



Dopamine
Reset

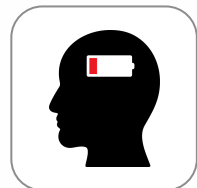
A RESET FOR THE DIGITAL BRAIN



Problem

Algorithms are optimized for addiction, not well being

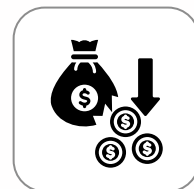
Platforms earn more when you stay longer — even if you feel worse



MENTAL HEALTH

DOOMSCROLLING DAMAGES YOUR MENTAL HEALTH

Increases anxiety and stress
Disrupts emotional balance



TIME LOSS

HOURS LOST DAILY TO ENDLESS SCROLLING

Designed to keep users scrolling longer than intended
Endless feeds turn minutes into hours



LOST CONTROL

HARD TO STOP. EVEN HARDER TO CONTROL

Feels like addiction, not a choice
Dopamine-driven loops reinforce compulsive behavior

Solution

We break the doomscrolling loop with personalized interventions

We're building the behavioral layer for digital addiction



PERSONALIZATION

PERSONALIZE WHEN AND HOW TO INTERVENE

5-question intake identifies triggers and habits
Enables precise, timely interventions



ALTERNATIVES & INSIGHTS

REPLACE SCROLLING WITH HIGH-VALUE ACTIONS

Swap addictive loops for meaningful actions in real time



GAMIFIED IMPACT SYSTEM

TURN REDUCED SCREEN TIME INTO REAL-WORLD IMPACT

Level up by staying off your phone
Progress translates into real-world impact

Why we win

We don't fight behavior — we rewire it

We adapt to the user's behavior in real time

Blocking, friction, and guidance — applied dynamically



ONE-SIZE SOLUTIONS FAIL

**SAME RULES FOR EVERYONE
→ LOW RETENTION**



STATIC TOOLS FAIL

**DELAYS AND LIMITS ARE PREDICTABLE
→ USERS BYPASS OR IGNORE THEM**



NO BEHAVIORAL SYSTEM

**NO UNDERSTANDING OF USER TRIGGERS
→ NO LASTING BEHAVIOR CHANGE**

How it works:

We don't fight behavior — we rewire it

This is how the main system works — we have many features to make the app more fun and features that have a high virality rate



DETECT

UNDERSTAND BEHAVIOR

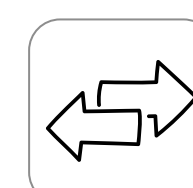
- IDENTIFY TRIGGERS, PATTERNS, TIMING
- 5-QUESTION INTAKE + USAGE DATA



INTERVENE

INTERRUPT AT THE RIGHT MOMENT

- REAL-TIME PROMPTS, FRICTION, LIMITS
- PERSONALIZED PER USER



REPLACE

REDIRECT BEHAVIOR

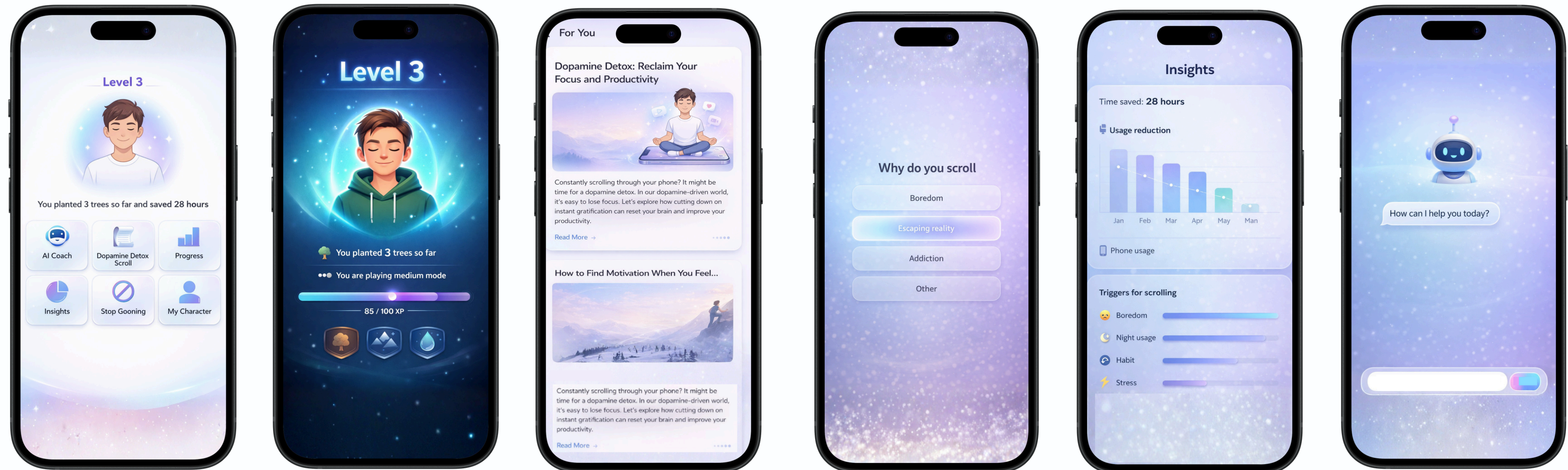
- MICRO-ACTIONS, FOCUS SPRINTS, GUIDANCE
- AI-DRIVEN SUGGESTIONS

