



Afterlife Listings

Transparent Funeral Planning

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OUR STORY

After watching her Uncle battle cancer for over three years, Clara thought her family had prepared themselves for the worst. But nothing, including preplanning a funeral or setting aside life insurance, can prepare you for that gut-wrenching phone call. After navigating the struggles of sales-oriented funeral directors, inconsistent plot pricing, and hidden service charges, Clara discovered how corrupt an industry set on helping others can be.

Afterlife Listings brings 21st-century transparency to an industry that has long resisted technology as a means of democratization. Our online marketplace streamlines the customer journey for purchasing a burial plot through transparent financials, paperwork, and plot verification. Currently, we are in the process of developing store pages for 40 percent of all cemeteries in the King County area. Additionally, we are in conversations with the two leading groups within the industry, the People's Memorial Association and National Funeral Directors Association, about our platform. We aim to enable every widow(er), child, or parent to find the perfect resting place for themselves or a loved one within their price range.





OUR MARKET

With over 2.8 million people dying each year, the death industry is generally thought of as “recession-proof.” With 50 percent of deaths consistently resulting in burials, innovation has been scarce for the past 30 years. However, during a series of customer interviews crossing eight cities and two states, we found a strong desire for an easy-to-use online solution. A majority of individuals surveyed felt pressured by cemetery sales associates to make purchases against their loved ones’ wishes.

An individual went so far as to state that,

“I hope that something like Afterlife Listings exists when I leave this world. I don’t want my family members to stress and worry about everything surrounding my burial plot.”

THE PROBLEM

PRICE DISCREPANCY

The cost of a burial plot can drastically vary by as much as 400 percent. Burial plots may be the third largest purchase the average American will make, and prices can be as high as \$25,000 for a single-spaced \$50,000 for a double-depth companion plot. In addition to the expensive purchase, every day a plot is not purchased, the family must pay to keep the body stored. This forces families to make the fastest choice, not the best one for their loved one, and budget constraints.

LIMITED ONLINE INFRASTRUCTURE

Only 16 percent of cemeteries have websites with complete prices. Our industry partners have blamed this discrepancy on a few large corporations' attempts to hide prices to charge more. Moreover, while the majority of independent cemeteries find listing prices to be competitively advantageous, they often lack the technical infrastructure. The last thing a grieving family should be forced to do is spend their time going door to door at multiple cemeteries, trying to receive prices.

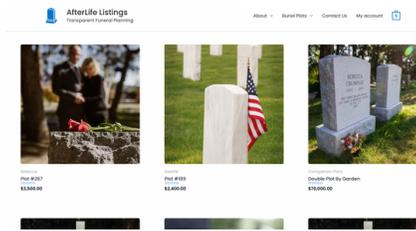
A SALESPERSON & A GRIEF COUNSELOR

Unfortunately, cemetery staff are forced into the juxtaposed roles of salesperson and grief counselor all in one job. However, the sales associates are not to blame. The current industry is rigged against the customer due to inequalities in access to information. One customer we interviewed even

stated her experience with a cemetery salesperson was similar to that of a car salesman. She walked into the funeral home and immediately felt as though she was being sold the "newest" and "most expensive" memento to honor her loved one.

THE CUSTOMER JOURNEY

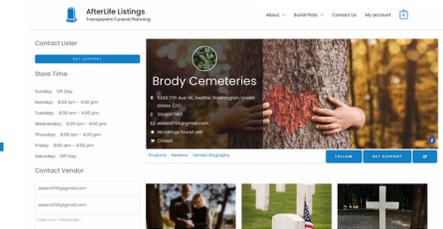
1 Customer Search



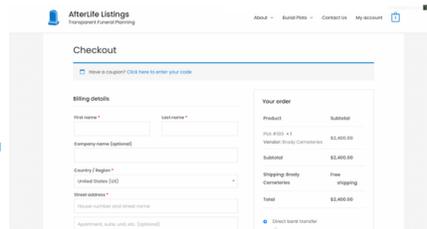
2 Find The Plot



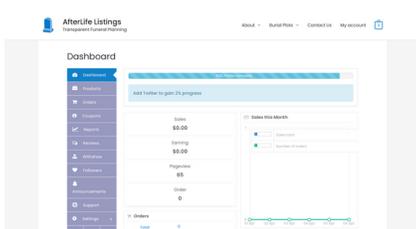
3 Research The Cemetery



4 Check Out



5 Vendor Receives Order



OUR SOLUTION

1) Pricing Made Easy

Through transparent pricing and trustworthy customer service, we ease the stress of burying a loved one. Grieving family members can search prices of specific plots within the area, ensuring that they are getting a place that fits their price point and specifications. Families can streamline their search using our filters to get to what matters the most to them, including prices, type of plot, religion, and location.

2) Transparent Information & Verification

We provide resources regarding the cemetery itself and specific plots. With our convenient e-commerce style purchasing, families can even view legal documents confirming their transaction in the comfort of their own home. With our platform, the industry now has access to plot verification, data analytics, e-signing with paperwork management, online financing, and a far wider audience than ever before. By partnering with cemeteries, we aim to reduce their costs associated with marketing, personnel, and paperwork to pass along savings to the consumer. This gives families time to comprehend and digest the forms they are signing while ensuring the price they are paying does not have added fees.

