

AXIOM FORGE

PRINCIPLES TURNED INTO PRACTICE

ROUTINES THAT TURN INTENT INTO IDENTITY

// MIT Sandbox Innovation Fund

January 2026

Working Prototype Pitch Deck

Javier Serrano



ROUTINES ARE THE NEW OBSESSION...

+70B

views on routine videos (just on TikTok)

#skincareroutine

37B+ views

#morningroutine

27B+ views

#nightroutine

11B+ views

Massive Engagement vs Other Content

Routine-based



6-10x

General Wellness

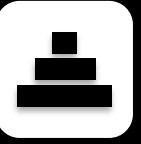


1x

INFLUENCERS ARE PROVING DEMAND

- **Andrew Huberman**
7.3M subs - Neuroscience-backed routines
- **Ashton Hall**
18M+ followers - High-energy fitness routines
750M+ views on a single morning routine video
- **Ali Abdaal**
6.5M subs - Productivity systems & habit stacking
- **James Clear**
25M+ Atomic Habits sold - Created demand for systems

Massive audience wanting to **DO** routines, not just **WATCH** them



...BUT FEW PEOPLE ACTUALLY STAY CONSISTENT

66%

of Gen Z adopt digital wellness tools to adopt healthier lifestyles... Yet behavior rarely sticks!

+90%

of people quit/fail when trying to form new habits

~4%

Avg. Day 30 retention rate in health & fitness apps

WHY PEOPLE FAIL?

- **No Bridge from Content to Action**
Videos inspire but offer no execution tool
- **Blank Slate Paralysis**
Users don't know what habits to track or how many
- **Streak Anxiety**
One miss = total abandonment
- **No Actionable Insights**
Available apps tell users WHAT they did, not WHY they succeeded or failed

// Mission

Help people turn routine inspiration into routine execution, so they can become their best selves and truly reach their goals



AXIOM FORGE: A HABIT TRACKING APP BUILT ON SCIENCE, REINFORCED BY INSIGHT & MINDSET PILLS

SCIENCE-BACKED SMART ROUTINES

Evidence-based templates that remove blank slate paralysis

- Morning + evening routines¹ ready from day one
- Structured and specific for certain goals (incl. sleep, fitness, focus)
- Designed for real schedules, not perfection

DEEP BEHAVIORAL INSIGHTS

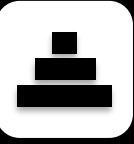
Patterns that explain success and failure, generated from user data

- Correlation, weekday patterns, and trend signals
- Sequence analysis for "what works together"
- Anomalies detection, strength scores and alerts

TOP PERFORMERS' MINDSET PILLS

Daily wisdom that reinforces identity and goal focus

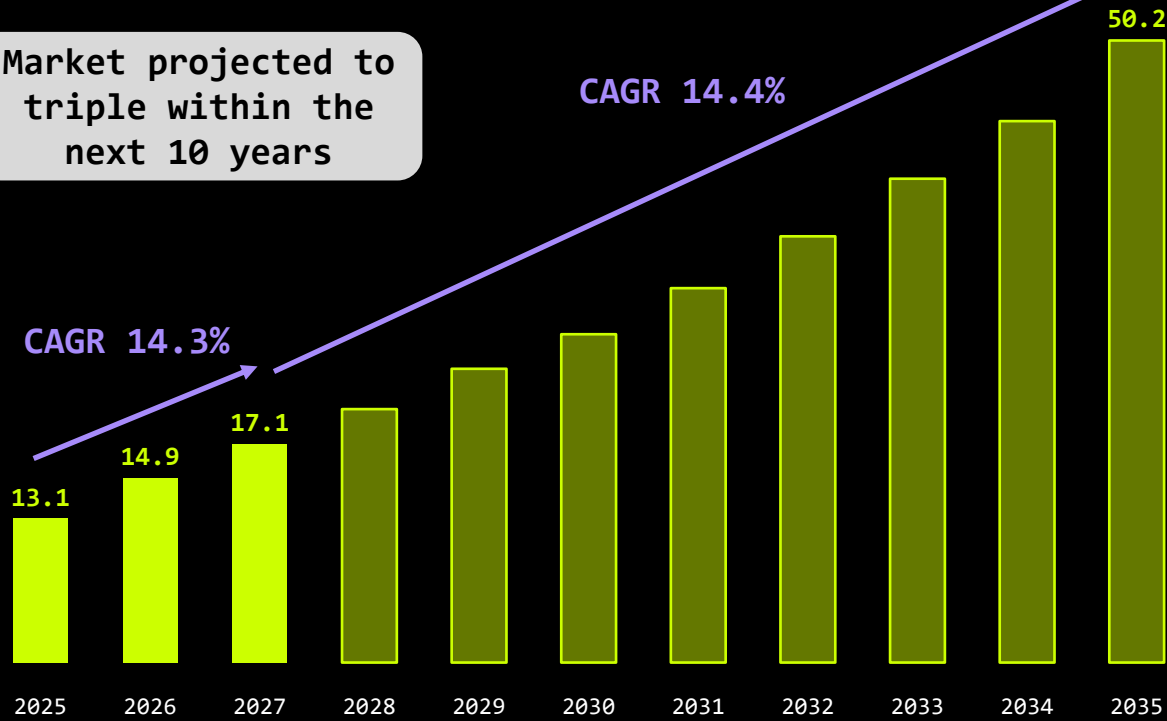
- Motivational and thought-provoking daily quotes from thought leaders and top performers
- Reflection journaling
- Rating & archive history



