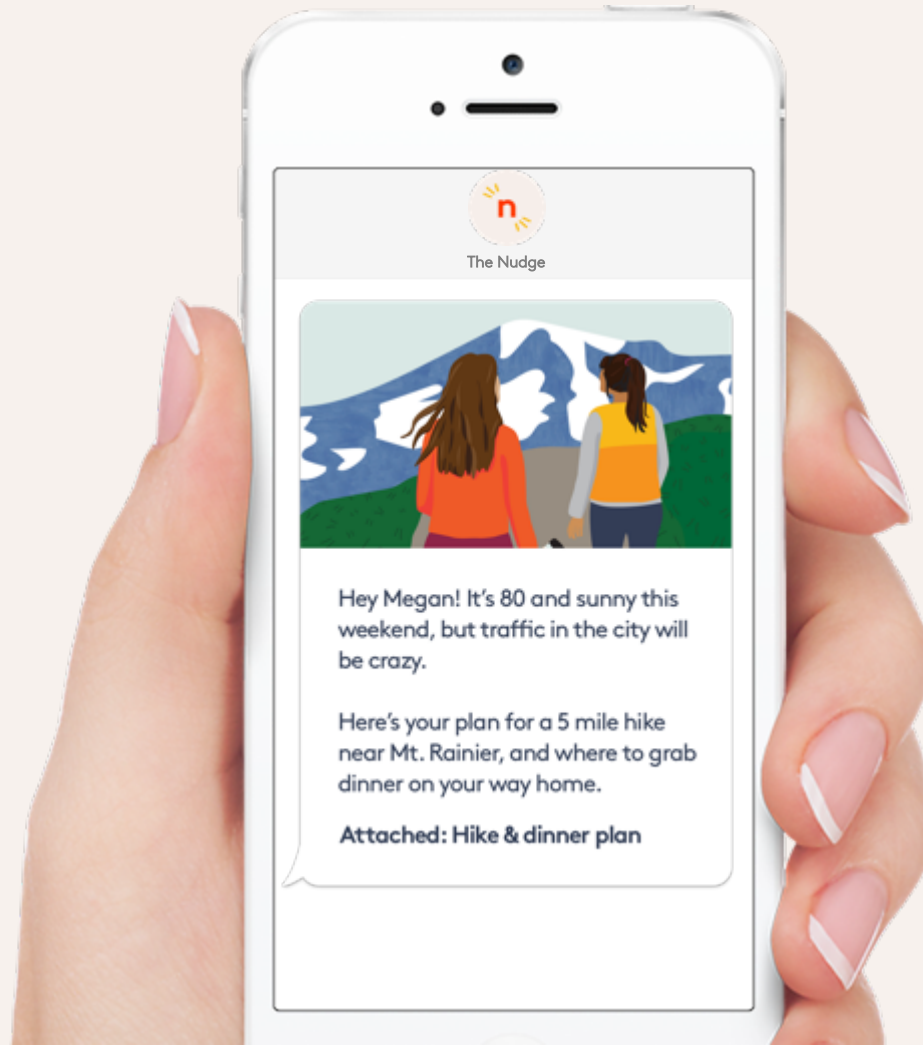


Meet The Nudge

Digital lifestyle advisors for millennials

Meet The Nudge, your lifestyle advisor for your city.

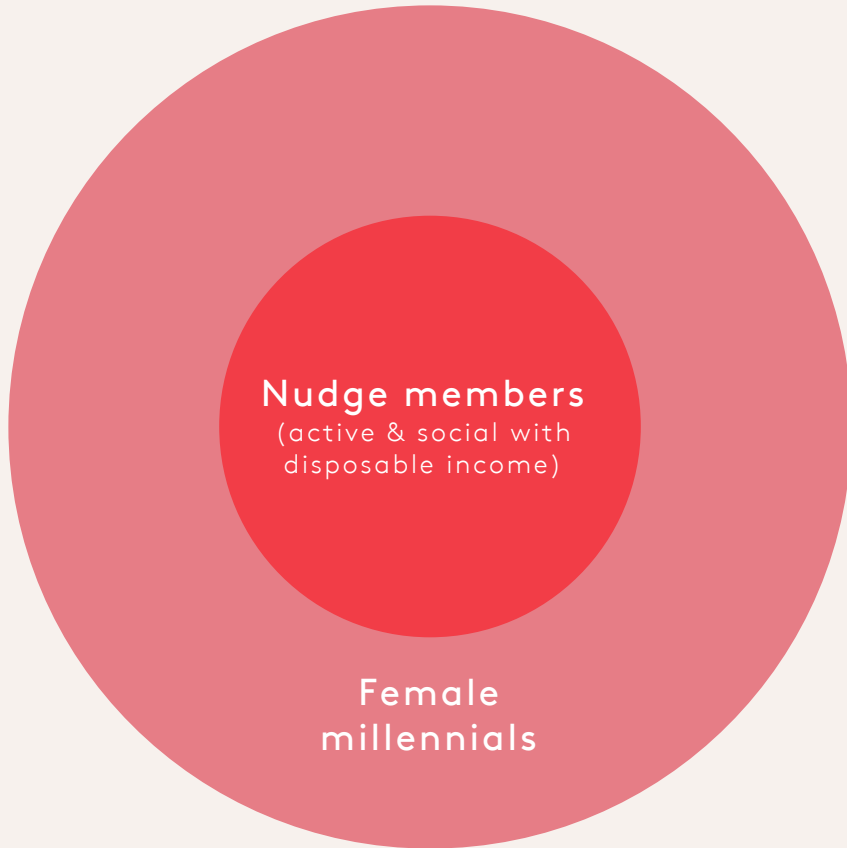
We text you 3x / week like a friend, make thoughtful decisions for you and plan everything. In the future we'll invite your friends and purchase for you too.



