



Impulse

Hey there, human!



I'm Michael. I'm a software engineer, early-stage startup investor, and a believer in human potential.

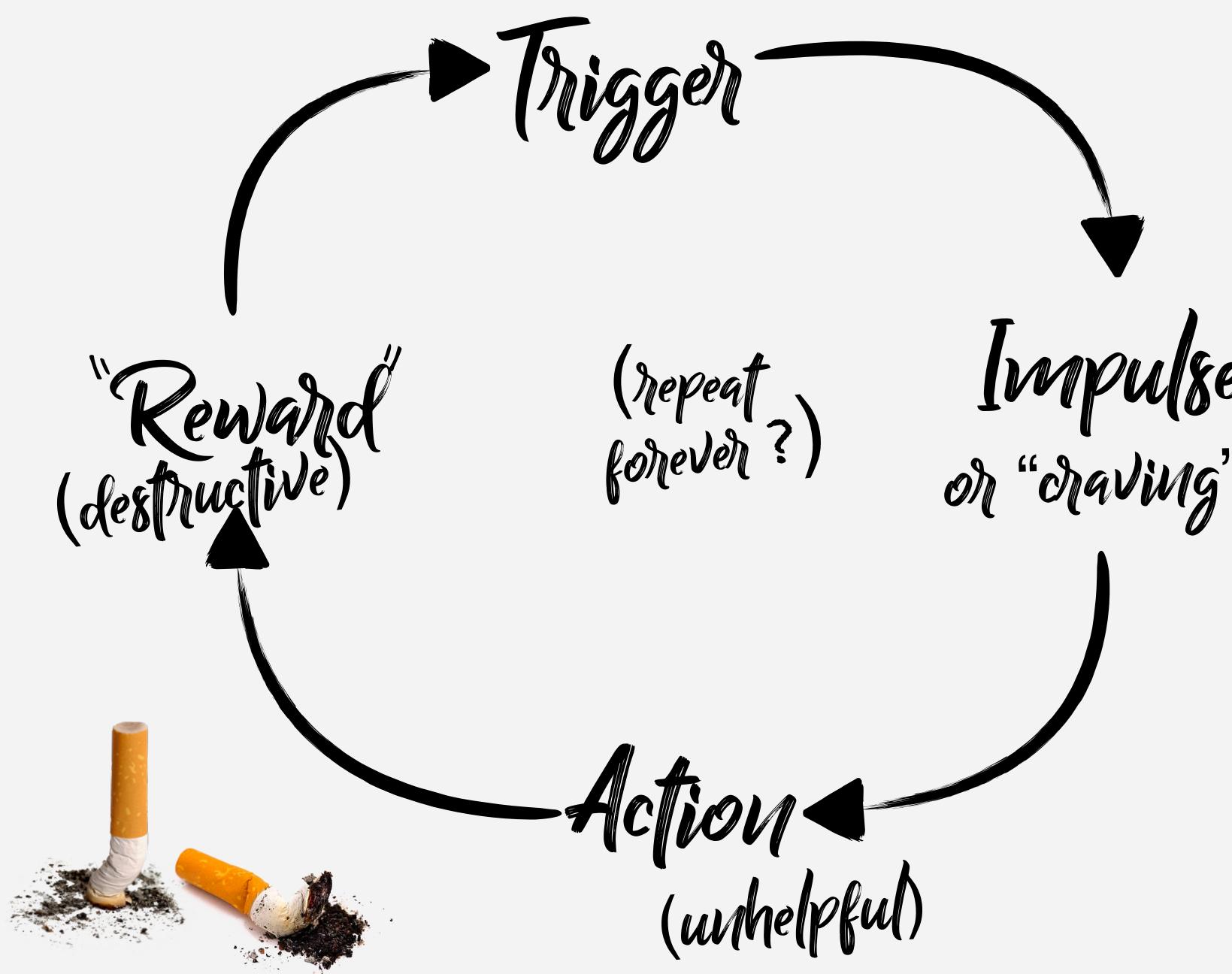
I'm working to help people overcome:

