



HABIT TRACKER

SMART ROUTINES

Market Differentiation Strategy

// EVIDENCE-BASED HABITS. NO FLUFF.

Strategic Analysis

Q1 2025

Executive Briefing

THE PROBLEMS WE SOLVE

CURRENT MARKET FAILURES

60% Day-1 Abandonment

- Users face "blank slate paralysis" - they don't know what habits to track or how many

#1 User Complaint: Streak Anxiety

- "I had a 120-day streak and got the flu. Lost everything. Deleted the app."

No Actionable Insights

- Apps tell users WHAT they did, not WHY they succeed or fail

OUR OPPORTUNITY

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COMPETITORS OFFER BOTH SCIENCE-BACKED TEMPLATES AND BEHAVIORAL INSIGHTS

Market Gap:

// COMPETITIVE ANALYSIS

FEATURE LANDSCAPE

APP	SCIENCE-BACKED TEMPLATES	BEHAVIORAL INSIGHTS	FLEXIBLE STREAKS	CROSS-PLATFORM	FREE TIER
Streaks	-	-	-	iOS Only	Paid
Habitica	Generic	Basic Stats	Rest Inn	Yes	Yes
Loop	-	Good	Yes	Android	Yes
Habitify	-	Mood Only	-	Yes	Limited
Fabulous	Duke Research	-	-	Yes	Premium
Habit Tracker	CDC/WHO/NIH	Full Analysis	Skip + Strength	PWA	Yes

// OUR UNIQUE POSITION

The **only habit tracker with multi-source scientific citations (CDC, WHO, NIH, AASM) AND automatic behavioral pattern detection.**

// TARGET SEGMENTS

Primary: Results-oriented optimizers (willing to pay)

Secondary: Overwhelmed beginners (large volume)

SMART ROUTINES

Science-Backed Templates + Behavioral Insights

SCIENCE-BACKED TEMPLATES

Solves Day-1 abandonment

4 Goal-Based Routines:

- **Get Fitter** - CDC, WHO, ACSM backed
 - **Sleep Better** - AASM guidelines
 - **Be Productive** - APA research
 - **Reduce Stress** - NIH protocols
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Each routine: 10 evidence-based habits with timing, rationale, and source citations.

FLEXIBLE STREAK SYSTEM

"Streaks That Don't Punish Life"



SKIP DAY BUTTON

Mark sick days, travel, or rest without breaking your streak.

Before: 120-day streak lost to flu

After: Streak preserved, day marked "Skip"



HABIT STRENGTH SCORE

Decay algorithm: lose 10% per miss instead of 100% reset.

0-20: Fragile

21-80: Building/Strong

81-100: Mastered



WEEKLY GOALS

"3x per week" instead of rigid daily requirements.

Benefit: Flexibility for real life

Status: Already supported in code

DEVELOPMENT ROADMAP

01

FOUNDATION

- Science-backed templates
- Basic insights module
- Correlation matrix
- Day-of-week patterns
- Skip day feature

Content already exists

02

PREMIUM LAYER

- Habit strength algorithm
- Advanced NLG insights
- LLM-powered coach

REVENUE PROJECTIONS

PRICING TIERS

FREE

Basic tracking, templates, streaks, skip days

\$0

INSIGHTS PRO

Correlations, patterns, habit strength, trends

\$3.99/mo
or \$29/yr

AI COACH

Everything + personalized AI recommendations

\$7.99/mo
or \$59/yr

YEAR 1 PROJECTION (5,000 USERS)

Free Users

4,350

87%

Insights Pro (10%)

500 x \$29

\$14,500

NEXT STEPS

IMMEDIATE ACTIONS

■ Approve Phase 1 Development

- Templates + Basic Insights + Skip Days
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■ Define Success Metrics

- Day-1 retention, 30-day retention, NPS
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■ Plan Beta Launch

- Target: 500 users for validation
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■ Brand Positioning Review

- "Evidence-based habits. No fluff."
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KEY RISKS & MITIGATIONS

Risk: Insights need 30+ days data

Mitigation: Progress bar "Collecting data (12/30 days)"