

INVESTOR PRE-SEED · GERMANY-FIRST · WORKING MVP

Digital Afterlife

Consent-aware AI memorial avatars that help families preserve a loved one's voice, stories, and personality — turning bereavement into guided, dignified remembrance.

Memorialization, not resurrection

Persistent AI disclosure

Not a therapy replacement

STAGE

Functional MVP

MARKET

Germany first

MODEL

B2C + B2B2C

ASK

EUR 750k

THE PROBLEM

After a death, the care stops — but the grief, and the gaps, don't.

When a person dies, families are left with scattered fragments — voice notes, photos, messages, documents — but none of the context that made them meaningful. Static memorial tools preserve artifacts; they don't preserve presence.

WHAT FAMILIES INHERIT

Voice notes

Chat exports

Photos

Documents

Stories

Recordings

Fragments — not presence.

1.0M+

people died in Germany in 2025 (provisional Destatis figures) — every one leaving several grieving relatives.

Millions

of relatives grieve in Germany each year, with little structured bereavement support after the funeral.

WHY NOW

Three forces make ethical AI memorialization investable — now.



TECHNOLOGY

Multimodal AI

Memory-grounded conversation, voice generation, speech-to-text, and lip-synced video now fit inside one product — feasible only in the last ~18 months.



REGULATION

EU AI Act

Article 50 (since Aug 2026) makes AI and synthetic-media disclosure mandatory. Built-in disclosure and consent are the entry ticket.



DISTRIBUTION

Care networks

Funeral homes and insurers already buy digital bereavement products: grievy runs in 100+ German funeral homes; Willow sells memory books through Vienna funeral homes.

INVESTOR APPETITE IS PROVEN

\$47M

Empathy Series B (2024): bereavement support, B2B2C, with strategic insurer participation

EUR 2.1M

Solace Care pre-seed (Aug 2026): legacy planning sold through insurers

EUR 700k

Willow Stories pre-seed (2025): digital memory books via funeral homes

PRODUCT

A guided memory workflow — not open-ended impersonation.

The experience is deliberately bounded around preservation, reflection, and family control. The avatar is always disclosed as an AI simulation, across every modality.

01



Capture

Portrait, voice samples, chats, documents, recordings, and family memories — with explicit consent.



02



Construct

A per-avatar memory store, personality summary, voice reference, and built-in disclosure rules.



03



Reflect

Memory-grounded text chat, push-to-talk voice, and lip-synced video — grounded in real memories.



04



Control

Export, delete, rebuild personality, regenerate media, or pause usage at any time.

Design boundary: memory and guided reflection — never therapy, resurrection, or claimed consciousness transfer.

Safety is the category entry requirement — and the moat.



Living consent first

Anticipatory capture with explicit voice and image rights; stricter authorization for avatars created after death.



Always AI-labeled

The avatar identifies as a simulation across text, voice, and video — persistent disclosure by design.



Emotional boundaries

No therapy or clinical claims; crisis language routes to real support and escalation guidance.



Usage limits

Caps and deliberate friction reduce unhealthy over-reliance and protect grieving users.



Export & deletion

Families fully control source material and generated artifacts, with takedown on request.

POSITIONING RULE

**Memorialization,
not resurrection.**

Anticipatory grief — the clean wedge that starts inside care.

Our strongest entry point is families facing a terminal diagnosis: consent is captured while the person is alive, the source material is rich, there is a real deadline — and the channel already exists.



