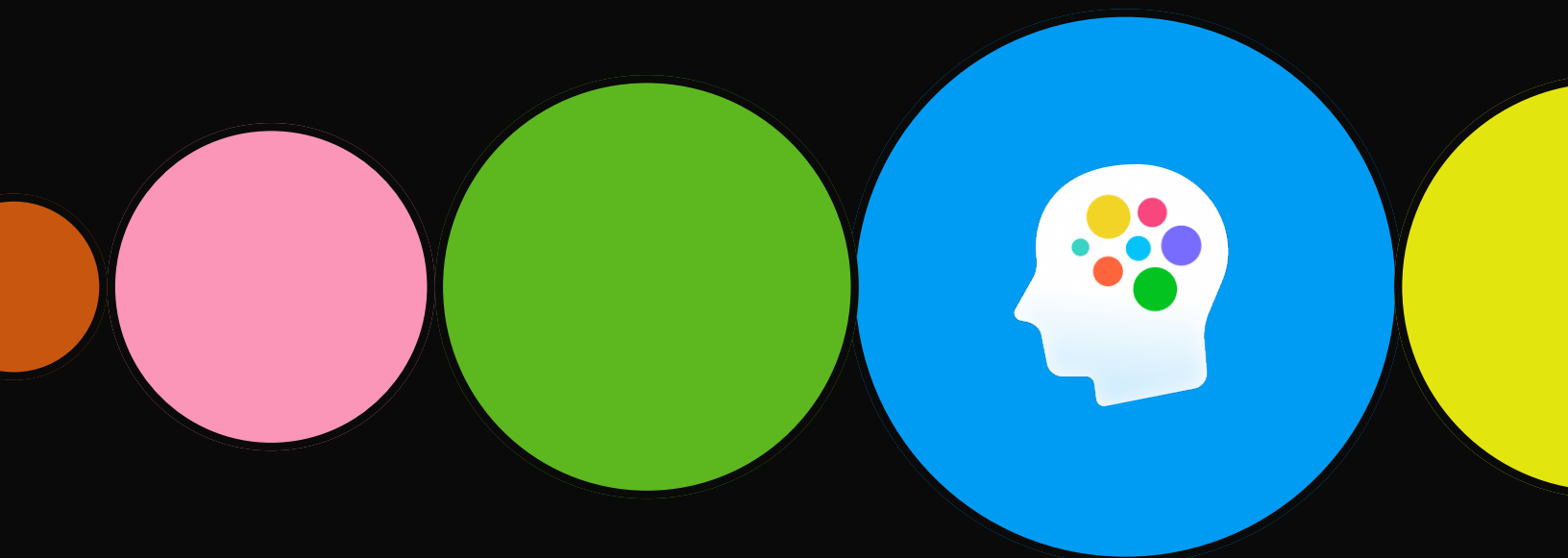


# Elevate Drives Real Results



**81% Feel Sharper,**  
**85% More Motivated,**  
**70% Faster Thinking**

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## Letter from Leadership

I founded The Mind Company in 2014 with an ambitious goal: to help every person make the most of their mind.

Since then, the importance of this mission has only grown. Around the world, we're facing unprecedented rates of cognitive decline, distraction, anxiety, burnout, and more. Addressing these challenges requires meaningful innovation. We need solutions that truly help people lead happier, healthier, more productive lives.

Mental fitness—defined as the act of improving your mind—is just as important as physical fitness. This belief underpins everything we do at The Mind Company. Our team is committed to building products that are easy and enjoyable to engage with, while also ensuring our customers experience tangible improvements in their daily lives, far beyond the moments they spend with our apps.

Our app, Elevate, is meticulously designed around transferable skills, from clearer communication and quicker problem-solving to sharper memory and increased productivity.

In this paper, you'll find compelling evidence of the positive impact Elevate has on millions of people globally. Our hope is that the insights shared here inspire confidence in our approach and illustrate the real-world benefits of prioritizing mental fitness.

I'm incredibly proud of what we've accomplished, yet acutely aware of how much work remains. As cases of cognitive and emotional challenges continue to rise, our mission at The Mind Company—to bring mental fitness to every mind, every day—is more vital than ever.

Thank you for joining us on this journey.

