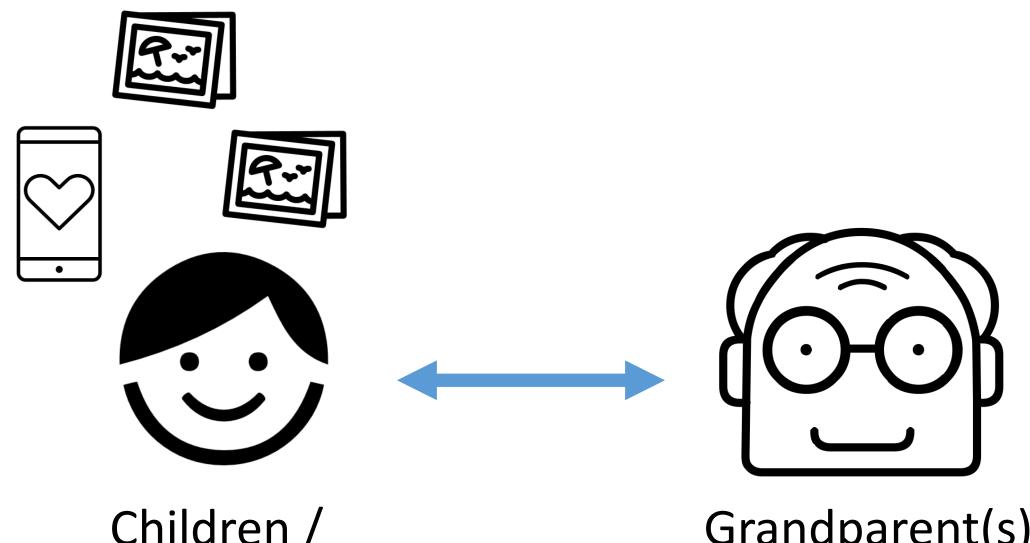


PERMANENT MEMORIES

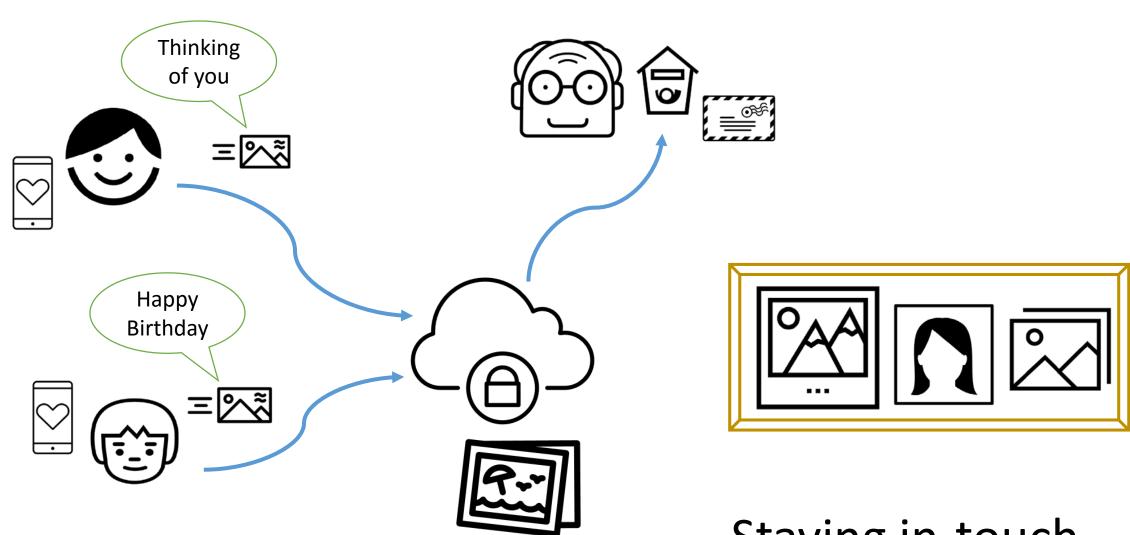
NEEDS



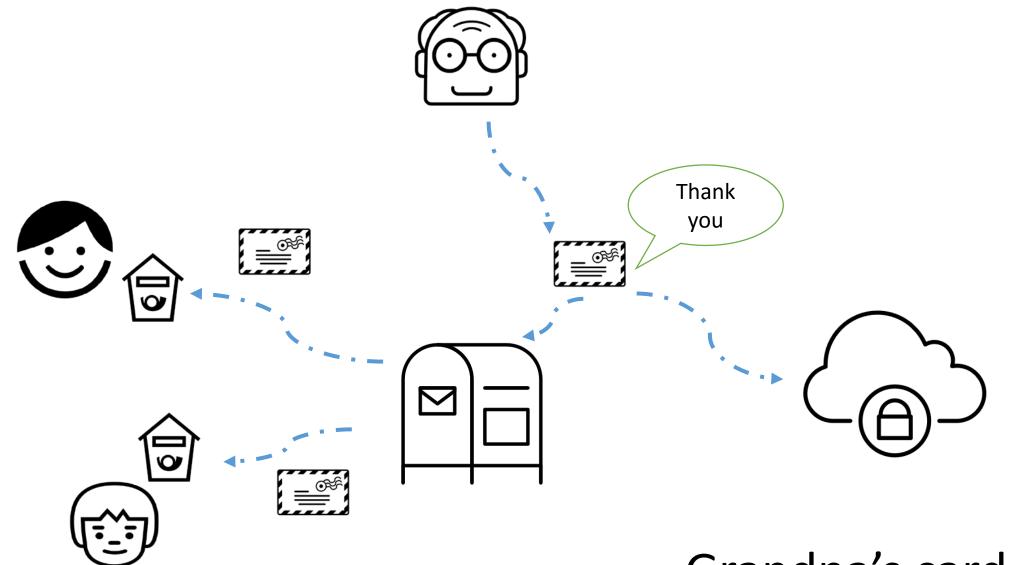
Children / grandchildren

Grandparent(s)

