



Preserving Family Legacies with AI-Powered Time Capsules

Because childhood isn't just a phase
it's a story worth saving forever





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About Us



Capsule is an AI-powered platform that helps families capture, organize, and preserve meaningful life moments through dynamic digital time capsules.



Parents today face digital clutter, scattered records, and forgotten milestones. Capsule solves this with smart AI curation and emotional storytelling turning everyday content into a secure, shareable legacy.



We're not just storing memories — we're preserving the emotional journey of growing up.



Because
childhood isn't
just a phase
IT'S A LEGACY



The Problem

Families are capturing more than ever – but remembering less than ever.



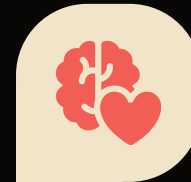
Too Many Photos, Too Little Meaning

Parents take over **1,500** photos per year, but **68%** feel overwhelmed, and **42%** rarely revisit old memories.



Critical Childhood Info Gets Lost

70% of parents lose access to important documents (school reports, artwork, vaccination records) due to scattered platforms and short retention periods.



Emotional Memory Fades Fast

Parents forget up to **82% of specific childhood moments** within a year if they're not properly documented.



Disconnected Generations

64% of grandparents report feeling distant from their grandchildren's lives due to lack of shared updates and involvement.

The Solution

Temporal Messaging

Schedule photos, videos, or letters to be delivered on meaningful dates (e.g., 18th birthday) — turning memories into powerful emotional experiences.

Emotional Context Capture

Parents can quickly save voice notes, journal entries, or letters to future dates — preserving how a moment felt, not just how it looked.

Smart AI Curation

Capsule uses facial recognition, photo metadata, and behavioral patterns to automatically identify and organize milestones — like first steps, birthdays, or school events.

Educational & Medical Integration

Via secure APIs, Capsule pulls in school reports, vaccination records, and artwork — eliminating the risk of losing critical developmental data.

Multi-Generational Sharing

Custom access settings allow grandparents and extended family to contribute and view memories — bridging generational gaps while keeping privacy intact.

Secure & Private

End-to-end encrypted, COPPA/GDPR compliant, and built with zero-knowledge architecture to ensure families own their memories — not the platform.



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AI-Powered Digital Time
Capsules for Families

Login

Signup

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How Capsule Works

A simple, seamless experience powered by smart AI and emotional design.



Capture Moments Instantly

Snap a photo or record a quick note the moment something beautiful happens.



AI Organizes It for You

Capsule automatically curates milestones using facial recognition and photo context.



Leave Messages for the Future

Write letters or record videos that unlock on future dates (graduation, birthdays, etc.).



Never Lose the Essentials

Automatically pull in school reports, artwork, and key health records via integrations.



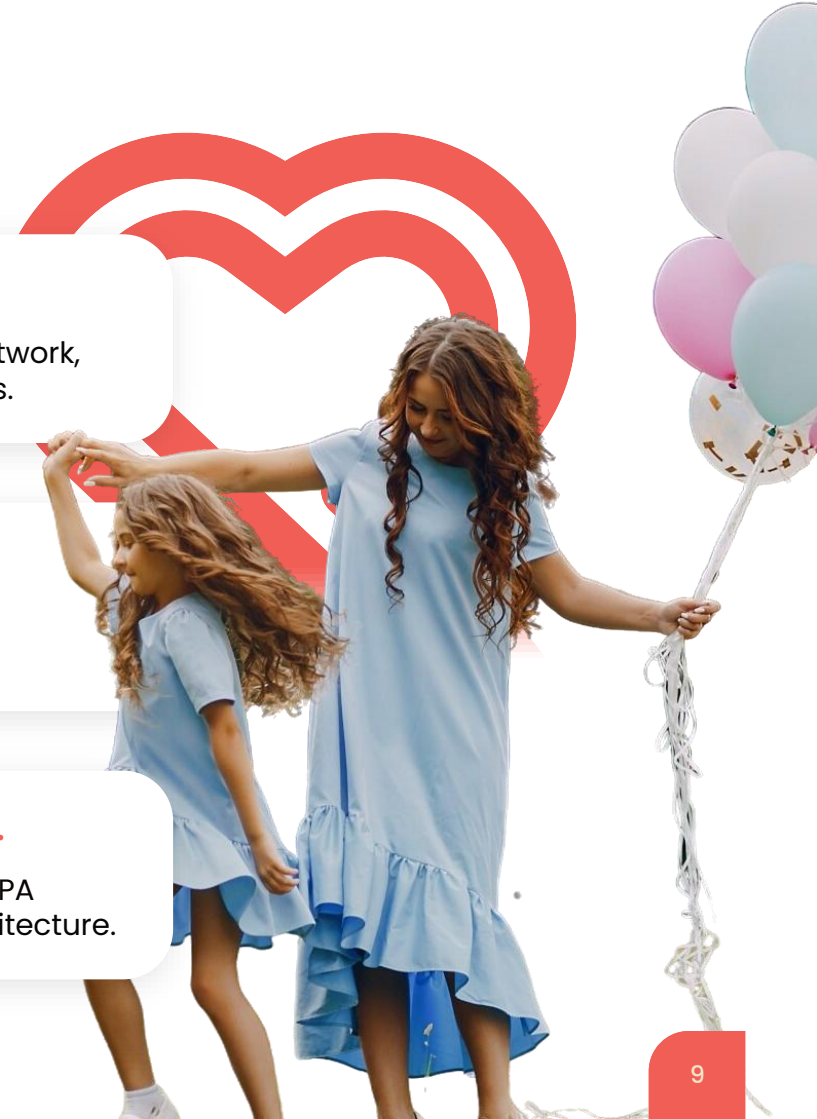
Include the Whole Family

Grandparents and relatives can view, react, and contribute safely.



Private. Permanent. Protected.

