

# MINDCURATE

MINDFUL + WELLNESS TECHNOLOGY



"But to view mindfulness simply as the latest self-help fad underplays its potency and misses the point of why it is gaining acceptance with those who might otherwise dismiss mental training techniques closely tied to meditation-- Silicon Valley entrepreneurs, FORTUNE 500 titans, Pentagon chiefs and more" - TIME MAGAZINE



MINDCURATE

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MINDFUL + WELLNESS TECHNOLOGY

We need places of solice to calm the mind and body - to rejuvenate energy.  
Mind Curate is a modern sanctuary and cocoon,  
a private escape to assit your mnd in find peace,  
clarity, relaxation and renwed energy.

A mindful fusion of relaxation and technology to find mindfulness, space,  
exand and achieve daily mindfulness.

Lets us take you on a journey.



# THE PROBLEM



A close-up photograph of a woman's face, which is partially obscured by her hands. Her fingers are spread across her eyes and forehead, suggesting a sense of overwhelm, stress, or a desire to hide her emotions. The lighting is soft and somewhat dim, creating a somber and intimate atmosphere. The background is out of focus, showing hints of an indoor setting.

" The newest generation of professionals is entering the professional world, and their stress levels are already higher than their parents. According to research from the American Psychological Association, Generation Z—those born anywhere from 1994-1997 depending on which expert you reference—are more likely than any previous generation to report their mental health as fair or poor. Over 90% have reported experiencing at least one symptom of stress, including lack of motivation and depression.

There are many issues at play that are stressing Gen Z out, including the political climate, fears regarding their safety, reports of sexual harassment and assault and ever-present issues surrounding money. But of the Gen Z adults completing the survey, 77% of them reported that work was a cause of their stress, compared to 64% of adults overall.

So, why does this matter? Though they are still young and just starting to enter the working world, Gen Z makes up 26% of the overall population."

- FORBES MAGAZINE -

# THE PROBLEM

## SLEEP DISORDERS

Sleep complaints are amongst the commonest in medical practice, and insomnia, the commonest of these affecting transiently 1/3 of the population at some point in the year and 1/3 of this population that is 1 in 10 persisting as chronic insomnia. There are significant consequences on the quality of life for individuals and significant economic burden for society.

## STRESS

Americans (60 percent) report that personal health concerns or health problems affecting their family are a very or somewhat significant source of stress.

- [APA.ORG](http://APA.ORG) -

## ANXIETY

Anxiety disorders are the most common mental illness in the U.S., affecting 40 million adults in the United States age 18 and older, or 18.1% of the population every year. Anxiety disorders are highly treatable, yet only 36.9% of those suffering receive treatment.

- [ADAA.ORG](http://ADAA.ORG) -

## DEPRESSION DISORDER

The leading cause of disability in the U.S. for ages 15 to 44.3. MDD affects more than 16.1 million American adults, or about 6.7% of the U.S. population age 18 and older in a given year. While major depressive disorder can develop at any age, the median age at onset is 32.5 years old.

## OVERWORKED

Forced overtime, heavy workloads, and frenetic work paces give rise to debilitating repetitive stress injuries, on-the-job accidents, over-exposure to toxic substances, and other dangerous work conditions. Nevertheless, some studies are beginning to show the costs of compulsory overwork. Reg Williams and Patricia Strasser, professors of nursing at the University of Michigan, estimated in the journal of the American Association of Occupational Health Nurses that the total cost of depression at work was as high as \$44 billion. They pointed out that healthcare workers have focused much attention on the workplace risk factors for heart disease, cancer, obesity, and other illnesses, but little emphasis on the risk factors for depression, stress, negative changes in personal life, and difficulties in interpersonal relationships.

- [WIKIPEDIA](http://WIKIPEDIA) -

## LACK OF PRIVACY

The open office plan was supposed to be less expensive and conducive to building a lighter, happier, more open and collaborative company culture. But it's backfiring. Last year, a survey by enterprise software strategist William Belk found that 58 percent of high-performance employees say they need more private spaces for problem solving, and 54 percent of HPEs say their office environment is "too distracting." The survey netted 700 respondents from a broad swath of industries.

In 2013, researchers from the University of Sydney examined the "privacy-communication trade-off in open-plan offices" and found that the benefits of easy communication that are intended to go along with open-plan offices don't outweigh the drawbacks, such as a huge lack of privacy.

When privacy suffers, the rate of productivity quickly goes downhill, hurting the bottom line.

- [THE CHICAGO TRIBUNE](http://THECHICAGOTRIBUNE) -

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MINDFUL + WELLNESS TECHNOLOGY



WAR VETERANS

3 MILLION VETERANS ARE SUFFERING FROM PTSD

CANCER

10 MILLION PEOPLE ARE DIAGNOSED EVERY YEAR

UNDER PRIVILEGED YOUTH

6 MILLION YOUTH ARE ON THE STREETS

TRAUMATIC BRAIN INJURY

10 MILLION PEOPLE SUFFER FROM TBI EVERY YEAR

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Mindfulness meditation can assist people in changing their lives and improve the quality and health of their mind.