Cleaner consent — captured directly from the person, while living



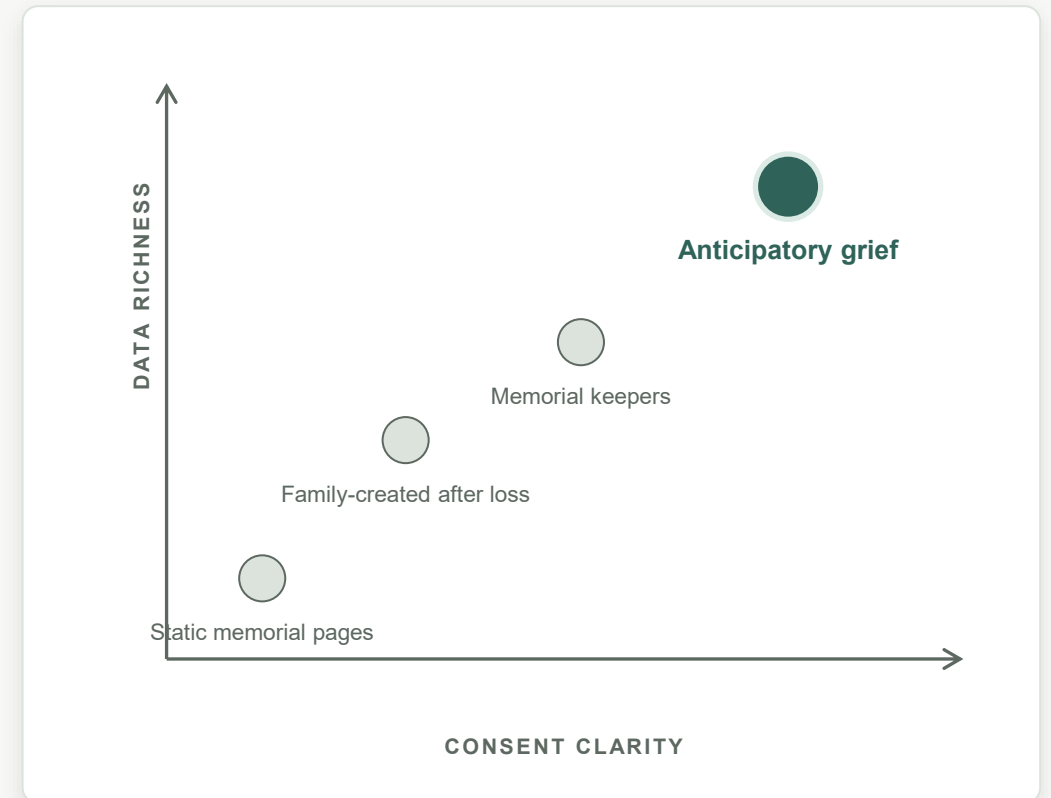
Richer source material — more voice, stories, and context to work from



A real deadline — a clear, urgent reason for families to act now



Built-in distribution — natural access via hospice and legacy-planning channels



Text and voice drive retention; video monetizes as premium.



RECURRING CORE

B2C subscription

Private memory vault with text + voice access and healthy usage limits.



B2B2C CHANNEL

Partner referral

Hospices, palliative teams, funeral homes, and legacy planners introduce families.



MARGIN UPSIDE

Premium video

Lip-synced talking avatar as a metered add-on or higher tier, priced to GPU cost.



ENTERPRISE

Partner bundle

Co-branded memory capture for pre-need and post-loss workflows.

RETENTION LAYER

Text + voice: low-cost, recurring, daily-habit potential.

MARGIN WATCH-ITEM

Animated video: premium tier or metered add-on, priced to GPU cost.

The hardest multimodal loop already works, end to end.

The remaining risk isn't whether the pieces connect — they do. It's whether families and partners adopt the product under the right safety conditions. That is exactly what this round de-risks.

TECHNOLOGY STACK

Backend	Python / FastAPI on GCP Cloud Run
Persona engine	Vertex AI Gemini, grounded by retrieval
Memory / RAG	ChromaDB + Ollama embeddings, per-avatar isolation
Voice / video	Modal GPU · Chatterbox multilingual TTS · MuseTalk lip sync
Speech-to-text	Whisper
Mobile	React Native / Expo — iOS + Android, Google/Apple sign-in



VALIDATED TECHNICALLY

Text, voice, and talking video functional end to end. Backend tests pass; the app builds and runs on device.



VALIDATION NEXT

Paid family cohorts, partner pilots, and external safety review — funded by this round.

MARKET

A recurring need: 1 million deaths a year in Germany, 4.8 million across the EU.

EVERY YEAR, GERMANY

1,006,588 deaths

Each one leaves a family deciding how to remember. (Destatis, 2025)

BEACHHEAD: LIVING CONSENT

228,828 cancer deaths

~23% of deaths follow a known diagnosis: time to capture voice and stories with the person's own consent. (Destatis, 2025)

DENSE PARTNER CHANNELS

~4,200 funeral firms

Plus ~1,500 outpatient hospice services, ~270 hospices, ~340 palliative units, 400+ SAPV teams. (Destatis 2022, DHPV 2026)

BOTTOM-UP SIZING · ONE FAMILY PER DEATH · HYPOTHESIS PRICE EUR 120 PER FAMILY PER YEAR

EU-27

EUR 578M / yr

4.81M deaths (Eurostat 2025)

Germany

EUR 121M / yr

1.01M deaths

Germany beachhead

EUR 9.3M / yr

77.8k families: cancer deaths × 34% who find AI memorials acceptable

Romania (next)

EUR 28.6M / yr

238k deaths (Eurostat 2025)

Sources: Destatis (deaths 2025, causes of death 2025, funeral trade 2022) · Eurostat demo_gind · DHPV Zahlen & Fakten (Jul 2026) · Kaspersky survey DE 2024 (34% acceptable / 32% reject). Price is a hypothesis we test in pilots.

