



# **TIME CAPSULE**

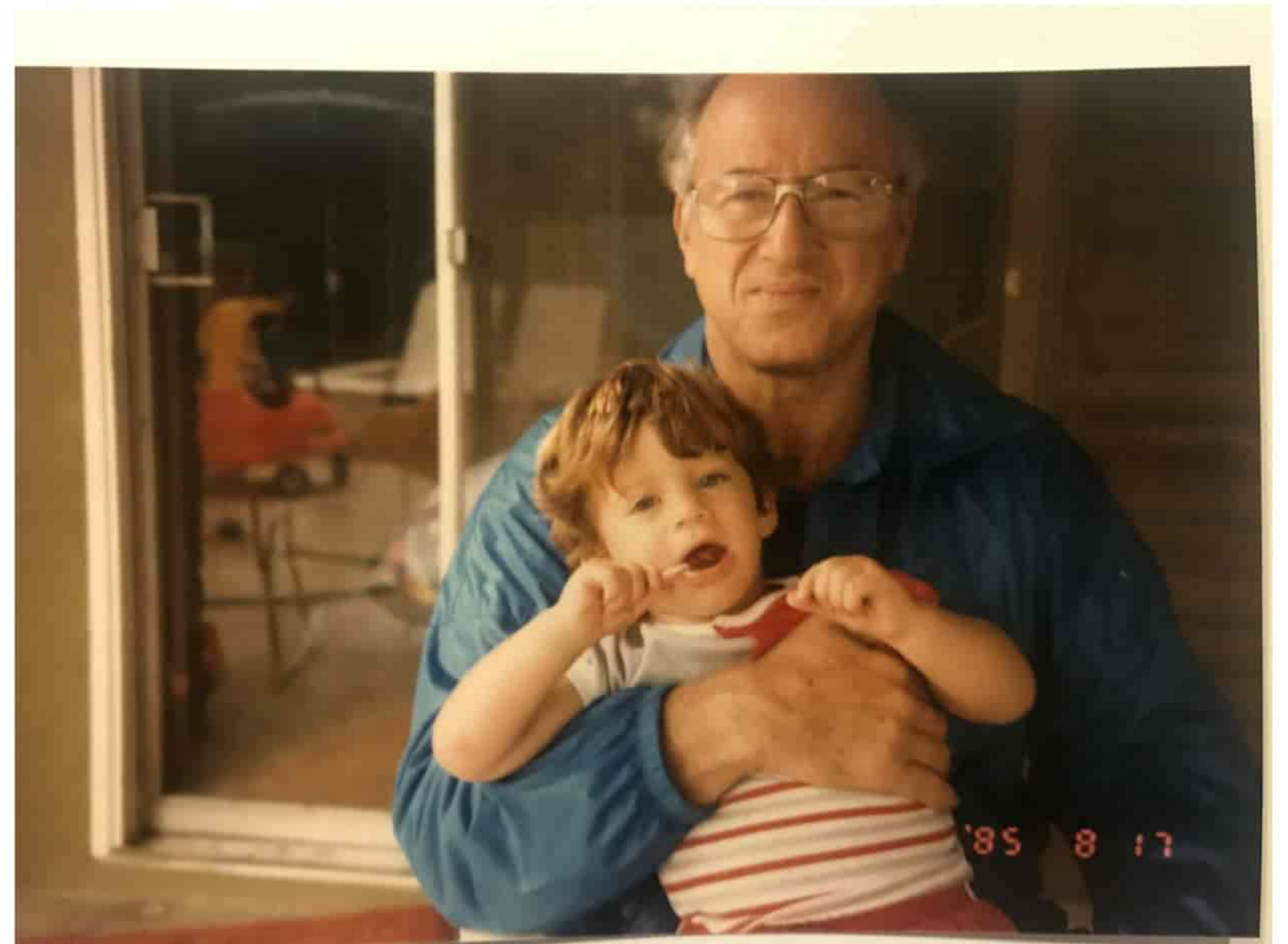
**Someone You Love Wants  
To Tell You A Story**

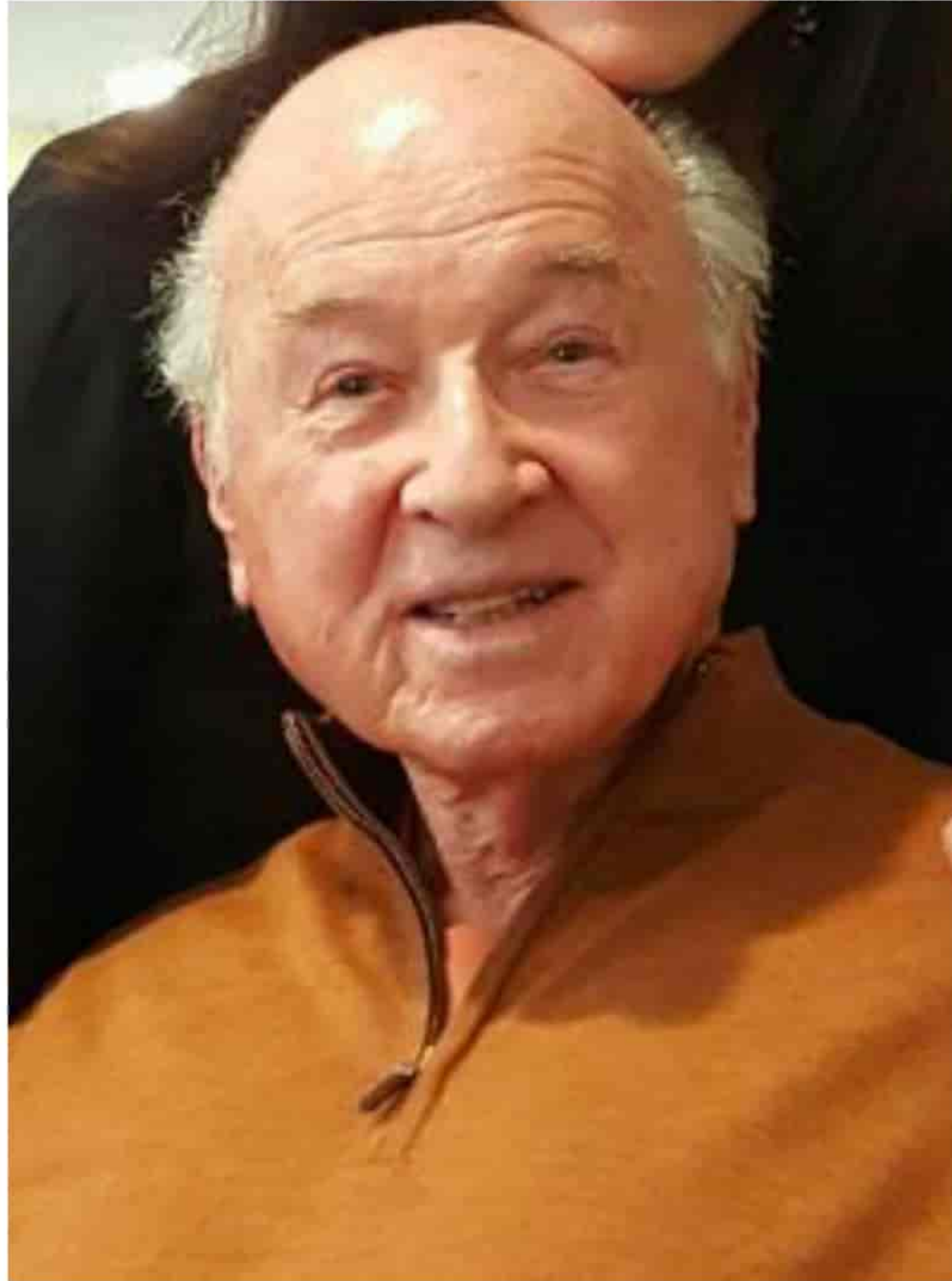
# Meet My Papa

Even as a grandparent, he's basically been a third parent

A cancer scare gently reminded me that I had lots of questions, and I wanted to hear his answers

So, I interviewed him about his life.