BUY A MINDFULNESS APP & GIVE ONE MINDFULNESS APP TO SOMEONE IN NEED.

OUR MISSION IS TO HELP 3 MILLION PEOPLE IN NEED  
FIND MINDFULNESS IN THEIR LIFE BY 2021

# THE SOLUTION



A high-contrast, black and white silhouette of a woman's head and shoulders in profile, facing right. She has long, dark hair and is wearing a dark turtleneck sweater. A white earbud is visible in her right ear, with a thin white cord extending down her neck. The background is a light, solid color.

# MINDCURATE

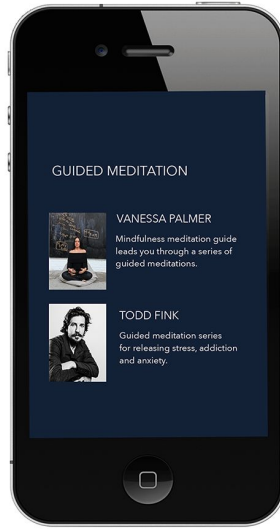
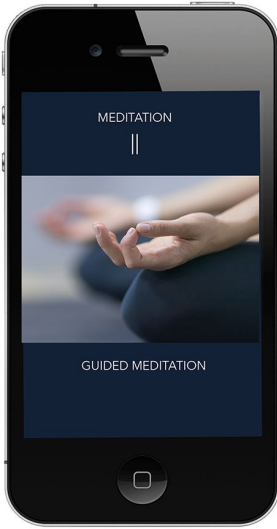
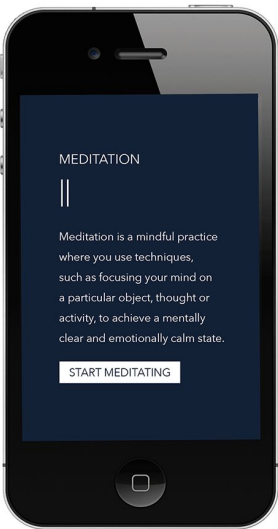
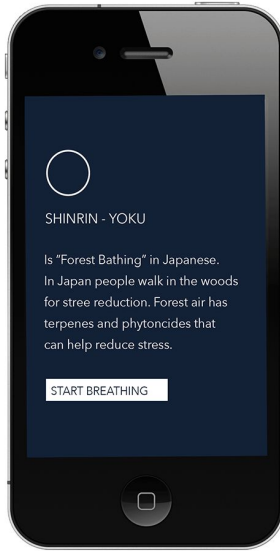
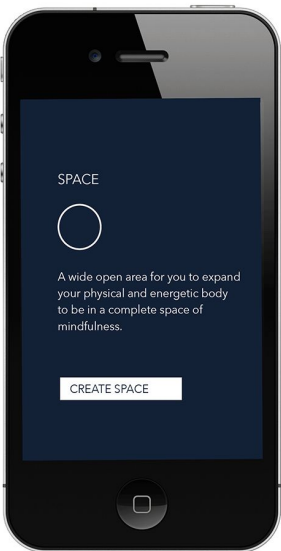
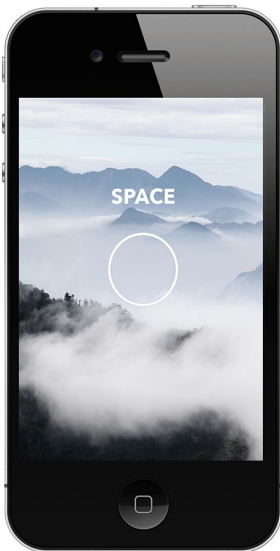
APP TECHNOLOGY

