



**Limetree**

Moments for life



Limetree is a place where parents gather moments of their children's lives.



[www.limetre.ee](http://www.limetre.ee)

Limetree is a 'digital shoebox', where parents can:



Safeguard photos or videos of the important moments of their children's lives to be delivered to them one day



Keep letters for children to read on a future day when they're older and wiser



Share the children's moments with family and friends who may enjoy this legacy while it's being built.



Save all the memories, feelings and advice all moms and dads would like to leave to their kids



## The problem:

- Memories can be photos, videos, notes and sounds, and it's difficult to manage all these together.
- It takes a lot of time and effort to properly organize all our contents.
- We will lose at least part of our children's moments as time goes by.





## Our solution:

- Parents should only think about the moments they want to register. Organize, manage and store is automatically done for them;
- With Limetree parents can enjoy their children's memories and share it with family and friends;
- Everything is safely stored for children to see in the future.





## How big is our market?

We're focusing in the 3 most spoken languages in the western world:

- English
- Spanish
- Portuguese



More than 10 million babies are born each year in these countries



## Go to market strategy:

Strong social media presence

Affiliate program

Virality factors inherent to Limetree

Partnership with key brands

Association with public figures





## Business model:



B2B: Limetree as a service, sponsored and white-label accounts



Subscription to Premium accounts



Limetree Gift Boxes and cross selling: albums, video-clips and others



## Where are we?

Limetree has already developed and launched:

- Website / Backend
- iPhone App
- API (Private Beta)

What's our usage?

- 7,000+ users
- 12%+ growth per week



## Next steps:

### We have already confirmed:

- There is a market for this service
- People are willing to pay for this service

### In the next 3 to 4 months:

- Validate best pricing strategy
- Validate best marketing strategy

### From then on:

- Grow
- Having 500.000€ revenue in 2013



## Who is Limetree?

We're a dedicated team of like-minded people. We have a track record of building successful companies and products.  
Our founders are all parents and Limetree users - that's us below. ☺



Jaime Quintas



Pedro Veloso



Pedro Dias



**Limetree**  
Moments for life

Creative industries' Award, by Unicer  
and Fundação Serralves



With the support of:

**Start up Lisboa**

CATÓLICA  
Universidade Católica de Portugal | spinlogic

Available on the  
**App Store**



# Limetree

Moments for life

Thank you!

Pedro Veloso  
[pedro.veloso@limetr.ee](mailto:pedro.veloso@limetr.ee)

[www.limetr.ee](http://www.limetr.ee)

**Want more VC/investment startup pitch decks?  
We've centralised ALL successful investor pitch decks at:  
[www.chagency.co.uk/getstartupfunding](http://www.chagency.co.uk/getstartupfunding)**

This has been made by

**chagency**

A design agency that helps SaaS CEOs reduce user churn.  
We write daily on this topic here: [www.chagency.co.uk/blog](http://www.chagency.co.uk/blog)



[twitter.com/chddaniel](https://twitter.com/chddaniel)



[linkedin.com/in/chddaniel](https://linkedin.com/in/chddaniel)



[chdaniel.com/youtube](https://chdaniel.com/youtube)

More: [Chdaniel.com](https://Chdaniel.com)