

aduri

Bring Mindfulness Home.

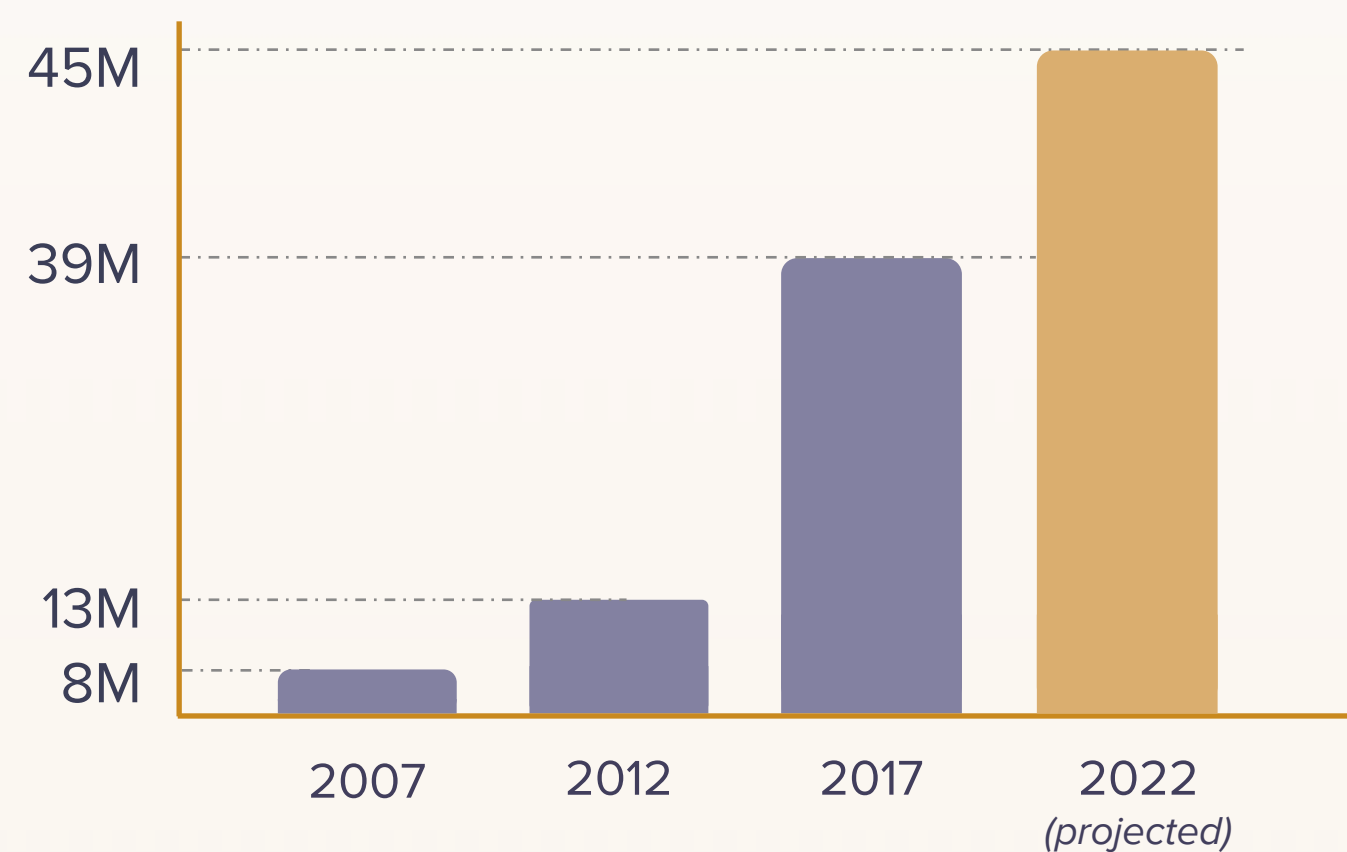
Investor Pitch Deck

2021

All content within is proprietary and is strictly confidential.

Meditation apps have never been more popular, but people don't stick to them

Growing popularity in trying meditation



The habit doesn't form with meditation apps.

