

# The Mobile Yogi

*Premier source for yoga content and for mobile app development*



## Quick Look

Founded in 2010

CEO: Sebastian Holst

Company size:  
1-10 employees

Over 110,00 users

## Learn More

 [themobileyogi.com](http://themobileyogi.com)

 [@themobileyogi](https://twitter.com/themobileyogi)

 [/TheMobileYogi](https://www.facebook.com/TheMobileYogi)

While large corporations have more resources to spend on promotion, the mobile app space offers an opportunity to level the playing field. A clever app can yield just as much benefit for a small company.

The biggest hurdle to enter the app market, however, is development costs. Since small businesses are less likely to have in-house programmers and contract app development can be expensive, some are reluctant to invest in mobile.

That's where ACT member Sebastian Holst comes in.

Sebastian is an Ohio-based software developer and yoga devotee. His wife Dawn is an instructor and they had the idea to combine their expertise to create a mobile app for yoga companies.

Sebastian explains why this was an obvious partnership: "Most yoga studio owners don't have the resources to make their own app. But because yoga services are fairly standard throughout the industry, we were able to create an app platform easily customized to meet the needs of most studios."

Sebastian also brought his skills as a filmmaker and musician to the process while Dawn provided the instruction. He filmed his wife performing a number of yoga poses while his compositions served as the background music.

The result was The Mobile Yogi. It provided studio owners an affordable alternative to creating an app from scratch. And Sebastian's design and artistic skills lent the final product a professional appearance that customers find attractive.

Adding information like hours of operation, schedule, location and directions, Sebastian was able to tailor each app for studios throughout the country.

Now, when yoga enthusiasts travel, they can easily find a studio in their area. Or they can take their yoga with them, using the videos and to build a class to use in their hotel room.

Sebastian is thrilled to have topped over 110,000 users this summer. "We have users spanning all nationalities and walks of life. Our trend line keeps continuing to climb."