

# **Memoir.ai — Launch Messaging & Positioning Kit**

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## **Positioning Statement**

Memoir.ai transforms scattered archives into coherent personal timelines.

## **Launch Announcement Messaging**

Introduce platform value and privacy-first architecture.

## **Press Messaging**

Highlight narrative intelligence and archive reconstruction.

## **Social Messaging**

Short-form messaging announcing platform availability.

## **Differentiation**

Privacy-first narrative archive intelligence.