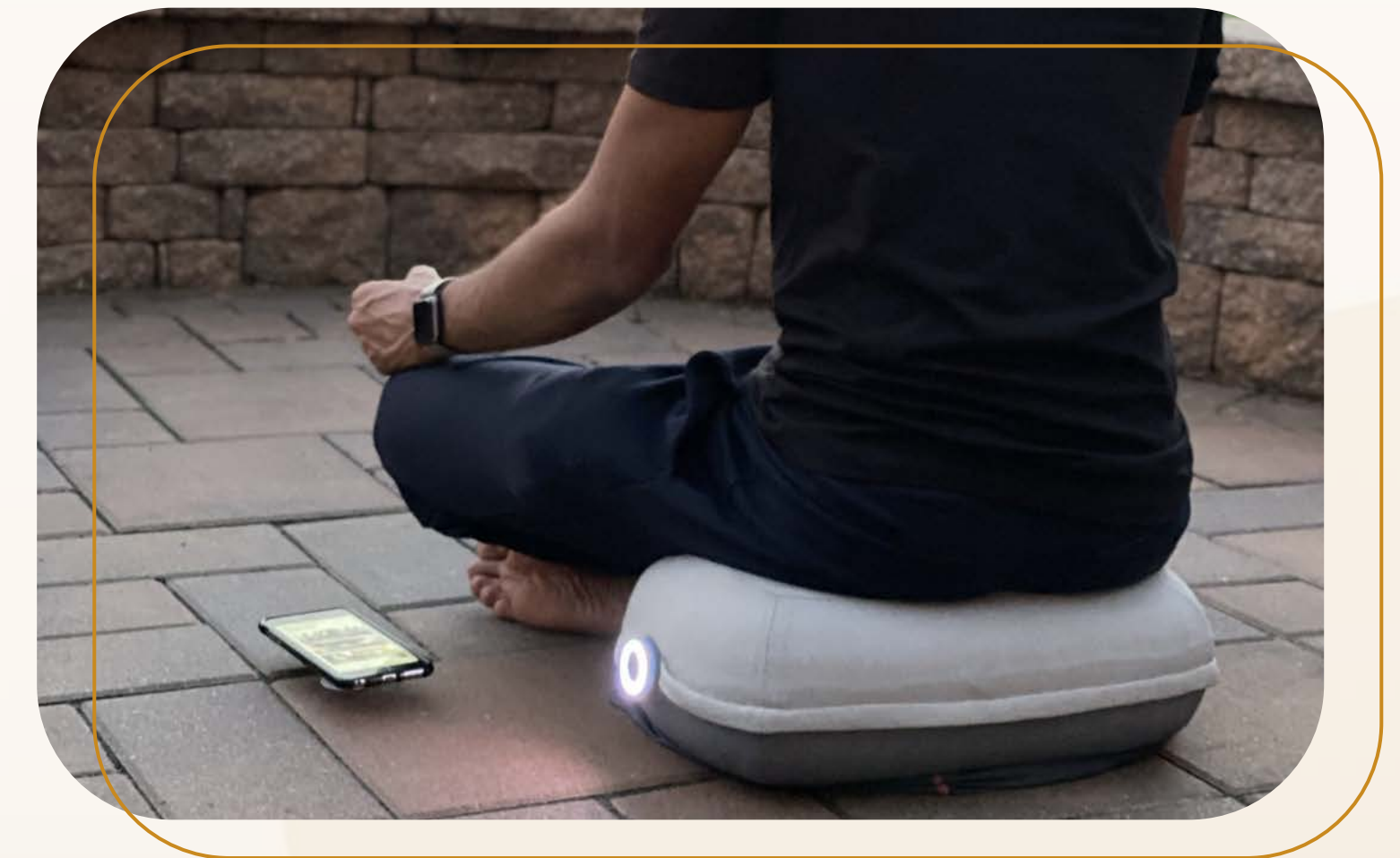
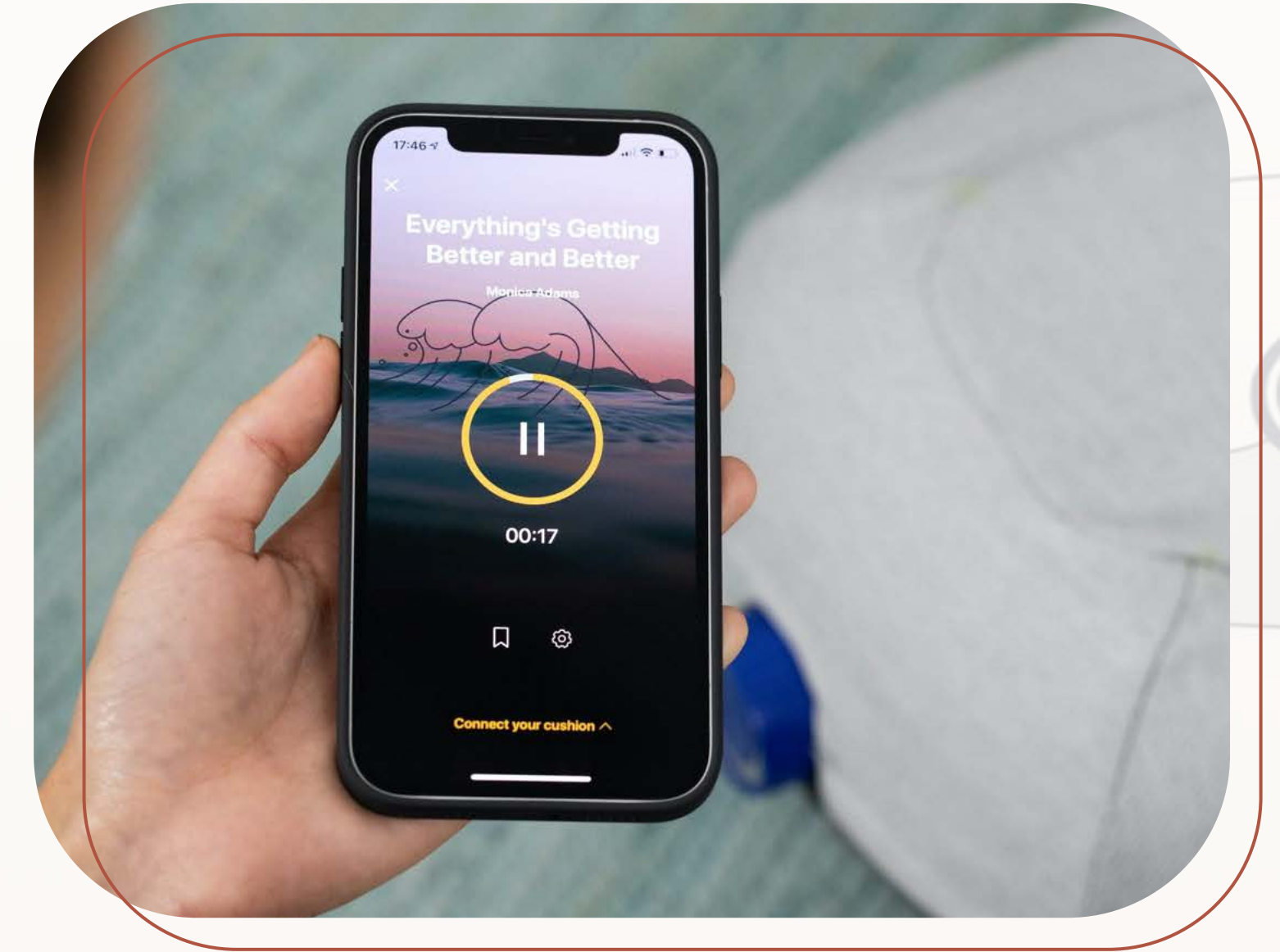
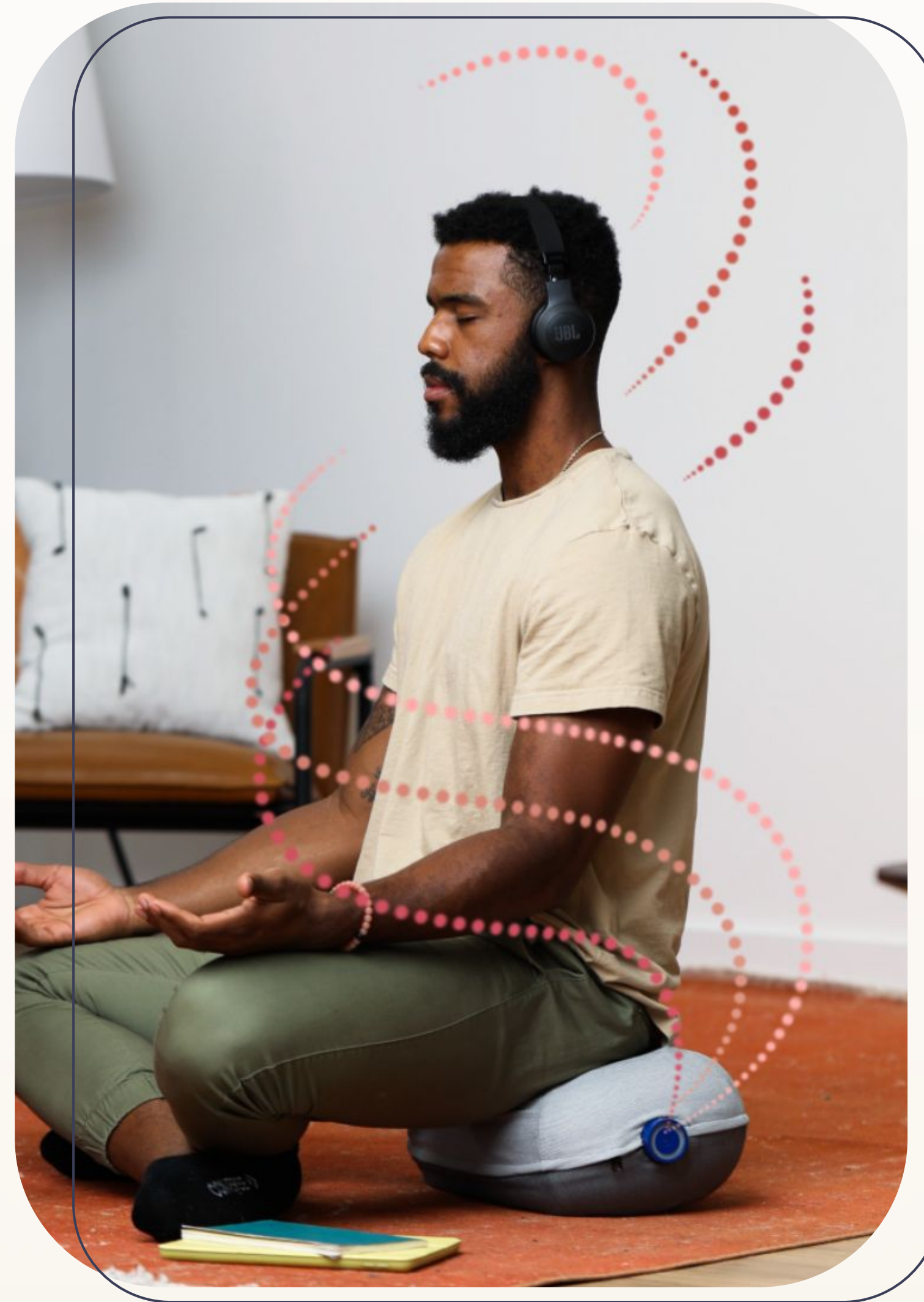
85%

users stop within 10 days

Why these current apps don't work for users.

