

# LOSE OR PAY



# We are the **ULTIMATE** motivation control

“Think of these tricks as insurance against the weaknesses of human nature:

**Make it conscious.**

**Make it a game.**

**Make it competitive.**

**Make it small and temporary.”**

Tim Ferris, «The 4 Hour Body»

61 Likes  
in 1 night

The image is a screenshot of a Facebook page for a company named "Lose or Pay". The page has a green cover photo with the text "LOSE OR PAY" in large white letters. The profile picture is a cartoon character wearing a yellow hard hat and a blue suit. The page is set to "Public" and has 61 likes. A red box highlights the "61 likes" text, with an arrow pointing from the text "61 Likes in 1 night" on the left. The page has tabs for "Page", "Activity", "Insights", and "Settings". The "Timeline" tab is selected, showing a post from "Lose or Pay" 45 minutes ago. The post text says: "2:30 am here at #HackZurich, Lose or Pay team is on its way to the ultimate motivation tool. — with Olga Motovilova. (7 photos)". Below the text are two photos of people at a desk. The left sidebar shows a "Reach a new milestone 100 Likes" notification and a "Promote Page" button. The bottom section shows the "ABOUT" tab with the text "LOSE WEIGHT AND GET PAID WHILE YOU'RE AT IT!" and a link to "http://loseorpay.herokuapp.com/".

Facebook page for "Lose or Pay". The page features a green cover photo with the text "LOSE OR PAY". The profile picture is a cartoon character wearing a yellow hard hat and a blue suit. The page is set to "Public" and has 61 likes. A red box highlights the "61 likes" text, with an arrow pointing from the text "61 Likes in 1 night" on the left. The page has tabs for "Page", "Activity", "Insights", and "Settings". The "Timeline" tab is selected, showing a post from "Lose or Pay" 45 minutes ago. The post text says: "2:30 am here at #HackZurich, Lose or Pay team is on its way to the ultimate motivation tool. — with Olga Motovilova. (7 photos)". Below the text are two photos of people at a desk. The left sidebar shows a "Reach a new milestone 100 Likes" notification and a "Promote Page" button. The bottom section shows the "ABOUT" tab with the text "LOSE WEIGHT AND GET PAID WHILE YOU'RE AT IT!" and a link to "http://loseorpay.herokuapp.com/".