



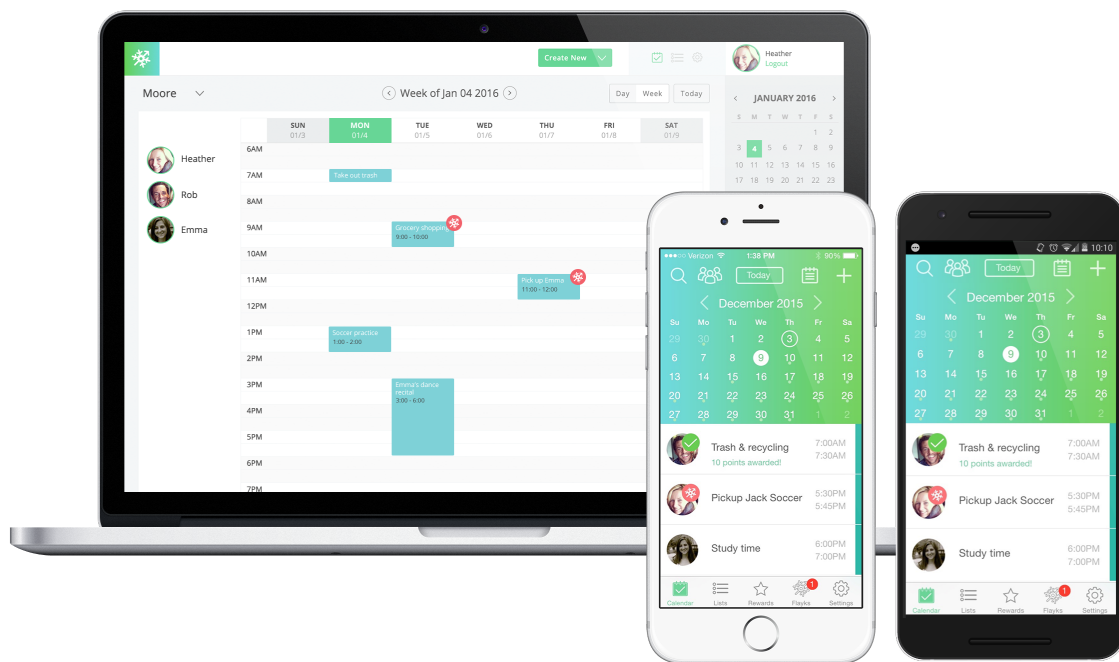
Flayk

Press Pack

Flayk for iOS, Android, & Web

Flayk is a free, family-management app for sharing calendars, tasks, events, and to-do lists. By providing a central hub for families to communicate efficiently, Flayk takes the stress out of coordinating hectic schedules and eliminates the need for messy group texting. With an innovative rewards system users can assign point values to specific activities and customize rewards, giving family members more incentives to help out.

Flayk – family life made rewarding.



Fact Sheet

Flayk will be available for iOS, Android, & Web on January 4, 2016.

