MEMENTO

Highlights from conversations with friends and family

I got married this year and have some amazing candid photos with only one problem...
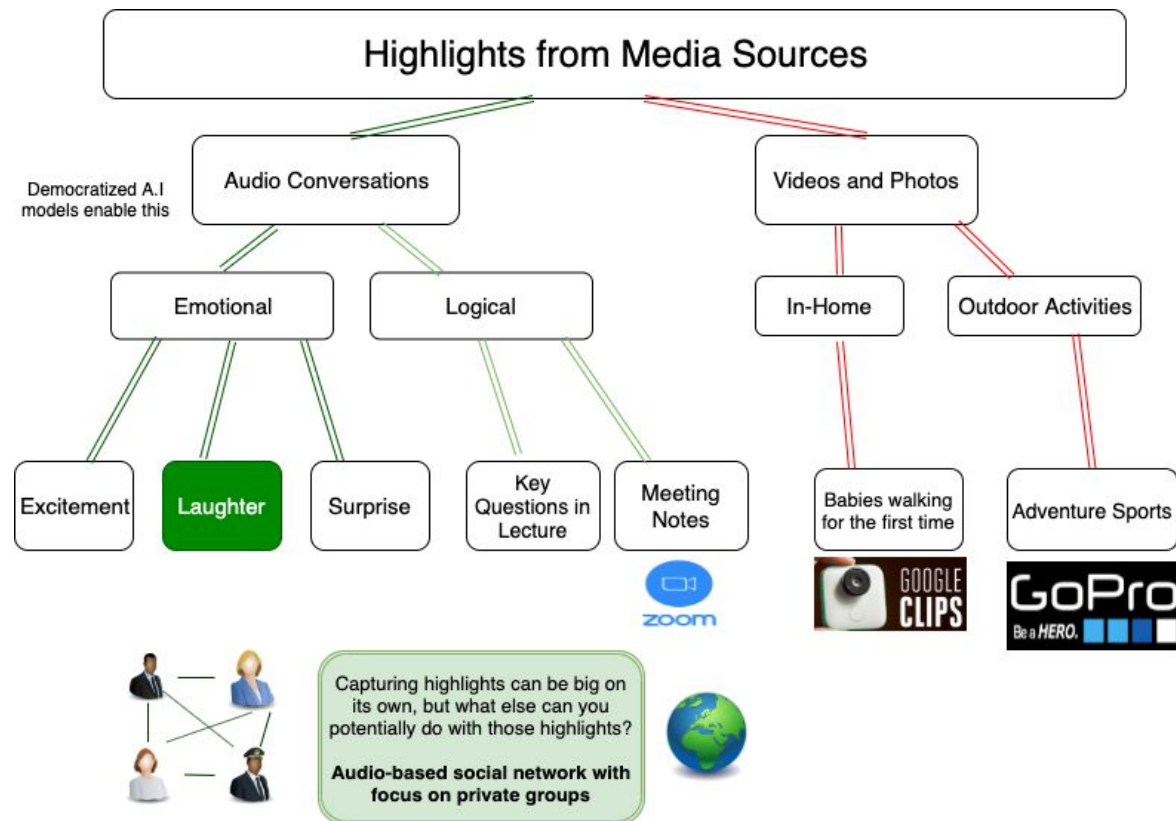

What were we laughing about??

People forget the funniest moments of their lives

- Think back to the dinner you had last week with your friends. Can you remember the funniest moments?
- **The problem escalates once you go further back in time**
  - Pregame at your friend's place 1 month ago
  - Game night with roommates 6 months ago
  - Annual camping trip 1 year ago
- **Who will be the early adopters of this?**
  - 21-35yr old Millennial who uses cannabis/ drinks and chills with 2-4 friends
  - New parents with young children who want to document everything

