



EMPOWER  
CHANGE®

AN ONLINE COMMUNITY WHERE PEOPLE GRIEVING SHARE, LEARN AND CONNECT WITH EACH OTHER

# THE PROBLEM...

- Grief touches everyone, yet most people struggle to face it alone. While countless online resources exist, they're often clinical, generic, or overwhelming when you need them most.
- This isolation creates deep emotional loneliness—feeling utterly alone even when surrounded by others—with devastating personal and professional consequences.
- 7 out of 10 grieving individuals receive no support whatsoever and half of them will battle lifelong complications from unresolved "complex" grief.

# THE CONSEQUENCES...

## EXISTING GRIEF RESOURCES GO UNUSED AND HELP NO ONE

Current grief resources have low engagement because they ignore how people consume information—leaving users with tools they won't use when needed.

## BUSINESS PRODUCTIVITY SUFFERS

Companies lack tools to support grieving employees, creating isolated workers and poor performance.  
**Result: \$100 billion in annual losses.**

## PEOPLE GROW MORE ISOLATED

Complex grief triggers addiction, suicidal thoughts, mental health crises, academic failure, divorce, job loss, and serious health problems.

# WHY THIS WORK MATTERS

## Meet Julie: A \$75B Market Reality

- Julie was a high-performing professional with immense potential—until her father's sudden death derailed everything. Told to "be strong," she couldn't process her overwhelming grief while maintaining her career facade.
- Outwardly composed, Julie was internally collapsing. She became irritable, insomniac, and began self-medicating. Her work performance plummeted as she isolated herself. Friends and colleagues avoided her—unsure how to help.

### The System Failed Her

- Julie needed professional support but couldn't afford specialized grief therapy (few therapists are even trained in it). Online resources felt generic and patronizing, leaving her more frustrated and ready to quit—both her healing and her career.

### The Opportunity

- This represents millions of Julies in the workforce. While waiting for professional help, people need accessible, peer-driven support that understands their experience. A community-based platform could prevent talent loss, reduce healthcare costs, and capture the underserved grief support market.

**The death of a loved one shouldn't mean the death of one's potential.**



# 190+ AMERICANS ARE GRIEVING

Even before the pandemic, over 190 million Americans lost someone close within three years—representing a massive, underserved market.

## KEY SEGMENTS:

- **Gen X (65.2M)** faces accelerating losses as parents and peers age
- **1 in 5 children** experience significant loss by age 18
- **Digital-first users** actively seek online support and community

*Our primary target is 93% of the US population who is online: they are digitally-oriented individuals seeking accessible grief support.*

Sources:

\* 2019 WebMD Grief: Beyond the 5 Stages Study

\*\* 2023 Childhood Bereavement Estimation





# THE GRIEF SUPPORT MARKET: \$3.3B AND GROWING

**OUR NICHE: PEER-TO-PEER CONNECTION** Research shows people learn best from those ahead of them on their journey. We're building the first scalable online platform where grieving individuals share stories and connect with others who truly understand their experience.

## MARKET OPPORTUNITY

- \$3.3B grief support market (2024) → \$4.8B by 2028\*
- Growth drivers: rising mental health awareness, bereavement programs, healthcare policy shifts
- Gap: Numerous local nonprofits exist, but no dominant online peer-to-peer platform

## PROVEN ROI FOR EMPLOYERS

- Companies see clear returns on mental health investments
- Deloitte\*\* study: \$4 return for every \$1 spent on mental health solutions

## DISTRIBUTION CHANNELS

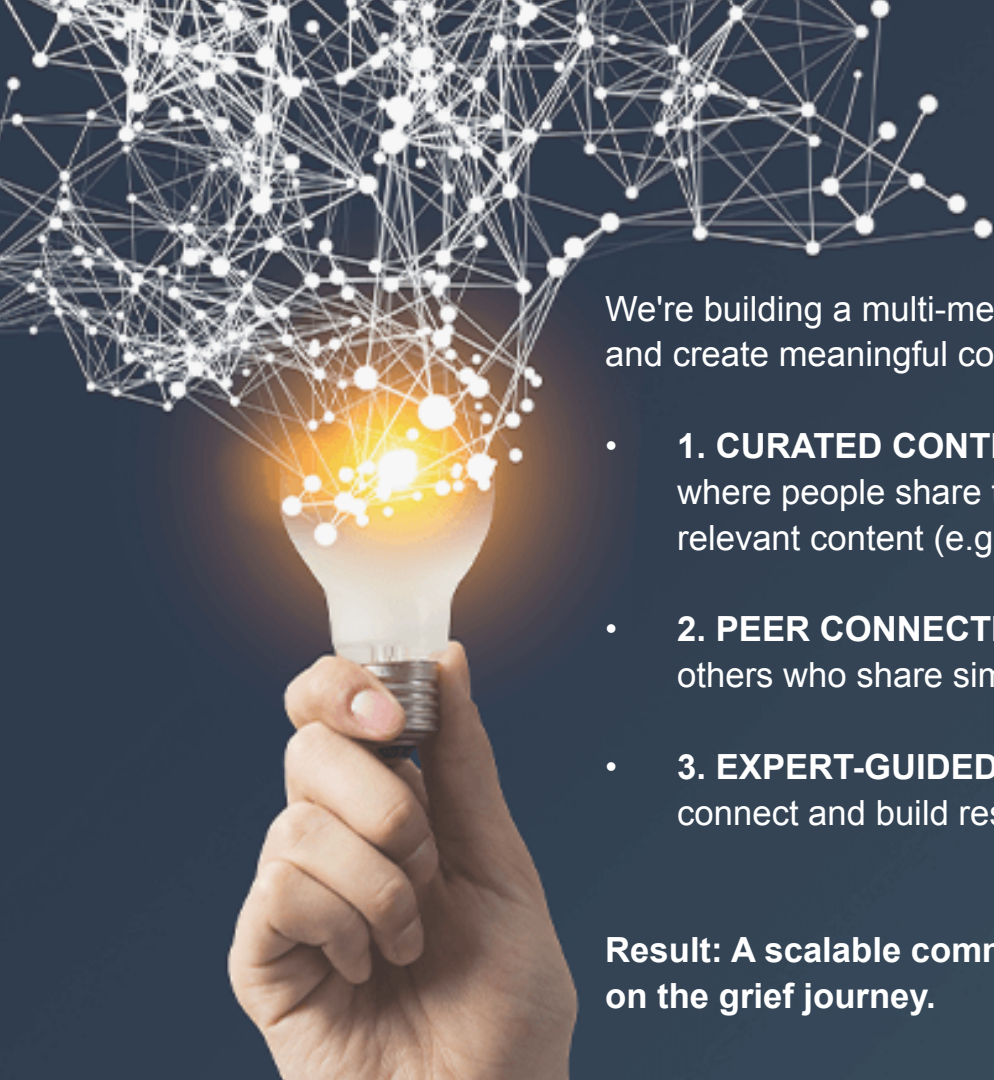
- Hospice programs actively seek extended family support solutions
- Trends favor teletherapy, cultural sensitivity, and digital platform expansion

