



# alphabeats

Play your music, pause the mind

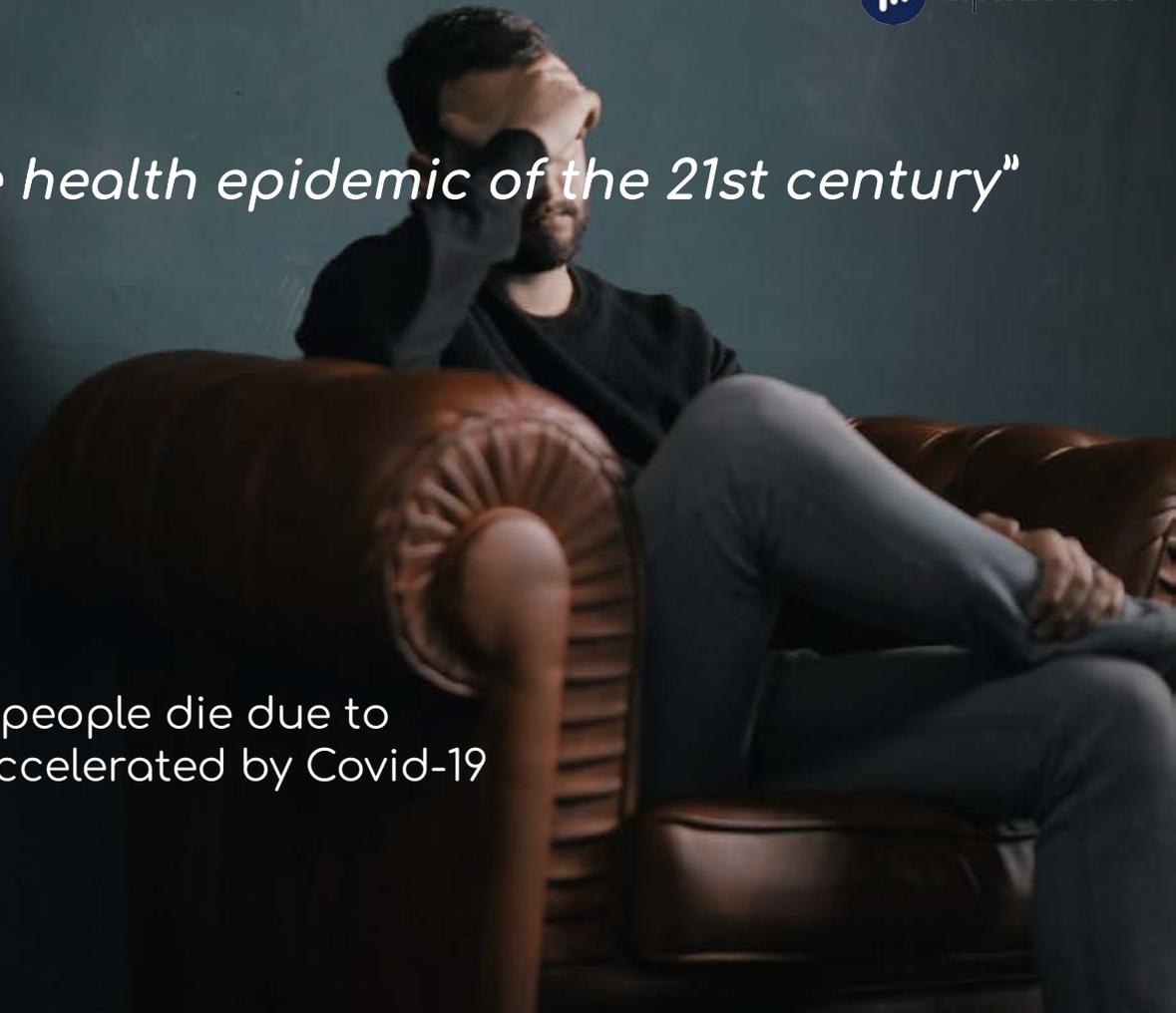


Deck  
March 2021

*“Chronic stress is the health epidemic of the 21st century”*



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.