Every interaction improves the system — making interventions more precise over time

Product

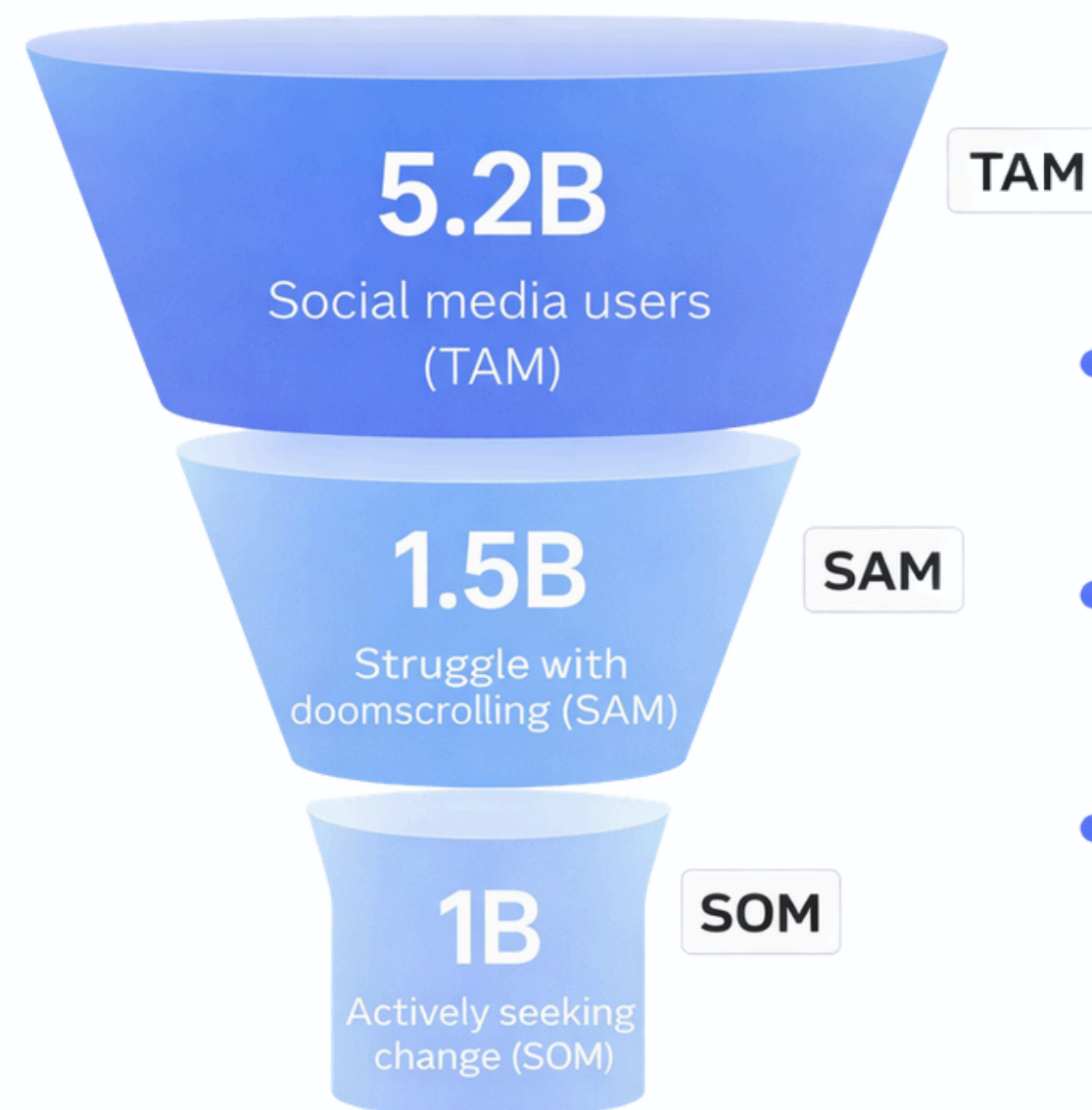
Users answer 5 quick questions to identify their scrolling behavior.
The app then personalizes when and how to intervene.

