



Modern sanctuaries for reconnection
Art for well-being

June 2026
Launch Planning

Modern sanctuaries for reconnection



With yourself

Boundless App | B2C

- **App subscriptions** as a long-term revenue driver
- **User growth (and retention)** is a primary business objective as we monetize through scale



With others

Boundless Events | B2C & B2BC

- **Own events** at partner locations to create the funnel into the app
- **Partner events** as a revenue driver (high budget, reach + publicity, exclusive venues & locations)

Design & Build

Launch Prep

Finalisation & Go-Live

OUTCOMES

- Target audience & funnel alignment
- Finalised brand identity & dictionary
- Website v1 ('lean' version for beta testing)
- App design (subscription model, art layer, key features & functionality, user journey)
- Built working paths (EEG & non-EEG, instrumented for analytics)
- Closed testing (~30 users, invite-only)
- Beta app sign off & localisation
- Social media content

- Vinyl album (final design + QR code, production & distribution)
- Own channels & broader coverage list/tracker, per channel strategy, signed off comms
- Beta testing prep
- Beta launch & testing (up to 500 users)
- App finalisation & sign off
- Launch event planning & comms
- Sustained social media content

- App Store submission & approval
- Website v2 (full website)
- Broader activation & marketing
- Final app launch
- Launch event

QUESTIONS

- Which markets do we launch in?
- GDPR & legal compliance, especially EEG biometric data
- iOS only, or Android too? Mobile & tablet?
- Ways of working (remote team, time allocation, reviews & sign offs)

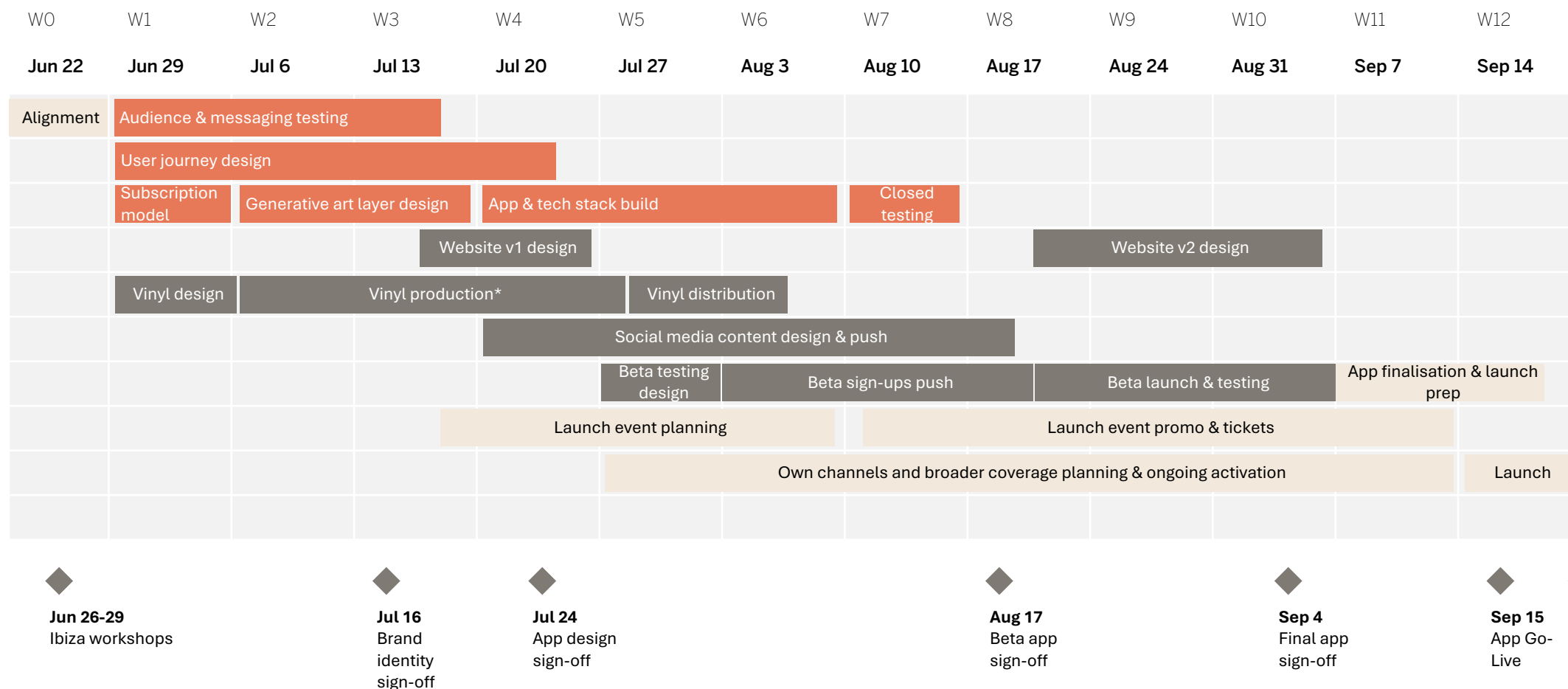
- Stream the album on Apple Music? (cannibalisation risk and brand fit considerations)
- Vinyl production turnaround? Which markets, partners & channels?
- Launch budget (partnerships, events, ads, merch)?
- Paris launch event (venue, capacity, invite-only vs. ticketed?)

- Future event calendar - cadence, locations, business model?

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Post Launch

- **Retention & lifecycle** – tracking and re-engagement strategies
- **Social media content & cadence**
- **Future events calendar**
- **Clinical entropy studies** — research design, scale, partners
- **Physical space** — timing, location, size, funding
- **App roadmap** – including building sound library, and extended in-person experience (e.g., scent)

