

Navigating the Chaos

We invite you to join us in bringing compassionate wisdom to the world – scalable, affordable, and globally accessible

My Message

“ In a time of failing leadership and collapsing institutions, responsibility for charting our path forward falls on the individual. Ordinary people may lack armies or wealth, yet each of us holds the potential power of calm and clarity. Those who cultivate these qualities become anchors – for themselves and for others. ”

~ *Shulamit*
Partner



MediSounds® Positioning

Ancient inner disciplines made accessible through modern digital tools

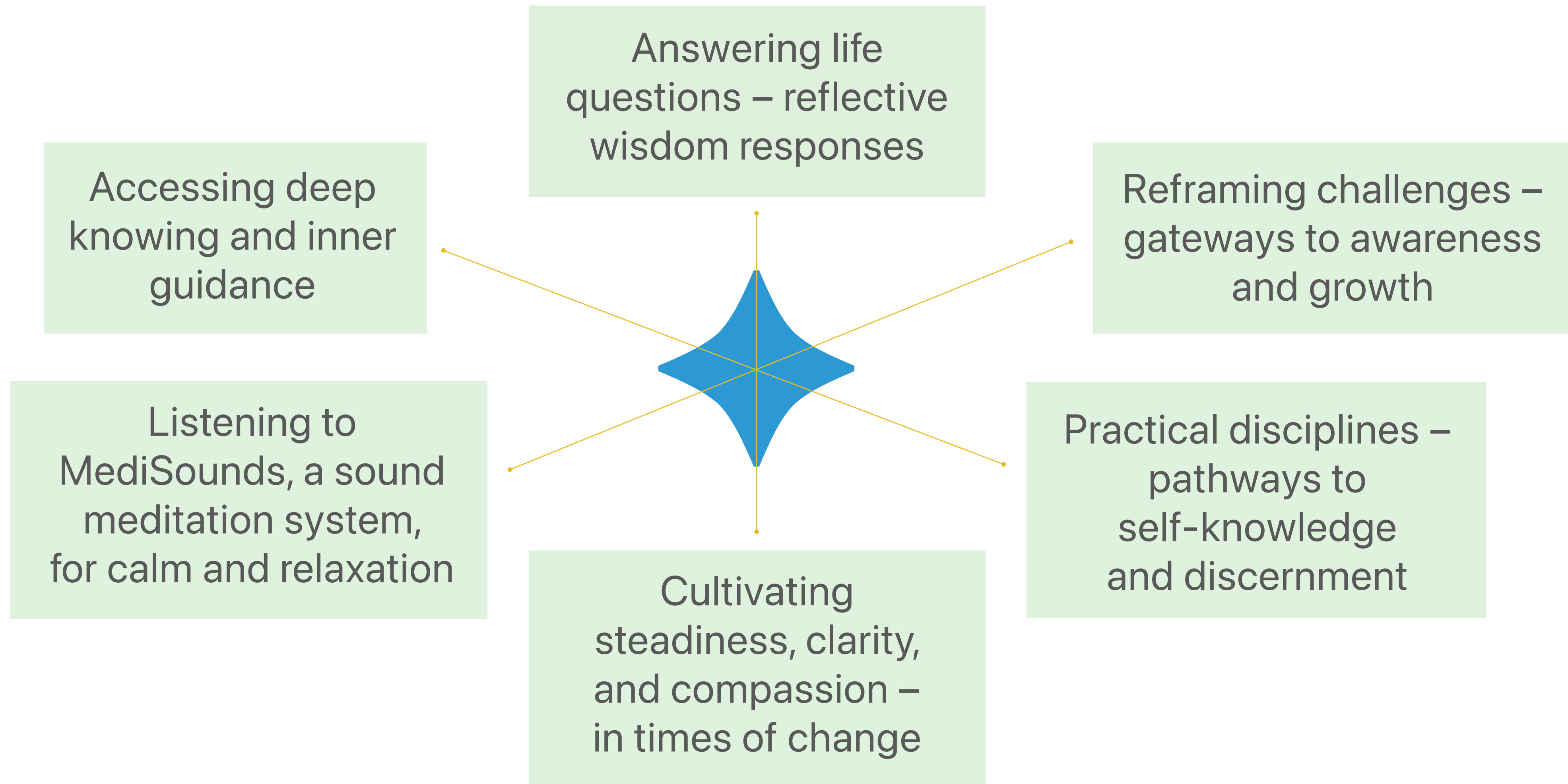
- ◆ Positioned at the intersection of AI, wellness, spirituality, and mental health
- ◆ Leveraging growth of technology to humanistic ends
- ◆ Promoting clarity, resilience, and conscious living

Pocket Wisdom

An AI-guided wisdom companion offering grounded reflection, clarity, and inner orientation for modern life

- ◆ Ask Shulamit's Avatar any question
 - Receive fresh and ancient wisdom perspectives
 - Benefit from a quiet presence
 - Reflect before reacting
 - Return to deeper guidance

