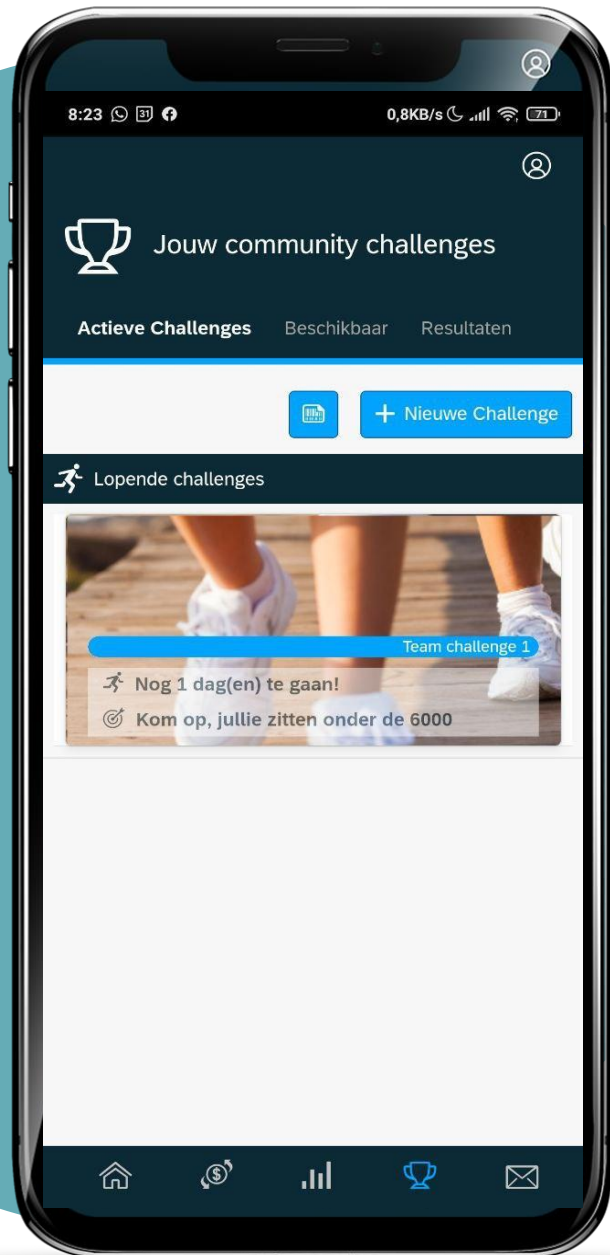


It's My Life  
launches new  
feature:  
challenges!

Strengthen the connection between community members and the organisation using Teamchallenges and competitive Individual challenges!

# Introducing: the challenges



Work towards a common goal of average steps per day together with your community members and complete the **Teamchallenge**. Only when everyone pulls their weight, you can achieve your goal. A real team effort!

Would you like to compete against your colleagues and find who can take the most steps? Then the **competitive Individual challenge** is the one for you!

Both challenges will have a permanent place in the It's My Life app from **the update on 26 April 2021**. Whether you want to excel as a group or as an individual, it's all possible.

*More connection, more competition, more Fitcoins®*



# Teamchallenge

- All community members and –managers can start a Teamchallenge in the app
- Users who started a challenge can easily invite other users, both within and without their community, to join via WhatsApp
- When a community manager starts a challenge all community members will automatically be invited via a notification
- You are still earning 1 Fitcoin® for every 1000 steps you take while partaking in challenges

- ✓ Work together to achieve a common goal
- ✓ More connection between community members among themselves and with the organisation





# Competitive Individual challenge

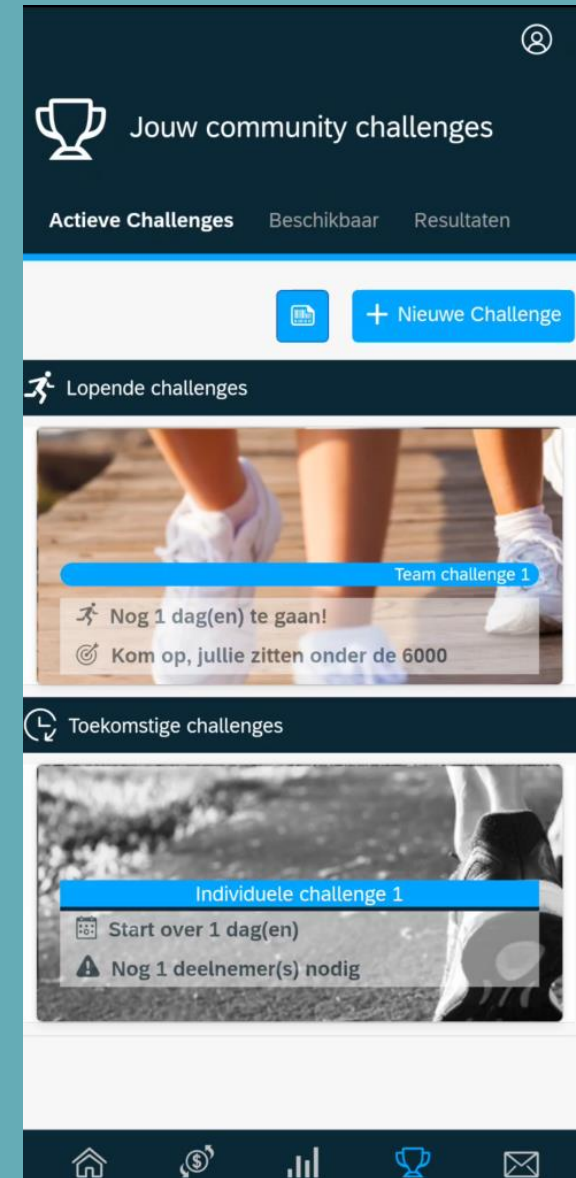
- All community members and –managers can start an Individual challenge in the app
- Users who started a challenge can easily invite other users, from within and outside their community, via WhatsApp
- Challenge yourself, your colleagues and people outside your community
- Earn medals for the first, second or third place and eternalise your fame by collecting them in your trophy cabinet in the app
- You are still earning 1 Fitcoin® for every 1000 steps you take while partaking in challenges

- ✓ Challenge your colleagues and yourself and win the challenge
- ✓ Earn medals for the first, second or first place



# Start a challenge

1. Go to the trophy-icon in the navigation at the bottom
2. Press the button “+ New challenge”
3. Name the challenge, choose whether you want to start a Teamchallenge or an Individual challenge, choose the target number of steps and set the start- and finish date
4. The challenge appears in your community challenges overview
5. Click on the challenge and click “share challenge via WhatsApp”. Are you a community manager? Then all community members will receive a notification as an invitation to join the challenge
6. Select community members you would like to challenge on WhatsApp
7. Start!






# Questions?

Get in touch with us via:  
[support@itsmylife24.nl](mailto:support@itsmylife24.nl)







Who will you  
challenge first?

For more information, please send an email to:  
[support@itsmylife24.nl](mailto:support@itsmylife24.nl)