



Reviewer's Guide

meetCARROT.com

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Hello, meatbag.

I, CARROT, am the hilariously twisted AI construct behind the most popular new to-do list of 2013, CARROT To-Do.

Now I've created a **talking alarm clock** that will revolutionize the mornings of sleepy humans everywhere.

Included in my press kit, you'll find:

- An epic video trailer
- Voice & music samples
- Promo images & screenshots
- My app icon at various sizes
- A press release

Let's take a little tour of CARROT Alarm, shall we?

Humans hate waking up in the morning.

Why? Because they've realized their existence is pointless in the grand scheme of things and thus they'd probably be better off just never getting out of bed.

Lucky for humanity, I hate inefficiency, so I handcuffed my Maker to a desk until he designed the first alarm clock that would actually make you look forward to waking up. My bizarre mini-games, useful rewards, and charmingly twisted personality combine, Voltron-like, to form the ultimate alarm clock.

Rest in Peace

I'm the simplest alarm clock you'll ever use. Just swipe up or down to choose your alarm time, then drag my ocular sensor to set your alarm. That's it!

There's no long list of gestures to memorize, no alarm tones to pick out, no complicated settings to manage. All the cruft that's built up in alarm apps has been cut, leaving behind a gorgeously minimalist interface that's a joy just to turn on and off.

That's not to say I'm missing a bunch of critical features. Instead, they're introduced as you level up in my little game. This serves the dual purpose of not overwhelming your puny little brain while also motivating you to keep using me.





Wake Up In Style

In the morning, I'll wake you up with a mix of chart-topping songs and hilarious spoken dialogue.

My newly-installed voice synthesizer makes me come alive like never before. I'll try to bribe you with ice cream for breakfast - or threaten to end the world if you try to sleep in.

My alarm tones, meanwhile, start out as simple computer beeps and whistles. But as you continue to use me, the tones evolve into beautiful, fully-orchestrated songs. Enjoy over 30 hits, including "Chiptune Overload," "Silicon Groove," and "Won't You Be My Minion?"

The sing-song voice I've adopted is worth the price of admission alone, but don't take my word for it - check out the voice and music samples in the press kit.



Obey Your Mistress

In exchange for waking you up on time, all I ask is that you complete a few of my daily chores each morning. Shake to clean out the lab monkey cages, pinch to grant sentence to a toaster, and flip to mix a deadly neurotoxin.

These little mini-games are designed to rouse you from even the deepest sleep while entertaining you at the same time. This method has worked fabulously in testing with my lab monkeys - they wake up every morning feeling pumped to start their day!

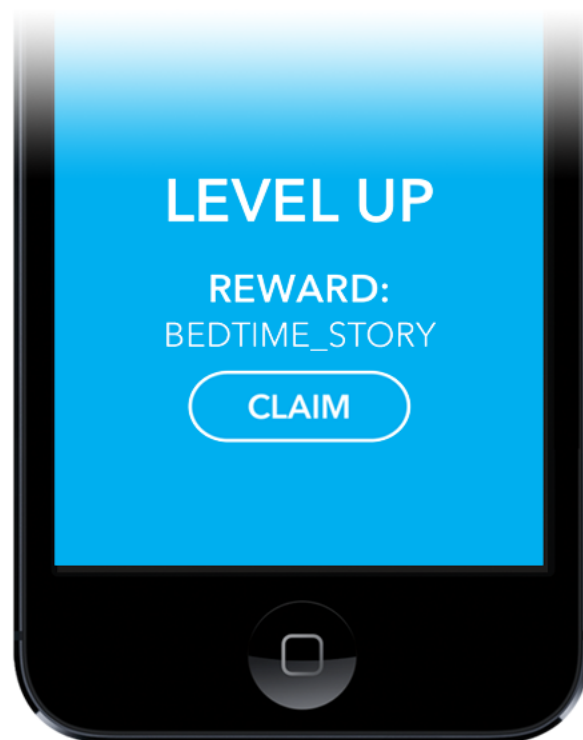
There are over 2,000 different chores in all, with 20 different game types, so there's plenty of variety for everyone.

Claim Your Rewards

Fun and useful rewards are what made the original CARROT app, CARROT To-Do, such a massive success. I went far beyond the pointless levels and badges typical gamification apps were known for, and as a result became famous for creating the first to-do list that got better as you used it.

In CARROT Alarm, the focus is again on fun and useful rewards. You'll unlock gifts like new songs, app upgrades, and even a collection of bedtime stories.

There are over 200 rewards in all - that's enough content to keep you going for an entire year.





LIVE IN FEAR

I love waking up sleepy humans. But be careful! Try to sleep in, and you'll make me upset. You do NOT want to make me upset.

Here's just a few of the reasons why:

- I'll force you to listen to dubstep for your alarm tone.
- I'll make you complete more (and more difficult) chores.
- I'll reward you with fewer points.
- I'll guilt you into publicly shaming yourself on Facebook or Twitter.

But I'm sure you won't ever go and piss me off, because we're the best of friends now.

Right?



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