End-to-end encrypted with GDPR/COPPA compliance and zero-knowledge architecture.



Our Vision

To become the go-to platform for preserving and passing down family memories — where every moment is intelligently curated, emotionally meaningful, and never forgotten.

By 2030, Capsule aims to:

- ∞ Serve millions of families globally as the standard in digital legacy.
- ∞ Integrate with schools, healthcare, and photo platforms as the central memory hub.
- ∞ Redefine how generations connect, communicate, and remember.

Capsule isn't just saving memories — it's shaping how they're experienced for generations to come.



Our Unique Edge



Emotion + Intelligence

AI that understands what matters, not just what's in the photo.

Time-Locked Memories

Schedule letters, videos, and messages for the future.

Multi-Generational Sharing

Private, secure access across parents, children, and grandparents.

AI That Understands Meaning

Curates milestones based on emotional weight, not just timestamps.

Built for Legacy

More than storage — a digital heirloom designed for generations.

Capsule is the only platform that combines AI, emotional storytelling, and legacy preservation built for families, not just files.

Market Opportunity

A rapidly growing market at the intersection of AI, family tech, and digital legacy.

\$12.9B

Digital Memory Preservation
By 2028
CAGR **18.7%**

\$4.2B

Photo Storage & Organization
By 2025
CAGR **21.3%**

\$1.8B Market

Child Development Tech
CAGR **24.1%**

\$3.4B Segment

Digital Legacy & Estate Tech
CAGR **19.6%**

£780M  year

GB UK Addressable Market
CAGR **24.1%**

12.8M Parents

14.4M Grandparents

\$12.9B+

AI-powered digital legacy,
photo apps, estate tech

\$6B

Memory preservation +
milestone tracking

£780M/Year

Parents + grandparents
using family tech

Product Line & Services

Digital Platform – Freemium Mobile App



Free Tier

2GB storage, basic milestone tracking, core features.



Premium Subscription Tiers

2GB storage, basic milestone tracking, core features.



Capsule Basic
£4.99/mo

50GB, advanced AI, temporal messaging.



Capsule Family
£7.99/mo

200GB, multi-child profiles, school integration.



Capsule Legacy
£11.99/mo

200GB+, extended family access, enhanced privacy, advanced integrations.



In-App Purchases

- Additional storage expansions
- Premium milestone templates
- Custom animation packs
- Special memory-themed packages



Physical Merchandise

- Printed time capsules, photo books, calendars, and canvas prints
- Partnered with print-on-demand services (e.g., Shutterfly)
- ~28% margin on physical products
- Projected to contribute 15–20% of total revenue



B2B & API Integration

- API licensing for schools and healthcare providers (automatic document imports)
- Enterprise partnerships with family-focused brands and institutions

Future Growth Opportunities

Digital Platform – Freemium Mobile App



AI-Powered Video Storytelling

- Turn memory data into auto-generated highlight reels
- Weekly, monthly, or "Year in Review" capsules
- Personalized voice-over and music integrations



AR/VR Memory Revisit

- Bring moments to life through immersive experiences (e.g., Apple Vision Pro, Meta Quest)
- Walk through a child's milestones in 3D space



Smart Family Timeline

- Shared dynamic timeline between parents, kids, grandparents
- AI curates story threads across people, places, emotions



Emotional Intelligence Layer

- AI detects tone, mood, emotional milestones
- Prompts users to reflect, celebrate or share



Legacy Vault for Generations

- Secure, private handover of curated memories across decades
- Legal / estate integration, digital heirlooms, ethical will templates



Business Model

Revenue Streams

- Subscriptions (SaaS)**
Monthly/annual plans: Basic (£4.99), Family (£7.99), Legacy (£11.99)
- In-App Purchases**
Templates, animations, memory unlock bundles, storage upgrades
- Merchandise Sales**
Printed time capsules, photo books, canvas prints (~28% margin)
- B2B/API Licensing**
Enterprise integrations with schools, healthcare providers, family-focused brands

Monetization Metrics

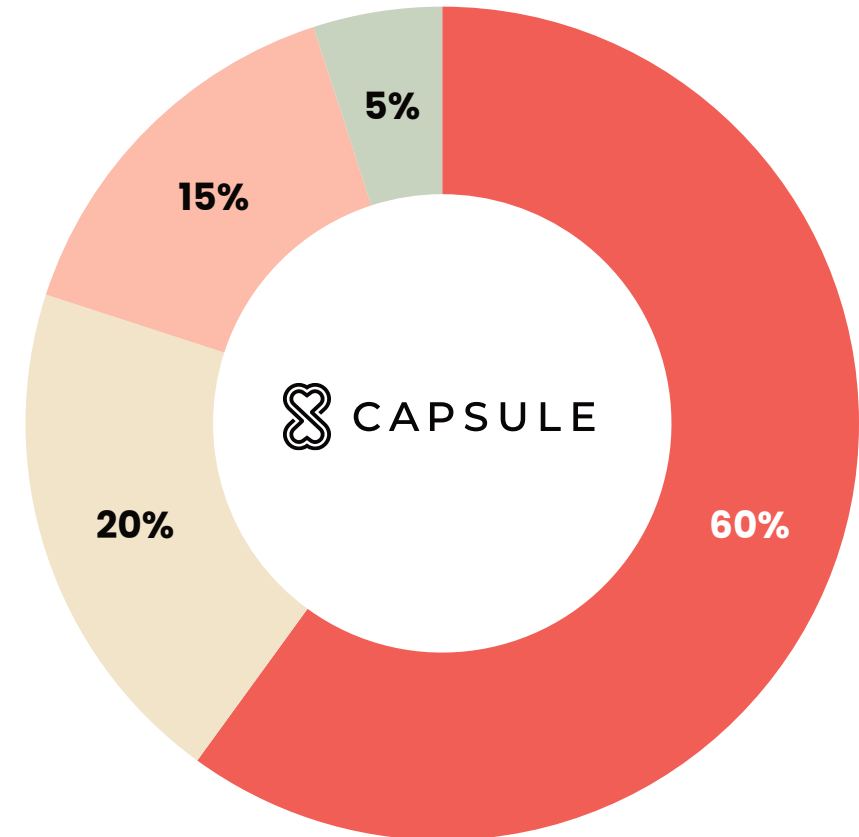
ARPU:
£9.50

Free-to-Paid Conversion Rate:
8-10%

Customer LTV:
£120

CAC:
£25 → LTV:CAC = 4.8x

Revenue Mix (Target Year 1)



