

Thriverapp develop an in-app Life Coach, enabling their users to embed world-class, high-performance habits

An early-stage Australian startup, developed by brothers-in-law Gareth Robinson and Jeremy Horne, Thriverapp™ provides its members with access to thousands of life-improving resources, habits and success-systems of the world's most exceptional people, so that they can design and live their best lives.

Launched in February this year, the beta iOS and Android version of the app has received great user feedback.

"I've honestly been looking for something like this for years! It's an impressive start; I'm looking forward to seeing what the guys have planned for future releases." Zaaron Crosby

With the goal to become one of the globe's most trusted and effective online wellness and self-development communities, Gareth & Jeremy at Thriverapp realise it's time to dial up their proposition, and are raising funds to develop 'Max', an in-app AI-powered life coach. They are also developing the Five2Thrive™ 21-Day Challenge, to assist members to embed life-improving habits into their lives.

Meet Max, a personalised in-app life coach (under development):

With four personalisation options, members can tailor Max to best meet their needs. If they're into 'tough love' for example, "Mad Max" holds them accountable with 6+ daily notifications and brutally honest feedback when they fall behind. Whereas "Motivational", "Moderate" and "Mellow Max" will offer softer, more varying degrees of in-app motivation and support.

Achieving the Kickstarter funding goal of A\$45,000 will also enable optional integration with member's health data so that they can see which habits most positively influence their health, as well as track their mood and energy.

The Five2Thrive™ 21-Day Challenge will be released alongside Max. Based on proven habit-forming, leadership and behavioural change theory, and Stoic philosophy, this challenge brings together the 5 common practises the world's best entrepreneurs, athletes, artists and icons do every day to live successful and happy lives. Member's complete the 21-Day

Challenge through discovering and embedding new daily routines based on the five practises of; (1) meditation, (2) movement, (3) giving, (4) eating smart and (5) taking action.

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.

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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JEREMY



GARETH



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