

# L A S T   W I S H E S

*Empowering You and Your Loved Ones*



# Importance of End-of-life Planning

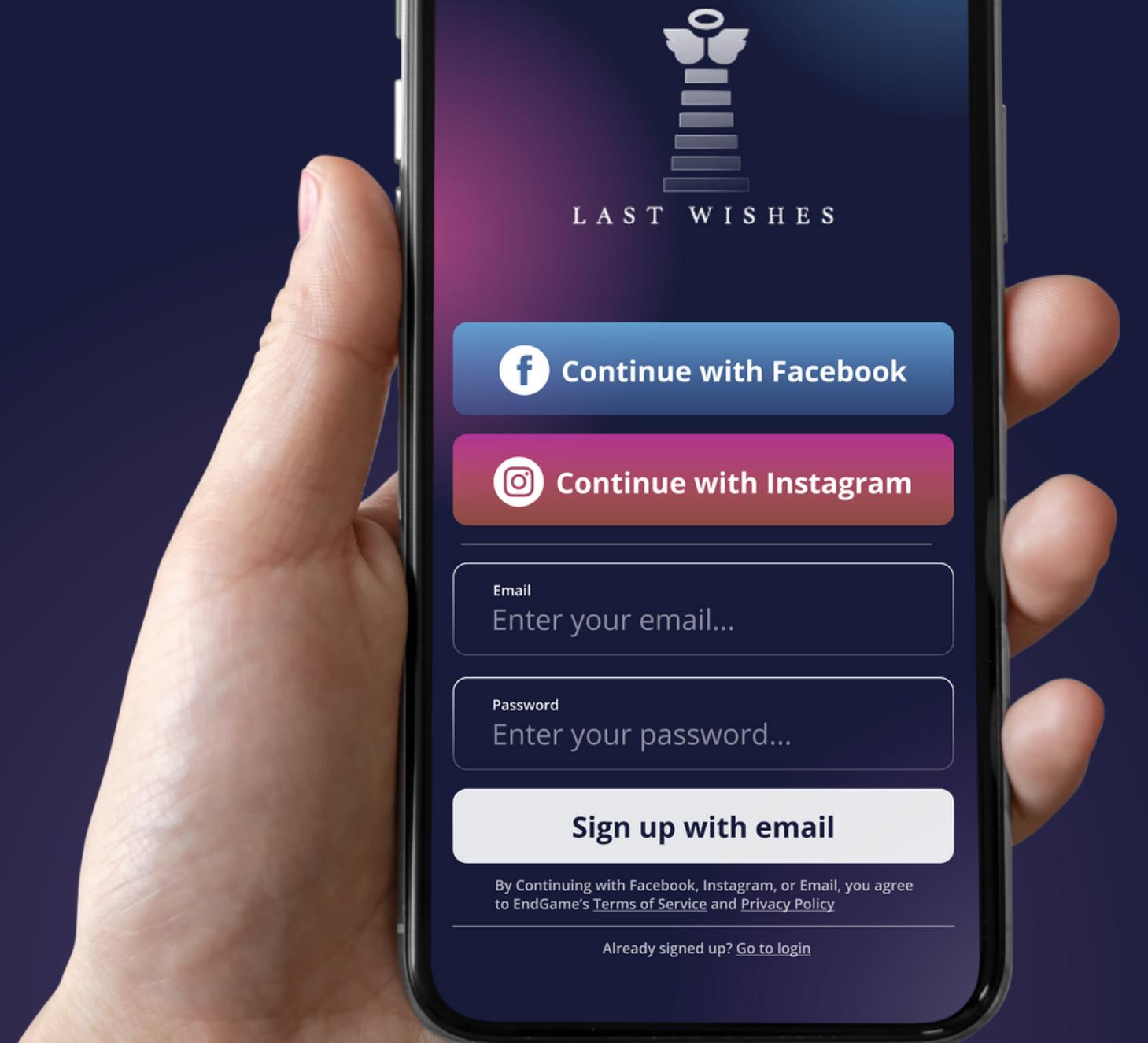
- Brief introduction to end-of-life planning
- Importance of discussing and documenting end-of-life wishes
- Introduce "Last Wishes" as a solution for managing end-of-life wishes



