

Personalization Pays Off

85% of **Balance Users**
Improved Their Well-Being

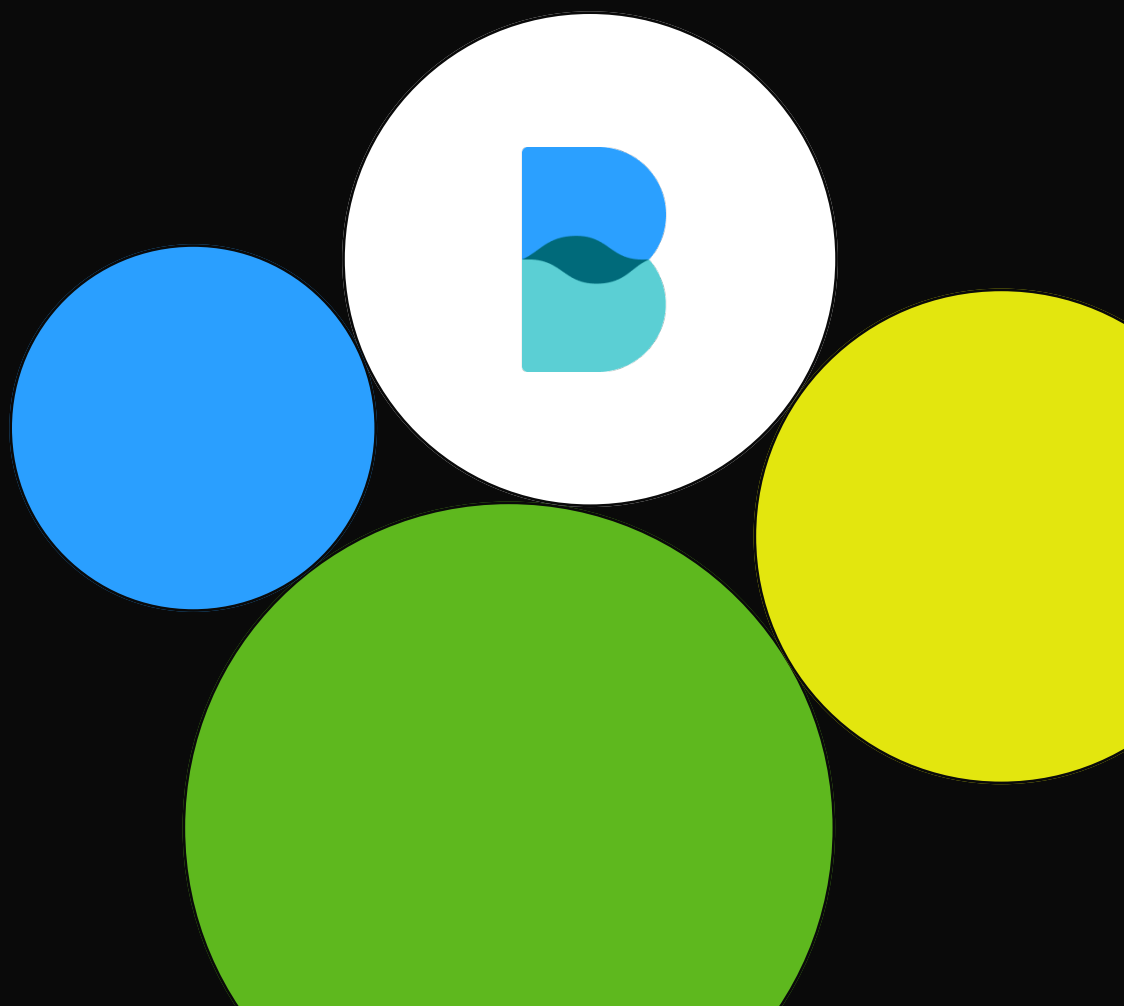


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Letter from Leadership

Rising rates of stress, anxiety, poor sleep, and mental fatigue are threatening how people around the world live, work, and connect. The need for effective mental health solutions has never been more urgent.

At The Mind Company, we believe these solutions must be adaptable, reflecting each individual's unique experiences and evolving needs.

Recognizing that generic, one-size-fits-all tools often fall short, we created Balance, an innovative meditation and sleep app that dynamically personalizes the audio in every session based on answers to daily questions. This adaptive system allows Balance to tailor content to each person's immediate needs while considering their broader wellness goals, ensuring each experience feels genuinely relevant and impactful.

The result? Truly personalized support that empowers users to build emotional resilience, enhance mental clarity, and consistently achieve restful sleep.

In this paper, you'll discover compelling evidence highlighting the tangible impact of Balance. Our findings clearly illustrate that personalized meditation offers immediate benefits and creates lasting skills and improvements that extend well beyond each session—even for people who can't make time for it as often as they'd like.

