sendatwinklet.com™
into the future



Send a twinklet to your future self of your Mom telling you precious words of wisdom.



Send a twinklet to your whole family five years from now of a favorite Thanksgiving with Grandma & Grandpa.



Send many twinklets of favorite puppy dog moments that will surprise you with a smile many years later.



Send a twinklet ten years into the future of your three-year-old daughter telling you about all her favorite things in the world!

The gift of time forgotten.

time . . . a mystery since time memorial.

“**There's no science-fiction fantasy quite as alluring** (and enduring) as that of time travel, since to relive the past — to correct mistakes, right wrongs, and/or reconnect with loved ones now gone — is a universal desire.”

Esquire.com By **Nick Schager** on November 6, 2013

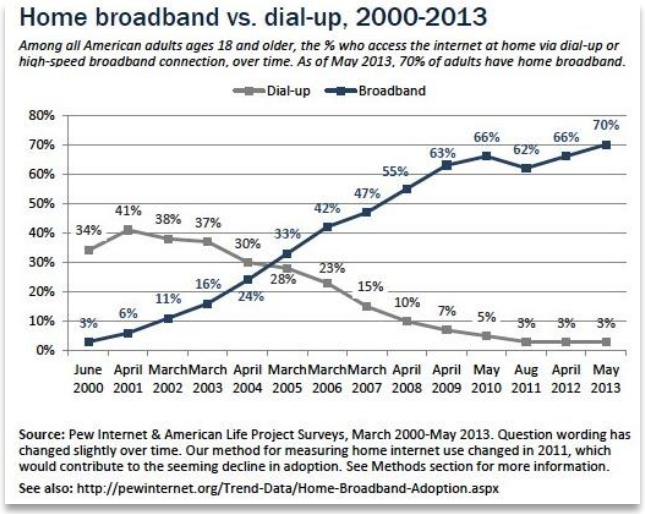


the internet time warp.

SPEED

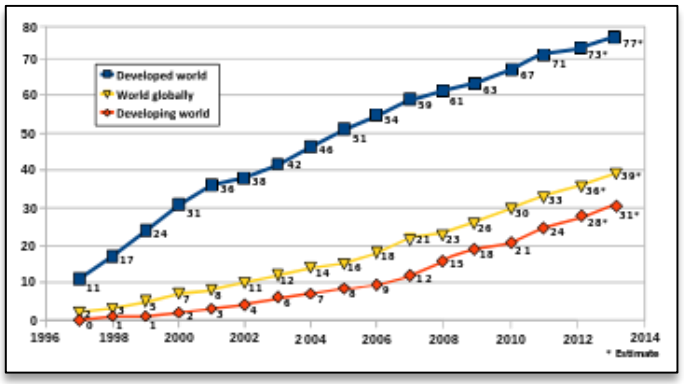
Download a 2 hour movie with a file size of 700 M . . .

- Dial Up: 213 hours, or nearly 9 days
- High Speed Internet: about 35 minutes



ACCESS

High speed all over the world





MEMORIES

"The next great design challenge would be to work with the grain of social media, its essential everydayness, while enabling both remembering and forgetting in a way that more constructively supports how we might relate to each other, and better build our representation of self."

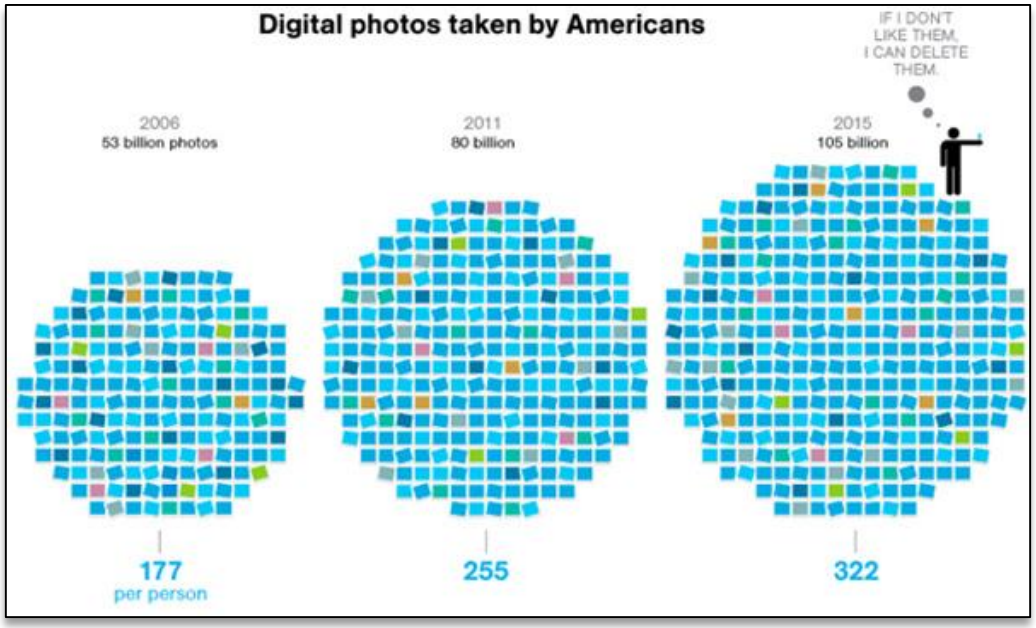
In Praise of Lost Time

INFORMATION

The average number of Google searches per day has grown from 9,800 in 1998 to over 4.7 trillion today.

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an over-abundance of images!!!



