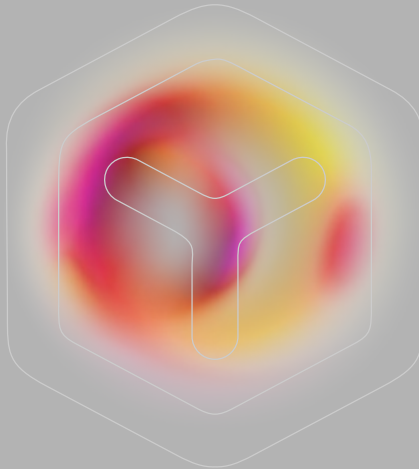


Journey



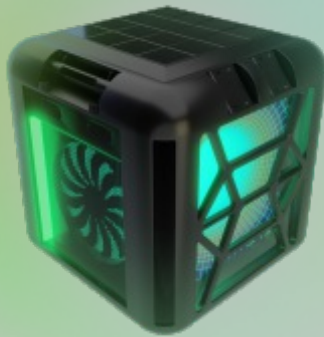
Journey



Journey: Hashing Memories

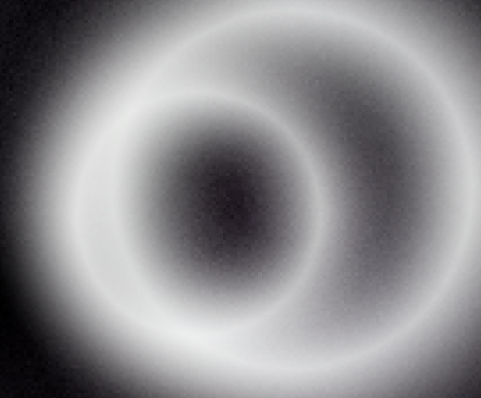
Preserving Precious Memories and Knowledge Across
Generations Through Blockchain Technology

Overview



Journey aims to revolutionize how personal memories and digital assets are preserved and securely shared across generations. Utilizing the power of blockchain and encryption technologies, our digital "Capsules" provide a transparent and trusted solution for individuals and organizations. These Capsules allow users to store, organize, and transfer sensitive files, photos, videos, and more, ensuring their safekeeping for decades or even centuries to come.

Problem/Opportunity



As the world becomes increasingly digital-first, the amount of invaluable personal and professional content created and stored solely online has surged exponentially. However, current solutions lack the security, transparency and longevity required to ensure this treasure trove of data remains privy, protected and passable far into the unknown future. Journey solves this challenge by leveraging the permanence and verification of blockchain with sophisticated encryption to create digital vaults that transcend both lifetimes and generations.

Solution

Journey addresses these challenges by leveraging blockchain technology to preserve and protect various types of data, including files, photos, audio, and video. It guarantees their secure preservation with unique features:

- **Files Capsules:** Secure storage for essential business documents.
- **Memories Capsules:** Secure and lasting home for cherished personal memories.
- **Time Capsules:** Secure long-term archiving and staged publication of sensitive data.

Unique Selling Proposition



Through Journey's Capsules, any user can store encrypted digital content on the blockchain while designating new key holders for future access on a schedule. Files, Memories and Time Capsule types cater to different uses. Advanced encryption hashes all content, so only the user and those with access keys can view stored information. Our industry partners provide scalable, sustainable infrastructure to host unprecedented data preservation for generations.

Market Size

Journey targets a wide range of sectors, from personal use to professional applications, including

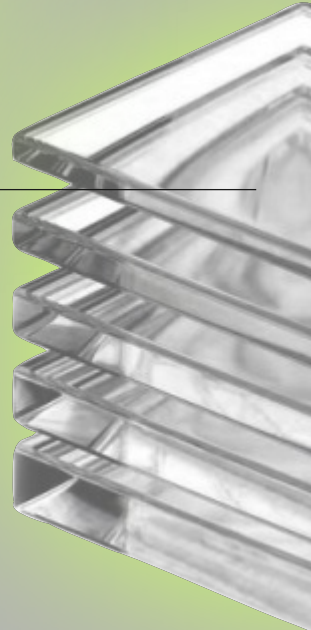
- Personal & Consumer
 - Family & Genealogy
 - Travel & Tourism
- Wedding & Event Planning
- Education
- Legal Services
- Healthcare
- Arts & Entertainment
- Real Estate
- Event Management
- Research & Academia
- Journalism & Media
- Food & Cooking
- Corporate & Business
- Regulatory Compliance
- Nonprofit & Social Services
- Genealogy
- Government & Public Records

Use Cases

Journey can be used in a variety of scenarios, including (but not limited to)

- Travel diaries
- Wedding planning
- Educational repositories
- Project collaboration
- Legal document repositories
- Healthcare records
- Art portfolios
- Real estate listings
- Event planning
- Music libraries
- Research vaults
- Journaling and diaries
- Recipe books
- Corporate knowledge bases
- Legal compliance records
- Film production
- Nonprofit document storage
- Genealogical records

Product/Platform



Yourney's web application enables intuitive creation of Capsules via drag-and-drop uploads, simplifying the process of storing digital assets. Metadata organization and time-based key distribution automate the dissemination of these Capsules, ensuring your memories and records are safely preserved for future generations.

Our mobile apps bring the convenience of Yourney on the go, enabling users to create and manage their Capsules anytime, anywhere. This mobile accessibility ensures that valuable moments and important files can be instantly backed up, no matter where you are.

