

SENSE DOJO

Simply live healthy



VISION

SENSE DOJO gets people moving with individual and target group-specific solutions.

The focus is always on the health aspect and the development of sustainable habits.

MISSION

The SENSE DOJO solutions support each individual on the path to maintain or improve their own health and thereby live the best life.

The development of all SENSE DOJO applications focuses on ease of use and a very low barrier to entry.

In this way, SENSE DOJO products not only create a positive user experience, they are also an asset on the path to maintaining one's health.

Tabia^{fit}

Make Fitness
A Habit



Habit beats willpower

With the right techniques and approaches, active will is replaced by a habit.
Because willpower loses strength over time, while a habit remains.

Tabia fit develops fitness as a habit and makes it a matter of daily routine.
Because only when fitness has become a habit you stop thinking about
whether you want to exercise today - you just do it.



FIRST STEP TO THE HABIT

It must be simple

For many people, starting a new good habit is a hard step.

Actually I want to do more sports,
but ...

... I have no time for sports

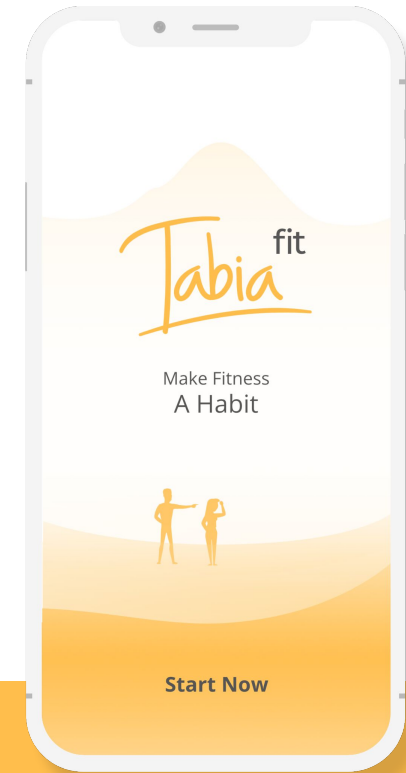
... I do not know what to do

... this is too complicated for me



That's why with **Tabia fit**
the first step is the easiest.

1. **Open app**
2. **"Press "Start**
3. **Run through a simple
step by step program**



SECOND STEP TO THE HABIT

Overcoming inner hurdles

Bad experiences in the past, doubts about one's own stamina or the fear of failure strain one's own willpower.

Last time I stopped after two weeks.

I can't keep it up anyway.

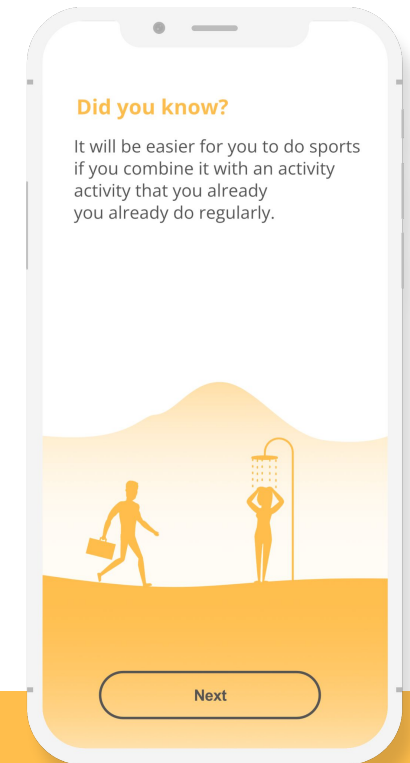
I will never be as sporty as the others.

Scientifically validated methods help to overcome the hurdles and integrate fitness into everyday life step by step.

I often think about sports all by myself now.

Just one more workout and I will have reached my next milestone.

I manage the exercises much better than I thought I would.



THIRD STEP TO THE WEDDLE

It must remain exciting

Lack of variety and motivation are fodder for the inner couch potato.

I don't enjoy it anymore!

Always the same!

It already feels like work!

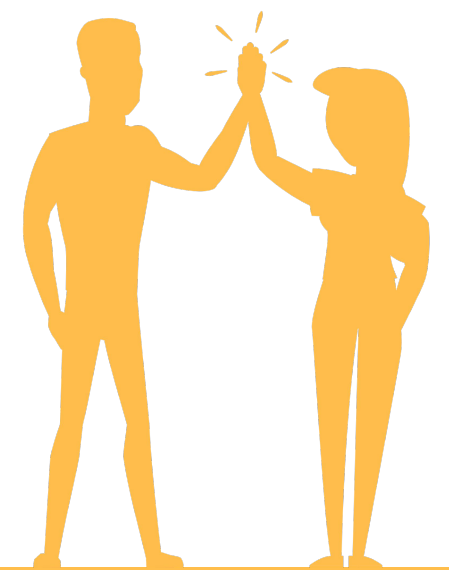


Gamification, variable rewards, and a daily changing training program keeps the training interesting.

I wonder what exercises I'll get for my next workout?

I am proud of myself! Today I did 2 more exercises.

Wow, I just got 3 exercises for free!



FOURTH STEP TO HABIT

Condition the initial motivation

Physical and mental
Overexertion causes motivation to
drop. Negative feelings are associated
with training.

