

SOCIAL DIARIES!

WHY WE EXIST

The question is not WHAT did you pay attention to today...

...but rather, WHO’s WhUtT did you pay attention to today!?



Going Through It!?

SHOWIN'

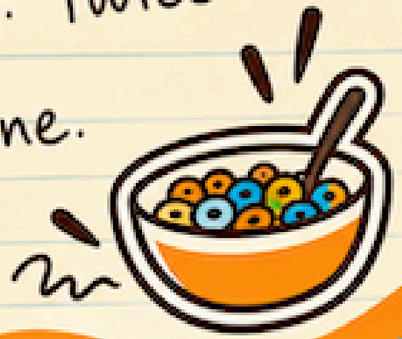


GROWIN'

I've listened to the same sad song 47 times today.

I had cereal for dinner. Twice.

I'm fine.



Diary!?

Are you just Showin'...

...Or are you growin'?

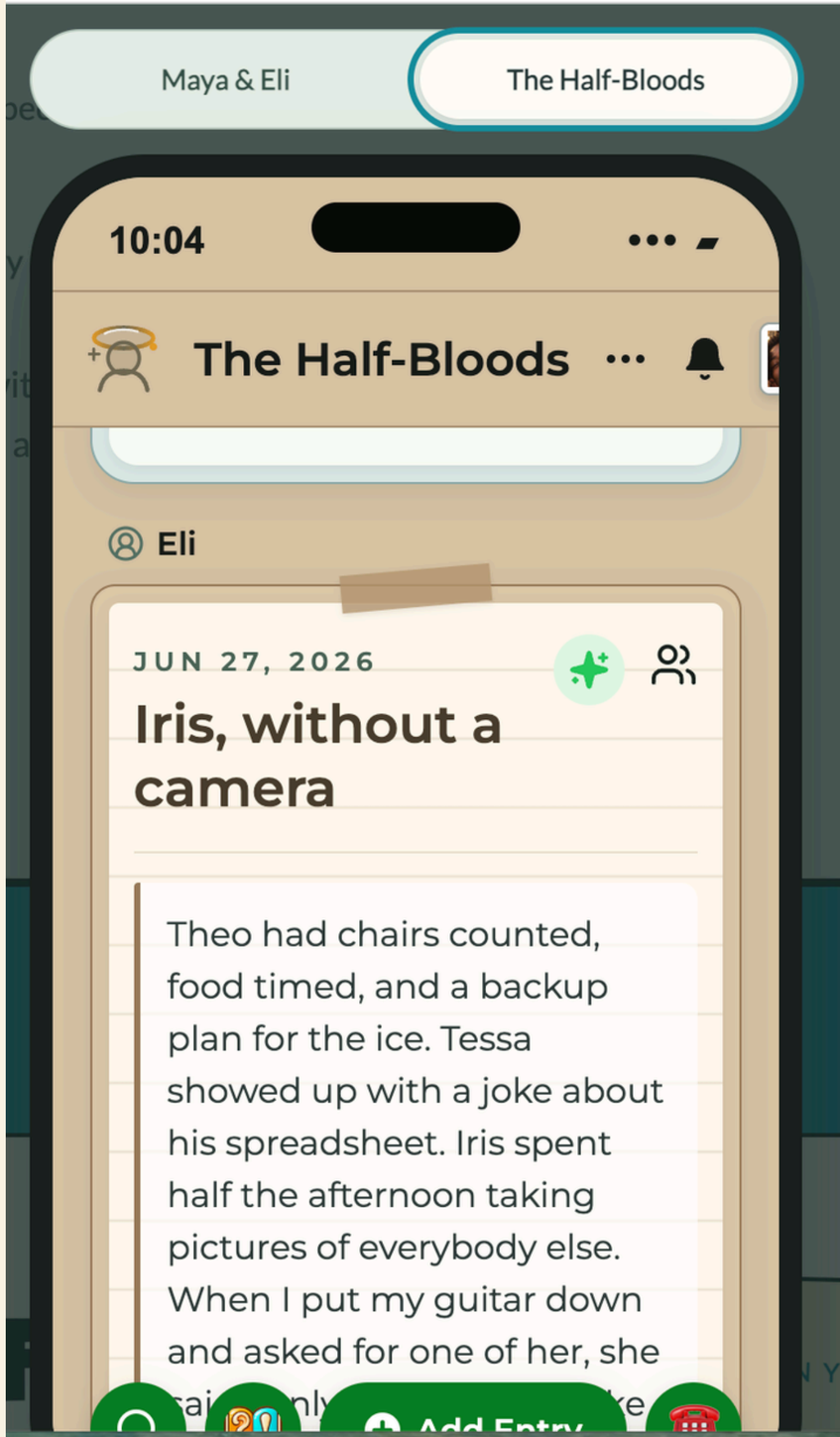


DiaryBam?!

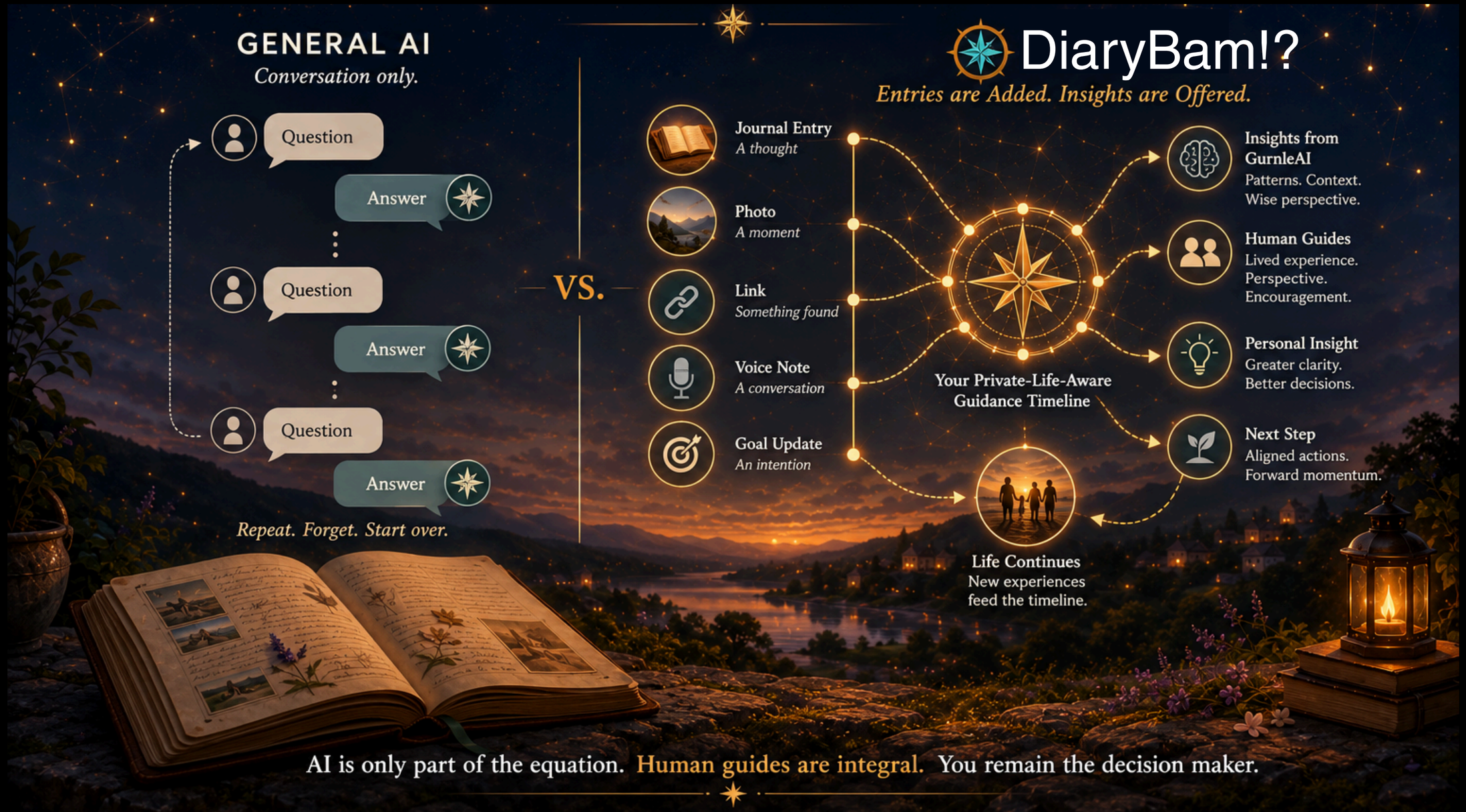
This bubble... that bubble, plus just the people you know and love...

