Ex-Servicemen Collaborate With Borne Digital To Launch Life-Changing App

Tuesday 7 June, 2016

From Borne Digital comes Nurture, a ground-breaking new app designed to improve the lives of those who are suffering from life-changing injury or trauma.

Former RAF Flight Lieutenant Paul Dixon and his business partner ex-RAF policeman Lee Cairns came to Borne after creating the idea for an app which is ‘always by your side and always on your side’.

Both Paul and Lee suffered life-altering injuries. Paul spent three years in a military hospital after falling from an obstacle course and damaging his spine in 2011, whilst Lee was left paralysed from the waist down after a car accident in 2004.

The app was developed and created by Borne Digital, a mobile app development agency based in London, whose other projects include Social Concierge, an invite only dating club, and Buzzhire, an app for temporary, on-demand staff.

The pair approached John Radford, founder of Borne Digital with their idea for Nurture, and were thrilled when he and his team took on the project. Starting work in October 2015, the app went live onto the App Store on April 19th 2016.

Borne Founder John Radford commented,

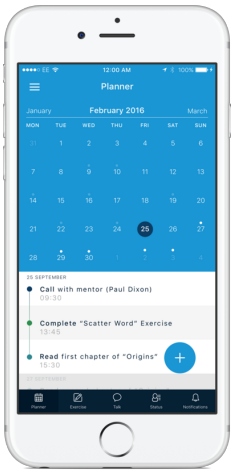
> “we are delighted to have had the opportunity to contribute to such a worthwhile cause. At Borne we help build companies from scratch and never have we worked on one that was so rewarding. We look forward to continuing our great relationship with Paul and Lee and working towards evolving this ground-breaking product”.

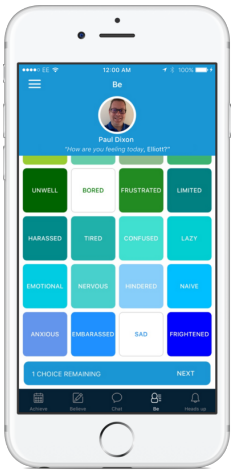
The app includes an easy-to-use emotions tracker and enables you to set yourself realistic goals in order to aid recovery. It has a strong emphasis on community, allowing users to join other Nurture members in an online chat to discuss progress and offer support. Another feature is its live chats or video calls with the user’s personal mentor, in order to help them on their journey and review progress.

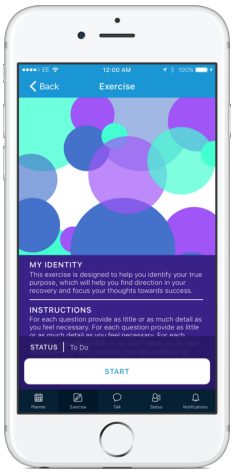
As Nurture grows, niche versions will also be developed, allowing the user to target more specific areas of their life, such as bereavement, relationships or career development.

For more information about Borne Digital please visit our website, and for more information on Nurture please visit Nurture App

Media:







Company Contact:

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Borne Digital

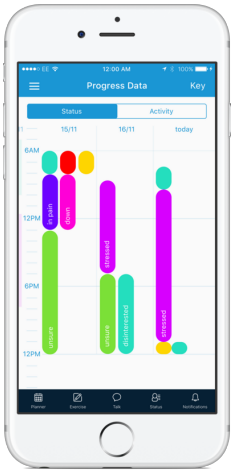
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