



# conscious

Empowering minds. Elevating humanity.

CONSCIOUS

# Beat stress with your camera

Conscious is a **computer vision + AI + ecosystem** to beat stress.

Measure your vitals with your phone or laptop, lowering your stress in **real-time**.

Achieve mental, emotional and physical health as part of a **global social network**, while being **rewarded for progress**.

1st

with zero hardware

The world's first computer vision biofeedback needing no extra hardware.

\$120k

bootstrapped

By founders since 2018. MVP is ready and 99.8% in important stress metrics\*.



Dozens

of verticals

Personal, workplace and education solutions thanks to scalable biofeedback and AI personalization.

1 million

reach

Key partnerships with the world's largest communities of meditators.



### THE PAST

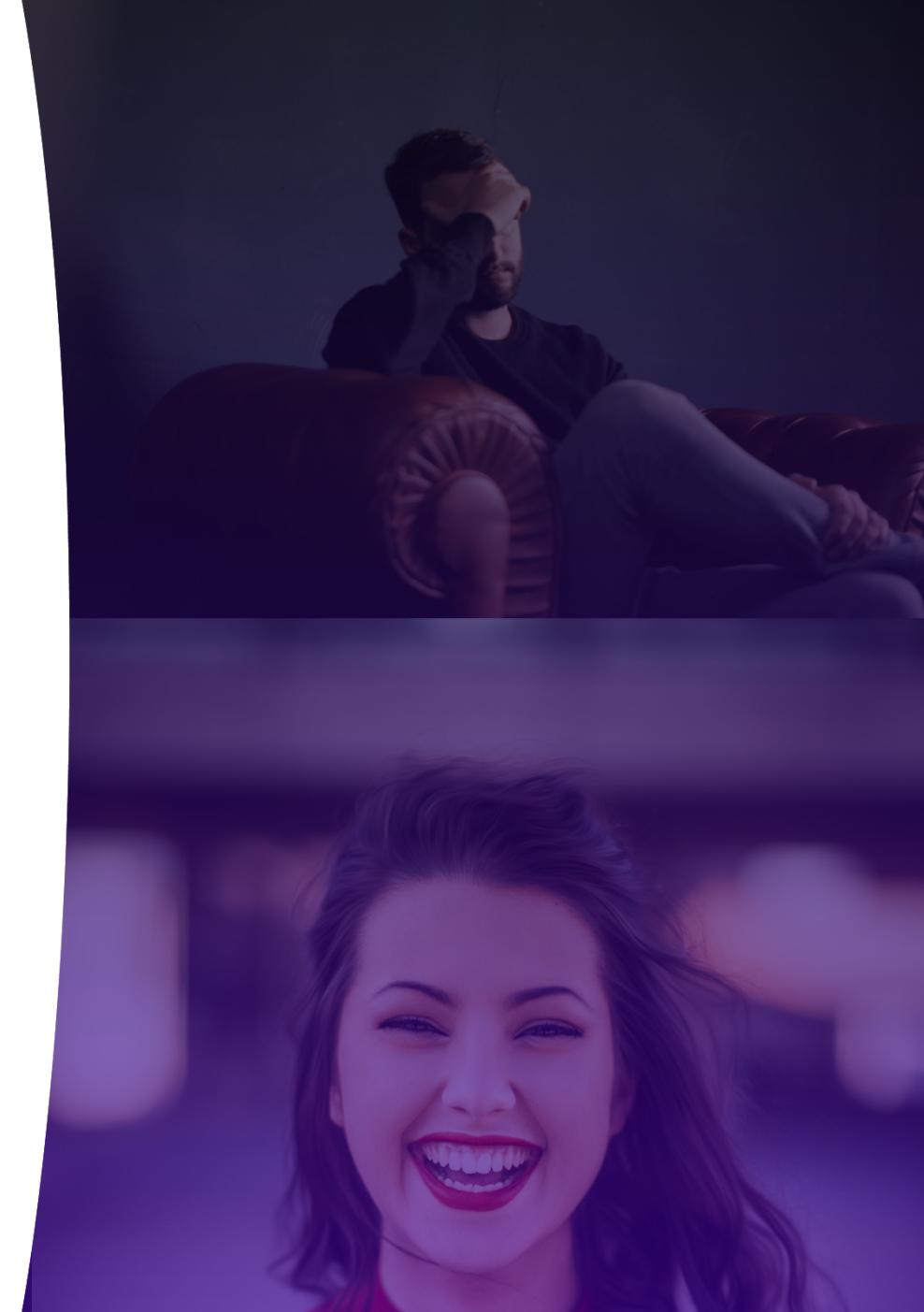
## The old world was chronically stressed

- ✗ Stress was a fact of life
- ✗ Stress was the price paid for progress.