# I Couldn't Believe His Life So Far

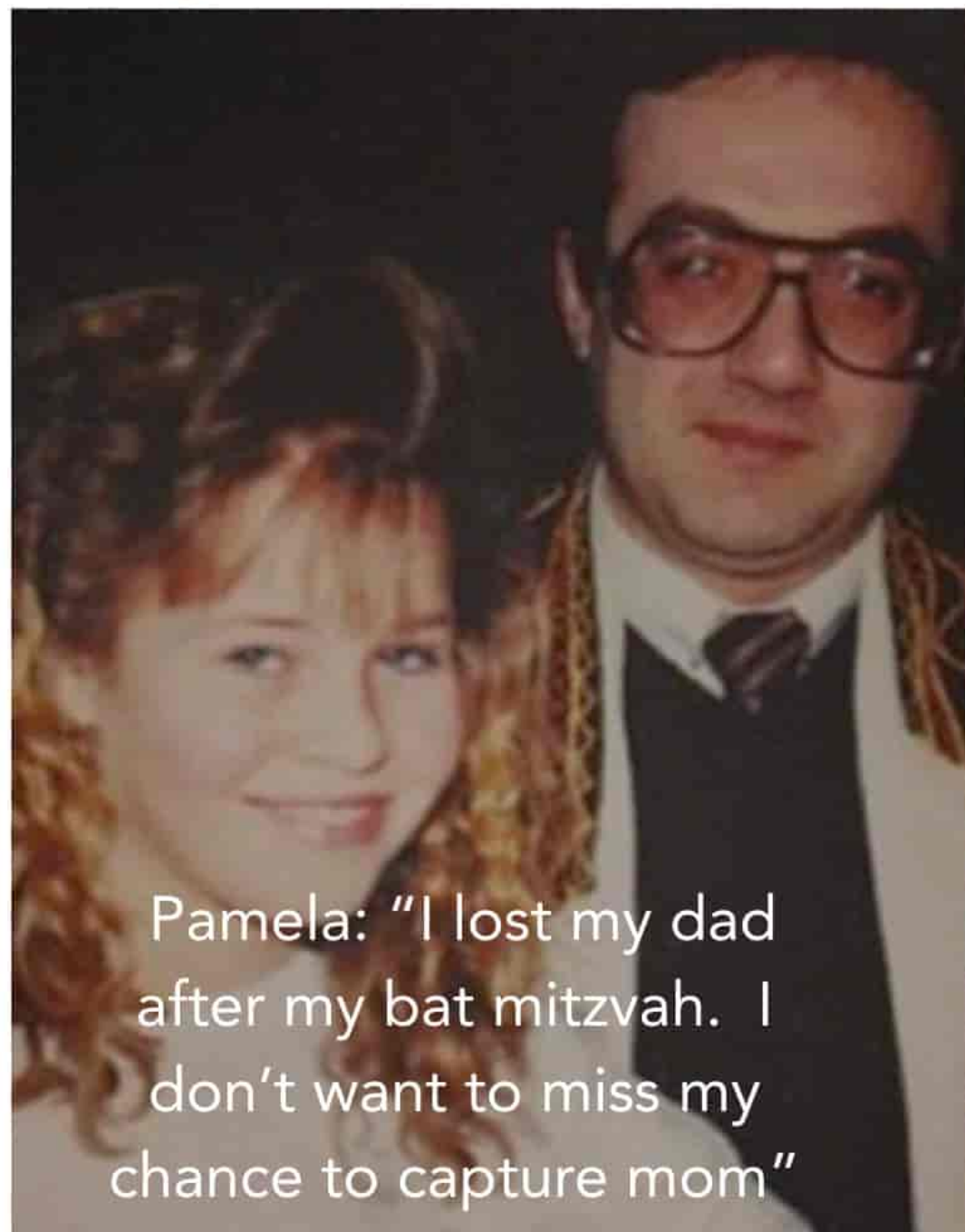
The 6-hour interview changed me  
and my family forever.

I learned that he:

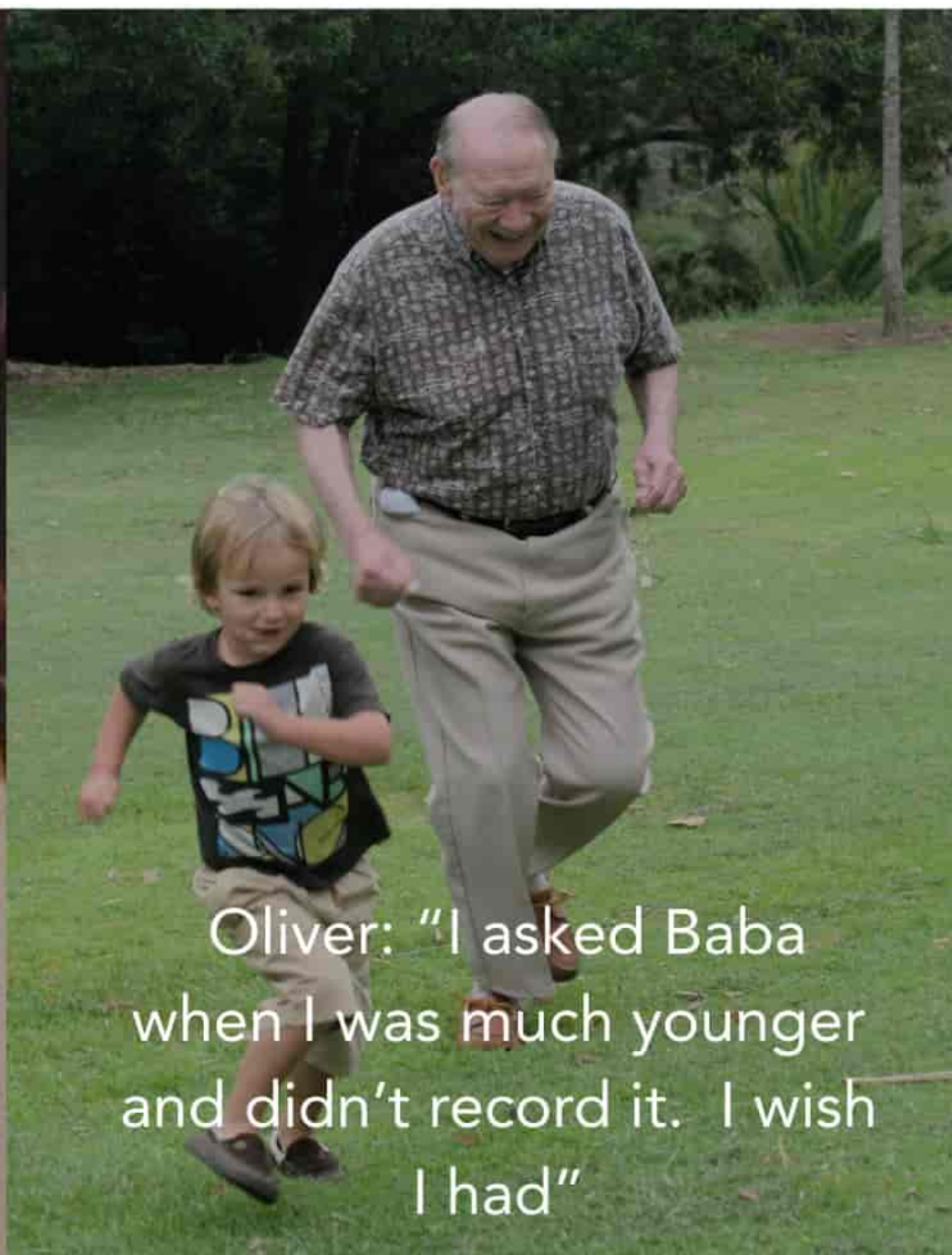
Was a troublemaker who ran with the  
Caponese in 1920s Chicago.

