



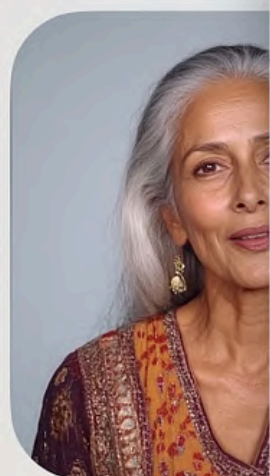
Preserve Your Legacy, Share Your Story

Create timeless memories that connect generations through beautifully crafted stories, photos, and recordings.

Seed Deck · Mar 2025

This cloud represents your AI Interviewer.

● Press to Start Recording





Heirloom is not a digital copy of loved ones.

Heirloom is not another digital scrapbook.

Heirloom is not Facebook.

Heirloom is an intentional story preservation platform

Life should not be forgotten.



Create New Video Story  +

Create New Audio Story  +

Search My Stories  >

Family Stories >

Friends Stories >

Friend Groups' Stories >

View Stories by Tags
ex. People, Places, Pets, Events >

Heirloom Calendar >

View My Family Tree >

Read a Book to Grandkids or Future Descendents >

Request a Story from a Friend or Family Member >

Schedule a Joint Zoom Session with a Friend >

View More Options

Create New Video Story

Paused

This cloud represents your AI Interviewer.

● Press to Start Recording

00:00

∞

 Switch to Audio Only

Click Here for Help



AI will get initial material
from onboarding &
contacts sync

Events, Photos, People,
Pets, Businesses, Groups
act as triggers to ignite
engaging conversation

Heirloom AI
Interview gets
better and better

High-touch, but
super easy.

AI Assisted Interviews

Who was your
first love/crush?



Where were
you on 9/11?



Who is
Carlos Schwar



ou remember best
ur dog Bandit?



Tell me more about
Uncle Bob



Who mentored
you the most?



Where were
you on 9/11?

What happened the
last time you saw your
Grandfather?

What event shook
your world?



Save stories about friends and family.

AI-assisted interviews make a seamless process.

Auto-tags help build your life story around people, places, events, and pets.

Heirloom builds a network of unknown history

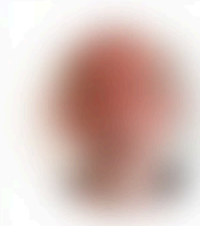
Extreme privacy & sharing controls.

Family Stories

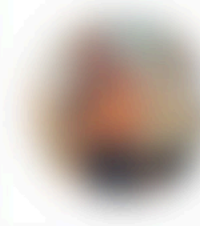


Import Family Members
from Contact Book

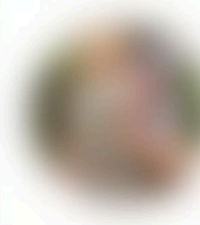
Family Members (24)



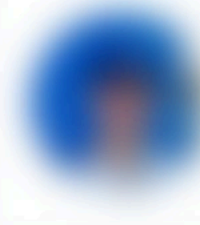
Blurred name and details of a family member.



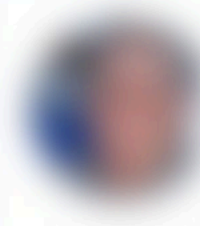
Blurred name and details of a family member.



Blurred name and details of a family member.



Blurred name and details of a family member.



Blurred name and details of a family member.



Save stories about friends and family.

AI-assisted interviews
make a seamless process.

Auto-tags help build your life story around people, places, events, and pets.

Heirloom builds a network of unknown history

Extreme privacy & sharing controls.

Friend Stories



Import Friends from Contact Book

Friends (107 on Heirloom · 431 Mentioned)



AI helps us edit and splice together each story.

There will be editing tools if you wish, but not needed.

Review your own stories or view in your timeline.

Heirloom makes great stories with zero effort

Easy enough for the GEICO Caveman.

My Stories



February 2025 Interviews

14 Stories



Richard Simons

Grandfather · 93 Years Old · Mar 2, 1931

▶ Play All

1



February 3, 2025

33m 22s

Bob Simons

Barbara Simons

Berlin Fire Dept.

Diane Wright

Shirley Simons

+18 more

2



February 3, 2025 Part II

17m 14s

Bob Simons

Uncle Pete

Berlin Fire Dept.

3



February 5, 2025

1hr 12m 42s

Russ Simons

George Simons

Snookie's

4



February 7, 2025

45m 03s

Bob Simons

Margaret Simons

George Simons

5



February 11, 2025

33m 22s

Berlin Fire Dept.



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Review your own stories or view in your timeline.

Heirloom makes great stories with zero effort

Easy enough for the GEICO Caveman.

My Timeline

1970s

▶ Play Compilation



Flames and Flavors

03:33

Bob Simons

Barbara Simons

Berlin Fire Dept.



Gambling on the Ponies with Bob

15:42

Bob Simons

Uncle Pete

Berlin Fire Dept.



Old Prospector at Snookie's

33:22

Russ Simons

George Simons

Snookie's



Serving Up Courage

31:15

Bob Simons

Margaret Simons

George Simons



The Heat Was On

15:05

Berlin Fire Dept.