Features

Flayked Events

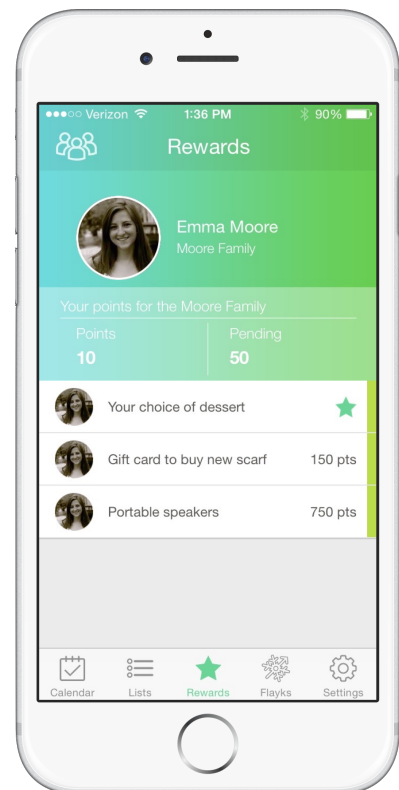
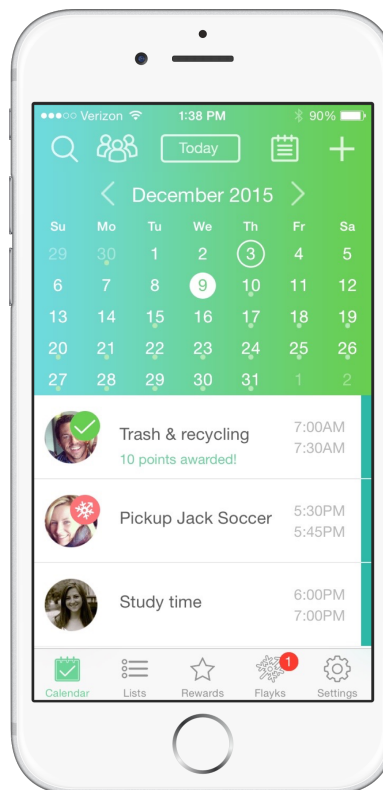
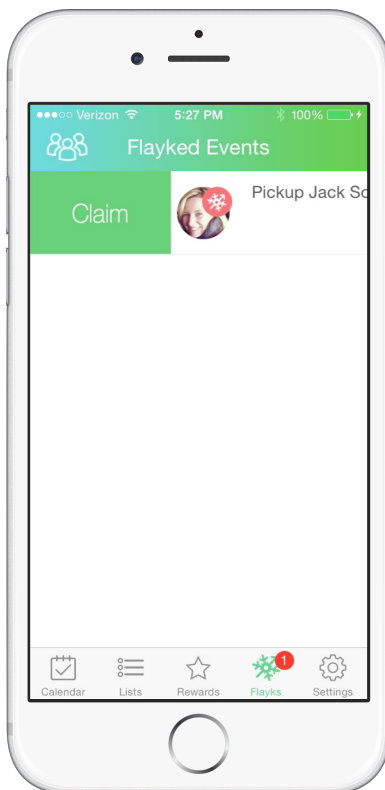
If one user is too busy to complete a task, the user can flayk the event and get a notification when someone else has claimed it. No calls, group texts, or worry needed.

Shared Family Calendar

Users can manage events through the shared family calendar and keep everyone in the loop.

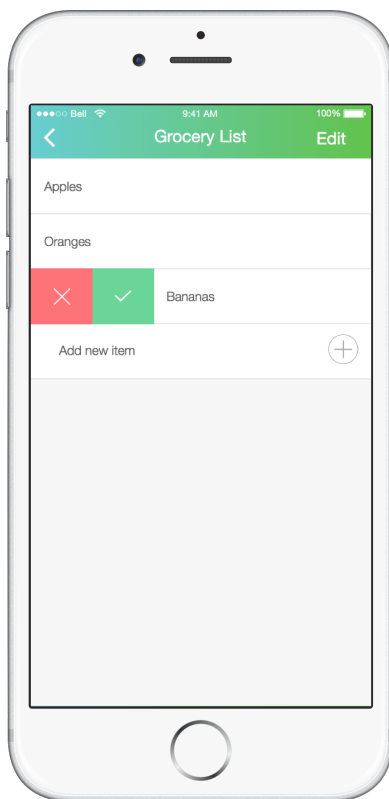
Innovative Rewards System

Users can assign point values to specific activities and can customize rewards. Users can earn points for completing activities, and exchange points to redeem real rewards.



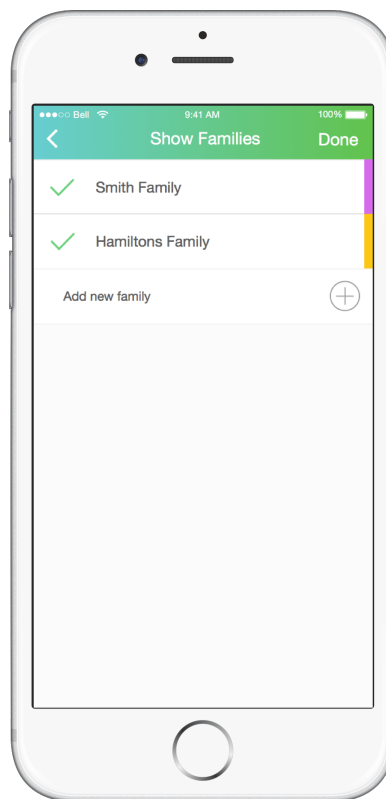
Shared To-Do Lists

Users can share to-do lists, and get real-time notifications when family members check-off tasks.



