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## Capsll

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 Capsll app gives you digital time capsules to tell your lifestories, 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 lifestories, 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 Capsll, 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 interviewing, in 4 countries
- Advisory Board Includes 8 year Amazon AWS alum, a service we use on our platform.
- Capital efficient brand builder Marketing/PR partner, conserving funds for app creation.
- Join our mission to value human life, preserving personal and world history for the ages!
- Patent pending

## Progress

0%

Amount raised

\$0

Funded

0.0%

From

0 investors

Closing Date

Jan 6, 2022

Invest

## Offering Terms

Funding Goal

\$25,000 - \$250,000

Security Type

Debt

Min Investment

\$1,500.00

Max Investment

\$100,000.00

Valuation Cap

\$5,000,000

Closing Date

Jan 6, 2022 11:59 AM

Offering Type

Regulation Crowdfunding®  
(Investor Education Materials)

Company Filings

Documents

Form C

Pitch Deck

Financial Attestation

Formation Documents

Certificate of Incorporation

## Problem

### Platform & Proficiency



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

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

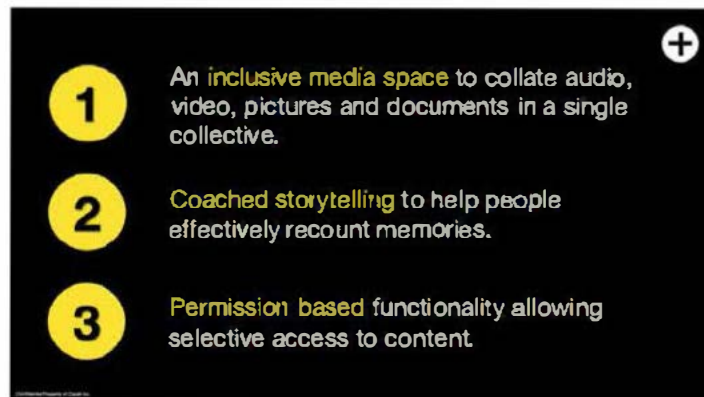
3 Passing personal history on is **disorganized** and difficult.

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- 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 to 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



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

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

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

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- Capsl 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



**Product**  
"You should Capsl that!"

Pass your stories on to future generations with Legacy

Be inspired by others on the optional public feed

The image shows five smartphone screens displaying the Capsl app interface. The first screen shows the Capsl logo on a yellow background. The second screen shows a man's face with a speech bubble. The third screen shows a 'My Capsl' profile page with a 'Legacy' section. The fourth screen shows a 'John's 50th Birthday Party' event page. The fifth screen shows a 'Feed' with a 'Following' section.



**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 sets you up to pass your content on in perpetuity.
- A single Capsil can hold multiple media formats: video, audio, pictures, documents, all in one place.
- The option to mark Capsils as private, keeping that Capsil 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, limiting major bug fix issues.
- We are securing strategic partners for initial launch through their large client networks.
- Our first projected target of 5k paid subscriptions sees Capsil break even at month 8.
- We will be offering 100 free lifetime accounts to influencers etc at launch.

## Business Model

### Annual or Monthly Subscription



- Capsil 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 Capsll Advantage

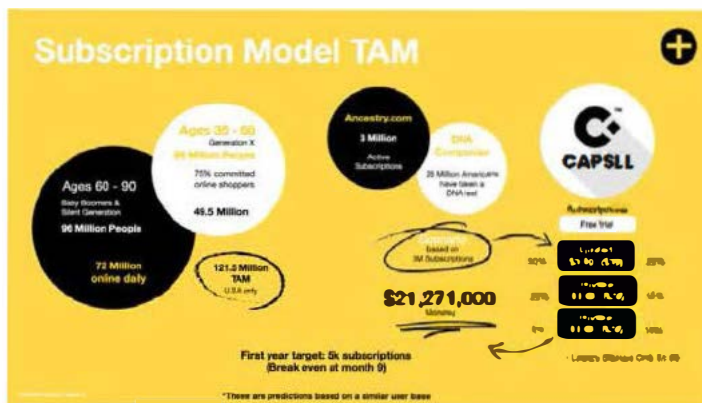
		Facebook	YouTube	Podcast	Instagram	Dropbox
<b>Capsll</b>						
Credited Resourcing	Version 1 None to V1.2	x	x	x	x	x
Multiple Media Formats	Video + Audio V1 P1 + Doc V1.2	No Audio only No Docs	No Audio only No P1 No Docs	No P1 No Docs Video for select users	No Audio only No Docs	✓
Perpetuity Sharing	Pre-selected for Profile Transfer & Content Download	Profile Memorialized by request (Not Computerized)	Profile Memorialized by request (Not Computerized)	x	Profile Memorialized by request (Not Computerized)	Court Order required
Public Feed	Version 1	✓	✓	✓	✓	x
Navigable Timeline	Version 1.2	✓	x	x	x	x

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

- 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 it from where people are currently saving their memory content.
- Capsll is not a social media platform. As such it compliments an already established digital landscape with new innovation.

## Market

### Focused on the Largest Demographic for the next 20 years



- While we have recognized a large addressable market, our immediate goal is to start small and scale fast.
- Ancestry.com provides insight to a demographic of people that have committed time and money in interest of their family heritage. Based on a similar user base, Capsll could be set to be extremely profitable.
- Dreaming BIG but starting small, we're focused on retaining just 5000 users as our first milestone, resulting in a break even point at just 9 months.

### Why Now?

**COVID-19 Save Your Story**  
www.Memories.com/SaveYourStory

THE WALL STREET JOURNAL

After nearly 18 weeks, more than 70% of Americans have adopted deeper remote digital presence.

41% of Americans have adopted deeper remote digital presence.

17% of Americans have adopted deeper remote digital presence.

11% of Americans have adopted deeper remote digital presence.

**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**





- There is a large emerging market of “memory” focused digital applications, but none that offer a full service like we do, namely: coaching, a content platform, storage, and legacy transfer
- Unlike others, we are not building a feature, we are building a company.

## Company Vision

### Meaningful Application, both Now and for the Future



- We believe that by recognizing the value of each person's story we add value to human life and the fabric of society.
- Legacies can be left to future family and friends
- Creators can own their work, particularly as we move toward advancement in NFT digital asset ownership.
- Seniors are revalued in society. "Old people are the future"
- Military can leave Capsls prior to deployment
- Terminally ill can leave life stories and insights, for example, to children who would only appreciate it once they are old enough to do so.
- The social impact of a teen being able to hear insights from his late father, for example, may lead him toward meaning, and away from a life of crime or destitution
- World history and events will be saved in first person.

## Press

### Watch our promo video (45 sec)



## Founders





- Our team has known each other for a collective of 38 years
- We have each lived all over the world, enlarging our worldview and understanding of the human condition, shaping our approach to the product and market.



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