



Mental fitness for
ambitious minds



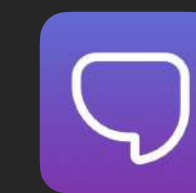
In today's fast-paced and complex world **an ever growing number of ambitious self-optimizers is building out their personal optimization stack.**

They use services and devices to track and optimize their mental and physical well-being & performance.

Examples:



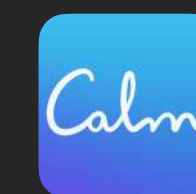
8Sleep to optimize sleep



Jour for journaling



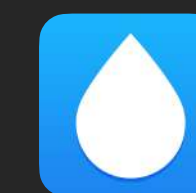
Oura to track sleep and energy



Calm to optimize sleep



HVMN to personalize nutrition



WaterMinder to optimize hydration



Whoop to optimize & track workouts



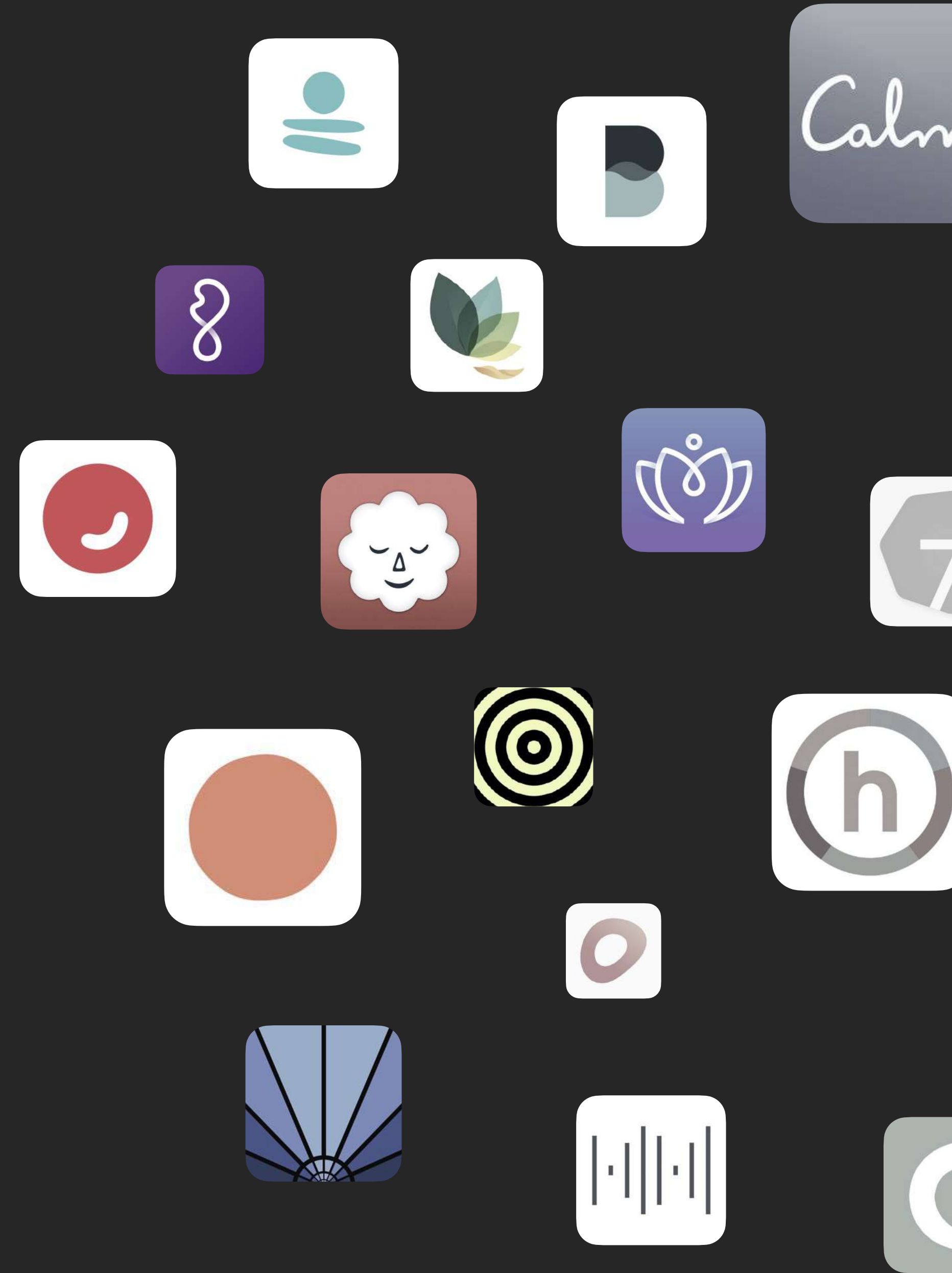
Mental Fitness

Users expect services and devices that:

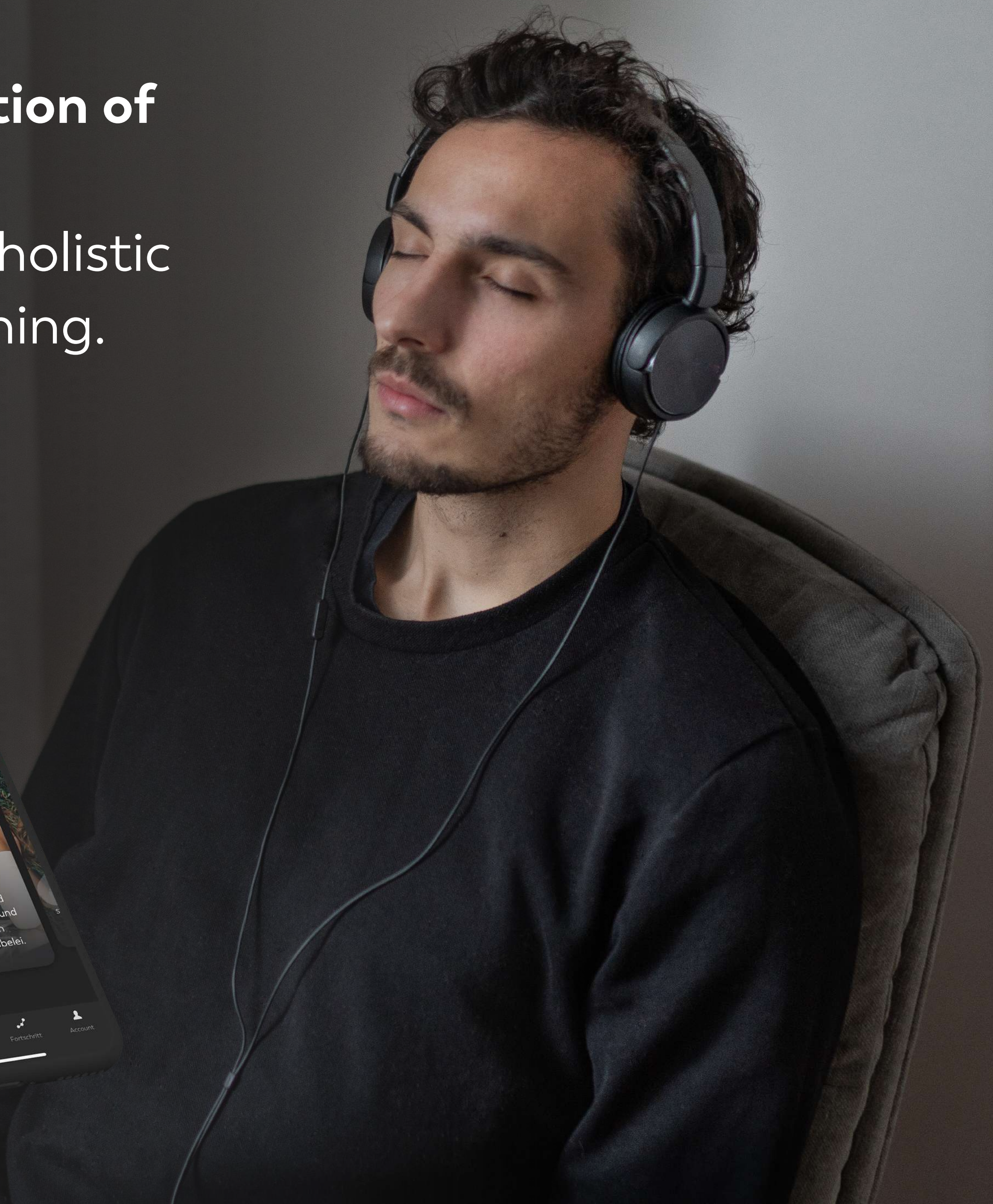
- are personalized to their individual challenges
- keep them accountable and engaged
- coach them towards improvement
- measure their progress and evolve with them

Existing meditation and mindfulness services don't offer this.

They are monothematic content-libraries that target an unspecific demographic.



Flow Lab is leading the next generation of mental fitness apps by combining personalization, measurability and a holistic approach to peak performance coaching.



Flow Lab innovates by ...

Going beyond mindfulness meditation



- **holistic mental training program** to achieve **peak performance** based on the Flow concept by Mihaly Csikszentmihalyi
- integrating methods from **CBT, Hypnosis, NLP, Mental Coaching**

Introducing intelligent digital coaching



- hardware integration for continuous **objective measurement** of mental fitness
- **personalization of training and sessions** based on goals, training progress and psychophysiological needs

Targeting driven self-improvers



- **pragmatic, science-based** communication and design with focus on productivity, performance, career, work
- **collaborations with peak performers** like athletes, founders, creatives

Excursion: Flow – the science of optimal performance

Flow is a **scientific concept from the field of Positive Psychology** that was coined by psychologist Mihaly Csikszentmihalyi to describe **the mental state where peak performance feels fun and effortless**.

Your Flow proneness, i.e. how much Flow you experience, directly depends on **self-regulation skills and mindsets like emotional balance, self-efficacy and intrinsic motivation**. Training those psychological skills will help people experience more Flow and thus increase their productivity and wellbeing.

To **make the science of optimal performance accessible for everyone** Flow Lab collaborates with coaches and scientific partners from the Ruhr University in Bochum and TU Munich.



