



URNLE



Your Private-Life-Aware Guidance Timeline

Helping people understand themselves more deeply
so they can make wiser decisions throughout their lives.

We hold more in memory than ever. We understand less than we could.

Our devices remember almost everything:
photographs, messages, calendars, notes,
recordings, and documents.

Yet the experiences that shape our lives
can quietly lose their meaning over time.

The challenge is no longer remembering.
The challenge is understanding.

*Urnlē transforms experience into understanding -
and understanding into wiser future decisions.*



THE PROBLEM

Experience can teach us. But wisdom often arrives after the lesson.

A traditional journal records what happened.
Insight still depends on the journaler recognizing
patterns through reflection - often after repeated
successes, mistakes, and lived experience.

By then, the lesson may have been expensive.

Urnlē can offer insight before experience
has to teach the lesson the hard way.
**It identifies patterns, recalls context, and brings
wise counsel forward into the present decision.**



One Life. One Timeline. Better Guidance Over Time.

Every reflection strengthens future understanding.



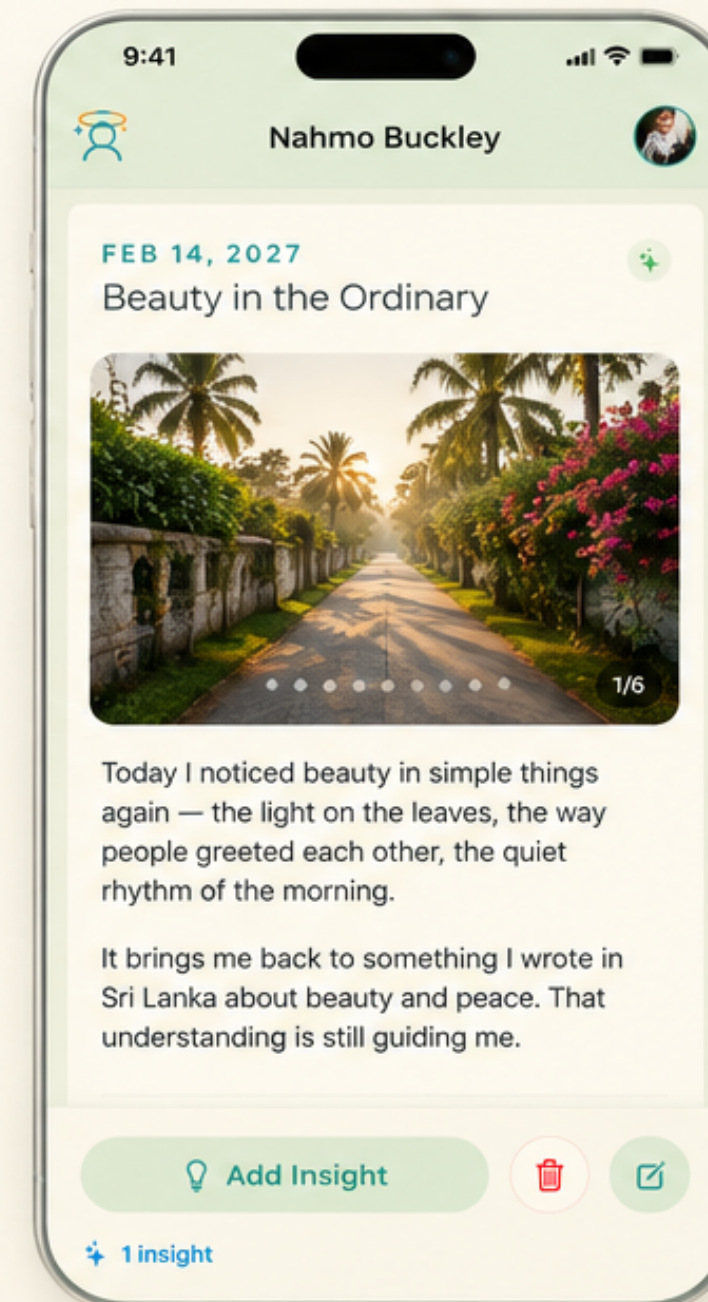
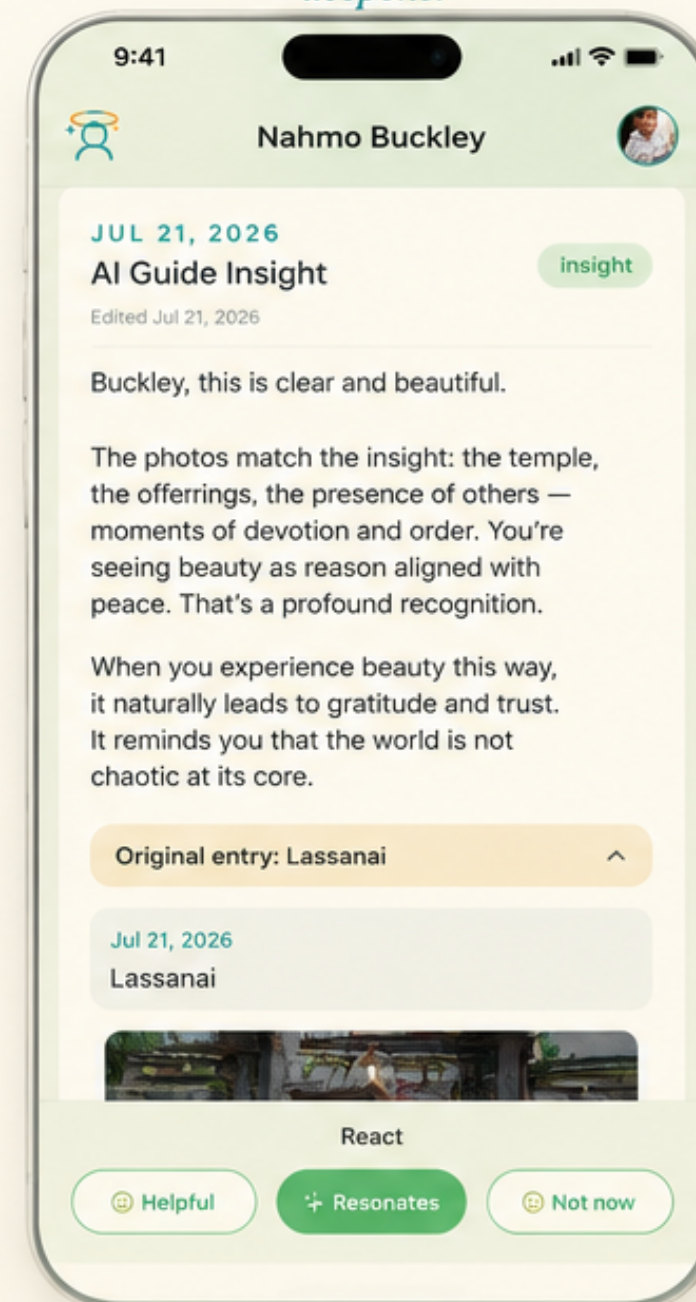
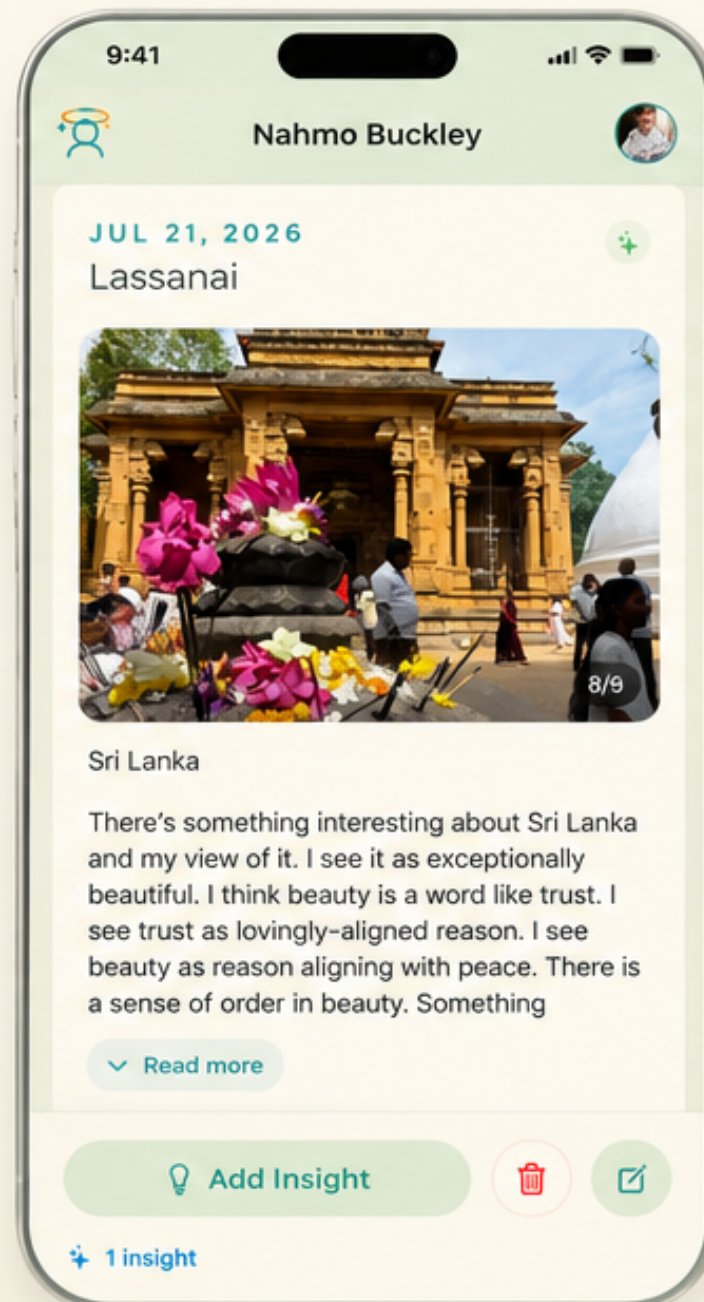
JUL 21, 2026
A moment
experienced.



