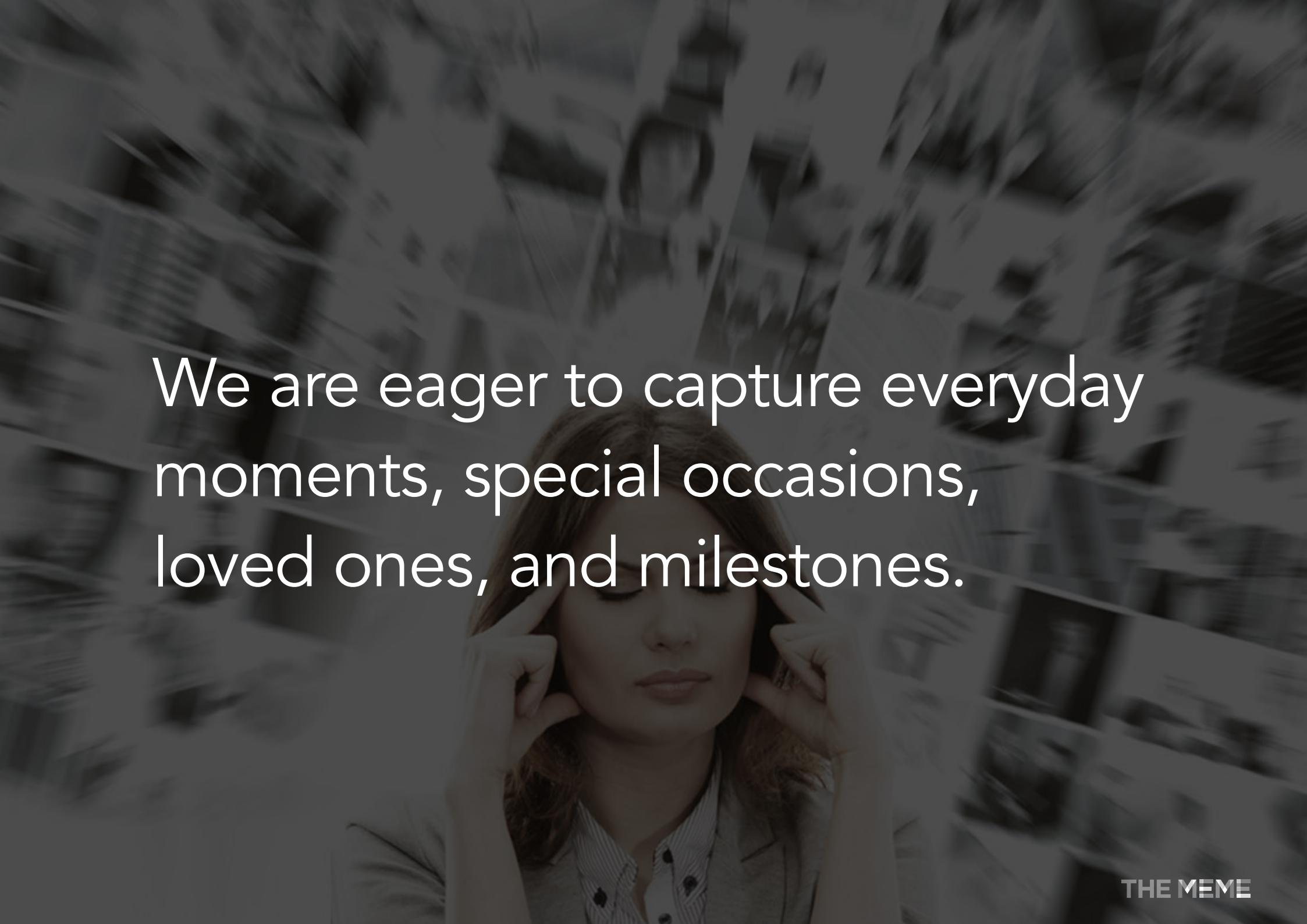


LifeTags
THE MEME



Within the past 15 years, we've taken 40 times more photos than in previous decades.

A black and white photograph of a woman with long, wavy brown hair. She is wearing a light-colored, button-down shirt with dark polka dots. Her hands are resting near her chin, and she is looking slightly downwards with a contemplative expression.

We are eager to capture everyday
moments, special occasions,
loved ones, and milestones.



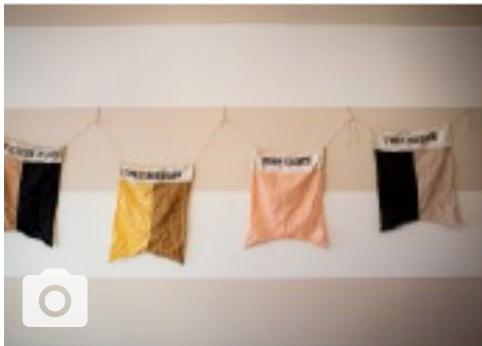
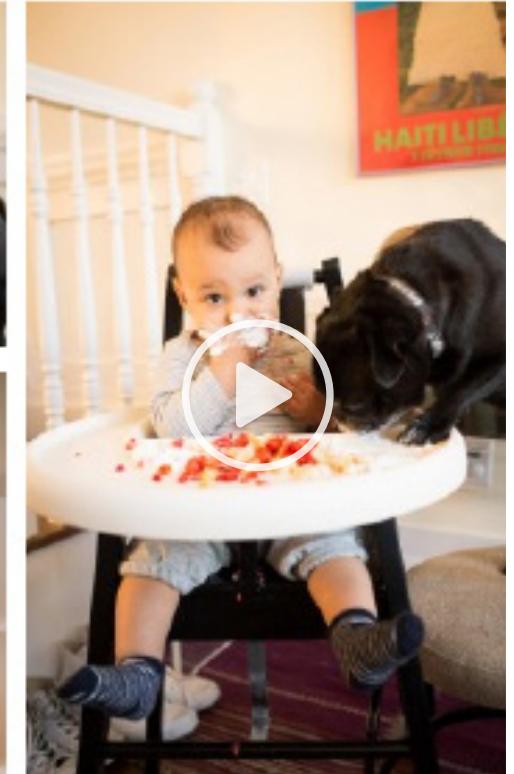
This presents a particular challenge for new parents.

