



striiing
remember it all

hello@striing.com

saving error.

There are more moments we want to remember than we want to share.



90%

of experiences are forgotten
after one week.

-The Forgetting Curve, 1881

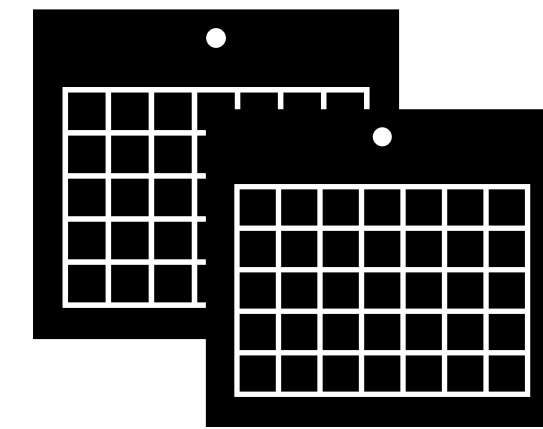
a chance to remember.



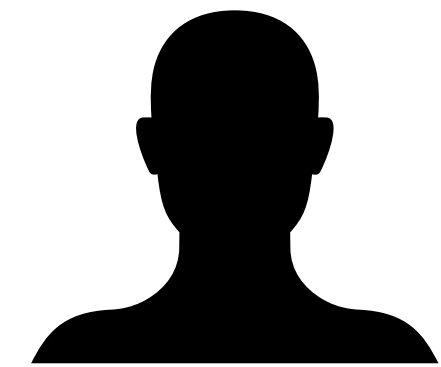
striing provides structure for how to document your life.



Private by Default with Customizable Sharing



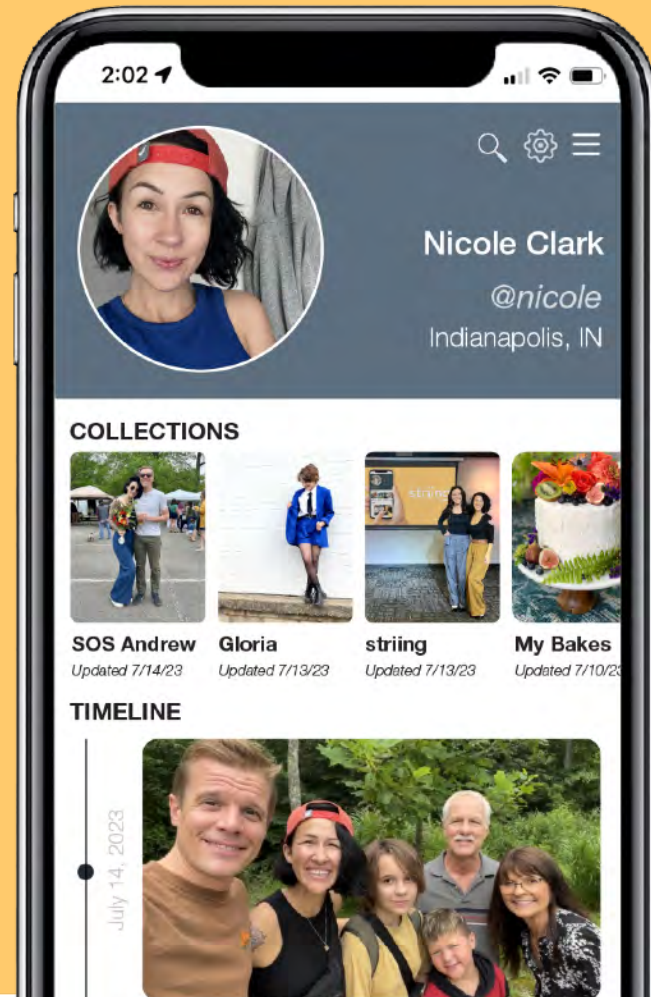
Multiple Timelines to Capture Eras & Themes



