

Company

Momento, Inc.
Momento.com
Location: Nashville, TN
Founded: August 2021

Industry

Technology company

Executive Team

Dan Martin – Founder
Jen Berman – Brand Strategy
Erin Mihalik – Digital Marketing
Joel Koch – Technology
Sean T. Madden – Info Security
April Morton – Marketing Operations
Dan Hetherington – User Experience

Advisory Board

Debbie Kiederer
Amy Lavin
Rebecca Zinn
Kimberly Jaindl
Greg Ebbecke

Timeline

Q4 2021: Solicit funding
Q1 2022: Launch in U.S.
Q2 2023: Launch of Inscribe
Q1 2024: Expand customer focus

Team Experience

Over 30 years of combined digital marketing experience, and 5+ years in tech startup. All team members hold a master's degree in marketing. Over 100 years of forgotten birthday experience.

Mission Statement:

Momento powers the world's most thoughtful people, using technology to imagine a future that is more expressive and heartfelt.

The Problem:

People routinely forget about important, annual events and occasions — birthdays, anniversaries, grievances, and other life moments — and find themselves strapped for suitable options when shopping last-minute for the right greeting card and/or gift options.

Our Solution:

To solve this problem, we are introducing a fun, seamlessly integrated, and customizable digital platform that makes it painless — even delightful— to remember important moments and people, and to shop for the right card or gift, for the right person, at the right time.

Market Assessment:

Americans buy over \$6 billion greeting cards annually, and 70% of the world uses a digital planning tool to help organize their life. The greeting card industry is stable and strong, and digital productivity and planning apps are skyrocketing, up 35% from 2020 and make up 20% of market share, second only to gaming apps. Momento's market viability is especially exciting because it combines two existing markets: (1) The greeting card industry; (2) and "Reminder Technology" or "Digital Tools". This market overlay has the potential to create a new market segment — one that fuses a more established and traditional cluster (greeting cards), and a market that is hugely competitive, and constantly innovating and in-demand (digital tools). We believe this is where true disruption can occur.

Key Differentiators:

- **Never belated, always on time:** We don't do "belated" (unless, it's what a member of our community wants); ensuring reminders to our customers are timed to perfection and that heartfelt expressions arrive on time is critical to what we do.
- **Mirrors an intimate, more familiar in-person experience:** Other digital greeting card and gifting services are mostly overloaded and transactional, and fail to offer smart, intuitive, and suggestive options based on the individual's personal needs.
- **DELIGHTFUL EVERYTHING:** From tech to niche card supply, we are serious about making sure every touch point dazzles and delights.
- **Safety and privacy are a serious business for us:** We promise to keep your information safe. If there's no trust, there's no Momento. We get it.