

MajorReminder

A life-lasting digital vault/reminder system that follows their life as it changes over decades



Advisors:

Cal Harrison

Damon Surzyshyn

Heather Surzyshyn

<https://majorreminder.com/>

Executive Summary

Company Summary

MajorReminder will use an innovative algorithm to simplify and manage only the most significant personal milestones, events, and financial activities. It will ensure long-term information retention with frequent reminders based on a unique new algorithm using previous life-events/patterns, social media activity, and other data sources to predict the most likely future events. It will track and identify a change in life-situation to send reminders to update contact info as it is changing so that individuals are never inadvertently disconnected by a life change.

Management

- General Manager/CMO – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive
- CIO – Heather Surzyshyn BA, Dipl. IST Senior IT professional.
- Other - TBD

Customer Problem

- Adults face many life-events that need managing over long periods of time – vaccinations of children, unique medical histories and requirements, management of remote or family properties, monitoring wills, claiming manufacturers rebates on unused extended warranties, etc.
- These events can be lost when people rely on short-term tracking systems such as Outlook or Google calendars that may be linked to changing employment or marital situations.
- Individuals need a private, secure, and life-lasting digital vault/reminder system that follows their life as it changes over decades.

Product/Services

- MVP will be cloud and web software. Product will ultimately be developed into an App.

Target Market

- Individuals – target will be newlyweds and young parents.

Business Model

- \$2/month fee for individuals or \$5/month for a family of up to 5.

Customers/Users

- Paying Customers: Individual and family users.

Sales and Marketing Strategy

- Unpaid and paid web and social media promotion.
- Unpaid, earned media.

Competitors

- Free calendars such as Outlook and Google
- <http://mypersonaldatamanager.com>
- <https://www.mylifeorganized.net/>
- <https://goalscape.com/en/features/>

Competitive Advantage

- Most similar software is positioned as event-based life planner or personal project planning tools.
- MajorReminder will simplify and manage only the most significant personal milestones and events. The innovative algorithm tracks life situations to ensure that connectivity and important data and reminders are never disconnected from, or lost by, the user.

Financials / Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Total Revenue	\$ -	\$ -	\$ 432,000	\$ 1,296,000	\$ 3,024,000
Tech Dev	\$ 72,500	\$ 92,500	\$ 92,500	\$ 92,500	\$ 92,500
Bus Dev	\$ 45,000	\$ 25,000	\$ 544,368	\$ 544,368	\$ 544,368
OpX	\$ 6,950	\$ 6,050	\$ 66,900	\$ 76,900	\$ 76,900
Total Expenses	\$ 124,450	\$ 123,550	\$ 703,768	\$ 713,768	\$ 713,768
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -
Net Cash Flow	\$ 125,550	\$ 2,000	-\$ 269,768	\$ 312,465	\$ 2,622,698

Based on 70,000 users by Year 5 at average fee of \$54. Note that as a very early stage opportunity financials are projections only. Note that license fees required will vary depending upon number of licensees.

Licensed Technology/Product

- Cloud software/web solution extended to a phone app post-launch.

Technology/Product – Current Status

- Technology Evaluation Stage (TRL2)