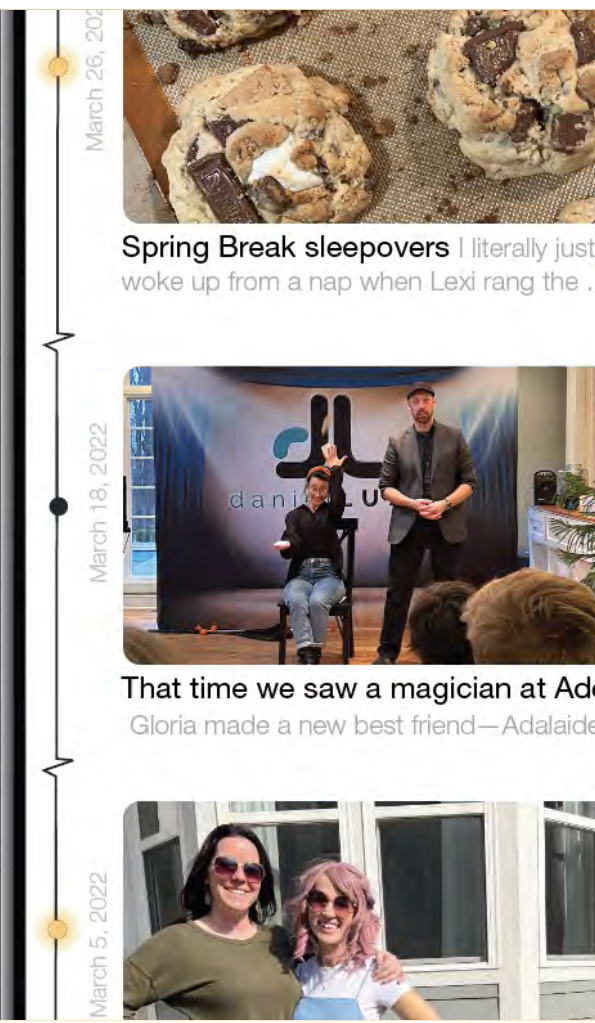
Control Over Your Memories & Narrative

simple product elements.