### NOW & THE FUTURE

## The new world is fighting back...

- ✓ Mental health becomes destigmatized.
- ✓ Boom of meditation and mindfulness.
- ✓ Mental health & wellness are the new diet and exercise



\$4.2 TRILLION WELLNESS INDUSTRY AND BEYOND

## Wellness is the new fitness

Technology, mental & emotional well-being are key trends in the wellness industry.

200-500M

meditators worldwide

49%

Americans own a wearable

1/4

disposable income spent on wellness

+30%

productivity

+40%

retention

10x

engagement

WORKPLACE WELLNESS IS WORTH \$47.5 BILLION GLOBALLY

## ...and it's great for business

High-performing organizations are **11x more likely** to have an employee wellbeing strategy.

**THE PROBLEM**

# How do you quantify wellness?

How do you quantify "how well" you are, and the progress you're making on getting better?



Biometric devices expensive & inconvenient



Current meditation apps can't prove progress



DIY wellness? You're on your own...

**THE SOLUTION**

# Measure & beat stress. In realtime. Together.

Our biofeedback technology and community makes it easy to measure and beat stress, and be rewarded for it.



Measure vitals with phone/PC camera



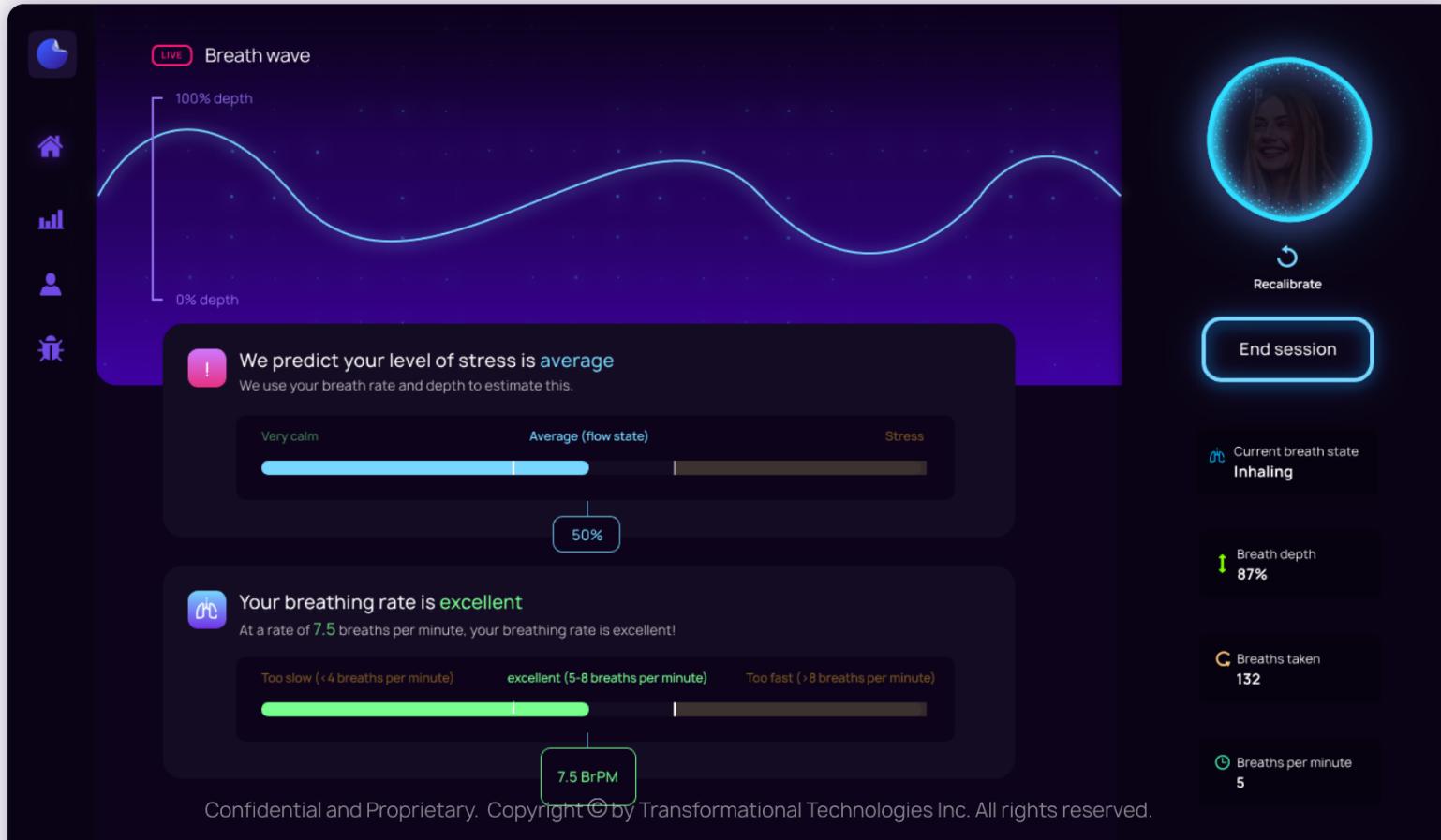
Personalised data & guidance, with rewards



