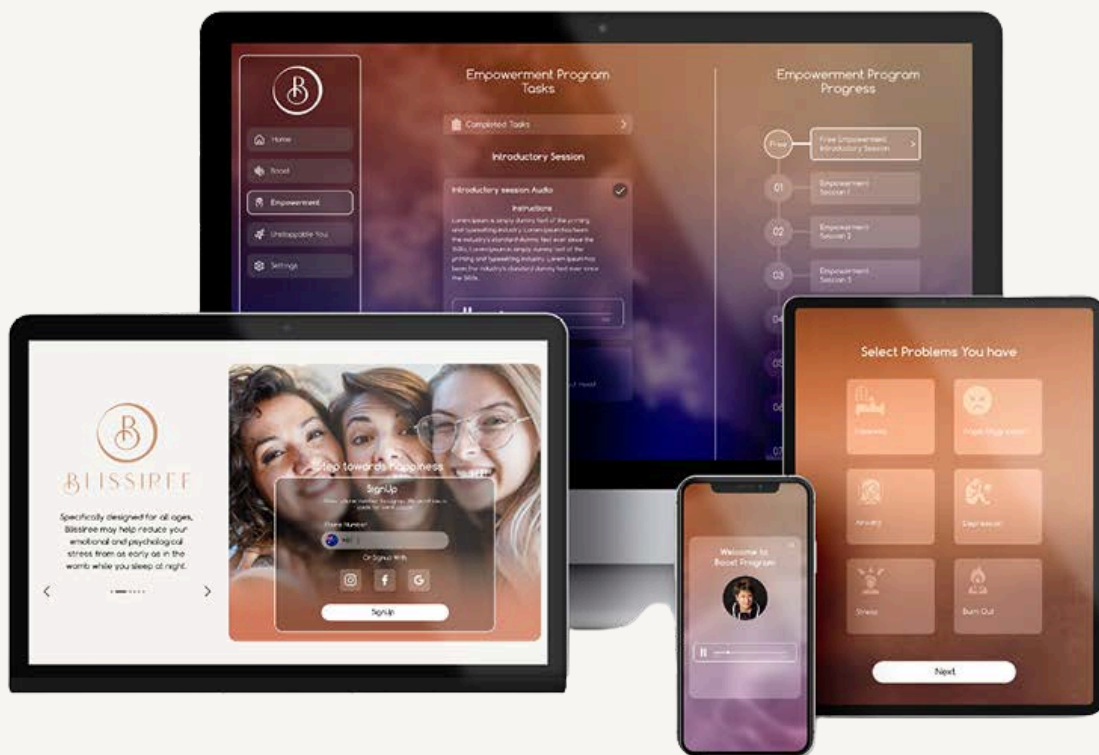


Blissiree Equity Investment Proposal

**TRANSFORMING MENTAL WELLNESS
THROUGH BRAIN RETRAINING**



Presented by Terri Bowman,
Founder & CEO

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EXECUTIVE SUMMARY

VISION

We aspire to emerge as a premier global provider of ground-breaking mental health solutions, revolutionizing the approach towards mental well-being and fostering a meaningful impact on the lives of millions across the globe.

MISSION

We empower individuals to attain a sustainable level of mental well-being and resilience through evidence-based, accessible, and engaging solutions that integrate the proprietary application – ***Positive Auditory Stimuli Technique***.



EXECUTIVE SUMMARY

Product

The Blissiree App is compatible with iOS and Android devices, offering users access to personalized audio programs and support aimed at alleviating mental health issues that impact their lives. Our goal is to help individuals maintain lifelong mental well-being.

The Leadership

Terri Bowman is the creator of the evidence-based proprietary method known as the **"Positive Auditory Stimuli Technique"**. This approach has successfully aided over 10,000 clients in her inhouse clinic with an impressive 98% of clients reporting mental health improvements after just a single session.

The Overall Industry

In the last three years, the demand for mental health services worldwide has surged due to the COVID pandemic. Globally, an estimated 500 million individuals are impacted by conditions such as Depression or Anxiety, representing only a portion of the diverse range of mental health challenges that people face each day.

The Competitors

The main competitors in the App space for mental health include "Head-Space" and 'Calm". However, with most of the existing apps, the primary focus is on instructional meditation in their assistance packages. Only a few delve into the underlying drivers of mental health conditions, such as the emotions and behaviours rooted in the subconscious brain.

The Financial Status

Blissiree Pty Ltd aims to raise up to \$500,000 through an equity investment opportunity. This involves issuing 2,000,000 of the company's ordinary C-Class shares at a price of \$0.25 per share.

Future Plans

Blissiree is continuously broadening its collection of distinctive audio offerings to align with global trends and user feedback. By December 2026, it is anticipated the app will be in the hands of 2,000 users. The objective is to achieve 5,000 regular users by December 2027, accompanied by a 30% return on investment (ROI).

THE ORGANISATION



Founder & CEO
TERRI BOWMAN

Terri Bowman is the Founder and CEO of Blissiree. She is also the creator of the **Positive Auditory Stimuli Technique**, which serves as the cornerstone of the mental health audio programs offered within the Blissiree App.

With a 19-year tenure in the mental health and wellness industry, Terri has successfully assisted over 10,000 clients on their individual mental health journeys.

