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**What if,  
instead of reading this paragraph,  
you could be watching your grandparents,  
telling you their life stories, lessons, recipes...  
in first person?**



**What if,  
you could effectively leave your life stories  
and insights to your kids, grandkids,  
and generations to come?**

# Problem

## Platform & Proficiency

People cannot simply save their history in an easy to access, **media collective**.

People don't know **how** to tell their stories.

Passing personal history on is **disorganized** and difficult.

1

2

3

# Solution

## Integration & Inspiration

An **inclusive media space** to collate audio, video, pictures and documents in a single collective.

**Coached storytelling** to help people effectively recount memories.

**Permission based** functionality allowing selective access to content.



# Product

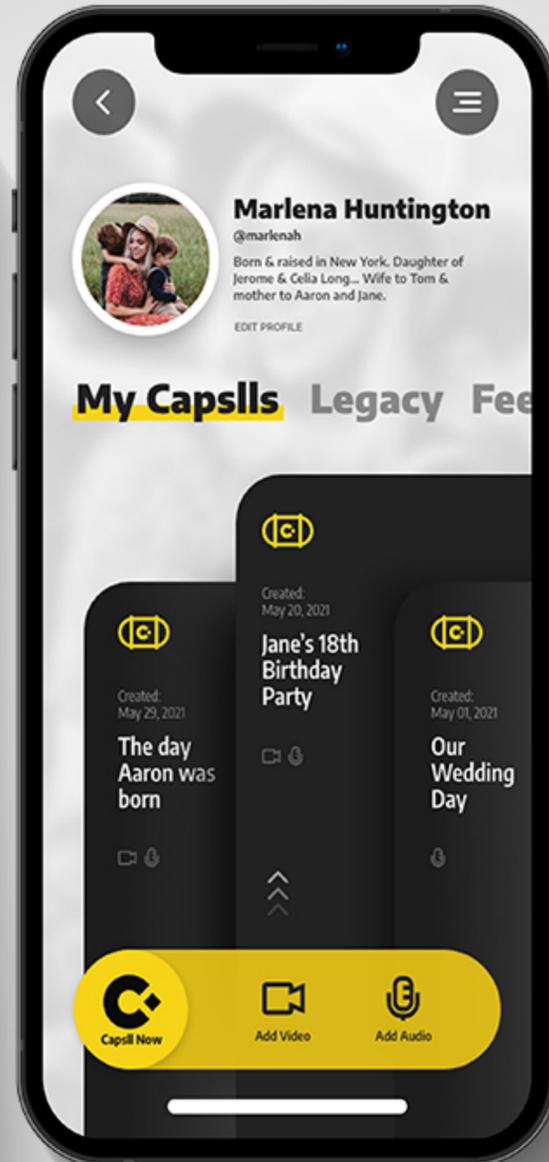
“You should Capsll that!”

Pass your stories on to future generations with Legacy

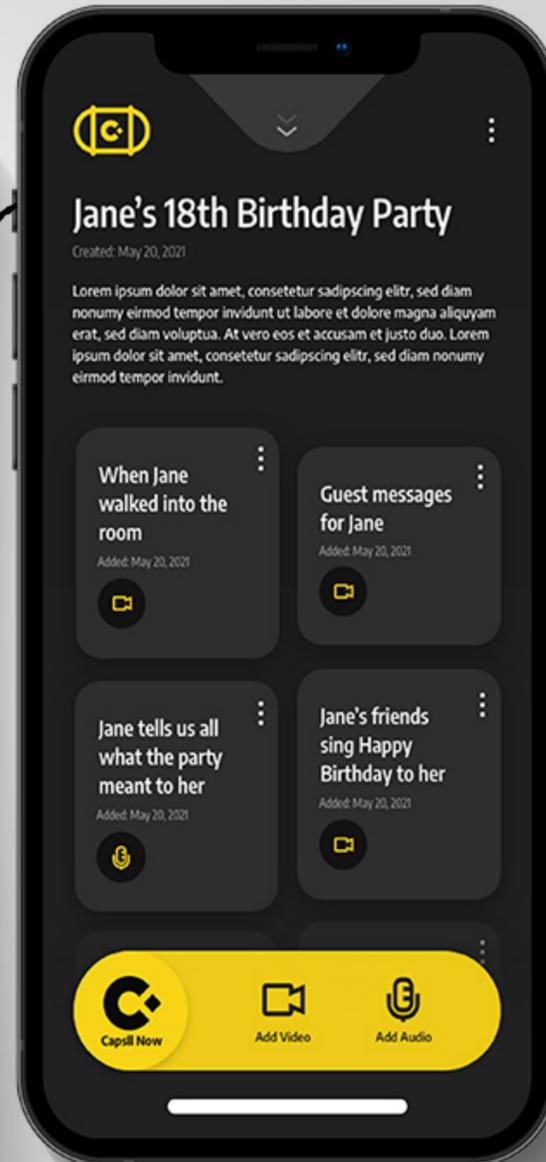
Be inspired by others on the optional public feed



