



EMPOWER
CHANGE

Moving beyond grief to a fulfilling life.

501c3 Application Pending

The difficult part of a loss
is that life after is often
burdened from grief.



EXECUTIVE SUMMARY

Empower Change is a catalyst liberating individuals from the shackles of grief empowering them to embark on a journey towards a more fulfilling life.

We do this by inspiring growth, building life skills, and facilitating connections:



We are a guide who works collaboratively with other non-profits and mental health professionals.



Our approach is predicated on the premise that people learn best from those ahead of them on their journey.



We mitigate the isolation that comes with grief and trauma through connections with people who have shared experiences.





We are raising a \$1M seed to staff, build and scale Empower Change with a vision of becoming a self-sustaining nonprofit. We are an accomplished team operating the nonprofit as an evidenced-based, KPI-driven startup.

THE OPPORTUNITY

An unfortunately large TAM of “customers” suffering from grief

Loss of Parent and Sibling

- Every day, over 1,000+ children lose a parent*
- 6M+ will lose a parent by age 18*
- 14.7M+ will lose a parent by age 25*
- **1 in 5 children** will experience the death of someone close to them by age 18.

Sources:

* 2023 Childhood Bereavement Estimation Mode

** 2021 US Census Bureau



THE PROBLEM

The current support system fails to help people build a life beyond grief.



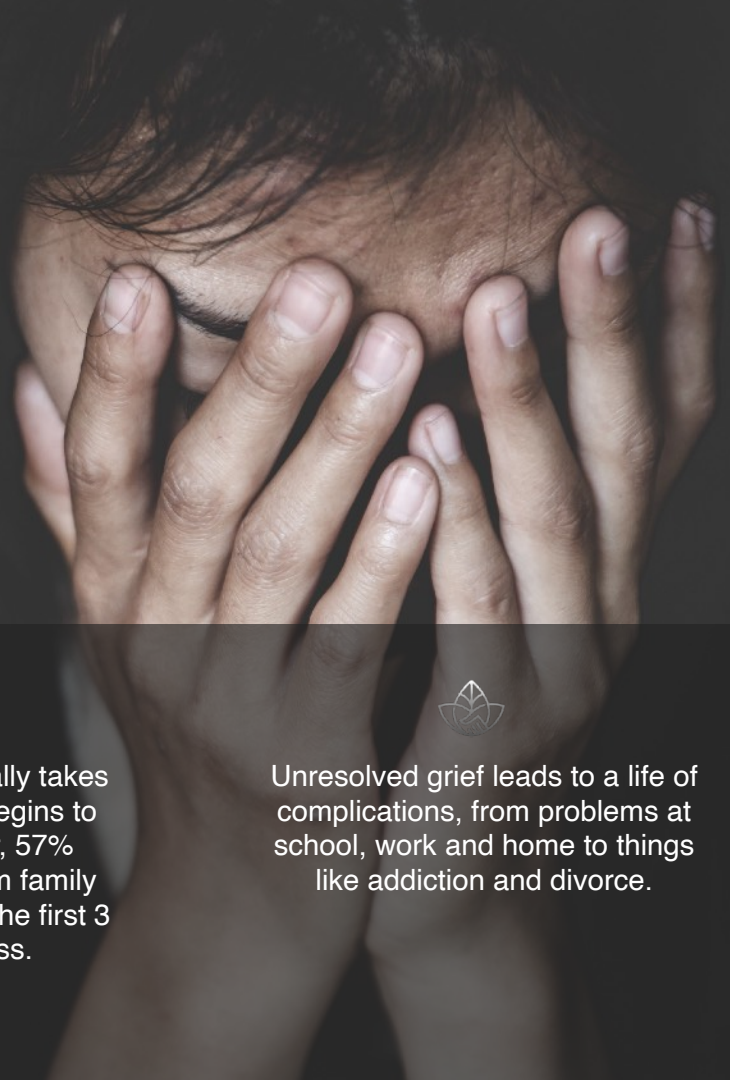
Therapists and nonprofits usually focus on the traumatic event or the shrapnel of unresolved grief (ie. addiction); and, very few work comprehensively on building a life beyond grief.



After a parent dies, it usually takes 6+ years before a child begins to move forward; however, 57% reported that support from family and friends waned within the first 3 months after their loss.



Unresolved grief leads to a life of complications, from problems at school, work and home to things like addiction and divorce.