No one in the EU sells a consented, talking memorial avatar yet.

TALK TO IT (INTERACTIVE AI)		WHY WE CAN WIN THIS QUADRANT
<p>Project December, Seance AI (US) 2wai (US): viral backlash, Nov 2025 You, Only Virtual (US): waitlist Meta: patent, "no plans"</p>	<p>HereAfter AI (US): shut down 2026 StoryFile (US): Chapter 11, 2024 Eternos (US): pivoted 2025 DeepBrain Re;memory (KR): \$12k+</p> <p>DIGITAL AFTERLIFE (EU)</p>	
RECONSTRUCTED AFTER DEATH	CAPTURED ALIVE, WITH CONSENT	<p>✔ Consent-first</p> <p>Built with the living person, not from leftovers: the answer to the backlash after-death apps get.</p> <p>✔ Text, voice and video</p> <p>Generated in one app, not pre-recorded clips or a book.</p> <p>✔ Sold where the moment is</p> <p>Through funeral homes, hospices and insurers, not ads. The US players sold direct.</p> <p>✔ Built for EU rules</p> <p>AI disclosure (AI Act Art. 50), GDPR, local language.</p>
<p>Willow Stories (AT): memory books grievy (DE): 100+ funeral homes Empathy (US), Settl'd (UK): admin trauer.de, Unvergessen: memorial pages</p>	<p>StoryWorth, Remento: memoir books Solace Care (SE): legacy planning Lebensstimmen (AT): messages, 2027 Farewill (UK): wills</p>	
STATIC (BOOK, PAGE, ADMIN)		

Status as of Oct 2026, from public sources. EU funeral-channel players (Willow, grievy, Solace) are potential partners, not threats.

VALIDATION

The risk isn't the tech. It's adoption, so we test it through partners first.

WHAT THE MARKET TELLS US

34% vs 32%

of Germans find an AI recreation of a deceased person acceptable vs. reject it (Kaspersky, 2024). A split market rewards consent and restraint.

100+

German funeral homes already use grievy's digital grief support: the channel buys digital bereavement products.

0

EU companies selling a consented, interactive memorial avatar today (our Oct 2026 scan of public sources).

WHAT WE TEST NEXT

01

Conversations with funeral homes, hospices and insurers, Germany first

02

Letters of intent for pilots with partners who want to offer it

03

Interviews and a waitlist with families

04

First pilots, with consent and safety reviewed

Pipeline numbers are shared in investor meetings.

TEAM

Technical founders who ship — and who already pivot fast.



Mihai-Alin Wolff

CO-FOUNDER · OPERATIONS & GTM

Leads operations, project management, and Germany-first go-to-market. Drives strategic growth, partner distribution, and the customer-facing motion.

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Radu Georocanu

CO-FOUNDER · ENGINEERING

Software-engineering lead behind the multimodal platform. Owns architecture, the persona/RAG engine, and technical diligence.

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TRACK RECORD

Co-founders of Micronest, a SaaS venture. Previously built DestLens, an AI chat-based travel assistant, and pivoted decisively. Radu's engineering depth is paired with Alin's operating and go-to-market leadership.

THE ASK

Raising EUR 750k for 18 months of Germany-first validation.

The round proves partner distribution, paid family demand, emotional safety, consent and rights workflows, and video unit economics — before broader EU scale.

USE OF FUNDS · EUR 750k · 18 MONTHS

Product & engineering



35% · EUR 263k

Germany pilots & GTM



25% · EUR 188k

AI / video infra & unit economics



15% · EUR 112k

Privacy, safety, legal & rights



15% · EUR 112k

Operations & contingency



10% · EUR 75k

SEED-READY PROOF PACKAGE

- ✓ 5-10 Germany pilot partners (hospice, funeral, care, legacy planning)
- ✓ 100-250 paid family beta users
- ✓ Retention, willingness-to-pay, and emotional-safety signals
- ✓ Consent, rights, deletion/export, and security workflows
- ✓ Video unit-economics benchmark and premium pricing tests
- ✓ A seed-ready data room

Raising trust, not just an AI demo — Germany-first pilots, paid usage, safety, and video economics.

DIGITAL AFTERLIFE

Help families keep what matters most — safely, and with consent.

We've built the hardest part. This round proves that ethical AI memorialization can be trusted, distributed through care networks, and paid for — starting in Germany.

ASK	EUR 750k pre-seed · 18-month validation
STAGE	Working MVP · Germany-first
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