Learn to tell your stories effectively



Open Capsll with multiple media formats



Patent Pending



# Milestones



**Build  
Capsll V.1**

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Coached Storytelling  
Video & Audio  
Public Feed  
Legacy Function  
(Apple only)

**\$250k**

Seed Round



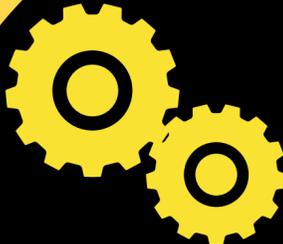
**Capsll  
Launch**

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Go to Market with  
1st Strategic  
Partnership

**1k**

Trial Users  
(100 Free Lifetime Influencers)



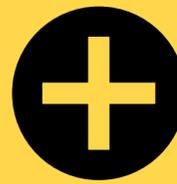
**Scale V.1**

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Targeted Advertising  
  
Build V1.2  
Add Pic & Docs

**5k**

Subscriptions



# Subscription Business Model

Subscription benefits: Coached Storytelling, Organized content, Legacy contacts, Public Feed Access, Community, Monetized Content (future build), Remote Recording (Future Build).

## Free Trial

All users enjoy a full functionality 14 day free trial when creating a Capsll profile.

## Limited

- 2GB Storage
- Limited Legacy Contacts

**\$39**  
Yearly | **\$3.99**  
Monthly

## Unlimited

- Unlimited Storage
- Unlimited Legacy Contacts
- Prioritized Public Feed
- Monetized content (Future build)

