

THEMY**FLOW**METHOD

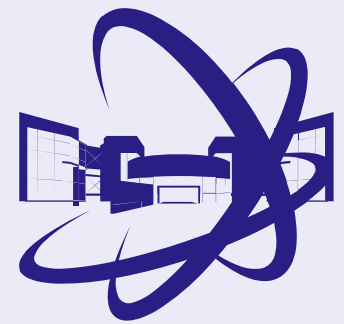


14 minutes for energy, focus, and balance

Fast wellness solutions for employees, students,
and travelers



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SCIENCE TECHNOLOGY PARK
Belgrade

validation



Tanja Lazarević,
PhD – researched MyFlow effects

1000+

sessions delivered

Partners:

corporations, hotels, schools

Pilot projects:

airports / VIP lounges / conferences

Problem/Business Opportunity

- Stress and burnout among employees, students, and travelers.
- Fatigue and loss of focus during conferences and school days.
- ▼ Traditional wellness programs: long, costly, inconsistent.



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The Solution

- ▶ MyFlow: 14-minute scientifically validated method
- ▶ 3-minute micro MyFlow for conferences, airports, schools
- ▲ Combines movement + music + colors
- ▲ Measurable outcomes via surveys and biofeedback



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How it Works

3 x 14-min programs:

ENERGY

FOCUS

BALANCE



3-min micro programs:
short breaks for
conferences, airports, schools



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Benefits / Outcomes

3-min: instant boost, focus, stress reduction

14-min: deep balancing, regeneration

Measurable results: energy, productivity,
stress reduction



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Micro Use Cases

Employees:

quick breaks → higher energy & focus

Students:

short sessions → better concentration

Travelers / Conference attendees:

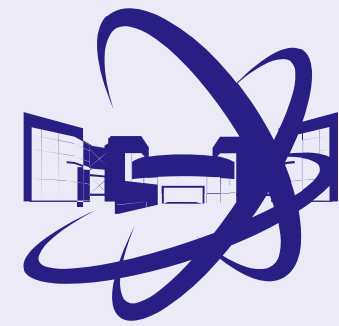
micro MyFlow reduced stress → refreshed energy



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Validation

NTP Belgrade: scientific validation



1000+ sessions delivered

Positive feedback across multiple segments



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SaaS / B2B Model

Licensing & subscription for corporations,
schools, hotels, airports

Dashboard for tracking usage and outcomes

Scalable internationally



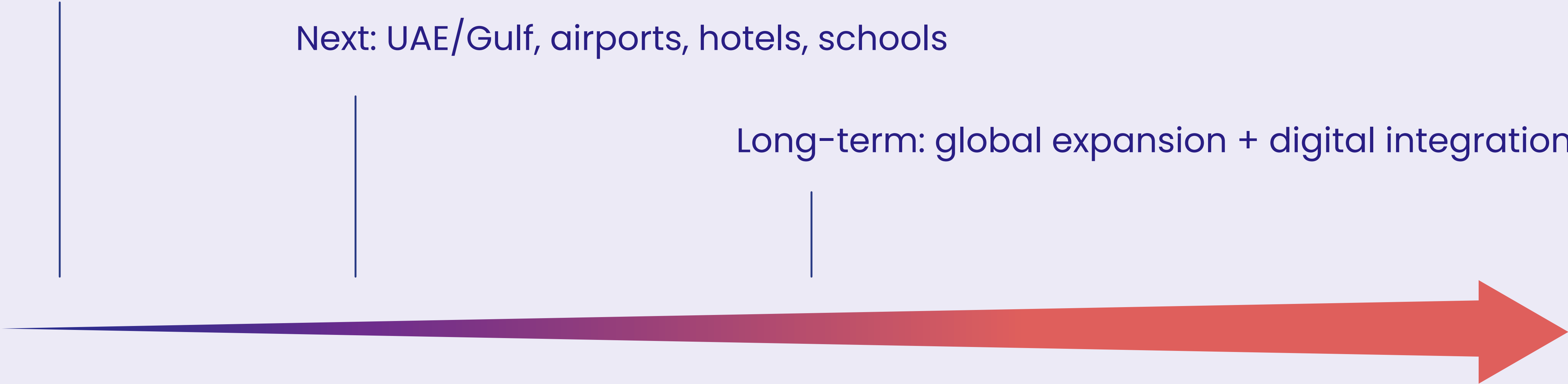
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Roadmap

Current: Belgrade, NTP

Next: UAE/Gulf, airports, hotels, schools

Long-term: global expansion + digital integration



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Go-to-Market Strategy

Channels:

corporations



schools



conferences



airports



Focus on measurable impact: stress reduction, productivity, student engagement

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Market Size (TAM)

Corporate wellness:

\$63.68B  \$129.44B, CAGR 7.4%
(2024) (2034)

Airport wellness:

\$137.56B  \$666.32B, CAGR 17.1%
(2024) (2034)