Google Clips failed to navigate through the idea maze, but we know the correct path through it
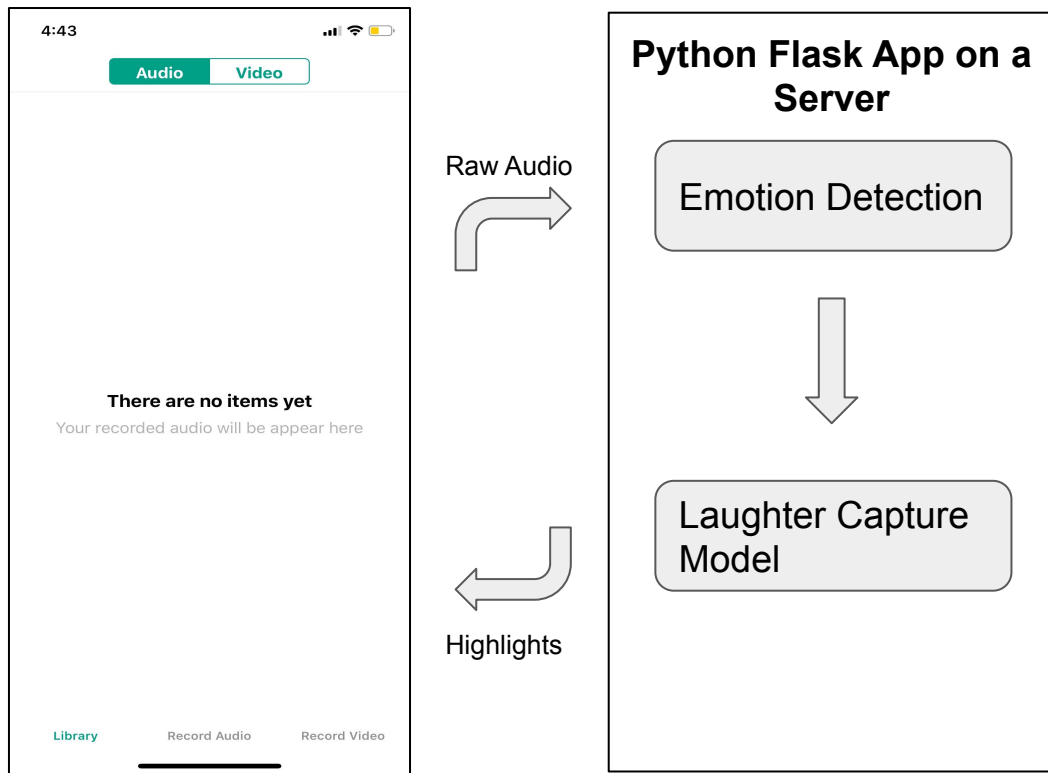

Highlights from Media Sources

Democratized A.I models enable this

- Audio Conversations
  - Emotional
    - Excitement
    - Laughter
    - Surprise
  - Logical
    - Key Questions in Lecture
    - Meeting Notes
- Videos and Photos
  - In-Home
    - Babies walking for the first time
  - Outdoor Activities
    - Adventure Sports

Capturing highlights can be big on its own, but what else can you potentially do with those highlights?

Audio-based social network with focus on private groups

*"Super interesting idea, people tried doing this with a GoPro stuck to their foreheads. This approach feels cleaner." - **Angel Investor***

"Google Clips cost $250 and the pictures were never taken at a good angle" - ***The Verge***

"Google Clips is Dead"- ***The Verge***

How it works: Current status of the prototype

Python Flask App on a Server

Emotion Detection
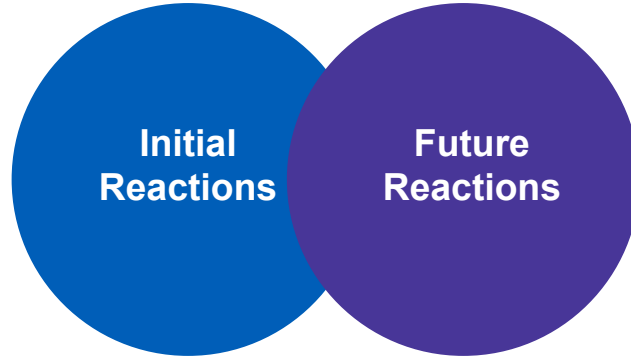
Laughter Capture Model