Key to Yourney's user experience is its integration with various platforms. This enables seamless transfer of data from sources like camera rolls, Dropbox, Google Drive, and more, enhancing ease of use and broadening data preservation capabilities. Moreover, Yourney's compatibility with social media platforms such as Instagram, Facebook, and Twitter allows users to archive their digital interactions, consolidating a comprehensive digital preservation solution.



Files Capsule

Stores and preserves important documents, invoices, contracts, and other file-based digital records. Perfect for individuals/businesses to securely pass along organizational assets or personal archives across generations.

Memories Capsule

Especially for personal photo albums, videos, audio recordings – anything capturing life's most cherished memories. Share memories with loved ones indefinitely via scheduled key transfers on birthdays/anniversaries.



Time Capsule

Automatically transfers ownership and access to encapsulated data to designated future beneficiaries on a set date, enabling truly perpetual preservation. Could be used to bequest digital assets or disclose deeply historical archives after an embargo period.

Business Model

Yourney leverages a hybrid business model, blending Freemium and Subscription-based models, alongside revenue from Marketplace Commissions and Add-On Services.

Freemium Model: Yourney provides a free tier for individual users, offering access to Memories and Files Capsules with limited storage. This model allows users to experience the platform without any initial cost.

Subscription Model: Yourney offers various subscription plans for users needing more storage or premium features. These plans are tailored to users' storage needs, offering scalability.

Enterprise Packages: Yourney provides business packages based on storage needs. These packages include additional services and features like customizable UX, priority customer service, and data recovery service.

Add-On Services: Yourney offers optional services like advanced encryption, personalized Memory Guardians, and data migration services. These services add value for users and create additional revenue for Yourney.

Marketplace Commissions: Yourney operates a marketplace where users can trade time for Time Capsules, taking a commission from each transaction. This adds an extra layer of value for users, making Yourney more than just a storage solution.

Monetization Strategy:

Enterprise Users

- **Storage-Based Packages:** Packages based on storage requirements are offered, with pricing tiered based on the storage size.
- **Customizable UX:** Enterprises can customize the user experience to fit their branding or specific needs.
- **Priority Customer Service:** Enterprises receive prioritized support for their queries and issues.
- **Data Recovery Service:** Journey provides a data recovery service where an additional backup is made on a different blockchain.
- **Add-On Services:** Additional services like advanced encryption, personalized Memory Guardians, data migration services, and more are offered for an extra fee.

Individual Users

- **Capsule-Based Subscriptions:** Individual users can buy each type of capsule with different subscription plans based on storage space.
- **Time Trading:** Users can stake or buy time to extend the block period for Time Capsules.
- **Partnerships for Digital Assets:** Journey collaborates with companies offering special digital assets like digital collectibles.

Marketplace

- **Commissions:** Commissions are taken from each transaction, providing a revenue stream and introducing a new dynamic where Journey serves as a marketplace for extended time for Time Capsules.

Project Milestones (2024 Summary)

Q1 2024

- Secure private funding for MVP development
- Assemble the development team
- Begin development of the MVP

Q2 2024

- Continue with the development of the MVP
- Initiate user interface and user experience design
- Start integrating blockchain technology for secure storage

Q3 2024

- Complete the MVP development
- Begin internal testing and debugging
- Start user testing with a select group of early adopters
- Initiate a Seed Round for additional funding

Q4 2024

- Iterate on the MVP based on user feedback and testing results
- Add additional integrations with other platforms
- Continue refining the user interface and user experience

Project Milestones (2025 Summary)

Q1 2025

- Finalize the app for public release
- Implement a marketing and PR strategy for launch
- Begin the process for app store submissions

Q2 2025

- Official launch of the Journey app to the public
- Continue gathering user feedback for future improvements
- Start the development of new features based on user feedback and market trends

Q3 2025 and Beyond

- Launch the Time Market
- Regular updates and new features based on user feedback and technological advancements
- Continuous marketing and user acquisition efforts
- Further expansions and partnerships

Mission

At Journey, our mission is to provide a reliable and lasting repository for the important documents, treasured memories, and private details that make up our customers' personal histories. As the digital landscape expands, we acknowledge the necessity to safeguard digital archives and cherished moments from unexpected loss or technological obsolescence.

We're committed to ensuring that your precious memories and important documents remain accessible and protected, today and for generations to come.

The Future Vision


Phygital Preservation with Journey

In envisioning the future of Journey, we see a world where digital and physical realms intertwine seamlessly — a 'phygital' reality. The next step for Journey could be to transcend the boundaries of the digital world and venture into the physical world, creating a truly holistic and comprehensive preservation solution.

Imagine physical frames serving as nodes in our blockchain network. These frames could be connected to Journey, displaying your cherished memories stored in your Memories Capsules. They could change daily, showcasing different memories, or could be set to display specific memories on significant dates. Not only would these frames add a physical dimension to your digital memories, but they would also enhance the security and decentralization of our blockchain network.

Moreover, these frames could be passed down through generations, serving as tangible pieces of your digital legacy. They could come to life on significant dates, sharing cherished memories and important documents with your loved ones. This 'phygital' approach would enhance the inter-generational transfer aspect of Journey, making it more tangible and meaningful.

By integrating physical elements into our digital preservation solution, we can create a more engaging and immersive experience for our users. This 'phygital' vision could redefine the way we think about digital preservation, making it more accessible, engaging, and meaningful.



Journey

Hashing Memories