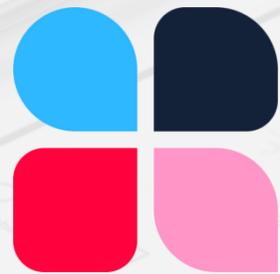


Write your story.

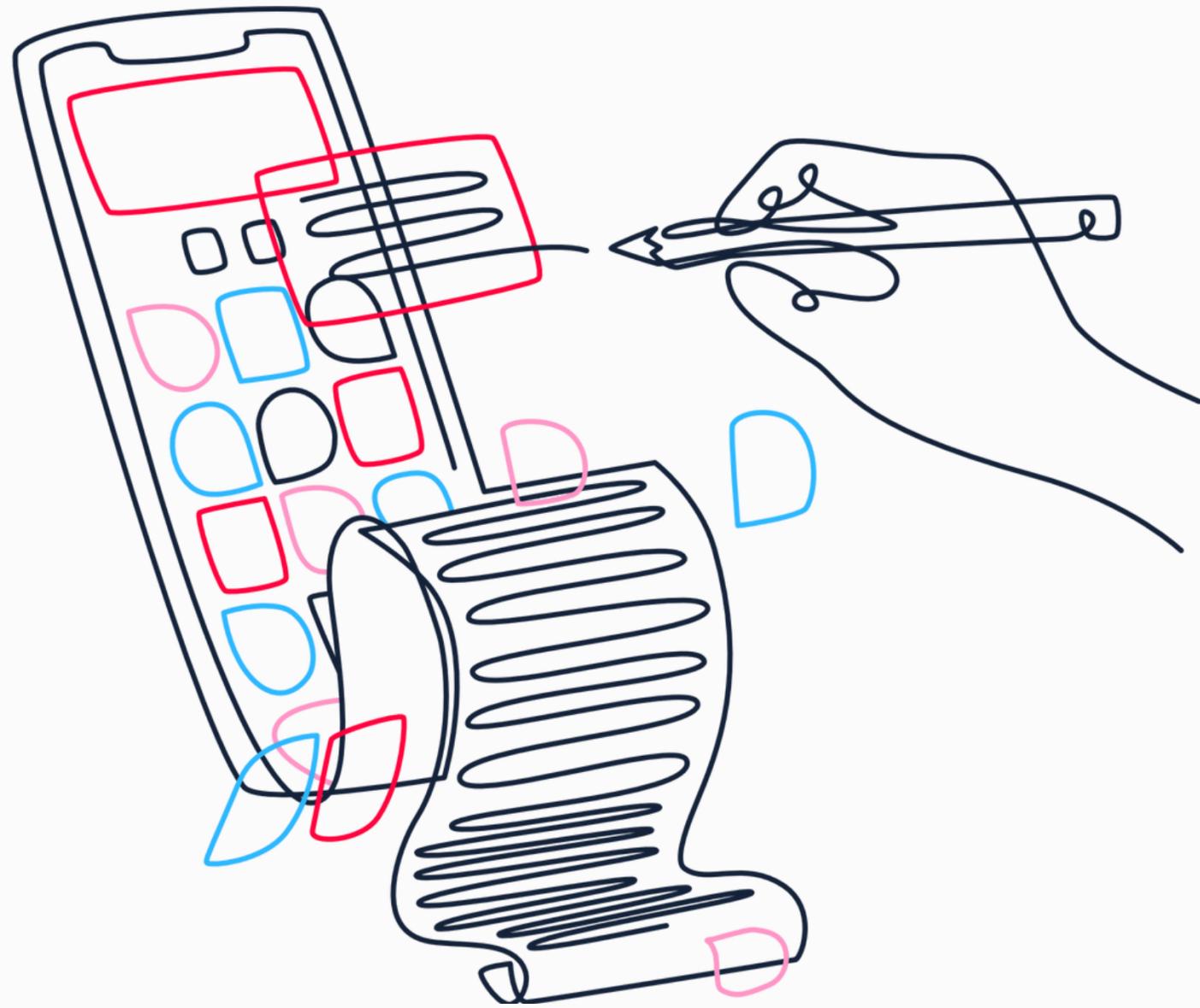
LUGU

(loo-goo) • noun
plural LUGUs



1. A storytelling app for your life.
i.e. What's your LUGU?
2. A place to record your legacy.
3. A new way to connect.





LUGU APP

Media Kit

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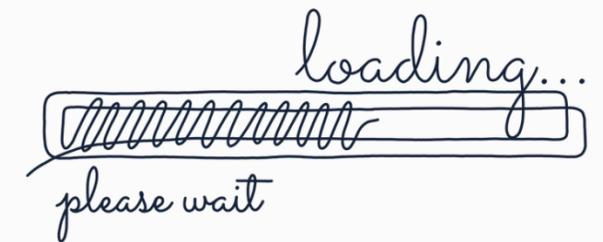
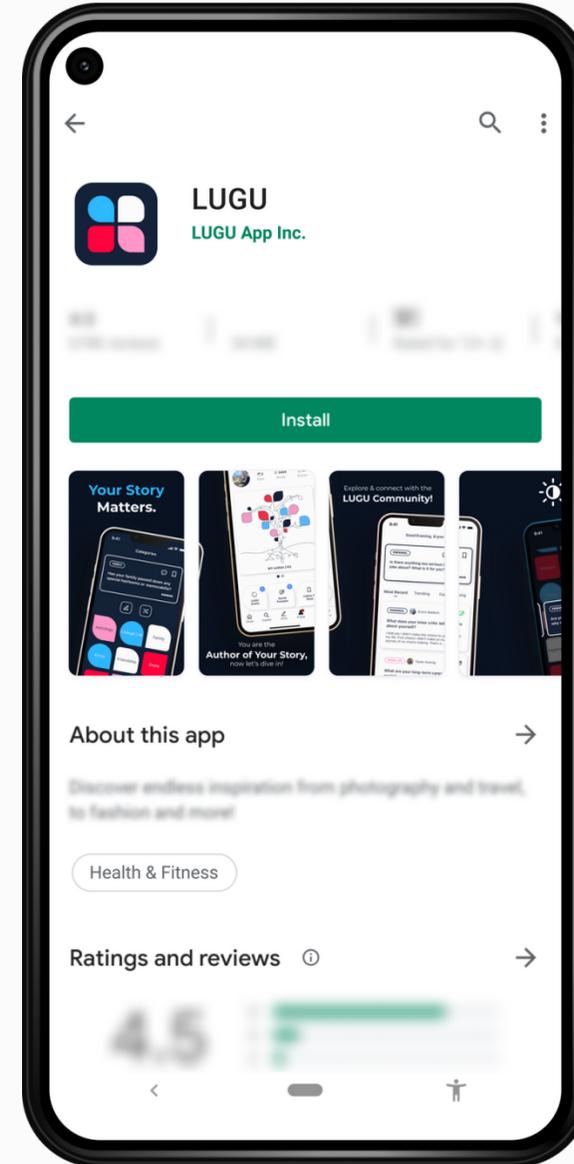
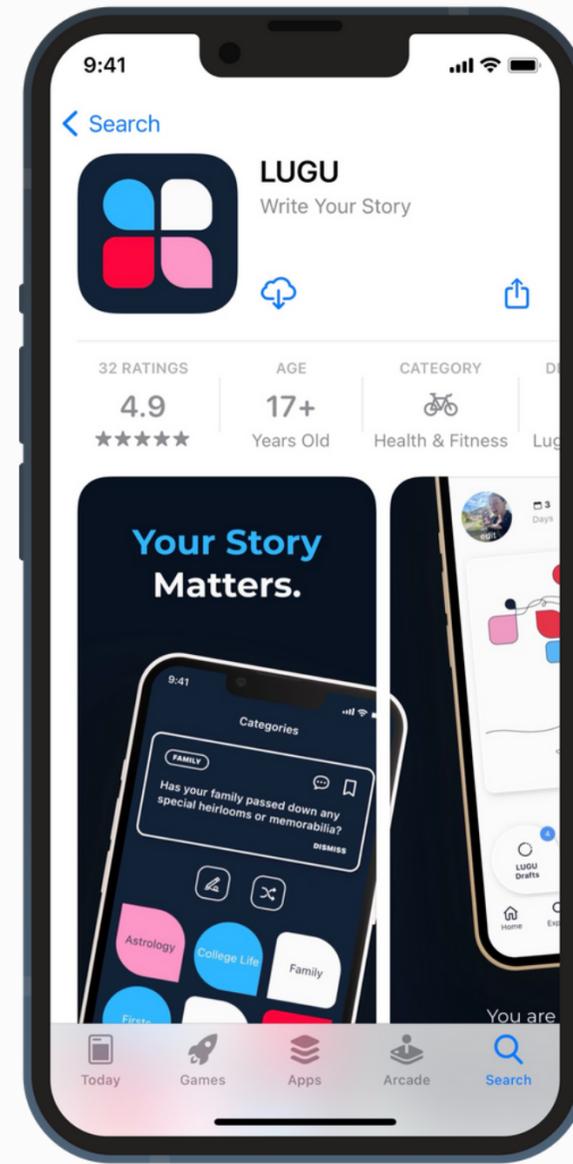


Get the App!

Available to download on the **App Store**

Coming soon to Google Play **2022**

Extended Device Support **2022**



Logo Brand Style Sheet

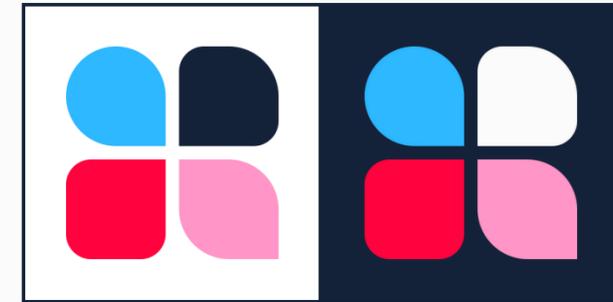
LOGOS



Square Logo

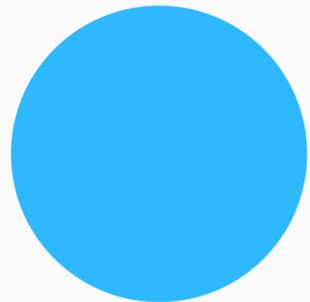


Horizontal Logo

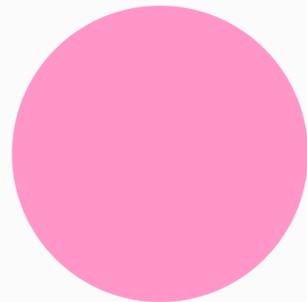


Submark Logo, Light and Dark Backgrounds

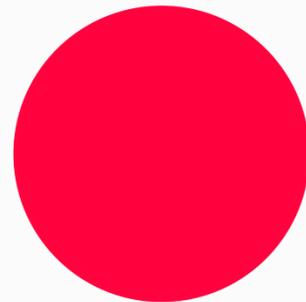
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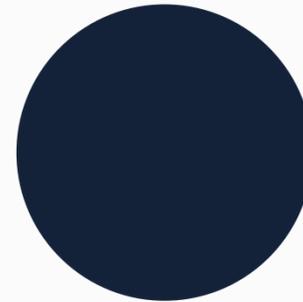
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R45 G184 B255
#2DB8FF