Source: National Geographic, April 2012

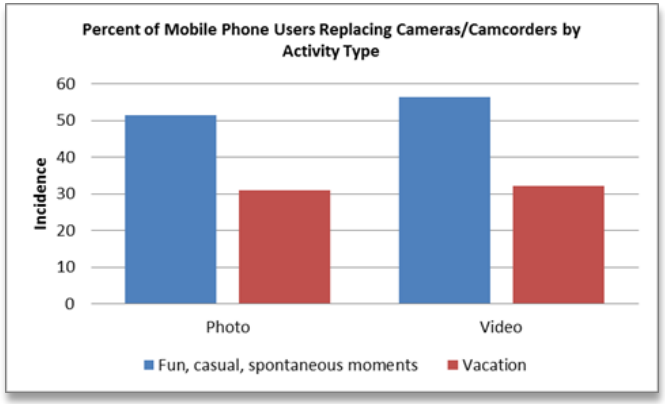
There are more than 140 billion photographs on Facebook
(approx. 10.4 million photos uploaded per hour)

And, more than 55 million Instagram photos posted daily . . .

Each iPhone 5 can hold 8,000+ photos

Smartphones account for 27 percent of photos

"Consumers who use their mobile phones to take pictures and video were more likely to do so instead of their camera when capturing spontaneous moments," said Liz Cutting, NPD's executive director and senior imaging analyst.



the problem.

I have thousands of photos, videos and memories clogging up my phone . . . and my life.

None of them have any real meaning to me any more. There are just too many to look at, to keep organized, or even to treasure. It makes me a little sad – my memories seem to have less and less value to me or to anyone as time goes on.

sendatwinklet.com into the future

the solution: “making memories magical”

twinklet future messaging unclutters your phone and your life while turning everyday memories into precious heartfelt blasts from the past.

With a simple click, now you can schedule photo or video snippets to be delivered via text or email any time in the future. Erase the clip from your phone and your memory; when you least expect it, your twinklet will arrive to WOW you (or a friend) with a timeless remembrance.

Imagine years from now viewing a long-forgotten video clip of your child’s first steps or your favorite family Thanksgiving, sent to your “future self” ten years back. It’s the perfect “special-moment keeper” where you get to re-experience a long-lost smile from yesterday, in some far off distant tomorrow.

Introducing . . . The gift of time forgotten.

brand promise.

We celebrate the mostly happy, often quizzical, always heartfelt convergence of the past, present and future.

the gift of time forgotten:

making memories magical

- emotional
- provocative
- practical
- universal
- ownable

sendatwinklet.com into the future

we surveyed 100 women aged 35-55 about twinklets™

The Gift of Time Forgotten . . .

A twinklet is a digital time capsule that lets you, with a simple click, capture precious video memories from your smartphone and zap them straight into the future to create surprise remembrances when least expected!

For example, imagine ten years from now viewing long-forgotten video messages sent to your "future self" ten years back. It's the perfect "special-moment keeper" where you get to relive a long-lost smile from today, in some far off distant tomorrow.

Capture any length video -- from 10 seconds to ten minutes -- and with a simple click, schedule it for delivery via a text or email to yourself, your friends, or your family at any point you choose in the future.

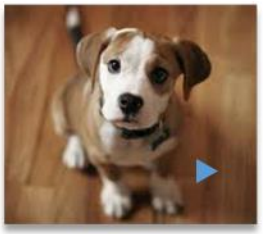
twinklets: Surprising heartfelt blasts from the past that deliver the gift of time forgotten!

The happy convergence of the past, present & future.

sendatwinklet.com
into the future



Send a twinklet twenty years into the future of your son's first day of kindergarten.



Send many twinklets of favorite puppy dog moments that will surprise you with a smile many years later.



Send a twinklet to your future self of your Mom telling you precious words of wisdom.



Send a twinklet of your daughter to her 25-year old self, telling you and her future self what she wants to be when she grows up.



Send 20 different loving twinklets to your grandson, one to arrive on every birthday for the next twenty years.



Send a twinklet to all your close friends one year into the future celebrating a happy moment from the past.



Send a twinklet ten years into the future of your three-year-old daughter telling you about all her favorite things in the world!



Send a twinklet into your children's future of a precious Grandpa memory.



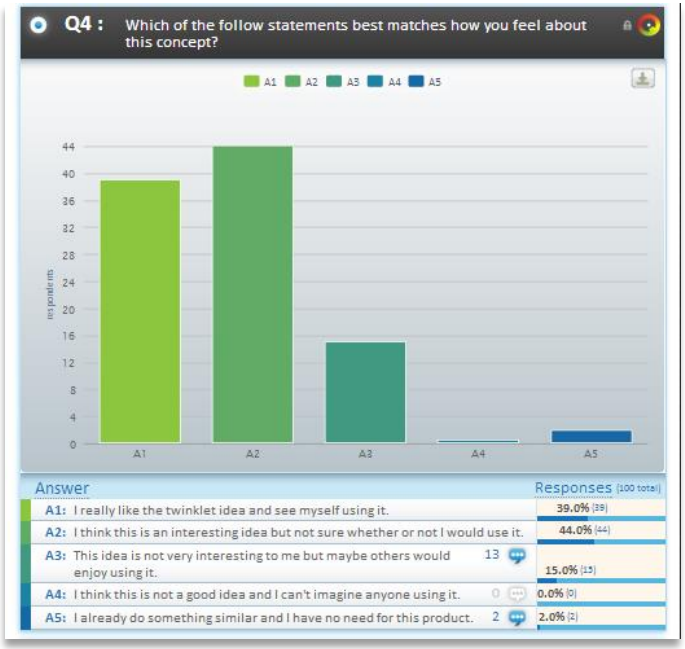
Send a twinklet fifteen years into the future of a tenth wedding anniversary moment.



