

FamilyOS 12-Page Investor Memo

Page 1 — Executive summary

BreedLove Forever is building **FamilyOS**, the family-owned trust and memory layer for AI in the home. FamilyOS begins with **Care Continuity**: a private, consent-governed system that helps families preserve, retrieve, and safely share the context that keeps loved ones known and cared for.

Long term, FamilyOS becomes infrastructure for future family AI: a permissioned memory and identity layer that can travel into assistants, robots, appliances, vehicles, and clearly labeled digital continuity experiences.

The recommended first capital target is **\$500k–\$1M** to prove the wedge through prototypes, paid pilots, privacy architecture, and founding-family packages. After evidence, the company can justify a focused **\$1.5M–\$2.5M MVP/seed round**.

Page 2 — Problem

Family care and family memory depend on context that is scattered, unstructured, and usually carried by one overwhelmed person.

The problem shows up during:

- aging and memory loss
- caregiving handoffs
- hospital-to-home transitions
- senior living moves
- death and grief
- blended family coordination
- children using generic AI without family values/context
- robots and appliances entering homes without trusted family memory

VISUAL FLOW / DIAGRAM BLUEPRINT

flowchart TD

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A[One person carries family context] --> B[Illness / aging / crisis]
B --> C[Context breaks]
C --> D[Care gets less personal]
C --> E[Stories disappear]
C --> F[Family stress rises]
C --> G[AI tools guess without permission]

```

Page 3 — Vision

FamilyOS is a **family-owned trust layer** for the AI age.

The system is built around a simple principle:

Family memory should be preserved, governed, corrected, deleted, and shared by the family — not extracted by generic AI platforms.

Long-term FamilyOS connects:

VISUAL FLOW / DIAGRAM BLUEPRINT

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flowchart LR
  A[Family Memory Graph] --> B[Care Continuity]
  A --> C[Family Assistant]
  A --> D[Persona Continuity]
  A --> E[Robots]
  A --> F[Appliances]
  A --> G[Vehicles]
  A --> H[Ambient Home AI]
```

FamilyOS is not claiming literal resurrection or human replacement. It preserves permissioned traces: stories, preferences, values, voice, humor, routines, and likely response patterns — with clear labels and edit/delete rights.

Page 4 — First wedge: Care Continuity

The initial product wedge is **Care Continuity** because it is emotionally urgent, practically useful, and monetizable earlier than broad consumer AI memory.

Care Continuity helps families answer questions like:

- What should a new caregiver know before the first shift?
- What foods, songs, routines, people, and topics calm Mom?
- What stories should family members capture while there is still time?
- Which memories can be shared with aides, doctors, grandchildren, or future AI experiences?
- What should never be shared?

Initial deliverables:

Feature	Value
Family memory intake	captures stories, preferences, routines
Consent controls	defines who can see/use what
Care handoff summary	makes care more personal
Family/care circle access	reduces invisible labor
Source trails	builds trust in retrieved answers
Persona-safe labels	prevents overclaiming continuity

Page 5 — Product architecture

FamilyOS is built around memory objects, not raw chat logs.

VISUAL FLOW / DIAGRAM BLUEPRINT

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flowchart TD
  A[Capture: voice, text, photos, docs] --> B[Memory object]
  B --> C[Metadata: person, source, date, confidence]
  B --> D[Consent: owner, access, revocation, expiration]
  B --> E[Use class: care / story / routine / persona / private]
  C --> F[Family Memory Graph]
  D --> F
  E --> F
  F --> G[Approved retrieval]
  G --> H[Care summary]
  G --> I[Family answer]
  G --> J[Device/robot context]
```

Core design principles:

1. explicit consent before reuse
2. provenance on important claims
3. editable/deletable family memory
4. grief-safe labeling
5. no medical/legal/financial authority without separate regulated workflow
6. human family governance stays above AI output

Page 6 — Market and customers

FamilyOS crosses several markets, but should enter through a narrow beachhead.

Customer	Early product	Willingness to pay
Adult child caregiver	family/care memory setup	medium
Spouse caregiver	routines, summaries, memory support	medium
Family office / affluent family	concierge continuity setup	high
Home-care agency	client context profiles	medium/high
Memory care / senior living	resident personalization	medium/high
Legacy planner / estate professional	values/stories/continuity package	medium
Home AI/robot partner	family-context API	later/high

Beachhead recommendation:

Start with high-touch founding families and care-continuity pilots, not mass-market low-price subscriptions.

Page 7 — Competitive landscape

FamilyOS competes across multiple categories.

Category	Examples	FamilyOS position
Family memory	Heirloom, HereAfter, MyLifeLedger	more active, governed, care-ready
Digital legacy/persona	Afterlife AI, AfterLive, Remynis	broader living-family OS, not only afterlife
Caregiving AI	ReMemo, Elsy, KindredMind, Meela, Callie	family-owned substrate plus care workflows
Family assistants	Andi, Kolo, ChatGPT/Gemini/Claude/Grok	deeper consent, family memory, continuity
Embodied AI	1X NEO, Pophie, IntelliMe	portable family context across devices

VISUAL FLOW / DIAGRAM BLUEPRINT

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flowchart LR
  A[Memory apps] --> F[FamilyOS]
  B[Care AI] --> F
  C[Digital legacy] --> F
  D[Family assistants] --> F
  E[Robots/home AI] --> F
  F --> G[Family-owned trust + memory layer]
  
```

Page 8 — Differentiation and moat

FamilyOS should be positioned as infrastructure, not just an app.