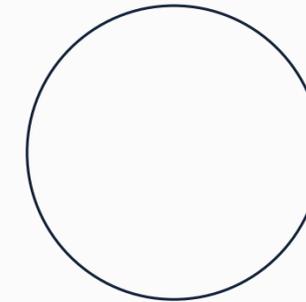
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R255 G150 B199
#FF96C7



C0 M99 Y76 K0
R255 G3 B62
#FF033E



C65 M40 Y0 K78
R20 G34 B57
#142239



C0 M0 Y0 K2
R251 G251 B251
#FBFBFB

FONTS

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abcdefghijklmnopqrstuvwxyza
1234567890

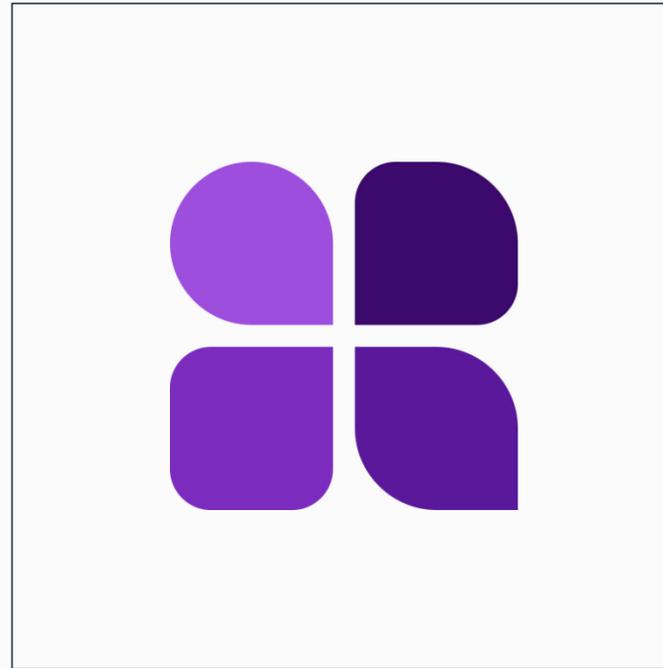
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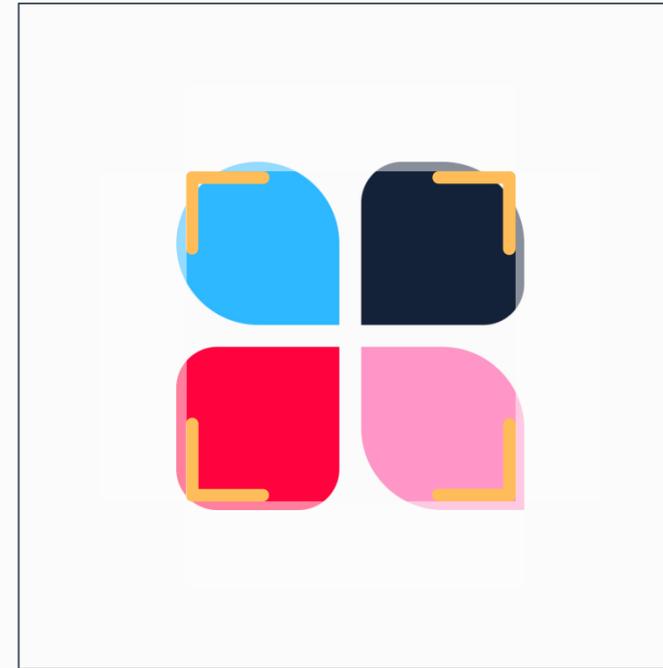
Logo Rules

DO'S AND DON'TS

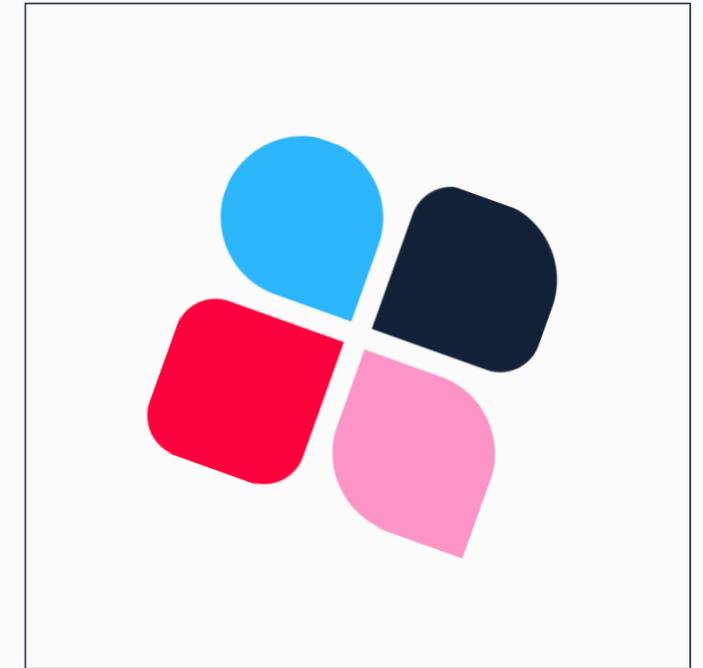
For brand continuity, we kindly request you use the provided logos and do not make adjustments.



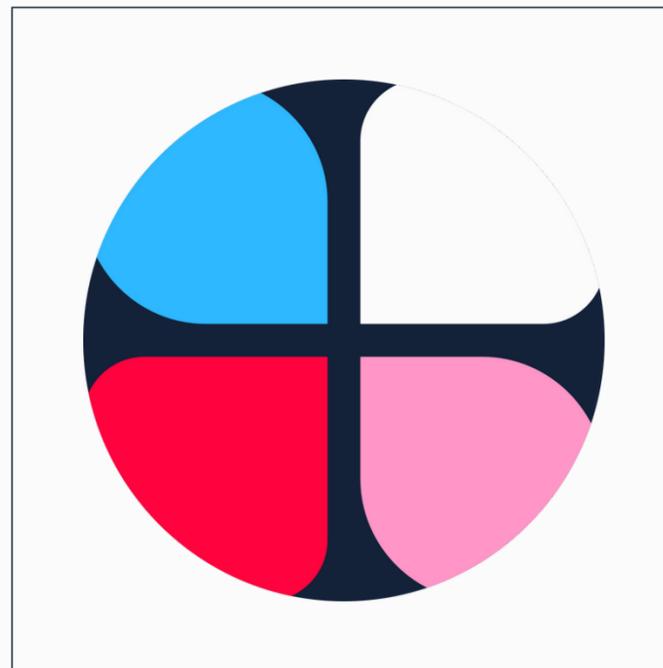
DO NOT change the color or the placement of the colored shapes.



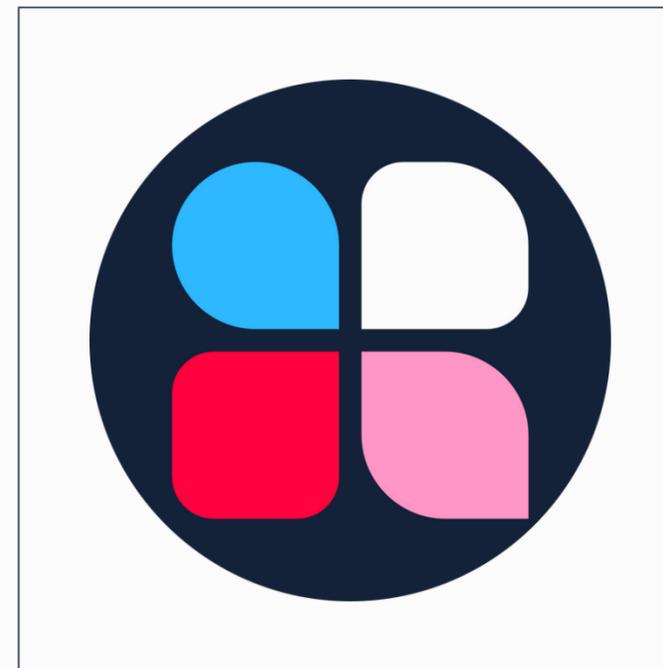
DO NOT crop the logo.



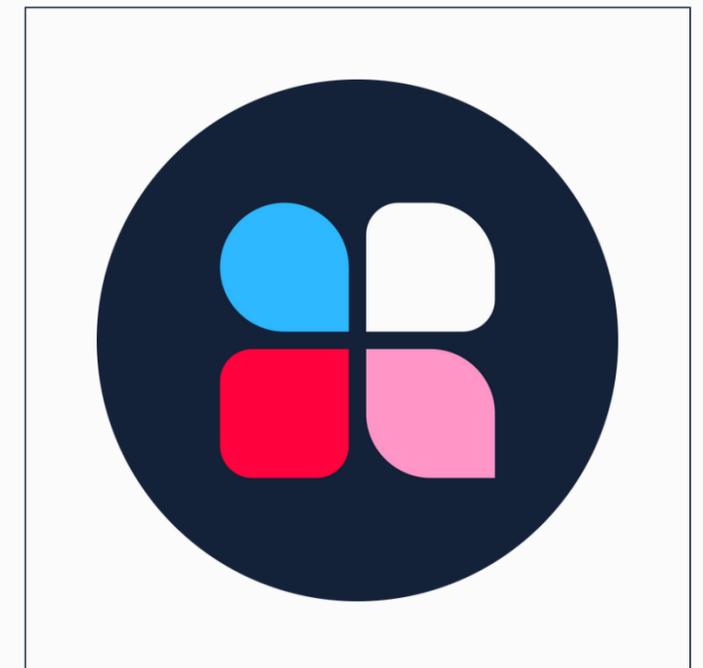
DO NOT rotate the logo.



DO NOT use the edge-to-edge image in a circle.



DO NOT add your own padding to the logo.



DO use the logo specifically sized for circles.

An Introduction



Welcome to LUGU!

Your story matters

This is your secure space to journal, to share your stories, and to capture your past, present and future.



How does it work?

Prompts, Categories and Free Writing

We have broken down your life story into thousands of Prompts. Start by answering a few and you are on your way to recording your legacy!

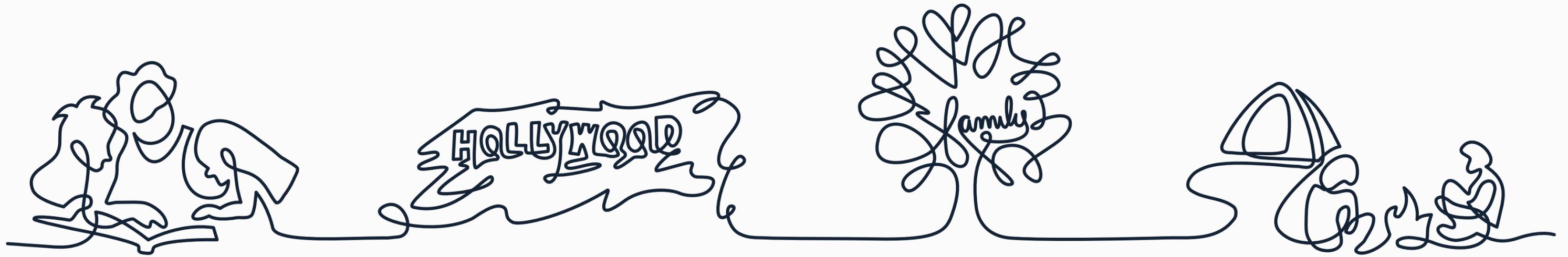
Make your LUGUs public or private — the choice is yours!

