

Brand Values

Simplicity is elegance -

everything we create is to the point; easy to understand and to follow.

We empower our users, not

deter them - users gain power by using our product. They finish each session with a sense of control over their life.

Every second matters - users know that the product saves them time and, yet, reminds them that what they are doing is worth the time... BECAUSE it grants them more time to enjoy their life.

Thoroughness of process,

product, and flow - the product clearly and concisely does what it needs to do, with all it needs to do. There is depth and breadth - no shallowness or frills.

We build for the user - all decisions benefit the user and thus benefit us.

Planning for death is planning

for life - EOLP is not somber, it is an engaging and fun value-add activity. We approach it with joyful urgency.

Death is a universal experience

- the experience of death transcends borders, cultures, and language. We build to learn from one another and to celebrate our differences during the most universal of human experiences.