

Total Addressable Market for High-Net-Worth Legacy Avatars (US)

Estimating TAM for a premium AI “legacy avatar” service (interactive memory bank + lifelike video persona) requires first quantifying the high-net-worth population. In the US there are roughly **12.7 million households** with net worth **>\$2 million** ¹. This represents about 9.7% of all households. Breaking this down by wealth tier (based on Federal Reserve SCF data aggregated by DQYDJ): ~4.81M households exceed \$5M ², ~2.13M exceed \$10M ³, and about 185k exceed \$50M ⁴. (The remaining ~7.86M are in the \$2–\$5M range by difference.) These figures assume inclusion of primary residence value. For context, the Federal Reserve’s Survey of Consumer Finances shows that the top 10% threshold is about \$1.56M ⁵, consistent with ~10% of households being in this range.

Wealth is heavily skewed by age: **Baby Boomers** (currently ~59–77 years old) hold the most wealth – about \$1.6M average net worth per household ⁶ – and are poised to transfer an estimated **\$68 trillion** to heirs in coming decades ⁷. In contrast, younger GenX/Millennial households average far less ⁶. Thus, most of the >\$2M segment consists of older individuals or couples approaching retirement. We expect higher interest in legacy tech among those older HNWI’s planning their estates. In addition, certain industry segments are especially relevant: prominent **entertainment/sports figures, politicians and executives** often have high net worth plus public followings, making them likely candidates for paying to preserve a public legacy. Tech entrepreneurs and Fortune 500 leaders (many GenX) may also be interested. Though no precise count of “celebrity millionaires” is available, these subgroups number in the tens to hundreds of thousands. (For example, there are ~525 US Congress members, thousands of professional athletes/celebrities and ~160k global SAG-AFTRA members, many with net worth >\$2M.) In general, we assume **affluence and public profile correlate with interest**: ultra-wealthy or famous individuals (who have fans) will adopt at higher rates than generic wealthy households.

Existing data and analogous markets suggest a niche but growing demand for legacy-preservation tech. For example, StoryFile – a video chatbot platform – reports **~5,000 profiles** created to date ⁸, though at low consumer price points. More broadly, the “digital legacy” market (services for managing digital assets and memories after death) was **~\$12.93B** globally in 2024 ⁹, projected to grow ~15.6% annually. (North America accounts for ~37% of that market ¹⁰.) AI afterlife startups abound: DeepBrain AI’s Re:memory, HereAfter AI, Character.ai, Project December, StoryFile, MIT’s Augmented Eternity, etc. ¹¹. These cater mainly to general consumers (many offer subscriptions starting at a few dollars per month ¹²). The high-net-worth segment is smaller but can pay a premium. Notably, StoryFile even interviewed actor Ed Asner before he died, enabling his fans to ask questions of an AI avatar; his son said it was “like his dad was looking right at him” ¹³, illustrating the appeal of such legacy avatars to public figures and their audiences.

Adoption assumptions: We assume that **only a small fraction** of wealthy individuals will subscribe to this luxury service. For TAM modeling, we break the >\$2M population into four tiers and assume rising uptake with wealth and publicity:

- **\$2–5M net worth:** ~7.86M households. Modest interest assumed, say **≈2% adoption** (customers ~157,000). Many in this bracket are comfortable but not necessarily public figures or extensively tech-focused.

- **\$5–10M net worth:** ~2.68M households. Some interest; assume **≈5% adoption** (customers ~134,000). Includes many entrepreneurs and smaller business owners.
- **\$10–50M net worth:** ~1.95M households. Greater likelihood (includes many serial entrepreneurs, senior executives). Assume **≈10% adoption** (customers ~195,000).
- **>\$50M net worth:** ~0.185M households. Ultra-wealthy and likely public; assume **≈20% adoption** (customers ~37,000).

These rates are illustrative but plausible: wealthier/public individuals have more means and motivation to invest in a sophisticated digital legacy. (High-net-worth individuals are also often quite tech-savvy ¹⁴, especially among younger cohorts or digital entrepreneurs, so a premium digital service would not be alien.) At these rates, **total customers ≈523,000** (0.523M) nationwide.