3) Ability to Create a Unique Customer Experience

Our website allows for remote purchases without removing the human touch. Our chat hosting, video call features, and in-person scheduling features facilitate the emotion-driven interactions needed by the customer. However, due to time, price, or accessibility, if the customer does not want to visit the cemetery, there will be specific details regarding the plot and images to ensure transparency. Our customer journey is faster and engages individuals on their terms rather than the salesperson.

GO TO MARKET STRATEGY

Year 1: King County

We will begin in King County and allow cemeteries to list burial plots on our website. We will expand our services to enable individuals to resell a plot to list on our website. We will have a tiered SASS model based on the number of plots and the ability to create featured listings a vendor chooses to create. Our target demographic is secular-leaning technologically literate individuals in Is 30-65. Our customers are at a time in their lives where they are forced to understand the logistics of burying a parent or loved one for the first time. To reach our initial customers, we will partner with hospitals, hospices, and elderly care facilities to generate leads. In addition, we will create SEO-optimized pages and run SEM campaigns to acquire our initial customers.

Year 2: WA State

Then, we will begin to expand our services to all of Washington. We will increase our marketing efforts to target mom-and-pop cemeteries outside of King County. Expand services to include funeral planning, casket purchases, and cremations online.

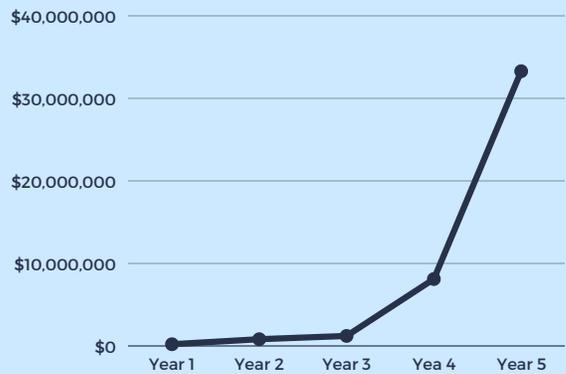
Year 3 West Coast

Expand to California and then Oregon as we will now have satisfied licensing requirements in both states.

Year 4 and 5 USA

Continue to move east and go nationwide, adapting to different licensing regulations. Expand to offer services in all 50 states.

Projected Revenue (5 Year Plan)



Our projected revenue is based on our current success rate in the King County Area. As of now, 40% of the cemeteries in the county have begun the first steps in partnering with Afterlife Listings.

For data justification please view our spreadsheet [here](#).

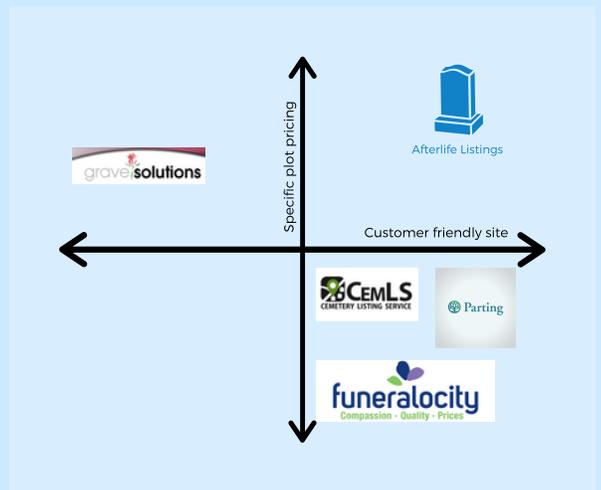
COMPETITION

We have competitors; however, they are outdated, not user-friendly, and do not allow for online transactions to occur. While there is an established market, the existing players do not meet the customer demand.

SERVICES	COMPETITORS			A.L.L
	PARTING.COM	FUNERALOCITY	GRAVE SOLUTIONS	AFTERLIFE LISTINGS
SPECIFIC PLOT PRICES	✓		✓	✓
INFORMATION ABOUT CEMETARIES	✓	✓	✓	✓
ABILITY TO FILTER PLOT BY PRICE AND RELIGION			✓	✓
MODERN, USER FRIENDLY WEBSITE	✓	✓	✓	✓
CUSTOMER SERVICE CHAT BOT	✓			✓
ABILITY TO PURCHASE A PLOT ONLINE				✓

How We Compare

Where We Stand



THE TEAM

Aidan Shev
Co- Founder

Brendan Tran
UX Specialist

Clara Kobashigawa
Co- Founder

Dan Sedlacek
Advisor

Marcelo Calbucci
Software Advisor

Alan Leong
Advisor

Marty Murphy
Industry Advisor

CONCLUSION

In an industry that faces corruption, lack of transparency, and an outdated business model, we will bring innovation that helps grieving families. We are creating this business for our future selves. We know that there will come a time where we will be forced to bury our parents. Unfortunately, when that time comes, we want to have a simple, stress-free way to ensure that we are getting the best price, plot, and cemetery to honor our parents.