

# TFIVE

## Thrive With Tfive

*The 25-Minute Personal Growth AI Companion*

# Tfive - Focus in 25 Minutes

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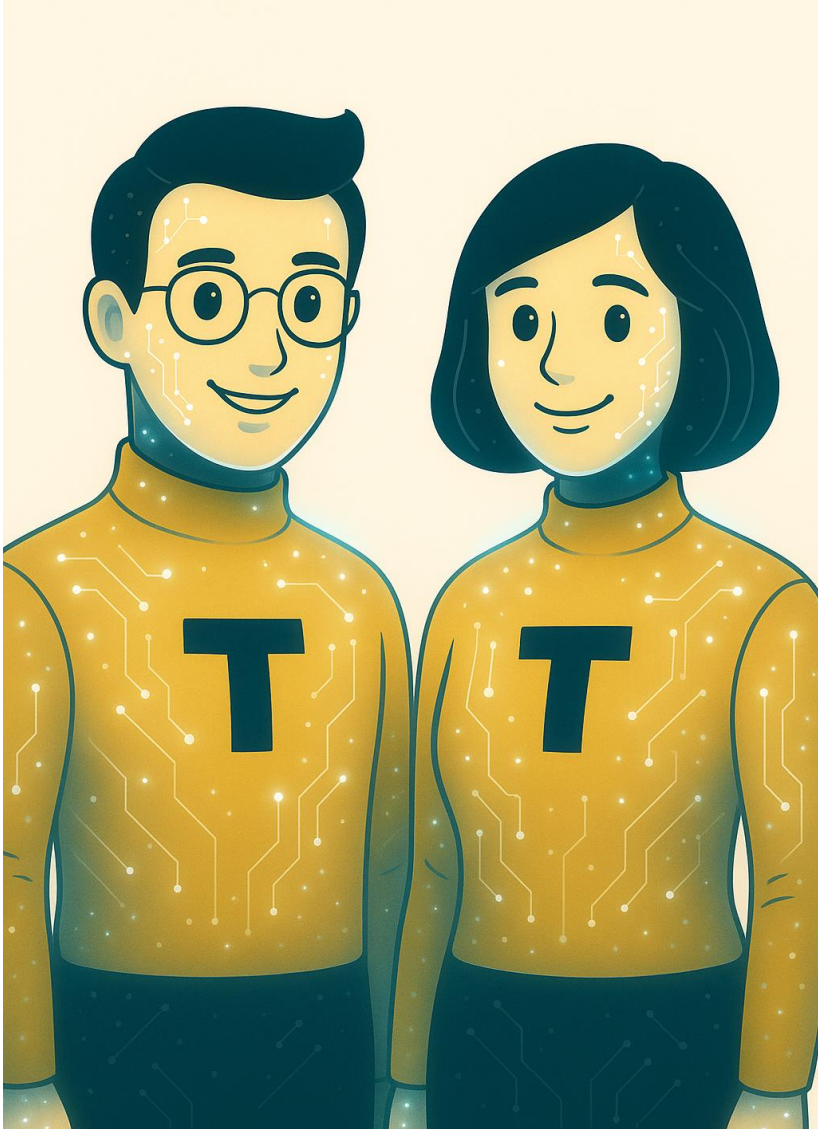
**Tfive** stands for “Twenty-Five” – inspired by the 25-minute structure of the Pomodoro Technique. Originally developed by Francesco Cirillo in the 1980s, this method boosts focus, presence, and productivity by bringing clarity to how we use time.

**Tfive** takes this principle to the next level: A fully AI-powered platform for personal growth – structured, intelligent, and deeply transformative. Not a tool. A daily format for lasting progress.

**Tfive = 25 minutes. One method. A system for development.**

# Rebuilding personal development

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**Tfive** is an AI platform for personal development – structured in 25-minute sessions, designed for focus, progress, and clarity. At its core: T – the personal AI companion.

**T isn't just available. T is always there.**

**T** guides every session, identifies patterns, asks the right questions, offers impulses – and gets to know each user better with every interaction. It thinks ahead, challenges thoughtfully, and removes distractions.

**Tfive is the structure. T is the intelligence within.**

# The silent crisis in our heads



Every second person in Europe struggles with mental overload – yet only 1 in 5 has access to real support.

