

Tethered

mindfully *Tethered*
deeply connected

The mindfulness app woven with belonging and relaxation.

www.tetheredapp.com

Born from Grief, Built for Connection

When co-founder Karen lost both her parents, she searched for comfort in mainstream mindfulness apps—but found them cold, distant, and disconnected. What she needed was something real. So she began recording her own meditations, grounded in emotion, place, and the quiet strength of the Scottish landscape. What started as a personal lifeline soon became something more.

Tethered was born from this need—not for quick fixes, but for meaningful connection. Rooted in the rich stories and stillness of Scotland, it's a space where mindfulness meets memory, where people can reconnect with themselves through place, practice, and presence. It's not just an app; it's a reminder that we all need somewhere to come home to within ourselves.

Scotland is just the beginning. Our model can scale globally — anchoring mindfulness in the rich cultural and emotional landscapes of other regions, starting with Ireland then India. We're seeking investment to grow Tethered into a worldwide platform for deeper connection.



[Watch Karen's Story](#)

Have you tried a mindfulness app but not stuck with it?

You're not the only one...

Despite continued market growth, leading apps are experiencing a decline in user engagement.

82.5% of users uninstall top meditation apps within 30 days.

**Tethered are bucking this trend with a
30 day churn rate of only 14.6%**

By addressing the shortcomings of mainstream meditation apps, Tethered positions itself as a compelling alternative for users seeking a more meaningful and culturally enriched mindfulness experience.

Mindfully Tethered. Deeply Connected

Immersive, place-based mindfulness that provides a genuine emotional and cultural connection - the future of mindfulness with Tethered.

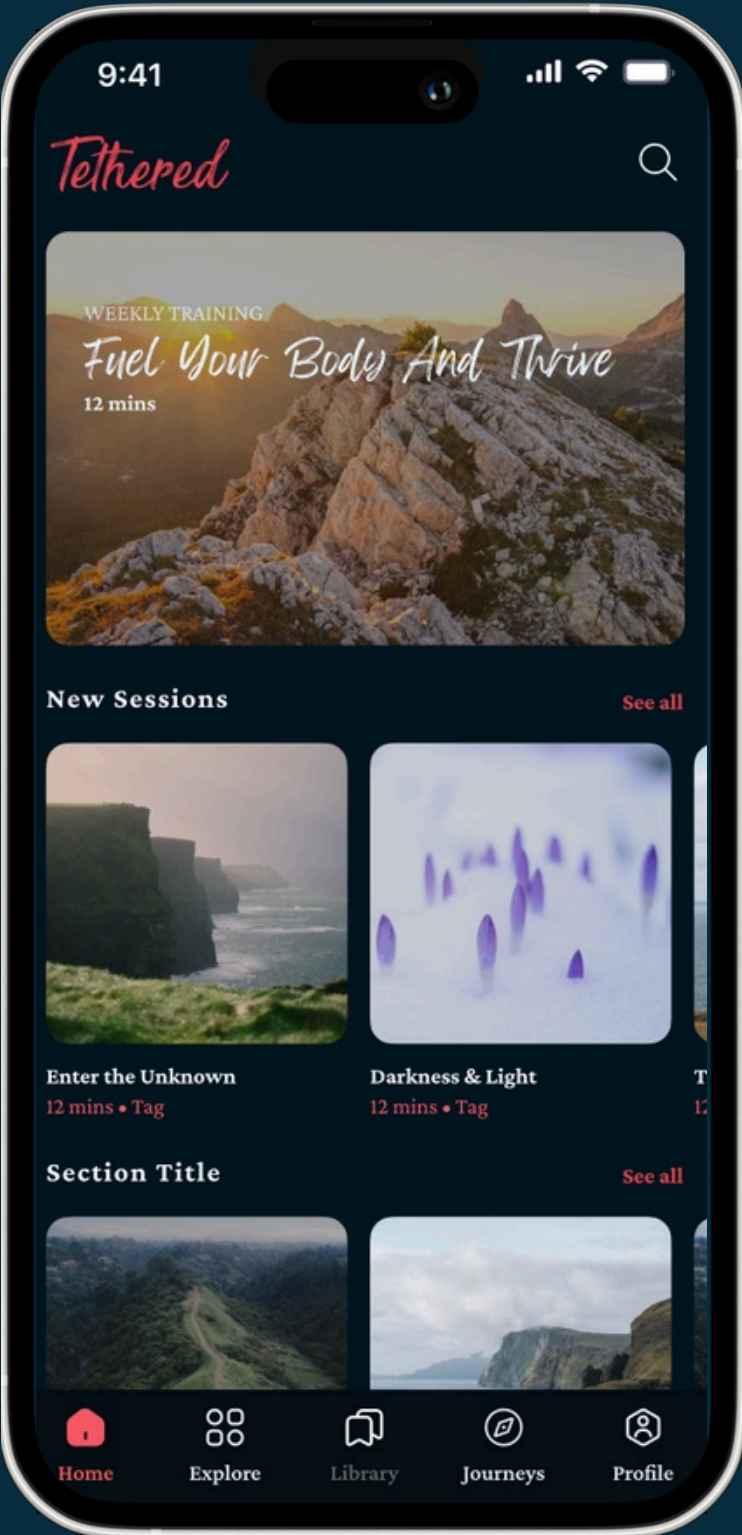
Starting with Scotland as the connection, followed by Ireland and numerous other countries where there is serene landscapes, history, culture, a sense of calm and a large diaspora market. This strategy allows us to achieve better churn and CPA than larger competitors.