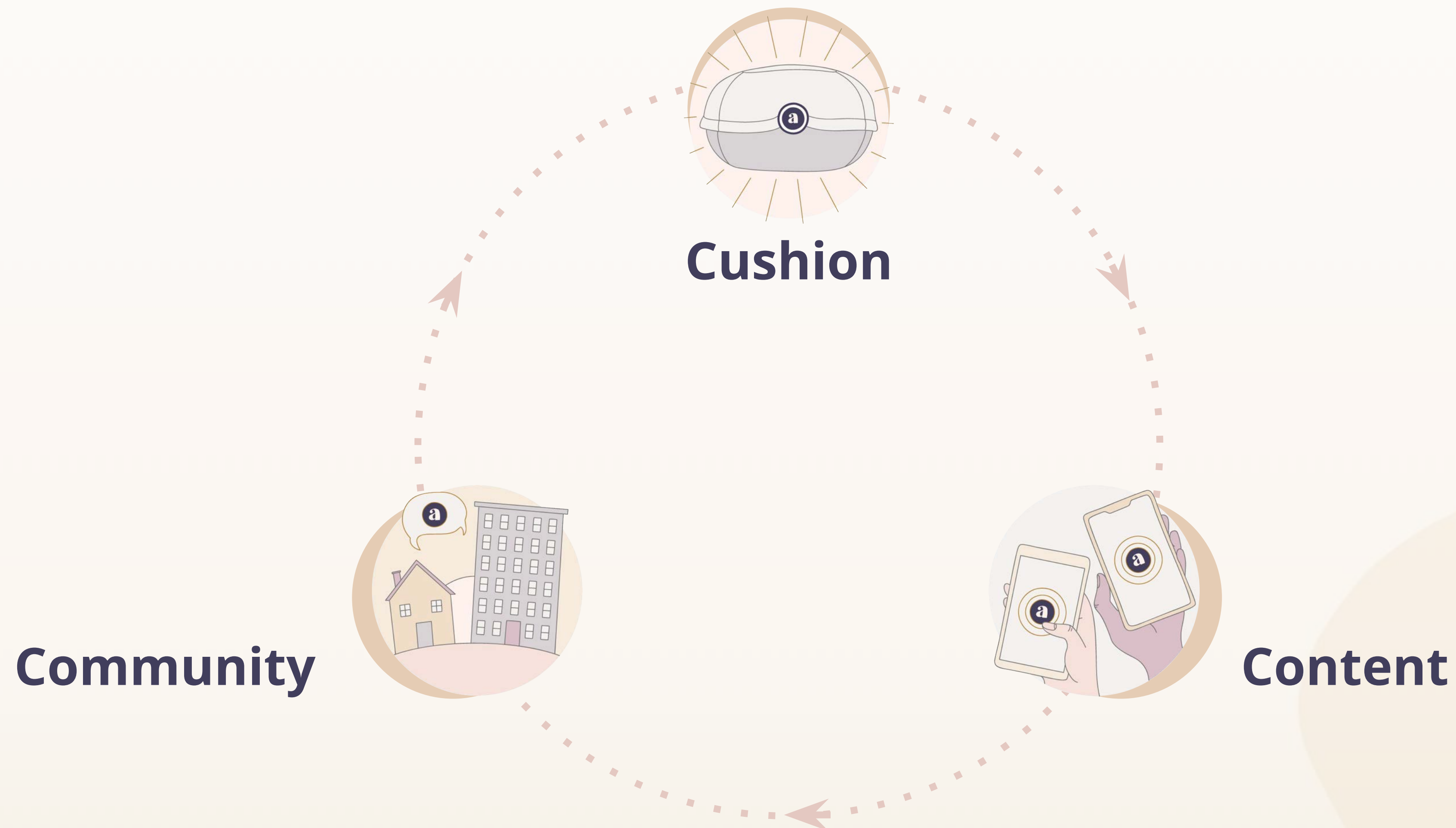
- 1 Disposable nature of apps**
Easy to download and forget about
- 2 Lack of variety in Guides**
One voice for everyone divides users
- 3 Missing micro-communities**
Social apps are popular for a reason.

Aduri is poised to
make the mental
well-being a
foundational piece
of the modern
human experience



Meet Aduri - an evidence-based* immersive meditation system that keeps people practicing

