



**mistikist**

# Mistikist

**AI Assisted  
Brainwave Regulator**

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# Mistikist:

AI assisted neuroscience solution that **reduces stress** and **increases focus** and **work performance** with **audio-visual stimuli**.

Offering **fast** and **effective** solutions to **stress** and **stress-based problems**.

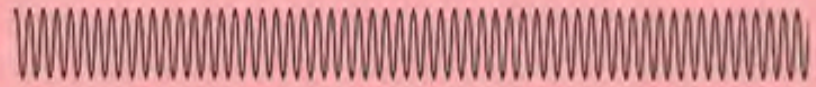
# Brainwaves



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## Gamma Waves

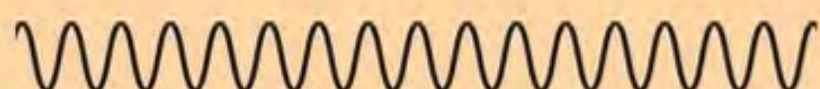
30 - 100 HZ



INSIGHT  
PEAK EXPERIENCES  
SYNCHRONIZATION

## Beta Waves

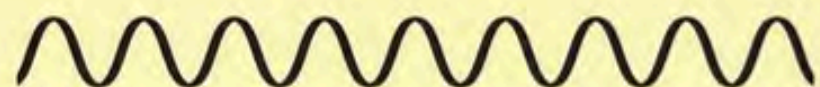
12 - 30 HZ



ALERTNESS  
CONCENTRATION  
THINKING

## Alpha Waves

8 - 12 HZ



MEDITATION  
CREATIVITY  
RELAXATION

## Theta Waves

4 - 8 HZ



VISUALIZATION  
TRANCE  
DREAMING

## Delta Waves

0.5 - 4 HZ



DEEP SLEEP  
TRANSCENDENCE  
RESTORATION

**Incoherent High Beta Brain Waves (24-30Hz)** are associated with **stress** and **anxiety**. If it is not regulated, it can lead to serious problems such as **lack of focus, decrease in productivity, burnout, sleep disorders, inability to understand** what you read, and causing **diseases** due to the immune system not working properly.

**Alpha Brain Waves (8-12Hz)** are associated with **relaxation, focus, improvement of cognitive functions, flow state** and **increased creativity**. These waves help a person move into a more peaceful and creative state of mind. **When alpha waves are dominant**, the brain becomes **calmer** and more **focused**, which improves **learning abilities, memory and problem-solving skills**. Additionally, when Alpha waves are dominant, endorphin production increases and this creates a natural state of relaxation and flow.

## Stress in The Past



## Stress Now



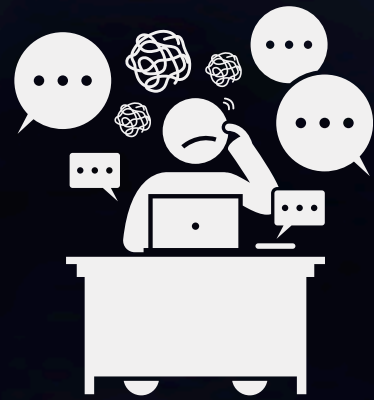
**In the past**, stress was a mechanism that enabled us to survive by activating the fight or flight mechanism.

**Nowadays**, stress has turned into a problem that we experience every moment of the day and that seriously harms our health, cognitive functions and daily life.

# Problem: Incoherent Brainwaves



- **Stress:** Damages health, work performance and economy.\*
  - 75% of population **Cost: €282 Billion\*\*** (EU)



- **Lack of Focus:** Attention life-span has dropped below 8 seconds.\*\*\*



- **Burnout:** Long-term stress and intense work cause emotional, physical and mental burnout syndrome.\*\*\*\*
  - **Cost: \$1T/year** lost (Global / WHO).

High  $\beta$

\*Microsoft. (2021). Work Trend Index: Your Brain Needs A Break. Retrieved from [Microsoft Work Lab](#).

\*\*European Agency for Safety and Health at work & Russo S, Ronchetti M, Di Tecco C, Valenti A, Jain A, Mennini FS, Leka S, Iavicoli S. Developing a cost-estimation model for work-related stress: An absence-based estimation using data from two Italian case studies. Scand J Work Environ Health. 2021

\*\*\*Attention performance over 5 decades: A meta-analysis of the attention network test. Published in Nature Communications in 2019.

\*\*\*\*World Health Organization

## Your Brain Needs Breaks

According to Microsoft's Research Trends Index on brain activity and the need for breaks:

The research found that taking breaks between consecutive meetings prevents the accumulation of stress.

- **Participants who took breaks showed reduced stress-related beta wave activity in their brains.**

## Research Proves Your Brain Needs Breaks

New options help you carve out downtime between meetings.

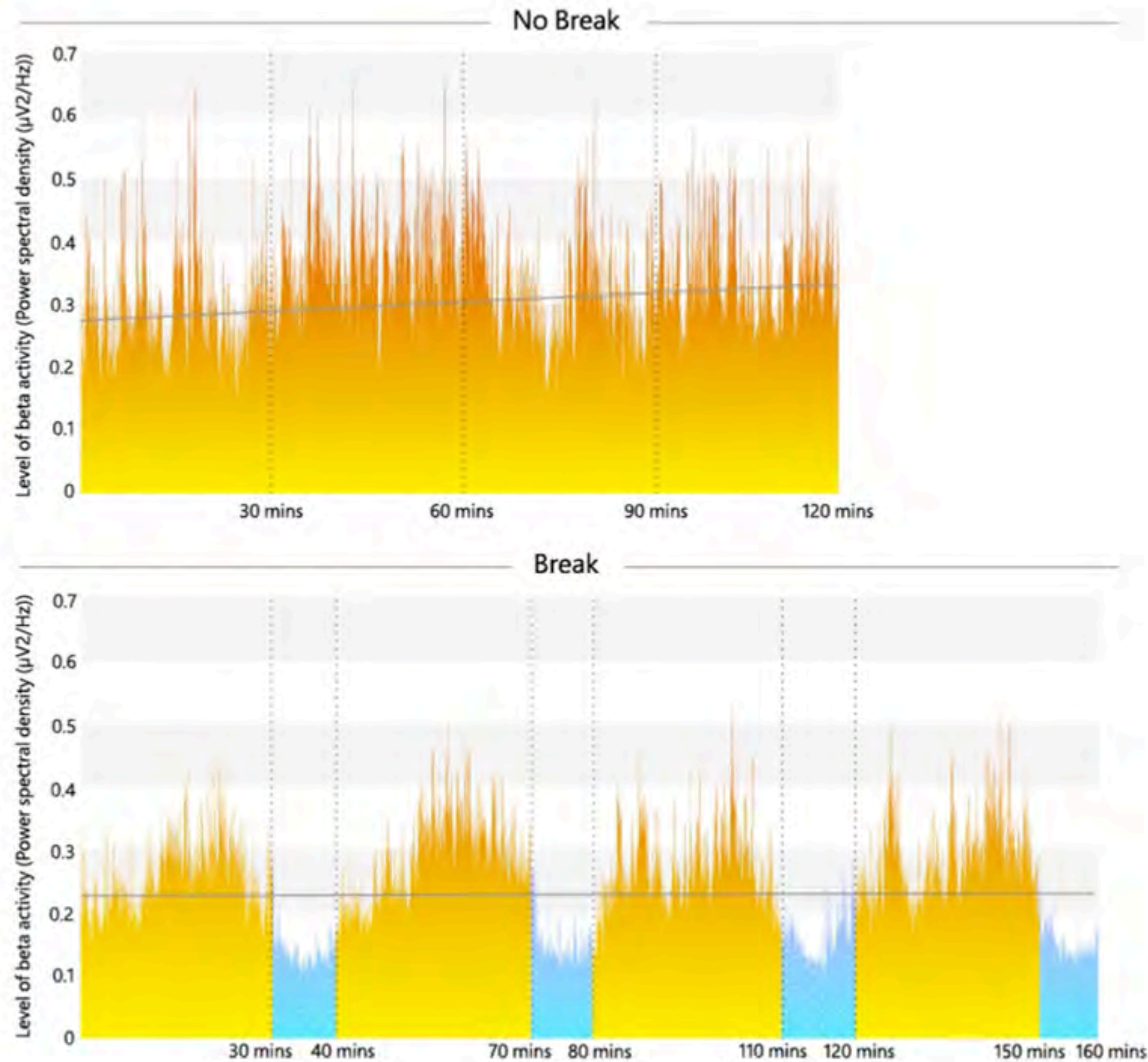
"In today's world of remote and hybrid work, it's not sufficient to only encourage self-care. We need to innovate and leverage technology to help employees operationalize much-needed breaks into their daily routines."

