At Web Summit Rio 2025, PravaApp Launches to Help Users Reclaim Focus in a World of Endless Distraction

Escape useless screen time. Claim your focus with insights, self-awareness, and reclaim your life without blocking apps.

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Rio de Janeiro, Brazil – April 27, 2025 — *PravaApp*, an **ALPHA startup at Web Summit Rio 2025**, is launching a new kind of tool for a new kind of problem: not just too much screen time, but too little awareness of how we spend it.

In today's attention economy, users are surrounded by software designed to capture, distract, and fragment their focus. PravaApp offers a response grounded in insight, not control. It doesn't block apps or force detoxes. Instead, it tracks focus patterns, visualizes behavior, and invites users to engage with their attention in real time—and on their own terms.

"We've built PravaApp for people who want to understand their behavior, not outsource their agency," said Sebastián, founder of PravaApp. "Focus isn't a battle—it's a practice. And like any practice, it gets stronger through awareness and feedback."

A System That Learns with You
PravaApp analyzes each 10-minute slice of the day, classifying it as Deep Work, Shallow Work, Screen-Free, or Screen Sink. These sessions feed into a **personalized daily p-Index**—a score that reflects not just productivity, but consistency and intentionality.

But one of PravaApp's most powerful tools is its **AI Coach**, which delivers **hyper-personalized feedback** based on a user's real patterns. What makes it unique? Users can customize the coach's personality and philosophical leanings by selecting from a library of best-selling books and thinkers in productivity and digital well-being. Whether you lean minimalist, behavioral, or deeply cognitive, the coach adapts—offering daily guidance aligned with how *you* want to grow.

Why Now?
Distraction has become infrastructure. The challenge is no longer finding information—it's finding

clarity. Latin America, where mobile screen time ranks among the world's highest, reflects the urgency of this shift.

PravaApp meets the moment with a solution that respects the user, reveals the system, and builds the mental muscles required for deep, meaningful work.

About PravaApp
PravaApp is a cross-platform (Android + Windows) digital focus system that blends real-time activity classification, behavioral analytics, and intelligent coaching. Rooted in privacy and built for reflection, PravaApp helps users reclaim their time without relying on restrictions or dopamine hacks. Its AI Coach, Flow Profiles, and attention heatmaps are designed to help you *see clearly, act intentionally, and build sustainable focus habits*—without surrendering control.

At Web Summit Rio 2025, attendees will be among the first to try PravaApp's newest features and shape the future of productivity, one focused decision at a time.

Learn more at www.prava.app