



Pitch Deck

Vision & Value Proposition

Engraved is the path to preserving family heritage and human history. It also has the added perk of bringing awareness to sustainability in commemorating loved ones and improving current practices. In writing my current book, I found that cemeteries are lost (read that again) and that we are out of room to bury the dead. Toxins last longer than an eternity. There has to be a better way.

Engraved starts family and history preservation efforts by equipping gravestones with a QR code embedded with the exact gps location, video, documents, voice recordings, known family tree, and a link to the departed's 'digital life vault' and commemorative website. Who better to record the story of their life than the person living it. We extend our efforts to equip historical cemeteries with QRs of all known information. It is our quest to link the human race to each other and our history.

Engraved is the documentary of Ancestry.com meets History channel

The Problems

#1 History, specifically the history of marginalized individuals, is lost in untold stories and wisdom.

#2 Cemeteries are moved, built over, lost, or repurposed as we are seeing in Florida, New York, San Francisco - coast to coast.

#3 Family trees and how we link to each other are easily forgotten and our heritage is unknown and uncelebrated

Target Market & Opportunity

Everyone meets their demise. We would begin with:

- ❖ People who estate plan
- ❖ People with digital goods (NFTs, Bitcoin, documents)
- ❖ Financial planners
- ❖ Elderly
- ❖ Parents
- ❖ Businesses with mental and financial wellness plans as a benefit for their employees



The Solutions

#1 Any user will be able to upload QR code information to our system for preservation

#2 Permanent records of cemetery location and QR embedding will remain with our site so nothing is lost

#3 Through documents we are able to link relationships and provide a quilt of family history

Revenue Model

- *Subscription based

- *Estate planning packages

- *Production packages

- *IAP remembrance items

- *Business advertising (sustainability options and other services)

Marketing & Sales Strategy

- ❖ Connect with local businesses (funeral homes, elderly care, elder law attorneys, financial planning entities)
- ❖ Provide online estate planning tip classes
- ❖ Reference from my book and social sharing
- ❖ Apple store advertising
- ❖ Press releases
- ❖ Podcast & Influencer marketing