Kathleen Hogan, Chief People Officer at Microsoft



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● Stress level during meetings ● Stress level during breaks



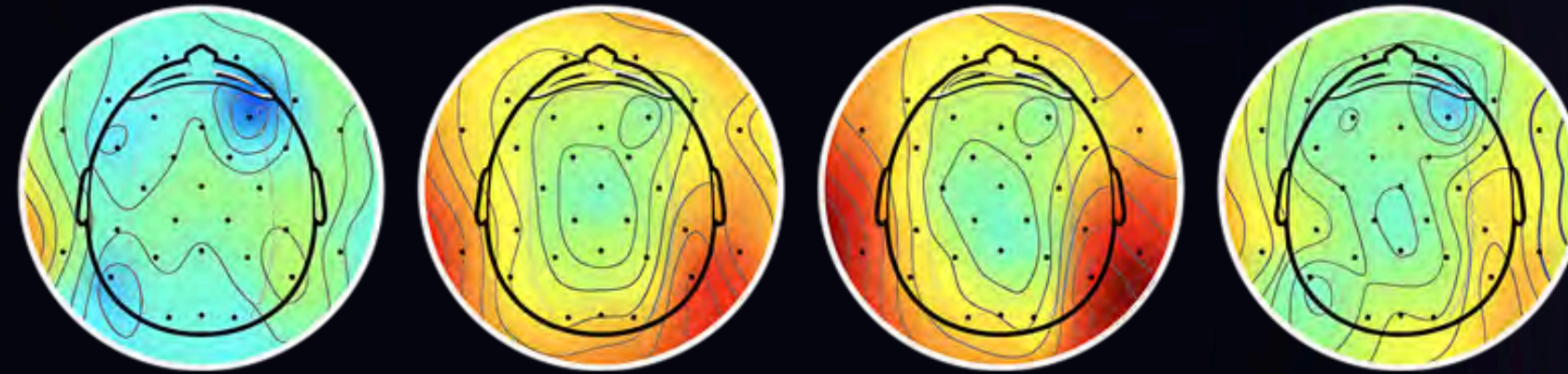
## With Break vs Without Break

- Without breaks, beta wave activity in the brain can rise sharply at the beginning and end of meetings, indicating increased stress.
- Breaks, even short ones, are important to make transitions between meetings feel less stressful.
- Back-to-back meetings cause stress and fatigue.



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## Stress Levels: No Breaks



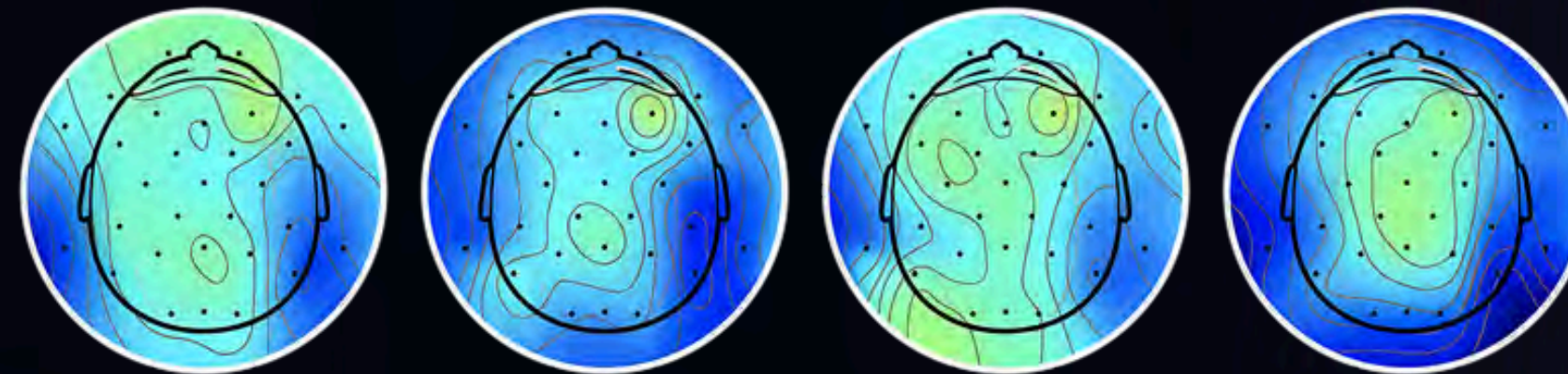
1st Meeting

2nd Meeting

3rd Meeting

4th Meeting

## Stress Levels: With Break + Audio Stimuli



1st Meeting

2nd Meeting

3rd Meeting

4th Meeting

Low Stress  High Stress

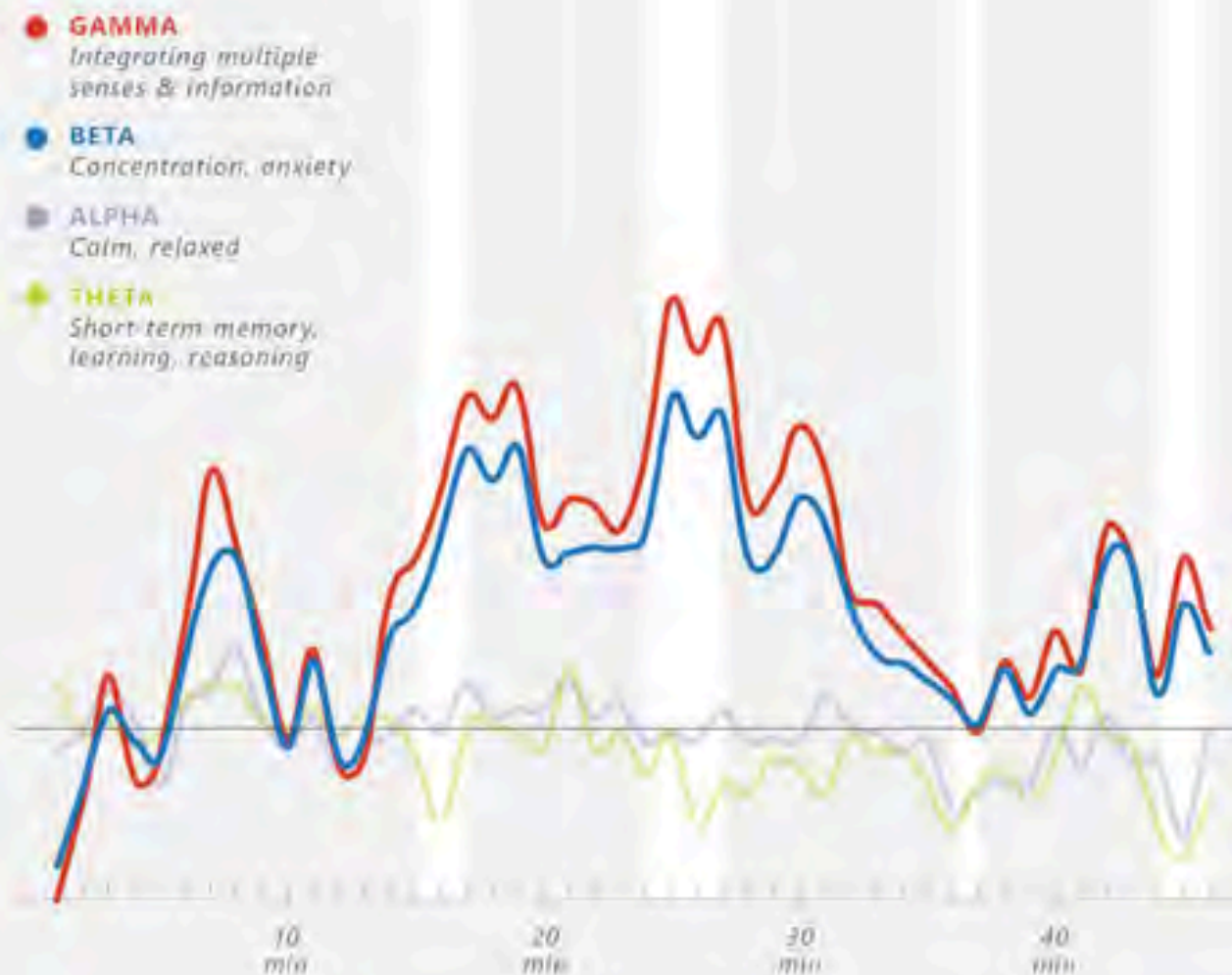
## Online Meetings Lead to Burnout

- Due to the high level of sustained concentration, burnout occurs 30-40 minutes into the meeting. It starts in minutes.
- Looking at days filled with video meetings, stress starts around the 2 hour mark of the day.
- Working remotely can be more challenging than working in person.

