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Even when the body goes to sleep, the mind stays up all night telling itself stories. Jonathan Gottschall

The Problem

- Not possible to converse with online media.
- Photos, books and film have transferred to the internet without interaction.
- Social media is passive and thread-based.
- Deep fakes and avatars miss human connection.

StoryFile brings digital media to life

- Video that talks back.
- AI system to make all media interactive on all platforms.
- Universal access to accomplished people.
- Everyone's story is a part of the history of the world.
- Fans can chat to celebrities
- Photos can tell stories

Artificial Intelligence Expands Established Markets

Revenue for ancestry services (\$3bn), museum exhibits (\$13bn) and expert advice (\$10bn) together exceeds **\$27bn.**

Technology: Apple IOS and Google Android provide **2bn people with smart phones** capable of advanced interactivity. AI is predicted to be a **\$191bn industry** by 2024. Facebook has **1bn AR users.**

Users that share personal stories online exceed **3bn** including Instagram, Facebook, TikTok.
80% of internet traffic is video.

There is an Appetite for Expertise



Masterclass charges \$275/year to learn from accomplished people and generates revenues in excess of \$100m. (small image of masterclass).

There is interest in family history:

ancestry Ancestry.com generates more than **\$650m in revenue** for family history services.



There is an interest in accomplished people:

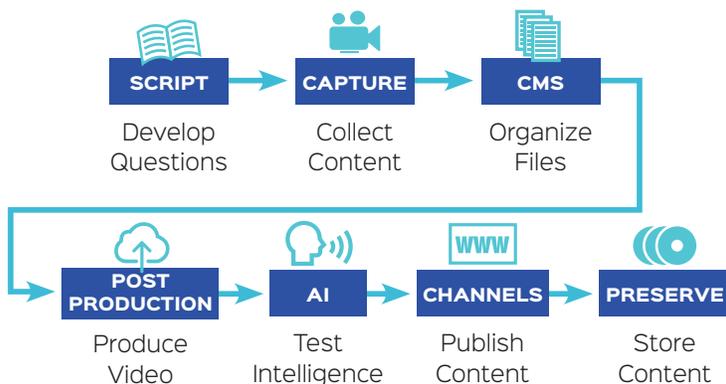
Jane Goodall DBE has **1.2m likes on Facebook.**

Our Technology



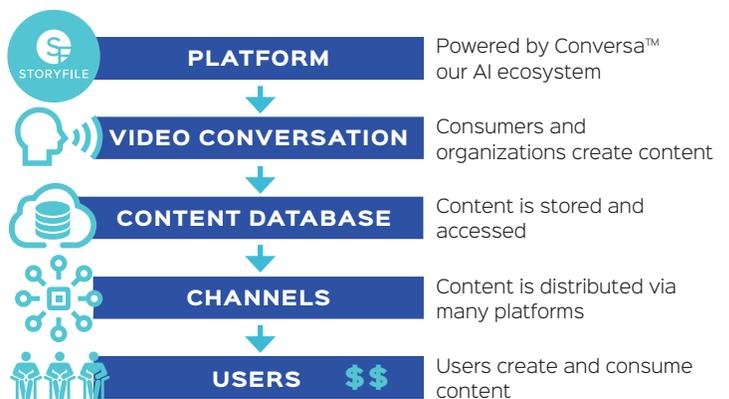
CONVERSA
Interactive Video

- Cloud based
- Interactive video
- SAAS platform



A FULLY INTERGRATED AI ENGINE

StoryFile Business Model



Case Studies

TIME inc. is recreating the 1963 March on Washington - StoryFile gives visitors chance to speak with the organizers.

37m people in the USA use dating apps each year. StoryFile can provide a virtual first date.

From an Experienced and Proven Team



HEATHER MAIO-SMITH (CEO)

Heather an AI immersive experience producer developed Dimensions in Testimony, the acclaimed holographic conversation interviews with Holocaust survivors featured on the *Today Show* and the *BBC*.



SAM GUSTMAN (CTO)

Sam is an expert in digital collections, digitizing, cataloging, providing access to and preserving digital assets and building instructional systems. Sam has thirteen patents to his name in digital technologies.



STEPHEN D. SMITH (BOARD CHAIR)

Stephen is Storytelling entrepreneur. A USC professor recognized for technical and content innovation using VR and XR technologies. He builds and runs sustainable organizations.



CECI CHAN (CO-FOUNDER)

Ceci is an active strategic investor with over 30 years of investment experience. She is a Partner and Managing Director, Greater China, at Dasym, an independent, research-driven investment company with a strong presence in the telecoms, media, and technology sectors.

“This is going to be a great equalizer of content in the future. Anyone, anywhere can have a conversation. That’s what’s so powerful about it.”

Cole Kawana,
Japanese American
National Museum

We are collaborating with:



United Nations
Climate Change

Investment Opportunity

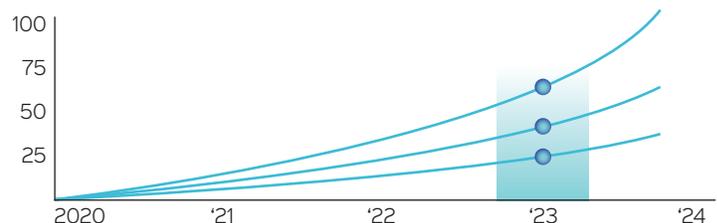
- * StoryFile is a disruptive digital media for creation, production, and consumption with interactive media.
- * Leader in AI technology, cloud-based web services, 5G enabled apps.
- * Adding intelligence and natural conversation to everyday digital content.
- * Pre-Series A round to extend its Conversa™ platform, web services, mobile apps, and vertical solutions, and build a world-class executive leadership team.

Business Progress

Revenue growth depends on a strong technology platform supporting multiple use cases, making the technology high accessible to multiple verticals across our three business areas, Studio Services, Personal, Business with produced content, licensed content and licensed technology.

Paying customers include TIME for hifidelity content, Northern Trust for high net worth individuals, Japanese American National Museum for museum interactives.

Revenue projection is for **\$15M** by 2022.



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