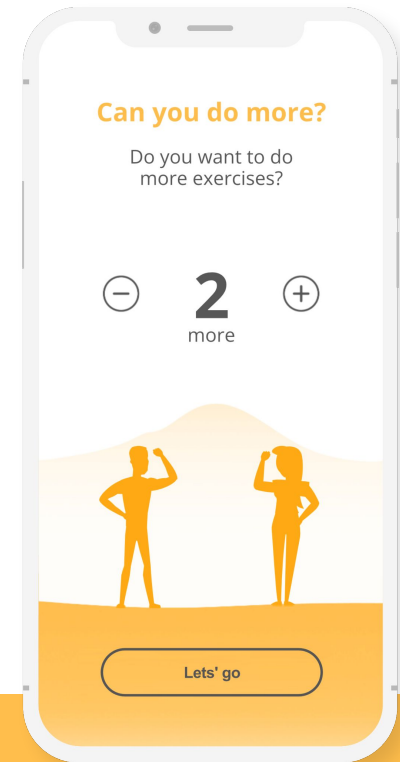
**I can't anymore! How? Now 3
more exercises?!**

Everything hurts! Sport is murder!

Tabia fit training sessions are
designed to end at the motivational
and performance peak.

Our users often say:
Oh wow, so easy?!

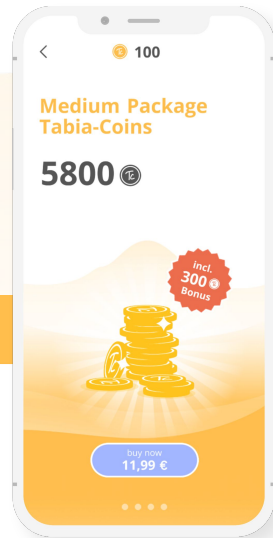
And the next day:
Oh, I can really feel that I've been working out.



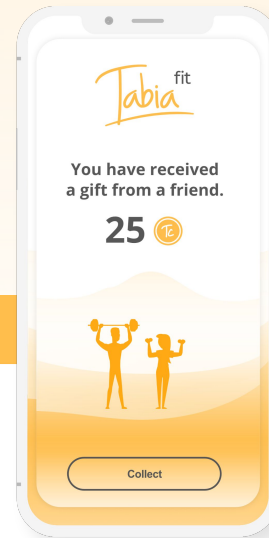
Flexibility through virtual currency

Tabia fit uses its own in-app currency (Tabia Coins), which is consumed per exercise.

Users can obtain Tabia Coins in several ways:



**In the in-app store
Buy for real money**



**Received as a gift from friends or
SENSE DOJO partners**



**As a reward after completing an
Achievement**

WITH REAL USPs

Easy for everyone

Habit forming

A guided fitness experience combined with effective habit building techniques. Without mental overload and negative user experience.

Easy

- A training where you don't have to worry about anything.
- All information packed into simple morsels.
- The operation is understandable and clear.

Gamified

A gamified look and feel, as well as motivating goals that feel rewarding to the user.



PARTNERSHIPS

Product placement

Your products in Tabia fit.

Use Tabia fit as "advertising space" for your products.

Our virtual trainer Lisa can train flexibly with your products.

You bring the template and we integrate it into the virtual training world of Tabia fit.

Your product



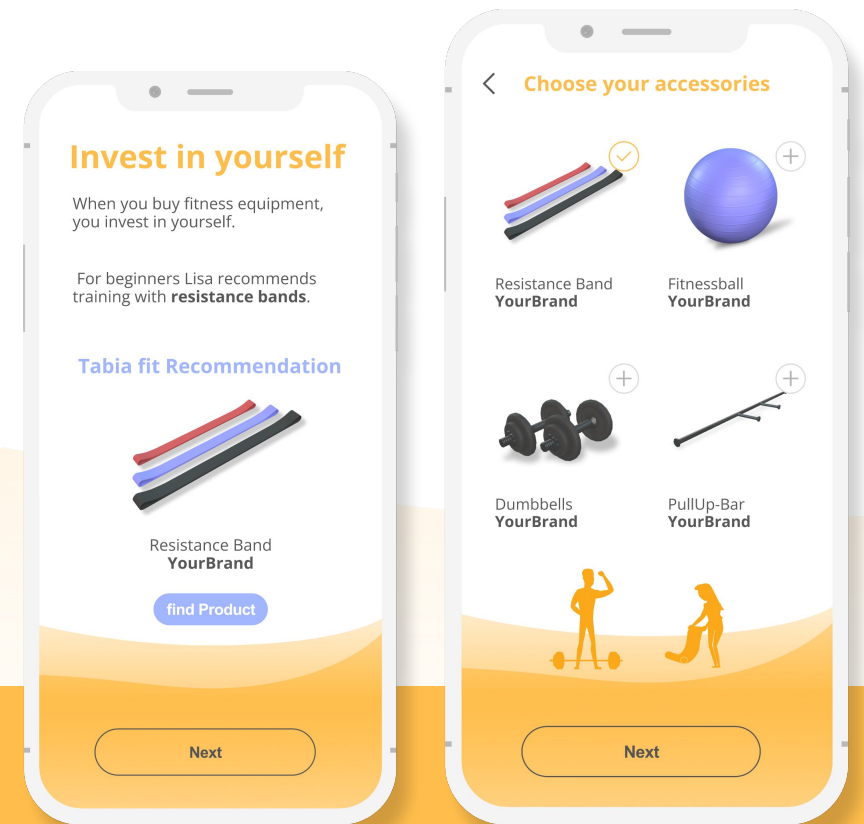
PARTNERSHIPS

Product placement

**You have suitable products,
we have the right target group.**

We know the exact fitness level of our customers and recommend your products right when it is optimal for training.

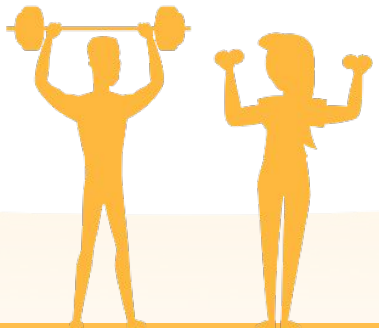
That's how we create the best user experience for your products.



Make your brand
a habit

with

Tabia^{fit}



Thank you



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