

endowl

A Delaware Public Benefit Corporation

The Endowl platform provides the tools to manage the full life cycle of your will. It makes it easy to create an estate plan and keep it up to date as life changes, without needing a lawyer. Each step of the process is automated and simplified, making it easy and affordable to ensure that the people and things you care most about are taken care of when you are gone.

A Unique Path to an Estate Plan

Your life is a story and you are the hero. Endowl provides the opportunity for you to frame your life as a hero's journey. The app helps you identify the most important people and things in your life and these are the foundation of your story. As you continue to refine your story, the app gathers the necessary information required to create an estate plan.

People tend to be reluctant about having a conversation about estate planning. Our unique approach identifies the catalyst that motivates the user's interest in the process. Once they engage in the process, the app guides them through a series of low-friction activities to refine their estate plan.

Our app overcomes the emotional barriers that discourage people from starting down the path to a successful legacy.

Features

- ✓ Friendly estate plan discovery
- ✓ Frictionless notarization
- ✓ Easy updates to your plan
- ✓ Referral to professionals
- ✓ Creation of estate planning documents
- ✓ Notification to parties of the estate
- ✓ Detection of death of parties to the estate
- ✓ Automatic confirmation of death
- ✓ Secure transfer of digital assets to heirs

Who are we?

Ken Hodler, CEO



Previously the CTO at KeepKey. Experience includes over 30 years as a software engineer and entrepreneur and 10 years with blockchain tech.

Morgan Sherwood, CTO



dApp engineer, algorithmic trader, and lifelong developer skilled in Python and smart contract security analysis.

Aaron Anderson, Technical Evangelist



Co-founder and the dApp engineer of the team that brought Ching! point of sale to market. He also co-founded web3devs, LLC.

Decentralized Technology

Endowl uses decentralized technology, not just because we are blockchain enthusiasts, but because it is the right tool for the job. We use it to:

- Store documents
- Ensure the privacy of sensitive data
- Handle the secure transfer of crypto and other digital assets during probate
- Provide the base level of user authentication
- Secure communication of death reports

By using decentralized tech, we offer a level of privacy and security not available with traditional information systems. Even if Endowl were to suffer a data breach, only a very limited set of customer data is at risk.



Tell your story. Preserve your legacy.

The Opportunity

64% of American adults don't have an estate plan. Of the 36% that do, most have plans that are outdated. People have a variety of reasons for not having an up-to-date plan, saying things like:

- I don't own anything valuable
- It's too expensive
- Wills are for rich people
- It's too hard
- I don't want to talk to a lawyer
- I'll do it later
- I'm young
- I don't want to think about death

We discovered that people are reticent to begin the process of estate planning for one or more of these reasons. But, when they become involved in the Endowl process, they remain engaged due to the unique, user-friendly features we offer.

Estate planning can be overwhelming when things move too quickly, so Endowl encourages users to work at their own pace. Endowl is designed to get you to step away from your initial concerns by focusing on the personalized experience of telling *your* story.

Recent changes to laws and legal procedures create an opportunity for Endowl to offer a new and unique approach to estate planning that include digital asset inheritance, electronic wills, and remote notarization solutions.

MVP

The Endowl MVP showcases our core competency of safely and securely communicating critical information to your heirs. It walks you through documenting the steps your heirs will need to take to recover your crypto. Additionally, it helps you format a letter to be revealed to your beneficiaries if anything happens to you.

Roadmap

- MVP - Q1/2021
- Technical White Paper - Q2/2021
- Plugin integration - Q3/2021
- Vertical and horizontal scale - Q1/2022