We're incredibly proud of what Balance has accomplished thus far, and our commitment to offering deeply personalized mental wellness support is stronger than ever.

Thank you for your continued support and for joining us in this meaningful pursuit.

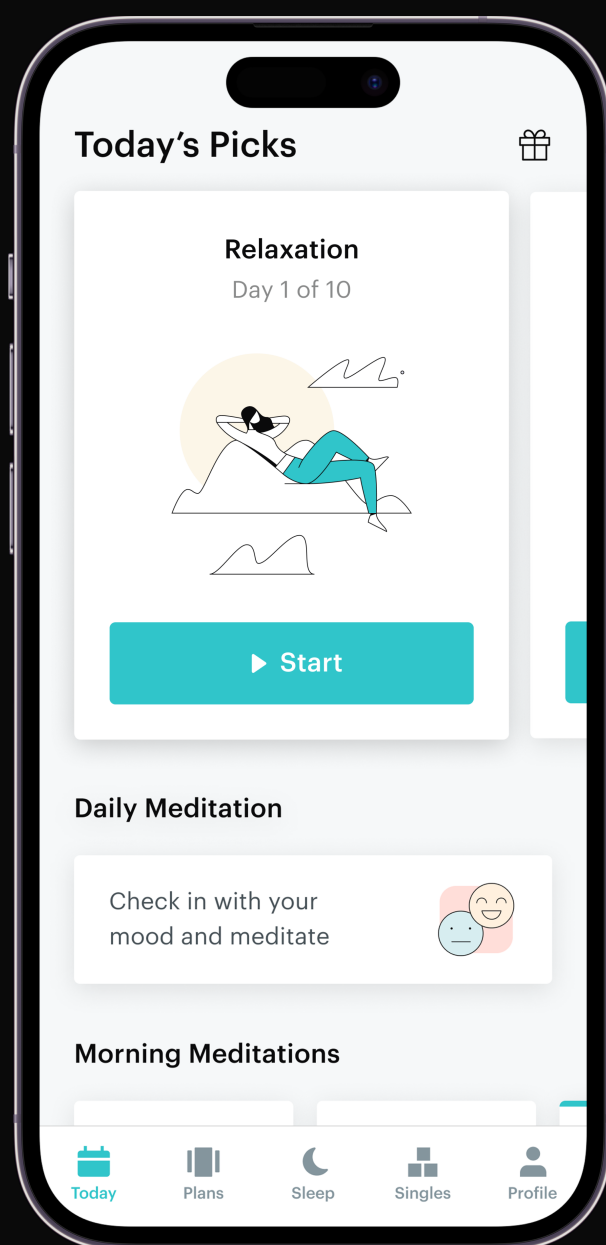
Warm regards,

Jesse Pickard
Founder & CEO, The Mind Company

Executive Summary

Mental health challenges like high stress, poor sleep, emotional overwhelm, and lack of focus are on the rise. And unfortunately, most digital tools fall short of meaningful help. Their content offerings are robust, but the experience stays the same, no matter how someone feels or what they're dealing with.

Balance takes a **different** approach. It's a meditation and sleep app that **personalizes** the audio in each session in real time based on how someone's feeling, what they're working on, and what they need that day. The result is an experience that always meets people **exactly** where they are.



Executive Summary

This white paper explores how Balance works, and what users are reporting:

Support adjusts to real life. Balance personalizes every session through daily check-ins, long-term goals, and emotional context, offering structure when people want it, and flexibility when they need it.

Users notice a difference. In a survey of more than 3,700 adult Balance users, 89% reported feeling more calm, sharp, and capable, 85% reported improved mental and emotional well-being, and 86% felt a stronger sense of personal progress, among other encouraging results.

Personalization makes each use count. In a study of more than 2,700 adult Balance users, greater use of personalized content was associated with reporting improvements. It also made the biggest difference for people who didn't use the app often, proving that even limited use of Balance's personalized content translates to real results.

In a space full of static wellness tools, Balance offers something different: A more responsive, flexible experience designed to make every session matter.

Introduction: The Growing Strain on Emotional Well-Being

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These days, nearly everyone is trying to feel better.

More than one-third of U.S. adults don't get enough sleep, and up to half have dealt with insomnia symptoms at some point.¹ Stress is also a daily problem for most people, with 43% of U.S. adults reporting they are more anxious than the year before² and three out of four saying it negatively affects their life.³ Mood and anxiety challenges are common, too, as about one in five U.S. adults will experience a mood, anxiety, or depressive disorder in a given year.⁴

When these challenges go unaddressed, they don't stay isolated. They wear on everything else, like how you show up at work, how you treat people you care about, and how motivated you feel to keep moving forward. Over time, they can chip away at focus, patience, resilience, joy, and overall life satisfaction.