We are currently only B2C however we have many trials in place with B2B and B2B2C partners in corporate, education and hospitality so we can diversify our income across these channels.

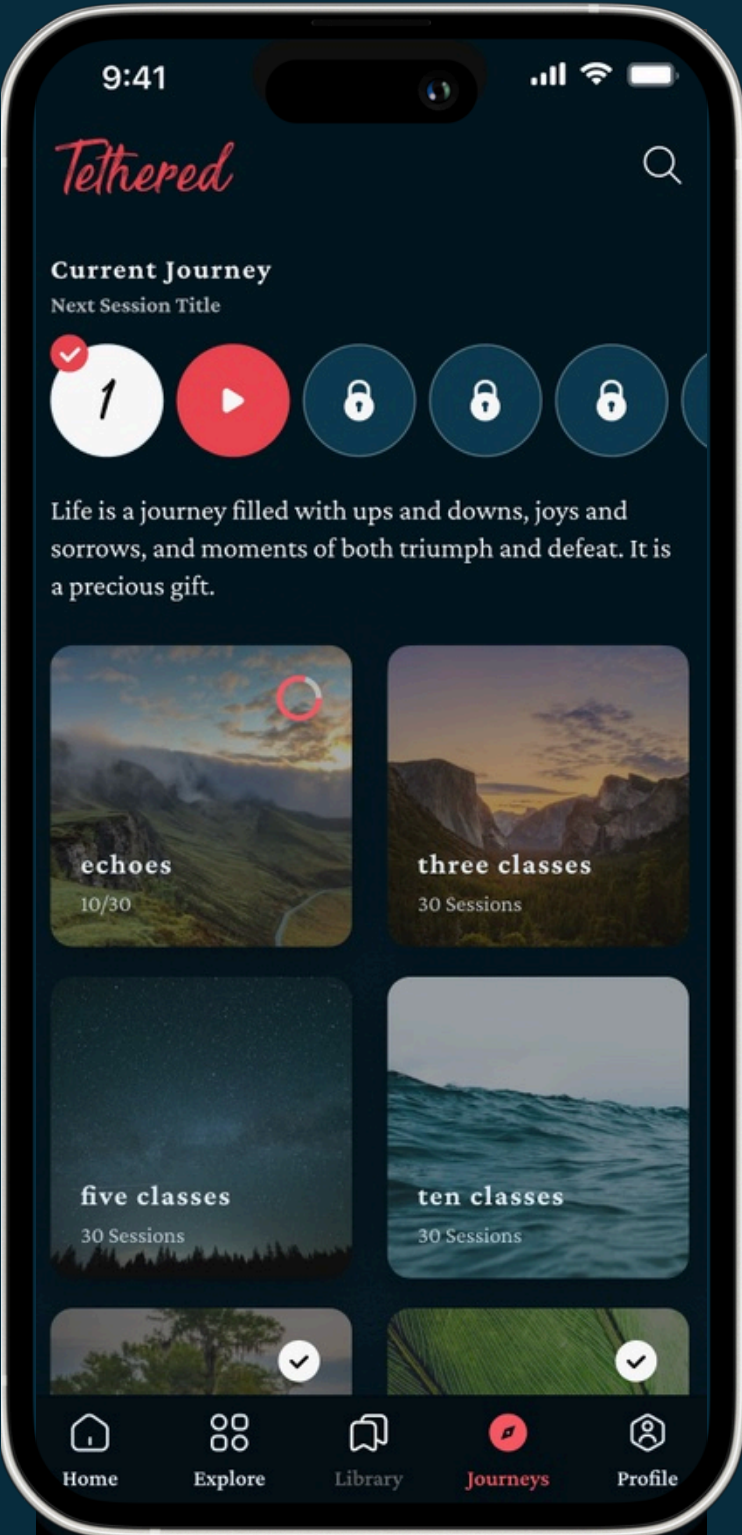


The app

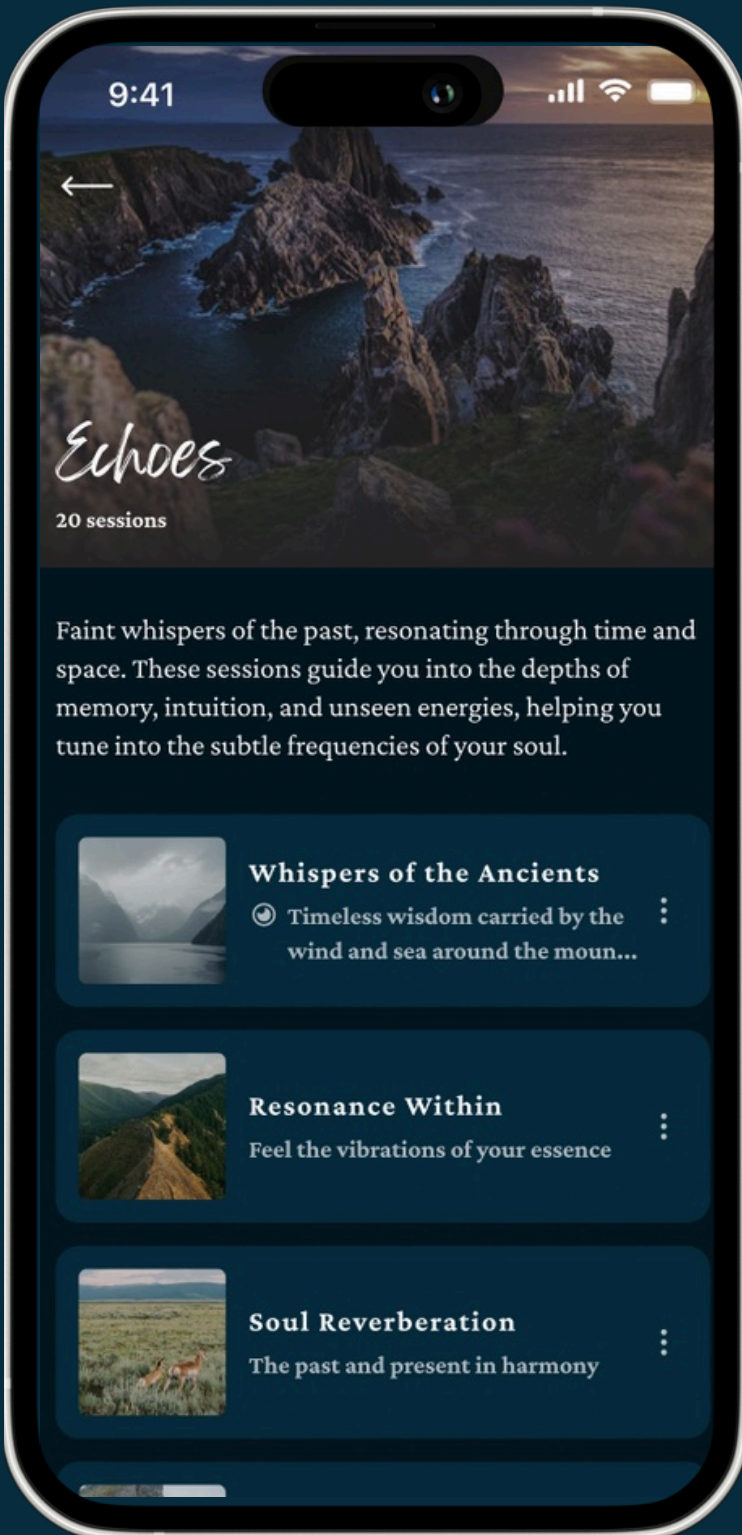
Range of content



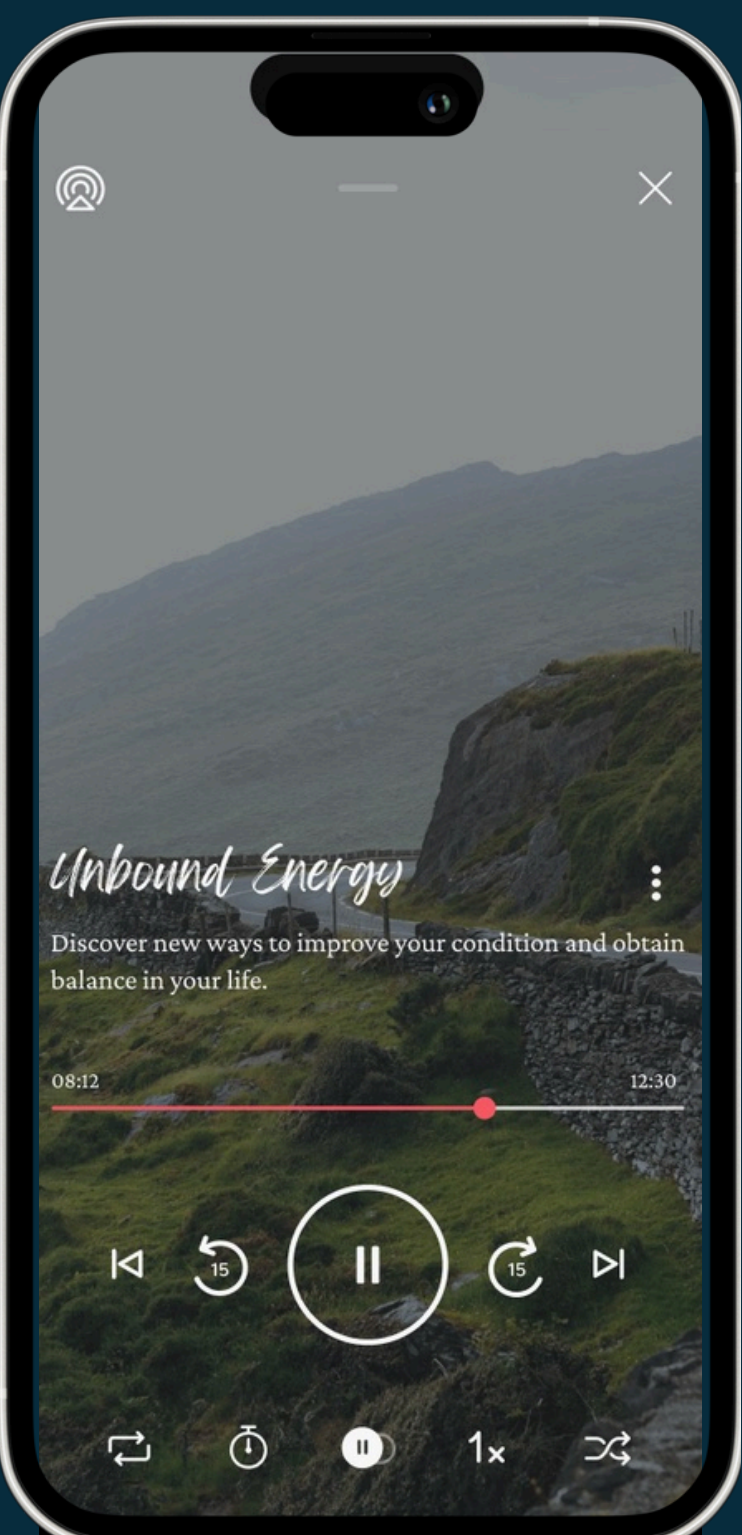
Journeys



Collections