Won my grandmother by tricking her  
then-boyfriend into dating someone  
else. For the first time, I understood  
I was truly my grandfather's grandson  
- and he deeply felt seen by the  
person he loves most. me.

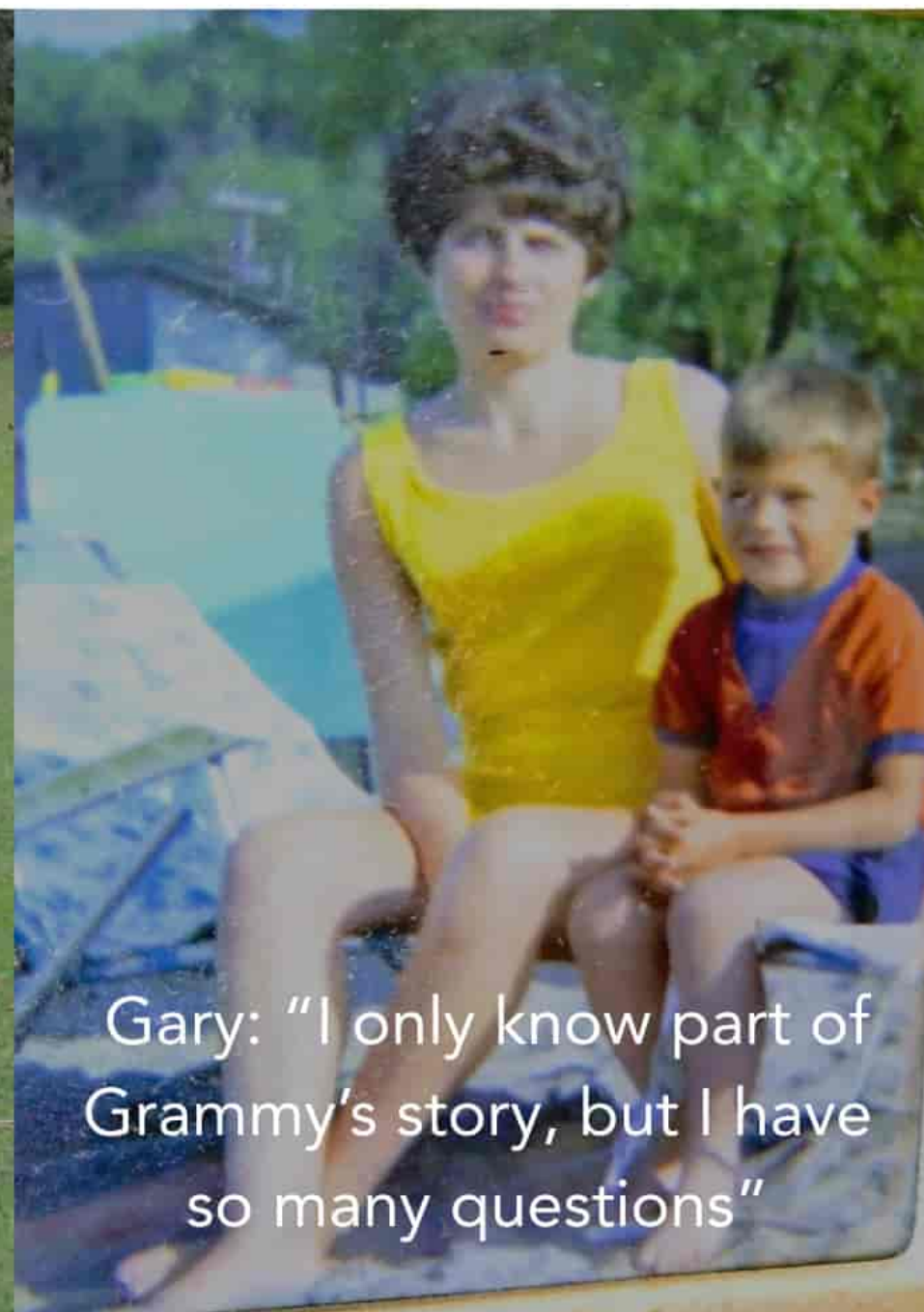
# Most Of My Friends Had A Papa or Two of Their Own



Pamela: "I lost my dad after my bat mitzvah. I don't want to miss my chance to capture mom"



Oliver: "I asked Baba when I was much younger and didn't record it. I wish I had"

