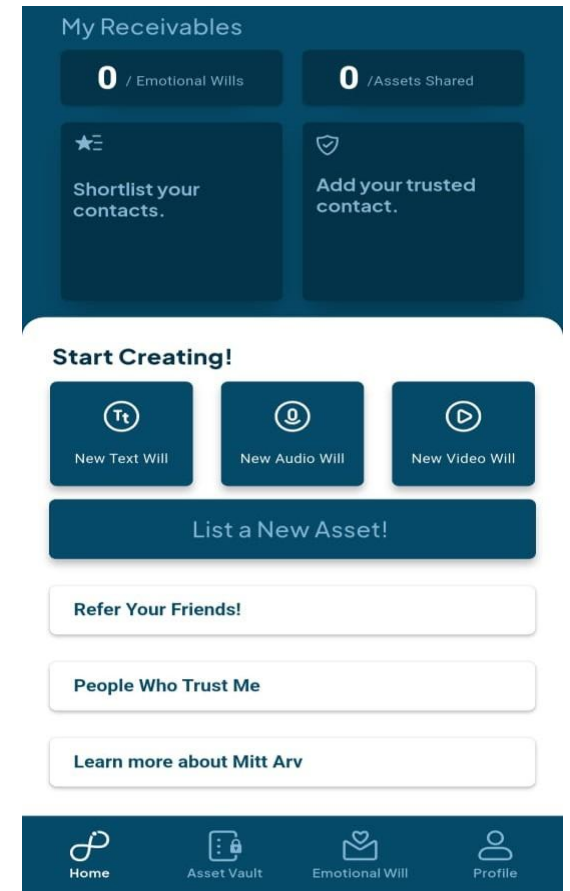


Mitt Arv App - Overview

- **What it is:**
A secure digital platform to store all your assets (bank accounts, property, insurance) and last messages (text, voice, video) for loved ones.
- **Key Functioning:**
Organizes and encrypts personal data, allows adding trusted contacts, and enables controlled sharing after passing.
- **Purpose:**
To give peace of mind, reduce confusion for families, and ensure assets and last wishes are safely passed on.



Strengths & Gaps

Strengths

- Clean UI and easy to use for all age groups
- Updates reflect instantly across devices
- Strong encryption ensures privacy

Gaps

- Hard to track who edited what
- No notifications(users miss updates or changes)
- Storage space is too limited for free-tier accounts.

Family Plan Proposal

- **Roles:** Current roles are Owner and Members; add a Family/Personal Lawyer role to provide legal support and guidance.
- **Price:** Currently, pricing changes only with storage. You could improve it by adding region-based pricing, group-size-based pricing, and other scalable factors to create a fair and flexible model.
- **Wealth Goals:** Consider adding a feature to set personal or family wealth goals, helping users improve savings habits and track financial growth.
- **Insurance Solutions:** Implement insurance solutions for health, auto, and wills to provide robust financial protection for those striving to make ends meet.

Expected Impact

- **Roles:** Adding a Family/Personal Lawyer role will enhance trust and credibility, providing users with reliable legal guidance and support, improving overall user satisfaction and engagement.
- **Price:** Introducing region- and group-size-based pricing makes the model fairer and more scalable, improving adoption, retention, and revenue potential.
- **Wealth Goals:** Allowing users to set personal or family wealth targets encourages disciplined savings, financial growth, and sustained engagement.
- **Insurance Solutions:** Providing insurance options for health, auto, and wills delivers meaningful financial protection for users managing tight budgets, enhancing platform value and loyalty.