In Germany, it can take up to 9 months to get a therapy appointment – but crises don't wait.

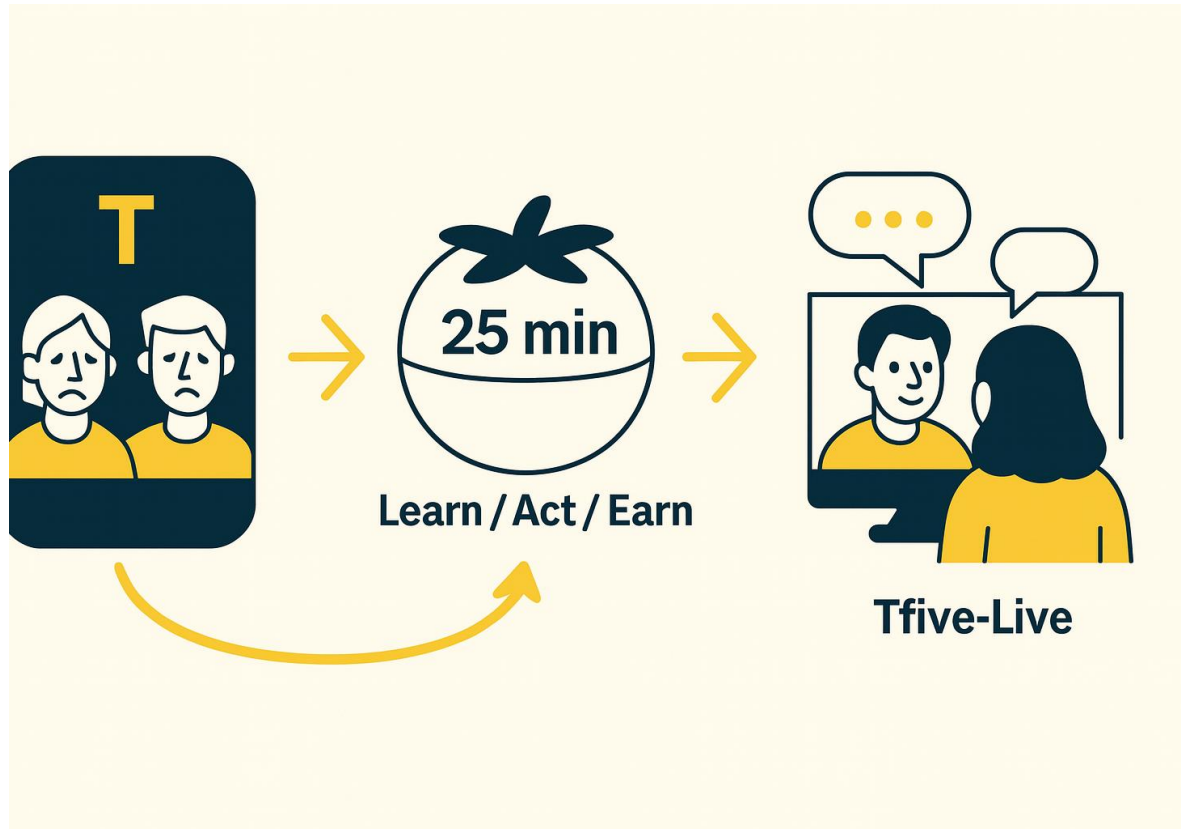
Burnout costs the EU over €250 billion a year – yet it's still treated as a personal issue.

85% of leaders feel overwhelmed when dealing with mental stress in their teams – and fail to act.

According to the WHO, over 60% of employees feel emotionally exhausted – not someday, but right now.

**We have a systemic problem. Tfive is an immediate answer – every day, in just 25 minutes.**

# Growth starts in the system – Tfive



## T – The Personal AI Companion

T is the heart of Tfive – a smart companion that understands, structures, and supports. It thinks ahead, adapts, and provides focus – exactly when development needs space.

## Pomodoro-Programs: Learn. Act. Earn.

T programs follow a structured 25-minute format inspired by the Pomodoro technique:

- **Learn** – T delivers relevant knowledge and context.
- **Act** – Users apply what they’ve learned directly in everyday life.
- **Earn** – Progress becomes visible: through points, levels, feedback, and motivating incentives.

