

Changing Lives Through Positive Visions

What if most of the images in the world were of
positive potential outcomes?

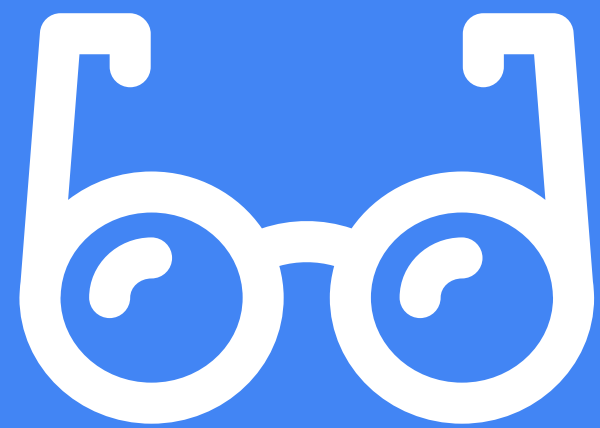
rehabit.us

mike@rehabit.us

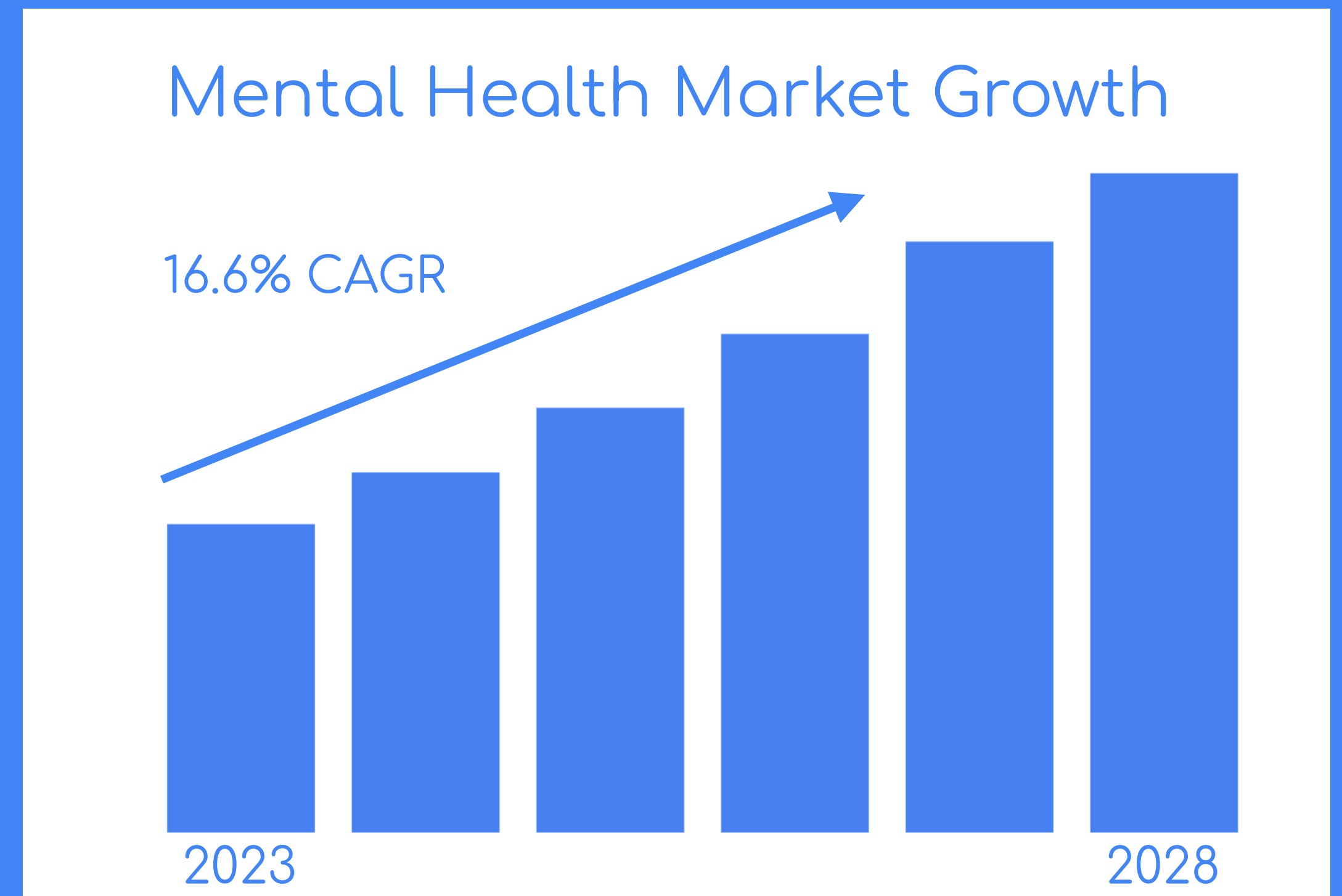