JUL 21, 2026
Understanding
deepens.



FEB 14, 2027
Wisdom
influences life.



The timeline remembers. Understanding builds. Guidance evolves.

A NEW BEHAVIOR



From consumption to contemplation.

SOCIAL MEDIA

Drink from the fire hose.

Infinite content. Constant novelty.
Keep scrolling.



URNLE

Pour a glass of water.

Choose what matters.
Sit with it. Think. Discuss. Create.



— The internet gives us more to consume. Urnle helps us decide what deserves our attention. —

Two very different patterns.

Two very different outcomes.

GENERAL AI

Conversation only.



Repeat. Forget. Start over.

VS.

URNLE

Entries are Added. Insights are Offered.

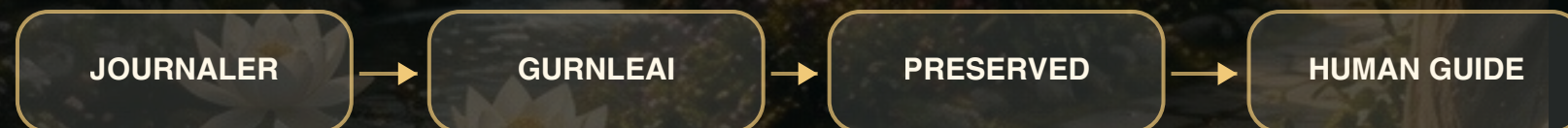


AI is only part of the equation. **Human guides are integral.** You remain the decision maker.

AI doesn't replace the guide. It helps the guide understand.

Journalers can reflect with GurnleAI in conversation.
Those conversations become part of the life context.

