

An illustration of a person with dark hair, seen from behind, wearing a brown robe. They are standing in a lush, stylized landscape with large green bushes and trees. In the background, there are rolling hills and a large, bright, circular sun or moon. The overall color palette is warm, with oranges, yellows, and greens.

# AI-Meditations

An AI powered meditation app featuring personalisation features, background sounds and voice diversity in different languages.



.01

Which car reaches its destination first?

- Same speed
- Same driver
- Same car
- Same skills



.02



.01

Whose project sounds most appealing?

- Same idea
- Same potential
- Same market
- Same tech
- Same concept



.02

.02



.02





because...

**No distractions  
& clear focus**

And how can we achieve **focus**?



**By clearing distractions!**

**On the road...**



**...and in our minds**

An illustration of a woman with long dark hair, seen from behind, sitting in a lotus position on a dark rock in a river. She is wearing a green t-shirt and an orange skirt. Her hands are resting on her knees in a mudra. The background features lush green foliage on the banks and misty mountains in the distance. The word "MEDITATION" is written in large, white, sans-serif capital letters across the center of the image.

MEDITATION

We all meditate sometimes



its just that we don't realise it



Why do we enjoy these activities so much?

Because our mind is clear

And a clear mind =

# Focus





If a **distracted** mind is able to meditate, focus and find clarity...





One is much more likely  
to reach their



Potential, Goals & Dreams



With a clear mind...



We release

**Energy**





welcome to

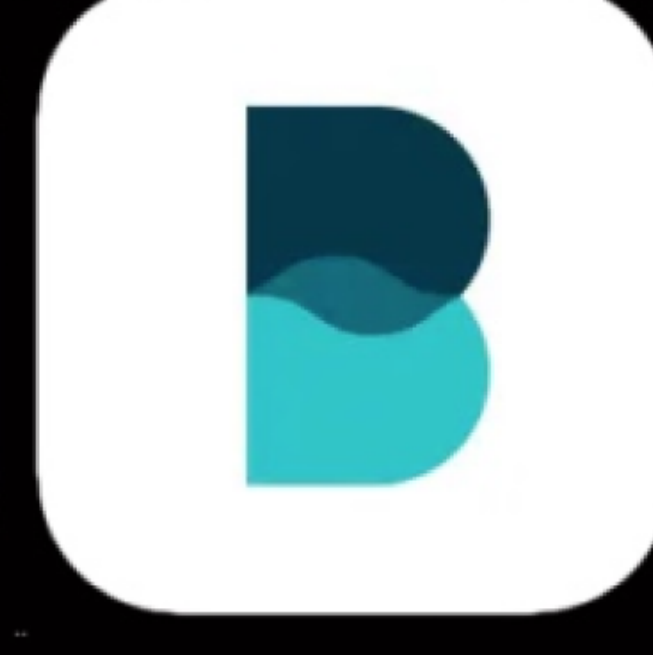
# AI-Meditations

the key to your reality

I started meditating and had a lot of apps to try.



But, they were all very similar, solving common things:  
**Stress, anxiety, relaxation, pain relief**



# But I had my specific problems

- Recent break up
- Lost my job
- Always had a cold
- Expiring residents permit

and needed a solution to those!

Not some generic stress or pain relief :(

Therefore I came for advice to my smart and reliable friend for the past 6 months!







It wrote me the perfect meditation in under 2 minutes.

THX!! I played nature sounds and used a voice over app to read the meditation and Voila!

