



Minote®

Compose, Preserve & Share.

An easy-to-use solution for preserving, composing, and sharing personal memories using an AI-powered digital mirror.



Do you know the feeling?



"When you're finding it difficult to revisit or share the beautiful moments in your life because your memories are scattered across multiple platforms your phone, diary, documents, and more?"



Ever tried to capture a life-changing experience like illness, IVF, or loss, only to find it overwhelming, hard to express, or limited by tools that only let you write, record, or post a photo, but never all at once?



"When you're struggling to preserve and pass down important legacy-related memories such as cherished photos, videos, family recipes, or cultural tradition within a secure and private ecosystem, ensuring they remain protected and accessible for future generations?"

About Minote.ai

Minote.ai is a groundbreaking digital deep tech solution powered by Large Language Models (LLMs) and Retrieval-Augmented Generation (RAG). We aim to be the first EU-based SoMe 2.0 platform, Minote.ai will offer a multimodal experience (text, photos, audio, video) for creating, sharing, and preserving memories and life stories, ensuring users' legacies for future generations.

Mission

Revolutionizing how individuals preserve, organize, and share life stories and memories using cutting-edge, ethical AI.

Fun Fact

Minote is an abbreviation:

My Innovative, Narratives, Observations, Thoughts & Experiences.



The Business Case

Market Opportunity

With a rising global interest in digital legacy, personal AI assistants, and ethical tech, Minote.ai addresses a growing, underserved market at the intersection of memory preservation, storytelling, and social connectivity.

Our early mover advantage in the EU ensures regulatory alignment with GDPR and user data sovereignty.

Revenue Model: Freemium First

We drive growth through a freemium model:

- Free Tier: Access to core features including story creation, limited media uploads, and basic AI assistance.
- Premium Plans: Subscription-based access to enhanced AI co-creation tools, private family archives, legacy management, and secure sharing.

Why Now

- Generative AI is mainstream, but ethical, personal AI platforms are rare.
- Digital natives and aging populations alike seek meaningful ways to preserve personal histories.
- EU consumers demand privacy-first solutions — Minote.ai is built to meet that need.

Traction & Vision

Currently in active development with early user testing, we aim to scale across Europe within 18 months, followed by global expansion. Our long-term vision is to become the standard for digital memory preservation — ethically powered, emotionally resonant, and AI-enabled.

Minote.ai – Where Memories Live On.





Introducing Minote.ai

An easy, convenient & secure app

Upload memories



Easily upload memories using the audio feature while on the go, or add documents, photos, and videos directly. You can also open the camera in Notess to capture and save the moment instantly.

Share Stories



Share securely and confidently with end-to-end encryption, Danish data centers, and dedicated customer support always ready to assist you.

Create, Co-create & Preserve



Get instant answers with AI technology and experience voice rendering that brings your stories to life. Save them for now, tomorrow or afterlife.

Digital twin



Advanced deep-tech technology driving innovation, enabling digital twin capabilities, and supporting the continuous development of the product portfolio and features.

Pioneering Deep Tech Innovation

Minote.ai offers an intelligent solution that combines advanced deep tech, secure data storage, and a user-friendly experience to preserve life stories, important documents, and personal memories for future generations.