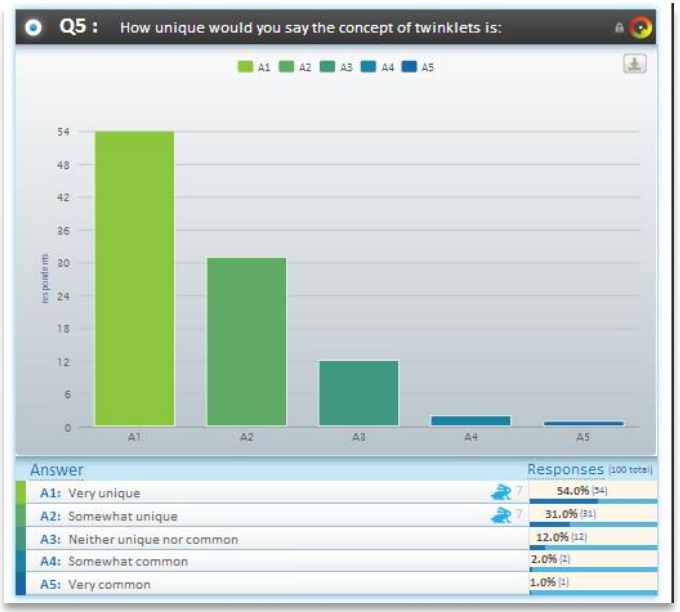
Send a twinklet to your whole family five years from now of a favorite Thanksgiving with Grandma & Grandpa.

the results.

83% found the idea either very or somewhat interesting



85% said the idea was very or somewhat unique



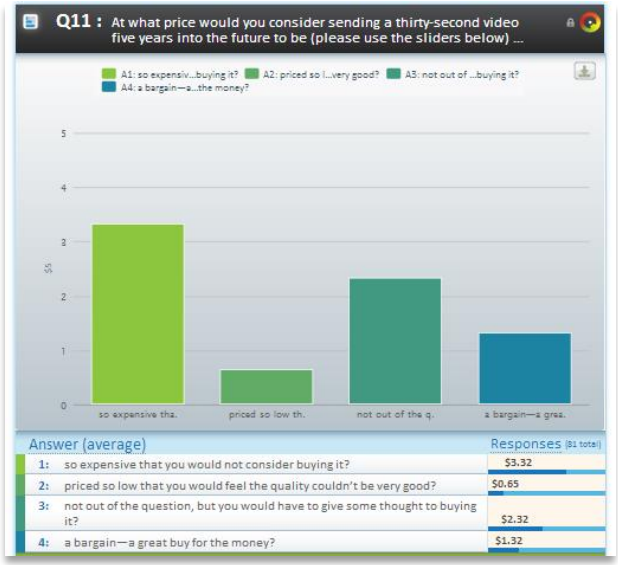
the results.

59% would be very or somewhat interested in sending a twinklet into the future if they were charged a minimal cost for doing so



Respondents think somewhere between

$ .65 to $1.32 is a reasonable price to pay for sending a 30-second video five years into the future.



what they said . . .



I think it is a very cool, very different idea. What a great gift to send to someone in the future.

I think it's an awesome idea. I'm pretty excited about it, this is really good for all family functions, vacations, graduations and dinner parties …. The opportunities are infinite.

Very impressed . . . This helps the good memories refresh the present.

what they said . . .

Very surprising concept. Very unique. Never heard of anything like this before.

I love this … We've done notes for the kids in our family when they're born so that they'll get notes on their birthdays a many years in the future – and some of the people who wrote those notes are no longer with us. This is a great way to replicate hat with photos and videos.

I think this is a lovely idea and concept. I think receiving a video message in the future would be great.

They sound like a nice photo album for the digital age.

I think that's a precious thing to be able to send messages into the future to yourself or to your kids. Yes, bring back the time capsule!

I like this idea. Instead of looking through past videos to find that special moment from the past, you can simply have that moment automatically delivered in the future. This is especially great idea to show to a childe when they grow up. Children will get a kick out of what they said when they were small.

Very cool. Nice random reminder of good times and loved ones!

I LOVE this idea! We bought a time capsule this winter and were going to start collecting things in the spring before burying it in our backyard. I however love the idea of videos. That is such a cute and meaningful idea.

I think it's a very beautiful idea. Something I would use.

I like the concept and think you could be quite creative in the messages that are sent. I would want some sort of guarantee/assurance that the message I create will really be sent and not lost via closing of the business.

I love that my future family can know me and see how I loved them.

Good idea; something nice to leave behind or for just a reminder of something or someone special.

faq's.

Q. How will you find me in ten years . . . my email and cell phone number will likely be changed by then?

A. Every year (or more frequently if you select that option) we will automatically send you an email or text to your current address/cell number and ask you to update any contact information that has changed. Also, as a fallback, just in case we lose touch with you, your twinklet will also reside on our site and you will be able to unlock it at the future date, with or without a reminder, by just visiting our site and entering your original security code.

Q. How will you be able to keep up with evolving technology?

A. Our business model depends on us evolving as technology changes. We promise that we will do everything in our power to sustain our program through the ages, by improving it and keeping it current to ensure that you receive your twinklet message as scheduled.

