

the nudge

An SMS membership that nudges millennials to live their best lives.



We're an SMS lifestyle advisor. We text members 3x/week, helping them optimize free time, try new activities with ease, and have more fun.

What to do on weeknights

Happy Sunday, Kevin! Week's looking rainy, so we're back with a cozy, rain-proof Nudge:

Pick a friend you need to catch-up with (holiday drama, Bachelor premiere, ... the highbrow stuff), and invite them to a spa called Onsen that's also a Japanese restaurant. Here's the plan to share with your +1!



Onsen Spa Catch-up Date

Full plan

How to spend weekends

Happy Sunday Megan! From pirate ships to bad outfits, some things just look better in the fog. Here's another: Mt. Sutro.

It's one of those hilly mini-mountains in the middle of SF, and on a foggy day it becomes a surreal cloud forest that's absolutely perfect for a short, Lyft-accessible weekday hike.

Here's how to find it, what to expect, and naturally, where to eat Mexican for dinner after.



Foggy weekend hike + dinner

Full plan

What lifestyle brands to trust and try

We've got a gift for you! Our office is obsessed with a local service called Imperfect Produce. They deliver a box of "ugly" produce (think oversized carrots) to your door for cheaper than TJ's. So we thought "wouldn't it be cool if we could get our members a free delivery?"

We did! Use "THENUDGE" to get a free \$15 delivery! Note: We get nothing out of this beyond our undying need for your approval.

[Click here](#) to text this to your friends!

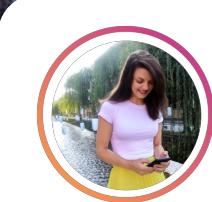


Imperfect Produce

Nudge deal

1 in 5 SF female millennials (20k) are members, allowing us to positively influence the entire city.

We launched in Seattle in January, and we're launching nationwide in 2019.



“The Nudge influences my friend group more than the weather.” –Heather, SF

As the “planner friend in their pocket,” we transform their lifestyles in an unprecedented way.

**They read
our texts**

Text open rate

99%

Avg marketing email open
rate is 15%

**They act
on our advice**

“I’ve done activities
because of The Nudge”

90%

**They tell their
friends**

Net Promoter Score

72 NPS
(World Class)

**They’re loyal
over time**

Weekly retention

99%



“The Nudge is a friendly text that pushes
you to actually do the things you say you
want to.” –Kelsey, SF

We only partner with brands we love, and we never take \$ from partners – we pass on the value.

Outdoor Voices

Joint event sold out in seconds

💡 Nudger-only event alert! We're partnering with our friends at Outdoor Voices to co-host a Roller Disco Night on 1/31! \$20/ticket for:

- ✓ Roller disco @ Church of 8 Wheels
- ✓ A 🍻, duh
- ✓ \$5 of your ticket will go to Girls on The Run Bay Area

Only 150 spots available, so sign up now if you want in! PS if tix are sold out, reply "SOS" and we'll help you do Church of 8 Wheels another night!

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Outdoor Voices



"The Nudge sold out our show in 3 sec, then entire month's inventory in 20 min. Never seen anything like it.

Hey Kiley! Ever been to a Sofar Sounds show? They throw intimate concerts in secret venues (art galleries, etc), it's awesome, but they're so 🔥 that it's nearly impossible to get a ticket.

So we reached out to our friends there, and we're now doing a Nudger-only Sofar concert in Noe Valley on Dec 15! It's \$20, and space is VERY limited aka sign-up this second if you want in.



Joint event sold out in seconds

Hey Kevin! We talk with Nudgers all the time, and we're blown away by how amazing you all are. I think it's about time we brought the family together for a NUDGER MEETUUUP!

What: Nudger (+friends) outdoor CorePower Yoga

Where: The Presidio

Why: You deserve nothing but the best



Other partners:



ALASKA AIRLINES
BAY TO BREAKERS

We select partners to be our “preferred lifestyle brands” and be texted on a recurring basis.

Promoted on our homepage

Perks from our fave lifestyle brands.

We get you free events, and get you members-only perks for only our favorite lifestyle stuff.



An exclusive perk texted to all our members

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Opportunity for one-off promos

Promoting product launches

Joint events

Joint promos with our other preferred lifestyle partners