



conscious

Empowering minds. Elevating humanity.

CONSCIOUS

Beat stress with your camera

Conscious is a **computer vision + AI + ecosystem** to beat stress.

Measure your vitals with your phone or laptop, lowering your stress in **real-time**.

Achieve mental, emotional and physical health as part of a **global social network**, while being **rewarded for progress**.

1st**with zero hardware**

The world's first computer vision biofeedback needing no extra hardware.

\$120k**bootstrapped**

By founders since 2018. MVP is ready and 99.8% in important stress metrics*.

Dozens**of verticals**

Personal, workplace and education solutions thanks to scalable biofeedback and AI personalization.

1 million**reach**

Key partnerships with the world's largest communities of meditators.

**NO EXTRA HARDWARE NEEDED**

THE PAST

The old world was chronically stressed

- ✗ Stress was a fact of life
- ✗ Stress was the price paid for progress.

NOW & THE FUTURE

The new world is fighting back...

- ✓ Mental health becomes destigmatized.
- ✓ Boom of meditation and mindfulness.
- ✓ Mental health & wellness are the new diet and exercise



\$4.2 TRILLION WELLNESS INDUSTRY AND BEYOND

Wellness is the new fitness

Technology, mental & emotional well-being are key trends in the wellness industry.

200-500M

meditators worldwide

49%

Americans own a wearable

1/4

disposable income spent on wellness

+30%

productivity

+40%

retention

10x

engagement

WORKPLACE WELLNESS IS WORTH \$47.5 BILLION GLOBALLY

...and it's great for business

High-performing organizations are **11x more likely** to have an employee wellbeing strategy.

THE PROBLEM

How do you quantify wellness?

How do you quantify "how well" you are, and the progress you're making on getting better?



Biometric devices expensive & inconvenient



Current meditation apps can't prove progress



DIY wellness? You're on your own...



THE SOLUTION

Measure & beat stress. In realtime. Together.

Our biofeedback technology and community makes it easy to measure and beat stress, and be rewarded for it.



