Death is a hard topic.

Cake is the solution for navigating mortality.

cake

joincake.com

Not addressing mortality leads to *pain*.

Lost money ....

Physical & emotional suffering ....

Family conflict ....

100% of people will die

Cake offers _solutions_ for death & end of life.

Health
What type of **care** would you want to receive?

Legal / Financial
Where does your **money** go? Who cares for your **kids**? Your **pets**?

Funeral
What should happen to your **body**? How should friends & family **honor your life**?

Legacy
How do you want to be **remembered**? How do you make **meaning** in your life?

Digital
What will happen to your **social media** accounts? What will happen to your **digital assets**?

In a global pandemic, this is *more urgent* than ever before

The New York Times

Boom Time for Death Planning

The coronavirus pandemic has drawn new business to start-ups that provide end-of-life services, from estate planning to a final tweet.
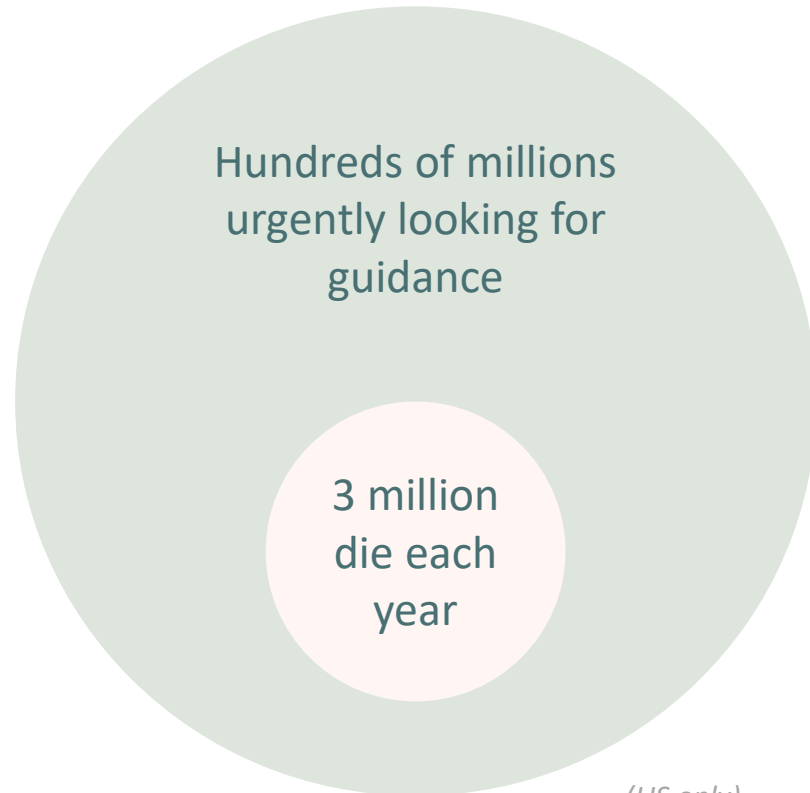
Cake was featured as market leader.

"We're never going back to the way it was," Ms. Chen said. "That's a positive thing — to accept the reality that we're not immortal."

https://www.nytimes.com/2020/07/16/business/boom-time-for-death-planning.html

The US mortality market is worth trillions of dollars.