* Problem

a.b

Lack of
personalization in
meditation platforms



1 size does not fit all



* Solution

a.b

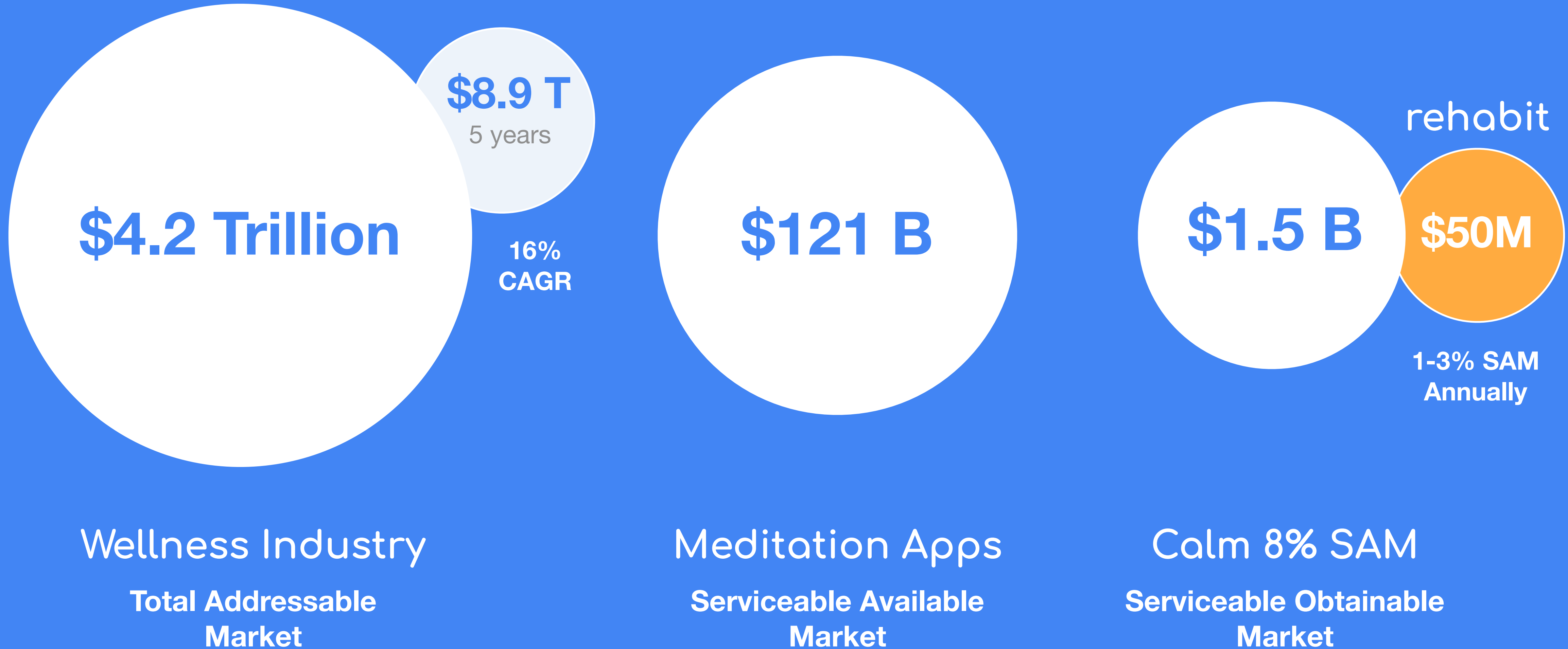
Surround the user with transformative, people and experiences that drives lasting change.