Measure vitals with phone/PC camera



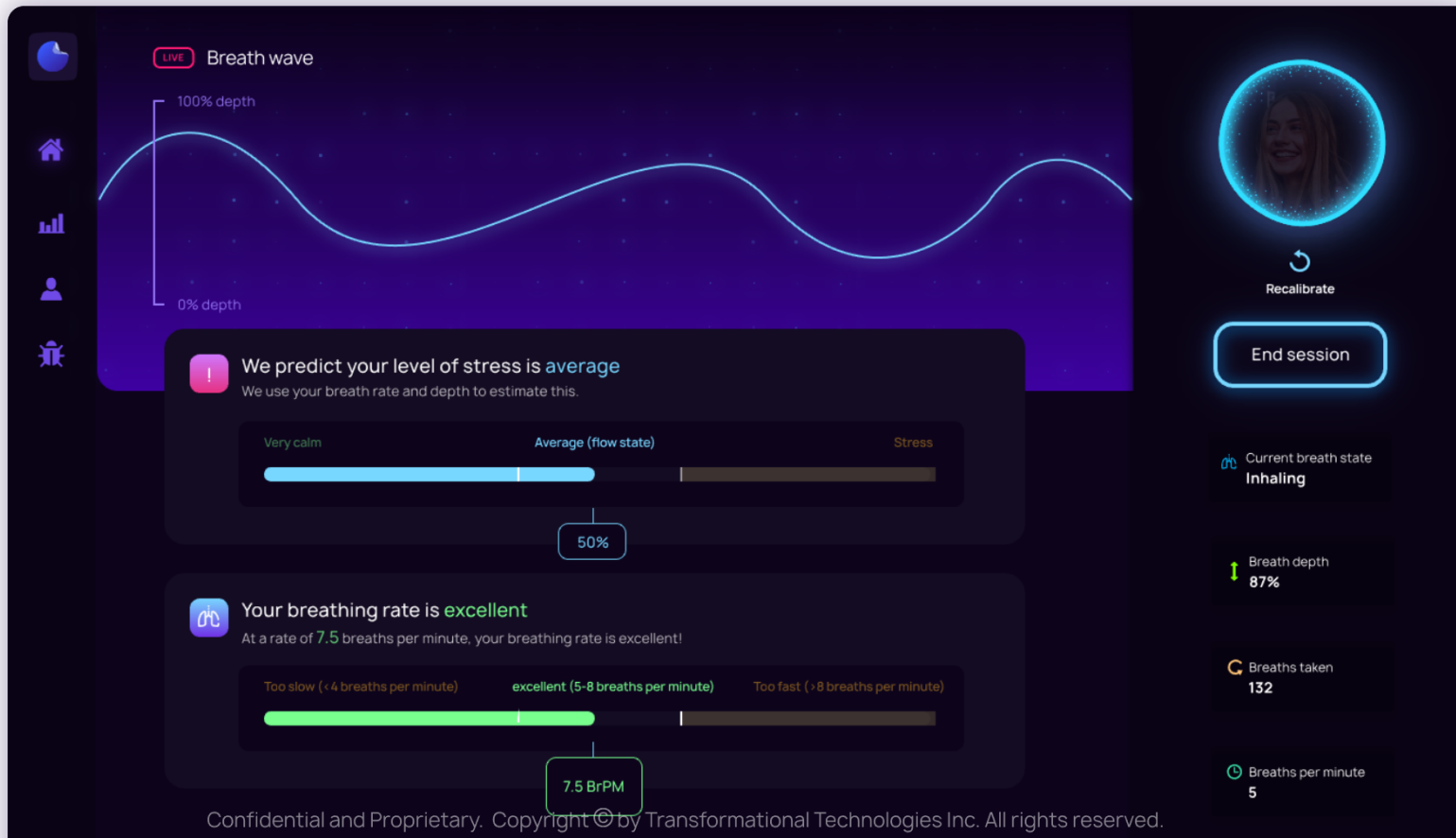
Personalised data & guidance, with rewards