AXIOM FORGE TAPS INTO THE RAPIDLY-GROWING HABIT TRACKING APP MARKET

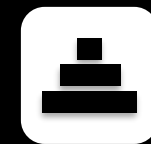
GLOBAL HABIT TRACKING APP MARKET (USD B)

Market projected to triple within the next 10 years



KEY MARKET GROWTH DRIVERS

- Rising consumer emphasis on self-improvement and productivity enhancement: **68%** of smartphone users engage with at least one productivity or wellness app
- Higher Willingness To Pay: Premium subscriptions account for **36%** of overall habit tracking app downloads
- Complementary to surge of wearables through integration: Wearable integration improves user retention by **39%**



AXIOM FORGE IS POSITIONED AS THE ONLY APP COMBINING SCIENCE, IN-DEPTH INSIGHTS & JOURNAL

HABIT TRACKER APP	SCIENCE-BACKED TEMPLATES (ACTIONABILITY)	BEHAVIORAL INSIGHTS (UNDERSTANDING)	MINDSET/JOURNAL (MOMENTUM)	CROSS-PLATFORM
Axiom Forge	Evidence-Based	Full Personalized Analysis	Motivational Sentences + Journal	PWA (planning to expand to iOS)
Streaks	-	-	-	iOS Only
Habitica	Generic	Basic Stats	-	Yes
Loop	-	Decent Analysis	-	Android
Habitify	-	Only Mood Tracking	Notes per habit	Yes

+50% users discontinue app usage due to lack of personalization or overwhelming interface design
44% switch apps due to motivation drop-off after missing habit streaks

Axiom Forge is designed to maximize long-term user retention, built around three pillars –*Actionability*, *Understanding* and *Momentum*– and a strict *No-BS* philosophy reflected across its feature set, visual language, and user interface



AXIOM FORGE IS CURRENTLY A FULLY-FUNCTIONAL PROTOTYPE, VALIDATED BY EARLY USERS

CURRENT STATE

- PWA¹ live with Firebase auth + cloud sync
- Daily check-ins for 4 customizable pre-populated goal-based routines
- Dashboard with completion rates trends, streaks, strength scores, calendar heatmap and weekly patterns
- Smart Insights engine (incl. correlation, trends, anomalies, sequences)
- Mindset pills showing quotes from top performers, complemented by rating & personal reflections journal

VALIDATION

Validated by first early adopters

Qualitative feedback confirms need for clarity, desire for deeper insights, and love for mindset-boosting quotes

Next Validation Goal

Run 40-60 user interviews + beta cohort to confirm retention and pricing

1. PWA: Progressive Web App: Web application that behaves much like a native mobile app (e.g., App Store app), offering features such as offline and low-connectivity support, fast loading, and push notifications. PWAs are also responsive and secure



