

# AYAVAYA

AYAVAYA is a pod with patented technology that offers a 20-minute treatment by 4 automated proven anti-stress therapies that eliminate stress. Repeated treatments will make anyone stress-resistant.



## PROBLEM

·83% of US workers suffer from stress-related problems which leads to \$300 billion of costs to address absenteeism and healthcare consequences



## MARKET POTENTIAL

·200M+ people in US & EU have serious stress problems. 100K potential customers (Urban, US & EU) that can place one or more AYAVAYA anti-stress pods in their workspace.



## MARKET NEED

An accessible tool to rid anyone anywhere from stress effectively. No effort required, quick, instant reward.



AYAVAYA



# THE POD

The pod is designed to lie down in for a 20-minute stress-relief treatment. Once the end-user takes place, a halo projects a warm water stream over the forehead synchronized with 3D Solfeggio sound therapy, aroma therapy and light therapy. The treatment brings the end-user into a deep state of meditation, resulting in a reset of the mind.

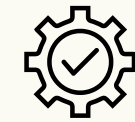


**AYAVAYA** We will wash away your stress



## STRESS-FREE IN 20 MINUTES

The patented technology in the AYAVAYA pod was inspired by the ancient Ayurvedic Shirodhara therapy to relieve all stress in 20 minutes.



## HASSLE-FREE OPERATION

The pod is specifically built for low-maintenance operation. Both for the end-user and the customer the experience is fully turnkey.



## DATA COLLECTION

Pod keeps track of treatments and technical performance. The app collects stress profiles, recommends books/treatments and customizes treatments. The collected data can be analyzed for progress per customer or user.



## PROVEN TECHNOLOGY

Four years of development has lead to a Successful Launch. The pod was nominated for the Top G100 Design award at Dutch Design Week 2022.

# BUSINESS DEVELOPMENT



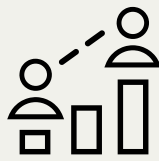
## PRICING

Option between fixed \$25k purchase or \$750 monthly lease for 3 years.



## TARGET MARKET

Corporates that want to retain or acquire personnel or business that sell the service: Spas, Gyms, Hotels, Therapists, Airports etc.



## DATA SHARING

Aggregate data collected with the AYAVAYA-app and pods can be shared with third parties like health insurance companies, government, doctors, etc.

01

## 3-YEAR MISSION

AYAVAYA pods are up and running at > 2.000 high impact and aspirational locations in main EU and US markets.

02

## 7-YEAR MISSION

At least 100.000 AYAVAYA pods are up and running. Innovation of our anti-stress product to new level. Production process continuously improved and streamlined further.

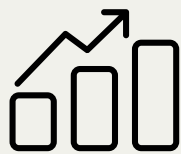
03

## 10-YEAR MISSION

·To become the lowest effort, lowest cost, highest impact anti-stress solution in the world.



## REVENUE PROJECTIONS



2023

200 units sold  
\$6.3M investment  
\$5M revenue  
\$250K debt carry over '22

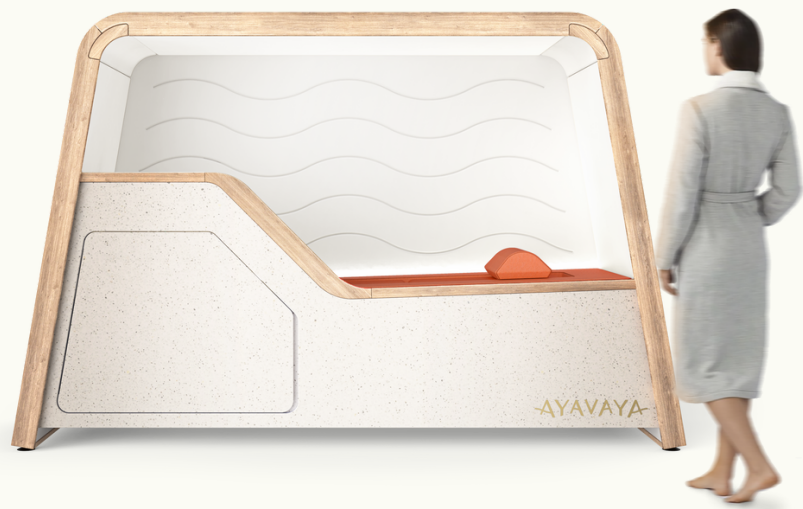
2024

500 units sold  
\$13.3M investment  
\$12.5M revenue  
\$1.53M debt carry over '23

2025

1,500 units sold  
\$29.3M investment  
\$37.5M revenue  
\$2.33M debt carry over '24

# VALUATION



## EQUITY

Available an equity stake of 25% ordinary shares

## INVESTMENT

\$12.5M at equity value \$50M. (Deal structure issuance of ordinary shares)

## VALUATION

Based on current cumulative investments, market position and expected global growth in turnover and EBITDA

## EXIT

Growth opportunities both in products & services and data generation

# OUR TEAM

Lean and mean team with years of experience in all aspects of business.



## CONTACT

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Acclaimed Belgian Dermatologist, and studied Ayurvedic medicine.



### JASPER MOMMA

Co Founder, Managing Director  
  
Notable International career at Heineken and entrepreneur



### HARO SCHULTZ VAN HAEGEN

Co Founder, Finance & Legal  
  
Lawyer, notable career with Shell and co-owner of corporate finance firm.



### WALTER REMMERSWAAL

Investor  
  
Owner of Riverdoor Capital:pre-seed investor in start-ups.



### ARJAN MUIS

Investor, Technical Director  
  
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