Raw Audio

Highlights

- Memento is a mobile app that listens for laughter and delivers the audio of the best moments the next day

- Place the phone at the middle of the dinner or coffee table and hit record, you can specify when it ends or let the software learn when to stop recording

- Only the highlights are saved on our servers, everything else is deleted

We can predict what the user feedback will be!

"I was laughing my ass off at the highlights, I totally forgot we talked about that"

"My grandparents use this to remind themselves of all the candid moments we have because sometimes they forget"

"I look forward to my Sportscenter top 5 funniest moments every morning. It is a great way to start off the day"

Initial Reactions

Future Reactions

"I used this to capture the surprise of my husband was when he saw our 1 year old walk for the first time"

"I used this last night for my pregame but now I'm customizing it for my lecture so that it can capture the key questions and concepts while I go to sleep in class"

Why now? Audio is exploding as a medium

Smart speakers are everywhere. People are comfortable with a device that can listen to conversations.

AirPods make listening to audio an awesome experience

Explosion of content in podcasts but people want content that is personalized and social

You invite friends over for game night. Memento captures the best audio moments. You wake up the next day to go to work. Put in your AirPods. On the walk to work, you listen to the highlights.

Channels Inner Trump voice: *"Definitely a billion dollar opportunity, an absolutely tremendous opportunity, you wouldn't know a bigger opportunity than this, this is the best opportunity"*

- We are inventing a new category of behavior so a pre-existing TAM doesn't exist. The closest thing is the "memory industry" + "audio processing industry": Google Photos, Instagram, Snapchat, Tik-Tok, Facebook, Alexa, Transcription software. All of this is easily worth $100B+, but we will start small and expand methodically.

- Memento can be applied in many different use cases. We will need to prioritize and be strategic.
  - Doctor-patient notes, corporate meeting minutes, college lecture notes, automatic content-creation for Influencers, family audio albums, concert or sport highlights

Freemium business model because ads create paranoia among users. The business model alignment with customer privacy is what will differentiate us from Amazon, Google or Snapchat when they copy our idea.

Free Tier:

Can upgrade to different tiers based on number of user referrals

- Curated highlights sent to your phone
- Automatic detection of when to end recording
- Deletion of highlights after 24 hours

Gold Subscription

$1/ month or $10/year will get you advanced features

- Ability to save highlights
- Quick upload to Insta, FB, Tik-Tok
- Customized highlight recognition
  - Surprise, excitement etc.

Platinum Subscription

$5/month or $50/year for even more advanced features

- Integrate with WhatsApp and FaceTime calls
- Zoom meeting minutes

Team

Kaushik Andra - Founder/CEO
- 4+ years of experience building Machine Learning models and developing business strategy
- Highly analytical and strategic about product vision

Looking for ML Engineer with mobile app development experience to be a Co-Founder

I started the story with these pictures. Here's what Memento would capture from these moments.

Kaushik: "Dude did you see Darrell's chicken dance, he looked like he escaped from a farm
Kevin: "Hahaha, yeah man that was hilarious"

Charu Uncle: "Kaushik, take it from me and run away while you still can"
Kaushik: "I already have this garland on me, I think there's no turning back now lol"

Appendix

Key things I need feedback on

1. After looking through the idea maze, does it make sense to first start with curated laughter moments for people who use cannabis or drink? Does any type of customer need this product more and what's their use case?

2. Assuming that I correctly identified the first target customer, what are the minimum set of features that I need to build for this customer so that they love the product?

3. How should I approach the search for a Co-Founder? How do I balance the tradeoff between taking time to find the right person vs getting the MVP out quickly?