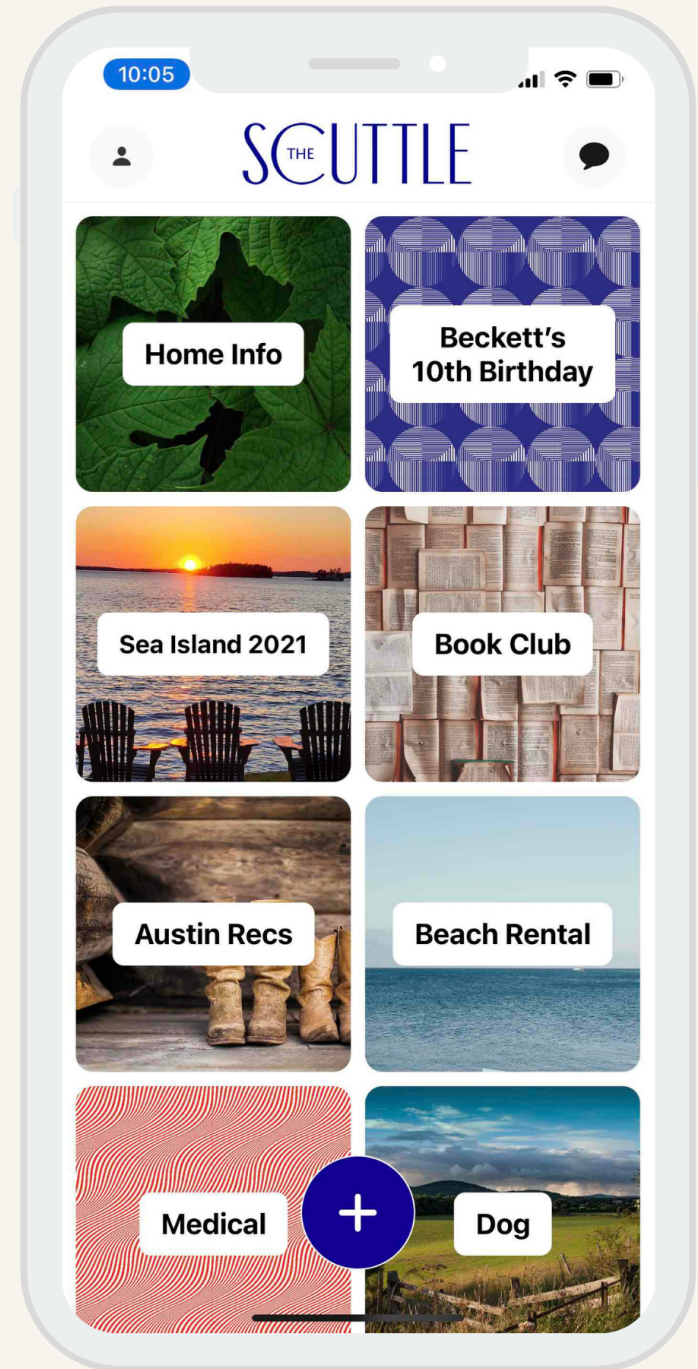




# SCUTTLE THE MEDIA KIT 2021



# *Our* MISSION

## LESS JUGGLE. MORE JOY.

Being busy doesn't have to mean being scattered, constantly trying to remember where to be, what to bring, and who to call.

Organizing your life should be easy and fun.



# *About* THE SCUTTLE

There's no shortage of to-do and note taking apps, but the majority of them are geared toward our work places (and feel like work.) We prefer Happy Hour.

So we created The Scuttle, a free mobile app that takes the stress out of organizing your personal life.

From vacation itineraries, immunization charts, home renovation notes and photos, camp lists, committee meeting notes, Thanksgiving assignments, birthday party plans and babysitter emergency information, The Scuttle is there to help you jot down info quickly and find it even faster.

Store every little thing that keeps you up at night.

Stop stressing. Start living.

**3,043**  
**REGISTERED USERS\***

**WHERE YOU CAN FIND US**  
**@THESCUTTLEAPP**



\*as of 6/27/2021



# SCUTTLEBOARDS

Users create Scuttleboards to organize anything they want, any way they want. Within each Scuttleboard, users have access to notes, lists, attachments, dates and contacts. Everything you need related to a specific topic is contained within that Scuttleboard.

