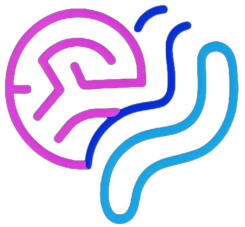
NewRYTM Stress Management Tech



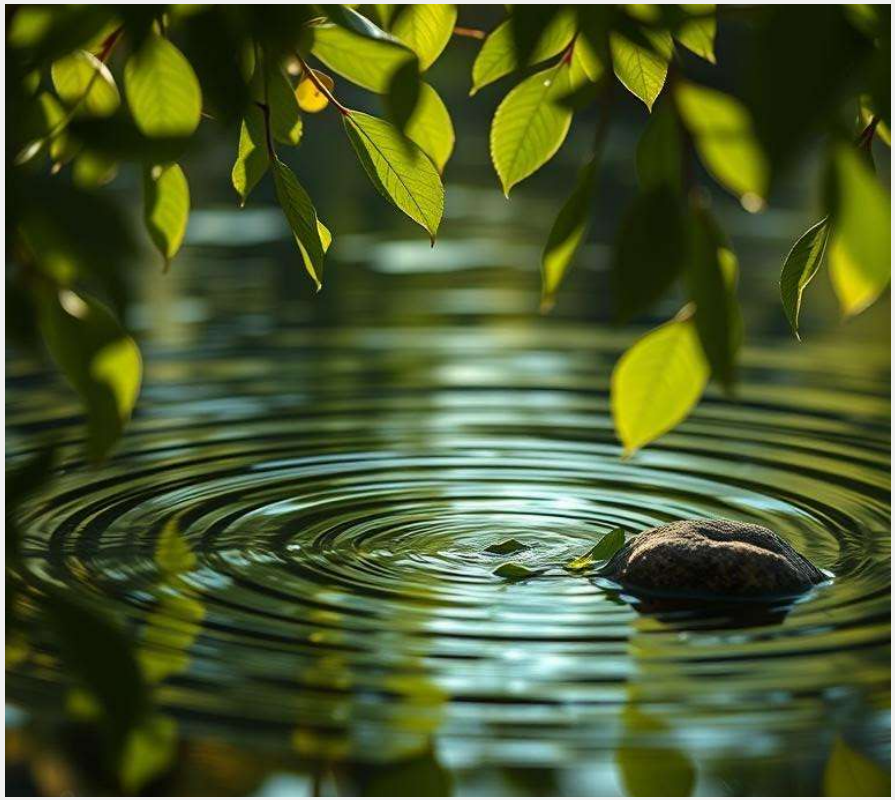
June 24, 2025

Agenda

- Welcome to NewRYTM
- The Stress Epidemic
- Our Solution: How NewRYTM Works
- Science Behind NewRYTM
- User Journey Experience
- Market Opportunity
- Business Model
- Traction and Validation
- Competitive Edge
- Team & Advisors
- Roadmap and Vision
- Funding Ask

