



# Mistikist

Bugra Karahan  
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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**.

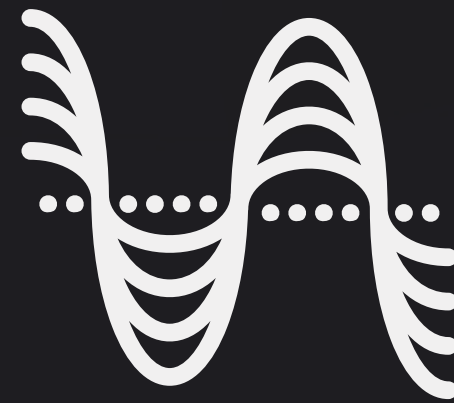




# Scientific Background



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



TAM (2022)



SAM (2024)



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



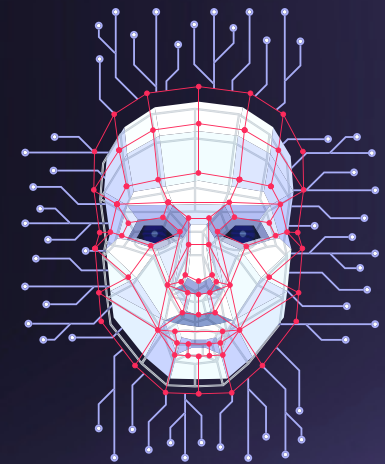
Smartwatch Support (Apple Watch, Samsung Gear etc.)



Apple TV/ Android TV Support



HRV Module



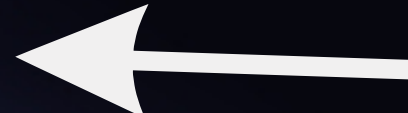
AI Supported Personalized Stimuli Creation Module



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  
MSKU



**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**

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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