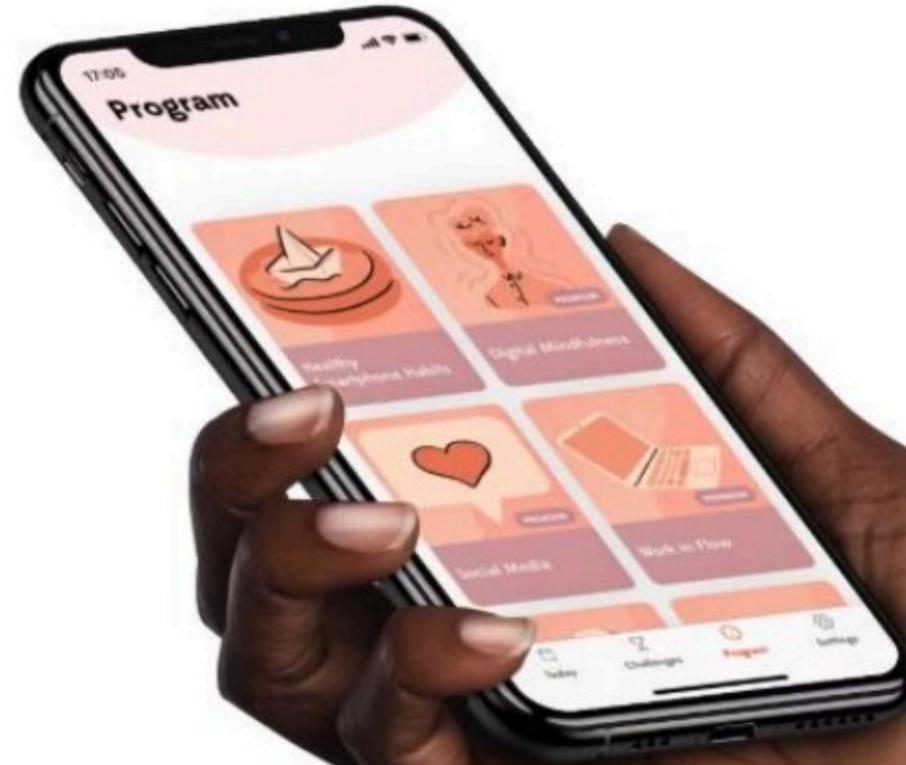


To exit full screen, press `esc`



**not less
but better**

AI-coach for healthy technology use



PROBLEM

Phone over-users fail to build healthy habits, leading to massive harm for well-being

17 yrs

Average time spent on phone during lifetime¹

310m

Worldwide fail to stick to health phone habits²



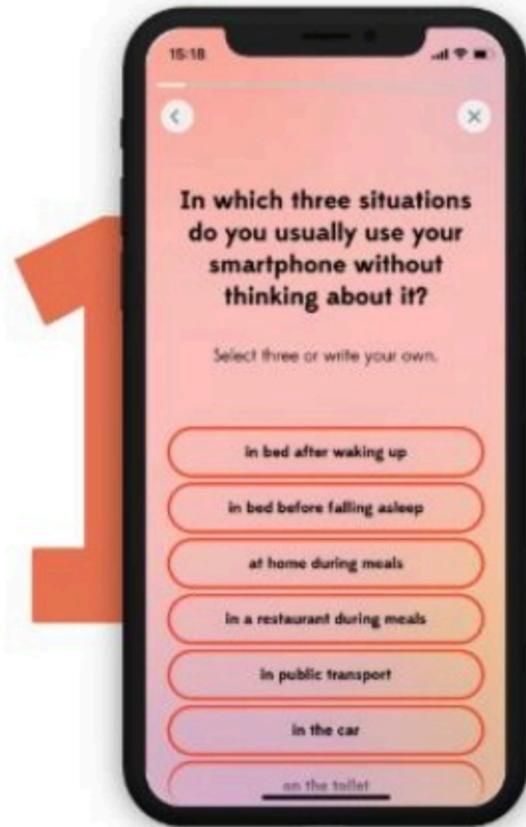
Over-use leads to stress, sleep deprivation and depression³



Sources: 1 App Annie (2021) 2 Think With Google (2019), Radtke et al. (2021) 3 Elhai et al. (2017)

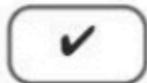
**In the current attention economy,
a mental health crisis is inevitable
without a simple and effective
solution against phone addiction.**