Warm regards,

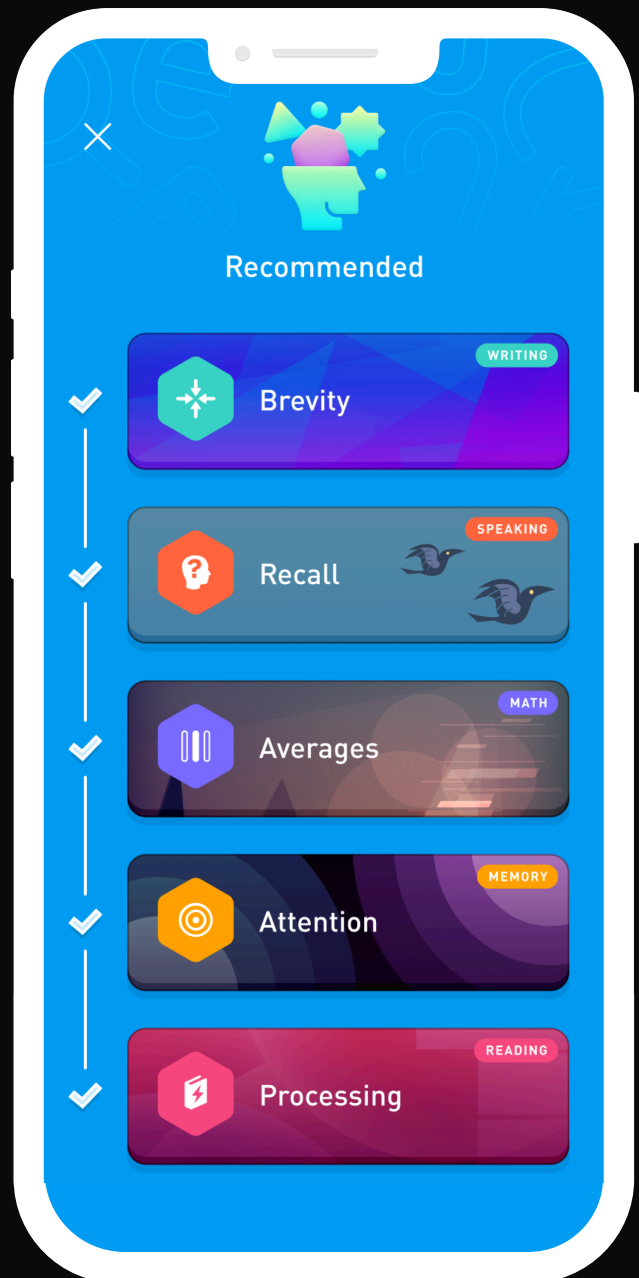
Jesse Pickard  
Founder & CEO, The Mind Company

## Executive Summary

The modern mind is foggy and overwhelmed, and everyday life is making it worse. Difficulty focusing, slower thinking, and mental fatigue are on the rise, fueled by constant digital input and passive screen time.

Elevate offers a more **beneficial** kind of screen time—one that's **proven** to help people feel **sharper**, not more scattered.

The app delivers short, personalized games and puzzles that strengthen core skills like math, memory, and communication, helping users build clarity, confidence, and momentum in just minutes a day.





## Executive Summary

This white paper explores how Elevate works, and what its users are experiencing:

**Training that is built for real life.** Sessions are short, personalized, and grounded in cognitive science, making it easy to stay consistent without adding to digital fatigue.

**People feel the difference.** In a survey of more than 4,200 adults who use Elevate, 81% reported feeling mentally sharper, 85% felt more motivated to improve, and 57% reported a reduction in mindless scrolling, among other impressive findings.

**Greater use is linked to greater gains.** A study connecting app usage to self-reported outcomes found that more time with Elevate was associated with bigger improvements in cognitive skills and day-to-day functioning.

In a world full of mental noise and distractions, Elevate gives people a proven way to clear the fog and sharpen their minds—one session at a time.

## Losing Our Edge: What's Undermining Mental Sharpness

# Losing Our Edge: What's Undermining Mental Sharpness

**People are struggling to think clearly in their everyday lives.**

Almost one third of adults report experiencing persistent brain fog—a cluster of symptoms including mental fuzziness, slowed thinking, and difficulty concentrating.<sup>1,2</sup> Two thirds of adults report experiencing some level of cognitive difficulty that interferes with daily life.<sup>3</sup> And in the workplace, “cognitive overload” ranks among the top barriers to productivity, as workers frequently cite difficulties concentrating, staying mentally sharp, and managing fatigue.<sup>4,5</sup>

These aren't disorders. They're everyday disruptions that interfere with how people think, function, and feel, making it harder to follow a conversation, remember steps in a project, stay focused during a meeting, and more.

