



# Glimpse

The Future of Your Memories.

| <i>Business Drivers</i>      | <i>Goals</i>   | <i>Vision</i>  | <i>Barriers</i>   |
|------------------------------|--|--|---|
| Losing people                | Preserve and share memories in a new way   | To capture people and moments in time and save precious memories | Will people pay?  |
| Losing memories              |  |  | Technology changes<br>- how can we stay relevant and save data forever?               |
| Clutter of memories and data | Reduce clutter and organize data   | A private video network for your emotional content               |   |
| Being forgotten              | Feeling closer to the ones you love  |  |   |
|                              | Self awareness and reflection  |  |   |
| <i>Partners</i>              | <i>Market</i>  | <i>Revenue Streams</i>   | <i>Cost structure</i>   |
| Ancestry                     | UK   | Subscriptions  |  |
| Camera brands                | ↓<br>English speaking countries  | Sponsorships   |   |
| Health institutions          | ↓<br> |  |   |

\*including founders, programmers and designers