

endowl

Tell your story. Preserve your legacy.

Endowl provides decentralized tools to manage the full life cycle of your will

#Team

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Ken Hodler CEO
Legal Tech, Crypto



Morgan Sherwood CTO
dApp wizard



Aaron Anderson Technical Evangelist
Serial decentralizer of all the things



#Dedication

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www.endowl.com

A recent study show that 68% of American adults don't have an estate plan

And that most of them believe that they need one

The **process** is confusing,
expensive, too hard.



#Solution

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FIX THE PROCESS



Ask relatable questions

Easy to use

Automated



Easy to keep up-to-date

Affordable

Flexible

LAST WILL
AND
TESTAMENT



Without talking to an attorney

A Perfect Storm is Brewing

Trustless
Asset
Transfer

Laws are
catching up to
digital reality



Over 100 user interviews

Everyone has someone
or something



If my financial advisor recommended something like this to me, I would have created a will years ago.

- Parent with teenage children

I would love to have a an app like this that I could recommend to my customers.

- Banker at a credit union

This set of tools would be useful in my practice.

- Estate planning Attorney



Deep Verticals → Plugins



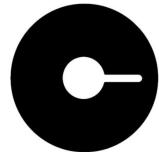
Add St. Jude
to your will



MintGate Add beneficiaries
to your creator
account



Help your heirs
get the most for
your collection



Add beneficiaries
to your Gnosis safe



Add a medical
directive to your
estate plan



Create a crypto
inventory sheet



Last Will and Testament
of _____

County of _____
mind, not acting under
and extent of all my pro-
and declare this docu-
and all other wills and