## Tfive-Live

Tfive-Live enables real personal growth through live interaction – one-on-one or in groups, spontaneous or scheduled. Through real-time matching, T connects users with the right conversation partners – peer-to-peer or with experts.

# How TFive Works



## **Starting Point: A Desire for Growth**

A moment of inner search, curiosity, or dissatisfaction.  
The impulse: “I want to grow, focus, change something.”

## **Check-in with T**

The AI companion T asks about mood, energy, and goals.  
T then suggests sessions or formats tailored to the user’s needs.

## **25-Minute Pomodoro Session – Learn / Act / Earn**

Brief input, directly applicable exercise, and personal reflection.

Structure: 5 min learning, 15 min doing, 5 min rewarding.

## **Tfive-Live**

Deeper live experiences with peers, mentors, or circles.  
Connection, new perspectives, emotional integration.

## **Personal Growth**

After the session: more focus, clarity, and motivation.  
Growth becomes tangible – in mindset, daily life, and direction.



# The Science Behind 25 Minutes of Focus



## **Francesco Cirillo – Creator of the Pomodoro Technique**

In the 1980s, Cirillo developed a simple yet powerful method: 25 minutes of focused work followed by a 5-minute break. The idea: When working in structured intervals, the brain can fully concentrate without becoming fatigued.

→ “Time-boxing creates structure, reduces procrastination, and measurably increases focus.”

## **Dr. Andrew Huberman - Neuroscientist, Stanford University**

According to Huberman, the brain follows natural performance cycles known as ultradian rhythms. These cycles last around 90 minutes but include 20–30 minute high-focus phases.

→ “The brain performs optimally in 25-minute intervals before it needs a break.”

## **Prof. Dr. Barbara Oakley – Learning Expert & Neuroscientist**

Oakley describes two key cognitive states: Focused Mode and Diffuse Mode.

25-minute sessions specifically activate the Focused Mode – ideal for sustainable learning.

→ “Pomodoro helps the brain switch into productive states – and stay there.”

## **Cal Newport - Autor of „Deep Work“**

Newport emphasizes that deep focus doesn’t come from working long hours, but from structure. For him, 25 minutes is the ideal entry point into a state of flow.

→ “Focusing in clearly defined time blocks is the key to cognitive peak performance.”00

# The Market



## Total Addressable Market

The global market for mental health and personal development.  
Market volume in 2024: €300 billion worldwide



## Serviceable Available Market

The market realistically addressable by TFive's B2B product and sales model. Germany: €8-12B - Europe: €25-35B  
Rest of world: €30-45B → Total SAM: €60-80B



## Serviceable Obtainable Market

The realistically achievable share within 3-5 years.  
Focused DACH expansion, selected EU markets-pilot clients in USA/MENA → SOM target by 2029: €500-800 M



# Why TFive

Feature	TFive	Calm	Headspace	Better Help	Modern Health	BetterUp	Coach Hub	Thrive Global
Wellbeing	✓	✓	✓	✗	✓	✓	✓	✓
Recovery	✓	✗	✗	✗	✗	✗	✗	✗
Inclusion	✓	✗	✗	✗	✓	✓	✗	✓
AI Personalization	✓	✗	✗	✗	✗	✗	✗	✓
5-Minute Engagement	✓	✗	✗	✗	✗	✗	✗	✗
Live-Care	✓	✗	✗	✗	✓	✗	✗	✗
Corporate Clients	✓	✓	✓	✓	✓	✓	✓	✓
Gamification	✓	✗	✗	✗	✗	✗	✗	✗



Daily support that thinks along.  
Your personal AI companion –  
tailored to you



Seamlessly integrated where  
work happens – on Slack,  
Teams, and WhatsApp



Tfive-Live starts with the desire for  
connection. T enables confidential  
conversations with people who  
understand – in real time or  
scheduled, one-on-one or in  
groups



Motivated learning. Create  
your own programs and earn  
points as you go



Predictive insights for HR &  
leadership – a clear view of  
teams, potential, and  
development

# Founders & Management



**Abdes Afras**  
Co-Founder & CEO

Abdes Afras is an entrepreneur, AI strategist, and driven leader. He built and scaled companies in wellbeing and technology, always with the goal of delivering real value to people.