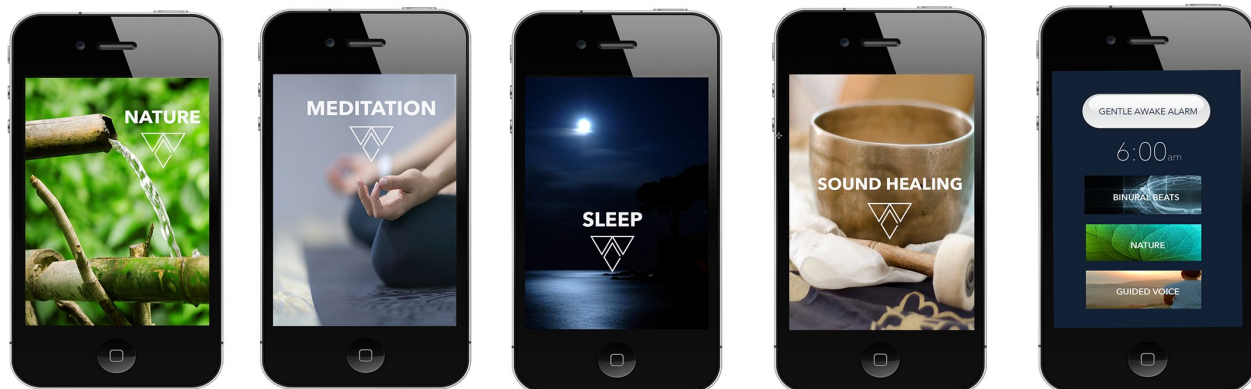




MINDCURATE APP  
MINDFUL + WELLNESS TECHNOLOGY

THE SOLUTION





### MEDITATE

TRAIN THE MONKEY MIND TO SLOW DOWN AND TAKE CONTROL OF RACING THOUGHTS TO BECOME PRESENT. WITH OVER 100 GUIDED MEDITATIONS FROM MEDITATION GUIDES VANESSA PALMER AND TODD FINK. TAKE AS LITTLE AS 5 MINUTES OUT OF YOUR DAY TO CREATE MIND SPACE.

### SLEEP

INSPIRED BY THE NASA 26 MINUTE SLEEP TECHNOLOGY AND A SELECTION OF GUIDED SLEEP STORIES AND MEDITATIONS THAT CAN ASSIST IN REDUCING STRESS AND ANXIETY TO CURATE A SOUND SLEEP EXPERIENCE.

### MINDFUL CHILL

LISTEN TO MINDFUL MUSIC AND SOUNDSCAPES THROUGHOUT YOUR DAY TO JUST CHILL AND FIND MINDFULNESS THROUGH MUSIC.

### SOUND THERAPY

FROM BINURAL BEATS, TO TIBETAN BOWLS AND ASIA CHIMES, TAP INTO THE POWER OF THE SCIENTIFIC STUDIES OF SOUND THERAPY TO HELP REDUCE STRESS AND ANXIETY TO HEAL YOUR MIND AND BODY.

### NATURE SCAPES

IMMERSE YOURSELF IN FOREST BATHING, WATERFALLS, SUNRISE AND SUNSETS, NIGHT SKYS OR THE MOUNTAINS OF NEPAL. CURATE YOUR OWN EXPERIENCE WITH A GUIDED MEDITATION, SOUND HEALING SESSION WITH TIBETAN BOWLS OR A CHILLED MUSIC SESSION.

### TAPPING

TAPPING IS A COMBINATION OF ANCIENT CHINESE ACUPRESSURE AND MODERN PSYCHOLOGY THAT WORKS TO PHYSICALLY ALTER YOUR BRAIN, ENERGY SYSTEM AND BODY ALL AT ONCE. THE PRACTICE CONSISTS OF TAPPING WITH YOUR FINGERTIPS ON SPECIFIC MERIDIAN POINTS WHILE TALKING THROUGH TRAUMATIC MEMORIES AND A WIDE RANGE OF EMOTIONS.

### BREATH TECHNOLOGY

LEARN THE MINDFUL ART OF BREATH TECHNOLOGY. THE POWER OF PRANAYAMA AND BREATH CONTROL IS TRULY LIFE CHANGING. ONE CONSCIOUS INHALE AND EXHALE IS A MEDITATION.

### MINDFULNESS TRAINING

TAP INTO SIMPLE 5 MINUTE MINDFULNESS EXERCISES TO CALM THE MIND THROUGHOUT YOUR WORK OR SCHOOL DAY.

### MINDFUL TALKS

NEW PODCASTS AND TALKS WITH THOUGHT LEADERS, MINDFULNESS EXPERTS AND EVERYDAY PEOPLE SHARING THEIR MINDFUL STORIES ON LIFE.