Millions of people turn to wellness apps looking for relief. But a majority of these tools only go so far:

- Most standalone mental health apps aren't effective enough to recommend, especially for stress, anxiety, or emotional regulation.⁵
- Many apps don't adapt to what users are actually experiencing, making them feel generic and easy to abandon.⁶
- And even in areas like depression and anxiety, most apps show only small improvements, according to a review of 176 randomized controlled trials.⁷

Introduction: The Growing Strain on Emotional Well-Being



While these tools have the potential to help a lot of people, it's not enough to just throw content at someone and hope it helps.

The missing piece is real personalization—support that adjusts based on an individual's goals, patterns, and emotional state. That's one of the biggest reasons people stick with a mental health app.^{8,9}

And that's what Balance was built to do.

Balance is a highly personalized meditation and sleep app that adjusts based on how someone's feeling, what they're working on, and what they need that day. Instead of offering the same, one-size-fits-all experience to everyone, it delivers tailored guidance designed to align with each person's shifting needs.

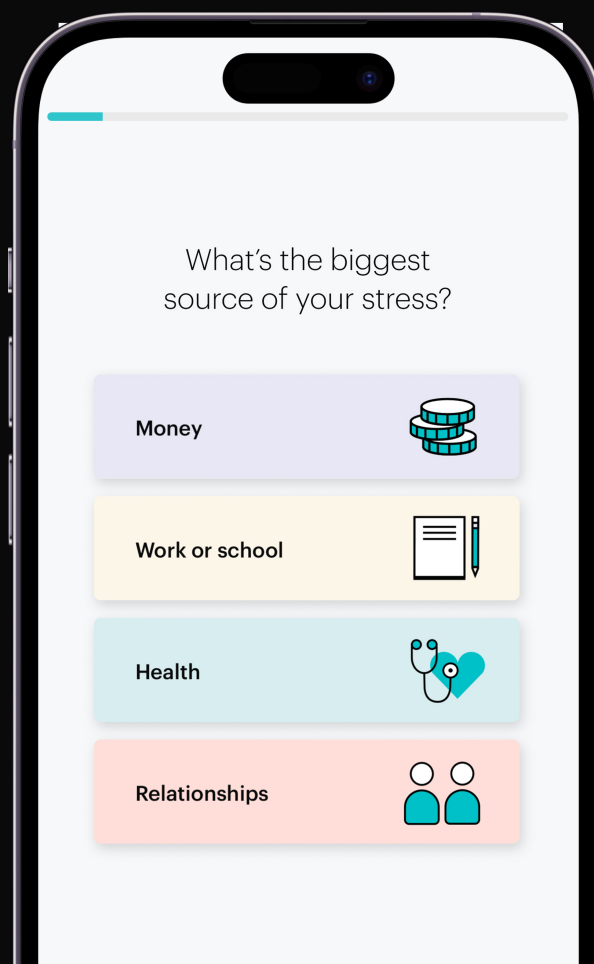
Meet Balance: Personalized Support That Adjusts to You

Meet Balance: Personalized Support That Adjusts to You

Balance is a commercially available meditation and sleep app developed by a team of experts in neuroscience, meditation instruction, curriculum design, and behavioral coaching.

It was created to help people manage stress, improve sleep, enhance focus, and build emotional resilience through daily support that adapts to their lives.

While other apps use surface-level personalization or fixed audio tracks, Balance uses a dynamic personalization engine that updates in real time. Every session is designed to meet the user where they are, both in the moment and over time.



Meet Balance: Personalized Support That Adjusts to You

Here's how it works:

Personalized Daily Input

Each day, users check in with how they're feeling and what they need. That input, combined with long-term goals, experience level, and past preferences, shapes a custom session pulled from Balance's growing library of audio guidance.

Real-Time Adaptation

Balance doesn't rely on pre-set playlists or static meditation paths. Instead, it dynamically generates sessions, so two people starting the exact same meditation might receive entirely different guidance based on their check-in that day.

Structure When You Want It, Flexibility When You Need It

Users can choose between structured, multi-day programs, like 10-day Plans built around themes such as fear, communication, or loneliness. Or they can drop into Single sessions for quick, on-demand support that matches how they're feeling or what they're doing.

Skill-Based for Stronger Habits

Each session is grounded in at least one of 10 concrete meditation skills, like breath focus, awareness, labeling, or body scan. These are designed to create immediate benefit and build practical tools users can carry into daily life.

No matter who you are or what you're going through, Balance delivers guidance that fits.