Microsoft 365

### Brainwaves reveal sustained concentration in video meetings leads to fatigue

Source: Study conducted by Microsoft which monitored the brain activity of 12 people using physiological signal monitoring (electrophysiological monitoring method [EEG] & heart rate) April 4 - May 1, 2020.



\*Microsoft (2020). The future of work—the good, the challenging & the unknown

<https://www.microsoft.com/en-us/microsoft-365/blog/2020/07/08/future-work-good-challenging-unknown/>

# Effects of Stress on Employees



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Decreased motivation  
and job satisfaction\*



Low productivity\*\*



Physical health and  
mental health problems\*



Increase in absenteeism  
and turnover rates\*\*

\*"Stress...at Work (99-101)." Centers for Disease Control and Prevention. The National Institute for Occupational Safety and Health (NIOSH), June 6, 2014. <https://www.cdc.gov/niosh/docs/99-101/default.html#Job%20Stress%20and%20Health>.

\*\*DellaCrosse, Meghan, Kush Mahan, and Thomas D. Hull. "The Effect of Messaging Therapy for Depression and Anxiety on Employee Productivity." *Journal of Technology in Behavioral Science* 4, no. 1 (2018): 1-5. <https://doi.org/10.1007/s41347-018-0064-4>. <https://link.springer.com/article/10.1007/s41347-018-0064-4#citeas>.

# Solution: Brainwave Entrainment



- **Brainwave Entrainment** : Most effective in regulating brainwaves \*

$\Delta \theta \alpha \beta \gamma$



- **In 2-8 Min.:**



$\alpha$



- **Super Learning:** Super charges learning abilities like you are in your childhood.  $\theta \alpha$

\*Yadav GS, Cidral-Filho FJ, Iyer RB. Using Heartfulness Meditation and Brainwave Entrainment to Improve Teenage Mental Wellbeing. Front Psychol. 2021 Oct 15;12:742892. doi: 10.3389/fpsyg.2021.742892. PMID: 34721219; PMCID: PMC8554296.

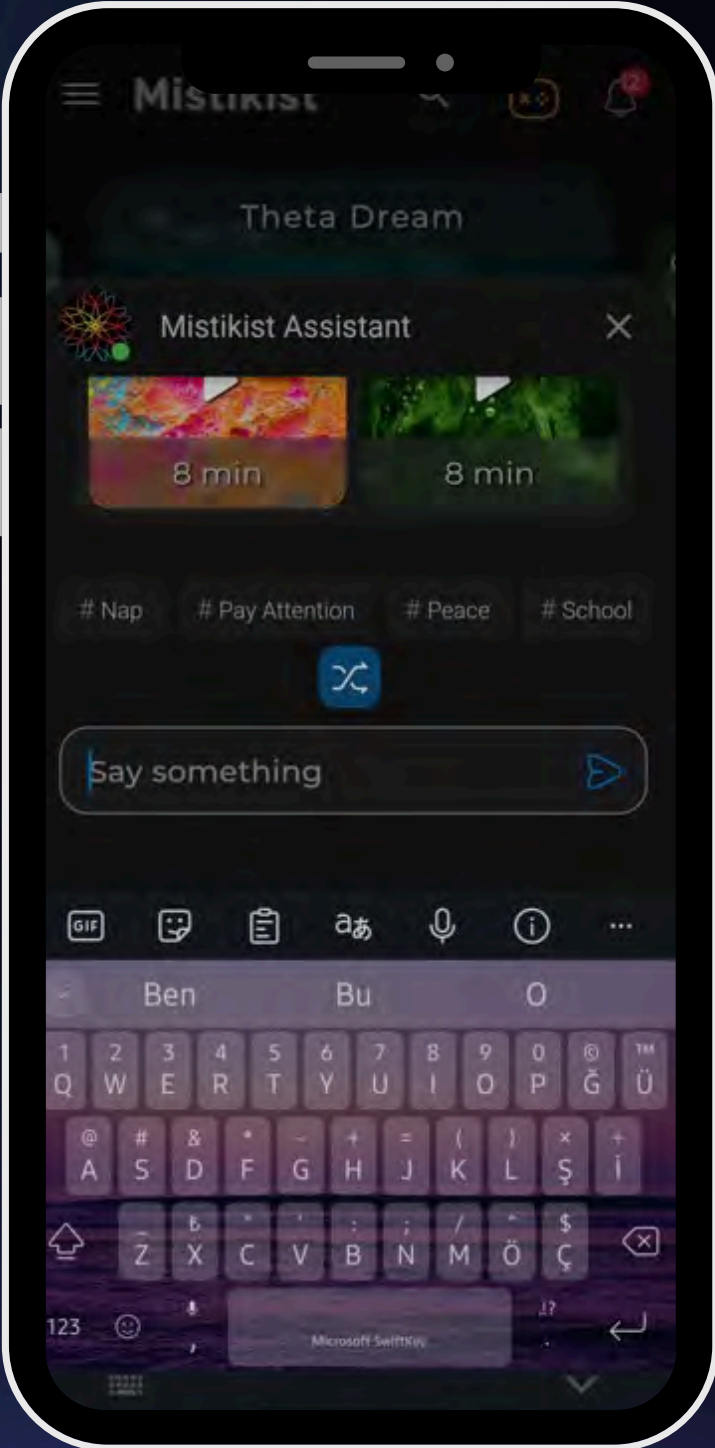
\*\*Colzato LS, Barone H, Sellaro R, Hommel B. More attentional focusing through binaural beats: evidence from the global-local task. Psychol Res. 2017

\*\*\* Stark, Jeannette and Dörfel, Denise, "Fast and Effective Stress Relief in Women through BrainwaveEntrainment Technology in Pandemics" (2021). ECIS 2021 Research Papers. 86.