Global community and scalable solution

Watch stress drop before your eyes

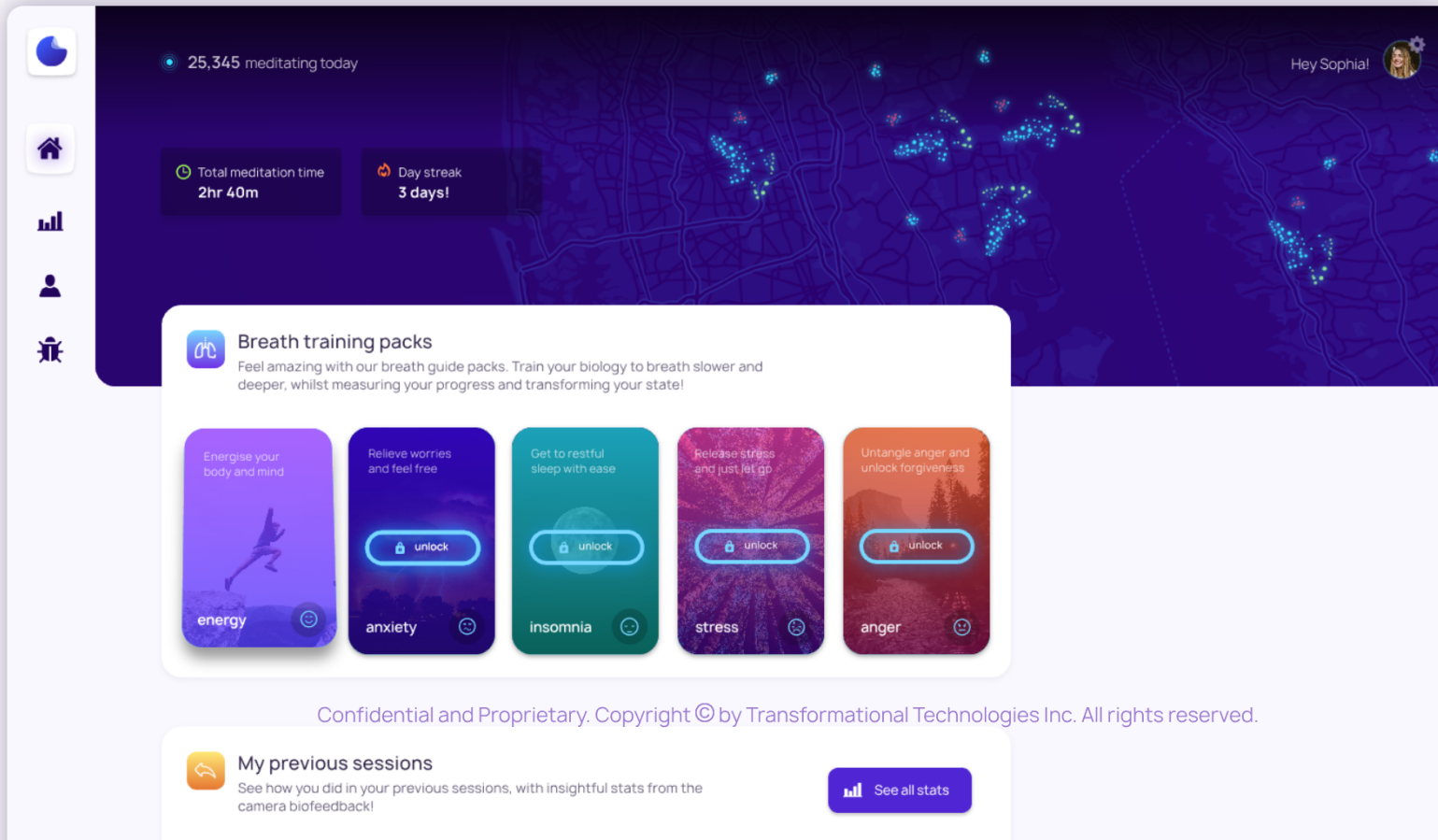
Monitor your stress using only your camera, while you work or do other things, so you can always return to calm.



2/3 THE CONSCIOUS EXPERIENCE

Play with friends & earn rewards

Wellness doesn't mean being alone anymore. Get rewarded for improving your wellbeing together, and spend tokens you earn on real prizes and gift cards from Conscious Partners.



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Destress with realtime biofeedback

Customise your sessions to be what you want them to be. Experiment with what reduces your stress the most. Music, backgrounds, and guides can all be personalized.









Conscious features

CORE TECH

Contactless Biofeedback





Use your smartphone or laptop camera to measure stress-related vitals in real time.

-  Heart rate
-  Heart rate variability (HRV)
-  Cardiac coherence
-  Blood pressure
-  Breath rate
-  Movement & posture

PERSONALISATION

Stress AI

Relax, meditate and improve your health right now with exercises personalized by AI.

-  Instant feedback
-  Personalized guidance
-  Breathing, meditation exercises
-  Gamified wellbeing







ECOSYSTEM

SOCIAL

GAMIFICATION

Community & economy

Compete with friends, engage strangers, earn tokens, donate to causes.

-  Share your scores
-  Meditate with the community
-  Play quests with friends
-  Earn points and tokens
-  Give to global causes
-  Improve your workplace

CORE TECH & PARTNERSHIPS

Traction

Completed multiple contactless biofeedback prototypes and found the best solution.

Browser-based MVP is live. Beta launch in Q1 2020.

Secured industry partnerships and had initial talks with major players, including Audi.

99.8%

MVP accuracy

Reads certain vitals as well as medical grade devices.

2

patents pending

Contactless biofeedback for HRV and respiratory rate detection.