### DAILY TONIC

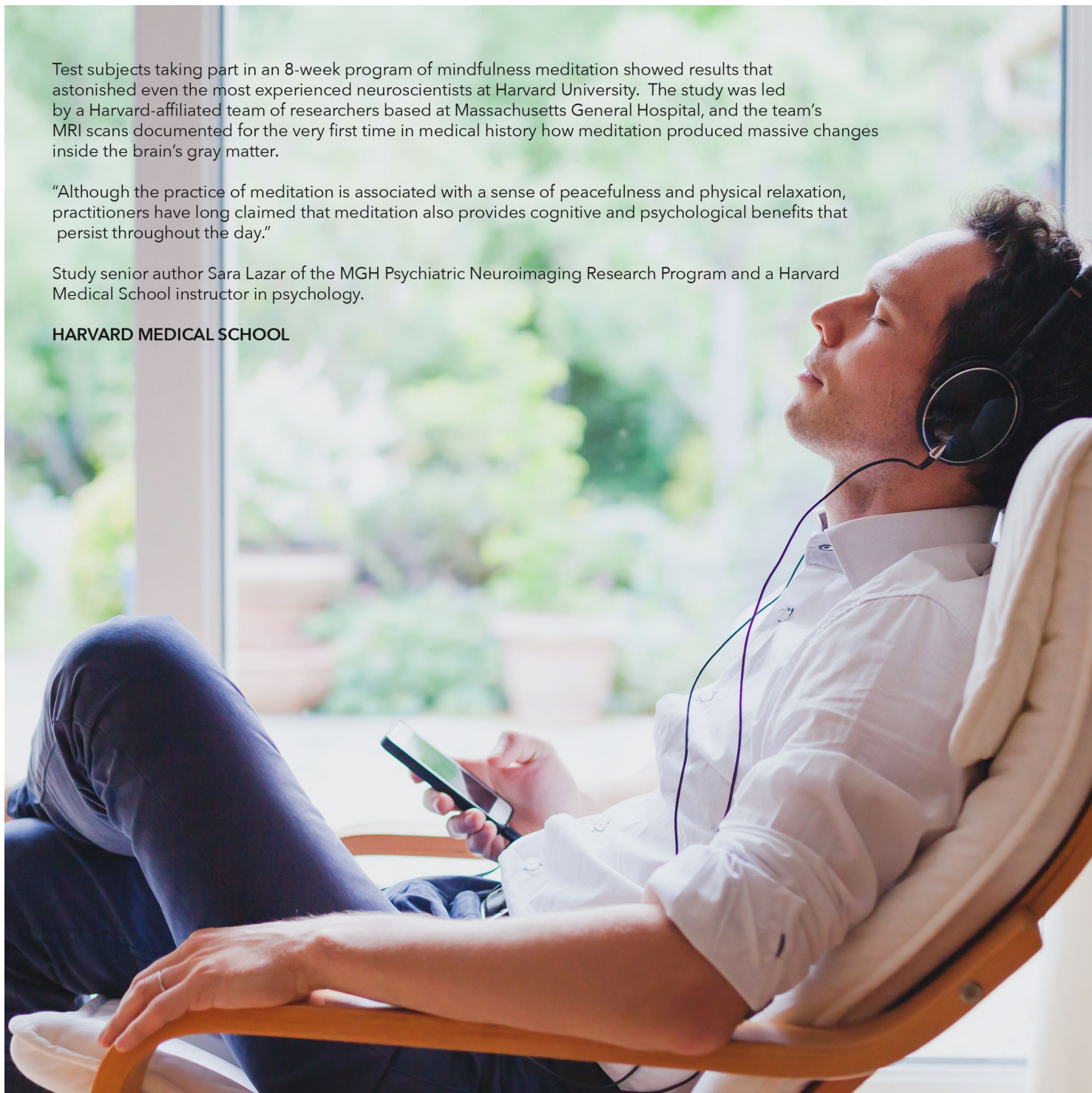
WAKE TO A MINDUL ALARM - SOUNDS OF ASIAN BELLS, OR MAYBE OCEAN WAVES. A DAILY PIECE OF POSITIVE INSPIRATION WILL APPEAR ON YOUR SCREEN THAT WILL STAY ON THE APP FOR 24 HOURS THEN GENTLY FADE AWAY.

Test subjects taking part in an 8-week program of mindfulness meditation showed results that astonished even the most experienced neuroscientists at Harvard University. The study was led by a Harvard-affiliated team of researchers based at Massachusetts General Hospital, and the team's MRI scans documented for the very first time in medical history how meditation produced massive changes inside the brain's gray matter.

"Although the practice of meditation is associated with a sense of peacefulness and physical relaxation, practitioners have long claimed that meditation also provides cognitive and psychological benefits that persist throughout the day."

Study senior author Sara Lazar of the MGH Psychiatric Neuroimaging Research Program and a Harvard Medical School instructor in psychology.