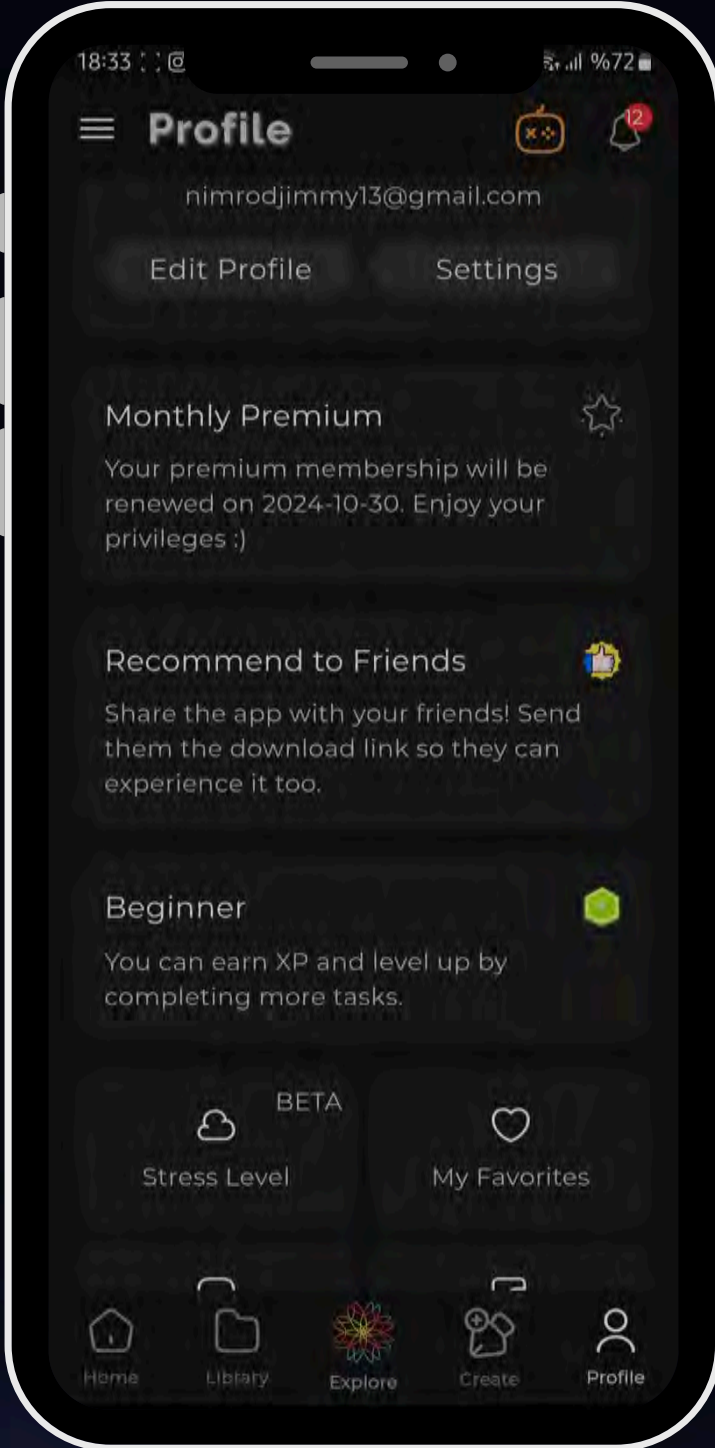
# Product



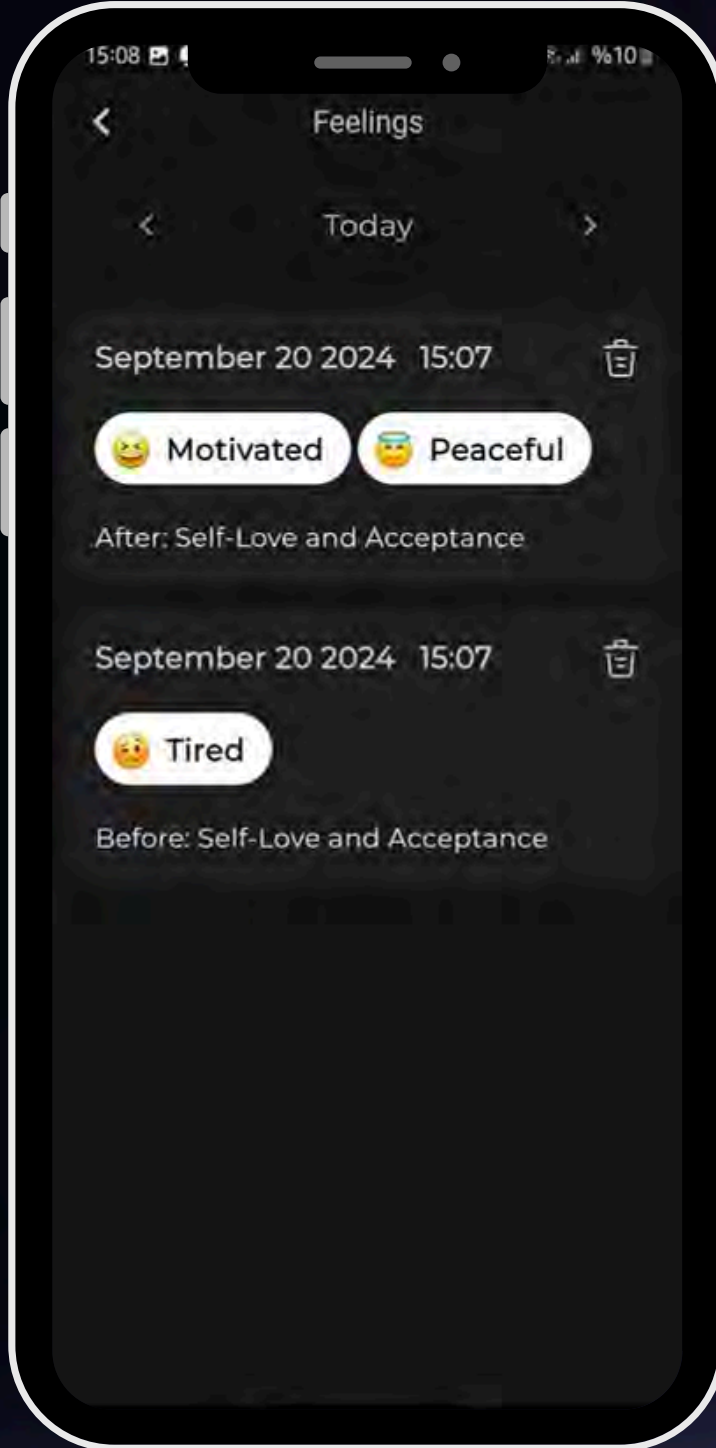
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AI Assisted Personalization  
Unpredictability Engine



HRV Stress Measurement



Instant Bio-feedback

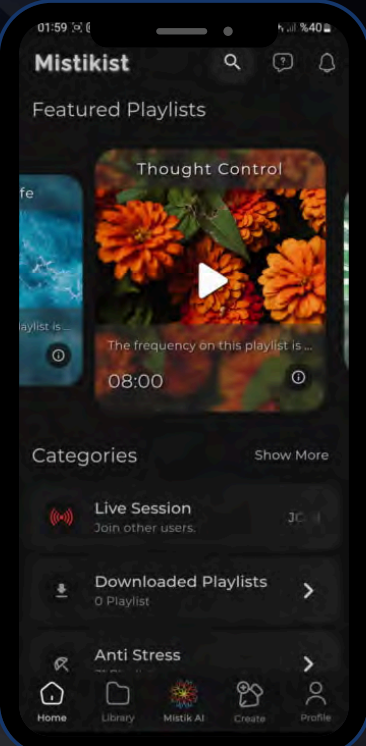


Audio & Visual Stimuli

# Product



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Mobile



Android TV



Microsoft Teams



Web



VR Devices

# Microsoft Teams Integration



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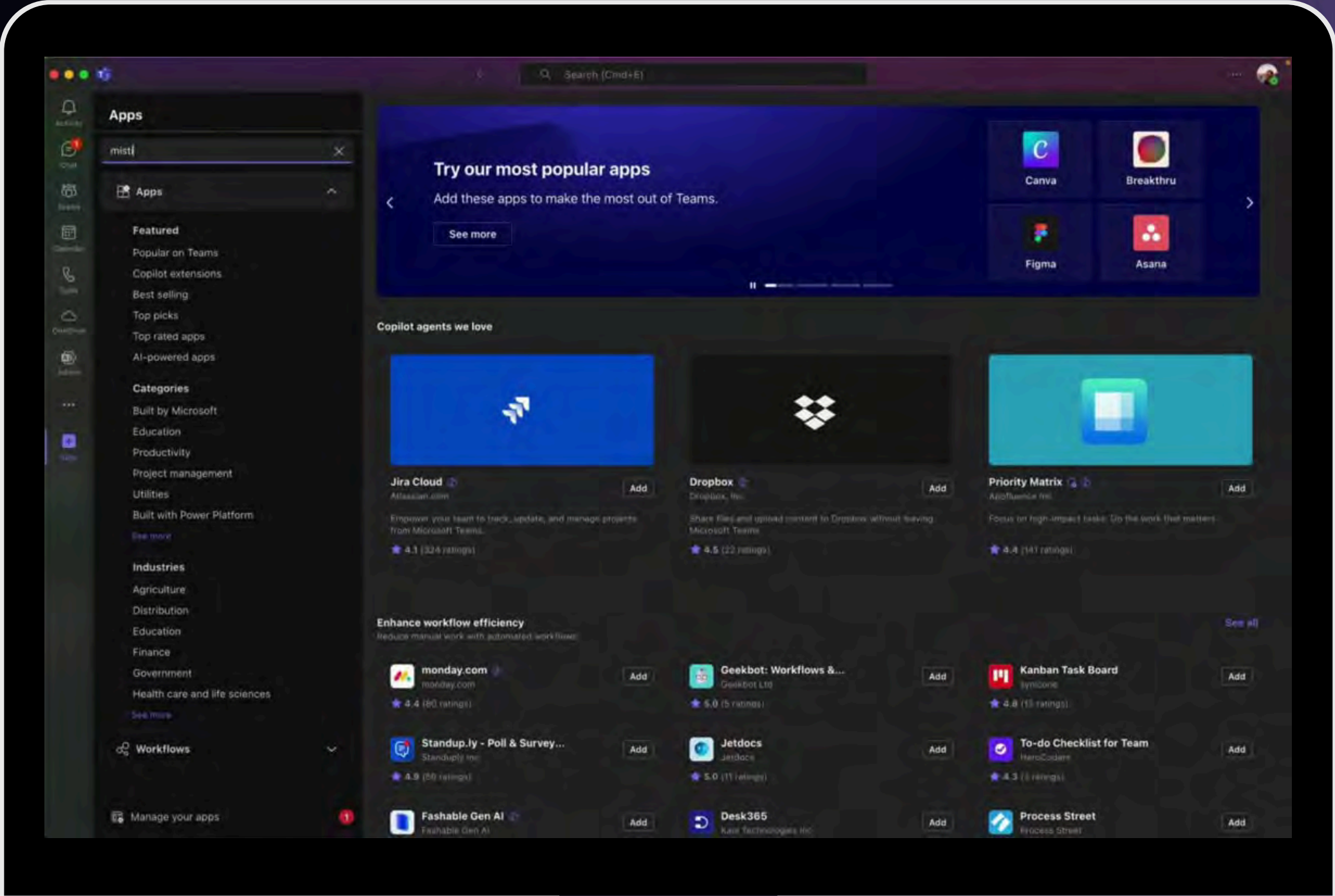
300M Users



Engagement 90 Min.



