

Checkpoint

Problem

80% *of people abandon their goals within 1 month of setting them*

People struggle with:

1. Breaking down complex goals into actionable steps
2. Maintaining consistent daily progress
3. Getting back on track after failing

A Simple Solution

Checkpoint



Checkpoint helps users strategically track progress towards their goals



It breaks down complex goals into manageable tasks



The app provides a feedback system to keep users accountable



Provide personalized guidance for complex goals



Checkpoint Adapt to individual progress patterns



Integrate seamlessly with existing schedules/ 3rd party calendars

CHECKPOINT IS POSITIONED TO WIN

App	Users	Key Features	Pricing	Key Weakness
Habatica	4M +	Gamification Social features RPG-style rewards	Free	Too game-focused for professional use Overwhelming for non-gamers Limited goal planning features Can distract from actual goals Poor calendar integration
Dreamfora	1M+	Life goal templates Progress tracking Habit recommendations	Free \$6.99/month	Limited customization options Poor integration with other apps
Todoist	30M+	Task management Project organization Collaboration	\$4/month	Not focused on habit building Limited progress visualization No recovery mechanisms Complex for simple habit tracking

Checkpoint's Unique Value Proposition



AI-powered goal breakdown - Unlike competitors who offer basic task management, Checkpoint uses AI to intelligently break down complex goals into manageable daily tasks

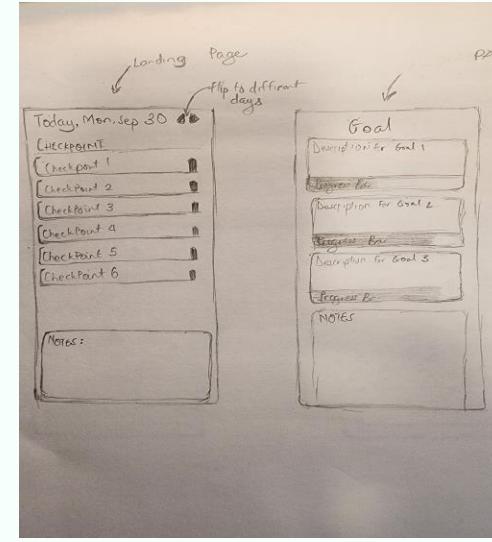
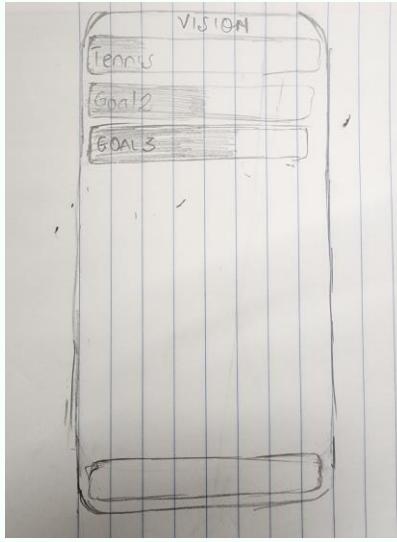
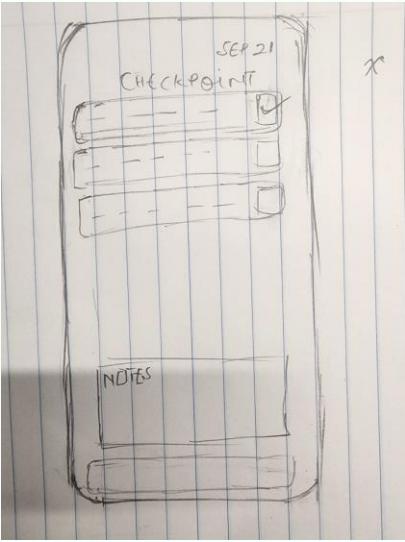


Focus on recovery - Unique approach to handling setbacks and missed goals, helping users stay motivated and get back on track