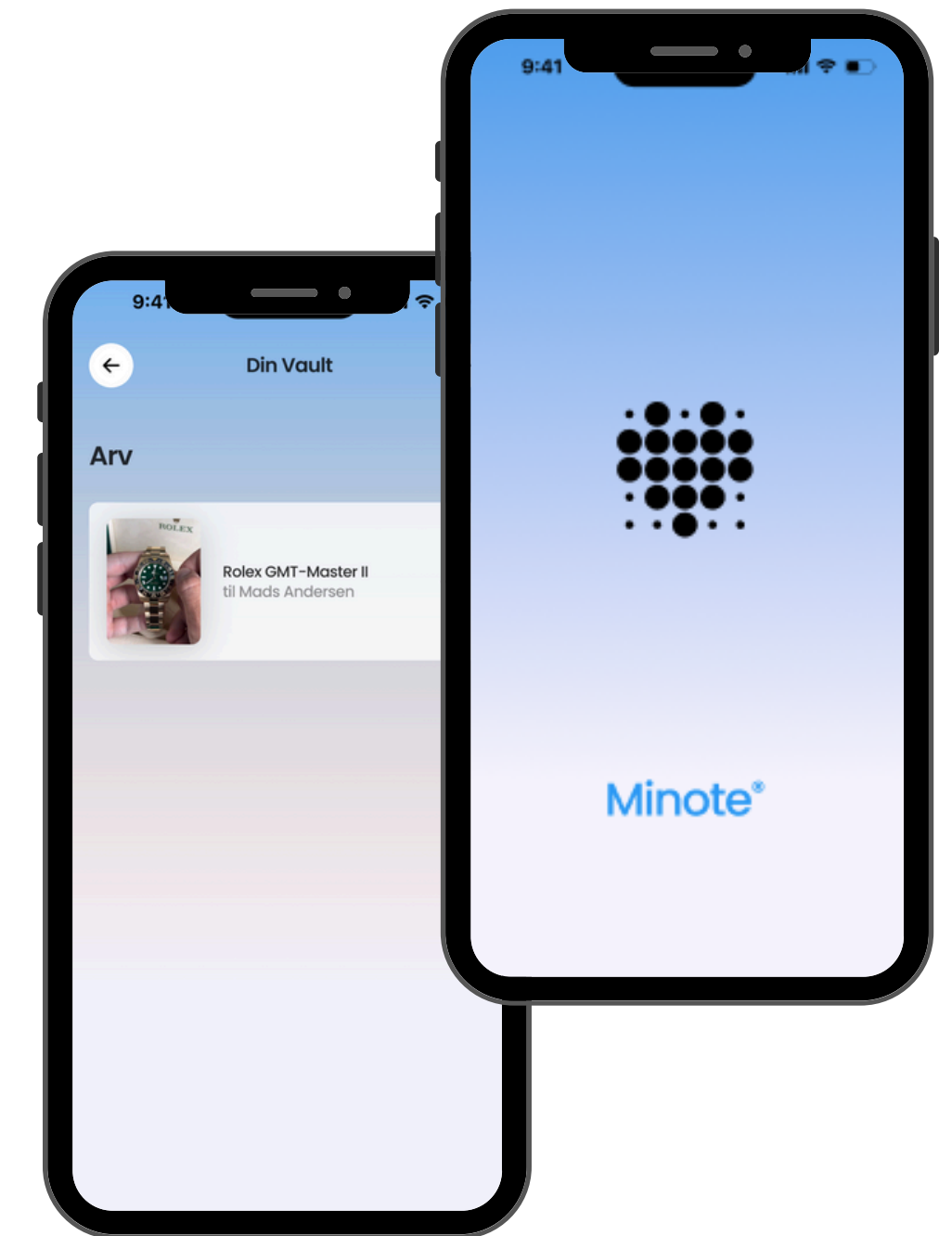
Advanced and Multimodal Life Storytelling

Our platform leverages state-of-the-art AI technologies powered by Large Language Models and Retrieval-Augmented Generation. Our use of multimodal AI allows for complex data processing, where each format is analyzed and contextualized to create a unified and meaningful story.

Deep Tech

- Personalized Large Language Models (LLMs). Retrieval-Augmented Generation (RAG) for adaptive narratives.
- Multimodal AI processing text, audio, video, and photos.

The AI-driven structuring and summarization process ensures content remains relevant and engaging, tailored to the user's unique preferences. By combining cutting-edge AI with GDPR-compliant, CO2-neutral infrastructure, Minote sets a new standard for secure and sustainable digital legacy preservation.



Competitive Landscape

The market for AI-driven journaling, memory, and preservation solutions holds significant growth potential, as more than 200 million people worldwide actively document their lives through diaries, memoirs, and digital notes. Of these, 60 million already use digital tools, highlighting a clear trend toward technology-based memory preservation. Social media also serves as a substitute product by allowing users to share and preserve personal experiences and memories digitally. With over 5.24 billion users globally at the beginning of 2025, representing 63.9% of the world’s population, social media has become an integral part of daily life for many.

How Minote.ai will succeed in a competitive market

Minote positioning between journaling apps, digital memory platforms, social media, and document storage services, we meet a growing demand in the global market for secure, intuitive, and AI-assisted solutions that preserve memories and legacies for the future.

- Superior User Experience:
 - AI-powered, multimodal platform (text, photo, audio, video) for seamless storytelling and legacy preservation.
- Rapid Market Penetration:
 - B2B2C partnerships with pension funds & insurers enable fast adoption and high engagement.
- Scalable Growth Model :
 - Subscription-based (inspired by Mofibo & Spotify) with Duo & Family plans to drive viral expansion and retention.
- Security & Compliance:
 - EU-based, GDPR/Ai Act compliant platform with end-to-end encryption, ensuring user data privacy and long-term integrity.