Marek Bartzik
PhD Candidate in Positive Psychology
Ruhr University Bochum

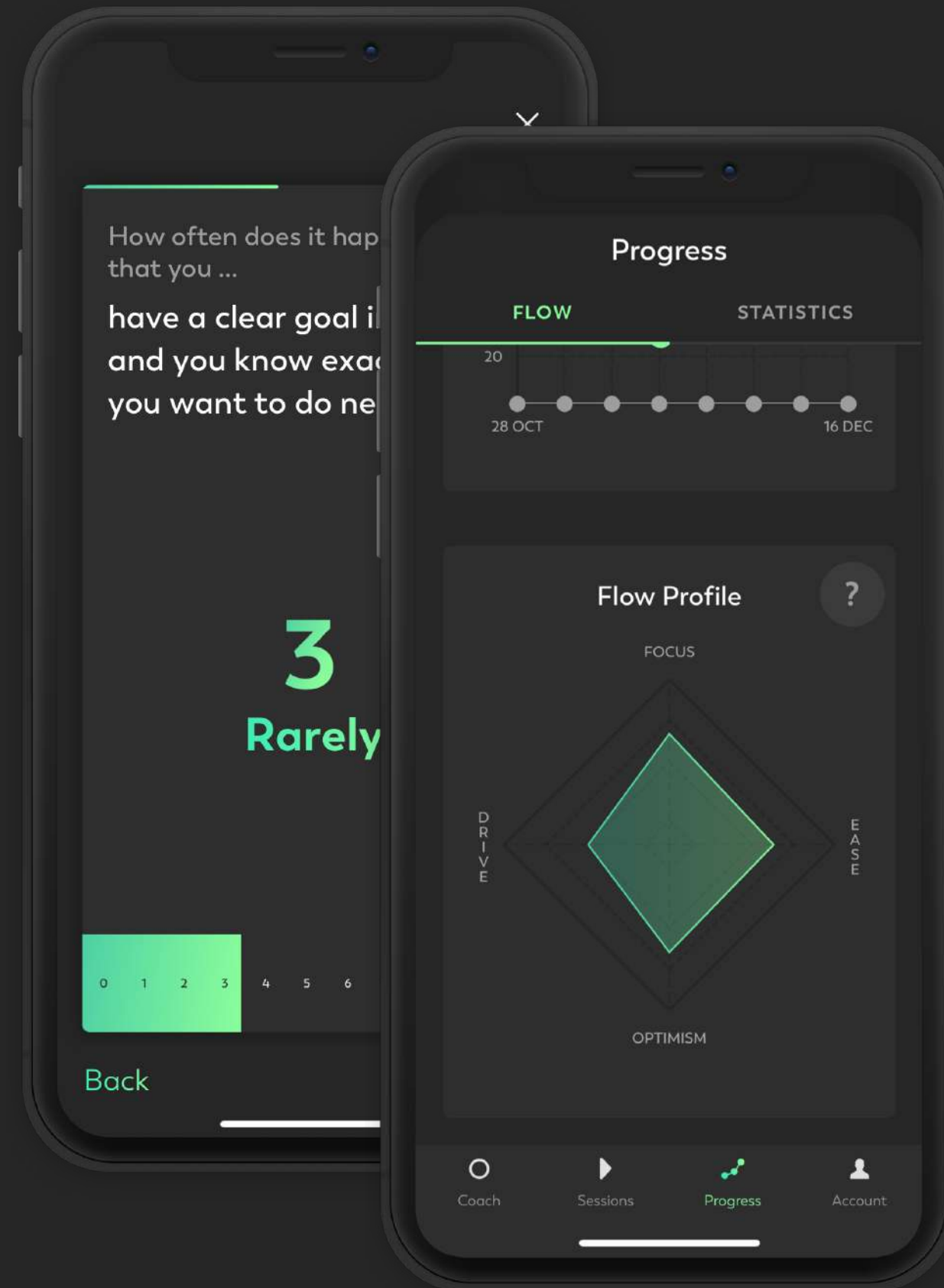


Prof. Dr. Corinna Peifer
PhD in Psychology
Ruhr University Bochum

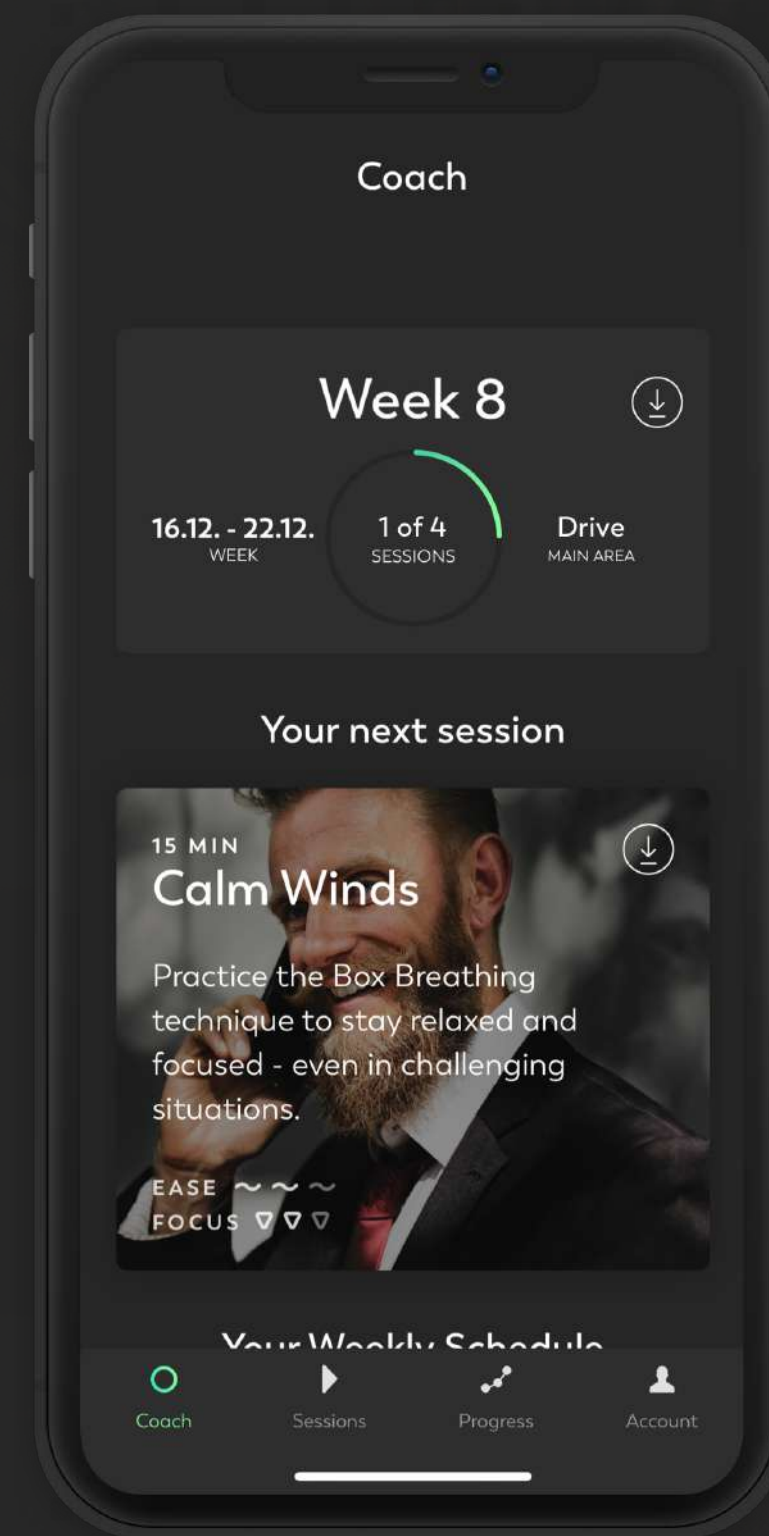


Julia Hüwel
Stress Management Trainer
TU Munich

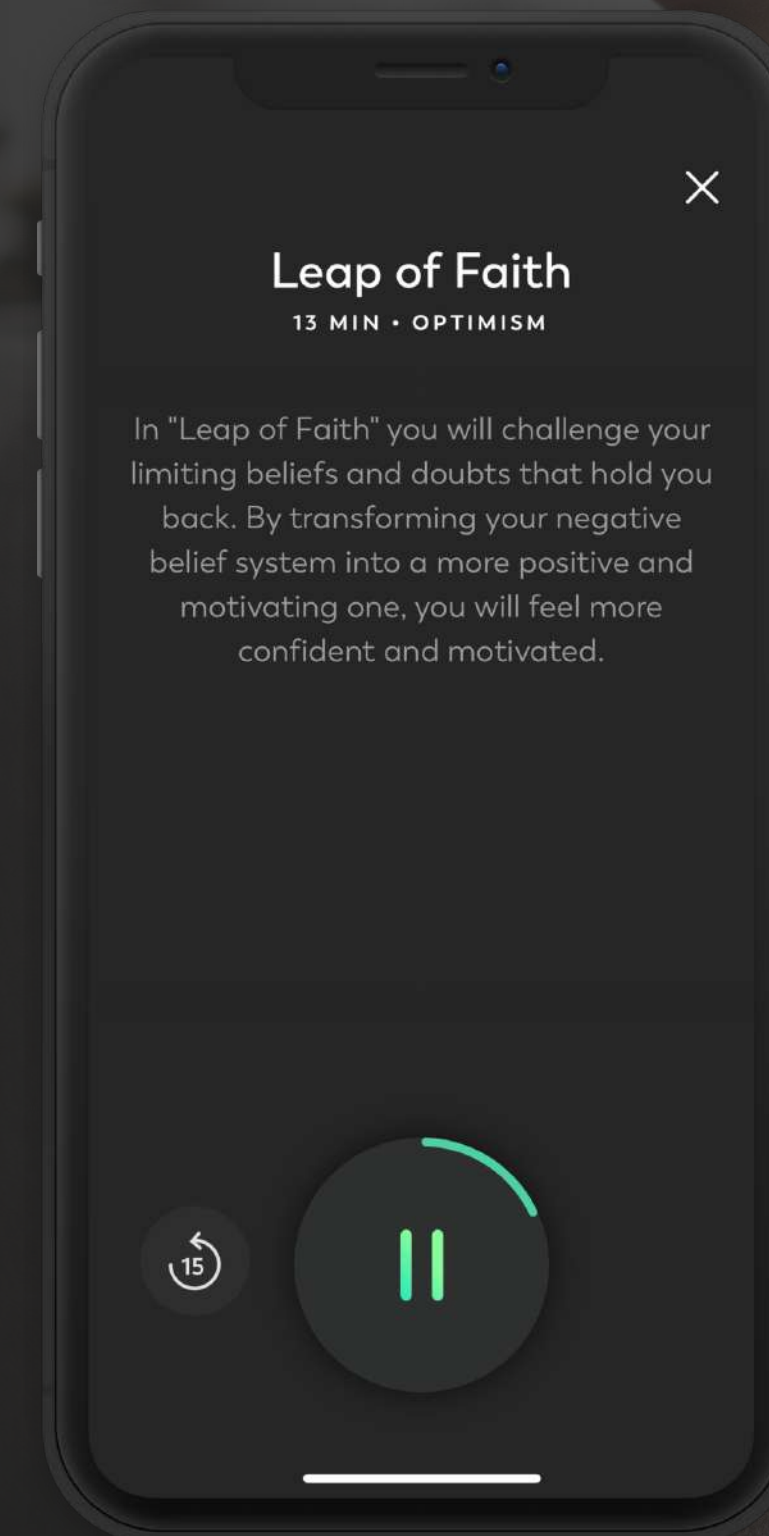
The Flow Lab app v1.0



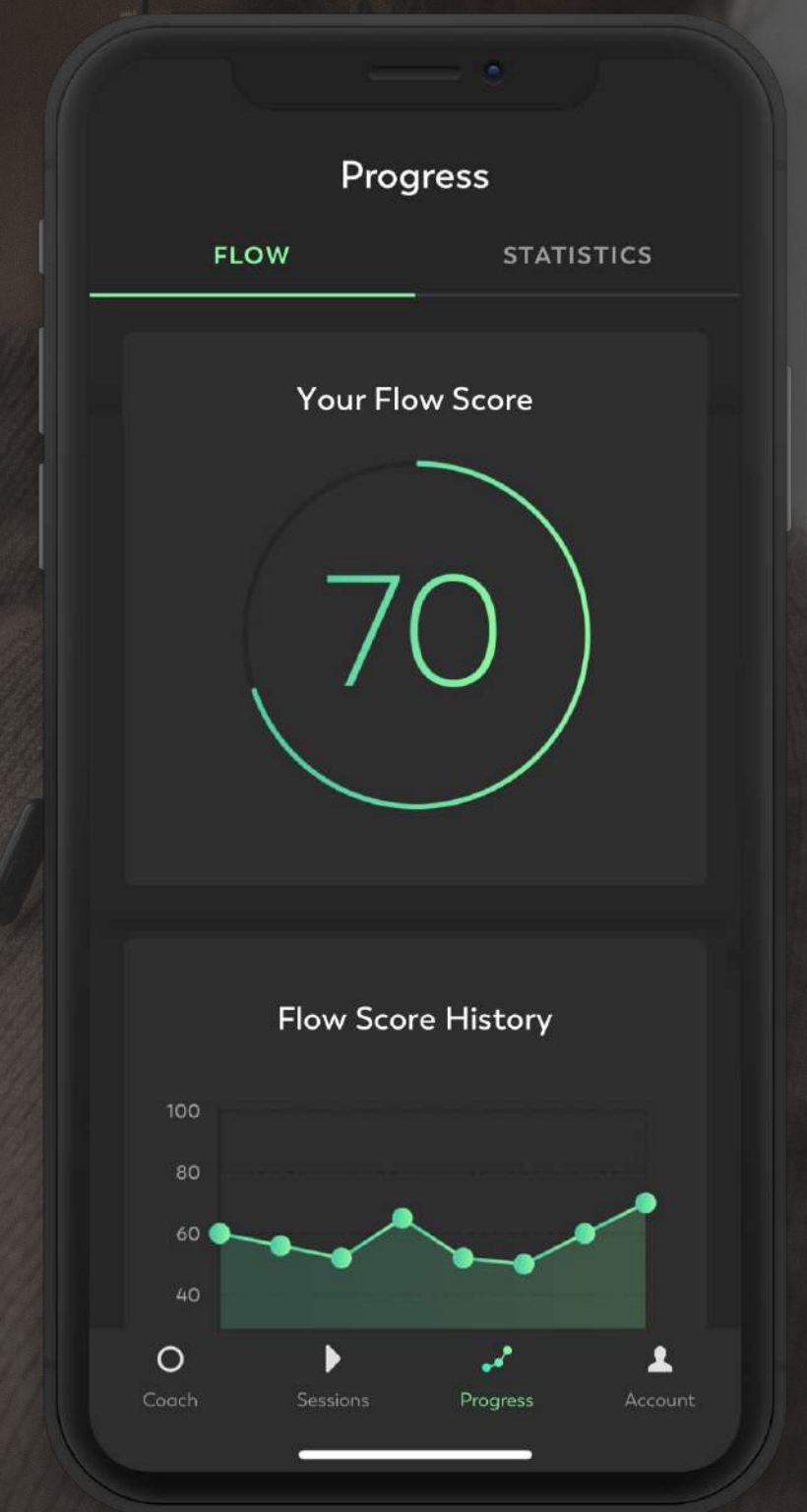
Entry test to assess psychological profile



Personal weekly plan with exercises from mindfulness, breath work, cognitive behavioral therapy and others



Training sessions consist of 5-20 minute guided audio sessions



Personal flow profile to show current level of flow proneness and track progress over time

People already love Flow Lab

Product Love

4,7 ★

191 reviews on App Store

56%

of participants in customer development survey would be „very disappointed“ if they couldn't use Flow Lab anymore

Strong Engagement from Core Users

700

monthly active users

196 days

longest active daily session streak by a user

Conversion & Growth

~ 10%

conversion rate from registration to paid

65%

yearly subscriptions

20-25%

month-over-month subscriber growth

Funding

€310k

Pre-Seed



APX
Axel Springer &
Porsche Accelerator



Marco Bühler
CEO of Beurer



Christian Andersch
IT Consultant



**Ralph Altenburger
& Michael Mayr**
MDs of IIC Solutions

Unit economics & KPI today

KPI overview today

€1,60

CPI

€22

paid CAC

€15

blended CAC

€58

LTV

(includes projections
for yearly renewals)

