

Your life has a portfolio. Start managing it.

NoCap is AI habit tracking + social sharing + a reverse search engine that works for your life — not against it.

AI Habit Scoring

Reverse Search Engine

Social + Community

Habit Marketplace

THE PROBLEM

No real guidance

Apps track habits but never tell you if they're actually good or bad for you.

Search engines exploit you

You spend hours searching for better routines — ads win, you don't.

Isolated progress

Social media is noise. There's nowhere to share meaningful habit growth.

One-size-fits-all

Rigid habit systems don't adapt to your unique goals and constraints.

THE SOLUTION

■ AI Habit Scoring

Every habit gets scored 0–100%. AI tells you what's Good, Bad, or needs a Swap.

■ Reverse Search Engine

Instead of you searching, NoCap searches for you — continuously, automatically.

■ Purposeful Social

Every post is tied to a habit. Share growth, not noise.

■ Habit Marketplace

Discover, share, and adopt proven habit stacks from the community.

HOW IT WORKS

1

Build your HabitStack

Organize life into Sectors → Habits → HabitLinks → Items

2

Get AI scored

Each component is rated 0–100% across six categories from Bad to Excellent

3

Swap & upgrade

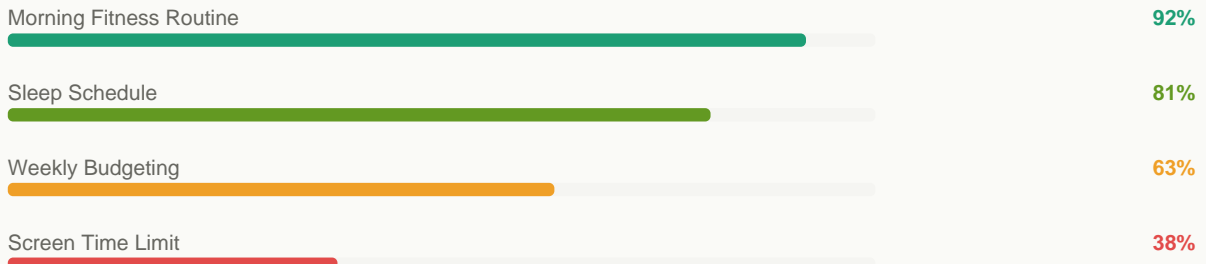
AI suggests proven replacements for low-scoring habits using collective wisdom

4

Track & share

Log daily/weekly/monthly, post progress, and inspire your community

NOCAP SCORING — SAMPLE HABIT STACK



Low scores trigger AI Swap — personalized upgrade suggestions from community-proven habits

MARKET OPPORTUNITY

\$14B

TAM — Wellness &

Self-improvement

Global market for habit, productivity & wellness software

\$4.2B

SAM — Habit tracking apps

Addressable segment of dedicated habit and routine tools

\$500M

SOM — Year 3 target

Realistic capture with AI differentiation + community flywheel

WHERE WE ARE TODAY

Alpha

Functional MVP

90%

Shared codebase across iOS, Android, Web

15+

Years combined development experience

ROADMAP

NOW

Alpha live

Core habit stack + AI scoring functional

Q2 2026

Beta launch

Community beta with early users

Q3 2026

iOS + Android

Public app store launch

Q4 2026

Marketplace

Full habit marketplace + advanced AI

TEAM

FM

Franck Mukendi

CEO

Atlanta, GA

Software engineer and productivity obsessive building NoCap to solve his own problem. Leads company vision, strategy, and overall product direction.

YM

Yannick M.

COO

Austin, TX

IT professional with 10+ years at the intersection of people, processes, and technology. Turns ideas into practical, user-focused products and keeps operations running smoothly.

GM

Geoffrey Moluba

CTO

Toronto, Canada

Architects NoCap's technical foundation — from AI infrastructure and backend systems to cross-platform mobile delivery. Translates product vision into scalable, reliable engineering that ships.

Help us build the future of habit intelligence

We're seeking seed funding to bring NoCap to market — a product built for people, not advertisers.

Seed funding target
\$100K

App development (iOS/Android/Web)	45%
AI infrastructure & API costs	25%
Marketing & community growth	20%
Operations & legal	10%