



**EMPOWER
CHANGE**
501(c)(3) Nonprofit

Grief Guidance as a Service

Navigating grieving families through loss so they rediscover purpose in life

FOUNDER



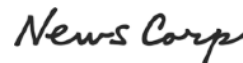
Roderick Alemania
CEO

I lost both parents when I was in my twenties; then, my older brother in my late forties. I founded Empower Change to honor their memory and give 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. This the problem we're addressing.

Drawing from my [30+ year career](#) in Silicon Valley, I'm leveraging my experience and professional network to help those struggling with grief to take that important but hard first step of getting help.

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



OVERVIEW

- Empower Change's mission is to navigate grieving families through loss so they rediscover purpose in life.
- We solve a simple problem: 70% of those grieving don't get help. Our solution, Grief Guidance as a Service, encourages and motivates those grieving to use grief resources and services.
- We partner with Hospice Programs and Employee Assistance Programs (EAPs) and use video, content and community to encourage their customers or employees to seek grief services for themselves or on behalf of their families or friends.
- We run Empower Change as a revenue-driven nonprofit: our goal is to minimize time spent fundraising and focus on helping those in need.

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



THE GRIEF “MARKET”

Every other person you see is grieving—
because grief never goes away.

- Even before the pandemic, **190M** Americans were grieving the loss of someone close to them over the last three years.*
- 57% reported that support from family and friends waned within the first 3 months after their loss**
- **1 in 5 children** will experience the death of someone close to them by age 18

Sources:

* 2019 WebMD Grief: Beyond the 5 Stages Study

** 2023 Childhood Bereavement Estimation



THE PROBLEM

Unresolved grief leads to a life of complications; however, 70% of people grieving DO NOT get help.

(Source: Journal of Palliative Medicine)



Hospice, employee benefit plans and health insurance provide grief resources; however, those grieving don't have the bandwidth or emotional ability to lookout for themselves



Therapists and nonprofits usually focus on the traumatic event; but, very few work on the long term need of building a life beyond grief



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

(Source: 2024 Empathy.com)

THE SOLUTION

Empower Change's *Grief Guidance as a Service* encourages and motivates grieving individuals to use grief services:

- Uses video, content and community as a catalyst for those grieving to take action and seek help
- We augment existing grief services by offering resources addressing long term practical and emotional needs
- Aligned with corporation's business interest to support grieving employees in their return to productivity

Business to Business to Consumer (B2B2C) Model



EMPOWER
CHANGE

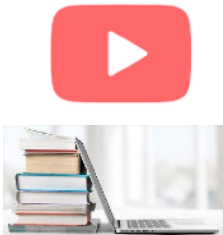






Empower Change B2B Partners provide grief services and include Hospice Programs, Employee Assistance Programs (EAPs) and HR/ Benefit Providers.



Our B2B Partners reach the end consumer (B2C) and allow us to reach and service those grieving without the need of a consumer marketing budget.

EMPOWER CHANGE PRODUCT ROADMAP

<u>Media and Resources</u>	<u>Life Skills & Wellness</u>	<u>Caregiver Support</u>	<u>Grief and Wellness Retreats</u>	<u>College and Career Network</u>
 <p>Content from experts and those with lived experiences around grief and that informs or inspires</p>	 <p>Provides interactive modules that help guide people from grief to wellness, by teaching them critical life skills through an online forum</p>	 <p>Leveraging technology to hold peer-to-peer discussions where mentors connect with people on their grief journey around the world</p>	 <p>Snackable content from experts and those with lived experiences that prepares families for life after their loss along with resources to address emotional and day-to-day needs while inspiring change</p>	 <p>Community and content where teenagers can learn things like how to write a college essay, how to prepare for an interview, etc—effectively grow into an adult</p>

Launch Q1 2025

Late Q2 2025

Q3/Q4 2025

2026

2027

BUSINESS MODEL

Grief Guidance as a Service

- Recurring B2B SaaS revenue
- Monthly fee based on # of employees or size of partner's user-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 distribution channel
- Launch as an online/virtual retreat for fee
- Expand into in-person retreats

*Source: [IBISWorld](#)

**Source: [Clearly Payments](#)

GO TO MARKET

Product

Launch with a general grief curriculum videos, content and resources that onboard individuals into hospice grief resources

- Data shows a general curriculum will address 80%-90% of all grief cases

Business Development

Partnerships with Hospice Programs

- Gather data and learnings we can leverage for corporate sales



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 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



[Carter Lipscomb](#)
Sales and Marketing Expert



[Kathryn Shirley](#)
Nonprofit Financial Compliance



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



Aol.



WHY EMPOWER CHANGE?



A pragmatic and scalable approach to addressing grief

- Grief Guidance as a Service inspires individuals grieving to get help
- Similar to onboarding SaaS—we onboard people to use grief services
- 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 companies **\$100B+** a year in losses
- KPIs focus on customer acquisition, retention and revenue



Proven leadership team

- Team has a track record of success building and scaling across public, private and nonprofit enterprises
- Well networked team and board have a personal connection to grief
- Team taking reduced salaries—similar to sweat equity—to launch this nonprofit venture



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Thank
you!