Amba

PRESS KIT 2026

The app that brought back 100,000 hours.

Bringing people back to real life. Berlin.



BROUGHT BACK SO FAR

100,000

hours brought back.

Over the past months, 100,000 hours didn’t disappear into the feed. They happened in conversations, out in the city, with music turned up a little louder than planned, and on evenings people still remember.



WHY IT MATTERS

Time is the one thing we can’t scroll back.

Attention is a resource you can’t get back. Every minute that slips into the feed on autopilot is missing somewhere else: in a conversation, on a walk, on an evening with friends.

Amba was founded on the belief that exactly these minutes count. The 100,000 hours Amba has already brought back prove that this idea makes a real difference in people’s everyday lives.



OUR MISSION

Bringing people back to real life.

Bringing people back to real life is the idea Amba grew out of. It’s about spending the time we’re not on our phones more consciously on our own lives. Meeting friends, doing something spontaneous, discovering new places, trying things for the first time, and stepping out of our comfort zone now and then.

Amba creates the space for you to take your time back.

THE IDEA

From impulse to choice.

Screen time limits and focus modes already come with every phone. The catch: one tap and they’re gone. “15 more minutes” is pressed faster than you can think about it.

That’s why Amba relies on something physical. The app is paired with an Amba tag, and opening a selected social media app requires the tag. A small but noticeable hurdle that turns the step to social media into a conscious one.

1

Grab the tag.

2

Take a moment.

3

Then open.



Amba doesn’t forbid anything. The tag just creates a brief moment in which the decision is yours again.

OUR STORY

The team behind Amba.



Bastian Fischer

28 · Co-Founder

Bastian studied computer science and spent several years in software development. He knows the technical structures and mechanisms behind digital apps and brought that knowledge into building Amba.



Yves Maurice Clever

27 · Co-Founder

Yves comes from marketing and has spent years exploring how digital media shapes our behaviour. He knows first-hand the habit of reaching for the phone on autopilot throughout the day.



WHAT WE HAVE ALREADY BUILT

From app to real life.

Amba has long since moved beyond the App Store. Four real-life stories where conscious offline time turned into shared experiences.

Reformer Club

Our first event: a Reformer class followed by Brunch & Connect. Over coffee and matcha, the community stayed on, got to know Amba and got talking.

Spazierclub Berlin

Together with Spazierclub we walked 10,000 steps through Charlottenburg, with lots of good conversations.

Urban Floats

Together with Urban Floats we threw a boat party on the Spree, with great music and lots of new faces.

La Pampa

In the tiny houses, the Amba tag is part of the wellness package: a small on-site reminder that helps guests spend their time consciously offline.

And many more to come.

THE BIGGER PICTURE

It started with a habit we wanted to break.

It started with a very personal observation: how often your hand reaches for the phone before your mind has even decided. That observation became an app, the app became a tag, and the tag became a growing movement around Reformer classes, walks, nightlife and tiny houses.

The product starts on your phone.
The idea happens in real life.

AT A GLANCE

Amba facts.

FOUNDED	2025 in Cologne, now based in Berlin
FOUNDERS	Yves Maurice Clever & Bastian Fischer
FOCUS	Digital wellbeing, conscious smartphone use, bringing people back to real life
MILESTONE	100,000 hours brought back
FIRST EVENTS	Reformer Club, Spazierclub Berlin, Urban Floats, and many more to come

Amba

Bringing people back to real life.

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