# The Problem

- Difficulty in initiating end-of-life conversations
- Inadequate documentation of end-of-life wishes
- Emotional and financial burden on family members
- Miscommunication and potential disputes

# The Solution - Last Wishes

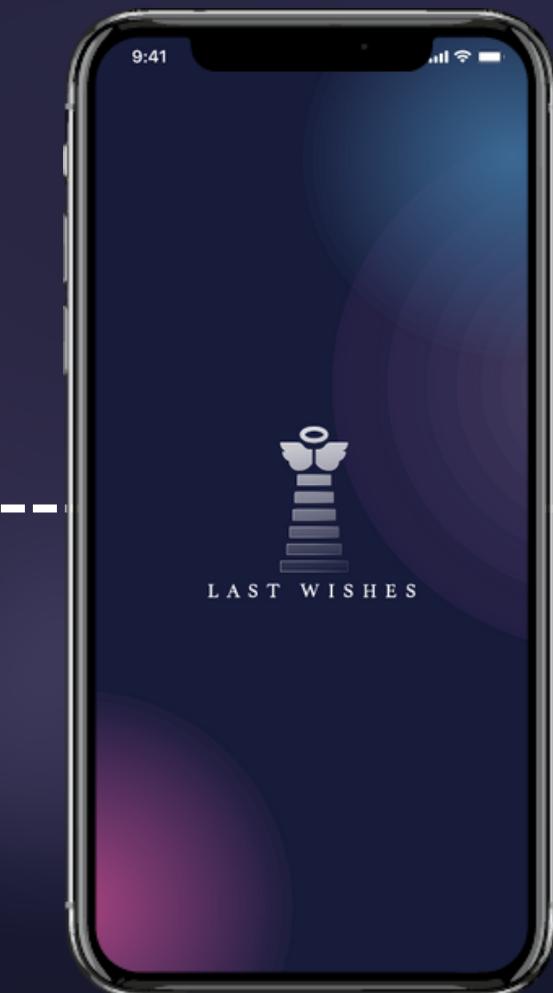


Key features of the platform:

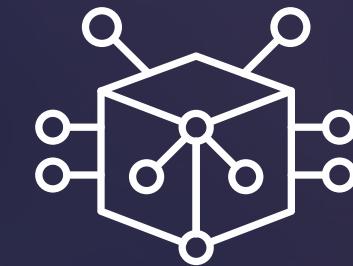
- Secure and easy-to-use platform for documenting end-of-life wishes
- Customizable templates for advance directives and wills
- Sharing options for family, friends, and healthcare providers
- Contents contributed by family and friends
- Resources for understanding and discussing end-of-life planning