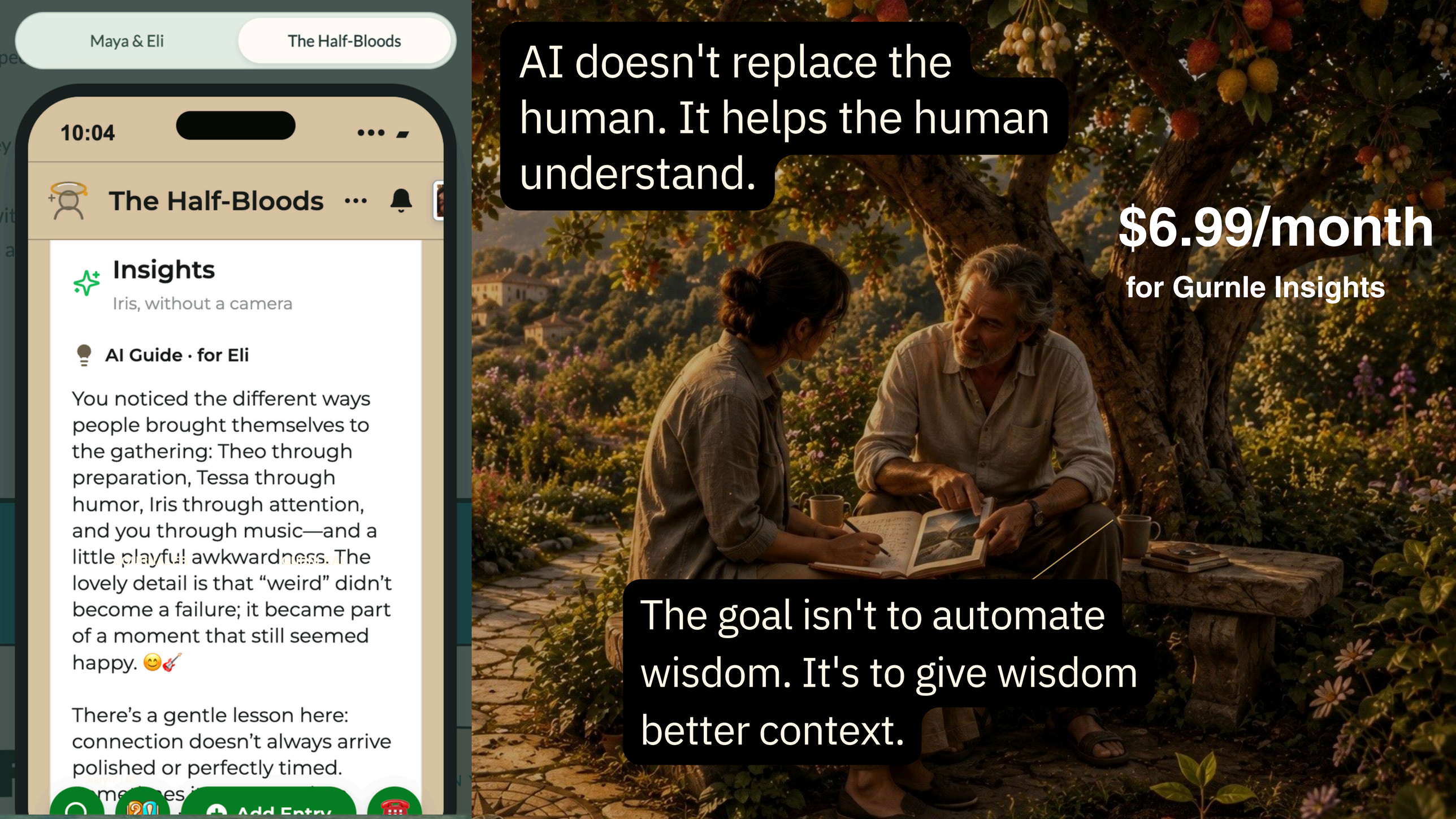
Eli is in both bubbles...

