

MEDIA KIT - 2022



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INTRODUCTION FIGURES



7 Hours

time spent by Gen Y and Z on their phones per day.¹



70%

spend too much time on the phone.²



90 Meters

the distance of web content people are scrolling through every day.³

(The same height as **New York's Statue of Liberty**)

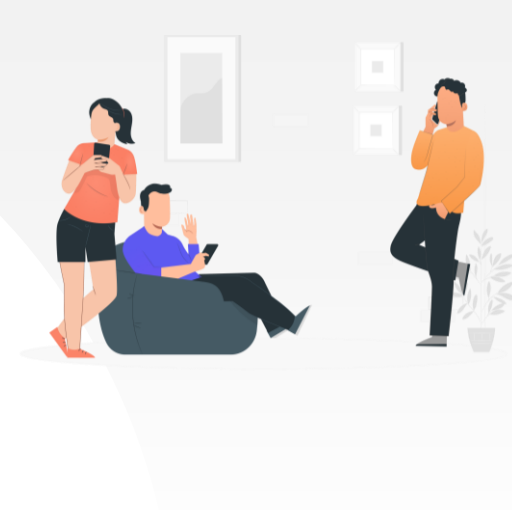


13bn

the number of unlock gestures performed every day, taking up

6.2M

man-hours of sliding fingers over a distance roughly equal to **the distance between the earth and the moon.**⁴



INTRODUCTION FIGURES



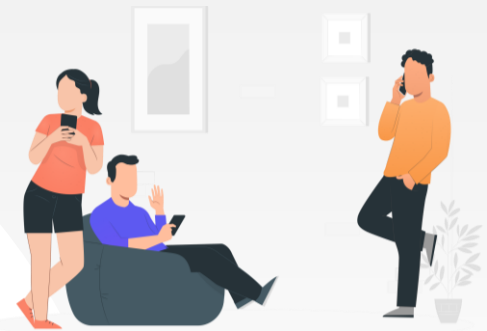
More than half of the time

users interact with their phones in a locked state.⁵



83 / day = 5 / working hour

the average number of phone activations.⁶



Between 2 and 17

checks of lock screen per hour, with average **1.6** instances of locked use.⁷

A quarter of smartphone interactions represent using the phone for a very brief amount of time (3-4s on average) in a locked state.⁷



581 hours = 28%

of total working hours are lost due to distractions per person on average annually.⁸

Source: : 5) [Diversity in locked and unlocked mobile device usage, 2014](#) 6) [It's a hard lock life: A Field Study of Smartphone \(Un\)locking Behavior and Risk Perception, 2016,](#)

7) [Maxi Heitmayer, « It's Like Being Gone For A Second », 2021](#), 8) [The Economist Intelligence Unit, 2020](#)



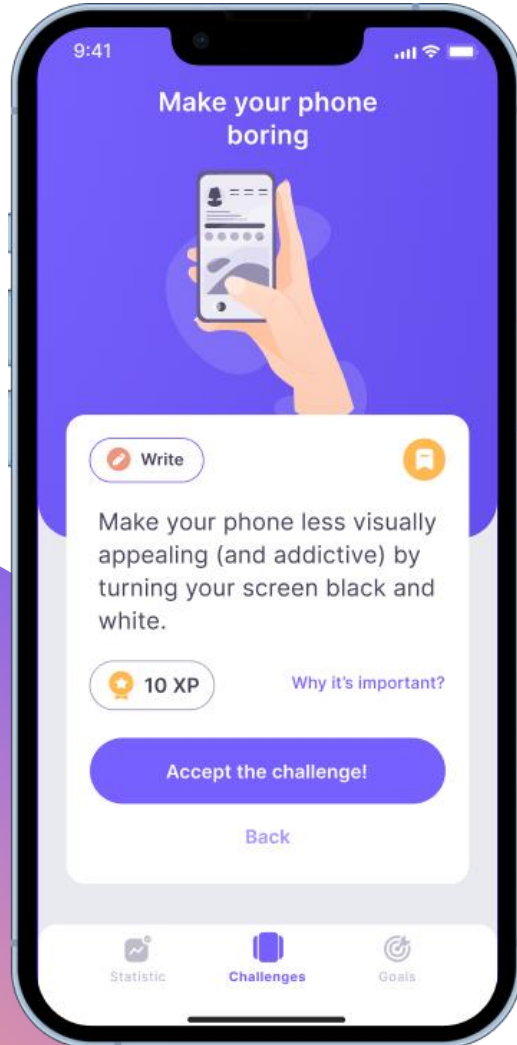
ABOUT

Replace Mindless Scrolling

Zario is the first global app to help people live more digitally balanced lives. We use the latest psychology research to create engaging challenges in the real world to help reduce and replace unhealthy screen time consumption.