+ 84%

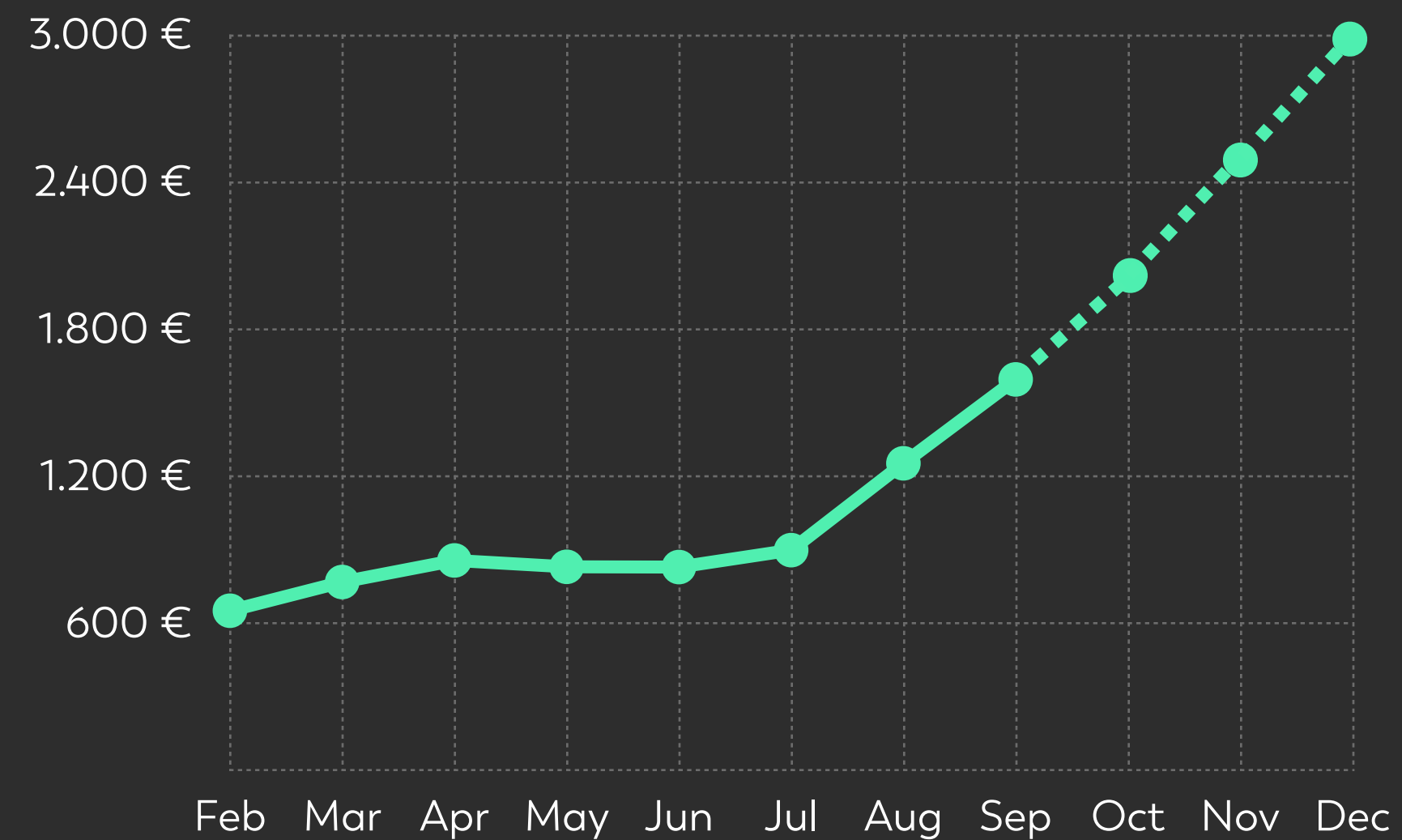
ROAS

(after App Store fees)