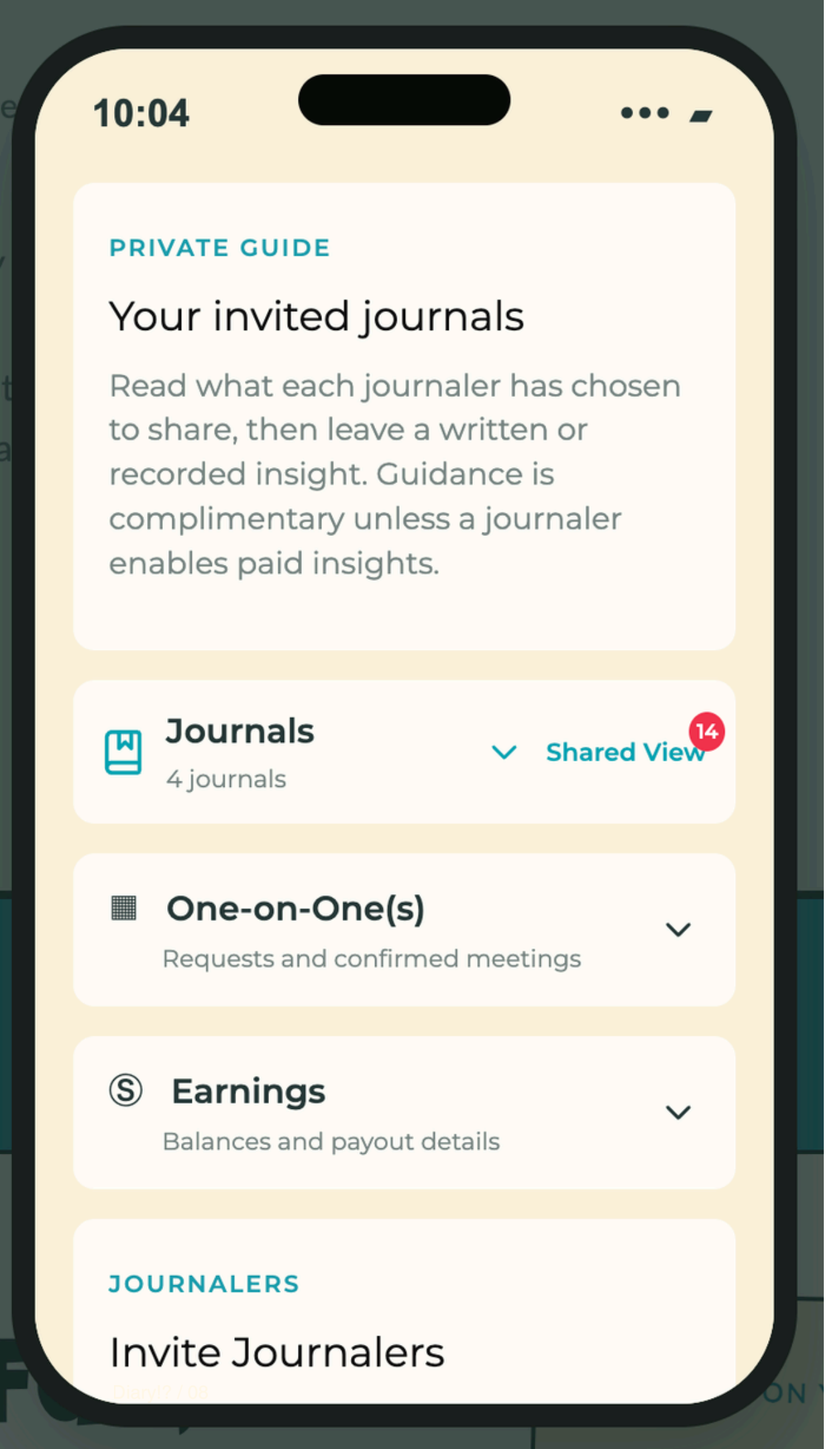
One for him and his fiancée and one for him and his siblings!



