

Client Identity

Legacy is automated, mobile-first end of life planning for millennials. The average millennial knows that EOLP is important, but is too uninformed to know how to begin the process. We provide a platform that handles and guides the user through the legal, financial, and emotional aspects of death - all in one place.

We do this by generating customized plans, breaking up those plans into manageable bite-size tasks, providing a document storage vault, and creating a marketplace of SMEs best fit for user's needs and direction. Our platform not only demystifies EOLP for our users, but also provides peace of mind by gently guiding them through the process through a customized plan that changes with them.

Our goal is to break down the financial, cultural and effort based barriers around end of life planning. By democratizing EOLP, we are not only changing lives today - but for generations to come. We're committed to making end-of-life planning an inclusive, straightforward, and compassionate experience for all. Legacy is not just a service; it's a movement to ensure that everyone can protect their loved ones and create a meaningful legacy, regardless of their starting point.

Our users are millennials, between the ages of 28-45, with children or elder generations to care for. Our buyers are corporate benefits providers (HR departments, via benefits brokers* and Insurance Brokers)

*Employee benefit brokers specialize in creating benefits packages for employers that are customized for each organization's needs.