Strictly Confidential, For Recipient Only

<https://www.businessresearchinsights.com/market-reports/diaries-and-planners-market-102040>
https://www.pewresearch.org/short-reads/2024/02/05/8-charts-on-technology-use-around-the-world/?utm_source
<https://researchmethodscommunity.sagepub.com/blog/diary-methods-digital>
<https://www.businessresearchinsights.com/market-reports/social-media-market-102633>
<https://dataintelo.com/report/global-social-media-market>

<https://www.sphericalinsights.com/reports/social-media-market>
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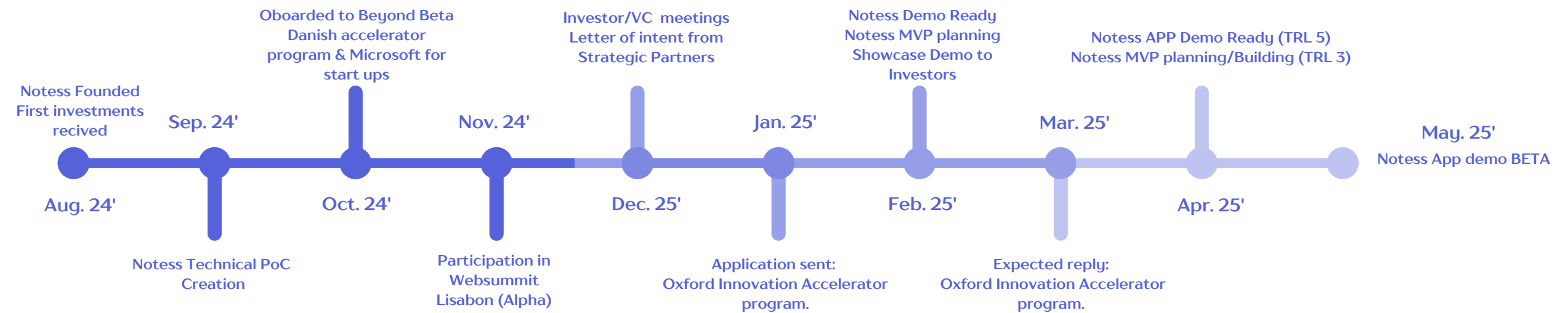
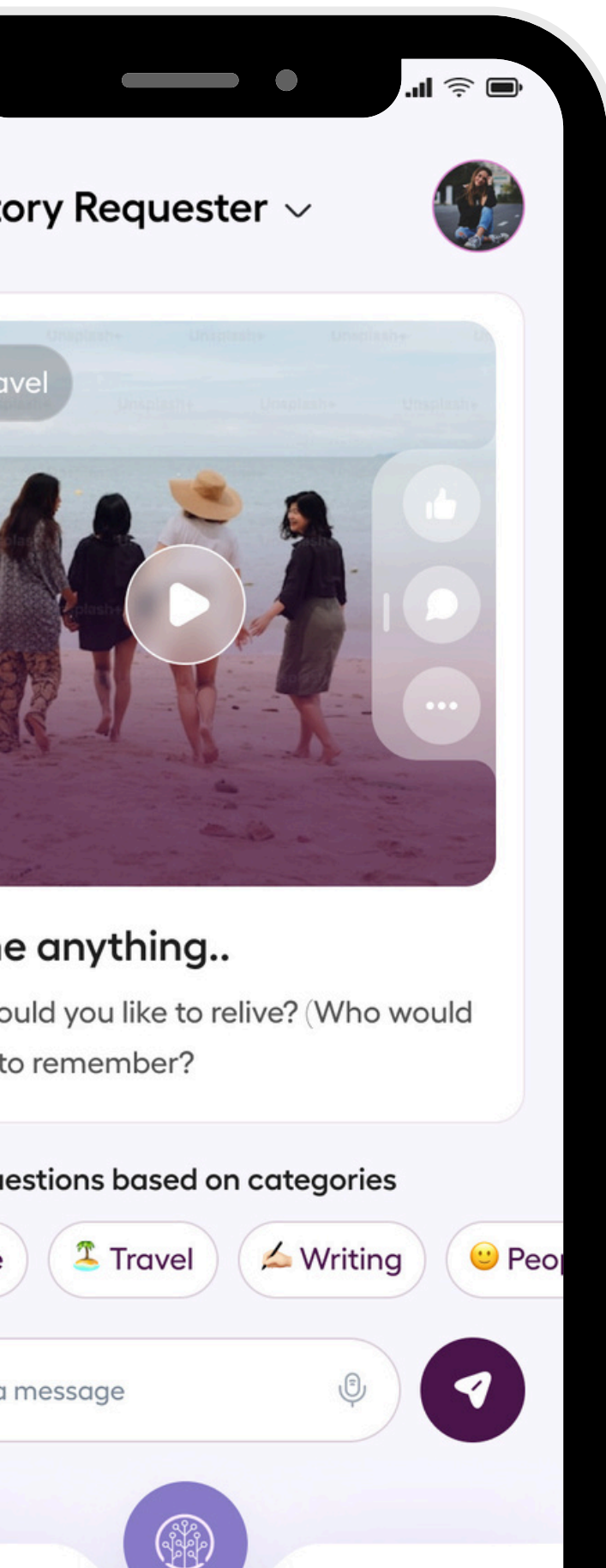
Team Minote

Minotes' experienced and multidisciplinary team brings years of expertise in design, technology, commercial development, and strategic planning. The team includes six developers and a designer, ensuring a solid foundation for delivering reliable and innovative solutions.