FREE CORE FEATURES COUPLED WITH PREMIUM PLANS AND BRANDS/INFLUENCERS CONTENT

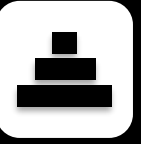
NON-EXHAUSTIVE

PENDING TO BE TESTED WITH USERS & POTENTIAL PARTNERS

FREEMIUM CORE (FREE FOREVER)

Daily tracking and visualization dashboard, mindset pills & journaling, science-based routines, and basic personalized analytics (incl. weekly patterns, strength alerts)

INSIGHTS PRO	AI COACH LAYER	CONTENT PACKS	SPONSORED/GROUP CHALLENGES
Advanced behavioral analytics (incl. correlations, anomalies, sequences)	AI summaries based on real data & personalized habit recommendations	Premium routine templates (e.g., skincare, study focus) from influencers and productivity experts	Brand-sponsored challenges with real rewards (e.g., discounts on products)
\$2.99/mo or \$25/year Axiom Forge's engine	\$4.99/mo or \$39/year LLM-generated	\$2.99/pack Influencers partnerships	FREE Brands pay \$0.5-2/user
Currently available	To be developed		



MIT-TO-MARKET STRATEGY: VALIDATE ON CAMPUS, THEN EXPAND WITH PROVEN MODEL

PHASE 1: MIT LAUNCH + FAMILY & FRIENDS

Weeks 1-3

- Emails/messages to MIT communities (e.g., entrepreneurship) and to personal network
- Student group demos
- Referral program with incentives

Target: 25-30 users

PHASE 2: BOSTON COLLEGES EXPANSION

Weeks 4-5

- Boston universities (e.g., Harvard, BU, Northeastern)
- Student ambassador program
- Posts on college subreddits

Target: 25-30 users

PHASE 3: SOCIAL MEDIA + INFLUENCERS

Weeks 6+

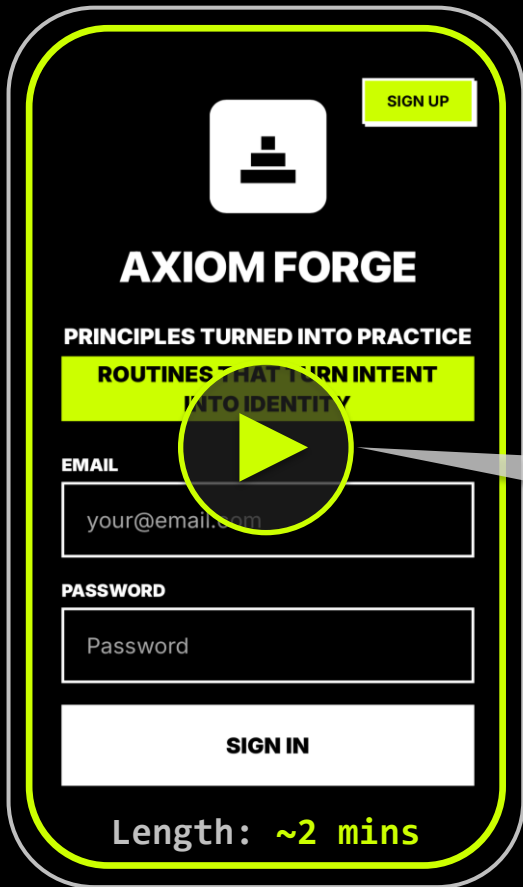
- Reddit productivity channels
- Content marketing (e.g., 2-3 TikToks/YouTube shorts per week)
- Reach out to 20 routine influencers