€1.6k

MRR

MRR development and projection



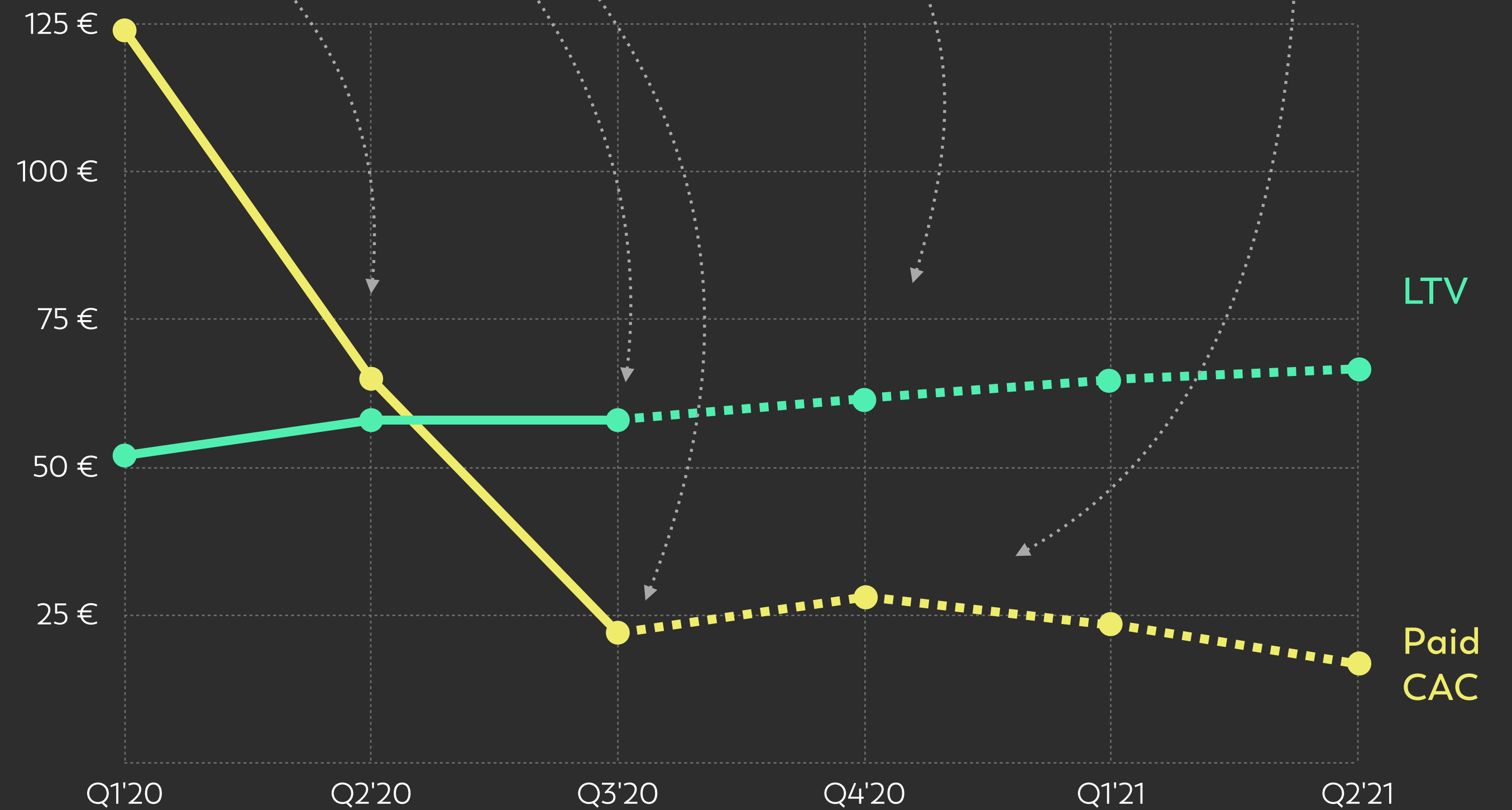
Paid CAC & LTV development and projection

*optimized conversion
funnel and facebook
campaigns*

*removed quarterly
subscription for higher
LTV and initial bucket*

*continuous product
improvements and additional
content to increase retention
and LTV*

*continued price
testing and
conversion funnel
optimization*

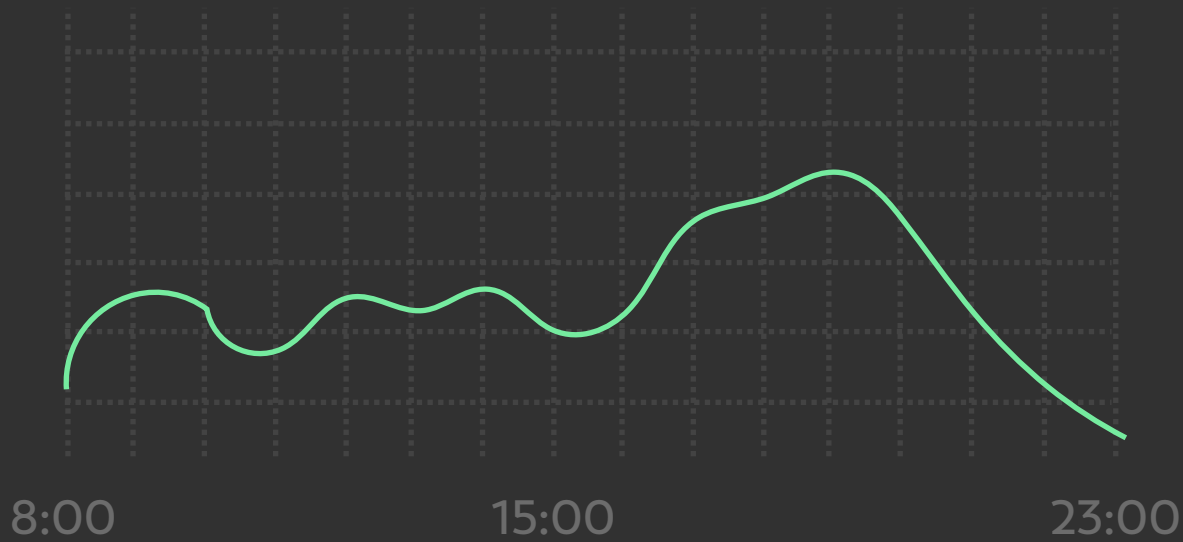


Product vision to capture market and build defensibility:

In the future Flow Lab will be your intelligent personal mental coach that helps you perform at your best when you need the most.



