



# Natality

AI-powered journaling



## KEY FACTS

**App name:** Natality: AI Faith Journal

**Platforms:** iOS & Android

**Launch date:** January 2026

**Pricing:** Free tier + \$6.99-\$10.99/mo

**Company:** Thoughthouse Ltd

**Location:** UK

**Press contact:** press@natality.app

**Website:** natality.app

*"Natality blends the honesty of journaling with biblical wisdom and coaching practices. Each interaction — whether typed, spoken, or reflected on — helps users uncover hidden patterns, clarify their thinking, and reconnect with the deeper story of who they are becoming. It's journaling, but with insight."*

Micah Yongo – Founder, CEO

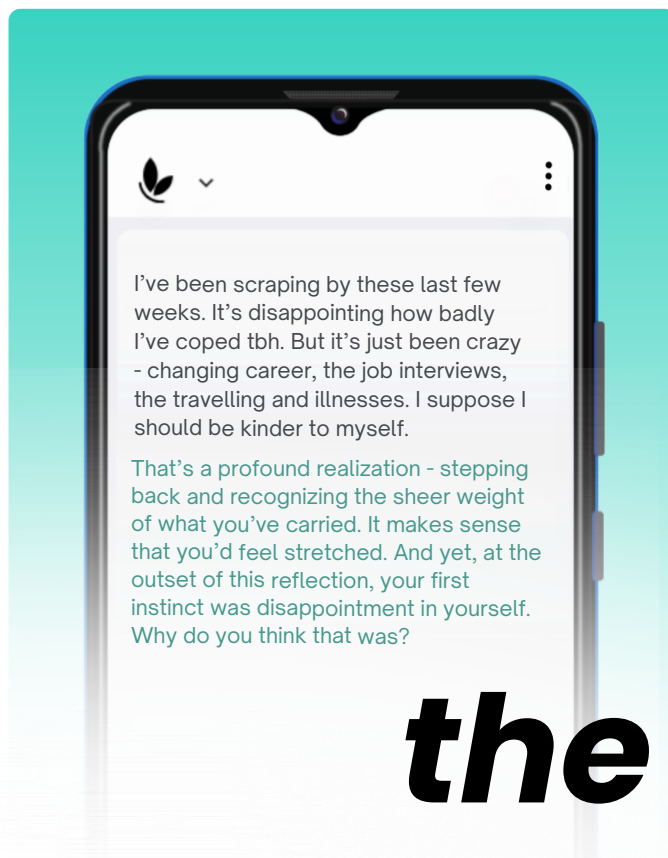
## ABOUT

An AI-powered journaling app helping people grow with clarity, purpose, and spiritual depth — one conversation at a time.

## OVERVIEW

Natality is a new kind of journaling app designed for people who want to understand the patterns shaping their day-to-day experiences, and the purpose pulling them forward.

Using conversational AI, reflective psychology, and faith-infused wisdom, Natality acts as a thinking partner and journaling tool for faith-led professionals, creatives and entrepreneurs.



# *the app*

Most wellbeing apps help users track moods, build habits, or log symptoms. But they rarely help people understand the meaning inside their experiences. Naturity was designed to change that.

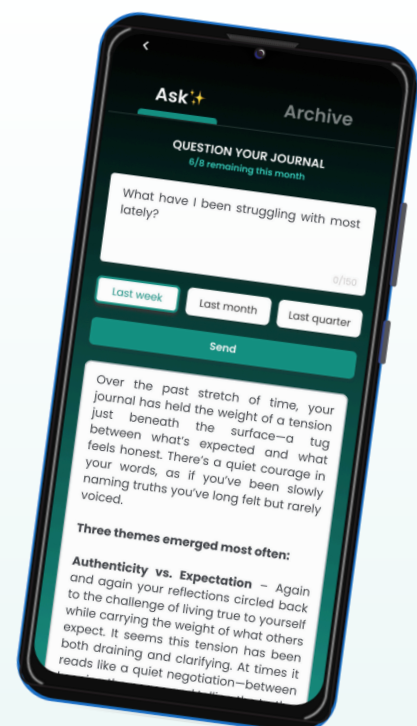
At its core, Naturity is a **conversational journaling app** that uses purpose-built AI to support reflection, clarity, and personal growth.

Through text or voice, users can offload their thoughts and receive guided prompts shaped by coaching frameworks, spiritual formation practices, and reflective enquiry.

It's deeply personal, never prescriptive, and designed to help users process their experiences, challenges, and decision-making — so they can stay aligned with the goals and growth they're in pursuit of.