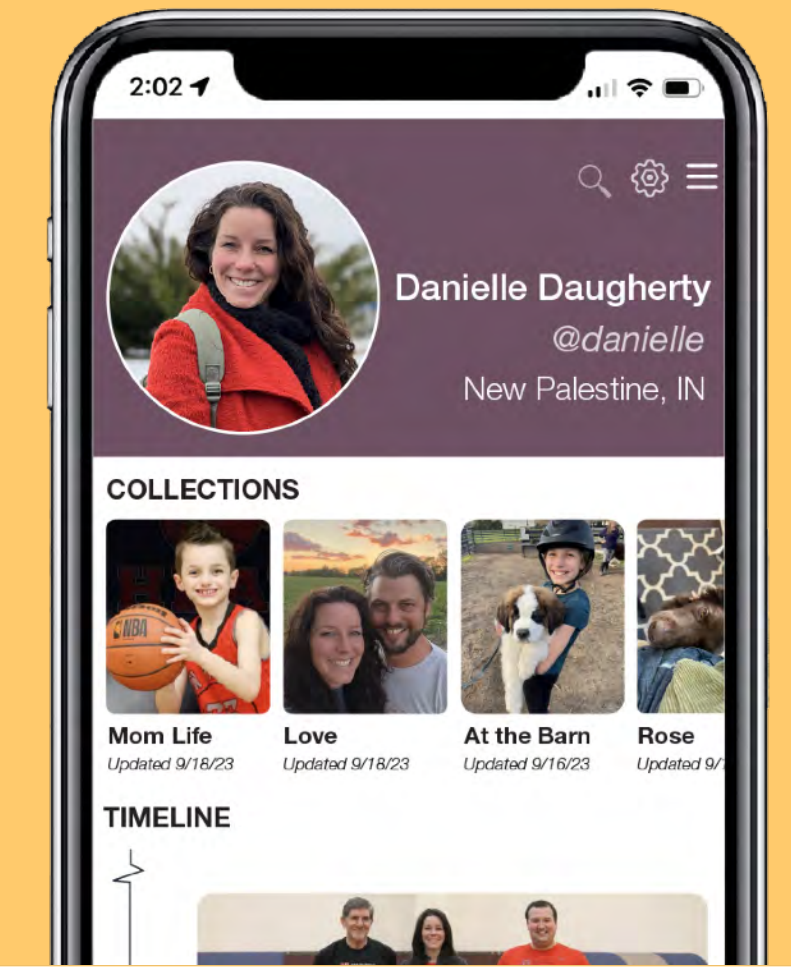
profile
set as app
home screen



collapsable,
chronological
timeline
houses all
posts



niche
timelines
created via
collections



Circa September 2007
Published May 3, 2022
VILLAGE GREEN RECORDS

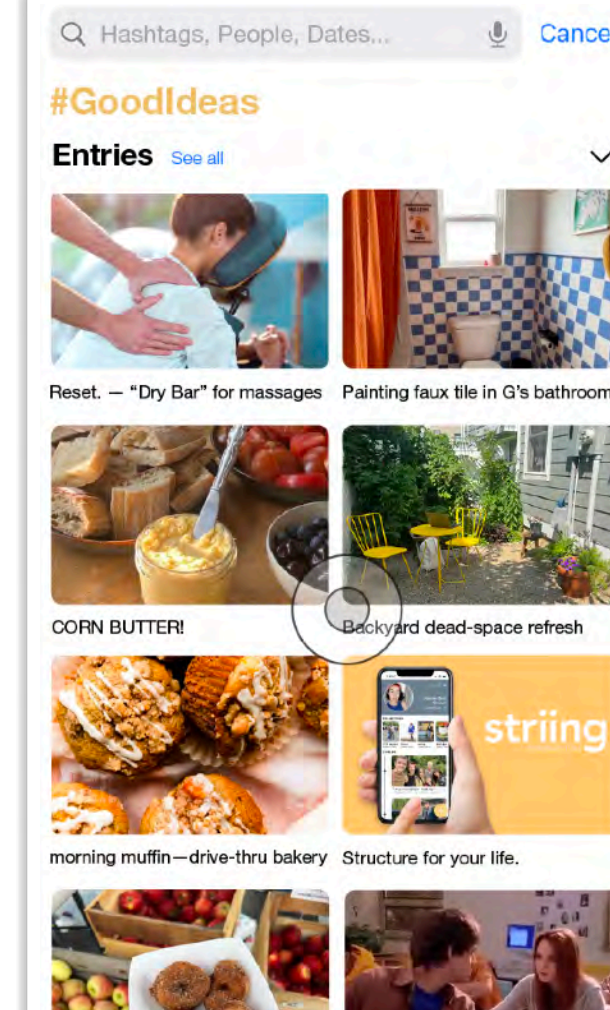


long-form,
multimedia
entries
default to
posting
private

COOKIE RATING: 5/5



single frame,
multimedia
blips* also
default to
posting
private



hashtags
organize
and privately
search
personal
profile

* Blips not included in MVP

consumer interests at heart.

Capabilities	string	Traditional Social Media	Journaling Apps	Traditional Storage Platforms
Ability to Customize Your Audience	✓	Limited	-	Limited
Ability to Communicate with Large Audience	✓	✓	-	-
Aesthetically Pleasing Consumer Grade UI / UX	✓	✓	✓	-
Monthly Subscription for Storage Space	✓	-	-	✓
No Third-Party Data Sharing/Selling	✓	-	✓	✓
Doesn't Require Critical Mass of Users for Optimal User Experience (Due to Private by Default)	✓	-	✓	✓
No Performative Engagement Metrics (i.e. Reactions, Follower Count)	✓	-	✓	✓
Easy to Capture, Organize and Rediscover Posts	✓	-	✓	-
Full Narrative Context Capture	✓	-	✓	-

user-friendly pricing.