I had a vocalised meditation specific to my personal situation of losing my job

Within 2 weeks I found a new job and  
decided to start AI-Meditations



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# AI-Meditations

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# The Team



**Katya Tkach**  
katyatkach  
Marketing Manager



**Iva Skalon**  
ivaskalon  
Commercial Director



**ilya indra**  
indra  
dev (python)



**Somesh Fengade**  
somesh341  
Machine learning engineer



**Khoi Lam**  
kim\_khoi\_lam743  
Student



**Dario Bea**  
Dbreazi  
UI UX Designer

# Problem Statement



at least 2,500  
meditation apps

## **But**

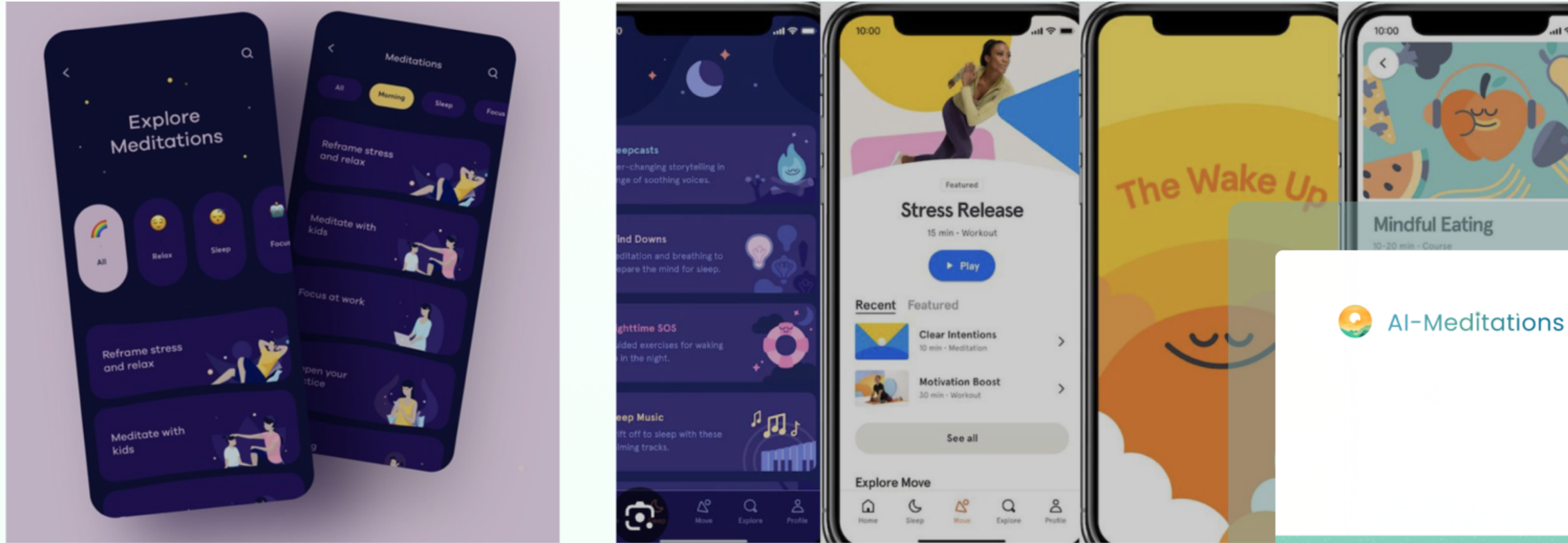
Problem of  
personalisation

## **Low engagement**

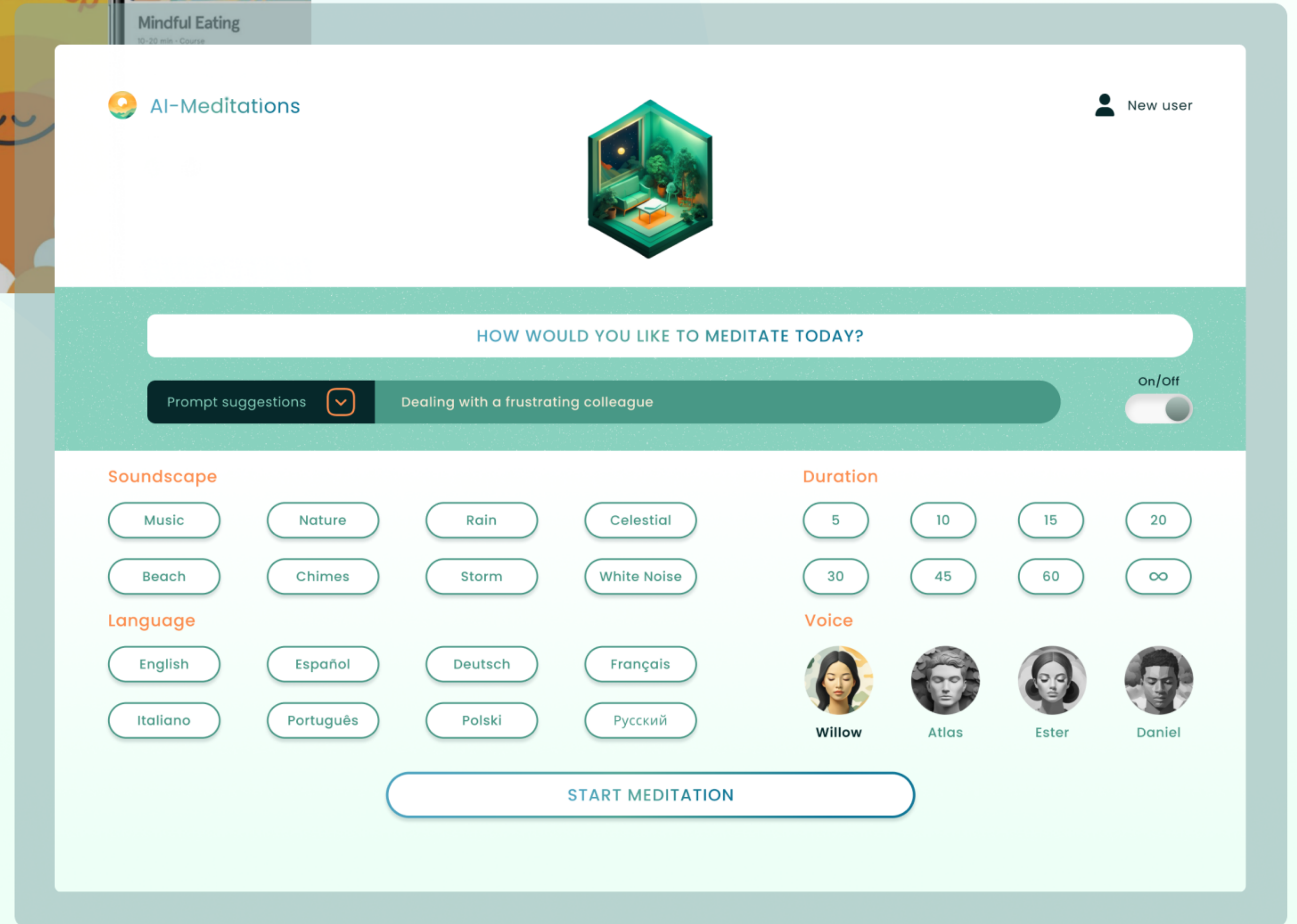
Even the most popular apps  
lose over 80% of users within 10 days.