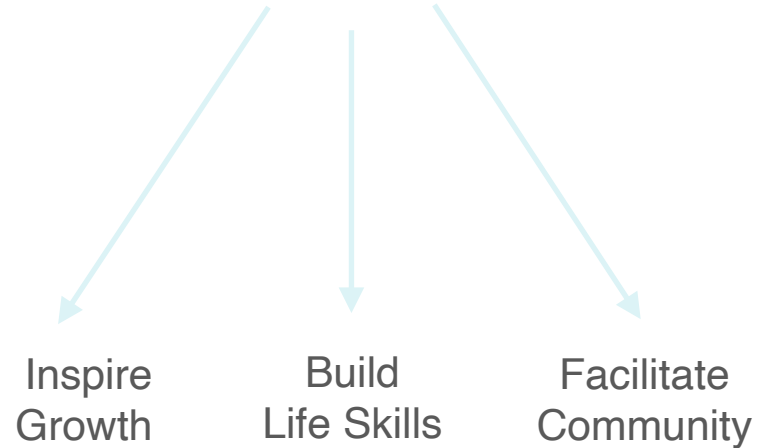
THE SOLUTION

Empower Change is a catalyst liberating individuals from the shackles of grief empowering them to embark on a journey towards a more fulfilling life.

You can't solve grief; but, you can learn how to live with it constructively and rebuild your life.



**EMPOWER
CHANGE**



PRODUCTS AND SERVICES

<p><u>Media</u></p>	<p><u>Grief and Wellness Retreats</u></p>	<p><u>Caregiver Support</u></p>	<p><u>Life Skills & Wellness</u></p>	<p><u>College and Career Network</u></p>
<div data-bbox="144 336 320 609" data-label="Image"> </div> <p data-bbox="88 694 397 877">Content from experts and those with lived experiences around grief and that informs or inspires</p>	<div data-bbox="498 336 701 598" data-label="Image"> </div> <p data-bbox="442 694 774 1027">In-person retreats at distinct venues worldwide and virtual seminars, in collaboration with health and self compassion professionals and grief specialists</p>	<div data-bbox="819 385 1108 568" data-label="Image"> </div> <p data-bbox="797 694 1130 951">Leveraging technology to hold peer-to-peer discussions where mentors connect with people on their grief journey around the world</p>	<div data-bbox="1213 355 1412 603" data-label="Image"> </div> <p data-bbox="1155 694 1464 951">Provides interactive modules that help guide people from grief to wellness, by teaching them critical life skills through an online forum</p>	<div data-bbox="1553 358 1785 594" data-label="Image"> </div> <p data-bbox="1508 694 1841 951">Community and content where teenagers can learn things like how to write a college essay, how to prepare for an interview, etc.</p>

GO TO MARKET

Target Customer

Bereaved Caregivers

- Children are beneficiaries of our services but we target the caregiver as our customer since they are the primary decision maker of the household

Strategy

- Collaborate with relevant non-profits and mental health professionals/services
- Create monetizable content, IRL events and virtual experiences
- Leverage communities as the catalyst for healing and growth



METRICS QUANTIFY SUCCESS

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

Primary KPIs

- Customer acquisition: we are quantifying the number of people we impact
- Customer retention: we are quantifying the magnitude of our impact
- Revenue from marketing partnerships and services: we are building a business that can expand its impact