New Users:

5GB*
FREE STORAGE

FREEMIUM

\$5 /mo

Up to 300GB of Storage*

SUBSCRIPTION

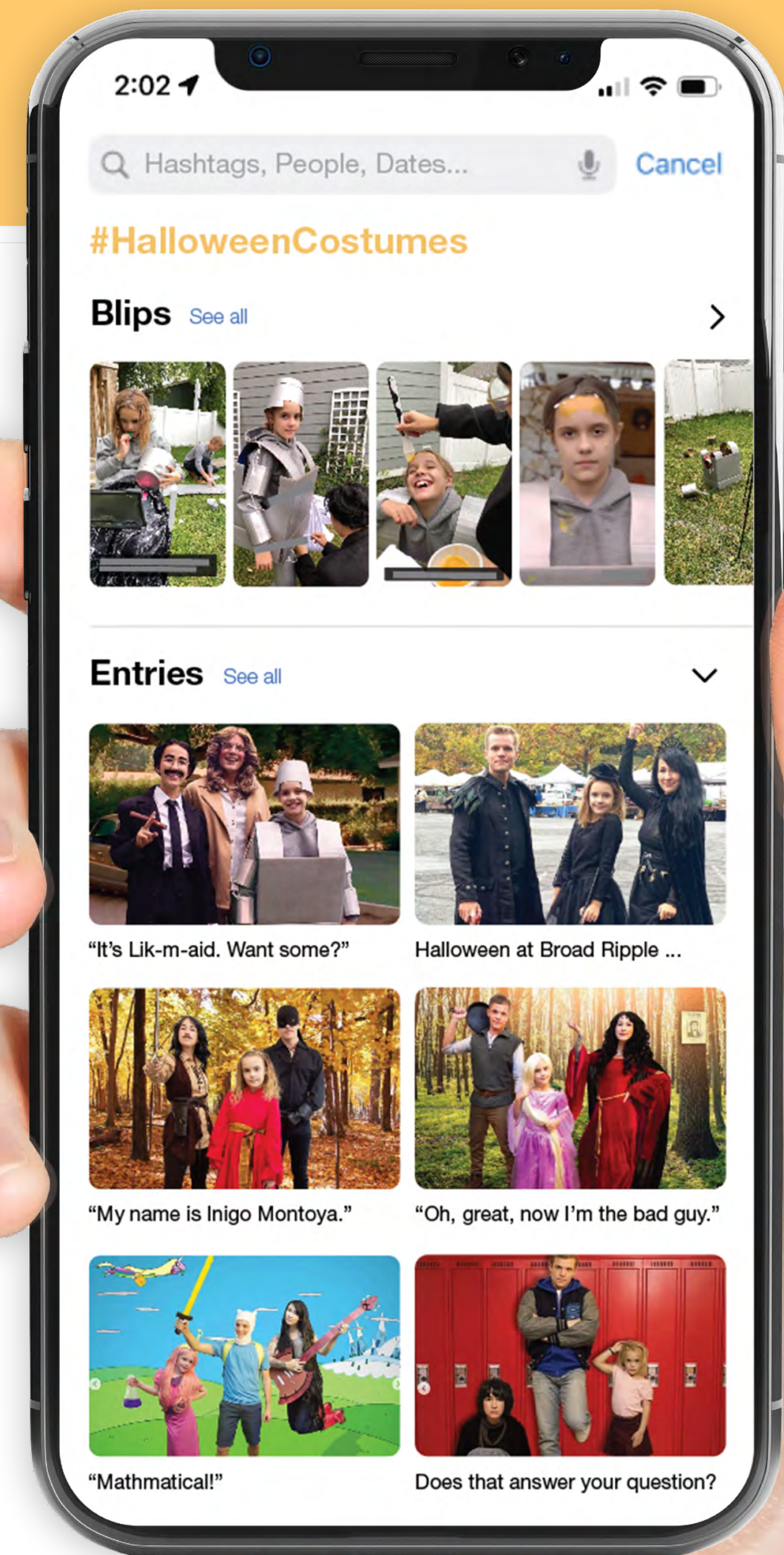
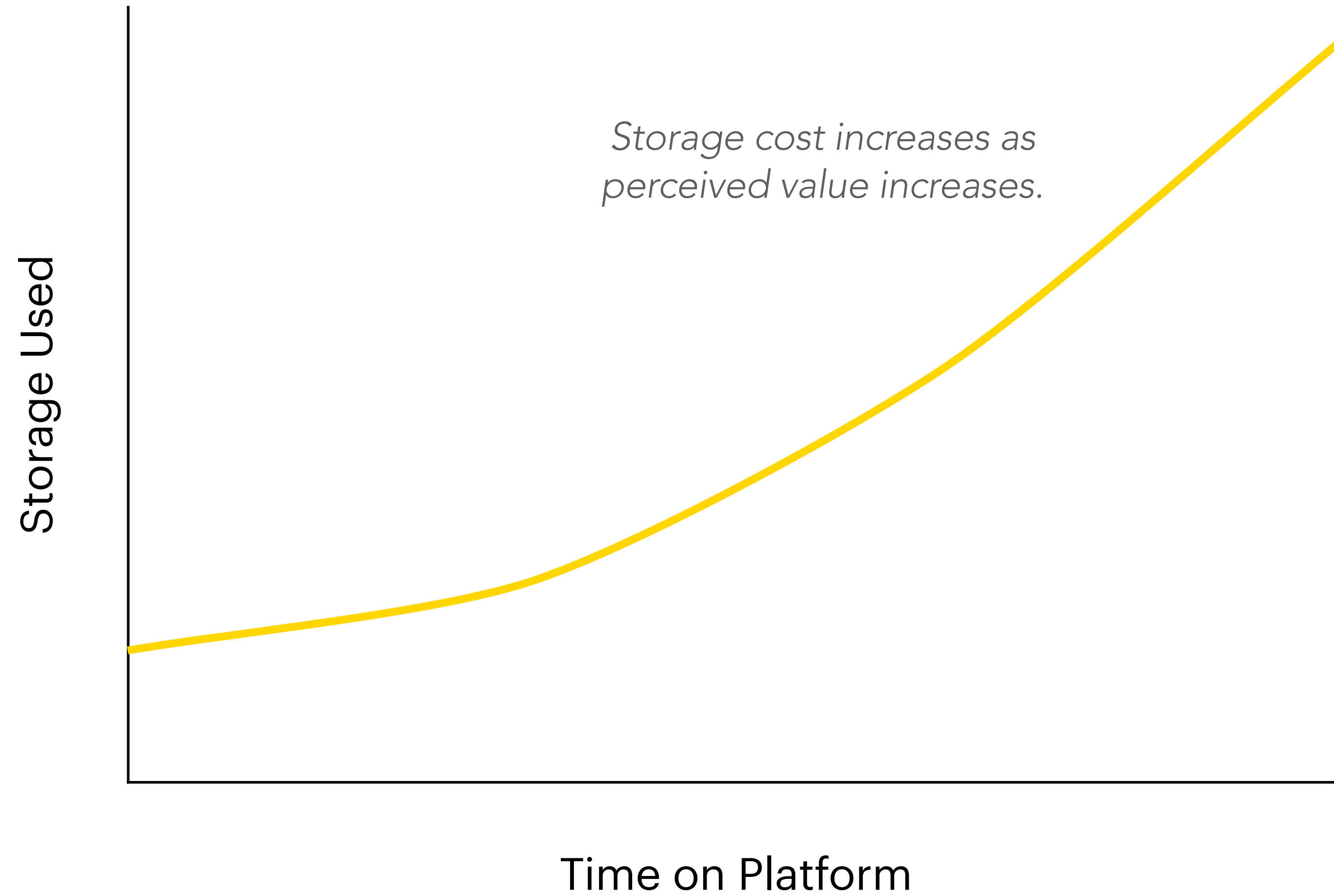
Additional Future Revenue:*