Lets stay in touch



Notess Accelerators



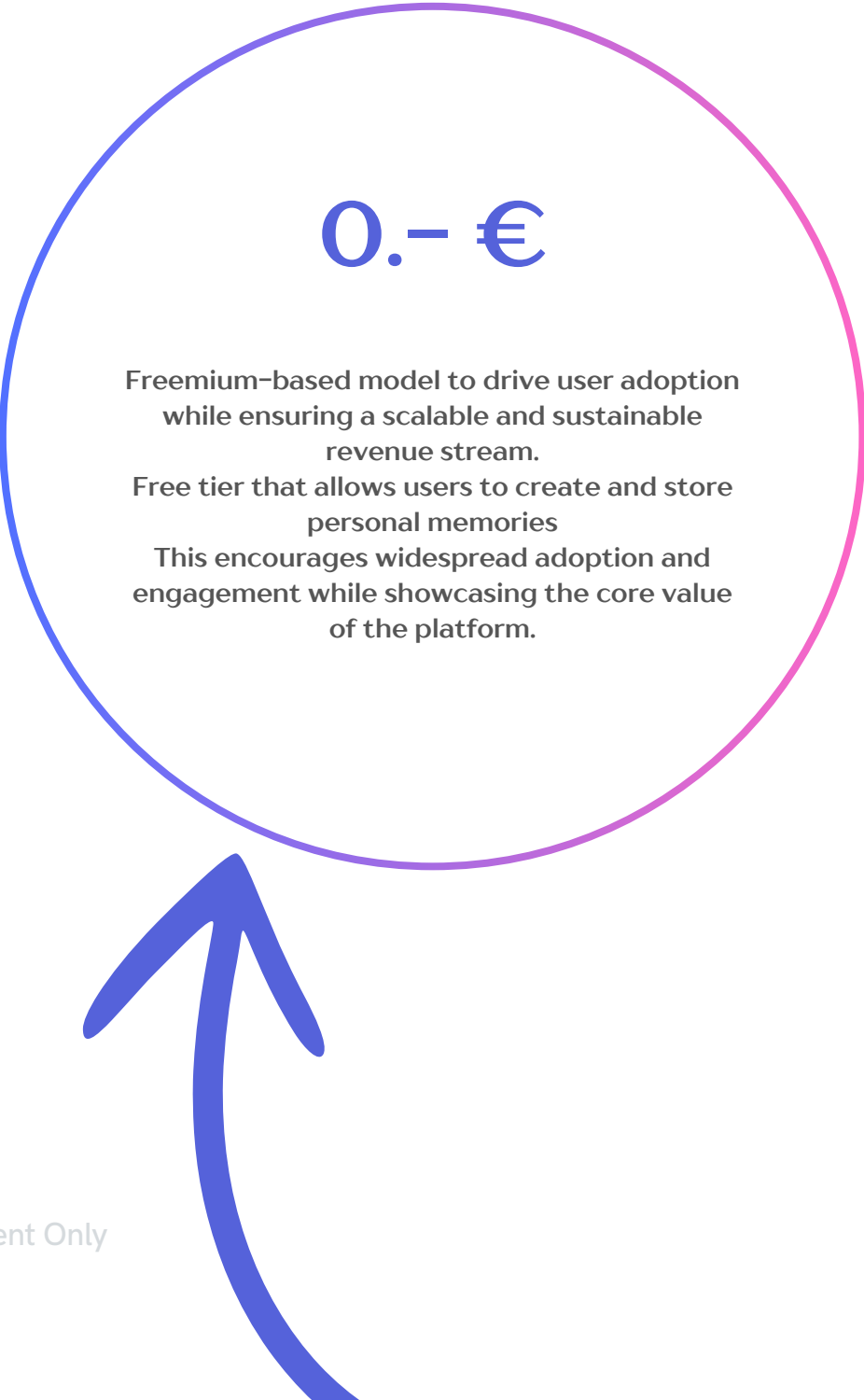
At Notess, we are proud to collaborate with leading experts, associations, and accelerators to ensure our platform remains secure, user-focused, and at the forefront of innovation.

Since August 2024, we have expanded our presence by participating in key events such as Tech BBQ, Tech Summit, and Web Summit, where we showcased our pitch deck and fostered valuable partnerships. During this time, we applied for the Oxford Innovation Accelerator Program, while actively engaging with potential investors to support our next growth phase.

