

# endowl

*Tell your story. Preserve your legacy.*

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

#Team

endowl



Ken Hodler CEO  
Legal Tech, Crypto



Morgan Sherwood CTO  
dApp wizard



Aaron Anderson Technical Evangelist  
Serial decentralizer of all the things



#Dedication

endowl



[www.endowl.com](http://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

endowl

## 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



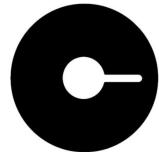
Add St. Jude  
to your will



**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

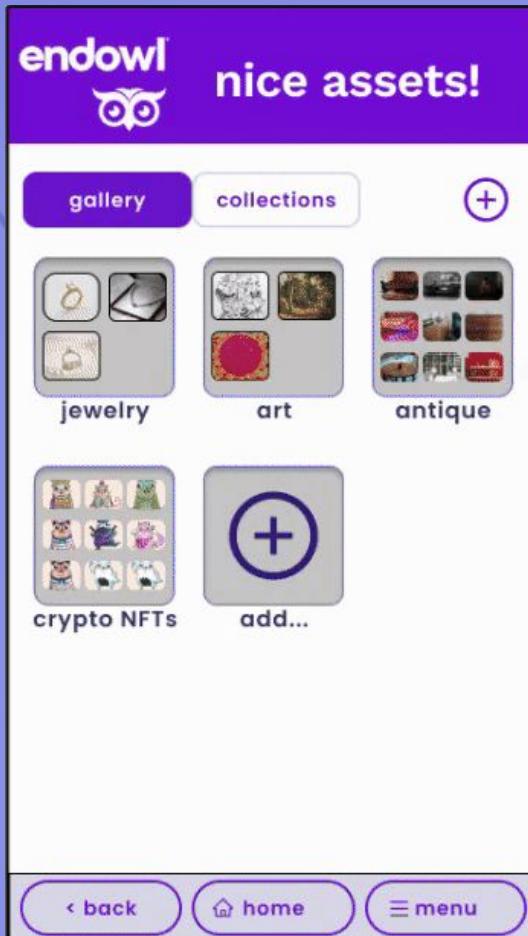
### I. EXPENSES

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 assets be distributed as follows:

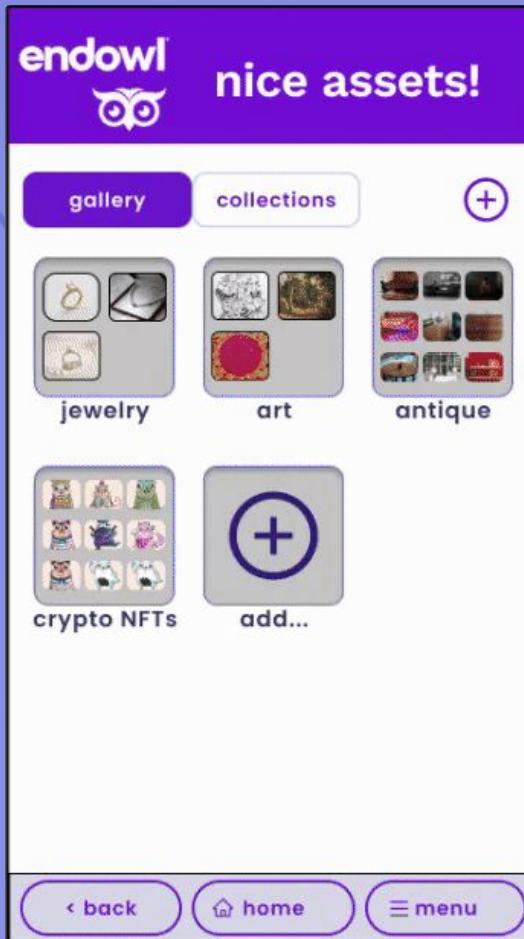
I. EXPENSES

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 to act in my best interests.

