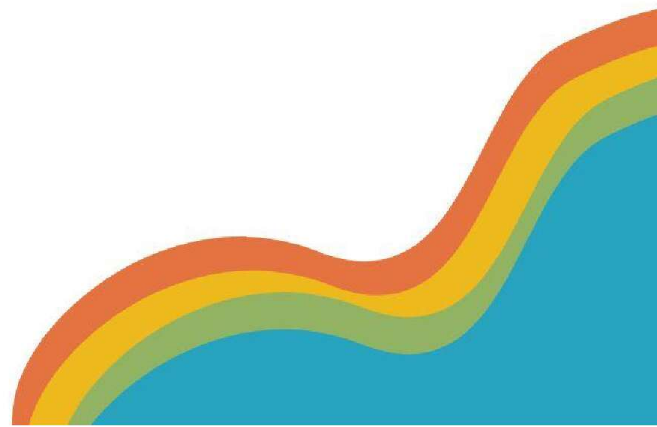




Be There. Forever.





“

My father left me a box of treasured memories, meaningful trinkets, candid stories and cultivated wisdom, meant to be shared among family and stored for future generations. I am building this company in his honor.

Art Shaikh,
CircleIt Founder & CEO



THE PROBLEM

People strive to stay connected.

Connected to work.

Connected to school.

Connected to friends.

Connected to family.

They crave involvement in the lives of their loved ones and look for outlets to help facilitate that.

In the end, everyone wants to leave their mark in this world.

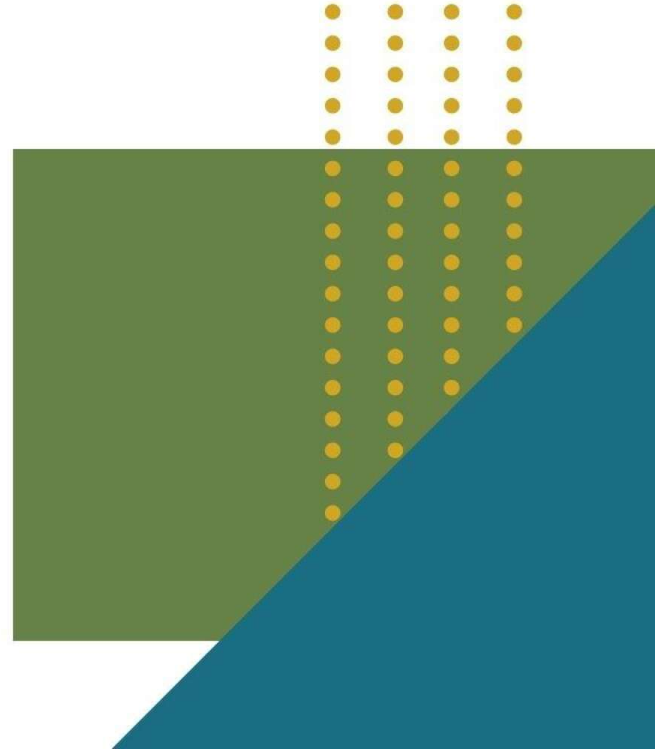
They want to be remembered.

THE IDEA

Build a trusted, private and secure generational platform to promote communication across generations while fostering bonds across time.

A unique platform that will allow members to send messages, cards, gifts and more to to be delivered to any future date.

Even after they're gone.



THE SOLUTION

MEET CIRCLEIT.

A first-of-its-kind platform that gives members the ability to preserve their past, document their present and be there for future generations.

