

# 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

### **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.