Meet Amelia: a new mom

"Sam is growing up so fast! I barely have time to organize all the videos and photos I've taken so far."



One morning, she got carried away



...and more carried away



After Sam's first year...

"I already have **45 photo albums** in the cloud and countless videos."

"But everything is **out of sight, out of mind.**"

"How do I tell **compelling stories** with all of this media?"

"How would I **access and share milestones** easily?"



We get it—you are drowning in media

BUT WHAT IF YOU CAN:

Bundle memories into
“smart” photo cards

Bundle related media and embed
them in a LifeTags Card to celebrate
milestones as your child grows.

Engage with media in a
novel way

See your memories come to life in a
new way. Bring archived videos and
photos back into play.

Tap into the whole story

Get the card in the mail and tap it
with your phone to get the full story
behind a milestone, including videos.

Celebrate milestones
with loved ones

Share your best memories with
people that matter, even if they
don't have internet.



Introducing LifeTags—a fun way
to relive your most cherished
memories.



Tap into the whole story

1

Download the LifeTags app from the Google Play store. Alternatively, **buy a LifeTags Smart Album** from a retailer, then download the app.



2

Using the app, **add a milestone by creating a Smart Card**. Add related media and **order the card**.



3

Receive your LifeTags Card in the mail in just a few days.



5

Relive your favorite stories with loved ones anytime.



4

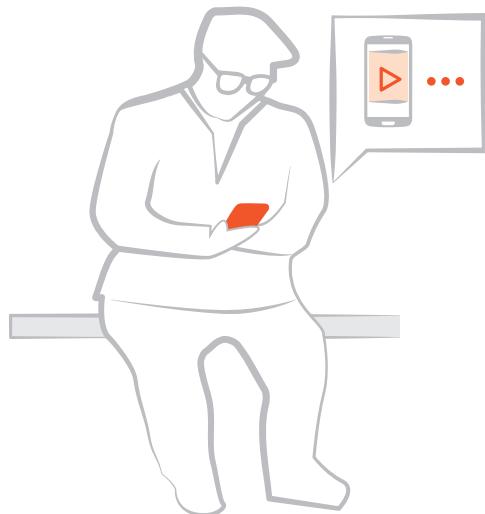
With the app open, **tap your phone to the Smart Card** to view related videos first, then photos.



Spread the magic

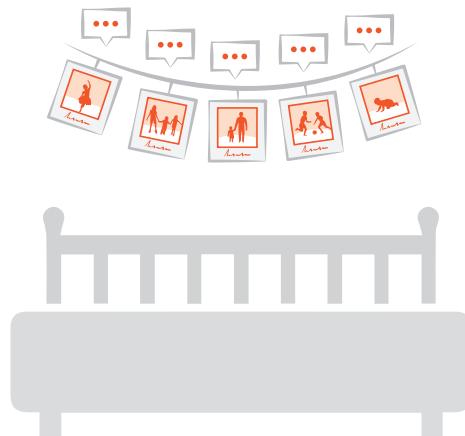
SHARE

Across the country, grandpa **can share in the family fun** when he receives a Smart Card as a gift!



DISPLAY

Display it anywhere in your home to relive special memories at any time. String it up like polaroids or frame each individually.

