



Contact: Clint Davis (Founder & CEO)
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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

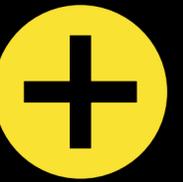
Solution

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

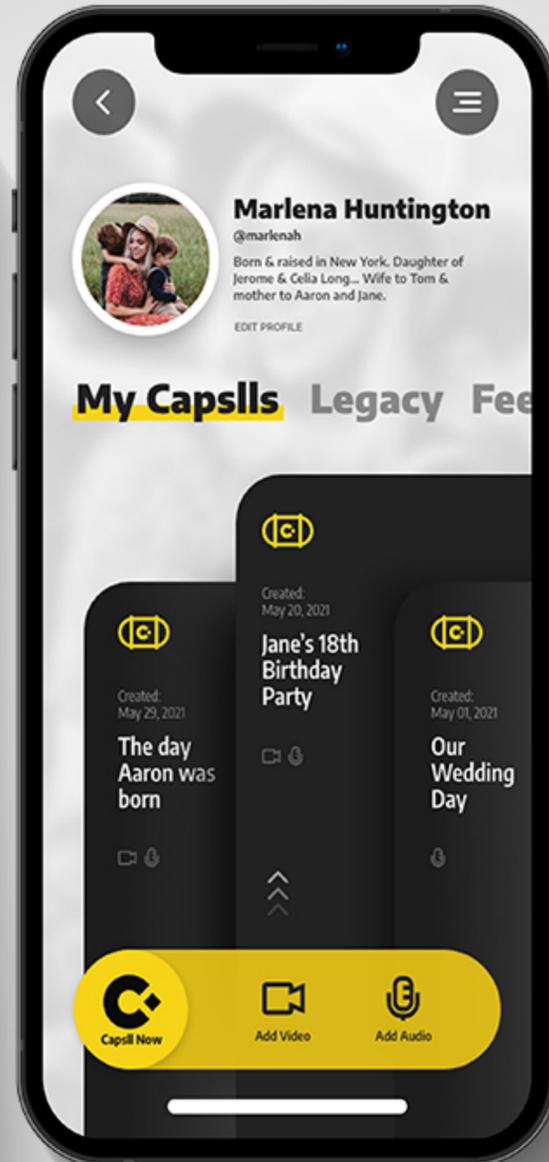
“You should Capsll that!”

Pass your stories on to future generations with Legacy

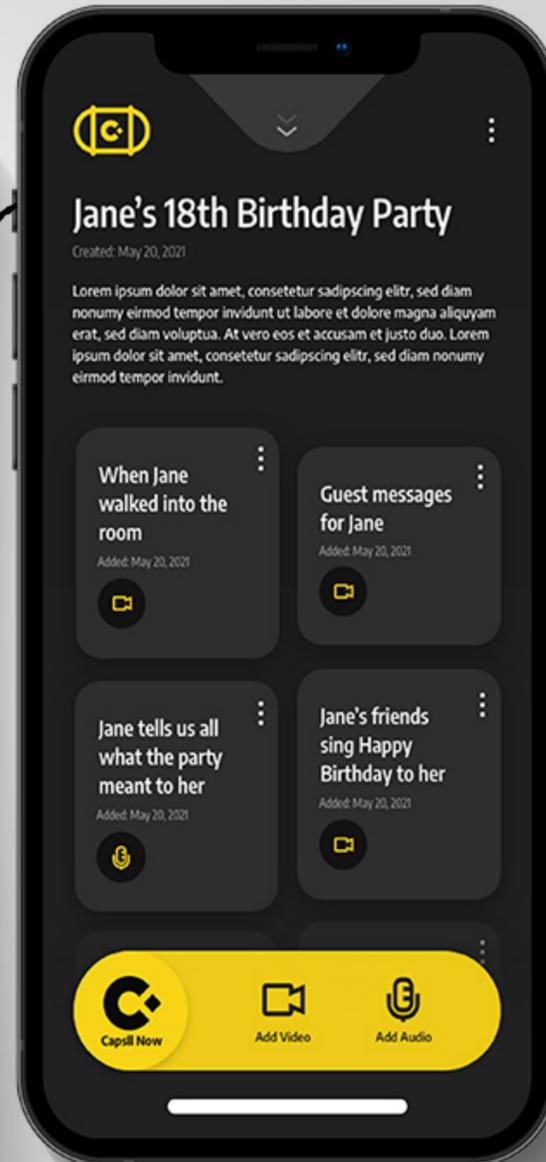
Be inspired by others on the optional public feed