Q. How do I know that you won't go out of business by the time my twinklet is scheduled for delivery, ten or twenty years from now?

A. We know there are no guarantees in life, but our intention is to be there for you no matter what. And in the worst case scenario where we have to shut down for some reason, we promise to alert all customers in advance of closure and offer to send you your twinklets at that time.

Q. How do I send a twinklet to my daughter's future self since she's too young right now to have any contact info?

A. We will send you annual (or less frequently if you select that option) reminders to please provide your daughter's contact information so that we can be sure to deliver her twinklets when they're time has come!

Q. What if I send a twinklet and then later decide I wish I hadn't? Can I ever cancel it?

A. You will be able to delete a twinklet by contacting customer service and paying a small fee for having it removed from our database and/or sent back to you at an earlier time than originally scheduled.

Q. Can I save my twinklets once I receive them in the future?

A. Sure. We will provide you fun and easy ways to save and organize your twinklets in the future for forever viewing.

what is it really?

it's an app . . .



it's a website . . .

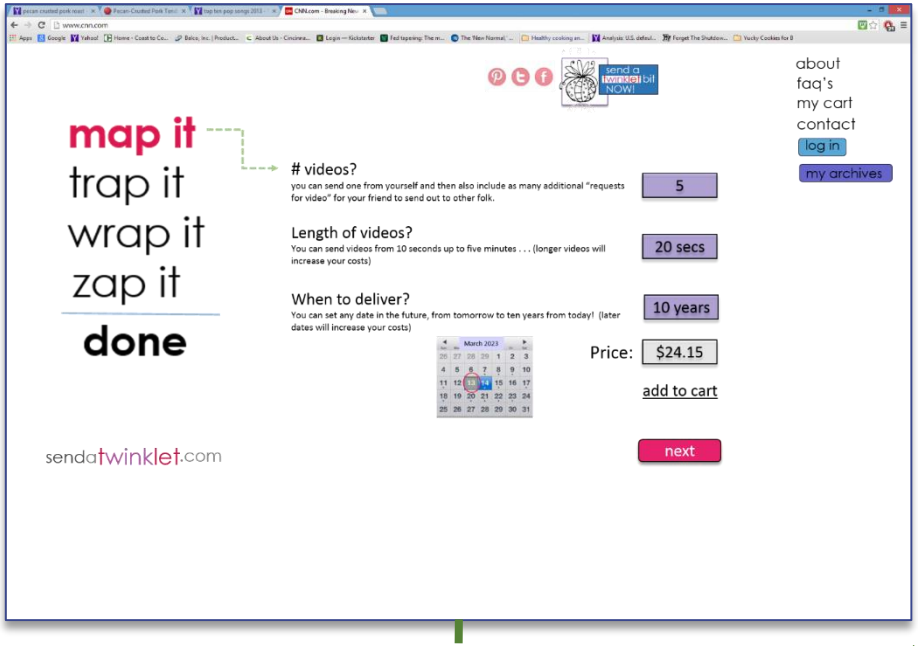
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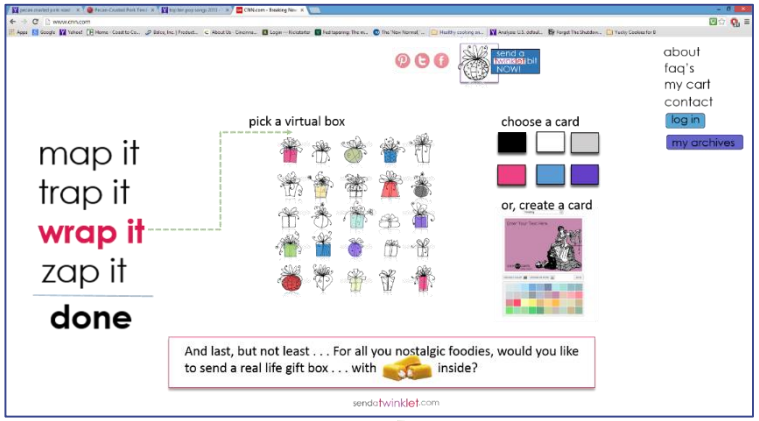
. . . it's a whole new twist on messaging, connecting, remembering . . .

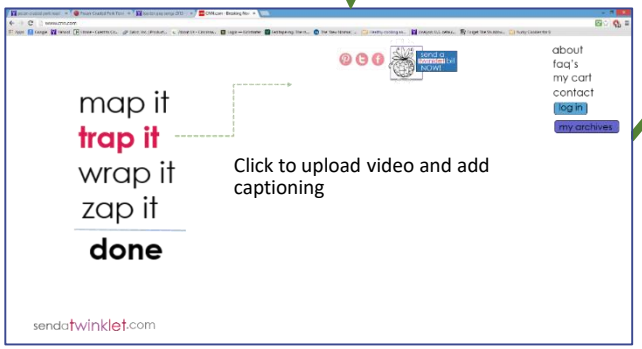
It's a wrinkle in time!