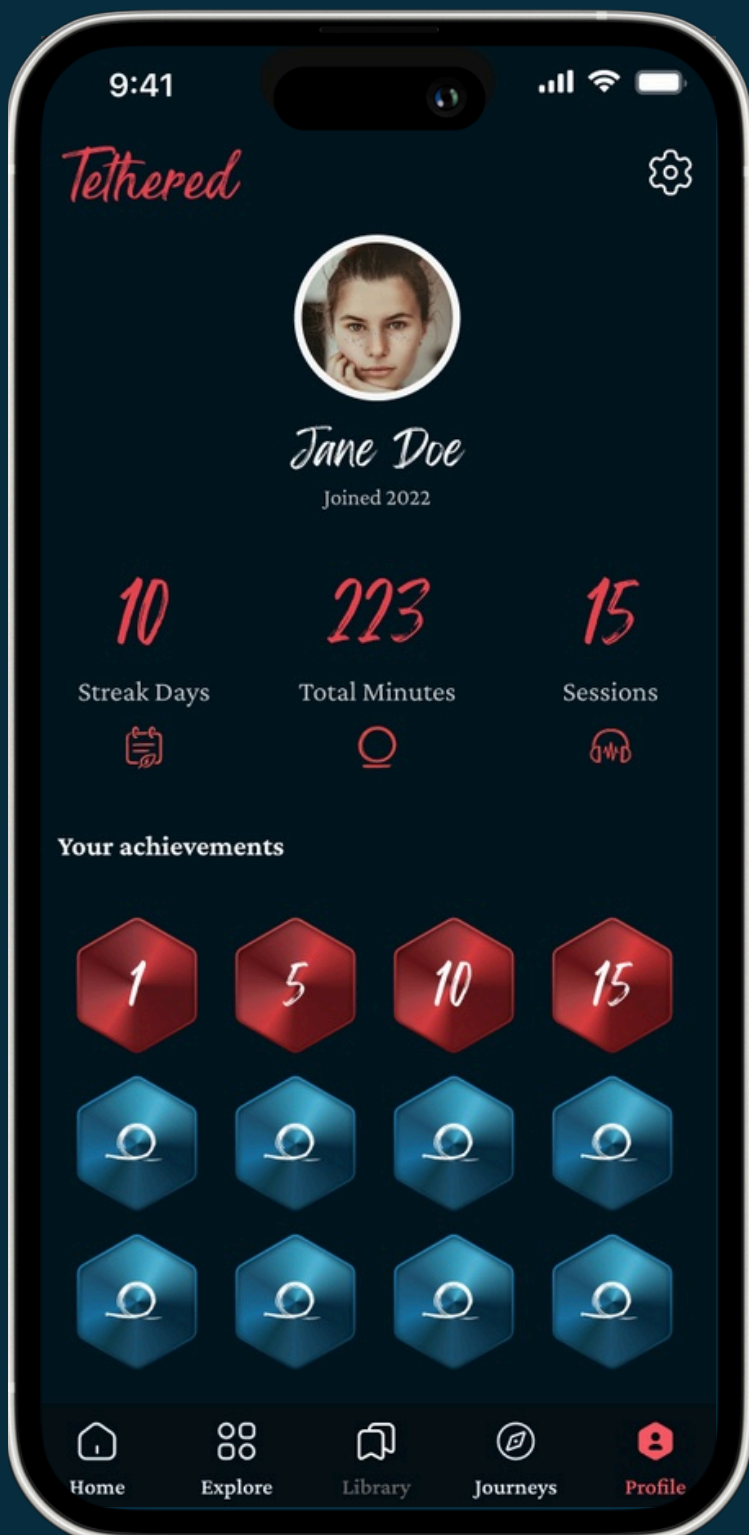


Powerful Media Player

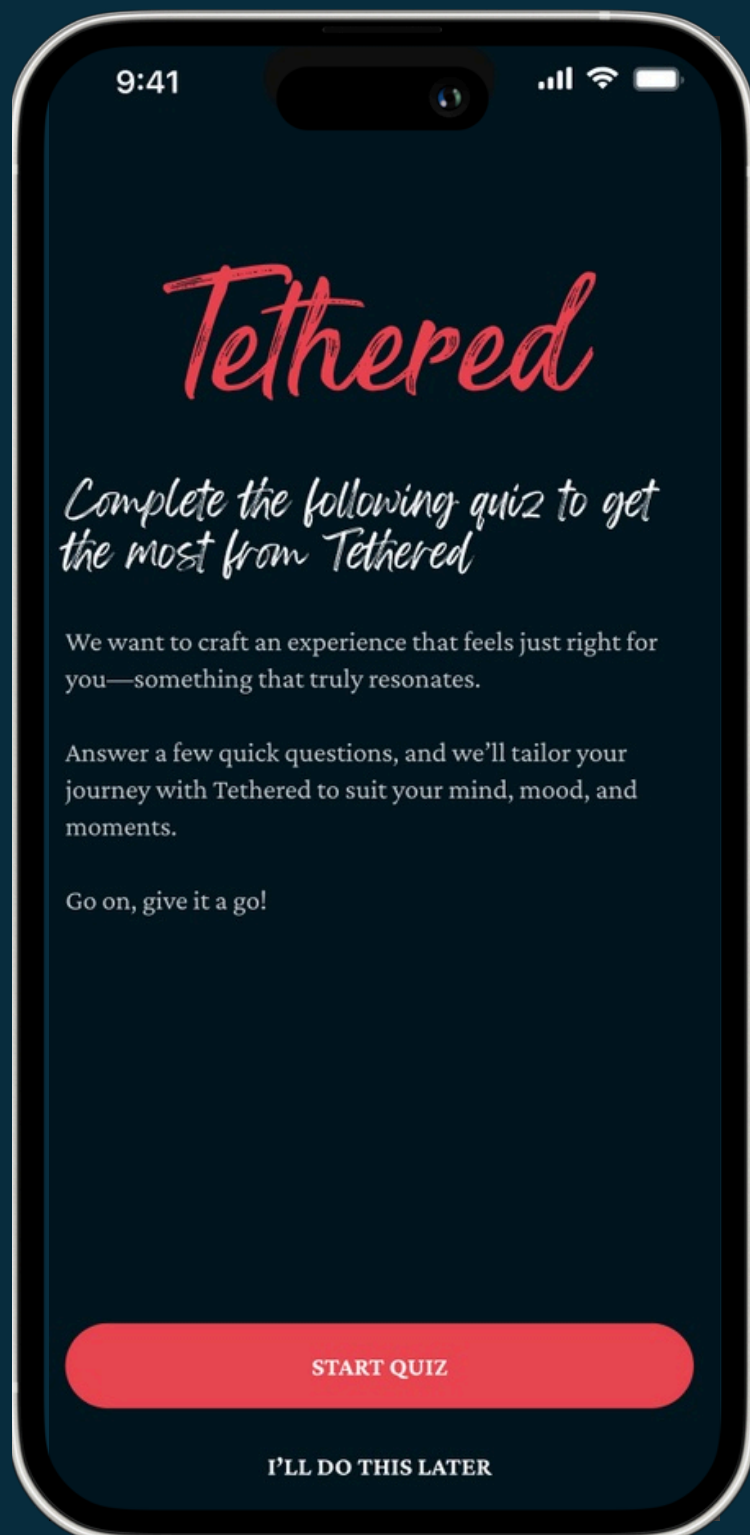


The app

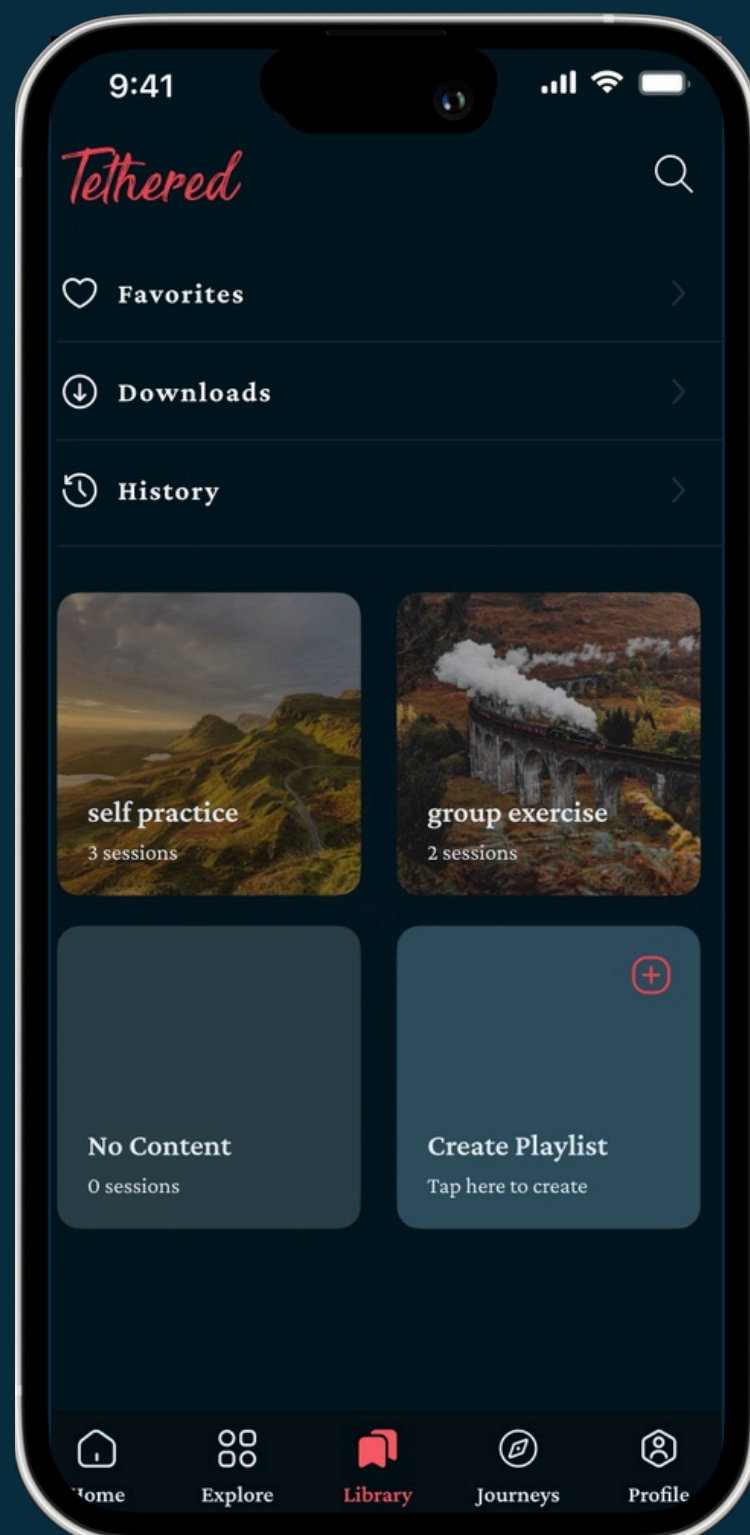
Gamification



