

## About AlphaBeats

AlphaBeats, founded in 2019, is an Eindhoven-based deep-tech venture that uses Philips neurofeedback technology and implicit learning to lower stress by a factor of three by listening to whatever music you like as little as 10 minutes per day. AlphaBeats directly improves quality of life, making users feel more fit and healthy and giving them a higher level of resilience.

AlphaBeats is located in the middle of the smartest square kilometer of the world: The High Tech Campus Eindhoven, The Netherlands. Within this ecosystem, AlphaBeats works together with several partners in the fields of customer health and well-being.

Since early 2020, AlphaBeats also has a strategic partnership with a leading healthcare partner in Berlin, the worldwide hub for healthcare and medical innovations.

## Our brand story

There is one place ...

... where it all happens. A place that's all we are. A place that defines us and lets you define everything and everyone around you. It's the brain. A pinnacle of evolution. The birthplace of revolutionary thoughts, ideas and world-defining endeavors. No wonder a lot is going on in those three pounds of grey matter.

It's always on.

And we use that state for mainly one thing: we keep stuffing it with more stuff. We have become an insatiable sponge of information, news, opinions, decisions, knowledge and social media feeds.

We fight deadlines. We have developed a fear of missing out. We have replaced a 9-to-5 mentality with a 24/7 one.

Yes, it seems we are eager to learn. But we forgot to learn what matters most: to pause your mind every now and then.

So, say hi to AlphaBeats.

A revolutionary new technology that helps you destress, relax, unwind or whatever you want to call it. In other words, our technology helps you deal with stress ... or prevents you'll never need to.

And the best part is you can achieve that effortlessly by listening to your own favorite music for just 10 minutes a day.

So put on your headphones. Sit back. And let our algorithm take care of the rest.

## Our mission

We want to make the mind a less complicated world. We are here to help people improve their well-being so they feel better, achieve more and enjoy life. Our goal is to offer our solution to as many people as possible experiencing chronic stress in the “stress circle of life.” Therefore, we will become the “intel inside” for biofeedback-related audio.

## About the founders

### **Han Dirkx | CEO AlphaBeats**

MSc Strategic Management (Economy), creative innovator and artist, more than 20 years of experience in turning ideas into business, the last 12 years as a serial entrepreneur in different startups.

<https://www.linkedin.com/in/handirkx/>

### **Jur Vellema | CMedO AlphaBeats**

MD, orthopaedic surgeon, MBA, entrepreneur. Twenty years of experience as a medical doctor in hospitals and clinics, researcher in (scientific) studies and experience in founding and managing startups that have impact on QoL.

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