



ARTFUL AGENDA

SMART + STYLISH DIGITAL CALENDAR

ArtfulAgenda.com



About Artful Agenda

Artful Agenda is a smart and stylish digital calendar inspired by popular paper planners but created with the digital functionality to be accessed anywhere you are. Artful Agenda is the only aesthetically focused digital calendar on the market that is compatible with Google, iCloud, and Outlook. Artful Agenda is available as a web app for desktop or through the Apple App Store and Android Google Play Store. Born out of a life-long love affair with paper planners, Artful Agenda was founded in 2018 by Katy Allen, a mother, wife to America Idol champion Kris Allen, and creative entrepreneur, as a solution to family scheduling conflicts. Gone are the days of keeping up with both a paper planner and a digital calendar. Artful Agenda gives you flexibility that you cannot find with paper planners without sacrificing style. You can make calendar changes without needing whiteout, change your planner's aesthetic as often as you would like, get push notification reminders, set repeating tasks, and rollover incomplete tasks with the simple push of a button.

What Makes Artful Agenda Special?

- Whether you are tech-savvy, eco-conscious, manage a busy household, or are simply forgetful, Artful Agenda syncs with your life on the go and is available at your fingertips. With smart syncing technology, you can connect multiple Google, Apple, and Outlook accounts to integrate your work, school, personal, and/or family life.
- With over 1 million downloads, Artful Agenda has helped countless users stay accountable, motivated, and inspired. Priced affordably at just \$35 annually, Artful Agenda is more advanced and cost-efficient than many of today's leading paper planner brands.
- Fully customizable, Artful Agenda is a stylish alternative to traditional digital calendars, allowing you to choose your cover design, pick your handwriting, color code events, and personalize with stickers. Monthly, weekly, and daily calendar view options make Artful Agenda easy to navigate and beautiful to look at.
- Designed to keep users accountable, Artful Agenda is equipped with several list features to help categorize and prioritize everyday tasks. Keeping track of grocery shopping, water intake, bills, meal plans, gift shopping, vacation packing, and more just got much easier!

Media contacts: Brittany Battista

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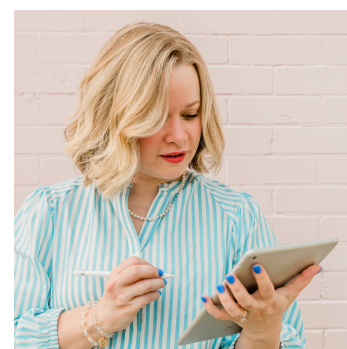
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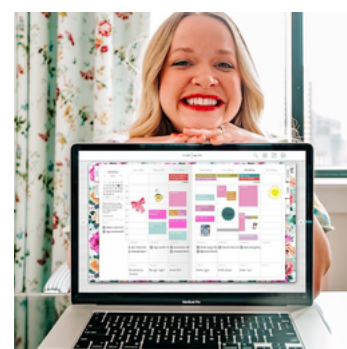
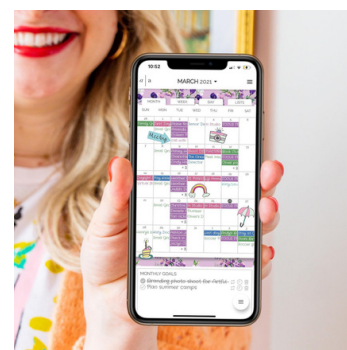
Potential Interview Topics:

- The benefits of time blocking your schedule
- Strategies for overcoming procrastination
- Lessons learned by starting a business from scratch
- The process of developing an app
- How to prioritize tasks to achieve goals
- Using your calendar to become more efficient and productive
- How ADHD inspired Katy to create Artful Agenda



Suggested Interview Questions

- What inspired the creation of Artful Agenda?
- How did you first start to realize you might have ADHD?
- As Artful Agenda continues to grow, how do you determine opportunities for program development?
- Why should I switch from paper to digital planning?
- Is calendaring a form of self-care?
- How can I use Artful Agenda to create boundaries?
- How can planning help increase productivity?
- What does Artful Agenda offer that other paper and digital calendars don't?
- What is your favorite Artful Agenda feature?
- How can Artful Agenda help people achieve their goals?
- How can Artful Agenda help decrease stress?





