

Fact sheet

Name: Mental Workout Inc.
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Quick facts

- Established in Southampton, New York in April 2009.
- Develops mobile and web apps that inspire and empower people to live better lives.
- Offers apps for reducing stress, improving sleep, overcoming fears, and increasing happiness.
- Privately owned company, with notable industry figures at its helm.

Boiler plate

Mental Workout ignited the self-mentorship revolution on the mobile platform in early 2009 with award-winning iPhone apps developed in partnership with world-renowned experts and market-leading organizations. Today, Mental Workout continues to lead the industry with its mobile and web apps, live counseling, and events for reducing stress, improving sleep, overcoming fears, and increasing happiness. Mental Workout is continuously adapting the latest research that inspires and empowers people to live better lives and embrace self-mentorship, expert counseling, and peer support in its mission to be available at any time from anywhere.

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Company backgrounder

Mental Workout was established in New York in 2009 by Mickey Beyer-Clausen and Tony Hanna, conceived on a shared goal to inspire and empower people to live better lives.

Mickey Beyer-Clausen is an award-winning entrepreneur with a long track record of successful Internet ventures, and Tony Hanna is an interactive concept designer mastering both graphic design, usability, and engineering.

Since its public launch in March 2009, the company has ignited a self-mentorship revolution on the mobile platform with iPhone apps topping the iTunes charts across multiple categories and countries.

Mental Workout's mobile apps, harnessing best-in-class expertise to inspire and empower people to live better lives, are perfect examples of how mobile devices can improve our lives in unexpected ways. Mental Workout's mobile and web apps are based on the latest research available and clinically proven techniques, but until now the accessibility of those tools has been limited.

Mental Workout provides world-renowned experts with a venue for developing and promoting their materials, while giving consumers with a better way to access these materials.

The company HQ are in Southampton, New York, USA with development and distribution satellites in Copenhagen (Denmark), Malmoe (Sweden), and Minnesota (USA).

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Executive profiles

Mickey Beyer-Clausen, Founder & CEO

Mickey Beyer-Clausen is an award-winning entrepreneur and the Founder and CEO of Mental Workout. In the '90s, he became one of the first to launch successful Internet businesses, and today he is pioneering mobile media. He has co-founded Speednames, Ascio Technologies, Afilias, and Trunk Archive amongst others. He is also the Founder of the 501(c)(3) private foundation, Happiness Foundation, helping business leaders and experts donate their time, knowledge, and contacts to help nonprofits increase their impact.

Tony Hanna, Co-Founder & Creative Director

Tony Hanna is Co-Founder and Creative Director of Mental Workout. He bridges the user experience gap between designers, developers, and users. Tony has been designing and creating user interfaces since 1997, working with many international brands. He has worked with Flash since version 1 and is considered one of the best Flash developers in the world. He is a rare mix of an interaction designer, Internet programmer, and visual designer. Tony is also the founder of Teedot.

Expert biographies

Stephan Bodian

Stephan Bodian is an internationally celebrated meditation teacher as well as a licensed psychotherapist with expertise in stress management and positive psychology. He is also the author of *Meditation For Dummies®* and the former editor-in-chief of *Yoga Journal*. Stephan practiced as a Zen Buddhist monk for 10 years and studied Asian language and culture at Columbia and Stanford.

Virgin Atlantic Airways

Since it was founded in 1984, Virgin Atlantic Airways has become Britain's second largest carrier serving the world's major cities. Virgin Atlantic's highly acclaimed Flying Without Fear course is the industry leader having helped thousands of people to overcome their fear of flying. Participant feedback shows a success rate in excess of 98% in helping people to overcome their fear of flying. This course is offered regularly at 10 UK airport locations.

Dr Chris Idzikowski

Director at Edinburgh Sleep Centre and the Sleep Assessment and Advisory Service, Chris's formal interest in sleep began in Edinburgh where he earned his PhD. Chris helped found and then served as Chairman of the British Sleep Society. He has also sat on the boards of the Sleep Medicine Research Foundation, the European Sleep Research Society, and the Sleep Research Society. He was founding Chairman of the Royal Society of Medicine Forum on sleep and its disorders and guided its transition to become the Sleep Medicine Section. He has held many honorary appointments and has published numerous papers and books on sleep.