

BUSINESS FIRST

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LegacyIt.com provides platform for preserving memories

Business First of Louisville - by [Sarah Jeffords Pister](#) Staff Writer

Louisville businesspeople are among a group of investors who have funneled about \$1 million into a new social-networking concept called **LegacyIt.com**.

The site, scheduled to launch in the next 60 days, provides online tools for people who want to document their personal “legacy” and share it with family and friends, said co-founder Vaughan Scott.

For instance, a LegacyIt member can store digital photos, attach video and/or audio to the images and share them with LegacyIt members and nonmembers.

Members also can record their family history, write a journal about personal experiences, create personalized gifts, outline a wish list of goals and track important information, such as birthdates, e-mail addresses and passwords.

Simply put, Scott said, the site combines social networking with people’s interest in genealogy and scrapbooking.

Members pay a monthly fee for access to the site. That fee has not been determined, but company officials expect the fee to start at \$5 to \$15 per month, depending on a member’s storage needs.

Connecting with well-known investors

Scott said the business concept began to percolate after his grandmother died in 1995 and the family discovered a document she had written called “My Creed.”

The document has become a “prized possession,” Scott said, adding that the experience made him realize the importance of protecting family records, letters, photographs and other documents.

It was not until mid-2007 that he drew up a business plan centered on a product that allows individuals to preserve their memories.

A colleague connected Scott with Jeff Amrein, a veteran entrepreneur and the former CEO of **Advanced Imaging Concepts Inc.**, which was sold to **Allscripts Healthcare**

Solutions in 2003 for \$18 million. Amrein then introduced Scott to former Advanced Imaging Concepts president John Reinhart.

Reinhart said he embraced the legacy concept because he believes that, ultimately, what matters most to people are the little moments that give meaning and purpose to life. People want to capture and relive those moments, he said.

Contractors received an equity stake

Reinhart and Scott crafted the LegacyIt platform and business model with the help of the company's other eight investors, Reinhart said.

In addition, the company worked with four independent contractors who received an equity stake in the company in exchange for services.

Two of those contractors are Amrein and Californian Simon Politakis, who worked together to build the LegacyIt site. A third contractor is Henrietta Pepper, owner of Louisville firm **Pepper Group** Ltd., which has provided marketing and brand-strategy services. The partners declined to identify the fourth vendor.

The only other investor they identified was David Wood, senior vice president of Colliers Harry K. Moore commercial real estate firm.

The LegacyIt concept "hit home with me," said Wood, 70, who is a fan of genealogy.

He said he has photographs of family members he would have loved to know more about, and he would have enjoyed hearing their voices.

"To create a vehicle where (his legacy) can virtually be saved for my children and grandchildren was very appealing to me," Wood said. "I'm sure a lot of other people will feel the same way."

Wood also was sold on LegacyIt's management team, particularly Reinhart, whom he has known for several years.

The partners' past successes and business acumen "gave me confidence in making an investment in this company," Wood said. "There's no substitute for good management."

In hiring mode

The business leases an office suite at 4965 U.S. 42, and the partners plan to hire seven to 10 employees to run the day-to-day operations.

The first hire is Kevin Rapp, a former Advanced Imaging Concepts executive and social-media expert who will serve as president of LegacyIt.

While working with Rapp to launch LegacyIt, Scott and Reinhart plan to retain their positions with other companies.

Scott works full-time for wealth-management firm Wells Fargo Advisors LLC, which has no ties to LegacyIt.

Reinhart is a partner in **Commonwealth Leverage Group**, a company he co-owns with Amrein that helps to develop and grow startup companies.

Partnership agreements with marketers expected to expand membership

The two plan to build LegacyIt, in part, through establishing a network of partners nationwide — such as videographers, online gifting companies and insurance agents — that will market the site to their customers.

Partnership agreements will include revenue sharing, Reinhart said, and the amount would depend on the nature of the agreement.

Company officials currently have verbal commitments from three partners and are in talks with another two. They declined to identify any of the potential partners.

Other avenues for marketing the business include selling LegacyIt gift cards as school fundraisers and corporate gifts.

The goal is to attract at least 25,000 members within the next 24 months, which would allow the company to reach profitability under its current business plan.

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