17 PARTNERS AND COUNTING

Key partners



1M Meditators



Retreat Guru



Product suite

CORE PRODUCT



FREEMIUM

Conscious App

Real-time contactless biofeedback and tailored advice in your pocket. Quests with friends, games, achievements and philanthropy built-in.

Free or \$9.99-14.99/month



SaaS

Conscious Workplace

Performance-boosting biofeedback and stress monitoring for healthier, happier, more productive workplaces.

\$9.99/month



IN-APP PURCHASES

Conscious Games

Progress through player journeys that reward you for dissolving stress and improving your wellbeing using AI-driven biofeedback.

\$2.99+



FREEMIUM

Conscious Browse

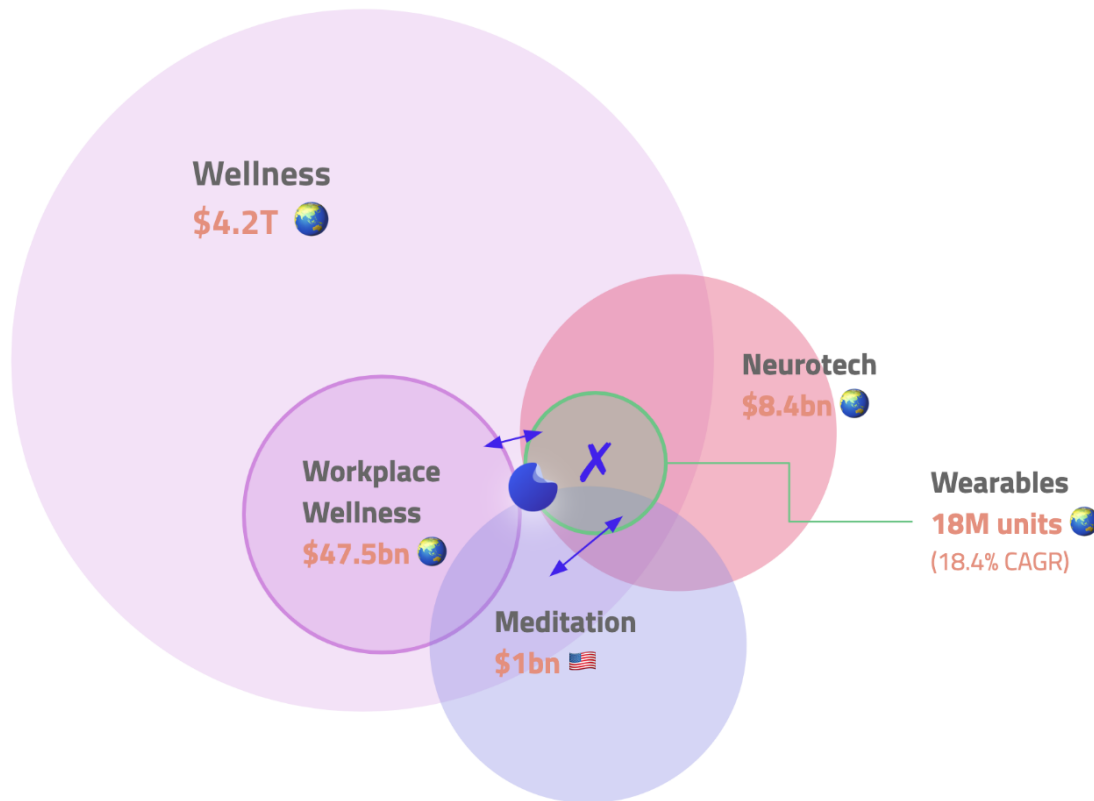
Stop the drain of attention and energy, and discover in real time how the information you consume impacts your mind and body.

