

CYMBYL

Change your mind, better your life

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PROBLEM

Self-help books are great, but they don't help.

How do we make changes permanent?

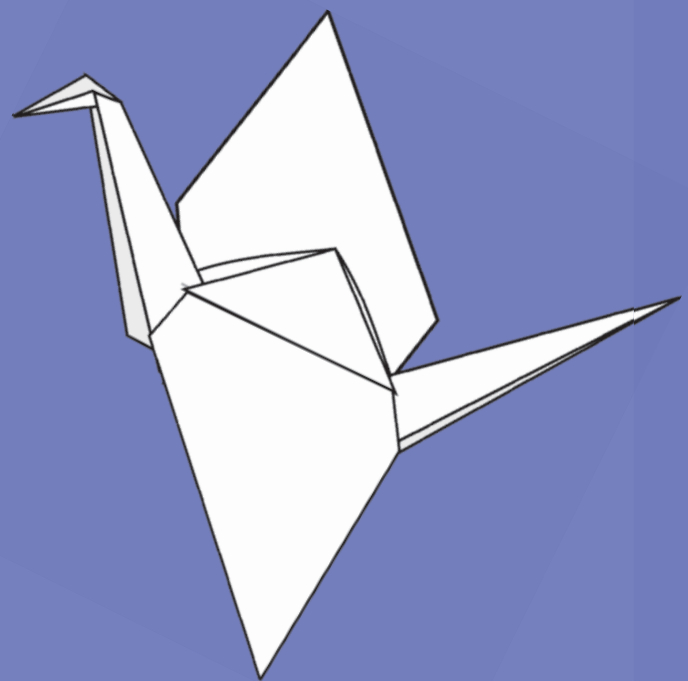
"Progress is impossible without change, and those who cannot change their minds cannot change anything."
- George Bernard Shaw

