

# Clocr Inc.

## PRESS MATERIALS



# CLOCR

Organize. Assign. Pass on.

### **Who We Are**

Clocr Inc, is a woman, and minority founded startup from Austin, Texas. Clocr was created to deliver a better solution to the problem of passing on our digital assets the right way. We eliminate uncertainty and remove the obstacles of cost, procrastination, and frustration. We protect your digital assets from disasters and enable you to access them from anywhere.

### **Our Vision**

Is to provide PEACE of mind to a Billion families We care deeply about our family and wanted to create a better solution to the problem of passing on our digital assets the right way. With Clocr, now we can do just that, and so can you. We eliminate uncertainty and remove the obstacles of cost, procrastination, and frustration. We protect your digital assets from disasters and enable you to access them from anywhere.

### **Our Mission**

Help our customers effortlessly manage their digital assets, provide peace of mind that their digital portfolio is safe and accessible to their designated beneficiaries.

# Meet the Founders

## CLOCR INC.

### **Apoorva Chintala**

**CEO/Co-founder**

The idea for Clocr came to me a few years ago shortly after the passing of my grandfather. After he died, there was confusion surrounding his beneficiaries and how his assets were to be distributed. My father was thrust into the role of 'executor' and forced to try and determine what my grandfather's wishes had been and how to disburse his assets. All of these new responsibilities for my father, while important and urgent, seemed trivial in comparison to our loss.

That's when it hit me – "what would I do if I was the one who had to figure all of this out?" The answer was: "I just don't know". At that moment, Clocr was born. The primary aim of Clocr is to ease a family's burden at their greatest time of need, when they are facing the greatest uncertainty of life – its ending. I firmly believe that technology empowers society to creatively and effectively solve age old problems, and this is why Clocr exists, to eliminate the stress and confusion after the loss of a loved one.



### **Sree Chintala**

**Chief Technology Advisor/  
Co-founder**

As a serial entrepreneur with an endless passion for innovation, I strive to continually innovate and seek out challenge. The last 15 years of my learning journey have led me to the right thing – Clocr.

Our goal for Clocr was to create an all-in-one life planning service for families to safely store their digital assets and be able to share them the right way. Through our use of an intuitive user interface, the latest advancements in security technology (including our own patent pending encryption algorithm), we have been able to meet our goal. With Clocr we have created the perfect digital asset storage and distribution platform with the most secure personal storage available. It's like having a safety deposit box in the cloud



# Our Services

## CLOCR INC.

### Digital Estate

Clocr allows users to manage their entire asset portfolio in one place and designate your heirs who can take possession of your account when the time comes. Our cost-effective solution eliminates the need for you to use expensive legal services to incorporate your digital assets.

Clocr's legacy plan for online accounts is built on RUFADAA guidelines and the designated beneficiaries can access your accounts without worrying about breaking privacy laws.

### Time Capsule

Pass on your stories, memories, and apologies. Write about those heart-felt experiences; elaborate on your wishes, hopes, and dreams, the values that you want to share with your loved ones. Inscribe whenever the mood strikes, share with whoever you choose, release when the time is right.

Messages can be delivered at any time you choose, even if you want to wait for one to be sent after your death

### Emergency Vault / Card

Emergencies can't be foreseen or forestalled. Nonetheless, being prepared for it is your best choice. ICE Vault helps to have all your emergency contacts and documents in one place.

Clocr's ICE Vault is exclusive and of value to you and your family. It allows you to efficiently organize your emergency contacts, documents, gadgets, vitals, and personal choice.

### Digital Vault

Clocr has pioneered and invested in the development of a state of the art ultra-secure digital vault that provides the most protection available based on current technological advancements. The vault is built on a unique proprietary and patent pending security platform to maintain privacy storage of all digital assets.

We digitally shred files, encrypt fragments and spread them across different cloud locations. Even if someone hacks into a single storage location, they will not be able to view your files.

# Awards & Recognition

**CLOCR INC.**

FEATURED BY

**Forbes**

**Entrepreneur.**

**Blackstone**

LaunchPad<sup>®</sup>  
& Techstars

**PitchTexas**



Future Founders



**SOGAL**



**AUSTIN  
YOUNG CHAMBER**



Silicon Valley Forum



**DISRUPT  
TEXAS**

undergrad pitch competition

*Women|Future*

CONFERENCE 2020

# Upcoming News

CLOCR INC.

## Meet the Drapers

Clocr is proud to be featured in Season 4 of Meet the Drapers, hosted by Tim Draper and members of his family, which will begin airing in early February. Clocr's episode will be airing worldwide on February 27th. The press and notice from Tim Draper and others that Clocr has received this year with a majority BIPOC women and student founding team has been incredible, especially considering the lack of diversity in entrepreneurship, technology, and the legal field.