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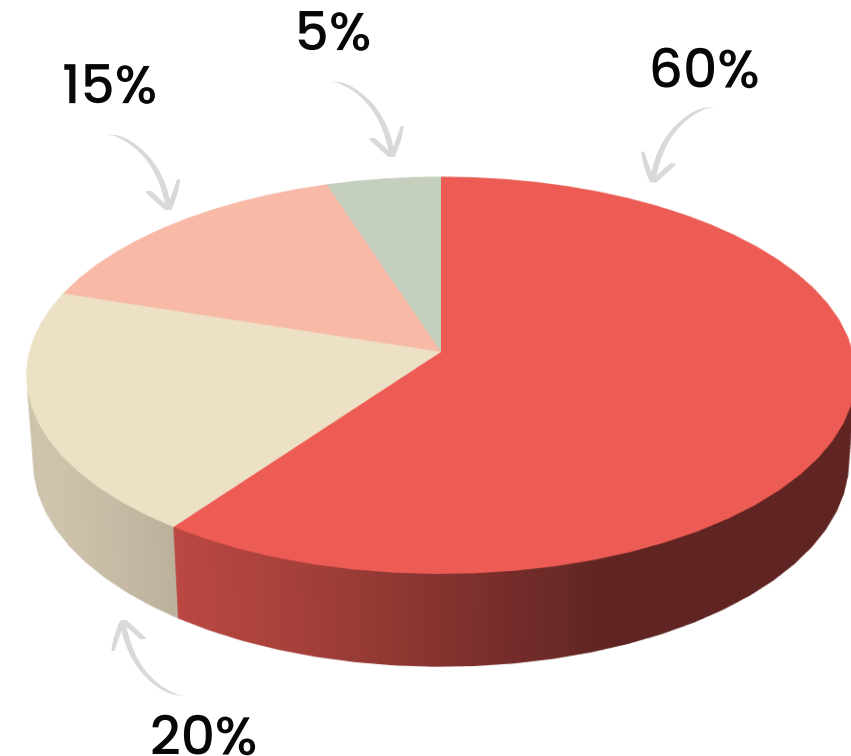
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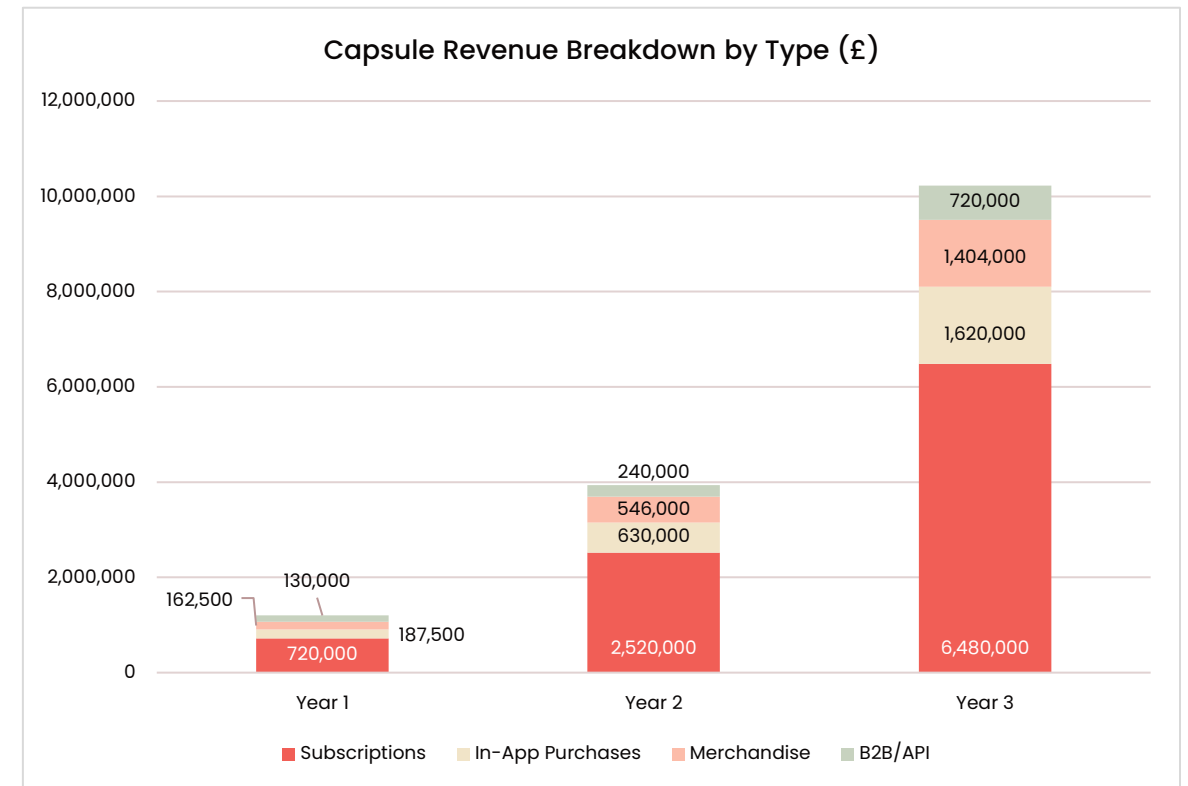