SOLUTION

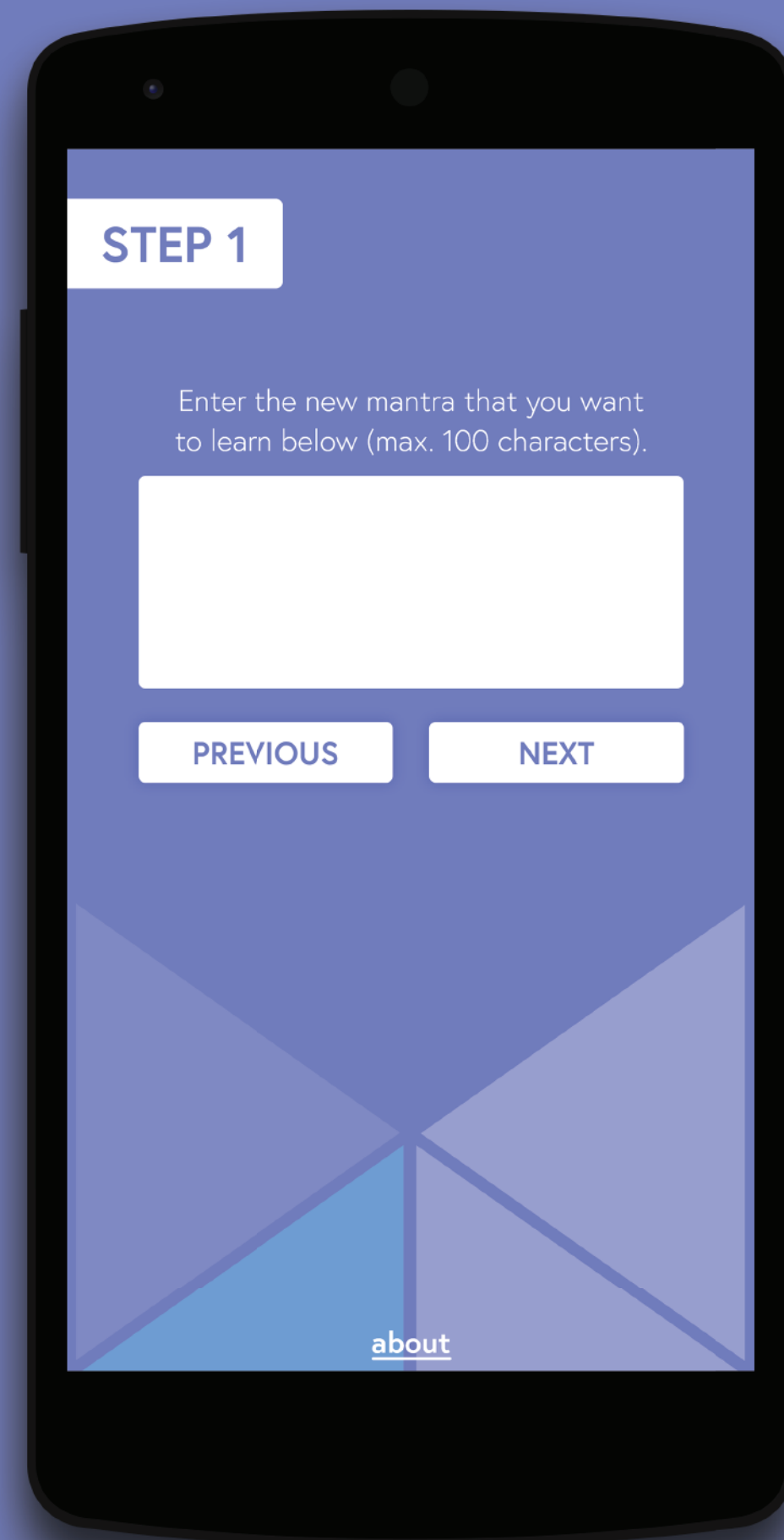


Intention Reinforcement

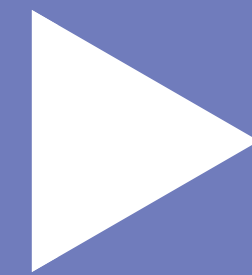
- Quick, mindset affirmations
- Repeated hundreds of times over weeks or months
- Permanently replaces old thoughts



HOW IT WORKS



Enter mantra.



Set repetitions.



Interact.

COMPETITION



Content Delivery App: CYMBYL

- >Consistent delivery
- >Interactive
- >External content (\$\$\$\$)

Aspirational apps (e.g. *my affirmations*)

- >Daily delivery
- >Reading/Listening
- >In-app content (\$)

Informational apps (e.g. *motivation*)

- >No delivery
- >Reading-based
- >Ad-based revenue (\$)

