

Petrichor (*noun*) a pleasant smell that frequently accompanies the first rain after a long period of warm, dry weather.

Petrichor: Business Summary

There are undeniable benefits to keeping a journal, such as improved mindfulness, discipline, communication skills and the development of better organization and goal setting abilities. To enhance the journaling experience and promote those benefits: we present *Petrichor*.

The Essence of *Petrichor*

In essence, users enter into *Petrichor* the top three highlights of their day (from most significant to least significant), and on a weekly basis, users review the collection of daily highlights they have entered throughout the week and choose the top three most significant highlights to become their “highlights of the week.” This selection process is repeated monthly and annually (choosing from the weekly and monthly highlights that had been entered).

At any time, users can look back at their past memories: *Petrichor* is able to randomly bring users back to a day in the past and let them look at that day’s highlights. Users can also choose to see their “year in review,” “month in review,” or “week in review,” and have their memories presented in an elegant and aesthetically appealing manner (or simply scroll back chronologically). Moreover, *Petrichor* can use your location and past highlights to suggest possible activities you may enjoy. The concept is simple, yet elegant.

Not Just A Journal!

Petrichor is not merely digitized journaling; it is a completely new experience that gives users unprecedented flexibility in organizing and revisiting their most cherished memories.

With our increasingly fast-paced lifestyle, it has become unusual to slow down, look at the holistic picture and cherish all that is around. *Petrichor* should be thought of as a tool, a therapy (or even a sort medicine) designed to combat our impatience, and obliviousness.

While it is easy to suggest to others to simply take the time and appreciate what is around them, being mindful is not a habit that can be developed overnight. *Petrichor* can be thought of as a way to promote that process, and to not get lost in the everyday busyness.

The Unique Benefits of *Petrichor*

Although there exists a great diversity of social media to share ideas, memories between family and friends, a similar platform does not (yet) exist for the individual. *Petrichor* employs a “social media”-format designed for looking inwards. Just like how social media promotes the development and maintenance of friendships, *Petrichor* improves the connection between one’s past self, current self and future self. On traditional social media, seeing others’ achievement could lead one to put him or herself down; *Petrichor* does the opposite. By compelling people to focus on their own accomplishment, *Petrichor* improves mental health and self-esteem.

The traditional journaling experience typically focuses on negative events; meanwhile, *Petrichor* promotes positivity; it forces users to focus on the highlights and the appealing aspects of life. When using *Petrichor*, even if the user had a bad day, s/he will be encouraged to focus on

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the positive by being prompted to reflect on three positive events that took place. On a gloomy day, users can count on Petrichor to bring back highlights and remind them life is not so bad.

Petrichor also promotes mental health by encouraging users to make use of life to a fuller extend. The record-keeping process will make individuals more conscious about pursuing novel experiences. It is known that with journal keeping, individuals become better planners; with Petrichor this is particularly the case, as a long term app/companion, Petrichor provides users a holistic view, while giving them suggested activities and greater clarity.

There is also the obvious benefit: people always have their smartphone with them. *Petrichor* will allow journalling anywhere, anytime. Also, classic journals are simply too fragile to preserve something as precious and sentimental as memories. Often times, a journal keeping individual loses or damages their journal, losing years worth of memories. Saddened, they never have the courage to start again. With Petrichor, this is impossible. In a way, memories are all that we get to keep in the end. *Petrichor* should thus be thought of as a companion, it witnesses and preserves a person's journey through the years; if you were to start young, you are conserving a part of yourself, a part of your youthful vigor in *Petrichor*.

Lastly, *Petrichor* conquers one of the greatest deterring factors to becoming a consistent journal keeper -- it's time-consuming nature: with *Petrichor*, users get the greatest return on their time (by compelling users to follow some version of the Pareto principle). Users need not spend more than a minute a day on journalling, while still getting similar benefits. With classic journaling, individuals would sometimes "relapse" (forget to write in their journal for a day), and break the habit they have built. This situation is most prevalent when users first start to use a journal. With Petrichor, a nightly reminder is given to the user. Due to the simple nature of journal-keeping with Petrichor, users stay on track more easily.

Marketability

While the concept behind Petrichor may appear simple at first, it is indeed a truly novel one; there is nothing similar to it on the market. Petrichor would be appreciated by students and professional alike. With busy schedules, Petrichor can be sought as a way to gain clarity (just like the increasingly popular meditation apps).

There are three main ways to earn a profit through this project: sponsorships by companies who would like to be featured in our suggested activities features, ads for new members, and a membership cost for members who used the app for over three years (older users would not want to lose access their memories even if it means having to pay a membership fee).

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On the bed, the old man gazed down at his phone. He flickered through, captivated by the content. His whole life literally flickered before him: from being in high school, to his first real relationship, from his marriage, to his first child....

Every highlights of his life since he was 20 was there. He could browse through them in any way he liked. Satisfied, and knowing he lived a full life, the old man rest his eyes.