AI Meditations tailors sessions to each user's unique needs, improving mindfulness and mental well-being... Actually no, the user makes them unique - our app is just a great tool to do that

# Most of the meditation apps...



# ... Our app



The sky is the limit,  
whatever you choose  
your meditation to be

# Solution

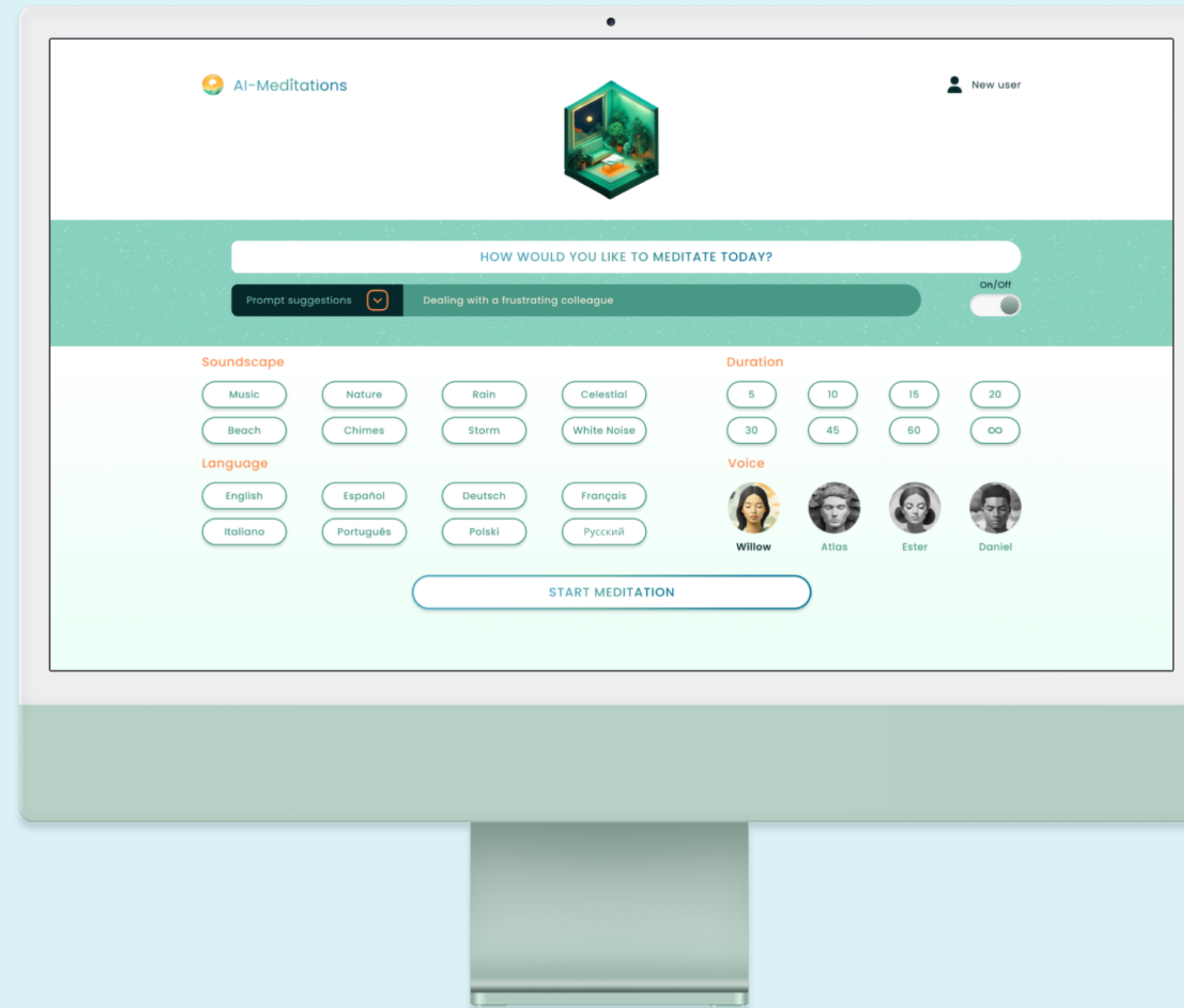
Meditation + self-programming, affirmation, manifestations etc. techniques (powered by AI)

AI Meditations is a trustworthy friend in each improving life journey.

## Core Features:

- User personalisation
- AI powered Meditation
- Voice Diversity
- Background sounds
- Languages
- Duration

# App Itself





# Our Core Message

AI Meditations' empowers individuals to take control of their mental well-being and life and achieve their goals, easily.