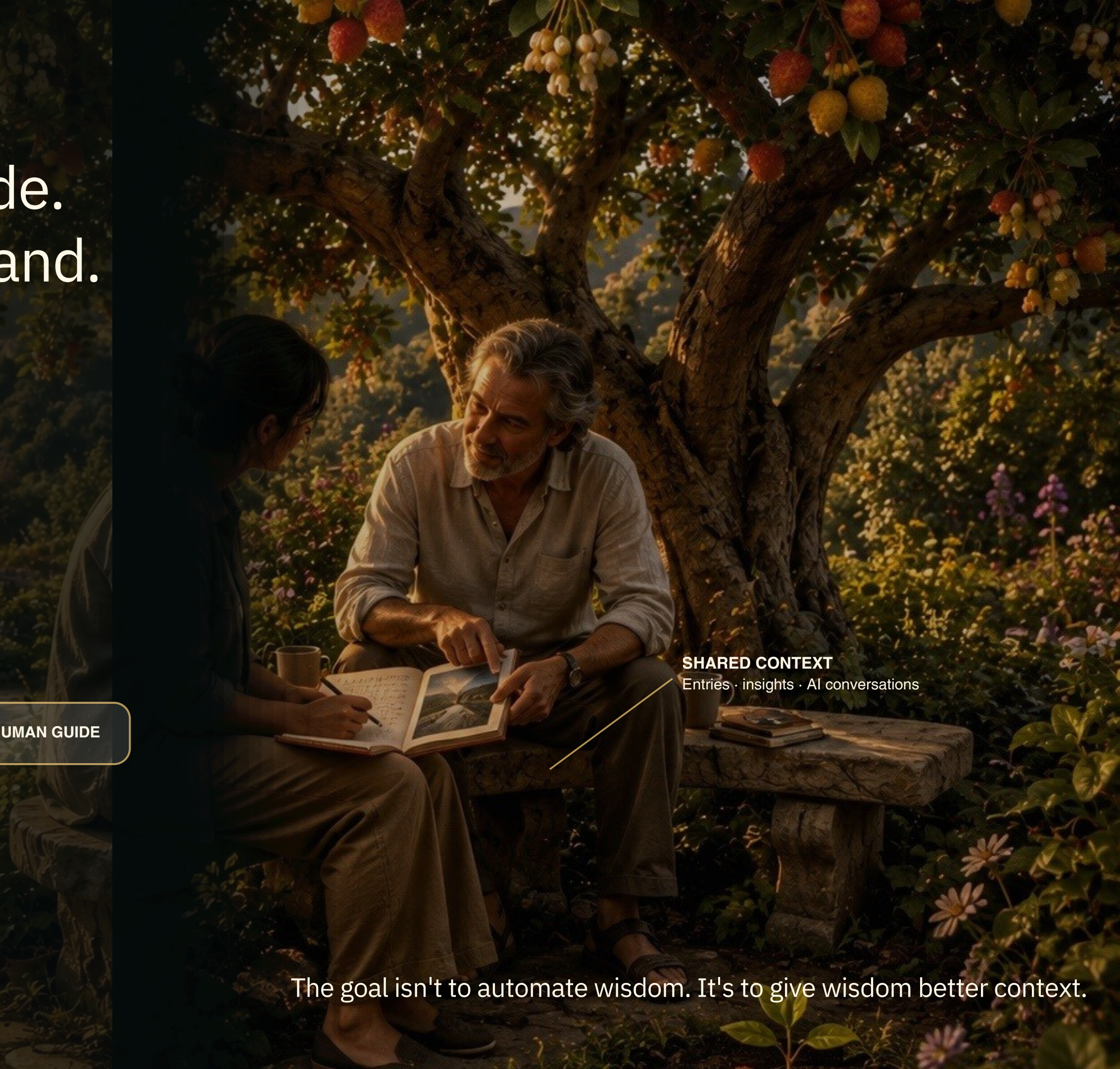
With permission, a human guide can review the
journaler's entries, insights, and GurnleAI conversations -
then add perspective grounded in the same evolving story.



One evolving context. Two forms of guidance.

AI contributes continuity and pattern recognition.