What the MediSounds® App Offers



A Living Wisdom Ecosystem

***Pocket Wisdom* is Part of an Integrated Ecosystem of Guidance and Practice**

◆ **MediSounds® sound meditations**

- Snap Nap app

◆ **Teachings**

- Substack publications, online classes

◆ **Community spaces for shared inquiry**

- Providing video/audio and written tools to support small group practices

◆ **Human mentorship**

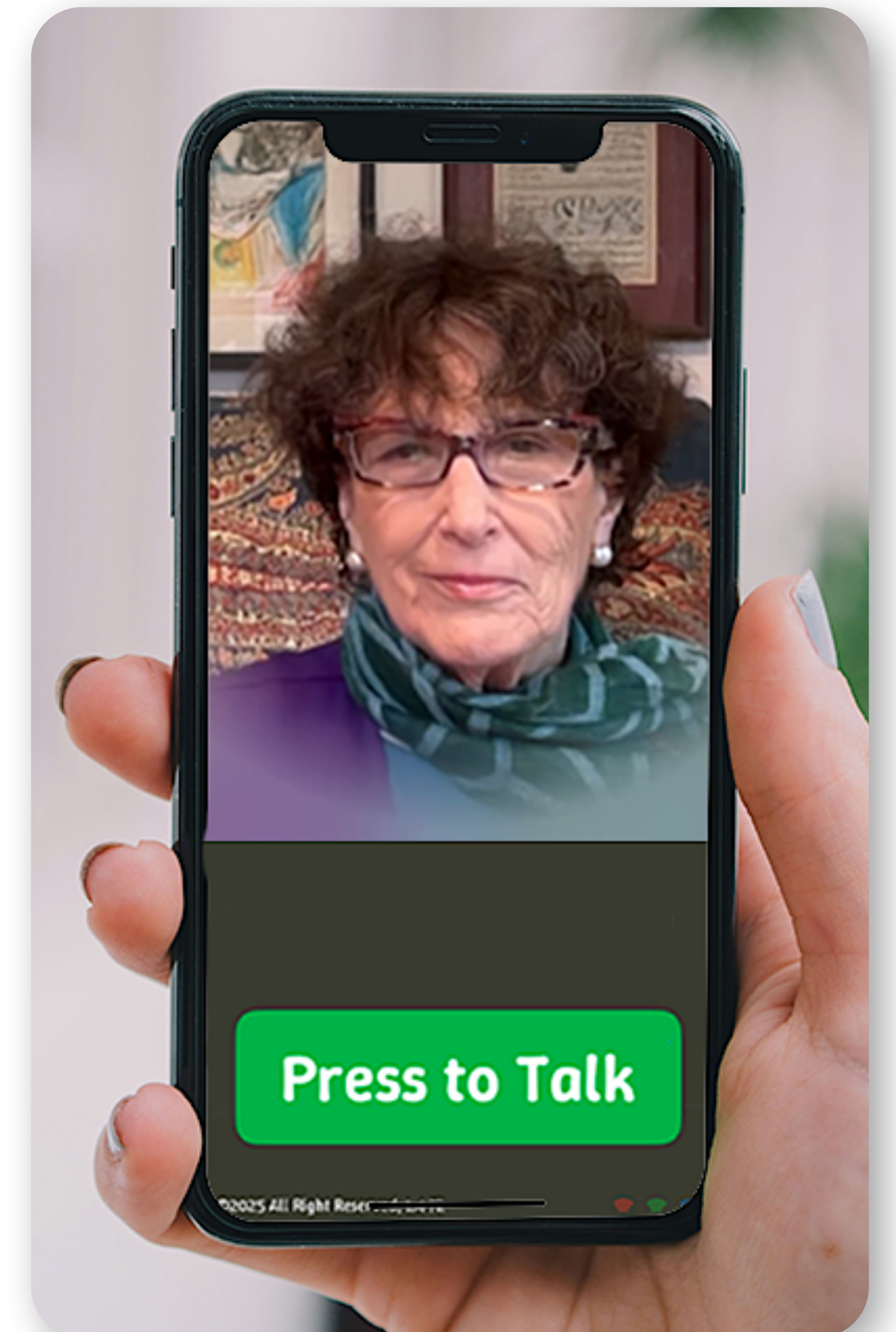
AI Avatar/Pocket Wisdom App

Rich conversations with an AI-backed avatar drawing from Shulamit's published works. Supported conversations can range from everyday personal topics to deeply philosophical questions touching upon the wisdom of the ages.

