INVESTOR DECK • 2026

The Legacy Index

THE FAMILY READINESS PLATFORM

Everything your family needs to know - and everything they'd never want to lose - in one place.

PRESERVE • PREPARE • PASS IT ON

Protect your legacy.
Preserve your story.

mylegacyindex.com contact@mylegacyindex.com

The scramble no family is ready for

A lifetime of information becomes an emergency the moment it is needed.

400+ [E1]

HOURS TO SETTLE A LOVED ONE'S AFFAIRS

More than a full working month of administrative burden.

56% [T1]

OF U.S. ADULTS HAVE NO CORE ESTATE-PLANNING DOCUMENTS

The paperwork problem is the visible half.

42% [T1]

WOULDN'T KNOW WHAT TO DO IF SOMEONE DIED TODAY

A readiness problem, not just a legal one.

"I know all of this information exists somewhere. I just don't know where it is, who has it, or what happens when I'm gone."

From our customer discovery.

WHY US

A founder who lived this, and a licensed therapist who has spent two decades inside families carrying it.

Why now: three forces are converging

Caregiving pressure, digital accumulation, and the largest wealth handoff in history.

63M [A1]

U.S. FAMILY CAREGIVERS

Nearly one in four adults. Three in five are women.

48% [T1]

HAVE NO INSTRUCTIONS FOR THEIR DIGITAL ESTATE

Families accumulate digital lives with no handoff plan.

$124T [C1]

GREAT WEALTH TRANSFER THROUGH 2048

Institutions must hold the family, not just the assets.

The institutional angle: As wealth moves to spouses and adult children, banks and wealth advisors risk losing the relationship at the moment it transfers. This is our B2B2C opportunity: institutions can sponsor or distribute family readiness before a transition, strengthening multigenerational relationships - with no custody, money movement, or transfer initiation on our side.

The category is forming right now - and no one owns the center of it yet.

A large market, entered through a specific door

Start with the family member already carrying the responsibility.

$30.8B [G1]

GLOBAL DIGITAL LEGACY MARKET BY 2030

Up from $12.9B in 2024; growing more than 15% annually.

13-15K [M1]

YEAR-THREE PREMIUM MEMBER TARGET

$1.3-1.5M ARR - under 0.03% of U.S. caregivers.

A starting segment, not a ceiling. We win a specific customer first, then expand to the spouse, the parent, and the adult child already inside the same account.

BEACHHEAD [M1]

Black women, 45-65

Kin-keepers at an active caregiving moment.

- Already organizes information across relatives
- Feels the cost of family fragmentation first
- Has an emotional reason to preserve the record
- Can invite the whole family into the system

Bottom-up and reachable - not a top-down TAM story.

One promise. Two ways to enter.

Come for the memories. Stay for the readiness.

FREE

Preserve

Memories are the invitation.

- Photos, video, and voice
- Traditions, recipes, and stories
- Family tree and shared history
- Invitations and collaboration

PREMIUM

Prepare

Readiness is the outcome.

- Secure document vault
- Guided family readiness plan
- Trusted people and permissions
- Scheduled delivery of messages, media, and documents

We give storage away, borrow the family tree, and sell readiness.

A warm entry point leads into practical readiness

The product earns trust before it asks for the sensitive work.

01

Save something meaningful

A photo, recipe, voice story,
or family memory. No forms,
no checklist.

→

02

Invite the family

Relatives contribute and strengthen the shared record.
The account stops being one
person’s chore.

→

03

Start the readiness plan

Guided prompts organize
insurance, legal, medical,
financial, and business information.

→

04

Choose who receives what

The owner sets trusted people, permissions, and release rules - including future dates.

Free preservation opens the door. Paid readiness solves the higher-stakes job.

No one brings it all together like The Legacy Index

Others preserve memories or organize documents. We connect both jobs in one family-centered system.

Feature	The Legacy Index	Google Photos	Storyworth	Trustworthy	Everplans
Media storage	✓	✓	Limited	-	-
Secure document vault	✓	-	-	✓	✓
Guided readiness plan	✓	-	-	Limited	✓
Family collaboration	✓	✓	Limited	✓	✓
Multi-generational network	✓	-	-	-	-
Scheduled future delivery	✓	-	-	-	-

✓ Full capability   Limited = partial or adjacent   - Not publicly positioned as a core capability

“Scheduled future delivery” means releasing a specific item to a specific person on a specific future date or milestone, independent of death. Trustworthy and Everplans both offer death-triggered vault access - a real but different capability. Public product pages reviewed July 2026. [K1]

The moat is time, and it only compounds in one direction

Every year inside the product makes the family less able - and less willing - to leave.

01

Contributed content

Every photo, story, document, and recording is created by the family, not licensed by us. It cannot be replicated by a competitor with a bigger budget.

02

The family graph

Each invitation adds a person who would have to move too. Switching stops being an individual decision and becomes a family negotiation.

03

Generational handoff

The account outlives the owner. The next generation inherits a populated archive instead of an empty competitor signup.