**HARVARD MEDICAL SCHOOL**





# MINDCURATE

EXPERIENTIAL POD TECHNOLOGY







# MINDCURATE

EXPERIENTIAL POD TECHNOLOGY

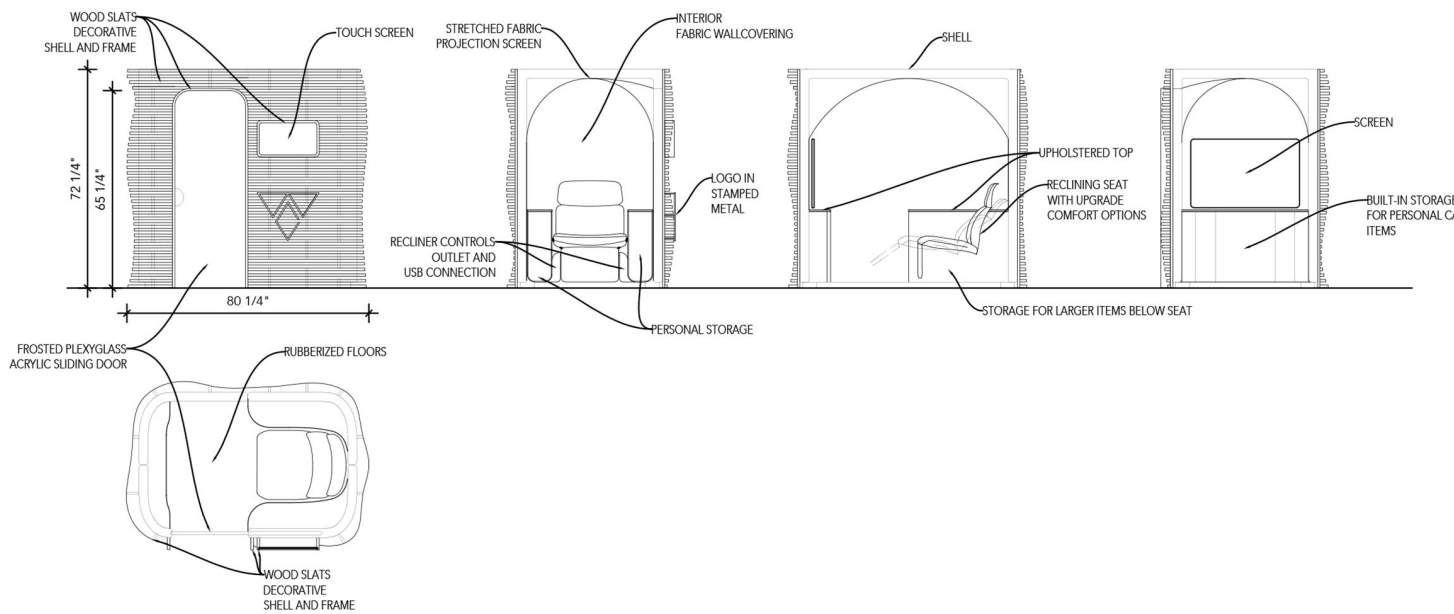
We all need places of refuge, to cocoon our mind and body connection. To rejuvenate, heal, repair, strengthen and train our minds to find that place of serenity again.

The MINDCURATE pod is a destination experience and wellness science to discover your essence, your connection to - you.









MINDCURATE



MINDCURATE Osaki

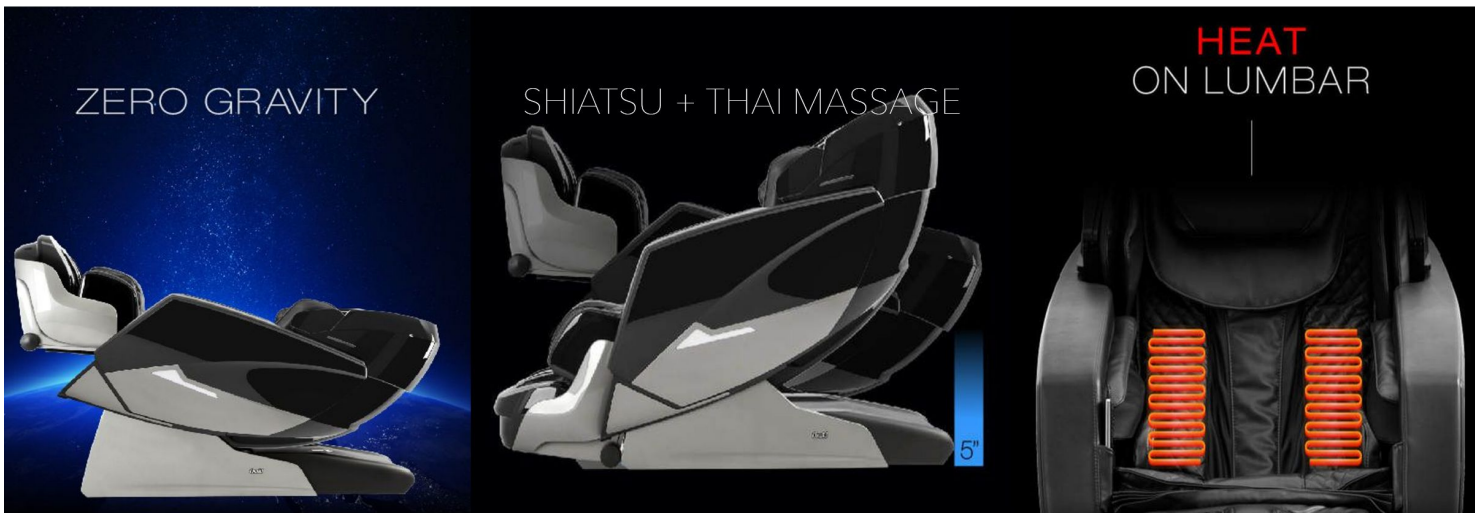






## FEATURES:

- L TRACK ROLLER DESIGN
- CALF ROLLER & KNEADING MASSAGE
- FOOT ROLLER MASSAGE
- BLUETOOTH CONNECTION FOR SPEAKER
- 3D MASSAGE
- SPACE SAVING DESIGN
- BACKREST SCANNING
- 6 UNIQUE AUTO-PROGRAMS
- 6 MASSAGE STYLES
- HEAT ON LUMBAR
- ZERO GRAVITY NASA TECHNOLOGY



THE MINDCURATE POD CHAIR WILL CONDUCT A BODY SCAN AND MAP THE KEY AREAS OF THE NECK AND BACK TO ENSURE A CONSISTENT AMOUNT OF PRESSURE WHILE APPLYING THE MASSAGE. THE SCANNING TECHNOLOGY WILL ALSO DETECT THE USER'S SHOULDER HEIGHT, WHICH CAN BE RECALIBRATED ONCE THE SCAN IS COMPLETE. IF THE USER DESIRES A HIGHER OR LOWER STARTING POINT, THEY WILL HAVE 10 SECONDS AFTER THE SCAN IS COMPLETE TO ADJUST.

