

Notice

Multi-device (Apple Watch, Garmin, Oura Ring) Interoception Training for iOS and Android phones

20 beta users	3 device ecosystems	\$0 marginal cost	0 competitors measuring ILT
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01 THE INSIGHT

Your body registers emotional shifts before your conscious mind catches up. HRV drops before anxiety. Heart rate climbs before excitement. Skin conductance shifts before you can name the feeling.

This gap is where your relationship to experience gets decided. Miss the shift, and the reaction runs on autopilot—you're inside it before you know it's happening. Catch it, and you can meet what's arising rather than being moved by it. That single difference— noticing before versus after—is what separates reacting from responding. Better regulation, clearer decisions, more skillful relationships: all downstream of closing the gap. No product trains this skill. No product measures the change.

02 THE PRODUCT

Frame Snap—tap your Apple/Garmin Watch when you notice a shift. The app captures biometric context, you label the felt sense, and an AI trained in contemplative vocabulary reflects back what the pattern might mean.

Affect labeling. Name what you feel. Naming alone measurably reduces emotional intensity.

3 reflection timescales. Patterns across moments, days, and weeks—not just snapshots.

Scaffolding decay. The app fades as the skill grows. You graduate, not churn.

03 NOVEL METRIC

Interoceptive Lead Time (ILT): the temporal gap between a biometric shift and conscious noticing. As the user trains, this gap shrinks—they notice sooner. ILT gives Notice a peer-reviewable outcome metric: the first objective measure of interoceptive skill gain, validatable against MAIA-2 assessments.

04 PRIVACY ARCHITECTURE

Three trust paths, one protocol. Apple Watch data stays entirely on-device via WatchConnectivity. Garmin connects via BLE direct—raw data never leaves the phone. Oura data transits Oura's cloud but is fetched client-side and never re-uploaded. All paths converge through relative descriptor functions—the AI sees patterns, never raw biometrics. Privacy by architecture, not policy.

05 THE MARKET

Meditation apps teach awareness but ignore the body. Health trackers measure the body but don't build awareness. Mood journals ask you to reflect but only after the fact. Notice connects all three.

	Meditation	Tracking	Mood Logging	Notice
Real-time biometrics	—	✓	—	✓
Somatic awareness	✓	—	—	✓
AI reflection	—	—	—	✓
Outcome metric (ILT)	—	—	—	✓
Multi-device	—	—	—	✓

Business model. Core: \$80/yr (AI limited). Full: \$149–199/yr (unlimited AI, multi-device). Between meditation apps (~\$70) and health trackers (~\$200).

06 ON-DEVICE MOAT

On-device personalization via LoRA fine-tuning on the user's own patterns. No API dependency for the core reflection loop. Training data never leaves the device. The model improves with each user without any user's data improving it for anyone else. Privacy and personalization compound into a moat that deepens with every snap.

07 LONGER VISION

Individual → Relational → Collective. Notice begins with personal interoceptive training. It expands to relational awareness—shared somatic states in couples, teams, therapeutic dyads. The long arc: a collective interoceptive commons. The infrastructure to make this progression possible is the same at every scale: sense, name, reflect, integrate.

08 TEAM

Thomas Brady · Solo founder, Pando Industries

8 years shipping AI products (AWS, H2O.ai, startups). U.S. Army Special Forces (Green Beret). 10+ years contemplative practice (Theravāda + Vajrayāna). Notice comes from practice, not market research.