Stated honestly: Pre-launch, this moat is zero. It is a designed mechanism, not an earned position. What we are asking investors to underwrite is whether it forms - so we instrument it from day one and report it: content saved per family, invitations accepted per owner, and share of accounts spanning two or more generations. [C0]

First mover is not the moat. The accumulated family record is.

Simple, recurring revenue - with expansion paths

A consumer membership builds exactly the engagement institutions want to buy.

$99 [M1]
PER PREMIUM MEMBER PER YEAR

Or $9.99 monthly. Willingness to pay validated at checkout.

13-15K [M1]
YEAR-THREE PREMIUM MEMBERS

The operating target the raise is built to test.

$1.3-1.5M [M1]
YEAR-THREE ARR TARGET

Management target, not a historical result.

LAUNCH ENGINE

Annual family readiness membership, sold direct.

PARTNER CHANNELS

Banks • wealth advisors • senior living operators.

EXPANSION LATER

Storage • voice • digitization • referrals.

Consumer proof first. Institutional distribution second. No regulated financial activity required.

A functional foundation - now raising to launch and prove demand

The product foundation exists. This round funds launch readiness, security, and market validation.

WHAT IS READY

- Founder-built prototype; launch hardening underway
- Customer discovery underway with target families
- Early bank, advisor, and senior-living conversations
- Completed Access Mode Cohort 4 accelerator

WHAT THIS ROUND VALIDATES

- Launch readiness and independently validated security
- Activation and recurring engagement
- Free-to-paid conversion and willingness to pay
- Family invitations and multi-user participation
- 30/60/90-day retention and institutional channel proof

Pre-launch • Pre-revenue • Customer discovery underway

Early family activity informs research; it is not claimed as commercial traction. [C0]

Built from inside the problem

Clinical depth, technical execution, and a customer's lived perspective.

Lei-Ann Bridges, Ph.D.

CO-FOUNDER • CLINICAL LEAD

Licensed therapist with a Ph.D. focused on intergenerational trauma and grief. Two decades helping families carry what gets passed down. Brings clinical judgment to family dynamics, emotional safety, and product language - and is herself the target customer.

Avery Drake

FOUNDER • CEO

B.S. Finance, Clemson University. MBA in Business Analytics, University of Dallas. Pursuing a DBA in Data Science. Ten years across financial analysis, tax compliance, and operations. Built the current product prototype and leads product, finance, and customer research.

"We didn't build this from the outside looking in. We built it because we needed it."

Raising $1.25M to reach a seed-ready proof point in 24 months

Target initial close: $750K. The full round funds launch, security, customer economics, and institutional validation.

0-6 MO

Secure & launch

Complete launch readiness, harden permissions and release controls, complete an independent security review, and instrument activation.

6-12 MO

Prove engagement

Onboard families and measure preservation activity, readiness completion, invitations, and recurring use. Launch paid readiness.

12-18 MO

Prove conversion

Validate free-to-paid conversion, CAC by channel, and 30/60/90-day retention. Improve onboarding and support.

18-24 MO

Validate distribution

Run a low-integration institutional test, document a repeatable channel, and prepare for the next financing milestone.

USE OF FUNDS 38% technical & product • 18% founder • 15% GTM • 9% security/privacy • 20% customer success, cloud, G&A & contingency

Target outcome: secure public launch, ~2,500 active paid households, repeatable acquisition and renewal economics, and institutional channel proof.

THE
LEGACY
INDEX

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Protect your legacy. Preserve your story.

mylegacyindex.com • contact@mylegacyindex.com

Avery Drake
Founder & CEO

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Denver, CO

THANK YOU

Appendix · Sources and assumptions

Every bracketed marker in this deck links here.

[T1] Trust & Will, 2026 Estate Planning Report - 56% have no core estate documents; 42% wouldn't know what to do; 48% have no digital-estate instructions. trustandwill.com

[E1] Empathy, Cost of Dying research - 400+ hours to wind down a loved one's affairs. empathy.com

[A1] AARP & National Alliance for Caregiving, Caregiving in the U.S. 2025 - 63M U.S. family caregivers. aarp.org

[A2] AARP Research - 61% of family caregivers are women. aarp.org

[G1] Grand View Research, Digital Legacy Market - $12.9B in 2024 to $30.8B by 2030. grandviewresearch.com

[C1] Cerulli Associates - $124T expected to transfer through 2048. cerulli.com

[K1] Public product pages reviewed July 2026 - Google Photos, Storyworth, Trustworthy, Everplans. Feature comparison reflects publicly described capabilities only.

[C0] Company status, August 2026 - pre-launch and pre-revenue. A functional prototype exists; launch hardening, independent security validation, and state formation remain in progress. Early family activity is treated as customer research, not commercial traction.

[M1] Management planning assumptions - beachhead hypothesis; $99 annual / $9.99 monthly pricing reference; 13-15K year-three premium members; $1.3-$1.5M ARR target; $1.25M raise; $750K target initial close; 24-month operating plan. None are historical results.

Figures marked [M1] are management targets, not results. Market statistics originate in secondary research and are cited to their primary publishers above.