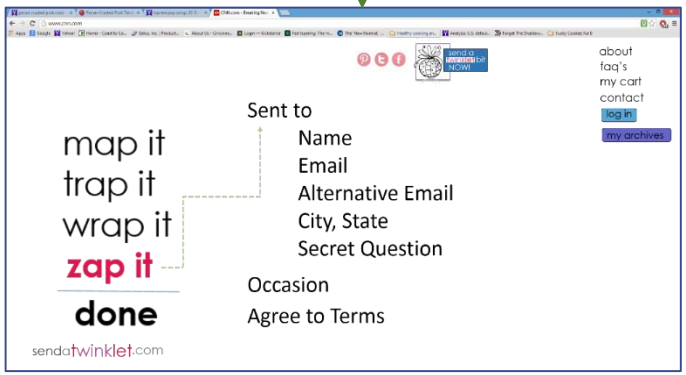


mock ups.


map it
trap it
wrap it
zap it
done
about
faq's
my cart
contact
log in
my archives
videos?
you can send one from yourself and then also include as many additional "requests for video" for your friend to send out to other folk.
5
Length of videos?
You can send videos from 10 seconds up to five minutes . . . (longer videos will increase your costs)
20 secs
When to deliver?
You can set any date in the future, from tomorrow to ten years from today! (later dates will increase your costs)
10 years
Price:
$24.15
add to cart
next
sendatwinklet.com


map it
trap it
wrap it
zap it
done
pick a virtual box
choose a card
or, create a card
about
faq's
my cart
contact
log in
my archives
And last, but not least . . . For all you nostalgic foodies, would you like to send a real life gift box . . . with inside?
sendatwinklet.com


map it
trap it
wrap it
zap it
done
about
faq's
my cart
contact
log in
my archives
Click to upload video and add captioning
sendatwinklet.com


map it
trap it
wrap it
zap it
done
Sent to
Name
Email
Alternative Email
City, State
Secret Question
Occasion
Agree to Terms
about
faq's
my cart
contact
log in
my archives
sendatwinklet.com

time tracker prompts.

Provide fun optional questionnaires to record memories for enhanced twinklet messaging

your FRIENDS?
- Friend I wish I could be more like
- Friend I wish I were dating
- Person, pet or thing I miss most
- My best friend
- I'm most jealous of …..
- Friend who makes me the maddest
- Etc!

ENTERTAINMENT & CELEBRITIES?
- My favorite movie
- My favorite restaurant
- My favorite indulgence
- Star I have a crush on
- My favorite TV show
- My favorite video game
- Person I most admire
- Etc!

your THOUGHTS, DREAMS AND WISHES?
- Happiest moment in the past day / week / month / year
- Where I want to be living in ten years
- I will be a _____ when I "grow up"
- Place I would most like to visit
- I wish I were . . .
- The qualities I want my spouse to have are . . .
- My favorite pastime
- Biggest fear
- My biggest regret this year
- Biggest wish for the future
- Etc!

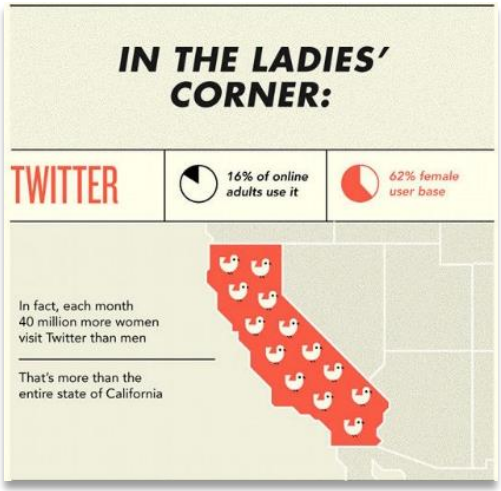
your FAMILY?
- The thing I love most about my family
- The thing that drives me crazy about my family
- I love my father because . . .
- I love my mother because . . .
- I wish I could be more like my . . . .
- My favorite family moment this year was
- The thing I would change about my family
- Etc!

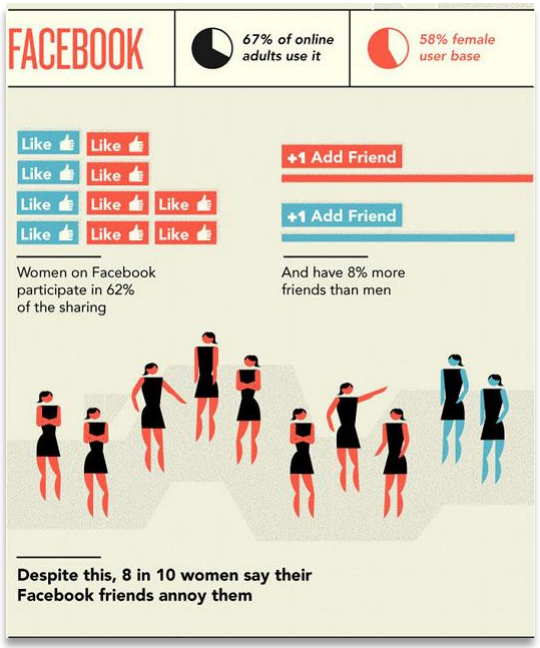
target market.

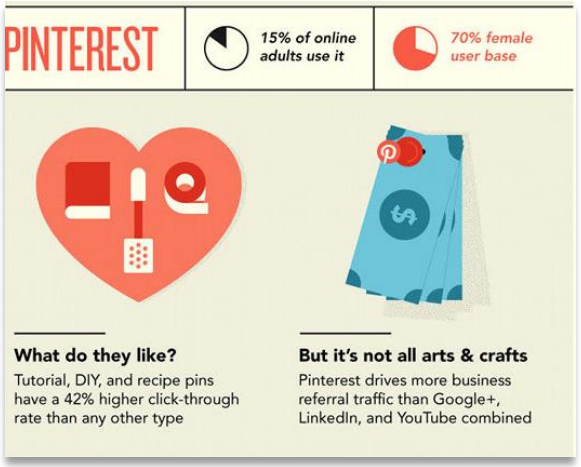
women dominate social media

"70% of users are women."