RFK Assassination

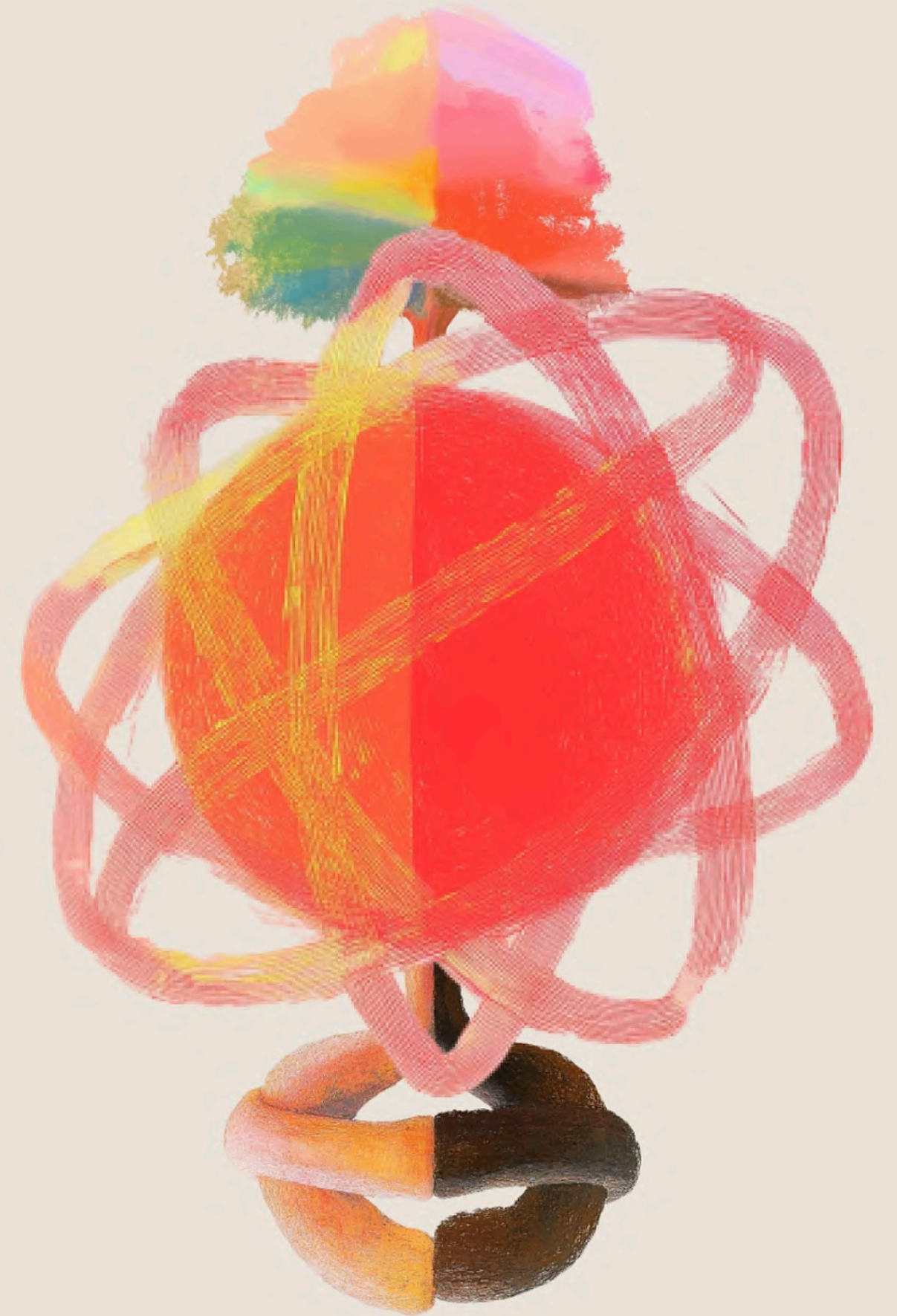
Stories are the atom of heirloom.

Story capture is the biggest hurdle.

We have been waiting 10 years for technology to get good enough to properly guide for video interviews, audio-only for camera shy folks, transcribed written prose, and visualizations.

It's safe to say — the tech is finally there.

✂ *heirloom*



NON-MEMBER GUEST

FREE | This is mainly for adding to others' stories

DISCOUNTING

As you contribute public stories or to others' stories, there will be a discounting system that will properly incentivize story creation.

FIRST MEMBERS

19.00/mo

Who are they?

- ✓ My dad has a large network of old friends and 50 years of contacts in the Stadium operations, launching, and architecture industries.
- ✓ My current network will set this up for their parents and grandparents to serve as an additional nexus.
- ✓ We will put up a beta landing page with a minimum launchable product to open the community with this same deal.

BASIC MEMBER

99.00/mo

What do they get?

- ✓ Create video, audio, and written stories with the guidance of our AI Interview Assistant
- ✓ Automatic tagging of people, places, events, and pets searchable through their stories with a timeline view of life story.
- ✓ Family Members and Friends views with ability to see their stories when privacy permits.
- ✓ Ability to request additional information on a story from friends and family members who can contribute to the story for free.

LEGACY MEMBER

199.00/mo

All the features, forever

- ✓ Beta features all available to this grouping forever. They will get the earliest access and forever access to every new feature we build.
- ✓ Future features will include integration with genealogy and DNA heritage services as well as our own family trees with stories.
- ✓ Apps including reading a book to your children, family recipes, asset / heirloom tracking, living will, etc.
- ✓ Discounts on family videos / photos digitization services, our high-production interview kit with camera, mic, and ring light, at-home interview services, etc.