Session Between Meetings





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# Brain & Senses



## 5 Sense Organs

Our brain acquires information through 5 sense organs:

Eye, Ear, Skin, Tongue, Nose



## Sight & Hearing

The senses of sight and hearing are responsible for **80%** of the information acquired.



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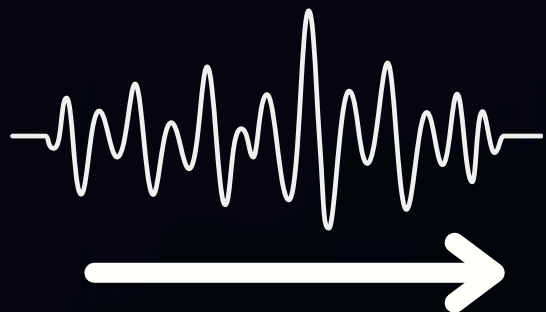
# Binaural Beats & Kaleidoscope



**Sound  
Frequencies:**



Left Ear  
**100 Hz**



Synchronizes  
**at 8 Hz**



Right Ear  
**108 Hz**



**Light  
Frequencies:**



**Specific  
Colors**



**Geometric  
Patterns**

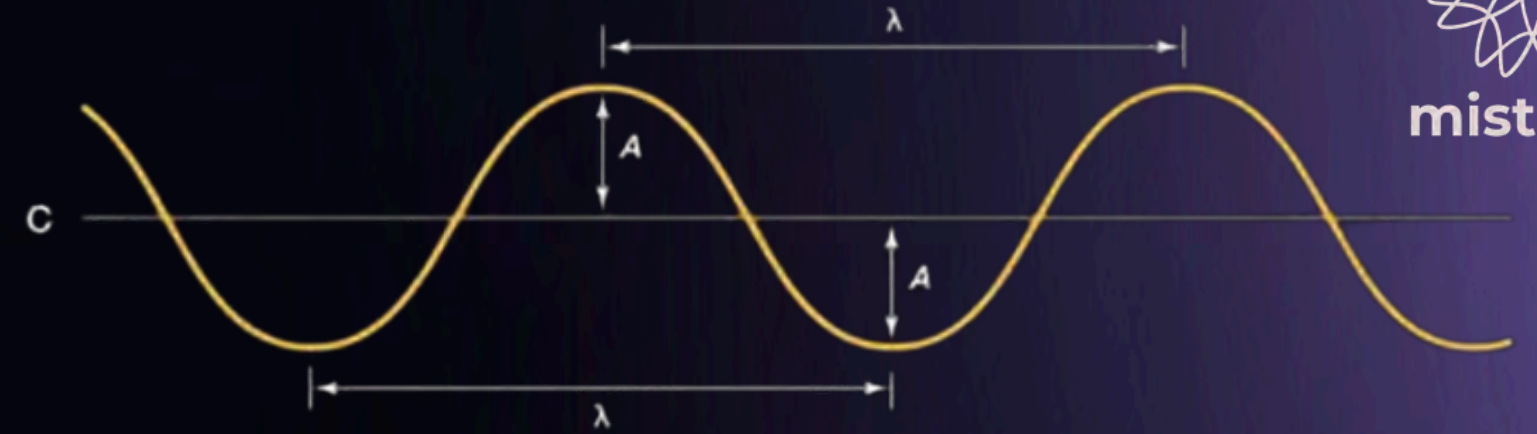


Visual  
Stimulation

# Full Sine Wave Lossless Codec



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Better Sound Quality

Better Brainwave Regulation

Mistikist uses the "**Lossless Codec**", which ensures that the audio is transmitted in the highest possible quality. This attention to detail is essential for regulating brain waves, precision of sound frequencies is crucial.





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# Unpredictability Engine

Unlike other platforms where content is static and repetitive, Mistikist's "Unpredictability Engine" ensures that each session is different from each other. This constant change **keeps the brain active, prevents memorization** of content, and **increases the effectiveness** of brainwave regulation.



# Science Meets Tech



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Massachusetts  
Institute of  
Technology