At-need: recent loss

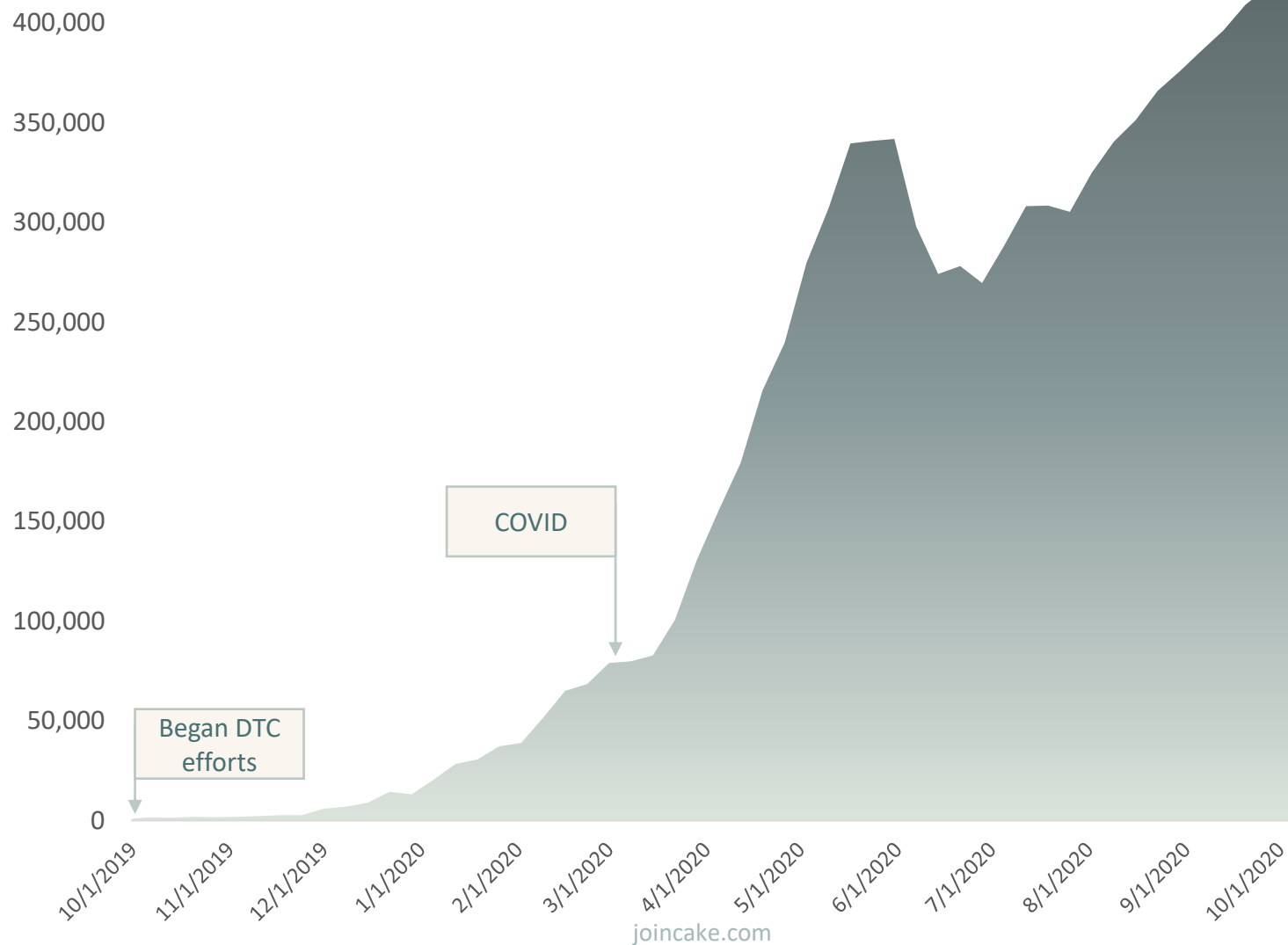Hundreds of millions urgently looking for guidance

3 million die each year

(US only)

- **At-need market**
  - $20 billion funeral market
  - $480 million condolence flower market
  - VC investments pouring into new startups: $17M to Everdays, $12M to Better Place Forests, $7M to Recompose, $5M to Eterneva

- **Expand into pre-need market**
  - $27 trillion retirement market
  - $124 billion trusts and estates market
  - $740 billion senior care market
  - $700 billion life insurance market

Cake is the largest in the industry, serving *2 million+* people every month

Cake Unique Visitors/week (*all organic*)

COVID

Began DTC efforts

400,000
350,000
300,000
250,000
200,000
150,000
100,000
50,000
0

10/1/2019 · 11/1/2019 · 12/1/2019 · 1/1/2020 · 2/1/2020 · 3/1/2020 · 4/1/2020 · 5/1/2020 · 6/1/2020 · 7/1/2020 · 8/1/2020 · 9/1/2020 · 10/1/2020

joincake.com

Cake is the first stop for consumers with EOL needs; we use data to match them with the right products.