PRESERVE THE PAST

- Build specialized profiles for your ancestors
- Store and share old family photos and videos

DOCUMENT THE PRESENT

- Real-time chat, voice and video calls
- Capture and share memories with family near and far

BE THERE FOR GENERATIONS

- Send cards and physical gifts to any future date
- Your detailed profile will live on for generations

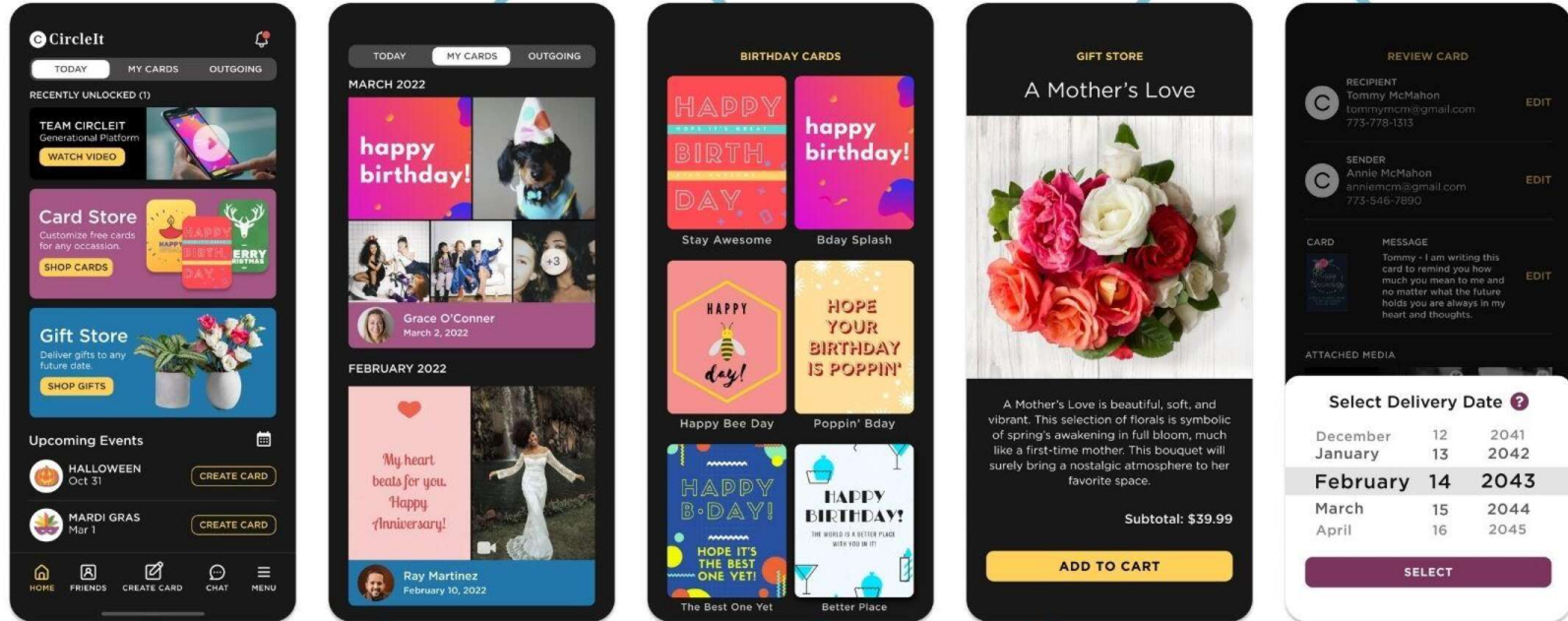
NOVEMBER 1926

Sera and I moved into our new house on Landover. My job was to take care of little Junior as the rest of the family helped with..



THE SOLUTION

Advancing technology makes generational connection possible.



EARLY ADOPTERS



SHORT TIMERS

18M Annual Cancer Cases

50M Alzheimer's Patients

70M Baby Boomers



FORWARD THINKERS

139M Births per Year

24M First Time Moms



RISK TAKERS

66M Military Personnel

13M Law Enforcement

96M First Responders

OUR PATENTS & TRADEMARKS

1 approved patent and 3 patents pending.

Title of invention: Method and systems for scheduling, indexing, categorizing, and triggering digital content & gifts for future delivery.