Why are we doing this?

We wish we knew our great-grandmother's story

Our legacies are dying with us and LUGU is here to change that. You are the author of your story — now let's dive in!





WHO WE ARE

The driving passion and mission behind LUGU is to capture stories before it's too late!

WHAT WE STAND FOR

LUGU wants to bring truth back to storytelling through users sharing their authentic life story. Instead of focusing on all that is around us, LUGU asks us to dive deep inside ourselves and use our past and present to build our future legacy.

HOW WE DO IT

We know it can be intimidating to start, so we have thousands of Prompts (questions) in several Categories to get you going and keep you excited about building your legacy!

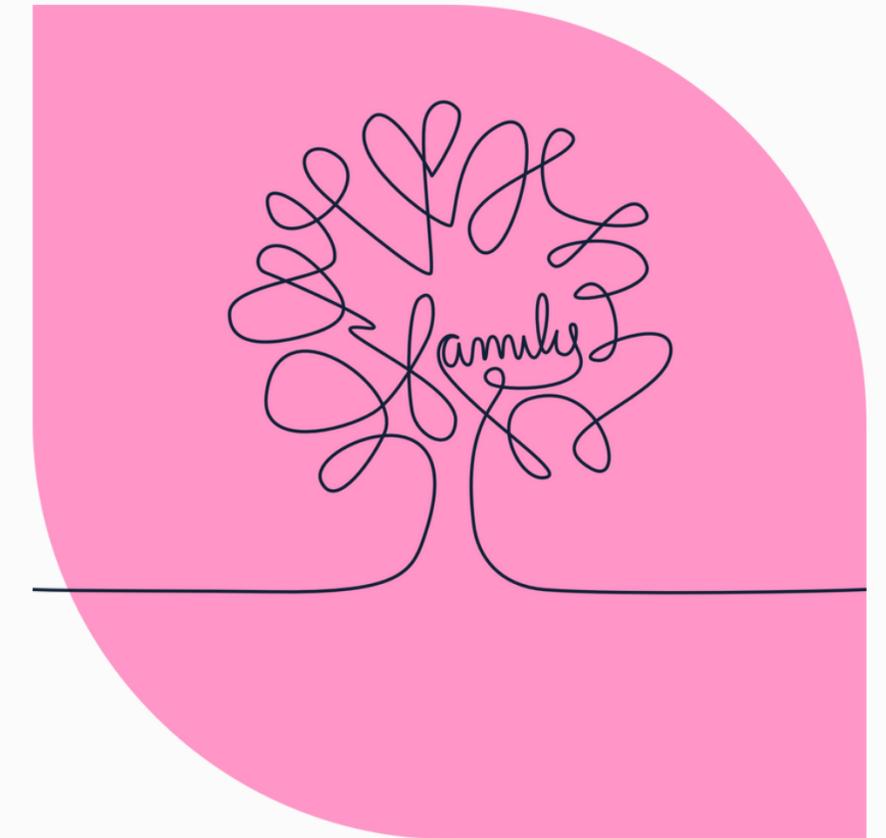
Why LUGU?

Proper Imagery

Connection

BRAND COHESIVENESS

Our continuous line drawings have evolved with LUGU's story and are part of our brand atmosphere.

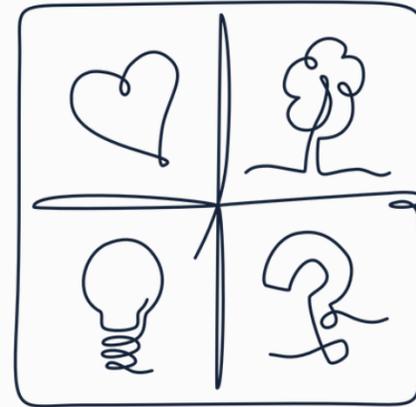


Proper Imagery

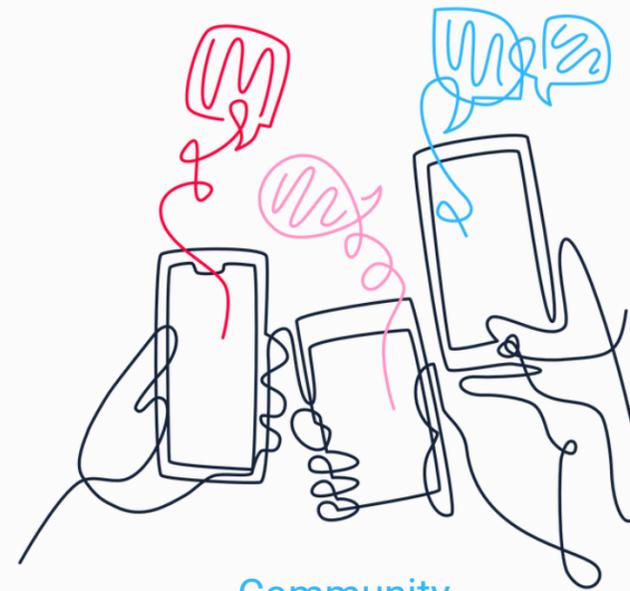
Connection



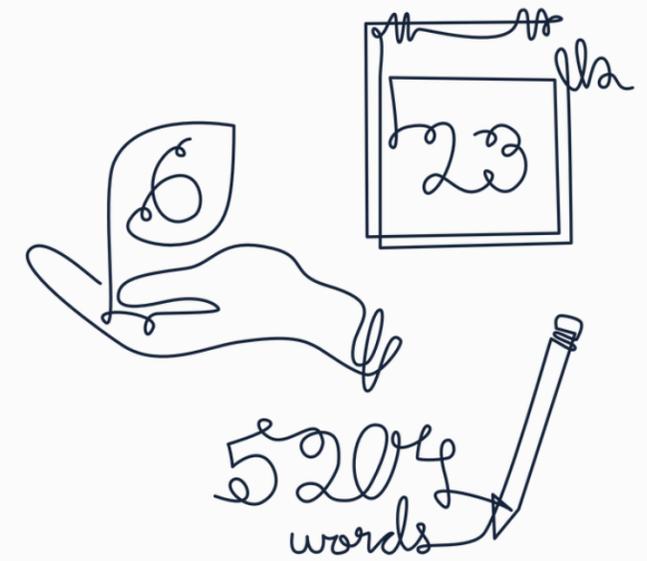
Legacy



Intersection



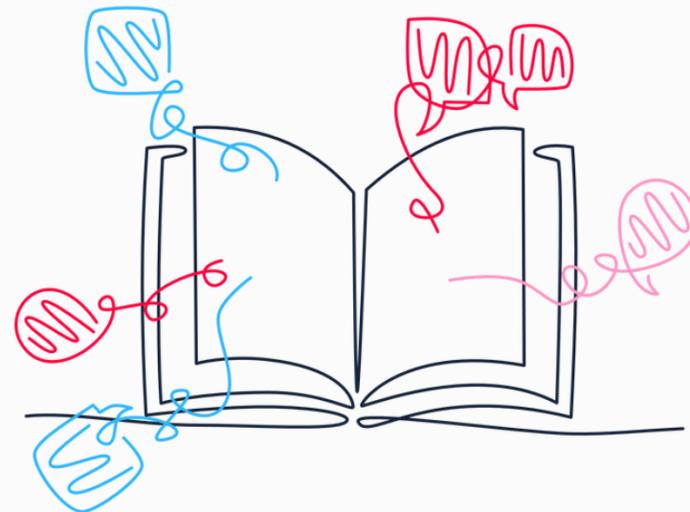
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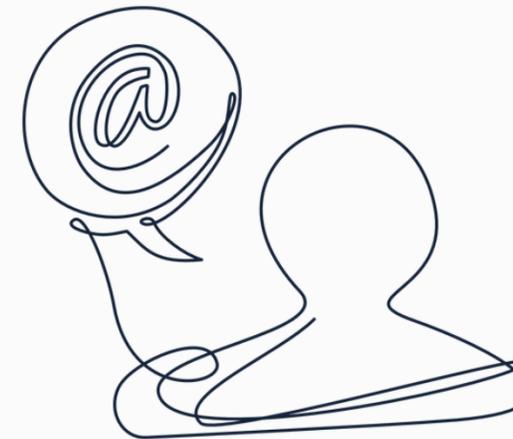
Statistics



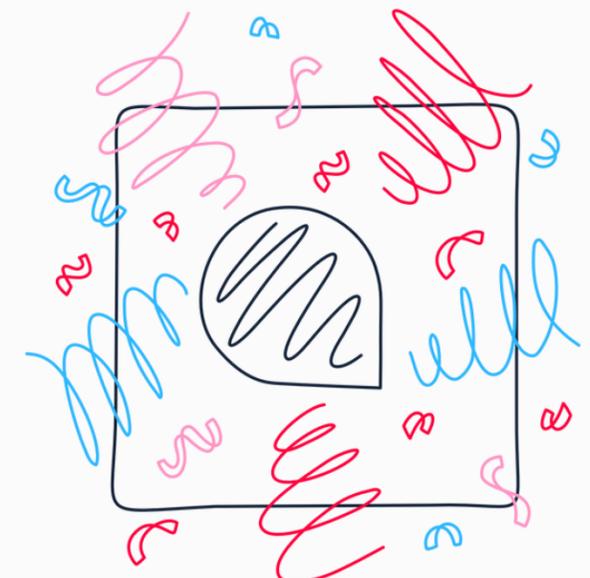
Amplifications



Stories



Mentions



Congratulations

Resource Page

Navigating LUGU: Tabs



READFEED

Choose to keep your LUGUs completely private OR share on the LUGU ReadFeed – it's full of personal stories to read, Amplify or answer for yourself!



EXPLORE

Search LUGUs by keywords or get results using specific filters. You can browse LUGUs which fit your mood or current interests!



WRITE

Don't see a LUGU Prompt you like? Save for later, swipe through a few, change Categories OR let your thoughts run wild with LUGU FreeWrite!



PROFILE

Edit your profile image and complete your LUGU Intersection. Your Intersection is a visual graphic of you and what's most important beyond just a profile photo and a name!