Witnesses: \_\_\_\_\_, \_\_\_\_\_

Date: \_\_\_\_\_





## Brief Event Detection

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

**Ken Hodler** <ken@endowl.com>  
to me ▾



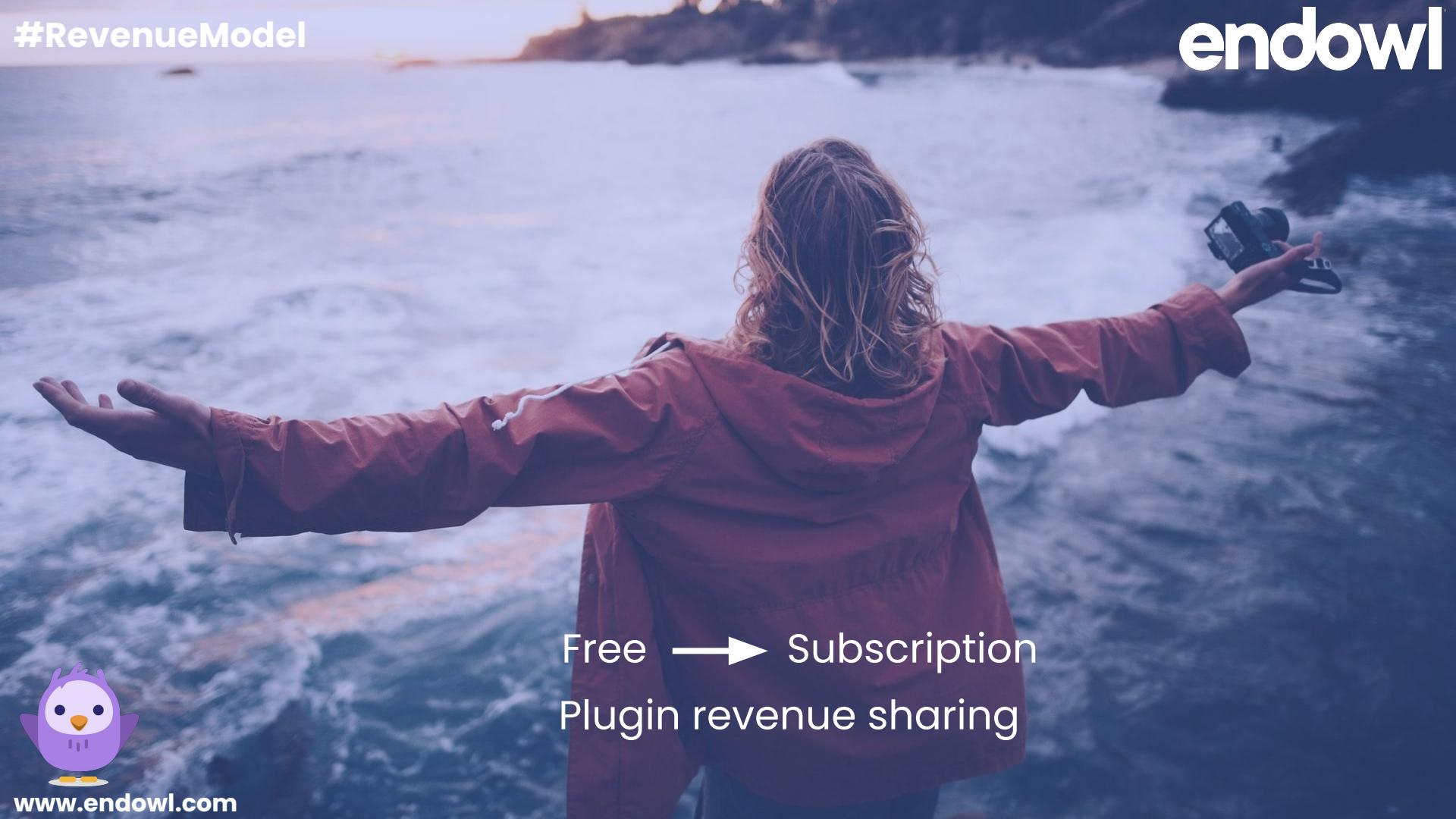
Hi Ken-

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

endowl



Free → Subscription  
Plugin revenue sharing



[www.endowl.com](http://www.endowl.com)

#AdoptionStrategy

endowl

**Wills are not Created in a Vacuum**



A photograph of a beach at sunset or sunrise. In the foreground, several people are walking along the sand. Some are in pairs, some are alone, and one group appears to be a family with a child. The sky is a mix of orange, yellow, and blue, reflecting off the calm water. The overall atmosphere is peaceful and suggests a vacation or a day spent outdoors.

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

endowl

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

2021-Q2

2022

2020

2021-Q1

2021-Q4

Plugin  
Architecture  
Whitepaper

General  
Availability

Vertical Markets  
International markets



#Contact

endowl



ken@endowl.com



@endowlapp



@endowlapp



endowl



+1 (206) 385-1099

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



www.endowl.com