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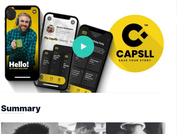
Capsli

Share

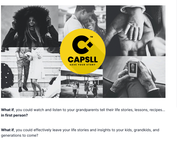
Where do you save your memories, to share, or leave as your legacy? At best they're likely scattered across social media, if recorded at all. The Capsli app gives you digital time capsules to tell your life stories, save your history, and pass on your legacy. We need capital to build it. Are you in?

Consumer Software

Austin, TX · Website



Summary



What if, you could watch and listen to your grandparents tell 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?

Key reasons to invest in Capsli, Inc:

- Unique, coached storytelling app with private sharing.
- Far beyond the "idea" stage and already building product.
- Large developing market with little to-no direct competition.
- Pacesetting the future of online presence via selective private sharing.
- Founder has 17 years in Radio/TV broadcast and Internet marketing, 4 in creatives.
- Advisory Board includes 8-year Amazon AWS alum, a service we use in our platform.
- Capital-efficient brand builder Marketing/PR partner, customer-loving focus for app creation and user interests to raise human life, preserving personal and world history for the aged.
- Patent pending.

Problem

Platform & Proficiency

- People used to save histories in books, memoirs or photo albums, but in a digital world we have failed to save our histories in a way that can be handed on effectively. At best, memories are scattered across social media, if recorded at all, with fewer people posting by the sites they once trusted with their memories.
- Furthermore, there does not exist an effective, scaled, platform to create, store, and effectively pass on, first person accounts in multiple media formats.

Solution

Integration & Immersion

- Capsli helps people effectively recount their life stories, provides an easy to use, trustworthy platform with secure storage that ensures perpetuity of content, and inspires a movement to save personal and world history.

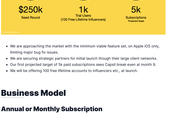
Product

Slick, Beautiful, Easy to Use

NOTE: app pictured is currently in development. Final version may contain different features.

- Beautiful, Fluid design, created to feel immersive.
- Coached storytelling from a 17 year broadcasting professional.
- Our Legacy feature wins you up to pass your content on in perpetuity.
- A single Capsli can hold multiple media formats, video, audio, pictures, documents, all in one place.
- The option to mark Capsls as private, keeping that Capsli to yourself or sharing it with a select few, or marking it public to list on the public feed for others to enjoy.
- A public feed that inspires ongoing use, creative ideas, and community movement, with monetization options for users in future versions.

Starting Small, Scaling Fast



- We are approaching the market with the minimum viable feature set, on Apple iOS only, with Android to follow.
- We are securing strategic partners for initial launch through their large client networks.
- Our first projected target of 5k paid subscriptions seen Capsli break even at month 9.
- We will be offering 100 free lifetime accounts to influencers etc., at launch.

Business Model

Annual or Monthly Subscription

- Capsli operates on a subscription model, building trust by eliminating the need for user data farming and targeted user marketing.
- Having a subscription model eliminates any reliance on third party advertising.

Competition

The Capsli Advantage

- While there are a few apps available that are competitors to some of our features, none offer a full spectrum service as we do, resulting in little to no traction. As such, instead of listing them as competitors we have approached this from where people are currently saving their memory content.
- Capsli is not a social media platform. As such it complements an already established digital landscape with new innovation.

Market

Focused on the Largest Demographic for the next 20 years

Subscription Model TAM
Capsli
Total Addressable Market
$21,271,000
Capsli Target Market
$1,063,550
Capsli Target Market Revenue
$212,710
Capsli Target Market Revenue Year 5
$1,063,550
Capsli Target Market Revenue Year 10
$2,127,100
Capsli Target Market Revenue Year 20
$4,254,200
Capsli Target Market Revenue Year 30
$6,381,300
Capsli Target Market Revenue Year 40
$8,508,400
Capsli Target Market Revenue Year 50
$10,635,500
Capsli Target Market Revenue Year 60
$12,762,600
Capsli Target Market Revenue Year 70
$14,889,700
Capsli Target Market Revenue Year 80
$17,016,800
Capsli Target Market Revenue Year 90
$19,143,900
Capsli Target Market Revenue Year 100
$21,271,000
Assumptions
Total Addressable Market
Capsli Target Market
Capsli Target Market Revenue
Capsli Target Market Revenue Year 5
Capsli Target Market Revenue Year 10
Capsli Target Market Revenue Year 20
Capsli Target Market Revenue Year 30
Capsli Target Market Revenue Year 40
Capsli Target Market Revenue Year 50
Capsli Target Market Revenue Year 60
Capsli Target Market Revenue Year