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MILESTONES



2018

THE IDEA
OF CIRCLEIT
WAS BORN



2019

PATENT ISSUED
FOR GENERATIONAL
PLATFORM



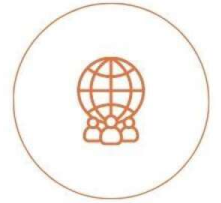
2020

BETA VERSION
LAUNCHED
GLOBALLY



2021

SERIES A
\$5.1M IN FUNDING
-
REACHED
1M USERS



2022

5.2M USERS
IN 175
COUNTRIES

CIRCLEIT VISION



SECURE
CHAT



FAMILY
TREE



CARD
STORE



GIFT
MARKETPLACE



LEGAL
MARKETPLACE



FINANCIAL
MARKETPLACE

MOBILE APPLICATION

DESKTOP

CONCIERGE SERVICE

MILITARY GRADE PRIVACY, SECURITY & ENCRYPTION

AWS CLOUD

CIRCLEIT GENERATIONAL PLATFORM

OUR PLANS

STANDARD	PREMIUM	GOLD
\$0 ⁰⁰	\$4 ⁹⁹ (MONTHLY)	\$9 ⁹⁹ (MONTHLY)
10 GB STORAGE	1 TB STORAGE	2 TB STORAGE
✓ NO annual fee, ever ✓ Create & send digital cards ✓ Send gifts & flowers to the future ✓ 100% private & secure chat ✓ Build your family tree ✓ Generational Profile ✗ 24/7 Support (web only) ✗ Child Account ✗ SmartCards ✗ My Story ✗ Ancestral Profiles ✗ Digital Will	✓ \$4.99 monthly fee ✓ Create & send digital cards ✓ Send gifts & flowers to the future ✓ 100% private & secure chat ✓ Build your family tree ✓ Generational Profile ✓ 24/7 Support (web only) ✓ Child Account ✓ SmartCards ✓ My Story ✓ Ancestral Profiles ✗ Digital Will	✓ \$9.99 montly fee ✓ Create & send digital cards ✓ Send gifts & flowers to the future ✓ 100% private & secure chat ✓ Build your family tree ✓ Generational Profile ✓ 24/7 Support (web & mobile) ✓ Child Account ✓ SmartCards ✓ My Story ✓ Ancestral Profiles ✓ Digital Will