Free or \$4.99/month



Market Opportunity

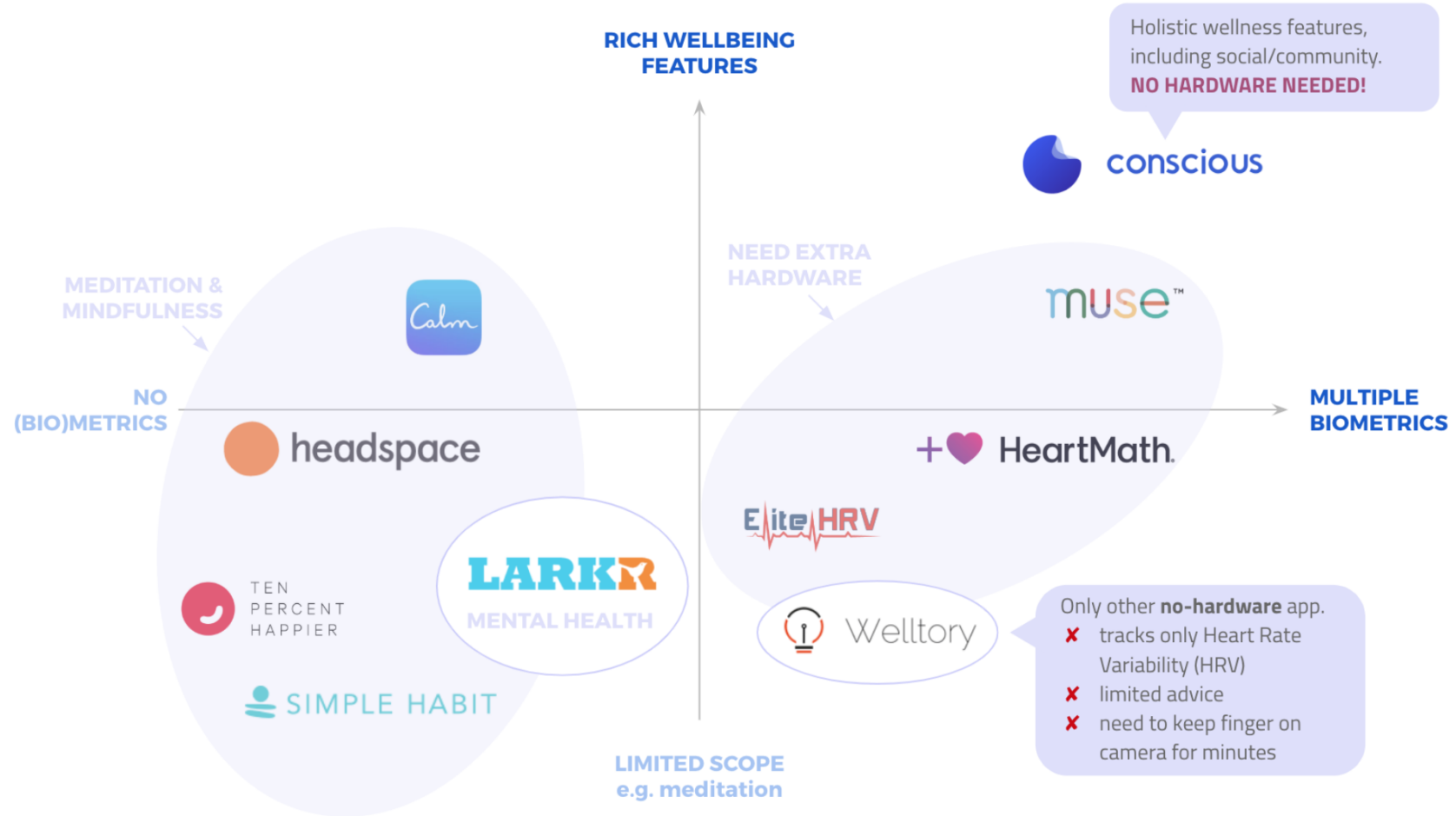
Conscious is the first app providing no-hardware biofeedback, community, and an ecosystem. Covering all the bases of competitors before and more.



