

■ About Mindboo

Not a classroom. An arena.

Mindboo is not a brain-training app. It's a **chaos-driven survival arena** where your **mind becomes the weapon**. Originally launched in 2017 as a traditional brain app, Mindboo should have faded away. But something unexpected happened: without any marketing, it crossed **100,000 installs**, built a **60,000-user email list**, and kept growing. In 2025, it was completely rebuilt — not as a classroom, but as an **arena**. In Mindboo, every 13-second round is a **high-pressure mental survival test**. Spin-cycle arenas shake your screen, rivals race against your brain clone, and a single mistake can end your run. It's intense, fast, and designed to make cognitive speed feel **thrilling**, not clinical.

■ Vision

To build the world's most vibrant digital arena where minds compete, identities are forged, and chaos reveals brilliance.

■ Why We Exist

Because the digital world offers endless ways to scroll, relax, or tune out — but almost no spaces where the **mind is truly tested**. Because brain apps turned something extraordinary into something boring. Because the mind isn't a classroom — it's a **weapon**, and it deserves an **arena**. Mindboo exists to give people that missing arena: a place where **pressure sharpens, chaos reveals, and performance becomes identity**.

■ How Mindboo Affects Users

■ **Emotional** – From boredom to adrenaline. Mindboo makes mental performance *feel* thrilling. Each round delivers a surge of pressure and triumph. ■ **Behavioral** – From passive scrolling to active engagement. Short, intense sessions fit naturally into daily life, turning idle moments into mental showdowns. ■ **Identity** – From “user” to “survivor / rival / legend.” Through streaks, rivalries, and identity tags like *Chaos Born* and *Untouchable*, users build a mental identity they can own and showcase.

■ **This isn't training. This is survival.**