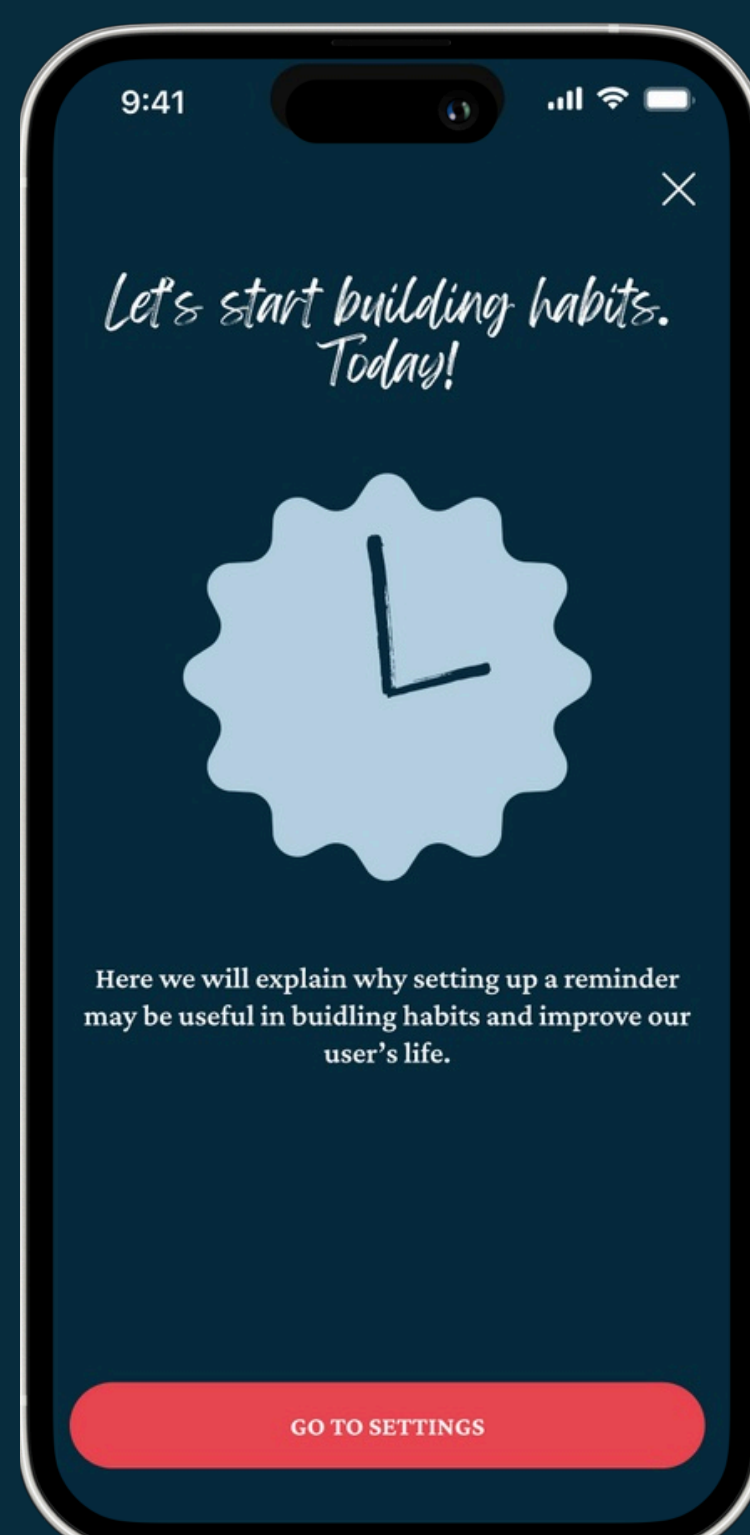
Quiz to customize content



Playlist Builder



Habit Builder



Traction



977

paying subscribers

90%

US based Subs

3,054

users to date

7,476

downloads

68%

conversion from trial to paid subscription

82.5%

Industry average churn

14.6%

Rolling combined 30 day
churn

B2C subscription model

We currently offer B2C subscriptions via:

- Our Website
- Apple Store
- Google Play Store

\$4.99

per month

70% of revenue

\$49.99

per annum

30% of revenue



We are post-launch

Company formed with
\$25k Bootstrap funding

Dec 23

19% churn rate
vs industry average
82.5% average

Nov 24

Almost 1,000 paying
subscribers & 14.6%
churn rate

June 25

Pre-Seed
Investment

June 24

MVP App
Launch

Jan 25

Advisory Board Formation
with additional \$53k funding

June 25

Launch of
new app

Year 2

32,000 Users
2 Countries
\$450k Turnover

Year 3

614,000 Users
5 Countries
\$13.8m Turnover

Year 4

1.9m Users
9 Countries
\$65.9m Turnover

Year 5

4.8m Users
13 Countries
\$146.2m Turnover

\$1.4 billion
Market Size 2023

\$7.34 billion
Market Size 2025

\$28.5 billion
Market Size 2032

76%

of Gen Z and Millennials
actively use meditation
or mindfulness apps

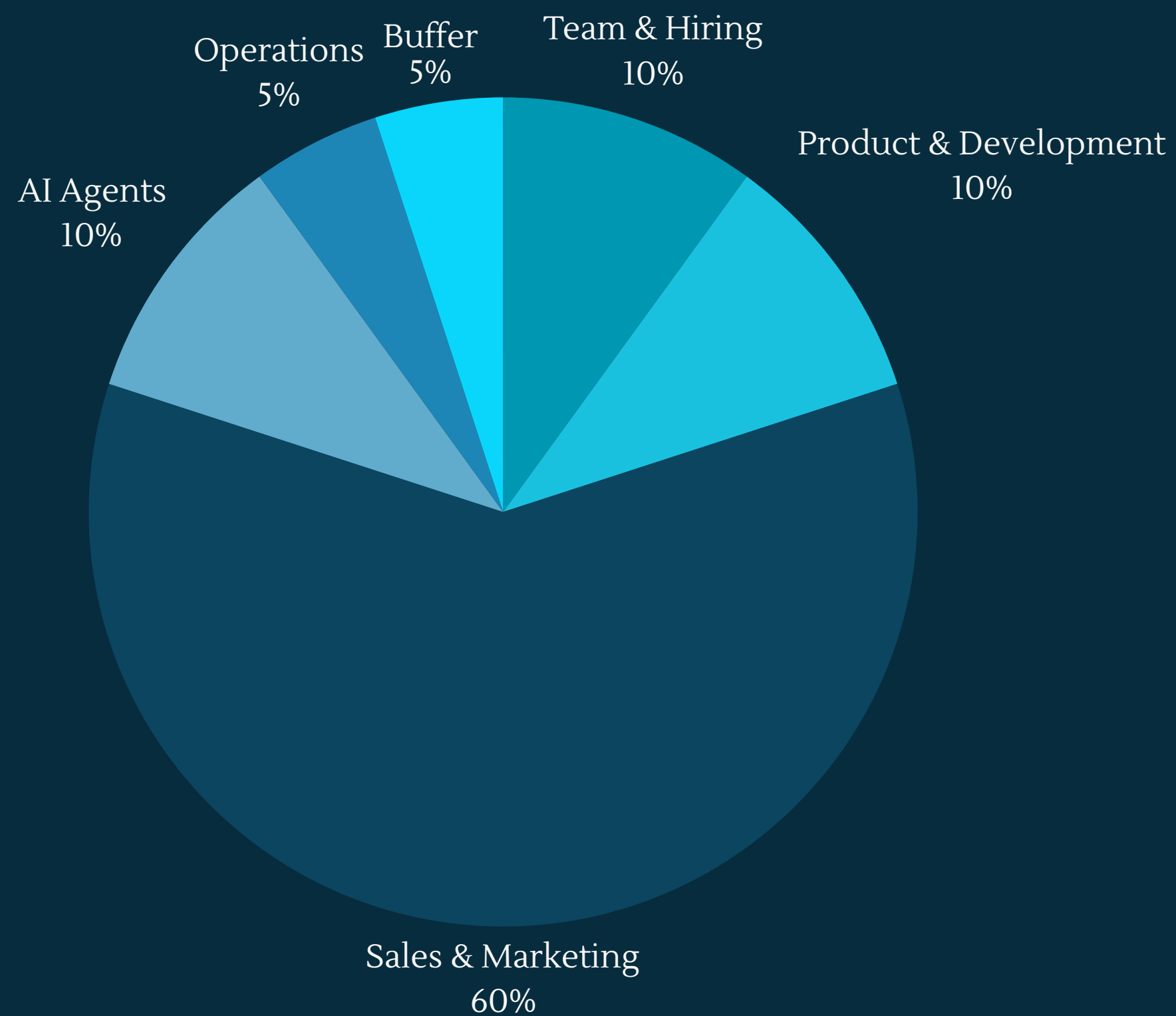
36.9%

US Proportion of
wellness App market

\$53 billion

Valuation of the
workplace wellness
industry

How we will use investment



£500k

PRE-SEED ROUND

How we will use investment

Category	Allocation	Amount (Approx.)	Purpose
Team & Resources	10%	£50,000	Additional freelance resources + AI to develop more content quicker
Product & Development	10%	£50,000	Develop additional Scottish content + develop the next income pillar with Ireland to launch - prove the business scale through launching additional cutlures
Sales & Marketing	60%	£300,000	Paid ads (Meta, Google, TikTok), TV on demand, brand awareness, influencers, PR
AI Agent Development	10%	£50,000	Initial build of mindfulness assistant + internal automation tools
Operations & Travel	5%	£25,000	Our operational expenses are lean however we do need to travel to expand our network in the US
Runway Buffer (9 months)	5%	£25,000	Strategic reserve for flexibility & unexpected scale costs

Achievements with investment before Seed Investment

Build resource capabilities
to increase content creation

Achievement 1

Develop AI solutions to
personalise content for
subscribers

Achievement 3

Prove income generation from Ireland -
proving replicable and scaleable model to
add multiple cultures

Achievement 5

Seed
Investment

Achievement 2

Add B2B and B2B2C
Income streams so not
solely reliant on B2C sales

Achievement 4

Develop and launch Ireland
as second cultural income
stream

The Founders



Karen Kerr [LinkedIn](#)®

Creative Director

Karen is the voice of Tethered, bringing the app's meditations and mindful experiences to life with her warm, soothing narration. Tethered was born from Karen's personal journey through grief, as she sought solace in mindfulness. Her deep connection to the healing power of words and nature shapes every aspect of Tethered, from its immersive meditations to its evocative soundscapes.

