

PRESS KIT



# Mivo Scrolling

Mivo Scrolling is a free iPhone app that helps people pause before opening distracting social apps, choose an intention, set a timer, and build a calmer relationship with screen time without harsh blocking.

[Download on the App Store](#)

[Visit Website](#)

## Quick Facts

CATEGORY

Productivity

PRICE

Free

PLATFORM

iPhone and iPad

CURRENT VERSION

2.1

## Founder Story

Mivo was created after noticing how often people open social apps without a clear reason, then lose far more time than they meant to. Instead of treating screen time as a willpower problem, Mivo focuses on the exact moment before the habit takes over. The app adds a small pause before a distracting session so users can name their intention, choose a time window, and return with more awareness.

The goal is not to shame people or force them offline. The goal is to help people notice the difference between intentional use and automatic scrolling, especially students, parents, and anyone trying to protect their attention in a world built to capture it.

**"People do not usually choose to scroll for 30 minutes. They choose to open an app for a few seconds, and the habit does the rest. Mivo is built for that moment."**

## Suggested Story Angles

### The 5-second scroll habit

Why people do not choose to lose 30 minutes online; they choose to open an app for a few seconds, and automatic behavior takes over.

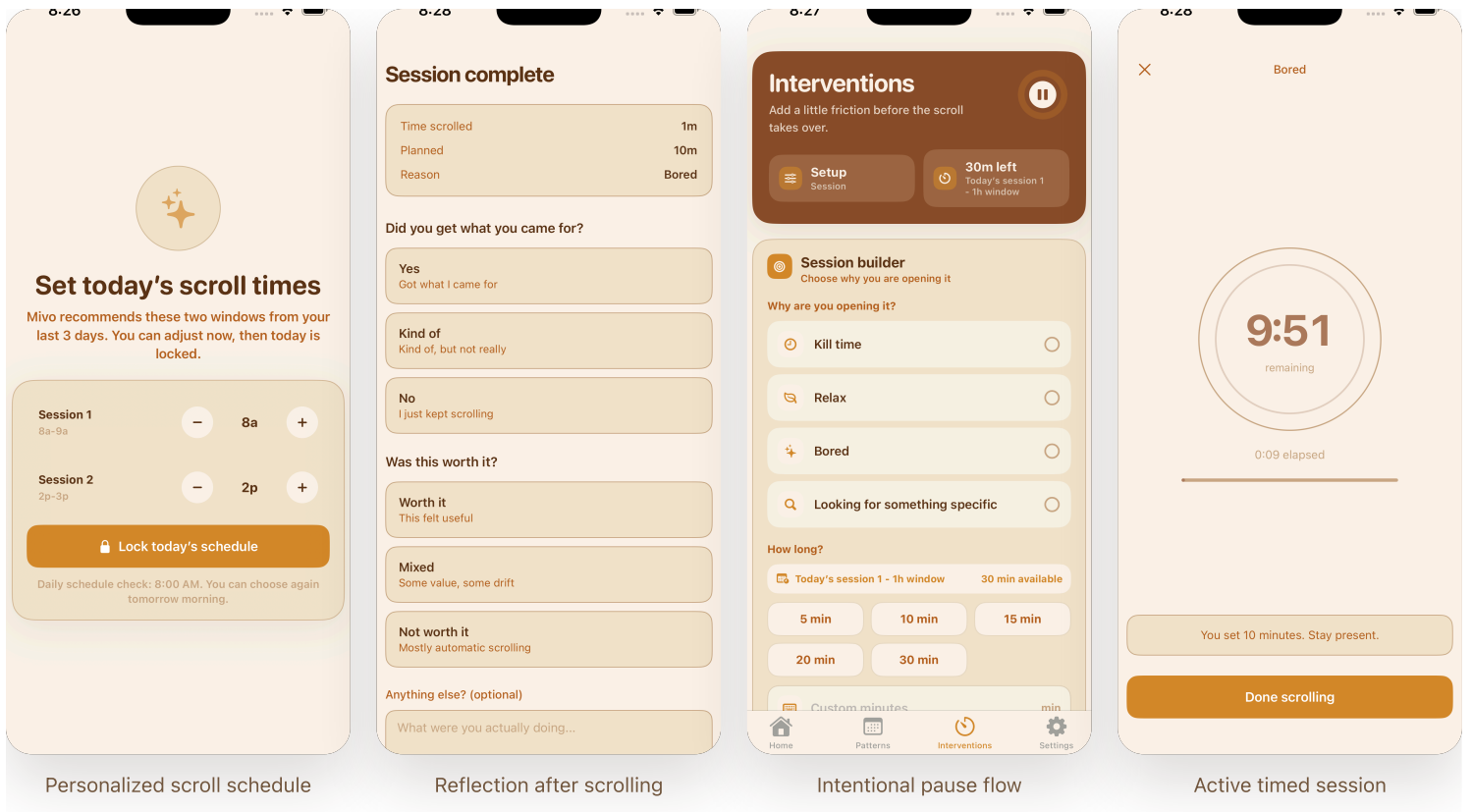
### Digital wellness without shame

Mivo takes a gentler approach than app blockers by building awareness before the scroll starts instead of punishing users after the fact.

### Student focus and attention

For students balancing school, social media, and stress, small moments of reflection can make technology use more intentional.

## App Screenshots



Personalized scroll schedule

Reflection after scrolling

Intentional pause flow

Active timed session

## Logo and App Icon



### Mivo logo / app icon

PNG, 500 x 500. Use for podcast/newsletter thumbnails, media kits, and outreach decks.

[Open Logo File](#)

## Short Description

Mivo helps you interrupt automatic scrolling by making each session intentional. Before opening a distracting app, users choose why they are going in, set a time limit, and let Mivo guide them back out when the timer ends. Unlike harsh blockers, Mivo is designed to build awareness, reflection, and healthier technology habits without shame.

App Store: [apps.apple.com/us/app/mivo-scrolling/id6762094544](https://apps.apple.com/us/app/mivo-scrolling/id6762094544)

Website: [usemivo.app](https://usemivo.app)