INSPIRED BY NASA TECHNOLOGY, THE ZERO GRAVITY POSITION IS THE PERFECT POSITION FOR ULTIMATE RELAXATION. WHEN PLACED IN THE ZERO GRAVITY POSITION, THE COMPLETE WEIGHT OF YOUR BACK IS VIRTUALLY SUPPORTED BY THE BACKREST. THIS HELPS WITH MAXIMIZING THE INTENSITY OF THE MASSAGE. THE ZERO GRAVITY POSITION PUTS THE BODY IN THE ULTIMATE RELAXING POSITION AND RECLINES FURTHER TO PLACE YOUR LEGS ABOVE THE HEART FOR OPTIMAL CIRCULATION.

THE MINDCURATE POD CHAIR HAS 2 HEATING PADS LOCATED AROUND THE LUMBAR AREA. THE HEAT ENHANCES THE FEEL OF THE ROLLING MASSAGE.

THE NEWLY ENHANCED 3D MASSAGE IS DESIGNED TO MASSAGE WIDER AND DEEPER THAN THE CONVENTIONAL MASSAGE ROLLERS. THE 3D TECHNOLOGY ALLOWS YOU TO EXTEND OUT THE MASSAGE HEADS FOR AN INTENSE DEEP MASSAGE. THE 3D TECHNOLOGY HAS INTENSITY LEVELS FROM 1 TO 5, RANGING FROM MILD TO STRONG. WITH 3D TECHNOLOGY, REACHING AND MASSAGING THE ACUPUNCTURE POINTS BECOMES EFFORTLESS WITH ACCURATE PRECISION AND DEPTH, LEAVING YOU REVITALIZED.



#### FEATURES:

##### **IMMERSIVE VISUAL DOME PROJECTION**

NATURE | NIGHT SKY | MINDFUL EXPERIENCES

##### **MIND CURATE APP CONNECTION**

MEDITATE | SOUND JOURNEY | CHILL | SLEEP

##### **OVER 500 WAYS TO MINDFULNESS**

MINDFULNESS | SPACE | EXPERIENCE

##### **LIGHT PROJECTION TECHNOLOGY**

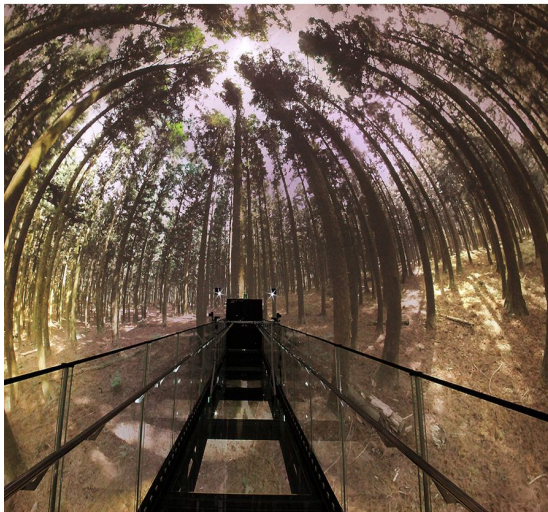
SAD LIGHT THERAPY | MOOD LIGHTING

##### **SCENT TECHNOLOGY**

FOREST BATHING | SLEEP | AIR | AQUA | EARTH

##### **CLEAN & PURE AIR**

POD AIR PURIFIER TRUE HEPA FILTER



#### **MEDITATE**

THE MINDCURATE POD PROVIDES INSTANT PRIVACY THROUGHOUT YOUR BUSY DAY TO CHECK OUT AND REJUVENATE THE MIND AND BODY.

#### **SLEEP**

INSPIRED BY NASA TECHNOLOGY, THE ZERO GRAVITY POSITION IS THE PERFECT POSITION FOR ULTIMATE RELAXATION. IMMERSE YOURSELF UNDER THE PROJECTION OF NIGHT SKYS AND SHOOTING STARS AS YOU LISTEN TO GENTLE EVENING SOUNDS TO GUIDE YOU INTO RELAXATION.

#### **CHILL**

WE ALL NEED TIME TO JUST CHECK OUT. THE MIND CURATE POD IS YOUR PRIVATE COCOON IN THE MIDDLE OF THE HUSTLE AND BUSTLE OF DAILY LIFE.

#### **LIGHT THERAPY**

REJUVENATE YOUR MIND AND BODY WITH THE HEALING EFFECTS OF SPECIALLY DESIGNED LIGHTING THAT CAN ASSIST IN HELPING THE SIDE EFFECTS OF SEASONAL AFFECTIVE DISORDER.





