

## Protecting memories though digitization is promise of start up, The Cloud Life

by LINDA HUBBARD GULKER on MARCH 2, 2018



There are some things that are just too precious to go up in smoke. Such was the realization of Anna Morris (right) and Brittany Messmer.

Following the tragic natural disasters in 2017, they kept hearing from people they knew who were affected about how most things are replaceable, but photos and other precious memories are not. So, they decided to create a business to help people protect their most important life memories and documents. The result is [The Cloud Life](#).

“We are both old souls, with lots of family traditions and memories,” said Anna, who grew up in Woodside and now lives in Atherton. “We felt that there was a huge need in the marketplace for someone to come into people’s homes and organize and digitize everything they feel is important.”

Those items can be important documents, photos, home videos, art work and children’s art work. Once everything is scanned, [The Cloud Life](#) offers three different storage options:

- A private secure cloud (that requires two factor authentication and insures the highest safety precautions when it comes to virtual storage)
- An external hard drive
- A Fort Knox style vault that will store hard copies of important documents as well as an external hard drive. This is an off-site vault that is in a fireproof and earthquake resistant building.

“Our motivation is to help others,” said Brittany, a Menlo Park resident. “Most people don’t have the time or energy to take on a project like this.

“What surprised us is that it’s the grandchildren who are often the family members that are most excited. That’s brought us much joy!”

Added Anna: “The older generation may have the emotional connection but it’s the younger generations who are motivated to have the memories preserved.”

Cloud Life clients can access their important documents, photos, artwork and home videos from [The Cloud Life website](#) portal or by downloading The Cloud Life App through the [Apple App Store](#).

While their services are limited to the Bay Area currently, it’s Anna and Brittany’s intention to make The Cloud Life available through out California and eventually across the country through licensing and franchising. “We’ve already created a manual on how to get started,” said Anna. “The services we are offering allow women to balance both work and family life. In that way, we’re both providing a service and being supportive of other women.”

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