Learn to tell your stories effectively



Open Capsll with multiple media formats



Patent Pending



Milestones



**Build
Capsll V.1**

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

\$250k

Seed Round

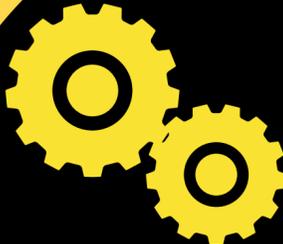


**Capsll
Launch**

Go to Market with
1st Strategic
Partnership

1k

Trial Users
(100 Free Lifetime Influencers)



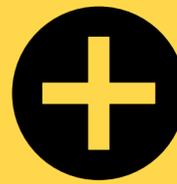
Scale V.1

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

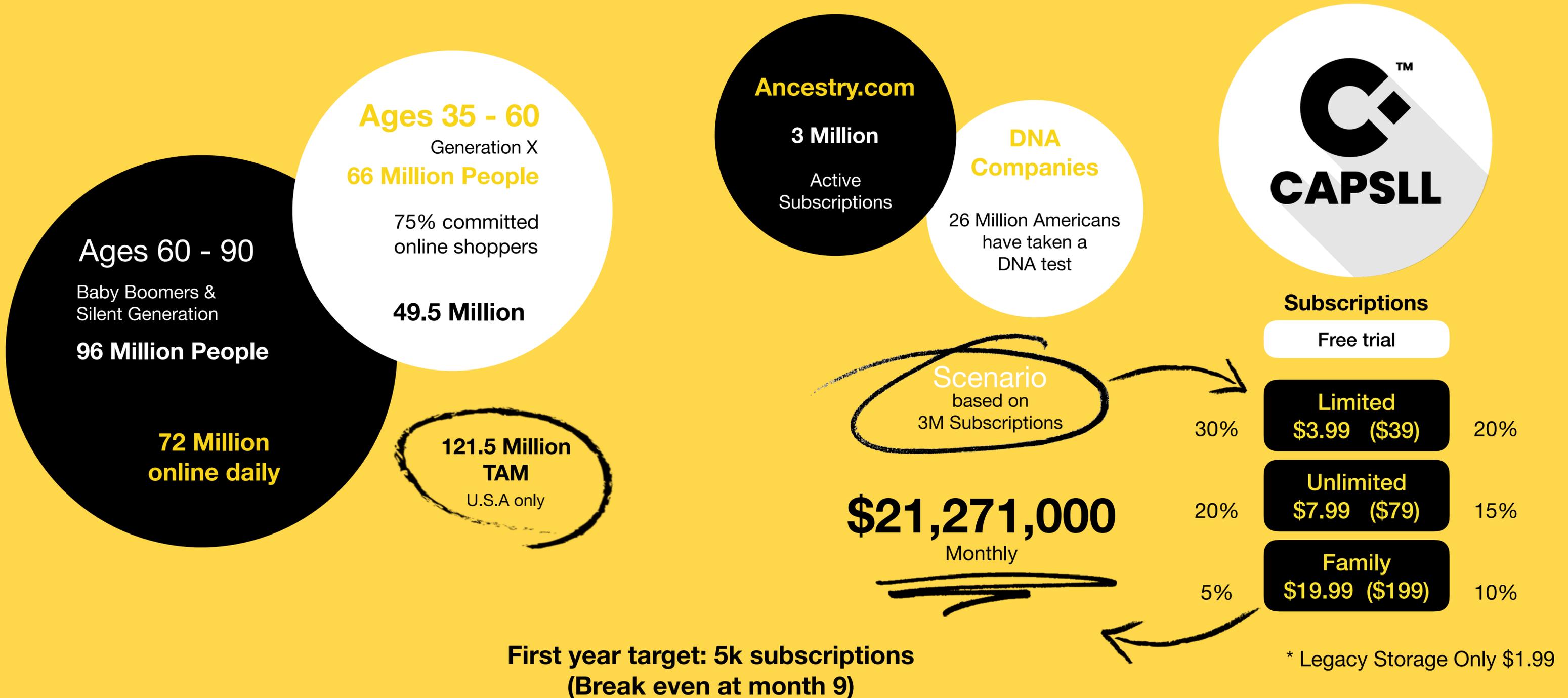
Family

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

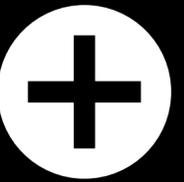
\$199
Yearly | **\$19.99**
Monthly

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



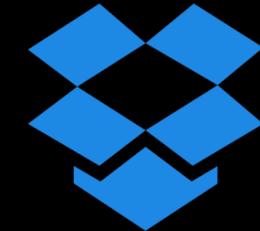
Youtube



Podcast



Instagram



Dropbox

Coached Storytelling	Version 1 More in V1.2	x	x	x	x	x
Multiple Media Formats	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	✓
Perpetuity Sharing	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
Public Feed	Version 1	✓	✓	✓	✓	x
Navigable Timeline	Version 1.2	✓ Difficult to Navigate	x	x	x	x

