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SAP's Chief Learning Officer Jenny Dearborn

The CURRENT TALK

GOSSIP, IDEAS, & GOINGS ON

Protecting Your Memories & More

A pair of Silicon Valley entrepreneurs launches a concierge company to protect your most cherished and valuable assets.

The year 2017 was very difficult for so many people in California and across the nation,” relates Anna Morris, co-founder with Brittany Messmer of **The Cloud Life**. “It made me take stock of what’s important.” Messmer, who earned Entrepreneur of the Year from her alma mater USC, chimes in: “Faced with a disaster like the North Bay and Southern California fires or Florida and Texas hurricanes, what would you do? It’s an important question. Given just a few minutes or hours to prepare, what would you take with you?” That agonizing dilemma was something many of our fellow Californians faced in the moments before destruction.

At that point, nothing should slow anyone down from focusing on the safety of his or her loved ones. “That was really our ‘aha’ moment,” recalls Morris, who has spent her career in public relations and marketing for some of the world’s top hotels and resorts. “Brittany and I thought, what if you could have a concierge-level service come in and scan your most treasured photos and important documents, so that they could be protected in the cloud for you to access whenever you needed them? The peace of mind ➤



The Cloud Life

PHOTO: ADRIANA KLAS



that would come with knowing that that information and those precious memories were safe for you and future generations would be incredible.”

Inspired by business models like the NEAT method, which offers a concierge program to organize your closet, The Cloud Life team would come to the individual’s home and digitalize photos, artwork, videos, and important documents. Clients can opt for three different storage methods: a private secure cloud that requires two-factor authentication, an external hard drive, or a Fort Knox-style vault that will store hard copies of documents, as well as an external hard drive, in a fireproof earthquake-resistant building.

“Our goal,” notes Morris, “is to make the process as seamless as possible for our clients and at the same time give back to the community.” To that end, The Cloud Life will donate a percentage of all proceeds to disaster relief. www.thecloudlife.com ♦