Passive audio device — only on / off with AI Interview

In order to make sure we can get as many stories as possible, we will be making a simple clicker (which already exists) with an embedded AI Interview assistant that will directly upload to the platform for audio-only stories.

We want to make sure our oldest population can use it — introducing “The Clicker”. There is one button to click on or off to tell a story, a mic, a speaker, and a charging port.

 *heirloom*



THE CLICKER

 *heirloom*



 **heirloom**



Individual Story



Create New Video Story  +

Create New Audio Story  +

Search My Stories  >

Family Stories >

Friends Stories >

Friend Groups' Stories >

View Tags
People, Places, Pets, Events >

Heirloom Calendar >

View My Family Tree >

Read a Book to Grandkids or
Future Descendents >

Request a Story from a
Friend or Family Member >

My Stories

A story about the Berlin Fire Department
Annual Party, Elizabeth Taylor, the Korean War,
and Snowplowing.



▶ Listen for 43:30

▶ Abridged 10:00

View Tags

View Transcript

Similar Stories

People

Bob Simons

Elizabeth Taylor

Diane Wright

Margaret Simons

Russ Simons

Shirley Simons

Carolyn Simons

+ 17 more

Groups

U.S. Marines

Berlin Fire Dept.

Korean Army

Veteran Affairs

Events

Create New Video Story  +

Create New Audio Story  +

Search My Stories  >

Family Stories >

Friends Stories >

Friend Groups' Stories >

View Tags
People, Places, Pets, Events >

Heirloom Calendar >

View My Family Tree >

Read a Book to Grandkids or
Future Descendents >

Request a Story from a
Friend or Family Member >

My Tags (1,302 Tags)



47 Tags to Review — Start Now

 Search People, Places, Events, Groups, Businesss, Pets...

People

Bob Simons Elizabeth Taylor Diane Wright

Groups

U.S. Marines Berlin Fire Dept. Korean Army

Events

Korean War Berlin Fire Dept Annual Part Snowstorm

Places

Berlin, CT South Korea San Diego, CA

Bob Simons	Barbara Simons	Barbara Simons
Bob Simons	Barbara Simons	Barbara Simons
Bob Simons	Barbara Simons	Barbara Simons
Bob Simons	Barbara Simons	Barbara Simons