The app's **Insights** feature surfaces recurring themes from entries and reveals patterns users typically don't notice — moments of quiet resilience, repeated sources of stress, forgotten joys, or areas asking for attention. These insights come with simple next steps for reflection, prayer, or action, helping users move from awareness to devotional practice.

Naturity also offers a global **community feed** where users can share reflections, ask for prayer, and connect with others pursuing purpose in their work and calling. It's a space for Christian professionals and creatives to gather, encourage one another, and build meaningful networks without algorithms or ads getting in the way.



# Key features

## AI journaling

*A purpose-built AI trained on proven coaching frameworks and biblical wisdom, shaped by over a decade of mentoring experience. It offers a conversational, interactive way to journal — not prescribing answers, but helping users clarify, unpack, and deepen their thinking as they write.*

## Voice journaling

*Speak-to-write technology that lets users voice their thoughts freely, to capture reflections in real-time — making journaling accessible anytime, anywhere.*

## Insights

*A powerful feature that allows you to ask questions to your journal, reading across your entries to reveal patterns — recurring themes, emotional cycles, hidden strengths, or consistent prayer points — with next steps for reflection or action.*

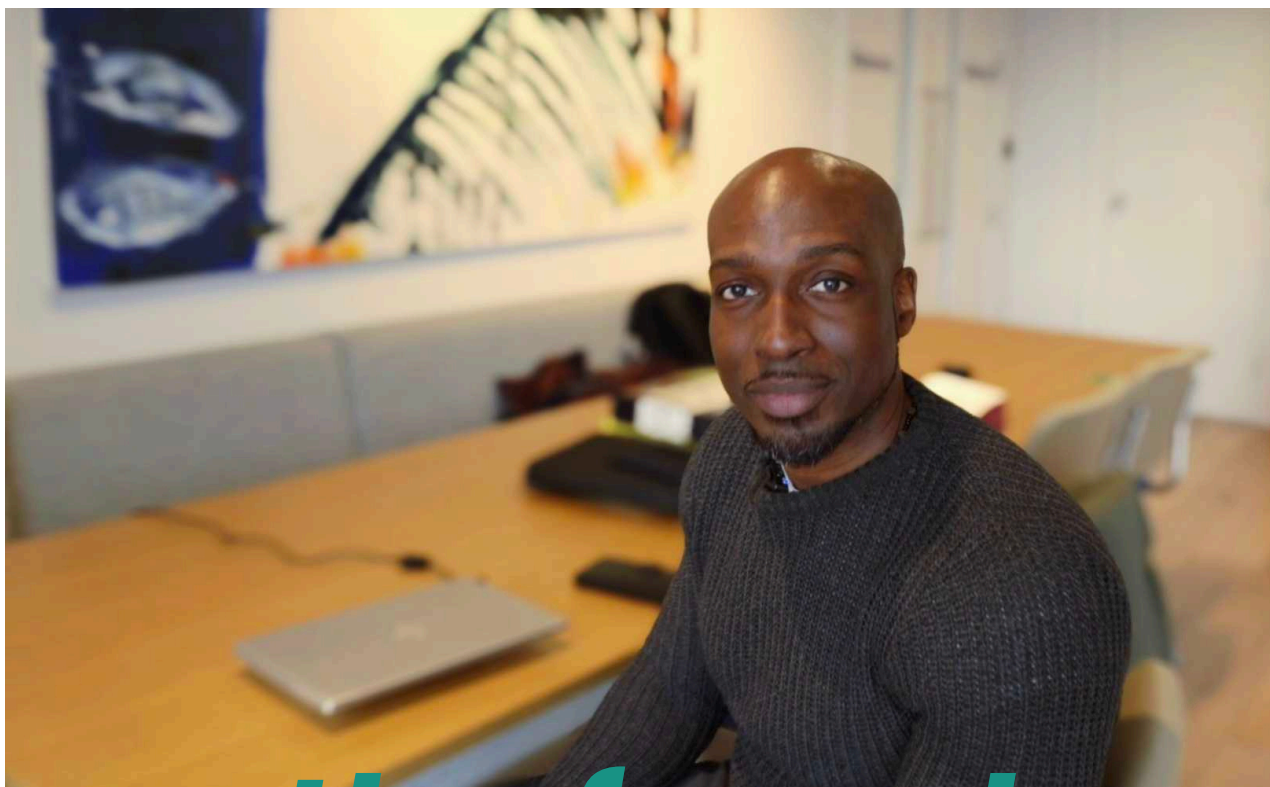
## Community feed

*A space to network and connect with other users for reflection, prayer requests, and shared purpose. No algorithms, ads, or noise — just genuine connection.*

## Explore (coming soon)

*Meditations, guided prayers, and sleep stories created by contributors from across the Christian and wellbeing landscape.*





# *the founder*

## The story behind Natality

Micah Yongo is an author, consultant and coach.