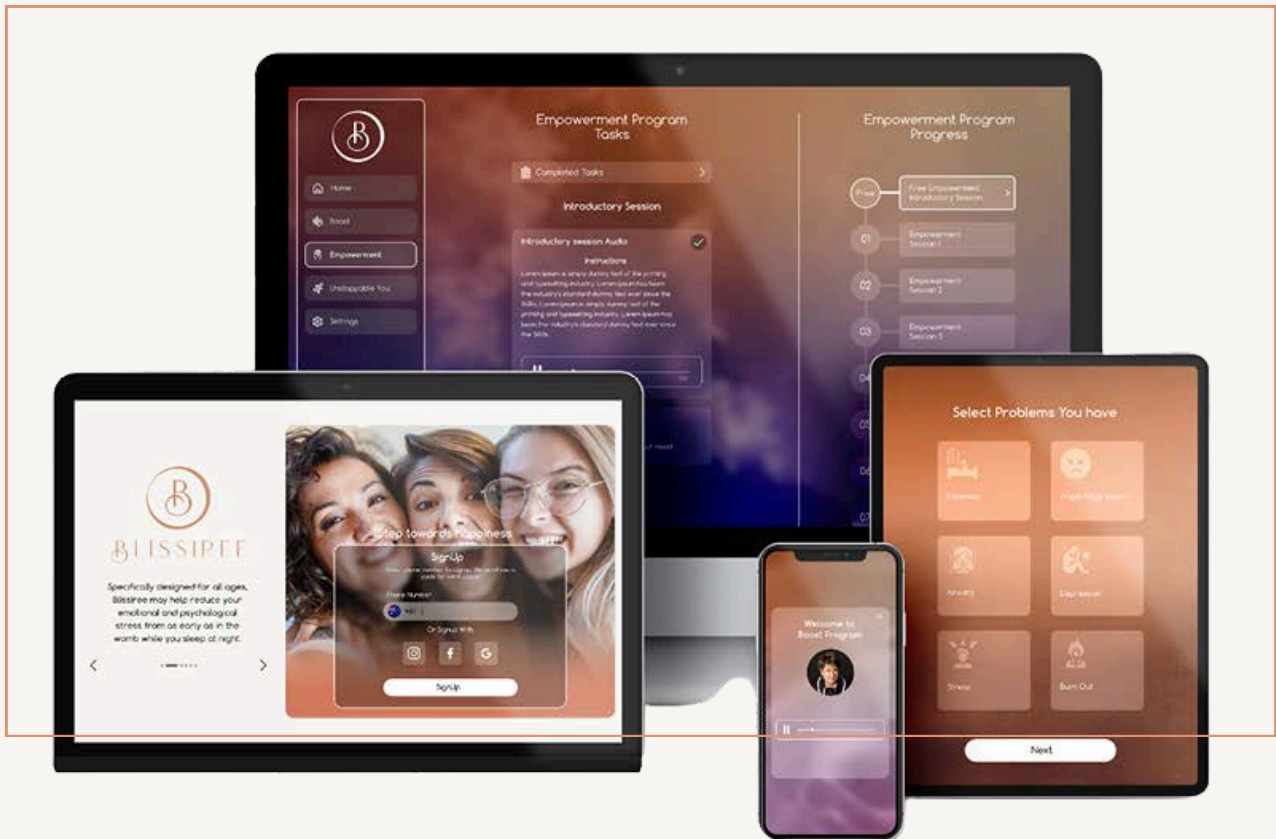


Researcher & Advisor
DR KAREN VIEIRA PhD MSM.

Dr. Karen Vieira serves as a Researcher and Advisor for Blissiree. Based in the US, she provides advisory support to the company. Dr. Vieira holds a Ph.D in Biomedical Sciences from the University of Florida College of Medicine's Department of Biochemistry and Molecular Biology.

Previously, she led the cell-based research team at Kraft Foods, focusing on identifying innovative health and well-ness ingredients. Dr. Vieira has also led a team of scientific and medical writers for over a decade, creating technical content and conducting research across various sectors, including healthcare and addiction treatment.

THE BUSINESS



Where it began

Terri's journey from studying hybrid kinesiology to opening her first business – Transformational Wellness and conducting extensive research into mental health conditions and their underlying causes is both fascinating and impactful.

Throughout, her focus on helping people to overcome their emotional and psychological stresses reflects a deep understanding of mental health. By observing patterns among her clients, she was able to clearly identify the triggers behind many mental health conditions.

With consistent research over 19 years, Terri has been able to establish the link between the unconscious brain and a person's level of mental well-being. What is now known is that it is these unconscious processes that significantly impact a person's thoughts, emotions, and behaviours...and their overall level of mental health and wellness.

THE SOLUTION

The **Positive Auditory Stimuli Technique** is the result of extensive research and in-clinic practical application, work that now supports the mental health programs available on the Blissiree App.



Through independent research, the Blissiree team studied 535 clients at the Brain Wellness Spa (the precursor to Blissiree) from 2017 to 2021. The study found that 98% of clients experienced documented mental health improvements in Anxiety after completing their first session.

Further sessions offered through the Emotional Empowerment Program showed continued improvement in the mental wellness of clients.

Over the past two years, the Blissiree App team has dedicated extensive time and resources to develop an App that provides significant aid to those dealing with mental health challenges.

Blissiree's auditory programs offer a wide range of support for users in two key areas.

a) Mental Health & Wellness

This area covers mental health issues such as Depression, Dealing with Worry, Releasing Stress, Overcoming Anxiety, Anger, Trauma, Handling Grief & Loss, Disrupted Sleep & Insomnia, Body Dysmorphia, Post Traumatic Stress Disorder (PTSD)

a) Personal Growth & Well-Being

This area focuses on improvements in Concentration & Focus, Mental Alertness, Motivation & Resilience, Courage & Emotional Strength, Building Self Worth, Achieving Peak Performance, Unstoppable Discipline, Healthy Eating, Dealing with Money Stress, Maintaining a Positive Outlook, Strengthening Memory, Boosting Energy & Vitality.