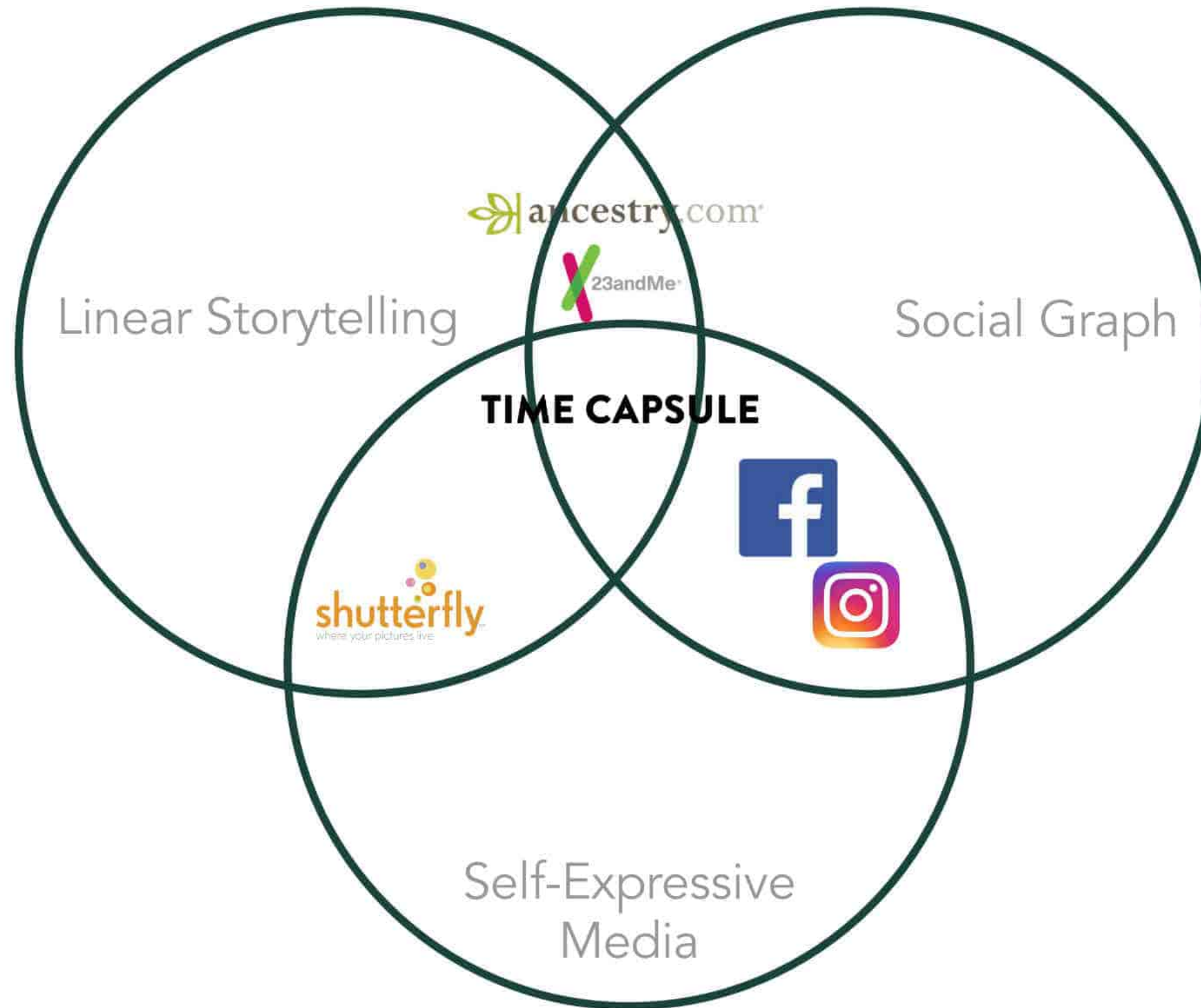


Gary: "I only know part of Grammy's story, but I have so many questions"



David: "I never asked Zadie any questions and now I want to tell my kids what my life was like for when they're older"

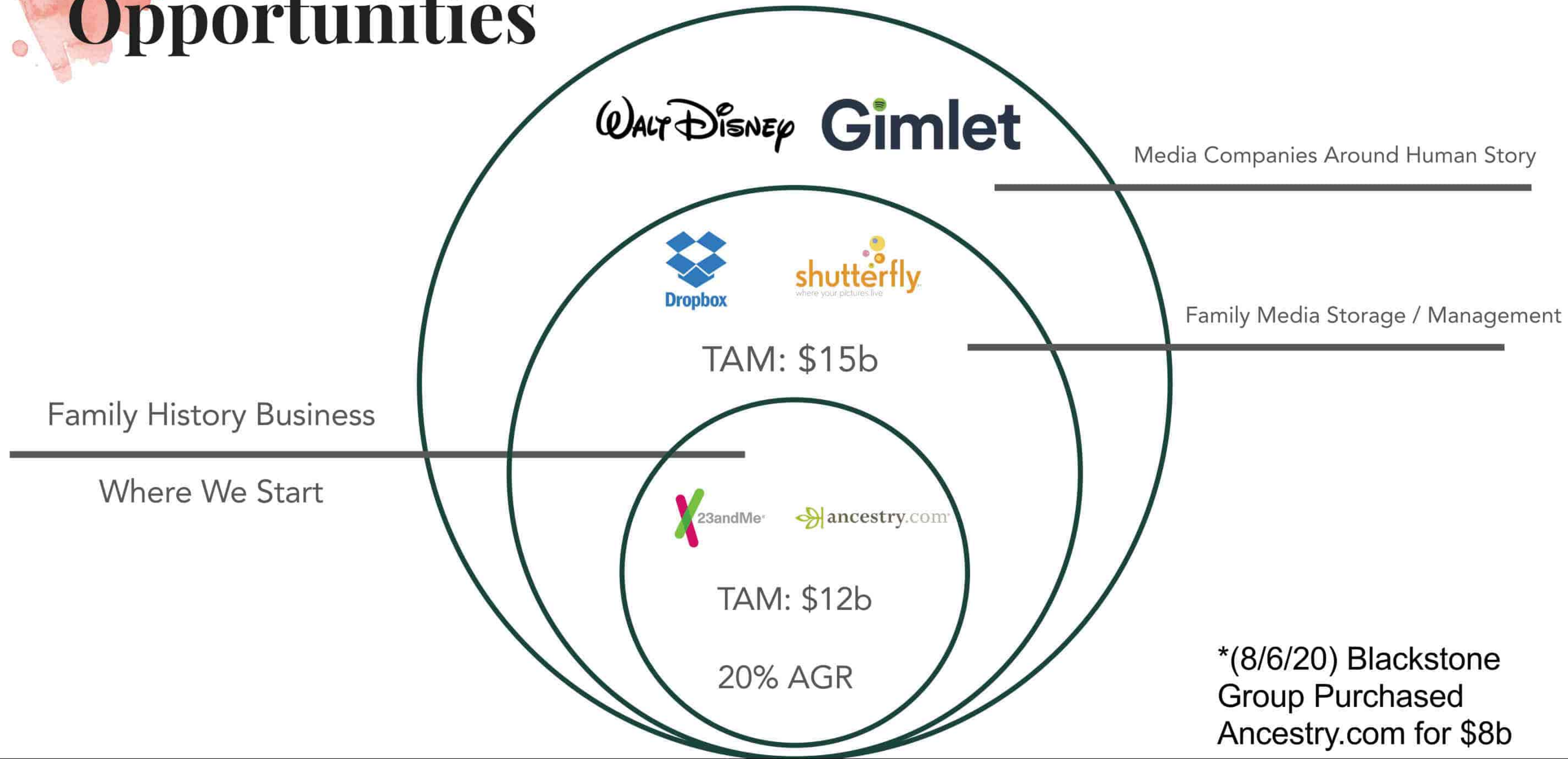
# Today's Solutions Solve A Single Feature, But Never The Whole Need



Note: Users also care about security/privacy and platform longevity for this type of product



# Even Partial Solutions Are Huge Opportunities





# I Asked Questions And Found Truth

## 1. **The “Lonely Genealogist” Phenomenon:**

Execs (off-the-record) at Ancestry, 23&me, and MyHeritage all described the genealogy "superfan" that has trouble engaging the rest of their family. When others show little interest in the superfan's work, they (and their relatives) churn. Products are not interesting enough to regular users.

## 2. **People Are Universally Capturing These Stories Already, In A Haphazard Way.**

Every person I interviewed was capturing both the older generations stories (parents + grandparents) and their own. Using things like voice recorder, special IG hastags and other makeshift solutions, they were solving their problem clumsily.