We combine traditional meditation with self-programming techniques to offer a unique, innovative, and personalized meditation experience for achieving any result user wants.

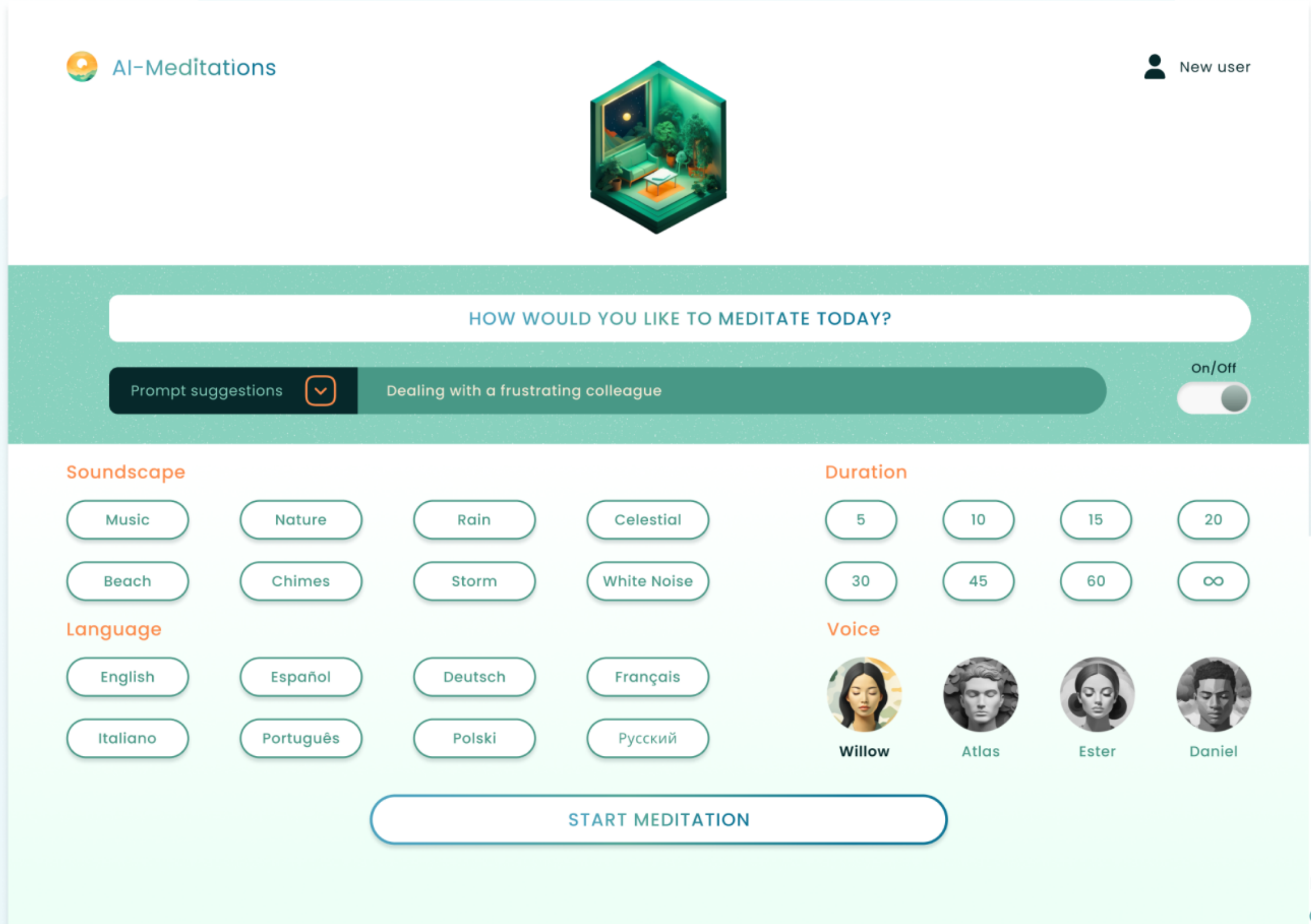
# Technology Stack

- App Architecture: frontend crafted with JavaScript and CSS, supported by Python backend.
- Backend: designed using Python, the backbone of our service, handling all the heavy computational work.
- Main Tool: OpenAI (for meditation text) and Flask (frontend)
- Audio Generation: yours truthfully, Eleven Labs!
- JS: app's interactivity and functionality.
- CSS: responsive design and intuitive user experience.

