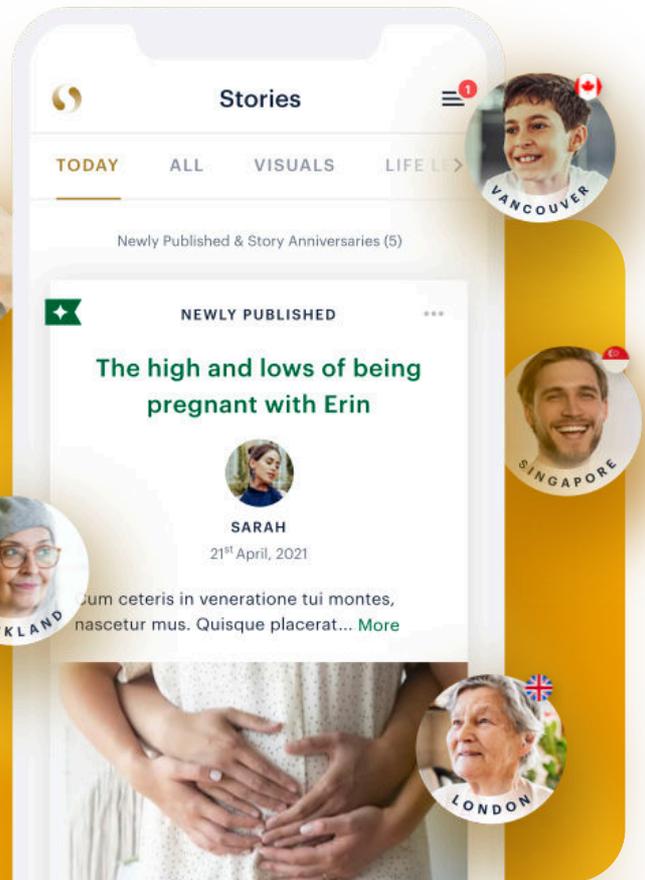


# Ensure your family feels together, even when you live apart

Simirity is a private social media app that unites your extended family no matter where you are. So you can share life stories today while storing cherished memories for tomorrow.



## Traditional social networks trivialise our most precious relationships

- ✓ They only let you share what's happening "here and now", so stories from your family's past get forgotten.
- ✓ They don't inspire you to create valuable stories that strengthen family bonds and values.
- ✓ They make finding & preserving old entries difficult.
- ✓ Privacy concerns limit what we are ready to share online.

## Social media, reinvented for families



**Completely safe & private**

You get complete control over who can access your stories, and we keep your data private on our ad-free platform.



**Share lives through multimedia**

Use photos, video, voice, text and more, to share and record rich stories and life lessons that your family can re-experience again and again.



**One place for all 'family' things**

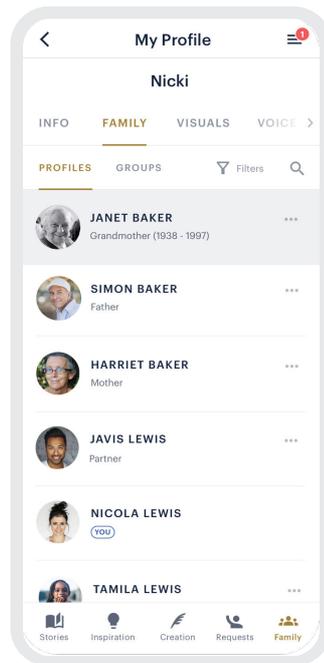
Don't lose family stories and photos when you lose family members... Access all your family's memories in one place that's organized and searchable.

