

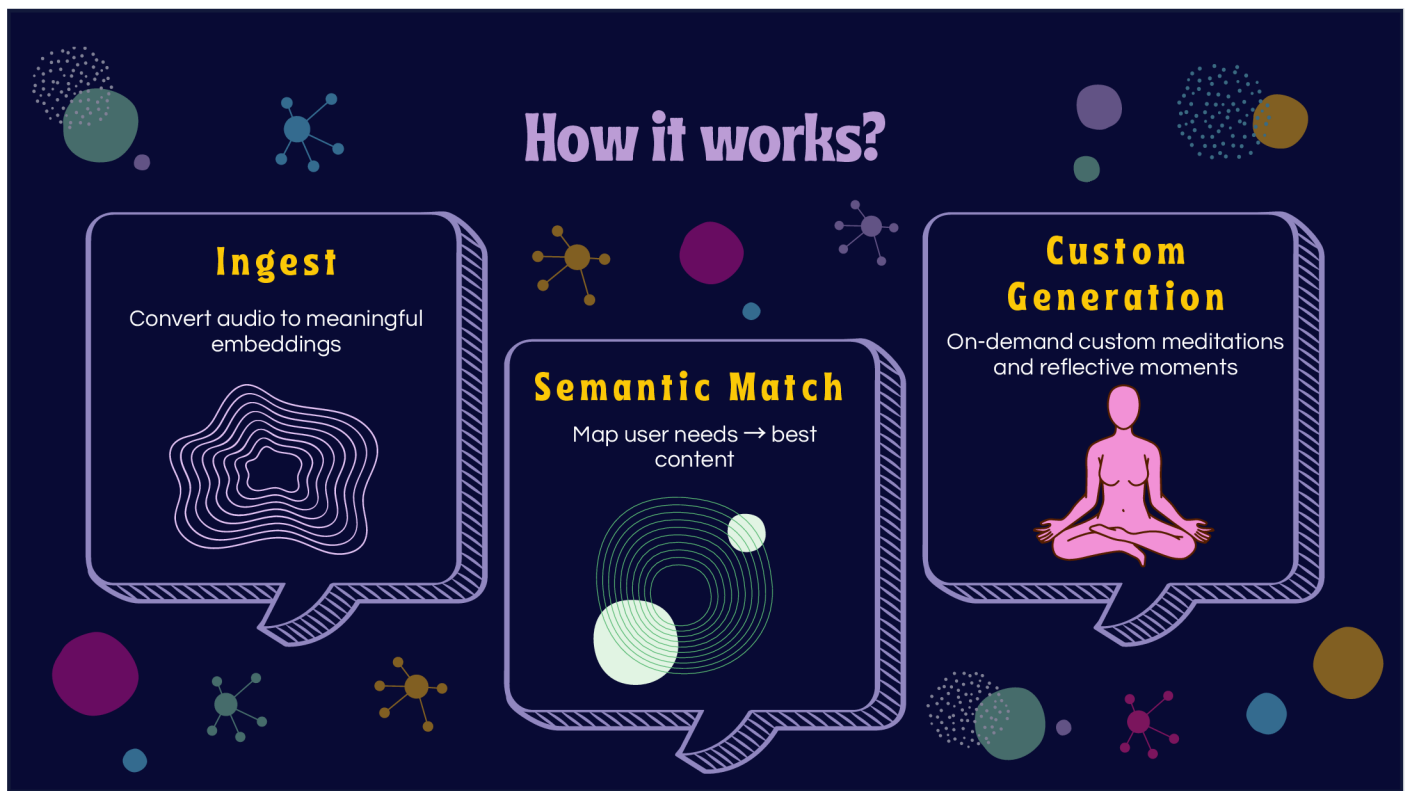
Hello! I'm Șorecău Adrian-Vasile. Last summer, while on vacation in Spain, I wanted to meditate on how grateful I am for how awesome the whole vacation was. I tried every mindfulness and podcast app I had - searching by title or tag - but nothing quite matched what i needed.