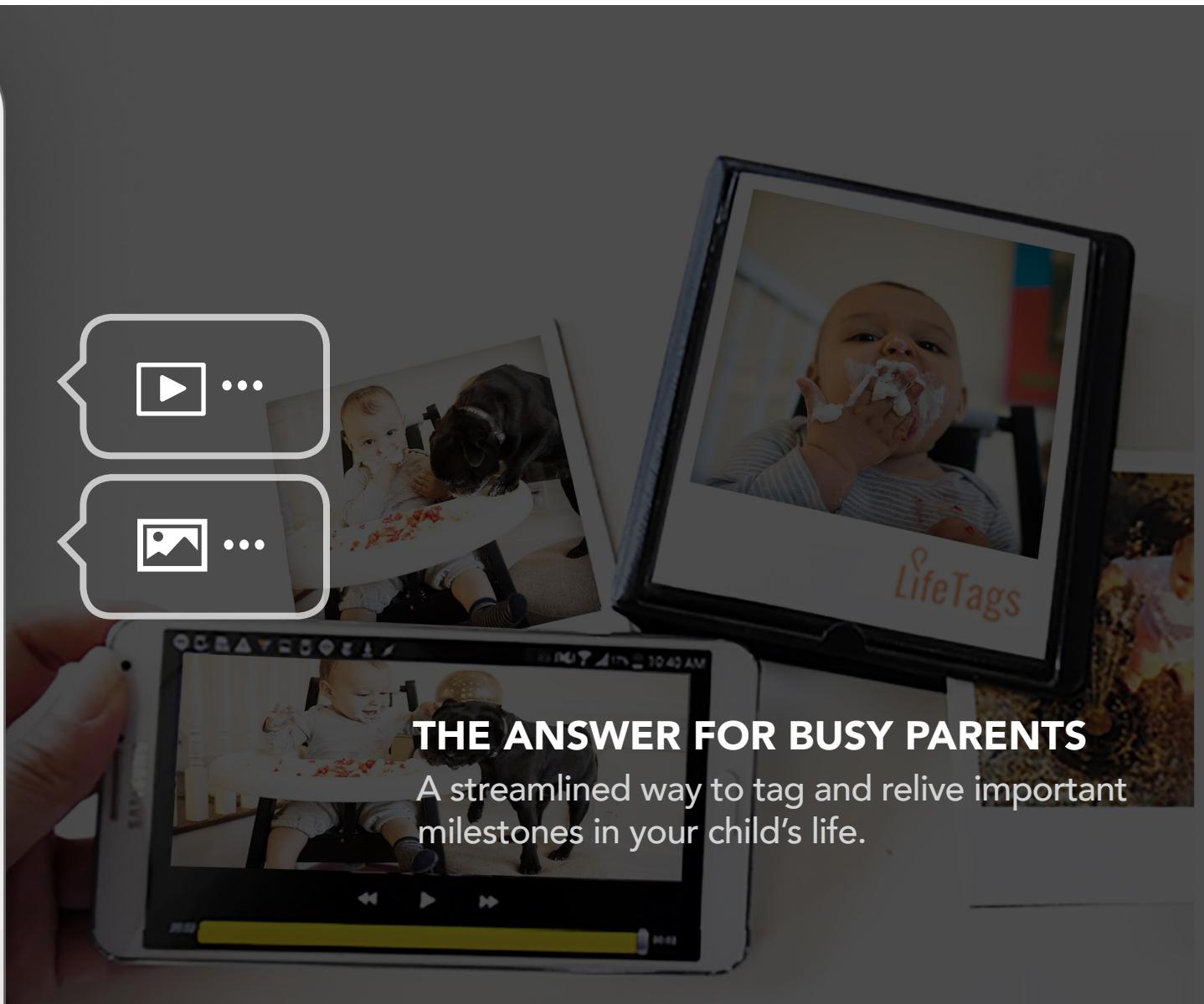
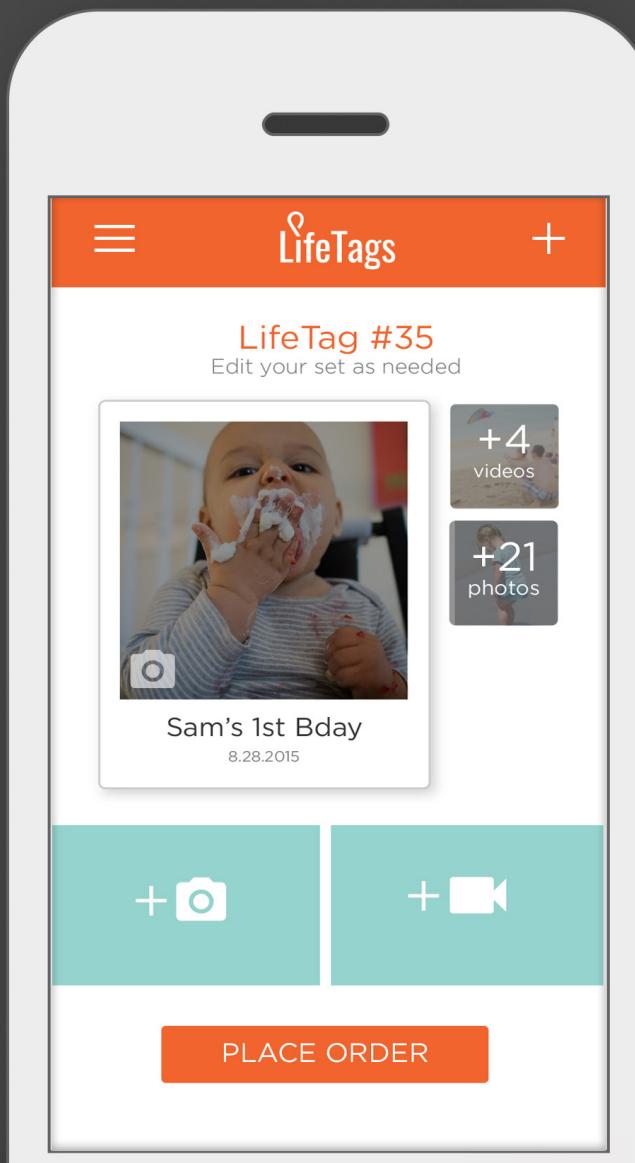


CHERISH

Accrue all your cards in the LifeTags Smart Album. The album grows with you to pass on to future generations.

