



EMPOWER
CHANGE®

EMPOWERING THOSE GRIEVING TO LEARN, SHARE AND FIND SUPPORT

CO-FOUNDER'S STORY: PERSONAL MISSION ALIGNS WITH GRIEF SUPPORT NEEDS



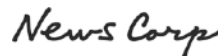
I've experienced profound loss throughout my life—both parents passed away while in hospice in my twenties, my oldest brother in my late forties, and recently, my close friend and board member Carter Lipscomb. I founded Empower Change to honor their memory and support others navigating grief.

THE PROBLEM WE'RE SOLVING Death disrupts everything. Grief can be mentally and physically debilitating, yet most grieving people don't seek help—despite an abundance of grief resources. This gap represents our market opportunity.

OUR ADVANTAGE With 30+ years in Silicon Valley, I'm applying proven media and tech experience to create a scalable media platform that helps grieving individuals take those crucial first steps toward healing: getting help then staying engaged with grief support.

I'm building Empower Change to transform how people process grief. Join us.

Roderick Alemania
CEO | CO-FOUNDER



CURRENT REALITY

Over 190+M Americans are grieving

- Gen X (65.2M) faces accelerating losses as parents and peers age.
- 1 in 5 children experience significant loss by age 18*

Grief resources are readily available

- Hospice has bereavement coordinators who—while vastly under resourced—offer condolences, provide grief education, and offer therapy
- Estimated 2,500+ websites focused on grief
- Employers offer grief resources

Existing resources need a makeover

- Hard to digest: they often use a long list content approach that is overwhelming to a grieving person
- Information provided often feels clinical and generic
- Expert based when in fact studies show peer based support resonates better with a grieving person

*Source 2023 Childhood Bereavement Estimation



THE PROBLEM

Grief resources are underutilized.

- 7 out of 10 people **DO NOT** get adequate care or help*
- Hospice: Less than 50% of family members experiencing depression symptoms used bereavement services**
- Men are less likely to use grief resources

This leads to dire consequences:

- Substance abuse and addictions
- Mental health challenges
- Livelihoods and relationships suffer

Sources:

*Journal of Palliative Care

**National Institutes of Health



SOLUTION

Empower Change uses media and online communities to increase usage and engagement with grief resources and support.

Our Mission: to empower people to learn how to positively deal and live with their grief.

An innovative 501(c)(3) nonprofit:

- + Revenue driven: in addition to social good, we serve our partner's business needs which enables us to generate revenue and scale like a for-profit business. We don't believe raising donations is a business model.
- + Technology literate: we employ technology to create efficiency but also scalability. Grief affects millions, we need to scale to millions.
- + Operationally savvy: we are former for-profit operators who have scaled and exited companies. We bring business experience, best practices, a strong business network and start-up hustle. And grief has profoundly touched us.
- + For-profit optionality for donors: our platform is operated by a for-profit company legally connected to the nonprofit.



PRODUCT



AN ORIGINAL AND CURATED CONTENT HUB

- Easy to digest short-form videos, articles, and podcasts focused on the bereavement journey.



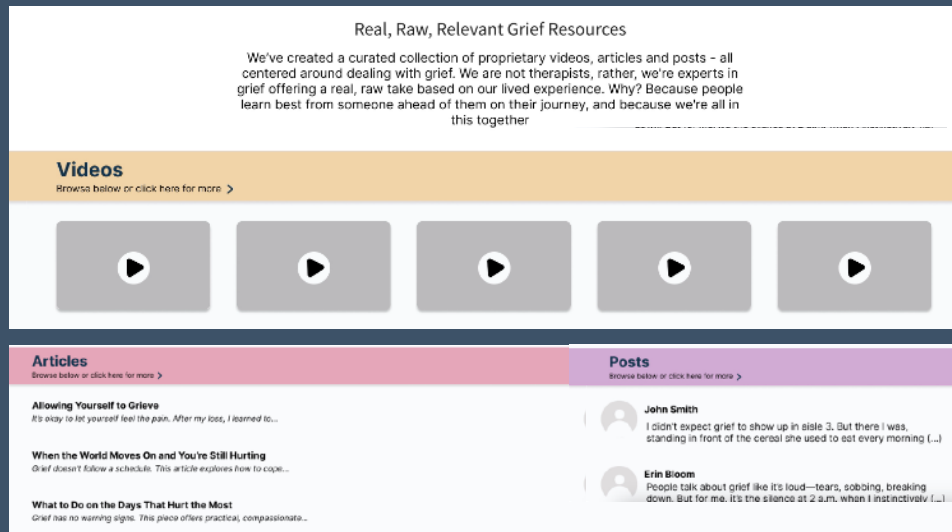
PEER BASED AND PERSONALIZED

- Research shows people learn best from peers ahead of them on the same grief journey.
- Personalized so the a person's introduction to grief support doesn't feel generic.