- PRIMARY: Age 35-55
- SECONDARY: Age 16-34
- HH Income $50k+
- U.S.A. (global to follow)







sendatwinklet.com into the future

marketing conundrum.*



the challenge:

How do we convince customers to pay now for a benefit they won't fully realize until years to come?

our message solution:

"Act now or lose out forever"

- regret/competition: how will you feel if all your friends are receiving twinklets of their children in ten years and you're not?
- minimal cost/risk: no big deal!
- it's fun: animation and easy interface provide immediate wow's
- cool factor: be the first!
- contests & sampling: trying is believing

* While this is the hurdle we need to leap, it plays to our advantage by keeping other developers out of the game.

revenue streams.

RETAIL SALES

- Direct sale of on-line twinklets:
  - Custom calculated based on #, length and timing of videos
- Potential ancillary sale of mailed physical gifts tied to twinklets
  - Themed occasion packs @ $20.00
  - Additional add-on gifts

ADVERTISING SALES

- Banner ad / Pay per click sales
- Potential email lists (opt-in by customers)
- Co-Marketing opportunities

marketing plan.

Inherently viral by design

Each twinklet purchaser or user will link to a network of other potential buyers or users

LAUNCH STRATEGY

- Targeted buzz on-line campaigns
  - Blog advocacy
  - User ambassadorship (how/why/when I love to send twinklets !)
  - Click-through ads on key parenting, wedding, and life-cycle sites
  - Twitter, Instagram, Tumblr, Pintrest, Youtube, Facebook social media outreach
- PR blitz nationwide (on line and traditional media)
  - Contests (eg., best video of child talking to her future self)
- Explore Co-Marketing opportunities such as with schools, retailers, hospitality businesses, and even the Twinkies® snack food brand (leverage the nostalgia nature of Twinkies being a blast from the past resurrected in the present)

pricing scenarios.

assumptions

- sending within a year is free (sampling opportunity to drive trial)
- delivers baseline 90-92% gross margin
- provides 20% discount for individual bulk packs
- provides extra 20% discount for annual subscriptions

best price

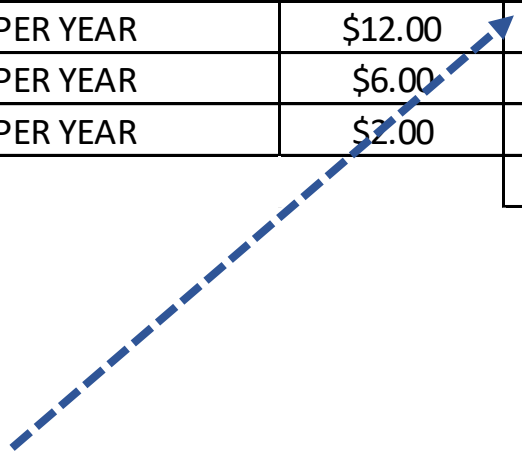
FULL RETAIL PRICE																	
	TIME INTO FUTURE	1 MONTH	6 MONTHS	9 MONTHS	1 YEAR	2 YEARS	3 YEARS	4 YEARS	5 YEARS	6 YEARS	7 YEARS	8 YEARS	9 YEARS	10 YEARS	15 YEARS	20 YEARS	25 YEARS
DURATION	15 secs	FREE	FREE	FREE	$0.25	$0.50	$0.75	$1.00	**$0.50**	**$0.60**	**$0.70**	**$0.80**	**$0.90**	**$1.00**	**$1.50**	**$2.00**	**$2.50**
	30 secs	FREE	FREE	FREE	$0.50	$1.00	$1.50	$2.00	**$1.00**	**$1.20**	**$1.40**	**$1.60**	**$1.80**	**$2.00**	**$3.00**	**$4.00**	**$5.00**
	1 min	FREE	FREE	FREE	$1.00	$2.00	$3.00	$4.00	$2.50	$3.00	$3.50	$4.00	$4.50	$5.00	$7.50	$10.00	$12.50
	2 MIN	FREE	FREE	FREE	$2.00	$4.00	$6.00	$8.00	$5.00	$6.00	$7.00	$8.00	$9.00	$10.00	$15.00	$20.00	$25.00
	3 MIN	FREE	FREE	FREE	$3.00	$6.00	$9.00	$12.00	$7.50	$9.00	$10.50	$12.00	$13.50	$15.00	$22.50	$30.00	$37.50

MONTHLY BULK PACKS - 20% DISCOUNT										
DURATION	# TWINKLETS	YEARS	COST	RETAIL	PROMO	PER MTH	DISCOUNT	% DISCOUNT	PROFIT	MARGIN
15 SEC	**20**	**5**	$1.00	$10.00	$8.00	$8.00	$2.00	20%	$7.00	88%
15 SEC	**20**	**10**	$2.00	$20.00	$16.00	$16.00	$4.00	20%	$14.00	88%
30 SEC	**20**	**5**	$2.00	$20.00	$16.00	$16.00	$4.00	20%	$14.00	88%
30 SEC	**20**	**10**	$4.00	$36.00	$28.80	$28.80	$7.20	20%	$24.80	86%

ANNUAL SUBSCRIPTION - EXTRA 20% DISCOUNT										
DURATION	# TWINKLETS	YEARS	COST	RETAIL	PROMO	PER MTH	DISCOUNT	% DISCOUNT	PROFIT	MARGIN
15 SEC	**20**	**5**	$12.00	$120.00	$76.80	$6.40	$43.20	36%	$64.80	84%
15 SEC	**20**	**10**	$24.00	$240.00	$153.60	$12.80	$86.40	36%	$129.60	84%
30 SEC	**20**	**5**	$24.00	$240.00	$153.60	$12.80	$86.40	36%	$129.60	84%
30 SEC	**20**	**10**	$48.00	$432.00	$276.48	$23.04	$155.52	36%	$228.48	83%

minimal projections for viable business.

