

Habpic Executive Summary

A built product seeking resources for distribution and disciplined growth.



Your real life creates your collection.

The opportunity

Habpic is a functioning mobile habit platform created by Jesse Wisdom. It turns recurring habits into visible proof, giving people a record they can see, revisit, understand, and remember.

The next priority is distribution. Funding would support tests of organic content, creator-led marketing, paid acquisition, store growth, creative production, analytics, retention, and expansion into additional markets.

The problem

Progress can disappear into a checkbox. When a routine breaks, it becomes difficult to see the effort already made. Habpic preserves that effort as a photo history while supporting consistency, recovery, and focused work.

The product

Photo Habits capture a visual record; Simple Habits use checkmarks. Focus sessions, reminders, widgets, analytics, streaks, and optional Proof Pacts support the routine. Sparkles, collectibles, achievement badges, reward chests, Gallery decoration, and recaps make progress tangible.

Product experience and validation

Why Habpic

Habpic connects a real-world action to a lasting photo, a visible record, and a creative reward. Users revisit progress, decorate selected pictures, and see a week together. Optional Proof Pacts add private accountability.

Early validation

The founder's analytics report 188 users. The supplied summary reports approximately \$15 in revenue and users in the United States and the Philippines. These are early signals, not established scale or proven retention.

RevenueCat reconciliation

The export for 9 June to 7 September 2026 records two transactions totaling 13.22 in the report's currency units: 7.23 on 17 June and 5.99 on 20 July. The CSV does not identify the currency, so this is not restated as USD.

RevenueCat records 311 new customers over that period and one active subscription on 7 September. Customer records are not equated to unique app users. The 188-user figure and 311-customer export are different reported measurements.

Daily active-customer data covers 10 August to 7 September. Daily counts are not summed into unique or monthly active users. Country-level revenue is founder-reported; the exports have no country dimension.

What this establishes

The product has reached people outside the founder's home market and generated early payments. Distribution tests should establish which channels bring engaged users. These figures do not establish product-market fit, profitability, or a repeatable acquisition engine.

The founder and the work

A personal account retained from the founder's executive summary.

Jesse Wisdom

I became interested in technology around 2013–2014. I have rarely had ideal hardware, expensive software, or a frictionless development environment. I have repeatedly found free alternatives, worked around technical limits, and built with what was available.

Persistence in practice

I live with sickle cell anaemia, which has sometimes meant working around hospital visits, pain, weakness, and periods when sustained development was not physically possible. I do not see those circumstances as the definition of my story. They are part of why persistence and execution have become central to how I build.

I have continued learning, entering competitions, building products, and winning hackathons despite those constraints. Habpic was developed through limitations involving mobile testing, virtualization, iOS, widgets, and Apple development requirements. My father helped me pay for my Apple Developer account so I could keep shipping.

A demonstrated ability to build

Habpic is built, used internationally, and monetized at an early stage. My immediate step is uploading this update to TestFlight and Google Play Internal Testing, then manually validating completed features on real devices.

I have demonstrated that I can build with limited resources. The next step is reaching people who have not discovered Habpic yet.

Distribution is the next stage

Where resources would go

Organic content and creative production: demonstrate real habit photos, Gallery creations, focus sessions, and weekly memories.

Creator-led marketing and paid acquisition: test messages and channels, then invest further where engagement supports it.

Store growth: improve discovery and communication around the photo mechanic and expanded experience.

Analytics and retention: understand activation, repeat use, and returning users before scaling acquisition.

Expansion: test additional markets using localization and lessons from early international users.

Execution sequence

Validate the release on devices. Align website, press material, and store communication with it. Run measured distribution tests and use results to guide investment.

The request

Habpic seeks support for distribution and growth experimentation. No funding amount, valuation, market-size estimate, or financial forecast is specified.

Contact

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Data note

Product/founder narrative: supplied summary and current implementation. Traction: founder analytics and RevenueCat exports through 7 September 2026. Revenue currency, analytics reporting window, and customer/user reconciliation remain unconfirmed.