

Basic app features

Daily gratitude journal

Screen time limiter with motivational quotes.

Short outdoor breaks earn you points that count towards something

Mindfulness reminder notifications

Ads and Marketing

Series on tik tok ranking the top local picture-esq places in nature for every state

Ads on tiktok about the affects of stress and how mindfulness can help manage it.

Use referral rewards to reward sharing the app

Future Growth

Offer premium options for extra tracking insights, and personalized coaching.

Make space where users share goals and progress

Sync with smartwatches or fitness trackers to monitor stress, sleep, and focus.

Offer versions of the app for companies focusing on employee well-being.

Costs

Hosting and cloud storage

Legal fees and business registration

Branding and marketing

Customer support services

Salaries for developers, designers, marketing team

Possible Problems

Users might ignore notifications

People may get bored or stop using it

Privacy concerns with tracking habits

App could become another digital distraction

Requires consistent motivation

People could fake the short outdoor breaks