Domain: HealthTech / Productivity / Digital Wellness

Technology Readiness Level (TRL)

now my TRL 3

Target Audience

College Students

Freelancers

Remote/Hybrid Employees

Productivity & wellness-focused users

Parents (future: child monitoring & focus features)

Current Traction / Revenue:

MindMirror is currently in the incubation stage. We have built a dashboard mockup and finalized the core product idea. Development of the prototype is in progress. While there are no revenues yet, we’ve validated user interest among students and freelancers.

Funding History

No prior funding

Self-funded (bootstrapped)

Seeking first support through incubators like AARAMBH

🚀 Startup Details: MindMirror – Laptop Screen Time Tracker

📌 Basic Information

Startup Name: MindMirror “Track Your Screen. Protect Your Mind.”

Founder: Bhupesh Baghel

Startup Type: Solo Founder

Founded In: June 2025 (Incubation Stage)

Location: Aligarh, India

Email: mrbhupeshbaghel@gmail.com

❗ Problem Statement

Digital users — especially students and professionals — often spend long, untracked hours on laptops. This leads to eye strain, fatigue, mental burnout, and reduced productivity. There is a lack of simple, offline-first tools to monitor and improve screen time habits.

💡 Solution

MindMirror is a lightweight, offline desktop application that:

Tracks total laptop usage time

Monitors most-used applications (like Chrome, VS Code, etc.)

Sends break reminders every 30/60 minutes

Generates clean, insightful usage reports

Encourages digital wellness through gentle nudges and visual tracking

🎯 Target Users

College Students

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📈 Market Opportunity

20+ crore active digital users in India

Increasing awareness of screen fatigue, mental wellness, and digital detox

Most wellness tools are mobile-centric — laptops are under-served in this space

💰 Revenue Model (Future)

Freemium Model

Free Tier: Basic tracking, weekly reports

Premium Tier:

Advanced analytics & insights

Cloud backups

Cross-device syncing (laptop + mobile)

Ad-free experience

Institutional Licenses: Schools, colleges, companies