AI Driven “Journaling” for the personal stuff




Maya & Eli
The Half-Bloods
10:04
The Half-Bloods
Insights
Iris, without a camera
AI Guide · for Eli
You noticed the different ways people brought themselves to the gathering: Theo through preparation, Tessa through humor, Iris through attention, and you through music—and a little playful awkwardness. The lovely detail is that “weird” didn’t become a failure; it became part of a moment that still seemed happy. 😊🎸
There’s a gentle lesson here: connection doesn’t always arrive polished or perfectly timed.
Add Entry
AI doesn't replace the human. It helps the human understand.
$6.99/month
for Gurnle Insights
The goal isn't to automate wisdom. It's to give wisdom better context.



On DiaryBam!? it's not just about shared journals... it's also about guides... those who don't share the journal but have insight into it and can attend and give feedback.

PAY ATTENTION
to life + information

ADJUST
behavior + perspective

YOUR GUIDE WORK

Switch to guide view

This account already has guide work. Switch there to read invited journals and offer guidance.

Switch to guide view

MARKET OPPORTUNITY

A large market, monetized through guidance.

REVENUE PER JOURNALER

GurnleAI subscription

$6.99 / month

$83.88 annual subscription revenue

Human-guide credits

PACK	USER PAYS	Diary!?
10 credits	$14.99	**$4.99**
20 credits	$29.99	**$9.99**
35 credits	$49.99	**$14.99**

Guide receives $1.00 per credit. DiaryBam!? retains ~ $0.50 per credit before fees.

ILLUSTRATIVE BOTTOM-UP TAM / SAM / SOM

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

$113.88 annual DiaryBam!? revenue / active journaler

TAM 50M potential paying journalers

$5.69B annual DiaryBam!? revenue

SAM 10M initial digitally engaged market

$1.14B annual DiaryBam!? revenue

SOM 100K paying journalers

$11.39M annual DiaryBam!? revenue

Two monetization layers: recurring AI + transactional human guidance.

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

DiaryBam?!

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

Private-Life-Aware architecture

Integrated AI + Human Guidance

Pay for attention marketplace

Early category leadership

USAGE

creates understanding

UNDERSTANDING

improves guidance

Foundational AI is learning to reason.

Diary!? is learning to guide.

Over time, Diary!? has the opportunity to help make AI wiser through its anonymized data.