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

... and more



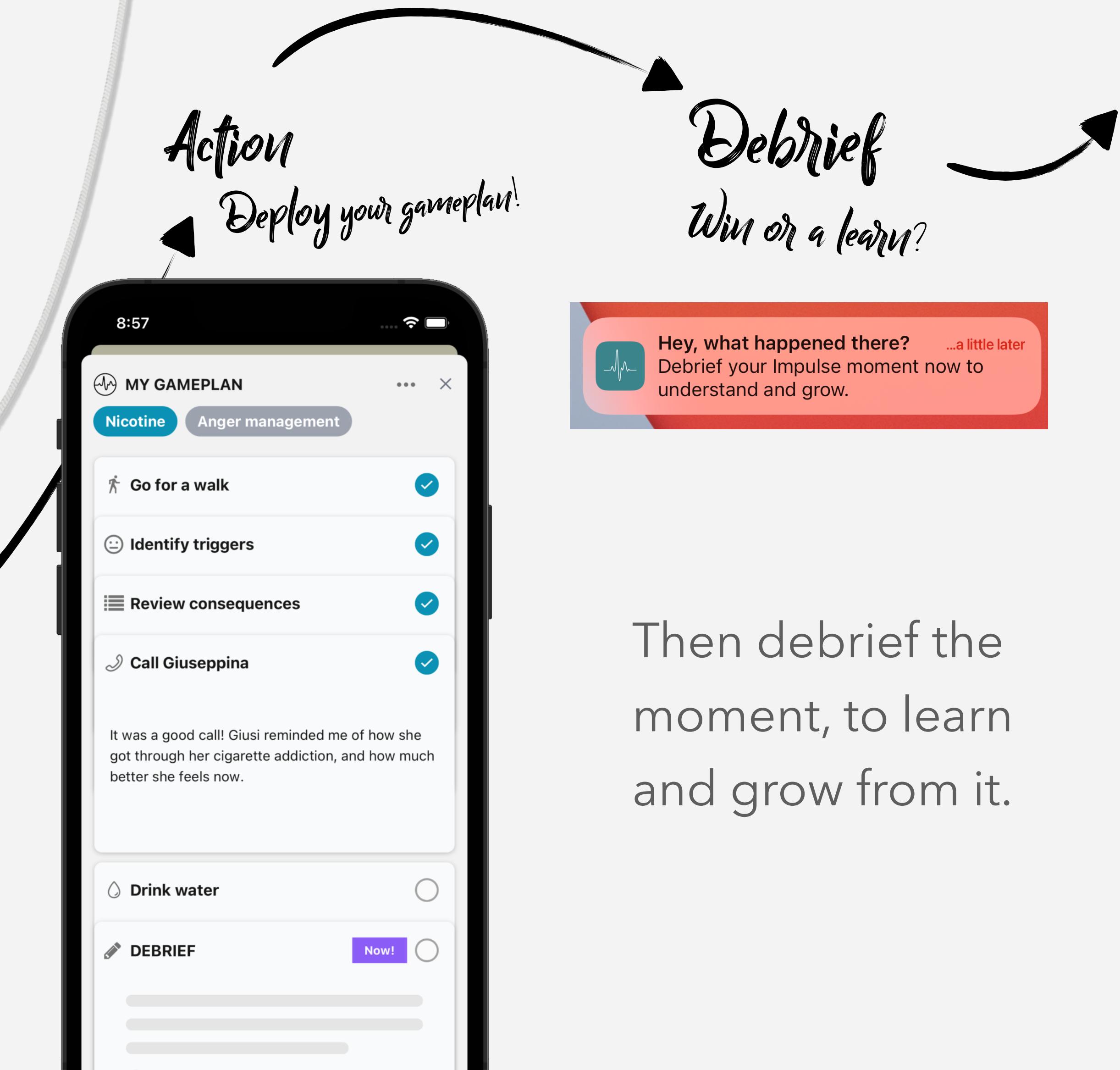
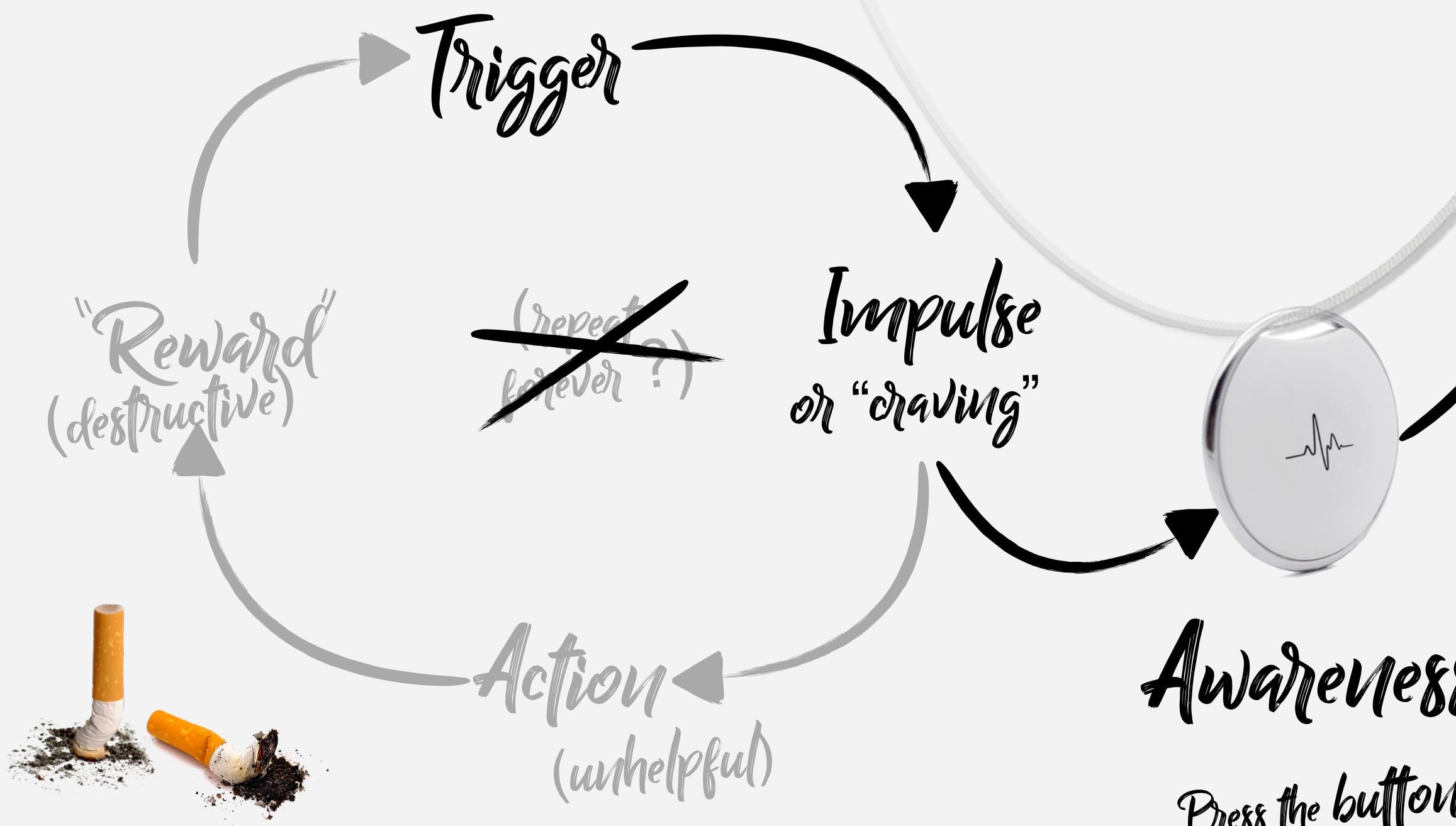
Loops of behaviour can keep us stuck