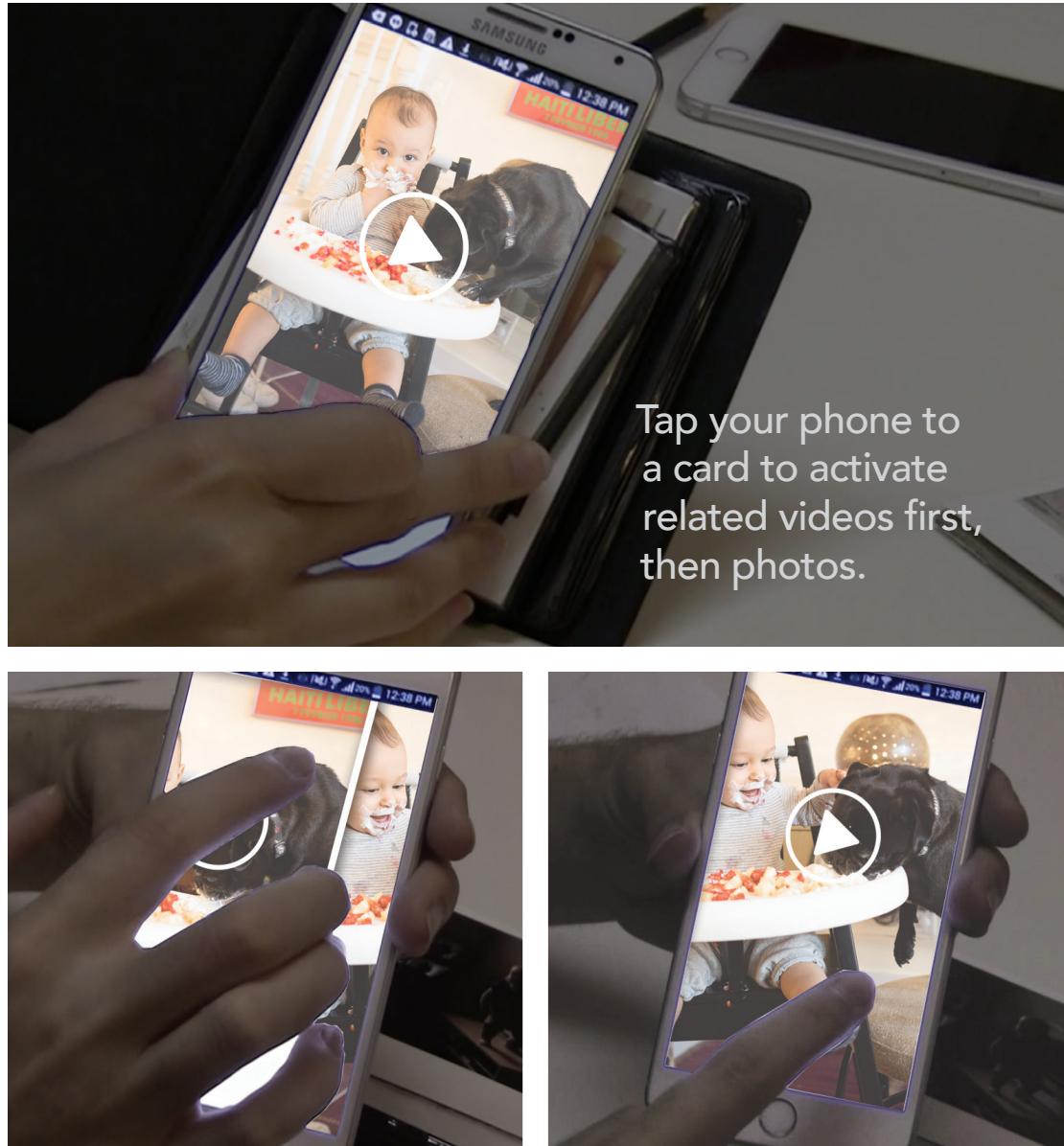


A reimagined photo album



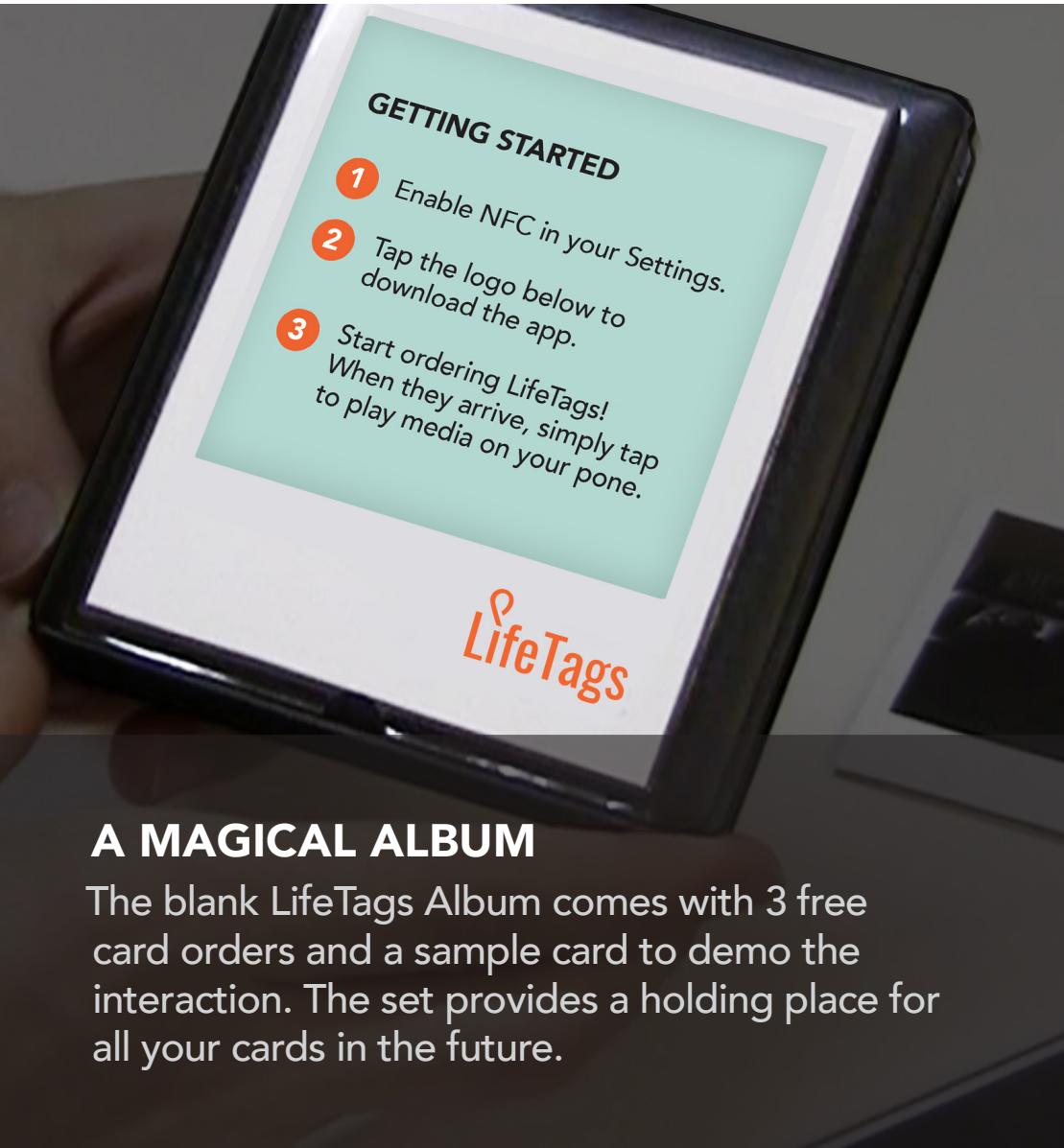
THE MEME

A playful portal



