Hulu 葫芦

Remember Beautifully

Every memory deserves a safe home

A privacy-first memory journal that uses AI to help you capture, organize, and relive life's precious moments — with client-side encryption that keeps your data truly yours.

Client-Side Encrypted

AI-Powered

You Own Your Data

Confidential

OUR STORY

The Gourd That Carries Memories

葫芦 (Hùlú)

The Gourd — A Vessel for Stories

In Chinese culture, the gourd symbolizes life, healing, and protection. It's a vessel that carries precious things — just like our app carries your precious memories.

Vessel of Life

Symbolizes life and continuity

Protection

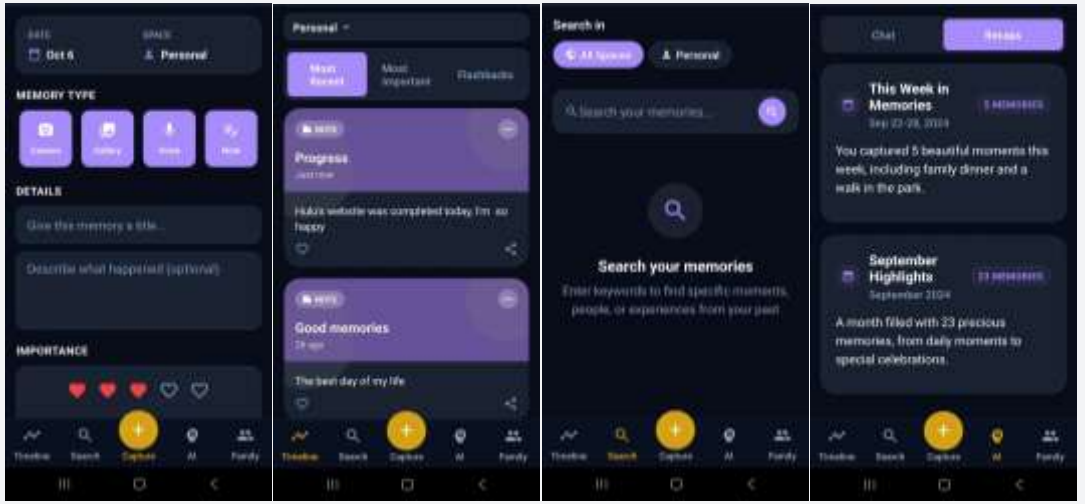
Safeguarding what matters

Fortune

Prosperity and happiness

Legacy

Generational storytelling



"We built Hùlú to carry your memories safely — so they can bloom again when you return to them."

The Hùlú Team

Built with love by a solo founder

THE PROBLEM

Your Memories Are Not Truly Yours

Your Data Is the Product

Social platforms and cloud services scan, analyze, and monetize your private memories. Your photos train their AI. Your stories become their data.

Cloud = Their Cloud

When you store memories in the cloud, you're storing them on someone else's servers. They can access, delete, or lose your data at any time.

Memories Get Lost

Photos scattered across devices. Notes in different apps. Voice memos forgotten. Without organization, precious moments fade into digital noise.

The Privacy Paradox

No True Privacy
Companies can access your data

AI Training Data
Your photos train their models

Scattered Memories
No unified place for your life

No AI Assistance
You organize everything manually

Subscription Traps
Pay forever or lose everything

THE SOLUTION

Hulu: Your Memories, Truly Yours

Capture Easily

Text, photo, or voice — all encrypted before leaving your device. Capture moments instantly through your preferred medium.

- Multi-format capture

Private by Design

Client-side encryption with ChaCha20Poly1305. You own your data — not us. Local-first storage by default.

- Zero-knowledge architecture

AI Remembers for You

Hùlú's AI organizes and summarizes your life like a personal biographer. Auto-tags, indexes, and creates beautiful recaps.

- Weekly & yearly summaries

Create
Capture moments instantly

→

Organize
Auto-tags & indexes

→

Relive
Weekly & yearly recaps

HOW IT WORKS

Three Steps to Remember Beautifully

1 Create

Capture moments instantly through text, camera, or voice. Whether it's a quick thought, a beautiful sunset, or a voice note — Hulu makes it effortless.

Text · Photo · Voice

2 Organize

Hùlú auto-tags and indexes your memories for easy search. AI understands context, people, places, and emotions — organizing without you lifting a finger.

Auto-tagging · Smart Search · Indexing

3 Relive

Weekly or yearly recaps retell your story beautifully. Hùlú transforms scattered memories into meaningful reflections — written as if by someone who knows you deeply.

Weekly Recaps · Yearly Summaries · Rediscoveries

Instant Capture

AI Organization

Beautiful Recaps

SECURITY & PRIVACY

Your Data Stays Yours. Always.

ChaCha20Poly1305

Military-grade client-side encryption. Your data is encrypted on your device before it ever leaves — we can't read it, even if we wanted to.

Industry-standard encryption used by Google, Cloudflare, and Signal

Zero-Knowledge

We can't access your data. Period. Even with a court order, we have no way to decrypt your memories. True privacy means we know nothing.