Resource Page

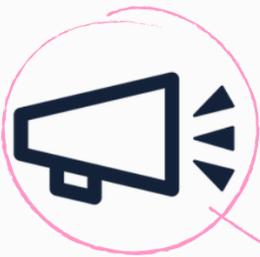
Navigating LUGU: Icons



Others' Responses



Random Prompt



Amplify



Connection



Unfinished LUGUs



Bookmark



Answer Prompt



Prompt Answered

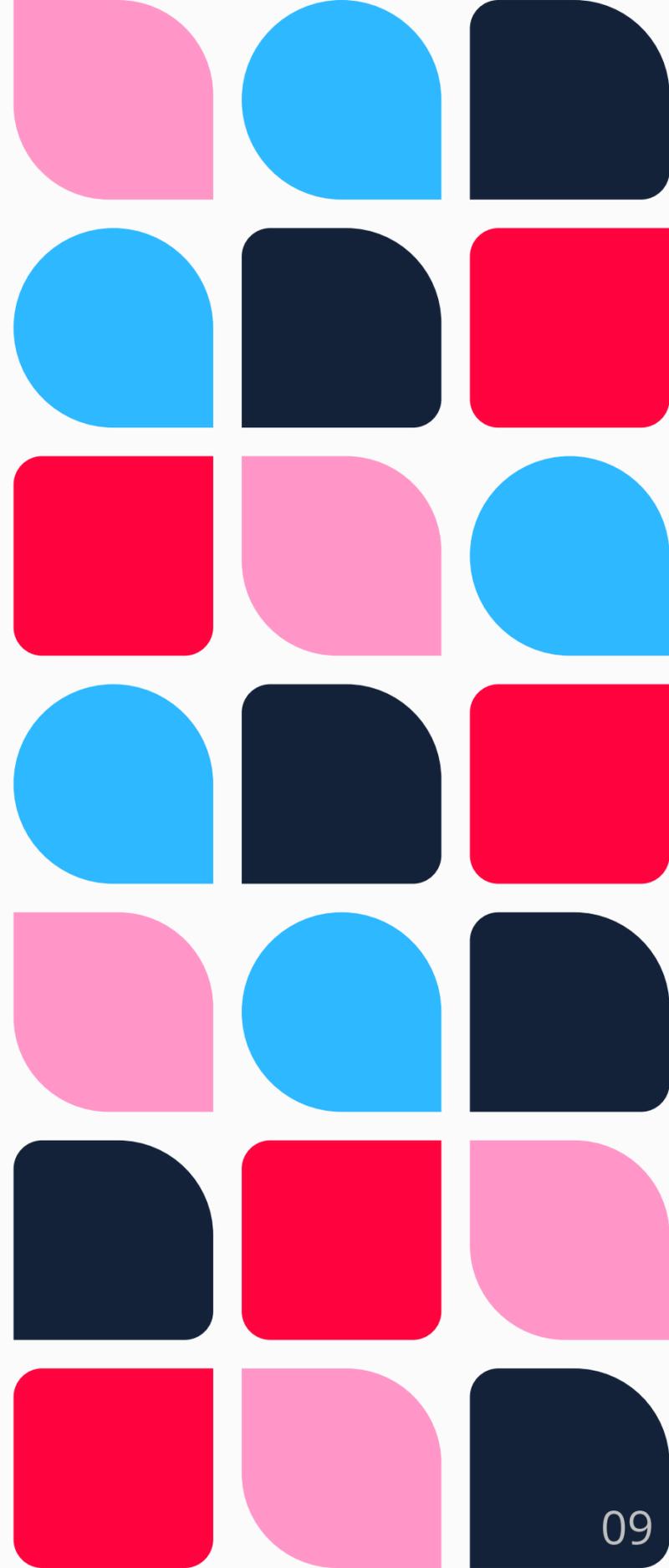


FreeWrite

Feeling stuck? Have a Random Prompt selected for you.

Show your support and Amplify the LUGUs you love.

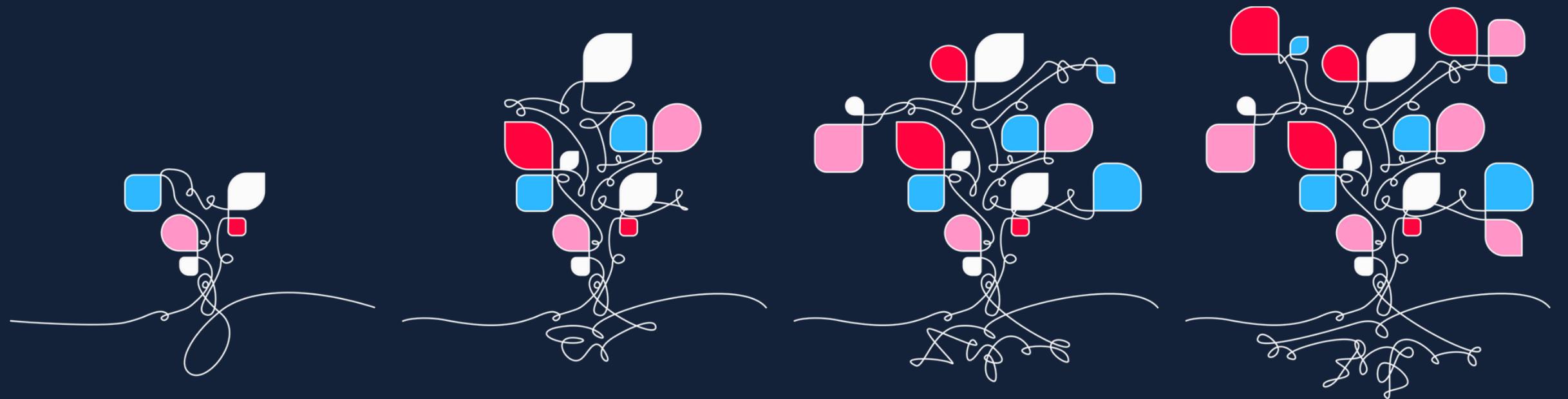
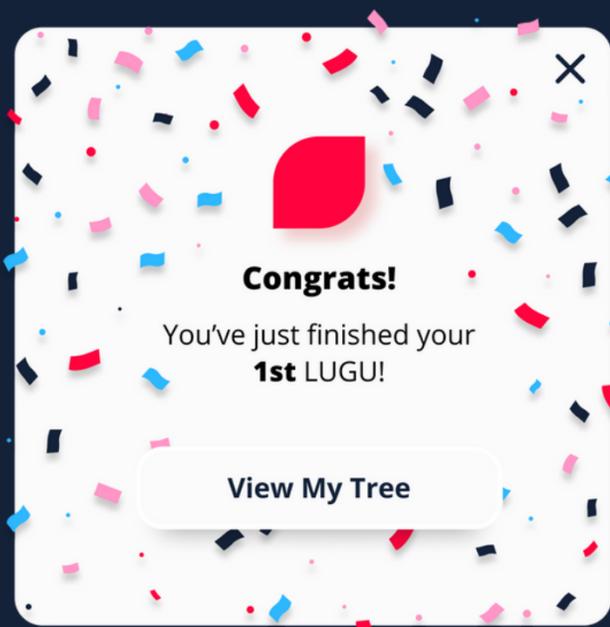
Your personal journal to let your thoughts run wild.



Resource Page

LUGU Tree

With every LUGU you can earn a progress tile. As you write, watch your LUGU grow!



Resource Page

Our Brand Narrative

The world runs on stories, and many of our stories are dying with us. We wish we could get more than our great-grandfather's marital and death records from our family tree. We wish we had his point of view on his life.

LUGU is a safe space for writing and sharing your story, where people can read about others and feel less alone. **A platform where our stories live on, beyond oneself, timeless.** Users should feel very comfortable using LUGU as an outlet for expression.

The beauty of LUGU is that it removes the intimidation of writing our life story. Answer one Prompt and you've already begun the journey. Add to and edit your story at any time, keep building your legacy as you continue living your truth. **Your LUGU is a record of what makes you, you.**

Instead of focusing on all the noise that is around us, LUGU asks us to dive deep inside ourselves and use our **past** and **present** to build our **future** legacy.

LUGU is a resource. If you're a new mother, there are plenty of new mother LUGUs to read that are personal, vulnerable and helpful. Perhaps even answer some motherhood Prompts to grow your own story.

Whether you're young and healthy, suffering from a serious illness or obsessed with building your family tree – LUGU is here to help YOU tell YOUR story for generations to come.

Resource Page

Our Brand Narrative *LUGU Words!*

LUGU: ‘my LUGU’ ‘a LUGU’ ‘LUGUs’ refer to stories. Fun fact, lugu in Estonian means story in English.

Prompts: A core feature of LUGU. Prompts are assigned to Categories and intended as easier entry points to start writing. As LUGU matures, there will be Categories with Prompts specifically designed to guide users through a storytelling process that gives life stories an enduring presence.

Categories: These are life themes LUGU helps focus the user on. As Categories are added to LUGU, they will become increasingly specific to individual life experiences and offer more intentional Prompts to match users unique journeys. Asking the right questions makes all the difference.

Intersection: We know people are more than lists of labels. The Intersection is our first blueprint to create a different way of understanding what makes us, us. As this develops, it will become the tool which helps LUGU provide you specificity. Based on your priorities and experiences, LUGU will go from being more ambiguous to “you-centric”... less swiping and more writing.

FreeWrite: This is ALWAYS private and secure. Think of it as your private journaling space.

ReadFeed: Where you can share your public LUGUs and remember, LUGUs are only public if you toggle the privacy switch to public!

Amplification: Amplify is LUGU’s way of “liking” content. Amplifications are an opportunity to give the author feedback on LUGUs they share. This feedback isn’t visible to anyone else, “authentic popularity contests” seems too much a contradiction from our perspective.

Resource Page

Our Brand Narrative *LUGU Words!*

getting personal!



From the founder:

Q: What's the story behind your company? What prompted you to take this path?

A: Well, I was stuck in my house during the first months of 2020, reading James McBride's memoir, The Color of Water, a black man's tribute to his white mother. In it, James alternates chapters with his mother about their experiences of his childhood in 1970s New York. I loved it and read it in one sitting. I thought to myself, I wonder what my mom or grandma would say in alternating chapters of my story? And so, with a pandemic raging, I had time on my hands and I began a daily practice of calling my mom and my grandma to ask about their life stories while typing as fast as I possibly could. They both responded with, "what would you like to know?", and after my fingers were legitimately sore from typing at the end of each phone call, I thought to myself there must be an easier way to capture a life story...

