Freeing Behaviour Through Technology

Stephen Phillips – Founder and CEO
ZappiStore

www.zappistore.com
“Subtracted value happens when we design for the wrong part of the brain (market research) or for an imaginary brain (that of homo economicus) rather than for the whole brain as it actually is”

Rory Sutherland
It doesn’t have to be painful..
“Not all mind bending substances are illegal.”
The Economist

“Isn’t research inspired by Behavioural Economics just good research?”
MRS Twitter
Faster, Cheaper & Better Decisions

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