Differentiator	Why it matters
Family-governed memory	families need control, not platform extraction
Consent/provenance layer	trust and safety moat
Care Continuity wedge	urgent, practical, monetizable first use case
Persona continuity with boundaries	captures emotional upside without unsafe claims
Device/robot portability	long-term platform expansion
BreedLove Forever umbrella	emotionally coherent family-first brand

Moat thesis:

The defensible asset is not one chatbot UI. It is the family memory graph plus consent, provenance, and trust rules that determine how AI may use family context over time.

Page 9 — Business model

Early revenue should be high-touch and proof-oriented.

Revenue	Pricing	Timing	Purpose
Founding Family Setup	\$1k–\$5k setup	first 6 months	learn, cash, testimonials
Premium family subscription	\$99–\$299/mo	months 6–18	retention signal
Care Continuity pilot	\$10k–\$50k	months 4–18	institutional proof
Strategic proof partner	\$50k–\$250k	months 6–24	platform validation
Grants/prizes	\$50k–\$275k+	parallel	non-dilutive credibility
Partner/API licensing	custom	later	scalable platform revenue

Early gross margin can be software-like over time, but first-year delivery will include concierge onboarding and pilot support.

Page 10 — Go-to-market

Recommended GTM sequence:

VISUAL FLOW / DIAGRAM BLUEPRINT

flowchart TD

A[Founder-led demos] --> B[5-10 founding families]

B --> C[3 paid care pilots]

C --> D[Evidence package]

D --> E[Seed/MVP raise]

E --> F[Productized onboarding]

F --> G[Partner integrations]

First 12-month goals:

Goal	Target
Founding families	10–25
Paid pilots	3–10
Non-dilutive applications	3–6
Revenue/proof target	\$150k–\$500k+
Seed-readiness package	complete by month 12

Pilot metrics:

- repeated weekly usage
- caregiver time saved
- number of useful memory objects captured

- family/caregiver satisfaction
- willingness to pay
- safe access-control behavior
- number of handoffs improved

Page 11 — Financial plan and capital ask

The planning model supports three scenarios.

Scenario	Capital	24-mo revenue	24-mo expense	Month 24 run-rate	Best use
Lean proof	\$500k	~\$1.05M	~\$1.12M	~\$65k/mo	evidence and prototype
MVP/seed	\$2.0M	~\$3.9M	~\$2.88M	~\$150k/mo	serious first company path
Platform	\$6.5M	~\$8.6M	~\$6.24M	~\$340k/mo	later expansion

Recommended raise path:

1. **\$500k–\$1M** proof-stage capital.
2. Use pilot evidence to raise **\$1.5M–\$2.5M** MVP/seed.
3. Consider **\$5M–\$7M+** only after repeatable revenue and partner pull.

Use of initial capital:

Use	%
Product + engineering	35%
Pilot operations	20%
Privacy/security/legal posture	15%
Design + UX research	10%
Go-to-market	10%
Admin/reserve	10%

Page 12 — Risks, safety, and milestones

Key risks:

Risk	Mitigation
Scope creep	Care Continuity first; platform later
Trust/privacy	consent/provenance at architecture level
Medical/legal overclaim	no diagnosis/treatment/authority claims
Grief/persona harm	clear labels, consent, delete/edit, no resurrection language
Consumer CAC	start with paid pilots and high-touch packages
Big platform copycat risk	build family-governance memory graph + brand trust

Milestones:

VISUAL FLOW / DIAGRAM BLUEPRINT

flowchart LR

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A[Prototype] --> B[Founding family proof]
B --> C[Paid care pilots]
C --> D[Metrics + testimonials]
D --> E[MVP/seed raise]
E --> F[Productized Care Continuity]
F --> G[FamilyOS platform]

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Investment thesis:

Families need AI that can remember, help, and continue without stealing control from the family. FamilyOS makes family memory governable, useful, and portable across the next generation of AI systems.

Investor-readiness additions required before external distribution

This memo is a strong internal draft. To become external investor-ready, add live evidence in these areas:

Section	Required proof
Founder/team	concise founder story, unfair insight, operating advantage
Current status	whether FamilyOS is concept, prototype, MVP, beta, pilot, or revenue-stage
Demand	interviews, waitlist, LOIs, pilot conversations, testimonials, or discovery notes
Market sizing	sourced TAM/SAM/SOM with assumptions and citations
Product proof	screenshots, wireframes, demo flow, clickable prototype, sample care handoff
Pricing	validated willingness-to-pay notes by segment
GTM	named initial channels and partner types with outreach plan
Legal/privacy	counsel-reviewed consent, inheritance, deletion, data ownership posture

Positioning discipline:

- Lead with **Care Continuity**.
- Expand to **family memory and trust layer**.
- Present persona continuity as permissioned, labeled, grief-safe expansion.
- Do not let the story collapse into "memory app," "afterlife chatbot," or "elder-care call bot."

Investor-draft strategic material. Financials are planning estimates pending pilot validation, legal/privacy review, and accountant review.