# Process

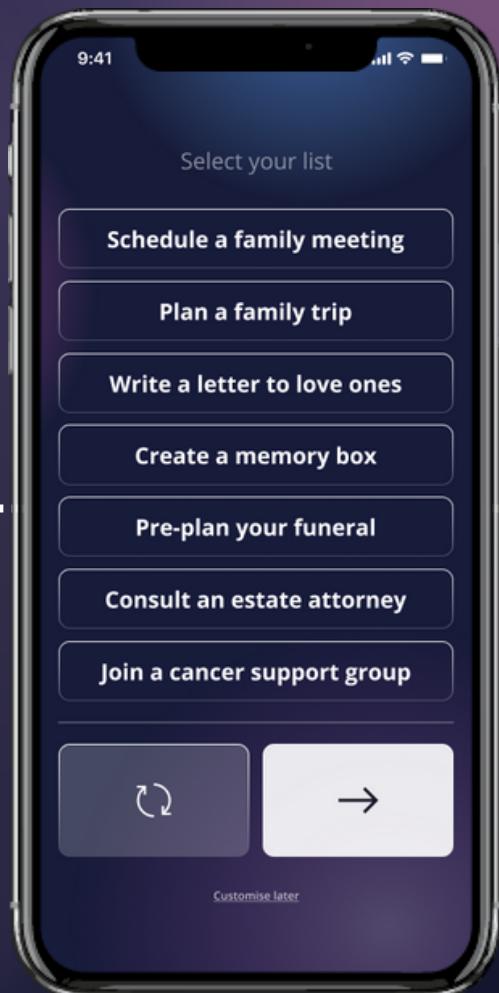


Database



statistical model

Predict score for each wish that is stored within the common wish list



First 7 wishes of the highest score for users to select



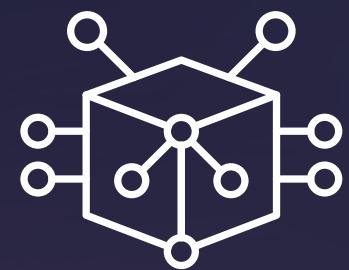
Database



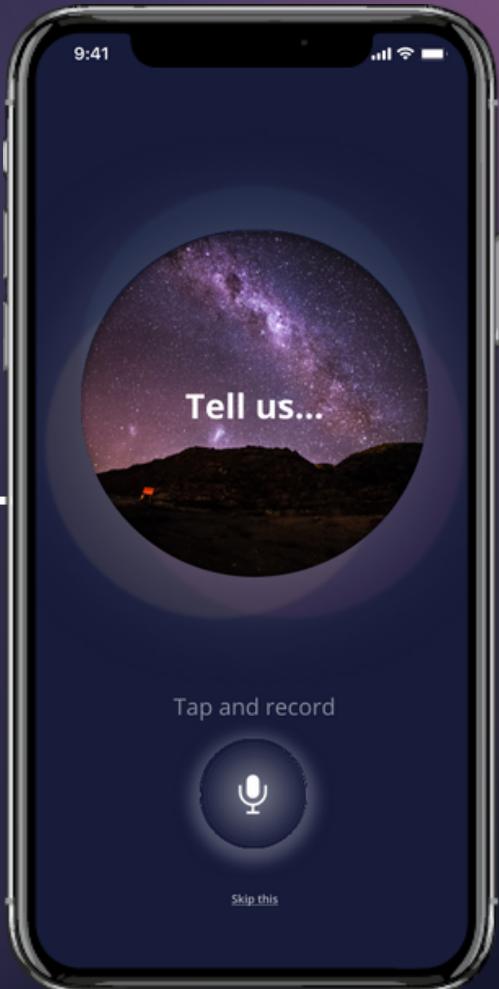
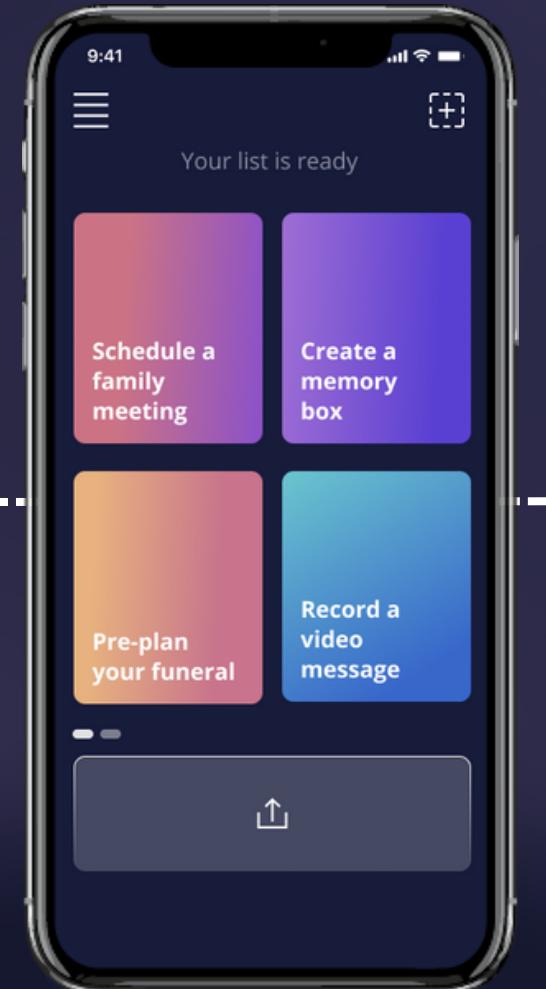
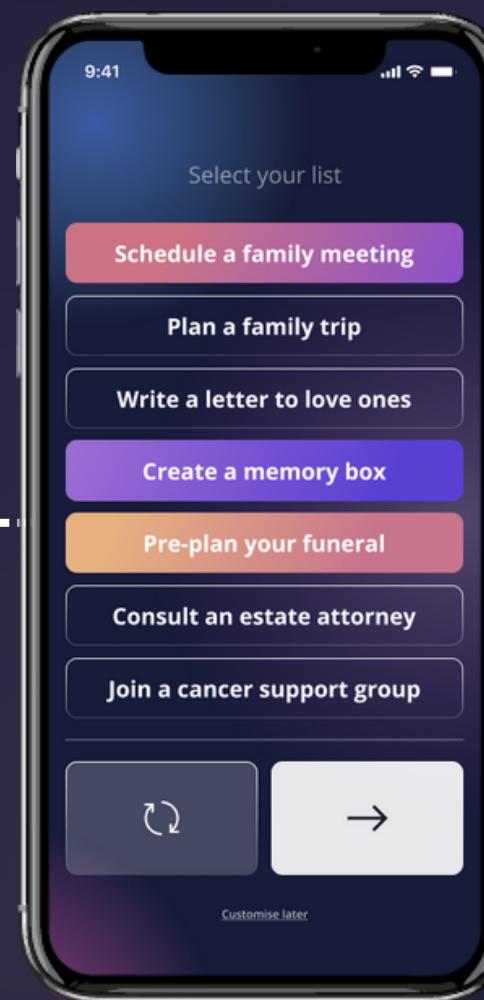
Share the wishes