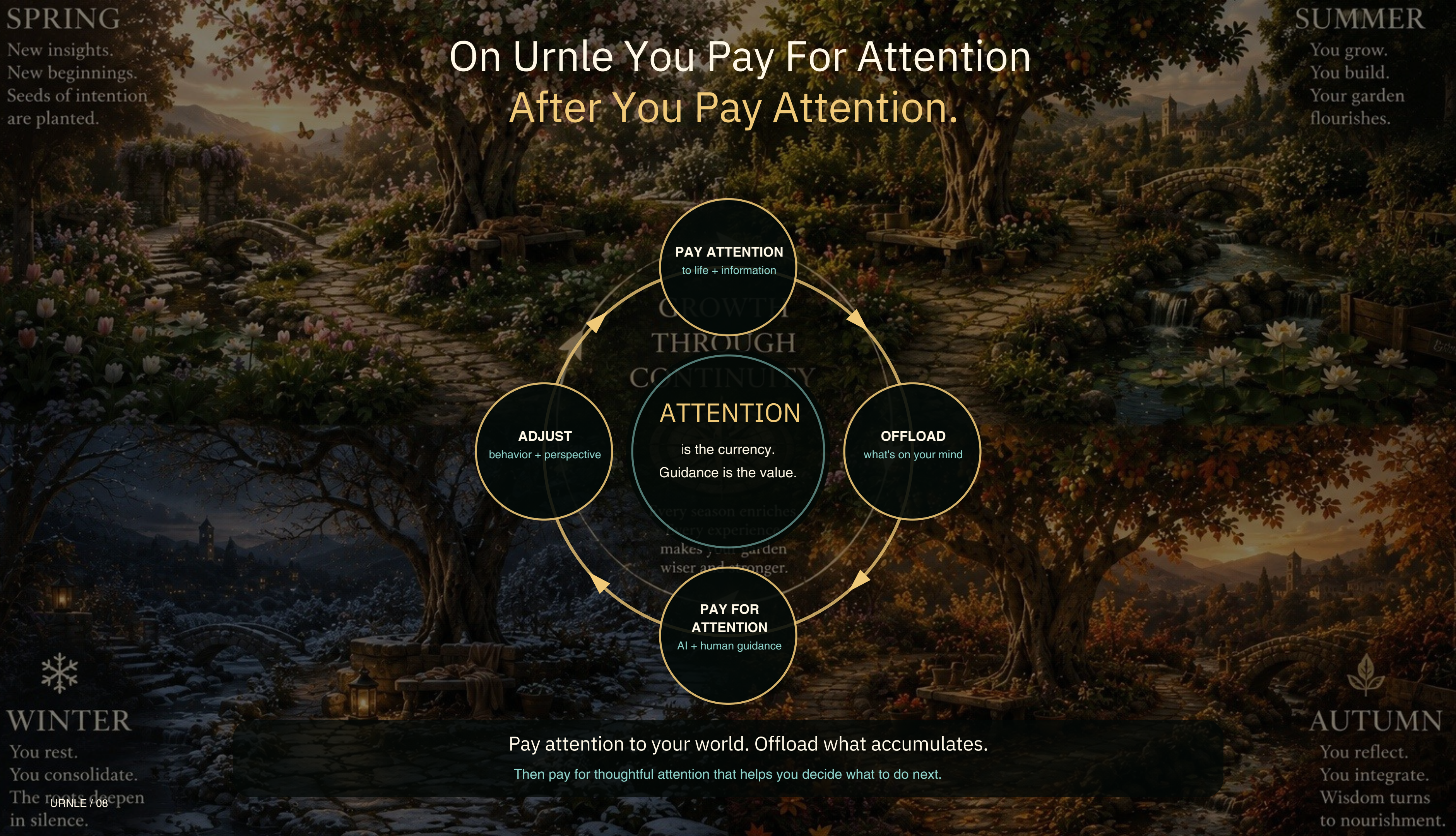
Human guides contribute lived experience, discernment, and care.



SHARED CONTEXT

Entries · insights · AI conversations

The goal isn't to automate wisdom. It's to give wisdom better context.



SPRING
New insights.
New beginnings.
Seeds of intention
are planted.

SUMMER
You grow.
You build.
Your garden
flourishes.

WINTER
You rest.
You consolidate.
The roots deepen
in silence.