# Prototype

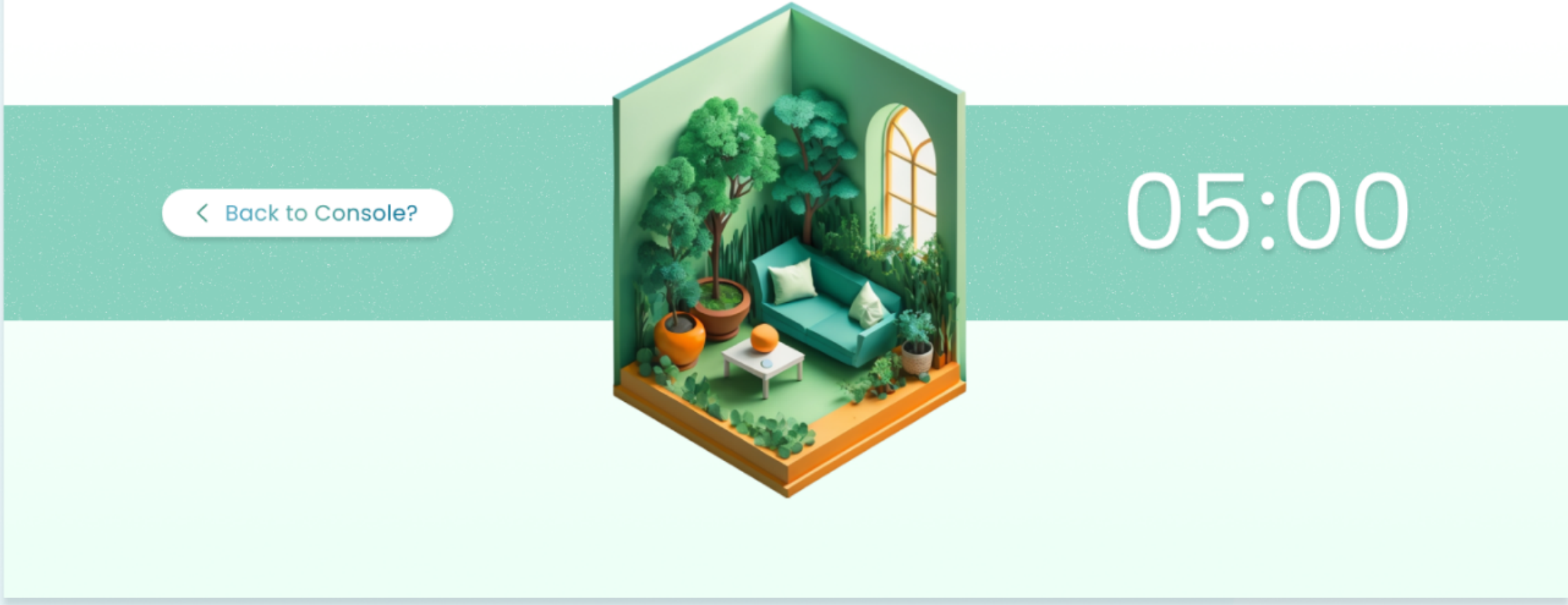
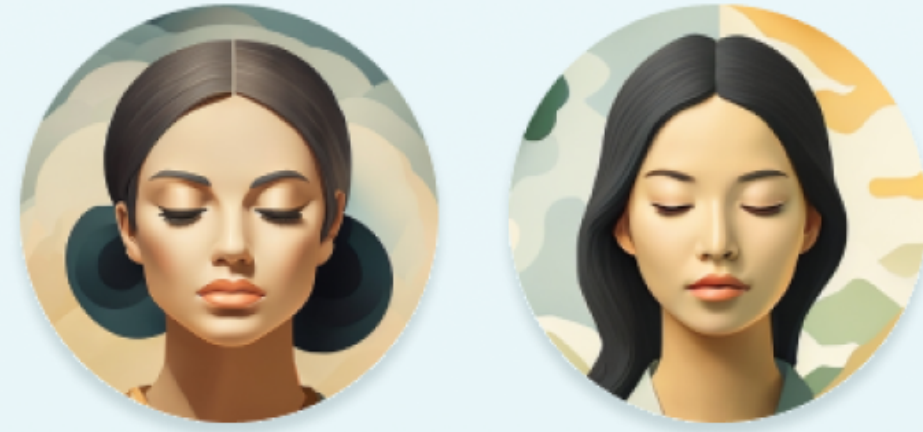
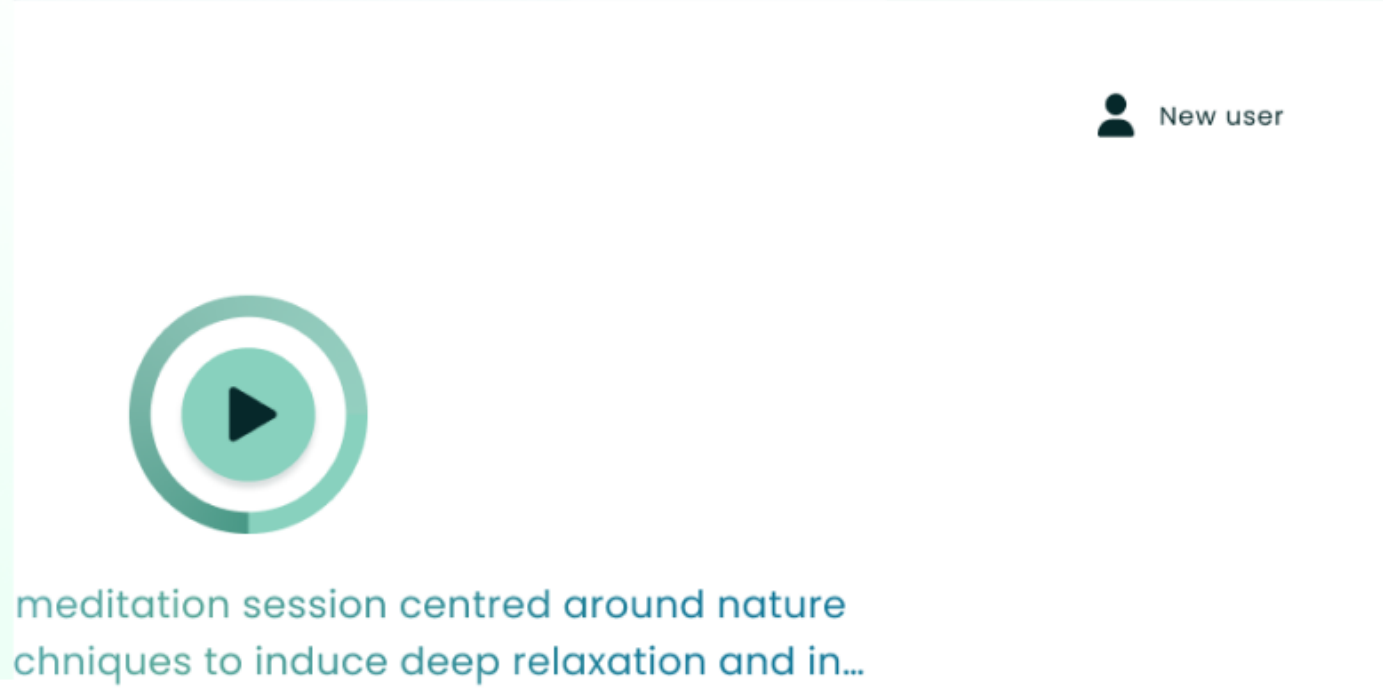


