



Impulse

Hey, Stephen



I'm Michael.

I'm a fellow human, a software engineer, and early-stage startup investor.

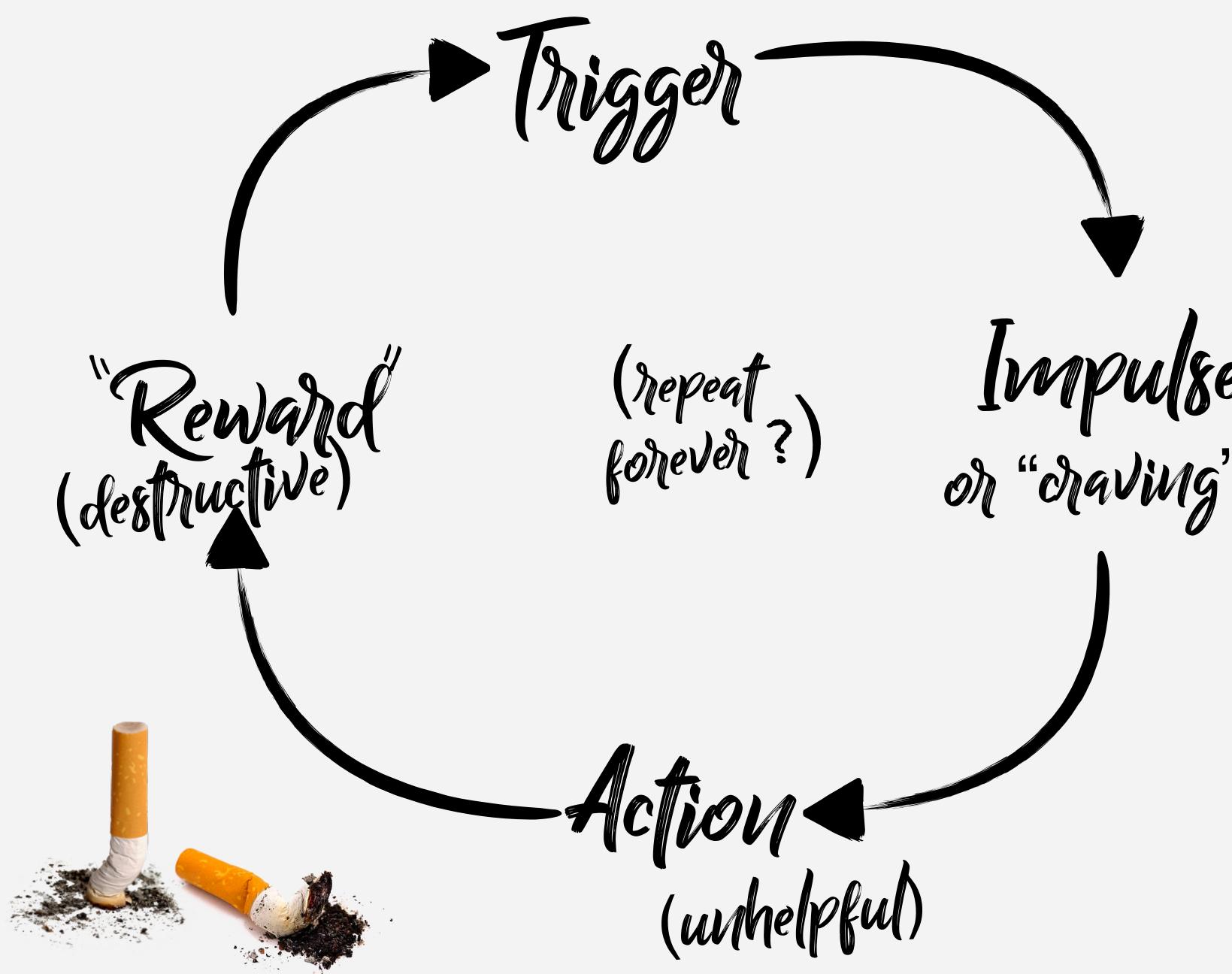
I'm working to help people overcome:

- substance and behavioural addictions
- self-harm and other unhelpful loops of behaviour
- rumination and other OCD-related issues
- anger management issues

... and more



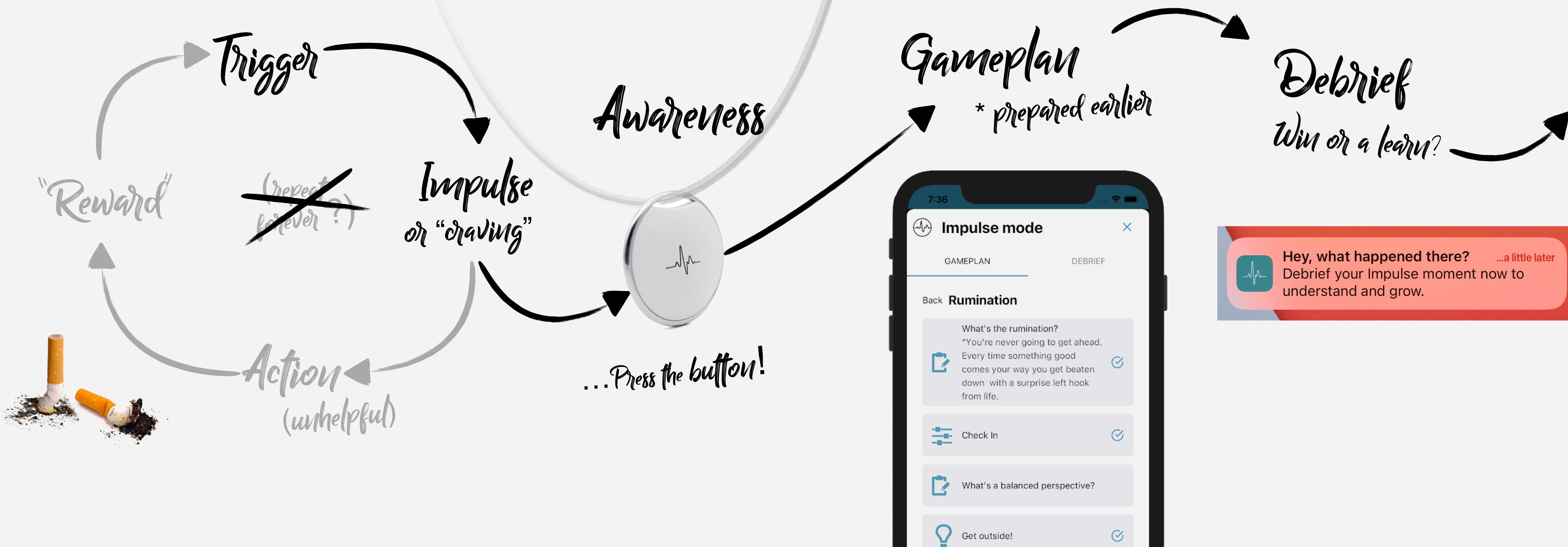
Loops of behaviour can keep us stuck



- Drug addiction can turn vibrant people into *hungry ghosts*
- Internet & gaming addiction can steal joy and motivation
- Eating disorders can make food a source of pain, frustration and shame
- Self harm and rumination can keep people captive
- Porn and sex addiction can contort healthy sexuality
- Gambling addiction can break up families

Break the Loop, with Impulse

Press the wearable Impulse Button when an Impulse (or craving) strikes, and get prompted to run through your pre-prepared gameplan. Debrief the moment later, to learn and grow from it.



This is what Impulse looks like to wear



Discrete, but always right there

What's in a gameplan?



That's up to you (and your mental health professional), but Impulse can make suggestions based on what's working for others who are overcoming similar challenges.

- Healthy snack
- Go for a walk
- Turn off your device
- Listen to music
- Record a voice memo
- Record a video memo
- Drink 2 glasses of water
- Practice meditation
- Read your past journals
- Write down your thoughts
- Review your motivations
- Remember the feeling of overcoming
- Complete a challenge from a support person
- Do a breathing exercise
- Read a short story
- Show kindness to someone
- Consider consequences
- Walk a dog
- Listen to a podcast
- Identify your triggers
- Get up and down the nearest stairs
- Do a full-body scan
- Learn a language
- Call a friend or support person
- Draw a picture and upload it
- Repeat a positive mantra
- Chew gum
- Call your loved ones

By debriefing, we get data on what's working

Time

Triggers

What tactics did you try?

