

WHY INVEST IN ANYDREAM

The cinematic escape platform for the next era of wellbeing.

A premium, cross-platform content product at the intersection of digital wellbeing, mobile entertainment and spatial media.

Live on the Apple ecosystem

Season 1 in market

Mobile · TV · Spatial

THE PRODUCT

Not another meditation app. A cinematic emotional reset.

Anydream turns short moments of stress, fatigue and overstimulation into immersive visual resets — beautiful worlds you simply step into. No practice, no tracking, no diagnosis.

CINEMATIC WORLDS

Handcrafted, human-directed 3D worlds built in Unreal Engine 5, AI-accelerated to scale.

ORIGINAL SOUND

In-house scores and soundscapes — sound is half of the experience.

LIVE NOW

iPhone, iPad, Mac, Apple TV and Apple Vision Pro. Season 1 shipping.

NON-CLINICAL BY DESIGN — RELAXATION, EMOTIONAL RESET, SLEEP PREPARATION. NOT A MEDICAL OR THERAPY PRODUCT.

THE THESIS

Anydream sits at the intersection of three expanding markets.

Premium subscriptions

The fastest-growing slice of the app economy — recurring, non-game revenue.

Digital wellbeing

A proven, global need for calm, sleep and emotional reset.

Immersive / spatial

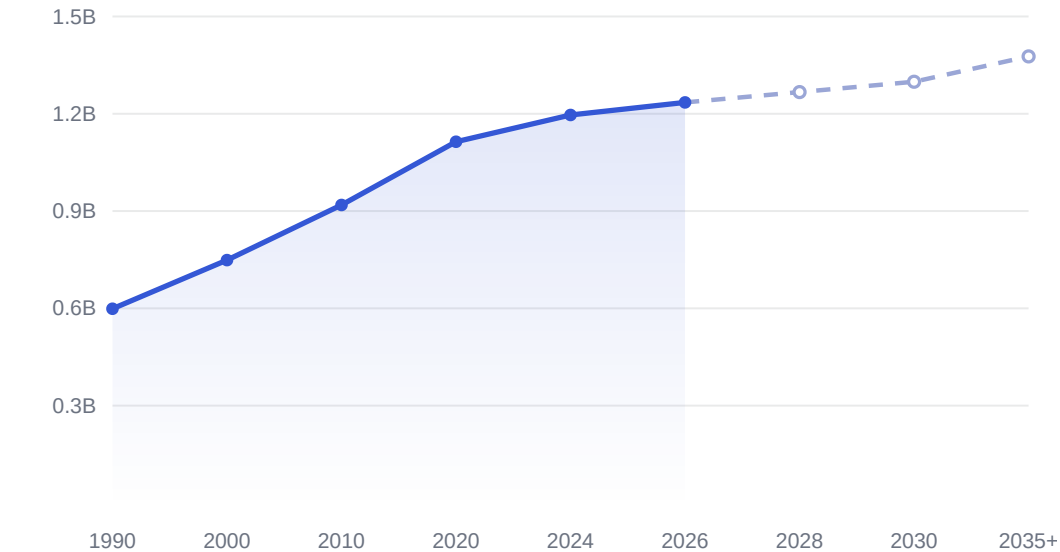
A platform wave forming across TV, VR and spatial computing.

We build for the part of the mobile economy that compounds — premium, recurring, non-game experiences — with content that carries across every screen.