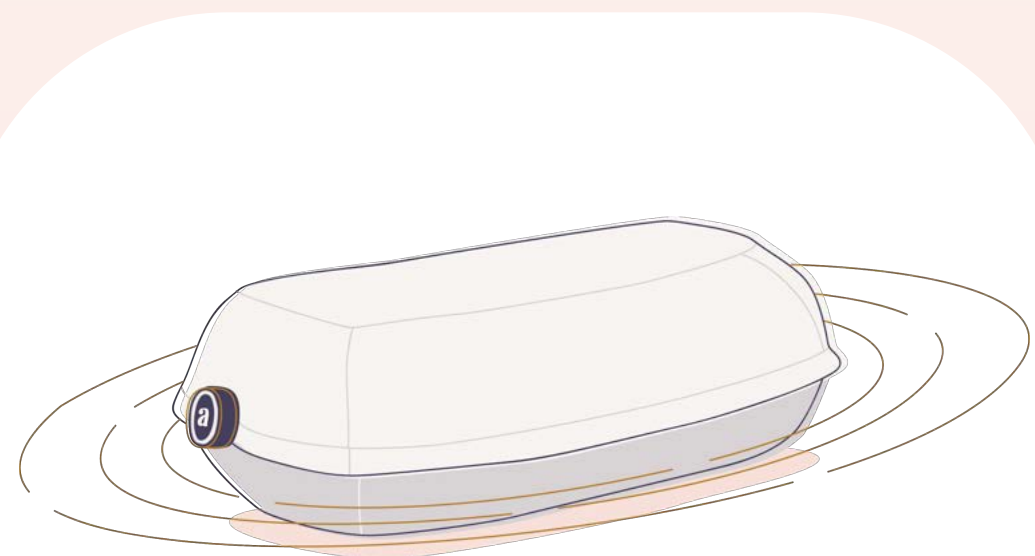
** See page 12 for more detail*



Practice solo or in a virtual group with biofeedback

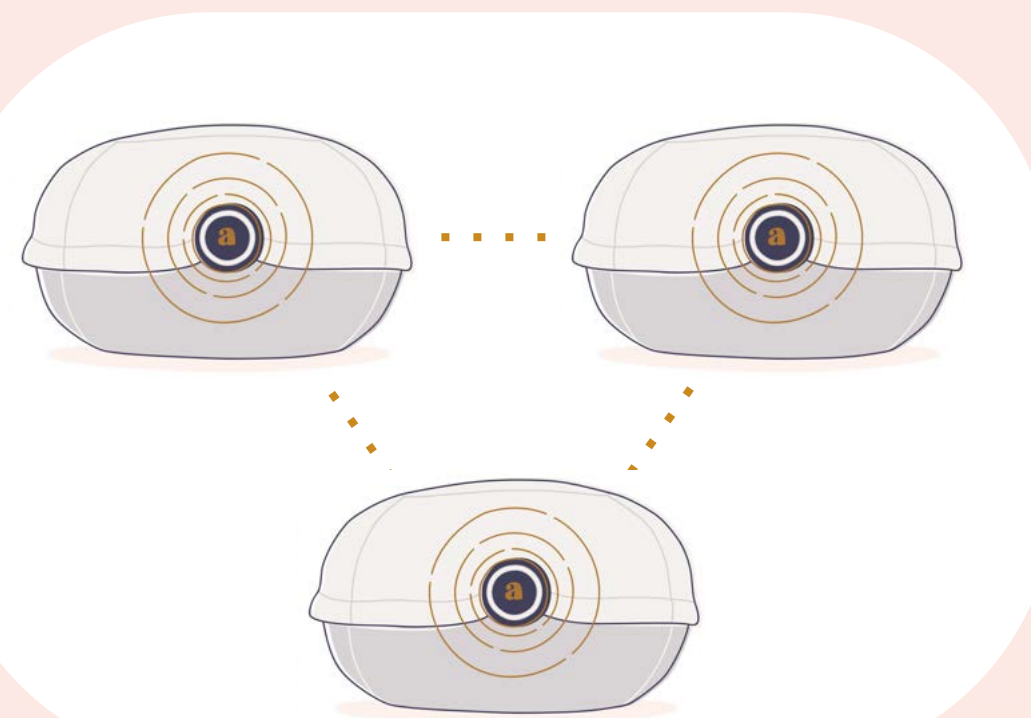
1

Gentle pulses guide breathing and focus



2

Sync cushions for virtual group-based sessions



3

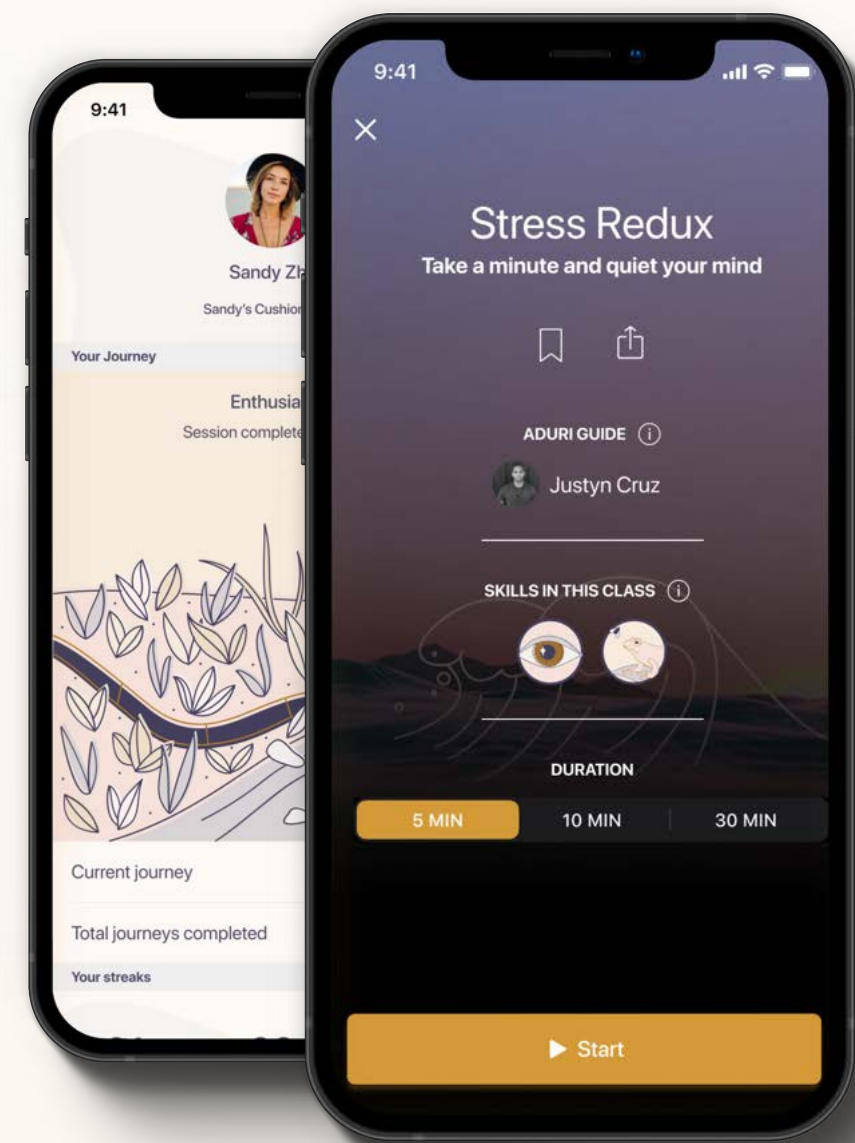
Biofeedback tailors cushion's pulses



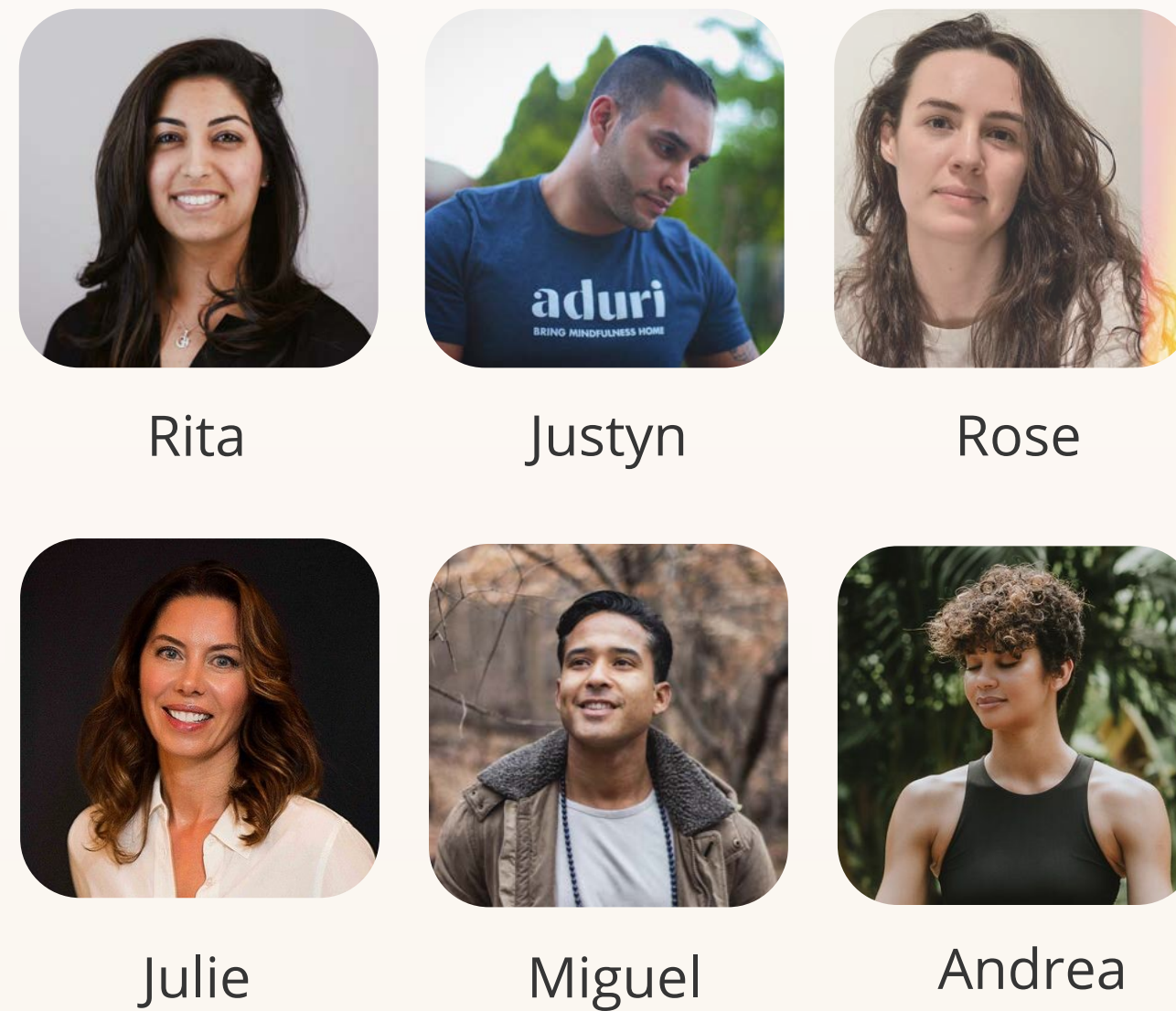
“Aduri’s content expanded my idea of meditation.”

- Beta App user

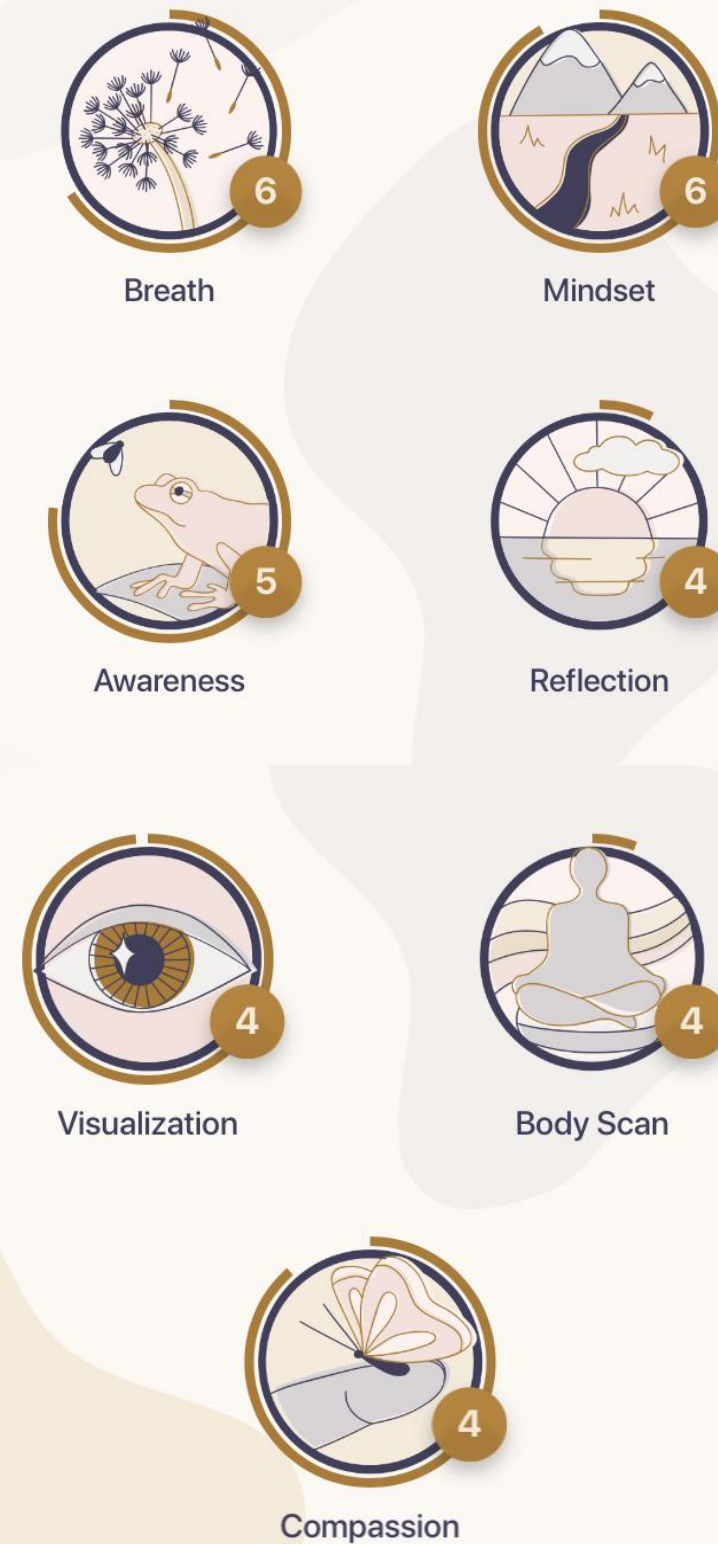
Guidance mixed with music rooted in neuroscience