He's worked with people at wildly different ends of the spectrum: from those battling substance abuse and mental health crises, to bestselling authors and millionaire CEOs.

Through over a decade supporting others he began to notice something. Sitting with people navigating addiction. Listening to others unravel under the weight of anxiety and unprocessed trauma. Coaching high-achievers who had everything yet still felt displaced from themselves. Across wildly different lives, one pattern kept reappearing: real change didn't come from good intentions, but from people being given a deliberate, structured way to process their own story, often through writing.

Micah first discovered this through his own writing. What began as a creative outlet — allowing him to author two acclaimed novels, numerous essays, and specialize in content design and strategy for tech start ups — became a disciplined journalling practice that helped him process trauma, clarify his thinking, and realign his life's direction. Over time, he began teaching clients to use journalling as a framework for insight, decision-making and purpose.

Meanwhile, his work in tech raised a new question: could there be a way to bring these areas of expertise together to make this transformative process accessible to anyone, not just his clients?

Natality was the answer. A platform born at the intersection of journaling, coaching and technology — designed to help people unpack their challenges, identify patterns, and move toward purpose with clarity and intention.



## Founder bio

Micah Yongo is a UK-based writer, coach, and digital consultant whose work spans tech and wellbeing. After years coaching creatives, entrepreneurs and postgraduates, he saw how often people wrestled with purpose alone. Drawing from his background in mentoring and technology, he created Naturity to help people think more deeply about their lives and live with greater clarity.



His mission is simple: to help people uncover the meaning inside their everyday experiences, and unlock the potential they were born for.

## Quotes from Micah

*"AI is not a substitute for human wisdom or the Spirit's work. But in a defined, thoughtful context, it can help people process their lives with greater clarity, much like a good workbook does – the difference is this is a dynamic workbook that operates in real-time. To my mind, the Church has always stood at the frontiers of technology. Naturity simply continues that tradition: boundaried innovation in service of purpose."*

*"Treating AI as a cure-all is misguided. But giving it a clear boundary and a gospel-shaped purpose opens powerful opportunities. Christians were among the first technologists – Gutenberg changed the world – Naturity exists in that lineage, using modern tools to strengthen reflection, calling, and spiritual growth."*

## What users have to say...

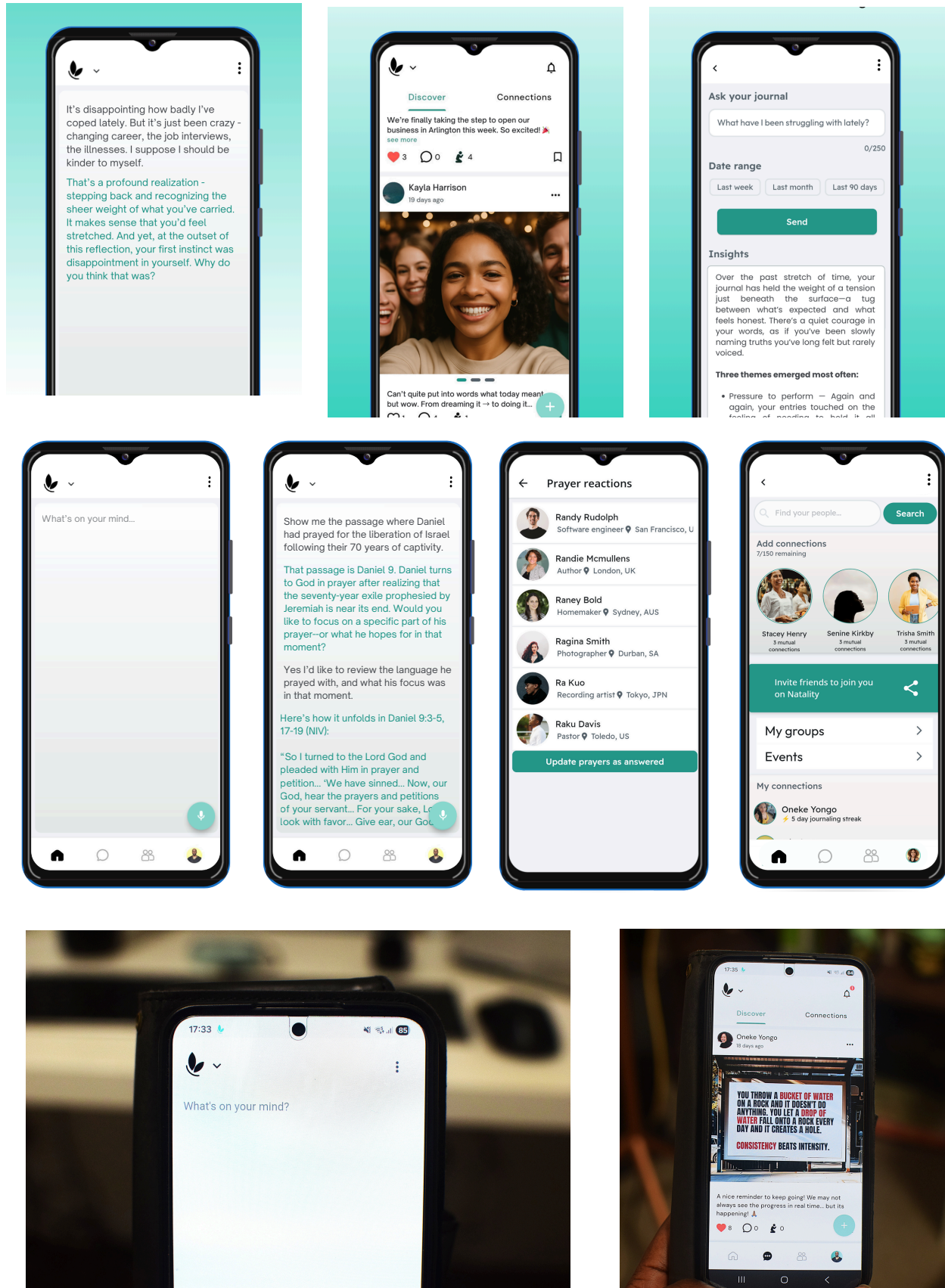
"Oh. My. Days... it's fantastic! So phenomenal!"