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

CUSTOMER ACQUISITION

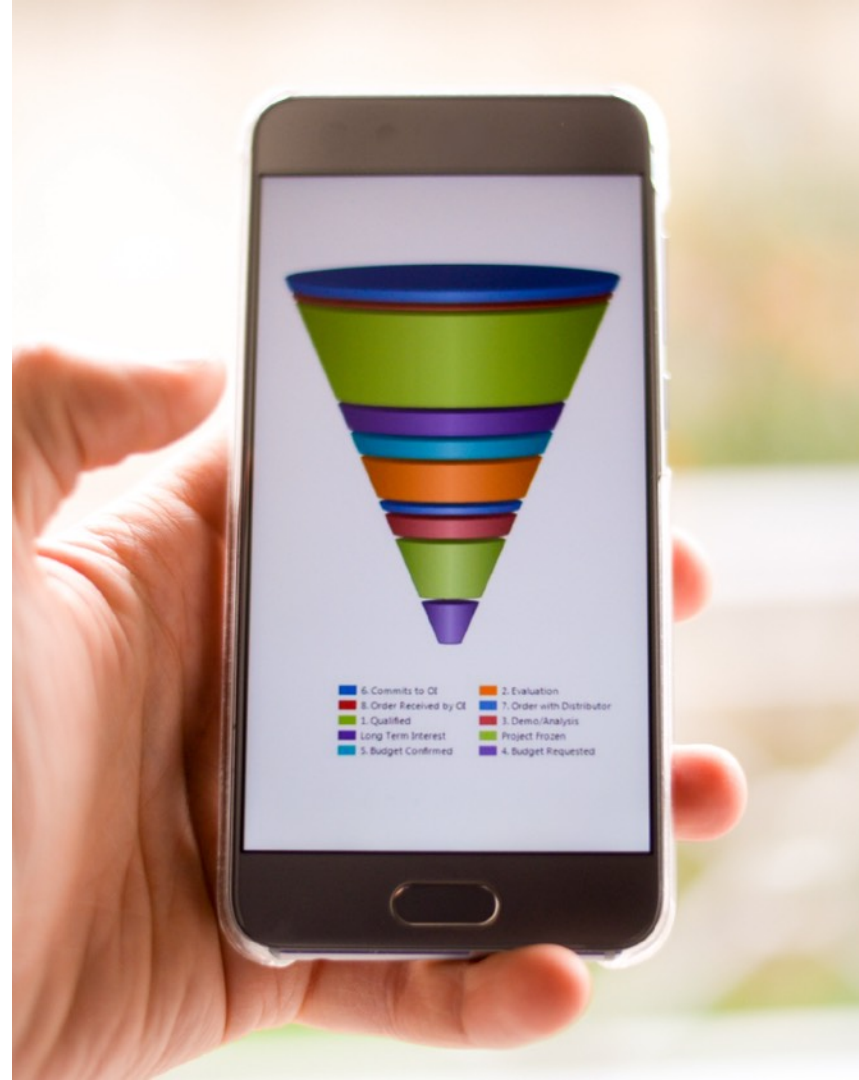
Empower Change is focused on Distribution Channels

B2B2C Partnerships

- Cancer centers
- Major hospice providers
- Nonprofit organizations relevant to bereaved families

Marketing partnerships fund and support programs

- Consumer Brands
- Video Game Industry
- Sports and Entertainment

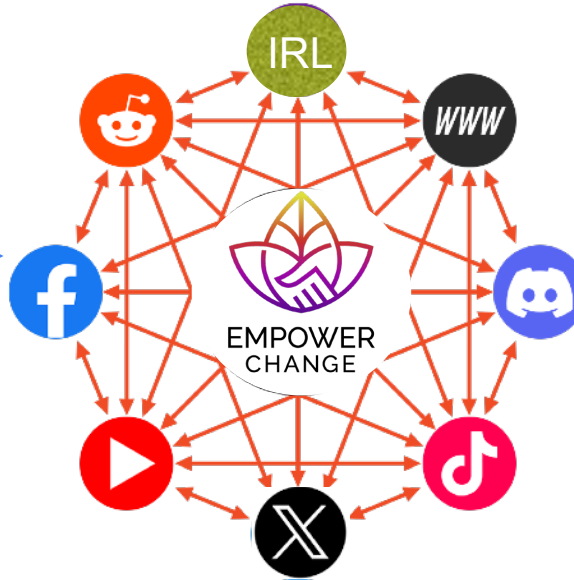


THE EMPOWER CHANGE ECOSYSTEM

Customer Funnel Sources:

Cancer Centers
Hospice Programs
Bereavement Nonprofits

Brand Partners & Communities
from
Video Games
Sports
Entertainment



B2B2C Customer Acquisition

Products and Services



EMPOWER
CHANGE

- Content
- Retreats
- Summits
- Caregiver Support
- Life Skills Tools
- Wellness Tools
- College Network
- Career Network

FOUNDER



Roderick Alemania
CEO



BOARD



Jeff Kimball



Carter Lipscomb



Aol.



Kathryn Shirley



WHY DONATE TO EMPOWER CHANGE?



High Impact

- Enable caregivers and their families to live a more fulfilling life by breaking their shackles of grief
- By servicing the caregiver, we also service their children



Success driven by rigorous feedback cycles based on metrics

- Customer Acquisition and Retention
- Programs that scale
- Revenue to underwrite support programs



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 and trauma
- Team taking reduced salaries—similar to sweat equity—to launch this nonprofit venture



Thank
you!