



Digitizing the Breath: The Future of At-Home Wellness

Immersive. Adaptive. Transformative.

THE VISION

Breathe Anywhere. Heal Everywhere.

We are building the world's first truly immersive, emotionally intelligent breathwork and yoga experience — bringing the in-person power of Breathe Degrees into every home.

- The digital platform is designed not just as a wellness extension — but as a disruptive alternative to pharmaceutical reliance.
- We aim to make breathwork and sensory-integrated practices a go-to alternative to medication — with long-term plans to integrate into insurance and medical systems so providers can recommend it as a covered wellness option.
- Additionally, the platform will foster a new genre of breathwork and healing music — as a streaming and discovery space for emerging artists, much like Spotify transformed music accessibility.
- We'll build a high-value user base through instructors, music, and community engagement — powering strategic partnerships with tech brands to create biometric experiences and co-develop new wellness products.



WHY BREATHE DEGREES?

Built on Trust. Ready to Scale.



Breathe Degrees has mastered in-person transformation.
We scale that, soulfully.

THE APP ECOSYSTEM

The Nervous System OS

This is your full-spectrum wellness dashboard — a smart app that delivers breathwork and yoga experiences in every form: on demand, live, personalized, socially connected, and biometrically informed.

On-Demand & Live Classes

Drives user retention by creating consistent access points for practice, extending lifetime value through high-frequency content consumption.

Apple Watch Integration & Emotional Check-ins

Captures proprietary biometric and emotional data to enable personalization, habit-forming feedback loops, and monetizable health insights.

AI-Personalized Sessions

Delivers differentiated value through dynamic experiences, increasing engagement and enabling premium-tier pricing models.

Community Threads

Cultivates organic user acquisition and retention through network effects and peer-based content sharing.

ON DEMAND & LIVE CLASSES

Access Your Breath, On Your Schedule.

V1:

- Scheduled events
- Moderated sessions with instructor-led interaction and guided feedback loops

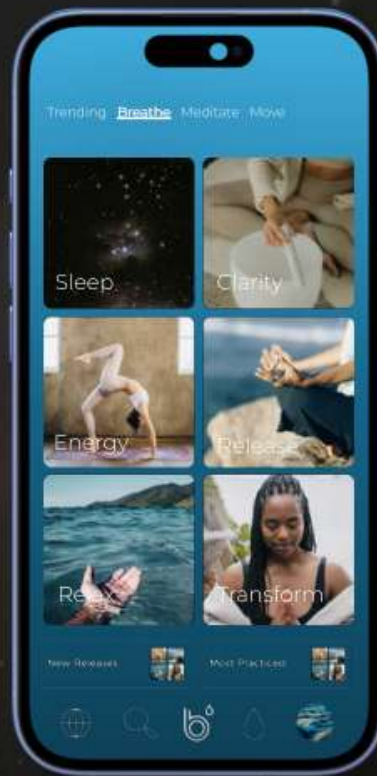
V2:

- Scheduled events with chat-enabled community engagement

LIVE STREAM CLASSES
W/ REAL-TIME CHAT
INTERACTION



PRE-RECORDED
CLASSES



V1:

- Categorized by emotional state, duration, or intention (e.g., calm, energize, recover)
- Professionally produced with immersive audio.

V2:

- synced to kit lighting/scent settings

APPLE WATCH INTEGRATION & EMOTIONAL CHECK-INS

Real-Time Feedback, Real-World Impact.

V1:

- Track heart rate, HRV, and breath rate during sessions
- Display pre/post biometric shifts as part of progress visualization

V2:

- Sync with journaling, notifications, and session recommendations

APPLE WATCH INTEGRATION FOR REAL-TIME BIOMETRICS



EMOTIONAL CHECK-INS + TREND TRACKING:



V1:

- Mood and intention input before and after each session
- Smart feedback loops ("Your stress score improved by 30% in 10 sessions")

V2:

- Visual dashboards showing emotional rhythm, habits, and long-term outcomes

AI-PERSONALIZED SESSIONS & COMMUNITY THREADS

Tailored Support, Shared Growth.