## 3. **Distance (physical and emotional) is the number one gating factor in more of these interviews not being done**



# One More Uncomfortable Truth (Our Advantage)

## **Very White:**

Family history products have been historically marketed to majority white consumers. While there are many of reasons for this, the largest seems to be that documents from many ancestral regions (Asia, South America and India) were historically not kept well or destroyed, leaving the product woefully underpowered for the segments needs

## **Better In Color:**

time capsule's family history of stories, anecdotes and artifacts opens up this untapped part of the market by helping them build and capture their family histories the way the way they've already been telling it. Early tests have shown that not only are they eager to participate, but they are willing to pay for it too.



# The “Family Graph” is a \$10b+ Opportunity

## THE AUDIENCE

The success of “Family History” businesses has created a strong community of easy-to-target power users, who are looking to capture more of their family history and preserve that legacy at any cost.

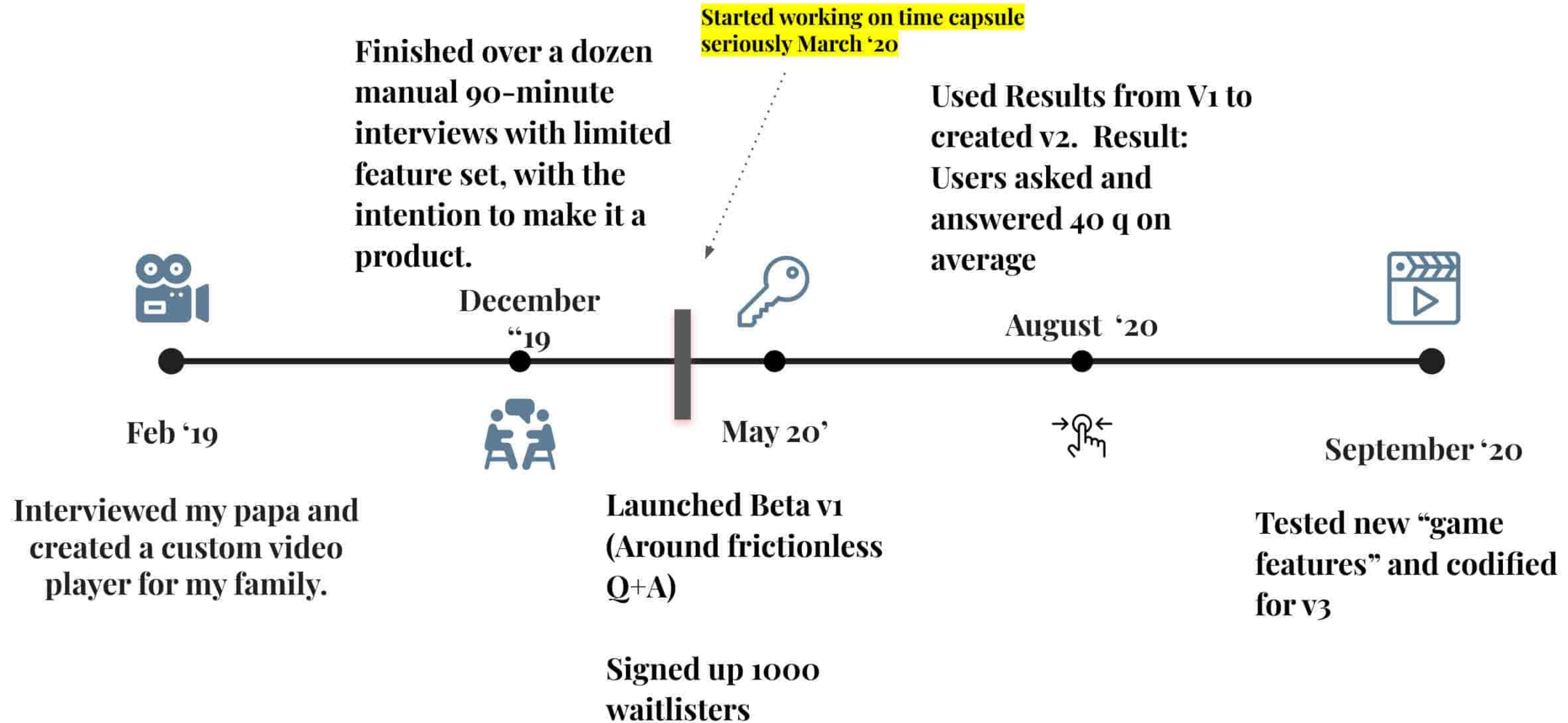
## THE ORGANIC SPREAD AND LOCK-IN

Capturing, original, first person family histories, laid over existing photos, mementos and media engage not “Family History” power-users to entice casual family members to participate and become customers.

## THE BUSINESS OPPORTUNITY

With the introduction of new ways to capture memories, hide messages for the future and empower meaningful expression. time capsule not only captures the \$12b family history market, but also begins to eat into the \$100b+ “Family Media & Storage” market

# So I Created What I Was Missing



# Where We Came From (Time Capsule\*)

V1 allowed families to ask/answer questions that seamlessly build into a family history

The time capsule creation process is a low friction, structured adventure that makes all subjects feel interesting and worthy of being immortalized.

\* = v1

The image shows a screenshot of a video player interface. At the top, there is a question: "What is something your kids taught you?". Below the question, it says "Brett wants to know" with a small arrow icon. The video content shows a man in a blue shirt speaking, with a timer overlay of "0:05". There are two "Click here to stop." prompts: one in a grey box above the video and one in a white box below the video. A red "Stop" button with a mouse cursor is also visible. At the bottom of the video player, there is a link that says "Skin this Question".

# Guided Memory Capture

Q&A are all done from your laptop or mobile via very simple question prompts designed to get people comfortable talking. The asynchronous process allows for

Family members can pick from the time capsule line of questions or ask their own.

The process is easy enough for a 101 year old to use!



# Time Capsule

## V2

Time Capsule is an intimate, fun and interactive version of your life story, broken into guided life periods like a set of baseball cards.

Each period (set) incentivizes you to collect answers to questions, pictures of certain moments, videos, and more. The stories connect with other family members stories.

The experience turns the burden of storytelling into an easy game that becomes more and more meaningful over time.

