

IMMEDIATE RELEASE

MOFT debuts Snap Flow Notepad & Stand - New Portable Focus Tool for Seamless Daily Activities

A MagSafe-friendly phone companion designed to help you capture inspiration, organize ideas intuitively, and enhance daily activities while on the go.



June 26, 2024 – MOFT is excited to announce the launch of the [Snap Flow Notepad & Stand](#), a minimalist focus tool for smartphones designed to effortlessly allow quick capture, focus and organizing ideas on the go. The Snap Flow will launch on Kickstarter on June 26 and will be available on the MOFT website starting August 1.

The Snap Flow is a four-in-one tool that includes a notepad, pocket organizer, built-in stand, and a foldable pen, all integrated into a sleek, lightweight origami-inspired design. It attaches seamlessly via MagSafe or using a magnetic ring.

An Analog Companion for Your Smartphone

The Snap Flow is a versatile tool for daily activities, providing a tactile medium to swiftly capture thoughts, focus, and turn ideas into actions. The pen and paper foster the habit of instinctive note-taking, enhancing organization, efficiency, and creative freedom. It also acts as a distraction-free zone, shielding users from digital interruptions and promoting deep focus. This space for physical note-taking heightens mindfulness and enhances productivity and creativity. Compatible with the MagSafe System, it offers immediate accessibility to seamlessly integrate into daily routines, improving the frequency of interactions that foster deep thinking in the digital world.

“Flow isn’t just about staying in the zone; it’s about smoothly moving from inspiration to creation to action. The Snap Flow is crafted to also physically flow with you to support this journey, adapting to your changing environments and needs with its minimalist yet comprehensive design.” - Julianna He, Founder of MOFT

Invisible Pen

The globally patented tri-fold design of the Invisible Pen is made for immediate, free-form and seamless use. It unfolds flat for convenient attachment to the surface via magnets. It glides smoothly across the paper, offering the satisfaction of handwritten thoughts while the mind flows freely.

3-Zone Design Tailored for Dynamic Actions

The Snap Flow is a personal space that allows individuals to seamlessly capture, organize and focus their musings, memos, and to-do lists, in a distraction free zone, ultimately transforming them into decisive actions. The accessory features **Three Zones: Canvas, Storage, and Reminder Board Stand** to enhance productivity with a simple 3-step creation loop: **Capture, Organize, and Focus**.

- The **Canvas zone** lets users quickly **capture** ideas with the Invisible Pen and **focus** without distractions.
- The **Storage zone** efficiently **organizes** and stores thoughts, ensuring easy access and effective organization.
- The **Reminder Board Stand** keeps track of progress and quick review of daily activities, transforming mobile devices into a productive workspace.

"As a serial entrepreneur always on the go and reliant on my phone, I needed a focus tool to manage daily information overload and translate important details into actionable results without relying on an app. Physically turning my phone face down allows me to disconnect, even if only momentarily, promoting offline time and personal reflection. The intuitive nature of using pen and paper fosters deep thought and requires no learning curve. Users can easily jot down thoughts and ideas, making it perfect for both planned activities and spontaneous moments of inspiration" adds He.

The Focus-to-Action Loop

The Snap Flow provides a personal focus space that facilitates seamless transitions from creative inspiration to decisive action, enabling a shift from idea generation to deep work and maintaining a continuous loop of focus and action throughout the day. With MagSafe compatibility, it allows for freedom, flexibility, and agility, functioning as a mobile focus system and conduit for creative flow, promptly converting ideas into actions.

"Snap Flow enables you to capture every spark and connect the dots, turning inspiration into opportunities for innovation. The process becomes fluid and unstoppable, ensuring every idea and note becomes part of a cohesive and efficient workflow. Capture insights in real time, in real space, with Snap Flow—where your creative process never skips a beat." continues He.

Key Features

- 4-in-1 Tool: Pen, Paper, Organizer, and Stand
- Foldable Invisible Pen, globally patented tri-fold design
- MagSafe-Compatible, secure snap attachment
- Built-in Phone Stand, unfolds into a daily reminder
- Dual Layer Organization, prioritize top-level actions and importance

Key Benefits

- **Instant on-the-go EDC:** The Snap-action mechanism securely attaches to your phone via strong magnets.
- **Focus-Enhancing Design:** Minimizes distractions, enabling deep focus and productive creativity.
- **Enhanced Organization and Retrieval:** Built-in folders and pockets offer quick access and efficient sorting of notes.
- **Tactile Note-Taking Experience:** Enjoy writing with the Invisible Pen, which unfolds flat for convenient storage.
- **Eco-Friendly Design:** Made with self-developed proprietary MOVAS(TM) vegan leather material that's non-toxic, durable, and water/scratch-resistant.

Empowering Minds On the Go:

Designed for tech innovators, entrepreneurs, creative thinkers, travelers, and pen-to-paper enthusiasts, the Snap Flow supports brainstorming, mind mapping, planning, and creative activities on the go.

- **Entrepreneurs and Professionals:** Swiftly jot down ideas, make quick decisions, and manage dynamic business tasks, ensuring efficiency and organization anywhere.
- **Productivity Enthusiasts:** Start the day with motivation by organizing tasks and goals, reducing stress and enhancing productivity and personal time.
- **Creatives and Makers:** Capture bursts of creativity and turn inspiration into actionable projects, staying focused amidst distractions.
- **Content Creators:** Capture inspiration and plan content in real-time, staying organized and maintaining creative flow under tight deadlines.
- **Travelers:** Document adventures, travel itineraries, and local experiences on the go with Snap Flow's compact design and easy access.

What is in the box:

Snap Flow, Invisible Pen, Notepad, Sticky Notepad, Magnetic Ring (for non-MagSafe compatible phones), and reusable packaging.

Colors

Single-Tone: Jet Black; Misty Cove; **Two-Tone:** Misty Cove x Sapphire; Navy Blue x Beach White; Taupe x Sunrise; Peppermint x Blackberry.

Availability

Starting June 26, the Snap Flow will be available for pre-order on Kickstarter for the early bird price of **\$39**. It will retail for **\$49**, launching August 1 on the MOFT website **www.moft.us**

"Kickstarter is the ideal platform to introduce the Snap Flow, connecting us directly with our community of forward-thinkers and efficiency enthusiasts." comments He.

About MOFT

MOFT stands for "Mobile Office for Travelers" and is dedicated to developing innovative solutions that enhance productivity on the go. Known for its design-centric approach, MOFT continues to support modern lifestyles with functional and aesthetically pleasing tools.

Review samples available upon request.

Press Kit: [Link](#)

Kickstarter Page: [Link](#)

For additional information, high-resolution images, or to arrange an interview, please contact: moft@statepr.com