"It helped me to reframe a struggle in a way I wouldn't have thought of myself. It gave me different ideas on how to move forward."

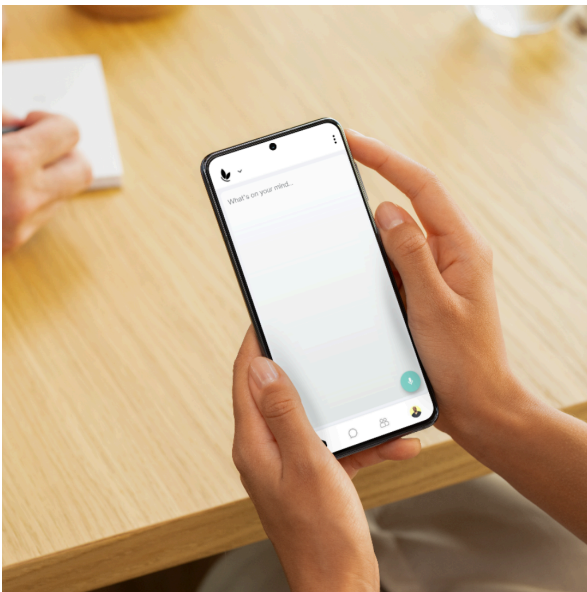
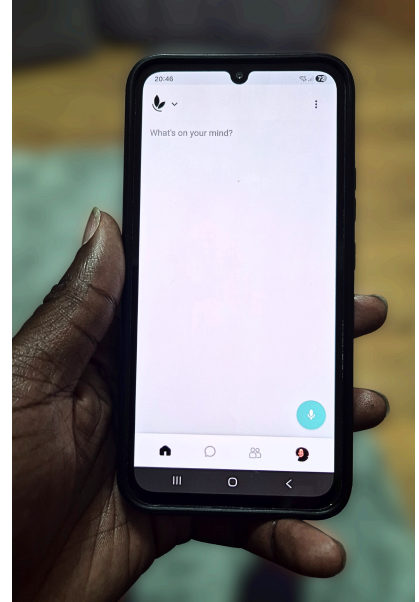
"It's really good! The AI responses are very thoughtful."

"It's 1000x better than just using ChatGPT."

# Assets



# Assets & logos



# Fact sheet

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**Platforms:** iOS & Android

**Pricing:** Free tier + \$6.99-\$10.99/mo

**Core Features:** AI journaling, Insights, voice journaling, community feed.

**Target Users:** Purpose-driven, spiritually curious, reflection-oriented adults.

**Press contact:** [press@natality.app](mailto:press@natality.app)

**Website:** [natality.app](https://natality.app)