# Keep your family together. And keep memories forever.

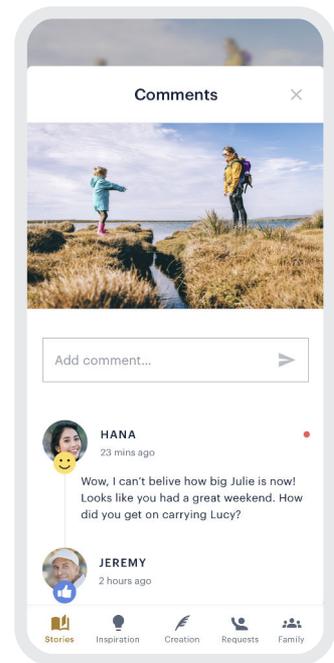
Simirity comes with features to help you narrate, organise, and store memories – as you create your family’s living history. While keeping everyone engaged with the same, stimulating interactions found in social media. Only, in private.

## Hangout with your whole family

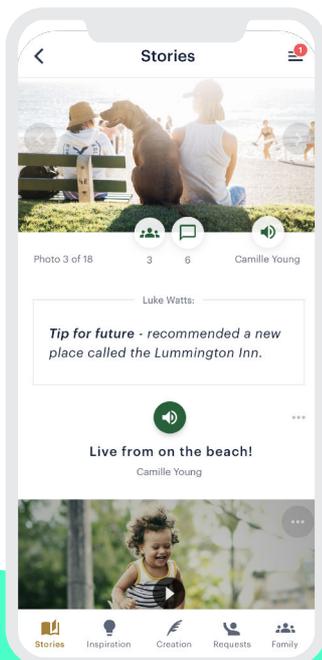
From grandparents to toddlers to teens and everyone in between, Simirity’s inclusiveness means that every family member is excited to be here with the people who will laugh with them, cry with them, and honestly feel proud of them.



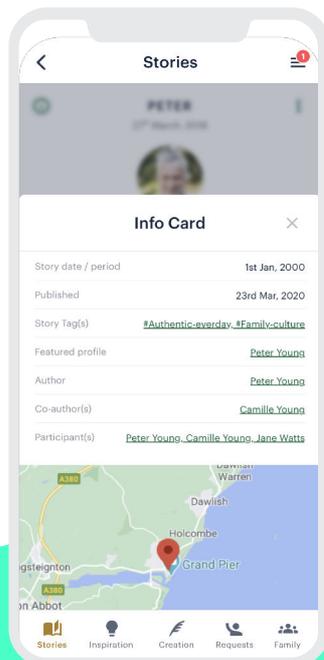
Profiles filled with stories



Connect when time allows



Media-rich stories



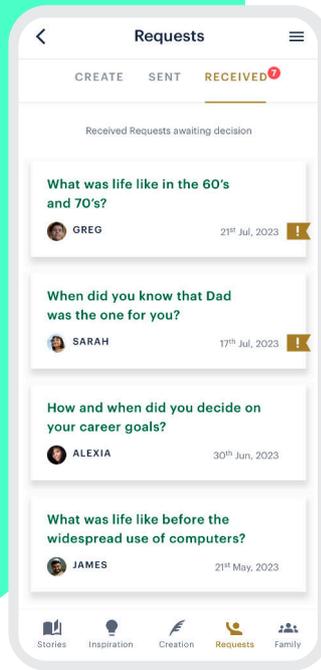
With tags, people & places

## Make every family member feel loved

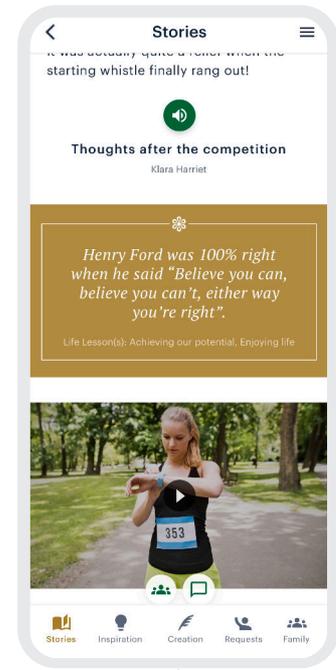
There’s no forgotten Great Aunt Irma or nameless new baby. Every member can create unlimited media-rich stories - which mature into treasured family heirlooms while helping family members get to know each other better.

