brio

The gym for the mind, for people with responsibilities.

Between 30 and 60, life satisfaction hits its lowest point. Brio gives these people what the body already has: an app to practise every day, a community to hold on, and coaching to go deeper.

WHO WE SERVE

Most people with responsibilities, aged 30 to 60, lack meaning in their personal life. It has a name: languishing.

WHAT BRIO IS

At the crossroads of coaching and self-development, Brio copies the gym model to create a scalable category: the mind gym.

WHY NOW

Everyone admits it: mental health is a crisis.

1 in 3 French managers often show signs of poor mental health. Only **31%** of French employees say their work fulfils them, against half thirty years ago.

AI is accelerating it.

61% of French managers fear AI will replace them, at least in part. **1 in 2** young Europeans already bring their personal problems to AI.

And the market has a gap.

2 in 3 Europeans who need care get none. Therapy is for the ill, apps are used alone. In the US the category has billion-dollar leaders; in Europe, nobody trains people who are not sick.

€10.6B The market we start with: 29M urban managers and professionals in the EU, aged 30 to 60, at €1 a day.

WHY I AM BUILDING IT

I'm Lucas, an engineer (INSA), a former high-level athlete and an ICF-trained coach. Over four years I built and sold the method by hand, to **159 paying clients**, from an Olympic champion to executives. **42%** came back and paid again.

What I saw, client after client: people lose energy and confidence as soon as the direction they pursue is no longer clear.

THE PRODUCT

EVERY DAY · 30 SECONDS
The Momentum: put words on how you feel, leave with one action that fits today.

EVERY WEEK · 30 MINUTES
The Reset: close the week, set the next one and give it a purpose.

WHEN NEEDED · WITH IRIS, OUR AI GUIDE
Quests built from 159 clients: a long-term direction, a new habit, a plan you keep.

AROUND IT
A community, 21-day group challenges, an accountability partner. Coaching on top.

€1 a day · live in November 2026

WHAT WE HAVE ALREADY PROVEN

Every piece of Brio was sold before a line of code: no team, no funding, no app.

€5,000 highest 1:1 coaching sold	**34 seats** sold at €700, in-person workshops	**90+** community memberships sold	**€8.7k** B2B signed, inbound

THE TEAM

A coach who built the method and a product builder, backed by two advisors who have built and sold companies.



Lucas Guasch
CEO, the method



Benjamin Thomas
CPO, 40+ products



Farid Chaouki
Advisor, Talkspace



Jérôme Manuguerra
Advisor, Masteos

THE ROUND

€400k

in BSA-AIR from business angels (cap €2.5M pre-money, 15% discount), plus up to €400k of complementary financing (~€200k Bpifrance, banks for the rest). Test the acquisition first, then scale.

≥3% free to paid · month 3	**~3,500** members · month 12	**~€1.4M** ARR · month 12, seed-ready

Book a 30-minute call with Lucas → or write to team@briomind.co

Lucas Guasch, founder · Brio

Sources: Eurostat EU-LFS 2024 · Apec, Oct. 2025 · Ifop 2023 · Odoxa for Saegus, Apr. 2026 · Ipsos BVA for VYV and CNIL, Jan. 2026 · OECD · Stripe 2022-2026 · Brio business plan, 12 months.