Global community and scalable solution

# Watch stress drop before your eyes

Monitor your stress using only your camera, while you work or do other things, so you can always return to calm.



# Play with friends & earn rewards

Wellness doesn't mean being alone anymore. Get rewarded for improving your wellbeing together, and spend tokens you earn on real prizes and gift cards from Conscious Partners.

The screenshot shows the Headspace mobile application interface. At the top left is a sidebar with icons for Home (blue dot), Meditation (house), Stats (bar chart), Friends (person), and Help (person with question mark). The main header displays "25,345 meditating today", "Total meditation time 2hr 40m", and "Day streak 3 days!". To the right is a map of a city with numerous blue and red dots representing meditation locations. A greeting "Hey Sophia!" with a gear icon is visible. Below the map, a callout box titled "Breath training packs" describes the feature: "Feel amazing with our breath guide packs. Train your biology to breath slower and deeper, whilst measuring your progress and transforming your state!". It lists five packs: "Energise your body and mind" (energy), "Relieve worries and feel free" (anxiety, locked), "Get to restful sleep with ease" (insomnia, locked), "Release stress and just let go" (stress, locked), and "Untangle anger and unlock forgiveness" (anger, locked). At the bottom, a footer bar contains the text "Confidential and Proprietary. Copyright © by Transformational Technologies Inc. All rights reserved." and a "My previous sessions" section with a biofeedback icon, followed by a "See all stats" button.

# Destress with realtime biofeedback

Customise your sessions to be what you want them to be. Experiment with what reduces your stress the most. Music, backgrounds, and guides can all be personalized.



## OUR WIDE FEATURE SET

# Conscious features

## CORE TECH

## Contactless Biofeedback

Use your smartphone or laptop camera to measure stress-related vitals in real time.

-  Heart rate
-  Heart rate variability (HRV)
-  Cardiac coherence
-  Blood pressure
-  Breath rate
-  Movement & posture

## PERSONALISATION

## Stress AI

Relax, meditate and improve your health right now with exercises personalized by AI.

-  Instant feedback
-  Personalized guidance
-  Breathing, meditation exercises
-  Gamified wellbeing

## ECOSYSTEM

## SOCIAL

## GAMIFICATION

## Community & economy

Compete with friends, engage strangers, earn tokens, donate to causes.

-  Share your scores
-  Meditate with the community
-  Play quests with friends
-  Earn points and tokens
-  Give to global causes
-  Improve your workplace

## CORE TECH &amp; PARTNERSHIPS

# Traction

Completed multiple contactless biofeedback prototypes and found the best solution.

Browser-based MVP is live. Beta launch in Q1 2020.

Secured industry partnerships and had initial talks with major players, including Audi.

**99.8%**

## MVP accuracy

Reads certain vitals as well as medical grade devices.

**2**

## patents pending

Contactless biofeedback for HRV and respiratory rate detection.