Although the smartphone is one of the best tools of human creation and interaction, the way and purpose of using it needs to be refocused. Zario helps us improve our habits by at least 1% each day, which means a 100% change in 70 days.

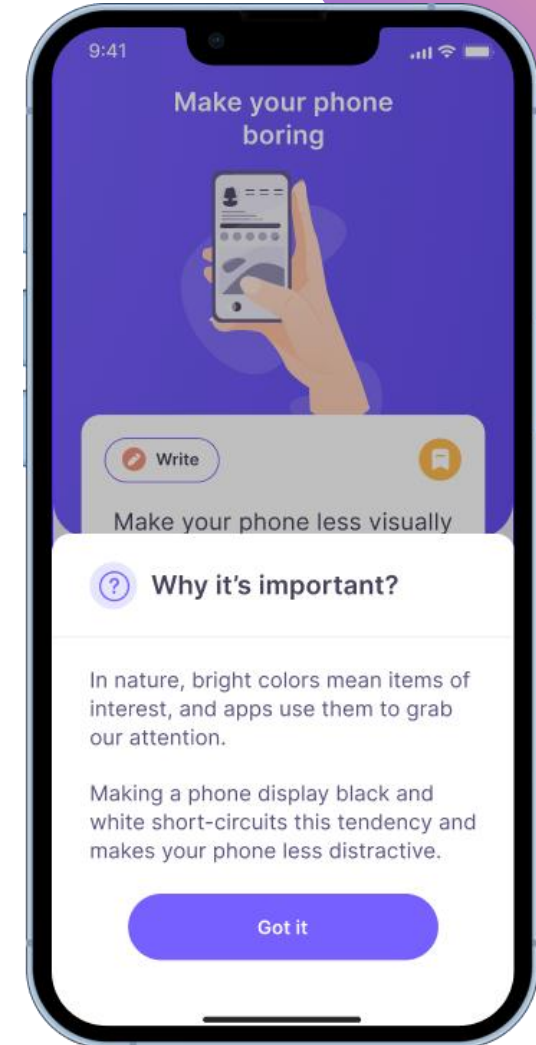




Stepwise reduction of screen time



Zario combines
psychology and gamification
to help you
change digital habits



Become the global platform helping people challenge each other to become better versions of themselves.



TIMELINE

2019

Ondrej has the idea of Zario to tackle the growing problem of phone addiction

12 May 2022

Launch on Product Hunt



Product Hunt

#1 Product of the Day



Product Hunt

#5 Product of the Week

December 2022

Release of collaboration mode



Zario is officially launched on the market



March 2022

Release of our new feature, the "Circuit breaker"



