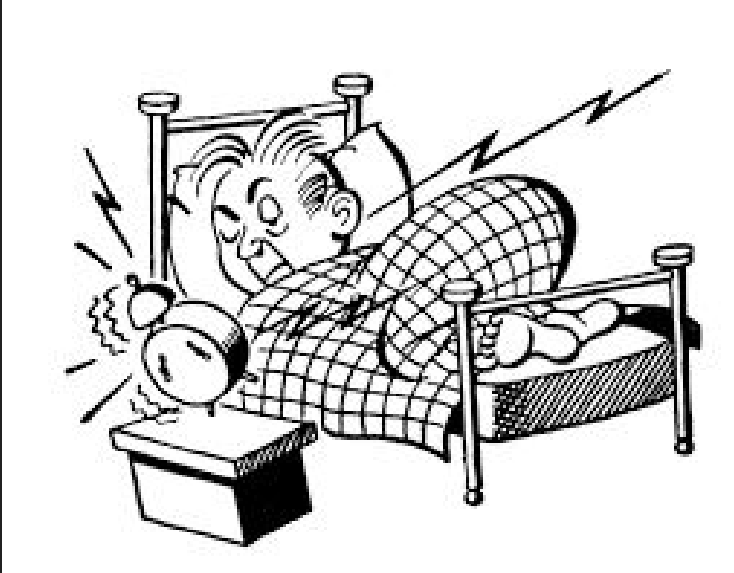


# Awake+

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# Our Mission



Our mission is to make waking up a positive and enjoyable experience for everyone using a mobile alarm application. We think this will work because:

- ★ 82% of US Adults use cell phones
- ★ 43% of cell phone users have apps on their phones
- ★ There are 18.5 Billion Lifestyle apps currently on the market
- ★ 8.33% of Adults use Lifestyle apps (alarms are classified as Lifestyle apps)

# What is Awake+?

-Gamified alarm

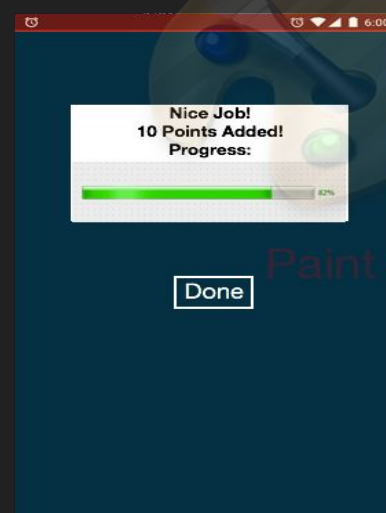
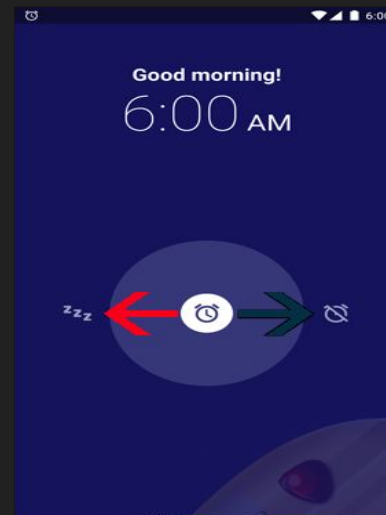
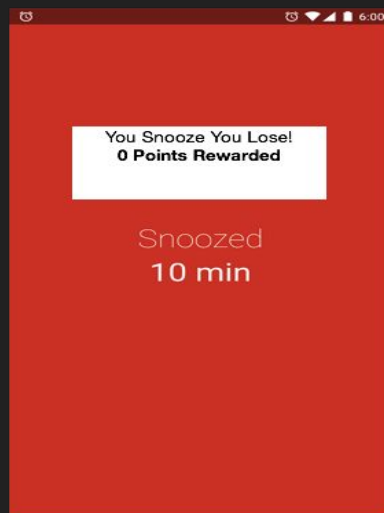
- Levels, badges, rewards

-Combines positive and negative reinforcement

-Two possible ideas

1. Coupon based rewards
2. Virtual pet

# Prototype



# What's Next?

## Decisions

- Rewards?
- Virtual Pet?
- Others?

## The Plan

- Market Research
- Code! Code! Code!
- Acquire Feedback
- Implement Feedback