Introduction

Welcome to NewRYTM

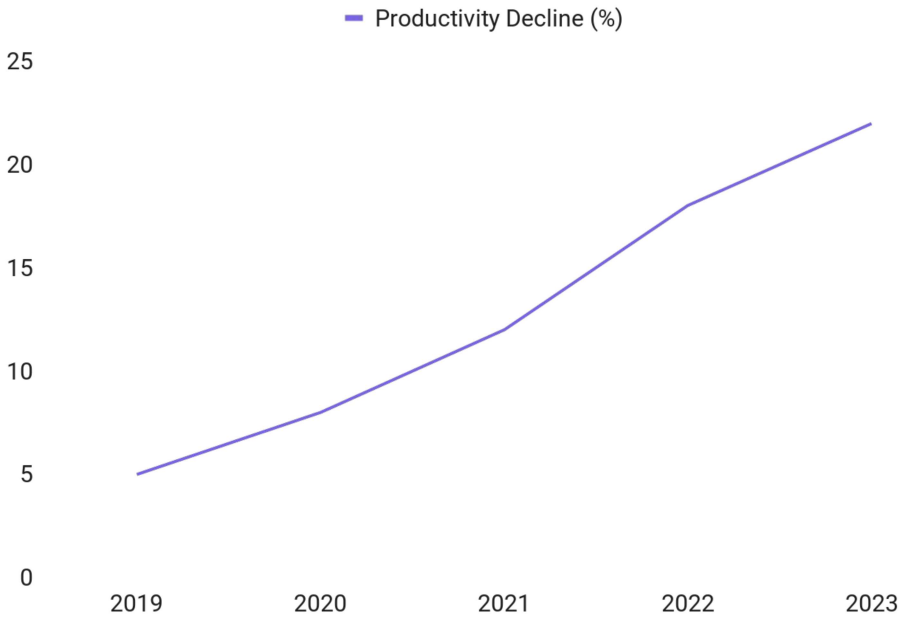


- Payoff: ' find your balance, one breath at a time.
- Tagline: Scientific breathing exercises and an emotional diary designed to help manage everyday stress effectively.
- Essential contacts: CEO - [Name], Website - www.newrytm.com (replace with actual CEO name and site).

Problem

The Stress Epidemic

Impact of Stress on Productivity in Italy



Key Facts and User Pain Points

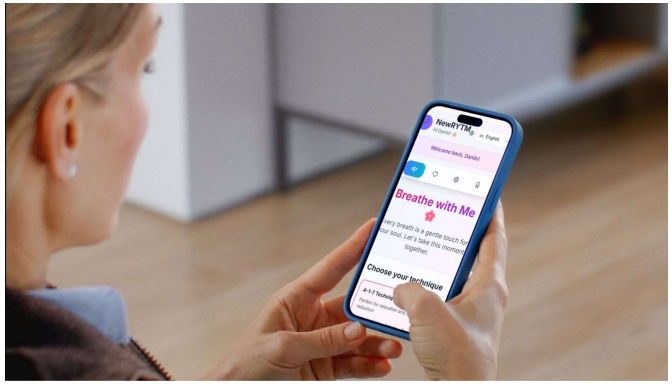
- Around a third of Italians suffer from stress [31.3%] (ISTAT 2023), highlighting a widespread health crisis.
- 187 billion is the cost in only 5 countries (https://psycnet.apa.org/doi/10.1037/ocp0000069)
- Model used from many companies in their services do not have scientific value
- The low UX research or the difficulties in applying it makes many devices impossible to be used in a good way.
- Stress significantly reduces workplace productivity, costing both employees and employers heavily.

Solution

Our Solution: How NewRYTM Works

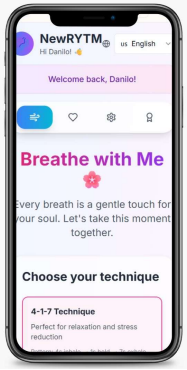
Scientific Breathing Exercises

Users engage in 12-second cycles (inhale-pause-exhale) proven to balance the nervous system, accessible instantly from the app homepage.



Emotional Diary Entry

Users select their current emotion, rate its intensity on a 1-5 scale, and describe the situation to reflect on their stress triggers.



Seamless User Flow

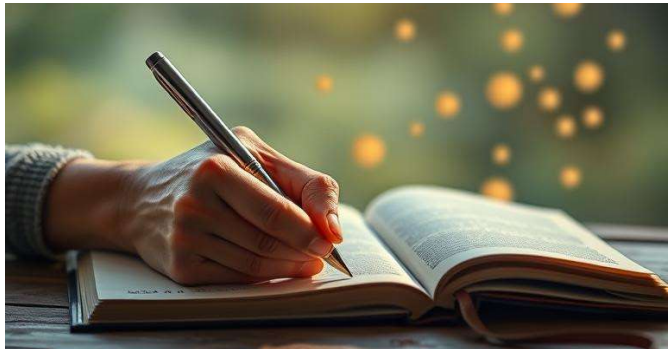
The app guides users smoothly from breathing exercises to diary entries, creating an integrated experience for stress management.

