

Press FAQ's

What is Mindful365?

Mindful365 is an iPhone/iPad/Android app and a daily email that helps you live more consciously a day at a time. It provides you with a daily practice (i.e. a short piece of content) to focus on. This can be a question to ask, an idea to contemplate, an emotion to focus on or let go of or an action to take. Basically it allows you to do one small thing each day to know more about yourself. It focuses on all key areas of life, health, family, career, finances, relationships, friendships, Higher Purpose and happiness.

How does it work?

Once you have signed up via the iTunes/Play store for the app, you will receive a practice every morning. Pretty simple!

You can then also take notes on any insights or observations that show up for you. You can set a reminder as well, so that later on in the day, we will let you know its time to remember the day's practice.

Who is Mindful365 for? What kinds of people get it?

Mindful365 is for anyone that is committed to live consciously, to do some inner work and to think differently about life and themselves. The content is simple and yet profound. It will be of great benefit for people of all ages, backgrounds and levels of interest in personal growth. Whether you are a single mother, a CEO, a dedicated spiritual raving fan, a student or an entrepreneur, this content will be helpful.

Where does the content come from?

The content is all original and created in-house. The content comes from decades of research in the fields of personal development and the spiritual path.

Is this based on religion?

No, this is not based on any specific religion or religious principles. It does not in any way conflict with any religious teachings either, as the content is based on universal principles and personal growth.

Is this a Buddhist app?

Mindfulness is often associated with Buddhism and meditation. Mindful365 is not based on any specific Buddhist teachings however. The principles of love, compassion, patience, meditation etc. are certainly aligned with what our content is about.

How much does the app cost?

The app and the daily email are priced at \$1.99 as a launch special!

Company Info

How did you come up with the Mindful365 idea?

While sitting in a retreat, Ariane heard one of her teachers say, Do you have any idea how different your life would be if you could only be mindful 5 minutes a day? And that's how the idea was born.

There are a lot of personal growth tools/ books/ CD's/ seminars out there, and it can get pretty overwhelming when you want to do some work on yourself. We wanted to create something that we would use – it would be something that we could spend a few minutes each day, looking at our 'stuff'. Either way, it would allow us to make progress bit by bit. We want to give you an alternative to reading a book that tells you to change everything about your life, or paying \$1000 for a 4 day seminar that might be amazing and also overwhelming, so you forget it all 3 days afterwards.

In the midst of living in a major city (NYC for us), being bombarded by distractions and all the ways life pulls you off center, we wanted a way to focus the mind on something specific and conscious during each day. Yoga, meditation etc are great, but we wanted something to help really look deeply at our patterns, beliefs, ideas about life, ourselves, money, love, work etc in order to eventually live free from the mind's limitations and from suffering.

Who is behind Mindful365? idea?

We are a small team, starting with Ariane and Alfie who wanted to create something that made a difference and would help them live more mindfully. We of course have the help of great developers, designers and friends. See the team info for more details.