SERENITY

# THE MARKET

# 2016 YOGA IN AMERICA STUDY

Highlights from a national survey of more than 3,700 people.  
© 2016 Yoga in America Study conducted by Yoga Journal and Yoga Alliance

**36.7**  
*million*

The number of  
yoga practitioners  
in 2016

(Up from 20.4 million in 2012)

## GENDER DIVISION

**28%**  
10.3  
MILLION

**72%**  
26.4  
MILLION

**74**

percent  
of yoga  
practitioners  
have been  
practicing for  
5 years or  
less



The number of Americans likely  
to try yoga in 2016

**80**  
MILLION

\*1 PERSON EQUALS 10 MILLION AMERICANS

## Americans believe that yoga...

- Is good for you
- Increases flexibility and strength
- Enhances athletic performance
- Relieves stress

**79** percent  
of yogis



ENGAGE IN OTHER FORMS OF EXERCISE  
SUCH AS RUNNING, CYCLING, AND WEIGHT LIFTING

## TOP 5 PLACES YOGIS PRACTICE



1 Home



2 Gym or  
health club



3 Yoga studio



4 Community  
center



5 Park

**\$16.8**  
BILLION

Amount yogis spend on  
classes, yoga clothing,  
equipment, and accessories  
(An increase of \$6.1 billion since 2012)

yoga  
JOURNAL

The 2016 Yoga in America Study was fielded by Ipsos Public Affairs. #YogaInAmerica  
yogajournal.com/yogainamericastudy • yogaalliance.org/2016yogainamericastudy

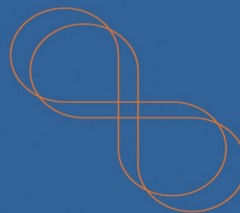
yoga  
ALLIANCE

## THE MARKET



## Use of Complementary Health Approaches in the U.S. National Health Interview Survey (NHIS)

8.0% of U.S. adults (18 million) used  
**meditation**



- 9.5% Yoga
- 8.4% Chiropractic or Osteopathic Manipulation
- 8.0% Meditation**
- 6.9% Massage Therapy

Citation: Clarke TC, Black LI, Stussman BJ, et al.  
Trends in the use of complementary health  
approaches among adults—United States, 2002–2012.  
National health statistics reports; no 79. Hyattsville,  
MD: National Center for Health Statistics. 2015.

U.S. Department of Health & Human Services • National Institutes of Health

NIH National Center for  
Complementary and  
Integrative Health

nccih.nih.gov

## THE MARKET

The history of yoga dates back thousands of years ago. Yoga and meditation are not separate practices. Traditional practice exhausts the body with movement ( the asana, Yoga) to prepare the mind and body for longer periods of meditation.

MINDCURATE is a lifestyle company that is helping bridge the gap between yoga, meditation and mindful living.

## MARKET FACTS

80 MILLION AMERICANS TRIED YOGA IN 2016

18 MILLION AMERICANS PRACTICED MEDITATION (NCCCIH.NIH.GOV 2015)

79% OF YOGIS ENGAGE IN OTHER FORMS OF EXERCISE (RUNNING + CYCLING)

\$16.8 BILLION SPENT ON CLASSES, YOGA CLOTHING AND ACCESSORIES

## CORPORATE MINDFULNESS

In 2015 the meditation and mindfulness industry raked in nearly \$1 billion, according to research by IBISWorld, which breaks out the category from the alternative health care sector. *This year 22% of employers will offer mindfulness training*—typically priced between \$500 and \$10,000 for large-group sessions—a percentage that could double in 2017, according to a forthcoming survey by Fidelity Investments and the National Business Group on Health. The non-profit Search Inside Yourself Leadership Institute, a mindfulness training program incubated at Google, grew revenue more than 50% last year by offering two-day workshops (up to \$35,000 for 50 people) to dozens of other Fortune 500 companies, including Ford and American Express.