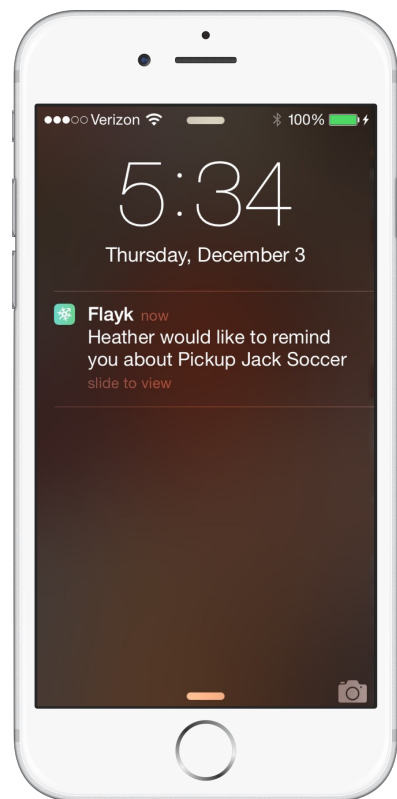
Multiple families

Flayk offers the option to view schedules for multiple families and groups, all on the same calendar. Perfect for families that extend beyond those who live under one roof.



Reminders

Ability to customize app notifications and reminders to receive live updates or give family members a friendly nudge.



FAQs

How much does Flayk cost?

Flayk's basic version is always free to use. Flayk's premium version is subscription-based, starting at \$1.99/month or \$18.99/year. As an introductory offer, Flayk is giving all new families the first month of premium free.

What's the difference between Flayk Basic and Flayk Premium?

Both Flayk Basic and Premium offer:

- Calendar day view
- Shared lists
- Add, edit, and flayk events
- Set up recurring events
- Send reminders and receive notifications
- Invite family members
- Profile customization

As well as the above, Flayk Premium also includes the following features:

- Rewards system with point-based incentives to complete activities
- Option to be a part of multiple families
- Calendar monthly view
- Ad-free experience

What devices are compatible with Flayk?

The Flayk mobile app is available for iOS and Android. The Flayk web app is compatible with Google Chrome, Safari, Firefox, and Internet Explorer 9 and up.

What does the snowflake emblem symbolize?

Like a snowflake, Flayk recognizes that all families are unique. We know real families live busy lives and Flayk aims to provide tools that make life simpler and more rewarding for families who seek order in their lives. The actual makeup of the logo comprises four inputs with one upward trending output, which crystalizes the concept of forming order out of chaos.

What does it mean to “flayk” an event?

A user can flayk an event if he/she can no longer complete the task. A flayked event will be available for other users in the family to claim. When a user flayks an event, he/she loses the points associated with that event. When a user claims an event, he/she also has the ability to earn the points associated with that event. Flayked events eliminate the risk of losing information and give you the reassurance you need when things don't go as planned. All without lengthy back and forth texting or calls.

When was Flayk founded?

Flayk was founded in June, 2014. The Flayk app will be released January 4, 2016.

Who developed the Flayk app?

The Flayk app was imagined by founder Mike Seeger and developed by Axial, a leading digital agency based in Boulder, Colorado.

Press Release

Under embargo until January 4th 2016.

There's a new app to help families stay organized, available for both iOS and Android devices.

Flayk, available now on the U.S. Apple App Store and the Android Google Play Store.

January 4, 2016 — As of today, families can say goodbye to hectic group texts and frantically trying to keep everyone on the same page. Flayk provides families with a central hub to organize events and everyday tasks, coordinate activities, share lists, and award points for completed actions.

Flayk is the only family management app on the market to introduce an innovative rewards system that lets admins assign point values to specific activities and customize rewards. The app allows family members to earn points for completing tasks, which they can use to redeem real rewards. Similar to sticker charts and other tools parents use to reward children's good behavior, the app uses gamification to incentivize completion of chores and participation in the family schedule, so everyone is responsible for keeping the family on track.

"I wanted to create something that would take you above and beyond group texting, sticky notes and calendar magnets on the fridge, because in today's fast-paced world families need solutions that respond in real time," says Flayk founder Mike Seeger.

Flayk enables users to manage family events with a shared calendar and organize to-do lists with shared lists. One of the app's core features is the ability for users to *flayk* events, meaning they can notify family members if they're too busy to complete a task. If someone else is available they can claim the task, and claim the points associated with that task. Flayk gives families the reassurance they need by centralizing communication, sharing responsibilities, and providing backup when real-life happens.

"Some families may seem perfect, but is any family really perfect? A few years ago I started thinking that everyone can use a little help keeping it all together," adds Seeger.

Flayk provides a solution for all families, including users who are a part of more than one family or whose family extends beyond the people who live under one roof. Like a snowflake (the app's emblem), Flayk recognizes that all families are unique. Users can utilize the app with more than one family by creating multiple families and groups.