And the modern environment is only making things worse.

Digital life is always on. Eighty-five percent of U.S. adults are online daily, and almost one in three report being online constantly.<sup>6</sup> At work, communication has shifted from sequential to parallel, as people now juggle emails, Slack threads, texts, and meetings all at once. Constantly switching between tools and conversations isn't just distracting, it's linked to greater difficulty managing attention, staying on task, and feeling engaged.<sup>7</sup>

## Losing Our Edge: What's Undermining Mental Sharpness



Digital work tools are part of the problem, but broader screen time is a growing concern.

Americans now spend over 7 hours a day on screens, including more than 2 hours on social media alone.<sup>8-10</sup> Much of that time involves rapid, surface-level engagement, such as jumping between platforms, consuming short bursts of content, and responding to a continuous stream of alerts and updates. This kind of digital input puts constant pressure on our attention, memory, and mental clarity.

However, in a world where digital life is unavoidable, the solution isn't to unplug. Rather, it's to take control of how we spend our time online.

**We have the power to choose screen time that supports clarity, confidence, and mental sharpness instead of draining it.**

## How Elevate Works: A Personalized Way To Train Your Mind

# How Elevate Works: A Personalized Way To Train Your Mind

**Elevate offers positive screen time that’s designed to make people feel more mentally sharp than mentally depleted.**

It's a purpose-built mobile app that offers a structured, science-informed way to improve how its users process information, maintain focus, communicate clearly, and stay mentally organized, without requiring hours of training or adding to digital fatigue.

### Survey Results

Felt mentally sharper



Reported increased motivation to improve



Processed information faster

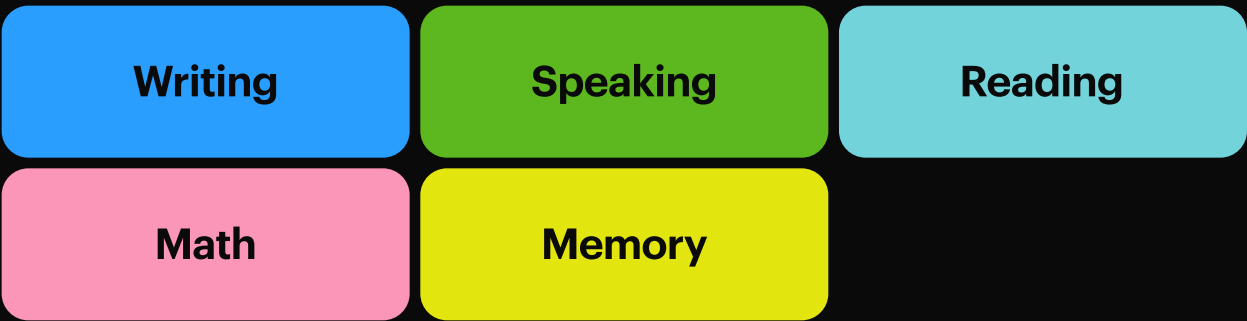


## How Elevate Works: A Personalized Way To Train Your Mind

Elevate delivers short, interactive games and puzzles that are easy to integrate into a daily routine. These exercises are grounded in cognitive science and aim to strengthen real-world mental functioning—not just abstract test performance.

That includes things like staying focused during a conversation, recalling important information, organizing ideas, and processing details quickly.

**Elevate focuses on five key areas:**



Using an adaptive learning algorithm, Elevate personalizes the experience to each user. As people train, the app adjusts difficulty based on their goals and performance, helping them stay engaged and challenged at the right level without inducing overwhelm.

Each session provides immediate feedback, so users can see how they’re doing in real time and track their progress. Built-in metrics also allow users to see how they compare to others in the Elevate community.

Elevate is designed to support mental sharpness and cognitive clarity, with tools that are both accessible and sustainable. In just a few minutes a day, users can build meaningful mental skills—offering a smarter, more intentional alternative to passive screen time.