Validation

Science Behind NewRYTM

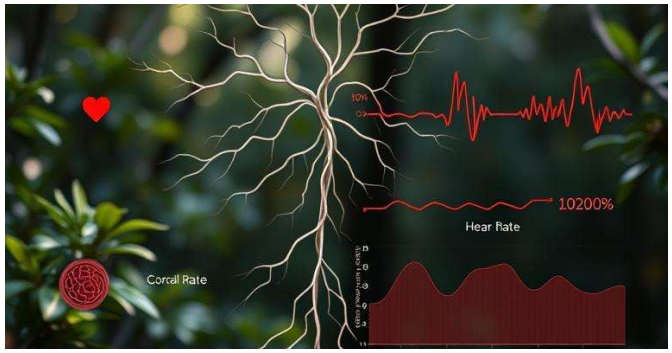
5 respiration per minute

The 12-second inhale-pause-exhale cycle is model taken from different context where people relaxed, and by taking model has been recognized that is the respiration that help to reduce the stress.



Emotional diary

The emotional diary is a model used also in psychotherapy



Physiological Mechanisms

This exercise repeated more time help the person to reduce the stress, this optimize the physiology of the body in the stress management.

Market

Market Opportunity

Primary Target Audience

Professionals aged 25-55 experiencing work-related stress form our core users, seeking effective digital stress solutions.

Market Size & Segments

Data about economic value:
Total Addressable Market (TAM) for the management of stress is $32,4B;
Service Available Market (SAM) about technological solution for stress management is $9,7B;

Serviceable Obtainable Market (SOM) we expect to obtain 10 million dollars in the first 5 years.

Business

Business Model

Freemium Model

- Base plan includes 3 daily breathing exercises
- Access to a basic emotional diary for tracking feelings
- Designed for individual users seeking stress relief
- Free entry point encourages broad adoption

Premium & B2B Licensing

- Premium subscription at €7.99/month with advanced reports
- Personalization features tailored to user needs
- B2B licenses offered to companies for employee wellness
- Supports corporate wellness programs and engagement

Competitive Edge

- The other have not based their model on a correct collection of data from people, we did it;
- The other are not able to give model to manage stress, we can;
- The other will not have a device structured for the record of stress, we will.

NewRYTM offers a 12s breathing cycle & 1-5 intensity scale, features missing in competitors, boosting engagement & effectiveness.

NewRYTM fully integrates breathing exercises with the emotional diary, while competitors offer only partial or no integration.

Team

Team & Advisors

Our team blends psychology, tech, product, and business skills to build a validated, user-friendly stress management solution. Our clinical advisor ensures scientific rigor.

Danilo Tetesi
Founder & CEO
(Cognitive Neuroscientist)

Pedro
Co-Founder
(Engineer)

Tiziana Panciroli
Co-Founder
(Veterinary - IT specialist)

Davide Baino
Co-Founder
(Data Analyst - AI specialist)

Development Timeline

Roadmap and Vision

June 2025

MVP Test

There is a first MVP to test the idea and the experience of user.

October 2025

Hire a new expert about app

Will be added an expert about IT to develop a better program coherent with data collected (process started 10 subject coherent with skills necessary).

January 2026

New MVP

Program optimised based on data that have been collected, and able to manage data from smart watches.

February 2026

Expert abou health data & AI

Will be added an expert about health data and AI to help in the development of a system that give results more coherents with the needs of clients.

June 2026

Integration of AI in the program

The system will start to be able to give personalized feedback to people and will start to be sold to big companies in the health services.

Funding

Funding Ask

- Funding request: €250,000 pre-seed round to support initial growth phases.
- Allocation of funds: 50% dedicated to product development to enhance app features and user experience.
- 30% allocated for clinical validation to scientifically prove effectiveness and build credibility.
- 20% invested in user acquisition to reach 10,000 active users within the first year.
- Milestone goal: Achieve 10K active users within 12 months to validate market demand, scalability, and collect data for the AI system.