Bearmore.

From our founder's perspective.

A few questions and answers with [Aulay MacAulay](#).

Aulay Macaulay is a commercially successful entrepreneur based in Australia's Sunshine Coast. He loves building frameworks and software and he's never forgotten how to wring the most out of life. His previous project was a successful B2B SaaS platform in the HR ecosystem. It was a great product, that served it's purpose well.

This time, Aulay is turning his attention to something more personal: a B2C platform in the health and longevity space. It's designed to meet a clear need for everyday users and also carries meaning for him, blending his expertise in technology with his deep belief that living well can and should be accessible for anyone who wants it.

What drew you personally into the longevity space?

If you're a half-decent friend, sibling, or just someone paying attention, you notice it. People are really trying to make their lives better and losing steam. You just need to look around, in your real life and online communities. And for me that also includes looking in the mirror. It's evident we all want to feel better, there's such strong interest on every social media platform you look at, online forums, in our purchasing decisions. But it gets noisy. And you see people getting overwhelmed, burnt out, disappointed. Unfortunately the net effect of that is less time spent doing actual things that will be health empowering. It's no wonder we end up kicking the can down the road with our health and happiness.

For me, that raised a simple question: what if I could build something that actually helped? Something that gets people to stop watching from the sidelines and start trying the things they know about. Not just talking about it, actually doing it. And then sticking with what makes a real difference. That's what's pulled me in and hasn't let go.

Who are your ideal users?

Our ideal clients are people who want to live well for longer, but are getting tangled up in the noise of the longevity world...big promises, conflicting advice, ongoing purchasing demands. They're health savvy but time poor. Curious but at risk of becoming skeptical. They've tried other apps, numerous supplements, a plethora of routines. But too many false starts means they're still looking for something that will actually result in them feeling the way they want to. Bearmore is built for people who want results.

We've cut through the noise so they can get into what actually works and build momentum in a way that fits their life and not some fantasy schedule.

The core problem we solve is restoring trust. We make it easy to get started, easier to stay focused and to stick with result-giving practices. We do this by combining high-quality guides, personalisation and post-session insights related to their specific efforts. And it's all rooted in evidence and delivered with zero nonsense.

Looking ahead, what major features, markets, or verticals are you planning to tackle in the next 12–24 months?

There's so much I'm excited to build over the next 12 months! Optimally stacked activity Bursts, advanced analytics, and smart integrations are just the start.

Another fun question to tackle is what does Bearmore look like in the real world? I'm curious to explore the partnerships and formats that could bring this work offline and into communities. Whether that's in coaching, events, gyms, or unexpected collaborations.

And if I let myself look a little further ahead (always risky), I'd love for Bearmore to be contributing something meaningful back to the scientific community, especially through the insights we're gathering around activity efficacy, personalisation, and follow-through. We've been lucky to build Bearmore on the shoulders of great research. If we can offer something useful in return, that's a debt I would be proud to pay back.

How would you describe Bearmore's core product suite? What makes it unique in the marketplace?

At its core, Bearmore offers a curated library of 40+ evidence-backed activities, paired with high-quality practice guides and a highly personalised experience that helps you try activities that might have been outside of current habits but are shown to offer something valuable for your particular needs. Everything is designed around one question: what will actually move the needle for what matters? We start by learning exactly what matters to each person, then do the work of matching them with the activities that offer the best return on their time. That's what helps them gain traction.

Unlike most wellbeing apps, we're not just tracking behaviour or narrowing in on a single activity as the solution. We're helping people pick from a broad set of effective 'tools', make sense of their efforts and see their actual progress. This means they stay on track with what matters to them regardless of what kind of day, week or month they are having.

How do you define "longevity"?   Is it lifespan, healthspan, or something else entirely?

To me, the concepts of longevity and wellbeing go hand in hand. I don't separate them. It's not just about how long you live (lifespan), or even how long you're healthy (healthspan). It's about staying

healthy, happy, AND ready to face life's inevitable ups and downs. That's longevity to me: resilience across the long game.

What trends in the longevity or preventative health space do you think are being overlooked right now?

The longevity space is obsessed with cutting-edge tech and biohacks to extend life, chasing the latest wearables, peptides, recovery practices and extreme routines. But those protocols often leave people feeling 'result-less', unfulfilled, still stressed, and a little more uncertain.

The thing we're missing is how to live well today. In a way that's sustainable, regardless of how ambitious our future goals are, how little free time there is after a full day, how much pressure we're under at work.

The overlooked trend? Building a life that's both physiologically optimal *and* personally meaningful. Most tools in the longevity space track behaviour, they don't help sustain or give meaning to it. We don't need more biomarkers, we need better design, better guidance, and better support systems that help people follow through. I believe that's where the real gains in preventative health are hiding.

How do we ensure longevity innovations don't become something only accessible to the wealthy?

At Bearmore, we believe wellbeing should be accessible. The core experience, including our activity guides, interest recommendation engine, and essential practice tools, is and always will be free. We're building something ambitious, and yes, that means we'll eventually charge for certain features. But we're doing it openly, fairly, and with no bait and switch. This space doesn't need more exclusivity. It needs better design, better guidance, and better access to what moves the needle.