IDEA



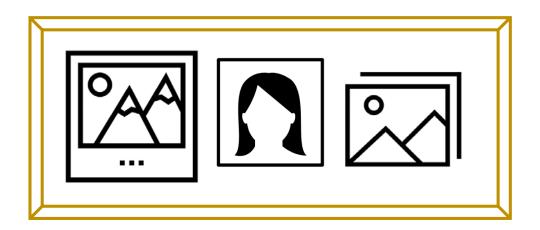
Staying in-touch



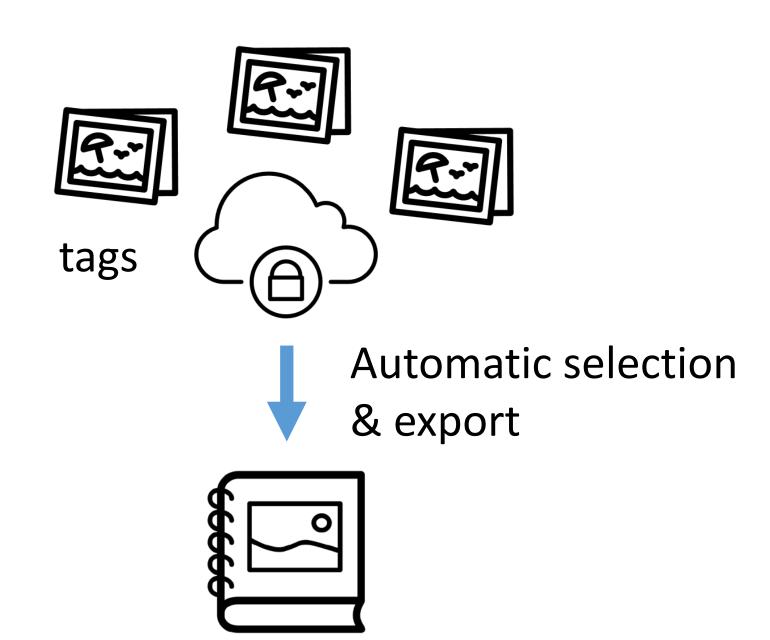
Grandpa's cards

Memory Board





SHARED COLLECTION



COMPETITION













2.49€ 1.99€

1.80€



Print the things you love.



Flat Cards (4 x 8) \$0.79



Collector Payment Plan

About 25,000 photos!



\$15/month

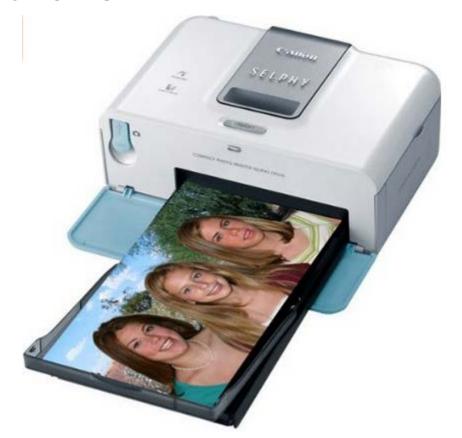
Perfect for those who have been detailing their family history across generations

100GB Guaranteed Storage 1

PILOT RUN

Prototype for pilot run – Option 1

At home





\$108 - 108 sheets and inks. \$1 per postcard (1st 108)

Paper and Ink only: \$28. = \$0.25 per postcard

Prototype for pilot run – Option 2

Retirement home



HL-3170CDW

Digital Color Printer with Wireless Networking and Duplex

Estimated Street Price: \$249.99*

| | Cost | | Cost per postcard | |
|-----------------------------------|------|-----|-------------------|------|
| Printer | \$ | 249 | | |
| Paper 2000 sheets | \$ | 200 | | |
| Colour Ink Cartridges 2000 prints | \$ | 280 | | |
| Initial investment | \$ | 729 | \$ | 0.36 |
| Next run expenses | \$ | 480 | \$ | 0.24 |

Pricing model

Family account model:

Basic Formula: \$13/Month

30 Postcards credit per month

Unlimited storage on dedicated secure cloud server

(up to 1G)

Photobook with 20 pages (40 photos) – Hardback cover

Premium Formula: \$26/Month

20 Additional credits

4GB Additional cloud storage

Customizing capabilities for Photobook with 40 pages

TEAM

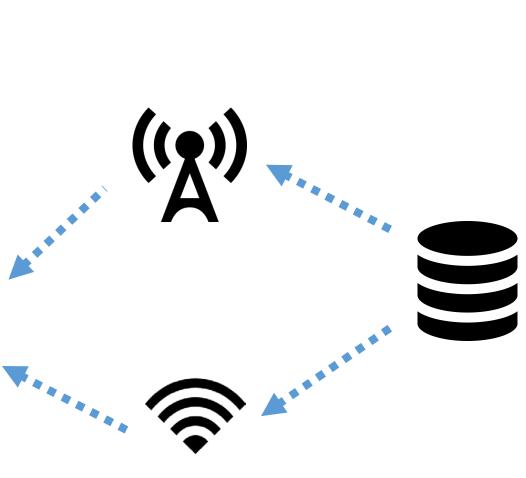




PERMANENT MEMORIES

TECHNOLOGY









SHARED COLLECTION

PERMANENT MEMORIES

