

Product: *Tapestry*

Tagline:

- *Weave Your Life Together*

Domain: *GetTapestry.com*

Weaving the Threads of our Life

Our lives are busier than ever and keeping up with all the different threads that make up our lives organized is a challenge that everyone faces. It's more than just being organized, though; it's about getting things done quickly and effectively allowing us to spend more time on what matters to us the most.

Point solutions don't really solve the problem

Most of us have tried different applications to make this better: shopping lists, calendars, to-do lists. The challenge is these are stand-alone applications in a complex world. Wouldn't it be great if there were a single solution that managed our entire life and home? Ever wonder why shopping list applications don't let you shop? Or why calendars and vehicle managers just remind you to change your wiper blades instead of delivering them along with instructions? In today's fast-pace connected world, we need something that weaves all these activities together, something to stay on top of the pieces of our lives, and something to make us effective.

Introducing Tapestry

Tapestry is a smart personal management platform that acts as your assistant bringing organization and control back to your life by weaving your life and home together in one place. It's more than just an online version of your old notebook, Tapestry provides a suite of organization and management tools that also helps you plan ahead and get things done. Initially, Tapestry will provide a family organizer with shared calendars, shopping lists, to-dos, and a meal and recipe planner. From there, Tapestry will grow to cover the full range of life and home including health and wellness, housing and vehicles, children and school, pets, finance, and even a virtual assistant.

With Tapestry, you are empowered to manage your home and family in one integrated, smart dashboard providing you a whole new level of organization and simplicity to your life.

Find us now at getTapestry.com

Weaving Life Together

Product Descriptions:	
10 words	Tapestry is a smart personal management platform that weaves your life and home together.
30 words	Tapestry is a smart personal management platform that weaves your life and home together. A fully integrated solution, Tapestry not only provides organization and management tools, but also anticipates your needs.
100 words	Tapestry is a smart personal management platform that weaves your life and home together. A fully integrated solution, Tapestry not only provides organization and management tools, but also anticipates your needs. Tapestry provides a family organizer with shared calendars, shopping lists, to-dos, and a meal and recipe planner. Soon Tapestry will add tools across the full spectrum of life and home, including health and wellness, house and home, children and school, pets, vehicles, finance, and even a virtual assistant.

Problems that Tapestry addresses:
<ol style="list-style-type: none"> 1. Fragmented, point solutions 2. Solutions don't share data 3. Not designed for the entire family, non-traditional families, etc 4. Others...

Benefit Statements and justification

Benefit	How product solves it	Examples of features
Manages your life, home, and family	Full home and life solution...	Lots of modules addressing xyz
Knits the pieces of your life		Integrated modules, etc.

together		
Anticipates your needs		Predictive analytics
Built for the entire family		Role based access, etc.
Completes tasks for you		Virtual assistant, fulfillment etc
Others?		

Competitive Summary: Alternatives to Tapestry

Cozi	Brief company description. Explain how what we do is different
Hub	
LifePlanner	
Etc.	