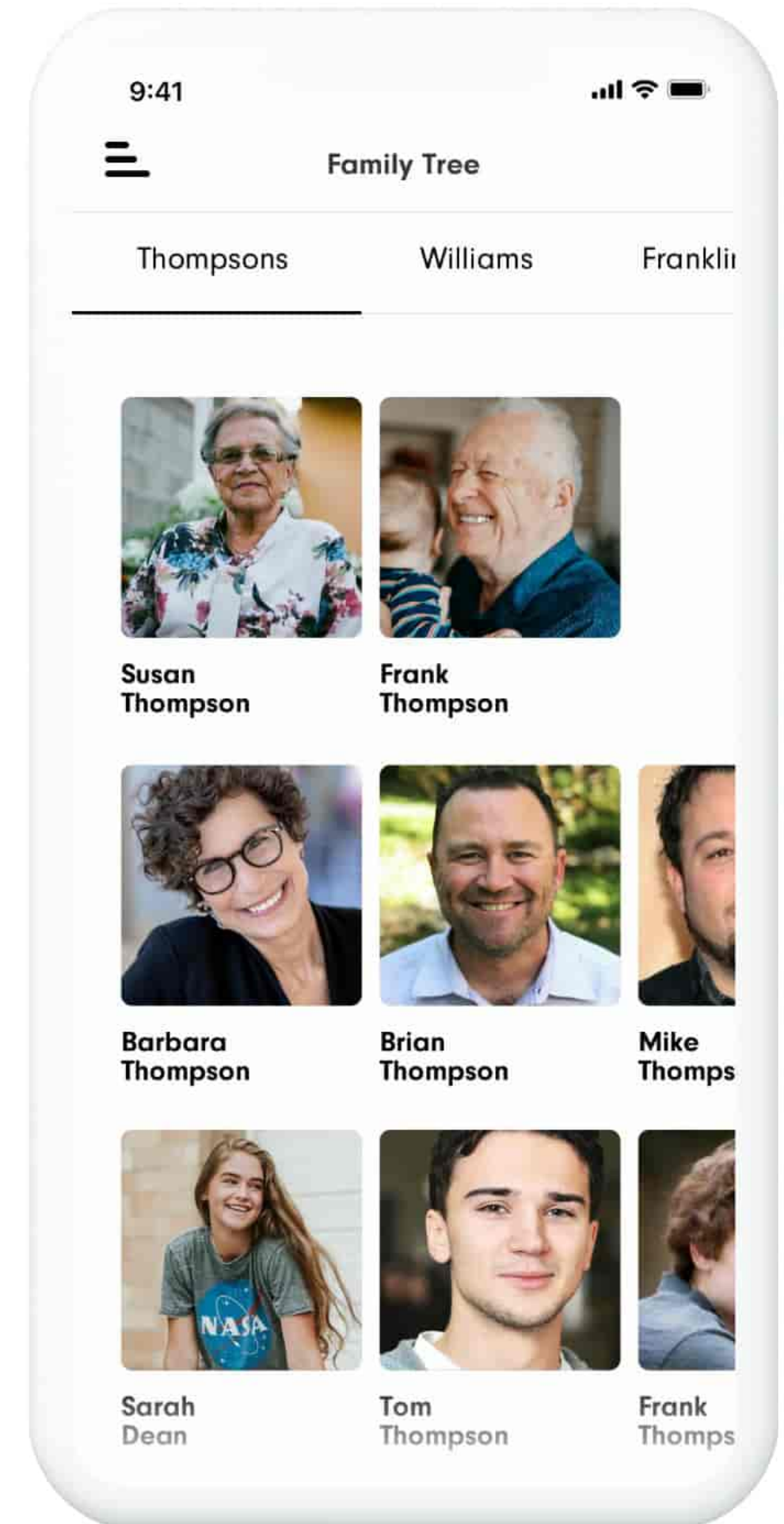
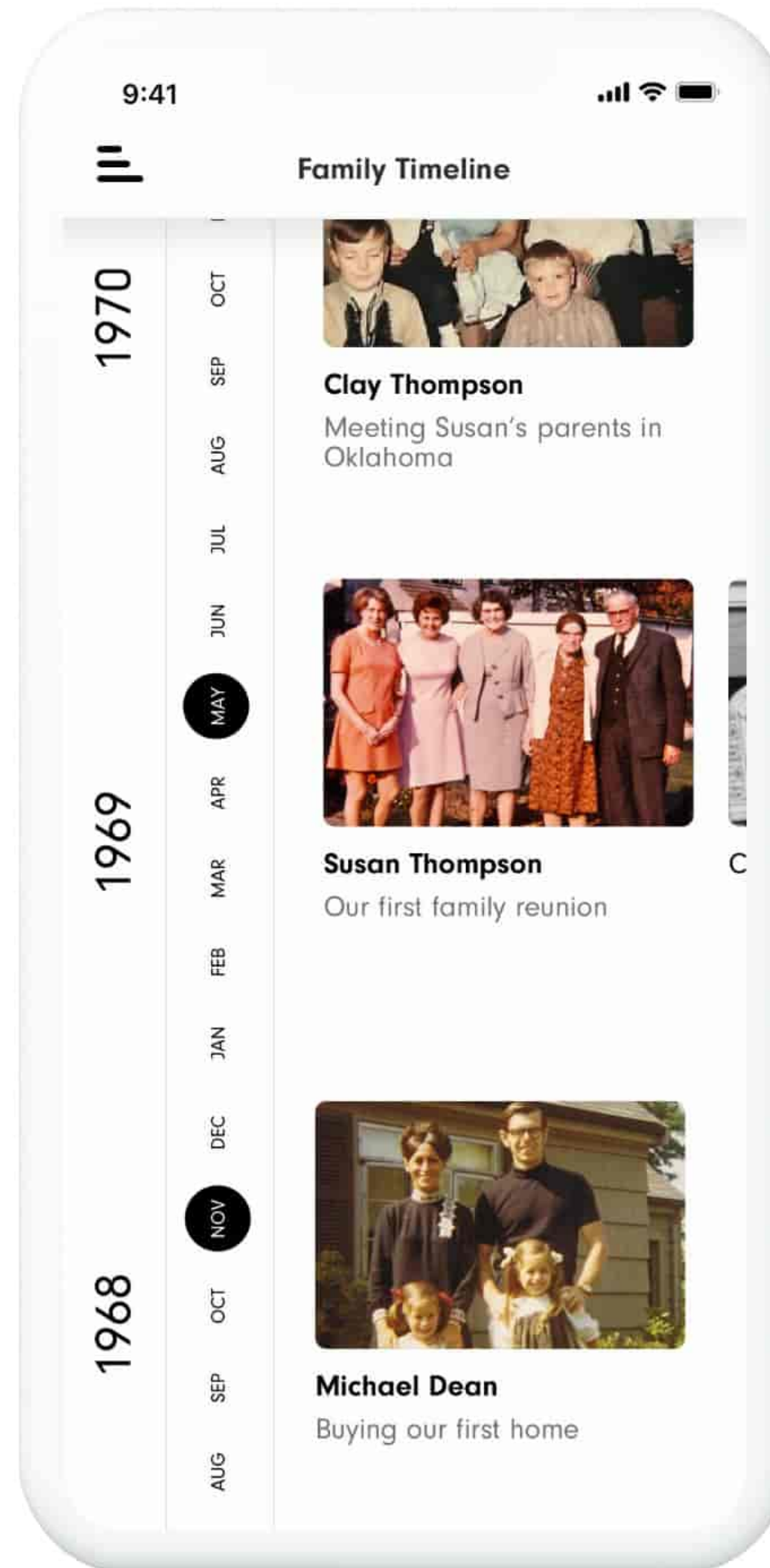
The screenshot displays the 'TREASURE' app interface. At the top, a dark blue header contains the word 'TREASURE' and a small circular profile picture. Below the header, a white navigation bar features a back arrow, the title 'Personal History', and an 'Answer all' button. A progress indicator shows '0 of 12'. The main content area is titled 'BASIC INFORMATION' and includes a sub-progress indicator '0 of 3' and an 'Answer' button. Three question cards are visible, each with a bookmark icon and the word 'QUESTION'. The first card asks: 'What's your name and when and where were you born?'. The second card asks: 'Where did you grow up and go to school?'. The third card asks: 'How and why did your parents choose your name?'. At the bottom of the screen, there are two navigation options: 'Individual's Home' and 'Story Chapters'.