Up to 1 TB of Storage
\$15 /mo

Printed Photo Books
Starting at \$19.99

** To be tested during beta.*

lifetime value from saving details.



new robust market.

\$5 /mo.
string Subscription
(\$60 Annually)



Worldwide:
Smartphone Owners
TOTAL ADDRESSABLE MARKET



US+Canada:
Smartphone Owners
SERVICEABLE ADDRESSABLE MARKET



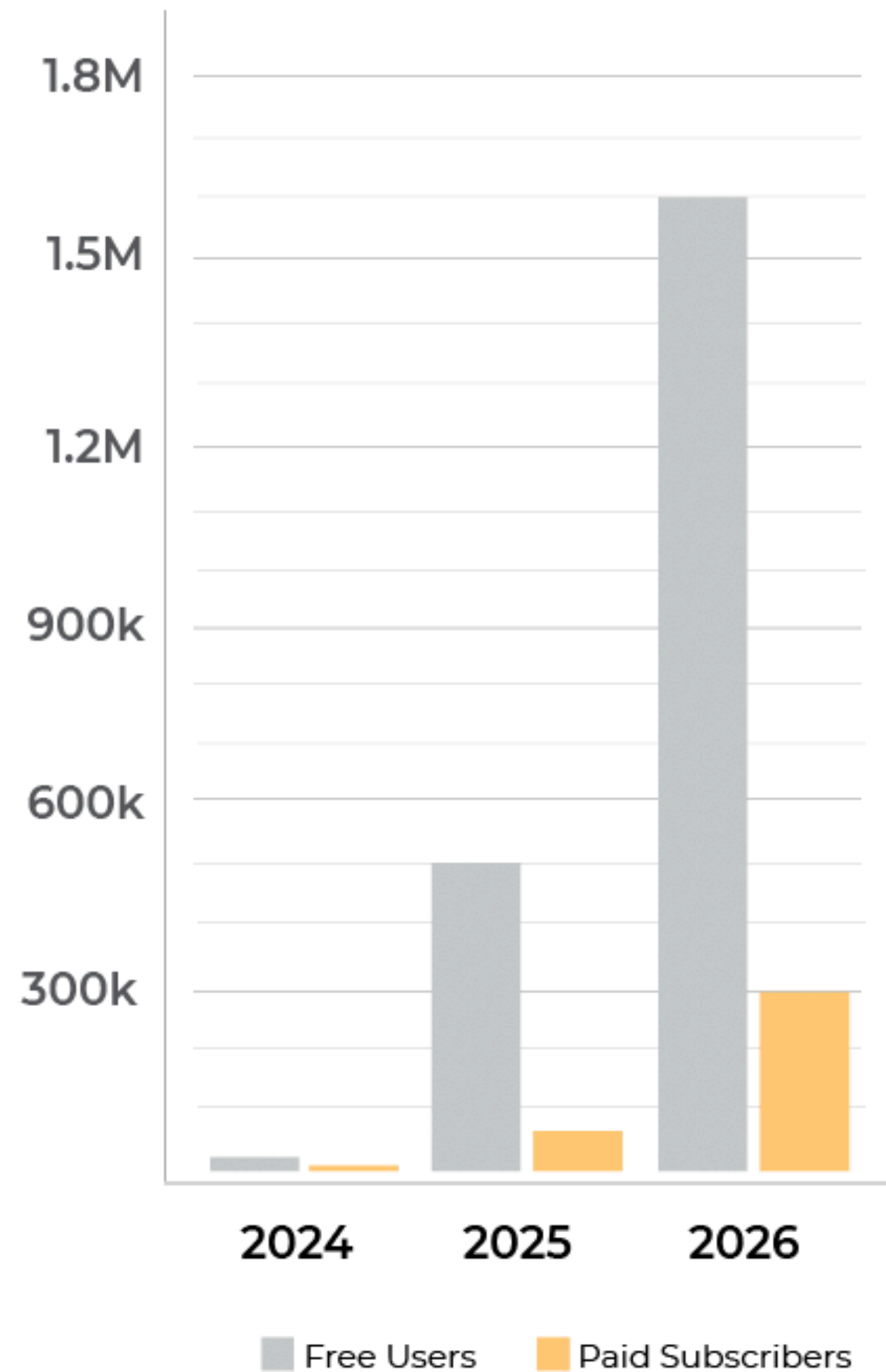
United States:
**Smartphone Owners
Women Aged 20-49**
SERVICEABLE OBTAINABLE MARKET



United States:
Moms of Toddlers
EVANGELISTS

Sources: Statista.com, Pew Research, US Census, CDC
(See appendix)

financials through 2026.