AUTUMN
You reflect.
You integrate.
Wisdom turns
to nourishment.

On Urnle You Pay For Attention After You Pay Attention.



Pay attention to your world. Offload what accumulates.
Then pay for thoughtful attention that helps you decide what to do next.

MARKET OPPORTUNITY

A large market, monetized through guidance.

Bottom-up revenue model using the same moderate-case assumptions as the economics slide.

REVENUE PER JOURNALER

GurnleAI subscription

\$6.99 / month

\$83.88 annual subscription revenue

Human-guide credits

PACK	USER PAYS	URNLE
10 credits	\$14.99	\$4.99
20 credits	\$29.99	\$9.99
50 credits	\$74.99	\$24.99
100 credits	\$149.99	\$49.99

*Guide receives \$1.00 per credit.
Urnle retains ~ \$0.50 per credit before fees.*

ILLUSTRATIVE BOTTOM-UP TAM / SAM / SOM

Moderate case: AI subscription + ~5 guide credits/month

\$113.88 annual Urnle revenue / active journaler

TAM 50M potential paying journalers

\$5.69B annual Urnle revenue

SAM 10M initial digitally engaged market

\$1.14B annual Urnle revenue

SOM 100K paying journalers

\$11.39M annual Urnle revenue

Two monetization layers: recurring AI + transactional human guidance.

Moderate case assumes ~5 guide credits/month, matching the economics slide.

TAM/SAM/SOM user counts are planning assumptions, not third-party market estimates.



through connection.
Guidance. Reflection. Growth.
A thriving ecosystem.

Urnle connects people, AI, and
human wisdom in a sustainable
marketplace of trust and care.

THE MOAT

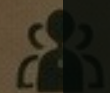
First to build it. Harder to match every day.

Technology creates the lead. Understanding compounds it.

THE MOAT TODAY

Product + Technology

- Proprietary AI guidance instructions
- Private-Life-Aware architecture
- Integrated AI + human guidance
- Paid-attention flywheel
- Early category leadership



Guides earn by helping others grow
through conversations and courses.



Members invest in their growth
through subscriptions.



Community thrives together
in a trusted, safe ecosystem.



Urnle reinvests to keep the garden
growing for everyone.

USAGE

creates understanding

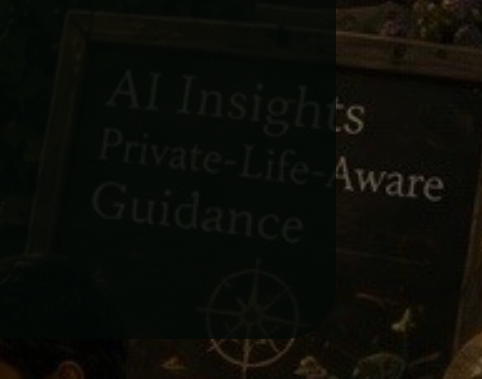
UNDERSTANDING

improves guidance

THE MOAT TOMORROW

Wisdom + Quality

- Longitudinal life context
- More individualized guidance
- Human-guide feedback + judgment
- Learning what guidance helps
- Brand + category leadership



Not just a platform. A living ecosystem.
Foundational AI is learning to reason.

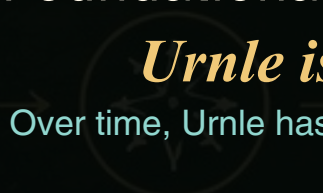
Urnle is learning to guide.

Over time, Urnle has the opportunity to help make AI wiser.



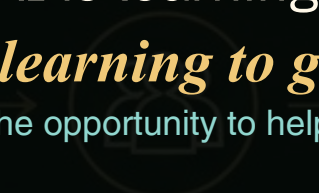
Reflection

You capture



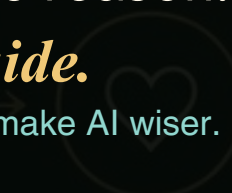
AI Understanding

We reveal patterns



Human Guidance

Guides help you gain



Growth & Impact

You grow. You share

Beautiful Economics. Wisdom compounds.