CUSTOMER ACQUISITION CHANNELS



**SOCIAL
MEDIA**



**PAID
MEDIA**



**TRADITIONAL
MARKETING**



**PUBLIC
RELATIONS**



**SEARCH
ENGINE**



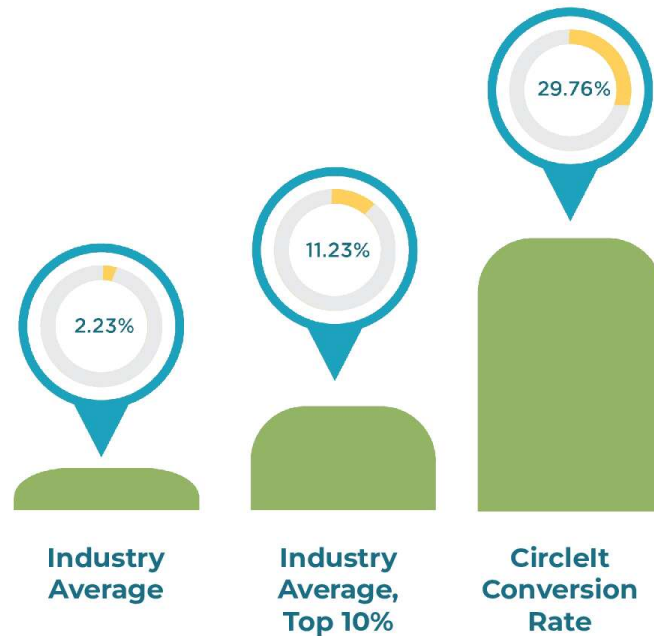
**INFLUENCERS
MARKETING**

Digital channels provide us with the lowest acquisition cost

ACQUISITION COST & CONVERSION RATE



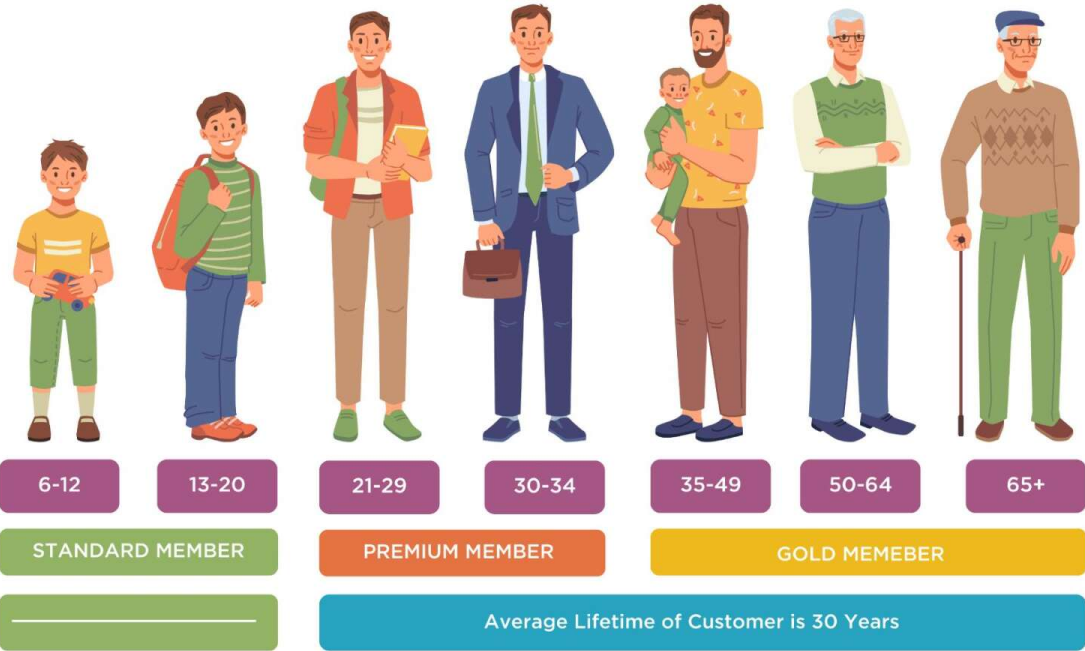
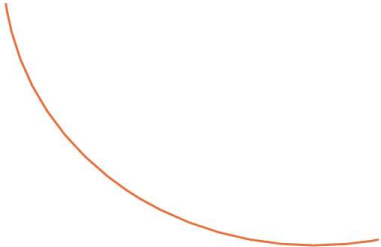
Global cost per user acquisition.



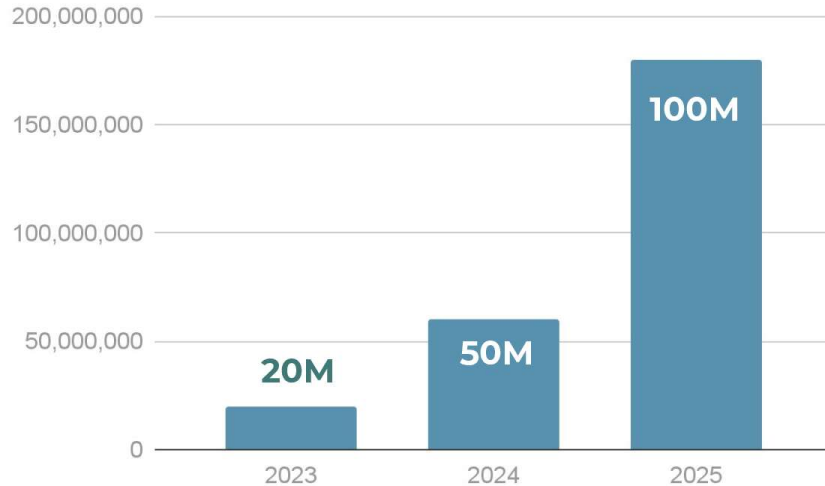
Conversion Rate: Website visit to download