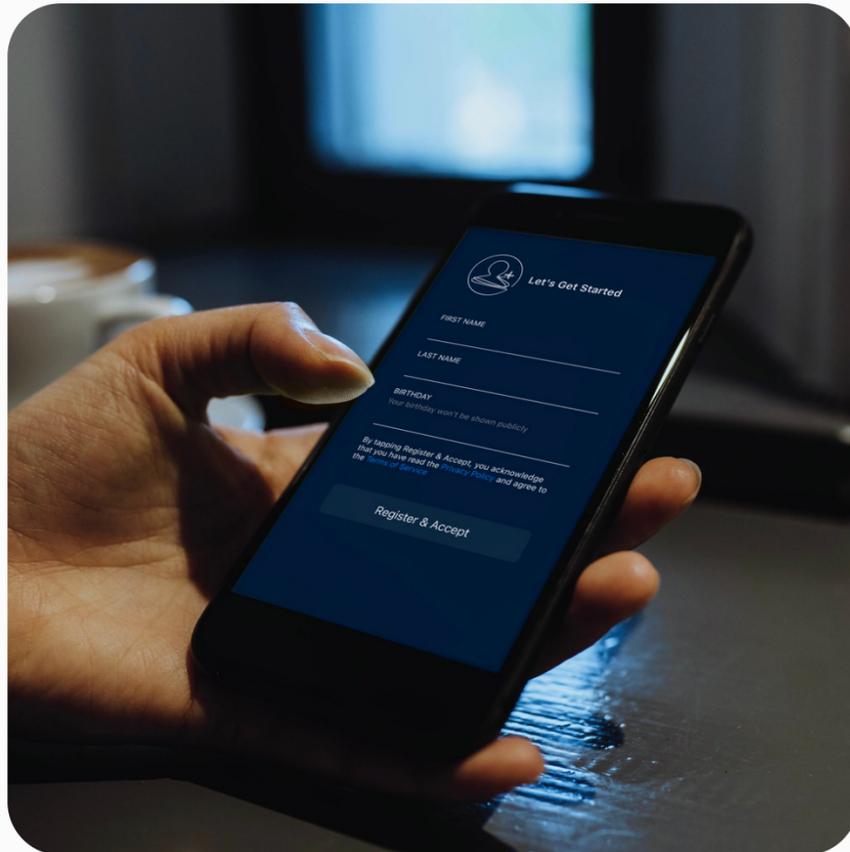
Family Tree: Families come in all shapes and sizes, sometimes biological and sometimes not. The LUGU team is working on the next steps to turn this family tree into a space to connect using shared experiences with those closest to you.

Connections: Relationships are integral to our stories. LUGU provides various ways to connect with others. You can follow others and others can follow you. This creates an opportunity for you to see LUGUs on your ReadFeed written by a community you created. When you are linked with someone, it means you have both followed each other and can now Mention each other in your LUGUs or add them to your Family Tree.

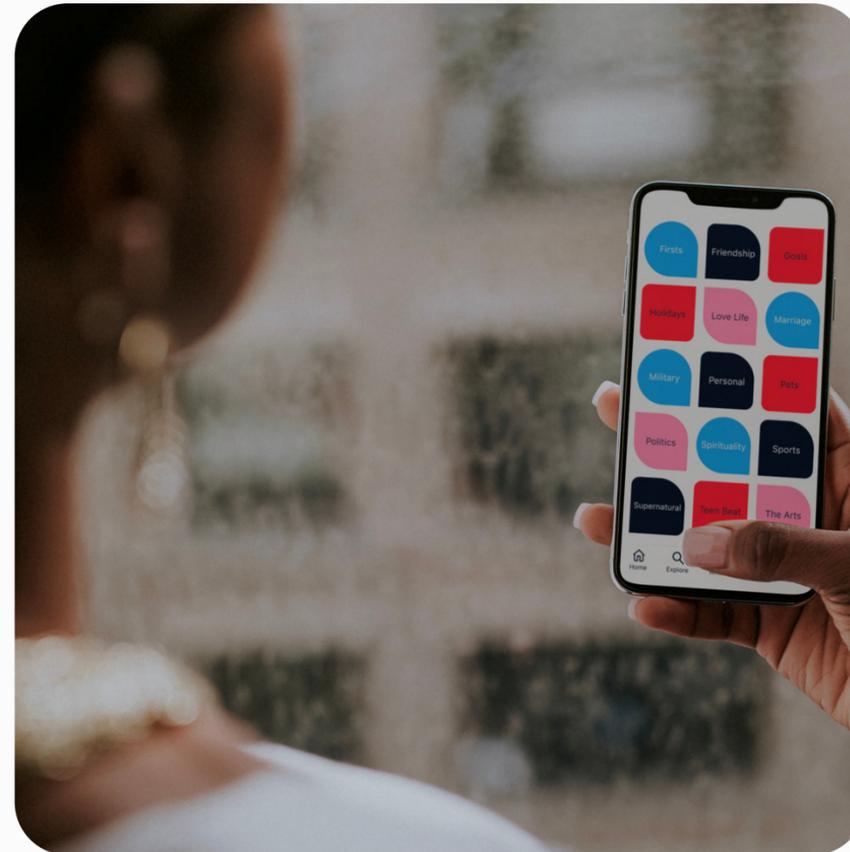
Mentions: A deeper way to connect with those in your story. You can mention someone as you write, @username, taking the first step of adding a dynamic third-party perspective to your LUGU. It's also your choice if want to appear in another person's LUGU.

Get Started

LUGU is out in the world!



CREATE YOUR ACCOUNT



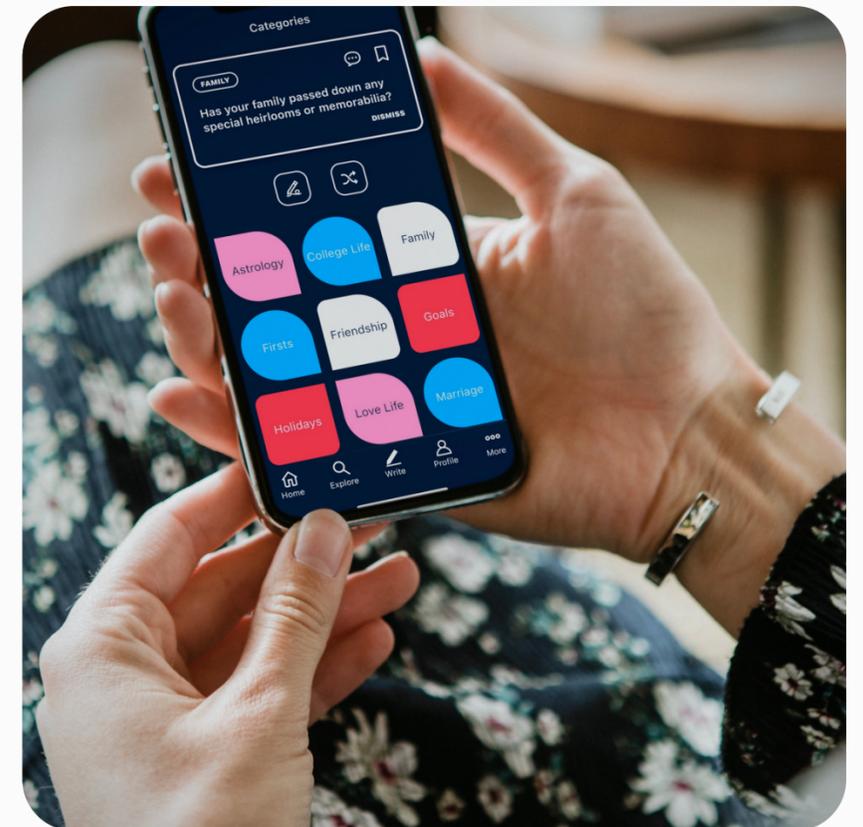
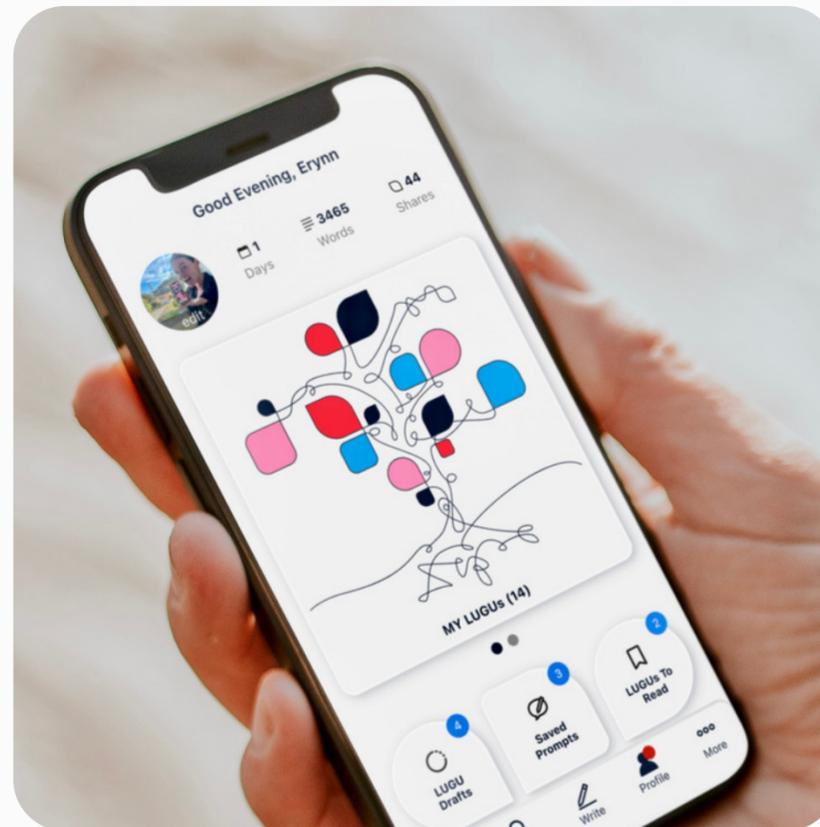
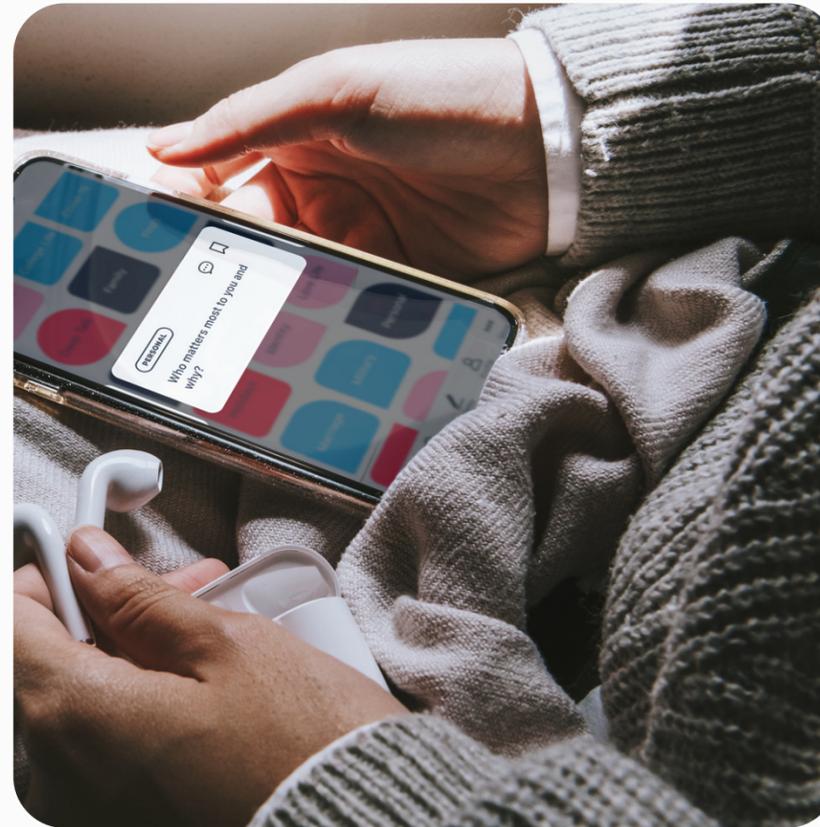
FIND A CATEGORY



