

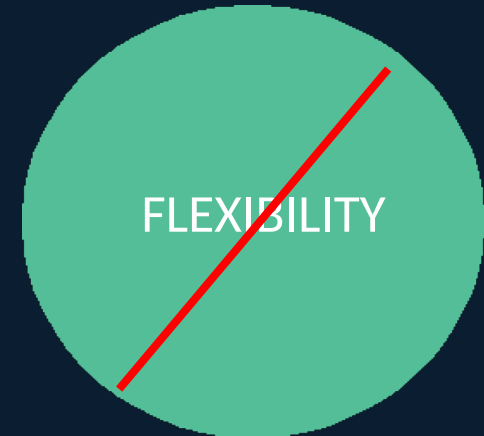
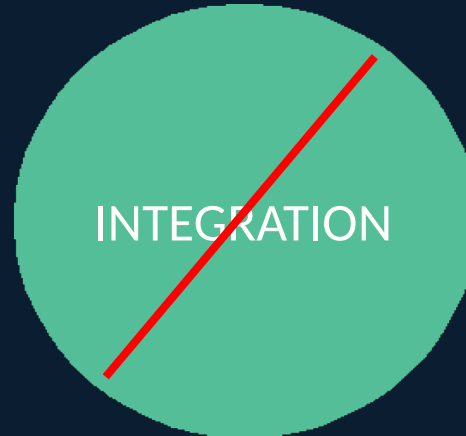
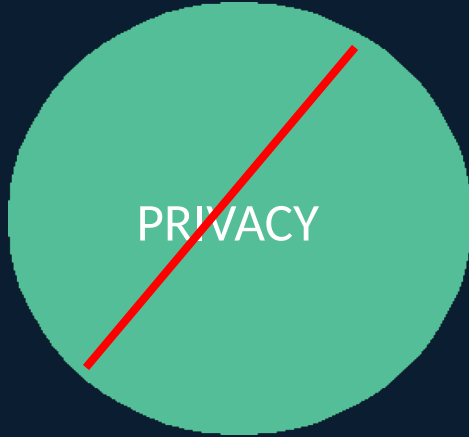
# goze



TRUE LIFE JOURNEY, CURATED.

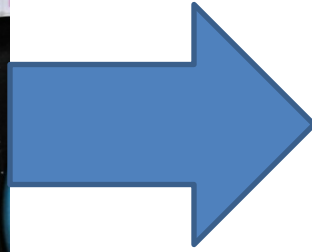


# TODAYS PROBLEMS





# Personal History is the Family History of Tomorrow



# GOZE SOLUTIONS



## PRIVACY

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Determine  
privacy by event

Determine who  
can add to  
events



## COLLABORATION

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Create and build  
collective events  
with those who  
joined

Elaborate on  
pictures and  
video together

Replicate events  
to others'  
timelines



## INTEGRATION

---

Publish to your  
social media  
with one click

Organize all your  
rich media  
memories in one  
place

Keep it—export  
to a photo book  
or video



## FLEXIBILITY

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Record events  
offline (pull in  
when online)

Create entries  
with one click

None of the  
limitations of  
other mediums,  
like character or  
length limits



## ***Families and Parents***



- Create individual and collective timelines
- Collaborate on family events
- Share your true family life with extended family (private)

### **Future:**

- Export to photo books to look through together
- Export to other family history/genealogical sites/platforms

...easily!

## REALLY? MORE SOCIAL MEDIA?

**“What sets Goze apart is the way posts are made.** With contributors adding their own perspectives and an interactive

98%

...Goze are with friends **as it had.** Browsing on by fellow co-workers and products by sharing of testimonials. **Goze has a great idea with this app and it is beautifully and simply executed.”**

- Thesmartphoneappreview.com

# THE MARKET

## Social Networking



## Collaborative Social Networking



## Photo-Sharing and Storage



## Life History & Milestone Capture







Are you absolutely thrilled with the options you have for capturing the lives of you and your loved ones?