Later that day, I realized that no mindfulness app organizes meditations by their actual audio content. What if it could “understand” each meditation and retrieve exactly what you need? Even better, what if it could generate a new meditation when you can't find what you're looking for in the library?

That's how wlad was born.



Stress is everywhere - burnout and anxiety keep increasing, yet today's mindfulness apps still make you search through endless menus and tags. Imagine an app that actually knows what you need and gives you the perfect meditation or reflective moment instantly. And if nothing fits, it simply writes a new one for you.






wlad's engine has three steps:

**Ingest:** We convert every audio into embeddings using OpenAI's Whisper and ada-002.

**Match:** Your natural-language request is compared using cosine similarity to those embeddings, giving you precise, context-aware meditations.

**Generate:** If nothing in the library fits, we use GPT-3.5 Turbo (or wlad model) to write a custom script and use OpenAI's TTS model to convert it .

## What the Research Tells Us?

-  Meditation reliably reduces anxiety & stress
-  Most apps lack true content understanding
-  AI recommenders boost user engagement (up to 50%)



Meditation works. Various studies show it reduces anxiety and stress.

Tag-based applications can't capture each meditation's true content.

AI Semantic recommenders boost engagement by up to 50%.



What this means?

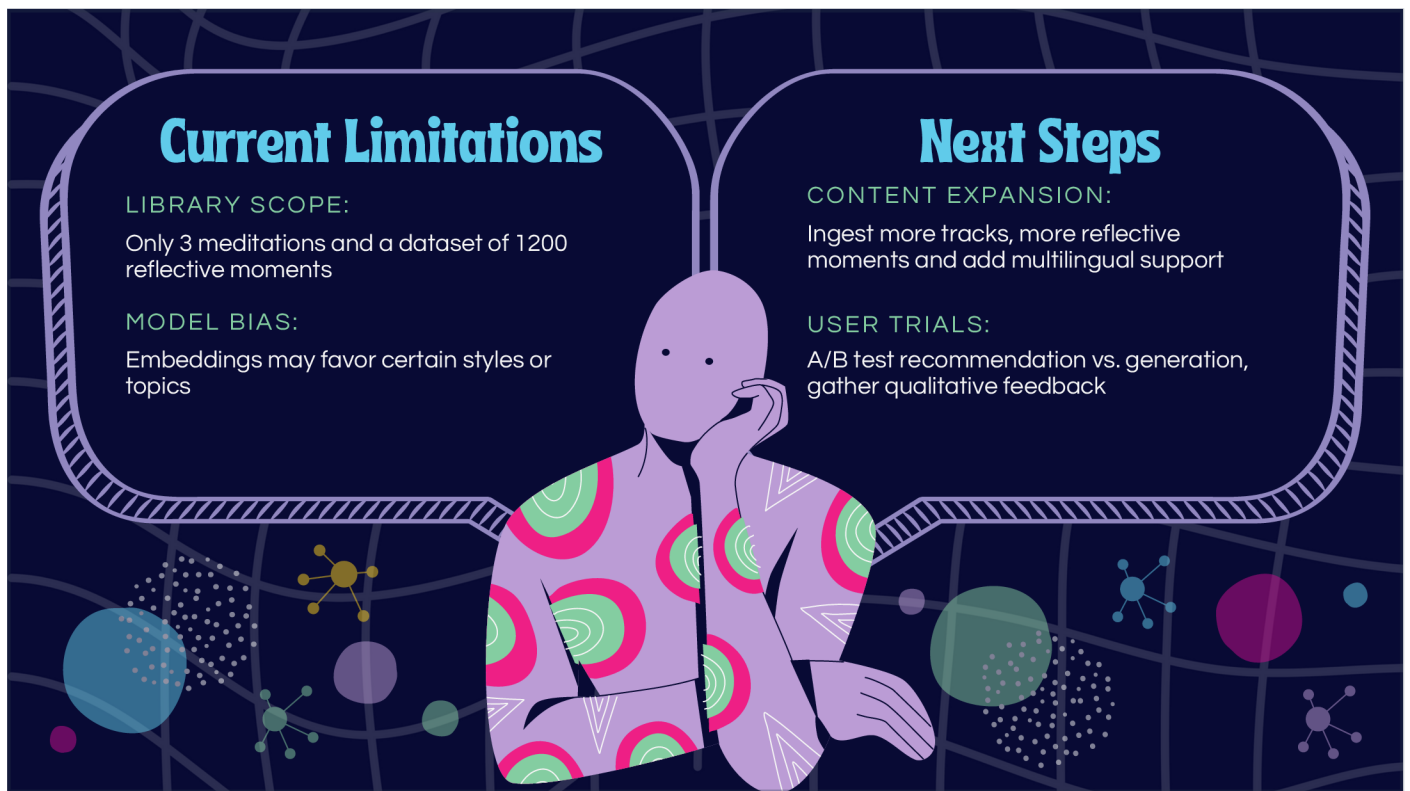
Instant relevance. No more scrolling - your perfect meditation appears the moment you ask.

