Play your music, pause the mind
Every year over 110 million people die due to chronic stress, currently accelerated by Covid-19.
Our story
There is one place...
...where it all happens. A place that’s all we are. A place that defines us and lets you define everything and everyone around you. It’s the brain. A pinnacle of evolution. The birthplace of revolutionary thoughts, ideas, and world defining endeavors. No wonder a lot is going on in those three pounds of grey matter.

It’s always on.

And we use that state for mainly one thing: we keep stuffing it with more stuff. We have become an insatiable sponge of information, news, opinions, decisions, knowledge, and social media feed.

We fight deadlines. We have developed a fear of missing out. We have replaced a 9-to-5 mentality with a 24/7 one.

Yes, it seems we are eager to learn. But we forgot to learn what matters most: to pause your mind every now and then.
So say hi to AlphaBeats.

A revolutionary new technology that helps you destress, relax, unwind, or whatever you want to call it. In other words, our technology helps you deal with stress... or prevents you’ll ever need to.

And the best part is you can achieve that effortlessly, by listening to your own favorite music for just 10 minutes a day.

So put on your headphone. Sit back. And let our algorithm take care of the rest.
Vision
Inner peace creates outer (world) peace.

Mission
We are here to help people improve their well-being so they feel better, achieve more, enjoy life, bring happiness to their family and build great societies.

Our goal is to eradicate stress as the health epidemic of the 21st century by 2030

Core belief
In the Covid era stress is at an epic level for various reasons. People are navigating this new normal: Homeschooling their kids, uncertainty about income, living together 24/7…….. Our solution is the most seamless and frictionless solution available. People don’t have a lot to do to use it.

Listening to music is in our natural life flow. We seamlessly integrate stress relief with something that most people already do on a daily basis: listening to their own favourite music.
How does it work?

1. We use your continuous biofeedback to feed our algorithm.

2. Our algorithm tweaks whatever music you like listening to.

3. Stimulating your brain to go in the relaxing Alpha mode.
How does it look?

Select your favourite music → Listen for 10 minutes → Track your progress → Become your own zen master
Competition: stress relief

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<th>Calm</th>
<th>Garmin</th>
<th>Fitbit</th>
<th>Apple Watch</th>
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<tbody>
<tr>
<td>Personal audio/music</td>
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*implicit learning
AlphaBeats is building on eight years of Philips research on the brain domain and four years of scientific validation at Tilburg University.

Studies show the AlphaBeats solution is significantly more effective in helping people relax than listening to music alone. And after four weeks, a person’s ability to relax is dramatically improved.
The perfect storm

- €24b
  - 400m subscribers
  - Music streaming industry

- €35b
  - CAGR 16%
  - Wearable industry

- €1.2b
  - CAGR 41%
  - Mindfulness and meditation app industry

1. Turning music into a medicine
2. Bringing wearables to the brain
3. Adding subconscious learning
Go to market: The stress circle of life

In 25 years, the number of pregnant women with depressive symptoms doubled.

2.9% of kids in The Netherlands have ADHD.

Stress is the #1 health concern of high school students.

Player readiness.

Critical jobs: Employee readiness.

17% of all employees have serious burnout complaints.

Elders are more vulnerable to stress.

Today is primarily B2C. We are maximizing our megaphone of our word of mouth. This enables us to create a huge beta test community. Secondly we will fully leverage partners who already have a strong brand in the defined areas with specific user groups to start validating.

Join the partner program.

Photo by Erik Lucatero.
Team

Han Dirkx
CEO/CMO

Johan Kortas
Lead Innovation & IP

Jor Vellema
CCO/CmedO

Elroy Verhoeven
Developer / AI

Ad Denissen
Senior Scientist

Sjaak Meulen
Senior Developer

Bert-Jan Woertman
Marcom

Photo by David Tran
Join the beta test

Join us at SXSW Pitch!

MARCH 17–18, 2021

Han Dirkx
+31 6 45790013
han@listenalphabeats.com