PROJECTIONS					
		ANNUAL SPEND	# CUSTOMERS	ANNUAL REV	% TOT
HI LOYAL	**ANNUAL SUBSCRIPTION**	**$153.60**	**250**	**$38,400**	**12%**
MOD LOYAL	**MONTHLY BULK PACKS**	**$192.00**	**250**	**$48,000**	**15%**
LOW LOYAL	**NO SUBSCRIPTION (3-5 PER MONTH)**	**$72.00**	**2,000**	**$144,000**	**46%**
REGULAR CUSTOMER	6 PER YEAR	$12.00	**3,000**	$36,000	11%
BROWSER	3 PER YEAR	$6.00	**5,000**	$30,000	9%
TRIER	1 PER YEAR	$2.00	**10,000**	$20,000	6%
			20,500	$316,400	100%



short term goal: to build a foundation of at least 2,500 loyal customers

3-year projections.

	MTH 1	MTH 2	MTH 3	MTH 4	MTH 5	MTH 6	MTH 7	MTH 8	MTH 9	MTH 10	MTH 11	MTH 12	YEAR 1	MTH 13	MTH 14	MTH 15	MTH 16	MTH 17	MTH 18	NEXT SIX MONTHS	END OF YEAR 2
# INDIVIDUAL CUSTOMERS	50	200	500	500	500	1,000	2,000	5,000	5,000	7,500	15,000	25,000	**25,000**	35,000	50,000	60,000	70,000	80,000	90,000	**90,000**	**200,000**
avg. purchase	$1.29	$1.29	$1.29	$1.29	$1.29	$1.29	$1.29	$1.29	$1.29	$1.29	$1.29	$1.29	$15.43	$1.29	$1.29	$1.29	$1.29	$1.29	$1.29	$7.72	$15.43
GROSS REVENUE	$64	$257	$643	$643	$643	$1,286	$2,572	$6,431	$6,431	$9,646	$19,293	$32,154	$80,065	$45,016	$64,309	$77,171	$90,033	$102,894	$115,756	$495,179	$1,293,896
COST OF GOODS SOLD	$5	$21	$51	$51	$51	$103	$206	$514	$514	$772	$1,543	$2,572	$6,405	$3,601	$5,145	$6,174	$7,203	$8,232	$9,260	$39,614	$103,512
GROSS MARGIN	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%	92%
OPERATING INCOME	$59	$237	$592	$592	$592	$1,183	$2,367	$5,916	$5,916	$8,875	$17,749	$29,582	$73,659	$41,415	$59,164	$70,997	$82,830	$94,663	$106,496	$455,565	$1,190,384
CUSTOMER SERVICE	$5	$20	$50	$50	$50	$100	$200	$500	$500	$750	$1,500	$2,500	$6,225	$3,500	$5,000	$6,000	$7,000	$8,000	$9,000	$38,500	$100,000
PROGRAMMING	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$24,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$12,000	$24,000
OVERHEAD	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$8,000	$8,000	$8,000	$8,000	$8,000	$75,000	$10,000	$10,000	$10,000	$12,000	$12,000	$12,000	$66,000	$140,000
MARKETING/ADVERTSING	$35,000	$25,000	$5,000	$5,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$150,000	$20,000	$20,000	$20,000	$40,000	$40,000	$40,000	$180,000	$400,000
TOTAL OPERATING COSTS	$42,005	$32,020	$12,050	$12,050	$17,050	$17,100	$17,200	$20,500	$20,500	$20,750	$21,500	$22,500	$255,225	$35,500	$37,000	$38,000	$61,000	$62,000	$63,000	$296,500	$664,000
PROFIT BEFORE TAX	41,941	31,763	11,407	11,407	16,407	15,814	14,628	14,069	14,069	11,104	2,207	9,654	-$175,160	9,516	27,309	39,171	29,033	40,894	52,756	$159,065	$526,384
	-65218%	-12348%	-1774%	-1774%	-2551%	-1230%	-569%	-219%	-219%	-115%	-11%	30%	-219%	21%	42%	51%	32%	40%	46%	32%	41%

ASSUMPTIONS

 # INDIVDIUAL CUSTOMERS:

- Derived from concept test results; top box factored by 90% & top 2 box factored by 20%
- Based on women aged 35-55 with household incomes over $50,000
- Assumes .5% awareness by end of year 1

AVERAGE PURCHASE PER CUSTOMER:

- Derived from concept test results and loyalty projections

AVERAGE SELLING PRICE:

- Derived from concept test results; Based on a 30-second video sent 5 years into the future priced at $1.00 (full retail)

COST OF GOODS SOLD:

- Going rate for video storage tied to time and length (cost of storage of 1GB/mth = $.0199)

CUSTOMER SERVICE:

- 5% purchases will require $2.00 service interaction (chat/email/phone)

MARKETING: Assumes PR, blog outreach and limited click through SEO/advertising

PROGRAMMING:

- Initital development @ $125,000; $2,000 monthly maintenance in overhead; additional improvements as needed

ADMINISTRATION:

- Basic legal & accounting set up fees
- Basic electronic set up (computers / phone)
- Travel (10 trips to sell/promote)
- 6 month salary of $50,000
- Contingencies: $25,000

NOTE: Financials do not reflect the upside fact that costs of storage will be incurred over time, but revenue covering costs will be collected up front.