As we enter 2025, our focus is on testing and showcasing the Notess demo, scaling operations, securing funding, and enhancing platform features to deliver exceptional value in the green-AI B2C space.

Appendix

Subscription Model



Partnership fee

260. K €

API integration cost
.....

Marketing & Customer service costs
.....

Market differentiation value
.....

Exclusivity for 2 yr.
.....

Basic plan

9.99 €

15 Daily prompts
.....

Up to 50GB
.....

Desktop Version
.....

File recovery for 30 days
.....

Plus Plan

18.99€

100 Daily prompts
.....

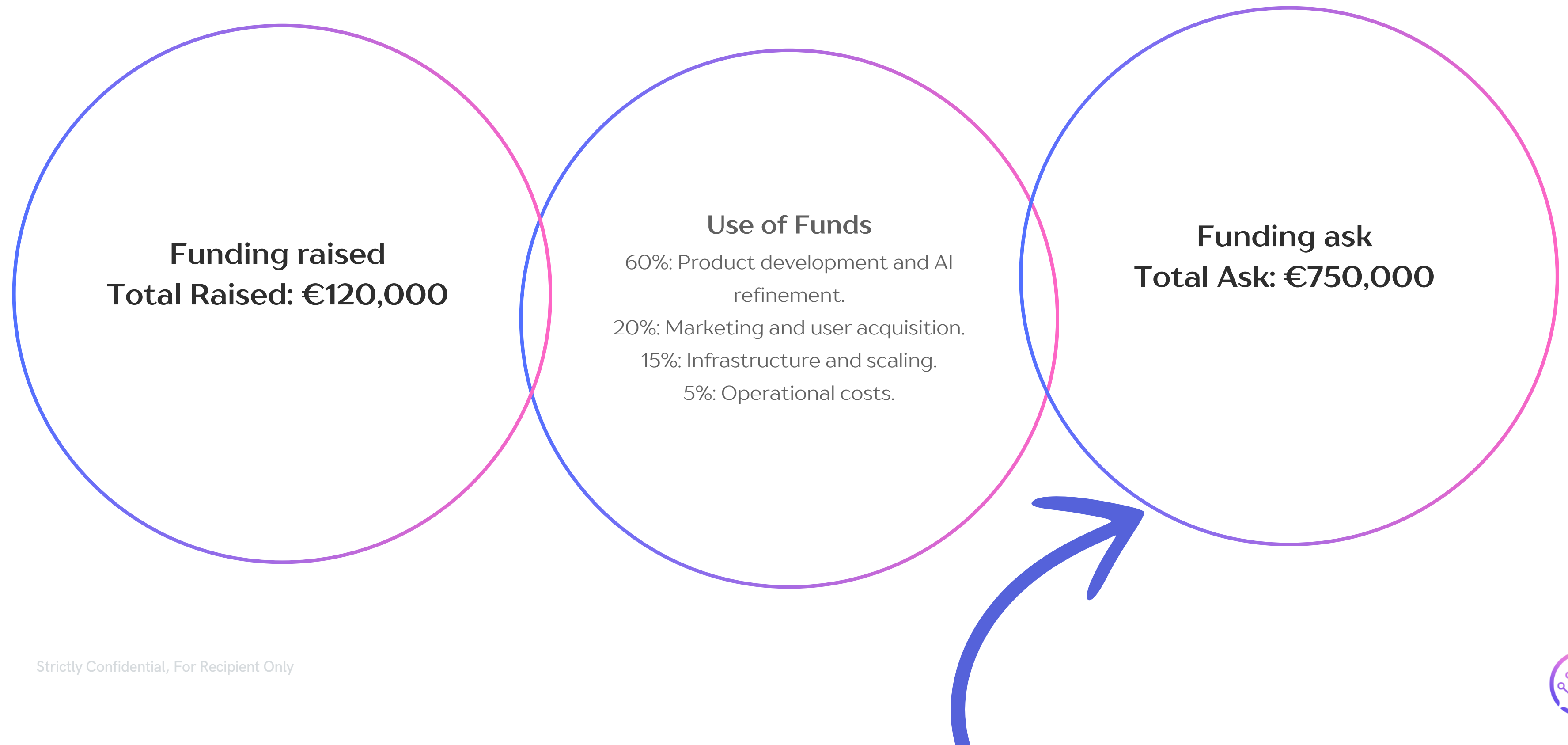
2TB Shared storage up to six users
.....

Desktop Version
.....

Family room folder for shared content
.....