<https://www.ai-meditation.app/>



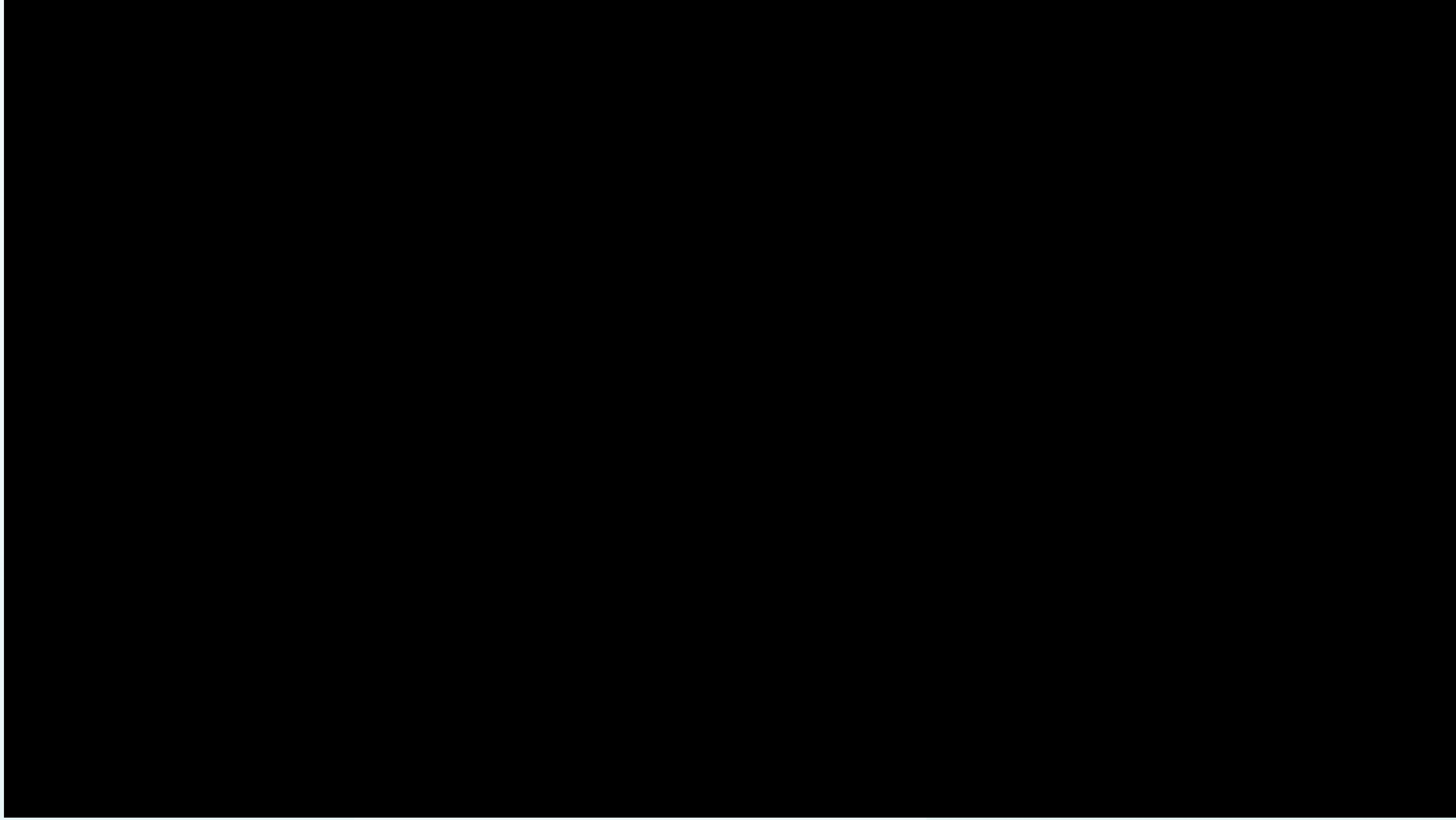
# UI/UX

Included reports on:  
**Competitor analysis &  
Competitive advantage**



UI/UX

Demo



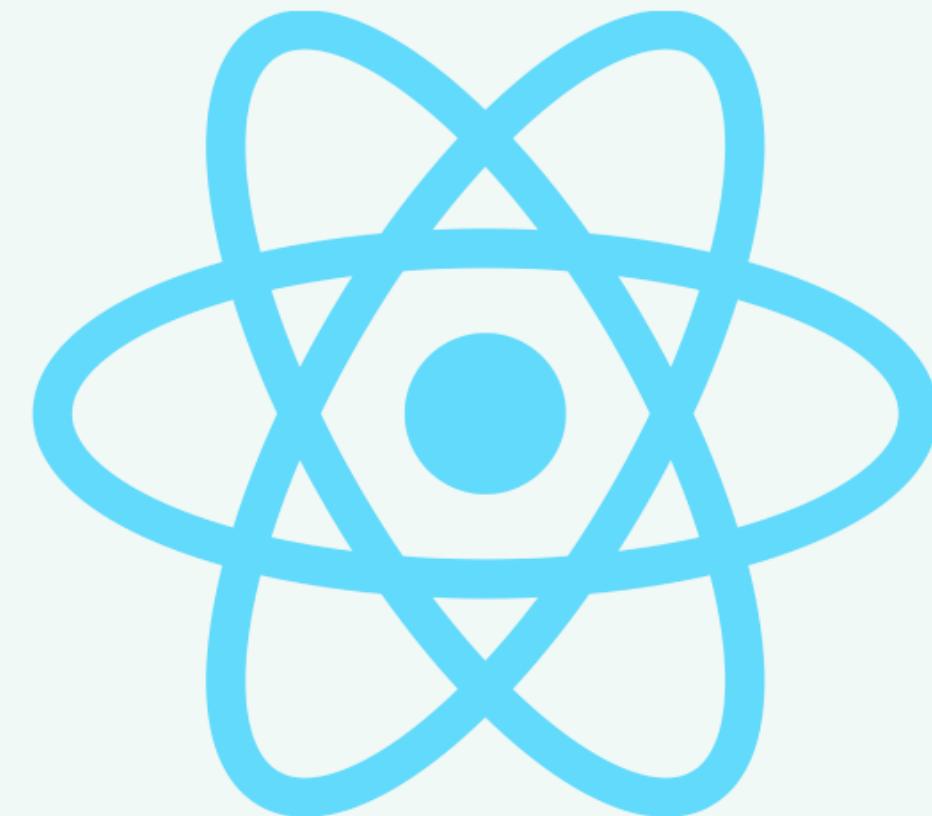
# Technical Implementation

Backend

**ElevenLabs**



Frontend



The background features two large, soft-edged abstract shapes. On the left is a light blue shape, and on the right is a light orange shape. A dark teal rectangular box is centered horizontally, overlapping both shapes. Inside this box, the text "Micro & Macro Perspective" is written in white, bold, sans-serif font, arranged in two lines.

# Micro & Macro Perspective

# Goal

We aim to draw 30–50k users within one year of launching our AI\_Meditations app on the App Store. We strive to maintain a highly engaged user base, with a target of 30% active user engagement.



# Market Potential

- Growing Interest in Meditation: between 200 and 500 million people meditate worldwide
  - Personalization Trend
  - Data-Driven Insights
  - Competitive Landscape
    - Long-Term Impact
- Wellness and Mindfulness Trends

# Target Audience

*Our app caters to health-conscious individuals, mindfulness enthusiasts, and professionals looking for relief from stress through personalised guided or unguided meditation sessions.*

- Age: mostly young adults (18-34)
- Preferences: interested in personal growth, stress reduction, improved focus, and emotional well-being
- Education: are likely to have higher levels of education and fall within higher income brackets
- Gender: mostly women

# Market Volume

## Some facts first...

- The self-care app market reached \$86 billion by 2022
- About 11% of smartphone users in the U.S. have downloaded a self-improvement app
- The self-help industry generates over 475,250 search queries on Google per month

# Market Volume

$$\text{Market Volume (yearly)} = 6.8 \text{ million}^* \times 0.25^{**} \times (8\$ \times 12)^{***} = 1.639 \text{ billion } \$$$

\*based on % of average smartphone users having self-help app

\*\* based on the adoption rate of such apps of Calm / Headspace

\*\*\* assuming that customer will have a yearly subscription paying 8\$ monthly fee

# Revenue Streams

1. Freemium Subscription: The set of core features of the AI Meditation will be available for free to all users - 5 meditations, voice diversity, background music, languages, and duration (TBD).