- ✓ Makes wearables unnecessary
- ✓ Makes meditation progress objective with data
- ✓ Brings measurable wellness at scale to the workplace
- ✓ Takes DIY wellness to the next level

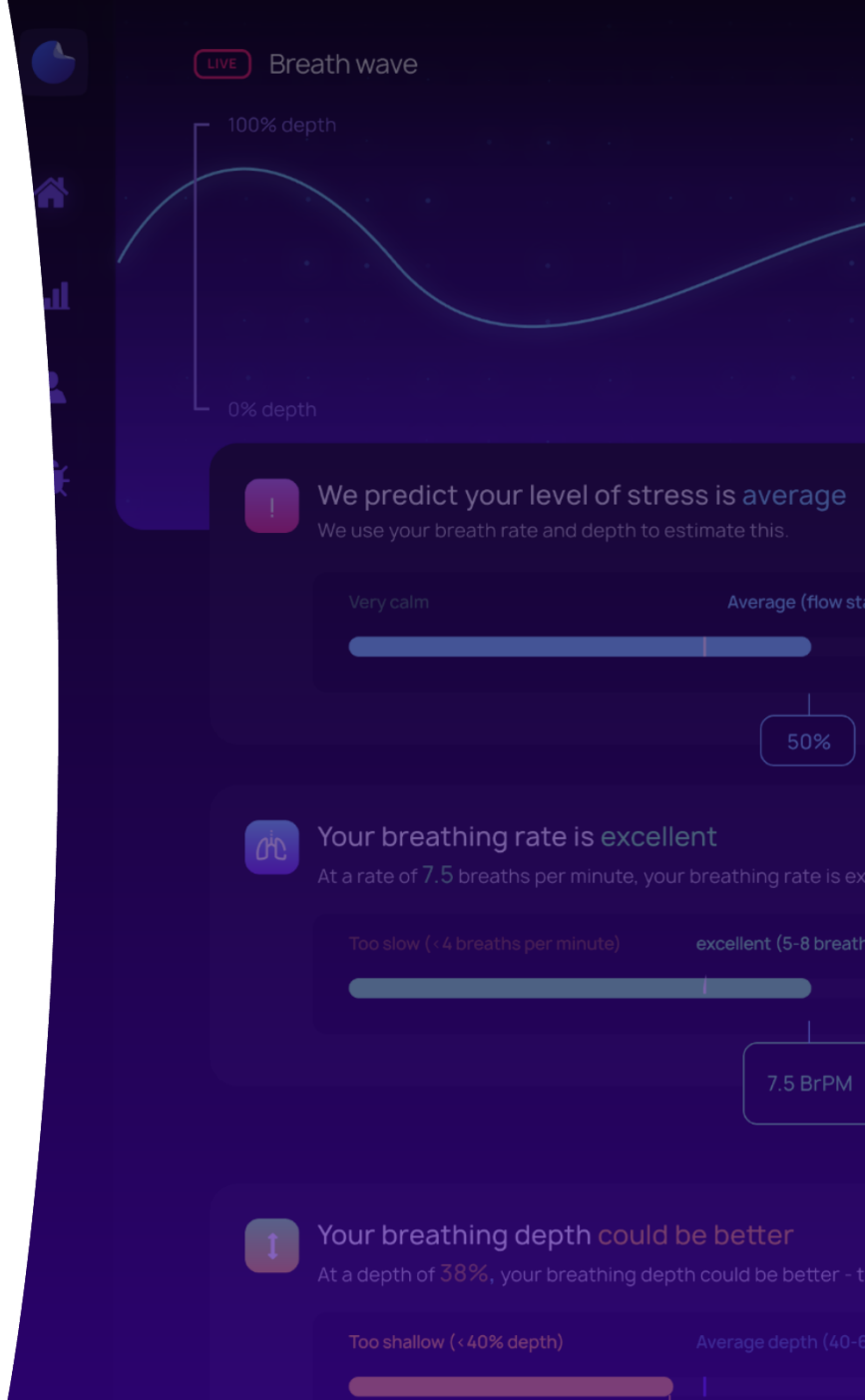


The wellness tech tradeoff



Growth Roadmap

- NOV 2019**
Launch MVP to select group of testers
- FEB 2020**
Public web app MVP soft launch; mobile dev starts
- APRIL 2020**
Start Phase 2 (social) UX & UI design
- MAY 2020**
Start build of Phase 2 (social)
- JULY 2020**
Launch phase 2 and mobile app - hard launch
- AUGUST 2020**
User research focus, the UX product lifecycle starts