INDUSTRY BACKGROUND

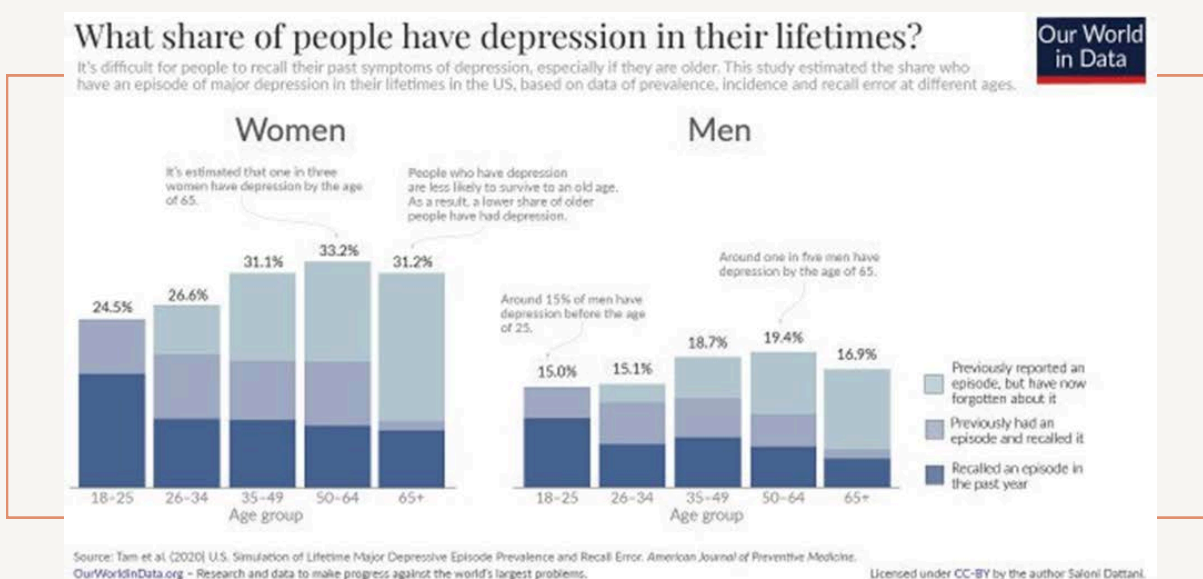
There is too much suffering in the world- and it is getting worse....

THE PROBLEM THE BLISSIREE APP SOLVES:

The Blissiree App addresses a critical problem in today's world: the escalating prevalence of mental health issues such as Depression and Anxiety. These issues are increasingly common in both home and work environments, contributing to what can be described as an epidemic.

Consider these global statistics from 2019:

- **Anxiety affects a staggering 360 million people worldwide.**
- **Depression impacts a further 577 million people globally.**
- **In the US alone, 23.3% of adults aged 18 to 25 experienced a mental illness in 2019.**
- **Anxiety disorders affect around 40 million adults in the US, which is about 18% of the population.**
- **Among young adults aged 18 to 25, there was a 63% increase in reported depression-based symptoms from 2009 to 2019.**



Source: Our World in Data

Globally, a staggering 792 million people were identified with some form of mental health disorder. These statistics highlight the urgent need for additional effective mental health solutions, such as that offered by the Blissiree App, to support individuals looking to better manage and improve their mental well-being.



The projected expenditure of US \$147 billion by 2030 for treating anxiety and depression disorders across 36 countries, as reported by a study published in Lancet Psychiatry, shed light on the immense financial burden associated with mental health issues.

This figure only covers anxiety and depression, not accounting for conditions such as burnout, fatigue, stress, PTSD, and others, which amplify the challenges faced by individuals in maintaining optimal mental health.



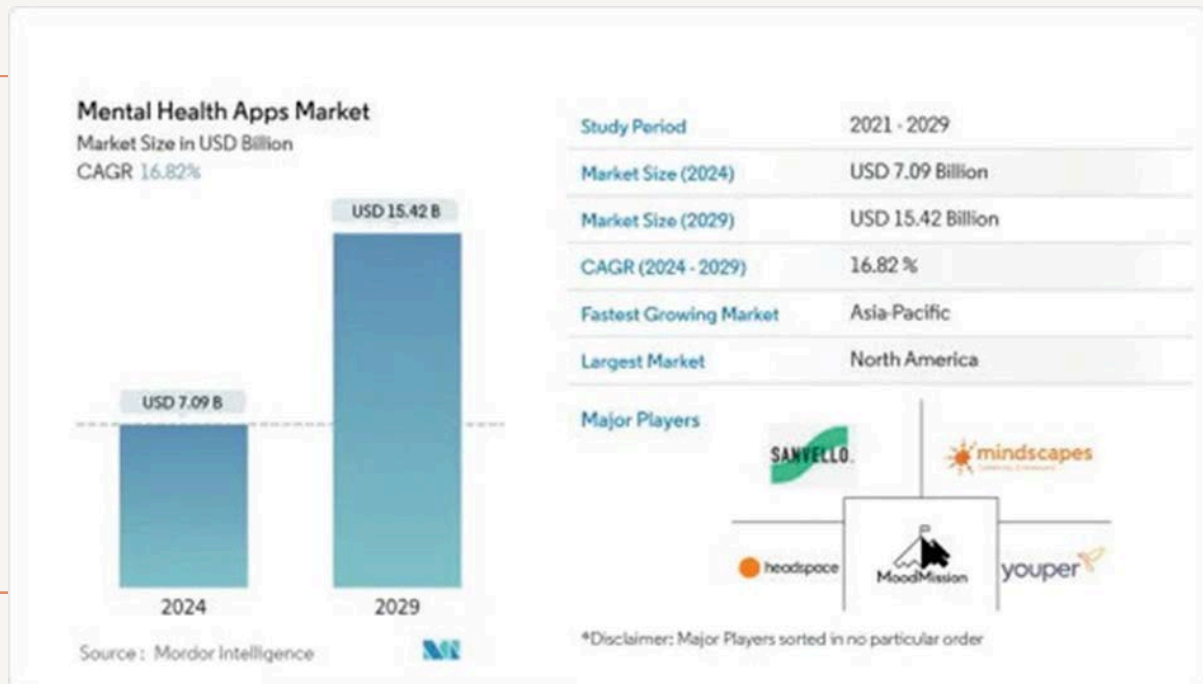
The situation is exacerbated by the overwhelming demand for traditional medical services, leading to long waiting periods for those seeking help.

This underscores the urgent need for accessible and effective mental health solutions along the lines offered by the Blissiree App, so that timely support can be provided, and the growing strain on healthcare systems can be alleviated.



COMPETITOR ANALYSIS

The COVID-19 pandemic has had a profound impact on the mental health apps market and the digital health industry globally. Social distancing, isolation measures, and limited access to in-person mental health services have driven a surge in demand for online mental health support. In Australia, there was a notable 50% increase in young people aged 18-25 seeking online mental health assistance, along with a significant rise in mental health app downloads.



Post-pandemic, the market is expected to continue growing, driven by increased awareness and advancements in mental health services technology. Key players in the industry include Headspace, Mood Mission, Sanvello Health, Mindscapes, and Youper Inc., with a focus on solutions for depression and anxiety, primarily through processes that deliver instructional meditation.