CUSTOMER LIFESPAN

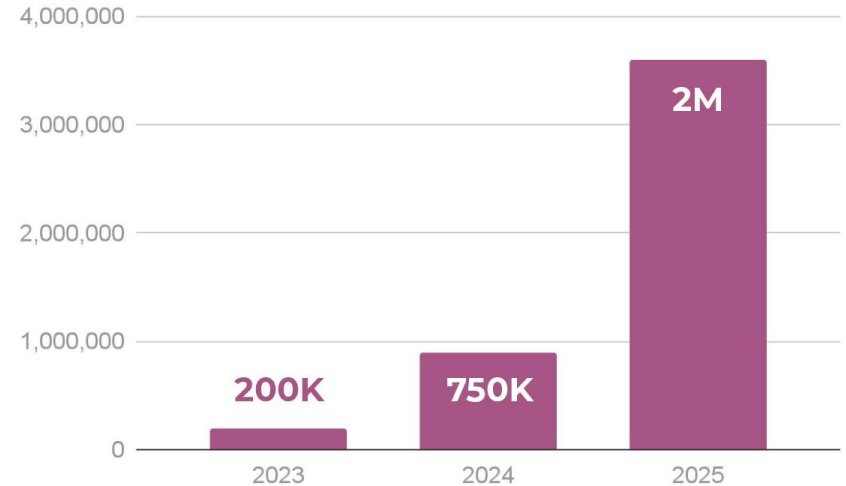
We expect members in our **premium** and **gold** tiered plans to have an average consumer lifespan of **30 years**.