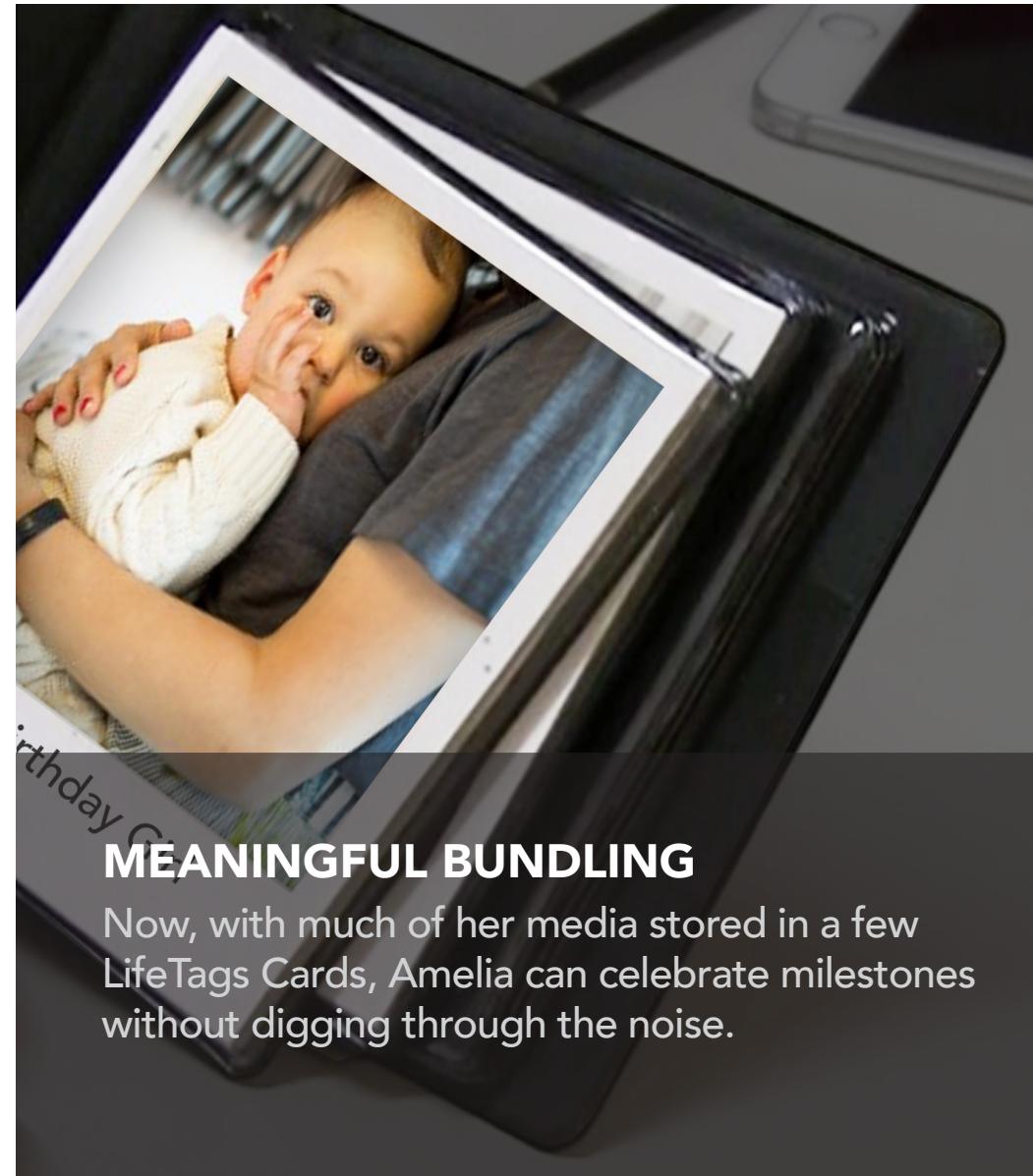
THE MEME

A unique gift for new moms



A MAGICAL ALBUM

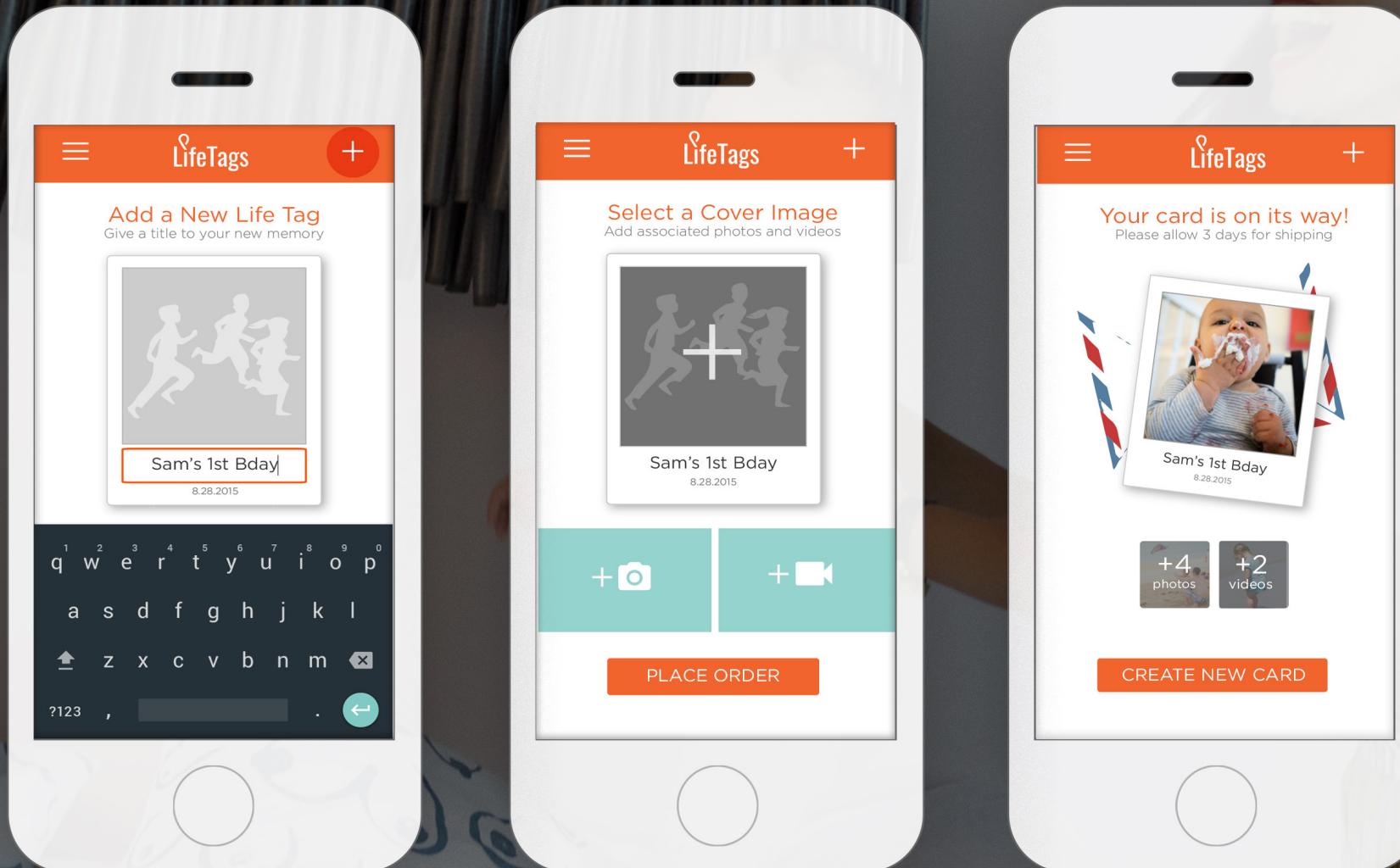
The blank LifeTags Album comes with 3 free card orders and a sample card to demo the interaction. The set provides a holding place for all your cards in the future.