# GO TO MARKET STRATEGY

## *Completed*

### POSITIONING

- ✓ ID target audiences
- ✓ Determine user needs
- ✓ Conduct surveys, focus groups
- ✓ BETA testing

## *In Progress*

### INITIAL LAUNCH

- Release of iOS version into the App Store
- Grow user base
- Grass Roots Marketing: Social media, Video campaign, Local PR efforts
- ID early adopters
- Communicate unique functions

## *Next 3-6 months*

### BROAD LAUNCH

- Launch Ambassador Program, Influential blogger outreach, Tactical PR, User incentives and Social media
- Build strategic partnerships, Secure funding
- Future capabilities: Desktop version, Photobook capabilities, Android version



## REVENUE MODEL

### DESKTOP SUBSCRIPTION

Allows for heavy  
use and photos  
from other  
sources

### PHOTOBOOK & VIDEO

Easily export to a  
printed book or  
custom video

### ADVERTISING

Native advertising  
only on the  
“Everyone” feed

# THE TEAM

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**Laura Stevens**  
*Founder*



**Kim Mueller**  
*Chief Financial Officer*



**Anne Marie Gunther**  
*Community Relations*



**Scott Porter**  
*Chief Customer Experience Officer*



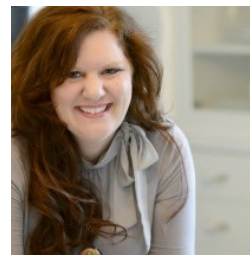
**Adam Neville**  
*Chief Legal Officer*



**Built by HQ**  
*Outsourced Design Team*



**Trajan King**  
*Start up Advisor*



**Tauni Everett**  
*Blogger Advisor*

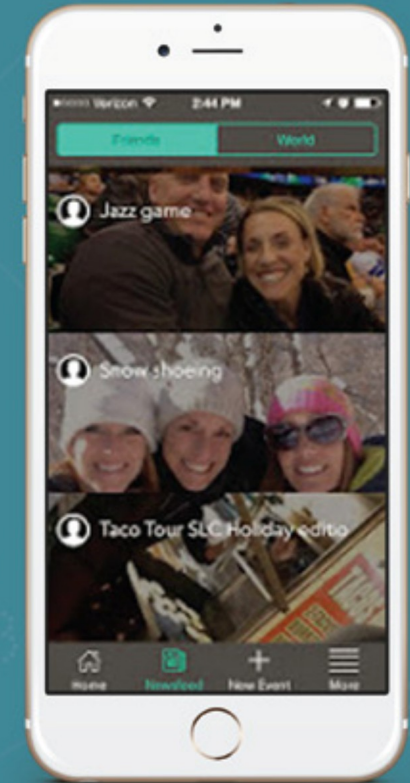


**Thom Carter**  
*Advisor*



# QUESTIONS FOR THE BRILLIANT AUDIENCE

- Grass Roots Marketing Ideas
- iOS Development Partners
- Timing of Outside Funding
- Who else is our competition?
- Download Goze!!! If you love it, tell EVERYONE



## CURRENT CAPABILITIES

*Include the following in an event: name, type, actual date, text details, photos, videos*

*Add collaborators from list of contacts in goze*

*Select one of 4 levels of privacy per event*

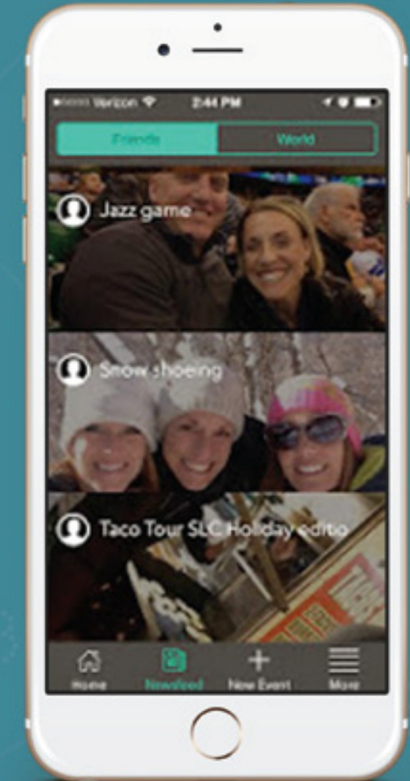
*Pull in content from other social media sites*

*View public events of friend or the Goze world in the newsfeed*

*Post a static image to FB & Twitter for broader sharing*

*Search all public events*

*Allow comments enabled by event owner*



FUTURE CAPABILITIES

VERSION 3		
VERSION 4		
•	Android Version	•
•	book or multi-media	Export to a hardcopy photo
	Ability to attach: SMS, email,	•
•	blog post, Word documents, PDFs, etc.	
	Create a template OR copy an event and edit to create a new one	•

Website / Desktop Version  
(paid subscription)

Create a “group”

goze IS

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*A place where YOUR true life journey is captured, curated, collaborated on & kept.*

*Goze exhibits YOUR life journey and YOU are the curator.*

