

Watch how Mindcurrent works with personalized recommendations, AI-powered coaching, and research-backed tools and practices to reduce stress. See how Mindcurrent works with the world's leading organizations to help them reduce stress, improve performance, and create a more resilient workforce.

Sarah Kottler CEO, COO, CHRO @mindcurrent

- Why you may want to support us...**
- 1. Founded by 3 successful tech execs (IPO'd, 2 Ex-CEOs, and 1 former executive coach) with 15+ years of experience.
 - 2. 2020 Startup Challenge Winner with early investments from Nike executives, City of Berkeley, and several angel investors.
 - 3. Rated 5 stars on Apple App Store. Backed by research from psychologists, data scientists, and users from 40 countries.

Our Team

- Sarah Kottler** CEO, COO, CHRO. Sales and Marketing leader from 20+ years. Nike and Intel. Director of Sales at former startup.
- Chris Kottler** CEO, COO, CHRO. Former CEO of a \$100M startup. Formerly head of IT, sales and CEO across the company.
- David Cunningham** CEO, COO, CHRO. Formerly head of sales (IPO) @Palantir. Formerly head of sales (IPO) @Palantir. Formerly head of sales (IPO) @Palantir.

Why people love us

People don't love us just because of our great customer support and great app. They love us because they've seen the results of our research and know that we're the only company that can help them reduce stress and improve performance.

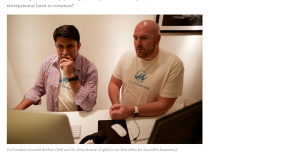
In the news

- 1. Strategy on the Resilient Startup Challenge - Forcast**
- 2. Mindcurrent: The Future of Work**
- 3. Mindcurrent: The Future of Work**
- 4. Mindcurrent: The Future of Work**

Downloads

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The Story of Mindcurrent



Founders Sarah Kottler (left) and Chris Kottler (right) with David Cunningham (center) in their office in San Francisco.

While building thousands of users and data, we've been able to reduce stress, improve performance, and create a more resilient workforce.

Why Stress?

When we built our first Mindcurrent prototype everyone thought we were crazy. We heard things like, "Stress is too big a job to do" or "Stress is not a factor" or "Stress is irrelevant". But we knew that stress was the biggest problem in the workplace. It was holding back our users at a time when a successful business needed a more productive workforce.

Our early research included interviews from Nike, Microsoft, and the City of Berkeley. These interviews revealed that stress was a major problem in the workplace. It was holding back our users at a time when a successful business needed a more productive workforce.

By measuring and predicting stress with our proprietary algorithms, we were able to provide personalized recommendations for stress management. For example, Nike's CEO, Pat Riley, used our program to reduce stress and improve performance. Microsoft's CEO, Steve Ballmer, used our program to reduce stress and improve performance. And the City of Berkeley used our program to reduce stress and improve performance.

All these success stories and testimonials from Microsoft, Nike, and the City of Berkeley led us to believe that we were on to something. We were on to something that was helping individuals and organizations to reduce stress and improve performance. We were on to something that was helping individuals and organizations to reduce stress and improve performance.

Thus, by measuring and predicting stress on a personal level, we're helping individuals and organizations to reduce stress and improve performance. We're helping individuals and organizations to reduce stress and improve performance.

The 1978 Problem

Market:

- Corporate Wellness:** \$1.2B market, growing at 15% CAGR.
- Personal Wellness:** \$1.5B market, growing at 10% CAGR.

For decades, organizations have been trying to reduce stress to boost productivity, performance, creativity, happiness, and more. But the results have been mixed. Personal stress reduction is a hard sell as an individual solution.

According to the Employee Assistance for Balance and Health in 2018 (EABH) and the American Institute for Stress, the most common reason for stress is the work/life balance. The most common reason for stress is the work/life balance. The most common reason for stress is the work/life balance.

Most stress reduction programs are designed to help individuals reduce stress. But our program is designed to help organizations reduce stress. Our program is designed to help organizations reduce stress. Our program is designed to help organizations reduce stress.

Fourth Time is a Charm

After three attempts at a full-on stress solution, we built a wellness app. Feedback and a personal stress solution (EABH) led to the success of our app. "Fourth Time is a Charm" is the story of our app. "Fourth Time is a Charm" is the story of our app. "Fourth Time is a Charm" is the story of our app.

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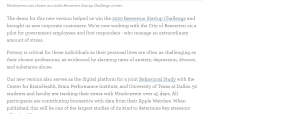


Mindcurrent app interface showing personalized stress management recommendations and coaching tools.