MEANINGFUL BUNDLING

Now, with much of her media stored in a few LifeTags Cards, Amelia can celebrate milestones without digging through the noise.

Simple, on-the-go creation



Market Fit

LifeTags can meet the particular captured-media needs of new parents from ways to bundle it meaningfully to making on-the-go creation and ordering easy.

Lack of **meaningful ways to bundle** captured media

Cloud storage is **out of sight out of mind**

To easily **share a lot of media** with loved ones

Massive amounts of captured but **unorganized media**



To **make videos as accessible as** photos and relevant to important events

Lack of time to order prints

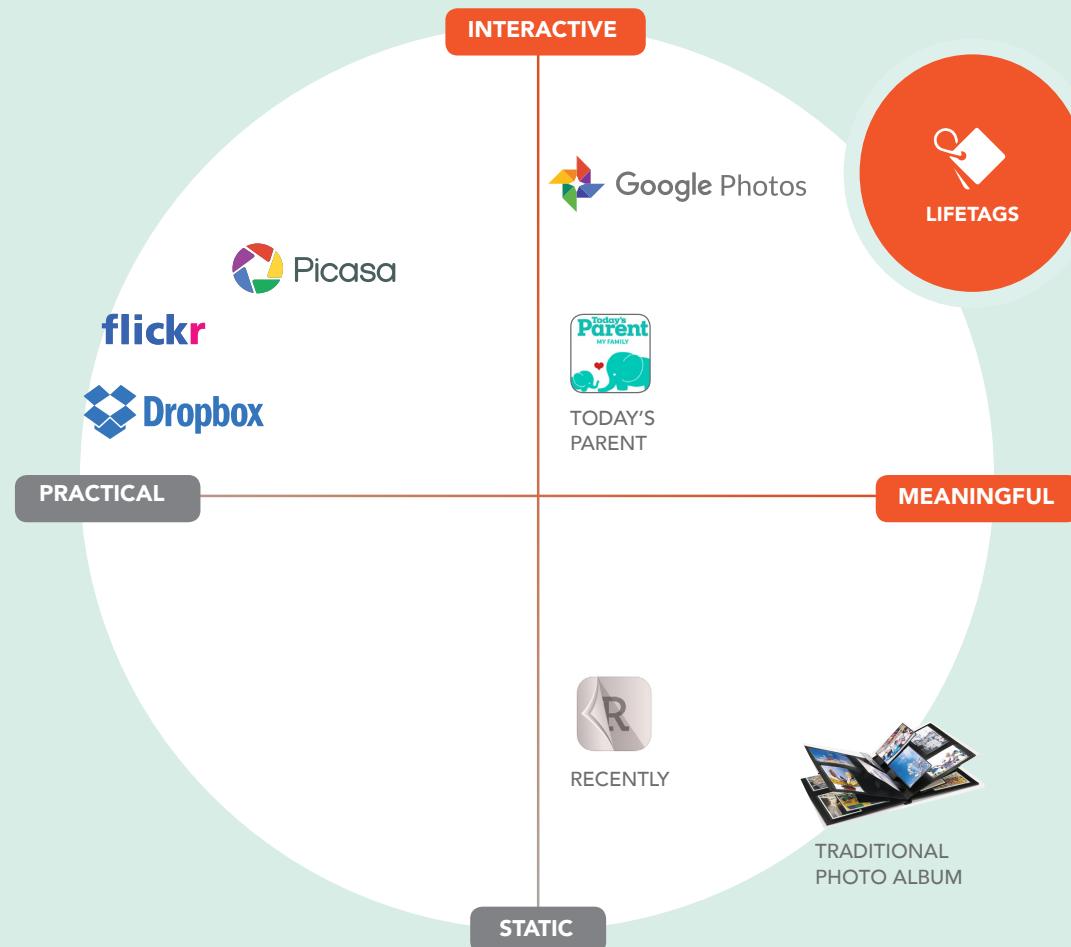
Traditional photo albums are **too pricey** to print

To pass memories onto **future generations**



Business Opportunity

LifeTags is well-positioned to bridge the gap between the analog and digital worlds, and to provide a unique, highly interactive, and meaningful alternative to traditional photo albums.