Note: During the pandemic, we helped people stay active, social and sane while sheltering at home.

We've built a cult following of female millennials.

20% of a city's female millennials join our city program within 1 year of launching a city. We're currently in SF, NYC, Austin and Seattle.



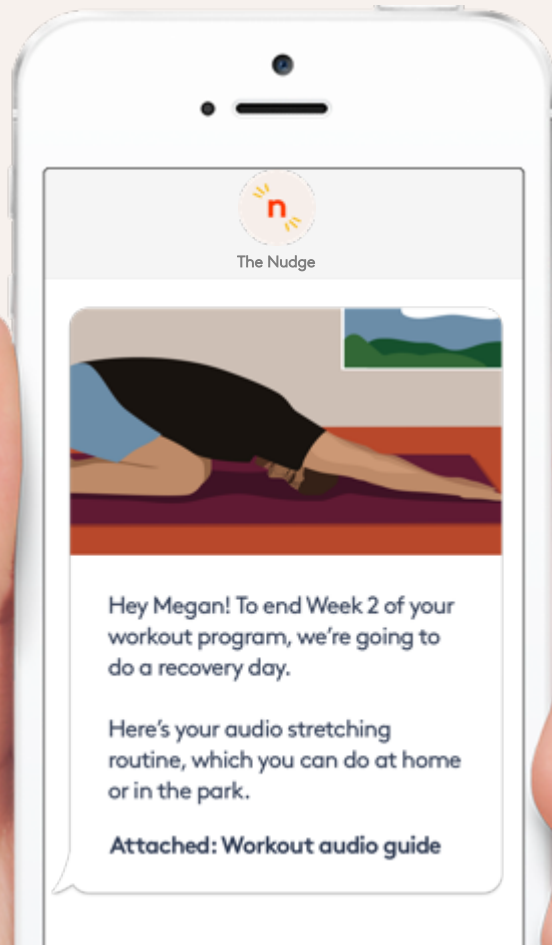
“What Wikipedia has done for the internet, The Nudge has done for my weekend.”

Unprompted email from a member

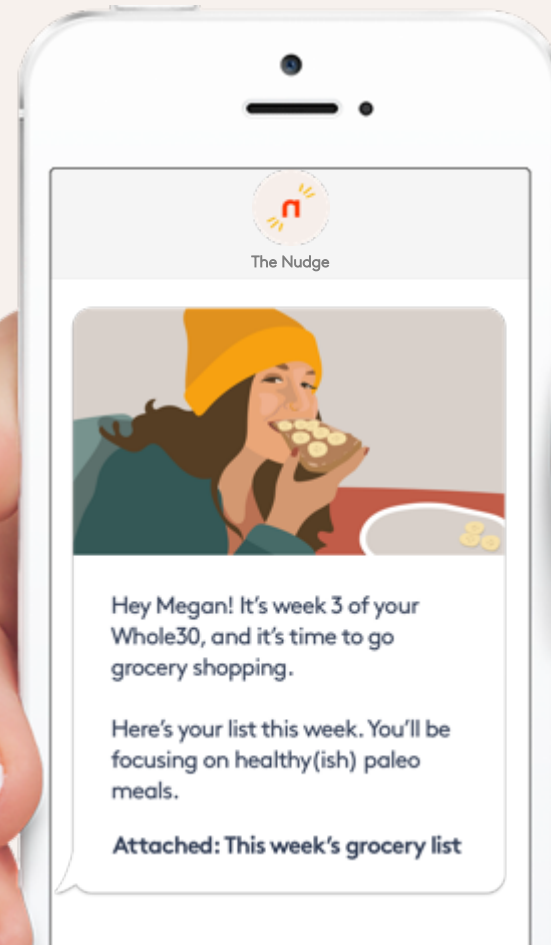
By popular demand, we built advisors for other verticals.

Compared to our continuous, broadly-focused city programs, these are paid, national on-demand programs that help you in one part of your lifestyle.

