

Five activities the world's most exceptional people do everyday to live happy and fulfilled lives

An early-stage Australian startup developed by brothers-in-law Gareth Robinson and Jeremy Horne has discovered the 5 daily activities many of the world's most successful entrepreneurs, leaders and icons do everyday to thrive.

While collecting over 4,000 life-improving content items for the beta version of Thriverapp™, they uncovered five common threads in the daily routines of exceptional people like Richard Branson, Oprah Winfrey, Tim Ferriss, Jacinda Ardern and many more:

1. **MEDITATE:** Even two minutes of meditation a day can make a difference. Tim Ferriss, Oprah Winfrey, Deepak Chopra and Jack Dorsey are just a few of the Thriverapp Heroes* who meditate every day. Forms of meditation can include mindfulness, journaling, conscious breathing and even going for a walk
2. **MOVE:** Your physical health has a direct effect on your mental health and outside of meditation, exercise is the most popular daily habit on Thriverapp™. Arnold Schwarzenegger, Dave Asprey, Gretchen Rubin, Tony Robbins and Richie McCaw all recommend introducing exercise into your daily routine
3. **GIVE:** Most happy and exceptional people give some of their time and energy to a cause other than themselves. Studies show that giving can reduce your stress and anxiety levels, increase self-esteem and even lower blood pressure! Here at Thriverapp™ we know the value of giving and will be donating one third of our profit to mental health charities
4. **EAT SMART:** While none of our Thriverapp™ Heroes are perfect, many of them are focused on living healthy lives and take an active interest in what they eat. Some of the most popular eating habits within Thriverapp™ are; intermittent fasting, portion control, mindful eating and 'eating the rainbow'
5. **TAKE ACTION:** All our Thriverapp™ Heroes are action (wo)men. Not only do they know what they should be doing, they do it!

Based on these Five activities, proven habit-forming, leadership and behavioural change theory, and Stoic philosophy, the Thriverapp Five2Thrive™ 21-Day Challenge will enable members to embed new behaviours based on the most popular daily routines of the world's best entrepreneurs, athletes, artists and icons.

On the 8th of October the lads at Thriverapp™ launched a Kickstarter crowdfunding campaign to raise funds to develop the Five2Thrive 21-Day Challenge, based on the above daily routines, alongside an in-app AI-powered life coach called Max who together with the 21-Day Challenge will help members turn the life lessons of exceptional people into their own success-systems.

The launch of Thriverapp™ aligns with a post-COVID world, with people focused on what's really important in life, and how they can be better versions of themselves.

**Unless stated, Thriverapp Heroes are not affiliated with Thriverapp, nor do they endorse the platform.*

Ends

Company Overview

MVLS Digital (trading as Thriverapp™) was formed by brothers-in-law Gareth Robinson and Jeremy Horne in December 2017. An early stage startup headquartered out of Bondi in Sydney, Australia Thriverapp™ connects its members with positive, life improving content that enables them to build healthy new habits. It has proven to be game-changing for some of their early beta users.

"It's made me look at life differently, my existing habits, relationships, eating habits..."

Paul Peterson

The beta version of the app was launched in February 2020 on the App Store and Google Play. With over 500 beta users and more than 4,000 life-improving content items from exceptional people* like Tim Ferriss, Tony Robbins, Gretchen Rubin, GaryVee, Brené Brown and many more, Thriverapp is already positively impacting people's lives. A Kickstarter crowdfunding campaign is coming to release their AI-powered in-app life coach 'Max' and the Five2Thrive™ 21-Day Challenge. There are also plans for a blog, podcast and YouTube channel.

*Thriverapp discovers exceptional people's life tips, habits, tools and techniques from publicly available sources, then assembles that information into 'Hero Lists'... Providing their members with bite-sized wisdom and actionable insights. Thriverapp Heroes do not endorse Thriverapp, and unless stated are not affiliated with MVLS Digital or Thriverapp in any way.

Bios

Gareth (co-founder)

Gareth lives in Bondi Beach, Sydney Australia where he loves nothing better than spending time in and out of the water with family and friends. He also enjoys giving back to the local community as a volunteer surf lifesaver. Since developing Thriverapp alongside Jeremy, Gareth says that some of the lessons he learnt are the benefits of a morning routine, the importance of self-awareness, and that focusing on little things can make a big difference! A few of his

favourite Thriverapp Heroes include Ryan Holiday, Gretchen Rubin, Gary Vaynerchuk and Arnold Schwarzenegger.

Jeremy (co-founder)

Jeremy lives in Perth Australia and is a Digital Transformation Coach who has helped some of the world's best known brands achieve big goals with digital technology and online media. Thriverapp brings together many of Jeremy's passions: life-long learning, technology, self development, family, helping others to live their best lives, and (of course) working with his brother-in-law! An avid Podcast listener, Jeremy's taken gold nuggets from many Thriverapp heroes over the years, his favourites being Tim Ferriss, Pat Flynn, Kevin Rose, Dave Asprey and Dan Sullivan.

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