The logo for 'rehabitus' is centered within a white rectangular box. The word 'rehabitus' is written in a blue, lowercase, sans-serif font. The background of the box features a faint, light blue circular pattern composed of many small dots, creating a subtle, textured effect behind the text.

rehabitus

* Market Opportunity

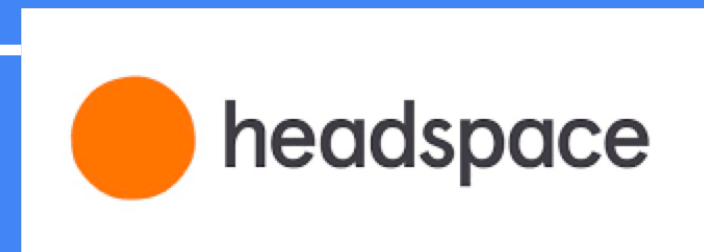
a.b





Competition

a.b



Integration

Content

Apps

Community

Events

AI

Coaching

Personalization

Visions

Meditations

Journal Prompts

Course Lessons

Recommendations

Coaches

* Traction

Validation

Key Performance Indicators



\$75k

**Founder
Investment**

Development Cash
App & Community



38.6%

**Free to Paid
Take Rate**

Free Trial Users
Upgraded to Paid



89%

**Subscriber
Value Rate**

Subscribers Create
Vision Project



\$3

**Cost Per
Lead**

Paid Facebook
Lead Ads



Solution

a.b

Purpose (a Clear Vision) reduces All Cause Mortality by 20%



Define • Clarify • Realize ... Project Visions

* Product



Step 1 User Provides Vision

rehabit App TV Shop Community + Create New Projects Upgrade JD

Create Your Vision

Define and manifest your vision of the future through our guided process.

1 Describe Your Vision 2 Clarify Your Vision 3 Realize Your Vision

Classic Chat Realtime

Describe Your Vision

Share your vision of the future in detail. What does it look like? How does it feel? What has changed?

I am healed and whole

In my vision of the future...

