IRAPPO – Product Vision Elevator Pitch

* APPLE STORE LINK: <https://apps.apple.com/us/app/stress-buster-tap-irappo/id6743828397?platform=iphone>

| **Element** | **Optimized Description** |
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| **For** | People in today’s high-pressure society who experience constant stress in daily life |
| **Who** | Need a quick and playful way to release stress in just a second |
| **Our Product** | IRAPPO – a completely free stress-relief tapping app |
| **That** | Provides an instant mood boost through fun, tactile gameplay with explosive sounds, strong haptics, and evolving angry characters |
| **Unlike** | Other apps that are complex, expensive, or require deep meditation, IRAPPO is free, simple, and satisfying—just tap to feel better |
| **(Our Product)** | IRAPPO helps users release stress **anytime, anywhere**, turning **"rage → smile"** in seconds, making it the perfect emotional escape partner in your pocket |