## Raise well-grounded and respectful kids

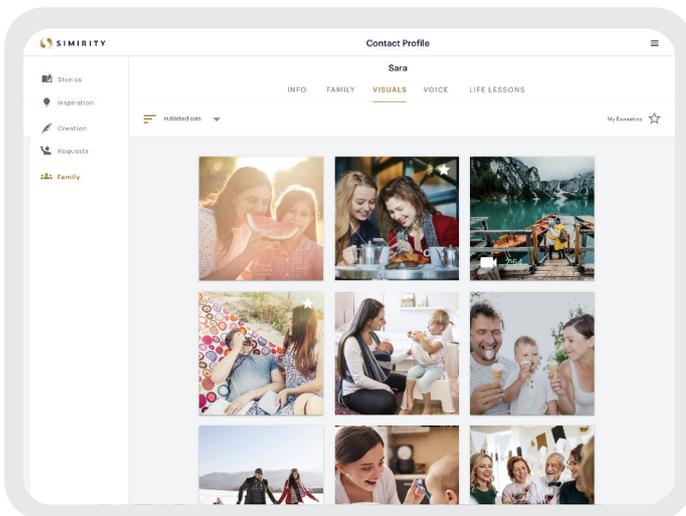
With moments of life as starting points for discussions and the wisdom of the older generation as a backbone of support – your family culture will flourish, creating a framework for the next generation of life-savvy, well-grounded kids.



Story requests from family



Share your Life Lessons



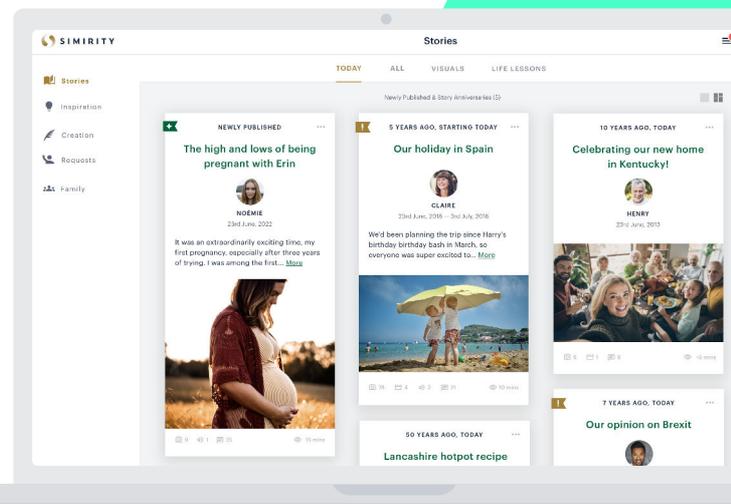
Your visuals feed, with all photos & videos from stories

## Stop memories from fading away

Whether it's family recipes, a child's journey of milestones, or a patriarch's recorded history – Simirity makes it easy to organise, narrate, and tag your memories, creating a family timeline to revisit – and pass on.

## Relive beautiful times again and again

Simirity's daily reminders connect you to past events on this date, bringing on nostalgia, lots of laughter and new conversations, and perhaps even inspiring future family events.



Today's stories, bringing old memories back to life

# Imagine real stories from your family using these features

From everyday stories to world evolution

View the Info Card for extra details including map, participants and tags

Co-author stories

Type your story

Upload high resolution images (paid subscription)

Photo carousels

People in photo

Photo narration (listen to family talk about photos)

Audio recordings (saving time & connecting to the listener)

Life Lessons (tag so family find the advice they need)

