

# 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<sup>fit</sup>

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

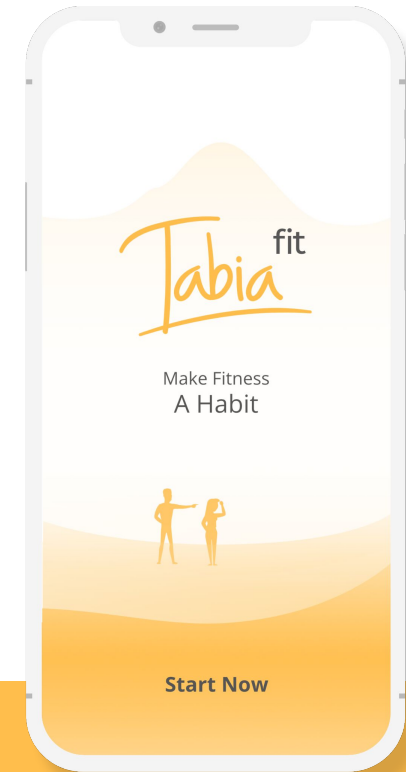
... I do not know what to do

... 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.**

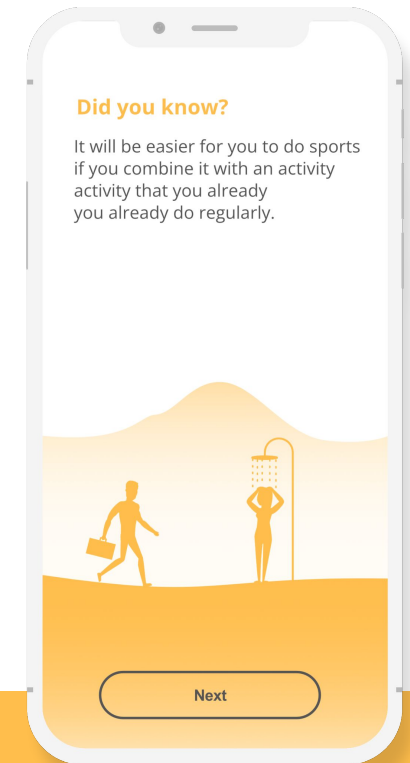


Scientifically validated methods help to overcome the hurdles and integrate fitness into everyday life step by step.

**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!**

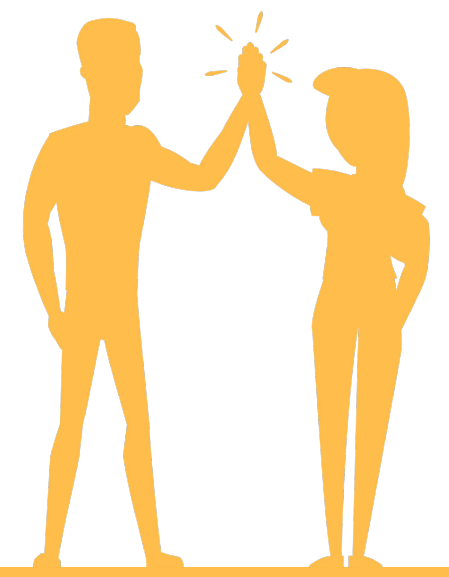


Gamification, variable rewards, and a daily changing training program keeps the training interesting.

**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.

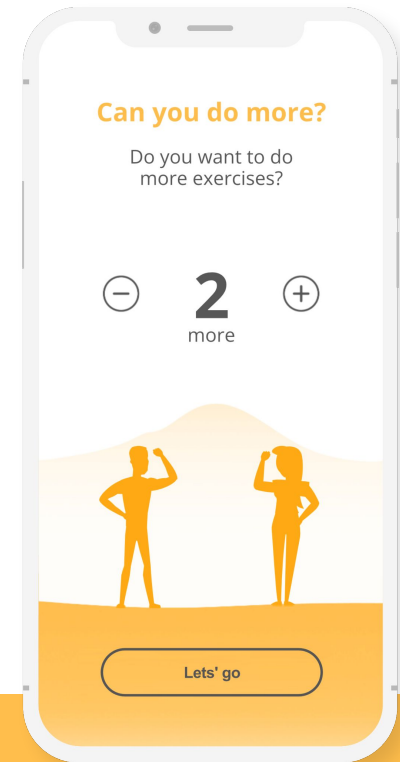
**I can't anymore! How? Now 3  
more exercises?!**

**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?!**

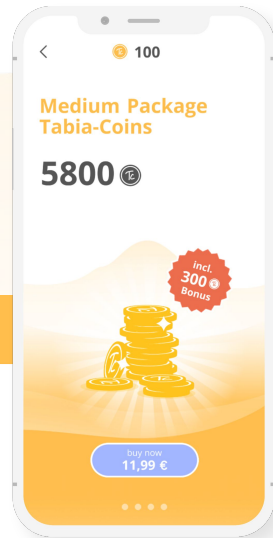
And the next day:  
**Oh, I can really feel that I've been working out.**



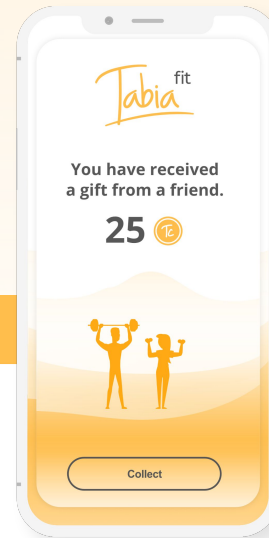
# Flexibility through virtual currency

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**



PARTNERSHIPS

# Affiliate Partner

## Become an affiliate and earn money.

Affiliate partners receive a partner code, with which you can promote Tabia fit.

If the customer enters the affiliate code in the app, the partner earns permanently from the in-app purchases of the customer.



# Thank you



## CONTACT

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