I. EXPENSES

I direct that all my
soon after my de-
Personal Repres-
plete discret-

LAST WILL

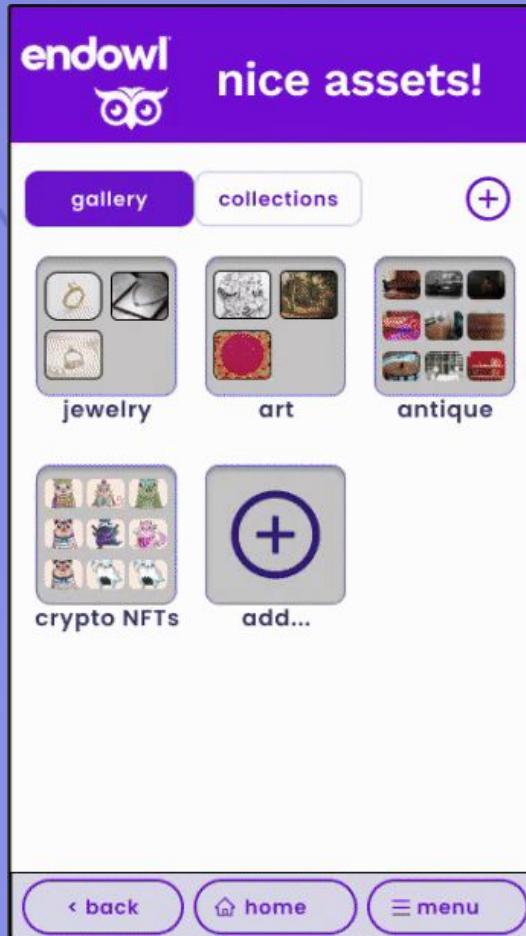
AND

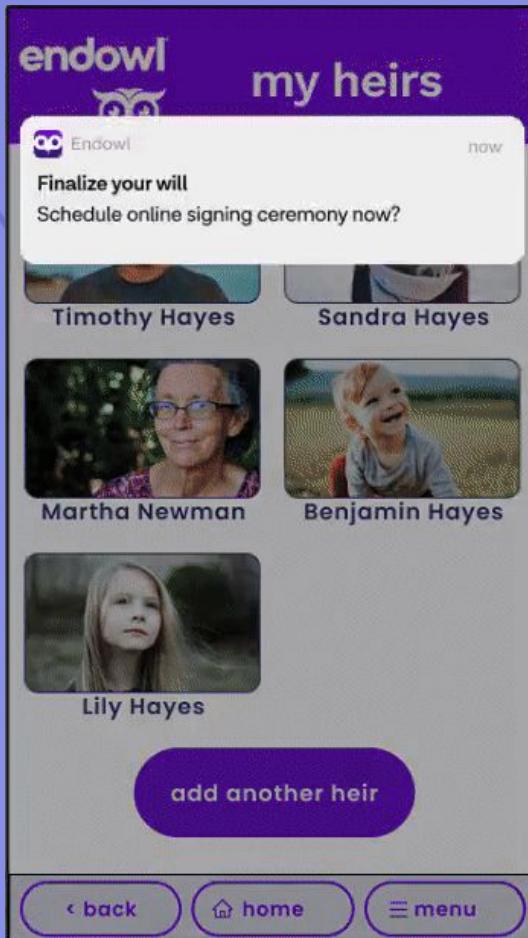
TESTAMENT





Estate Plan Discovery





Will Signing Ceremony

Last Will and Testament
County of _____
I, _____, of sound mind, not acting under undue influence, and declare this document to be my last will and testament. I hereby revoke all previous wills and declarations. I direct that all my property be distributed as follows:

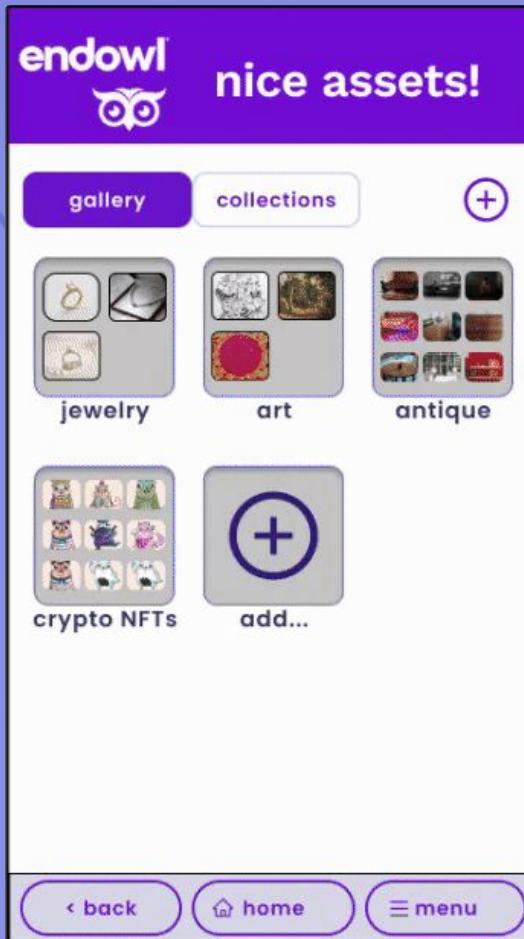
I. EXPENSES

I direct that all my funeral expenses be paid as soon after my death as possible. I also direct that my personal representative be appointed to handle my estate and that they be given full discretion in managing my affairs.

Witnesses: _____, _____

Date: _____





Brief Event Detection

Edda Asterman added you to her estate plan through Endowl [Inbox x](#)