Fitness



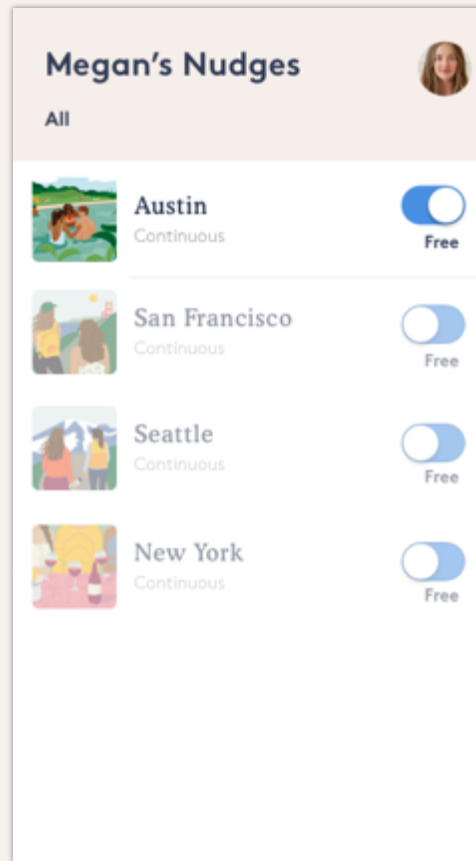
Diet



We're building a platform of digital lifestyle advisors.

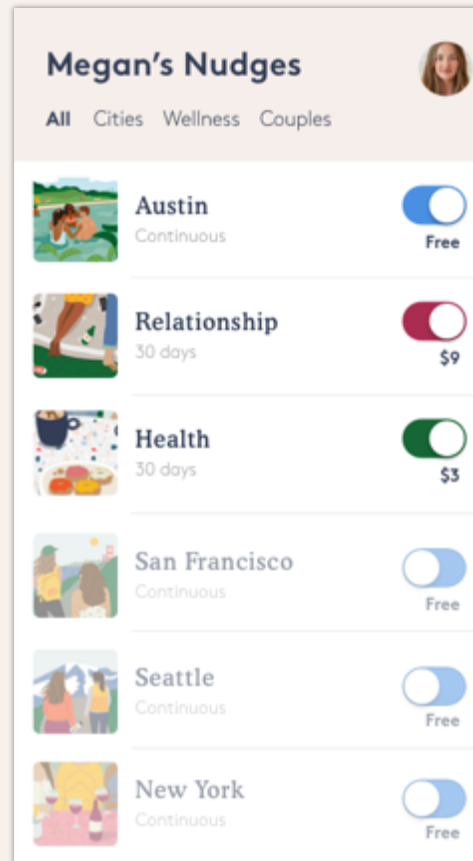
Phase 1

Begin scaling cities



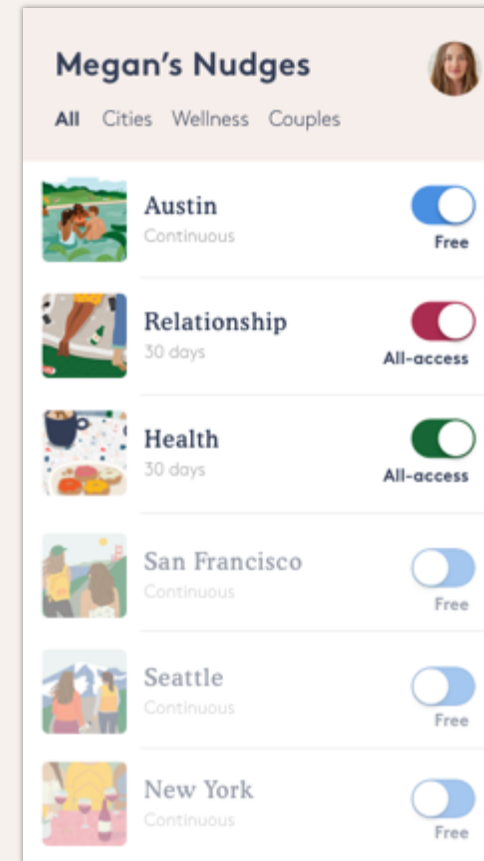
Phase 2

Add paid nat'l programs




Phase 3


All-access membership



Digital lifestyle advisors will one day be ubiquitous, and we plan to own that market.

Megan's Nudges


All Cities Wellness Couples



Austin

Continuous


Free



Relationship

30 days


All-access



Health

30 days


All-access



San Francisco

Continuous


Free



Seattle

Continuous

Free




New York

Continuous

Free

A large group of people are gathered on a wooden dock by a lake. Overlaid on the image are several digital nudges, represented by colored circles with white dots inside. These nudges are positioned over various individuals in the crowd, suggesting personalized digital advice or nudges being delivered to them. The nudges come in different colors: blue, red, green, and yellow. The background shows a calm lake and trees, with people in casual summer attire.

the nudge

We're cofounded by 2 siblings, John and Sarah Peterson.

They're on a quest to recreate the most life-changing thing in their lifestyles:
The planner friend.



"Planner friends make the world go round for millennial lifestyle, and websites and apps don't even come close."

Sarah Peterson, Cofounder