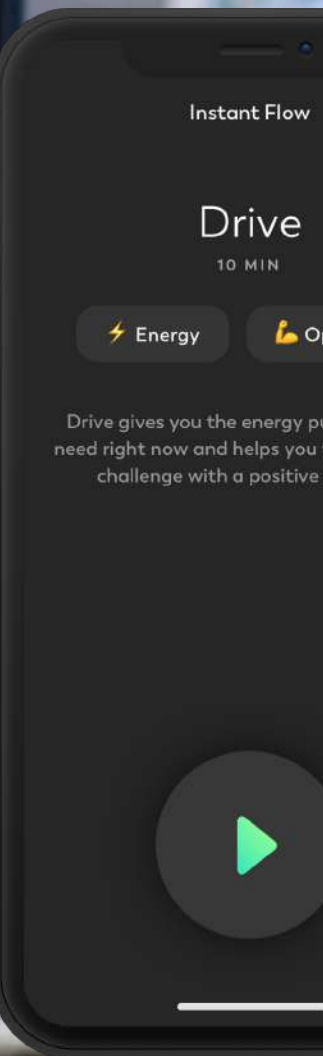
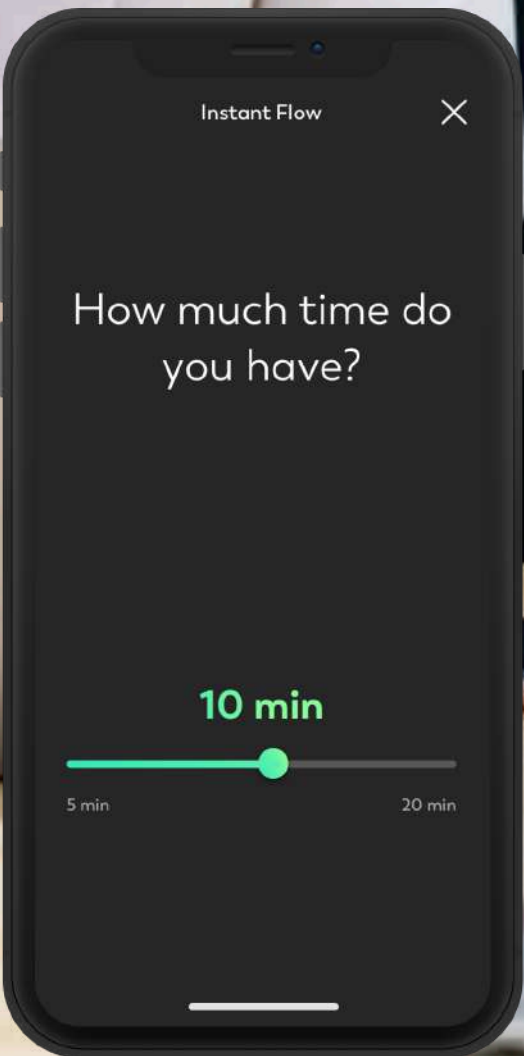
Daily Flow Graph
05/04/2020



FLOW

Prepare for “Project Presentation”
Listen to “Breather” now to tackle
you presentation in a relaxed way.

now



Business Model Phase I: Freemium subscription

„We see that athletic & professional performance come in with the highest willingness to pay. (Ø 18,39\$, Ø14,83\$) [...] Managing stress coming in dead last. (Ø 5,04\$)“

— [priceintelligently.com](https://www.priceintelligently.com) in „Tearing Down the Pricing of Headspace and Calm“

Premium: Ø8€/mth.

- personalized digital coach & progress tracking
- entire library of exercises, masterclasses and courses

1 MONTH

10€

3 MONTHS

24€

8€/mth.

1 YEAR

60€

5€/mth.

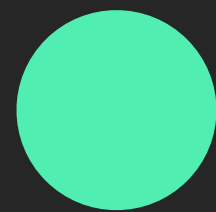
Market & monetization vision

Positioning and growing Flow Lab as a lifestyle & wellness brand unlocks huge potential for additional revenue streams.

From app ...

Subscription-based
mental fitness app

(\$10/mth, \$60/yr)



**Global Behavioral/Mental
Health Software market:**

Expected to reach \$4.77
billion (2026)

... to lifestyle brand

Selling physical products/
hardware like nutrition, books,
wearables, devices, ...

+

Offering services like coaching,
events, wellness travel, ...

**Fitness & Mind-Body
Industry:** \$595bn (2017)

Global Wellness Economy:
\$4.3 trillion (2017)

Team



Jonas Vossler, CEO

- Master's degree in **Innovation Management and Entrepreneurship** (TU Berlin) and in Business Administration (Universität Twente)
- **researched flow states** in gaming for three years at the Institute for Ludology (IfL)
- executed **consulting and lectureships for gameful design**



David Jacob, CPO

- Bachelor's degree in **Communications Design** (HTW Berlin)
- worked for **Zeit Online, Red Bull** and **ProsiebenSat1** at renowned design agency **Edenspiekermann**
- **Co-Founder of Workeer**, the biggest European online job board for refugees
- **Forbes's 30 Under 30 Europe & Business Punk Watchlist 2020**



Peter Schwarz, CTO

- Master's degree in **IT Systems Engineering** (Hasso Plattner Institute)
- worked for international companies such as **eBay & ResearchGate**
- **Head of Software Development** at a leading educational institution (IbF-Halle GmbH).
- **certified mental coach**



Zaid Meurer
Advisor: Growth
Ex Google, Ebay, Tengelmann Ventures



Eva Siem
Head of Content Development
Ex 7Mind, B.Sc. Psychology



Niels Madan
Frontend Engineer
Ex BCG Digital Ventures, Aperto



Mental fitness for ambitious minds



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