Stanford  
University



JOHNS HOPKINS  
UNIVERSITY



HARVARD  
UNIVERSITY

## Methodology and Science

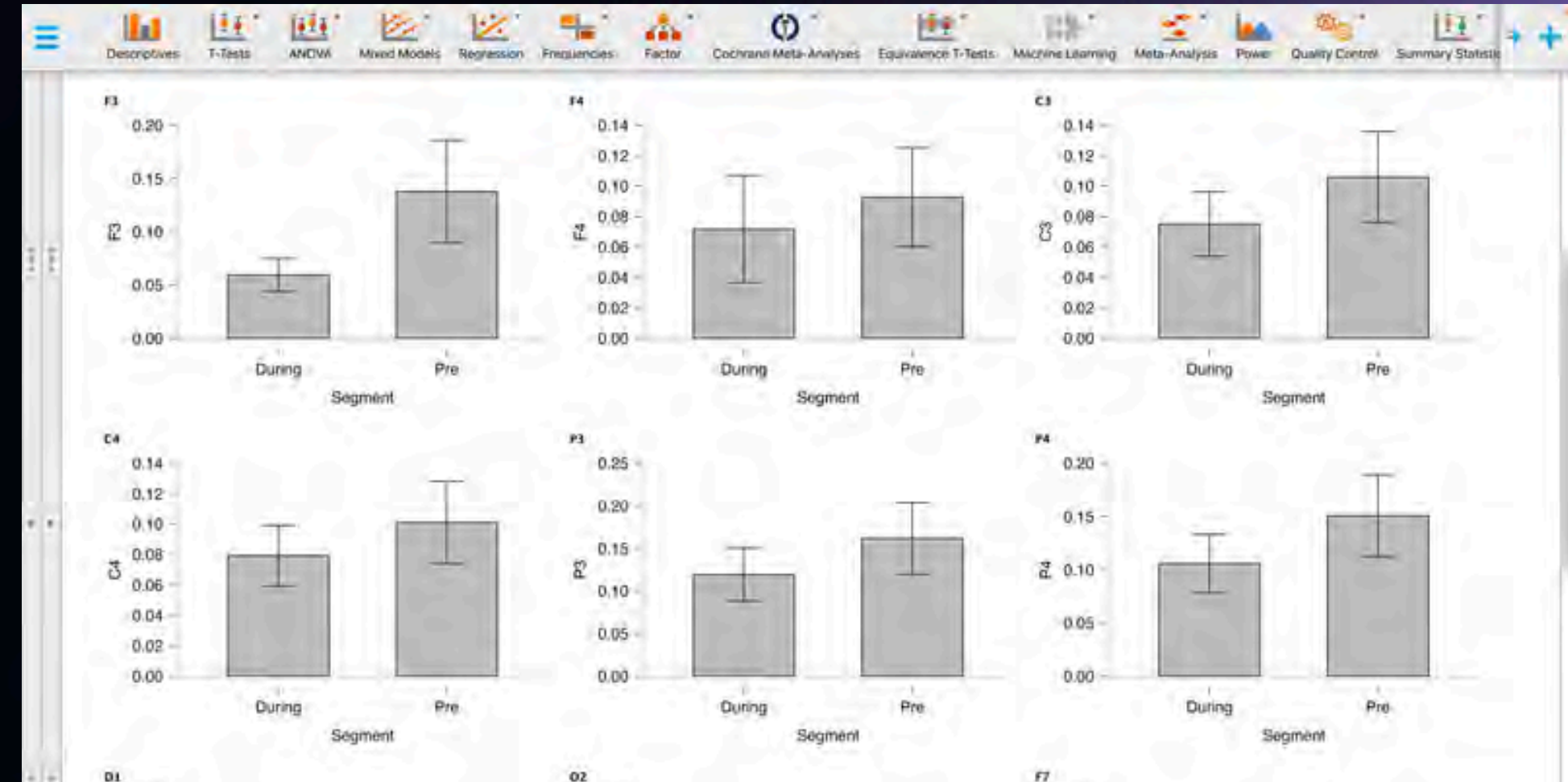
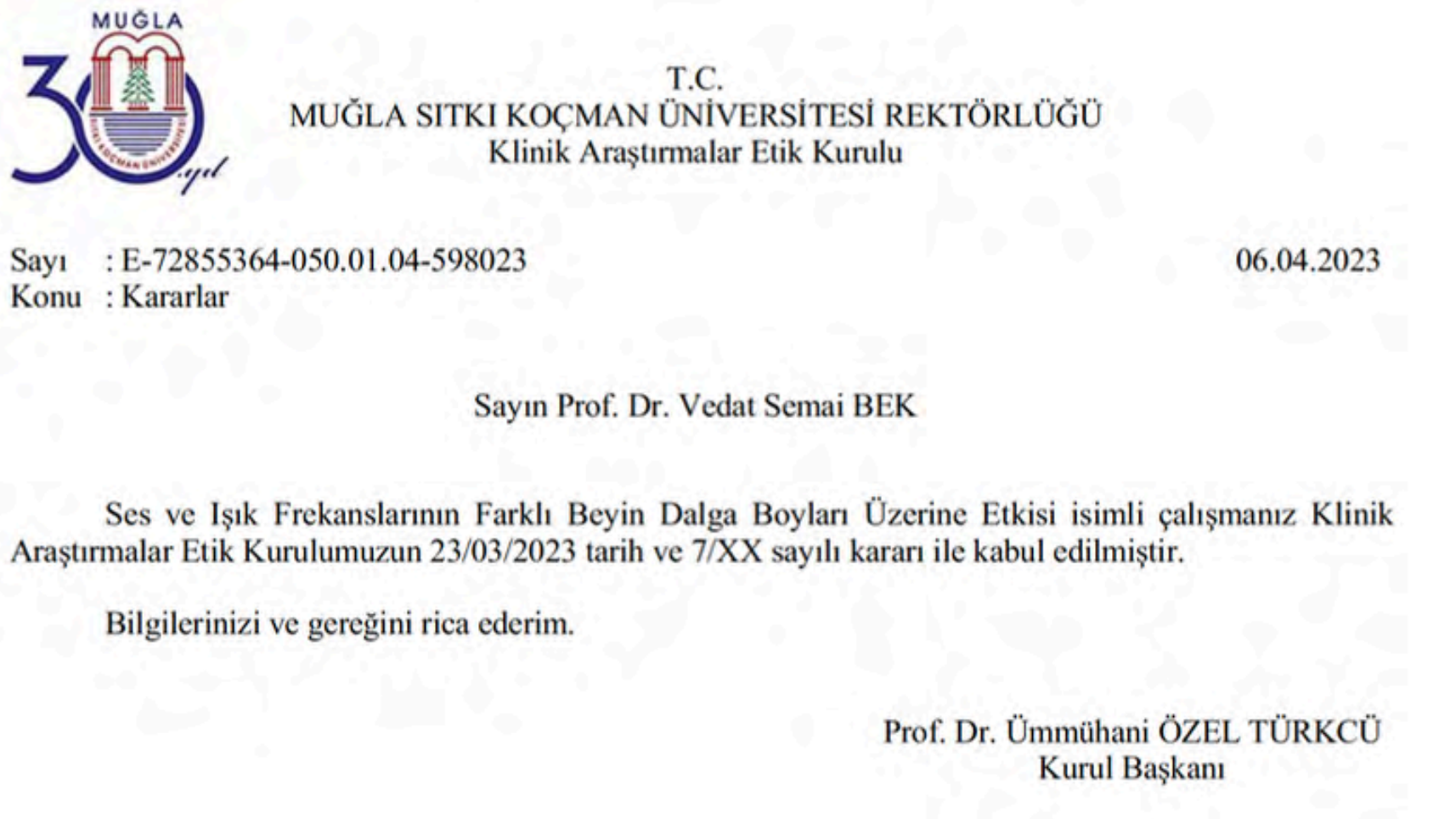
Mistikist's methodology is based on scientific research conducted by world-renowned institutions such as **MIT Stanford, Harvard, Johns Hopkins.**

# Science Meets Tech



## Ethics Committee Approval (Clinical Study)

## Beta Brain Wave (Pre vs During)



According to the clinical study conducted at Muğla Sıtkı Koçman University, Department of Neurology Sleep Laboratories, **a significant decrease in stress-related Beta brainwaves** was observed when **Mistikist** was used.

\*MSKU - Department of Neuroscience (2023) - Investigating the Impact of Audio-Visual Stimulation on Beta Wave Activity

[https://mistikist.com/files/Investigating\\_the\\_Impact\\_of\\_Audio-Visual\\_Stimulation\\_on\\_Beta\\_Wave\\_Activity\\_in\\_Electroencephalography.pdf](https://mistikist.com/files/Investigating_the_Impact_of_Audio-Visual_Stimulation_on_Beta_Wave_Activity_in_Electroencephalography.pdf)



**Congratulations! Your article has been accepted**

## Alpha and Beta Powers in EEG: How Audio-Visual Stimulation Influences Anxiety

Applied Psychophysiology and Biofeedback

13 September 2025

## Alpha and Beta Powers in EEG: How Audio-Visual Stimulation Influences Anxiety

Published: 21 October 2025

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Avoid common mistakes on your manuscript.



### Audio-Visual Stimulation (AVS) Protocol

AVS was administered using a virtual reality headset.

### Subject Group Protocol

- **Auditory Stimulus:** Binaural beats began at 14 Hz (114 Hz in the right ear, 100 Hz in the left ear) and decreased to 7.83 Hz over 4 min (97.83 Hz and 90 Hz respectively), then maintained at 7.83 Hz for the remaining 4 min. The stimulus was generated using **Mistikist**: AI Assisted Brainwave Regulator (**Mistikist**, 2023).
- **Visual Stimulus:** Kaleidoscopic mandala videos with green hues (~ 526–605 THz) were used, designed to feature continuous, non-repetitive motion. This component was also delivered using the **Mistikist** platform (**Mistikist**, 2023).

Lifestyle

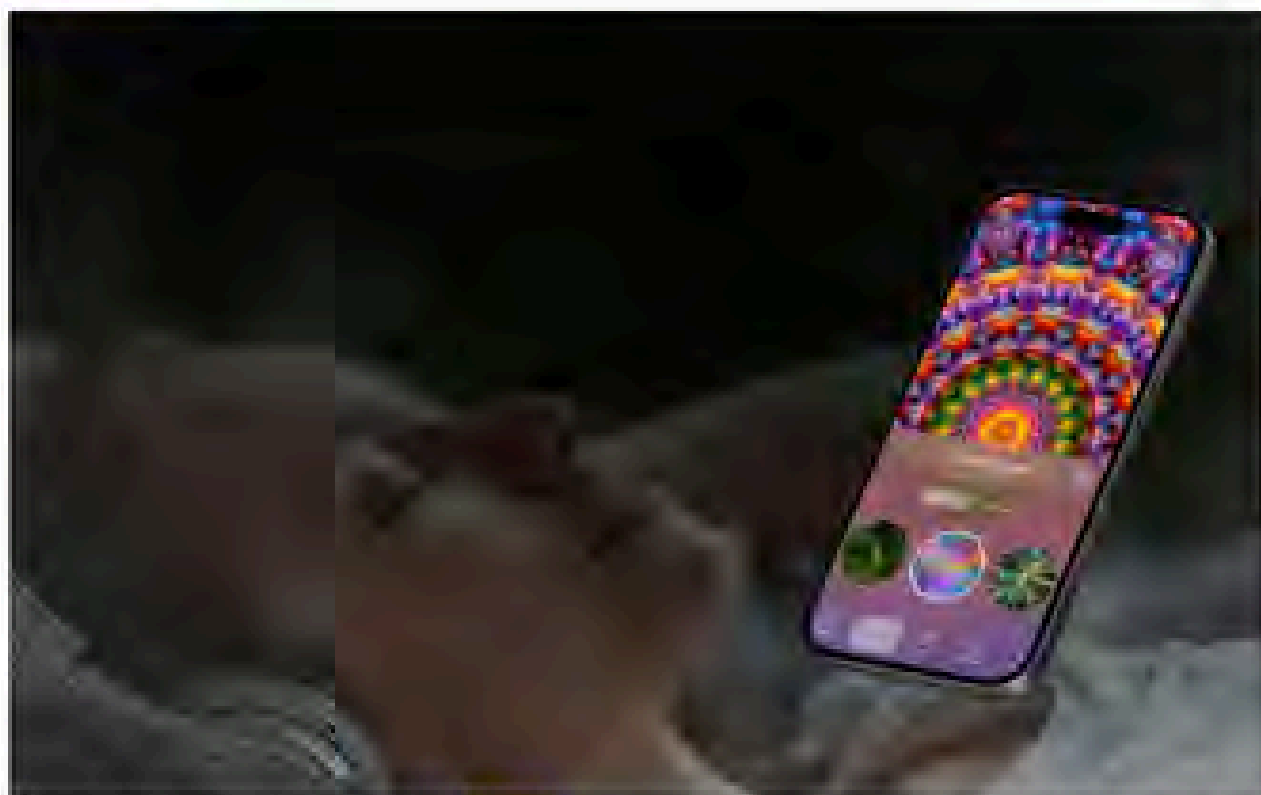
# Start the year with wellness and balance