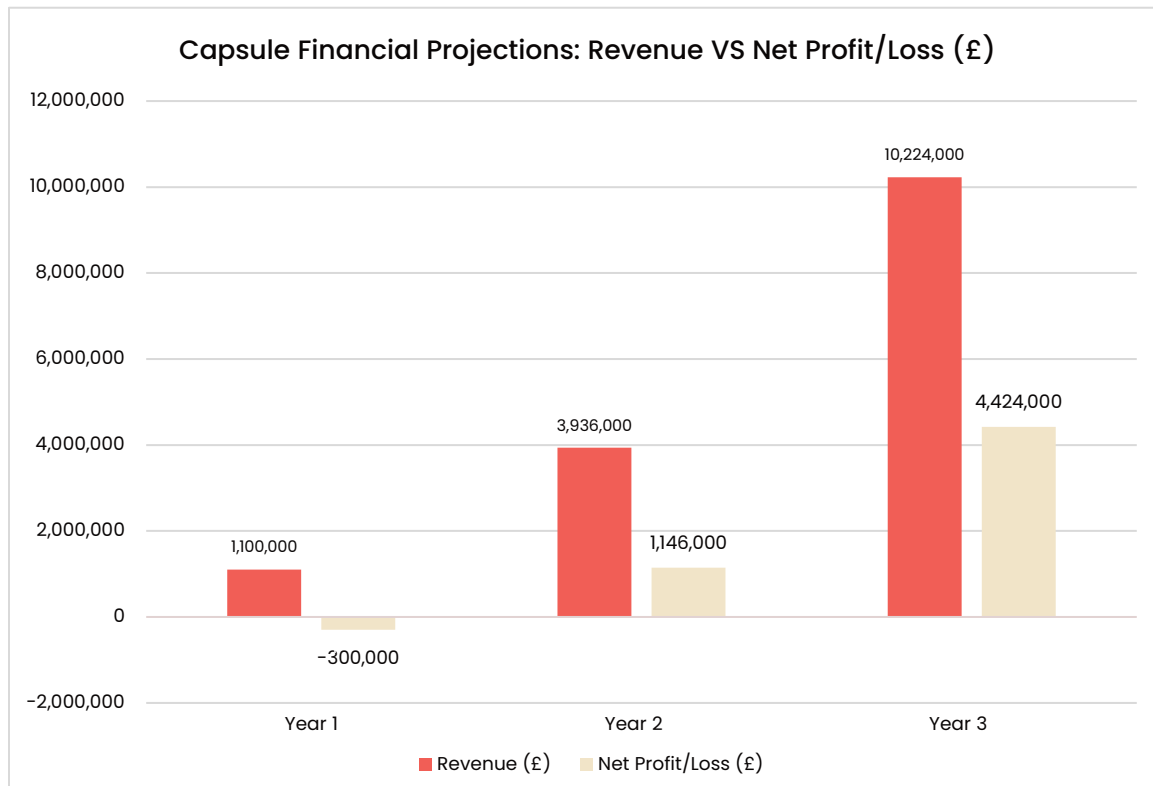
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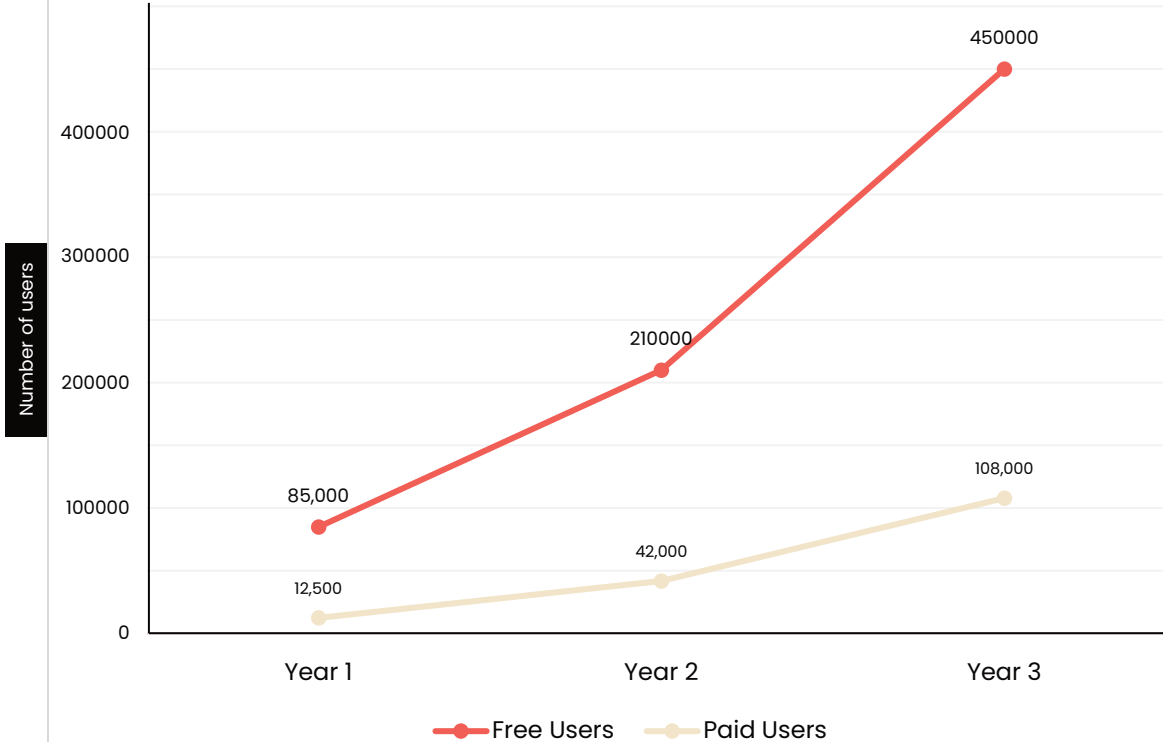
Financial Projections