START READING OR WRITING

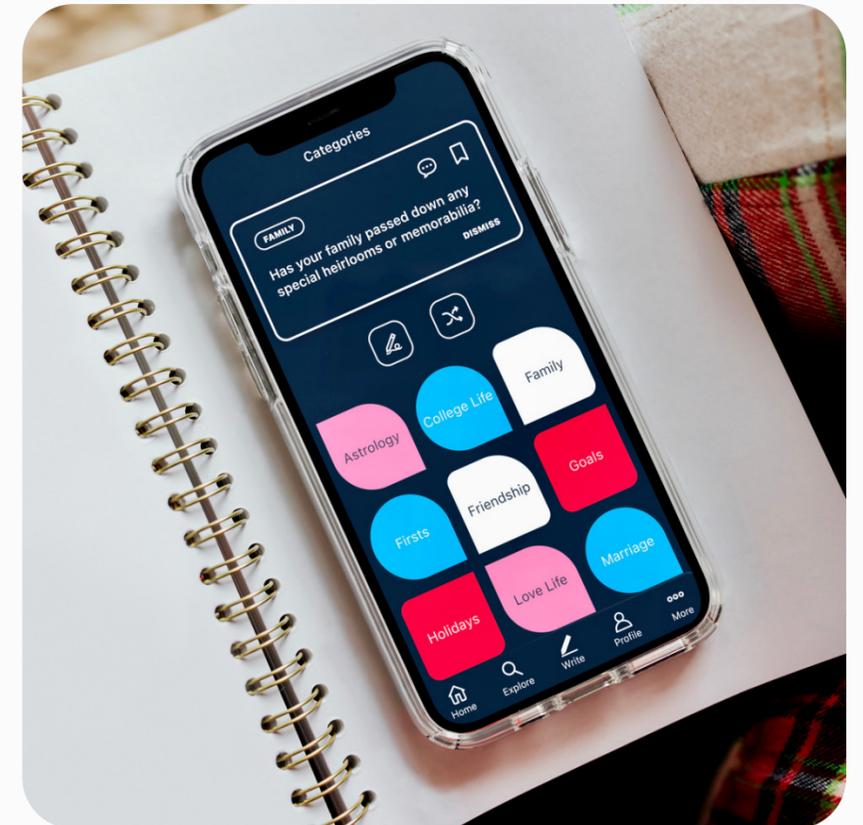
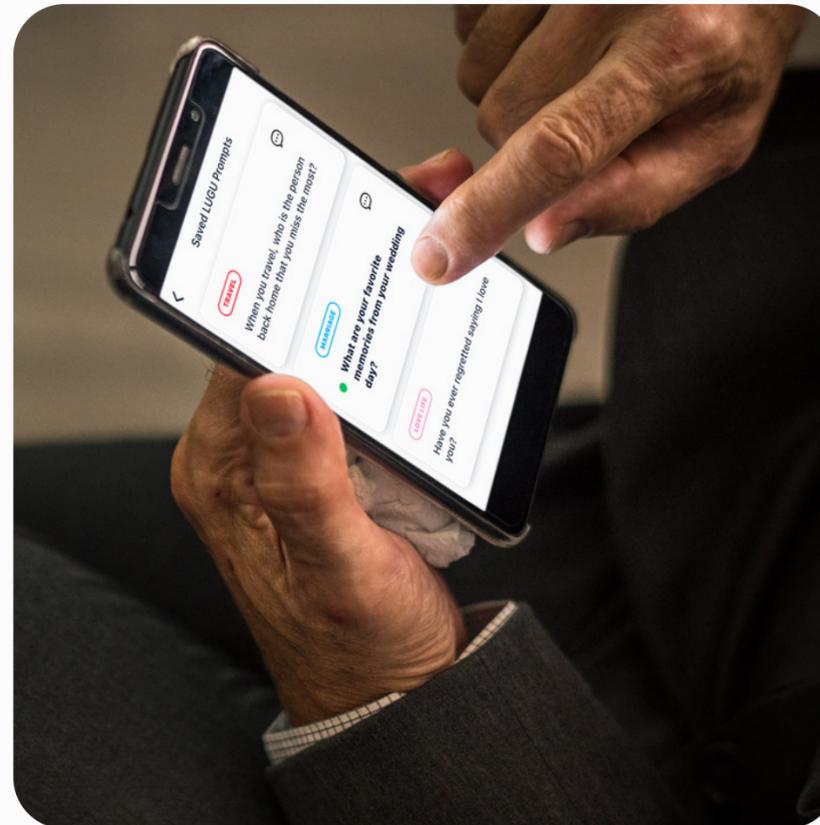
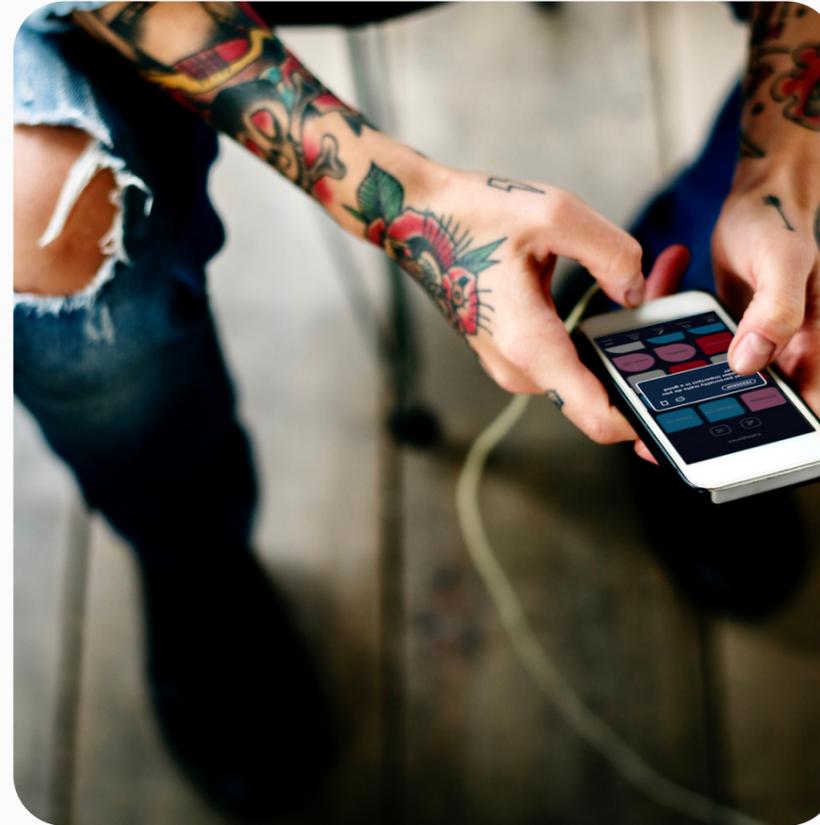
LUGU In Use

LUGU is out in the world!



LUGU In Use

LUGU is out in the world!

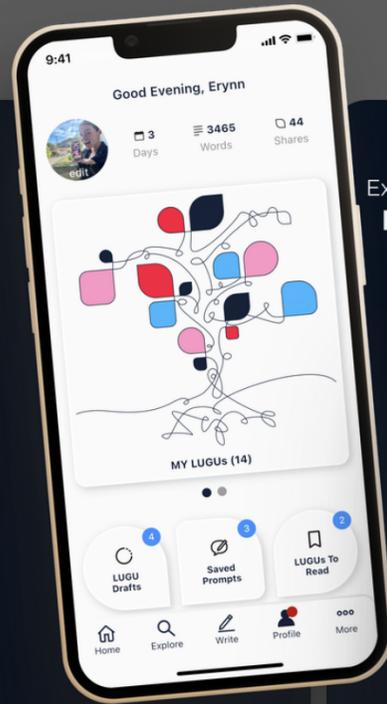


App Previews

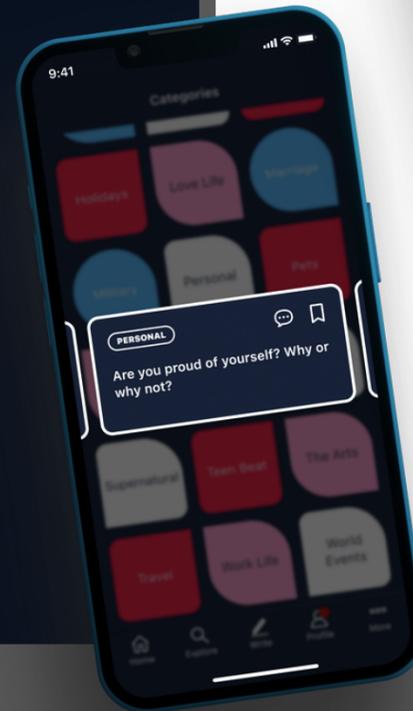
Your Story Matters.



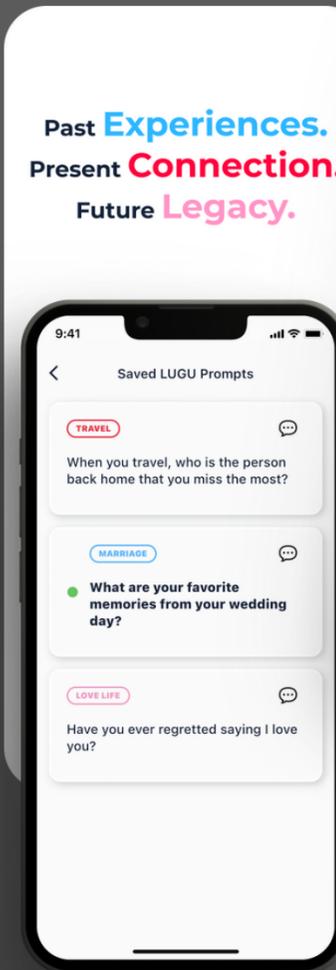
You are the Author of Your Story, now let's dive in!



Explore & connect with the LUGU Community!



How will you be remembered? What's Your Legacy?



User Personas

A Diverse Community

GENEALOGY GEORGE

George is a twice adopted 57 year old grandfather. He found his biological mother and learned that his biological father died before George was born. George loves using 23andMe and Ancestry to piece together where he came from - the big problem is he has no emotional record of his heritage. George is nipping the issue in the bud and capturing his life story in LUGU for future generations!

JOURNALING JACKIE

Jackie is a 31 year old queer woman pregnant with her first child. She had been writing secret emails and word documents to her future child until she heard of LUGU. Now she records everything she wants her baby to know in the app, privately, until her baby is old enough to see!