PROJECTED MEMBERSHIP GROWTH



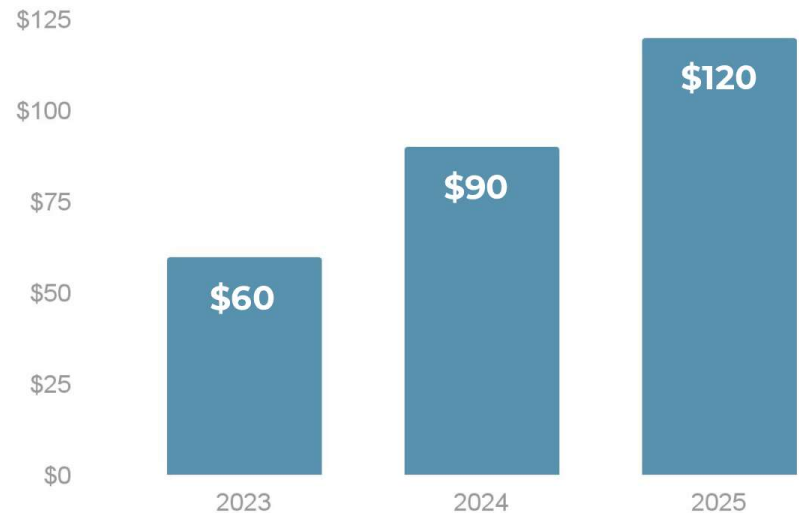
Total Number of Members



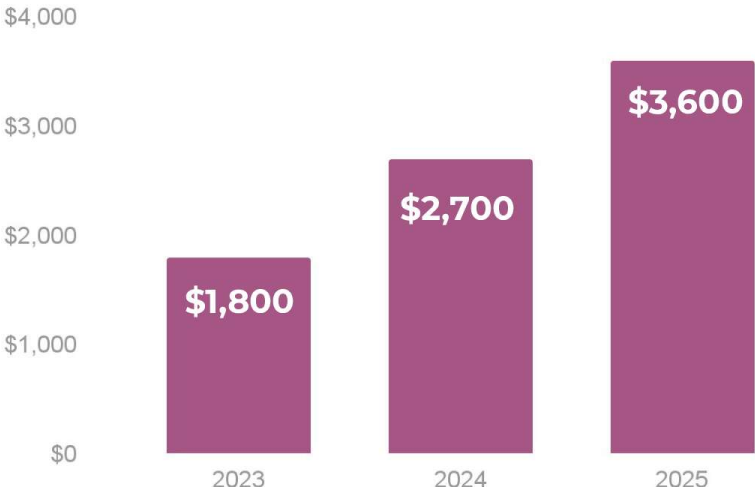
Number of **Paid Members**

This slide contains future projections which cannot be guaranteed.

ANNUAL REVENUE & LIFETIME VALUE



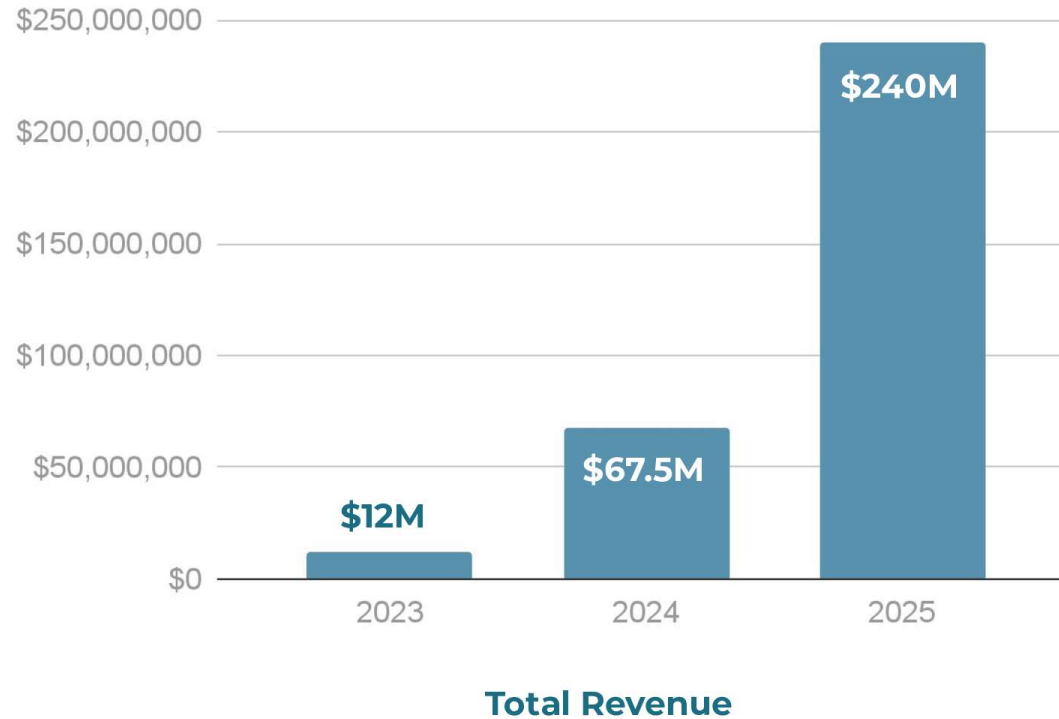
Average **Annual Revenue**
per Paying Customer



Average **Customer**
Lifetime Value (CLTV)