## Elevate's Impact: From Sharper Thinking to Better Daily Life



## Elevate's Impact: From Sharper Thinking to Better Daily Life

**To more concretely understand how Elevate benefits people's daily lives, we surveyed more than 4,200 adult users and asked how the app has contributed to improvements they've noticed in both the specific cognitive skills Elevate targets and in broader aspects of everyday functioning.**

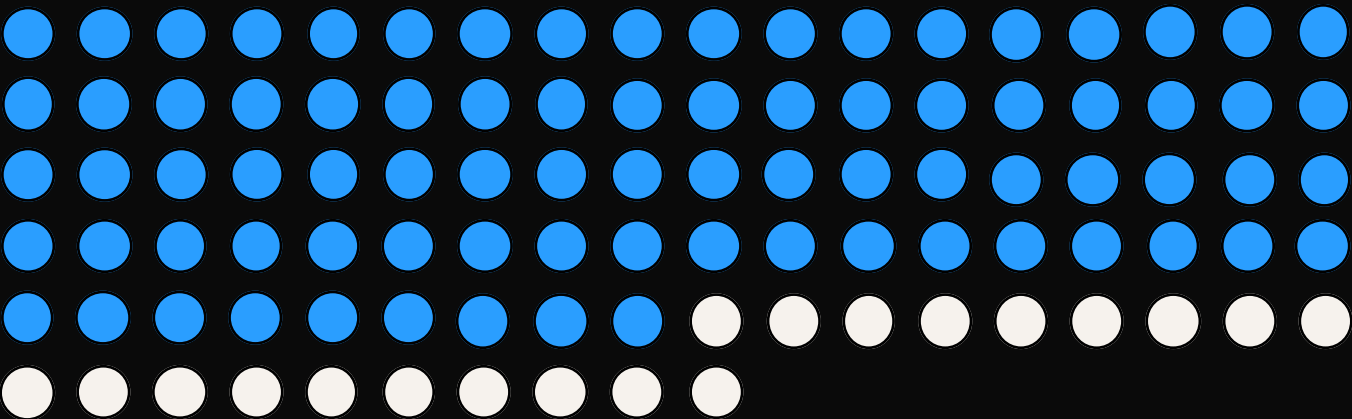
Their responses point to meaningful changes. A majority of users reported feeling better or much better in areas the app is designed to directly support, like attention, memory, and processing speed, as well as in several other aspects of their daily lives.



# Elevate’s Impact: From Sharper Thinking to Better Daily Life

## Sharper Thinking

**81%** of Elevate users reported feeling mentally sharper



**70%**

Reported they could process information more quickly

**61%**

Reported being able to better manage their mental energy

**68%**

Said they notice and catch small details better

## More Purposeful Use of Time

**69%** Said their time felt better spent

**57%** Reported avoiding mindless scrolling

## Elevate's Impact: From Sharper Thinking to Better Daily Life

### Motivation & Forward Momentum

Felt more motivated to grow or improve



Noticed a stronger sense of personal progress



Expressed greater satisfaction with daily life



Taken together, these findings highlight how users perceive Elevate as contributing to real improvements, not just in core cognitive skills, but in how they manage their time, stay motivated, and generally feel in their day-to-day lives.

To assess whether these self-reported improvements correspond with actual app engagement, a study of **over 3,350 users** linked objective Elevate usage data with their survey responses. The results showed that greater usage was indeed positively associated with perceived improvement in:

**Core cognitive skills:** attention, memory, reading, math, and speaking

**Everyday functioning:** staying motivated, getting tasks done efficiently, and making personal progress

**Overall mental fitness:** feeling more sharp and calm

**These findings suggest that while Elevate targets specific cognitive skills, its impact may extend beyond cognitive training to helping people feel more mentally equipped to navigate their day-to-day lives.**



## Final Thoughts: Choosing Screen Time That Unlocks Clarity

# Final Thoughts: Choosing Screen Time That Unlocks Clarity

**Screens are an inevitable part of everyday life, often a necessity for work and communication. But you do have a choice in how you use them.**