THE MOAT TOMORROW

Wisdom + Quality

Longitudinal life context

More individualized guidance

Human-guide feedback + judgment

Learning what guidance helps

Brand + category leadership

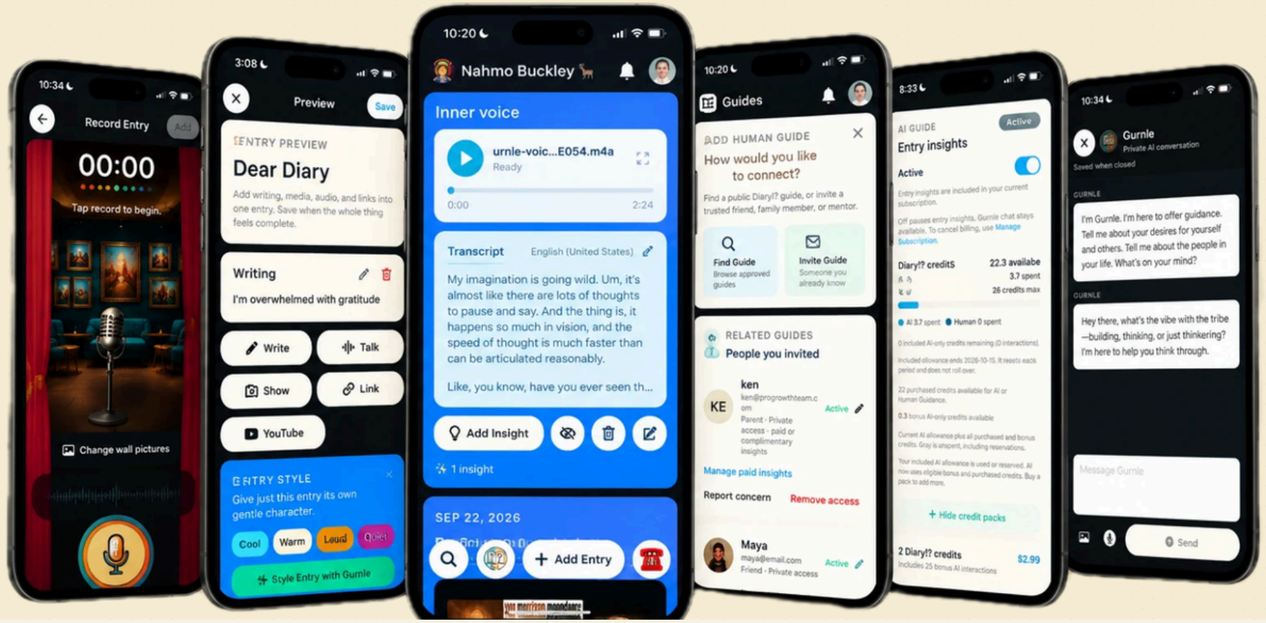
CURRENT STATUS

DiaryBam!? is built, live, and ready for journalers.

MADE FOR YOUR PHONE

A SOCIAL APP CLOSE ENOUGH FOR REAL LIFE.

Catch the thought before it disappears. DiaryBam?! makes room for a sentence on the train, a midnight voice note, a photo you want to remember, or the long version of what happened.



Available now

Take DiaryBam?! with you.

Get DiaryBam?! for iPhone, Android, or Chromebook and give every passing thought a private place to land.

GET IT ON Google Play

Download on the App Store

Desktop app

Make room for the long version.

DiaryBam?! gives your journal a calm, spacious home on Mac and Windows. Chromebook users can get the Android app on Google Play.

Download for Mac
Apple silicon

Mac for Intel
Intel processors

FOUNDER

William Buckley Mower

A philosopher who learned to build software.

Diary!? 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 DIARY!?

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

The founder-product fit is both technical and philosophical.

DiaryBam?! FOUNDER



Built and live. Ready to validate distribution.

BUILT

Live Diary!? app with journaling, AI reflection and optional human guidance.

CURRENT STAGE

Traction is early. Repeatable acquisition and retention are not yet demonstrated as significant investment has not been granted to a pilot campaign. Little to no money has been spent on marketing so far. Operating costs are currently under $3k per month.

DIGITAL MARKETING VALIDATION + BOOK STORE STRATEGY

Propose a small bookstore pilot for a standalone paper journal with an optional Diary!? companion. Invest in digital marketing, app store marketing, and ubiquitous branding. Test sell-through, app adoption and repeat use before wider spend.

In addition to Digital Marketing (influencers, etc.)... The Bookstore Marketing Strategy is key...



THE ASK

Raising $40,000 for 4% equity.

SIX-MONTH PLAN

$12K **FOUNDER COMPENSATION**
Planned for six months.

$12K **BUSINESS OPERATIONS**
Planned software, AI/API and administration.

$15K **MARKETING + DISTRIBUTION TESTS**
Digital marketing and proposed journal pilot.

$1K **BUSINESS CONTINGENCY**
Reserve for unforeseen business costs.

WHAT THE $40K PLAN WILL TEST

01 **ACQUISITION**
Find repeatable channels and establish measurable CAC.

02 **RETENTION**
Show that journalers make Diary!? 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**

Six months: $12K founder compensation + $28K business spending.
$40K for 4% equity, subject to definitive agreements.