# Where We Are Now (v3): Your Living Timeline

Time Capsule believes in building your lifestory through frictionless stories, questions, games and surprises and helping keep the meaning and connection top of mind for you.

On Time Capsule every piece of us input (memories, advice, photos, videos) can become new inputs (reactions, recollections and new trips down memory lane) over long periods of time.

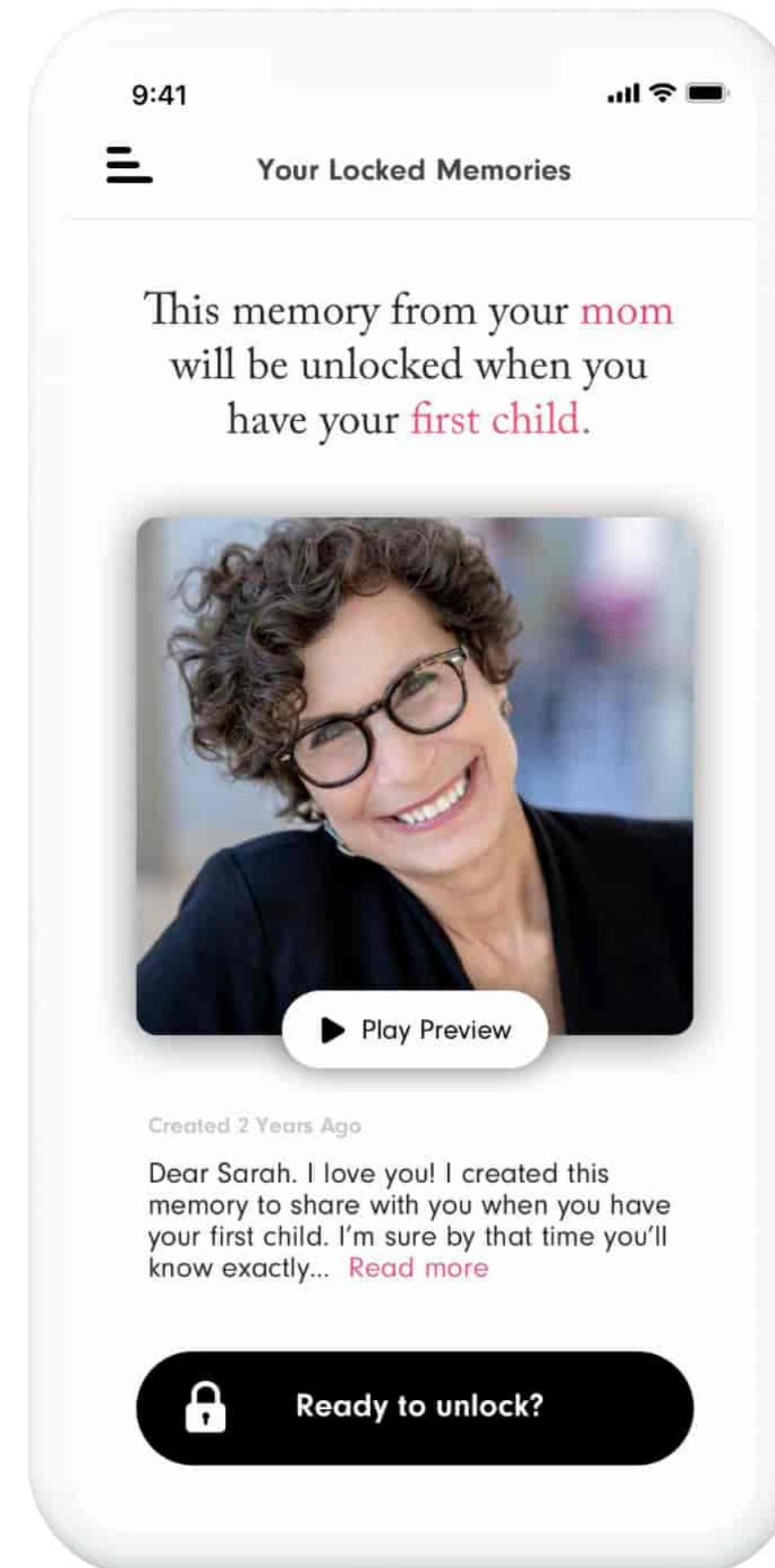
time capsule's secret is that recalling memories and experiences creates are new engagements in themselves that makes the meaning last longer



# Unlockable Time Capsules And Presents!

After uploading, users can choose to “lock” access until a specific time, life event or group of people are together in order to view it.

Imagine locking advice on child rearing for when your children have their first sons and daughters. Have your 60th birthday wishes unlock when your children turn 60 and much more or even record a special Valentines day wish for your spouse that stays locked till the big day!

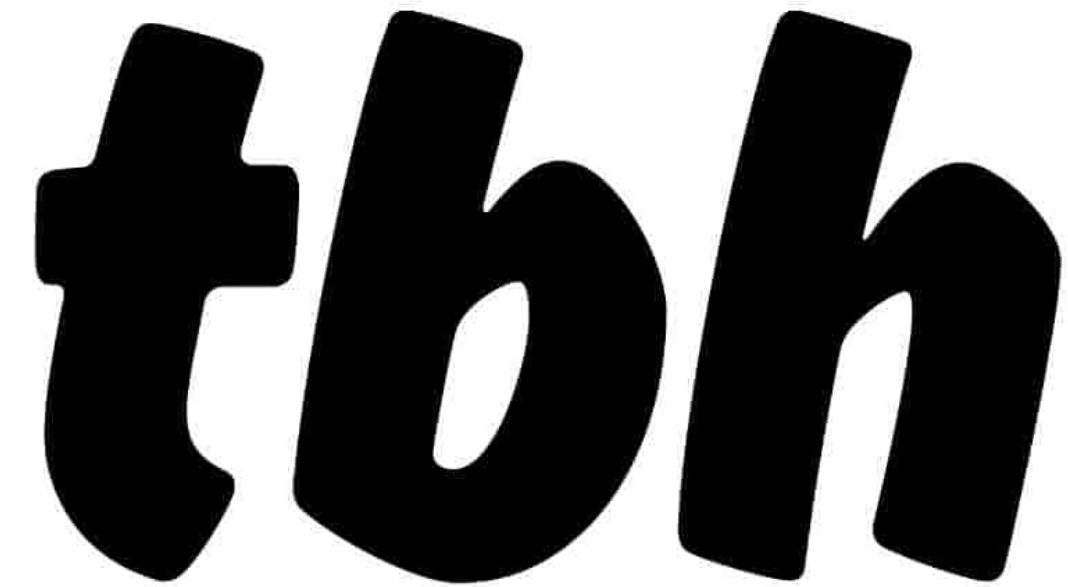
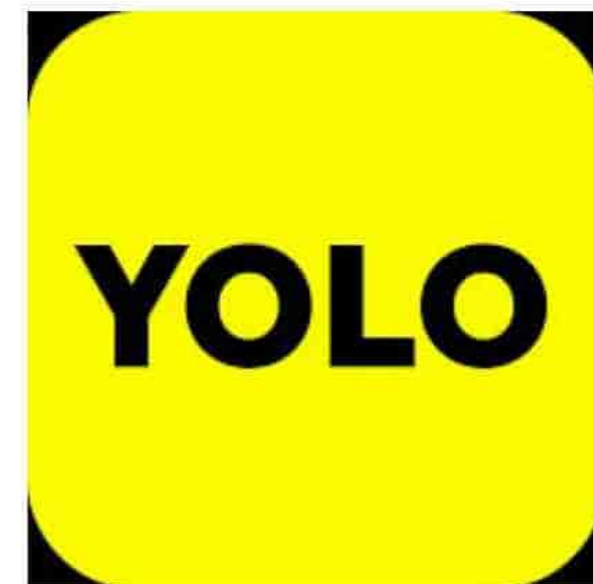


# Low Friction Q+A Format Works Historically

Even over the last three years, apps like "Yolo" and "TBH" have surged to 100mm+ DAUs within weeks.