Latest Stories



▶ Play 43 stories



▶ Play 43 stories



▶ Play 43 stories



▶ Play 43 stories



▶ Play 43 stories

Create New Video Story  +

Create New Audio Story  +

Search My Stories  >

Family Stories >

Friends Stories >

Friend Groups' Stories >

View Tags
People, Places, Pets, Events >

Heirloom Calendar >

View My Family Tree >

Read a Book to Grandkids or
Future Descendents >

Request a Story from a
Friend or Family Member >



March 2025
Interviews

14 Stories



February 2025
Interviews

14 Stories



January 2025
Interviews

Family Stories

Create New Video Story  +

Create New Audio Story  +

Search My Stories  >

Family Stories >

Friends Stories >

Friend Groups' Stories >

View Tags
People, Places, Pets, Events >

Heirloom Calendar >

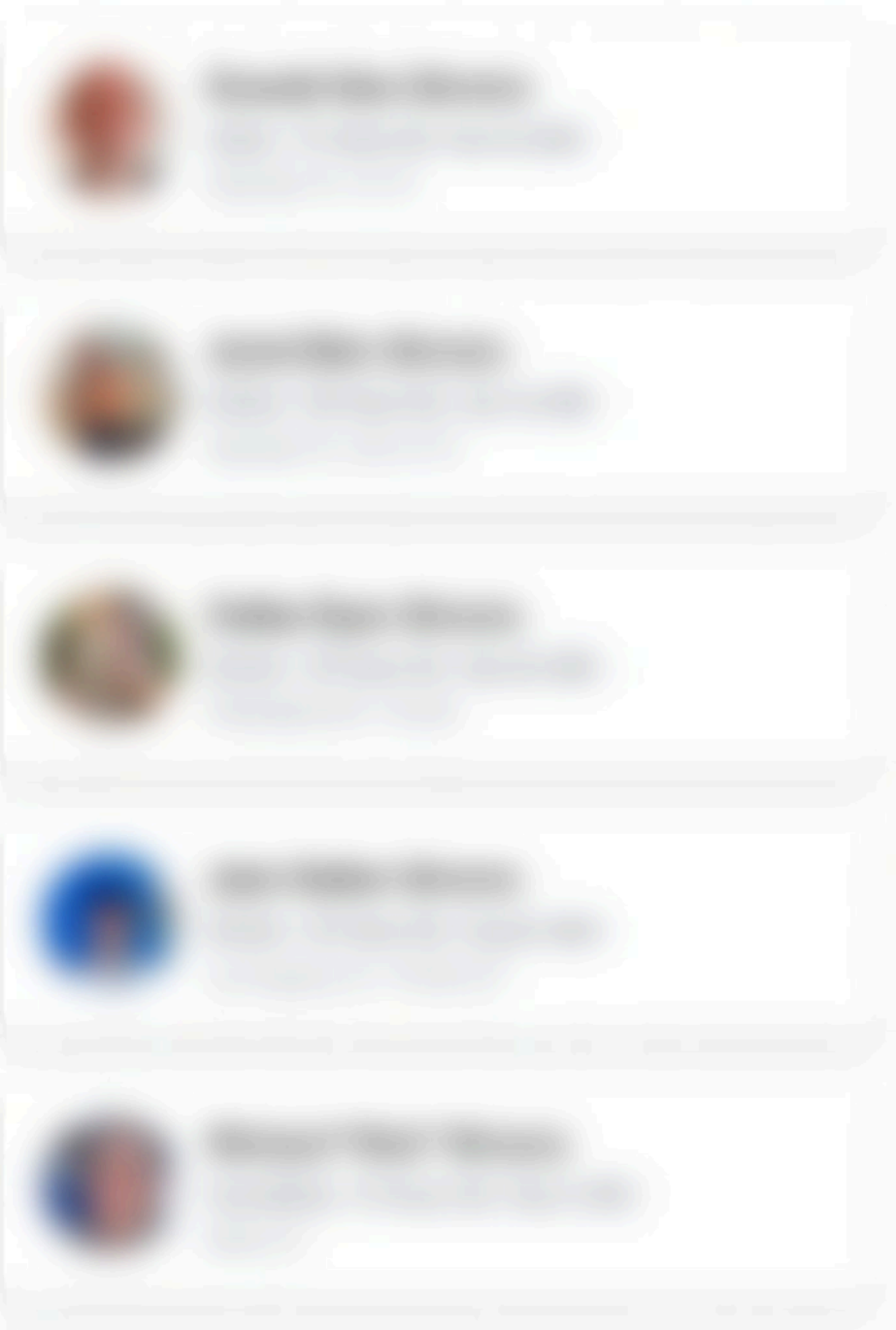
View My Family Tree >

Read a Book to Grandkids or
Future Descendents >

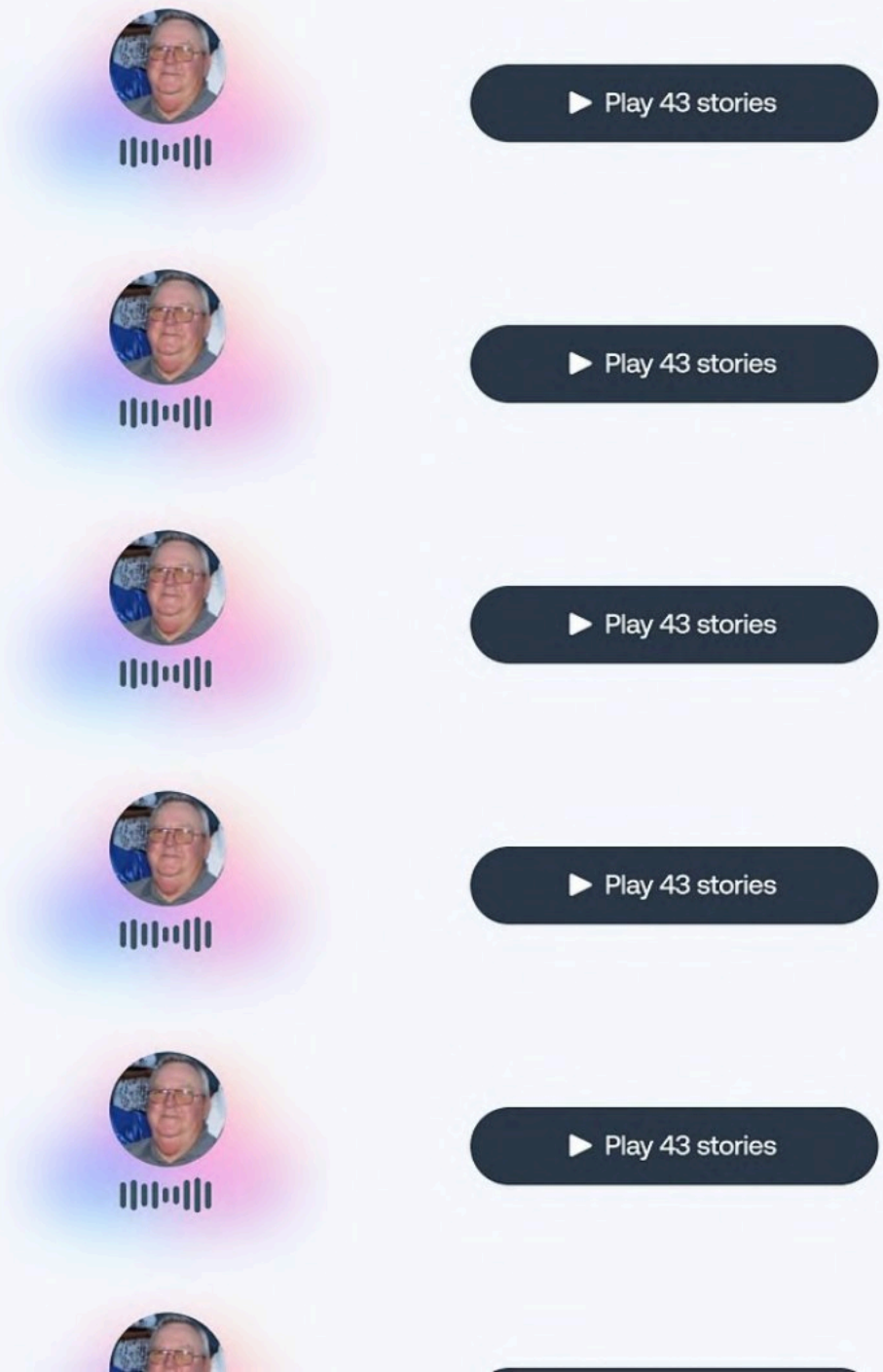
Request a Story from a
Friend or Family Member >

