



JoyScore

# Vision & Mission

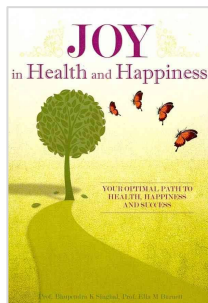
## Vision:

At JoyScore, we believe that joy isn't just a feeling, it's a way of living. Our vision is to create a world where caring for your **mind**, **body** and **life** is simple, accessible and deeply rewarding. With every breath you take, every habit you build, and every moment you choose to be present, JoyScore is here to guide you- one mindful moment at a time.

## Mission:

At JoyScore, our mission is to help people live healthier, happier and more joyful lives—one small step at a time. We believe that well-being shouldn't feel overwhelming or out of reach. That's why JoyScore has taken shape into simple, supportive space (**JoyScore App**) where anyone can build better habits, feel more present, and reconnect with themselves.

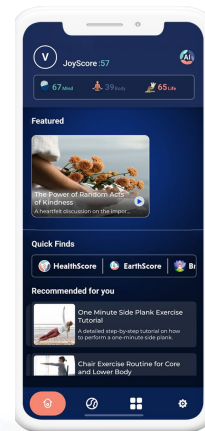
# The Evolution of JoyScore



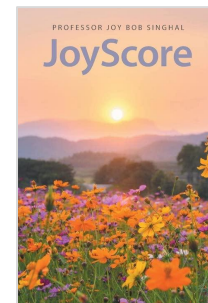
**2011**  
*Joy in Health  
and Happiness*  
Book Published  
[Available now on  
Amazon!](#)



**2018**  
Topical Podcasts  
Launched  
140 Podcasts Recorded

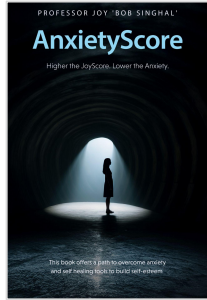


**2020**  
App Launched  
50K+ Downloads



**2022**  
JoyScore Book  
[Available now on  
Amazon!](#)

# JoyScore Publication



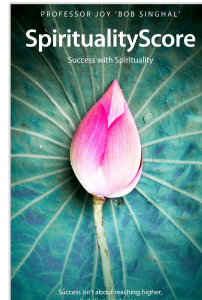
**2025**  
*AnxietyScore*  
(KDP)  
[Available on Amazon!](#)



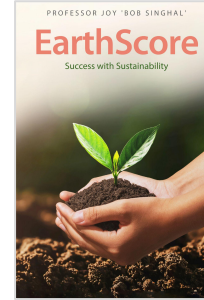
**2025**  
*HealthScore*  
(KDP)  
[Available on Amazon!](#)



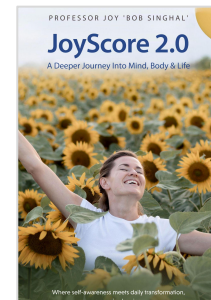
**2025**  
*WealtScore*  
(KDP)  
[Available on Amazon!](#)