Education wellness: +25% annual growth

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Potential Outcomes / ROI

Measurable improvement in productivity,
focus, energy

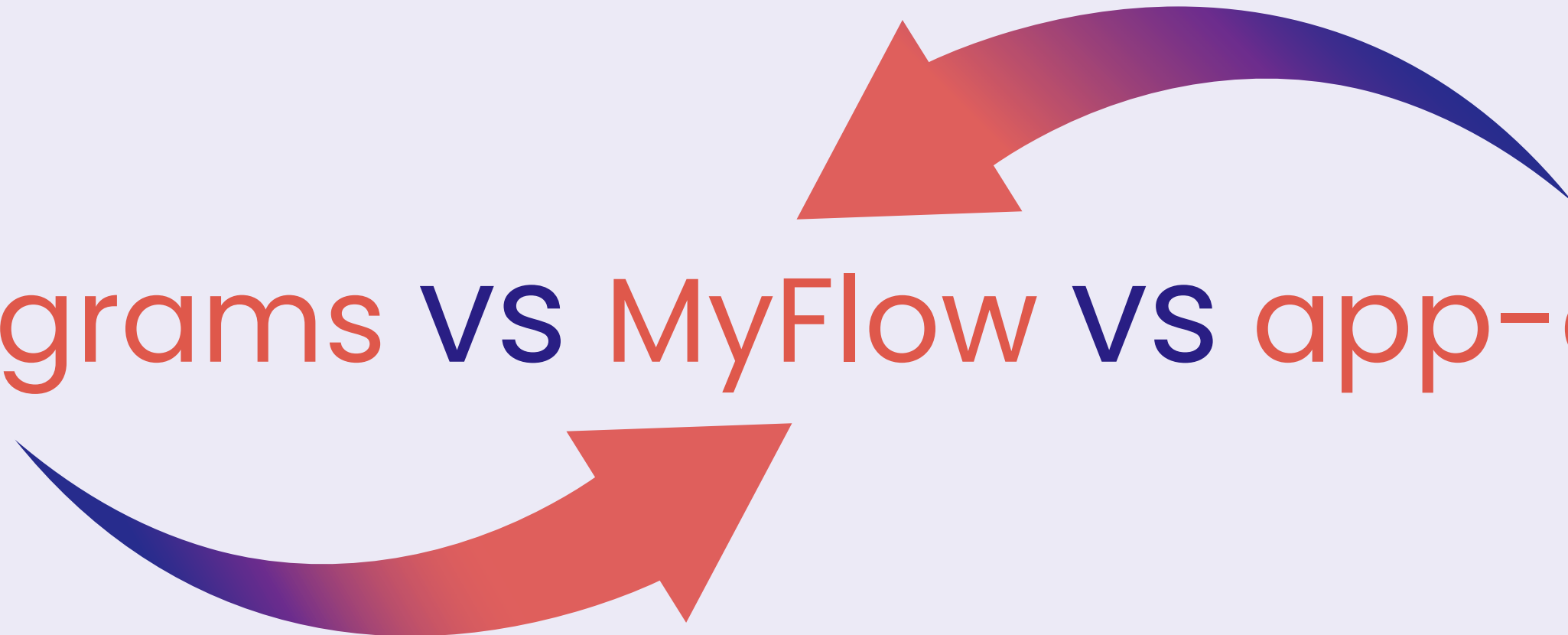
Reduction in burnout & absenteeism



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Competitive matrix:

conventional programs **VS** MyFlow **VS** app-only solutions



Advantages:

14-min scientifically validated, 3-min micro version,
measurable outcomes, B2B SaaS scalable solution



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Team

Founders:

Tanja Lazarević, PhD

*leading the scientific research
and development of MyFlow programs.*



Žarko Lazarević

*responsible for the development and
implementation of MyFlow programs.*



Experts:

neuroscientists, psychologists,
music & tech specialists



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Investment & Milestones

Seeking: **\$500,000 for UAE/Gulf & airport pilot scaling**

Milestones:



3 airports + 5 conferences within 12 months



10+ corporate clients + 5+ educational institutions within 18 months



Revenue model: B2B SaaS subscriptions, licensing, event packages

Financials (Conservative Projection)

Year	Key activities/Clients	Revenue estimate	Notes
1	Pilot projects + 2 to 5 corporate clients	\$50k-\$70k	Pilot projects + 2 to 5 corporate clients
2	Scaling to 10+ corporate clients + 2 to 3 airports	\$120k-\$200k	Scaling to 10+ corporate clients + 2 to 3 airports
3	Regional expansion, recurring SaaS licenses, additional events	\$250k-\$350k	Regional expansion, recurring SaaS licenses, additional events

- Estimated Profit Margin: 30–50%
- ▶

Milestones aligned with fundable achievements
- ▲

Revenue based on conservative adoption
& verified pricing per license/event



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