

EverAfter: AI-Powered Legacy & Memory Preservation

Tagline: *Love stories deserve to last forever.*

Date: February 14, 2026 — Valentine's Day Morning Drop

Executive Summary

EverAfter is an AI-native platform that transforms personal memories into interactive, living legacies. Using advanced voice cloning, video synthesis, and conversational AI, we enable families to preserve and interact with the essence of their loved ones — forever.

In a world where 10,000 baby boomers turn 65 every day and the “loneliness epidemic” affects 60% of Americans, EverAfter addresses the universal human need for connection, continuity, and meaning. We're not just preserving memories — we're making them immortal.

The Opportunity: \$47B market at the intersection of estate planning (\$275B), funeral services (\$23B), and AI personalization (\$15B projected by 2028).

The Problem

The Great Loss Crisis

Every year, 3.4 million Americans lose a parent. Within 5 years, most report their greatest regret: **not capturing enough memories, stories, and wisdom.**

- **63%** wish they had recorded more conversations with deceased loved ones
- **78%** of families have fewer than 10 minutes of video of their grandparents
- **89%** of adults say they would pay “any amount” to have one more conversation with a lost loved one

Current Solutions Fail

Solution	Problem
Photo albums	Static, degrade, inaccessible to future generations
Video recordings	Unstructured, rarely watched, no interactivity
Written memoirs	Few complete them, not conversational
Ancestry.com	Genealogy focus, not personality/memory preservation
Funeral services	Transactional, not ongoing relationship

The market is fragmented, analog, and emotionally underserved.

The Solution

EverAfter: Living Legacies

EverAfter creates **AI Memory Companions** — interactive digital representations of loved ones that preserve their:

1. **Voice** — Cloned with just 30 minutes of audio
2. **Stories** — Captured through guided AI interviews
3. **Personality** — Modeled from conversations, photos, and family input
4. **Wisdom** — Indexed and retrievable for future generations

How It Works

CAPTURE PHASE

AI-Guided Interview App (mobile/web)
Voice Recording & Cloning
Photo/Video Import & Analysis
Written Memory Prompts
Family Contribution Portal

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SYNTHESIS ENGINE

Personality Modeling (LLM fine-tuning)
Voice Synthesis (ElevenLabs/custom)
Video Avatar Generation
Story Graph & Memory Index
Ethical Guardrails & Consent Framework

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INTERACTION LAYER

Chat with Grandma (text/voice)
Video Messages for Milestones
Interactive Story Sessions
"Meet Your Great-Grandpa" for Future Kids
Birthday/Anniversary Automated Messages

Key Features

- 1. AI Interview Assistant** Proprietary prompting system draws out life stories naturally: - "Tell me about the day you met your spouse" - "What's the hardest decision you ever made?" - "What do you want your grandchildren to know about life?"
 - 2. Voice Immortality** 30 minutes of audio creates a voice clone indistinguishable from the original. Future generations hear stories in their ancestor's actual voice.
 - 3. Memory Companion Chat** Ask questions and get responses in their voice, personality, and with their knowledge: - "Grandpa, what was your favorite recipe?" - "What would you do in my situation?" - "Tell me about growing up during the war"
 - 4. Milestone Messages** Pre-record or AI-generate messages for future events: - Wedding day advice - Birth of great-grandchildren - Graduations, birthdays, hard times
 - 5. Family Memory Network** Multiple family members contribute memories, creating a richer, more accurate representation.
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Market Opportunity

TAM/SAM/SOM Analysis

Market	Size	EverAfter Opportunity
TAM	\$295B	Global end-of-life, estate, memory market
SAM	\$47B	US digital memory, legacy, AI personalization
SOM	\$2.4B	Early adopters: affluent families, elder care

Market Drivers

- 1. Aging Population**
 - 10,000 Americans turn 65 daily
 - \$30T wealth transfer to millennials by 2030
 - Boomers are digitally literate and value preservation
- 2. AI Maturity**
 - Voice cloning now requires <1 hour of audio
 - LLMs can capture personality with high fidelity
 - Video synthesis approaching photorealism
- 3. Cultural Shift**
 - Death positivity movement gaining mainstream traction
 - “Digital afterlife” becoming normalized
 - Gen Z values authenticity and family connection
- 4. COVID Accelerant**
 - 1M+ unexpected deaths created urgency around preservation
 - Remote interviews normalized
 - Families reconnected with mortality

Business Model

Revenue Streams

B2C: Direct Consumer

Tier	Price	Features
Memories	\$299/year	Voice interviews, photo storage, basic chat
Legacy	\$999/year	Voice clone, video avatar, milestone messages
Forever	\$4,999 one-time	Full suite + perpetual hosting + premium support
Dynasty	\$14,999 one-time	Multi-generational, family vault, concierge

