

Tenaday

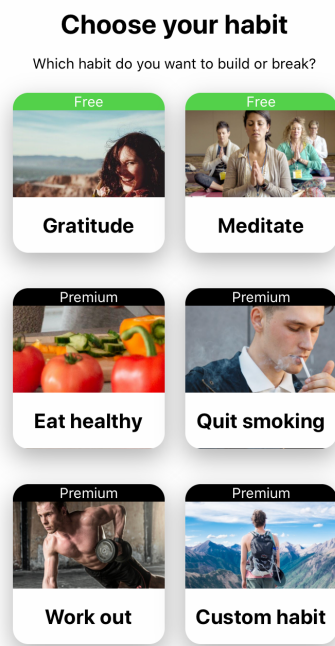
Logos, screenshots and more are available in the folder.



Background

Tenaday was founded in 2019 to help people transform their life, by making change easy and natural. After first providing personalised life improvement plans to a small amount of family and friends, we soon saw the problem with most self-help programs out there: they are all focused on radical short term change, expecting you to invest hours upon hours to get results quickly. Since real change however, is all about long term sustainability, we created a system to help people scientifically transform their behaviour, on step at a time.

After a closed beta with over 1000 users that actively changed their habits using just the simple instructions given in a daily email, we wanted to enable more people to make lasting changes in their life. We decided to develop an app to help people scientifically change their habits. Working with experts in different areas to create custom habit journeys that help people transform their natural behavior in just 10 weeks.

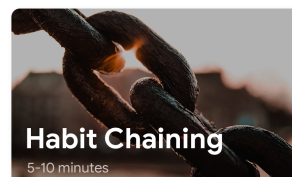


4 March 2020

Good evening,
John!



Today's Challenge



Complete Your Habit



The App

How to use Tenaday

Simply create an account, select a habit to start your journey and follow the daily challenges. Simple habits such as gratitude only take 2 weeks to build, whereas more complex habits such as quitting smoking take about 10 weeks.

Description

Change any habit you want in just 10 minutes a day. Achieve your goals by building powerful habits that last. Transform your life by getting rid of your bad habits. Whether you want to start working out, eat healthier, quit smoking or anything else, Tenaday has you covered.

Tenaday is a revolutionary digital habit coach based on the most recent psychological and neurological research, enabling you to scientifically rewire your behavior. Each morning you'll get a new challenge that takes less than 10 minutes to do. The daily challenges are customized to your specific habit, creating an easy to follow, step-by-step plan to build or break any habit you desire.

Why Tenaday?

- Tenaday is more than just a habit tracker, it's the ultimate way to build and break habits in just 10 minutes a day
- Achieve your goals by taking complete control over your actions
- Benefit from years of research, learn only the best methods in order to build good habits and break bad habits effectively
- Join a community of high performing individuals
- Get individualized expert support and guidance with any issues that you're facing
- Say goodbye to unsuccessful habit trackers, annoying group programs and overcomplicated personal development books

Tenaday is a simple all-in-one solution to completely change your habits without wasting your time.

The Founders



Lennart Hollstein, CEO (19 years old)

Lennart wanted to become an entrepreneur since he was 10 years old. Spending the last 6 years learning everything he can about personal development and entrepreneurship, Tenaday is a project that is extremely close to his heart. He's in charge of the challenges and actual content of Tenaday and making sure that every single instruction stays scientifically accurate. He's currently residing in Newcastle, United Kingdom.



Bennett Hollstein, CTO (19 years old)

A programming prodigy, Lennart's cousin Bennett developed the app and came up with a lot of the seamless design. He's always been incredible interested in creating technical projects and is passionate about developing products that feel natural and intuitive to users. He's currently residing in Berlin, Germany.