We help over-users overcome unhealthy phone habits



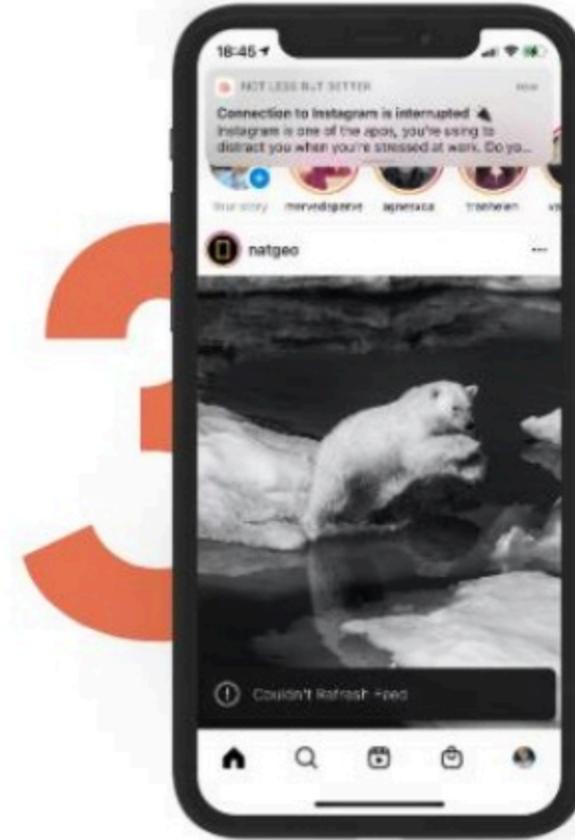
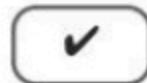
Identify unhealthy habits

Scientifically-proven training concept to significantly improve screen habits and well-being.



Replace them with good habits

Bite-sized exercises & specialized courses with practical tools to train your habit strength.

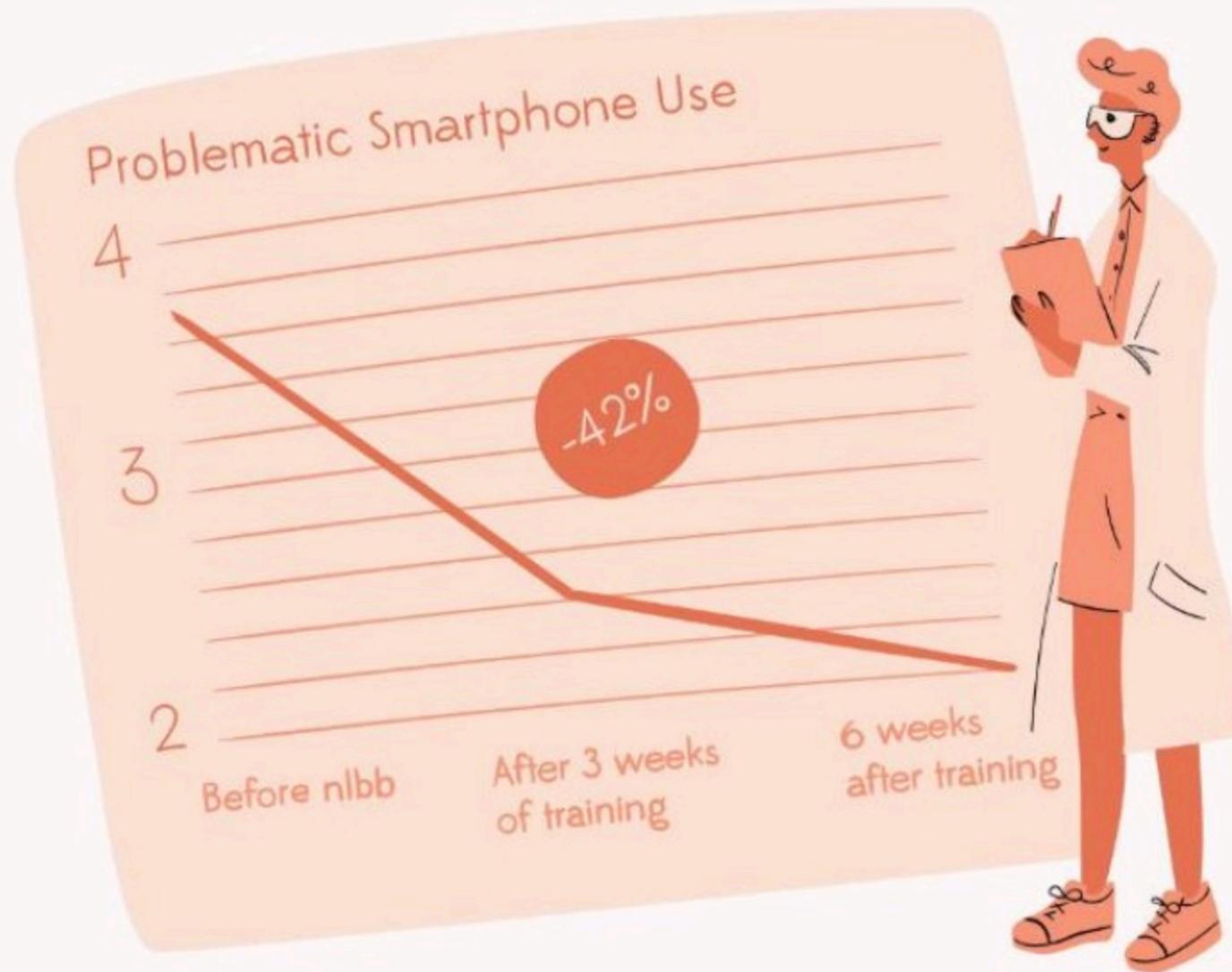


Get nudged in real-time

Our technology detects when you lose yourself in your phone, and gently nudges you back on track.



