

**Stay offline. Stay connected.
For real.**

Problem

'Pics or it didn't happen'

We often forget to enjoy the moment because it is more important to share on social media what is happening to us. There is a huge pressure nowadays to 'prove' the world how exciting and happy our lives are.

Why do we want to prove our happiness to people we don't (really) know? Is that post really that necessary? Do you need to do that insta live?

It's easy to say, but the decision can be difficult.

Goal

Offline is the new online

Our goal is to keep a healthy balance between our online and offline world. Events are happening, moments are passing by and it's more important to be present than ever before.

Challenge

Create balance between your
online and offline presence

We don't want to tell you what to post and when to post it.

We don't want to block you from social media. We don't want to
change you.

We just want to remind you that it's often more valuable to be in the
moment than spending your time online.

Solution

Digital consciousness

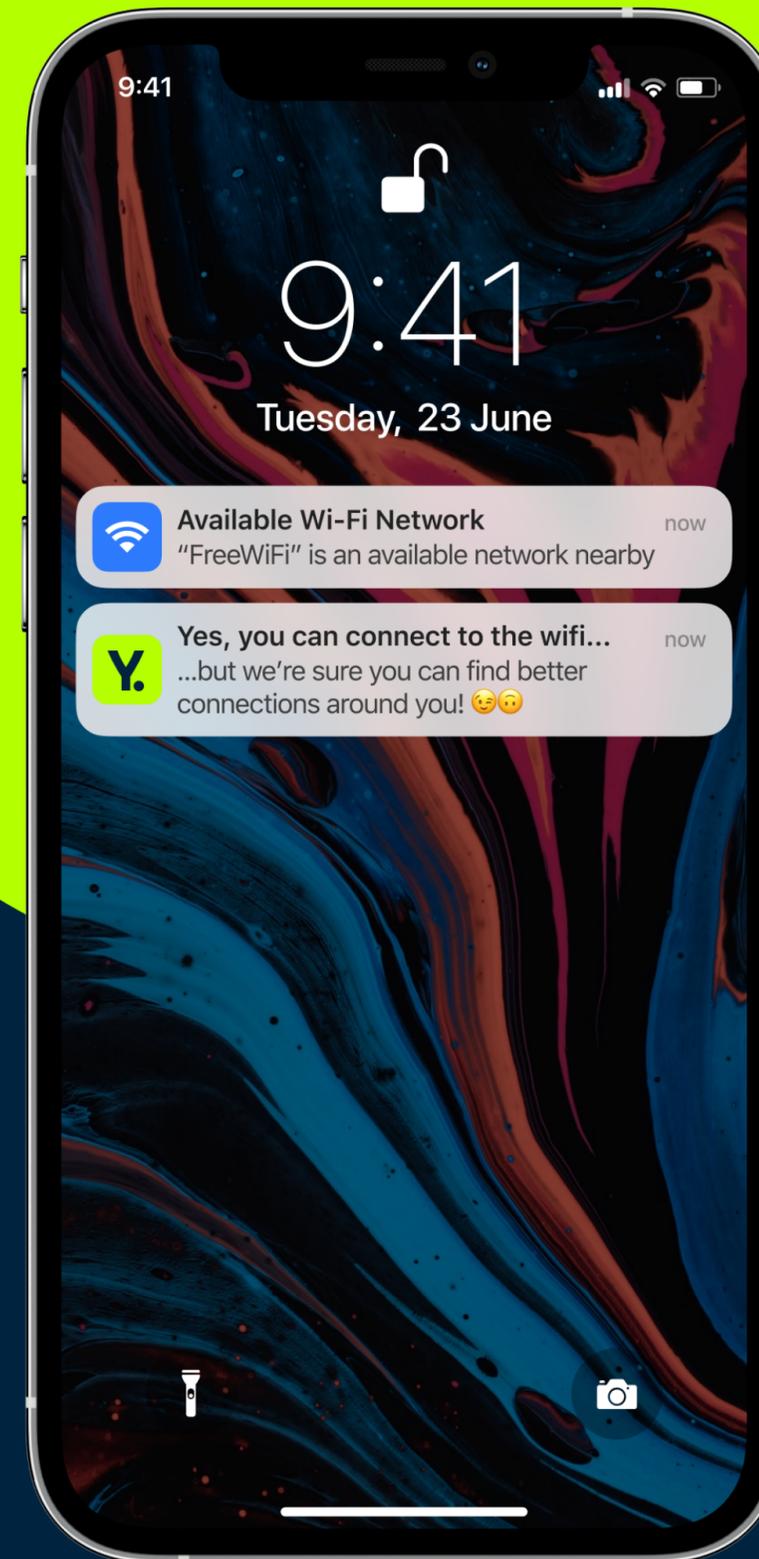
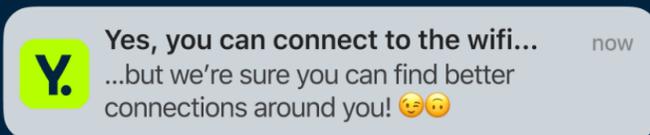
We've created an app that reminds you when to be present and offline, instead of automatically reaching for your phone.