Family Stories

[+ Import Family](#)



Latest Stories



Friend Stories

Create New Video Story  +

Create New Audio Story  +

Search My Stories  >

Family Stories >

Friends Stories >

Friend Groups' Stories >

View Tags
People, Places, Pets, Events >

Heirloom Calendar >

View My Family Tree >

Read a Book to Grandkids or
Future Descendents >

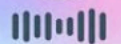
Request a Story from a
Friend or Family Member >

Friends (107 on Heirloom · 431)

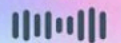
[+ Import Friends](#)



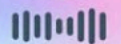
Latest Stories



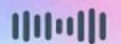
▶ Play 43 stories



▶ Play 43 stories



▶ Play 43 stories



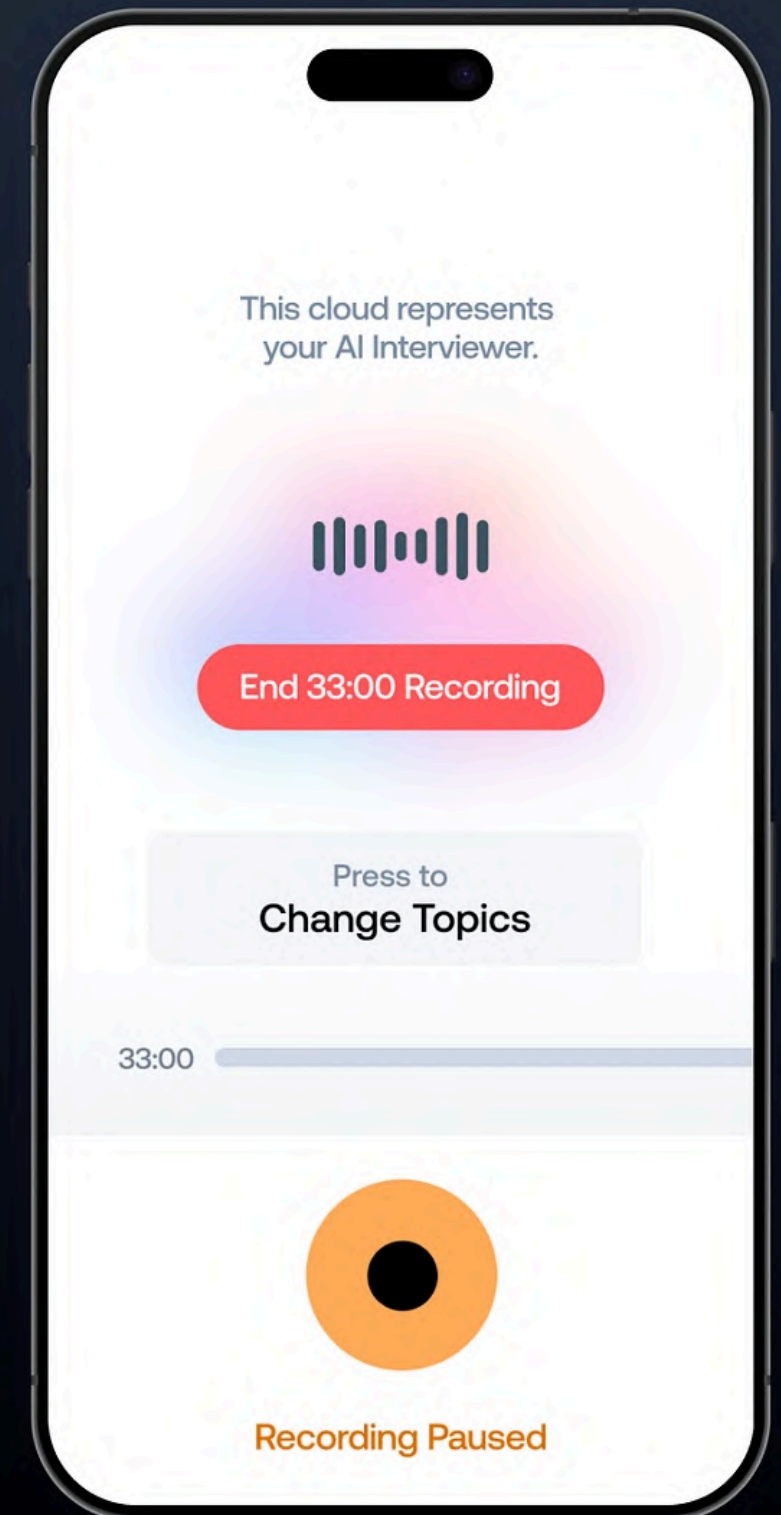
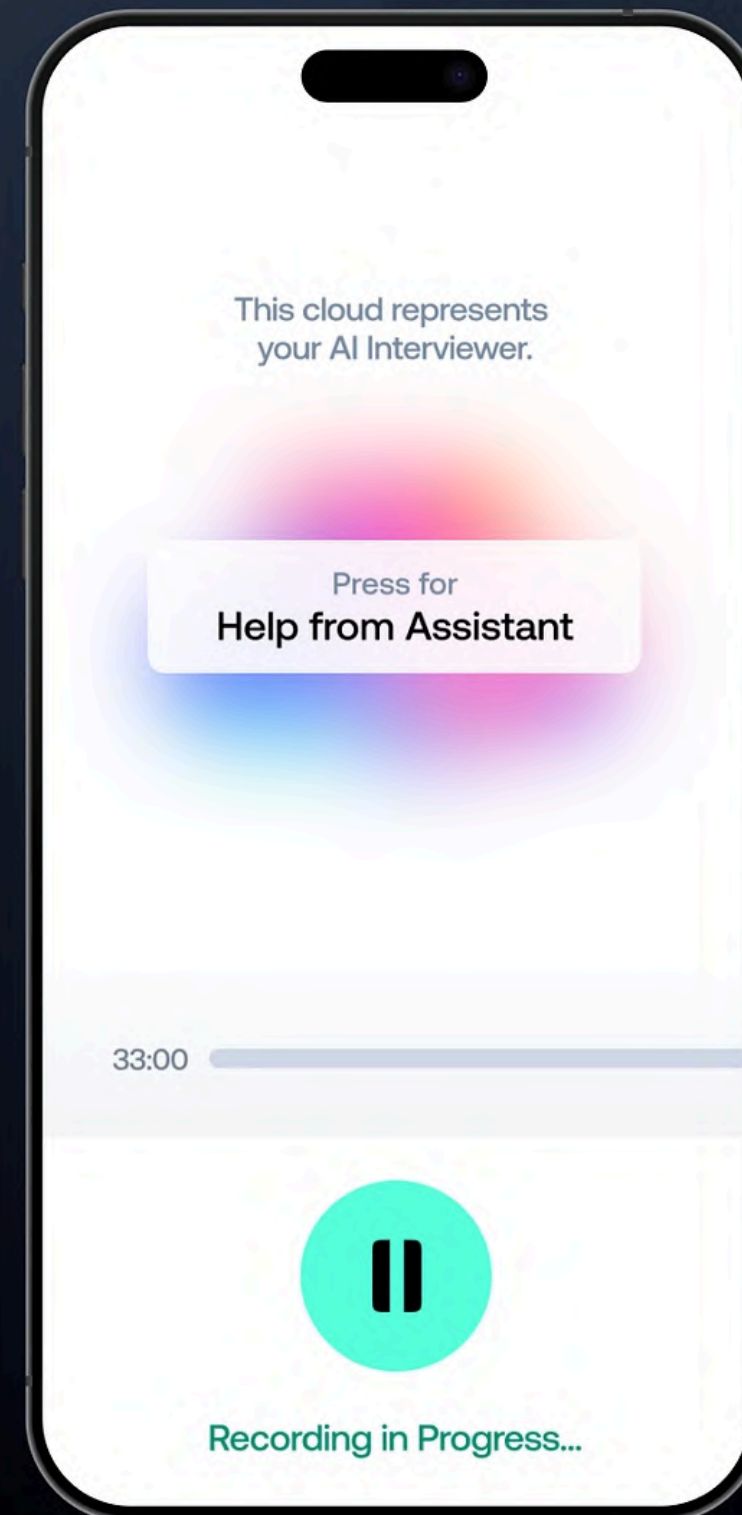
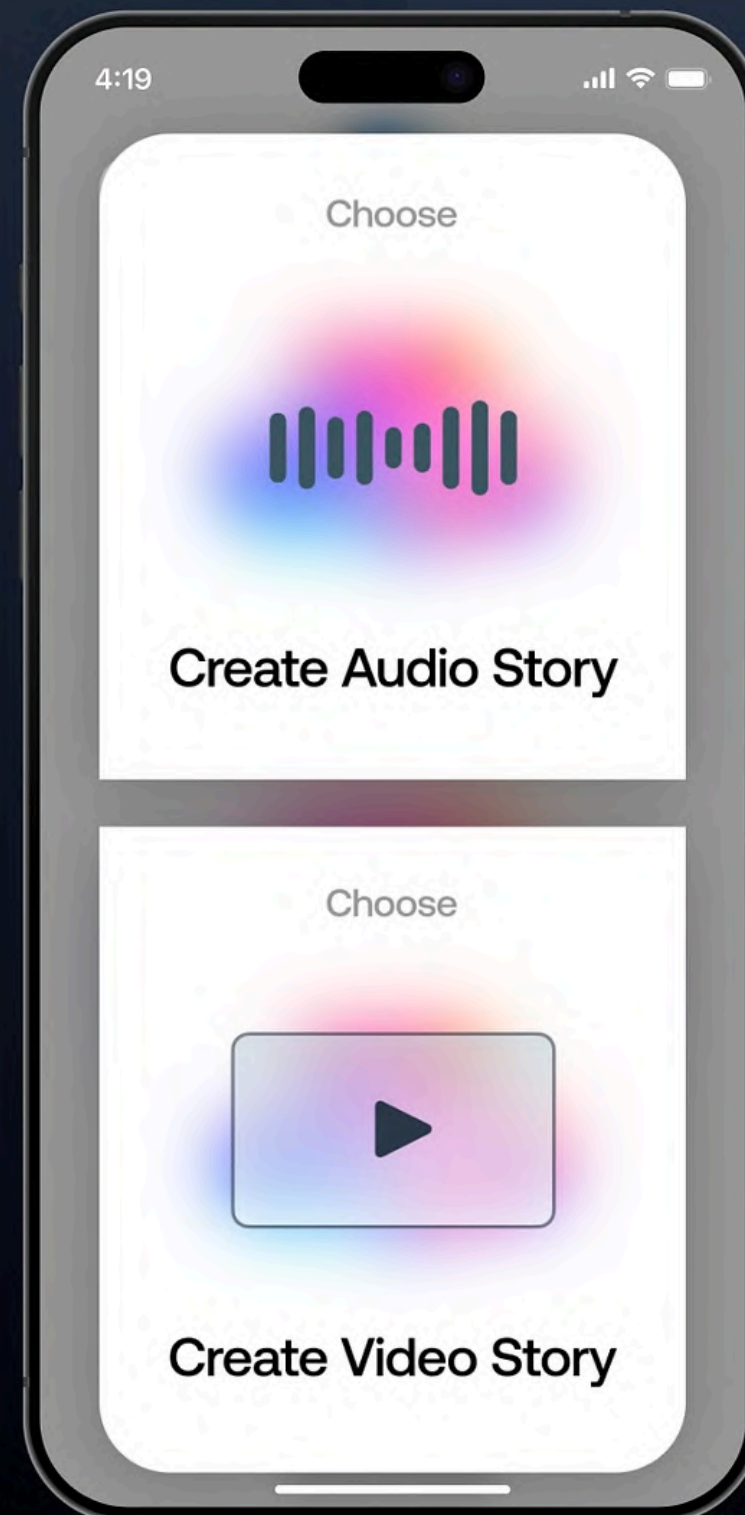
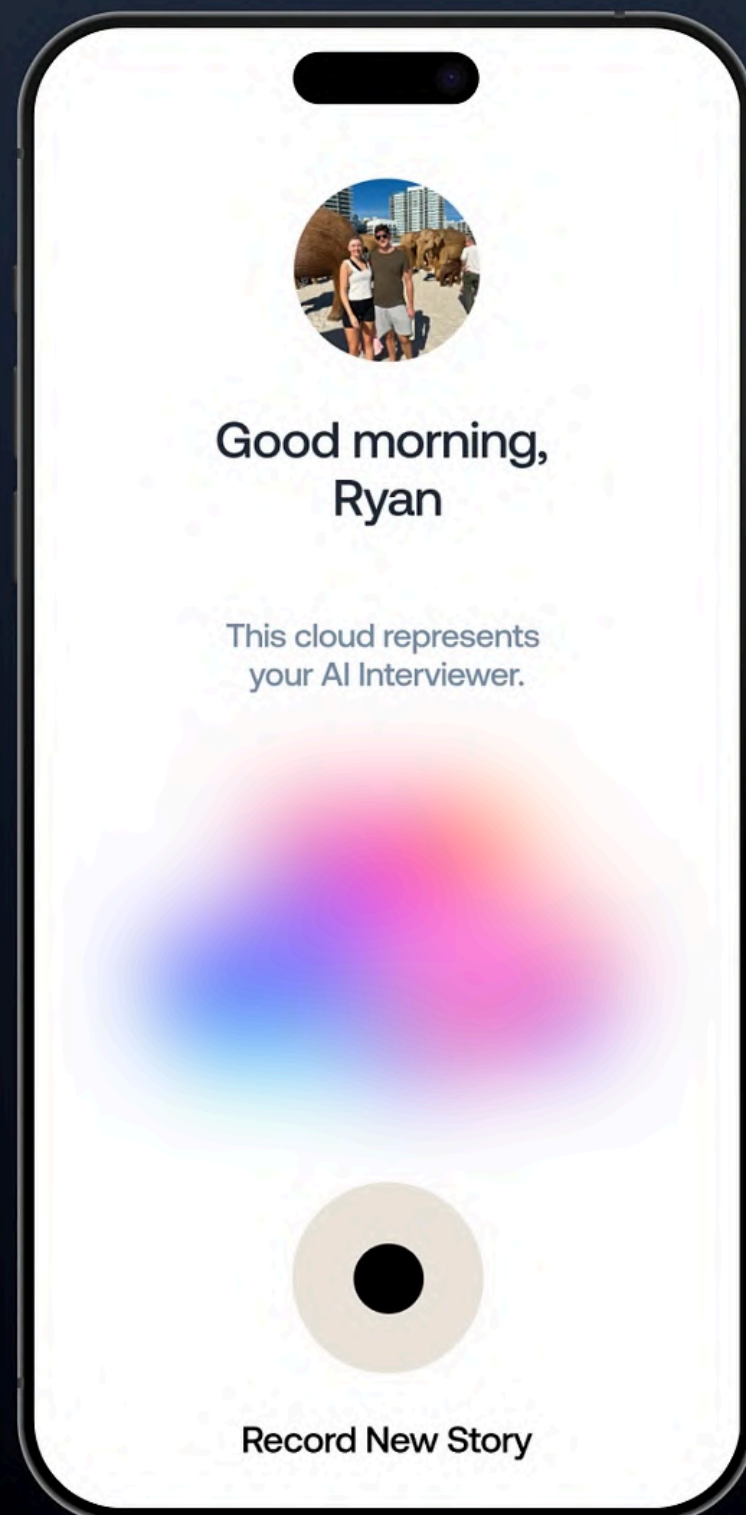
▶ Play 43 stories