September 2022

DIGITAL WELLBEING SCORE

Harmony Cooper

DIGITAL WELLBEING SCORE

69

10 20 30 40 50 60 70 80 90 100



RED ZONE

There are still many actions you can take to improve your



YELLOW ZONE

You already have some good digital habits in



GREEN ZONE

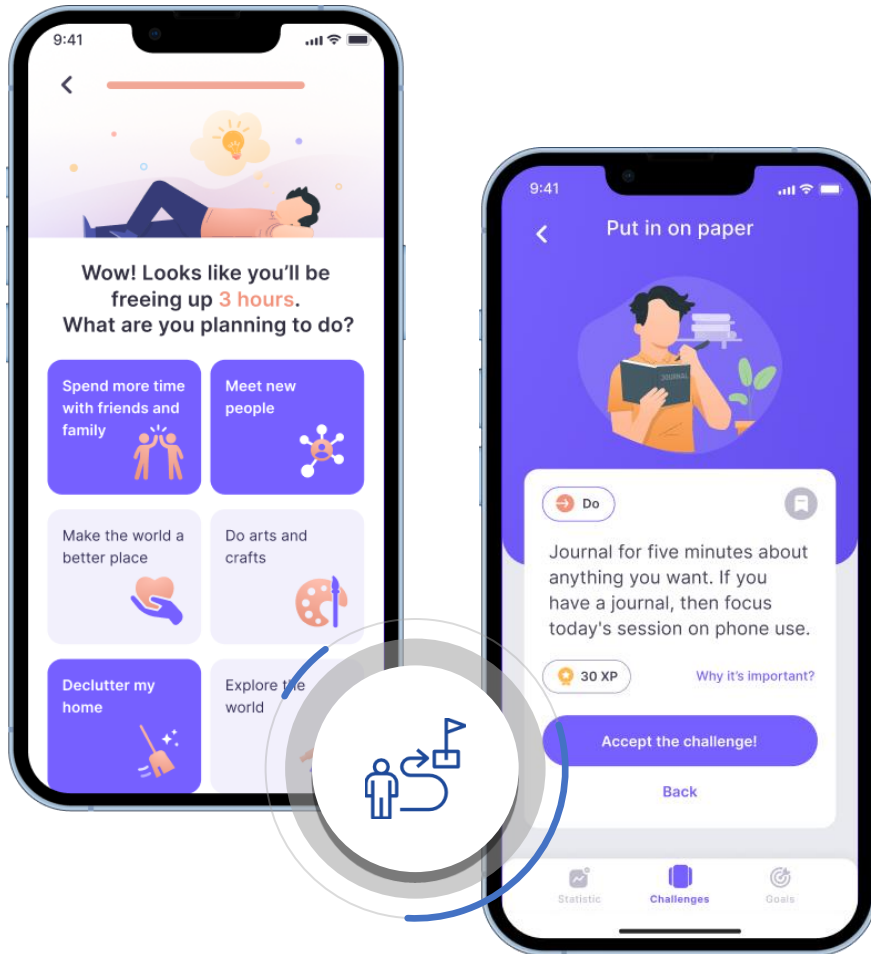
If you're in the green zone, you are taken action to be

Zario offers a free tool to measure your digital wellbeing. The “Digital Wellbeing Score” is based on psychologically vetted questionnaire.

Once you answered the 13 questions, you receive easy hacks to increase your score by email. You can then plan a free appointment with a trained ACT & CBT psychology coach to achieve the digital wellbeing goals you set for yourself.

CHECK YOUR SCORE

HOW IT WORKS



01

Set **goals** and determine a **personalized journey**

02

Choose **one daily challenge / task**

03

Challenges **replace screen time** by suggested **real-world experiences**

04

Users **become happier** and find time for new hobbies and personal development



OUR TEAM



Adithya Kamaraj
Entrepreneur



Alexandra Akbasheva
UX research



Amélie Bouchot
Marketing intern



Ari Wibowo
Creative designer



Finn Ross
Psychology insights



Jamie Kroll
Content Creator



Killian Fjellbakk
Cofounder



Luisa Greif
Psychology



Nabil al Sayed
Entrepreneur



Ondrej Zak
Cofounder



Thomas Walker
Chief Habit Officer



Tristan Overhagen
UX research /
Psychological design





ADVISORS



Dr. Dorina Bührle
Advisor

Co-Founder & CEO of a med-tech startup, HSG Founder of the Year 2021



Dr. Severin Haug, PD
Advisor

Leading expert on treating digital addiction using digital tools



Matt Ward
Advisor

Expert at building communities and advises many companies on growth hacking to reach their right audience

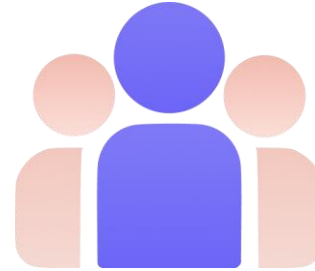




KEY FIGURES



March 2022
Official Launch



13
Employees



Product Hunt

#1 Product of the Day



Product Hunt

#5 Product of the Week

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