Ken Hodler <ken@endowl.com>
to me ▾



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Download on the App Store

GET IT ON Google Play

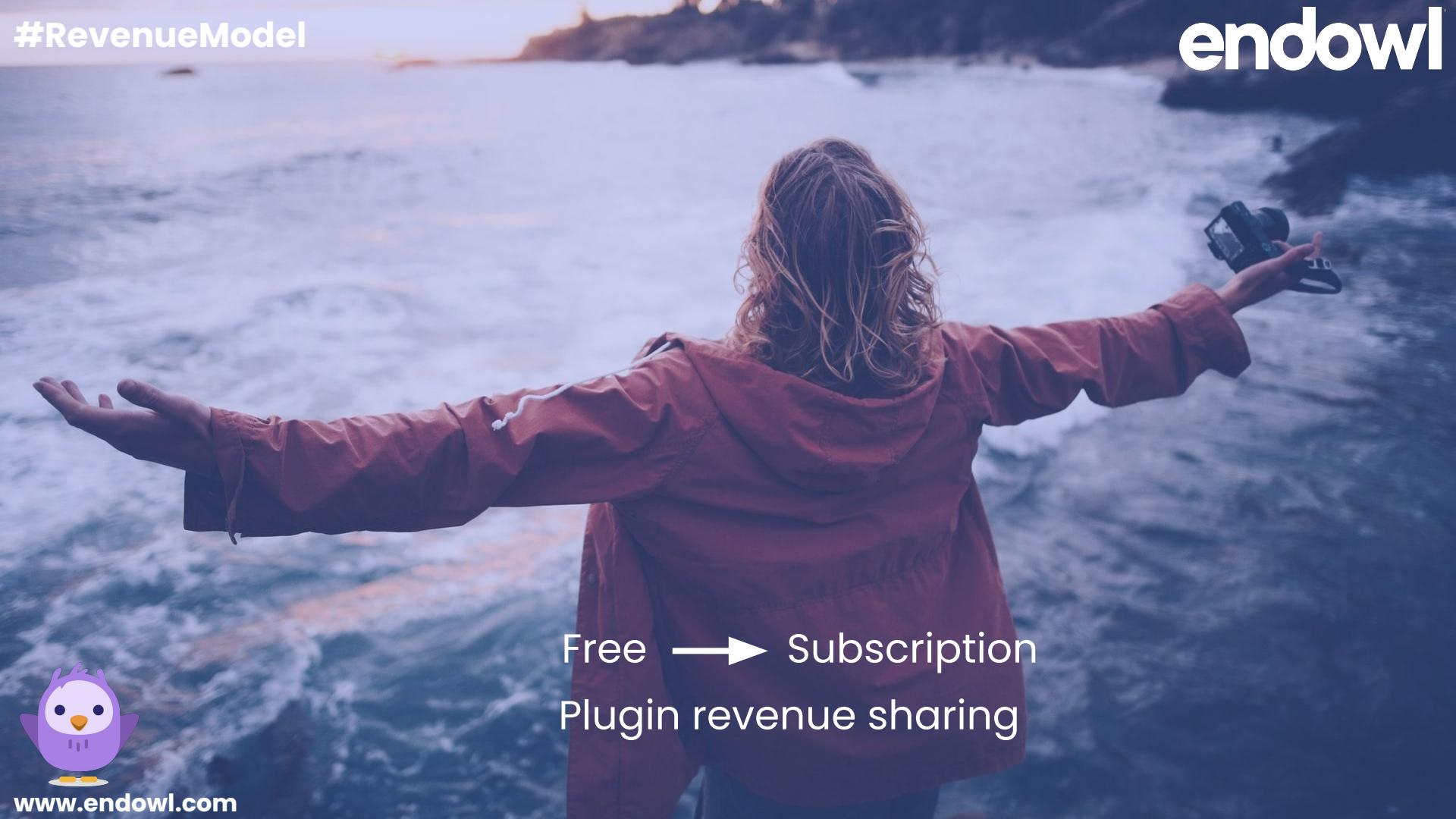
Hi Ken-

Your sister Edda asked us to let you know that she added you to her estate plan through the designated you as her attorney-in-fact in her medical directive. This means that if she is unable to make decisions for herself, you will be able to make them on her behalf.



#RevenueModel

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Free → Subscription
Plugin revenue sharing



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#AdoptionStrategy

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Wills are not Created in a Vacuum



A photograph of a beach at sunset. In the foreground, several people are walking along the sand. The sky is a mix of orange, yellow, and blue. The ocean waves are visible in the background.

Don't have a will
\$71 Billion
(68% of American Adults)

Want a will
\$42 Billion
(60% want a will)

Crypto Owners
\$6 Billion



#Competition

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Traditional
Estate
Planning

Online / DIY

ROCKETLAWYER.

Z LEGALZOOM

Friendly Estate
Plan Discovery

tomorrow
FREEWILL

fabric

- Digital Asset Management
- Remote will signing
- Life event monitoring
- Deep verticals





User Interviews
Experiments
Analysis

Beta release

Onboard early
plugins
Build to scale

Feb. 2021

2020

2021-Q2

2022

2021-Q1

2021-Q4

Plugin
Architecture
Whitepaper

General
Availability

Vertical Markets
International markets



\$1.4 million

We are raising funds to finish building the product and scale up the system. With these funds, hire additional developers, we will release to GA, and onboard the first 1,000 subscribers and the first 25 plugin partners.

Engineering
\$750,000

Business Development
\$350,000

Expenses
\$300,000



#Contact

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For Early Beta Access
<https://endowl.com>



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