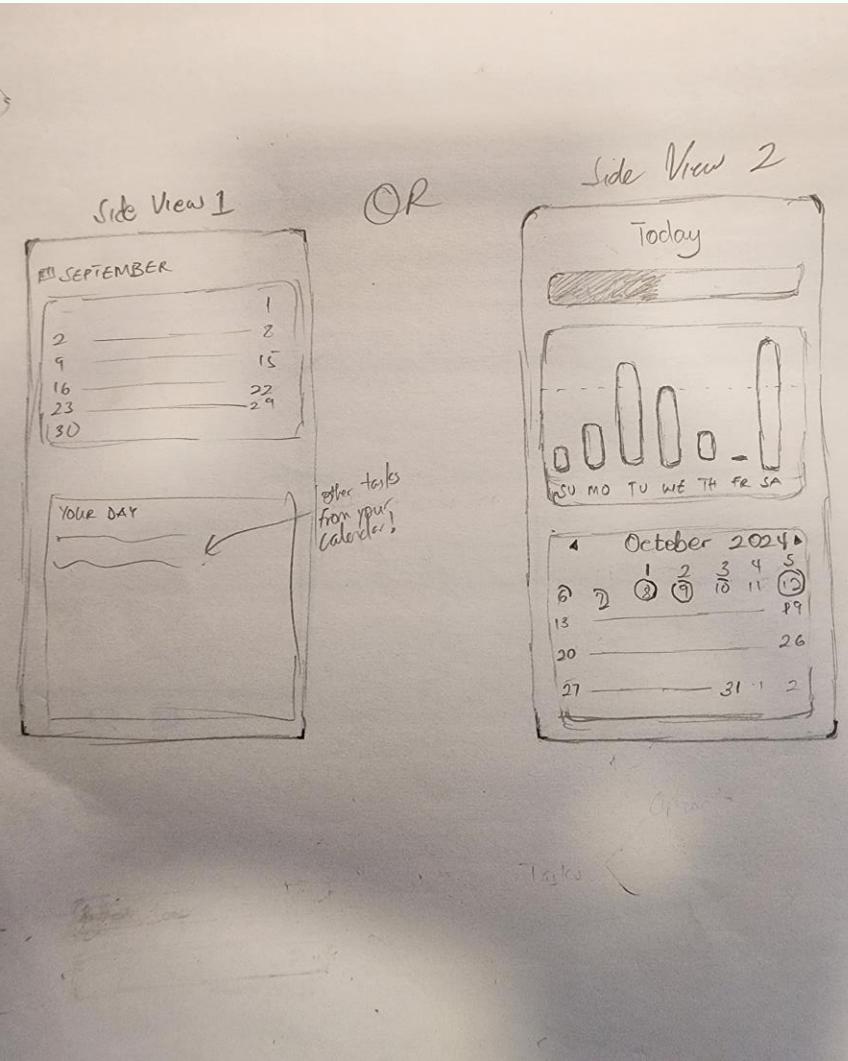


Smart calendar integration - Seamlessly integrates with existing schedules to find optimal times for goal-related tasks

Design progress



Design Process



Market size

- Global Habit tracking Apps market size in 2023 was about \$9.9 billion.
- The market size is projected to touch about \$30.34 billion by 2032
- That is about 13.21% growth during the forecast period.

Customer Discovery

What features do you consider most valuable in a goal-tracking app? (Rate each feature on a scale from 1 to 5)

- AI-assisted goal breakdown
- Daily task suggestions
- Progress tracking and visualization
- Reminders and notifications
- Community support or social sharing

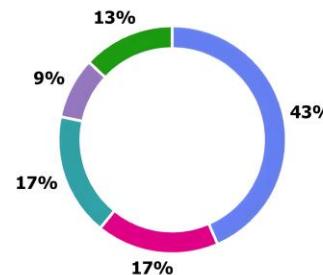
Progress tracking and visualization

- | | | |
|--|---|--------------|
| ● | 3 | 21.7% |
| ● | 4 | 21.7% |
| ● | 5 | 56.5% |

90%
Want Strong Visual Progress Tracking

How much would you be willing to pay for a premium version of a goal-tracking app with AI features? (per month)

- | | | |
|--|--------------------------|----|
| ● | \$0 (free version only) | 10 |
| ● | \$1 - \$3 | 4 |
| ● | \$4 - \$6 | 4 |
| ● | \$7 - \$10 | 2 |
| ● | \$29.99 one time payment | 3 |



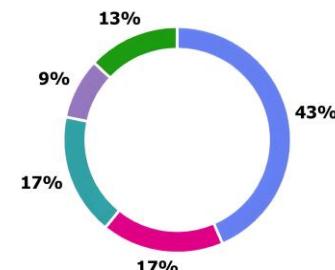
Business model

Individual Plan:

Freemium Model

\$2.99/month

● \$0 (free version only)	10
● \$1 - \$3	4
● \$4 - \$6	4
● \$7 - \$10	2
● \$29.99 one time payment	3



Growth Strategy

Productivity subreddits

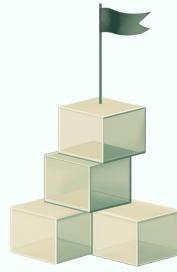
Discord groups

Referral Program

Influencer Partnership

Social Media Marketing

DEMO



Checkpoint

AI Integration



Smart goal breakdown and personalized planning

Recovery Focus



Built-in strategies to overcome setbacks

Daily Progress



Clear, actionable checkpoints

Team

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