

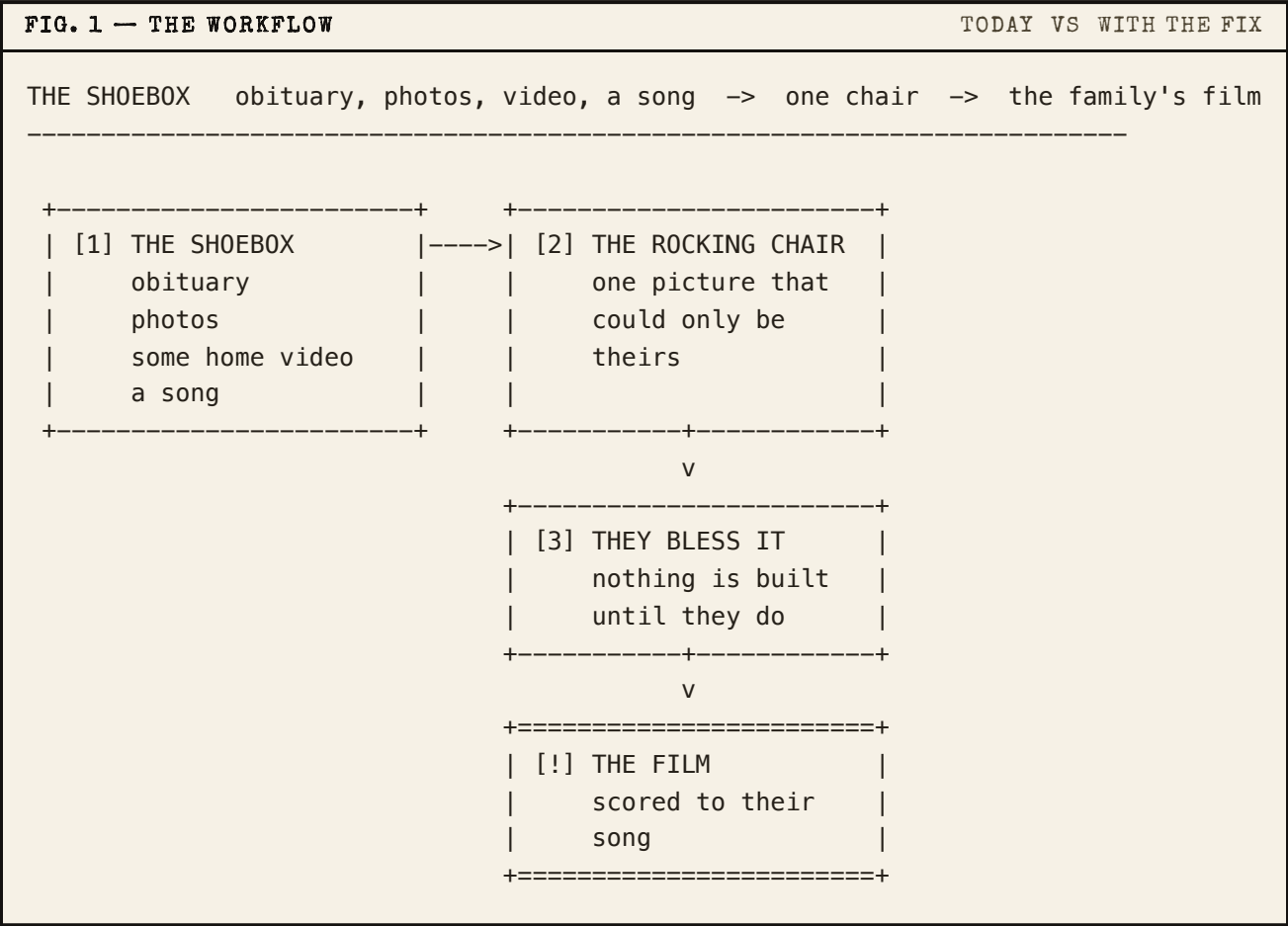


ONE ROCKING CHAIR THE FAMILY BLESSES, THEN A FILM THAT FOLLOWS THAT LOOK

WF-18

The Rocking Chair

When a family blesses the rocking chair, photos get captioned in the loved one's voice and the film is cut to their song. Nothing is built until they do. A person still sits with them.



THE PAIN

what we found, and where

A family brings an obituary and a shoebox of photos. Every tribute still looks like everyone else’s.

THE ARTIFACT

what you actually get

THE ROCKING CHAIR : one printed picture that could only be theirs. The leftover paper. The family blesses it before anything else is built. We never pick a generic print. We never skip the blessing. We never name a funeral home. We never mail keepsakes we have not built.

The promise: We only claim the rocking chair they bless and the film that follows that look. Pre-revenue, in pilots. Day-of physical delivery is still the edge we haven't built. We never invent traction. We never name a funeral home. We never put a private grief on screen as a pitch.

THE HUMAN GATE

where it stops and asks

The family blesses the rocking chair. Nothing is made until they do.

What that feels like: They sit with the printed chair. They say that's us. That stays a person.

BEFORE & AFTER

step by step, keyed to Fig. 1

TODAY AT THEIR DESK

A family brings an obituary and a shoebox of photos. Every tribute still looks like everyone else’s.

AFTER THE FIX

They bless one rocking chair that could only be theirs. The film follows that look, cut to their song. A person still sits with them.

THE STACK

what does the work

The shoebox

Obituary. Photos. Some home video. A song. What they already have.

The rocking chair

One printed picture that could only be theirs. The leftover paper. Blessed before anything is built.

What stays a person

Blessing the chair. Sitting with the family. Nothing is built until they do.

What this film does not claim

Keepsakes in the mail. A monogram. Traction. A named funeral home. Day-of delivery is still the edge.

INTEGRATIONS & DELIVERY

what it touches

the family’s obituary · the shoebox of photos · the home video they brought · the song they brought

SPECIFICATIONS

- The rocking chair is one picture that could only be theirs, not a generic print
- The family blesses it before anything else is built
- When they do, photos get captioned in the loved one’s voice and the film is cut to their song
- A person still sits with them. The engine does not bless it for them

AVAILABILITY

PILOT

The engine is real and has made films for real families. Pre-revenue, in pilots. Day-of physical delivery is still the edge we haven’t built. This film is the rocking-chair job, not the keepsakes in the mail.

WHO IT’S FOR

Whoever sits with the family over the rocking chair

ALSO SEE

and...

ORIGIN

A funeral home with a shoebox on the desk and a rocking chair the family has to bless before anything is built. One leftover paper job. Product name: YesterYears.

Start with the audit.

One pass through how these papers actually move in your office. A price before anything starts, and the \$100 comes off the fix.

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