MARKET · WHY NOW

Global mental-health need

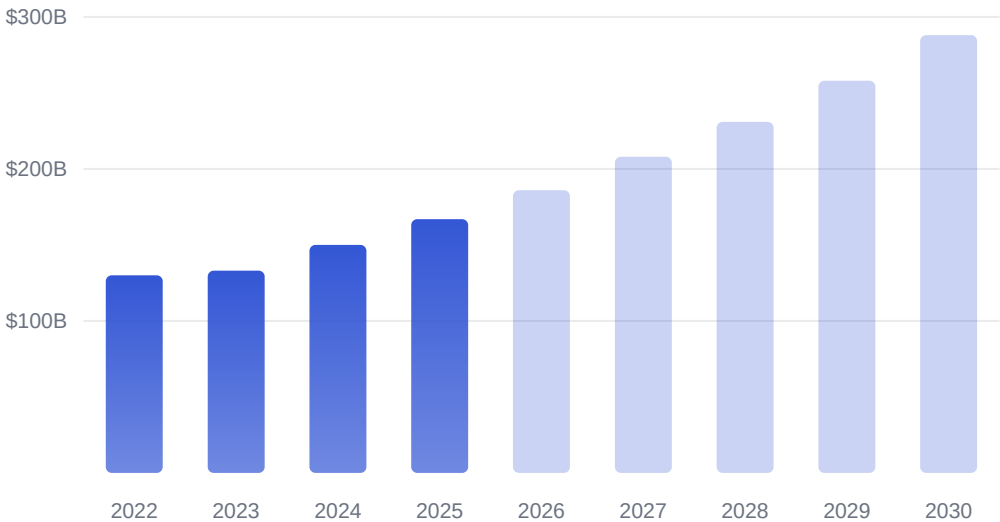
PEOPLE WITH MENTAL DISORDERS · 1990–2035+



1.17B in 2023, up from 599M in 1990. 2028+ modeled. Population-level context, not a treatment claim. Source: GBD 2023 / WHO.

App-store consumer spend

IOS + GOOGLE PLAY IAP · \$B



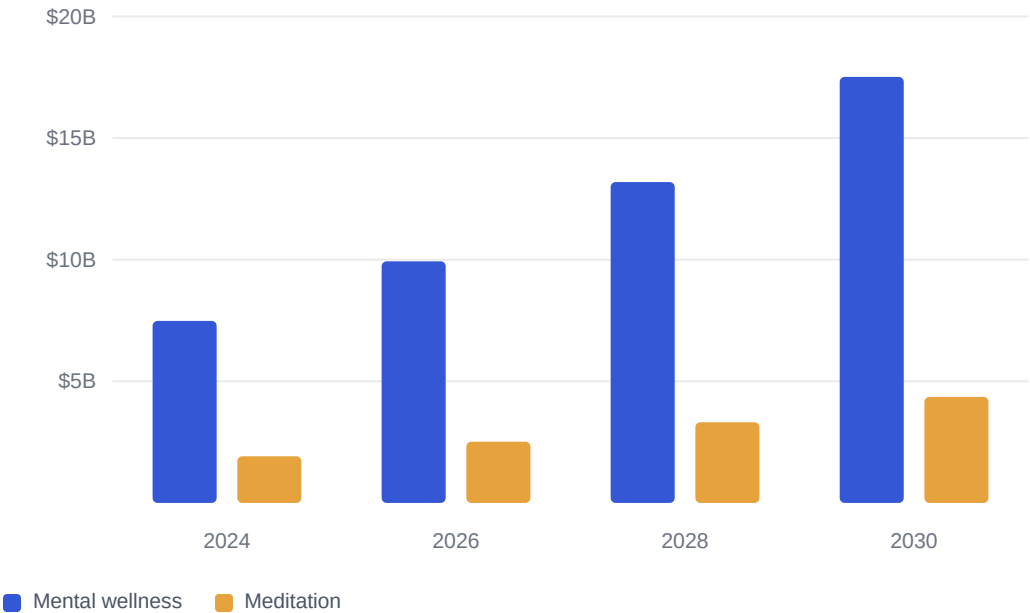
\$167B in 2025 (+10.6% YoY); non-game IAP surpassed games for the first time. 2026–30 modeled to the ~\$288B 2030 forecast. Source: Sensor Tower.

Actual Forecast (modeled)