Funding



Size the market for 1 out of 3 target groups in Denmark

One year growth scenario

- Based on Boomers 35-65 YO from one partnership.
- Conversation rate from strategic partnerships range between 8-12%

November 25' – July 26'

Go To Market Strategy

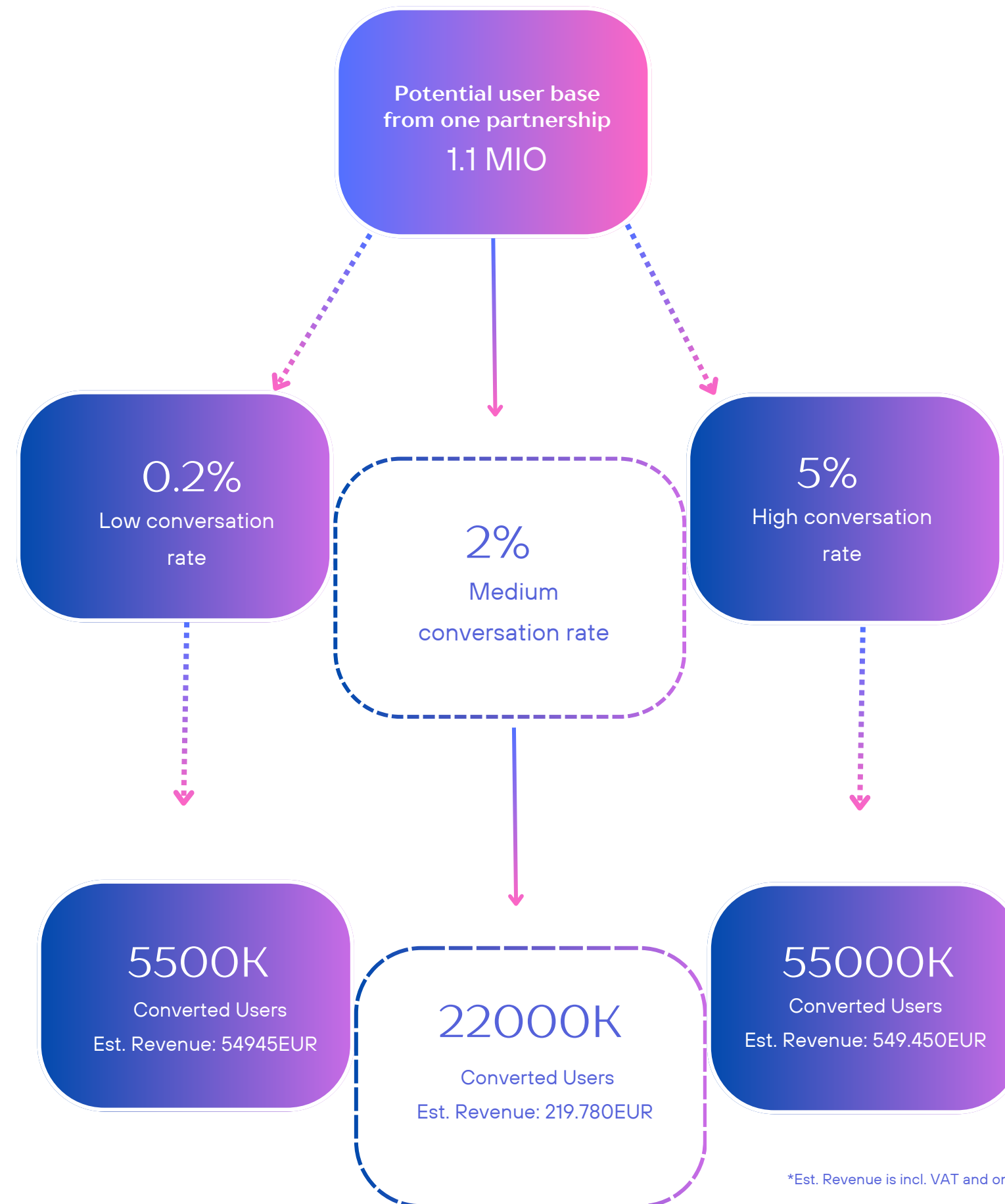
Notess.ai collaborate with strategic partners, including pension funds, insurance companies, and banks, to evaluate feasibility.

The details are outlined below:

- Letter of intent
- Detailed Marketing strategy
- Development Cost estimations
- Appendix regarding additional partnerships is for review upon request.



Denmark



*Est. Revenue is incl. VAT and only based on the Basic subscription plan: 9.99EUR



Potential Feature Development

Shared Spaces

- Private and public spaces for families and communities to collaborate on memory preservation.
- Controlled legacy handover to ensure access to loved ones after passing in different secure ways.

Legacy Vault & Secure Digital Inheritance

- AI-assisted document organization for wills, personal messages, and financial/legal documents.

