



Veer Gidwaney

DailyFeats
Co-founder and CEO

// Small Steps, Big Changes //

—Meg Kelly

Hate flossing your teeth, but love eating out? DailyFeats.com is the website for you.

Created by a team of entrepreneurs, product creators and designers, **DailyFeats**, motivates people to change their negative habits for positive ones. “Our driving idea is that the two biggest problems people face today – health and finances – are the result of their daily habits, says Veer Gidwaney, co-founder and CEO. “We wanted to enable a community that encourages people to choose good habits.”

Since last fall, Veer and his partners have been fine-tuning DailyFeats in preparation for their launch, announced on March 3, 2011.

“DailyFeats has evolved over time. Our creative team collectively landed on the idea of creating a different place that helps people live a more positive life, and spent the last few months refining the experience. We studied programs that have gotten people’s attention on the web, approaches that have worked to help people take on healthy habits, and tried to emulate the best of what’s out there.”

The result is a community for positive actions that lets people exchange negative habits for positive ones, with the support of others and incentives along the way.

“When you do an action, you notify the system and earn points. As you collect more points, you can redeem them for more rewards. It could be a discount at a neighborhood restaurant or gym. We have over 125,000 rewards in the system. The game element allows people to think about changing in a fun way.”

Rewards are only part of the reason DailyFeats works. The other is community. Breaking or building a habit can take weeks, or even months, and doing it alone can undermine success. DailyFeats brings people together to support one another.

“The community conversation has been incredible. The experience people have engaging with others has been gratifying for them and us,” says Veer, “We’re watching people inspire each other to do good things.”

For more information go to
www.dailyfeats.com



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DailyFeats Continued

That inspires the team at DailyFeats. “We recently released some great capabilities that enable the community to engage in the context of their daily life. Moms can connect with other moms, students with other students, recent grads with other recent grads. People who share the same goals and face the same challenges can support each other. We’ve also introduced the concept of badges for accomplishments. You keep the badges, as long as you keep building the habit, and lose them if you slack.”

The best part of DailyFeats for Veer and his partners? “Every day, we’re seeing transformation, as people take on new behaviors that change their lives.”

To learn more, go to: www.dailyfeats.com

DailyFeats is a partner of Healthy Weight Commitment Foundation.

—By Meg Kelly