Curated, diverse group of Aduri meditation guides



Skills help visualize user progress



4x user retention compared to regular meditation apps

Aduri Daily App Usage

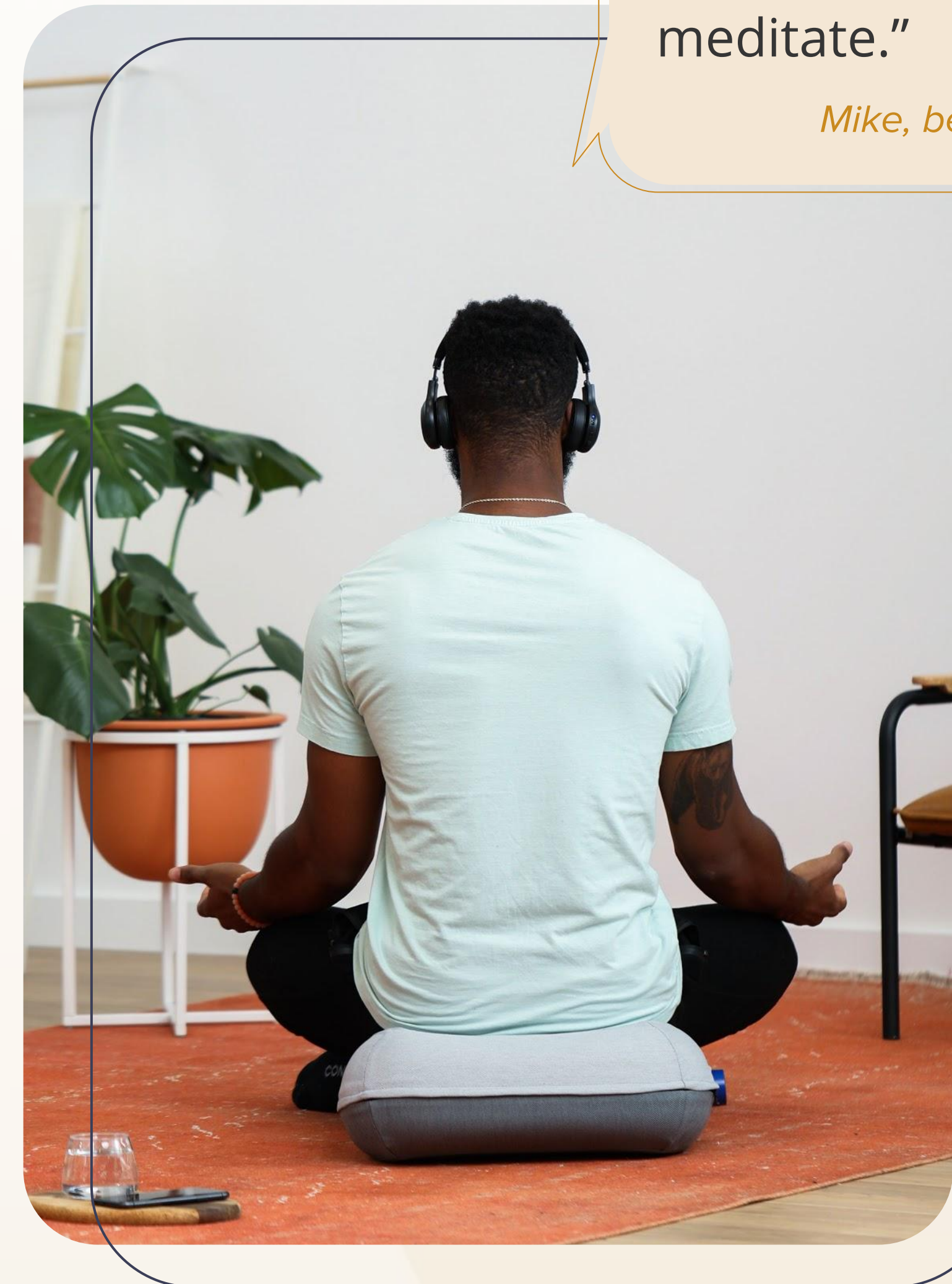
54%

* compared to 15% from existing competitors during our closed beta test

Total of 1,000,000 minutes meditated!

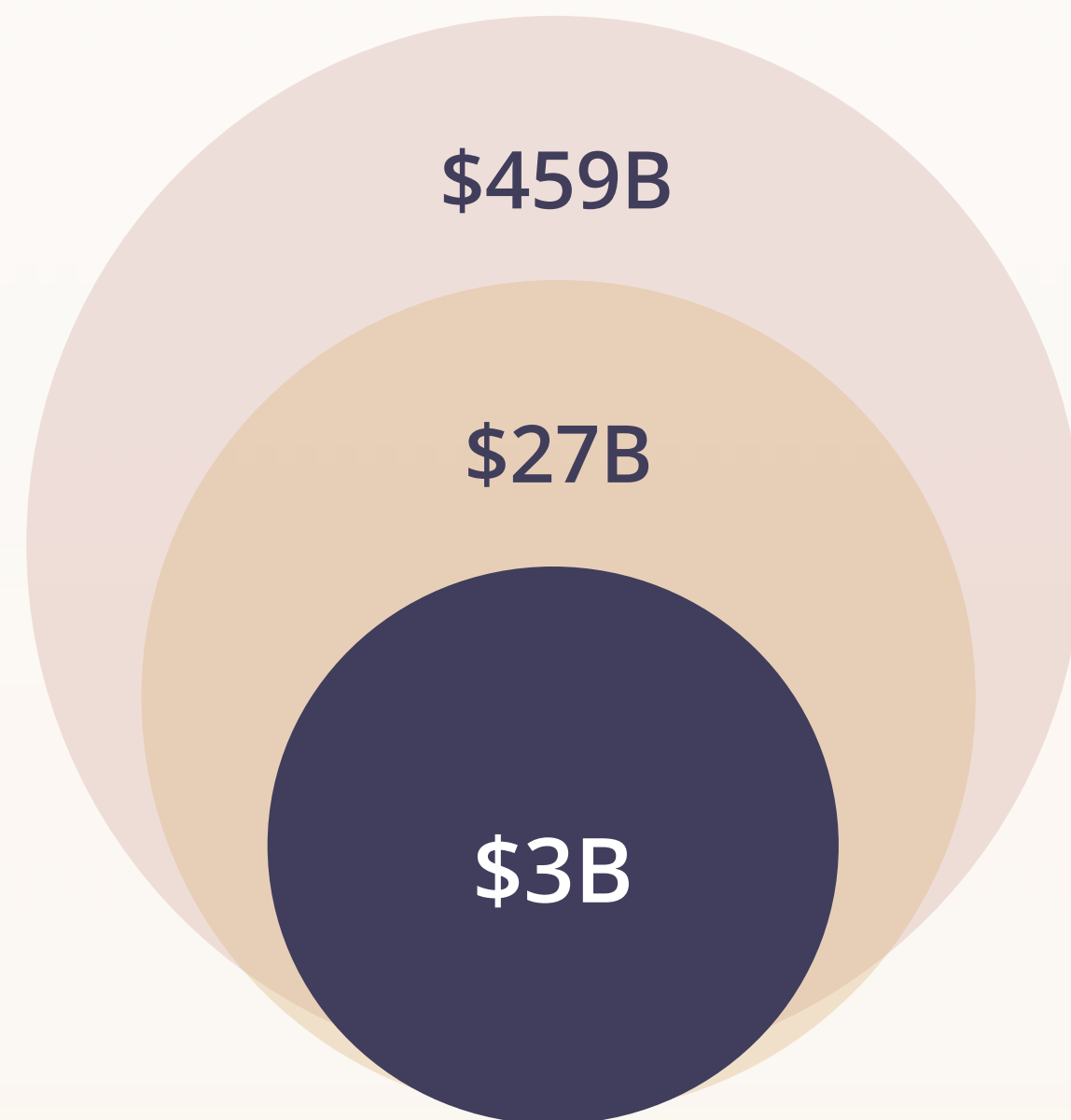
"This will definitely make me *want* to meditate."