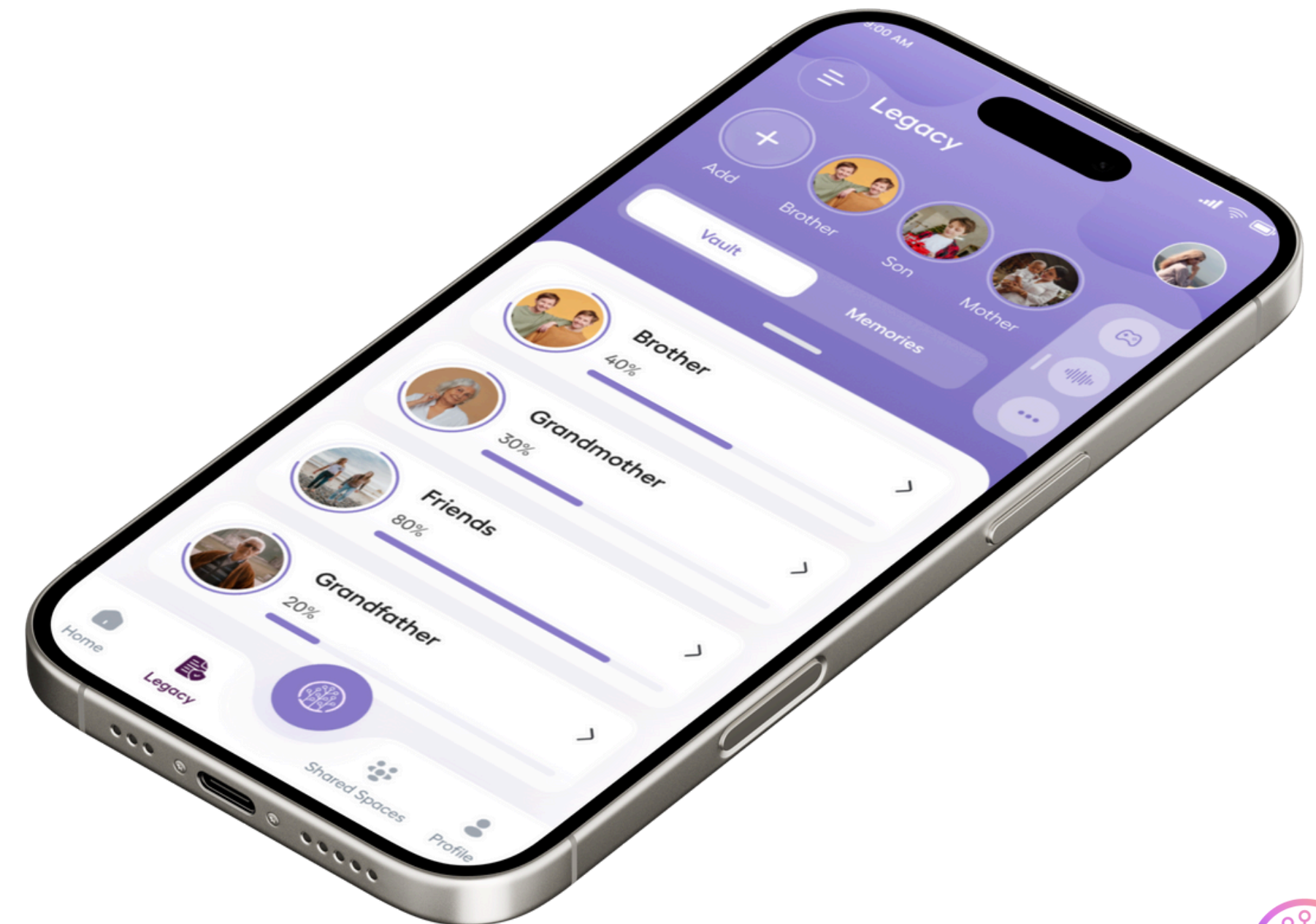
Smart Multimodal Memory Capture

- AI-enhanced voice and video storytelling that structures and summarizes conversations into a cohesive narrative.
- Auto-curated memory collections using event, and timeline recognition.
- Integration with wearable tech to seamlessly capture and categorize memories on the go. (VR/AR integration for immersive legacy preservation experiences.)

Personalized Memory Journeys

- Smart recommendations for users to revisit key life moments.

And so much more to come...



Notess.ai

User Persona



Notess primary. User Persona.

Karen

Occupation: Mid-level corporate professional

Interests: Career growth, family activities, DIY projects, fitness, and local travel.

Online Behavior: Active on LinkedIn, Facebook, and Pinterest, Karen uses online platforms to connect with peers, discover DIY inspiration, and stay updated on parenting tips and career development trends.

Using app: Karen uses Notess to document family milestones, professional achievements, and personal projects. She organizes memories to reflect on her journey and create a meaningful archive for her children to cherish in the future.



30-45 YO

The Balanced Builder (Generation X or early Baby Boomer cusp)

Robert

Occupation: Retired business executive

Interests: Golf, classic cars, family gatherings, financial planning, and travel.