	2024	2025	2026
Estimated Revenue			
Free Users	25,000	500,000	1,600,000
Paid Subscribers	2,500	75,000	300,000
Subscription Revenue	\$ 150,000	\$ 4,500,000	\$ 18,000,000
Estimated Expenses			
General and Admin	\$ 400,000	\$ 1,500,000	\$ 5,500,000
Apple / Google Fees	\$ 22,500	\$ 1,350,000	\$ 2,700,000
AWS Costs	\$ 13,000	\$ 250,000	\$ 1,700,000
Development	\$ 350,000	\$ 1,500,000	\$ 2,500,000
Marketing	\$ 100,000	\$ 675,000	\$ 2,700,000
Total Expenses	\$ 885,500	\$ 5,275,000	\$ 15,100,000
Estimated Profit	\$ (735,500)	\$ (775,000)	\$ 2,900,000

potential buyers.

Aligning with
companies
prioritizing
capturing the
human
experience.

APOLLO

Acquired Shutterfly for \$2.7B in 2019.

AUTOMATIC

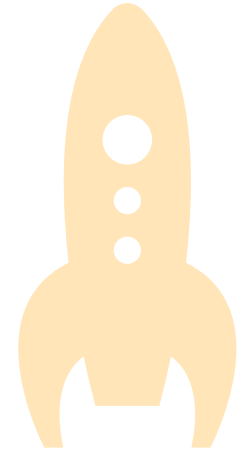
Acquired Day One Journal, Tumblr, etc. (Price Unknown)

The Blackstone Group[®]

Acquired [ancestry.com](https://www.ancestry.com) for \$4.7B in 2019.

traction and trajectory.

Build and Test



2024

Build MVP
Test Beta
Launch MVP
Hire Engineer
2.5K Paid Subscribers

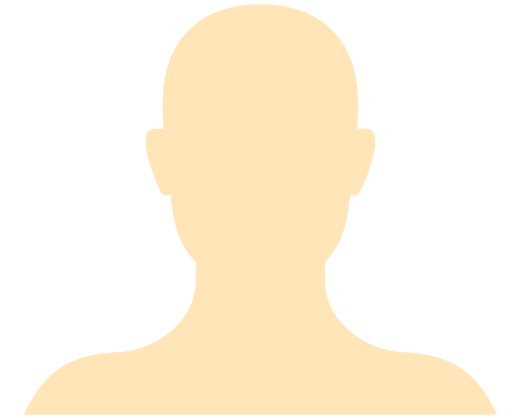
Gain Traction



2025

Influencer Campaign
Expand Team
75K Paid Subscribers

Raise to Scale



2026

Marketing Campaign
Expand Team
Raise Seed Round
300K Paid Subscribers



Early Traction

2023: 100+ signups on wait list.

what's at risk.

Everything not saved will be lost.

— *Nintendo quit screen*

team.

Logged on:

Xanga **2004**

Myspace **2004**

Facebook **2007**

Twitter **2009**

Instagram **2012**

LinkedIn **2014**



Nicole Clark, Co-Founder & CEO

10 Years Experience as Social Media Strategist
Internal + Agency side
B2C + B2B
Non-profit + For-profit
Designer
(INFP)

Logged on:

Facebook **2004**

Instagram **2012**

Twitter **2012**

Pinterest **2012**

LinkedIn **2013**

Tumblr **2014**



Danielle Daugherty, Co-Founder & COO

15 Years Strategic Planning + Business Development
Board Management, Policies & Procedures
Human Resources & Employee Development
Process Improvement & Compliance
Budgeting & Evaluation
20 Years Experience Fundraising
(ENFJ)

ADVISORS



Tech

Andrew Clark
Product + Growth
Executive



Finance

Josh Daugherty
Finance + Investment
Strategy Executive

appendix.

