

semse planets

SHAPE YOUR MIND

FORM YOUR PLANET

SEMSE PLANETS IS A MOBILE **NEURO-GAME**, IT WORKS WITH THE **MUSE® BRAIN-SENSING HEADBAND**.

IT CAN HELP YOU **LEARN** HOW TO
FOCUS YOUR ATTENTION
AND HOW TO **RELAX**.

CUSTOMER

Current Muse users (Musers) who don't have many apps for the device at the moment and future Musers who are looking to reduce their stress.

MARKET

We have a partnership with the largest consumer brain-computer interface provider, Interaxon (Muse®) which has over 500k Musers globally.

BUSINESS MODEL

- Free content when downloading the app
- In-app purchase of additional content: \$0.99 - \$4.99
- Premium memberships: \$9.99 per month

MILESTONES

- Offer beta testing to Muse users
- Game experience improvements
- Official release
- 10k subscribers
- VR/AR integration,
- Metaverse, NFT



THE PROBLEM: STRESS

According to The American Institute of Stress: 73 percent of people suffer from stress that impacts their mental health.

The adverse effects of stress are well known. It negatively affects emotions, mood, behavior, causes health and mental problems. Stress destroys our happiness.

SOLUTION

Our novel mindful gaming helps people to learn how to get consciously more relaxed, focused and mentally refreshed.

Presenting real-time feedback, calculated from the measured brainwaves allows you to get an objective insight of your brain activity, improving mindset skills.

PRODUCT

Developing mindfulness skills whereby our revolutionary gaming control analyzes brainwaves.



COMPETITORS

Our main competitors will be other third-party developers' apps.

COMPETITIVE ADVANTAGES

Our secret is how we provide real-time, unique audiovisual experiences with our proprietary algorithm.

SALES STRATEGY

Social media campaigns and PR to major tech/ mindfulness magazines, these will guide the customers to various app stores.

MARKETING STRATEGY

We will target Muse's online community as well as contact influencers who will introduce our product to their followers.



Semse World

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