Local-First Storage

By default, your memories stay on your device. No cloud required. Optional zero-knowledge cloud backup for Pro users — encrypted with keys only you possess.

Open Source Security

Transparent, auditable security layer. Our encryption implementation is open for review by security researchers and the community.

- GDPR Compliant
- PIPL Compliant
- No Data Mining
- No AI Training

PRODUCT FEATURES

Built for the Memories That Matter

Text Memories

Journal your thoughts, stories, and reflections. Rich text formatting with mood tracking and timestamping.

Photo Capture

Capture moments with your camera. Auto-organized by date, location, and AI-detected content.

Voice Notes

Record voice memos on the go. Perfect for capturing thoughts when typing isn't convenient.

Auto-Tagging

AI automatically tags memories by people, places, emotions, and activities. No manual organization needed.

Smart Search

Find any memory instantly. Search by date, content, tags, emotions, or even what's in your photos.

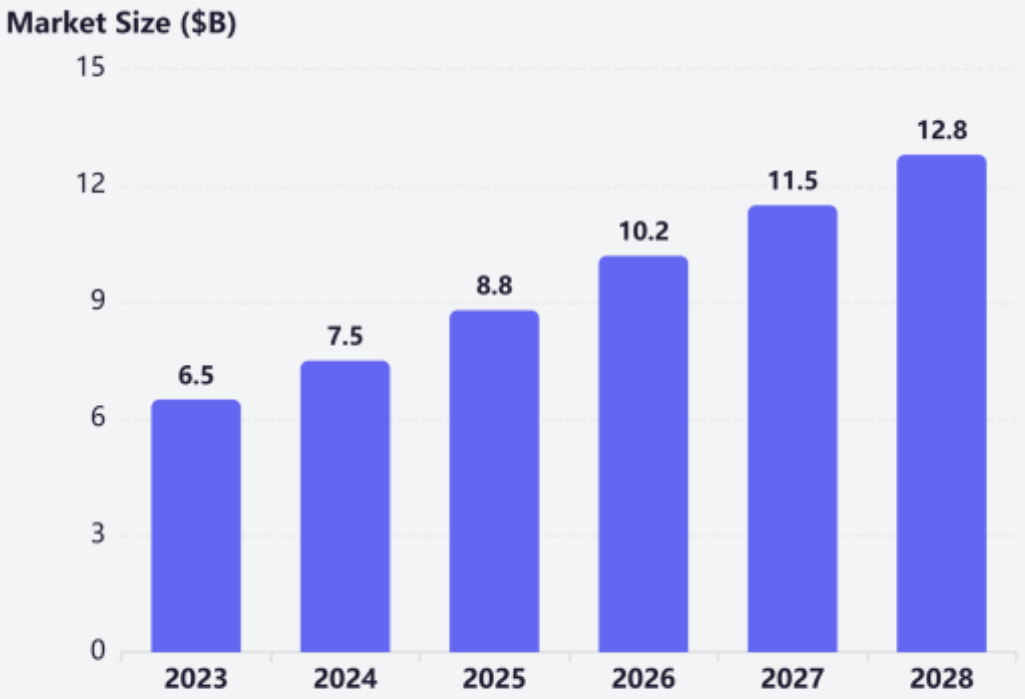
AI Recaps

Weekly and yearly summaries written like a personal biographer. Rediscover forgotten moments beautifully.

MARKET OPPORTUNITY

A Growing Market for Private Memory Keeping

Digital Memory Market Growth



Total Addressable Market

$12B

Digital memory keeping and private journaling market by 2028, growing at 18% CAGR

4.9B

Smartphone users globally

79%

Concerned about data privacy

$8.5B

Mental wellness app market

68%

Want AI-powered organization

BUSINESS MODEL

Freemium with Privacy-First Upsell

FREE

$0

Forever

- ✓ Local storage only
- ✓ Basic memory capture
- ✓ Personal spaces
- ✓ Basic search
- ✗ Cloud backup
- ✗ AI insights

Get Started

POPULAR

Pro Individual

$9.99

/month

- ✓ 100 GB cloud storage
- ✓ Unlimited memory capture
- ✓ Unlimited spaces
- ✓ Advanced search & AI
- ✓ AI insights & recaps
- ✓ Priority support

Upgrade

FAMILY

Pro Family

$19.99

/month

- ✓ 500 GB shared storage
- ✓ Up to 6 family members
- ✓ Unlimited everything
- ✓ Family spaces & sharing
- ✓ AI insights for all
- ✓ Admin controls

Upgrade

COMPETITIVE ADVANTAGE

Why Hulu Wins

True Privacy

Only Hulu offers client-side encryption as the default. Competitors encrypt in transit and at rest — but can still access your data. We can't.

Cultural Story

The gourd symbolism resonates deeply. We're not just another app — we're a vessel for stories, rooted in meaning and purpose.

AI-Powered

Auto-organization and beautiful recaps set us apart. Traditional journaling apps are just digital notebooks. Hulu tells your story back to you.