With a background in branding, creative storytelling and a passion for mental well-being, Karen ensures that Tethered remains a place of comfort, reflection, and connection for all who seek peace in their daily lives.



Graeme Kerr [LinkedIn](#)®

CEO

Graeme brings over 20 years of experience in digital innovation, technology, and entrepreneurship. With a deep understanding of how technology can enhance well-being, Graeme plays a pivotal role in shaping Tethered's growth, ensuring it delivers a seamless and enriching experience for its users.

His passion for building transformative digital products, combined with his entrepreneurial mindset, drives Tethered's mission to make mindfulness and relaxation more accessible. Under his leadership, Tethered continues to evolve, blending Scotland's rich heritage with cutting-edge technology to create a truly unique and immersive mindfulness platform.

Advisory Board



Neil Clitheroe [LinkedIn®](#)

Strategy Advisor

Neil is a seasoned leader with extensive experience in the energy sector, having driven innovation and customer-focused solutions at a global scale. Passionate about technology and well-being, Neil brings his expertise in strategic growth and digital transformation to Tethered, helping to shape its vision and expand its reach.

With a strong background in leadership and business development, Neil plays a key role in guiding Tethered's growth, ensuring it continues to offer meaningful and transformative experiences to its users.



Andrew Fulton [LinkedIn®](#)

International Relations Advisor

Andrew has decades of experience in diplomacy and international affairs. He brings unparalleled expertise in fostering relationships across borders. His guidance ensures that Tethered's expansion into key markets, particularly North America, is strategically aligned and well-supported.

As a former British diplomat and Senior Counsel at the DC-based global firm Barnes & Thornburg LLP, Andrew has developed extensive networks across the U.S. and internationally.

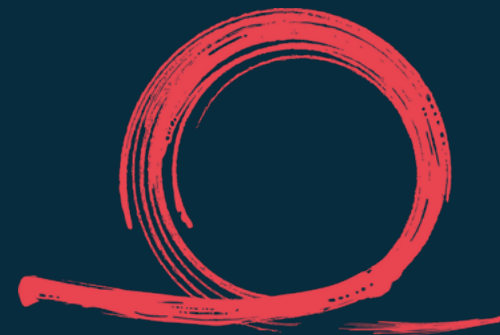


Dr. Andrew Hill

Medical Advisor

A General Practitioner with over 15 years of experience, Dr. Andrew Hill is also a Year Director and Honorary Clinical Senior Lecturer at the University of Glasgow. Passionate about promoting well-being, Andrew combines clinical expertise with a deep understanding of mental health.

Join our *journey* to mental
well-being & *connection*



Tethered

Graeme Kerr
CEO/Co-Founder
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