**SUSTAINABLE DEVELOPMENT GOALS**

## 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



muse™



KENKOU



GARMIN.



fitbit



WATCH

Stimulating your brain to go in the relaxing Alpha mode

3

Our algorithm tweaks whatever music you like listening to

2



SOUNDCLOUD



DEEZER



Apple Music



Spotify

# How does it look?



Select your favourite music

Listen for 10 minutes

Track your progress

Become your own zen master



# Competition: stress relief



HEADSPACE

GARMIN

fitbit

WATCH

muse™  
the brain sensing headband

eno

Personal audio/music



Hardware agnostic



Subconscious\* learning



\*implicit learning

# Validated technology & Partnerships



# PHILIPS

Worldwide exclusive license

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.



LUMO  
LABS

HIGH  
TECH XL

KENKOU

FreeSense  
Solutions



Rabobank

# The perfect storm

€24b  
400m subscribers

Music  
streaming  
industry

€35b  
CAGR 16%

Wearable  
industry

€1.2b  
CAGR 41%

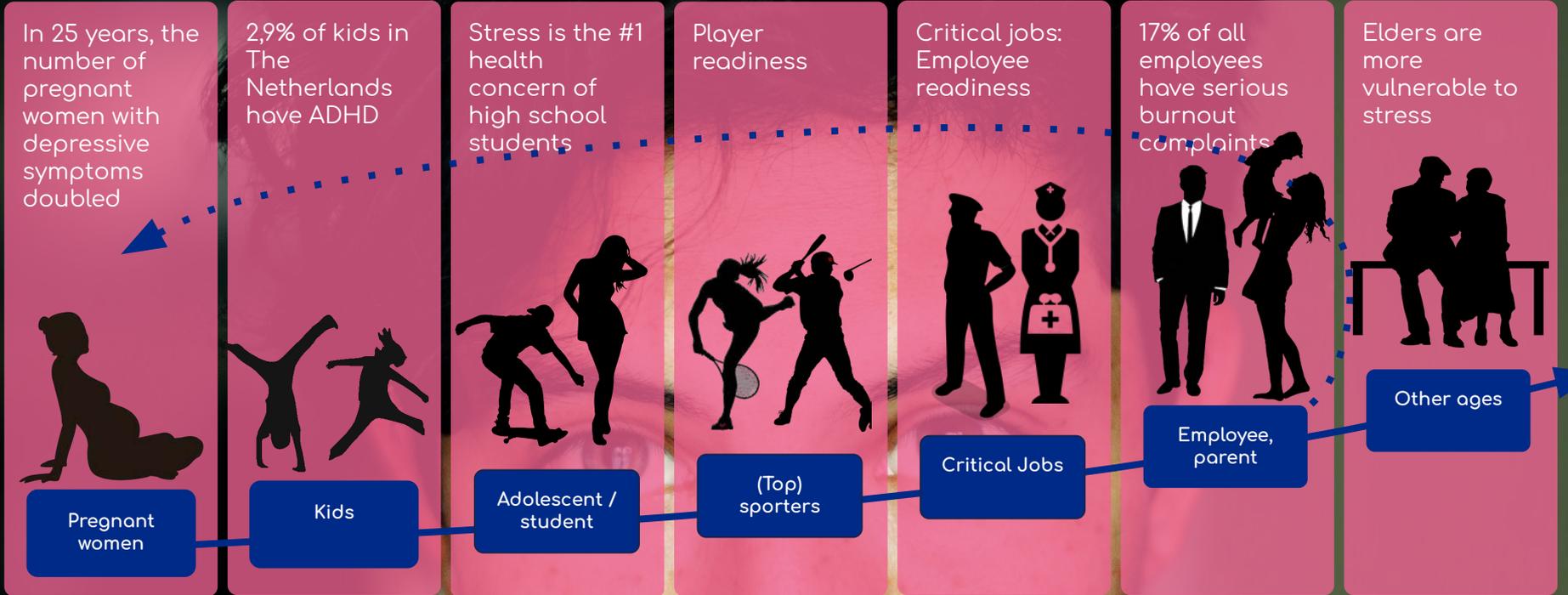
Mindfulness  
and meditation  
app industry



alphabeats

1. Turning music into a medicine
2. Bringing wearables to the brain
3. Adding subconscious learning

# Go to market: The stress circle of life



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](#)