EMPATHETIC, NOT EXPERT BASED CLINICAL

- Whether the content is practical (e.g. business affairs related) or focused on healing, it's presented from the voice of a empathetic peer that is relatable.



Wireframe Prototype

DISTRIBUTION

B2B2C STRATEGY



Partner with organizations already serving grieving individuals: Palliative and Hospice Care



Result: Scalable user acquisition without user acquisition marketing spend.

BUSINESS MODEL

SaaS

- While our users are those who are grieving, our customer agreements are with palliative and hospice care businesses
- Empower Change is a co-branded service integrated into our partner's existing services
- Hospices in US: 8,796*

*Source: [IBISWorld](#)

GO TO MARKET: PHASED ROLLOUT

PHASE 1: MVP (2025 - June 2026)

\$250K: \$50k software dev and \$200k product and business development

- Build 3 core modules: Anticipatory Grief & Death's Immediate Aftermath, Caring for Yourself/Kids; Helping Men Grieve
- Content focus: Real, Raw & Relevant stories of grief. Based on the science that tells us people learn best from someone on their journey, the content is built to be peer-to-peer, enabling real people to share real stories of grief, from their perspectives.
- Beta Partners: Palliative care, hospice providers, large medical groups.
- Incredibly lean operation provides 94 cents on the dollar to be directed to scaling the program.



PHASE 2: V2 (Q3 2026 - Q4 2027)

\$350K: \$50k research and continued software dev; \$300k product and business development

- CEO/CRO - Lead company and drive revenue
- Chief Product Officer - Building out the service and content for MVP and Phase 2
- Fractional Chief Marketing Officer - Partner with CEO to drive partnerships
- Fractional Chief Development Officer - Scale funding for the nonprofit, particularly through grants, major gifts and alternative funding sources



PHASE 2:

- Build out module 4 (Finding Peace with Grief) and others TBD based on research.
- Expand content: Other forms of unanticipated loss (accidents, suicide, murder / gun violence)
- Build out partnerships for Online Community & Retreats (revenue generating)

Total Phase 1 & 2 investment: \$600K

SCALING EMPOWER CHANGE: V3 (2028 and Beyond)

Our vision is to scale Empower Change to Employee Assistance Programs (EAPs) and dramatically grow revenue

- Grief is a \$3.3B+ market today and projected at \$4.8B+ by 2024*
- Our interviews with corporations have determined their grief resources and training needs improvement—death is an uncomfortable conversation.
- Companies investing in mental health see a return of \$4 for every \$1 spent.**
- Grief is a business problem: it costs US companies \$100B+ annually***
- This phase will leverage an equity investment in the for-profit subsidiary to employ technology around the user experience, product evolution and data management to ensure the service can operate at the enterprise level.

Sources:

*The Business Research Company

**Deloitte

***Empathy.com



STARTUP MINDSET, NONPROFIT MISSION

We operate like a hungry startup, not a traditional nonprofit. Our team of scaling experts brings proven for-profit and nonprofit experience, creating a lean, highly effective organization built for rapid growth and maximum impact.



[Roderick Alemania](#)

Co-Founder & Chief Executive Officer
Expert in Scaling Businesses



[Jeff Kimball](#)

Co-Founder & Chief Program Officer
Expert in Scaling Grief Nonprofits



[Jen Shelby](#)

Head of Marketing,
GTM, SaaS, AI



WHY INVEST IN EMPOWER CHANGE?

IMMEDIATE IMPACT

- Direct, personal and profound impact on the life of someone grieving, turning destructive, dysfunctional grief into healthy, constructive grieving.
- Science-backed peer-to-peer media model with empathetic, digestible content.
- Curated communities drive user engagement and retention

INNOVATIVE NONPROFIT

- Focused on driving revenue, not donations
- B2B2C platform approach enables scale without the need for a massive marketing budget
- Corporate structure enables charitable donations and an investment opportunity

PROVEN, COMMITTED LEADERSHIP

- Track record building and scaling nonprofit/media/tech companies
- Team operating on reduced salaries with sweat equity investment
- 90% of seed funding flows directly to product development



Empower Change isn't just social good—it's a scalable solution to a problem affecting 190M+ Americans.



Thank
you!

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