**17 PARTNERS AND COUNTING**

## Key partners

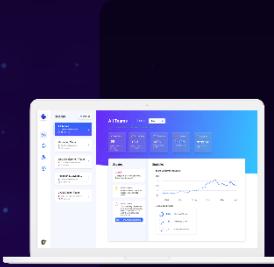


# Product suite

**FREEMIUM****Conscious App****CORE PRODUCT**

Real-time contactless biofeedback and tailored advice in your pocket. Quests with friends, games, achievements and philanthropy built-in.

Free or \$9.99-14.99/month

**SaaS****Conscious Workplace**

Performance-boosting biofeedback and stress monitoring for healthier, happier, more productive workplaces.

\$9.99/month

**IN-APP PURCHASES****Conscious Games**

Progress through player journeys that reward you for dissolving stress and improving your wellbeing using AI-driven biofeedback.

\$2.99+

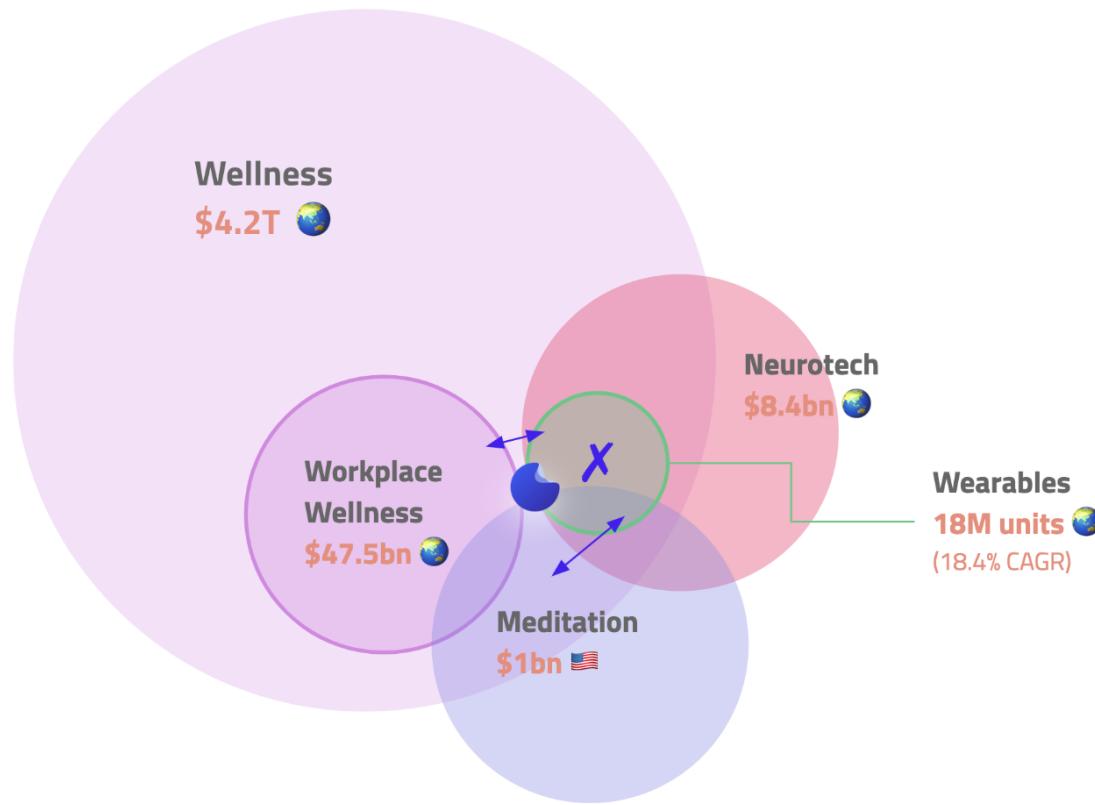
**FREEMIUM****Conscious Browse**

Stop the drain of attention and energy, and discover in real time how the information you consume impacts your mind and body.