These expert-led programmes, nutrition tips and tools are designed to help support body, mind and wellbeing

## Support calmer sleep and clearer focus naturally

Good-quality sleep underpins everything from productivity to mood, and **Mistikist's** relaxation app offers a simple way to foster more balanced mental states in just a few minutes. Its AI-guided sound and light frequencies are designed to ease the mind into calmer rhythms, helping users manage demanding workloads, study sessions or stressful evenings with greater clarity. Used by people in more than 150 countries, **Mistikist** has become an easy, everyday tool for supporting mental wellbeing.

Whether accessed online, through Microsoft Teams, VR/XR headsets or via the App Store and Play Store, it fits seamlessly into busy routines and encourages regular moments of reset. Short sessions can help you unwind, encourage focus and cultivate a steadier headspace throughout the day. Find out more at [mistikist.com](https://mistikist.com)



Discover expert-led programmes, nutrition tips and tools designed to help support body, mind and wellbeing



# Mistikist on The Independent

The Independent highlights Mistikist's innovative use of AI-assisted frequencies to support mental health in our fast-paced world. By integrating neuroscience into a simple daily habit, we help thousands of users across 150 countries navigate stress and enhance performance. From VR to Microsoft Teams, Mistikist is setting a new standard for digital relaxation and cognitive support.

[www.independent.co.uk/life-style/start-year-wellness-balance-b2887819.html](https://www.independent.co.uk/life-style/start-year-wellness-balance-b2887819.html)

## LIFESTYLE

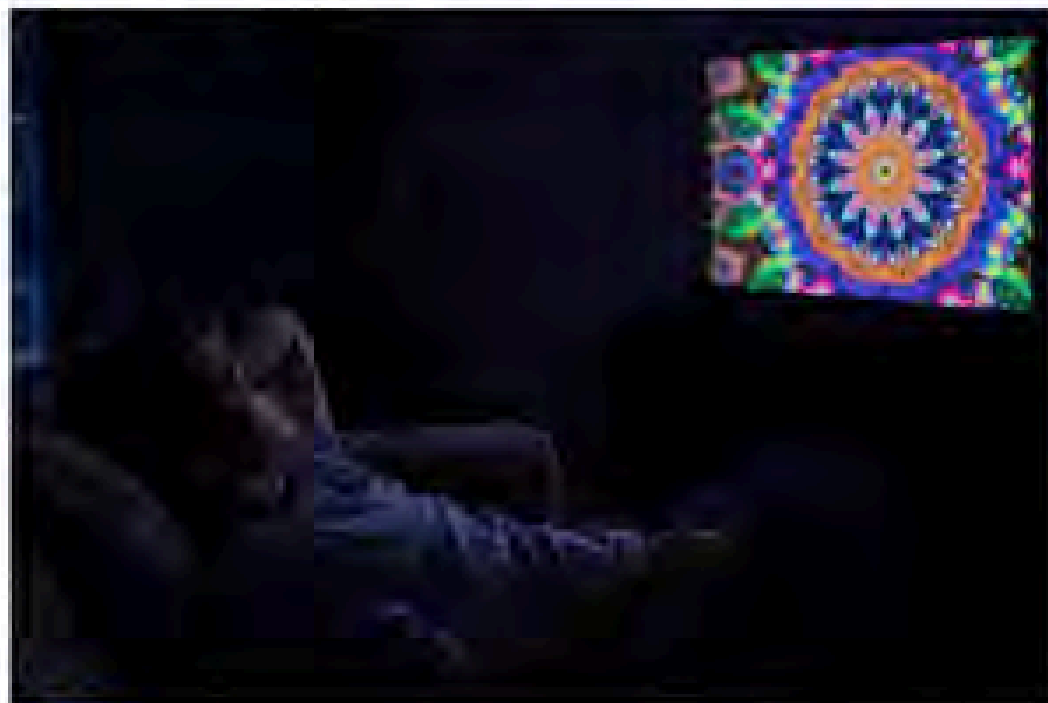
Recipes ▾ Food & Drink ▾ Fashion ▾ Beauty ▾ Luxury ▾ Cars ▾ Gardening

### Kick off the year right with trending wellness practices

The top wellness products and brands to know about in 2026



#### Enhance your sleep and wellness routine



Mistikist

The quality of your sleep can shape whether you have a good or a bad day. **Mistikist** is a relaxation app that aims to help support mental clarity, calm and focus in just two to eight minutes. By using AI-assisted sound and light frequencies, it's designed to support more balanced states, helping you navigate busy work days, study periods or stressful evenings.

Thousands of users across 150 countries have made it a simple daily habit, with the app helping to support wellbeing over time. Accessible online, through Microsoft Teams, VR/AR devices or directly via the App Store and Play Store, **Mistikist** offers a flexible way to integrate mental resets into your day.

Explore at [Mistikist.com](https://mistikist.com) and use code 'MIND26' when making a profile to receive one month of free premium access. Valid until 31 March 2026.

# Mistikist on The Telegraph

Featured in The Telegraph for our contribution to the 2025 wellness landscape, Mistikist is redefining mental well-being through the lens of biohacking and neuroscience.

By utilizing advanced brainwave entrainment and audio-visual stimulation, we bridge the gap between clinical research and daily performance.

[www.telegraph.co.uk/lifestyle/apl-media/wellness-trends/](https://www.telegraph.co.uk/lifestyle/apl-media/wellness-trends/)

# Patents



**Portfolio 08**  
**Human Fatigue Management**

Patent No.  
US8706206

Summary:  
A non-invasively assessment on human's fatigue and provides automated care through stimulation when fatigue is detected

View

Originated by  
**Panasonic**

- Detect fatigue instantly via non-invasive physiological signals
- Trigger AI-personalized brainwave sessions automatically
- Enhance wellbeing in workplaces, healthcare, aviation, and wearables

**Portfolio 12**  
**PulseMetric Edge Cardiovascular Signal Intelligence**

Patent No.  
US8870782

Summary:  
A pulse wave analyser estimates blood pressure with high accuracy by averaging pulse wave signals and calculating a reference pulse wave

View

Originated by  
**DENSO**

- Integrate pulse wave analysis for real-time biomarker tracking
- Estimate blood pressure to enhance stress & fatigue detection
- Expand applications into healthcare, wearables, and sports markets