Flayk is the re-imagined family management solution, every connected family's go-to app for staying organized.

For a limited time, Flayk is giving all users the first month of Flayk Premium free. With Premium, users can enjoy a seamless, ad-free experience and expanded app features. After that it's only \$1.99/month, or \$18.99/year for Premium. Flayk Basic is always free.

Flayk is imagined by founder Mike Seeger and developed by Axial, a leading digital agency based in Boulder, Colorado.

For all press and interview inquiries please contact Rebecca Wilkins, MediaLine PR at: rebecca@medialinepr.com or 214-379-7003.

Company Info

History

In today's world, we have outpaced tried-and-true family organizations techniques like whiteboards and sticky notes on the fridge. Life moves too fast and the kitchen calendar can't keep up. When Flayk Founder, Mike Seeger, experienced this first hand he knew that families needed a modern-day solution.

In early 2014, Seeger and his brother had intended to watch his niece's soccer game, only to arrive at an empty field. While Seeger's brother had been to games before, he didn't get his wife's update in time that the team had switched fields last minute.

Witnessing the haphazard organization of family life, Seeger realized that although many parents divide and conquer, this often leads to disorganization and chaos.

Growing up with four siblings, all with unique schedules and interests, but unable to have children of his own due to side effects of leukemia, Seeger has the unique perspective of objectively observing his and his wife's siblings' six different styles of family management.

He's noticed that some use the old-school calendar-on-the-pantry style, some try to make an inflexible e-calendar work for the family's ever-changing routine, while others seem to take a "go-with-the-flow" approach. He noted that these approaches work when things go as planned, but seeing that no family's day ever goes as planned, he became passionate about creating something that would not only help a family manage its 411, but also react to its 911.

In addition to easily coordinating family events, Seeger imagined a tool that offered features unlike anything else on the market. Flayk was born from Seeger's idea of turning chaos into controlled-chaos by allowing real-time communication regarding events, without missed calls or lengthy texting. Plus, Seeger wanted to encourage family members to stick to the plan, which is how rewards evolved. If family members know they can earn points for completing certain activities, it motivates everyone to help the family routine run smoother. Flayk also achieves Seeger's vision of a tool friendly to both parents and kids, so that everyone is responsible for keeping the family on track, and making sure a change in plans doesn't knock the family off the rails.

Seeger hopes that Flayk will help families achieve logistical bliss, allowing them to focus less on the hiccups that happen within family life, and instead focus more on the family.

Founder Background

Flayk Founder, Mike Seeger, is currently the Vice President of North American Sales at Tribe Mediterranean Foods. He's had previous success as Team Sales Director and Associate Director of Consumer Marketing at Kellogg Company. Seeger is passionate about enhancing the options available on the family management marketplace through innovative, digital solutions.

Useful Links

Flayk Website: www.flayk.com

Flayk for iOS: [Link available post-beta](#)

Flayk for Android: [Link available post-beta](#)

Flayk on Twitter: www.twitter.com/flayk_app

Flayk on Facebook: www.facebook.com/TheFlaykApp

Flayk on Google+: <https://plus.google.com/u/1/102187014023406532778/posts>

Flayk on YouTube: <http://www.youtube.com/channel/UCMkucbsbMbnaZaRiEtYCTzg>

Flayk on Vimeo: www.vimeo.com/flayk

Assets

Flayk Mark

The mark originated as an action item within the Flayk app. It is also used as the main stand alone identity for the brand.



Do:

- Always have at least 20 px of padding around the logo.
- Always fill the logo white over color background.
- Always fill the logo Mint green on a white background.
- If black and white, fill logo in Flayk dark grey

Don't:

- Rotate the logo
- Reverse the logo
- Use the gradient color to fill it in
- Use any secondary colors to fill in the logo
- Outline the mark, unless its being used as an action state.

Flayk Logo

The Horizontal logo is used with the mark to the left of the word Flayk. The use of the horizontal logo is the main logo to be used.

The vertical logo is used with the mark stacked on top of the word Flayk. The use of the vertical logo is secondary to the horizontal logo, and should only be used when the horizontal logo doesn't work well.

Flayk is in the typeface Hero and is the only font that should be used in conjunction with the mark. Follow the same do's and don'ts as with the Flayk mark.



Questions?

For more details on Flayk, or to schedule an interview, please contact Rebecca Wilkins, MediaLine PR at: rebecca@medialinepr.com or 214-379-7003.

For app support, please contact: support@flayk.com