Leadership

**MIKE YAP - COFOUNDER, CMO**

One of top Facebook Marketers worldwide with daily ad spend of \$30-50K and 12+ years of meditation experience. Launched #1 Health and Fitness iOS app ZenAwake in 2013 with growth to over 200K users. Current Angel Investor in several million dollar companies in the Drone, App, Crypto and VR spaces. Successful published author on meditation, business and personal development.

**BORIS KERJNER - COFOUNDER, CEO**

Master teacher in the field of conscious human evolution and personal development with 12+ years of multidisciplinary research, training and teaching on subjects of mental, emotional and spiritual wellbeing. Expert marketer, with success in managing budgets of over \$450K a year.

OUR TEAM OF TALENTED PROFESSIONALS

Our multi-disciplinary team



Sam

Product
Development



Gerado

IP & Privacy



Yash

Gamification



Imola

Public Relations
Lead



Dr Ahamed Iqbal

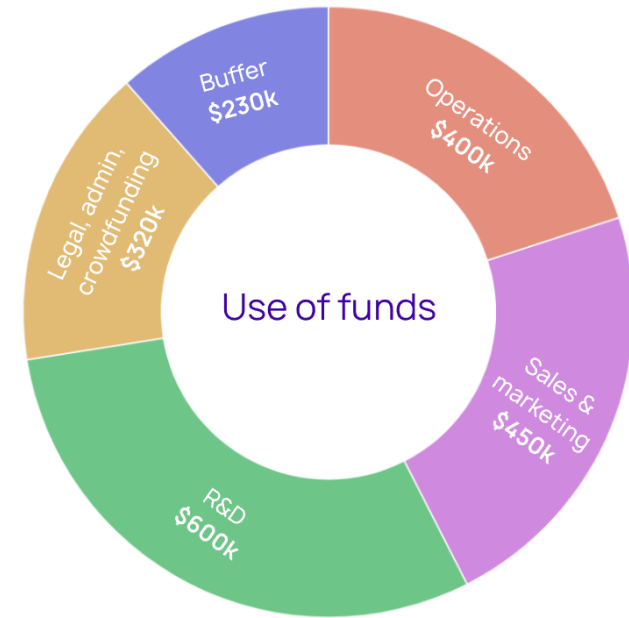
Cheif of R&D

SEEKING \$2M TO GO TO MARKET

Investment

- ✓ Increase biofeedback accuracy
- ✓ Finalize technology R&D
- ✓ Release MVP + Full Product Launch
- ✓ Marketing, PR, and SEO
- ✓ Hire key & support staff

Amount	\$2M
Type	Equity/Convertible debt
Discount rate	15-20%
Runway	18 months



A SUPERIOR SOLUTION AT THE PERFECT TIME

Why invest?

Camera-based biofeedback and real-time personalized exercises will attract users across multiple verticals.

Social, gamification and economic/philanthropy features will keep them engaged and active, ensuring sustained growth.

ALL

stress, in every context

Personal, workplace, education solutions for dozens of verticals in the \$4.2 Tn wellness market.

NO

extra hardware needed

Accurate camera-based biofeedback has no barrier to adoption.

NOW

the perfect time

Superior solution when stress awareness and meditation craze are in full swing.

Biofeedback MVP is ready, following \$120k bootstrapped. Now it's time to launch and develop the full product suite to conquer stress across industries 🚀

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Thank you for your time