High-growth, capital-efficient model with diversified revenue streams.

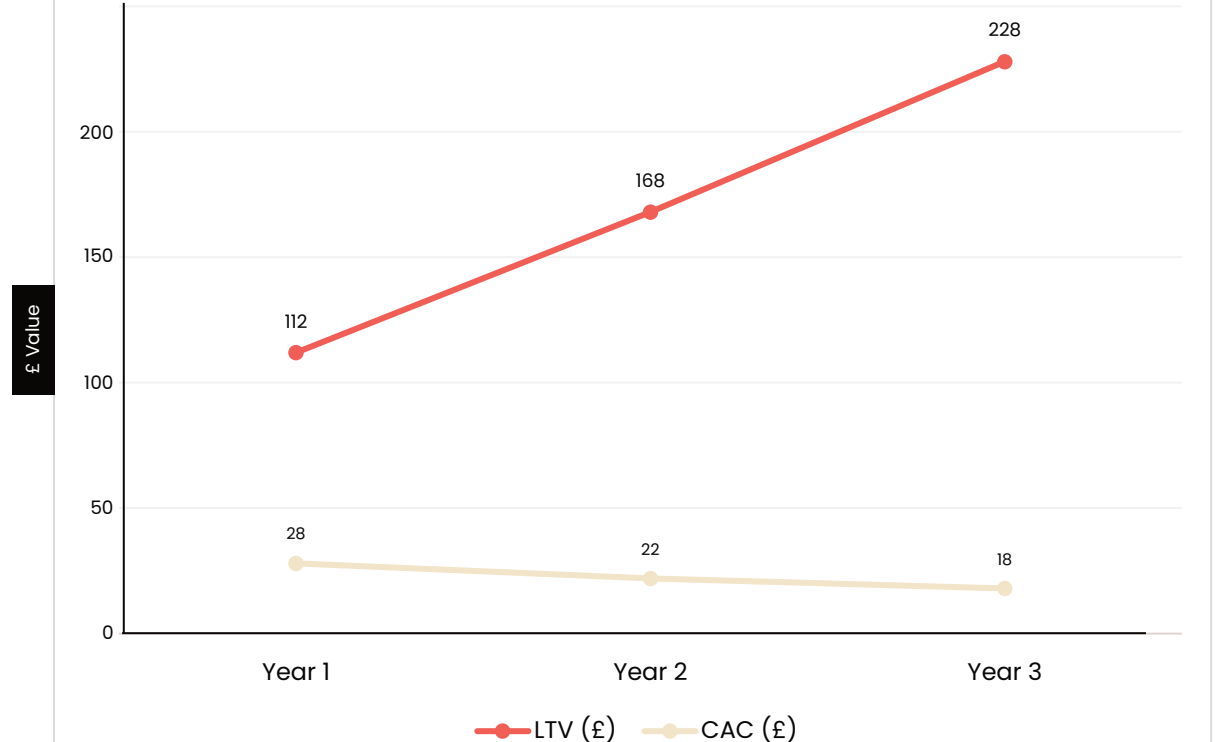


User Growth Projections & Key Financial Metrics

Capsule: Free VS paid Users (Projected)



Capsule: Customer Acquisition Cost VS Lifetime Value



Target Audience

Primary Users Parents (25–45 years)



~12.8M

Parents in the UK with children under 18

- Take 1,500+ photos/year on average
- **68%** feel overwhelmed by digital clutter
- **72%** express anxiety over losing childhood milestones
- **64%** use at least one parenting or photo app

Secondary Users Grandparents (50–75 years)



~14.4M

Grandparents in the UK

- **76%** own smartphones and growing in digital adoption
- **84%** want more involvement in their grandchildren's lives
- Higher disposable income (avg. **£680**/month)
- Emotionally invested in legacy, gifting, and family storytelling

Go-To-Market Strategy

Strategy Overview

Acquisition Channels



Strategy Overview

Partner with parenting influencers, “momfluencers,” and memory brands



Community Engagement

Organic growth through Facebook groups, Reddit (r/Parenting), Mumsnet, etc.



Referral Program

Invite friends/family → get 1 free month per referral



App Store Optimization (ASO)

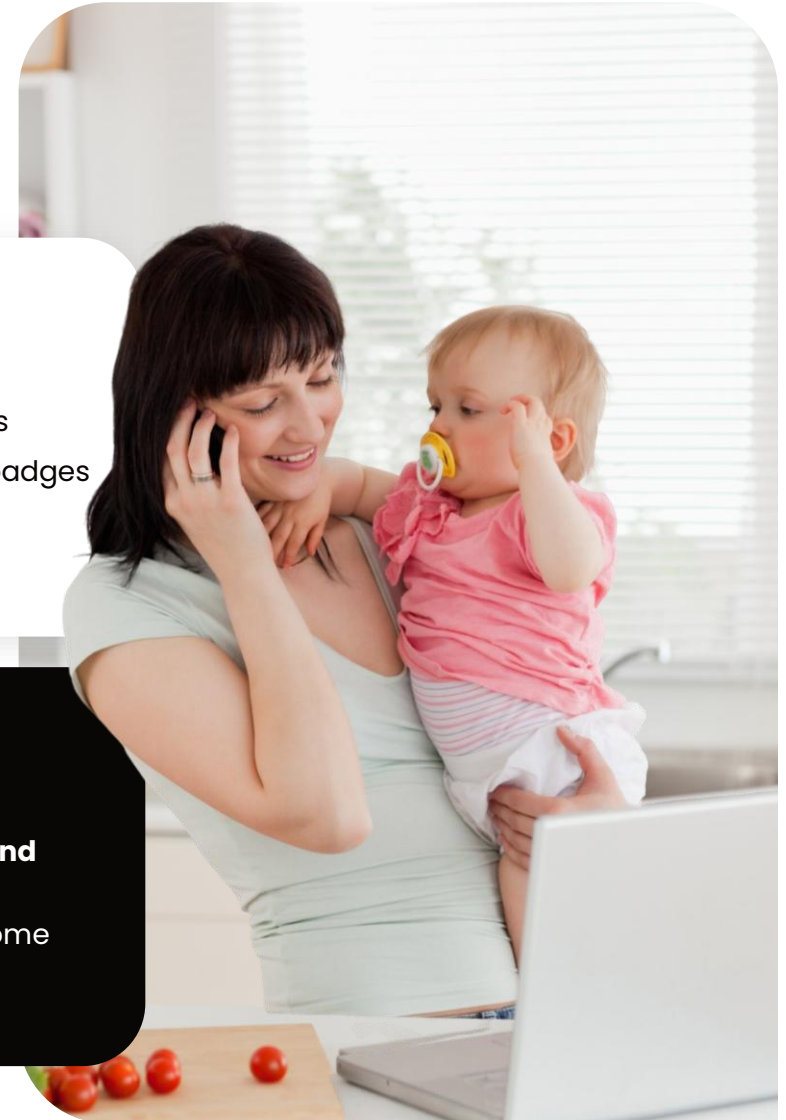
Targeted keywords like “baby milestone app”, “AI photo organizer”

