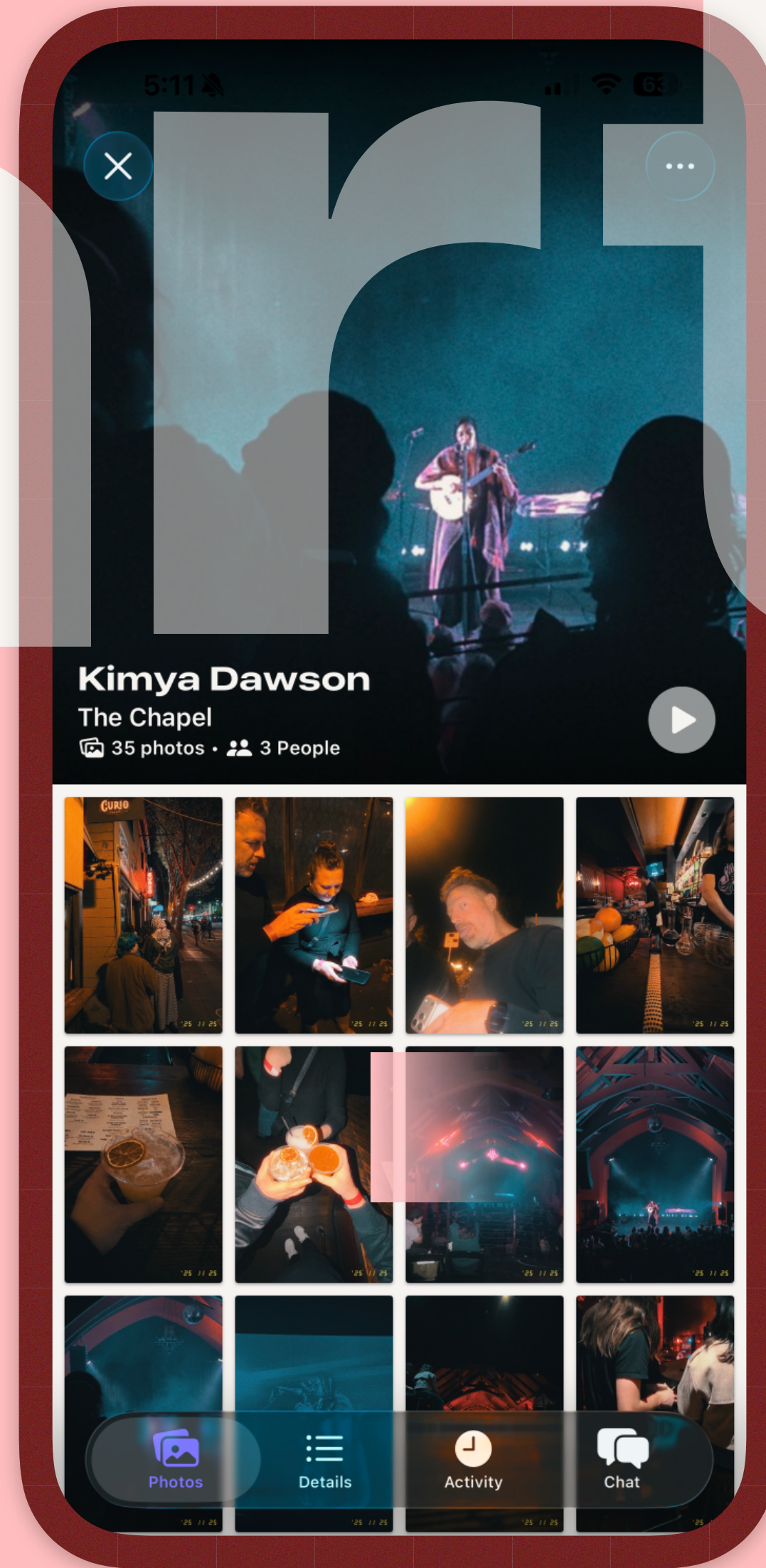


Party!



What happens after the *RSVP*



Everyone's photos together. Revealed in the morning...

PARTY.CAMERA INTEGRATES WITH



Ticketmaster sells the ticket.
 The Knot sells the wedding website.
 Partiful sells the birthday invite.

PARTY! CAMERA
OWNS THE MORNING AFTER

MARKET OPPORTUNITY

50M+ Social Events/Yr (USA)
 2.5M Weddings (USA)
 100M+ Live Music Attendance (USA)

\$ 8B+ TAM

THREE MARKETS, ONE PRODUCT

SOCIAL

RSVPs are fully mature features as proven by Apple "Sherlocking" Partiful in 2025; these apps drive install; viral guest-to-host loop; repeat use drives retention.

WEDDING **

Pro photographers miss candids; couples pay premium; one-time but highest LTV; planner B2B channel.

LIVE MUSIC **

Three-sided marketplace (fan, artist, venue); repeat attendance drives habit; intimate artist-exclusive content; venue SaaS revenue

Nobody owns "The Morning After" aka the reel, the album, the memory.

That's the gap Party.Camera fills across all three.

** Public launch after the SOCIAL flywheel is proven; targeting 12-18mo.

The host did all the work.

They planned the event, curated the guest list, set the vibe. Whether it's a birthday dinner or a wedding reception, they want a beautiful record of what happened.

Today they get nothing, or a chaotic group chat full of blurry selfies.

PHOTOS FROM LIFE'S BEST
MOMENTS NEVER MAKE IT BACK

BIRTHDAY

BEFORE

Host creates Partiful event, shares link with 30 friends

DURING

20+ guests shoot 200+ photos on separate phones

AFTER

Host texts 3 people asking for photos – most never come

–

NIGHT OUT

BEFORE

Group chat with 10 friends, no formal invite

DURING

Everyone's shooting on Stories, Snaps, camera rolls

AFTER

Photos buried in 10 different apps within 48 hours – nobody has the full night

–

PARTY.CAMERA TURNS "WHERE ARE ALL THE PHOTOS?" INTO A 30-SECOND EXPERIENCE: SHARED ALBUM, AUTO-REEL, DONE.

A Shared Camera.
Built on a disposable network.
Curated by on-device AI

—

EVERYONE'S PHOTOS
SORTED & CURATED



“
Traditional social media
has abandoned its original
purpose. The pressure to curate
an idealized self, algorithm-
driven fatigue, permanent
digital records – these aren't
bugs. They're the design. And
they've created a generation
that shares less authentically
than any before it.
”

– Lucas Buick

*THE RISE OF
DISPOSABLE NETWORKS*
December 2024

—
Humans don't actually form permanent social graphs. We form context-driven, transient connections... with the people at this wedding, at this concert, at this birthday dinner. The connection is real. The moment matters. And then, naturally, it fades.

The problem isn't that people don't want to share. BeReal proved they do. The problem is that every existing platform forces those authentic moments into a permanent, public, metric-driven feed – and that friction kills genuine sharing.