# Team



Jur Vellema  
CCO / CmedO



Ad Denissen  
Senior Scientist



Elroy Verhoeven  
Developer / AI



Sjaak Meuten  
Senior Developer



Han Dirckx  
CEO/CMO

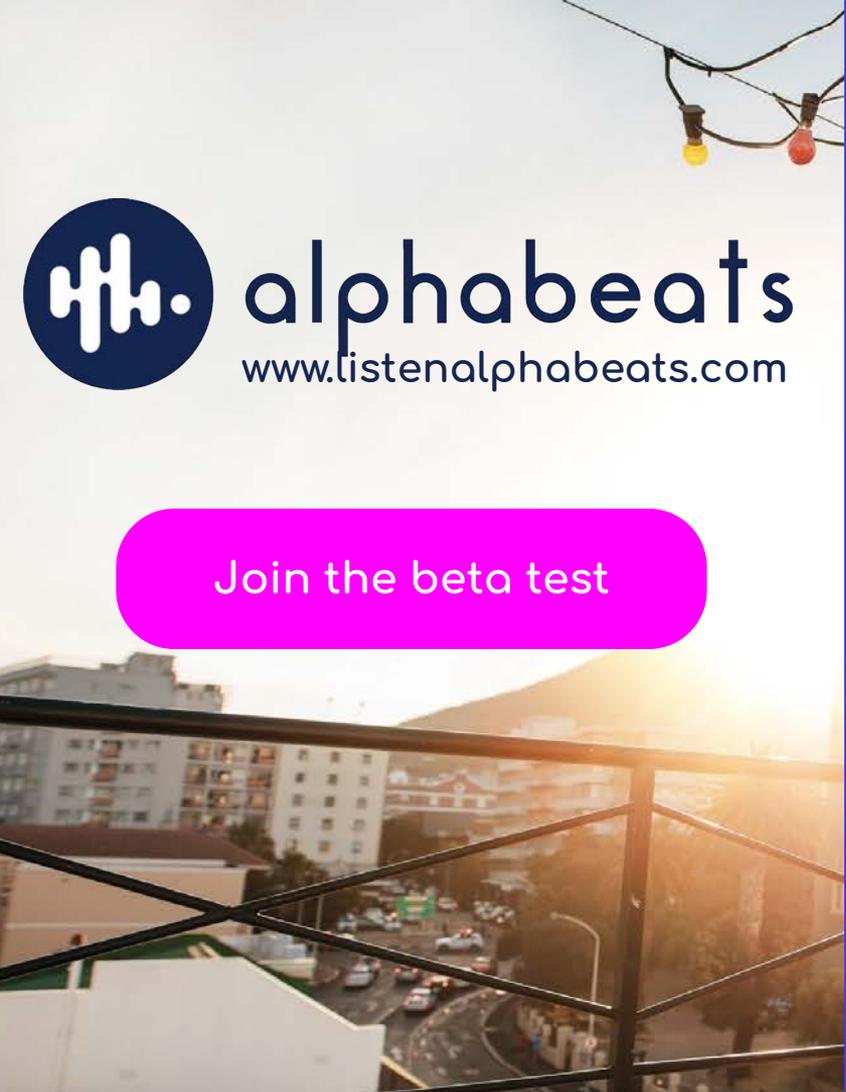


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Photo by David Tran



alphabeats  
[www.listenalphabeats.com](http://www.listenalphabeats.com)

Join the beta test

Join us at  
**SXSW Pitch!**

MARCH 17-18, 2021

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**SXSW** 2021