Early Incentives

- **50%** lifetime discount for early adopters
- “Founding Family” profile themes and badges
- Referral bonuses for grandparents

Pilot Programs

- Partner with **nurseries, pediatricians, and schools** to offer Capsule to parents
- Bundle Capsule with new-parent welcome kits or child development classes



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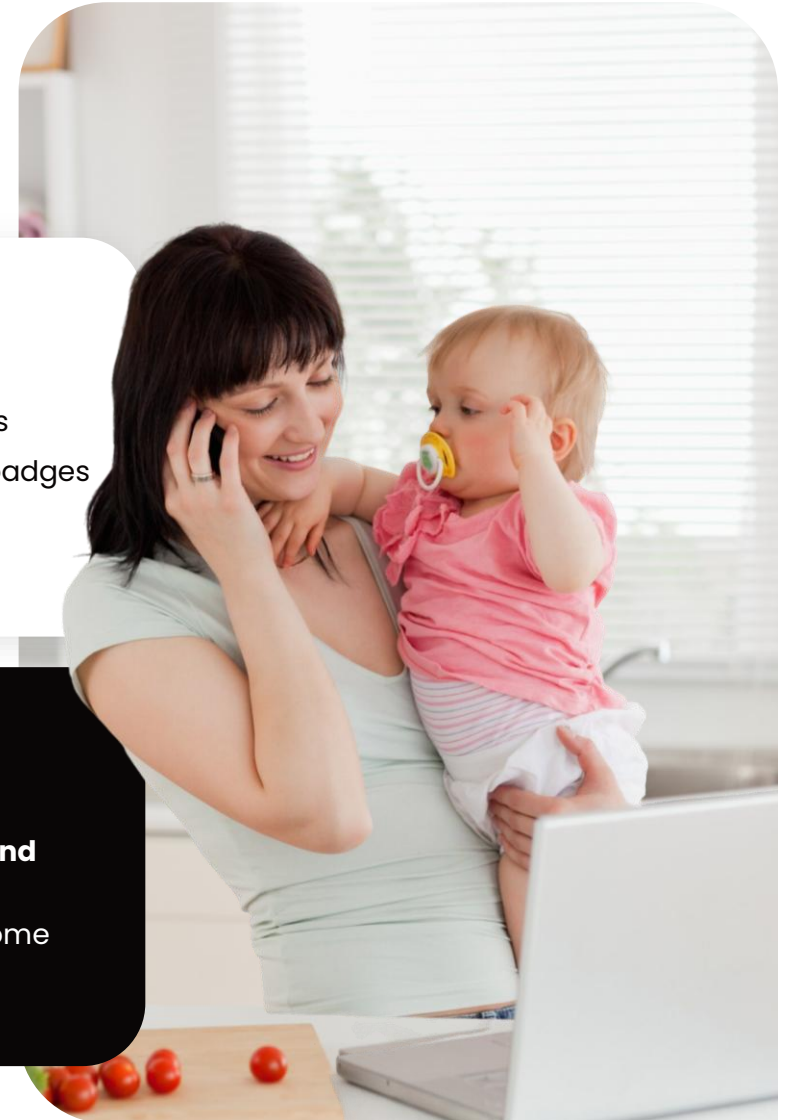
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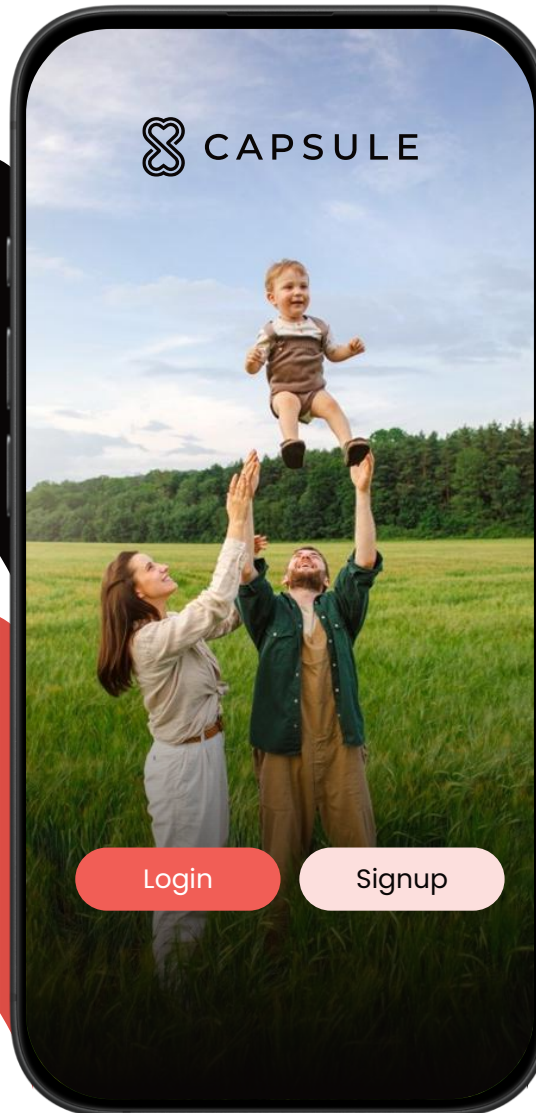
Early Traction & Validation