MAMA MICHELLE

Michelle created a private Instagram for her 17 family members to see her twin sons as they take their first bites of food, their first steps, and all of the in-between moments! Enter LUGU! Michelle now can record everything she wants in one place, share with her family, and they can add their own memories with the boys - LUGU acts as an interactive baby book for the whole family :)

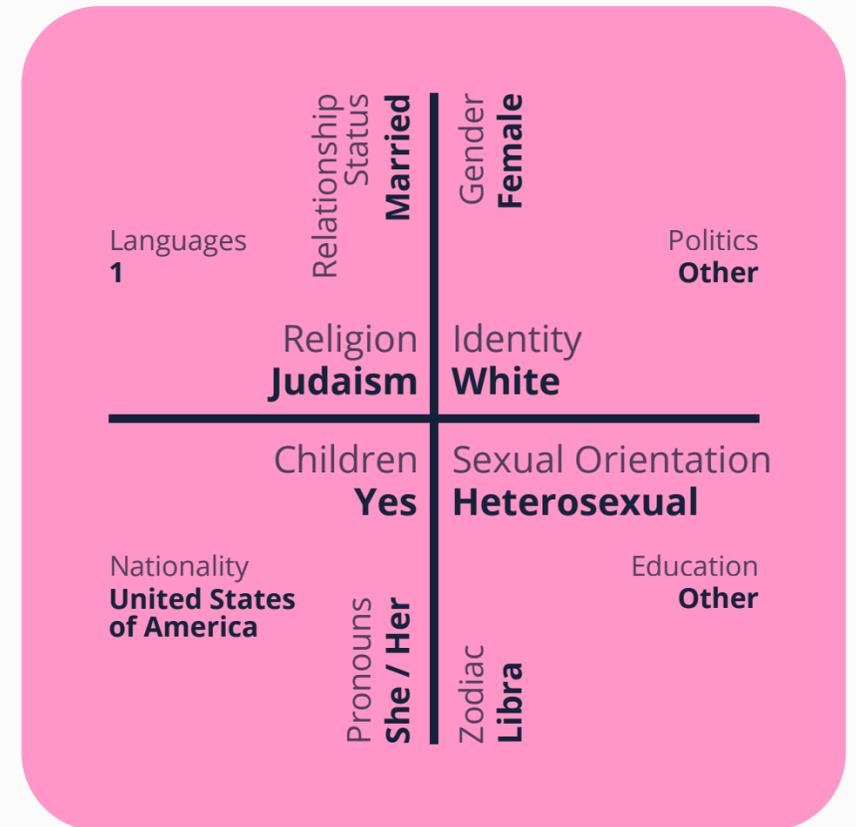
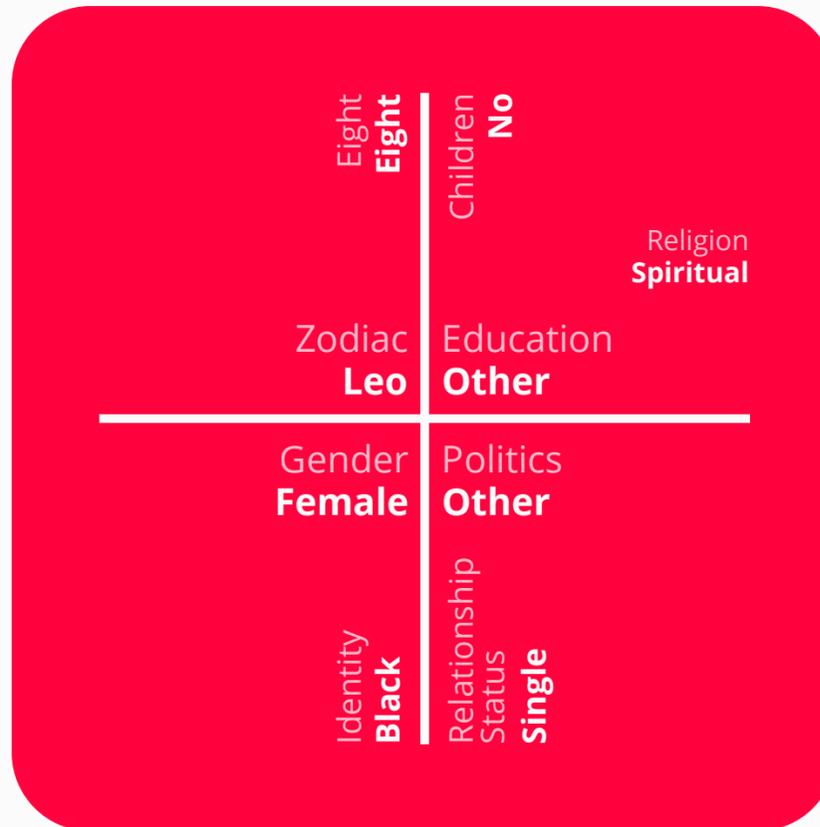
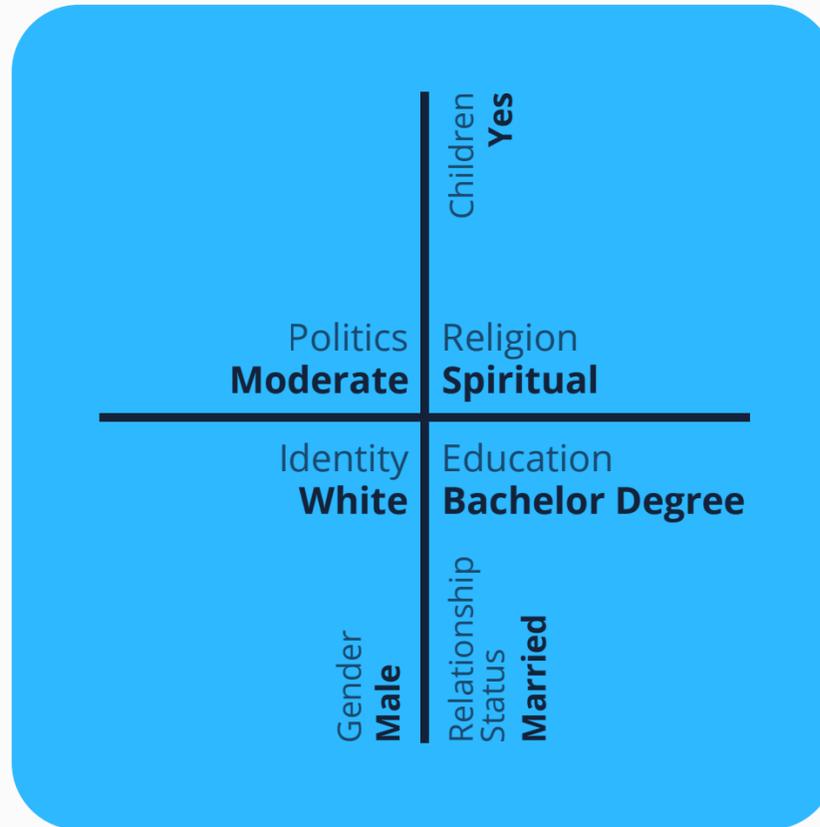
SOCIAL SUZY

16 year old Suzy stopped using all social media to help curb her anxiety. She uses the social feature of LUGU, however, because there is no pressure from a like system, follower count, or unpleasant comments section. Suzy can share who she is on the LUGU ReadFeed and see her story be Amplified without fear of dislikes or harsh comments from others.

User Personas

Intersection

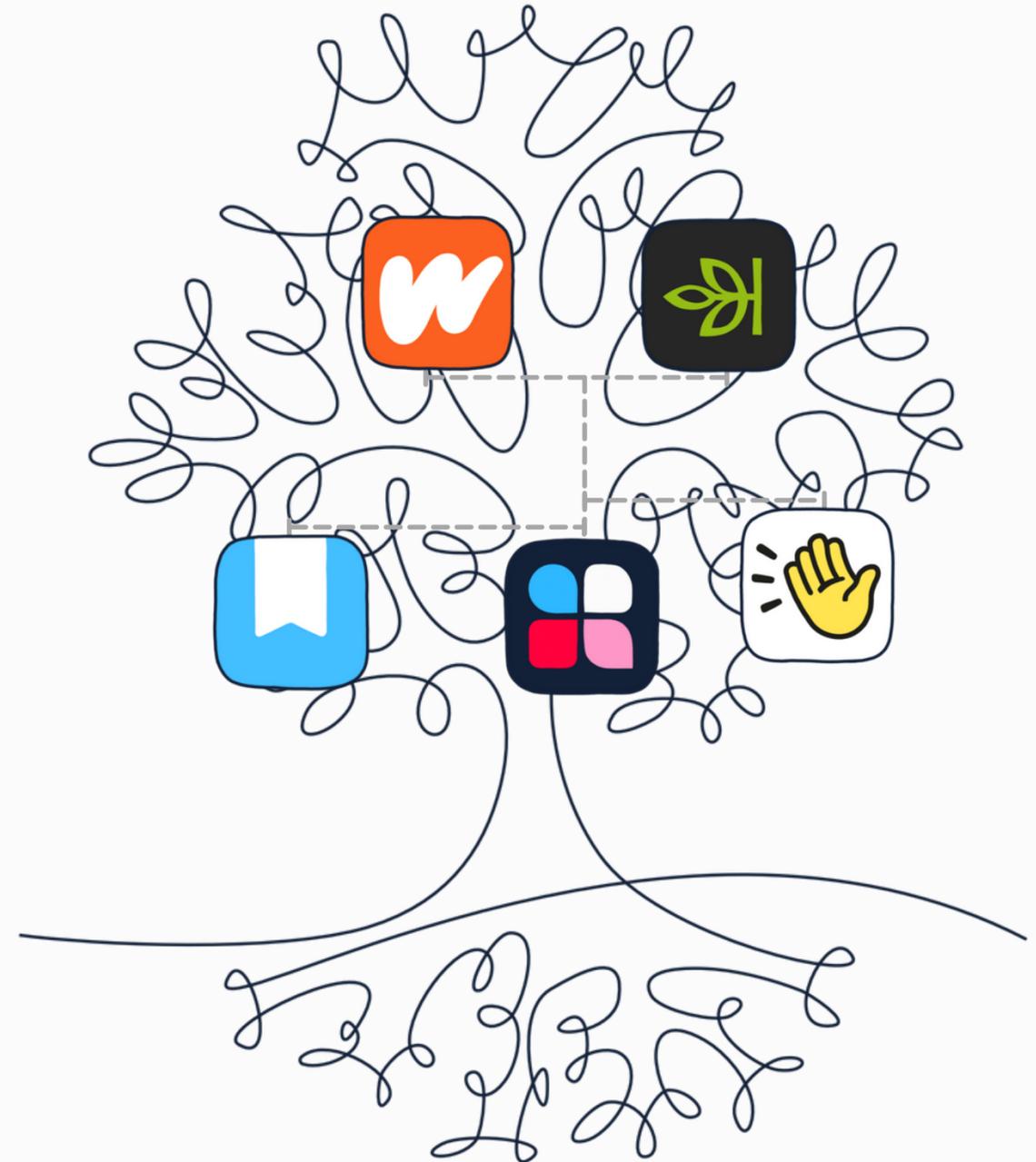
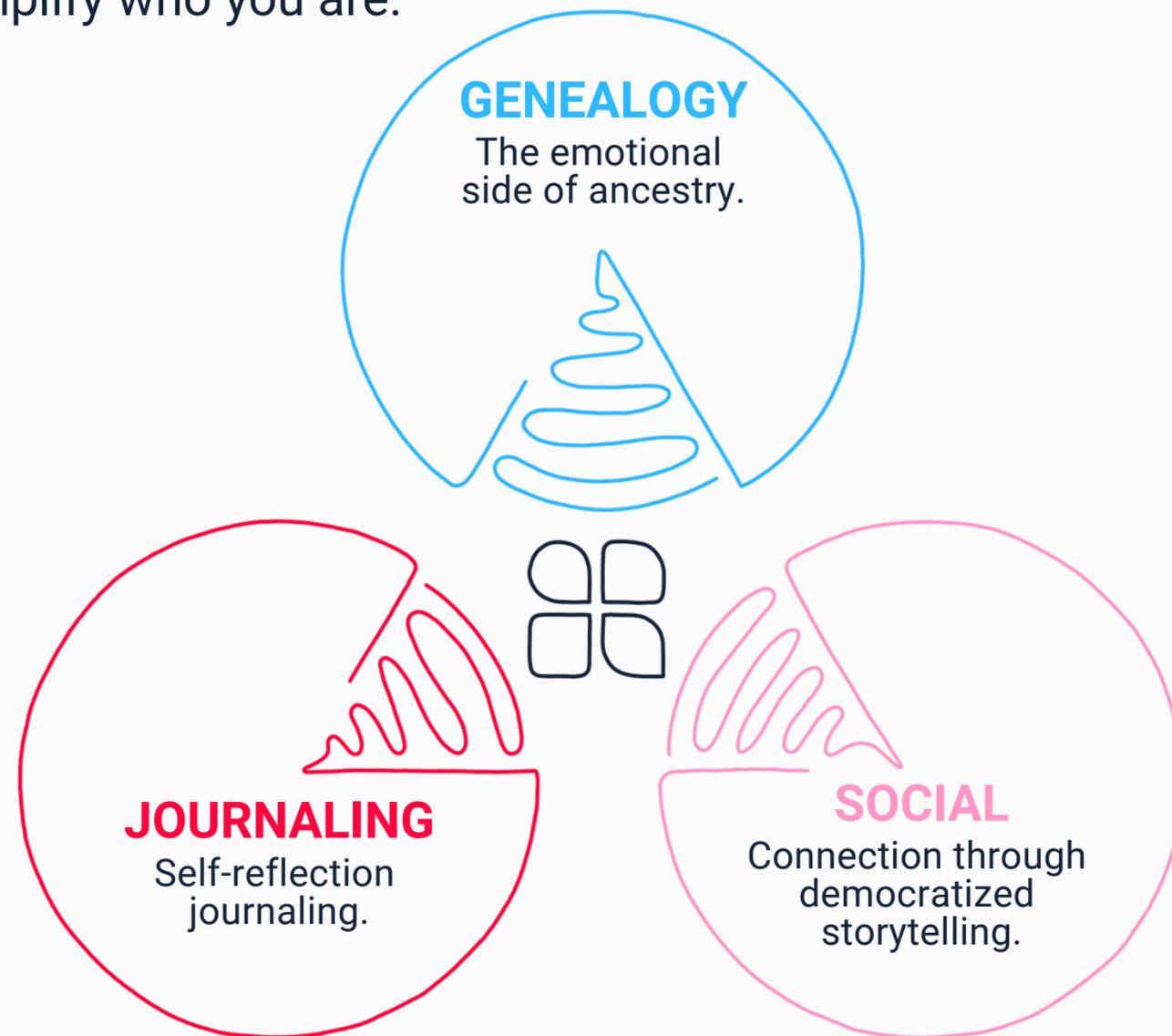
Coming soon enhancement: Your Intersection will help LUGU show you relevant Prompts — less swiping and more writing! It also allows you to show what you believe represents you best!