Free or \$4.99/month

# Market Opportunity

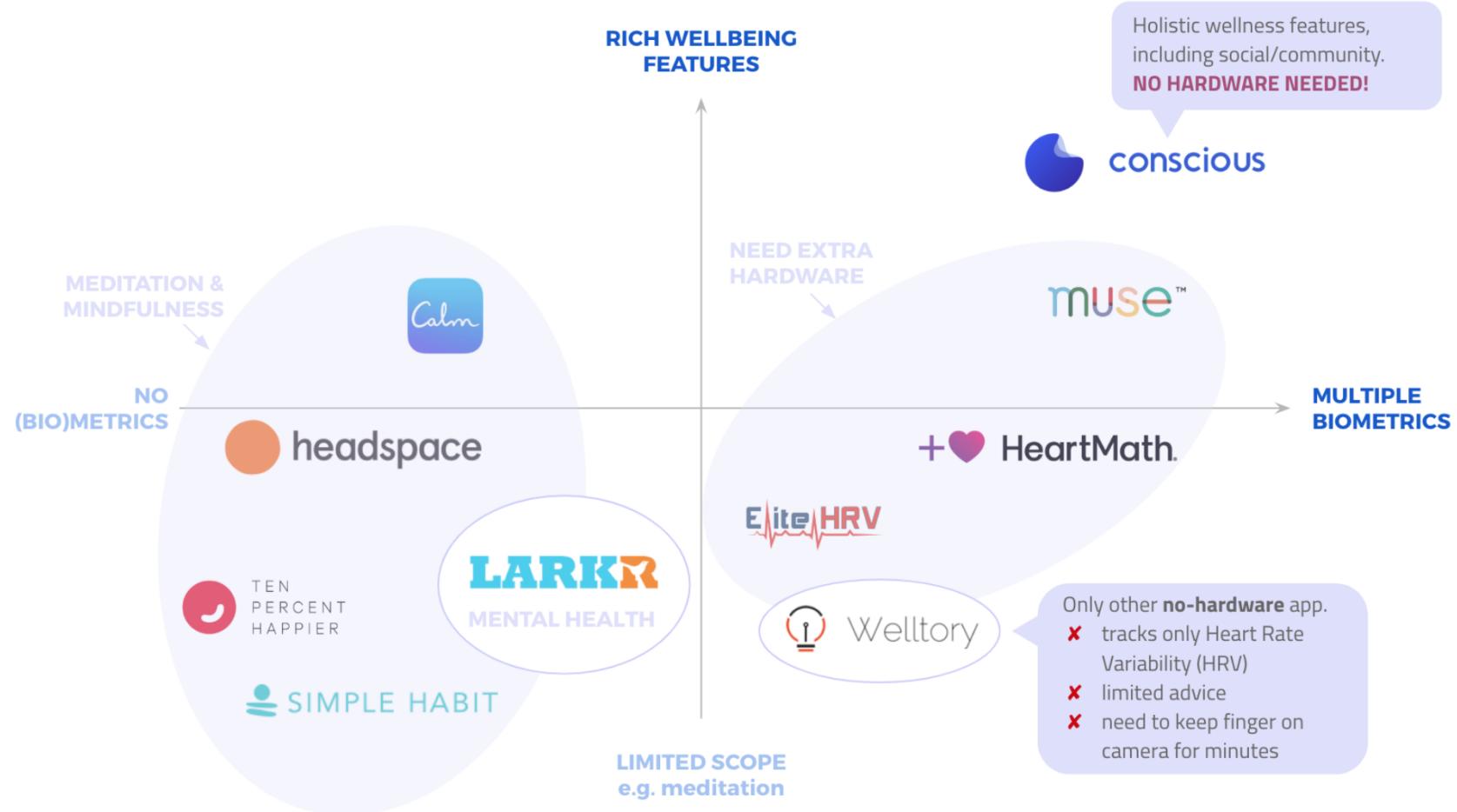
Conscious is the first app providing no-hardware biofeedback, community, and an ecosystem. Covering all the bases of competitors before and more.