The app can be synced with your calendar and location, so it can give you hints and advice based on your own activities and life events. And of course you'll get rewards for completing our challenges.

Friendly reminder

We send you push notifications every time when a WiFi network is available. The message will encourage you to stay offline, connected to the reality instead of going online instantly.

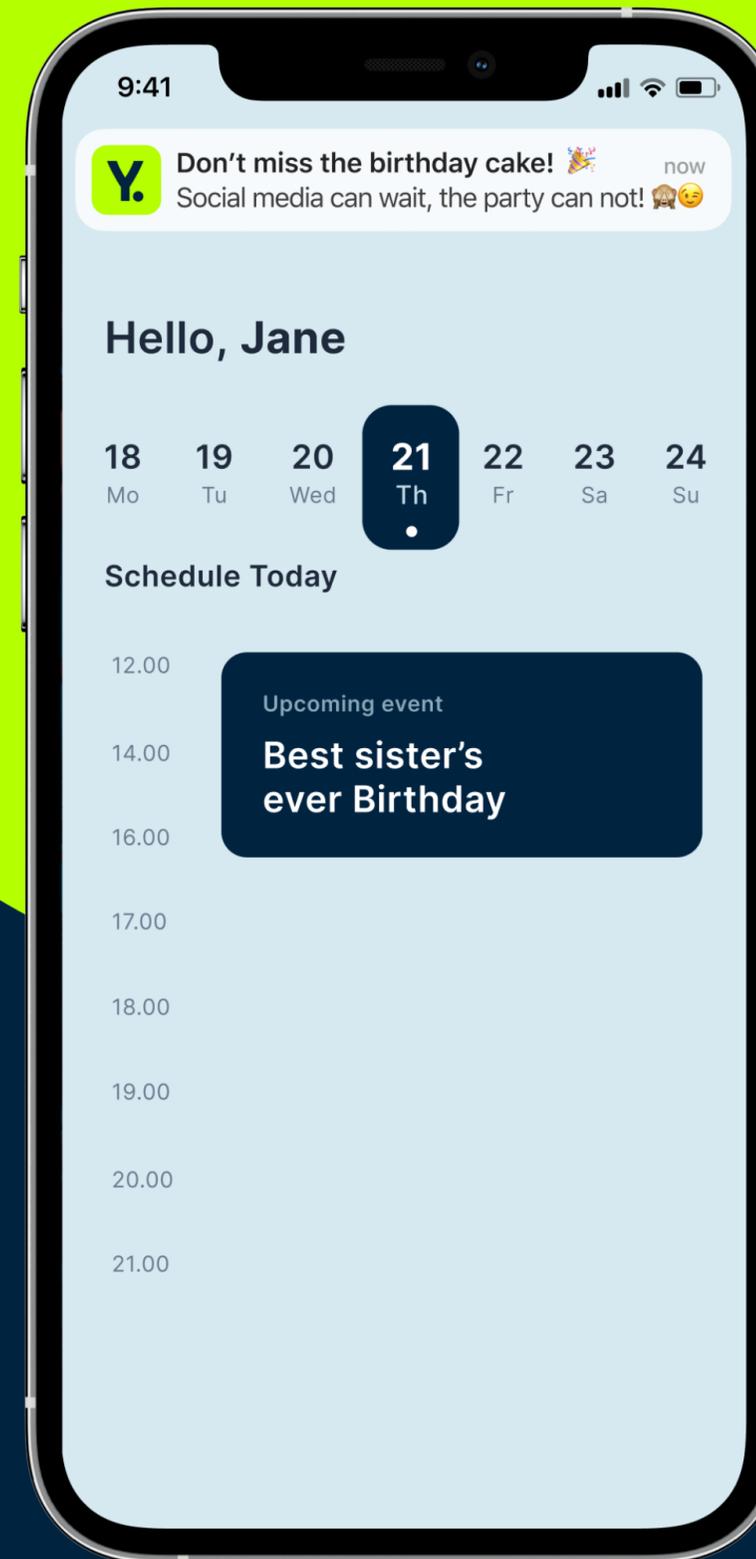
We don't rush anything, it's just a friendly reminder.



