imprův

Create the better you through actionable changes today

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Hypothesis

Your consciousness is limited to the present, which is why you often repeat past mistakes. But what if you could tell your future self a key learning when you encounter a similar situation again? By creating a tangible record at the decision making juncture, we believe imprüv can positively improve situational outcomes. The key is the proprietary machine learning technology that will access a user’s email, calendar, LinkedIn and messaging to identify critical decision making points and which medium of recording is appropriate for that particular scenario.
**The Philosophy**

**Time Inconsistency**
There is a lot of time between deciding on a goal and actually carrying it out, which creates potential to renege.

**Self Management**
Yesterday’s you is helping to “coach” today’s you.

**Affecting your Discount Rate**
Put today in perspective through active reminders of your goals. Promotes consistency, ability to make better judgments on effects of discount rate.
The Product

Gives **prompts for reflection** to discover obstacles to your goals.

**Assigns your goal to small actions** on your calendar so you can better manage the steps toward your ultimate destination.

Uses **machine learning to extract context** of your behavior.

Helps you **track and follow up** on your goal.

Allows you to share your activity with others for **encouragement**.
Erica is a back-end engineer at Uber. Afraid of being labeled as anti-social, Erica often signs up for networking events. However, right before an event, she comes up with an excuse not to go and the next day she regrets her decision.

On the day of the event, Imprüv finds a non-hectic time in Erica’s schedule to remind her of her goal to be more social, and it then asks her to briefly record her thoughts about going to tonight’s event.

After the event is over, Erica again reflects and rates her feelings in imprüv. As time passes, imprüv gives Erica feedback not only on whether she met her goal, but also on behavioral patterns around her ability to rise to the challenge.
Discussion

Can pausing to reflect on expectations and outcomes discourage a goal?

Can revisiting a goal repeatedly spark obsessive tendencies?