The Blissiree App stands out by offering a comprehensive coverage for a wide range of mental well-being issues, making it an attractive alternative in this expanding market. For further insights into these global market trends, you can visit this report:

Visit: <https://www.mordorintelligence.com/industry-reports/mental-health-apps>

The Mental Health Apps Market size is estimated at USD 7.09 billion in 2024, and is expected to reach USD 15.42 billion by 2029, growing at a CAGR of 16.82% during the forecast period (2024-2029).

MARKETING PLAN

Launch date - 1st July 2026

MARKETING DIRECTION

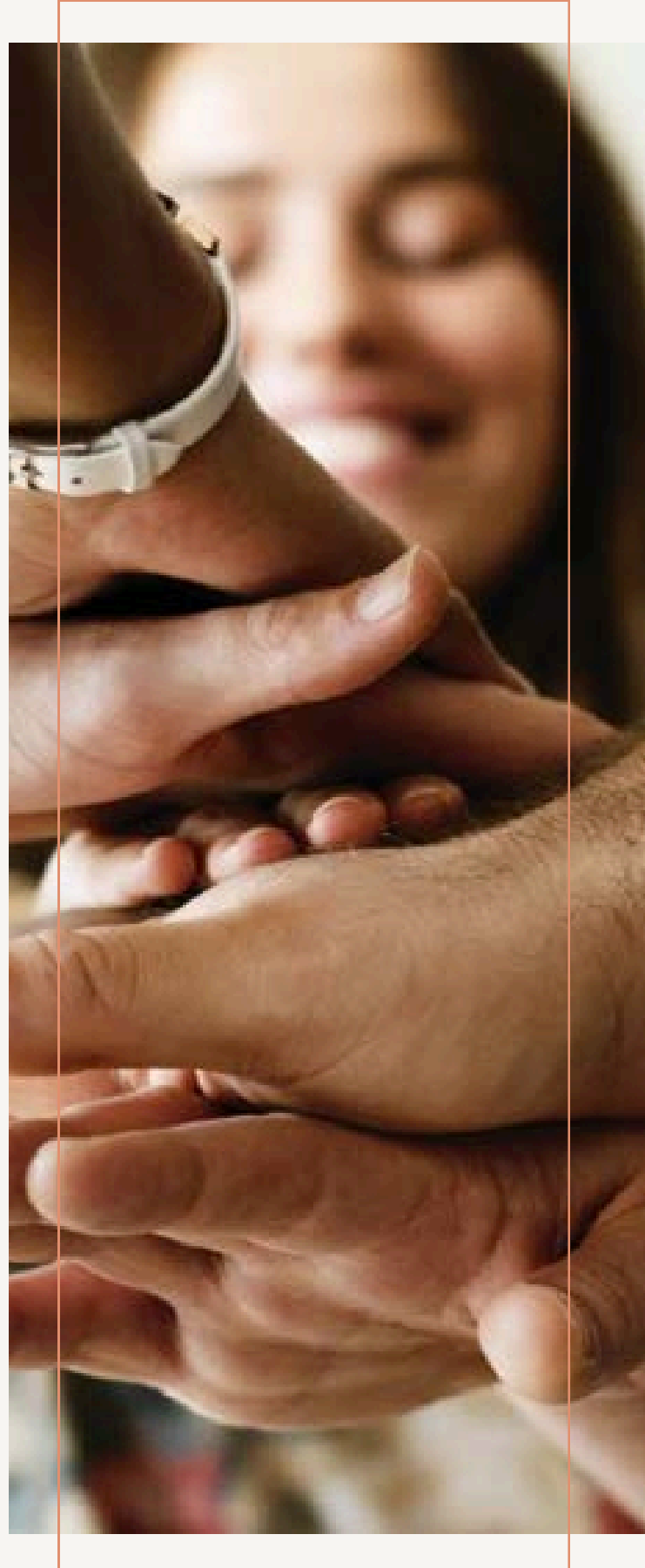
The marketing direction of the Blissiree App's initial launch phase will primarily target the domestic Australian market, and international opportunities in the United States market.

With a strong focus on these two markets, the goal will be to expand on the Blissiree App's presence, which will enable the gathering of valuable feedback, to further position the App in these, and new markets.

Once the App gains momentum and a positive reception, then the next step will be to introduce it to other English-speaking markets globally. This strategic approach will ensure a gradual expansion, whilst maximizing impact in the initial two key markets.

PRODUCT

The Blissiree App revolutionizes mental health support by leveraging technology to deliver outcomes that are comparable with personal consultations, whilst being accessible from the comfort of a client's home, and in their own time frame.



Key benefits of the Blissiree App:

1. Stigma-Free Support:

As a subscriber an app user can access mental health support without concerns for stigma and judgement. This fosters a safe and welcoming environment for those seeking help.

2. Convenient Scheduling:

Being accessible via a digital platform means there's no need for juggling appointments or waiting for availability. Clients can use the App at a time that best suits them, creating a seamless fit for use within their daily routine.

3. Drug-Free Approach:

The App offers drug-free solutions, offering alternative methods for managing mental health issues without the reliance on medications.

4. Scientifically Proven:

The techniques and programs offered through the Blissiree App are peer-reviewed, having proven effective with thousands of clients, thus ensuring high-quality support that is backed by research.

5. Risk-Free Trial:

To experience the benefits first hand, first time subscribers can enjoy a 14-day no-obligation free trial, allowing them to explore the App's features and see for themselves the results that are possible.

PRICE POINTS

Pricing details for the various Blissree App audio offerings:

Product	Description	Price
Boost Library	150+ tailored mental health audios. Monthly subscription (2 memberships).	\$29.99/month
Emotional Empowerment Program	14-session core program addressing anxiety, depression, trauma, and stress.	\$2.99/per session
Unstoppable You Series	10-session personal growth bundle (valued at \$2,500 in clinic)	\$89.99/program

These prices reflect the affordability and accessibility of the Blissree App's offerings, when compared to the more traditional face-to-face consultation process, making for more accessible mental health support for a wider global audience.



