# nostalg.ai

**DEFINE YOUR DIGITAL LEGACY**

Nostalg.ai empowers users with the information to control their digital legacy and provides the peace-of-mind that their story and their data is respectfully managed.

Presented by

## KIT KEANE

Co-founder and CEO, nostalg.ai

Presented to

## NAMEEEE

ROLE

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# Executive summary

*Nostalg.ai enables everyone to have improved control of their personal data, aggregate their living and historical data, and establish their digital legacy. By leveraging fast and highly accurate US-based reasoning artificial intelligence (AI) models, nostalg.ai analyzes users' digital footprints, and packages data into consolidated, interactive, digital scrapbooks.*

## An (exponentially) growing problem

The average social media user has 6.83 social media accounts, in addition to their private photo, text, and various data stores. The extent of our digital footprints is growing each day, with the digital native generation amassing petabytes of data throughout their lifetime. Each account and storage silo contains a version of who you are – nostalg.ai is the nexus that brings this information together for a complete story of you.

## The market demand

There is a high demand for improved historical data visibility to enable users to manage their digital footprint. Our market research shows that users crave opportunities to reminisce on their own life through engaging reminders and new visualizations. There is no equivalent mega timeline that aggregates data from across different user accounts into one unified platform of living and historical personal data.

## Key features:

- **Holistic data ingestion:** Nostalg.ai links with whatever accounts users specify to provide a customized level of comprehensive data insights.
- **AI-enabled organization:** The platform synthesizes linked data to present engaging, data-rich visualizations insights on the story of you, including storybooking your life into individualized eras.
- **Data legacy control:** Nostalg.ai enables users to define their own digital legacy and create meaningful consolidated scrapbooks for loved ones.

" **Every single person deserves to be in control of their data and establish their own digital legacy management plan.**

**Kit Keane**
Co-Founder & CEO, nostalg.ai

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# The problem

People crave *visibility* into and ***control*** of their digital footprint.

- **Disparate data across many platforms,** lack of data mapping, integration, and linking to tell a meaningful, full-picture story of you.

- **Lack of transparency into full suite of your public and private data** and no way to identify digital ghosts.

- **Zero integration of story data** to pass along a meaningful, curated, data-rich lifetime-spanning story of you.

- **Exponential increase in digital graveyards** with no market standard for post-life account and data management.

# The solution

*Nostalg.ai is a solution that enables anyone to control, define, and curate their digital footprint.*

## Customizable commands

Users can input account lifespan and data management preferences for public domain and private cloud environments, allowing anyone to set the parameters that define their digital legacy.

## AI-enabled organization

Nostalg.ai preserves users' privacy by having nostalg.ai scrapbook your accounts, respecting your data management wishes in a protected and secure platform without granting anyone intimate access.

## Scrapbook your story

The platform can package data from across any linked accounts to curate a consolidated digital scrapbook that serves as a personal blog and record for generations to learn from.

## Flag edgy content

Nostalg.ai uses highly accurate reasoning models to identify content that Won't Age Well (WAW), including political and not safe for work (NSFW) posts and images, so that users can deal with their digital ghosts.

*Nostalg.ai is leading a cultural change to confront the exponentially-growing problem of digital ghosts.*

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# Market analysis

*the landscape for digital footprint management*

The number of social media users and overall data footprint of individuals globally is exponentially growing daily. For users, this presents a problem of how to understand and control their historical data. More broadly, this growth presents a growing need for companies to establish protocols for account lifecycle management.

| **402M** | **5.35B** | **6.83** | **2X** |
|---|---|---|---|
| Terabytes of data generated daily | Internet users globally | Average number of social media accounts per person | Deceased social media users in 2100 relative to US population |

## Current options do not address the big picture problem

- Require manual review across all personal accounts, which is time-consuming, tedious, and prone to error.

- Lack in-app data aggregation, presenting mere snapshots of isolated, non-comprehensive, one-off delights for the user that craves more.

- No guardrails for established "legacy contacts," which present inheritors with full intimate information view and complete agency to manipulate data as they see fit.