Smartphones users worldwide: **6.7B**

Source: [statista.com](https://www.statista.com), 2023

Smartphones users worldwide, by 2028: **7.7B**

Source: [statista.com](https://www.statista.com), 2023

Smartphones users in Canada: **32.7MM**

Source: [statista.com](https://www.statista.com), 2023

Smartphones users United States: **311.8MM**

Source: [statista.com](https://www.statista.com), 2023

Women aged 20-49 in the United States: **64.4MM**

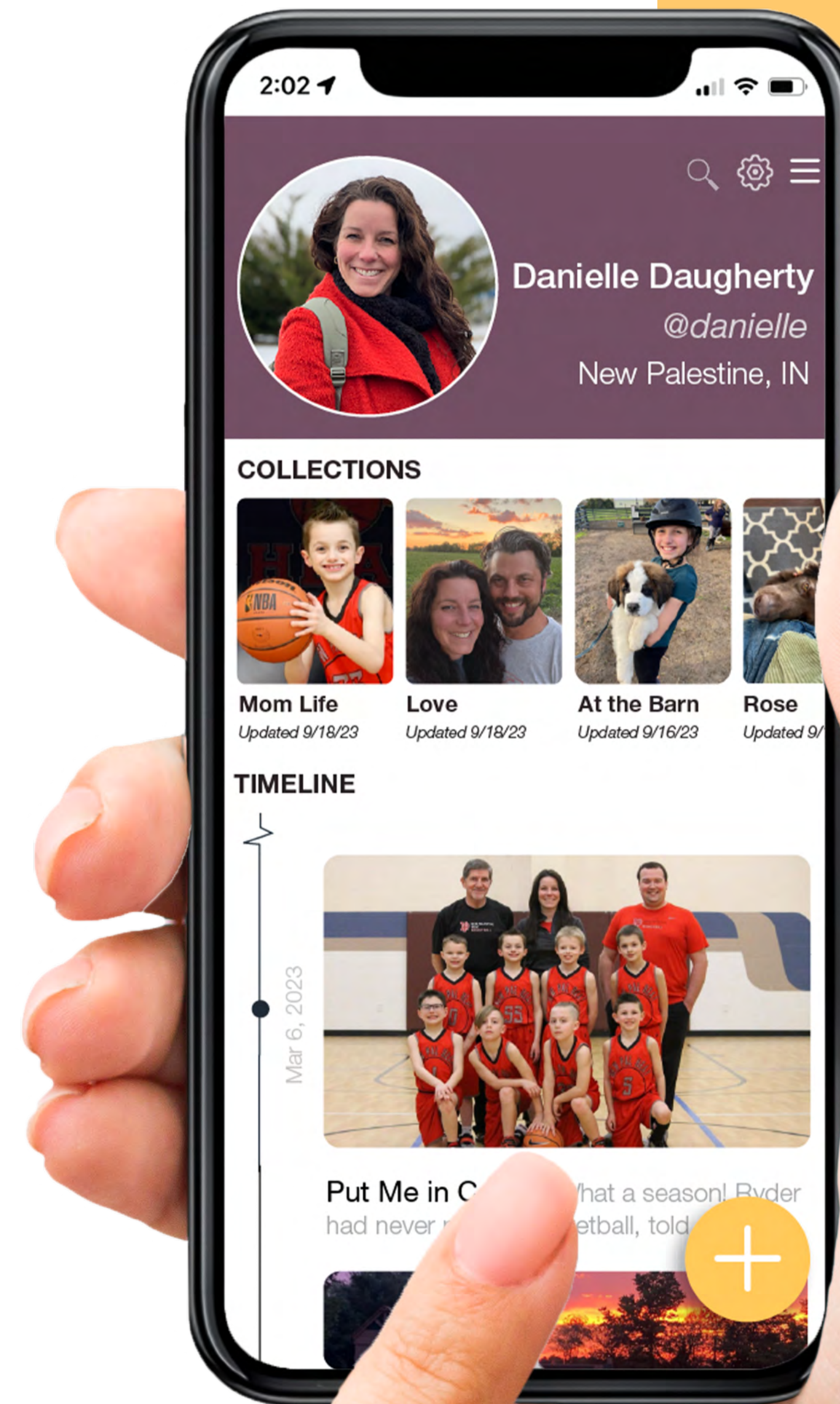
Source: [Census Bureau](https://www.census.gov), 2021

Women aged 20-49 in the United States who own a smartphone: **61.4MM**

Source: [Pew Research](https://www.pewresearch.org), 2021

New births in 2021: **3.6MM**

Source: [CDC](https://www.cdc.gov), 2021



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