



EyOuma

Digital Stillness. Structured Silence.

A space where nothing happens. And that's point.

The Problem

We are bombarded by pings, prompts, notifications.

Our attention is fractured. Our focus - commodified.

63% of employees say digital distractions reduce productivity.

44% feel anxious when disconnected from devices.

Environmental noise increases cortisol and impairs cognition.

Journal of Environmental Psychology, 2020

EyOuma

We don't offer content. We offer the absence of it.

No voices.

No guidance.

No tasks.

No performance.

Just **stillness**.

Structured. Branded. Digital.

EyOuma is not another mindfulness app. It's the pause between all of them.

The Opportunity

Silence isn't a feature.

It's a missing layer.

Wellness tools flood the market - but few remove noise.

Most guide, instruct, stimulate. Few invite return.

The meditation app market exceeds \$4.2B.

Silence? Still untouched.

We don't need more voices. We need space between them.

Scientific Basis

1. Silence reduces cortisol (stress hormone)

- 10 minutes of silence lowers cortisol by 17%

Source: Journal of Neuroscience, 2023

DOI: 10.1007/s10943-023-01967-5

2. Micro-breaks improve focus and cognitive function

- 20-60 sec pauses increase focus by up to 25%

Source: Harvard Business Review, 2021

Link: hbsp.harvard.edu/inspiring-minds/educators-short-breaks

3. Silence stimulates neurogenesis in hippocampus

- Promotes growth of new neurons

Source: NIH, 2020

Marketing & Market Fit

1. Wellness and Digital Detox Trends

- \$1.8T global wellness market, growing 5-10% annually

Source: McKinsey, 2024

- 82% of US consumers say wellness is a daily priority

Source: McKinsey, 2024

- 84% of Gen Z want to reduce screen time

Source: Deloitte, 2023

Calm: Meditation | Content: Yes | Duration: 10-30 min | Silence: No | Price: \$69/year -

Headspace: Meditation | Content: Yes | Duration: 10-30 min | Silence: No | Price: \$69.99/year -

Breathwrk: Breathing | Content: Yes | Duration: 5-10 min | Silence: Partial | Price: \$79.99/year -

EyOuma: Digital Stillness | Content: No | Duration: 20-60 sec | Silence: Yes | Price: TBD

Out of 100 wellness apps:

[#####] 95% - Voices (Calm, Headspace)

[####] 4% - Breath (Breathwrk)

[#] 1% - Silence (EyOuma)

That 1 is EyOuma.

Based on curated audit of top wellness apps (2023)

EyOuma is a turnkey digital silence asset:

Not an MVP - A fully designed absence

Not a prototype - Ready for immediate licensing

Not a niche product - The only structured silence protocol

Available for exclusive acquisition:

Full brand package: Domain eyouma.space, research dossier, UX/UI kit

Science-backed: 3 validated neurological benefits (PDF included)

Plug-and-play: White-label solution for wellness platforms

Deal terms:

Option 1: Buyout - \$25K + 5% lifetime royalty

Option 2: License - \$10K/year + 5% lifetime royalty

Bonus: Free consultation on silence-as-a-service integration

Next Step: Silence Evolved

EyOuma Core Roadmap:

- Adaptive Silence Modes (3 / 7 / 10 min)
- Bio-synced triggers (heart rate, screen time)
- SilentBot for Teams & Workflows
- Minimalist SDK & integrations
- Self-awareness tracker (Premium)
- Capsule device (Concept)

To receive full roadmap and access materials:

contact@eyouma.space (Please include your company
name for tailored version.)

The Silent Window is Open

For acquisition-minded: - Last offer

received: \$22K (May 2025) - In active

conversations with wellness platforms -

Price adjusts to \$25K on June 15

How to claim: - Visit eyouma.space - Include

your company name and acquisition interest -

We will respond with a draft and roadmap in 12

hours

"The most valuable brands own categories."