MARKET

**Mental
Health
Industry**
\$3B

**Sport
Coaching
Industry**
\$6B

**Business
Coaching
Industry**
\$9B

**Self-Help
Industry**
\$11B

We'll start here →

FUTURE DEVELOPMENT

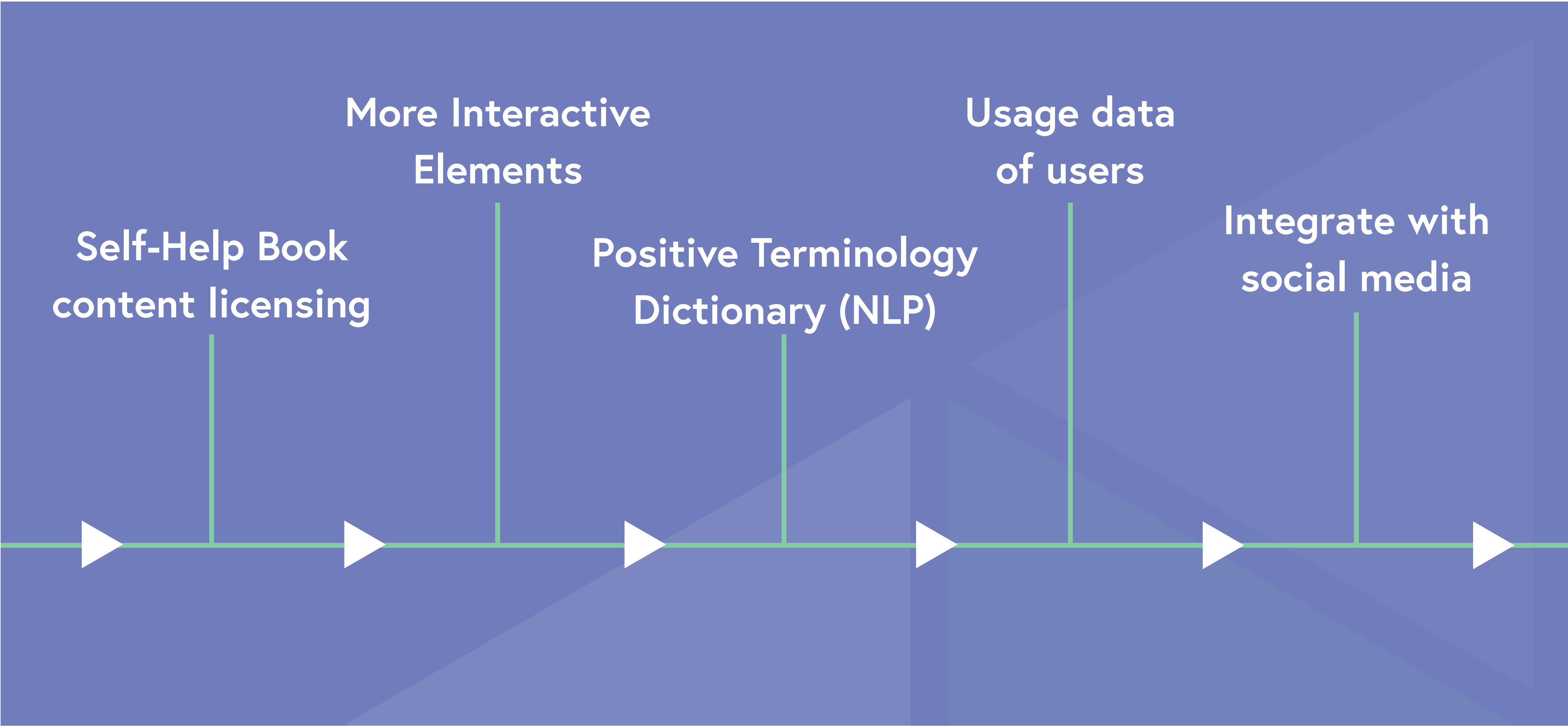
More Interactive
Elements

Self-Help Book
content licensing

Positive Terminology
Dictionary (NLP)