## Most Popular Scuttleboards



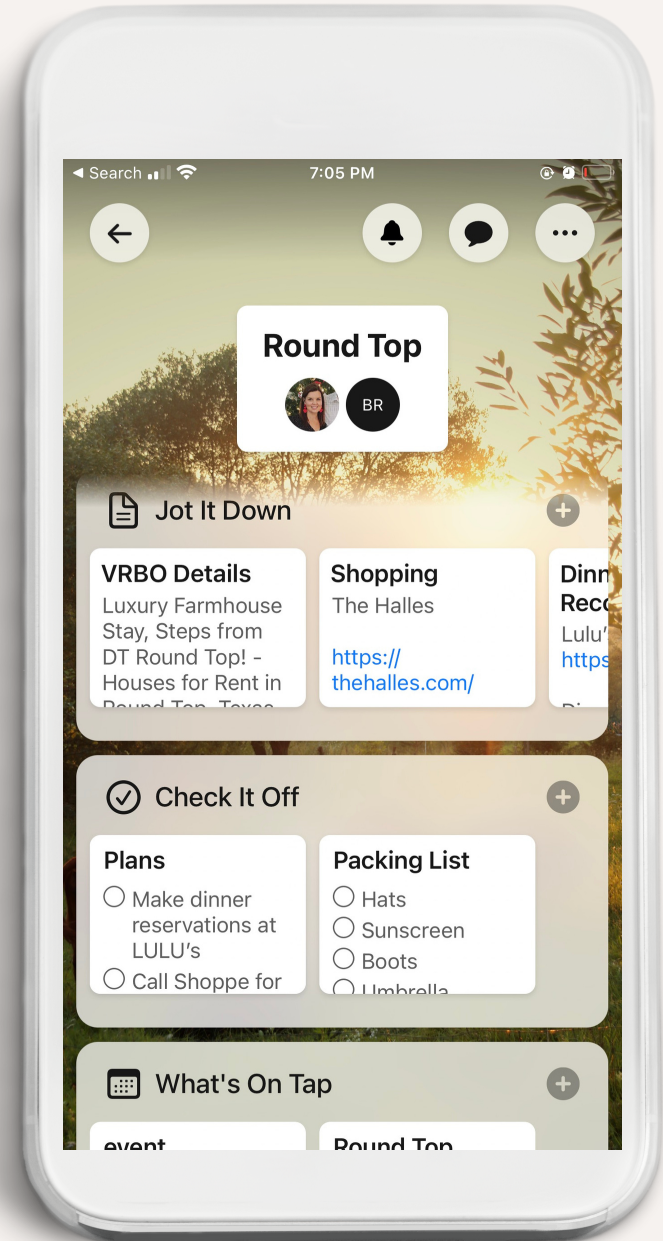
**TRAVEL**



**HOME**



**TO-DOS**





# Key FEATURES

Our users work hard to manage it all. With an all-in-one system built specifically for a busy lifestyle, The Scuttle helps people relax. Each feature is designed to help collect details that are important around a particular topic. A contact in a sea of contacts is just a name but a contact within the context of a specific Scuttleboard, means you can find it quickly to get what you need.

## CUSTOM DESIGN

Organization doesn't have to be boring. Personalize your Scuttleboards to fit your aesthetic. Organize it your way. Your categories. Your design.

## WHO TO KNOW

Pull names and numbers from your Contacts into relevant Scuttleboards. Sync either way with the contacts in your phone.

## JOT IT DOWN

From food allergies to phone numbers, create stickies to capture anything you want, or save links for easy access to anything when you need it. Put it all in The Scuttle to keep your head clear and calm.

## CHECK IT OFF

Half the fun of creating a check list, is checking things off. Groceries, beach trip packing lists, books to read. Organize anything you want and get that satisfying "get it done" feeling.

## WHAT'S ON TAP

No more bouncing between apps. The Scuttle effortlessly links to your favorite digital calendar, storing important dates within a Scuttleboard..

## GROUP MESSAGING

Keep everyone on the same page for events, trips, and parties. Last minute updates are a breeze with The Scuttle's group chat, even for your in-laws.

## EASY TO SHARE

Write it down once, share it with anyone who needs it. Invite people to collaborate on shared boards. Family, friends, babysitters, teammates, you name it.

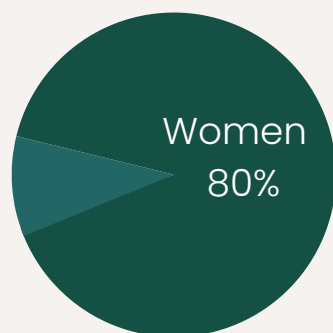
## ATTACHMENTS

Upload images, screenshots, files and short videos from your phone directly to any Scuttleboard. Stop the endless scrolling through your photo roll or email and find it fast.

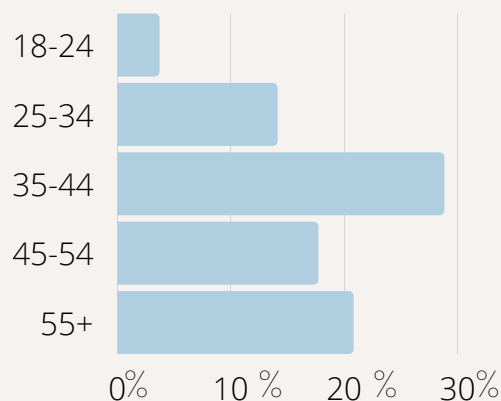
# THE SCUTTLE *User*

Since launching in March of 2021, we've seen our used base grow quickly. The Scuttle is popular with busy and active women, who are drawn to the app by both its aesthetic and functionality.

## GENDER



## AGE



## WHY PEOPLE USE THE SCUTTLE

- Look & Feel
- Easy of Use
- Feels more personal than work apps

## TOP METRO AREAS

- Dallas
- New York City
- Austin

## WHAT WE ARE MOST PROUD OF...

**97%** of users would recommend The Scuttle to friends and family.

# *Meet* THE SCUTTLE SISTERS

10 years apart, Martha left for college when Elizabeth was in third grade. It wasn't until years later when Martha helped Elizabeth decorate her own dorm room, that the sisters realized their shared passion for all things organization.

But when Martha became a mom to three kids, her tidy systems started to unravel.

She scoured the internet for the perfect tool to keep her personal life chaos-free.

All she found were boring work planners and a slew of apps that didn't play well together.

One night while her family slept, Martha sketched her vision for a new app.

Elizabeth was the perfect partner, with a background in business, youthful energy and unstoppable drive.



**MARTHA MOORE FARRELL   ELIZABETH MOORE**