V1:

- Dynamic voice guidance tailored by user input (e.g., stressed vs. motivated)
- Affirmation scripts and pace adjust based on energy/mood trends

AI-PERSONALIZED SESSIONS



Community Threads



V1:

- Class Type (Live, On-Demand, Personalized)
- Instructor-based groups
- Thematic threads (e.g., "Sleep Better", "Morning Reset", "Midday Calm")

THE AI PERSONALIZATION ENGINE

No Two Sessions Are the Same. Because No Two You's Are.

HOW IT WORKS:



Emotional check-in prompts at the start.



Adaptive voice tone, affirmations, pace, and lighting per mood.



Mood mapped to semantic and tonal analysis of prerecorded content.

Stressed?

Language shifts to grounding and release.

Energized?

Language amplifies motivation and clarity.

COMPETITIVE BRAND LANDSCAPE

Who's Shaping The Space?

Est. CLUB HOUSE Enc.

CONTRAST
STUDIOS

SWTHZ

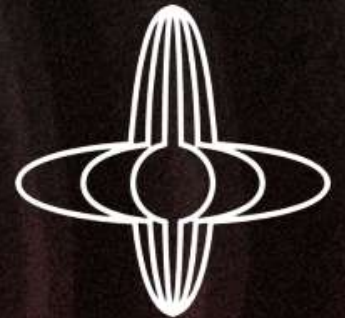
coa

chorus



headspace

mindbody



Breathwrk



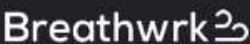
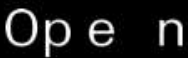
Open



SOUL PLUNGE

BUSINESS INTELLIGENCE: COMPETITIVE ANALYSIS

We See the Gaps. We Fill Them.

		Strengths	Gaps	Cold Plunge	Digital
		Proven in-studio immersion, brand trust, AI-ready platform	Needs digital distribution scale and mass hardware deployment	✓	?
Peloton		High-end hardware, strong community	No breathwork or emotional personalization	✗	✓
Calm		Massive reach, content variety	Passive, no hardware, lacks deep personalization	✗	✓
Breathwrk		Breathwork-centric	No sensory immersion or adaptive AI	✗	✓
Open		Beautiful studio and app UX, live + on-demand	Lacks multisensory hardware, AI-personalization, and biometric sync	✗	✓
Sweat Houz		Fast-growing infrared sauna + cold plunge studio chain	No proprietary content or emotional personalization	✓	✗
Soul Plunge				✓	✗

STRATEGIC INTELLIGENCE INITIATIVES

Smart Growth, Smarter Targeting



Data Mining & Scraping:

Aggregate engagement, topic trends, and behavioral patterns from competing wellness platforms.



Cross Matching

Identify high-interaction users from competitors and map to publicly available social handles.



Value Ranking

Divide scraped users into persona tiers (e.g., high retention, frequent sharers) and prioritize outreach.



Segmentation for B2C Outreach

Deploy paid campaigns, email capture tools, and creator-led activations to directly engage top-tier users.

We're not just tracking trends. We're identifying the people most ready to switch — and making sure they know where to land.

BUSINESS MODEL

Scalable. Sticky. Soulful.

CORP TEAM PACK TIERS:

Tier	Employees	Price	Cost Per
Starter	Up to 5	\$599	\$119.80
Growth	Up to 15	\$1,499	\$99.93
Enterprise	Up to 50	\$4,499	\$89.98

What's Included (per employee):

- 12-month Digital Membership
- Mini Immersion Kit (scent puck, LED light, foldable mat + eye mask)
- Personalized onboarding experience
- Quarterly wellness workshops
- Employer dashboard with usage insights

Financial ROI for Employers:

- Harvard & JOEM studies show 3:1 ROI on wellness spend
- Reduced healthcare costs, absenteeism, and burnout
- Programs are often tax-deductible (IRC Sec. 162(a))
- Some states offer tax incentives for wellness initiatives

REVENUE STREAMS:



Monthly/Annual
Membership



Hardware
Sales



Corporate
Licensing



Healthcare
Monetization

DATA STRATEGY

Breath as Data: Turning Insight into Impact

DATA CATEGORIES COLLECTED:

Behavioral & Engagement

session types, frequency, completion, drop-off

Emotional Check-ins

mood logs before/after sessions, trendlines

Biometric Sync

heart rate, HRV, breath rate via Apple Watch, Beats, etc.

