



endowl[®]

Tell your story. Preserve your legacy.

Endowl provides the decentralized
tools you need to manage the full
life cycle of your will





Estate Planning is ripe for disruption

Decentralized
Tech

Laws are
catching up to
digital reality

The topic of
mortality is front
and center due
to the pandemic

A perfect storm is brewing





#Problem

A recent study show that 68% of American adults don't have an estate plan

And that most of them believe that they need one

The process is **confusing**, **expensive**, too **hard**.

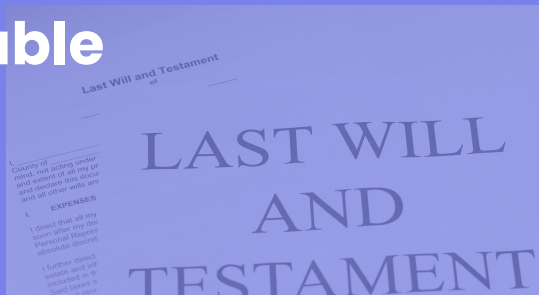




#Solution

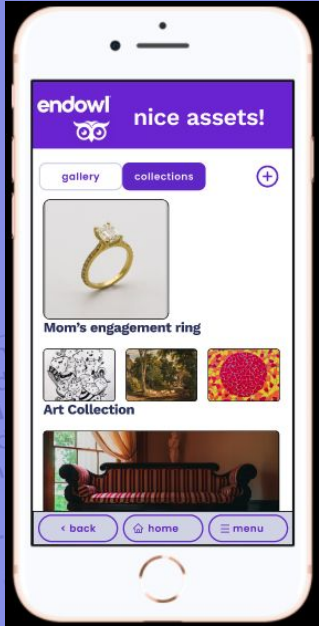


Empowering
Easy to understand
Affordable

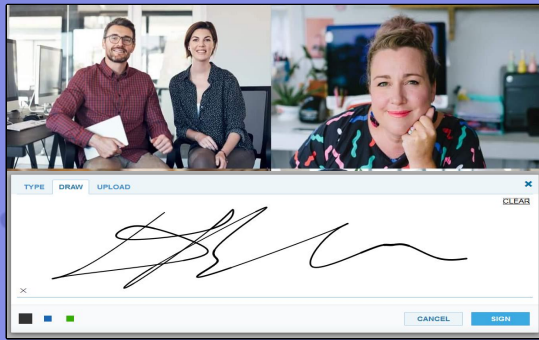




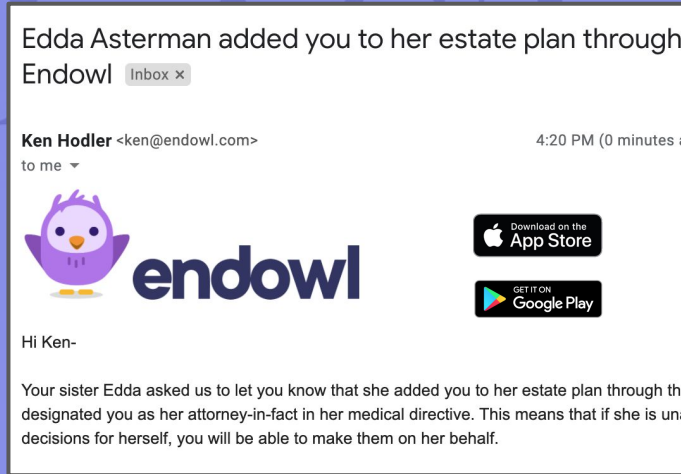
#Product



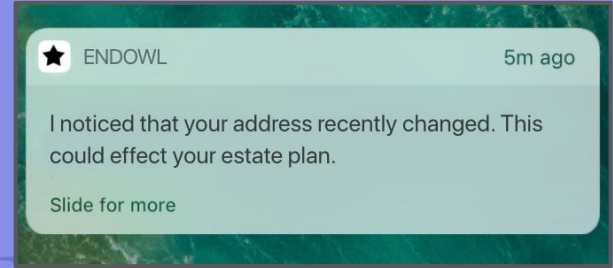
Make a plan



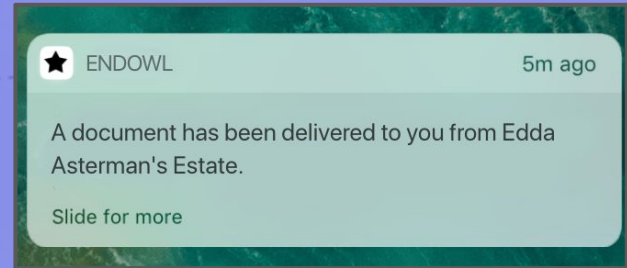
Will Signing Ceremony



Build your Network



Life Event Detection



Triggered Delivery





Over 100 user interviews



If my financial advisor recommended something like this to me, I would have created a will years ago.