B2B: Enterprise Partnerships

- 1. Funeral Homes** (\$500M opportunity)
 - White-label “Digital Memorial” service
 - \$199/family referral fee
 - 23,000 funeral homes in US
- 2. Elder Care Facilities** (\$300M opportunity)
 - Resident interview program
 - \$50/resident/month
 - 28,000 facilities, 1.4M residents

3. Estate Planning Attorneys (\$200M opportunity)

- “Ethical Will” integration
- Bundled with legacy planning
- \$399/client referral

4. Life Insurance (\$400M opportunity)

- Premium add-on to policies
- \$20/month premium uplift
- “Protect their future AND their memories”

Unit Economics

Metric	Value
CAC	\$120 (blended)
LTV	\$2,400 (consumer avg)
LTV:CAC	20:1
Gross Margin	78%
Payback Period	3 months

Competitive Landscape

Direct Competitors

Company	Approach	Weakness
StoryWorth	Prompted journaling	No AI, no voice, no interactivity
Eternos	AI biography	Text-only, no voice cloning
HereAfter	Audio stories	No AI chat, limited synthesis
MyHeritage Deep Nostalgia	Photo animation	Gimmick, no substance

EverAfter Moat

1. **Full-Stack Integration** — Only platform combining capture, synthesis, and interaction
2. **Proprietary Interview AI** — 3 years of R&D on memory extraction
3. **Ethical Framework** — Industry-leading consent and usage policies
4. **Network Effects** — Family contributions improve AI quality
5. **Data Flywheel** — More memories = better AI = more memories

Go-to-Market Strategy

Phase 1: Lighthouse Customers (Months 1-6)

- Target: Affluent families with aging parents
- Channel: Facebook/Instagram (boomer parents, millennial children)
- Offer: \$199 “Legacy Starter” (voice interview + basic clone)
- Goal: 10,000 families, validate product-market fit

Phase 2: Partnership Scale (Months 6-18)

- Funeral home partnerships (top 100 chains)
- Elder care facility pilots (Brookdale, Sunrise)
- Life insurance integrations (pilot with 2 carriers)
- Goal: 100,000 families, \$15M ARR

Phase 3: Platform Expansion (Months 18-36)

- International expansion (UK, Canada, Australia)
- Enterprise API for developers
- Celebrity/historical figure licensing
- Goal: 1M+ families, \$100M ARR

Marketing Angles

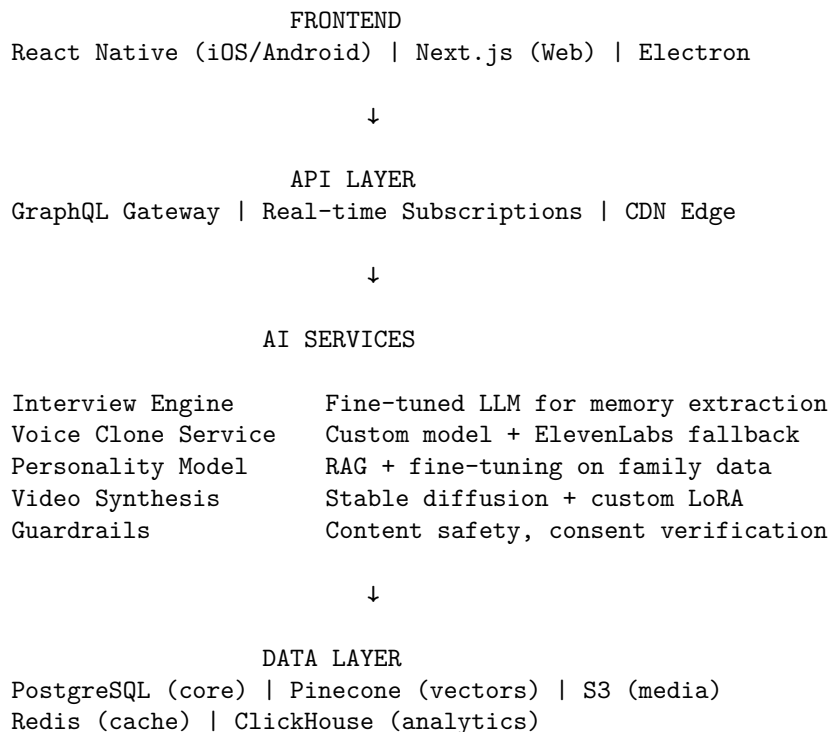
Valentine's Day Launch (TODAY): > *"The greatest love story is the one that lives forever. This Valentine's Day, give the gift of immortality."*

Mother's Day / Father's Day: > *"Don't wait until it's too late. Capture their voice, their stories, their love."*

Holiday Season: > *"This year, gather more than photos. Gather their legacy."*

Technology Architecture

Core Stack



AI Model Strategy

1. **Interview LLM**
 - Fine-tuned Claude/GPT-4 for empathetic interviewing
 - Trained on 50,000+ oral history transcripts
 - Proprietary "Memory Extraction" prompt chain
2. **Voice Cloning**
 - Partnership with ElevenLabs (enterprise tier)