- Drug addiction can turn vibrant people into *hungry ghosts*
- Internet addiction can steal joy and motivation for *life*
- Eating disorders can make food a source of pain and shame
- Self harm and rumination loops can hold people captive
- Pornography and sex addiction can contort healthy sexuality
- Gambling addiction can break up families and destroy lives

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.



Then debrief the moment, 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 your loved ones
- Chew gum
- Draw a picture and upload it
- Repeat a positive mantra
- Call a friend or support person

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

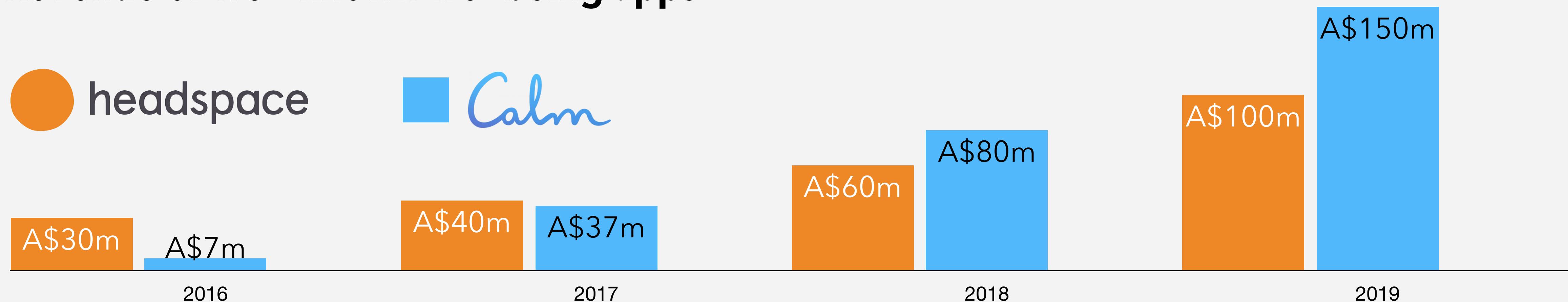


The wave of digital mental health

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 and mobile engineer

As **Lead Engineer** at AirRobe, I've lead development of "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 seed investors to help fund Impulse's pilot program, and grow the team. If you think that might be you, please get in touch!

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