PROMOTION

The Blissiree team have already undertaken an active promotional strategy with the following key elements:



1. Social Media & Website/SEO Marketing:

Various marketing experts have been engaged to handle social media campaigns and to optimize the Blissiree website for search engine engagement. The steps taken are aimed at increasing brand visibility, attracting new subscribers, whilst improving overall digital presence.

2. Client Retention Strategies:

- **Re-Engagement Campaigns:** These campaigns target subscribers who drop off or stop using the App with personalized messages and incentives that encourage them to return and continue to benefit from the App's selection of tailored audios.
- **Refer-a-Friend Promo Codes:** This promotional process encourages existing subscribers to refer friends through promotional codes, expanding the subscriber base, whilst rewarding loyal members.

3. Value-Driven Content:

Providing great value through the App's content and features is crucial for keeping subscribers engaged. By providing regular updates, new programs, interactive engagement, and personalized recommendations, the subscriber experience is enhanced and encourages long-term connection with the App.



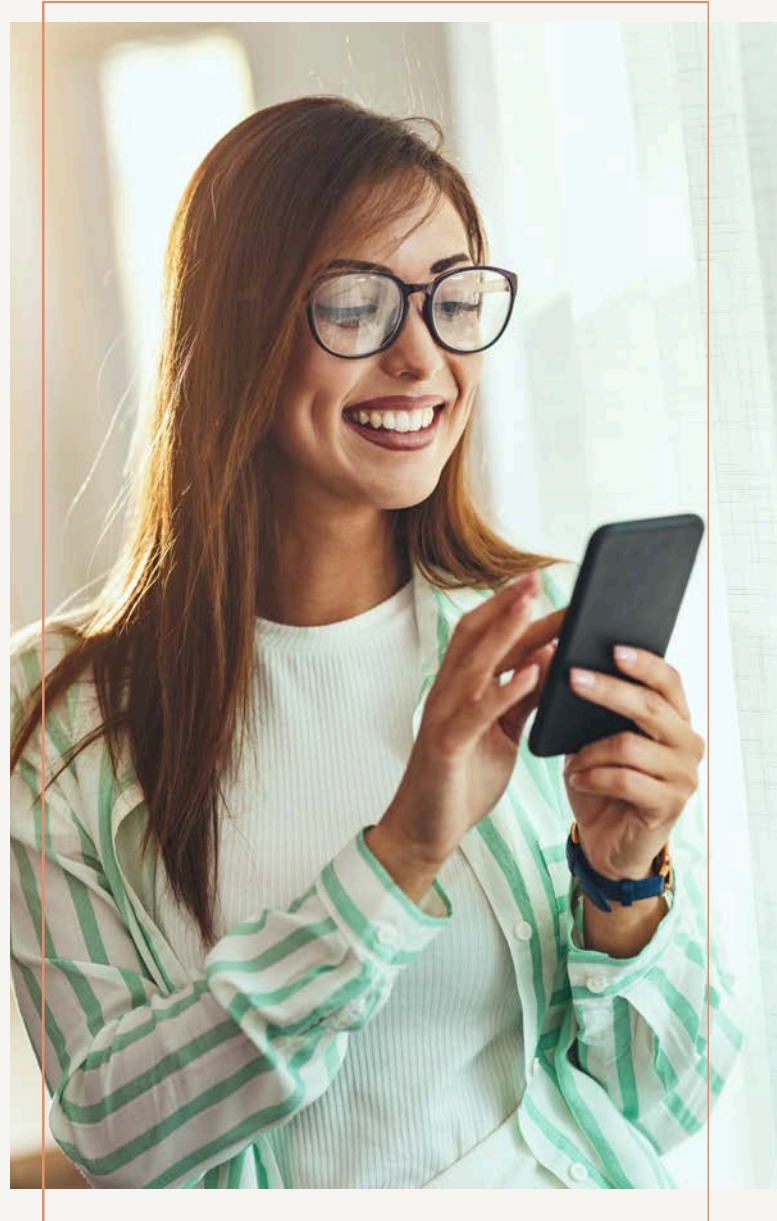
The application of these strategies with a focus on attracting new subscribers and retaining existing users, will create a sustainable growth path for the Blissiree App.

CHANNELS

The Blissiree approach to mental health sits in the digital space with access and reach driven by online engagement. The community connection strategy is executed in the following environments:

1. Social Media Channels:

- Facebook, Instagram, YouTube and LinkedIn are serving as the key platforms for promoting the Blissiree App.
- Potential subscribers are engaged through regular posts, stories, live sessions and targeted advertising that showcases the App's features, benefits, and subscriber success experiences.
- To reach specific demographics with a keen interest in mental well-being and personal growth a targeted advertising and posting strategy is in play.



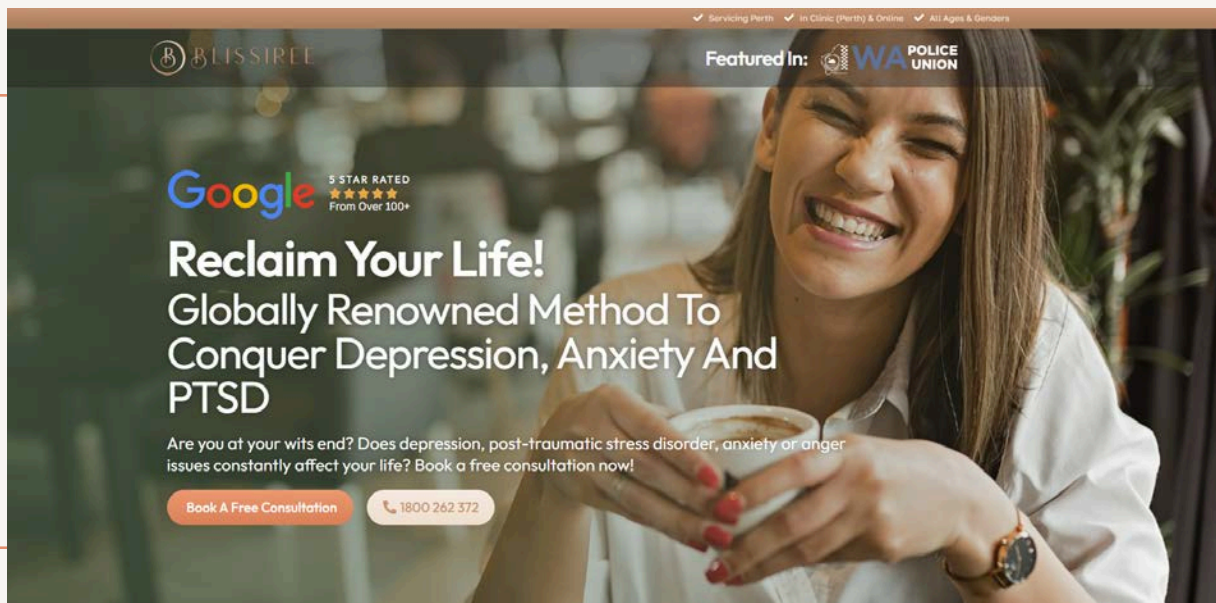
2. Interactive Website:

- The Blissiree website has been developed with an interactive, user-friendly, and a visually appealing interface that aims to attract and retain visitors.
- The website directs traffic to the Blissiree App by providing valuable content through blog posts, instructional videos, and interactive tools that expand the visitors understanding of mental health, well-being, and personal growth.
- The website incorporates call-to-action buttons and sign-up forms that encourage app down-loads and subscriptions.

CHANNELS

3. Search Engine Optimization:

- The website has been optimized for search engines to improve the visibility and ranking of the site in search results connected to mental health.
- Appropriate keywords, meta tags, backlinks, and quality content further enhances SEO performance.
- The website is regularly updated and maintained to enhance relevance and discoverability.



By leveraging a range of social media channels, whilst evolving an interactive website, with complimentary SEO strategies, the Blissiree App can be promoted effectively, driving user engagement, downloads, and ultimately subscriptions.



FINANCIAL PLAN

Capital Requirements – based on Estimated Growth Figures

The Blissiree App is operational. The next phase involves the injection of \$500,000 in new Equity to support the marketing initiatives, provide capital for further R&D and App development, with the goal of driving growth in the subscriber base by 30% per month.

Allocation breakdown of the \$500,000:

1. Marketing Campaign (Australia -wide): \$200,000

a) Digital Marketing: \$125,000

- Social media advertising (Facebook, Instagram, TikTok, YouTube)
- Google Ads and Search Engine Marketing (SEM)
- Marketing on Apple and Android platforms
- Influencer partnerships and collaborations.

b) Content Creation: \$25,000

- Continued development of high-quality content delivered via videos, blog posts, and infographics that engage and attract new subscribers.
- Adding to the Blissiree team, through out-sourced content creators, graphic designers and videographers.

c) Public Relations: \$25,000

- Strategic PR campaigns to generate media coverage, press releases, podcasts, and interviews.
- Focus on building relationships with media outlets and industry influencers.

d) Events and Promotions: \$15,000

- Hosting educational virtual events, webinars, and workshops to assist subscribers with ways to improve their mental wellness.
- Create promotional offers, discounts, and referral programs to engage with subscribers to expand the reach of the App.

e) Marketing Analytics and Tools: \$10,000

- Continue to invest in analytics software, CRM tools, and marketing automation platforms.
- Use these tools to track and analyze campaign performance, subscriber engagement, and ROI.

FINANCIAL PLAN

Allocation breakdown of the \$500,000:

2. Research and Development (R&D): \$200,000

a) App Optimization and Updates: \$100,000

- Undertake a continuous improvement of App functionality, user interface, and the subscriber experience, based on user feedback and market trends.
- Ongoing bug fixes, security enhancements, and app maintenance.

b) New Features and Programs: \$70,000

- Developing new programs, audio sessions, and specific features aimed at enhancing the App's value proposition.
- Integrating emerging technologies such as AI, machine learning, and the power of personalized recommendations.

c) Subscriber Testing and Feedback: \$30,000

- Conducting subscriber testing, surveys, and focus groups to gather feedback and insights for App enhancements.
- Refinement programs to support subscriber preferences and needs.

3. Working Capital: \$100,000 (if required beyond what is covered by monthly cash flow)

a) Staffing and Salaries: \$80,000

- Adding team members as required (marketing specialists, developers, customer-support to handle growth and operations.)
- Staff training and development.

b) Administrative and Overhead Costs: \$20,000

- Office expenses, utilities, legal fees, and insurances.
- Miscellaneous operational expenses.

FUTURE MILESTONES

This investment allocation provides a comprehensive plan to support the marketing launch, the ongoing development of the App, and the additional working capital needs, ensuring the sustained growth and success of the Blissiree App.

Projected timeline based on the outlined goals and growth figures:

1) 2025/26: Secure \$500,000 in additional Funding

- Increase subscriber memberships by 30% per month from 100 to 2000 subscribers.
- Projected Turnover: \$750,000
- Projected Profit: \$250,000
- Proposed Dividend per Share: \$0.05/share

2) 2026/27: Achieve 5,000 subscribers

- Membership growth to 5,000 members.
- Projected Turnover: \$1.8 million
- Projected Profit: \$1.2 million
- Proposed Dividend per Share: \$0.20/share

3) 2027/28: Achieve 10,000 subscribers

- Membership expansion to 10,000 members.
- Projected Turnover: \$3.5 million
- Projected Profit: \$2.75 million
- Proposed Dividend per Share: \$0.35/share

This plan outlines a strategic growth trajectory for the Blissiree App, aiming to secure funding, increase the subscriber base, achieve significant turnover and profit, and ultimately positioning the company for the next steps which may include an IPO listing, a sale, or a merger.

PRODUCT DIRECTIONS

Expanding the reach of the **Positive Auditory Stimuli Technique** via the Blissiree App opens exciting possibilities for future product offerings. Here then are the health and wellness areas currently under consideration and research.

These potential offerings demonstrate the Blissiree team's commitment to holistic well-being and the clear focus on addressing a wide range of physical, emotional, and mental health needs for community members across different age groups and life situations.

1. Natural Immune Health Support

Programs and audios focused on boosting the immune system naturally.

2. Natural Pain Relief:

Techniques and sessions to alleviate pain without medication.

3. Natural Fatigue & Burnout Relief:

Strategies and audios to combat fatigue and burnout through natural means.

4. Natural Migraine Relief:

Techniques and programs to manage and reduce migraine symptoms naturally.