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# Product tiers

*Nostalg.ai's 3 tier options are strategically designed to engage digital natives and establish a lifetime of trust.*

## cleanse

*Control your digital footprint*

- Connect up to 5 social media accounts
- View your digital footprint
- Flags content across three filters: Won't Age Well, NSFW, and political
- Discreetly find and remove your edgy content

MVP tier with beta testing beginning by May 2025

## lore

*Curate the story of your life*

- All Cleanse features +
- Synthesized, AI-powered digital feed visualizing historical and living content
- Option to link data from private cloud environments
- Fully customizable search and filtering parameters
- Customizable, AI-powered, interactive, living digital scrapbook
- Update, refresh and reframe anytime
- Connect up to 10 social media accounts
- Share with friends and create public-view personal blog
- Connect up to 10 legacy contacts

## legacy

*Define your digital legacy*

- All Lore features +
- Advanced digital scrapbook features
- Clone your voice and create a personalized AI chatbot for legacy contacts
- Connect up to 25 private, cloud and social media accounts
- Granular data insights from private and public content
- Generate personalized AI-powered video messages for your legacy contacts
- Schedule-send, generate and deliver digital postcards to the future
- Add up to 25 legacy contacts

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# Roadmap

*Next steps for launching nostalg.ai*

**Nostalg.ai's aggressive go-to-market strategy** includes a rapid iteration cycle throughout the month of April 2025, with a minimum viable product scheduled for private launch to select users by May 1st.

Throughout April, we will conduct **intensive user testing**, generating actionable insights to pivot and refine our core features, user interface, communications, design, and marketing.

This **iterative approach** culminates in a public beta release in the beginning of May 2025, paving the way for broader user adoption. We're also targeting a **May initial seed investment round**, necessitating preliminary IP protections be secured pre-discussions. This accelerated timeline ensures we achieve product-market fit swiftly while safeguarding our competitive advantage.

We're laser-focused on delivering a **scalable solution and driving early user engagement** to establish momentum for the build-out of the full suite of planned features.

## APRIL 2025

Minimum viable product operational

Launch public website with demo video

Begin end-user testing, feedback sessions, and refinement

Source initial seed funding

## MAY 2025

Refine MVP and re-launch beta v2 to broader public

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# The co-founders

## Hasan Emamizade
### Technical Co-Founder & CTO

is a creator, driven by the belief that the future is something we build, not something we wait for. With the AI revolution unfolding before us, he sees endless potential to craft tools and systems that reshape how we live, work, and think. Hasan loves solving hard problems, learning constantly, and turning ambitious ideas into reality. This is more than a career for him, it's a mission to make an impact and leave something meaningful behind.
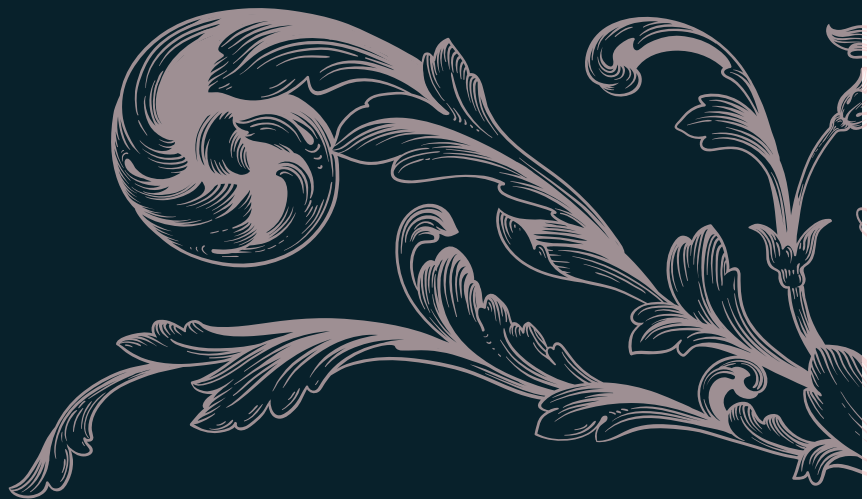
## Kit Keane
### Co-Founder & CEO

is a ferocious problem-solver with a passion for learning and exploring "what if?" the first love of her life is stories, which she is always telling and seeking to build more of through conversations, travels, and art. passionate about brining tech to make a positive real-world impact, her day-job and career path have been serving U.S. federal agencies as a product manager. She brings a background in human-centered design, change management, and strategic communications.

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# Contact us for further inquiries

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