USE CASE

# During Breaks



USE CASE

# While Working




USE CASE

# While Traveling



# Mistikist and Other Players

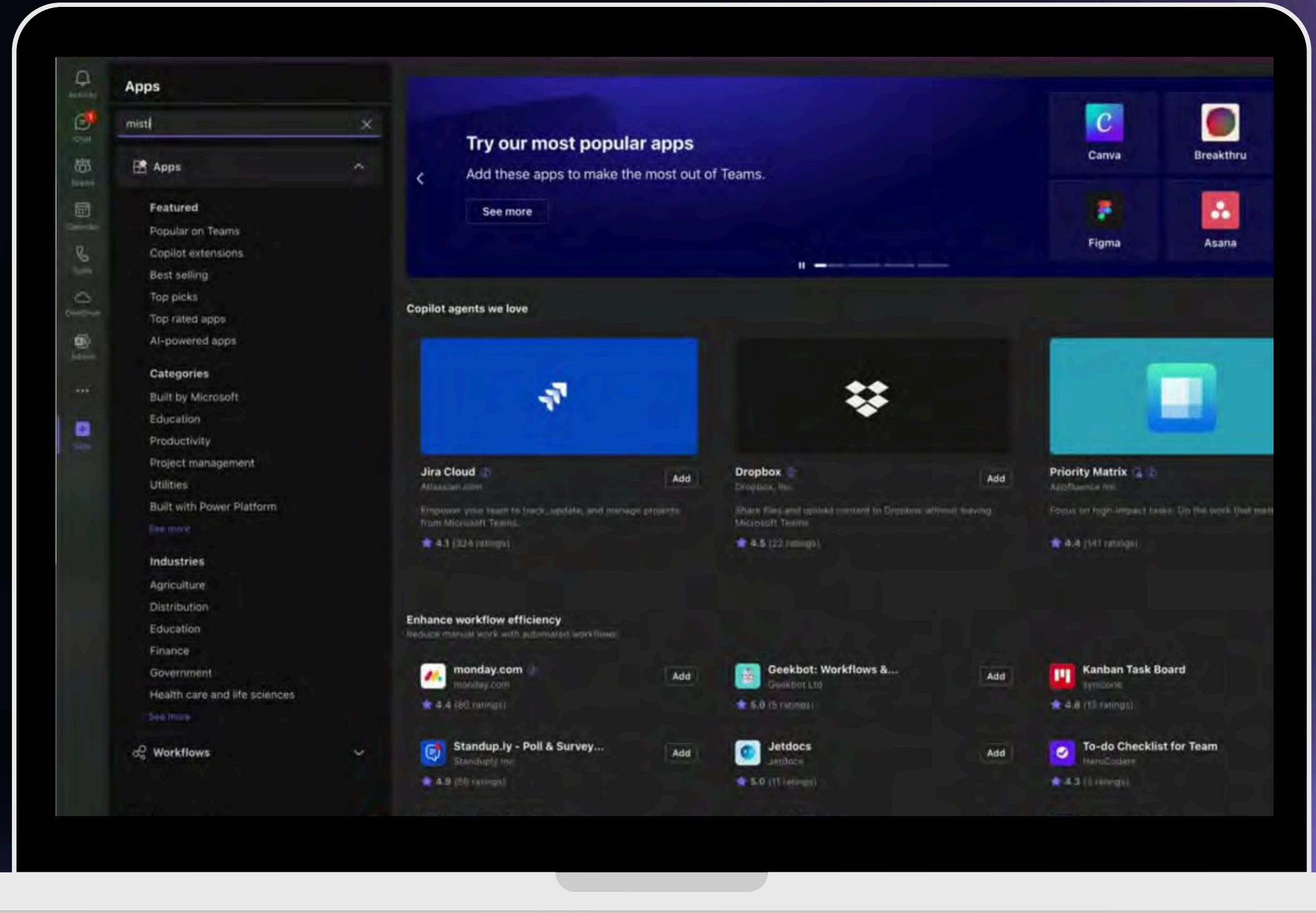
	Brainwave Entrainment	Guided Meditation	Audio Stimuli	Visual Stimuli	AI Assistant	VR Support	B2B Portal	Lossless Codec & Sine Wave	Unpredictability Engine	Min. Time to Effect
 mistikist	✓	✗	✓	✓	✓	✓	✓	✓	✓	8 mins.
 Calm	✗	✓	✗	✗	✓	✗	✓	✗	✗	30 days
 Headspace	✗	✓	✓	✗	✗	✗	✓	✗	✗	60 days
 Sonic Bloom	✓	✗	✓	✗	✗	✗	✓	✗	✗	No Official Data
 YouTube, Spotify	✗	✓	✓	✓	✗	✗	✗	✗	✗	No Official Data
 Apple Music	✗	✓	✓	✗	✗	✗	✗	✓	✗	No Official Data

# Microsoft Teams Integration



Thanks to the Mistikist application in Microsoft Teams, corporate employees:

- They can relax in a very short time during meetings or while working, and increase their work and cognitive performance.



# B2B Clients & Partners

## Target Industries

Corporate Companies, Banking, Insurance, Education, Aviation, Sports Clubs, Wellbeing Centers, E-Commerce, Automotive

## Contact



## Interest



## Negotiation



## Contract



## Existing Clients



# Key Partners



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European Innovation Council



Start Smart Central & Eastern Europe




Open Learning



Bilgiyi Ticarileştirme Merkezi Idea to Business



# Loved by Users

 4.3/5 ★

 4.9/5 ★

CHRIS C.

This app has **everything I need to relax my mind** and **get rid of daily stress.**

O.D

There are frequencies that can help with different issues at any time of the day. **I especially listen to it while sleeping.**

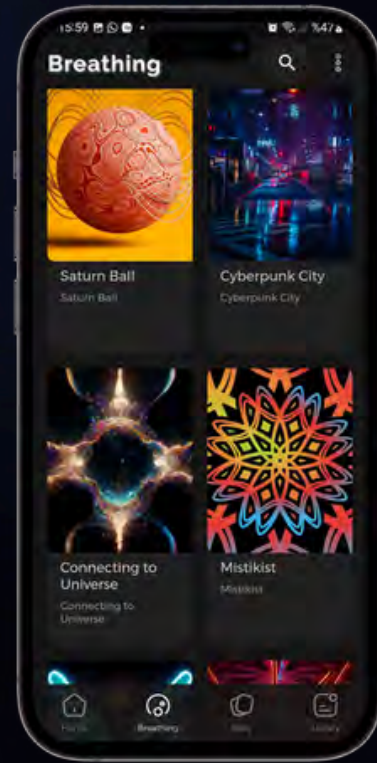
MAI L.

It leaves behind **enhanced feeling of well-being.**

CEYDA NUR F.

I started to feel its effect while watching the video. **I recommend it to anyone with a stressful life.** 🌻 🌻

# Integration



## Exclusive Content for Institutions:

Exclusive content according to your needs



## Microsoft Teams Integration:

In between meetings, just Fast and effective stress regulation in 2 minutes



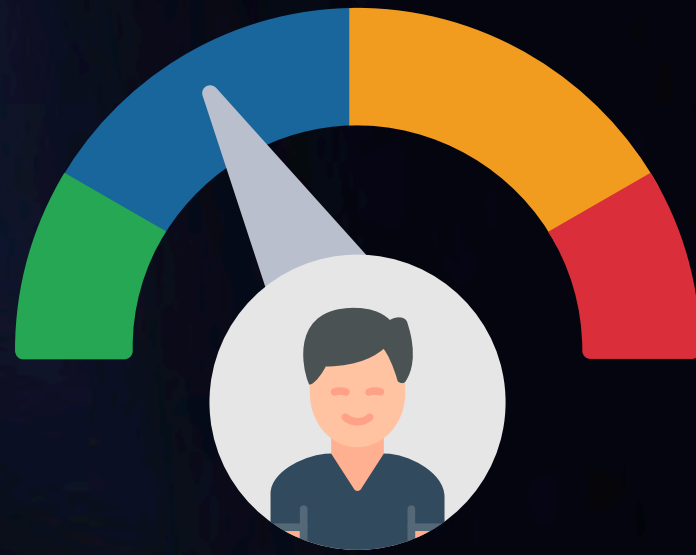
## Integration into Existing Wellbeing Systems:

Integration into HR, Training, Loyalty solutions

# What does it provide?



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## Productivity and Efficiency:

- It enables employees to work more efficiently by increasing their focus and concentration.
- It allows employees to work more carefully and with fewer mistakes.



## Work-Life Balance:

- It prevents burnout and creates sustainable work habits in the long term.
- Employees can access Mistikist's wellness tools whenever and wherever they want, helping them achieve a better balance between their work and personal lives.



## Employee Loyalty and Satisfaction:

- Managing stress and improving overall health increases employee engagement.
- It increases the likelihood that employees will stay at work longer, which reduces employee turnover and lowers hiring costs.

# What does it provide?



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## Personal Development and Health:

- It supports the personal development of employees and optimizes their learning processes, and improves the talent pool within the company.
- It causes employees to get sick less and lose fewer working days.



## Corporate Image and Reputation:

- Companies that invest in employee health and wellness programs create a positive employer look and have an advantage in attracting talented employees.
- It strengthens the company's social responsibility initiatives and improves its social reputation.



## Innovation and Creativity:

- It allows employees to think more creatively and innovatively.
- It improves problem-solving and strategic thinking abilities, which supports innovation in the workplace.



<https://mistikist.com>

[hey@mistikist.com](mailto:hey@mistikist.com)

**Thank You!**

