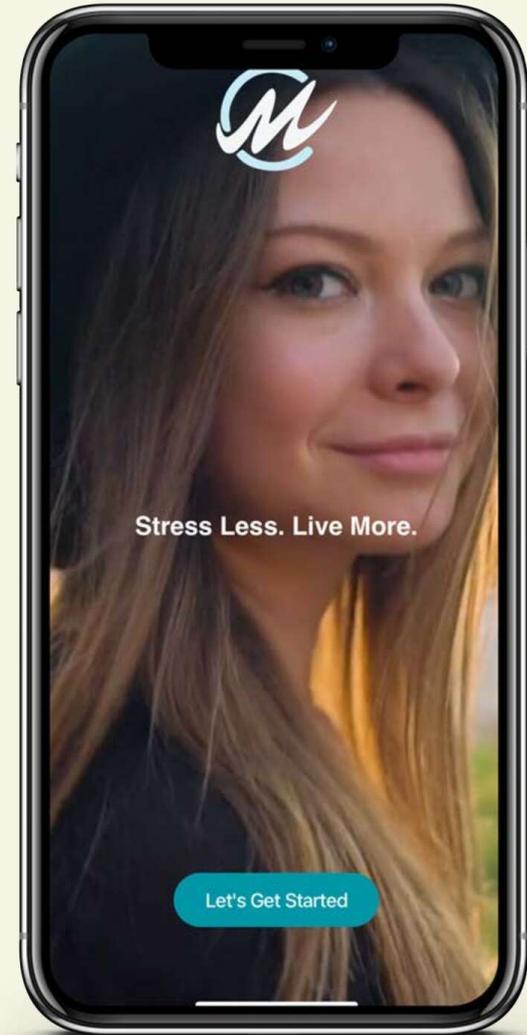




mindcurrent

Stress Less.
Live More.



Team



Sourabh Kothari
CEO

STORYTELLER

Held sales and marketing roles at the world's largest brands. Built Emmy-nominated programs.



Dr. Drew Brazier
Chief Product Officer

PSYCHOLOGIST

Created multiple online learning platforms and performance psychology practices. Nationally recognized executive coach and keynote speaker.



Daniel Cunningham
CTO

ENTREPRENEUR

Multiple tech startup exits, including IPO. Organic rancher. Big data fanatic. Active angel investor. Considers this his most meaningful venture, ever.

Advisors



Corinne Federer

NIKE

Supply and inventory management executive with extensive experience in product development. Blockchain evangelist. Tech nerd.



Dr. Barb Jochum

THERAPIST

Adjunct professor and experienced therapist with primary focus on trauma, depression, anxiety, and relational issues.



Dr. Elia Gourgouris

BEST-SELLING AUTHOR

Executive coach, author, and business consultant. Internationally recognized keynote speaker, relationship expert, and Founder of The Happiness Center.



Andrew Jensen, CRNA

PEACEHEALTH

Experienced Certified Registered Nurse Anesthetist. Affiliated with numerous hospitals. Expert in pain management, patient care, and recovery.



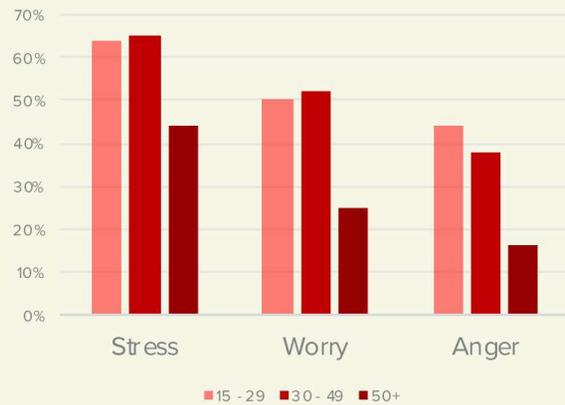
Kevin Bierly, CPA

FINANCIAL CONSULTANT

Seasoned management consultant and Certified Public Accountant with 25 years of professional consulting and accounting expertise.

Problem

Stress
is literally killing us.



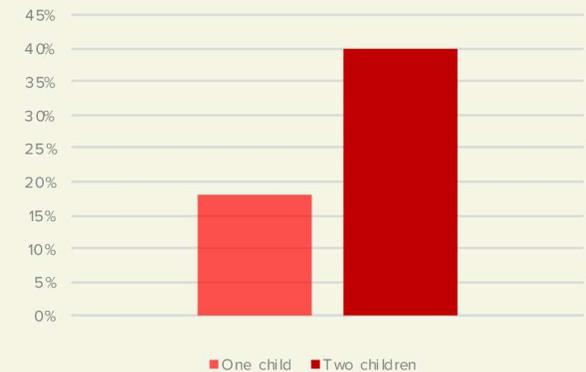
% of Americans by age experiencing stress, worry, and anger ¹

Women
more than men.



Women aged 35 to 49 are 21% more stressed at work than men ²

Working mothers
most of all.



