



# Presskit

## Our story

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mindmymind

We are mindmymind.

Born in 2023 from a long journey of personal challenges and a deep belief in the power of self-understanding, mindmymind was created as a guide on one of life's most meaningful real quests: to know our truest self.

We experienced the transformational power of learning all about ourselves and our personality. Now we want to share that with the world and that is why we created mindmymind.

mindmymind is a trusted companion that uses cognitive and behavioral science to create a guided experience for self-discovery. It helps people with understanding both themselves and others based on their personality.

We help people better understand their personality, behavior, and nature. Our goal is put a next-gen companion in the hands of everyone interested in deeper self-understanding & social connection.

## Our core

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### What are we?

A tech company and mobile companion built by a group of friends from different walks of life.

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### What do we do?

We help people understand themselves and others better based on their personality type.

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### How do we do it?

By creating the guided experience we wish we had for ourselves on our own journeys.

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### Why?

To unlock the true potential of people through deeper self-understanding.

## Our vision

Knowing ourselves is about accepting and fully embracing our unique personal blueprint.


When we go out into the world as our true self, we are also our best - alive and joyful.

To unlock the potential of people through deep *self-understanding*.

## Our mission

Our mission is our north star  
in all that we do and guides  
our day-to-day decisions.

We're not just another app.  
We're creating a unique and  
transformative experience.



To put a companion  
in people's hands for  
*self-understanding.*



## Our product

Understand why you do things the way you do. Learn about yourself like never before.

We check your personality type and then guide you on a journey of self-discovery.

Compare yourself to friends, family, and others. Form more meaningful connections.

The next-gen app for  
self-discovery based on  
your *personality type*.



Our motto

We want to make people feel joyful by bringing them closer to themselves, the true you.

By understanding yourself, it becomes easier to understand and connect with others.

Be  
more  
*you.*





## Our technology

Our foundation is both in AI and personality science. But we remain human at heart.

We have developed and will continue to develop our own proprietary data models.

We're building a next-gen,  
*intelligent companion* with  
the latest technologies.



## Our security

We're aware that in this time people value their privacy and data security more than ever.

We treat all user data with respect and care, ensuring it's easy for users to understand.

Implementing the highest form of data encryption & security is paramount.

We value *data security* and transparency for our users at any time.



## Our culture

Work is a big part of our daily lives, which is why we want to make sure people are happy.

By embodying the product in our culture we can understand how we and others work best.

Like the ocean, we move with the rhythm of waves and tides, embracing flow as a team.

We're close friends, happy people, doing what we do best in *creative freedom*.



