

Competitor Analysis List

App	Core Pitch	Pricing	Strengths	Weakness
Calm	Sleep & relaxation	\$16.99/mo, \$79.99/yr	Celebrity Sleep Stories, polished audio	Expensive, content-heavy
Headspace	Science-based mindfulness	\$12.99/mo, \$69.99/yr	Structured courses, therapy options	Paywalled core, complex
Insight Timer	Largest free meditation library	Free + \$59.99/yr	Huge free content, timer, community	Overwhelming, less curated
Balance	Personalized adaptive meditations	\$11.99/mo, \$69.99/yr	Adaptive programs, friendly UI	Users expect personalization

Key Risks

Playback issues → Users expect Calm-level polish.

Content perception → Insight Timer sets “big library” expectations.

Guided path expectation → Headspace & Balance set the bar with plans

ZenSpace Opportunities

Quick Calm: 2-tap mood-based sessions (5–10 mins).

Curated, small library: Quality over volume.

Simple rewards: Streaks + weekly summaries.

