

**FACT SHEET**

All information free for editorial use · As of May 2026



# Happy Journal

**THE APP**

Name	Happy Journal
Tagline	My private space for positive moments
Category	Lifestyle
Platforms	iOS 15.5 or later · Android 7.0 or higher
Available since	April 2026
Current version	1.0
Languages	English, German · further localizations planned
Price	Free

**BUSINESS MODEL**

Model	Freemium with one-time premium purchase (no subscription)
Premium price	€9.99 (one-time)
Premium unlocks	Backup (iCloud / Google Drive), device sync (iCloud), app lock (Face ID / Touch ID / fingerprint), reminders, full edit mode
Core features	Permanently free – no time or content restrictions

**PRIVACY**

All entries are stored exclusively on the user's device – no account required, no backend, no tracking, no data collection by BuddhaCat Publishing.

**CONCEPT**

Happy Journal is built on a simple but powerful idea: what we focus on shapes how we feel. When life gets hard, we easily lose sight of the good moments – even when they're still there. Grounded in the principles of positive psychology, the app asks four simple questions – including "What went well?", "What am I grateful for?", "What meaningful action did I take?", and "What new thing did I try or learn?" – that offer a low-friction entry point and gently direct attention toward the positive. No blank page, no gamification stress, no social-media mechanics.

**STORE LINKS**

Apple App Store	<a href="https://apps.apple.com/app/happy-journal/id6760539175">https://apps.apple.com/app/happy-journal/id6760539175</a>
Google Play Store	<a href="https://play.google.com/store/apps/details?id=eu.buddhacat.happyjournal&amp;hl=en">https://play.google.com/store/apps/details?id=eu.buddhacat.happyjournal&amp;hl=en</a>

**COMPANY**

Company	BuddhaCat Publishing e.K.
Headquarters	Munich, Germany
Founder & developer	Jan Schulenberg
Founded	2026
Website	<a href="https://buddhacat.eu/en">https://buddhacat.eu/en</a>

**PRESS CONTACT**

Email	<a href="mailto:press@buddhacat.eu">press@buddhacat.eu</a>
Phone	+49 89 32789221
Press kit	<a href="https://buddhacat.eu/press">https://buddhacat.eu/press</a>