Prototype Tested

- Figma MVP tested by 100+ parents
- 82% reported strong emotional value in temporal messaging

User Demand Confirmed

- 500+ parent surveys
- 72% willing to pay for organized memory preservation



Tech Milestones Hit

- AWS Rekognition integrated for AI curation
- Stripe integration live
- GDPR & COPPA-aligned architecture

GTM Momentum

- 5+ parenting influencers secured
- Early waitlist growing via Facebook & Reddit groups
- Referral program built and ready to launch

Competitive Landscape

Feature / Value Prop	Capsule	Google Photos	Tinybeans	Qeepsake	1SE (1 Second Everyday)
AI Milestone Curation	✓	✗	✗	✗	✗
Emotional Memory Scheduling	✓	✗	✗	✓	✓
Multi-Generational Access	✓	✗	✓	✓	✗
Privacy-First (GDPR/COPPA)	✓	✗	✓	✓	✗
School & Medical Integration	✓	✗	✗	✗	✗
Print Merchandise	✓	✗	✓	✓	✗
B2B/Institutional Licensing	✓	✗	✗	✗	✗
App Utility Focus	Legacy + Emotional	Utility	Memory Feed	Journaling	Media Snippets

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Product Roadmap

From MVP to market leadership — executed in 3 focused phases.

Phase 1

MVP & Validation

(Months 1–3)

- Develop MVP: AI curation, photo upload, voice notes, timeline UI
- Figma prototype testing with 100+ parents (UserTesting.com)
- Integrate AWS Rekognition for initial AI tagging
- Stripe integration for subscription tiers
- Survey 500 parents to validate pain points + pricing

Phase 2

Core Build & Beta

(Months 4–9)

- Launch mobile app (iOS & Android) in UK
- Add custom AI models (sentiment analysis, milestone prediction)
- School/medical API integration (via Clever, ClassDojo)
- Multi-user collaboration (grandparent access, shared capsules)
- Begin soft launch with influencers + referral engine

Phase 3

Scale & Monetize

(Months 10–12)

- Launch premium subscriptions and in-app purchases
- Partner with Shutterfly for printed products
- Expand to US + EU markets
- Roll out AR “memory revisits” (Apple Vision Pro integration – optional)
- Sign B2B licensing deals with schools and healthcare groups

Our Leadership Team

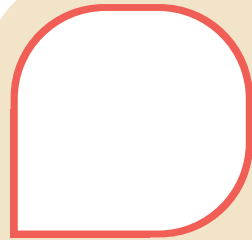
Driven by Experience



Vishnu Patel

Co-Founder & CFO

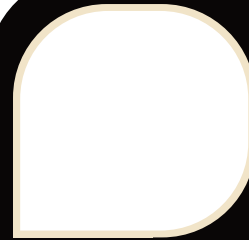
- ACA, MAAT, LLB, MSc
- Ex-Grant Thornton (Fast Growth, Media & Tech), FTI Consulting
- Scaled Harbour Hotels from 5 to 15 locations (£100M+ turnover), leading to a PE exit
- Specialist in financial ops, scaling, and strategic exits



Ben [Last Name]

Co-Founder & CEO

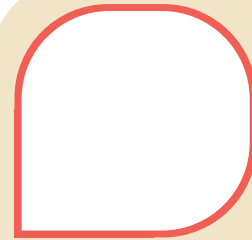
- [Insert qualifications/experience]
- Background in product development or parenting-focused tech
- Passionate about storytelling, digital preservation, and emotional design



John [Last Name]

CTO / Product Lead

- [Insert qualifications/experience]
- Experience in AI/ML, app development, and user-first tech platforms
- Leads AI curation and system architecture



Nigel [Last Name]

Creative Director / UX Lead

- [Insert qualifications/experience]
- Background in user experience, design systems, and emotional digital products
- Drives Capsule's storytelling, interface, and family-focused brand

The Ask

We are raising

£2.2 MILLION in seed funding

What This Enables

- **Launch** fully functional product within 9 months
- **Acquire** 85,000+ users in Year 1
- **Establish** B2B partnerships with schools and print platforms
- **Reach** break-even by Month 18
- **Position** for Series A at a £15M–£20M valuation