- ✓ Makes wearables unnecessary
- ✓ Makes meditation progress objective with data
- ✓ Brings measurable wellness at scale to the workplace
- ✓ Takes DIY wellness to the next level

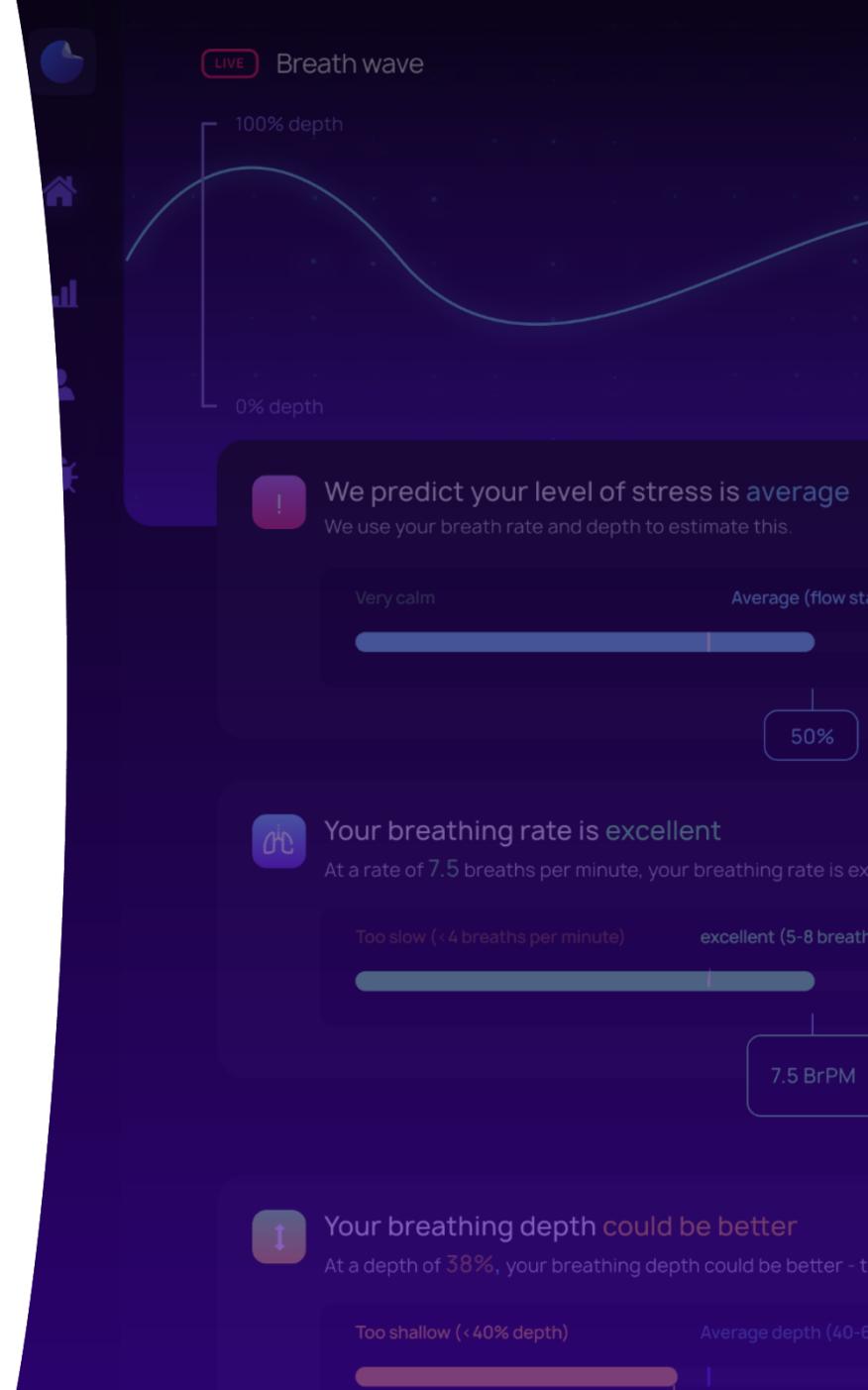
A CLEAR WINNER

# The wellness tech tradeoff



# Growth Roadmap

- NOV 2019  
Launch MVP to select group of testers
- FEB 2020  
Public web app MVP soft launch; mobile dev starts
- APRIL 2020  
Start Phase 2 (social) UX & UI design
- MAY 2020  
Start build of Phase 2 (social)
- JULY 2020  
Launch phase 2 and mobile app - hard launch
- AUGUST 2020  
User research focus, the UX product lifecycle starts



# Leadership



## MIKE YAP - COFOUNDER, CMO

One of top Facebook Marketers worldwide with daily ad spend of \$30-50K and 12+ years of meditation experience. Launched #1 Health and Fitness iOS app ZenAwake in 2013 with growth to over 200K users. Current Angel Investor in several million dollar companies in the Drone, App, Crypto and VR spaces. Successful published author on meditation, business and personal development.