Add Flickr & Google Photo albums

Categorise stories with #hashtags

Add media to your favourites, or view slideshow

Videos

Discuss videos & photos with family

Add documents

Enjoy family discussions about the story

View related stories suggested by the author

## Building the ultimate legacy while connecting family

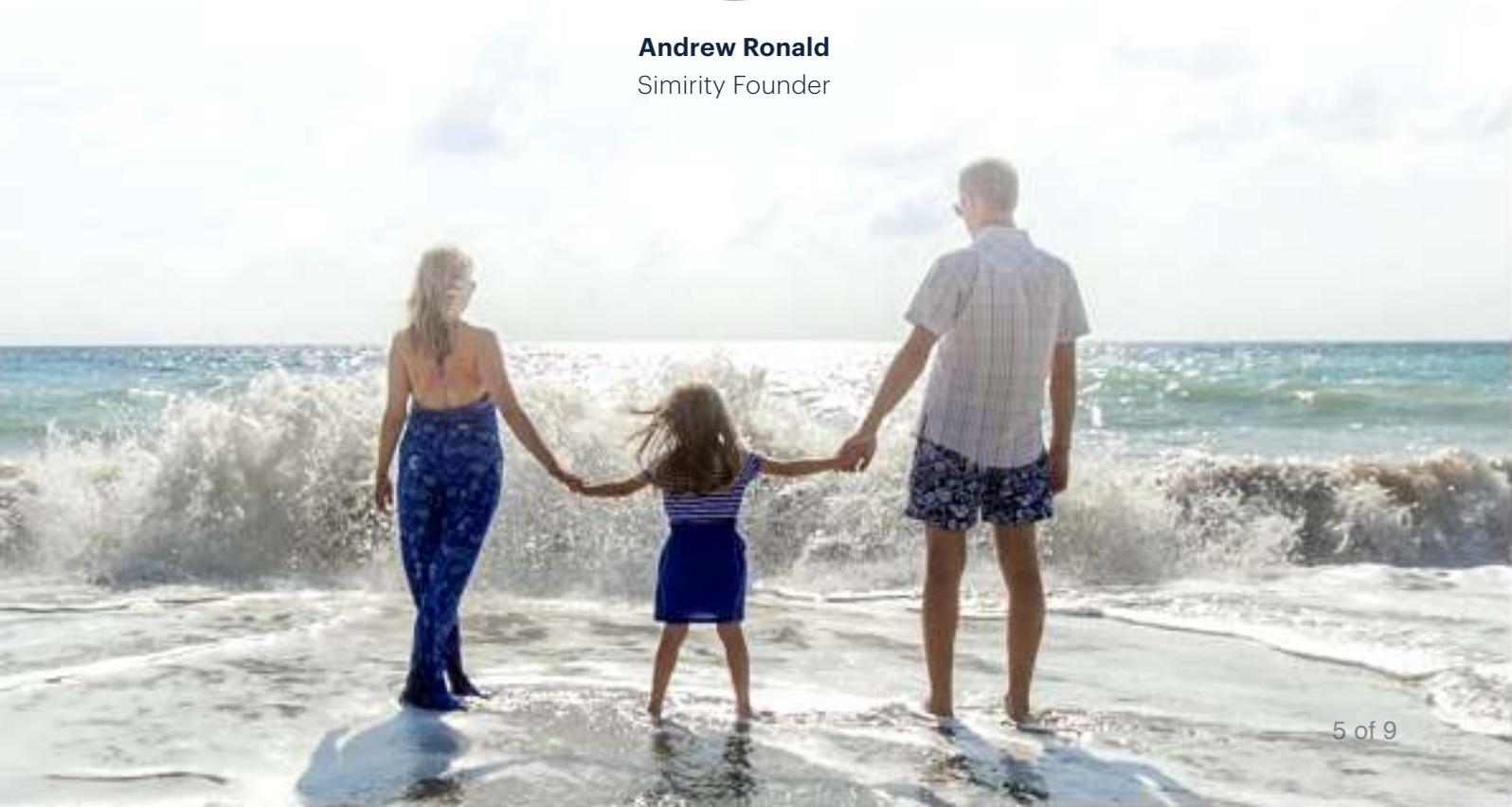
One story at a time

# Our Journey

*“After unexpected health issues affected our family, I knew we had to find a way to make the most of our time together. But it's hard as we live apart. Recording family stories in Simirity has enabled us to connect digitally in a meaningful way - learning about each other and preserving precious memories for future generations.”*



**Andrew Ronald**  
Simirity Founder



# Typical Users

## PARENTS

Breathe a sigh of relief as they safeguard stories about their children's childhood and the lives of their parents and ancestors. In doing so, their family culture is strengthened, their children are educated with real-life stories, and everyone from grandparents to grandchildren feel connected in daily life.