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)**

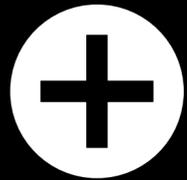
Highest brand
loyalty at 40% of
revenue from
return customers

51%

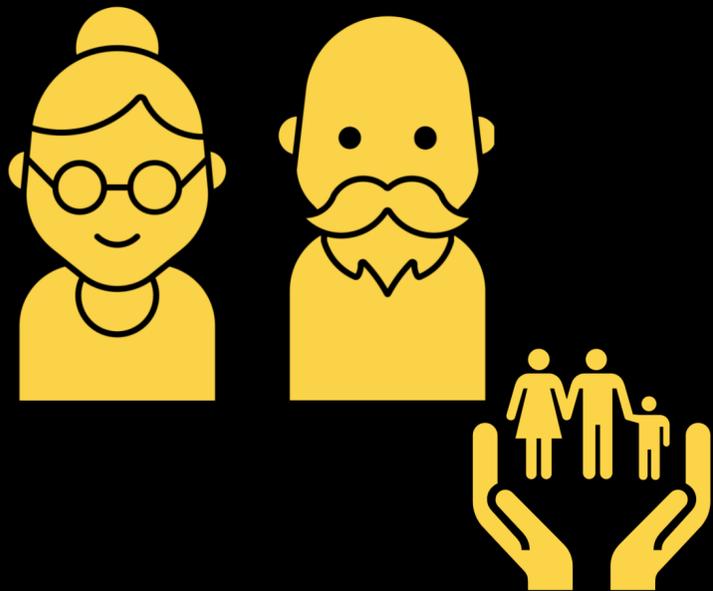
**Leadership roles
held globally**

They have stories
to tell

Important base
for future "Capst
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

LIBRARY OF MICHIGAN



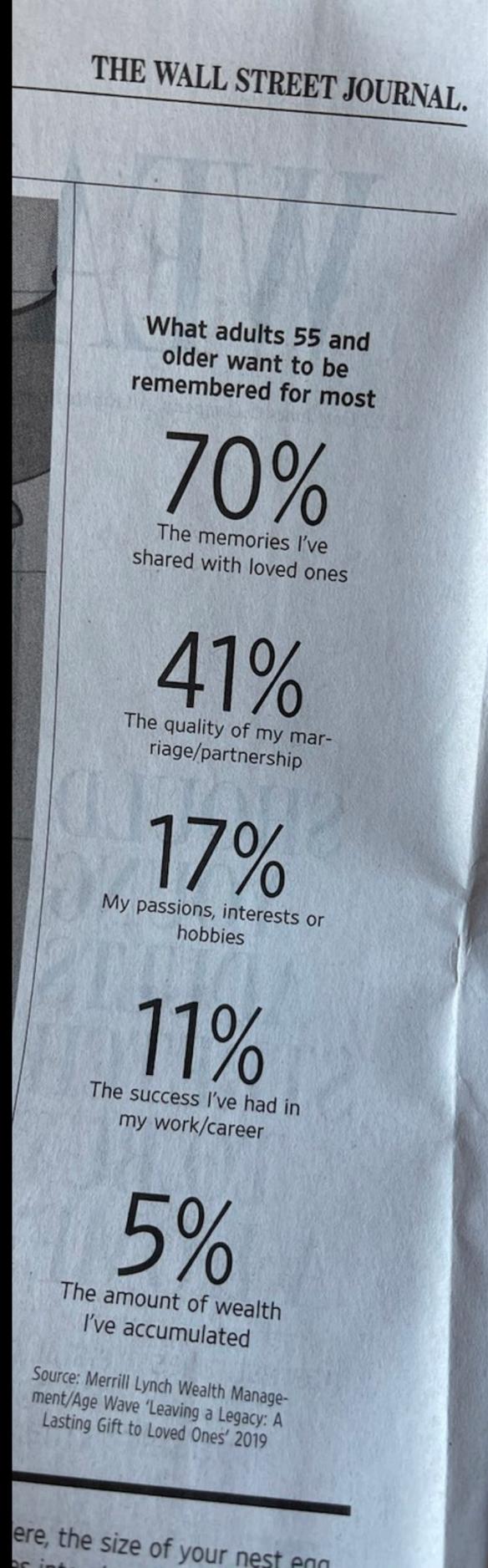
WIRED SUBSCRIBE

GUIDES OUR FAVORITE E-BIKES 4 FANTASTIC M

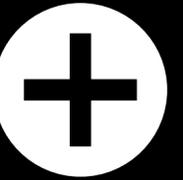
LISA KANAREK GEAR 05.10.2021 07:00 AM

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



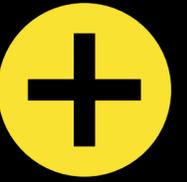
Terminally ill



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.



CAPSLL

SAVE YOUR STORY