Increased stress levels for working mothers (compared to other workers) ³

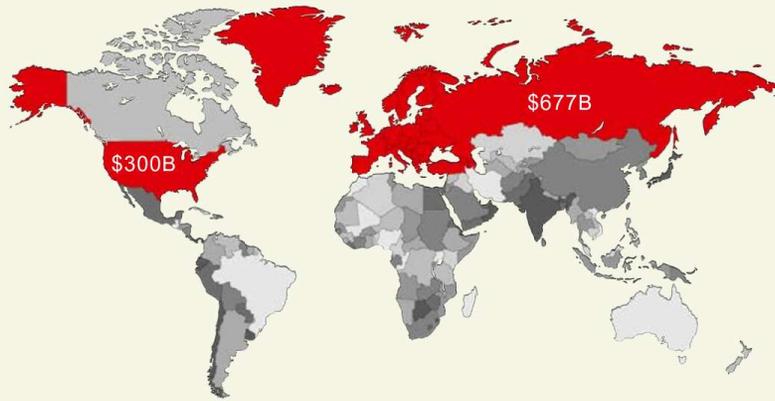
Sources:

¹ Gallup: <https://news.gallup.com/poll/249098/americans-stress-worry-anger-intensified-2018.aspx>

² <https://www.forbes.com/sites/louisuchinni/2019/03/26/women-are-at-breaking-point-because-of-workplace-stress-wellbeing-survey-from-cigna/#21bf66c77df6>

³ <https://www.theguardian.com/money/2019/jan/27/working-mothers-more-stressed-health>

Market



Corporate Wellness

\$977B Opportunity

- Every year, workplace stress costs **\$677B**² for European businesses and **\$300B**³ for US businesses
- Rampant misuse of data by employers and insurance providers

Personal Wellness

\$595B Opportunity

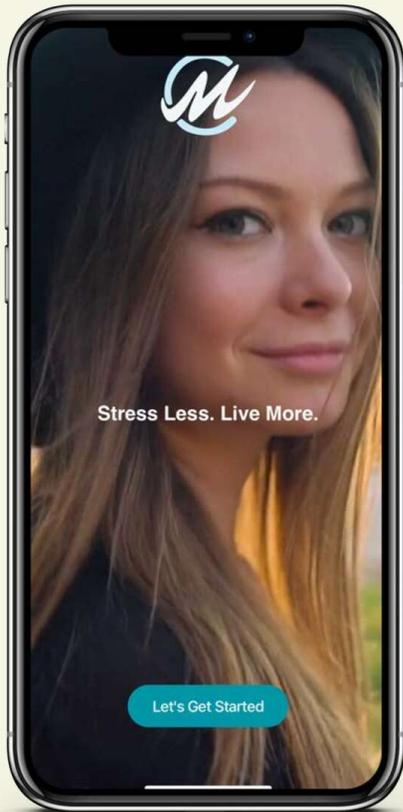
- Fitness and Mind-Body Wellness is now a **\$595B** consumer market¹
- Rapid global growth for hardware, services, and digital platforms.

Sources:

¹Global Wellness Institute: <https://globalwellnessinstitute.org/press-room/statistics-and-facts/>

²<http://website-pace.net/documents/19855/4491159/20181204-WorkStress-EN.pdf/6c87997b-366a-4e92-8e80-b540d4cc06d8>

³<https://www.cnn.com/2019/05/31/workplace-stress-is-reaching-epidemic-levels-4-tips-to-keep-you-sane.html>



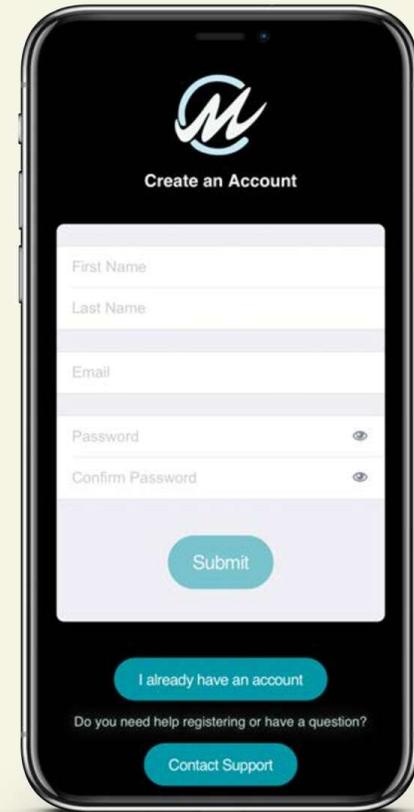
Splash Video

People. Living. Loving. Laughing.



On-Boarding

Profile. Features. Preview.