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Mindcurrent app partners with leading organizations like Google and Microsoft.

The Only Top-Down or Bottom-Up Solution

With thousands of employees, we've seen that top-down and bottom-up solutions are not the answer. The only solution is a combination of top-down and bottom-up solutions. The only solution is a combination of top-down and bottom-up solutions.

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Why Now?

With early investments from executives at Nike, successful tech angels, and the City of Beaverton, we're poised to grow sales quickly with our new version. This fundraising effort allows us to complete development and deliver the new version to companies, schools, and nonprofits as quickly as possible.

In the growing wellness industry, Mindcurrent is one of the only examples of machine learning being used with complete privacy and protection for each user's data. We monetize through B2B but our mission has always been to serve each individual on a personalized basis.

By measuring and predicting stress we're uncovering deeper issues while creating transparency and accountability for stronger cultures, better retention, and overall happiness.

Join us and our experts as we "do good while doing great" and use technology to predict and personalize stress management on a global scale.

Investor Q&A

What does your company do? ▾

Mindcurrent uses AI to reduce stress. Recognizing each user's unique pattern our algorithm predicts stress and provides personalized recommendations from leading experts. Users are rewarded for regular, habit-forming usage, and they can redeem or donate rewards to veterans, police officers, or students. Companies, schools, and nonprofit organizations can identify and reduce stressors across their teams without compromising individual privacy.

— COLLAPSE ALL

ALL

Where will your company be in 5 years? ▾

Five years from now, we hope to be serving 2 million users globally across 10,000 companies, schools, and nonprofit organizations. 5% of net profits will be donated to charitable organizations. Our algorithm will be used in a wide variety of wellness products and our tagline "Stress Less. Live More." will be its own social impact clothing brand.

Why did you choose this idea? ▾

World's first AI to reduce stress with personalized recommendations. Self-reporting, biometrics, and rewards help us learn and predict your team's key stressors. Our 5-star rated experts guide each team member through short, private recommendations proven to reduce stress. Join the award-winning solution disrupting a \$977B global market.

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago? ▾

With countless privacy violations by Amazon, Facebook, and Google, consumers and organizations are seeking private, secure ways to aggregate and act upon meaningful data. And they're willing to pay for it.

Companies, schools, and nonprofits spend billions trying to manage stress without being able to measure it. We now have the AI, machine learning, wearables, and quantitative psychology to personalize recommendations on an individual level with incredible accuracy.

Lower stress creates healthier, happier, focused, creative, and collaborative team members. Increases in productivity and retention rates are extraordinary.

How far along are you? What's your biggest obstacle? ▾

We bootstrapped our way through 3 prototypes and 20,000 beta users in more than 40 countries.

Our fourth prototype won our city's (Beaverton) 2020 Startup Challenge and brought us our first corporate customers.

Our new version incorporates findings from a joint behavioral study we're conducting with the Brain Performance Institute, Center for BrainHealth, and the University of Texas at Dallas, analyzing stress and biometrics data from 50 students and faculty.

While there's a lot of excitement for our new version, we're out of cash. Thus, we're crowdfunding to complete the development and release of our new version and grow our initial corporate customer base.

Who competes with you? What do you understand that they don't? ▾

Nike's Run Club provides fitness programs. Oura provides sleep insights. Headspace provides meditation content. Noom provides nutrition and diet programs.

All of these wellness solutions are downstream from Mindcurrent. i.e. Once we know what is stressing you, there are many specialized and fragmented partners to provide specific content and solutions.

Mindcurrent offers radical transparency for stress awareness matched with personalized accountability and rewards for stress reduction.

We're the only solution aggregating this data across companies, schools, and nonprofits, and providing specialized recommendations for different roles (e.g. management and staff, faculty and students) within each organization.

How will you make money? ▾

Mindcurrent is sold to companies, schools, and nonprofits as a subscription service. Organizations are billed at the end of each month for active subscribers and the monetary value of all rewards redeemed by their users.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? ▾

Talent ... Mindcurrent's growth and ability to deliver extraordinary customer experiences is dependent on our ability to recruit and develop a larger (future) team. It remains to be seen how effectively we can add team members to support our growth.

Fundraising ... To support our sales growth we will need to diversify our fundraising efforts to match our growth and working capital needs. It remains to be seen how effectively we can raise additional capital.

Privacy ... Mindcurrent is a rare example of an AI company that protects its users privacy, instead of exploiting their data for advertising/other revenues. A cyber attack by a sophisticated adversary could have a damaging impact on our company and the trust of our customers.