Content Discovery

instructor follow rates, music track preferences

Community Activity

live chat patterns, thread interactions, shared content

Cross-Platform Intelligence

Aggregated insights from comparable wellness apps, scraped & anonymized to establish competitive benchmarks

MONETIZATION STRATEGY

Breath as Data: Turning Insight into Impact

MONETIZATION OPPORTUNITIES:

B2B Data Licensing:

Anonymized data sets for insurers, wellness platforms, researchers

Tech Partnerships

Use engagement/biometric data to co-develop branded products (e.g., Breathe Mode for Beats)

Sponsored Content

Intent-based recommendations and optional wellness partner promotions

Creator Analytics

Revenue-sharing models with instructors/musicians using engagement metrics

Competitive Intelligence

Scrape and analyze user behavior from competing platforms, map engagement patterns to public social profiles, and rank prospects by interaction value

Clinical Validation

Cohort studies or trials to license IP for non-pharma mental wellness tools

B2C Targeting

Segment competitor user bases into value tiers and target top prospects for acquisition through paid outreach, affiliate campaigns, and email list building

THE AT-HOME IMMERSION KIT

Feel Every Exhale. From Home.

COMPONENTS:

V1



Weighted Eye Mask +
Blanket + Mat:

Grounding and replicates in-person
sensory comfort

V2



Smart Scent Diffuser:

Triggered by session phases
(calming, energizing, releasing)

V2



Dynamic Lighting System:

Adjusts tone and intensity based
on session content

KEY MESSAGING:

The At-Home Immersion Kit Replaces
passive listening with embodied
immersion where multi-sensory
engagement leads to deeper state shifts.

KIT PRICE:

\$X

TECHNOLOGY & ROADMAP

From Prototype to Platform

Q2-Q3 2025:

Beta content + Kit MVP

Q1-Q2 2026:

AI personalization engine
+ adaptive lighting scripts

Q3 2026:

Real-time data learning +
journaling features

Q4 2025:

App V1 launch, Apple
Watch sync, live class
integration

Tools/Partners: OpenAI, Philips Hue, Apple HealthKit, Raspberry Pi for prototyping

FIRST STEPS

From Studio to Stream: What it Takes

Recording Pre-Recorded Classes (Studio Production)

- Professional 4K video and audio capture
- 10-15 breathwork + yoga sessions
- Shot with a Breathe Degrees instructor in a studio with ambient set design

App Development (V1 - No AI)

- User onboarding
- Pre-recorded class library (categorized by mood/intention)
- Live class streaming + real-time chat
- Emotional check-in before/after class
- Apple Watch biometric sync (basic)
- Community thread integration

Live Streaming Setup (Hardware & Integration)

- Camera: Blackmagic Pocket 6K or Sony A7S III
- Microphones: Wireless lav mics (Rode or Sennheiser)
- Lighting Kit: Softboxes or LED panels
- Encoder + Switcher: ATEM Mini Pro
- Streaming Software: OBS Studio or Vimeo Livestream
- Laptop + Audio Interface: MacBook Pro + Focusrite
- Stable Internet (Studio): Enterprise upload speed + hardwired ethernet

Category	Budget Range
Content Production	\$16,500 - \$29,000
Live Streaming Setup	\$6,000 - \$8,500
App Development (No AI)	\$48,000 - \$83,000
Total:	\$70,500 - \$120,500

ONE BREATH. A NEW REALITY.

You already have the tool. We're just turning up the volume.