Registration

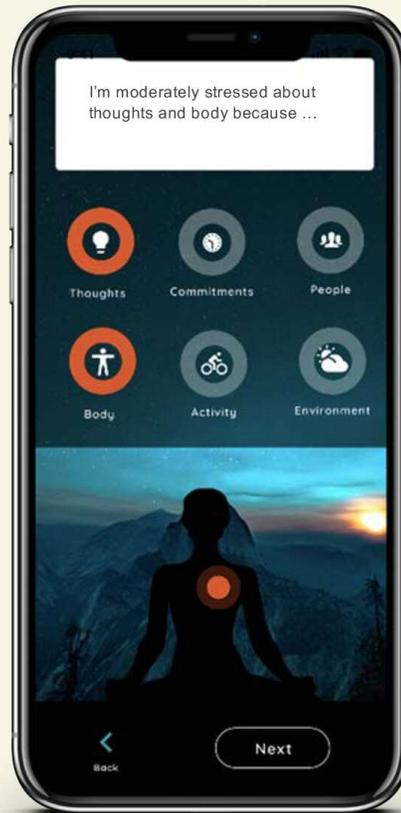
Secure your data. From any device.

mindcurrent



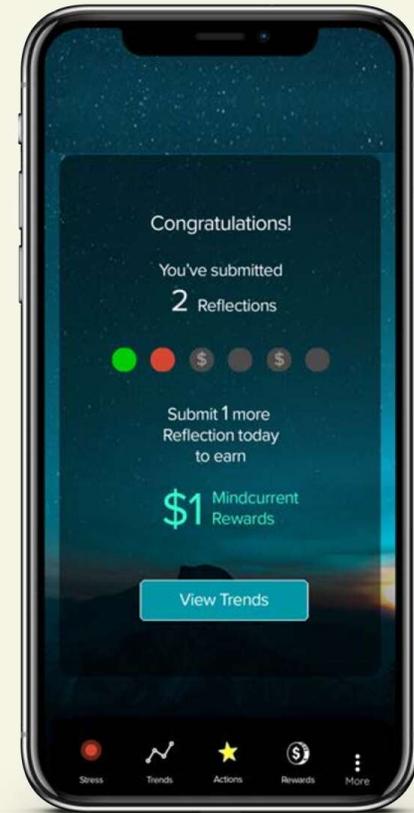
Stress Awareness

Take a moment to notice how stressed you are right now. Swipe your thumb and capture your stress level.



Reflection

Categorizing stress allows you to focus on what may be causing it.



Reward

Instant acknowledgement, encouragement, and progress visualization help reinforce positive behaviors. Especially when forming new habits.



Stress Pattern

Your Reflections create your Stress Pattern. Selecting an Influence shows just those entries on your timeline.



Stress Trendline

After 20 Reflections, your Stress Trendline emerges.



Heart Rate + Trendline

For Apple Watch customers.



Personalized Recommendations

Your stress is unique, just like your personality. Recommendations are provided based on your profile and preferences.



Series

To reduce stress in key areas, such as parenting, you may need to learn new skills or try new methods. Our experts guide you through these changes one step at a time, day by day.



Fresh Daily Content

We currently have ongoing content creation with 8 leading experts on Health, Happiness, Stress, Mindfulness, Parenting, Relationships, Work, and Student Life



Corporate

- Actionable insights across all users
- Key stressors and high stress factors
- Real-time transparency without compromising privacy

Personal

- Private and anonymous
- Diverse experts for personalized support
- Personal and professional development
- Group participation drives results for everyone

Customers

Consumer-Focused

New version built on data and feedback from more than 25,000 users across 40 countries.

App Store Ratings

" I am absolutely delighted by the experience of Mindcurrent. It has made so many things so much easier. The interface is brilliant. "



" I love this app!! It is beautiful, easy, concise and offers great resources. The talks are short enough to fit in a busy day and offer realistic steps and options that you can implement. Can't wait to explore more! "



" What an awesome application! Allows you to focus, center, and improve yourself. Can't wait to see more from experts like Paige Roberts! "



" As a working mother, awareness of my energy shifts will help me be focused, productive and share my best self with those I love most. Love the personalized design, ease and flexibility! "



Corporate Customers

We switched to a B2B2C model late last year and we now have pilot customers (starting in Q2) in the following industries.

Education & Non-Profit



Government



Financial Services



Technology

Silicon Valley
Mobile Company

Silicon Valley
Cybersecurity Company

Partnerships

Stress management is a rapidly growing industry and key players are seeking an intelligent digital platform that provides measurable outcomes.



Evaluating Mindcurrent for their Fortune 500 clients who spend 3-5 days with them every few months for cognitive, focus-based, mindfulness training.

Mindcurrent offers continued engagement and measurable results for individuals and groups.

Funding

Friends, Family & Awards	Pre-Seed Crowdfunding	Seed	Series A	Series B
2018 – 2019	2020 Feb	2020 Oct	2021 Jul	2022 Jul
\$615K	\$200K	\$600K + \$1.2M	\$2M	\$10M
Convertible Notes	SAFE	Seed Shares + Warrants	Series A Shares	Series B Shares
Valuation: \$3M	Valuation: \$4M	Valuation: \$5M	Valuation: \$24M	Valuation: \$120M
Build Team Build Prototype Product-Market Fit	Subscribers: 0-5K	Subscribers: 5K – 50K	Subscribers: 50K-250K	Subscribers: 250K+



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