What was the outcome?



"You've been 85% **more likely** to overcome your *Impulses* when you've used the "Minute timer" tactic. Keep it up!"

Transcribed voice memos and other notes are fed into a sentiment analysis engine. Impulse will continue to get better at supporting people through their most vulnerable moments.

A long press activates Rescue Mode

The user's support people get an immediate, automated phone call

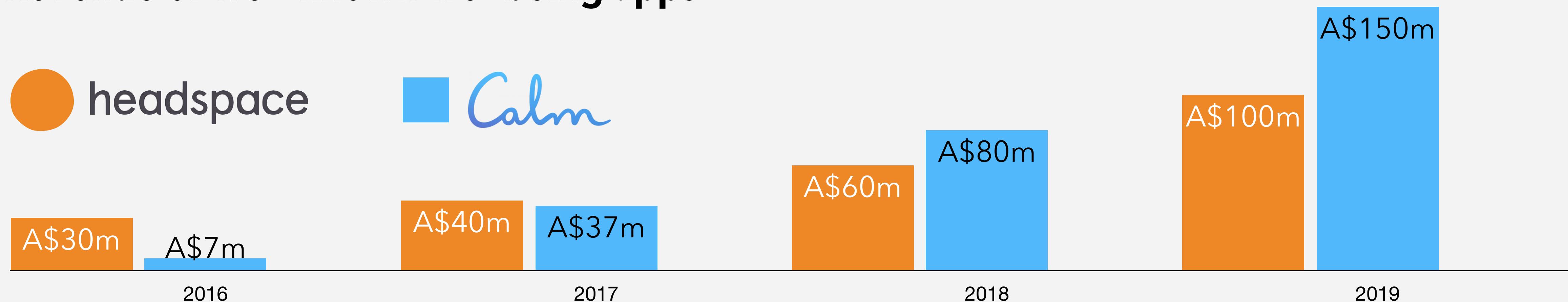


The wave of digital mental health

Wellbeing apps such as Headspace and Calm has revealed a growing **mass appeal** of digital tools for **optimising mental health**.

Impulse has **potential to follow in their footsteps**, as an alternative with appeal to a similar, “conscious” casual user, as well as by those struggling with more serious mental health issues.

Revenue of well-known wellbeing apps



Impulse is for-profit, for-humanity

\$29.95

upfront fee for the Button

+

\$4.95

monthly app subscription

Button unit cost is currently \$22.

There is a future possibility of having therapy services delivered in-app (in-house, or with **commissions** applicable).



I'm a full-stack web, mobile and data engineer

As **Lead Engineer** at AirRobe, I've co-invented and patented "The Circular Wardrobe", which has delivered millions of dollars of value to merchant partners, helped to reduce fashion-related carbon emissions, aggregated billions of data events, and supported 10x growth to an AUD \$30m+ company valuation over 2 years.



I earned a **Bachelor of Innovation and Entrepreneurship** at Adelaide University and am passionate about the science of successful startups.

I am **Co-founder / Founding Member** of two seed VCs, with 16 early-stage investments made.

Traction, and the road from here

Achieved

- ✓ Built MVP - hardware and software
- ✓ Completed 30 customer interviews
- ✓ Undertaken first product testing (currently 5 test users)
- ✓ Prioritise development roadmap based on customer feedback

Next

- Go full-time on the project (Oct, 2022)
- Raise pre-seed / seed capital
- Onboard psychologist / UX lead / cofounder
- Run structured pilot program with 100 users
- Kickstarter campaign
- Release V1.0 software and V2.0 hardware

Want to be a part of the Impulse journey?

I'm looking for the right value-adding pre-seed investor to help fund Impulse's pilot program, and grow the team. Based on your background, I would be really glad to meet you.

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Love says I am everything. Wisdom says I am nothing. Life flows between the two.