## GRANDPARENTS+

Cherish being included in the lives of their children and grandchildren - reading recent family news and joining conversations. The attention from family is welcome, with incoming requests for stories about their past. And with every new story, they're building a priceless legacy that will touch the lives of future family.



## YOUTH

Feel special and cared for, as they discover their family's history and build meaningful connections with family beyond their home.

## EXPATS

Still miss their family, but feel deeply connected thanks to daily reminders about past stories, and new stories and comments that update them with the latest news and keep them engaged with family.

## GENEALOGISTS

Having struggled with a lack of information about their ancestors, they extend their passion for history into the present by encouraging living family to create story-rich profiles that preserve their lives.

# Solving Family Problems



## SAFE EDUCATION FOR CHILDREN

"I don't want my kids on social media, but I'd love them to **develop their story-telling skills** in a **safe environment** and get to know their **cousins** and **grandparents** better."

Children will feel embedded within the family, as they learn from their family's real-life stories, practice their computer and creative skills, and interact with family in privacy.



## MEANINGFUL FAMILY EXPERIENCE

"I wish I **knew my entire family** better. We rarely meet with extended family, and the little contact we do have on social media is usually limited to **superficial holiday pics and emoji's**"

Simirity is a dedicated space for sharing and engaging with family stories, encouraging connection and communication among immediate and extended family members.



## FAMILY CULTURE & VALUES

"Today's youth seems to pay more attention to **playground role models** and **Youtube influencers** than their own family. How can we strengthen their **family values**, and have our kids **turn to us in times of need**?"

Family stories from accross the generations, instill a powerful sense of belonging and strengthens children's sense of identity within the family.



## SHARED FAMILY LEGACY

"I dread precious family **moments belong forgotten**. If they're not captured in a future-proof way, **whole lives will be forgotten** and there's **no turning back the clock to fix it...**"

Preserve meaningful moments right from birth, and capture old memories and treasured family stories. Then privately share with today's and tomorrow's family.



## UPLIFTING FAMILY NEWS

"I want to hear the **latest news** from my children and grandchildren and be **reminded about good times in the past**. An uplifting moment each day — **something I can really look forward to.**"

Escape the 'noise' of modern life, with regular updates from those you care about. New stories and comments, and daily reminders connecting you to past events on today's date.



## An Experts View

“Today, knowing how to operate in a digital world is a crucial life skill that children increasingly learn indirectly at home rather than at school.

*The current education system struggles to keep up with these changes. It increasingly relies on children understanding the basics by watching, experiencing, and doing things together with their families.*

*Simirity provides an ideal opportunity to help parents develop their children's digital skills, in a safe and secure environment.*

—

**Monika Szamoca Szabo**

Psychopedagogue, Special Education

Teacher and Child Mindful Trainer



# Subscriptions

Families don't bond and open up to each other if they're distracted by ads, or are busy worrying about data privacy.

With Simirity, families can choose a free or paid subscription, and their data will be 100% private. And our platform 100% ad-free. Always.

**FREE  
FOREVER  
\$0**

## Connect in privacy

A simplified version of the paid service, with limited media file uploads.

**FAMILY**  
from  
**\$10**  
/month\*

## Enjoy full family access

Just one simple subscription shared with family.

## Getting Family Started

1

### Join for Free

Immediate access, no app to download.

2

### Explore

Explore the app and create your first story.

3

### Invite Family

Add family members to join you on this journey