CAPITAL	
SITE DEVELOPMENT	$125,000
LAUNCH MARKETING	$150,000
ADMIN/OVERHEAD	$125,000
TOTAL	**$400,000**
POSITIVE CASH FLOW	MONTH 12
YEAR 2 ROI	32%

imagine if we thought big . . .

- And also targeted women aged 18-34
- And women aged 56-65
- And men!
- Plus included global markets
- And didn't factor down all research results
- And achieved above **.5%** awareness
- Plus, changed the culture . . .

  where sending twinklets becomes part of the zeitgeist

no direct competition…
but many players in related segments.

TYPE OF SITE/APP	OVERVIEW	SAMPLES
Delayed Messaging	Ability to send text/emails at scheduled times in the future becoming commonplace in email systems	▪ Gmail ▪ Outlook ▪ Boomerang ▪ Future Text App ▪ Letters to Self
eCards	A wide range of animated and custom ecards for all occasions (many more sites than listed here)	▪ Hallmark ▪ American Greetings ▪ JibJab ▪ Somecards ▪ Smilebox ▪ BlueMountain
Photo / Video Sharing, etc.	Lots and lots of sites/apps that allow you to take, create, store, animate, play with and expand upon photo and video taking and sharing Closest site to ours is low-budget Throwback app that allows you to send photos up to five years into the future; no videos/only five years/clunky to use/amateurishly developed/no website/not broadly marketed	▪ InstagramDirect ▪ Little Memory ▪ RePlayit ▪ Throwback ▪ Timehop ▪ Instagram ▪ VideoStory ▪ Quilt ▪ Wink ▪ Qwiki
Scheduled Gifting	Send gifts at scheduled times in the future	▪ 7PGifts ▪ GiftsOnTime

our points of difference.

the twinklet advantage:

- Videos plus audio captions, images, photos, texts
- Send up to 25 years into the future
- Sophisticated & fun user interface & design
- Investment in breakthrough branding & creative marketing
- First to market

risks & solutions.

LOW BARRIER TO ENTRY

Our Response . . .

- We will be:
  - First to market
  - Fast to saturate key gifting segments (such as wedding, babies & graduation)
  - Fabulous overall – design & function must be exceptional, with all customer gaps filled
- Branding and marketing will be clutter-busting
  - Distinctive and memorable (iconographic and telegraphic)
  - Multidimensional but true to consistent vision
- Innovation will be top priority
  - Keeping pace with technology
  - Driving continuous improvement based on meaningful extensions and enhancements
- We will attract & retain a dynamic twinklet team
  - Building a great place to work based on internal brand promise of “happy, quizzical, & heartfelt”

risks & solutions.
(continued)

OPTIMIZNG PRICING STRATEGY

Our Response . . .

- Explore range of pricing methodologies
- Test with customers
- Price reasonably to minimize direct competition
- Identify creative “up charge” opportunities

risks & challenges.
(continued)

QUALITY OF EXECUTION

Our Response . . .

- Recruit and retain highly skilled team, especially 1-2 expert software developers
- Test, test, test – and then deploy!
- Focus on customer service
- Be flexible and responsive to trends and feedback
- Uncompromising commitment to excellence and brand values: “happy, quizzical, heartfelt”

our team.

[principals]

Janice Weiss, Founder & CEO

- Current Position: Director Recognition & Special Projects, Macy's Inc.
- 30 years marketing and management experience in Fortune 100 companies plus extensive entrepreneurial background
- JD University of Pennsylvania, 1985

Arthur Zuckerman, Co-Founder & COO

- COO Venture Capitalist group
- 30 years senior management & consulting experience
- MBA Columbia University, 1986

[agencies]

Wordsworth PR Agency

[advisory board]

Jim Tomeo, COO SSARIS Advisors LLC

next steps.

- Partner with strategic investors to seed initial investment; determine schedule based on milestone deliverables (oct/nov)
- Refine concept and field expanded quantitative test across three age segments: 18-35, 36-55 & 55-70 (nov)
- Based on strong positive results, access additional funding & develop BETA app/site (dec-may)
- Launch with breakthrough PR / social media campaign (jun, 2015)

ANOTHER TIME-HONORED CONCEPT:

xoomerang
time tripping

XOOMERANG TimeKeepers are newfangled old-fashioned time capsules, with unique time-release countdown locks. Now you can have fun preserving your most precious memories to wow a future self with the gift of time forgotten.

We're all drowning in a river of digital sludge. Way too many photos, images, emails, twitters … and just plain stuff junking up our lives. With so much clutter, the human brain can no longer figure out just what's worth holding onto.

XOOMERANG TimeKeepers are specially designed time capsules that help you creatively curate and preserve your most meaningful memories. Instead of burying your time capsule in the ground, simply set your **XO**OMERANG to unlock any time, up to ten years into the future. Watch it countdown the days while you add special "notes to future self" along the way. And then, like a message in a bottle, years from now the **XO**OMERANG will unlock an astounding rush of long-forgotten memories for you, your friends and your family to enjoy.



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The future ain’t what it used to be.

Yogi Berra