5. Natural Allergy Relief:

Audios and sessions aimed at relieving allergies and related symptoms.

6. Natural Intestinal Support:

Programs and techniques for promoting digestive health and gut wellness.

7. Natural Arthritis Relief:

Strategies and audios to manage arthritis pain and improve joint health naturally.

8. Weight Loss & Management:

Programs and sessions focused on healthy weight loss and weight management.

Additionally, the Blissiree research team is considering expanding mental health programs for specific demographics.

9. Mental Health Programs for Children:

Tailored programs and audios to support a child's mental health and well-being.

10. Mental Health Programs for Teenagers:

Programs and sessions designed for teenagers to address mental health challenges unique to their age group.

11. Programs to Support Prosperity & Abundance:

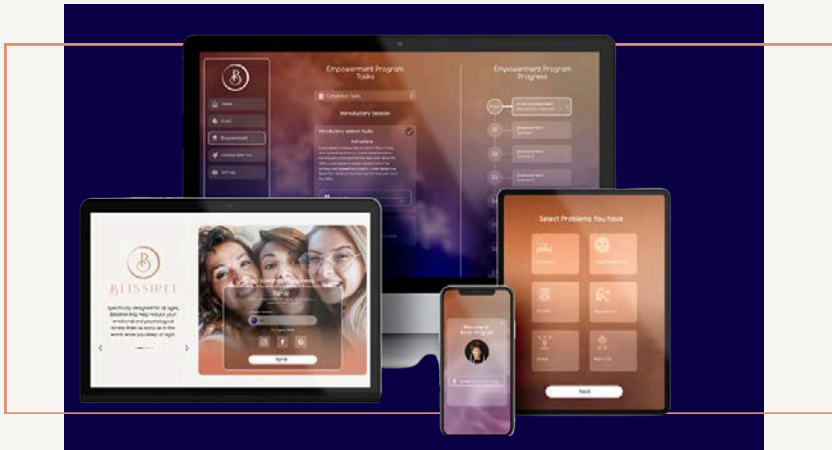
Techniques and audios aimed at fostering a mindset of prosperity and abundance.

12. Overcoming Relationship Struggles:

Programs and sessions to help individuals navigate and overcome relationship challenges.

GLOBAL COLLABORATION

The Blissiree team has entered a significant Global Partnership with the Research Institute for Brain Health based in the US. This collaboration aims to advance brain research by pioneering innovative therapies. By unravelling the complexities of the brain through cutting-edge research, the insights gained can lead to substantial progress in treating mental health conditions.

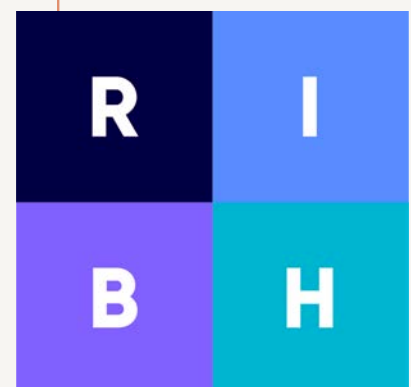
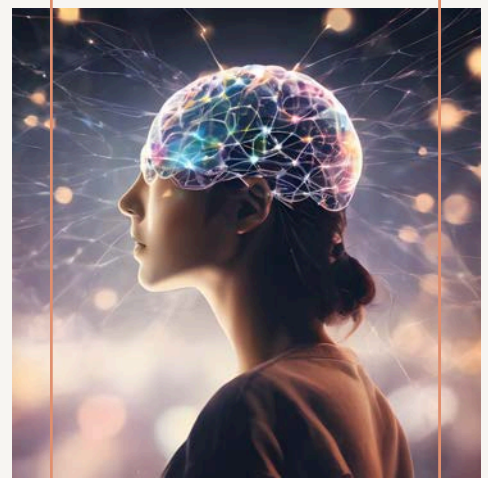


The overarching mission is to alleviate global suffering caused by brain-related disorders whilst harnessing the full potential of the human brain. The Institute seeks to leave a lasting impact on neuroscience by engaging in collaborative research across disciplines, involving scientists, medical professionals, and industry partners worldwide.

This approach will facilitate the development and testing of multiple treatment modalities for various brain disorders and mental health issues.

The Institute's research spans from investigating the root causes of PTSD, to pioneering novel treatments for anxiety and depression. These efforts have the potential to positively affect millions of individuals worldwide who are impacted by these conditions.

Ultimately, the Institute aims to empower individuals affected by brain disorders to achieve healthier and more fulfilling lives through their research advancements and treatment innovations.



www.ribh.org

SUMMARY

The Blissiree App is positioned for strong growth in the global mental health and wellness industry, delivering accessible, effective solutions with a focus on user experience and meaningful impact.

Key points and strategies for the Blissiree App.

1. Market Expansion:

Focus initially on growing the Australian market, followed by expansion into the US, Canada, and English-speaking European regions. Investment will be directed toward building brand awareness and promoting Blissiree's reliable, affordable, and quality mental wellness solutions.

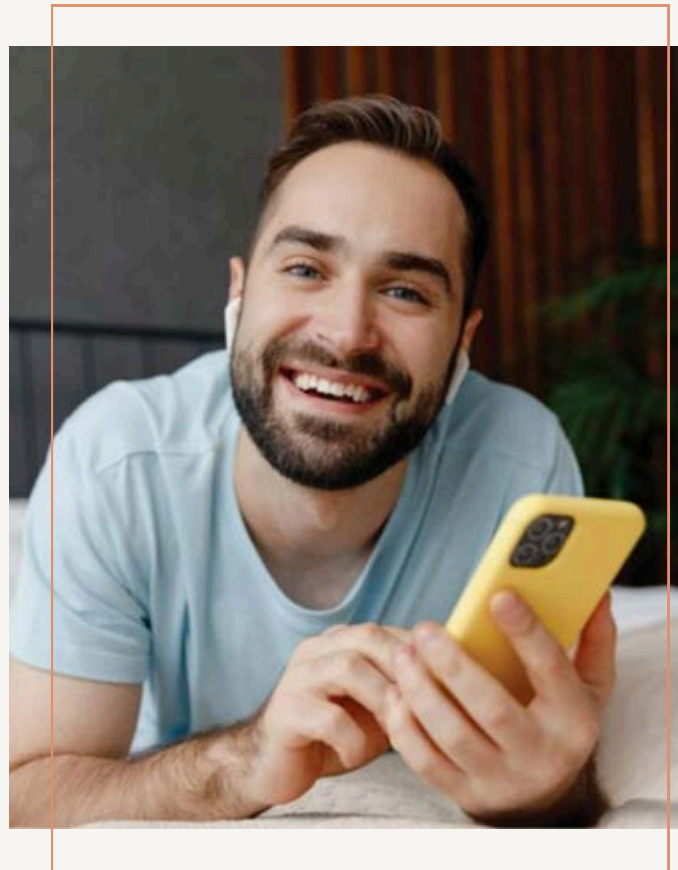
2. Funding for Expansion and Research:

Capital raised will support both market expansion and continued research into the **Positive Auditory Stimuli Technique**, driving innovation and the development of new evidence-based mental health programs.

3. Impact of COVID-19: The surge in global mental health issues since the pandemic reinforces the demand for accessible, effective solutions. Blissiree is well-positioned to meet this growing need.

4. Awareness and Education:

Increased awareness through digital marketing, educational campaigns, and corporate partnerships will be key to reaching new audiences and establishing credibility in international markets.



Overall, with a focused strategy, continued R&D, and a strong global outlook, Blissiree is poised to make a lasting impact on mental health and emotional well-being worldwide.

SHAREHOLDER OFFERING

Blissiree is offering an opportunity for investors to become shareholders in the company's growth plans.

Details of the shareholding offer:

• Initial Capital Raise:	\$500,000
• Share Offering:	2,000,000 shares @ \$0.25 per share.
• Pre-money Company Valuation:	\$4 million
• Share Allotment:	50,000 shares @ \$0.25 per share.
• Minimum Investment:	\$12,500
• Maximum additional shareholders:	40



If you're interested in participating in this investment opportunity, please contact Peter Bowman at pcbint@bigpond.com for further details.

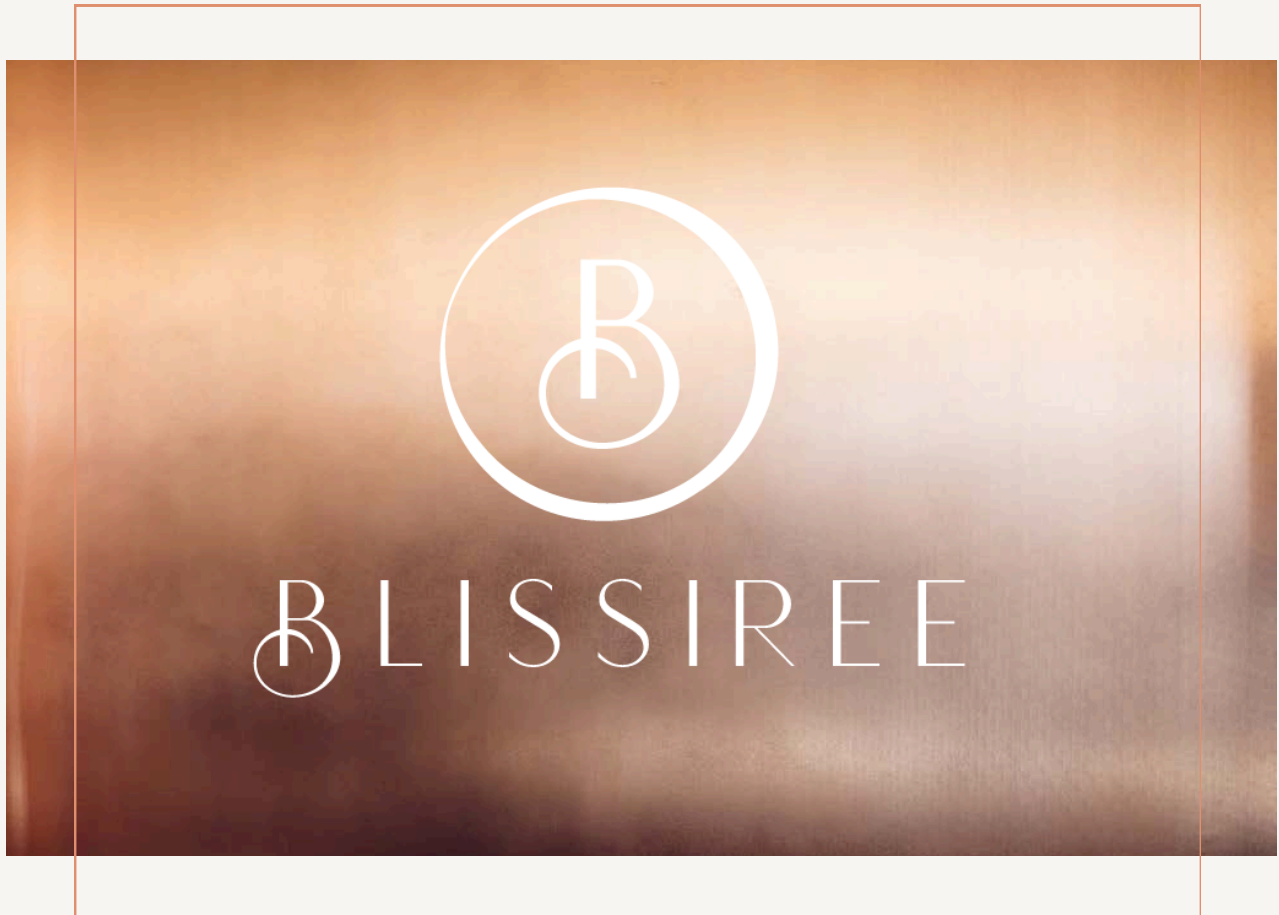
This offering provides investors with the opportunity to contribute to a rapidly expanding global mental health market by supporting Blissiree's mission to become the leading platform for accessible, science-backed emotional wellness solutions.

WWW.BLISSIREE.COM



Thank you!

Join us in transforming the future of mental health —
one unconscious brain at a time.



Terri Bowman, Founder & CEO
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