It's no wonder users in the early beta groups ask 40+ questions on their first use of the product

There is a market for short form content capture, but an even larger market to organize it and remind people how special it was

The logo for the app 'tbh' is displayed in a large, bold, black, lowercase sans-serif font.



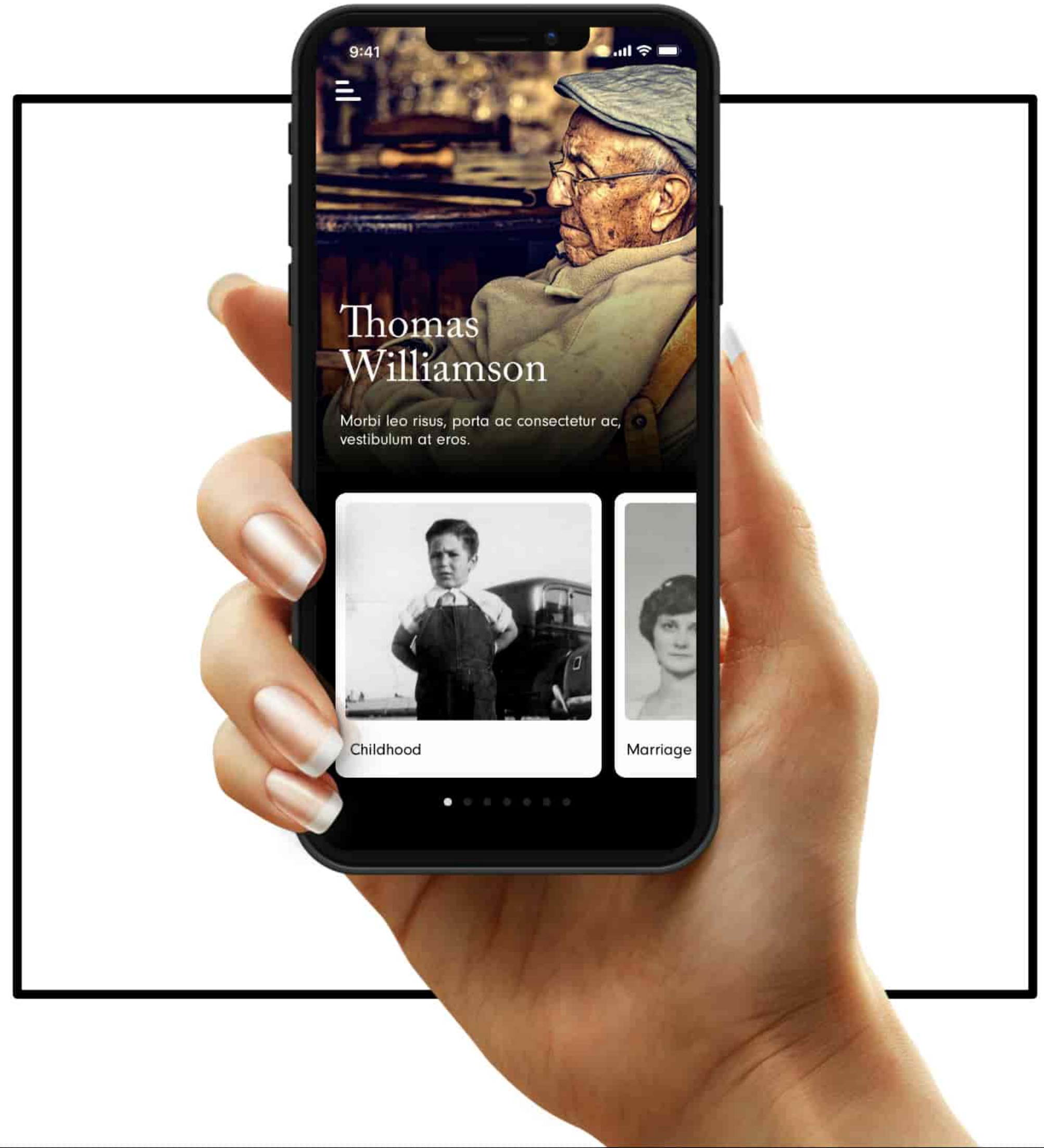
**And We Found Our Secret  
Weapon**



# 100 Years and Beyond

time capsule is guaranteed to last 100+ years by utilizing the cloud as well as redundant offline servers.

Families receive the piece of mind that their stories will reach the future and only the eyes and ears of those they are supposed to reach.



# I've Been Unknowingly Training For time capsule My Whole Career



Founded 2 separate \$100mm+ consumer startups over the past five years:

LAUREL  
& WOLF  
INTERIOR DESIGN



Ran strategy for the largest/most prestigious ad agency in the world and was a part of Disney Imagineering. And personally created some of larger viral pieces of content of the 2010's.



TBWA Chiat Day  
Los Angeles



# The Rest Of The Team



## Engineering

The most productive engineer from my previous companies is part of the team.



## Scale

I've used the same small team of people to scale the v1 of Laurel & Wolf, and Showroom to the stratosphere and they're back.



## Product Design

A product design leader from Ideo who specializes in storytelling through consumer product



# Our Unfair Advantage

(hint: it's distribution)

**We are the first to bring the important stuff where families are:** By working in the existing group thread we not it zero work to onboard and find value, we create an instant viral loop and own a context heavy noise light communication channel to bring people to together and ultimately back to the native platform experience

**Brand Marketing** - My background is stepped in building world class brands; Disney, Laurel & Wolf, Apple, Chiat Day. This product is built for earned media (NOT JUST PAID) and time capsule will be a world class brand: <https://vimeo.com/437247515>

**Pre-Sign Ups** - 2500 users signed up

# Timing Is Everything

**Our New World-** COVID has put people at home, created desperation for deeper connection and even introduced a mortal fear to families all over the world.

**Capture** - Capture content easily and semi professionally

**Organization via AI Isn't It-** Existing solutions rely heavily on context from data. The real winner is going to synthesise different types of content to give events and people new meaning.





# The Business

**The model:**

**Small Subscription Annual Storage Fee**

**Upsells:** People are willing to pay small amounts of money to show people they care. Ie on Valentines Day an extended Q+A package might be \$5

**Media Company:** The collection of all of the worlds original stories creates opportunity for a diversified media company that serves as a promotional tool as well as a standalone business

# **TIME CAPSULE**

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