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Artful Agenda Overview



Affordable

\$35 annually



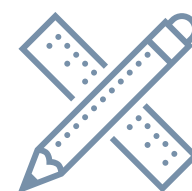
Digital

Sync w/ Google, iCloud, Outlook



User-Friendly

1,000,000 + downloads



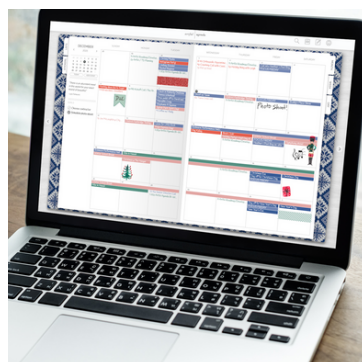
Custom

Choose cover + handwriting + colors



Key Functions

- Compatible with Google, iCloud, and Outlook
- Sync multiple calendars to manage work, school, family, and more
- Available as a web app for desktop or through the Apple App Store and Android Google Play Store
- Monthly, weekly, and daily calendar view options are available
- List functionality allows task tracking, goal setting, and note-taking
- Equipped with push notification reminders



Special Features

- Set repeating tasks, snooze tasks, and rollover incomplete tasks
- Track water intake and meal prep
- Prioritize monthly, weekly, and daily tasks
- Stay inspired with daily, weekly, and monthly quotes
- Change calendar aesthetic anytime to reflect your mood or season
- Works with Apple Pencil and tablet styluses
- Customize with drag and drop stickers
- Improve organization with custom list categories

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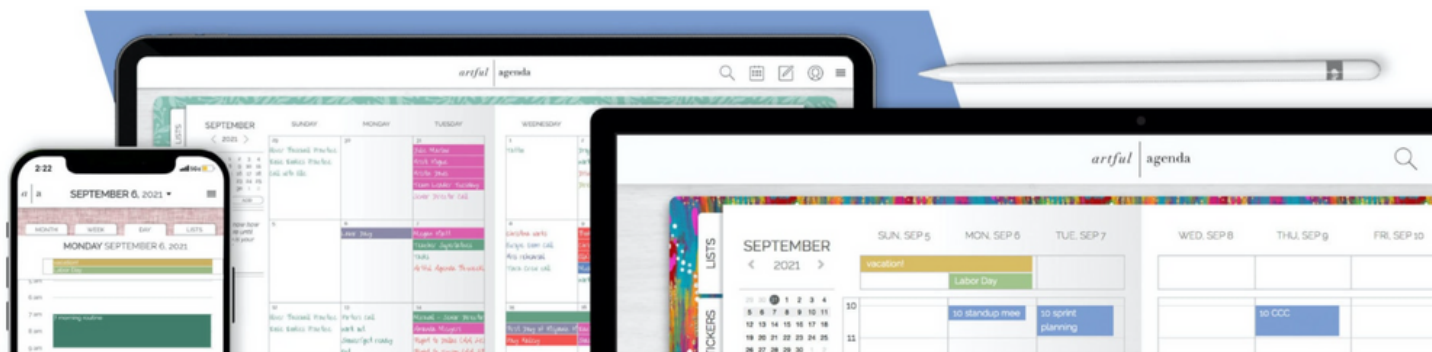
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Getting Started with Artful Agenda

1. Register at ArtfulAgenda.com
2. Start your FREE two-week trial
3. Sync your existing digital calendar(s)
4. Choose your own cover and handwriting
5. Make planning fun with drag and drop stickers
6. Keep track of information with stylish, customizable lists
7. Join the Artfully Obsessed user community on Facebook!



Start Planning Artfully Today!



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