Mike, beta user



Meditation is a surging \$3B US industry

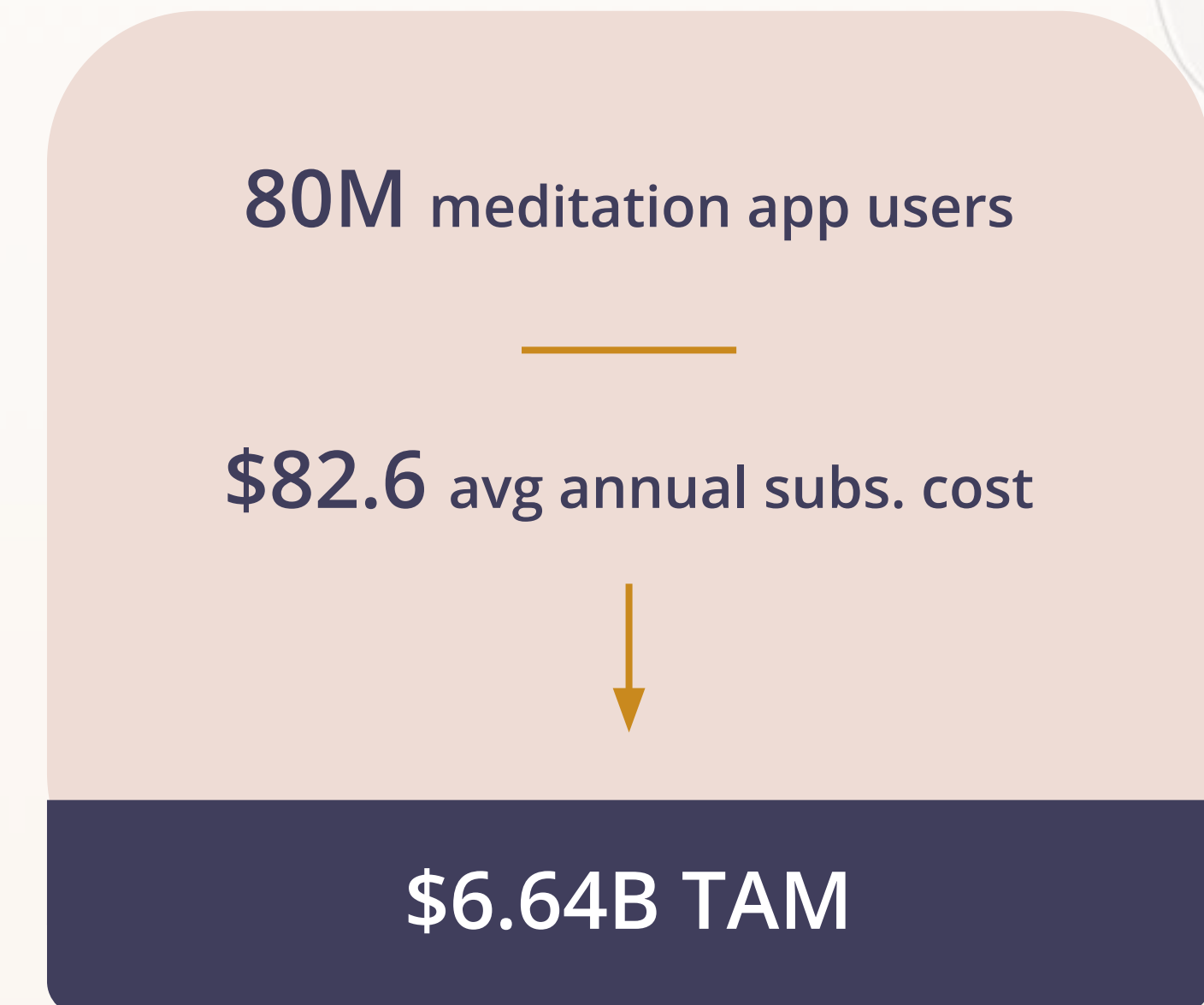
Top Down



Growth

33% CAGR
digital fitness
through 2022.

Bottom Up



- U.S. meditation & mindfulness industry
- Digital fitness industry
- Mind & mental performance

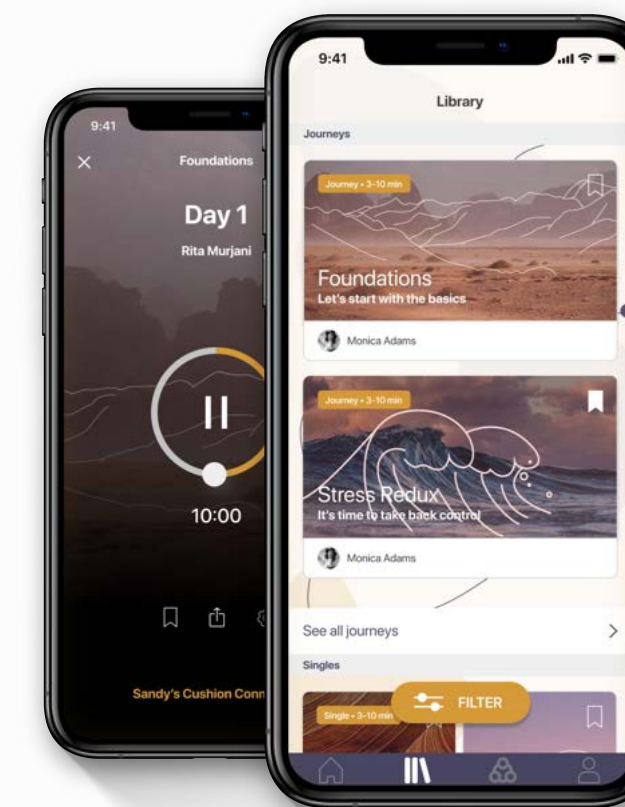
Proven, sustainable business model

Hardware + Software Business Model

Connected,
Multi-Sensory Cushion
\$199



Content Subscription
\$90 per year



Student, Duo, Family plans available

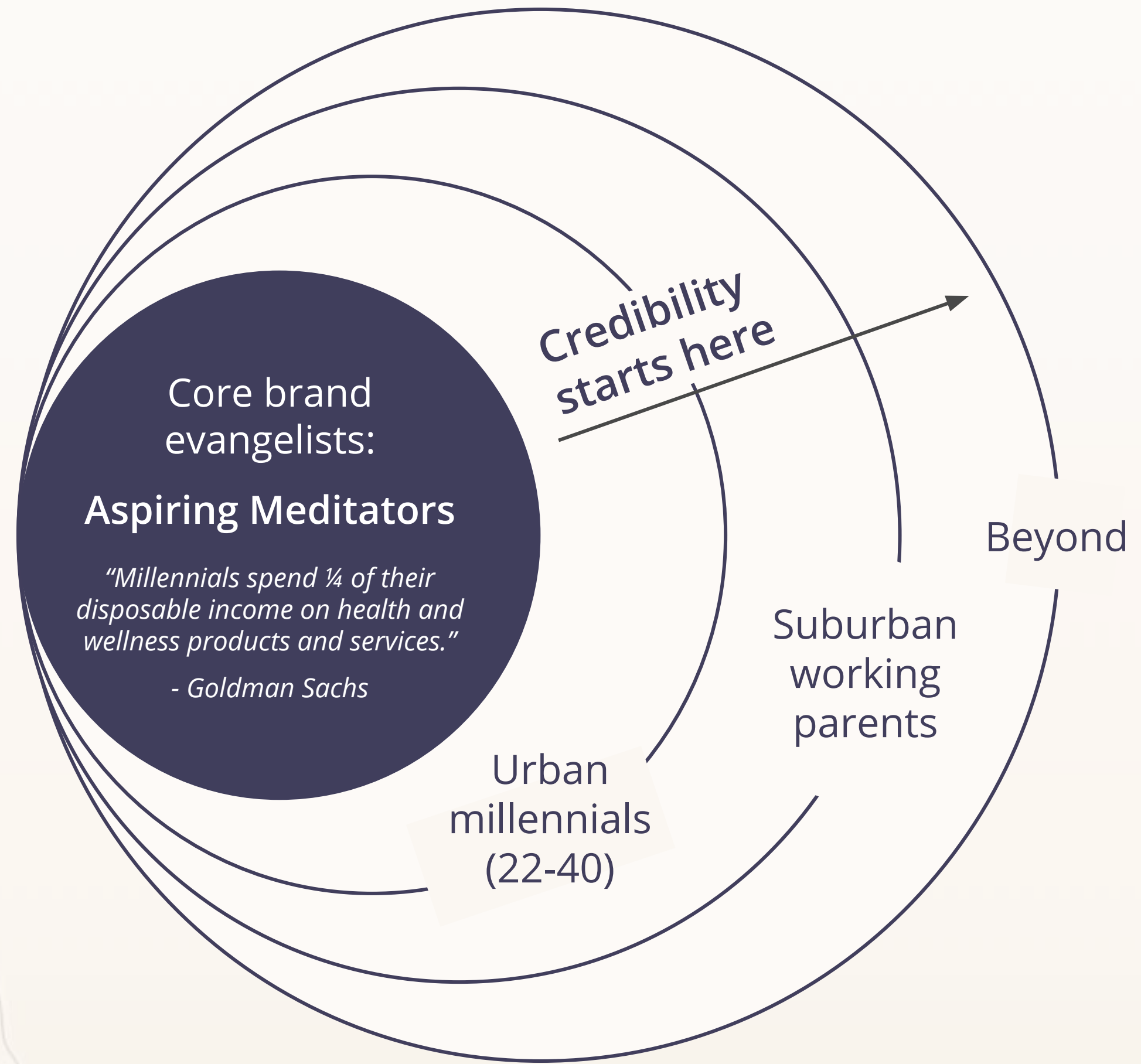
5x CAC/LTV within 2 years with immediate hardware payback per user