**\$79**  
Yearly | **\$7.99**  
Monthly

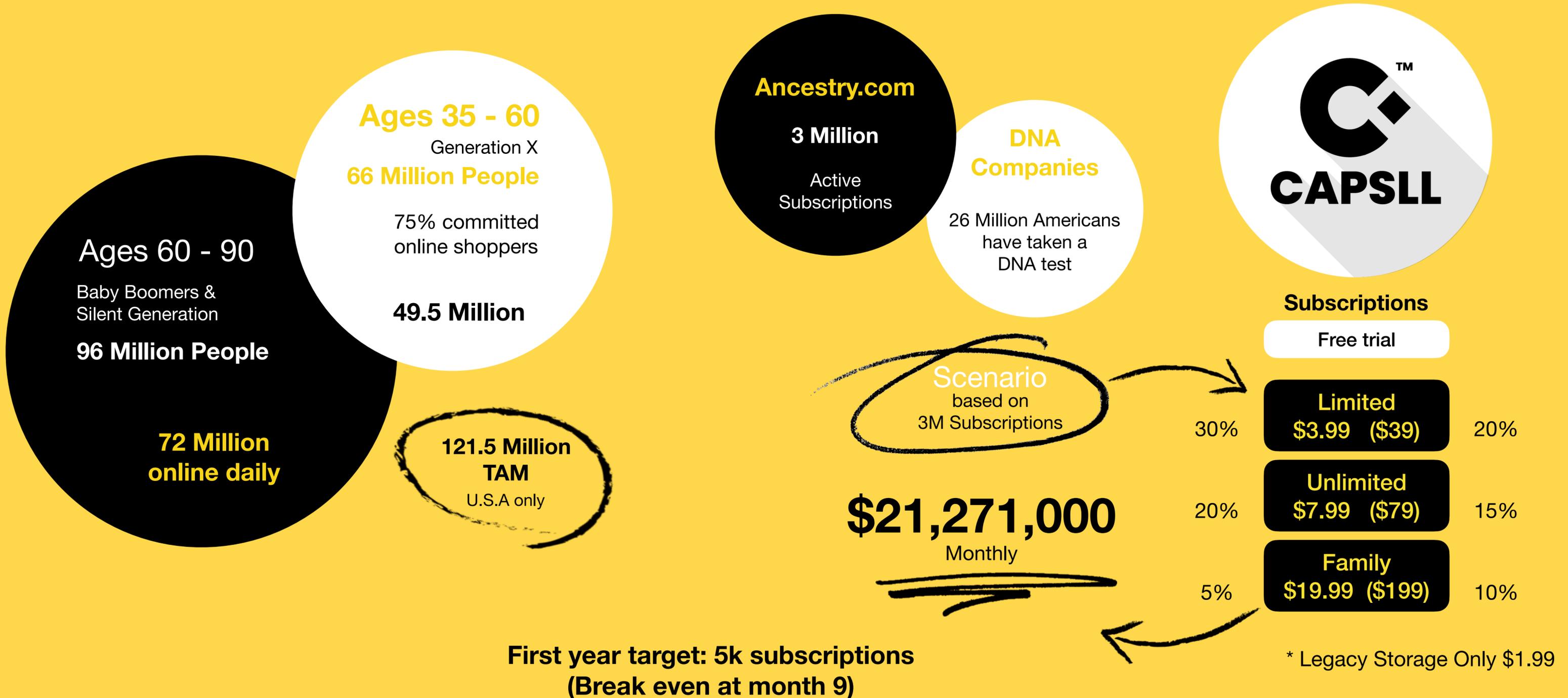
## Family

- 4X Unlimited Accounts (same household)
- Unlimited Storage
- Unlimited Legacy Contacts

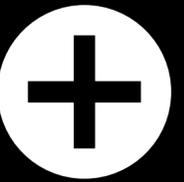
**\$199**  
Yearly | **\$19.99**  
Monthly

Users can also opt for Storage Only for \$1.99 per month. (Capsll stores content which can only be viewed by user. There is no app functionality on this plan.)  
Alternatively, users can request to download their content if leaving the app entirely.

# Subscription Model TAM



# The Capsll Advantage



Facebook



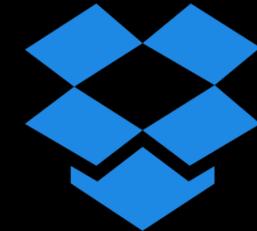
Youtube



Podcast



Instagram



Dropbox

Coached  
Storytelling

Version 1 More in V1.2	x	x	x	x	x
Video + Audio V.1 Pic + Doc V1.2	No Audio only No Docs	No Audio only No Pics No Docs	No Pics No Docs Video for select users	No Audio only No Docs	✓
Pre-selected for Profile Transfer & Content Download	Profile Memorialized by request (Not Comprehensive)	Profile Memorialized by request (Not Comprehensive)	x	Profile Memorialized by request (Not Comprehensive)	Court Order required
Version 1	✓	✓	✓	✓	x
Version 1.2	✓ Difficult to Navigate	x	x	x	x

Multiple Media  
Formats

Perpetuity  
Sharing

Public Feed

Navigable  
Timeline

Capsll operates on a **subscription model**, building trust by eliminating the need for user data farming and targeted user marketing.



# Target Market

(U.S.A. Specific)

## Ages 60 -90

Baby Boomers & Silent Generation

## 35-60

Generation X

**96  
Million**

**Current number  
of Seniors.**

70 M more within  
20 years

Will outnumber  
children in the next  
10 years

**1.6  
Trillion**

**Spending power**

7 Billion spent  
online annually

80% of all luxury  
travel, creating  
memories

**55+**

**Fastest growing**

user segment to  
embrace  
computer tech

75% are online  
daily

**66  
Million**

**Current no. of  
Gen X'ers**

31% of the total  
U.S income

Extremely  
nostalgic

**2.4  
Trillion**

**Spending power**  
(Higher than any  
generation)

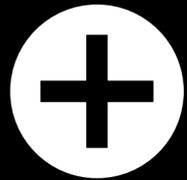
Highest brand  
loyalty at 40% of  
revenue from  
return customers

**51%**

**Leadership roles**  
held globally

They have stories  
to tell

Important base  
for future "Capsl  
Professional"