- Parent with teenage children

I would recommend an app like this to my customers.

- Banker at a credit union

I would like to have this set of tools to use in my practice.

- Estate planning Attorney





Free → Subscription

Plugin revenue sharing

Affiliate channels





#AdoptionStrategy

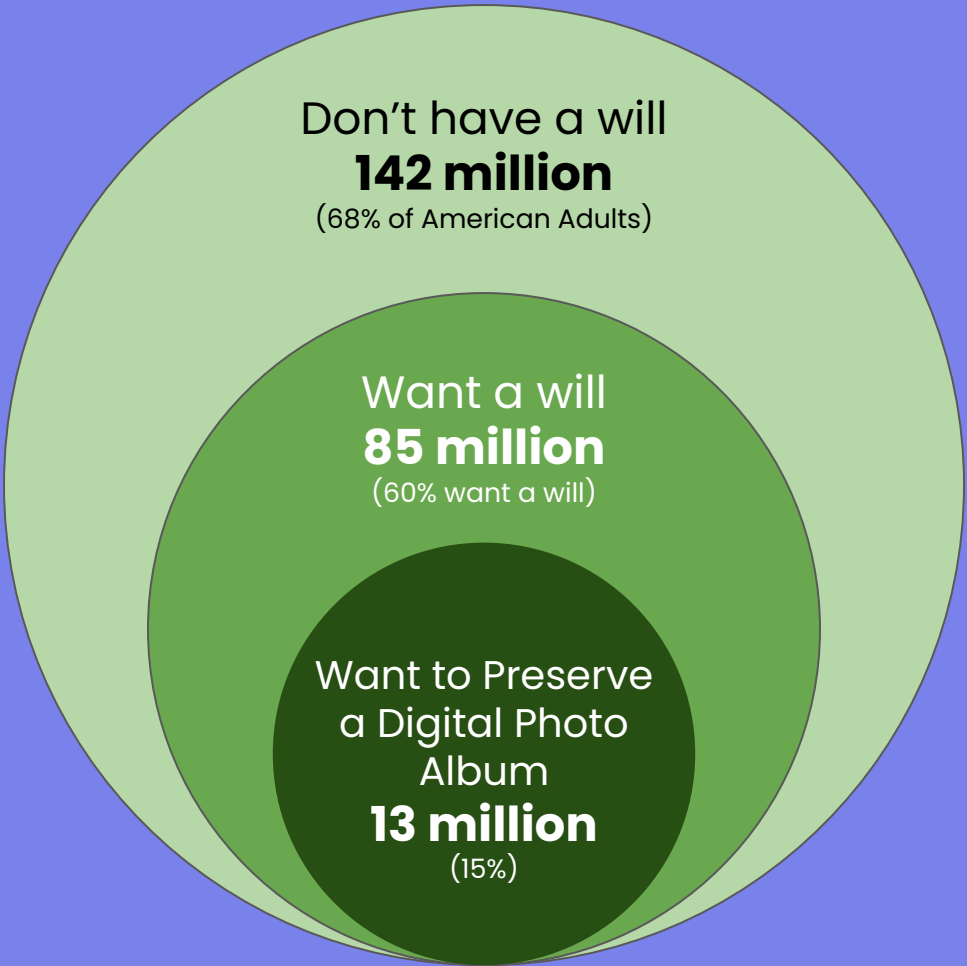
Wills are not Created in a Vacuum





	Friendly estate plan discovery	Digital Asset Management	Will signing ceremony	Life Event Monitoring	Price
endowl	✓	✓	✓	✓	↓
tomorrow	✓	✗	✗	✗	↓
FREEWILL	✓	✗	✗	✗	↓
fabric	✓	✗	✗	✗	↓
ROCKETLAWYER.	✗	✗	✗	✗	↓
LEGALZOOM	✗	✗	✗	✗	↓
Estate Planning Attorney	╰_(ツ)_╯	✗	✓	╰_(ツ)_╯	↑







User Interviews
Experiments
Deep Analysis

Feb. 2021

Beta
release

2021-Q2

Onboard plugins
Build to scale

2022

2020

Plugin
Architecture
Whitepaper

2021-Q1

General
Availability

2021-Q4

Charity Onboarding
Vertical Markets
International markets

2021 Target Subscribers Count

Q1 - 10
Q2 - 100
Q3 - 500
Q4 - 1000





\$500,000

We are looking to raise funds to finish building the product, hire 2 additional developers, release to beta and GA, onboard the first 1000 subscribers and the first 25 plugin partners.

Product Development

\$240,000

Business Development

\$180,000

Expenses

\$80,000





#Team



Ken Hodler CEO

OG Legal Tech, OG Crypto



Morgan Sherwood CTO

dApp wizard



Aaron Anderson Technical Evangelist

Serial decentralizer of all the things





#Contact

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