Natural input. Users simply type in natural language, removing technical barriers.

Consistent audio. The same voice and style builds trust and deepens the habit.

Together, these insights explain why wlad feels effortless - and why users stay engaged

[DEMO]



### Current Gaps

Library limited to 3 English meditations and a dataset of 1200 reflective moments - needs more variety and languages

Embeddings can favor some styles, leaving others behind

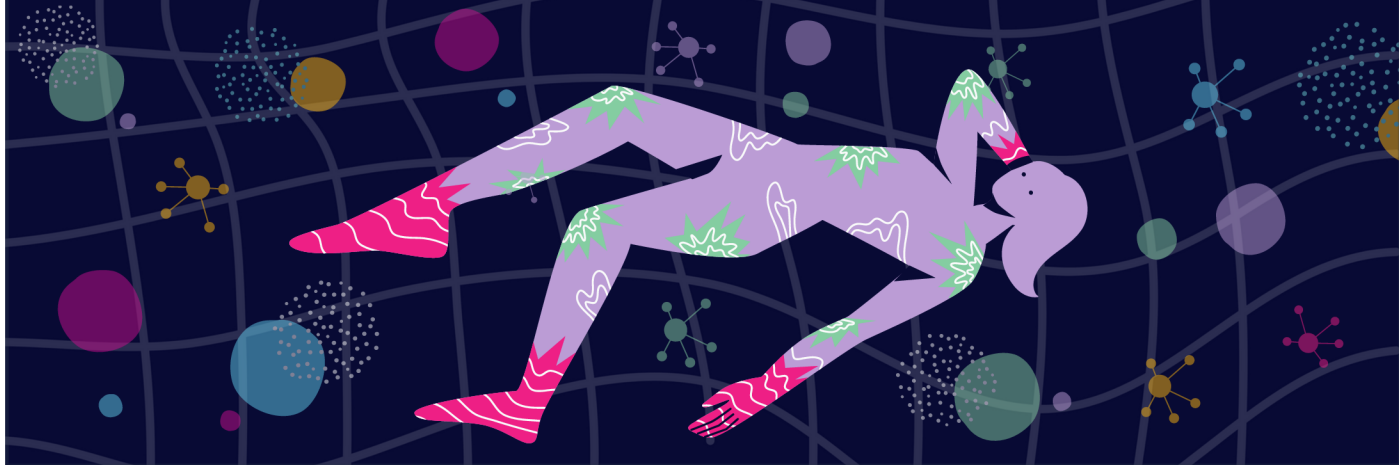
### Next Steps

Expand Content: Add hundreds of new tracks in Spanish, Romanian, and other languages.

Test & Improve: A/B test recommendations vs. generated sessions and gather feedback

# wlad: where life aligns daily

UNDERSTAND  
PERSONALIZE  
TRANSFORM



Just as neurochemicals reshape our perceptions, wlad reshapes your wellness journey in three steps:

UNDERSTAND your unique need through semantic analysis.

PERSONALIZE every meditation or reflection using AI.

TRANSFORM daily practice into lasting habits.



Thank you so much for your attention  
I'm open to your questions.