It interrupts doomsscrolling, replaces it with better actions, and rewards progress through real-world impact.



Market Size

1B+ users actively seeking change



- Massive global demand for reducing screen addiction
- 1B+ users are actively trying to change behavior
- No effective solution exists today



MASSIVE GLOBAL DEMAND FOR REDUCING SCREEN ADDICTION

Social media usage continues to grow globally, with billions of users spending hours daily on algorithm-driven platforms. A significant portion struggles with overuse and lack of control, yet current solutions fail to create lasting behavior change.

Target Audience

Focused on high-usage, high-conversion segments.



STUDENTS

HEAVY USERS WITH HIGH AWARENESS OF THE PROBLEM

Spend hours daily on social media
Highly affected by distraction and procrastination
Actively seeking tools to improve focus



YOUNG PROFESSIONALS

HIGH-INCOME, PRODUCTIVITY-DRIVEN USERS

Strong motivation to reduce distractions
Willing to pay for performance and focus tools
Clear ROI from improved productivity



SELF-IMPROVEMENT COMMUNITY

EARLY ADOPTERS ALREADY TRYING TO CHANGE

Actively invest in habits, routines, and growth
Familiar with behavior-change tools
High conversion and retention potential

Go-To-Market

Reaching high-intent users at the moment of need

Our primary go-to-market channels



SHORT FORM EDITORS

CAPTURE USERS DURING ACTIVE SCROLLING

Short-form videos
showing real scroll
interruptions
Native TikTok/Reels
content → high reach and
engagement



INFLUENCERS & ADS

**LEVERAGE TRUSTED VOICES TO DRIVE
ADOPTION**

Partner with creators in
productivity & self-
improvement
Target high-intent users
through paid ads



BRAND OWNED CHANNELS

**BUILD AUDIENCE AND LONG-TERM
ENGAGEMENT**

Educational and viral
content on our own
channels
Share real impact
(donations, trees planted,
etc.)

Business Model

Simple subscription model with scalable revenue



SUBSCRIPTION

SIMPLE, SCALABLE PRICING

\$9.99/month
subscription
Full access to
personalized
interventions, tools, and
progress tracking



CONVERSION LOGIC

**HIGH INTENT DRIVES CONVERSION AND
RETENTION**

High-intent users actively
seeking change
Immediate value through
real-time interventions
Strong retention via
personalization and rewards











REVENUE POTENTIAL

LARGE UPSIDE WITH SUBSCRIPTION SCALE

\$9.99/month ARPU
15M potential users in
target segments
High retention driven by
daily usage
Scales with low marginal
cost

Competitive Advantages

Other block usage, we rewire behavior

Stage	Competitors	Our Product
Trigger	 None	 Identifies triggers (survey + data)
Fast reward	 Delay (One Sec)	 Personalized intervention
Endless scroll	 Blocking (Freedom, Opal)	 Adaptive limits + reminders
After use	 None	 Reflection + coaching

Full-loop system vs single-feature tools
Personalized per user vs one-size-fits-all
Guidance and motivation vs restriction

Team



Merijn Biezeman

FOUNDER

5+ years in Web3
Raised capital & scaled
multiple projects
Strong investor & partner
network
Sales & growth focused

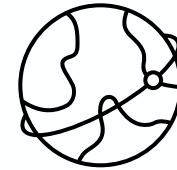


Brent Biezeman

FOUNDER

Web3 marketing & growth
specialist
Background in
accountancy
3+ years in coding & AI
Bridges tech and business

MORE INFORMATION



www.dopamineresetpitch.com



brent@dopamineresets.com



+31 6 37394415