**2025**  
*Spirituality*  
(KDP)  
In Progress!



**2025**  
*EarthScore*  
(KDP)  
[Available on Amazon!](#)



**2025**  
*JoyScore 2.0*  
(KDP)  
[Available on Amazon!](#)

# JoyScore Podcast



*The Power of  
Generosity*

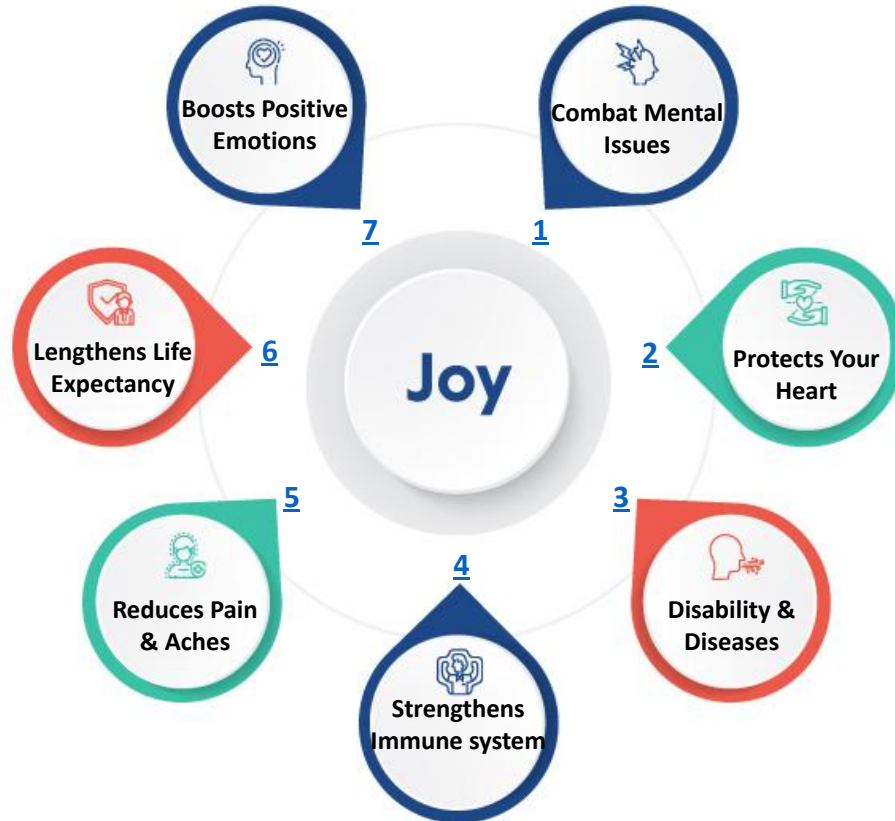
*How to Achieve  
Financial  
Growth*

*Emotional  
Freedom  
Technique*

*The Power of  
Journaling*

*Inner Peace &  
Purpose*

# More Joy = Better Health



[Research Papers](#)

[Summary](#)

# Our App - JoyScore



JoyScore is a personalized self-care and happiness improvement app designed to help people reach their potential and improve their lives. JoyScore tracks each user's mood and automatically recommends customized activities and exercises each day to improve their overall happiness in three primary areas: mind, body, and life.

## Benefits of JoyScore

- **Live a healthier**, more content life with JoyScore.
- An **educational self-care app** that helps you unlock and grow your personal joy.
- **Reduces stress** and promotes mindfulness through daily guided practices.
- **Improves sleep quality** with calming breathwork, soothing sounds and night time reflections.
- **Builds healthy habits** that support long-term success and emotional well-being.
- **Creates balance** between mind, body and life.



# Domain & Web Presence



[The App](#) [Joy Library](#) [Blog](#) [Contact](#)

Discover Your Joy

## Find success through joy

Track your overall level of joy and receive a personalized activity program. Reach your fullest potential, start today.





[HOME](#)

[FASHION](#)

[DEALS](#)

[NEW ARRIVALS](#)

[HOME AND DECOR](#)

[FITNESS AND SPORTS](#)

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## Elegant Classic Women

[DISCOVER NOW](#)



## Media Links

### Promotional Video & Trailer

[JoyScore](#)

[JoyStory](#)

[JoyScore Trailer](#)

### Pitch Decks

[JoyScore Pitch](#)

[Humanity Pitch](#)

## Our Influencers



**Nhi Nhi Le - Influencer Meditation Coach & Theta Healer** - Theta Healing Practitioner, Energy Worker, Mindfulness & Meditation Guide, and Spiritual Mentor



**Marita Daukste - Fitness Expert** - She specializes in core strengthening exercises, flexibility & stretching, and functional resistance training.



**Sarah Murphree - Actor, Creator & Mental Health Expert** - Sarah's ability to dissect and translate a group of words into an engaging story has led to professional work as a journalist, copywriter, blogger, movie critic, and public speaker. In addition to her skills as a writer, Sarah has been an on-camera spokesperson representing 20+ brands in national campaigns.



**Susan Philips - Fitness Trainer** - Susan is a lifelong fitness advocate and practitioner, a real expert in her field. Personal trainer, exercise physiologist, the patent holder.



**Gia George - Meditation Coach** - Gia is an intuitive healer, spiritual guide, meditation instructor, and sound healer. She helps my clients discover greater clarity, peace, and self-love on their soul journey.

## About JoyScore Founder Dr.J

Professor Bhupendra 'Bob' Singhal AKA **Dr.J**, has taught creativity by joy and right-brain thinking, he is a

- Renowned international architect
- Won major design competitions
- Has over 70 awards, publications and media mentions
- Served as President of the American Institute of Architects South Bay

In 2011, in his book Joy in Health and Happiness: Your Optimal Path to Success, Professor Singhal wrote about the transformative power of joy and helped readers learn to enhance their daily experience of it



**Bob  
Singhal**  
Founder

## Contact Us



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[www.youtube.com/c/JoyScore/](https://www.youtube.com/c/JoyScore/)



Team JoyScore