Online Behavior: Active on LinkedIn and Facebook, Robert keeps in touch with former colleagues, follows industry news, and engages in community groups related to his hobbies.

Using app: Robert uses Notess to preserve stories from his career, document family events, and organize photos from his travels. He values creating a digital legacy that his children and grandchildren can access and appreciate for years to come.



45-65 YO

The Legacy Builder (Baby Boomer generation)

Helen.

Occupation: Retired educator

Interests: Family history, gardening, travel, photography, and volunteer work.

Online Behavior: Active on Facebook and occasionally on Instagram, Helen enjoys engaging with family updates, community groups, and travel inspiration. She frequently uses online tools for genealogy and photo organization.

Using app: Helen uses Notess to preserve cherished family memories, from old photographs to recent milestones. She organizes her life stories into a digital legacy to share with her children and grandchildren, ensuring her family history is preserved for future generations.



65-75 YO

The Legacy Keeper (Baby Boomer generation)

Notess Resilience. User Persona.

Zoe.

Occupation: College student

Struggle: Recovering from trauma (e.g., loss of a loved one or a difficult life event).

Interests: Writing, therapy, yoga, and exploring creative outlets.

Online Behavior: Zoe actively searches for mental health tools and content on TikTok, Instagram, and YouTube. She follows wellness influencers and uses apps for journaling and guided meditation.

Using app: Zoe uses Notess to organize her recovery process, documenting her thoughts, progress, and therapy exercises. She finds it helpful to create a personal narrative that celebrates healing milestones and stores moments of gratitude, providing her with a tangible reminder of her resilience.



20– 25 YO

The Healing Student

Mia.

Occupation: Full-time caregiver for her elderly parent

Struggle: Emotional burnout and difficulty balancing caregiving responsibilities with her personal life.

Interests: Wellness, mindfulness, journaling, and connecting with support groups.

Online Behavior: Mia engages in Facebook caregiver communities and reads blogs about managing caregiving stress. She uses apps to organize her day and find small moments for self-care.

Using app: Mia uses Notess to document her caregiving journey, reflecting on moments of both hardship and gratitude. The platform helps her organize her thoughts and create a personal outlet where she can track her emotions and identify small victories, giving her a sense of purpose and emotional relief.



40– 50 YO

The Overwhelmed Caregiver

Lucas.

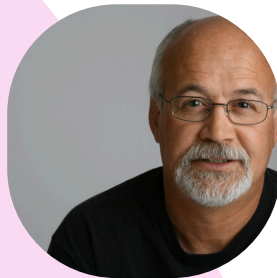
Occupation: Retired teacher

Struggle: Early-stage cognitive decline (e.g., mild dementia)

Interests: Family, reading, gardening, and sharing life stories.

Online Behavior: Lucas uses Facebook and WhatsApp to stay connected with loved ones and joins support groups for memory care. He also searches for tools that help maintain mental sharpness and organize daily life.

Using app: Lucas uses Notess to preserve his memories while they are still fresh, creating a timeline of his life experiences to revisit later. The platform helps him feel a sense of control, and he uses it to share cherished moments with his family, strengthening their bond.



55– 65 YO

Established Professionals

Notess Urban. User Persona.

Casper.

Occupation: College student

Interests: Gaming, popular music, social media influencers, events and parties, fitness.

Online Behavior: Active on Instagram, TikTok, and Snapchat, Casper stays informed through online sources and friends. He engages with influencer content and enjoys sharing snippets of his life.

Using app: Capturing milestones like fitness achievements, social events, and gaming moments, Casper organizes his dynamic college experiences into meaningful narratives. He also uses Notess to reflect on and share memories with friends.



16 – 22 YO

Young Adventurers (16-25)

Sara.

Occupation: Project Manager at a multinational company

Interests: Traveling, technology, gastronomy, personal development, networking.

Online Behavior: Active user of LinkedIn, Facebook, Instagram and Tiktok. Reads news and online reviews, follows travel and lifestyle vlogs.

Using app: Sara uses Notess to preserve highlights from her travels, professional milestones, and personal growth journeys. She organizes these memories to reflect on her achievements and share meaningful experiences with her family.



22 – 35 YO

Ambitious Professionals

Peter

Occupation: Entrepreneur in the tech industry

Interests: Investments, literature, quality wines, cultural events, family.

Online Behavior: Active on LinkedIn, Facebook, and Instagram, Peter frequently reads specialized blogs and forums, staying informed through newsletters and industry publications.

Using app: Peter uses Notess to document milestones in his entrepreneurial journey, family life, and cultural experiences. He organizes these moments to reflect on personal growth and share them with his network and loved ones.



35 – 45 YO

Established Professionals