2. Premium Subscription: The set of ultra customised meditations

📌 10 meditations per month

📌 20 meditations per month

📌 Unlimited meditations

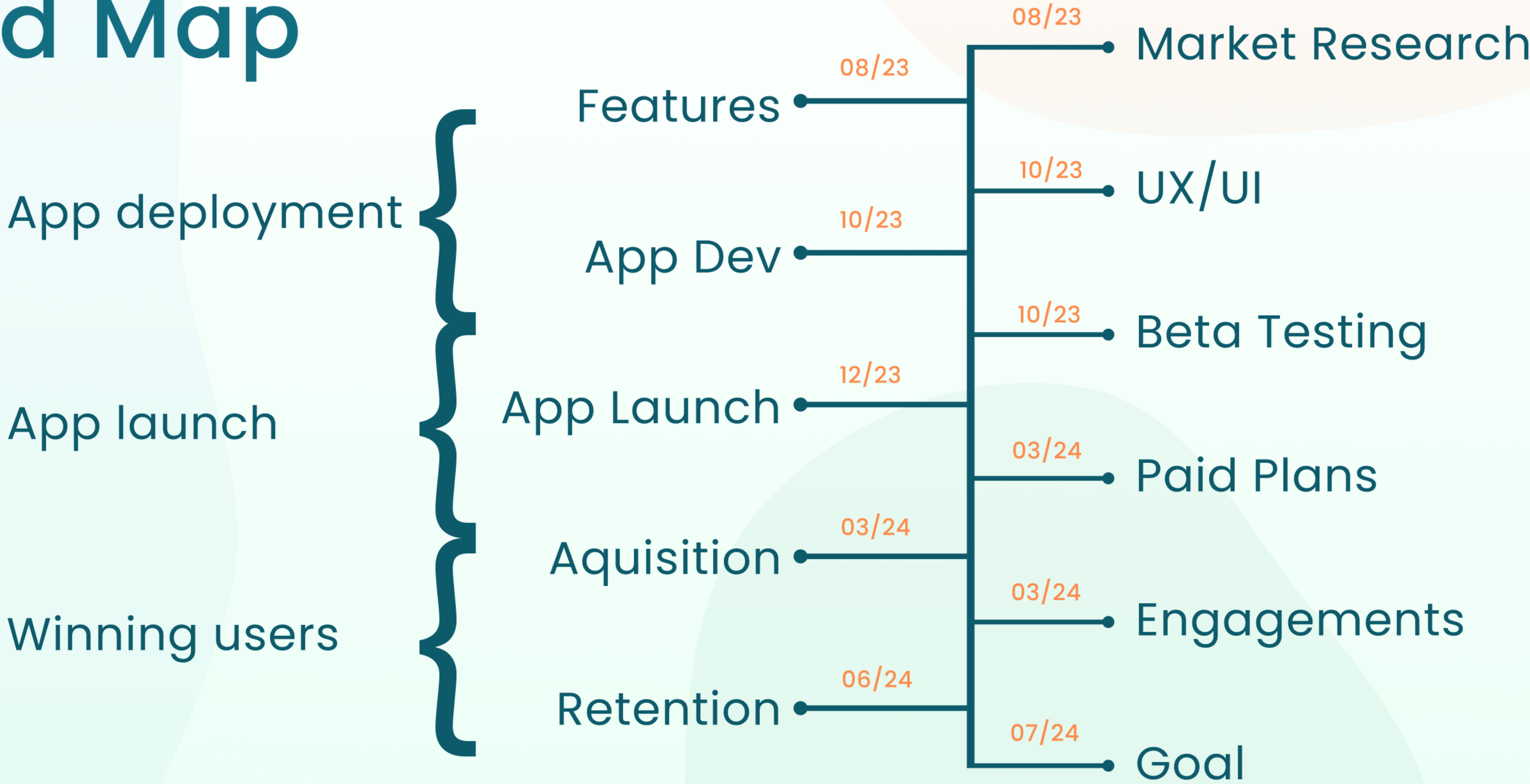
+ voice emotion, advanced background music library, "clone your voice" feature, "add pauses" feature.

3. One-time selling of group meditations: Online and offline group meditation sessions guided by Katya will be available to join either via Zoom or physically. The placement of the upcoming group meditations will be available on the main screen of the app.

4. Partnerships: Collaboration with meditation coaches, yoga instructors, psychologists, and reputable experts in the field of mental health.

5. Google Chrome Extension: Providing a quick access to AI Meditations. When users click on the extension icon, they can immediately start a guided AI meditation without having to navigate to a separate webpage or app. The meditation can be played in the background, which allows them stay on the same page.

# Road Map



# Conclusion

Ai Meditations app is truly innovative yet simple solution to one's need to have a unique meditation experience. The market potential is in favour, there are very few direct competitors and demand is growing. With the devotion of the team and financial support of investors, this project can be easily taken to Mental Health Summit and gain overall recognition.

The main app improvements are: integration of fine-tuned model for prompting, improving current features & adding new ones, enhancing UX/UI.

The main business improvements: presenting idea to many stakeholders, gaining users, getting engagement, raising loyalty.

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