Target: 100+ users



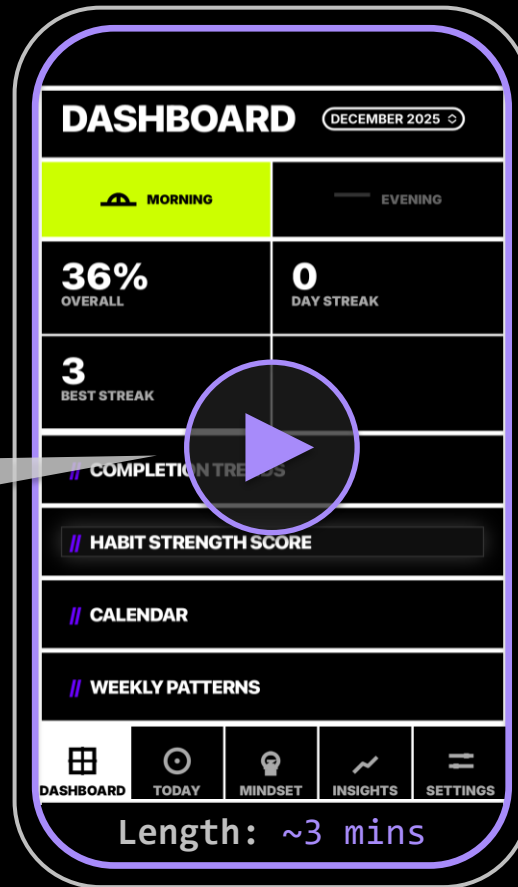
WATCH AXIOM FORGE IN ACTION

ONBOARDING



Click Play
Button to
Watch

APP FEATURES¹

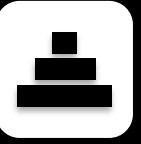


TRY IT YOURSELF

No download
required - works in
your desktop and
mobile browsers

**LAUNCH
AXIOM FORGE**

1. Includes Freemium Core & Insights Pro features



90-DAY SPRINT TO GO FROM VALIDATION TO APP STORE LAUNCH

01

FURTHER VALIDATE

- Run 40-60 user interviews
- Build beta cohort with retention tracking
- Test pricing & monetization paths

02

POLISH

- Refine features & UI/UX
- Enhance performance + onboarding experience
- Prepare brand + marketing assets

03

LAUNCH

- Prepare App Store packaging and legal entity
- Public release + social media outreach
- Analyze post-launch metrics and iterate

Q2 2026 APP STORE LAUNCH TARGET



\$4,800 REQUESTED TO SUPPORT ROADMAP EXECUTION

USER RESEARCH

Run 40-60 customer discovery interviews with beta testers, including focus group sessions and small participation incentives

\$1100

CONTRACTORS

Hire UI/UX designer or MIT intern to polish user experience and app performance, help develop premium features and create professional marketing assets for App Store launch

\$900

TRAVEL & CONFERENCES

Attend wellness/productivity conferences to conduct customer research and connect with potential partners and *routine* influencers

\$800

SOFTWARE & TOOLS

Subscribe to analytics tools (e.g., Amplitude), design software (e.g., Figma), and cover Firebase scaling costs during beta

\$700

LEGAL & COMPLIANCE

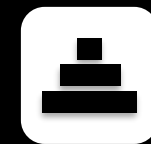
File for company incorporation, register as a legal entity, and secure registered agent services

\$700

MARKETING & LAUNCH

Launch targeted social media campaigns on Instagram/TikTok and create promotional video content for App Store listing

\$600



WHO'S BEHIND AXIOM FORGE



JAVIER SERRANO

MIT Sloan MBA Candidate '27



SOLO FOUNDER

Engineer and Student Athlete With
Background in Digital & Healthcare
Management Consulting, AI-first Startups
and M&A at Digital Health Corporate



McKinsey
& Company



// End of Pitch Deck

THANK YOU FOR READING THIS FAR!

AXIOM FORGE is ready to use. Join the
closed beta to unlock the full system

TRY THE PROTOTYPE



<https://axiomforgeapp.com/>

// SPOILER ALERT: YOUR DAY 1 MINDSET PILL

MINDSET



// **DAILY MINDSET PILL FROM TOP PERFORMERS**



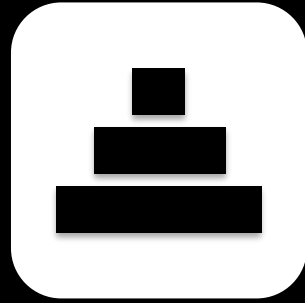
HERE'S THE BIG CHALLENGE OF LIFE.
YOU CAN HAVE MORE THAN YOU'VE GOT
BECAUSE YOU CAN BECOME MORE THAN
YOU ARE. AND OF COURSE THE OTHER
SIDE OF THE COIN READS, UNLESS YOU
CHANGE HOW YOU ARE, YOU'LL ALWAYS
HAVE WHAT YOU GOT.



JR

JIM ROHN

ENTREPRENEUR & SPEAKER



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ROUTINES THAT TURN INTENT INTO IDENTITY