TrueReminder: Written Proposal

The Problem

Sam Beckman relies on reminders for everything. Watering plants, emptying bins, publishing YouTube videos. If it is not a reminder, it is not happening. But his reminder app only exists on Android, and as a phone reviewer, every time he switches platforms he has to rebuild everything from scratch.

Google Calendar is not the answer because he shares it with his wife for actual events. Personal reminders would clutter it up. And every cross platform reminder app he tried failed on at least one of four things: custom snoozing directly from notifications, powerful recurring options, proper multi device sync, and good design.

We built TrueReminder to solve exactly this.

Target Audience

People who use multiple devices across iOS and Android. People who need precise recurring reminders that do not fit into simple daily or weekly patterns. Families and roommates who want to share reminders without sharing entire calendars.

Monetization Strategy

Freemium model with Pro at $4.99 per month or $34.99 per year.

Free users get basic repeat options, friend sharing, and cross device sync.

Pro users get custom interval reminders, custom snooze durations in notifications, and custom friend groups.

Goal is 100,000 free users with 5 percent converting to Pro.