



FOR IMMEDIATE RELEASE
December 17, 2020

LUMO Labs announces significant seed investment in healthtech venture AlphaBeats

EINDHOVEN, The Netherlands – LUMO Labs, the early stage investment fund, announces an investment in the healthtech startup AlphaBeats. The startup has exclusive rights to a technology developed by Philips that combines biofeedback technology with music to drastically reduce the effects of stress. With this, the company fights the other epidemic that is less visible than Covid-19, namely stress.

AlphaBeats will join the LUMO Labs two-year venture builder program and use this new investment round for market validation with initial market traction in 18-24 months.

“In addition to seeking a financial return for our investors, we invest in startups that have substantial social impact. It would be great if we can realize this,” said LUMO Labs Founding Partner Andy Lüring. “As stress is considered THE health epidemic of the 21st century, we contribute by investing in AlphaBeats. It fits perfectly in our health and well-being focus.”

AlphaBeats has the sole, exclusive agreement with Philips to use the electronics giant’s audio neurofeedback algorithm. That algorithm, combined with artificial intelligence, uses biofeedback signals to enhance the user’s favorite music. As you relax, music fidelity increases.

“We all know music has a powerful effect on the mind. Many people already use it to relax and unwind, to cope with the turbo-speed of life. With AlphaBeats, we multiply that effect,” said AlphaBeats CEO Han Dirx. “Using AI, our solution is three times more effective than listening to your favorite music alone, and after four weeks, a person’s ability to relax dramatically improves.”

A strategic collaboration with several German parties enables the Dutch AlphaBeats team, among other things, to measure heart rate variability on a cell phone in addition to breathing.

“AlphaBeats uses this to analyze your real-time brain activity,” explains CMO, co-founder and surgeon Dr. Jur Vellema. “The patented algorithm then adjusts your favorite music to bring your brain into a relaxed state: alpha mode. This adjustment is done very subtly to prevent users from being annoyed by the changes in their favorite music. And best of all, you don't necessarily have to invest in a nice wearable one. You can just use your cell phone and headphones. This means we don't have to develop any hardware ourselves.”

AlphaBeats was founded in 2019 as part of HighTechXL’s deep-tech venture builder program and currently is located in Building 27 at High Tech Campus Eindhoven. LUMO Labs is in Building 6a, about 200 meters away, “so they won’t have to hire a moving van,” said Lüring.



“Our collaboration with LUMO Labs on AlphaBeats is a great example of connecting the innovation chain for startups in the Brainport region,” said HighTechXL CEO John Bell. “HighTechXL builds deep-tech ventures that solve societal challenges, whereas LUMO Labs takes over the baton from us and develops AlphaBeats further on its growth curve. The strengths and networks of LUMO Labs and HighTechXL complement each other, therefore we expect to see more collaboration with LUMO Labs in the future.”

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About LUMO Labs:

LUMO Labs creates opportunities for impact-driven software and smart hardware startups. The current LUMO Fund II is a €20M impact-driven multi-stage capital fund (pre-seed up to and including Series A). It includes a two-year venture builder program to support its portfolio companies in gaining financial success as well as social traction and impact.

LUMO Labs funds startups that align with at least one of the three United Nations Sustainable Development Goals: Sustainable Cities & Communities, Good Health & Well-Being and Quality Education. Its investment focus includes Artificial Intelligence/Data, Blockchain, Internet of Things, Robotics and Drones and Virtual Reality/Augmented Reality.

LUMO Labs advocates self-determination and traceable ownership of data and transparency and traceability of technologies.

LUMO Labs, founded in 2016 by Andy Lüring and Sven Bakkes, is based at the High Tech Campus in Eindhoven, Netherlands and has a strategic outpost at Phase Two in Los Angeles, CA. *For more information, visit lumolabs.io.*

Note for editors:

LUMO Labs spokesperson is Andy Lüring. E: andy@lumolabs.io or T: +31 6 18 47 99 99

About AlphaBeats:

AlphaBeats, founded in 2019, is an Eindhoven-based healthtech venture that uses Philips technology and implicit learning to lower stress by a factor of three by listening to music as



little as 10 minutes per day. AlphaBeats directly improves quality of life, making users feel more fit and healthy and gives them a higher level of resilience.

For more information, visit listenalphabeats.com/presskit.

Note for editors:

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About HighTechXL:

HighTechXL is a deep-tech venture builder located at High Tech Campus Eindhoven. An initiative of the Eindhoven Startup Alliance, HighTechXL scouts advanced technologies developed at world-renowned research centers such as CERN, European Space Agency, TNO and Philips. HighTechXL recruits tech and business talent to build companies focused on tackling grand societal challenges the world faces today.