

# jour.

A low-friction, conversational  
daily journaling experience

## The Problem

# What are we trying to solve?

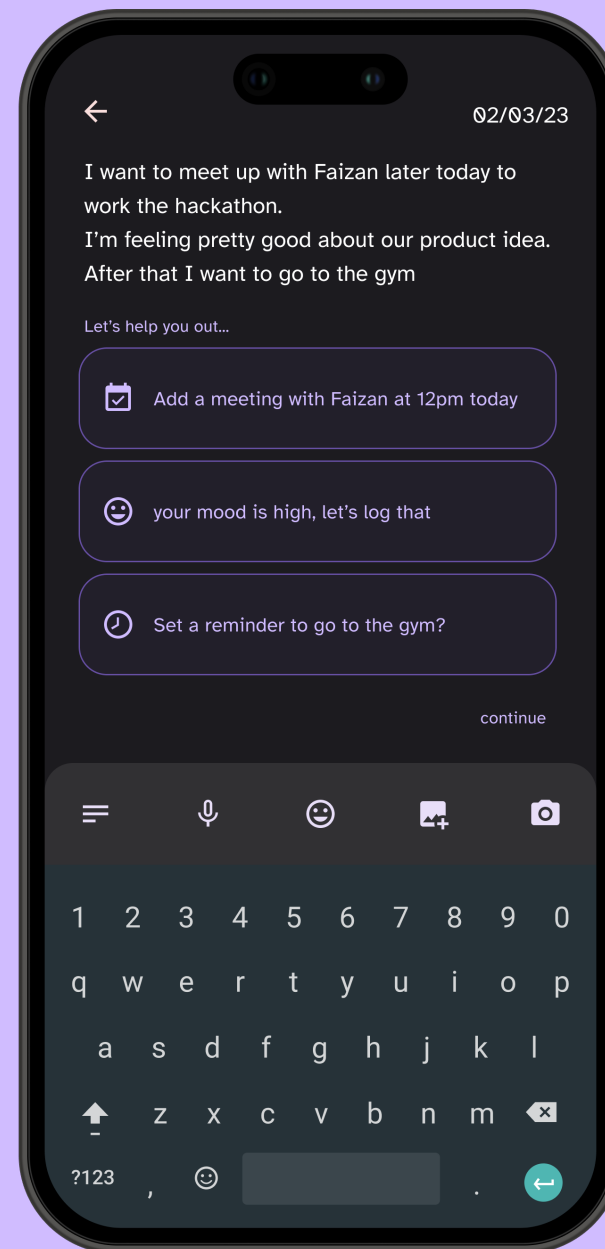
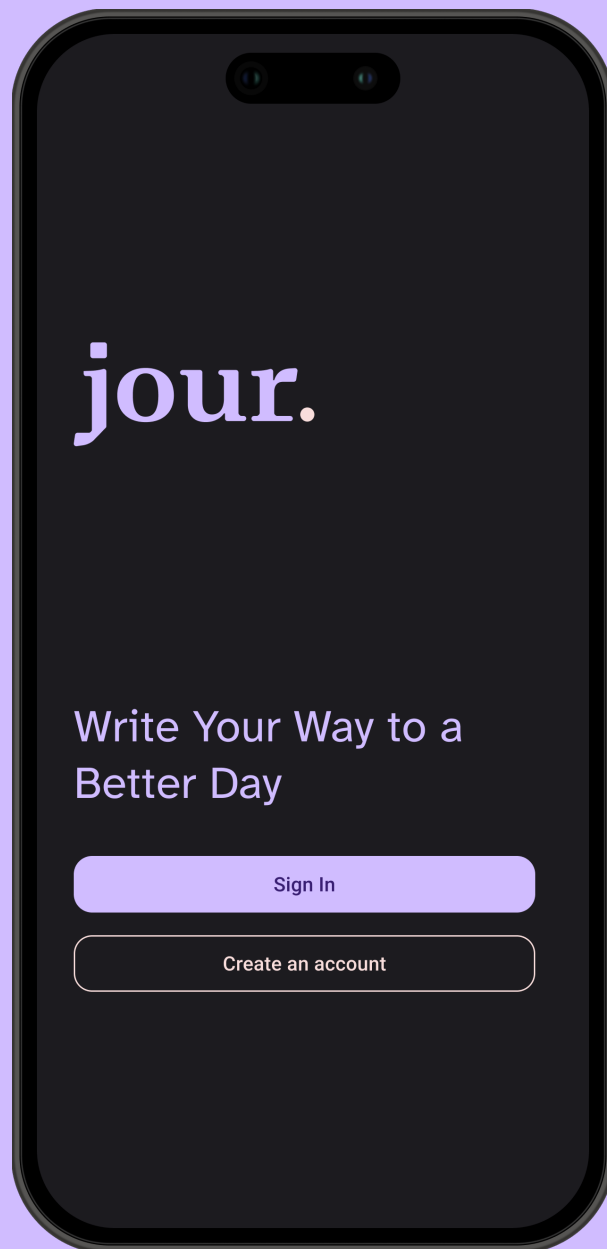
- People are generally struggling with day-to-day living.
- Typical well-being structures are cost and time prohibitive.
- People are missing opportunities to improve because of disconnected systems.

## The Solution

### What's our solution?

- A low-friction mobile application tailored to users unique interests.
- A conversational experience similar to that of a friend, accountability partner, or licensed practitioner
- A programmatic method to connect what they say and actions they need to take.

## The Solution



jour.

## Value

# What makes us unique and valuable?

- Interconnected systems that cut through the burden of organizing your daily actions
- Overall, it's a more cost effective solution as it combines multiple solutions together (journaling, virtual assistants, therapists/life coaches)
- Low barrier to entry, minimal effort required from the user, no subscription model that gates features
- Fast feedback loop

## Customer Segments

### Who is this product for?

- Young Adults 18 - 25 that are tech savvy and are looking to improve themselves but cannot afford professional services
- Adults 25 - 45 that cannot commit time or effort on a professional service but understand its value
- Introverted individuals who are self-sufficient or self-reliant but don't have a strong accountability system

Thank You!

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