



EMPOWER
CHANGE®

Inspiring those grieving to seek help

501(c)(3) Nonprofit



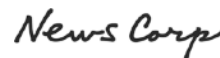
Roderick Alemania
CEO | FOUNDER

I lost both parents when I was in my twenties, my oldest brother in my late forties, and in February 2025, my friend [Carter Lipscomb](#) who was an Empower Change® board member. This nonprofit honors their memory and gives back to all the people who have supported my grief journey.


Death is the ultimate life disruptor: the grief it causes can be both mentally and physically debilitating; however, most people grieving, for some reason or another, don't seek or use any form of help—even though there are an abundance of resources. This the problem we're addressing.


Drawing from my [30+ year career](#) in Silicon Valley, I'm leveraging my experience to create a simple yet scalable solution that helps those struggling with grief to take that important but difficult first step of getting help.

I'm honored to Empower Change—and hope you will join us on this journey.




OVERVIEW

 Mission: Empower Change helps those grieving navigate loss and rediscover purpose

 Problem: 70% who suffer loss don't get help. This prolongs suffering, affects their work productivity and increases mental health challenges.

 Solution: Empower Change's Grief Guidance as a Service—modeled after Software as a Service (SaaS)—uses video, content and community to engage those grieving and the people who support them with grief resources.

 Empower Change operates as a revenue focused nonprofit: our goal is to financially self sustain so we minimize time spent fundraising and focus on helping those in need.

We are raising \$250K to build Empower Change and scale it.



THE GRIEF “MARKET”

Even prior to the pandemic, **190M+** Americans were grieving the loss of someone close to them over the last three years.*

- Gen X (65.2M) is beginning to experience more loss as parents, family and friends grow old
- **1 in 5 children** will experience the death of someone close to them by age 18
- Grief is not just limited to death of a person: it could be a loss of a pet, job or relationship

Sources:

* 2019 WebMD Grief: Beyond the 5 Stages Study

** 2023 Childhood Bereavement Estimation



BUSINESS OPPORTUNITY

- Grief counseling is a \$3.3B market (2024) projected to be \$4.8B by 2028
 - Growth drivers include rising mental health awareness, bereavement support programs, and healthcare policy shifts.
- Employers are increasingly investing in mental health and wellness solutions
 - A [Deloitte](#) study showed that companies investing in mental health see a return of \$4 for every \$1 spent
- Hospice programs actively seek ways to extend support to families beyond initial care
 - Trends include teletherapy services, cultural sensitivity, and digital platform expansion for support networks.

Source: The Business Research Company



THE PROBLEM

**70% of people grieving
DO NOT get help.**



There are ample grief resources across hospice, EAPs and other organizations; however, their sterile approach and poorly designed user experiences result in low engagement.



With lack of training and the fact that death is an uncomfortable subject, companies of all sizes struggle to support grieving employees.



Grief is a business problem: unresolved employee grief is estimated to cost companies \$100B+ in losses annually.

(Source: 2024 Empathy.com)

THE SOLUTION

Grief Guidance as a Service inspires and encourages grieving individuals to engage grief support services:

- Uses video, content and community to drive engagement so those grieving take action and seek help
- Trains businesses and support networks on how to support those who are grieving
- Aligned with a business' interest to support grieving employees in their return to productivity

Business to Business to Consumer (B2B2C) Approach



Empower Change partners (B2B) provide grief services and include Hospice Programs, Employee Assistance Programs (EAPs) and HR/Benefit



B2B Partners service those grieving/the consumer (B2C): this allows us to reach those we serve without the need of a consumer acquisition/marketing budget.

GO TO MARKET

Strategy

- Focus and execute against anticipated loss (hospice) before expanding into unanticipated loss (corporations will require the product to address both)

Target User

- Caregivers facing a terminal illness or other impending loss

Target B2B Customers

- Hospice programs
- Large hospital systems

Product

- Settling affairs: content and resources addressing the immediate and practical needs after loss
- Self care: general grief curriculum videos, content and resources address 80% of all grief cases



EMPOWER CHANGE PRODUCT ROADMAP

Media and Resources	Caregiver Support	Life Skills & Wellness	Grief and Wellness Retreats
			
Content on settling affairs and services along with content from experts and those with lived experiences around grief and that informs or inspires	Leveraging technology to hold peer-to-peer discussions where mentors connect with people on their grief journey around the world	Provides interactive modules that help guide people from grief to wellness, by teaching them critical life skills through an online forum	Online and in person retreats hosted by curated partners
Launch Q3 2025	Q2 2026	Q4 2026	2027

BUSINESS MODEL

Empower Change operates as a revenue focused nonprofit: this will allow us to focus on impact rather than fundraising. Our revenue model is built on B2B partnerships with hospices/hospitals and EAPs, ensuring sustainability and scalability.

Software as a Service Subscription

- Monthly fee based on # of employees or size of partner's member base (pricing TBD)
- Hospice Total Addressable Market (USA): 8,796 hospice programs*
- Corporations Total Addressable Market (USA): 20K corporations in the US with more than 500 employees

Grief and Wellness Retreats

- Expand into this business once Empower Change has established a strong B2B2C distribution channel
- Launch as an online/virtual retreat for fee (via partnerships)
- Expand into in-person retreats (via partnerships)

*Source: [IBISWorld](#)

**Source: [Clearly Payments](#)



METRICS QUANTIFY SUCCESS

As entrepreneurs who have built, scaled and exited companies, we are operating Empower Change with the metrics rigor of a startup.

Primary Key Performance Indicators (KPIs)

- Customer acquisition: we are quantifying the number of people we impact
- Customer retention: we are quantifying the magnitude of our impact
- Revenue: enables us to focus on our mission and NOT fundraising

We believe if we perform against these KPIs, Empower Change can expand its purview and become a self-sustaining nonprofit.

YEAR 1 (2025) USE OF FUNDS

Website Build and Content Launch

- \$50K
- Includes the curation of recognizable talent to create videos and written content (e.g. someone like an Anderson Cooper who does the grief podcast All There Is)

Operations and Business Development

- \$200K
- Outsourced sales resources to drive distribution
- Ongoing monthly operations (we'll run lean and mean)



BOARD & ADVISORS



[Jeff Kimball](#)
Grief Expert



[Kathryn Shirley](#)
Nonprofit Financial Compliance



[Eric Solomon, Ph. D.](#)
Go to Market Expert



WHY EMPOWER CHANGE?



A pragmatic and scalable approach to addressing grief

- Solves that grief services are poorly designed and presented to onboard people who are grieving
- B2B2C approach: one to many distribution of grief services to caregivers/families



A nonprofit with a commercially viable strategy

- SaaS revenue model enables Empower Change to be a sustainable nonprofit
- We solve a corporate business problem: employee grief is estimated to cost US companies **\$100B+** a year in losses and trillions globally



Proven and passionate leadership team

- Team has a track record of success building and scaling companies
- Well networked team and board have a personal connection to grief
- Team taking reduced salaries—similar to sweat equity—to launch the nonprofit



Thank
you!

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