

LIFETECH

BALANCE

creators of



ScreenCoach

Harmony. Balance. Fun.

January 19th 2022,

Hello and a Happy New Year to you all,

Currently ScreenCoach is in beta trials before launching in February/March this year. Our participants have provided some excellent insights and suggestions. We allowed time in our schedule to factor in some of these changes and are implementing these at the moment.

We are on track for our plans to launch an 'early bird' special to our 4,500 strong database on the 21st February 2022. We have been communicating to them over the past few months, building up their enthusiasm in preparation for them ready to come on-line as paying customers. From there we move to our 'Go Live' on the 30th March 2022. This date has been chosen to line up with 'National Youth Week'.

We commence filming with our brand ambassadors during February in preparation for our launch. Showing these families working with ScreenCoach at their respective homes will be a valuable media asset for our launch. Our ambassadors are:

- Ben Hannant: Former NRL and Qld State of Origin Player, Breakfast Radio Host and Father of 8 children.
- Erin Phillips (OAM): 2 time WNBA champion, AFLW Footballer, Olympian, Radio Host and Mother of 3 children.

They are great family people who have been elite athletes. They are very aware of the challenge of kids and screen time and appreciate the value of coaching as a tool to gain a better performance. They are all very excited to be involved in our project.



We have secured well known gaming addiction expert Dr Kim Le as an advocate when we launch. He is passionate about helping the current i-gen kids affected by excessive screens. He will be offering expert advice on gaming addiction for our ScreenCoach Launch Campaign and will be a valuable and available resource for families. <https://cgiclinic.com/about-the-doctor/>

Lastly, we are awaiting to see if we have been accepted into either the Austrade Export Acceleration Boot Camp or the US export acceleration program to assist us with our plans to launch into the USA late 2022. The list of successful participants will be announced at the end of January.

2022 will be a very exciting year for ScreenCoach.

Regards

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Explainer video(3mins) <https://youtu.be/WCizZgGHSKY>

Founder video: (3mins)<https://youtu.be/rbZIN26Og7I>