Stay offline

Once it's synced with your calendar, the app follows your daily schedule and sends you encouraging messages as push notifications. They are gently reminders to be present.

Y. Don't miss the birthday cake! 🎂 now
Social media can wait, the party can not! 🗣️🥳

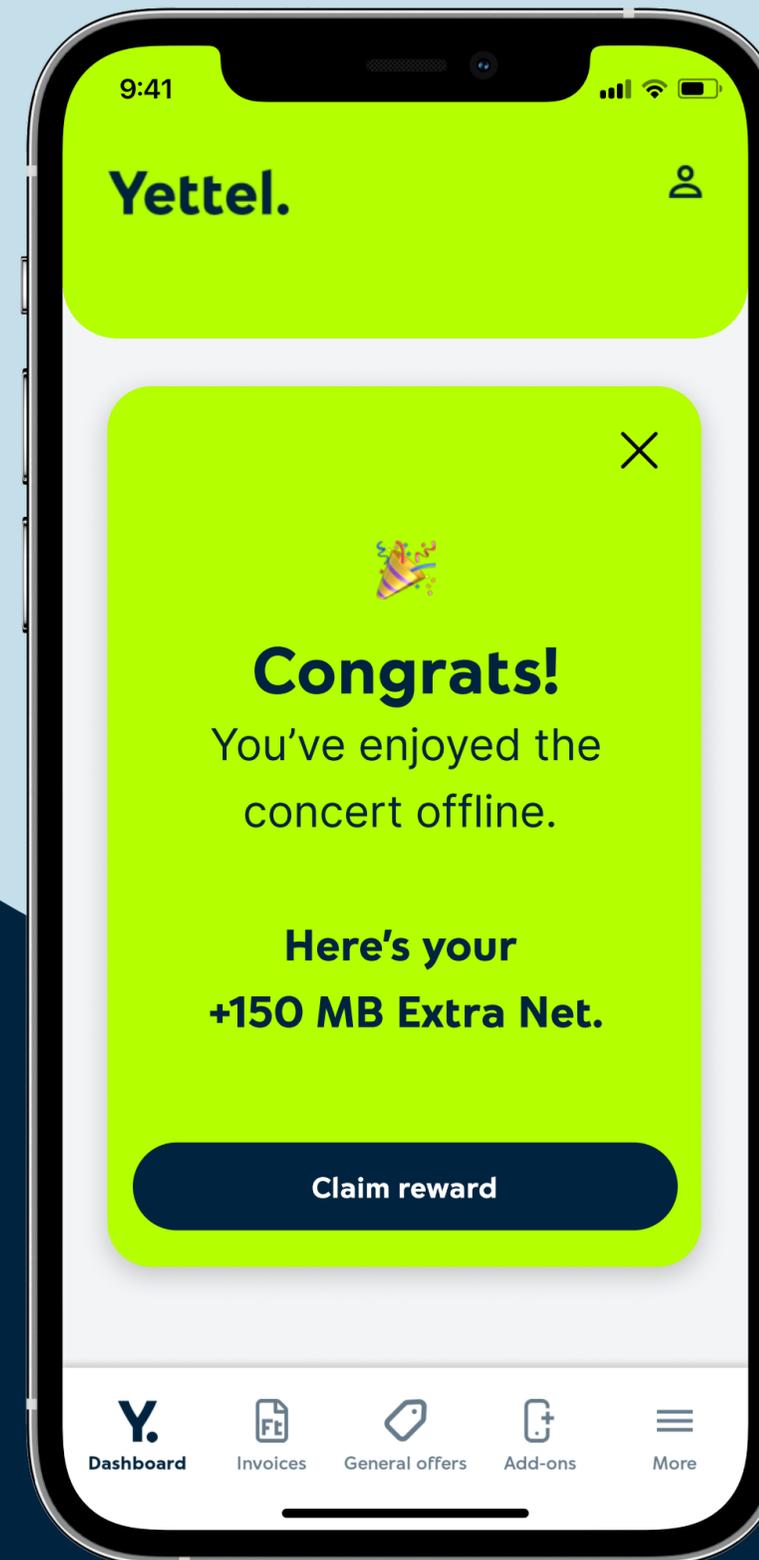


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Earn your reward

After you have allowed the app to access your device's location data and synced it with your calendar the app can follow your geolocation and daily schedule, so every time you go to an event, the app can follow your journey like a guardian.

The app can monitor your online presence during these events, and if you successfully stay offline for enough time, you'll get your rewards.



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Thank you for your attention!