Submit Vision

Step 2 AI Generates Content

rehabit App TV Shop Community + Create New Projects Upgrade JD

I am healed and whole

2:15 · Technology · 2024-03-10

This infinite healing presence within me

0:00 / 3:33

Download Share

Step 3 User Shares Vision

rehabit App TV Shop Community + Create New Projects Upgrade JD

I am healed and whole

2:15 · Technology · 2024-03-10

Share Project

Include in Rehabit.tv Share with the community

Public Access Anyone with the link can view

Project Link

https://rehabit.ai/project/672t... Copy Link

Share on Social Media

YouTube Instagram TikTok

Invite by Email

Enter email address Send

0:00 / 0:00

Download Share

* Go to Market

a.b

→○ Phase 1 - 0 - 100 Subs

- Exclusive Beta
- Internal Lists of 150,000 Invitation Only - Retargeting

→○ Phase 3 - 10k - 100k +

- Rehabit TV
- Content Marketing
- Conventional Customer Acquisition

→○ Phase 2 - 100 - 10,000 Subs

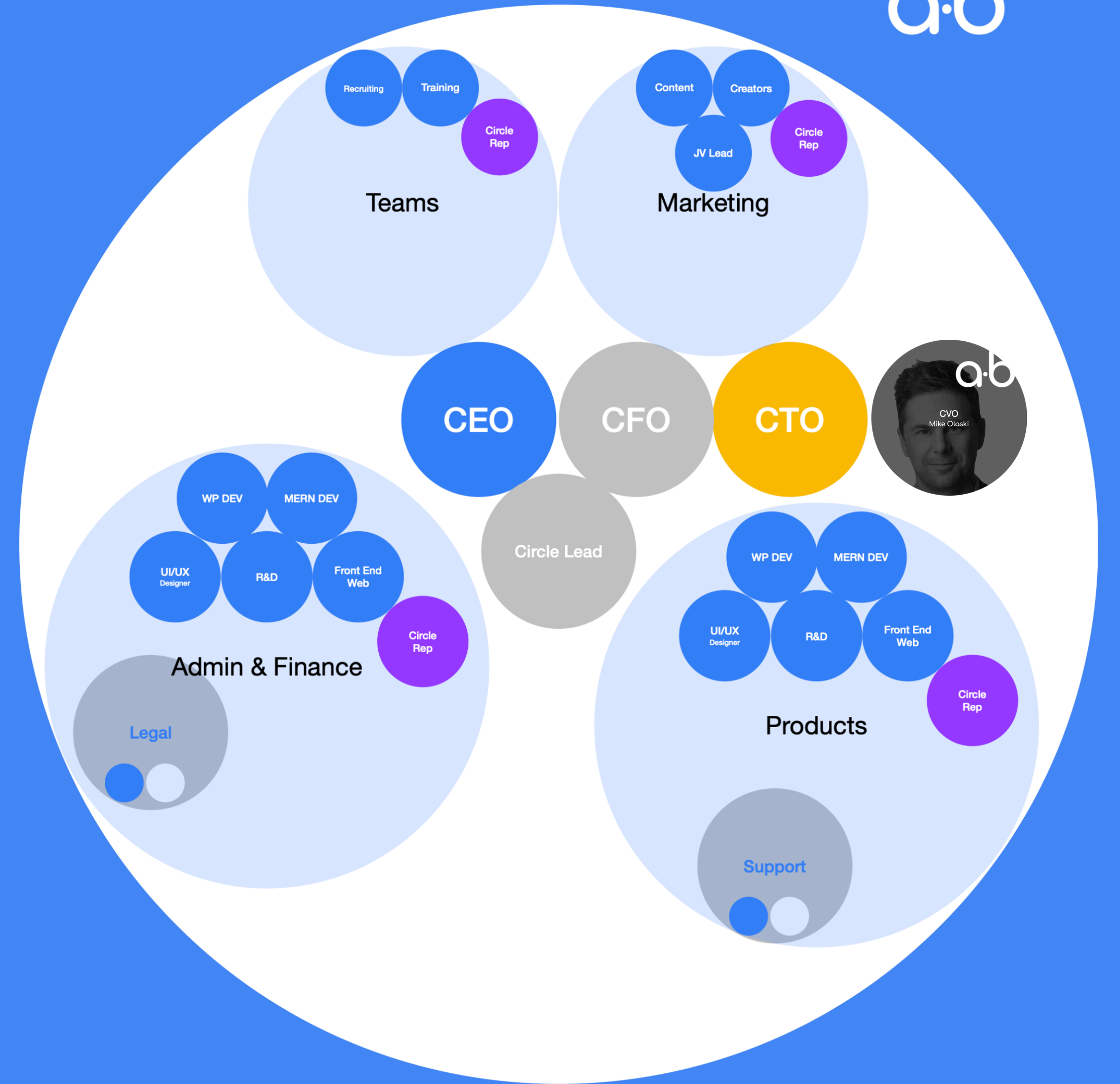
- Strategic Joint Ventures with 250k - 2.5m Subscribers with existing partners





Team

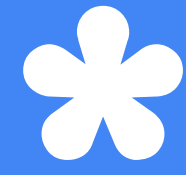
a.b



Placed

Current

Next



The Ask

3 Month Runway - Burn Rate \$17k / Month

a.b



S.A.F.E.

Discount of 20% and CAP on next round



PAID USERS

Currently 10 Paid Subscribers



MARR

\$2M Post Money Valuation Fixed for next round



Fundraising Comparables

a.b

○ Calm:

Raised \$1.5 million in 2014 at a valuation around \$4 million.

Stage: Calm was at an early product development phase, focused on building out content and initial product-market fit.

User numbers were primarily from organic growth and early adopters in the thousands.

○ Headspace:

\$4 million Series A funding in 2014 with a valuation near \$50 million.

Stage: Headspace had a growing brand presence from its mindfulness content and early app experience, but still primarily **building product features and content with users in the low tens of thousands.**

○ Simple Habit:

\$2.5 million seed funding in 2017 at a valuation around \$10 million.

Stage: Simple Habit was at an early growth phase, having launched the year before, and was focused on scaling content and refining the **app experience with initial users numbering in the low thousands.**



Vision



- What if we all could easily see the best in ourselves?
- What if we could show the world how amazing life could be?
- What if we could program our future through powerful visualizations?
- ● ● Who could we become?

* Milestones

a.b

Accomplished

- Launched MVP AI Enabled Vision App
- Launched Custom Community Portal
- Launched Early Access Beta Program
- 10 weekly active users / \$100 MRR
- \$2 Million Valuation

Next 12 Months

- Raising \$50,000 *SAFE Note
- Raising \$250,000 *SAFE Note
- 10,000 paid subscribers
- \$150,000 monthly recurring revenue
- \$10 Million Valuation