



12Meditations

AI generated guided meditations
personalised for you

World is a difficult and stressful place

Pandemics



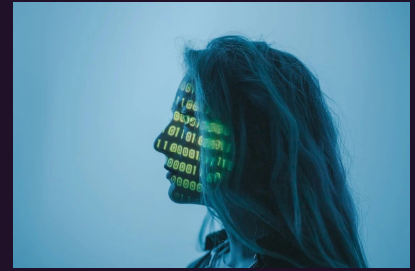
War



Economic instability



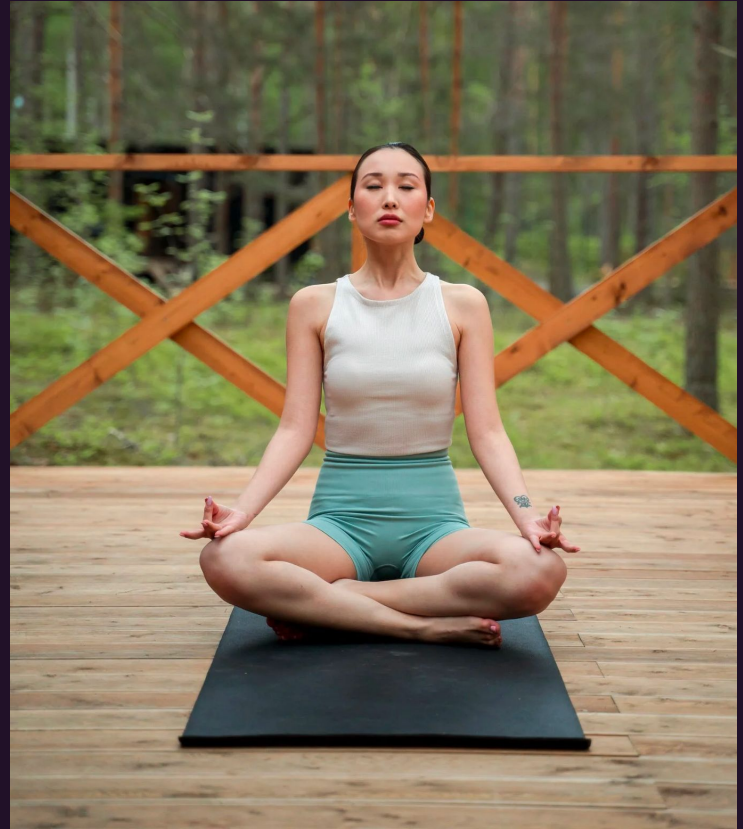
AI Anxiety



Meditation is a way to cope with stress

Meditation, a timeless practice bolstered by both ancient wisdom and modern science, offers profound benefits:

- It strengthens mental resilience, particularly during challenging times.
- Enhances emotional regulation, reducing distress and reactivity.
- Regular practice cultivates equanimity, enabling a balanced response to life's unpredictability.



~275M

people meditate
worldwide*


There are many solutions bringing meditation to people's life, however most of them have the same problems:

- ✗ **One-Size-Fits-All Approach:** Current meditation solutions fail to account for individual differences and personal objectives.
- ✗ **Inadequate Guidance:** Many solutions don't provide sufficient instruction, making it difficult for beginners to understand different meditation techniques.
- ✗ **Limite language options:** Many solutions provide just one or few popular languages

*<https://mindfulnessbox.com/how-many-people-meditate-in-the-world/>

Our solution is 12 Meditations

- ✓ personalised guided meditations personalized for your goals, time and etc.
- ✓ multiple languages supported -> meaning that you can have meditation in you language
- ✓ different practises available from mindfulness, Zen meditation to Stoic practises



12Meditations

Describe the goals of meditation meditation session. Why do you want to meditate? What challenges face you? What do you want to achieve?

Fear of loosing job.

Choose type of meditation

Stoic: View from Above

Select length of meditation

long >10 min

Select language of meditation

Polish

Select background sounds

forest

0:00 / 3:41

Select voice

Charlotte

Generate

DEMO

Market size

1.5 trillion USD

Market size for wellness*

4.5 billion USD

Meditation market worldwide**

CAGR: 18.5

Forecast for 2023-2030**

*Source: <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/feeling-good-the-future-of-the-1-5-trillion-wellness-market>

**Source: [https://www.skyquestt.com/report/meditation-market#:~:text=Global%20Meditation%20Market%20Insights,period%20\(2023%2D2030\).](https://www.skyquestt.com/report/meditation-market#:~:text=Global%20Meditation%20Market%20Insights,period%20(2023%2D2030).)

Customers



Consumer

Mobile application
Personalised guided
meditations



Business

as a benefit for
employees



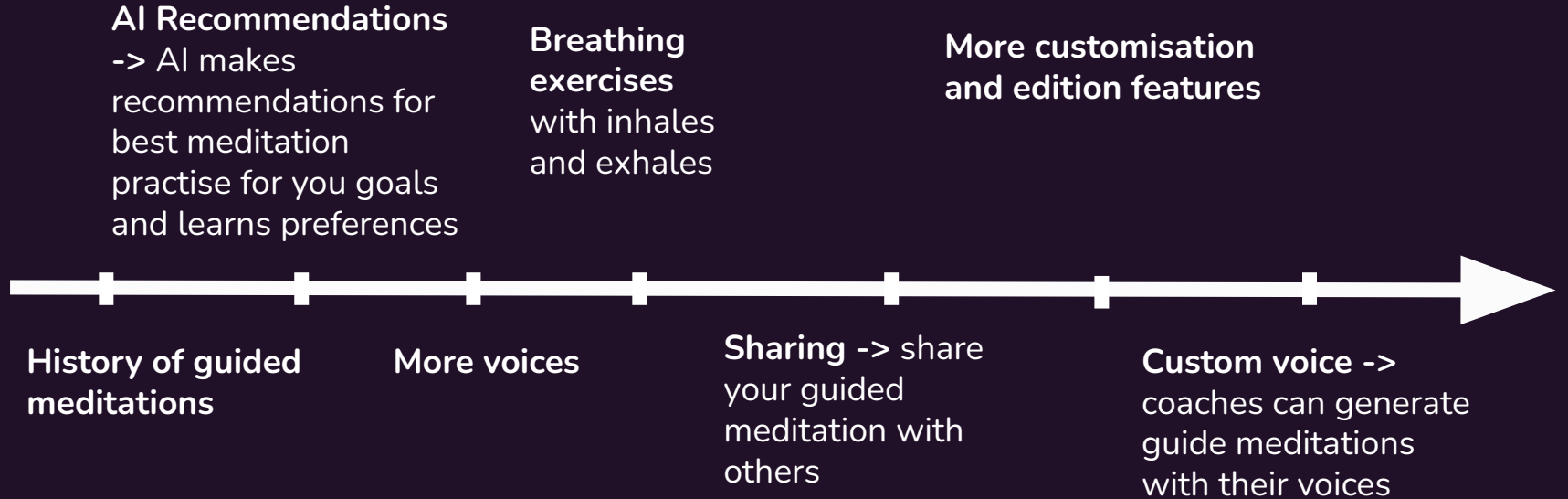
Coaches

as a solution for generating
custom meditations for their
customers

Revenue streams

-> **monthly subscription** per user
(for limited amount of meditation hours)

Roadmap



Team



Glib Skrypka

Solo entrepreneur

7+ years in Product management