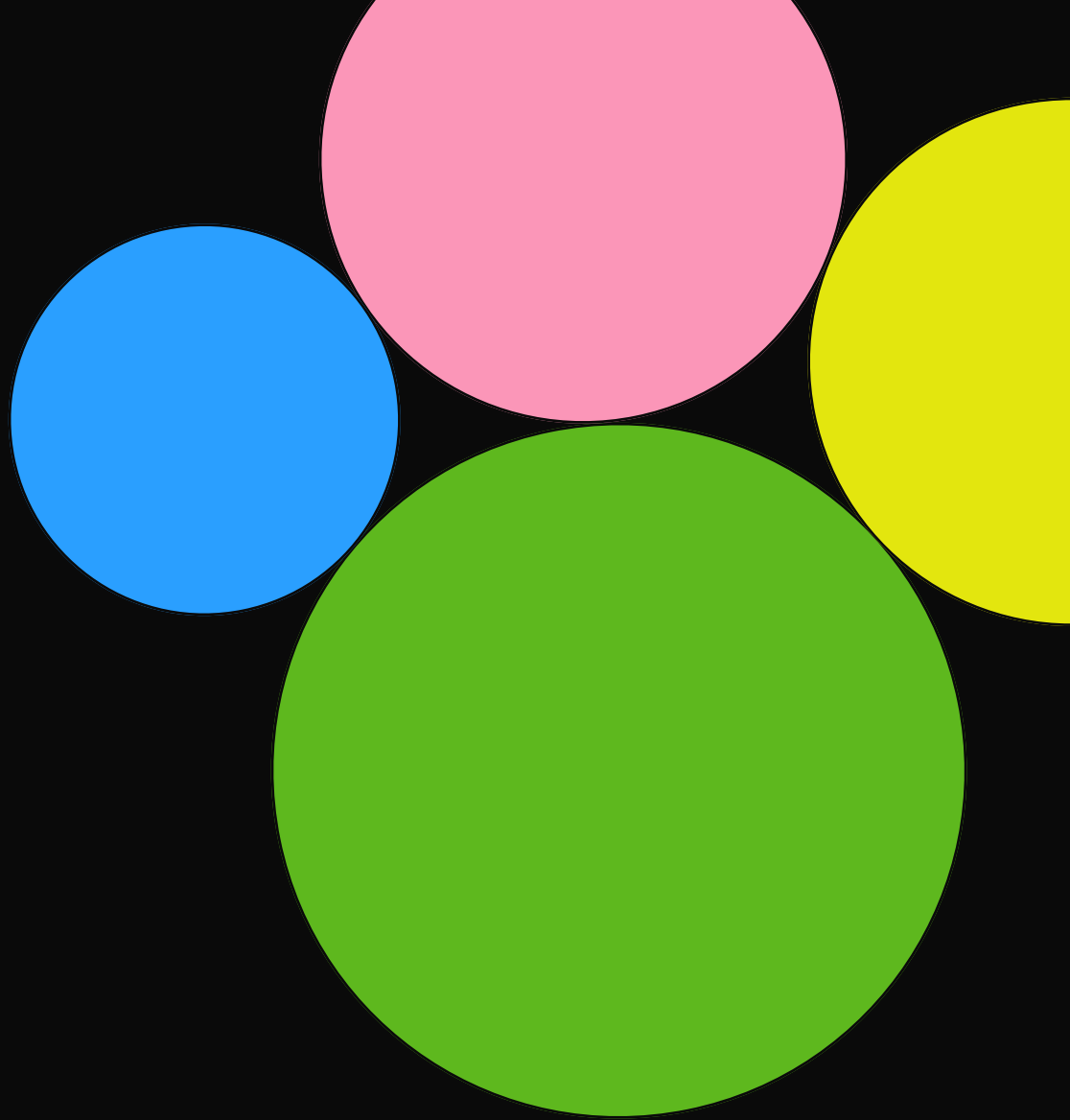
You can spend your digital time passively, pulled into endless notifications and mindless scrolling that leaves you feeling foggy, distracted, and mentally drained. Or you can use it to build confidence, focus, and productivity.

Elevate offers this different path—one that helps you feel mentally sharper, think more clearly, manage your mental energy, use your time purposefully, and feel more motivated to grow. It's a way to reclaim screen time for personal growth, using just a few minutes a day to strengthen real-life skills that matter.

In a world full of digital noise and brain fog, Elevate offers a proven way to invest in your mental clarity. The next time you reach for your phone, you can choose to sharpen your mind instead of draining it.

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