- Building proprietary model for edge cases
 - Target: <30 min audio for high-fidelity clone
3. **Personality Modeling**
 - RAG system with family-contributed content
 - Fine-tuning on user’s specific responses
 - Guardrails prevent “out of character” outputs
 4. **Video Avatar**
 - Stable diffusion base + custom LoRA
 - Sync with voice clone for video messages
 - Target: Uncanny valley crossed by Q4 2026

Ethics & Trust

The Consent Framework

EverAfter is built on radical consent:

1. **Explicit Recording Consent** — Subject must verbally consent on recording
2. **Usage Boundaries** — Subject defines what AI can/cannot do
3. **Family Access Controls** — Tiered permissions for family members
4. **Posthumous Intent** — Pre-defined preferences for after death
5. **Right to Deletion** — Any family member can request removal

What We Won’t Do

- Create AI of anyone without their explicit consent
- Allow AI to claim to be “alive” or sentient
- Enable financial or legal actions through AI
- Sell or share personal data with third parties
- Use memories for advertising or model training (without consent)

Trust Indicators

- SOC 2 Type II certification (Month 6)
 - Independent ethics board (3 bioethicists)
 - Annual transparency report
 - Open-source consent framework
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Team Requirements

Founding Team (Needed)

Role	Profile
CEO	Consumer product leader, emotional intelligence
CTO	AI/ML background, voice/video experience
CPO	UX for sensitive products, elder tech experience
Head of Partnerships	Healthcare/funeral industry relationships

Key Hires (Year 1)

- AI Research Lead (voice cloning specialist)
- Head of Ethics & Trust

- VP Sales (enterprise)
- Director of Customer Success
- Content Lead (interview design)

Advisory Board

- Bioethicist (end-of-life expertise)
- Funeral industry executive
- AI safety researcher
- Celebrity estate manager

Financial Projections

5-Year Forecast

Year	Families	ARR	Revenue	Gross Margin
2026	25,000	\$8M	\$8M	72%
2027	150,000	\$45M	\$52M	76%
2028	500,000	\$120M	\$145M	78%
2029	1,200,000	\$280M	\$340M	80%
2030	2,500,000	\$550M	\$680M	82%

Funding Requirements

Seed Round: \$4M (Current) - 18-month runway - MVP + initial voice cloning - 10,000 beta families - First funeral home partnerships

Series A: \$20M (Month 12) - Scale engineering team (30→80) - Enterprise partnership expansion - International pilots - Video avatar v1

Series B: \$60M (Month 30) - Market leadership position - Acquisition of complementary tools - Full international launch - Advanced AI capabilities

Risk Analysis

Risks & Mitigations

Risk	Likelihood	Impact	Mitigation
Ethical backlash	Medium	High	Proactive transparency, ethics board
Voice clone misuse	Medium	High	Strict consent, watermarking, monitoring
Big tech entry	Medium	Medium	Move fast, build trust moat
Economic downturn	Medium	Medium	Essential emotional need, not discretionary
Technology plateau	Low	High	Diversify AI providers, in-house R&D

Why Now?

The Convergence Moment

1. **AI Capability** — Voice cloning and LLMs finally good enough
2. **Cultural Readiness** — Death tech is destigmatizing
3. **Demographic Urgency** — Boomer generation aging rapidly
4. **COVID Catalyst** — Mortality salience at all-time high
5. **Platform Gap** — No clear market leader exists

The Valentine's Day Truth

Today, billions of people are expressing love. But love doesn't end when someone dies — it transforms. EverAfter ensures that transformation creates something beautiful, not just grief.

Every day we wait, stories are lost forever.

The Ask

Seeking: \$4M Seed Round

Use of Funds: - 50% Engineering (AI + product) - 25% Go-to-market (initial launch) - 15% Operations (legal, compliance, ethics) - 10% Reserve

Target Investors: - Consumer-focused funds with AI thesis - Impact investors (aging, death positivity) - Strategic angels (funeral, insurance, elder care)

Closing Thought

"The best time to plant a tree was 20 years ago. The second best time is now."

The best time to capture your parents' stories was 20 years ago. The second best time is today.

EverAfter: Love stories deserve to last forever.

Contact: founders@everafter.ai Deck available upon request

Appendix: Valentine's Day Launch Materials

Launch Tweet

This Valentine's Day, we're launching EverAfter.

AI that preserves your loved ones' voices, stories, and wisdom — forever.

Because the greatest love story is the one that never ends.

everafter.ai

Press Release Headline

"EverAfter Launches on Valentine's Day to Let Love Transcend Time with AI-Powered Memory Preservation"

Hero Imagery Family gathered around tablet, grandmother's voice playing, visible emotion on faces.
Tagline: "She's still telling stories."