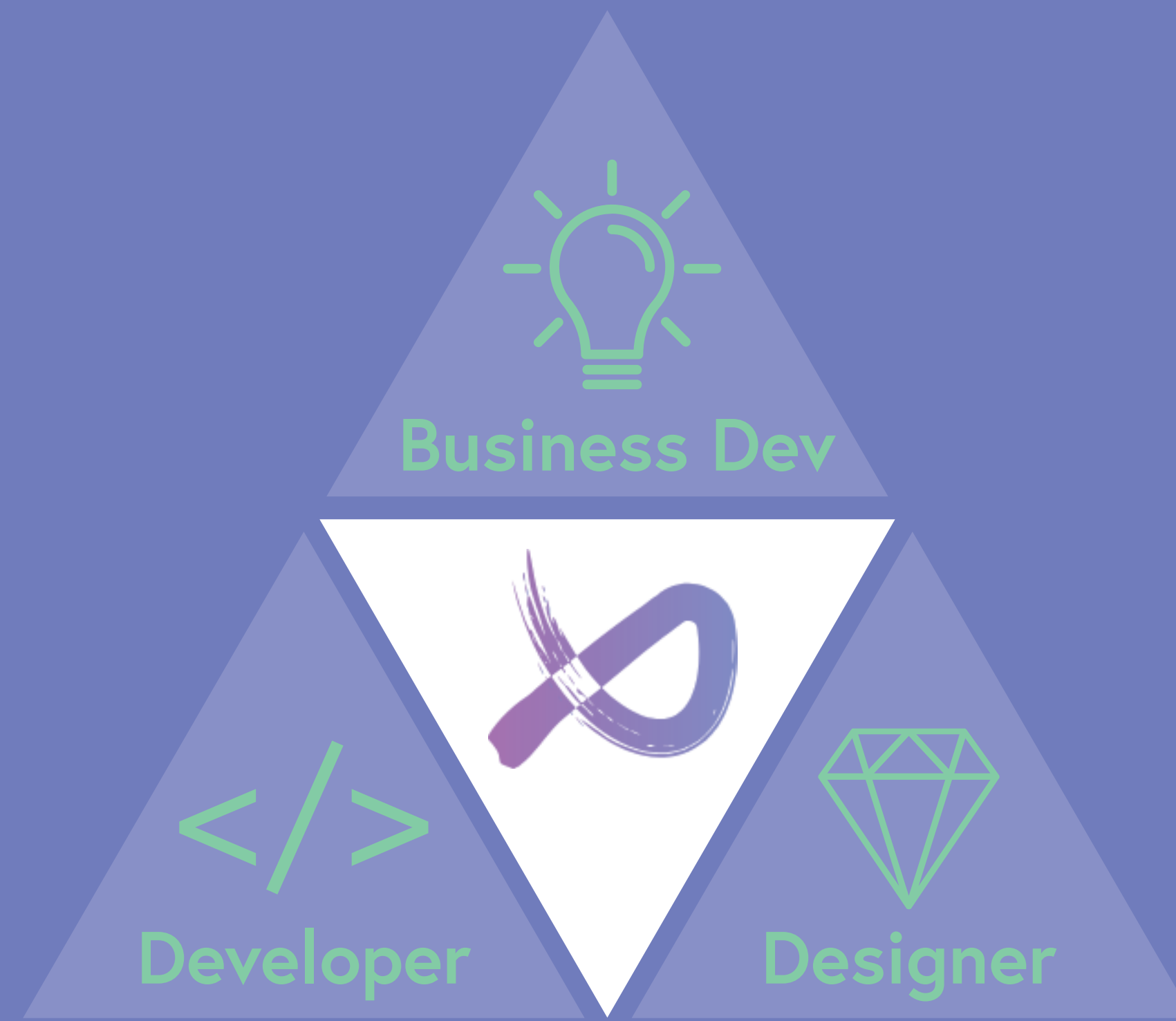
Usage data
of users

Integrate with
social media



TEAM

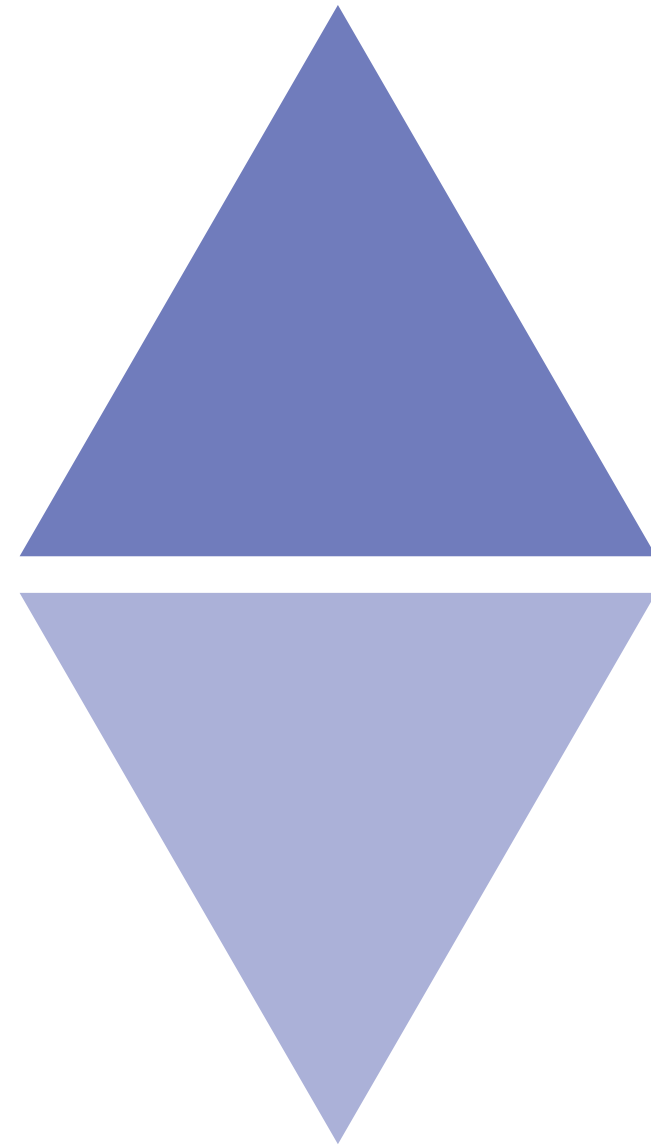
Monty Chong-Walden
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CYMBYL



Delivering transformation

THANK YOU!