

ONE BRAND. TWO CHARMS. ONE LIFE.

What we believe

A good life isn't built by choosing between living freely and improving yourself. It's built by knowing **when to explore** and **when to steady yourself**.

Living fully and growing consistently are not opposites — they are **two sides of the same life**.

The Idea

We're building a brand that helps people:

- Live more spontaneously and intentionally
- Build habits gently, without pressure or guilt

We do this through **physical NFC charms** that act as anchors for different seasons of life, paired with a simple, app-less digital experience.

No dashboards.

No noise.

Just conscious taps, gentle guidance, and meaningful closure.

The Products

1 The Life Charm (Living, Experiences, Connection)

A charm for saying yes to life.

What it does

- Lets users create or choose from curated bucket lists
- Allows them to tag *who* they want to do things with and *when* it feels right
- Suggests things happening nearby and enables soft invites to loved ones
- Helps revisit and reflect on lived experiences

How it works

1. Tap charm → opens web experience
2. Create or select a Life List
3. Add context (who / when)

4. Get gentle nudges and suggestions
5. Mark experiences as *lived*
6. Close the chapter and unlock a new Life Charm when ready

Outcome:

People stop postponing joy and start living intentionally.

2 The Habit Charm (Consistency, Trust, Becoming)

A charm for becoming someone you can rely on.

What it does

- Helps users choose a focus area (energy, movement, rest, mind, etc.)
- Suggests micro-habits instead of overwhelming goals
- Tracks progress via simple NFC taps
- Sends gentle WhatsApp nudges based on consistency or breaks
- Allows habits to evolve instead of being abandoned

How it works

1. Tap charm → opens habit setup
2. Choose a life area
3. Accept or customise micro-habits
4. Track progress with daily taps
5. Receive human, non-judgemental WhatsApp support
6. Graduate the habit and unlock a new Habit Charm

Outcome:

Consistency feels supportive, not exhausting.

The Experience Philosophy

- Physical charm = intention
- NFC tap = conscious action
- WhatsApp = gentle accountability
- Finite charm lifecycle = chapter closure

Each charm represents a **season**, not a forever commitment.

Why This Is Different

- Not another habit tracker
- Not another bucket list app
- No streak anxiety or toxic productivity
- No infinite lists or guilt loops

This is a **life system**, not a productivity tool.

The Big Picture Journey

1. A season of living → Life Charm
2. A season of building → Habit Charm
3. Repeat as life evolves

The user doesn't optimise their life.

They **honour it**.

The Promise

We help people build a life they actually show up for —
by living deeply and growing gently.