

# Calm in Motion

A poetic wellbeing App for individuals with Tourette Syndrome and Chronic Tic Disorders

**Created by William Hartwick | In partnership with The Invisible Backpack**

*You don't need to be still to feel calm.*



# Why This Matters

## 80M+

Global Impact

People living with Tourette Syndrome or Chronic Tic Disorders worldwide

## 4+

Co-occurring Conditions

Many also experience autism, ADHD, OCD, or anxiety, creating layered emotional and sensory needs

Yet there are very few tools that offer **real-time, gentle emotional support**, especially for children, teens, and neurodiverse individuals.



# Support That Speaks Their Language

## Current Digital Tools

Most digital tools focus on **tracking, therapy, or metrics**.

But what about feeling *heard*? *Tourette's is very visual but we also want our voice and our emotions to be heard.*

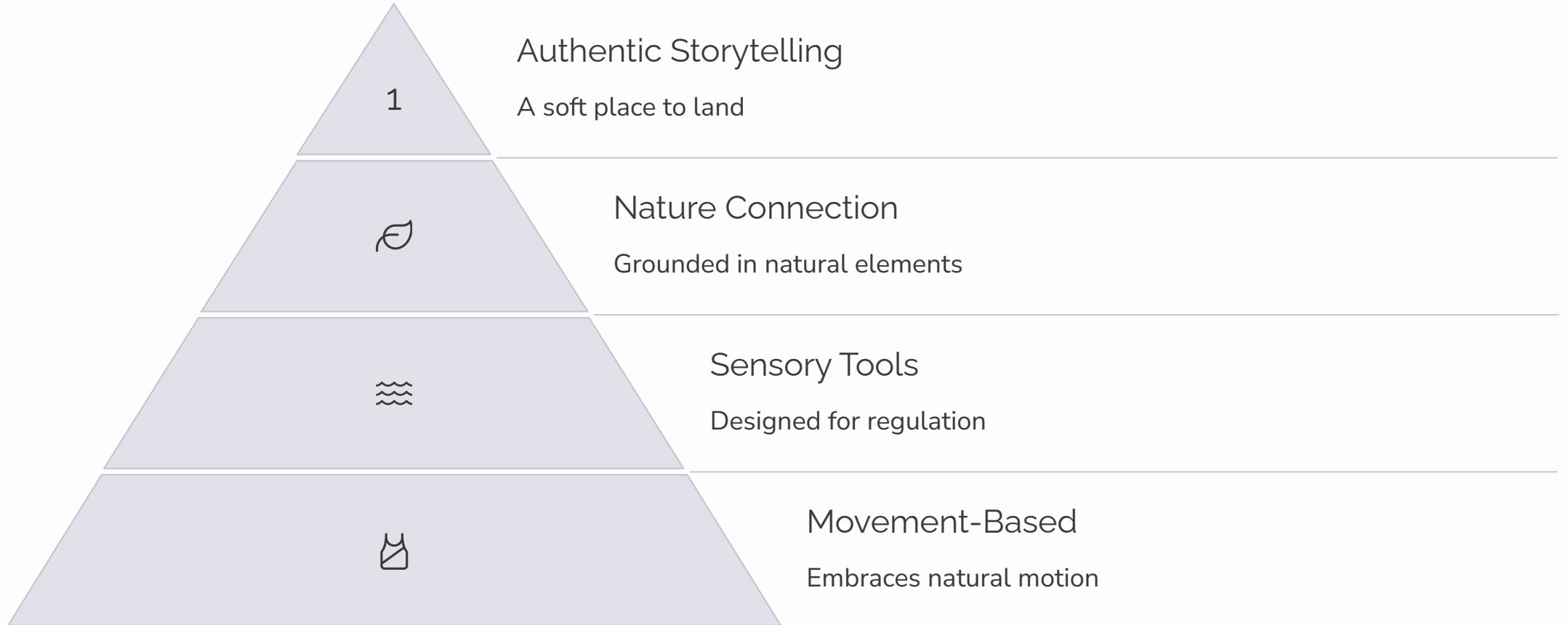
What about soft, sensory-safe support that feels like a friend, not a fix?

## A New Category

*Calm in Motion* creates a new category:

Human-first, story-driven emotional care.

# Introducing Calm in Motion



A poetic wellbeing app grounded in the lived experience of Tourette's. It doesn't tell users to mask or suppress, it helps them regulate, reflect, and reclaim their own rhythm.

# The Voice Behind Calm in Motion



## Personal Journey

William Hartwick is diagnosed with Tourette's

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## The Invisible Backpack

His poetry has touched lives around the world



## Digital Platform

Expanding impact to more schools, homes, and hearts



## Calm in Motion

A gift to the global Tourette's community

He knows what it means to feel different, and what it takes to rise above shame, silence, and misunderstanding. With *Calm in Motion*, William offers the next chapter of that mission: helping every individual discover their voice, their calm, and their power to thrive.







# In a World of Noise, This Is Human



Rooted in real-life  
experience

Not AI scripts



Built on poetry, rhythm,  
nature, and reflection

Authentic creative expression



Designed to reconnect us

To ourselves, to the earth, and to each other

In a tech-saturated world, *Calm in Motion* offers something rare. It's not just an app. It's a movement toward gentleness, dignity, and hope.

# What Calm in Motion Offers



## Poetry Cards

Reflections written and voiced  
by William



## Motion Moments

Gentle, movement-based  
calming cues



## Ocean Soundscapes

Immersive ambient audio



## Daily Journal

A soft space for reflection and  
release



## Today's Prompt

One inspiring message to start  
or end the day



# Gentle. Flexible. Free of Judgment.

No performance tracking

Use the app without feeling monitored or measured

Sensory-friendly layout

Designed with neurodiversity in mind

Calming visuals and voices

Soothing aesthetic throughout the experience

Optional interactivity

Engage at your own comfort level

Created for users with tics, stims, high sensitivity, and emotional intensity.  
Soft tech for strong souls.



# Tools That Move With You



## Mindful Movement

Prompts for walks, stretching, breathwork

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## Everyday Environments

Movement cues for homes, schools, nature

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## Portable Poetry

Based on William Hartwick's unique poetry

An anchor for emotional safety

This isn't just about screen-based calm. It's about **bringing grounding into everyday life**. Calm in Motion is not just used.

It's lived.

# A Companion to The Invisible Backpack

Calm in Motion App	The Invisible Backpack Membership
Daily self-regulation	Group reflection + resilience
App-based and private	Live and interactive
Voice-led, poetic support	Story-led emotional tools
Individual experience	Community growth

Together, they provide a **complete emotional toolkit**.



# Where We're At Now

No-Code Prototype  
Building with Glide and Canva

Educational Insight  
Informed by learning principles



Lived Experience  
Guided by authentic understanding

User Feedback  
Incorporating community insights

We're building a **no-code prototype** using Glide and Canva. This is a concept in active development, guided by lived experience, user feedback, and educational insight.



# Empowering a Global Community



## From Misunderstood Child

William's personal journey began with challenges



## To Inspiring Educator

Transforming experience into wisdom



## Creating a Bridge

From pain to power, from overwhelm to expression



## The Ripple Effect

Stretching into homes, classrooms, and hearts

This is more than an app. It's a story shared. A stigma rewritten. William's journey proves that individuals with Tourette's have a *unique light to offer the world*. *Calm in Motion* is his next gift.



# The Invisible Backpack



“A Life of Courage”