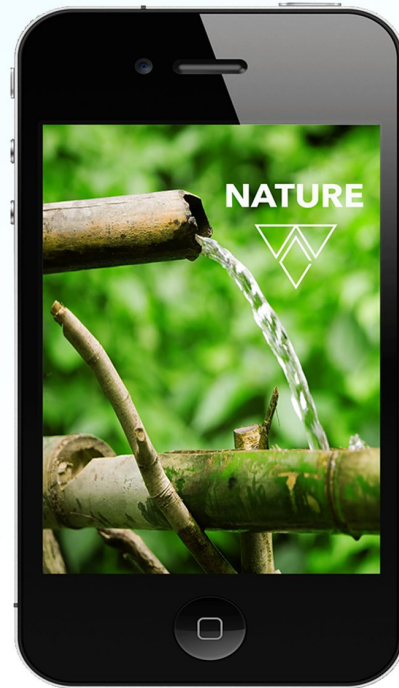
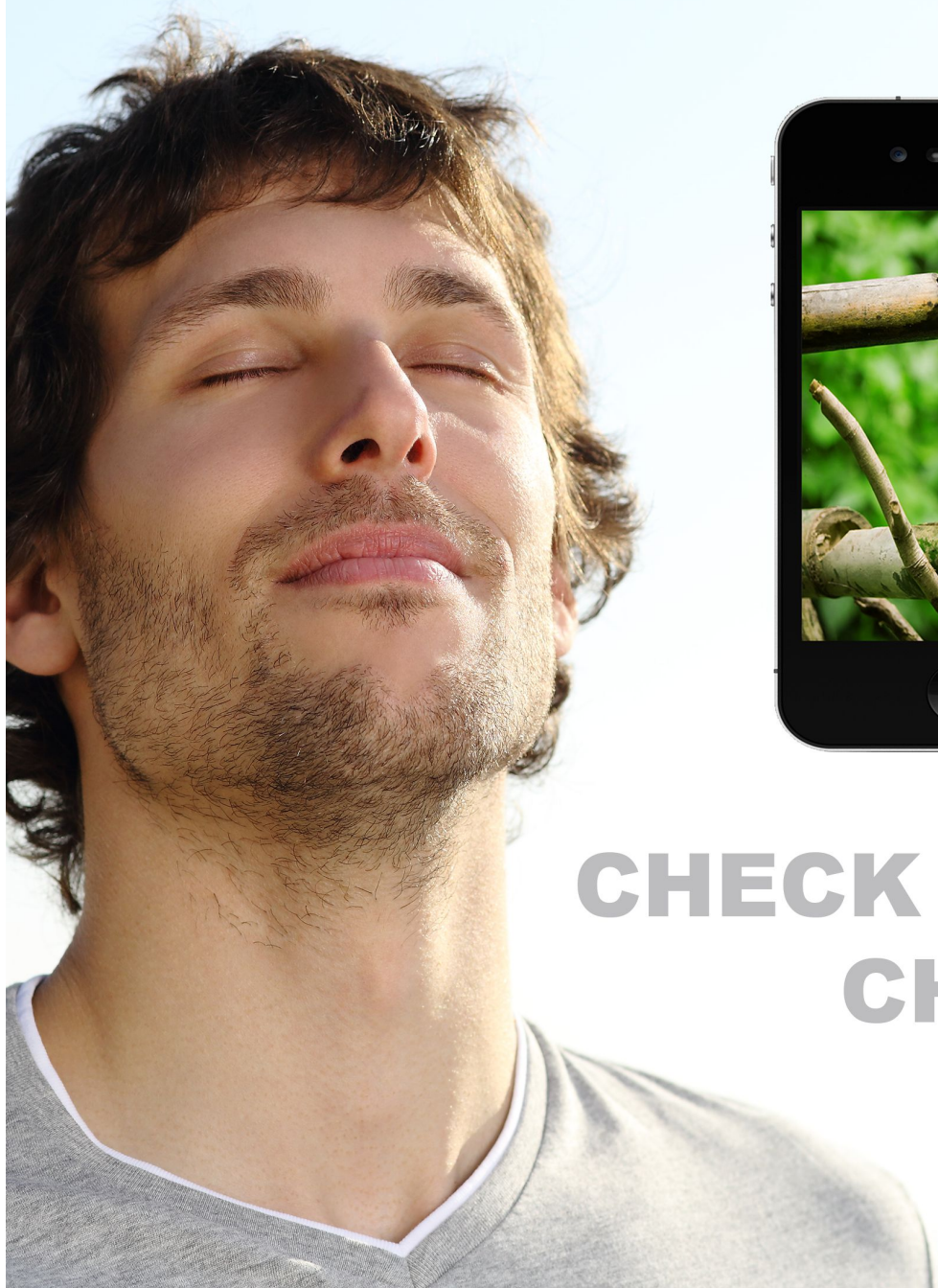
-FORTUNE MAGAZINE -



MARKETING







**CHECK OUT TO  
CHECK IN**

**MINDCURATE**





WE'LL TAKE YOU THERE



MINDCURATE





# JUST CHILLIN

MINDCURATE





MINDCURATE

BUY ONE GIVE ONE

WITH EVERY PURCHASE OF A ONE YEAR APP SUBSCRIPTION TO MINDCURATE,  
YOU GET TO PAY IT FORWARD TO SOMEONE IN NEED AND ONE OF OUR CHARITABLE WELLNESS PARTNERS.

AMERICAN FOUNDATION FOR SUICIDE PREVENTION | SUSAN G. KOMEN BREAST CANCER | COVENANT HOUSE | NATIONAL VETERANS FOUNDATION



CREATE YOUR OWN SPACE



MINDCURATE



A person is lying on their back on a dark wooden bench, sleeping. They are wearing a dark jacket and pants. The background is a dark blue night sky filled with many out-of-focus stars, creating a bokeh effect. The overall mood is peaceful and serene.

SLEEP UNDER THE STARS



MINDCURATE

YOUR OWN PRIVATE SANCTUARY & MINDFULNESS ESCAPE.