His strength lies in making innovation tangible and scalable. As TFive's CEO, he brings AI and personal development into everyday life.

*"TFive unlocks potential to create real change – every day, for everyone."*



**Ben Woollett**  
Co-Founder &  
Head of International

Ben Woollett is Co-Founder and Head of International at TFive. He is responsible for international expansion, develops strategic partnerships, and opens up new markets.

His focus lies on sustainable growth, cultural alignment, and the global spread of TFive as an effective development format.

*"International scaling starts with real relevance – not just translation."*



**Axel Moddemann**  
Co-Founder & Advisor

Axel Moddemann brings a proven track record of scaling businesses and driving investment across diverse industries. His deep expertise in financial strategy and expansion plays a key role in shaping TFive's long-term direction. As a member of the Board, he actively contributes to the company's strategic development.

*"AI-powered personal development is the future – and TFive is leading the way."*



**Tod Ewasko**  
CTO & Co-Founder

Tod Ewasko is TFive's CTO and a true AI guru. With over 20 years of experience in product development, cloud architectures, and AI strategy, he crafts intelligent, scalable solutions for businesses.

His drive: leading technically and guiding teams into the future.

*"Innovation arises at the intersection of technical depth and human vision."*



# Ambassadors and Advisory Board



**Christian Hochstätter**  
TFive Ambassador

Christian Hochstätter is a former professional footballer and sports executive.

He played over 15 years for Borussia Mönchengladbach before moving into leadership roles.

Today, he supports people with deep expertise in team dynamics, mental strength, and sustainable growth.

As a TFive Ambassador, he brings insights into resilience, performance, and personal development.

*"Success is not a question of talent – but of mindset, endurance, and constant development."*



**Matthias Killing**  
Ambassador & Advisor

Matthias Killing has been a renowned presenter and media professional for over a decade, hosting large TV formats, sporting events, and corporate appearances.

His passion for storytelling, motivation, and genuine encounters makes him a bridge-builder on the path of personal development.

As Ambassador & Advisor at TFive, he supports the vision of making growth accessible, inspiring, and effective.

*"Growth begins in the mind – TFive combines inspiration with action."*



**Mirja Linke**  
Advisor

With over 20 years of experience in coaching, leadership, and employee development, Mirja Linke advises companies on sustainable growth and cultural change. Her focus is on effective learning processes and practical transformation. On TFive's advisory board, she ensures that AI-driven development meets the real needs of employees.

*"When people grow, the company changes – TFive makes development a daily part of work."*



**Sabine Buch**  
Head of Inclusion

## Sabine Buch Head of Inclusion

Sabine Buch is an expert in DEI and a seasoned leader in the tech industry. For many years, she has championed diversity, inclusion, and equal opportunity within companies.

Her expertise in corporate strategy, leadership, and cultural transformation makes her a trusted voice in the global network of innovators and decision-makers.

*"Real change starts where everyone has a voice – TFive gives this diversity a space."*



**Patrick Owomoyela**  
TFive Ambassador

Patrick Owomoyela is a former professional footballer and current sports analyst.

He played for Borussia Dortmund, Werder Bremen, and the German national team.

He brings his experience from professional sports and media to TFive as an Ambassador & Advisor – promoting a culture of sustainable growth in an AI-driven world.

*"Progress starts with a strong foundation – TFive provides the structure for sustainable growth."*



**Uli Borowka**  
TFive Ambassador

Uli Borowka is a former professional athlete and experienced coach who has devoted years to addiction prevention, mental strength, and individual support.