MARKET · WHY NOW

Category growth

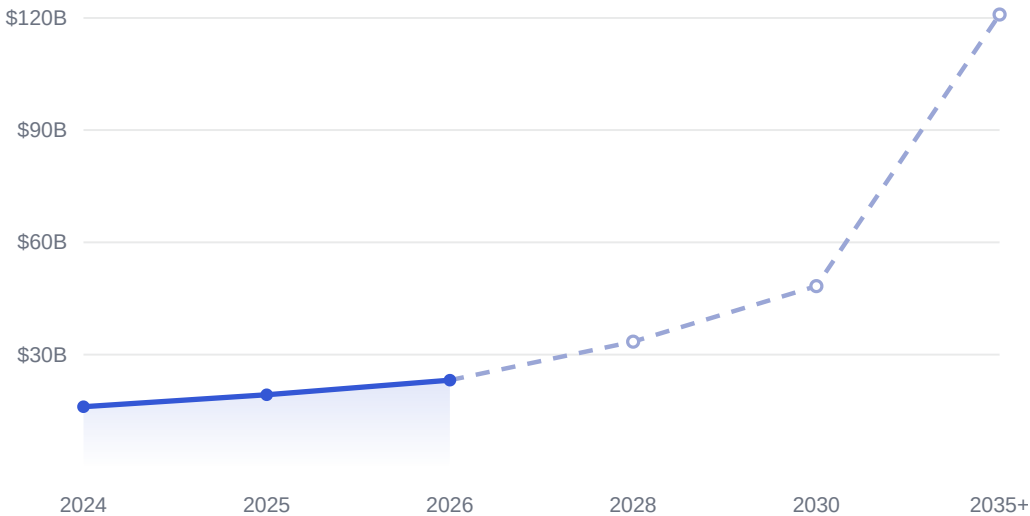
MENTAL-WELLNESS & MEDITATION APPS · \$B



Two adjacent categories compounding ~15%/yr to 2030. Source: Grand View Research. Shown separately, not summed.

Spatial computing

GLOBAL VR MARKET REVENUE · \$B



\$16.1B (2024) → \$120.9B (2035), ~20% CAGR. Future upside — we build mobile & TV today, ready when the curve steepens. Source: Spherical Insights.

ACTUAL VALUES SOLID · FORECASTS MODELED FROM PUBLISHED ANCHORS AND CAGRS.

THE NEED, IN THE WORLD'S WORDS

80%+

of the world has never taken a single flight — a scale of people who rarely see beyond their own city.

BOEING, 2017

1 in 3

adults worldwide have insomnia symptoms.

CLEVELAND CLINIC, 2024

“Your attention didn’t collapse. It was stolen.”

On the modern overload Anydream is built to relieve.

JOHANN HARI, STOLEN FOCUS

\$1T

lost each year by the global economy to depression & anxiety.

WORLD HEALTH ORGANIZATION

PUBLIC STATEMENTS AND FINDINGS, QUOTED FOR CONTEXT — NOT ENDORSEMENTS OF ANYDREAM.

Projected 12-month cohort economics

MONTHLY AD BUDGET
\$250,000
SCENARIO · BASE (150%)

86.1K

ACQUIRED USERS
Paid installs 79.5K · CPI \$3.14 · Organic 6.6K

6.0K

TRIAL STARTS
Download → trial 7.0%

2.17K

NEW PAID SUBSCRIBERS
Trial → paid 36% · Media CAC \$115

\$375K

12-MONTH NET REVENUE
Net ROAS 150% · net of store fees & refunds

\$67.1K

OPERATING COST
Excludes paid media — team, content, cloud, tools

\$57.9K

12-MONTH COHORT PROFIT
Cohort ROI 18.3% · Break-even ROAS 126.8% · Payback 8–10 mo

ILLUSTRATIVE COHORT MODEL — THE 12-MONTH OUTPUT OF ONE MONTH OF ACQUISITION SPEND, NET OF FEES & REFUNDS. NOT A SAME-MONTH CASH-FLOW FORECAST.
CONSERVATIVE 120% · BASE 150% · UPSIDE 220% NET ROAS.

ROADMAP · PLATFORMS & CHANNELS

PLATFORM EXPANSION

PLATFORM	2026	2027	2028	2029
iPhone · iPad	Live	Scale	Scale	Scale
Apple TV · Vision Pro	Live	Scale	Scale	Scale
Android · Android tablet	Planned	Live	Scale	Scale
Android TV	Research	Beta	Live	Scale
Meta Quest	Research	Prototype	Live	Scale
Smart TV	—	Research	Beta	Live

TRAFFIC CHANNELS

Meta Ads

Apple Search Ads

Google App Campaigns

TikTok

YouTube Shorts

AppLovin / Unity

ASO

Creators

PR

Retargeting

OEM / headset

Corporate wellness

Start where premium subscription revenue is strongest — the Apple ecosystem — then expand into Android, TV and spatial as content and acquisition economics mature.