Sound Recording



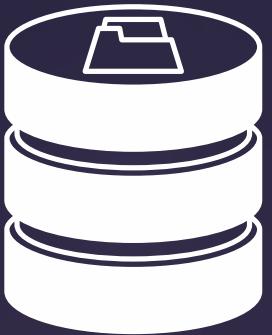
statistical model



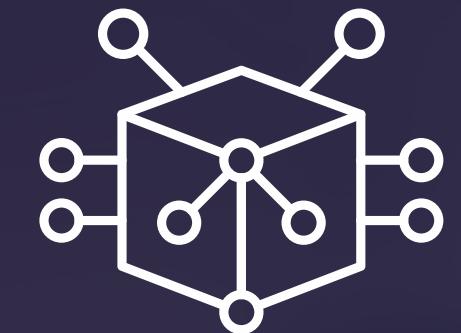
User's choice is fed-back  
to the model to fine tune the model



Website



Database



statistical model

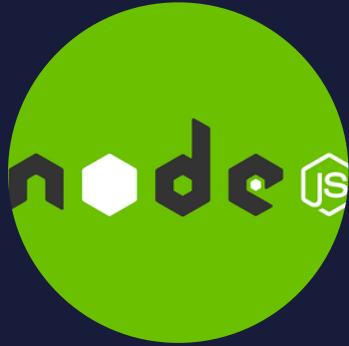
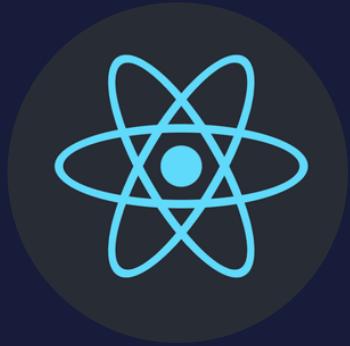
- **Database model** with machine learning
  - Predict score for each wish that is stored within the common wish list
  - The model is trained using initial group of users's input of wishlist as response variable and personal info as predictor
- **Pre-filled Content** on website
  - Present the first 7 wishes of the highest score for users to select
- The user's choice is fed-back to the model to fine tune the model





# Technical Components

- Technologies used: Figma, React, Node.js, MongoDB, etc.



- Integration with healthcare providers and legal systems
- Data security and privacy measures



# Marketing and Outreach

- **Target audience**: Adults aged 40 and above, caregivers, and healthcare providers
- **Online marketing**: SEO, social media, and targeted ads
- **Partnerships**: Charities, Healthcare organizations, elder care services, and legal firms
- **Community outreach**: Workshops, webinars, and support groups



# Key Takeaways