- Partners
- B2B Clients
- Conscious Investors

Thank You!

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