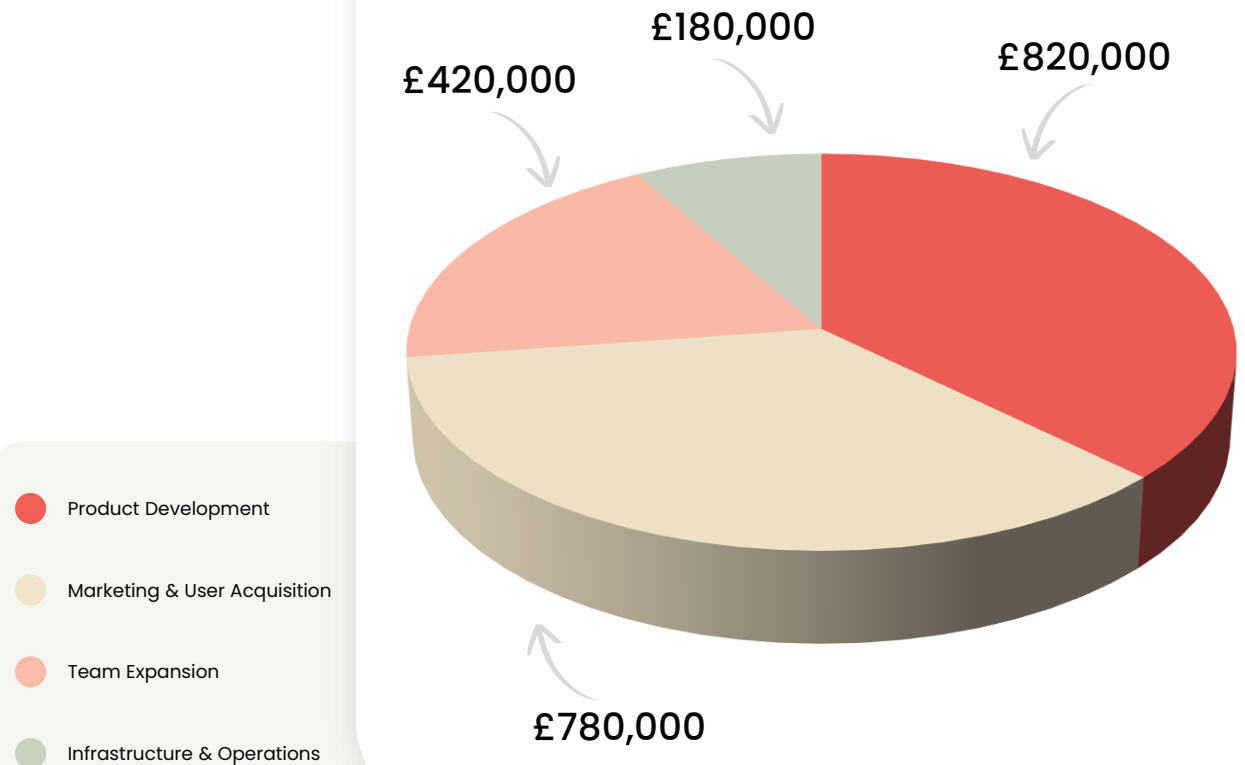
Return Potential

Projected exit valuation

£45M–£60M

within 5 years **25–33x** return on seed capital.

Use of Funds



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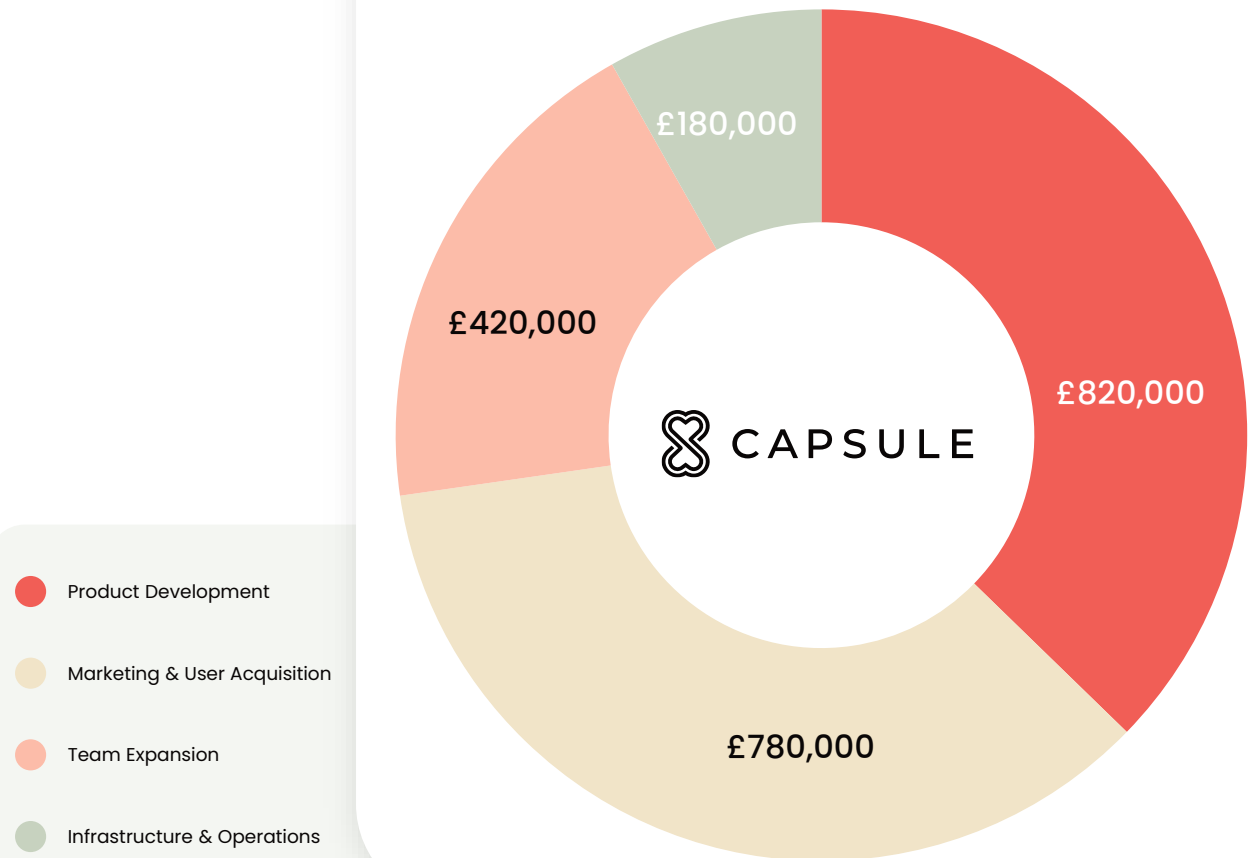
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Thank You

Contact Us for more details



name@mail.com



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