How Balance Helps: Personalization That Delivers Real-World Improvements



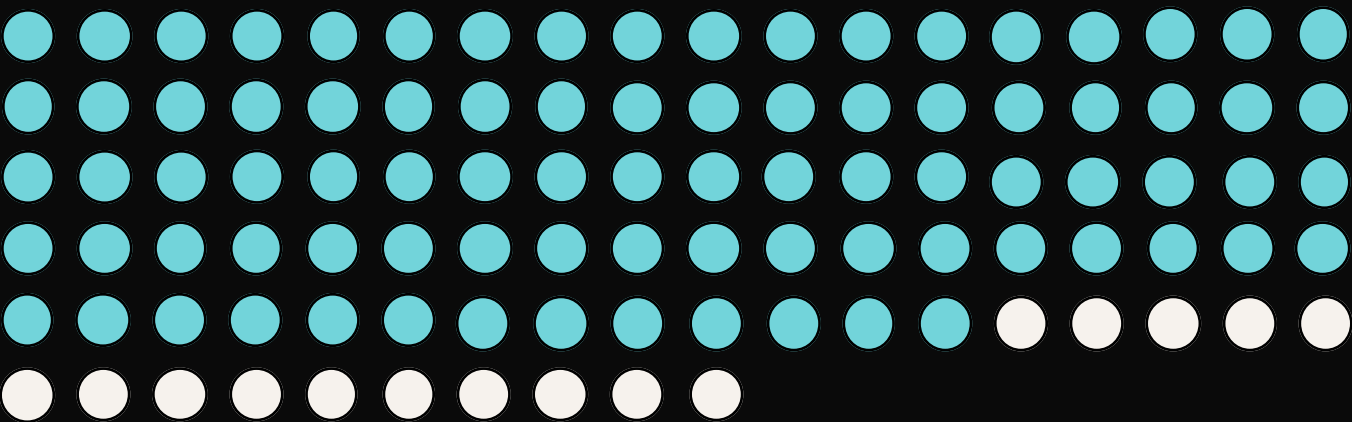
How Balance Helps: Personalization That Delivers Real-World Improvements

To understand how Balance's benefits are translating to real life, we asked more than 3,700 adult users to reflect on how they've felt since using the app. Most reported feeling better or much better not just emotionally, but in how they manage stress, go about their day, and show up with purpose and energy.

How Balance Helps: Personalization That Delivers Real-World Improvements

Emotional Well-Being

85% of Balance users noticed improvements in their overall mental and emotional well-being



81% reported an improved ability to cope with anxious or nervous feelings

82% reported feeling more emotionally steady or balanced

77% said they were responding to stress better

74% reported an improved ability to cope with difficult emotions like sadness or anger

How Balance Helps: Personalization That Delivers Real-World Improvements

Daily Life

Expressed greater satisfaction with daily life



Said they were better at taking care of themselves



Reported better sleep



Felt they were spending their time in more intentional and worthwhile ways



Showing Up with Purpose and Energy

89%

Noticed their overall mental fitness had improved (e.g., feeling calm, sharp, and capable)

76%

Said they were better at managing their day-to-day mental energy

68%

Reported spending less time mentally checked out or in autopilot

86%

Felt a stronger sense of personal progress

78%

Felt more present and focused

How Balance Helps: Personalization That Delivers Real-World Improvements

Taken together, the shifts reported go beyond short-term relief, with many Balance users noting improvements in emotional well-being, as well as daily routines, self-care, and how mentally present and engaged they feel.

To explore whether these self-reported outcomes were related to how people used the app—specifically, how often they used it and how much they engaged with its personalized content—a study of more than 2,700 adult Balance users linked their app usage data to their survey responses. The findings highlighted two key patterns:

Greater use was linked to greater impact: More frequent app use and higher engagement with personalized content were associated with reported improvements in emotional well-being, daily functioning, and mental fitness.

Personalization made the biggest difference for lighter users: Among people who didn't use the app as often, completing more personalized sessions was associated with significant reported improvements in emotional well-being, managing thoughts and feelings, motivation, personal progress, and overall mental fitness.

This reinforces the idea that frequency isn't the only factor that matters. When sessions are tailored to what someone's actually experiencing, even limited use can be highly impactful.

Final Thoughts: When Support Is Personal, It Makes a Difference

Final Thoughts: When Support Is Personal, It Makes a Difference

Stress, sleep, focus, and mood struggles aren't static, and the support people turn to shouldn't be either. Static content and generic advice may be easy to deliver, but they rarely reflect what someone actually needs at any given moment.

Balance's approach is different. Through responsive personalization, it intentionally adapts in real-time, shifting tone, guidance, and focus to better fit the moment and make each session count—resulting in support that makes a measurable difference in daily life.

In a crowded space full of one-size-fits-all solutions, Balance stands apart, proving that meditation works best when it works for you.

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