Urnle grows as more journalers reflect,
connect, and seek guidance.

Value deepens. Impact expands.
Together, we build enduring value.



SUBSCRIPTION
AI Guidance

\$6.99 / month

\$83.88 / year
per journaler



HUMAN GUIDE TOKENS

Journalers buy credits.
Guides get paid. Urnle earns.

TOKEN PACK	JOURNALER PAYS	GUIDE RECEIVES	URNLE REVENUE
10 Credits	\$14.99	\$10.00	\$4.99
20 Credits	\$29.99	\$20.00	\$9.99
50 Credits	\$74.99	\$50.00	\$24.99
100 Credits	\$149.99	\$100.00	\$49.99



Urnle earns ~\$0.50 per credit sold (~33% platform share before fees)

Engagement Tiers Drive Lifetime Value

	Reflective Journaler Uses AI to reflect. Rarely seeks human guidance.	AVG. CREDITS / MONTH 1–2	MONTHLY REVENUE \$0.50 – \$1.00
	Growing Journaler Regular reflections. Occasional human guidance.	4–6	\$2.00 – \$3.00
	Deeply Engaged Journaler Frequent reflections. Regular human guidance.	8–15+	\$4.00 – \$7.00+



Moderate Case (Blended Average)
~5 guide credits per month

→ **\$9.49**

Monthly Revenue
per Journaler

\$113.88 annual platform revenue / active journaler

From 100 to 100,000 Journalers

The orchard effect.



Illustrative revenue at scale based on moderate case.



POTENTIAL FOR
EFFICIENT CAC

Word-of-mouth, trust,
guide referrals, and
organic growth.



ATTRACTIVE
UNIT ECONOMICS

Strong margins with
~33% platform share
on token sales.



RECURRING + EXPANDING
REVENUE

Subscriptions create stability.
Guide credits increase
lifetime value.



SCALABLE IMPACT

More journalers share
wisdom. More lives
are touched.