First RCT-approved app to create significant outcomes for healthy habits



ABOUT THE TRIAL

Randomized controlled trial with the Freie Universität Berlin and 232 participants, outcomes:

-42%*

Reduction of problematic smartphone use

-20%*

Reduction of screentime

+8%*

Increase of overall wellbeing

-40%*

Decrease of habit strength (impulsive smartphone use)

WHY NOW

The digital well-being space is booming, and we're only at the beginning

Phone-induced stress and anxiety
is at an all time high

310m

people worldwide are failing at building healthy
phone habits with existing solutions (1)

Mindfulness has gained
mainstream consumer acceptance

24.3x

increase of consumer spending for mindfulness apps
to \$195m/year since 2015 (2)

Funding is exploding, enabling
billion dollar opportunities

\$1.5bn

of funding for US-based mental health companies in
2020 only, +72% YoY (3)

Innovation led to many billion dollar apps in the growing personal development market

LEARNING



\$5bn Market Cap



MASTERCLASS
\$800m Market Cap



Blinkist
\$200m Market Cap

WELLBEING

MENTAL



\$2bn Market Cap

PHYSICAL



\$37bn Market Cap

SLEEP



\$192m Market Cap

HABIT FORMATION

BUILDING



22m Downloads

REGULATION



\$4bn Market Cap

ELIMINATION



\$78m Funding

Screen time management remains a major \$24b opportunity

HABIT BUILDING

GOALS



22m Downloads

FOCUS



40m Downloads

HABIT REGULATION

WEIGHT LOSS MNGT



\$4bn Market Cap

SCREEN TIME MNGT

**not less
but better**

310m affected * \$81 ARPPU =
\$24bn Market Potential

HABIT ELIMINATION

SUBSTANCE USE



\$284m Funding

TOBACCO

Quit Genius

\$78m Funding

ALCOHOL

TEMPEST

\$10m Funding

"I've been able to reduce my screen time from 7.5 hours per day to 2.5 hours and have been much more productive and focused."

- APP STORE REVIEW OF PREMIUM SUBSCRIBER, APRIL 2021

TEAM

Diverse team, skilled to serve millions of over-users

6

Add. Team Members



1

Paper Published



3

Advisors



€x

raised in pre-seed

Marius (CTO)
Mobile & Software
Engineering



Christina (CPO)
Psychology &
Design Thinking



Selcuk (CEO)
Marketing & BizDev
2x founder



**We are redistributing
attention.**

**Away from big tech, back
to the owners: the people.**

**We will define the
future of healthy
technology use.**

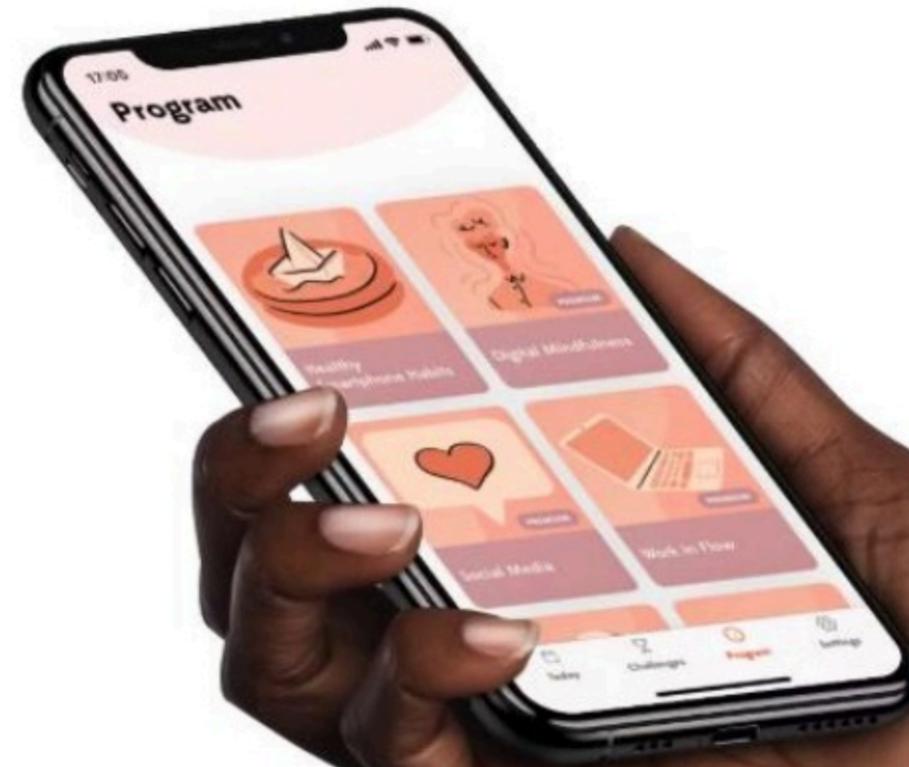
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