DIRECTIONAL ROADMAP — SEQUENCING FOLLOWS ACQUISITION ECONOMICS AND CONTENT MATURITY, NOT FIXED DATES.

ROADMAP · CONTENT & UNIT ECONOMICS

CONTENT LIBRARY

CONTENT	2026	2027	2028	2029
Worlds	10	18	30	45
Cinematic scenes	400	700	1,200	1,800
Ambient sounds	1,000	1,600	2,600	4,000
VR / spatial scenes	15	40	90	180
Sleep & focus journeys	40	140	320	600

TARGET OPERATING METRICS

UNIT ECONOMICS	2026	2027	2028	2029
Blended CPI	\$3.40	\$3.00	\$3.20	\$3.50
Trial → paid	30%	36%	40%	42%
Paid CAC	~\$170	~\$126	~\$99	~\$83
12-mo net LTV	~\$205	~\$190	~\$205	~\$220
Net ROAS	120%	150%	200%	220%+
Payback	10–12mo	7–9mo	5–7mo	4–6mo

TARGET OPERATING METRICS, NOT GUARANTEED RESULTS. CAC IMPROVES THROUGH ONBOARDING, PAYWALLS, ASO, LOCALIZATION AND ORGANIC HALO — NOT CHEAPER TRAFFIC.

USE OF FUNDS

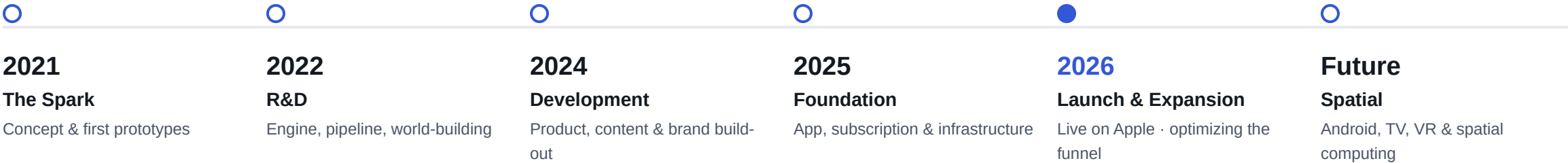
Capital to move from validation to repeatable acquisition.



More creative tests, a deeper content library, stronger analytics, Android/VR expansion and faster localization — the path from product validation to repeatable growth.

TIMELINE

From an idea to a live, cross-platform product.



TEAM

The disciplines this product needs, under one roof.



Andrii Konovalenko
FOUNDER



Julia Molchanova
CO-FOUNDER



Veronica Dubnitskaya
CO-FOUNDER

CORE TEAM · UKRAINE & EUROPE



Creative Director



Head of Back-End



3D Artist



Technical Director



CMO



COO



Production



Design



Psychologist



Back-End Dev

ROMANSOFT OÜ · ESTONIA — PRODUCT & MOBILE ENGINEERING · 3D & CINEMATIC CONTENT · PERFORMANCE MARKETING & ASO.

What stage is Anydream at?

Live on the Apple ecosystem with Season 1. In a controlled learning phase — optimizing intro, paywall and trial-to-paid before scaling spend.

How is it different from Calm or Headspace?

Audio-first meditation asks you to practice. Anydream is visual-first — cinematic worlds you step into, reused across every screen as a content engine.

Is Anydream a medical product?

No. It is non-clinical: relaxation, emotional reset and sleep preparation. Not a medical device or therapy service.

What are you raising for?

To move from product validation to repeatable, scalable acquisition — see use of funds. Investors take part in RomanSoft OÜ.

FULL INVESTOR FAQ AND DETAILED COHORT ECONOMICS ARE AVAILABLE IN OUR DATA ROOM.

JOIN US

Join us before cinematic wellbeing becomes mainstream.

We're raising growth capital to turn a validated product into a repeatable acquisition engine across mobile, TV and spatial. Investors take part in RomanSoft OÜ; specific terms are discussed directly.

[Request investor deck](#)

[Talk to founders](#)

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