	1H '21	2H '21	1H '22	2H '22	1H '23	2H '23	1H '24
Hardware Revenue	\$199	0	0	0	0	0	0
Hardware Gross Profit	\$100	0	0	0	0	0	0
Content Subscr. Rev	\$37.5	\$45	\$45	\$45	\$45	\$45	\$45
Content Subscr. Gross Profit	\$26.5	\$31.5	\$31.5	\$31.5	\$31.5	\$31.5	\$31.5
Cumulative Gross Profit	\$126.25	157.75	\$189.25	\$220.75	\$252.25	\$283.75	\$315.25
CAC	\$140						
LTV/CAC	1.7x	3.2x	3.9x	5.3x	6.3x	7.0x	7.9x

* based on other similar products and services in the industry under a conservative analysis

Aspiring Meditators are the key to credibility with broader audiences

Aduri partners with recognized brands in varied industries



purple



wework



Distribution strategy

DTC

Build a community of
Aspiring Meditator evangelists
as brand anchor


creates launchpad for



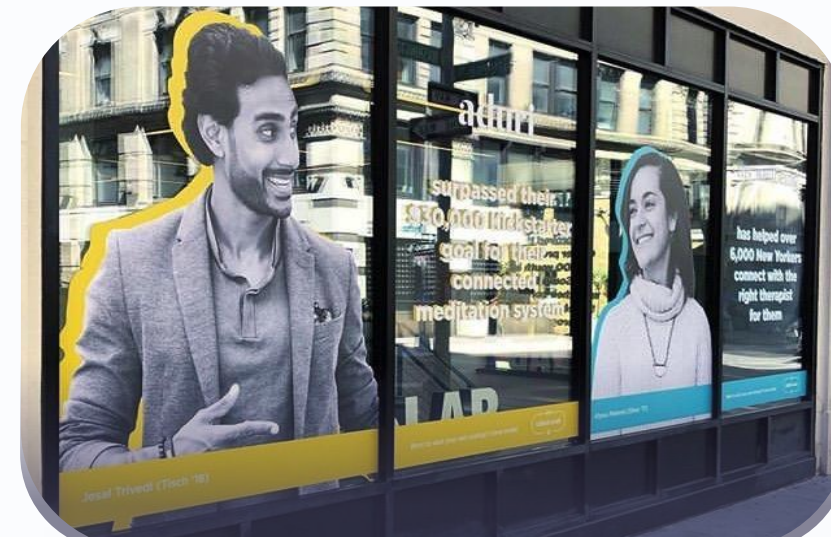
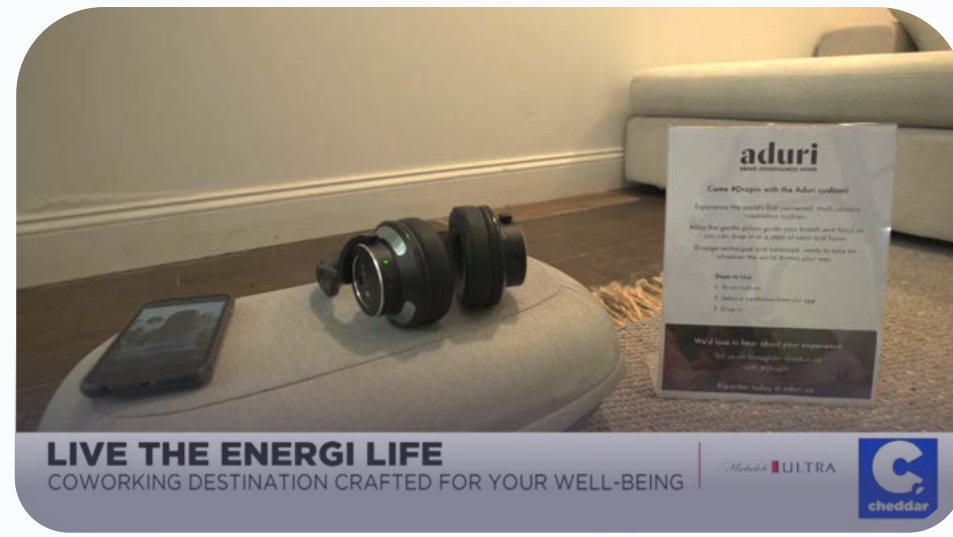
B2B2C

Access broader, adjacent
audiences in corporate wellness

An immersive experience built on community and authenticity

	aduri	core	journey <small>MEDITATION</small>	 HEADSPACE	<i>Calm</i>	MIRROR	
Physically immersive experience for natural sitting position	✓						
Real-time biometric monitoring for meditation	✓	✓				✓	✓
Meditate in user-created micro groups	✓						
Curated selection of experienced teachers	✓	✓	✓			✓	✓

Cushion is launching in Q2 2021!



As Seen In



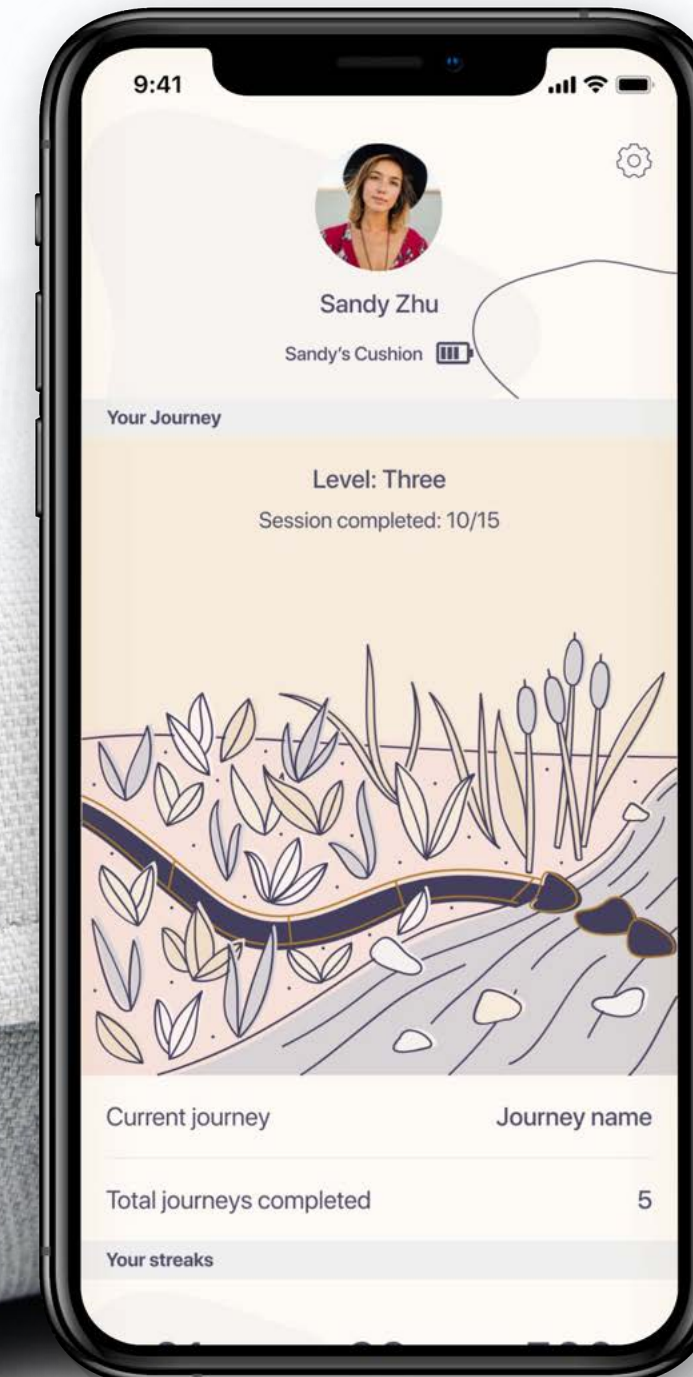
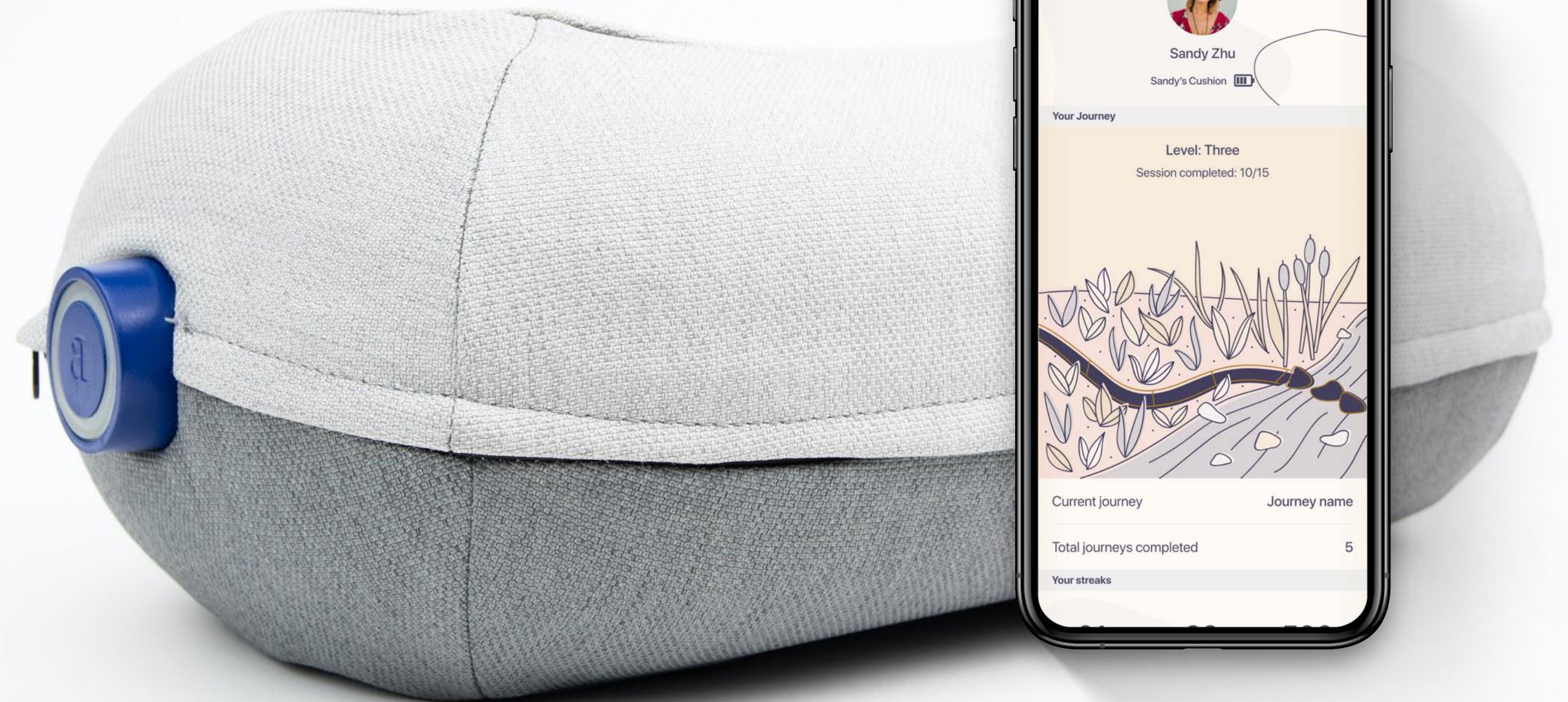
BUSINESS INSIDER

