



## Ambrainsia

Ambrosia: In the ancient Greek myths, ambrosia is the food or drink of the Greek gods, often depicted as conferring longevity or immortality upon whoever consumed it.

### What is this app?

- Self set recurring 5 minute Alarm to take a break, must turn off the alarm by doing a 3 course brain meal, rescheduling or forcing stop
  - **(Appetizer) Blue-** Blue is calming. It puts you into a peaceful state that is easy to be in for an extended period of time. It's often used in study areas and bedrooms to make them comfortable. The calming influence helps people become more productive in their environments
    - **Appetizer (1.5 minute)**
      - Hypnotic meditation
      - Play Music
      - Make viewer doodles (write a color in a different color, draw animals, etc.)
  - **(Entrée) Red-** Red has the opposite effect. It stimulates a quick pulse and increases your breathing rate. It can inspire romance or violence. Wearing it can make people confrontational, or easy to excite. It pushes people to act. It's warm and radiant to a point that your mind can't ignore it. It's true even in the darkest forms.
    - **Entree (2 minutes)**
      - Get the viewer up and moving (Interactive stretching & make the viewer jump/take steps)
      - Play a game (iSpy, Tetris, anagrams)
      - Trivia
  - **(Desert) Green -**Similar to blue, green is also calming. It's a natural color that you see everywhere in nature. It refreshes the viewer. It's difficult to get upset in such an environment.
    - **Desert (Always make you count backwards) (1.5 minutes)**
      - Positive Affirmation/Speaking
      - Motivational Video
- Once user starts break must finish the three course meal
- User has option to immediately take break when they come on app or schedule it
- Key in full shift and time during each hour break and will repeat
- If missed during shift user will be prompted to reschedule 5, 10, 15 mins later. If you miss or would like to reschedule again you will not have that option and will have to force stop. User will then have to wait until the next cycle; this data will be recorded.
- If you choose to take reschedule it will go on user progress chart
- In app quiz after every brain break



➤ The app will collect data with finisher quiz to:

- Optimize user games
- Report Progress
  - **Data Charts**
    - Chart with whether or no they Complete brain break (green dot) rescheduled (yellow dot) did not do it (red dot)
    - Chart on how progress on how they feel
    - Chart showing whether or not the like certain meals
- Track productivity
  - **Finisher Quiz (quiz at end of break)**
    - How do I feel? (Happy Face(refreshed, Sad Face(sluggish/distracted), Neutral Face)
    - How did I enjoy the meal (pull lever)
    - Do I feel productive and ready to go? (Yes ▯ No▯)

## **How do we know this is a real problem?**

- Over a 24-hour period we can process up to 70,000 thoughts, even as we sleep. Each day contains 86,400 seconds, so that equates to a different thought every 1.2 seconds – your brain never stops! (Reference: <http://inside-the-brain.com/2012/04/23/how-to-give-your-brain-a-break/>).
- According to a study the National Sleep Foundation the works a 46-hour work week ; 38% of the respondents in their study worked more than 50 hours per week <http://www.libraryspot.com/know/workweek.htm>
- At least 134 countries have laws setting the **maximum length of the work week**; the U.S. does not.
- In the U.S., 85.8 percent of males and 66.5 percent of females work **more than 40 hours per week**.
- I'm not telling you to work less hours. If you genuinely love what you do and are doing it for the right reasons, you are more than entitled to spend all of your waking hours plugging away.
- But for many of us, more work leads to more stress and a lower quality of life. Without time to unwind, take care of your home, spend time with loved ones, enjoy our hobbies, connect with friends, and generally live a more balanced life. Stress is the #1 cause of health problems – mentally and physically <https://20somethingfinance.com/american-hours-worked-productivity-vacation/>



## How do I know this break will work and be different from other breaks?

- <http://time.com/3518053/perfect-break/>
  - A case by DeskTime from 5.5 million logs The most productive workers engage in job-related tasks for 52 minutes,
  - The key to getting the most out of those breaks is to throw yourself into your work during those 52-minute increments, since you know there's a light at the end of the proverbial tunnel. you're completely removed from the work you're doing – you're entirely resting.”
  - Giving your brain some down time to avoid losing focus and making sloppy mistakes that slow you down has proven benefits. Wharton School doctoral student Hengchen Dai, discussing her new research, tells the Harvard Business Review that breaks make people more diligent. “The more relaxed and disengaged from work people feel during a break, the more likely they will be to benefit from taking time off,” she says.
  - physical and mental disengagement makes you more productive

## What do the different sides of the brain mean?

<http://brainmadesimple.com/left-and-right-hemispheres.html>

The left side of the brain is responsible for controlling the *right side* of the body. It also performs tasks that have to do with logic, such as in science and mathematics. On the other hand, the right hemisphere coordinates the left side of the body, and performs tasks that have to do with creativity and the arts. Both hemispheres are connected by the corpus callosum and serve the body in different ways .

**Right:** Responsible for control of the left side of the body, and is the more artistic and creative side of the brain

**Left:** Responsible for control of the right side of the body, and is the more academic and logical side of the brain

## How to Stimulate Sides of Brain

(<https://timesofindia.indiatimes.com/life-style/health-fitness/health-news/Tricks-to-activate-both-sides-of-brain/articleshow/13441531.cms>)

- 2 Logic-fuelled activities such as crosswords, anagrams, Sudoku, tough math problems or a game of chess are great for stimulating the left brain.
- **Making to-do lists, organizing data, chalking plans for the day or maintaining a diary aid in improving your left brain.**
- Right brain work-outs 1 Astute observation plays a key role in developing a photographic memory. Take five minutes off to minutely observe your train station or your desk space. Remember the details with your eyes closed, and for authentic results (**iSpy game**)



- Word association, doodling and memory games help unlock your right brain's coolest weapon — creativity
- Around 80 years ago, psychologist John Stroop came up with an interesting test to gauge the ability of brain's two sides to work together. Use alternate-colored pens to write a series of colour names but try to read only the color. So you may write 'Yellow' using a blue pen, but the challenge is to read it as Yellow and so on. This conflict-inducing test combines colour and language awareness and activates the anterior cingulate, a section of the brain that lies between the left and right hemispheres and helps resolve conflicts between them.