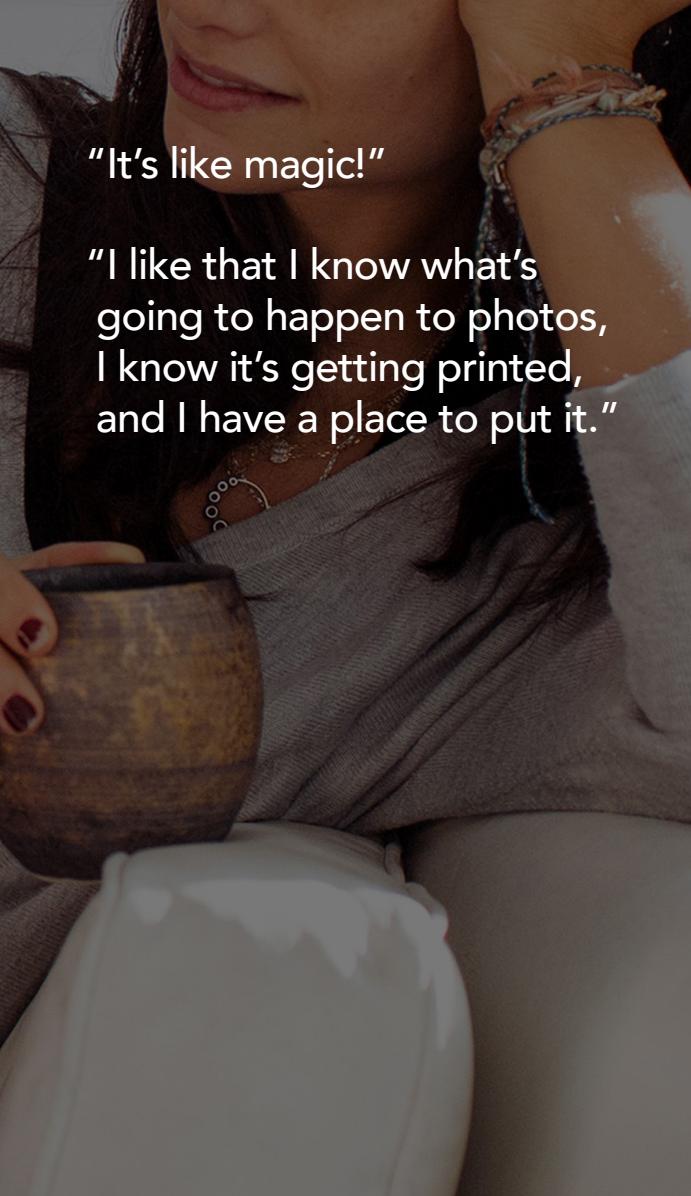


Revenue Model

- Price highly affects how parents view and use the product offering
- Prints are a low-margin industry (estimated cost less than \$1/card plus shipping)
- Batch shipping is cheaper, but detracts from the “anytime” value proposition
- Currently in prototype as **\$2/card + \$2 shipping**

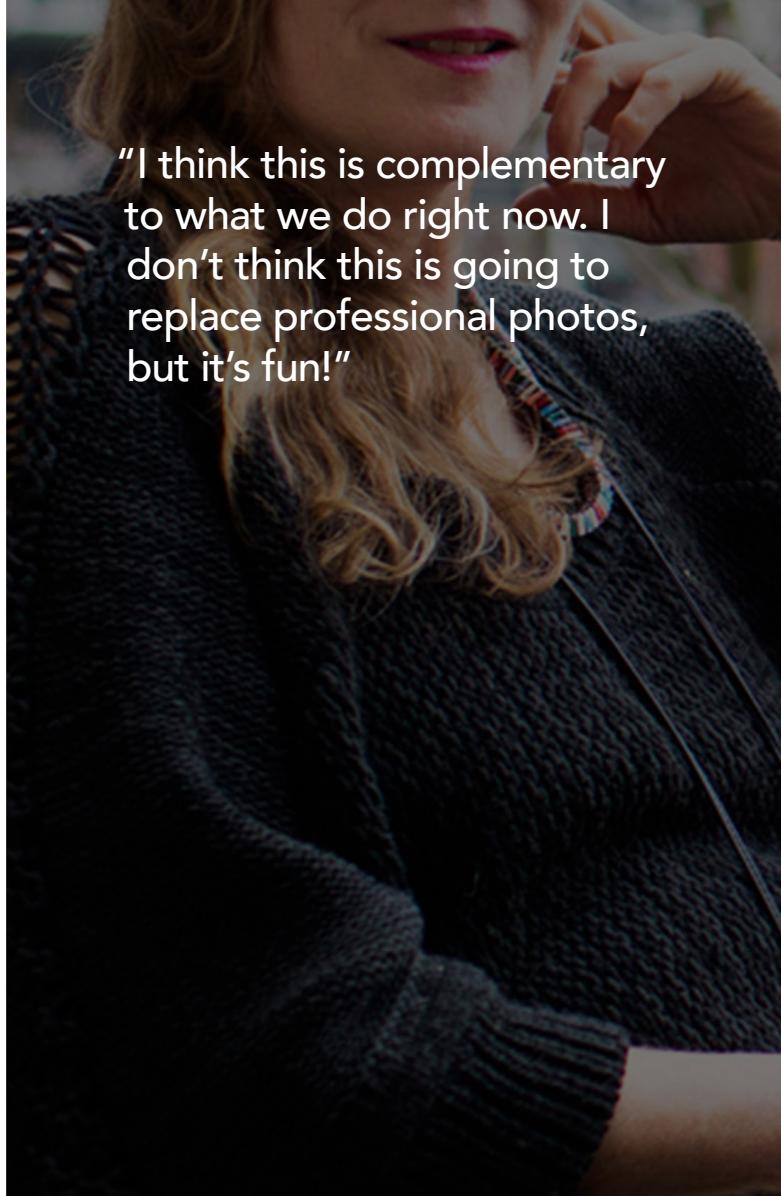
[needs more extensive market research]

What do parents think of LifeTags?



"It's like magic!"

"I like that I know what's going to happen to photos, I know it's getting printed, and I have a place to put it."



"I think this is complementary to what we do right now. I don't think this is going to replace professional photos, but it's fun!"



"It's like a portal to a moment."

"I like that it lets you archive tired photos or keep them out, and refresh by adding new ones."

Sam thinks it's pretty cool, too