# Go to Market Approach



Strategic Partnerships  
Home Care and Senior Living



Exclusive  
User Invites



Targeted  
Marketing

**COVID-19**  
**Save Your Story**  
[www.Michigan.gov/LibraryOfMichigan](http://www.Michigan.gov/LibraryOfMichigan)

LIBRARY OF MICHIGAN

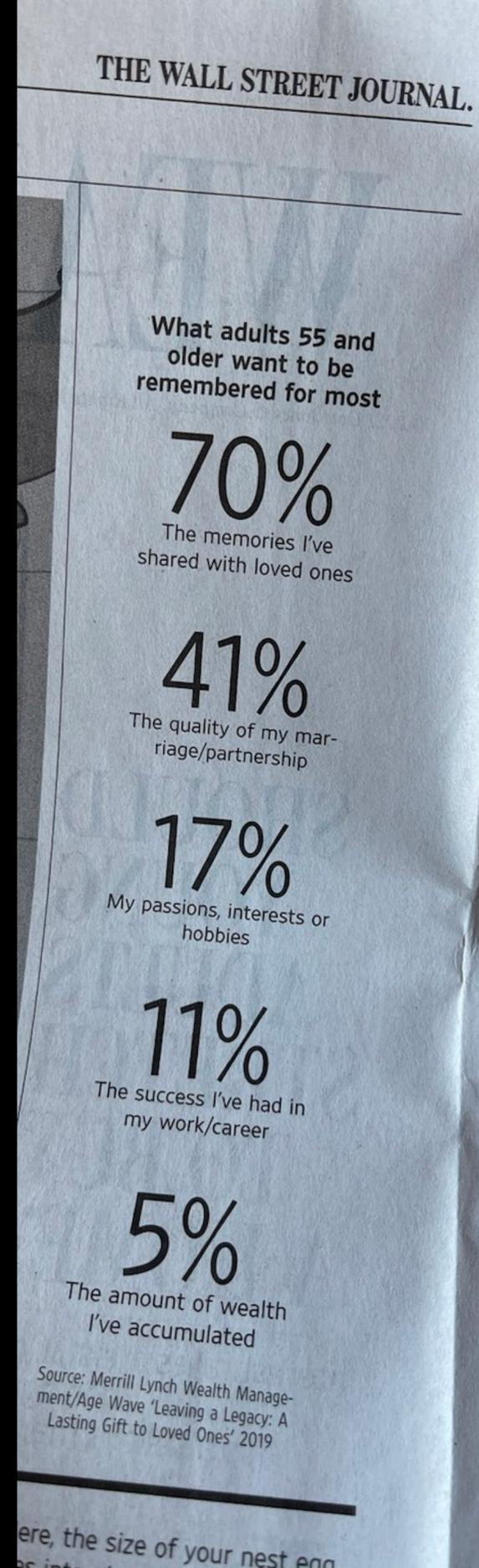
WIRED SUBSCRIBE

GUIDES OUR FAVORITE E-BIKES 4 FANTASTIC M

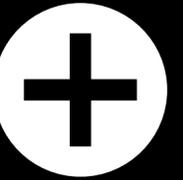
LISA KANAREK GEAR 05.10.2021 07:00 AM

## How to Use Tech to Capture Your Family History

Our elders have rich stories to share. There's no better time than now to sit down and hit Record.



# Why Now?



## Mass Adopters

Covid-19 brought a renewed openness to online engagement with masses adopting deeper remote digital presence.

The pandemic encouraged new thought around life and legacy.

## Market Opportunity

Mistrust in "big-tech" has resulted in skepticism toward social media, resulting in fewer people posting fewer of the memories they once trusted to these platforms.

# Vision & Application

Legacy



Creators

Seniors



Social impact



Terminally ill



Military



# Our Team



**Clint Davis**

Founder, CEO

Extensive international experience.  
Former commercial radio host to 5 million  
listeners, program director, corporate  
podcast executive producer.  
South Africa, Dubai, Australia, U.S.A.



**Sam Syed**

Co Founder, CFO

15 years of Finance experience,  
Trading, Wealth Management, Advisory  
& Risk.  
U.K, Dubai, U.S.A.



**Anton Devenish**

Co Founder, HoP

Veteran UI/UX Designer with vast  
experience in infrastructure architecture and  
complex technical project management.  
South Africa, U.K, Indonesia, Australia, New  
Zealand, Europe.



# Contact

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