## **What do the activities mean and how will they help us?**

<https://greatist.com/happiness/47-ways-boost-brainpower-now>

- **Doodling** : Stick it to those elementary school teachers and fill every margin to the brim. Research suggests doodling during a cognitive task helps improve memory because it keeps the brain stimulated. Just don't draw funny pictures of the boss.
- **Video Games** :Guys who hang out in their basements playing Xbox games aren't just supercool—they may also be smarter than the rest of us. Some researchers suggest playing video games improves a number of cognitive skills, from vision to multitasking to spatial cognition . Tackle a game of Tetris for some mental exercise.
- **Novelty** : A Sudoku puzzle might be challenging, but after the 100th puzzle, the brain craves something new. Trying new activities stimulates the release of dopamine, which increases motivation and the growth of new neurons. So take an unfamiliar route home or read a book about a new topic, and feel the brain grow! **(Trivia Questions?)**
- **Speaking out loud & Positive Thinking** : Better recite this tip to whomever's sitting next to you. There's evidence that we remember ideas better when we speak them out loud . No guarantees it won't look strange when you talk to yourself on the street. | It's possible to get smarter, savvier, and more creative—after reading this list! Research suggests people learn more when they believe intelligence isn't fixed . The bottom line: Believe in the brain!

<https://greatist.com/happiness/40-ways-relax-5-minutes-or-less>

- **Count Backward**: Nope, it's not an IQ test, but it is a way to relax. When worries are running rampant, try slowly counting to 10 and then back again to calm down. It's harder to freak about an upcoming date or job interview when you're busy remembering what number comes before seven. (Hey, kindergarten was a long time ago.)
- **Use Creative Visualization**: The doorbell rings. It's Ryan Gosling (or Elizabeth Banks), and he/she wants to know if you'll marry him/her. "Yes!" you shout and then—sorry, time's up. These little daydreams, also known as "creative visualization," involve thinking of something that makes us feel happy. It's an instant mood boost on hectic days when we're feeling tense.



- **Close Your Eyes:** [James Taylor](#) said it: You can close your eyes, it's all right. Take a quick break from a busy office or a chaotic household by just lowering your eyelids. It's an easy way to [regain calm](#) and focus

## **Business Model**

### **Demographics of Consumer**

- Target Consumer 18-35/ young adult workforce
- Tech savvy (know how to use their phone and apps)
- In college/ have a college degree/ work in large rigorous companies
- Work long early/ late hours
- All ethnicities/races/ gender
- Cares about mental health
- Likes to play games

#### **1. Customer Segments**

- a. Niche Market towards adults and young adults who are working long hours overall affecting productivity in field

#### **2. Value Propositions**

- a. Values deliver more productivity, less stress, better mental health, and break taking
- b. Bundles are our 3 course meals (5 min interactive experience that will leave the relieved a refreshed productive)
- c. Energy, relaxation, focus, refreshing, are needs satisfied

#### **3. Channels**

- a. The customers are currently unaware that they need to be reached
- b. They will be reached through pop ups online advertisement and social media
- c. Social media will be the most cost efficient way to reach customers
- d. Integration: Pop ups is how we integrate this app into customers everyday life

#### **4. Customer Relations**

- a. Relationships expected by customers: Provide assessment approval / activity proof / fun
- b. Established MVP / Fun
- c. Integration charts / data from activities
- d. Inexpensive

#### **5. Key Activities**

- a. Our 'contact us page' + 24 hour call service + maintenance + customer service + influencers + production team + communication team
- b. Revenue is through the App, would be majority of our revenue streams but we also offer ads in our immediate break, partnerships



## **6. Key Resources**

- a. Customization
- b. Stress Relief
- c. Higher Productivity
- d. Performance
- e. Visibility / Credibility

## **7. Key Partners**

- a. Researchers / Doctors / Coders/Game Creators / App Store / cloud database
- b. Resources Acquired: Marketing, more researchers, more activities, more credibility, more storage, market place
- c. Partners Perform: Influencers: posting about the app | retail: function and market | apps: show ad to their market(small simulation) / bring them in, spotcoins

## **8. Revenue streams**

- a. Sell user data to companies for their own purposes
- b. Advertisement among immediate players not breaks
- c. Yearly w/ a payment year = cheap
- d. The plan will cost more w/ cancellation plan
- e. Lose more money by cancelling than just staying with the app
- f. \$3-\$10 a month OR \$100-\$150 | \$9 - \$30
- g. Payment Plans:
  - Yearly Plan: Cancellation fee is active for the rest of the year
  - Monthly Plan: Cancellation fee varies depending how long you've been subscribed
  - Currently paying through online payment (paypal, credit/debit card, apple pay)

## **9. Cost structure**

- a. Fixed Cost: Labor/salaries, Marketing, and influencers, \$99 a year for app store (host)
- b. Retention: Updates periodically and partnerships (ex. Fitbit, food app, sweatcoin), also add more food puns
- c. The more productive you are in your daily life the more money you will make and the better your mental health to truly enjoy life
- d. Peak, Brain Break, and Lumosity are our three top competitors but they don't have certain features that will be implemented in Ambrainsia