- ◆ **The app beta version now available**
- ◆ **The beta version is trained on Shulamit's entire body of work including the sound library, writings, videos, along with curated web knowledge**

TO FINALIZE:

- ◆ Estimated development time and resources: 3 to 6 months
 - A project manager with a team of 2 computer programmers and a graphic artist



Blog

Substack – a publishing platform used by independent creators who want direct audience relationships without traditional media intermediaries

- ◆ Distribute weekly newsletter to subscribers
- ◆ Evangelism and expansion of current writings
- ◆ Direct engagement with audience

Website and YouTube Channel

- ◆ Legacy website, a nexus for all interactions with the MediSounds® audience
- ◆ YouTube channel hosts videos
- ◆ Online tutorials
- ◆ MediSounds® meditations
- ◆ Additional apps including Snap Nap app and MediSounds® for Sleep app

Environment & Vision

The Marketplace

Mel Robbins

*author, social commentator, life coach
(soccer mom turned thought leader)*

- Mel's 2022 book, *Let Them*, was a heart-to-heart letter to her teenage daughters, and spoke to teenagers everywhere
- Today, Mel has the most viewed podcast in the world with millions of followers

Sam Harris

*neuroscientist, philosopher, and
public intellectual*

- Known for exploring consciousness, ethics, and spirituality through reason and meditation
- His *Waking Up* mindfulness app has been downloaded by over 1 million users (100,000 5-star reviews)

Roll Out

Deliverables	Description	Timeline	
		3 Month	6 Month
Conversation AI-Avatar iPhone/SmartPhone App	Projected development budget @ \$100/hr for project manager, programmers and graphic artist	iPhone Development (12 wks, 48 programmer-wks) \$192,000	iPhone & Android Development (24 wks, 96 programmer-wks) \$384,000
Blog & Content	Content and blog is already being created and posted	(12 programmer-wks) \$48,000	(24 programmer-wks) \$96,000
Website	<ul style="list-style-type: none"> Legacy website already available Re-vamping to integrate MediSounds® product line 	(1 month) \$16,000	–
Marketing	<ul style="list-style-type: none"> Social Marketing (a director and one assistant, \$14,000/month) Internet marketing firm (\$20,000/month) 	\$102,000	\$204,000
Executive Production	Oversee all software integration, marketing, financials, etc.	(12 programmer-wks) \$48,000	(24 programmer-wks) \$96,000
TOTAL COST		\$406,000	\$796,000

hr = hour; wks = weeks.

Projected Revenue

Roll Out	AI Avatar App			Website	Blog	Total App, Website, & Blog
	Tier 1 \$5 / month (daily time limit)	Tier 2 \$20 / month (no limits)	Total Tier 1 + Tier 2	Monthly Videos / Zoom Calls + AI-Avatar App \$40/month	Substack Daily Postings \$10 /month	
	(subscribers → yearly revenue)			(subscribers → yearly revenue)		
Initial	1,000 → \$60,000	100 → \$24,000	\$84,000	100 → \$48,000	50 → \$6,000	\$138,000
Basic	20,000 → \$1,200,000	2,000 → \$480,000	\$1,680,000	2,000 → \$960,000	1,000 → \$120,000	\$2,760,000
Mature	100,000 → \$6,000,000	10,000 → \$2,400,000	\$8,400,000	10,000 → \$4,800,000	5,000 → \$600,000	\$13,800,000
Iconic	1,000,000 → \$60M	100,000 → \$24M	\$84M	100,000 → \$48M	25,000 → \$3M	\$135M

Projected Expenses & Earnings

Category	% Revenue	Details
Cost of Goods Sold (COGS)	47%	
Payment processing & app stores	30%	Apple/Google cuts, Stripe fees, refunds
Cloud infrastructure	8%	Hosting, storage, bandwidth, CDNs
Content delivery/streaming/AI	6%	Video, audio, LLM usage, ML inference
Customer support	3%	Outsourced/internal frontline support
Operating Expenses (OpEx)	26–45%	
A. Engineering & Product (R&D)		
Core engineering	12–18%	
Product, design, QA	3–6%	
B. Sales & Marketing		
Sales ops, CRM	3%	
Ads, promos, influencers	5–12%	
C. General & Administrative (G&A)		
Finance & accounting	1-2%	bookkeeper, accountant
Legal & compliance	1-2%	lawyers
Exec & admin	1-2%	salaries
Earnings (Net Income)	8–27%	EBIT, ignoring interest, taxes

Roll Out	Revenue	Earnings Formula	Net Income
Initial	\$138,000	8–27%	\$11,040–\$37,260
Basic	\$2,760,000	8–27%	\$220,800–\$745,200
Mature	\$13,800,000	8–27%	\$1,104,000–\$3,726,000
Iconic	\$135,000,000	8–27%	\$10,800,000–\$36,450,000

Valuation

Roll Out	Net Income	X	Multiple	=	Valuation
Initial	\$37,260	X	5	=	\$186,300
			30		\$1,117,800
Basic	\$745,200		5		\$3,726,000
			30		\$22,356,000
Mature	\$3,726,000		5		\$18,630,000
			30		\$111,780,000
Iconic	\$36,450,000		5		\$182,250,000
			30		\$1,093,500,000

Our Team

Who We Are

Shulamit Elson

- ◆ Founder and Creator of MediSounds®, with 30+ years teaching sound-based meditation globally and a prior career in investment banking and corporate consulting

John Kiehl

- ◆ Technical Director and strategist; MIT graduate and co-founder of Soundtrack Recording Studios, NY & Boston, with 50 years of experience in audio and software development

Chad Elson

- ◆ Chief Operating Officer; senior finance executive and philanthropist with previous leadership roles at Cantor Fitzgerald, HSBC, Bear Stearns, and The Great Octave Foundation

Contact

MediSounds® , LLC

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