Entrepreneur



CORE77

UP JOURNEY



Meet Aduri

75+ years combined experience in meditation, mobile, marketing, product design and manufacturing.



Jesal
Trivedi

CEO & Founder



Rita
Murjani

Head of Mindfulness



Samantha
Mellone

Head of Marketing



Product Team



Sam Holland
Head of Manufacturing



Hannah Berkin-Harper
Head of Industrial Design



Sandy Zhu
Lead UX Product Designer



Our seasoned advisors are exceptional operators

Design & Team Development



NOBU NAKAGUCHI

Co-founder & Chief Design Officer, Zola



Operations Strategy



Ruth Zuckerman

Founder, SoulCycle & Flywheel



Product Strategy



SURAJ KAPOOR

Fmr VP of Product, WayUp
& Fmr VC, Lerer Hippeau



Brand Strategy & Marketing



LORI MARCUS

Former CMO, Peloton



BILL MCCOMB

Former CEO, Kate Spade

kate spade
NEW YORK



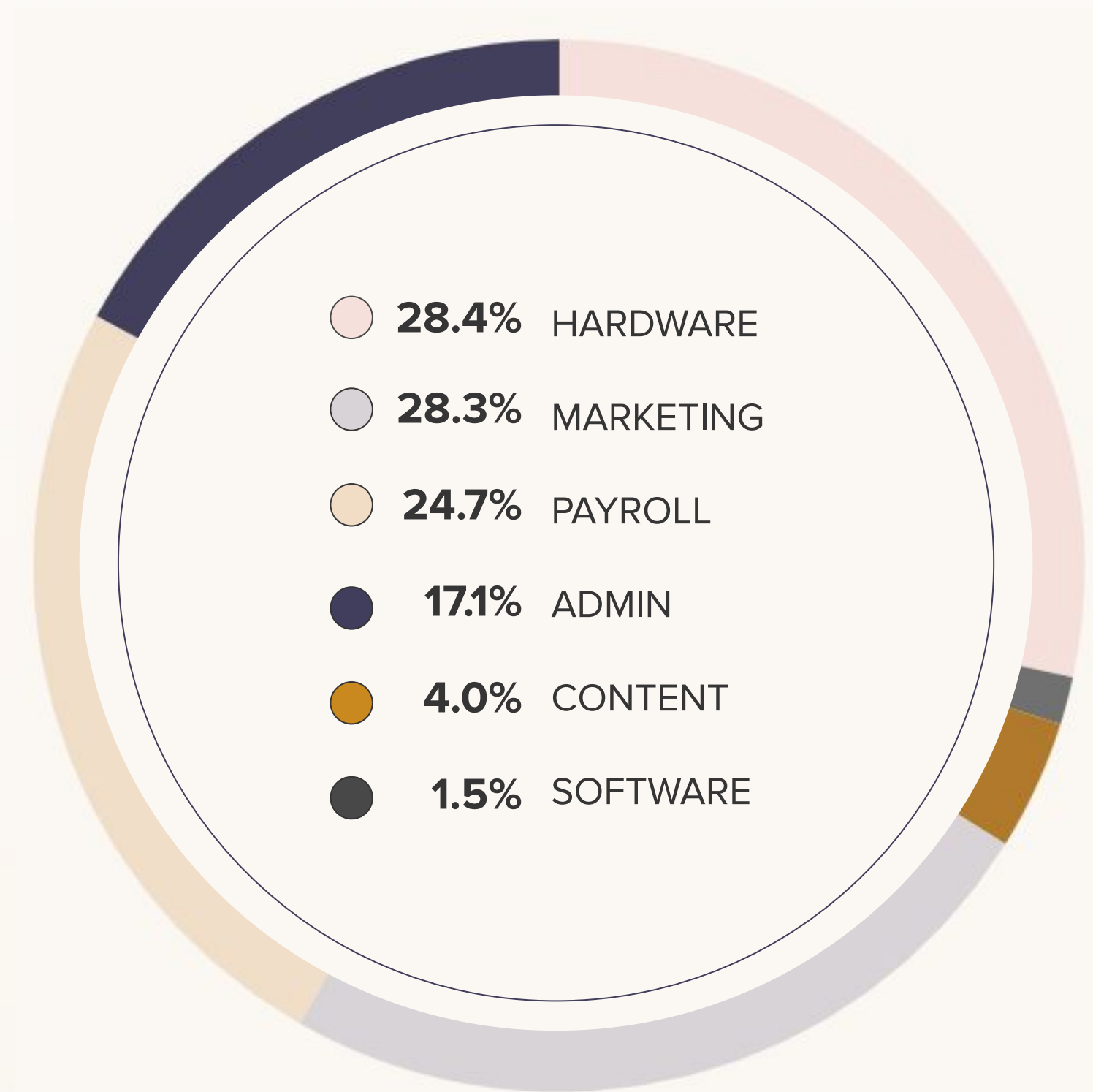
MARK FRIEDMAN

Former CMO, Steve Madden

STEVE MADDEN

\$750K to launch product and gain product data

SPEND BREAKDOWN



This round will get us to market so we can begin to collect meaningful consumer and product data.

Milestones Include:

- Manufacturing acceleration and Aduri Cushion product launch in parallel with Nike study
- Hire FT Head of Growth + invest in marketing content, community building and sales channels
- Double content team and library



Thank You

Get in Touch

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xrc labs



NYCEDC NYC MEDIA LAB

wework labs



Futureworks
Advanced manufacturing. Advanced opportunity.

aduri
BRING MINDFULNESS HOME