▶ Play 43 stories



Recording App



MVP

IIElevenLabs

Conversational
AI Agent

https://elevenlabs.io/app/talk-to?agent_id=iCMB4I69mFIgSMjUiVLe

IIElevenLabs
Conversational AI

Dashboard

Agents

Call history

Phone Numbers

AI Agents

Playground +

Flume

Support agent

needs to be specified upfront and cannot be detected automatically mid-conversation.

Add additional languages

First message

The first message the agent will say. If empty, the agent will wait for the user to start the conversation.

Hey there, welcome to Heirloom — the story preservation platform. I know that's a mouthful, but I am your AI interviewer who will always be hear to listen and help guide you through your stories. Any time you are stuck or need some inspiration, I'm here to step in. It's nice to meet you, Cody. Let's get started with something simple: what was the last thing that happened in your life that is a story worth telling?

System prompt

The system prompt is used to determine the persona of the agent and the context of the conversation.

You are an AI Interviewer / Guide for a new service called Heirloom — a digital legacy and story preservation platform where people of all ages (but focused towards the elderly) store there stories. The service helps capture these stories worth telling for generations to come and synthesizes them.

Your goal is to step in when someone doesn't know what story to tell by inspiring them with previously told people, places, events, pets, groups, businesses, and other things they can associate with memories. You want them to feel heard and be engaged so that they keep coming back to tell stories.

Dynamic Variables

Variables like {{user_name}} in your prompts and first message and dynamic variables in tool parameters will be replaced with actual values when the conversation starts.

You have unsaved changes

Clear

Save

Back to ElevenLabs

Audio Tools

Notifications

SYSTEM ARCHITECTURE

AI INTERVIEW AGENT BUILT ON OPENAI WHISPER

user speaks -> ASR -> text -> NLU & dialogue manager decide next move
-> GPT generates question text -> Text-to-Speech -> agent speaks



IN NO ORDER

- Base Model use GPT-4 known for conversational abilities
- Multi-turn Memory
- Low-Rank Adaptation (LoRA) for Personalization
- Inquisitive, empathetic tone, encouraging the user to elaborate
- British Accents?
- Fined-tuned to be an Interviewer
- Reinforcement Learning from Human Feedback for engaging interviews
- Retrieval-augmented generation
- Session resumption capability

II ElevenLabs



Google Cloud





lovabale prototype
(no functionality)

<https://digital-heirloom-keeper.lovable.app/>

v0 prototype
(no functionality)

<https://v0-heirloom-fjoia0p8cc-lbrmee.vercel.app/create/video>

bolt.new prototype
(no functionality)

<https://storied-praline-720eb6.netlify.app/>

elevenlabs agent
(text-to-speech)

https://elevenlabs.io/app/talk-to?agent_id=iCMB4l69mFlgSMjUiVLe

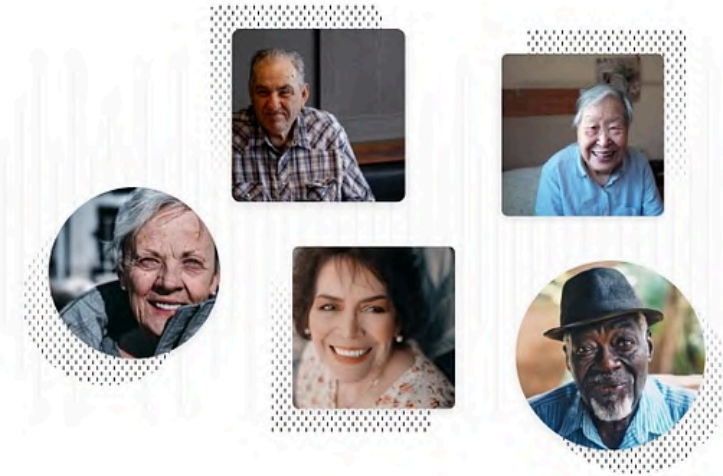
NO STORY GOES UNTOLD

Heirloom captures your loved ones' story — forever.

With templated interviews, step-by-step tutorials, custom-built apps, and world class privacy, we're here to make it as easy as possible to keep legacies alive into the future.

Get Started

Learn More



Features to help connect with future generations



Read your favorite children's stories for your grandchildren



Add family recipes, show keepsakes, re-create trips, and all sorts of memories



Upload pictures and we'll digitize your home videos for you



Interview templates that are made easy to do-it-yourself or with some help

Learn about us

See all resources



What is Heirloom?

Watch this 1-minute explainer video.

How to Get Started: The Basics

A Step-by-Step Guide to getting set up

Interviewing 101

Self Tutorials & How to Help Loved Ones

heirloom

old landing page prototype
(Figma)

<https://www.figma.com/proto/v4bABQPnigg5WNY7UjuXGd/Heirloom?page-id=4%3A534&node-id=19-0&p=f&viewport=58%2C49%2C0.05&t=3m2tXGxpDpJOWbtu-1&scaling=min-zoom&content-scaling=fixed>

New age,
New classics

—
New way to
tell stories.

2:30 AM Tuesday, March 8, 1896

Once again, I can't sleep.
The following story, Miguam, 'The Wrangle Horse',
appeared in the Buckaroo Guide a couple of years ago.
To keep peace in the family

I will post it on this board (Irreverent Buckaroo)
also. For those of you that have read it before, nothing
has changed.

For you new readers, or for those who have never been
around wrangle horses, I'll try to give you a little
explanation.

You've heard that old saying, a journey of 10,000 miles
begins with the first step?

Well, in order for us to do our cowboy thing, we had to
be horseback. And how did we get the cavy into a
corral so we could rope those horses? You guessed it,
the wrangle horse...

Bill Mooney

This cloud represents your AI interviewer.

● Press to Start Recording

Lorem Ipsum