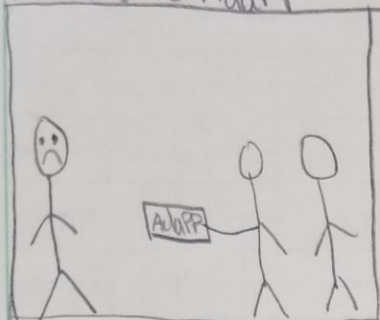
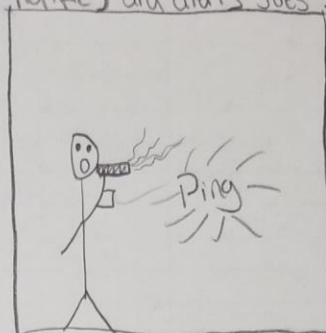


Friends Stage intervention,
Give Joe the Adapp

Adapp



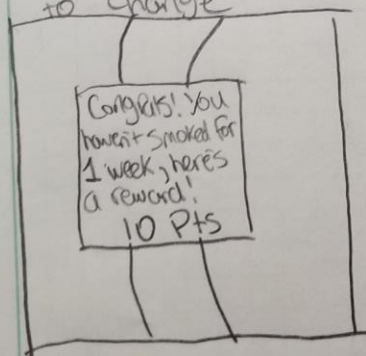
Joe Smokes w/ Adapp on, device
notifies and alerts Joe's Sponsors



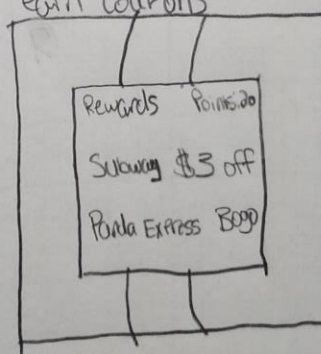
Joe's friends get alerted
of his smoking



This motivates Joe
to change



Joe uses his reward points to
earn coupons



Joe gets his discounted
Subway



Joe doesn't smoke for
5 weeks