## BORIS KERJNER - COFOUNDER, CEO

Master teacher in the field of conscious human evolution and personal development with 12+ years of multidisciplinary research, training and teaching on subjects of mental, emotional and spiritual wellbeing. Expert marketer, with success in managing budgets of over \$450K a year.

## OUR TEAM OF TALENTED PROFESSIONALS

# Our multi-disciplinary team



Sam  
Product Development



Gerado  
IP & Privacy



Yash  
Gamification



Imola  
Public Relations Lead



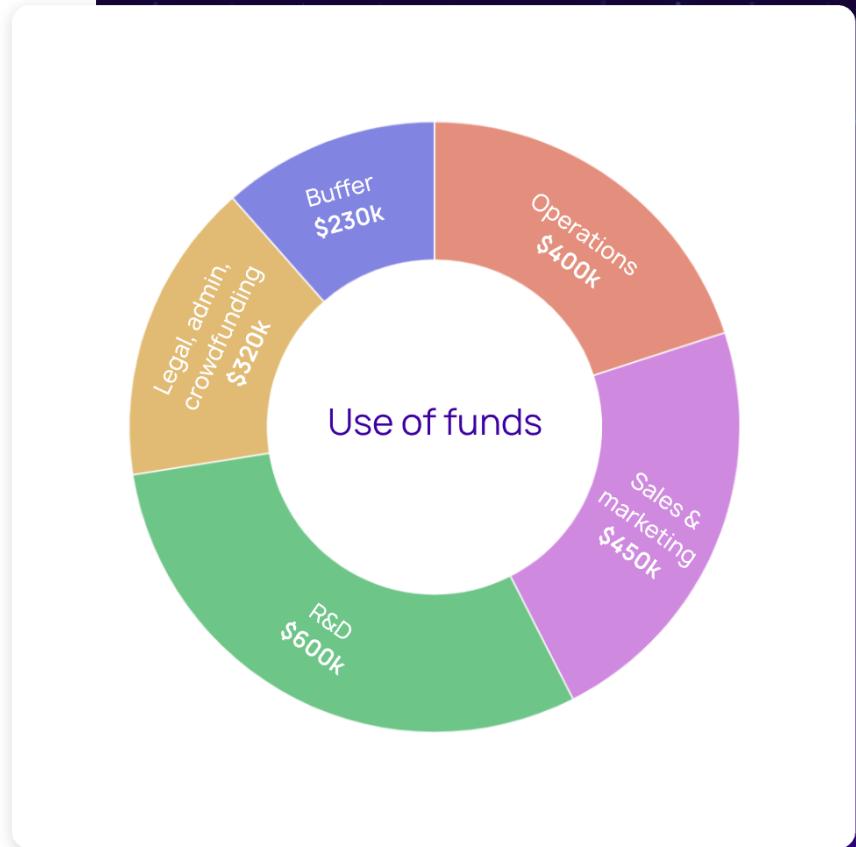
Dr Ahamed Iqbal  
Cheif of R&D

## SEEKING \$2M TO GO TO MARKET

# Investment

- ✓ Increase biofeedback accuracy
- ✓ Finalize technology R&D
- ✓ Release MVP + Full Product Launch
- ✓ Marketing, PR, and SEO
- ✓ Hire key & support staff

Amount	\$2M
Type	Equity/Convertible debt
Discount rate	15-20%
Runway	18 months



A SUPERIOR SOLUTION AT THE PERFECT TIME

# Why invest?

Camera-based biofeedback and real-time personalized exercises will attract users across multiple verticals.

Social, gamification and economic/philanthropy features will keep them engaged and active, ensuring sustained growth.

**ALL**

stress, in every context

Personal, workplace, education solutions for dozens of verticals in the \$4.2 Tn wellness market.

**NO**

extra hardware needed

Accurate camera-based biofeedback has no barrier to adoption.

**NOW**

the perfect time

Superior solution when stress awareness and meditation craze are in full swing.

Biofeedback MVP is ready, following \$120k bootstrapped. Now it's time to launch and develop the full product suite to conquer stress across industries 



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Thank you for your time