Open Source

Transparent security builds trust. Users can verify our encryption claims. No black boxes, no hidden data collection.

Multi-Format

Text, photo, and voice in one app. Most competitors focus on one format. Hulu captures life as it happens — however you want to record it.

You Own Your Data

Export anytime. No lock-in. Your memories are yours forever, even if you stop using Hulu. True ownership means true freedom.

COMPETITIVE LANDSCAPE

The Privacy-First Alternative

Feature	Hulu	Day One	Journey	Notion
Client-Side Encryption	✓			
AI Organization	✓			
Multi-Format (Text/Photo/Voice)	✓			
AI Recaps & Summaries	✓			
Zero-Knowledge Cloud	✓			
Open Source Security	✓			
Family Sharing	✓			

Why Users Choose Hulu

- Only true client-side encryption
- AI that tells your story back
- Cultural meaning & purpose
- You truly own your data
- All formats in one app

100%

Privacy First

No compromises

TECHNOLOGY

Built for Security & Scale

ChaCha20Poly1305

Modern authenticated encryption. Faster than AES on mobile devices without hardware acceleration. Used by Signal, WireGuard, and TLS 1.3.

Military-Grade Security

Flutter Framework

Cross-platform development with native performance. Single codebase for iOS and Android. Fast iteration and consistent UX across platforms.

iOS & Android

On-Device AI

AI models run locally on your device. No data sent to servers for analysis. Privacy-preserving machine learning for tagging and summarization.

Privacy-Preserving ML

Zero-Knowledge Cloud

Encrypted blobs stored in cloud. Keys never leave your device. We store data but can't read it — true zero-knowledge architecture.

We Know Nothing

SQLite + Encryption

Local database with SQLCipher for encrypted storage. Fast queries, reliable performance, and full data portability. Export anytime.

Local-First Design

Open Source Core

Security layer is open for audit. Community can verify encryption implementation. Transparency builds trust with privacy-conscious users.

Auditable & Transparent

GO-TO-MARKET

Our Path to 1M Users

1 Privacy-First Communities

Target privacy-conscious users in Reddit communities, Hacker News, and privacy forums. Early adopters who value security above all.

2 Content Marketing

Blog about privacy, memory keeping, and digital wellness. SEO-optimized content attracts organic traffic from people searching for solutions.

3 Influencer Partnerships

Partner with productivity, mindfulness, and privacy YouTubers and bloggers. Authentic reviews from trusted voices drive conversions.

4 App Store Optimization

Optimize for "private journal," "encrypted diary," and "secure memories." High ratings and reviews boost organic discovery.

5 Referral Program

Users invite friends for free Pro months. Viral loop leverages existing user base. Privacy-conscious people know other privacy-conscious people.

6 Enterprise & Family

B2B offerings for therapy practices and coaching. Family plans for multi-generational memory keeping. Higher LTV segments.

FINANCIAL PROJECTIONS

Path to Profitability

50K	300K	1M	$5M
Users (Year 1)	Users (Year 2)	Users (Year 3)	ARR (Year 3)
5% conversion	8% conversion	10% conversion	Profitable

Revenue Projections



THE TEAM

Built with Love & Purpose

Solo Founder

Full-Stack Developer & Designer

Built Hulu from scratch — concept, design, development, and deployment.
Passionate about privacy, beautiful UX, and meaningful products.

Flutter | Cryptography | UI/UX Design | Product Strategy

Supported by

My Girlfriend

Emotional support & feedback

Built

100% Solo

From idea to launch

Why This Matters

- Deep understanding of every line of code
- Unified vision from concept to execution
- Lean operations — capital efficient
- Personal passion drives excellence
- Ready to scale with the right team

"I built Hulu because I wanted a place to keep my memories safe — truly safe. Now I want to share that with the world."

THE ASK

Join Us in Building the Future of Memory Keeping

Seed Round

$500K

to scale Hulu to 1M users

Marketing & Growth

$200K — User acquisition, content marketing, influencer partnerships

Team Expansion

$200K — Hire mobile developer and growth marketer

Infrastructure

$100K — Cloud storage, security audits, scaling costs

What You Get

15% Equity
For $500K investment

10x Potential
Based on comparable exits

Board Seat
Active involvement in strategy

Milestones

- ✓ 100K users by Month 6
- ✓ 500K users by Month 12
- ✓ Profitability by Month 18
- ✓ 1M users by Month 24

KEY METRICS

Hulu by the Numbers



Hulu

The Gourd

100%

Encrypted

Client-side default

AI

Powered

On-device ML

You

Own It

Your data, always

3

Formats

Text, photo, voice

OSS

Open Source

Auditable security

GDPR

+ PIPL

Compliant

1

Founder

+ girlfriend support

Hulu 葫芦

THANK YOU

Remember Beautifully

Every memory deserves a safe home. Let's build that future together.

Website
hulumemories.app

Email
hello@hulumemories.app

Download
Android APK Available

Built with love by a solo founder

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