Market Fit & Family Tree

Where LUGU fits in

It's your favorite journaling app *plus* thousands of Prompts to get you thinking about your legacy *plus* social media to share and Amplify who you are.

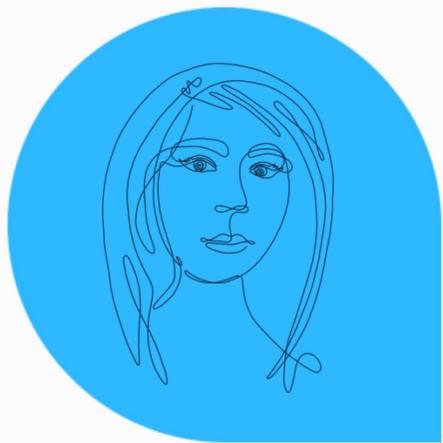


Brand Ambassadors

The many faces of LUGU

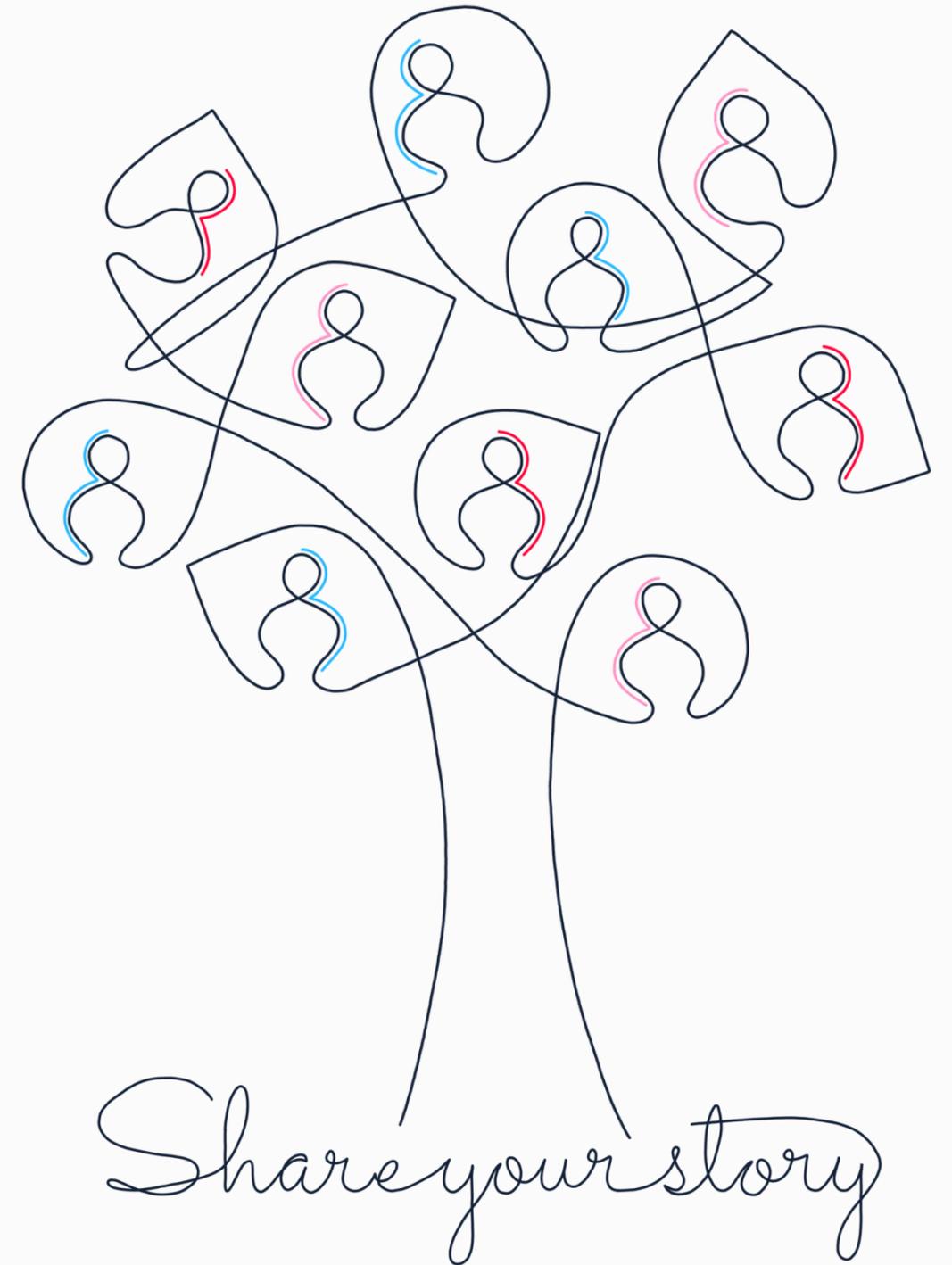
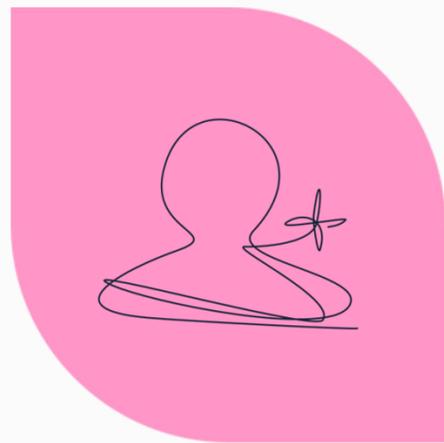
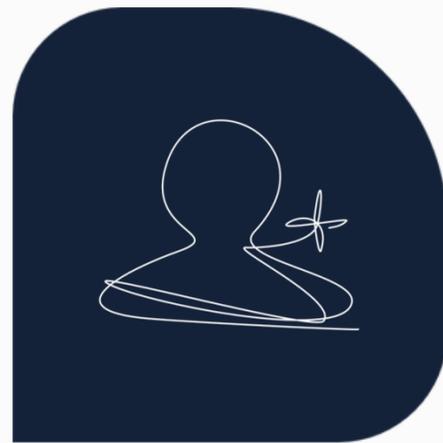
We can't thank these wonderful people enough! They have been some of our biggest supporters, encouragement and motivation behind LUGU's evolving personality.

**Check back soon to see our growing team of amazing LUGU Ambassadors! If you feel this role may be a good fit for you, reach out and let's talk.*



Mandy Teefey

*Co-Founder and Co-CEO, Wondermind;
Executive Producer, 13 Reasons Why*





ERYNN BALDWIN

Co-founder & CEO

Former VP of Development at Paramount Pictures



ALI AKHTAR

Co-founder & Head of Product

Co-founder Blockforms, Full Stack Developer, UI / UX Designer



LISA ALLEN

Co-founder & CTO

Owner Raging Owl, Trained Architect, Designer

FROM THE FOUNDER

"I want LUGU to help us shift focus to our stories rather than making judgment on others. I want LUGU to unearth our past to help us live a happier future. I want LUGU to bring truth back to storytelling."

Erynn Baldwin



Contact Information

How to get in touch

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+1 (323) 819-0975

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contact@lugu.app

Website

www.lugu.app



/applugu



@applugu



/luguapp



@AppLugu



/UC7gDnuWLftR_CrtuQJAfDog

Start now.

Write what should not be forgotten.