Consumers look for EOL solution

cake

| Elder Care | Retirement | Life Insurance | Health Insurance | Legal Services | Funeral/ Memorial Services |

aPlaceforMom. | kindur | MassMutual | eHealth | ROCKETLAWYER | tulip

honor | John Hancock | Policygenius | UnitedHealthcare | legalzoom | GatheringUs

Cake sells end-of-life solutions to consumers: low cost acquisition, high purchasing intent

Month	Visitor acquisition cost	Average affiliate payout	Detail
October 2020 *(actual)*	$0.01	$3.83	$200 from GatheringUs, $1 from Amazon
October 2021 *(projected)*	$0.01	$10.00	Negotiate higher payout percentages, add higher payout affiliates

⟶ **$1 million annual run rate from affiliates by Oct 2021**

World-class expertise in mortality & consumer tech

Suelin Chen
CEO

- MIT engineer (BS, PhD)
- Director of Lab@Harvard (startup incubator at Harvard University)
- Commercial and M&A advisor to 50+ healthcare companies
- Hospice & Palliative Care Federation MA Board member
- Honored on the *Care 100*: Most Influential People in Care 2020

Massachusetts Institute of Technology

HARVARD UNIVERSITY

FORTUNE

40/40 FORTY UNDER FORTY

Alastair Brown
CMO

- CMO at Buoy Health, grew visitors from 0 to 25M in 18 months
- VP of Product at the Grommet
- Marketing Director at TripAdvisor, managed $100M+ P&L
- Internet Business Expert at HBS

HARVARD BUSINESS SCHOOL

tripadvisor

Thomas Christmann
CTO

- 20+ years in software development, including 10+ years building secure, scalable SaaS solutions for Fortune 50 companies
- Led consumer apps for eBay Europe
- CSO, DPO, HIPAA security & compliance officer

ebay

Cake is on track to dominate an overlooked trillion-dollar industry.

Cake has already:

- Ascended to become the market leader

- Built a massive audience

- Generated half a million dollars in revenue so far this year, with more than $2 million in deal pipeline

Use of funds:

- Increase revenue by hiring BD/partnerships FTE

- Grow engineering team to speed funnel optimization and implementation times

- Increase conversions by growing topline: bring on social media/marketing manager full-time to cultivate UGC (user-generated content)

Appendix

EOL leaders advise us and share our vision .

Shoshana Ungerleider, MD

- Founder of <u>End Well</u>
- Academy Award-nominee for <u>End Game</u> (Netflix documentary)

ENDWELL

Ira Byock, MD

- Founder and CMO of the Institute for Human Caring at Providence St Joseph Health
- American Academy of Hospice and Palliative Medicine Fellow

Providence St.Joseph Health

Chanel Reynolds

- Co-founder of GYST.com (acquired by Cake)

Alua Arthur

- Death doula, certified death midwife, Going with Grace founder
- Board member of National End of Life Doula Alliance (NEDA)

BJ Miller, MD

- Palliative care physician
- Zen Hospice Director

UCSF University of California San Francisco

HARVARD MEDICAL SCHOOL

Award-winning platform with global recognition.

Awards

Care 100
THE MOST INFLUENTIAL PEOPLE IN CARE OF 2020

TEDMED

Project Entrepreneur
RENT THE RUNWAY FOUNDATION | UBS

MIT HACKING MEDICINE

FORTUNE

40/40 FORTY UNDER FORTY

CONNECTED HEALTH CONFERENCE

innovation nights

INNOVATION@50+
Real Possibilities from AARP

Featured in

The New York Times

BBC

THE HUFFINGTON POST

Forbes

MarketWatch

BUSINESS INSIDER

PC PCMAG.COM

TECH INSIDER

MedCity News

INVERSE

xconomy

theguardian

Bloomberg RADIO