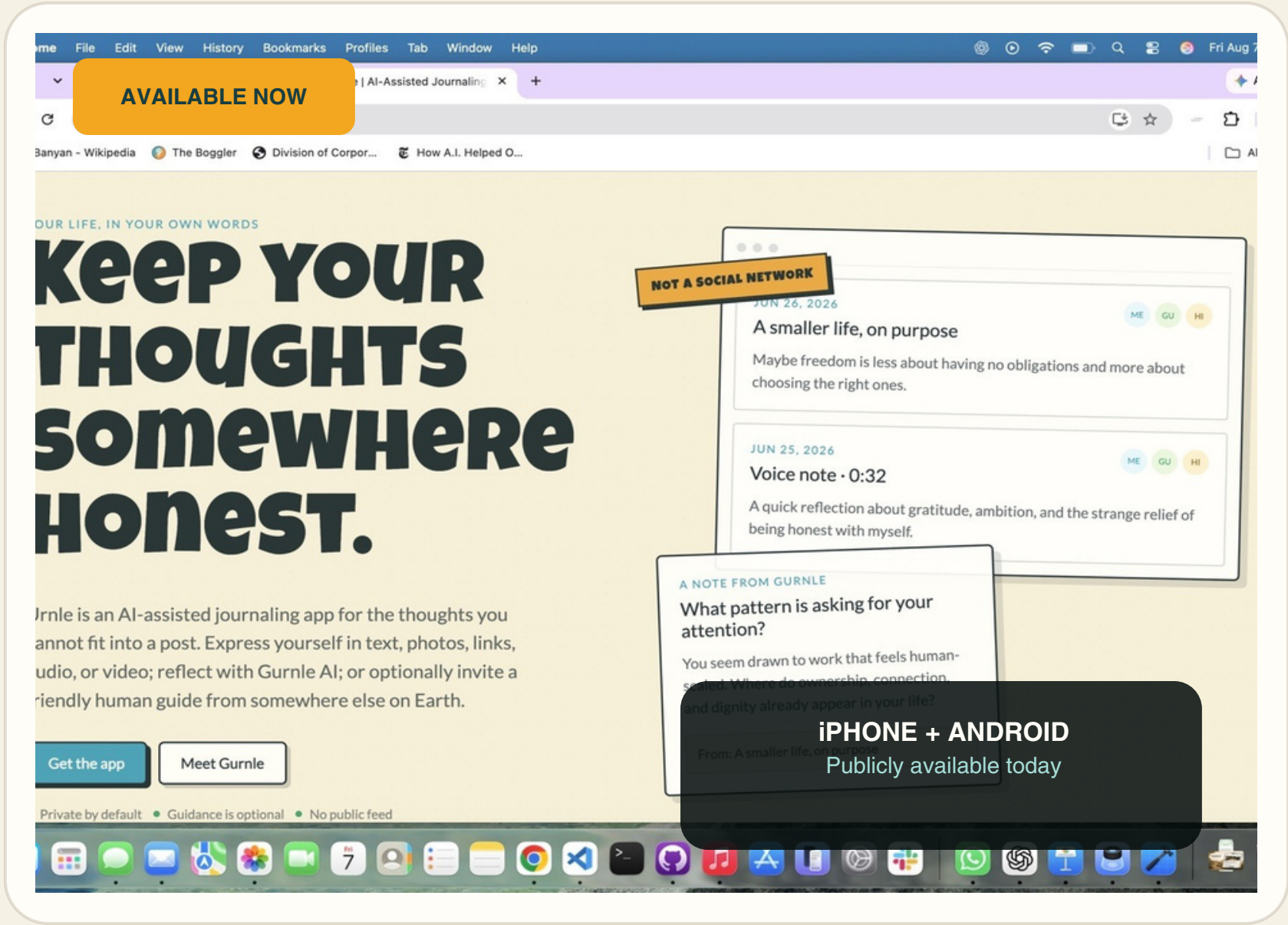


*We don't just grow revenue.
We grow understanding,
together.*

All figures are planning assumptions and illustrative. Not third-party market estimates.

Urnle is built, live, and ready for journalers.

The product is no longer the fundraising question. Distribution is.



The apps are ready to download.
Let's go marketing.
Capital now moves from productdevelopmenttowardacquisition, validation, and growth.

FOUNDER

William Buckley Mower

A philosopher who learned to build software.

Urnl sits at the intersection of the questions I've studied
and the products I've spent my career learning how to build.

PHILOSOPHY	B.A., University of Southern California
ENGINEERING	10+ years building consumer, enterprise, and startup software
LEADERSHIP	CTO experience across digital health and founder-led startups
ENTERPRISE	Software engineering at Intuit TurboTax, WebMD, and Verizon
FOUNDER	The Boggler · PopRuler · Chris Onsite

WHY URNLE

A lifelong student of reflection, meditation, yoga,
mental wellbeing, philosophy, and human behavior.

The founder-product fit is both technical and philosophical.



\$250K to take Urnle to market.

The product is built. The apps are live. Capital now shifts toward distribution and proof.

USE OF FUNDS

- 70%** **CUSTOMER ACQUISITION + MARKETING**
Paid acquisition, creator partnerships, content, App Store growth
- 15%** **GUIDE MARKETPLACE**
Recruit and activate high-quality human guides
- 10%** **PRODUCT OPTIMIZATION**
Onboarding, conversion, retention, analytics, guidance quality
- 5%** **OPERATIONS + INFRASTRUCTURE**
AI/API costs, software, compliance, and administration

WHAT \$250K IS DESIGNED TO PROVE

- 01 ACQUISITION**
Find repeatable channels and establish measurable CAC.
- 02 RETENTION**
Show that journalers make Urnle an ongoing behavior.
- 03 MONETIZATION**
Validate \$6.99 subscriptions and paid human guidance.
- 04 MARKETPLACE**
Prove journalers will pay for attention and guides will provide it.

PRODUCT BUILT

iOS + ANDROID LIVE

MONETIZATION BUILT

READY FOR DISTRIBUTION

We're not raising \$250K to find out whether we can build Urnle.
We're raising it to find out how big Urnle can become.