



Business Overview

TSINDE Heritage is a Canada-based digital family heritage and engagement business being developed to connect families and clans across generations and geographical boundaries. Through an integrated online platform, TSINDE will enable families to build collaborative family trees, preserve ancestral and cultural histories, share photographs and stories, participate in interactive family activities, organize reunions, and produce personalized family history and photo books.

TSINDE seeks to transform family heritage from a collection of historical records into a living, interactive experience that strengthens family identity, relationships and intergenerational connections.

Our Vision

To become a leading global digital family heritage ecosystem, connecting generations, preserving cultural identities and strengthening family and clan relationships worldwide.

Our Mission

To provide an accessible, innovative and culturally inclusive digital platform that empowers families and clans to discover, document, preserve, celebrate and share their heritage while creating meaningful opportunities for global collaboration, education, entertainment and community engagement.

Our Core Values

- **Family and Unity:** Strengthening relationships and connections across generations and borders.

- **Heritage and Cultural Identity:** Respecting, celebrating and preserving diverse ancestral histories, traditions and cultures.
- **Innovation and Accessibility:** Making heritage preservation simple, engaging and accessible to families worldwide.
- **Trust, Privacy and Integrity:** Protecting family information, respecting consent and promoting responsible collaboration.
- **Collaboration and Inclusivity:** Encouraging voluntary participation, knowledge sharing and connections among families and clans.
- **Legacy and Sustainability:** Preserving family knowledge and memories for future generations while building a sustainable business.

Our Strategic Goals

1. Build a Global Digital Heritage Platform: Develop a user-friendly, subscription-based ecosystem integrating collaborative family trees, oral histories, photographs, cultural records and family storytelling.

2. Promote Family and Clan Engagement: Introduce interactive heritage games, cross-border family collaboration, clan networking, reunion planning and shared community activities.

3. Develop Personalized Heritage Products: Enable families to create and purchase professionally produced family history books, photo books and, subsequently, customized apparel and heritage gifts.

4. Establish International Partnerships: Build relationships with genealogy researchers, cultural institutions, technology providers and regional printing partners to support global operations.

5. Achieve Commercial Sustainability: Establish competitive subscription plans, diversified revenue streams and scalable operations, beginning with a pilot that validates customer satisfaction, engagement and willingness to pay.

6. Preserve Heritage for Future Generations: Promote intergenerational knowledge transfer, particularly the documentation of oral histories, ancestral origins, clan identities and cultural traditions that risk being lost.

Our Value Proposition

TSINDE Heritage brings family history, cultural identity, global family connections, interactive entertainment and personalized heritage publishing together in one convenient digital home—helping families not only remember their past but actively celebrate their present and build their legacy for the future.