Pricing model: We assume a one-time setup fee of **\$10,000** per customer plus an ongoing subscription (e.g. ~\$1,000/month or ~\$12,000/year) for hosting/updating the avatar. (This is in line with premium digital legacy plans – for example Eternos initially launched at ~\$5,000 for a baseline package ¹⁵, and consumer apps like HereAfter start at \$3.99/mo ¹².) With 0.523M customers paying \$10k upfront, initial revenue would be ~\$5.2 billion. At \$12k/year subscription, ongoing revenue after the first year would be ~0.523M×\$12k ≈ **\$6.3 billion annually**. Combined (first-year) revenue = ~\$11.5 billion (initial + first-year subs).

The table below summarizes these segment assumptions and revenue projections:

Segment (Net Worth)	Households >(USD net worth bracket)	Adoption >(%)	Customers >(thousands)	Initial Rev >(10k fee, \$B)	Annual Subscr. Rev >(\$12k/yr, \$B)
\$2–5M	~7,860,000 (households) ¹⁶	2%	157	\$1.57 B	\$1.88 B
\$5–10M	~2,680,000 ²	5%	134	\$1.34 B	\$1.61 B
\$10–50M	~1,948,000 ³ ⁴	10%	195	\$1.95 B	\$2.34 B
>\$50M	~185,000 ⁴	20%	37	\$0.37 B	\$0.44 B
Total	≈ 12,673,760	–	523	\$5.23 B	\$6.27 B

(Data: *Wealth tiers from DQYDJ, based on 2023 Fed data* ¹⁷ ⁴; adoption rates assumed; revenue calculated at \$10k + \$12k/yr per customer.)

From this model, the **one-year TAM revenue** (initial fees + first-year subscriptions) is roughly \$11.5 billion, with ongoing annual revenue ~\$6.3 billion. The true TAM could be smaller or larger depending on uptake; even a few-percent penetration of the \$10–50M segment yields several billion in revenue.

Finally, analogous trends underscore this opportunity. The broader **digital legacy market** is growing rapidly (Grand View Research projects it will reach ~\$30.8B by 2030 ⁹). Multiple companies already market AI avatar/chatbot services for memorial or legacy purposes ¹¹ ¹³. High-net-worth clients represent a premium subset of that market: for example, StoryFile’s Ed Asner project ¹³ and DeepBrain AI’s “digital twin” demos show that affluent individuals (often with public profiles) are early adopters. In

sum, our analysis suggests a TAM on the order of **tens of thousands of potential customers and tens of billions of dollars in revenue**, with actual uptake driven by factors like age, fame, and tech affinity.

Sources: Wealth population data from Federal Reserve analysis ¹⁷ ⁴ ; generational wealth demographics ⁶ ⁷ ; digital legacy market forecasts ⁹ ; examples of legacy-AI services ¹² ¹³ ¹¹ . (Calculations are illustrative based on these data points and stated assumptions.)

¹ ² ³ ⁴ ¹⁶ ¹⁷ How Many Millionaires Are There in America? - DQYDJ

<https://dqydj.com/millionaires-in-america/>

⁵ Portfolios Across the U.S. Wealth Distribution | Richmond Fed

https://www.richmondfed.org/publications/research/economic_brief/2023/eb_23-39

⁶ Which generation has the most wealth? | USAFacts

<https://usafacts.org/articles/which-generation-has-the-most-wealth/>

⁷ ¹⁴ The digital maturing of high-net-worth individuals | FinTech Alliance

<https://fintech-alliance.com/news-insights/article/the-digital-maturing-of-high-net-worth-individuals>

⁸ ¹² ¹³ Life after death: AI chatbots bringing lost loved ones back

https://www.komando.com/tips/software-and-apps/life-after-death-through-ai/?srsltid=AfmBOoqR_zBWv87aFwokQt_2ffcBc7g7XMBJuMOr931WcBUp_N7K8c5d

⁹ ¹⁰ Digital Legacy Market Size & Share | Industry Report, 2030

<https://www.grandviewresearch.com/industry-analysis/digital-legacy-market-report>

¹¹ Forever Online: 'Generative Ghosts' Live in the AI Afterlife

<https://www.pymnts.com/artificial-intelligence-2/2025/forever-online-generative-ghosts-live-in-the-ai-afterlife/>

¹⁵ Is death tech a lucrative business or a fad? - GINGER LIU

<https://www.gingerliu.com/is-death-tech-a-lucrative-business-or-a-fad/>