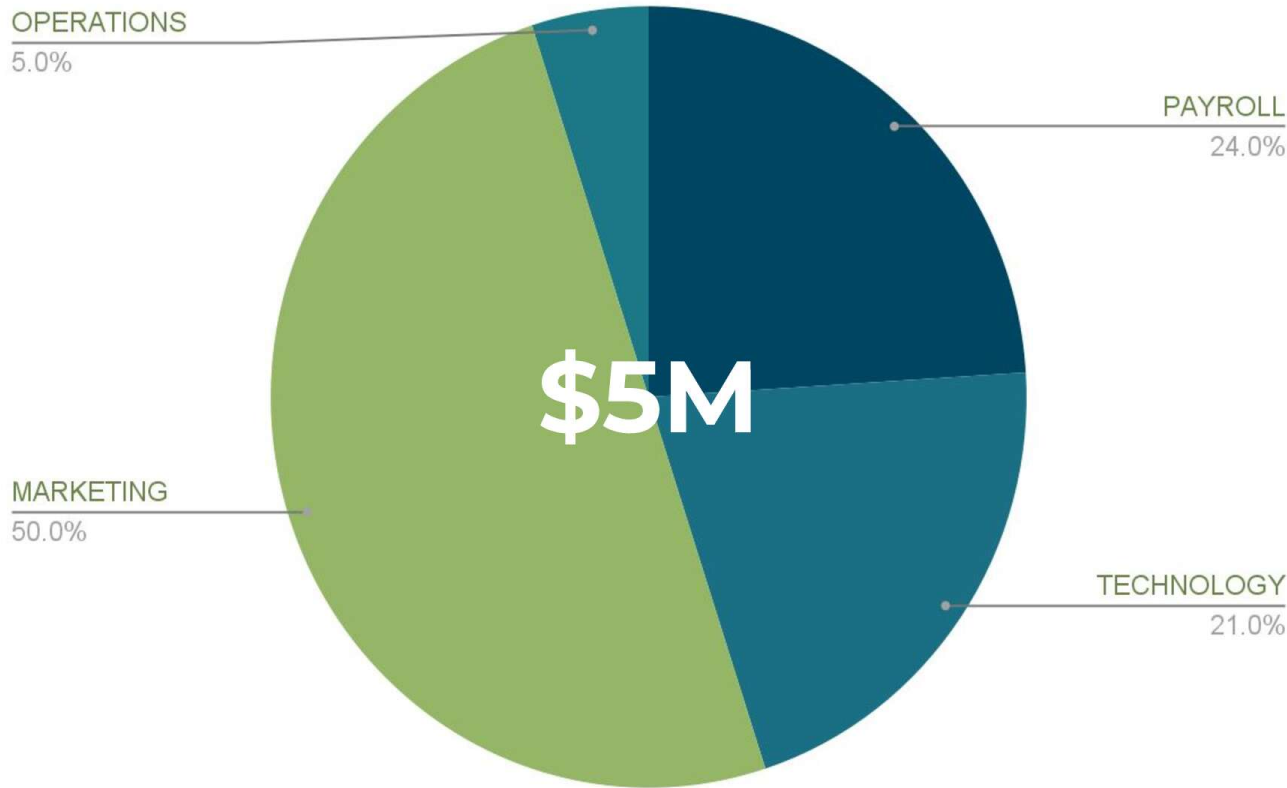
This slide contains future projections which cannot be guaranteed.

PROJECTED REVENUE GROWTH



This slide contains future projections which cannot be guaranteed.

BUDGET ALLOCATION





Art Shaikh
Founder & CEO



Allison Pagni
Board Member



Connor Crown
Board Member



Arjun Gupta
Board Observer

MEET THE TEAM

31 members globally



Orissa Claver
HR & Investor
Relations



Rafi Sayyed
CTO



Sami Sayyed
Engineering



Tim McCarter
Project Manager



Elizabeth Michals
Product Designer



Teresa Duckworth
Brand Communication



Joe Karasin
Growth Marketing



Samantha Ruffolo
Lead Designer



Corto Gillespie
Producer & Director



Aisha Nawab
Finance & Ops



Lisa Roti
Brand Marketing





the team behind the unicorn



Be There. Forever.

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