**Market timing is ideal for a scalable, peer-driven grief support platform.**

Sources :

\*\*Deloitte

\*The Business Research Company



## THE PRODUCT VISION: PEER DRIVEN GRIEF SUPPORT PLATFORM

We're building a multi-media platform with three core pillars to combat isolation and create meaningful connections:

- **1. CURATED CONTENT HUB** Short-form videos, articles, and podcasts where people share their grief experiences. Smart filtering connects users to relevant content (e.g., widowed fathers finding others with similar losses).
- **2. PEER CONNECTION NETWORK** Map-based search to find and chat with others who share similar losses in your area.
- **3. EXPERT-GUIDED RETREATS** Bespoke healing experiences where peers connect and build resilience under professional guidance.

**Result: A scalable community where people learn from those ahead of them on the grief journey.**

# REVENUE MODEL

## SAAS + CONSUMER + EXPERIENCES

**B2B SAAS SUBSCRIPTIONS:** Monthly fees based on employee count or partner customer base

- 8,796 hospice programs (USA)\*
- 20K+ corporations with 500+ employees\*\*

**CONSUMER FREEMIUM:** Sponsor-supported community for young adults and professionals connecting by loss type and demographics

**PREMIUM EXPERIENCES:** Per-person retreat fees (virtual → in-person expansion via partnerships)

**GO-TO-MARKET:** Establish B2B2C distribution first, then scale consumer and experiences.

\*Source: [IBISWorld](#)

\*\*Source: [Clearly Payments](#)

# DISTRIBUTION

## B2B2C STRATEGY



Partner with organizations already serving grieving individuals: Hospice Programs, Employee Assistance Programs, and HR Benefits providers.

This direct-to-consumer pipeline eliminates marketing costs while efficiently reaching our target audience at their moment of need.



**Result: Scalable customer acquisition without traditional marketing spend.**

# GO TO MARKET: PHASED ROLLOUT

## **PHASE 1: MVP (2025-June 2026) - \$250K: \$45k software dev; \$200k program and sales staffing**

- Build 3 core modules: Getting Organized, Death's Immediate Aftermath, Caring for Yourself/Kids
- Content focus: Anticipated loss (terminal illness)
- Target: Palliative care, hospice providers, large medical groups

## **PHASE 2: V1 (2026-2027) - \$350K (\$50k software dev't; \$200k program; 100k biz dev't**

- Complete 4th module: Finding Peace with Grief
- Expand content: Unanticipated loss (accidents, suicide, murder)
- Prototype community features and retreats
- Target: Corporations, nonprofits, direct-to-consumer testing



**Total initial investment: \$600K over 2 years for market-ready platform with proven distribution channels.**



## CO-FOUNDER'S STORY: PERSONAL MISSION MEETS MARKET OPPORTUNITY



I've experienced profound loss throughout my life—both parents 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 abundant resources existing. 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 that crucial first step toward healing—and stay engaged.

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

Roderick Alemania  
CEO | CO-FOUNDER



infoseek

WALT DISNEY

IGN  
ENTERTAINMENT WEEKLY

News Corp

VUDU

Tapjoy

# 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.



[Jeff Kimball](#)

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



[Jen Shelby](#)

Head of Marketing,  
GTM, SaaS, AI



[Kathryn Shirley](#)

Financial Compliance



CableLabs®



# 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 model with empathetic, digestible content
- Curated communities drive user engagement and retention
- Corporate grief training addresses \$100B+ annual productivity losses

## DISRUPTIVE OPPORTUNITY IN STAGNANT MARKET

- SaaS platform targeting \$3.3B grief counseling market → \$4.8B by 2028
- B2B2C model eliminates consumer acquisition costs while scaling impact
- First-mover advantage in peer-driven grief support

## PROVEN, COMMITTED LEADERSHIP

- Track record building and scaling nonprofit/media/tech companies
- Team operating on reduced salaries with sweat equity investment
- 95% of funding flows directly to product development



**Empower Change isn't just social good—it's a scalable solution to a \$100B business problem affecting 190M+ Americans.**





Thank  
you!

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