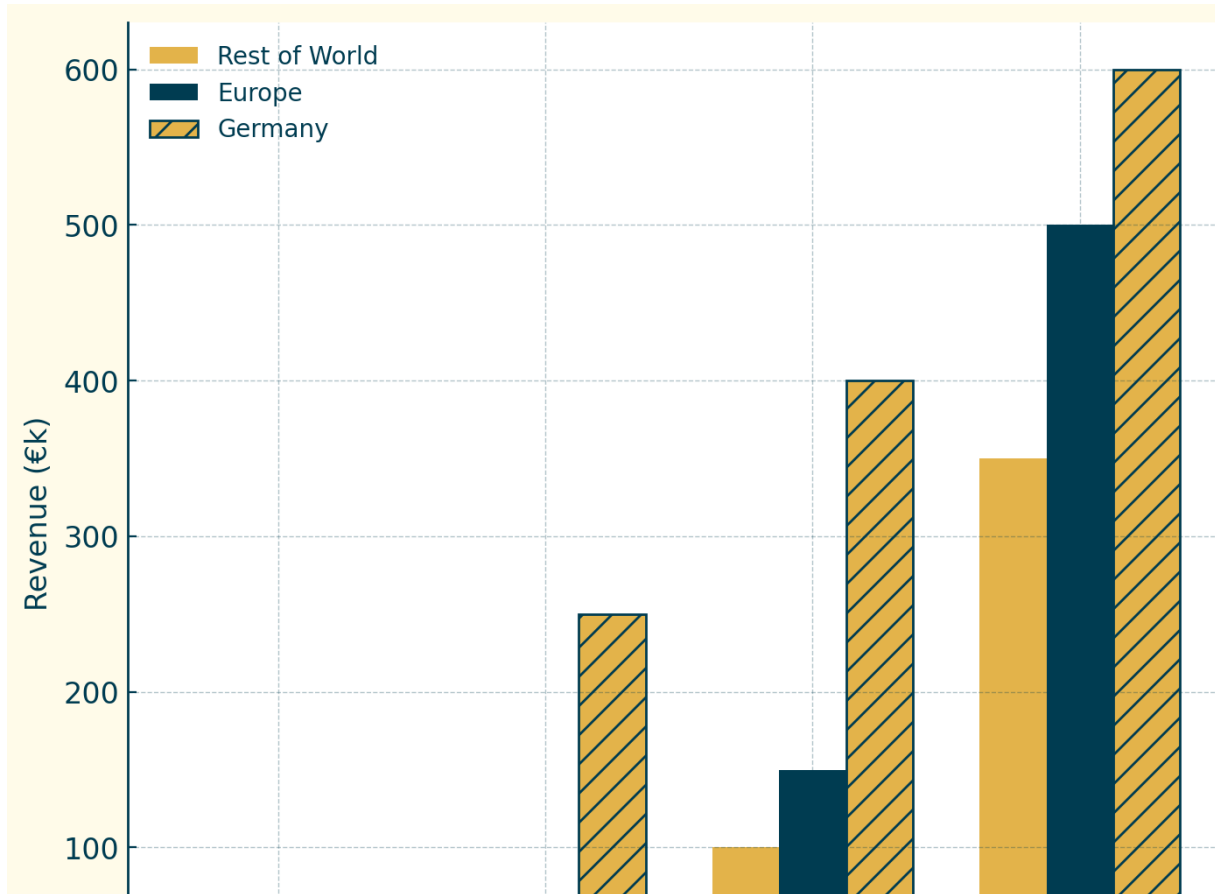
As a recovering alcoholic, he shares his own story to give others courage and perspective. As a TFive Ambassador, he stands for true resilience and change, helping provide AI-supported assistance to those who need it most.

*"Overcoming addiction is a battle – but no one has to fight it alone. TFive is there when it matters most."*

# Business Model

Model	Tfive Freemium	Tfive Core (2,50 €)	Tfive Pro (5-9 €, 2026)
Pomodoro-Sessions	4 per month	Daily	Unlimited
T-Check-in	✓	✓	✓
Growth Score	✓	✓	✓
Tfive-Live	X	4 per month	Unlimited
Team-Insights	✓	✓	✓

# Projection



## Investment Requirements

(3 Years)

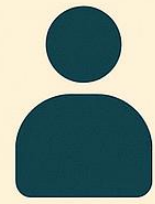
€1.2M for Growth & Scaling

- €150k Platform Development
- €700k Sales & Marketing
- €150k Team Expansion
- €200k Operating Expenses

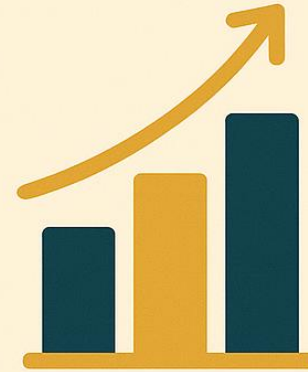


# By 2030

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**400K**  
Users



**Revenue** €14,4M



**EBITDA** €7,2M



**Company  
Value** €93,6M