

Evertrace

The Missing Digital Layer in How We Grieve

An AI-powered infrastructure for next-generation memorialization that transforms how we preserve, share, and honor the memories of those we've lost.

Digital Preservation

Secure, permanent storage of memories, stories, and digital legacies that transcend physical limitations

AI-Enhanced Connection

Intelligent systems that help families discover, organize, and experience meaningful connections across generations

Universal Access

Global platform accessible anywhere, anytime, ensuring memories remain alive for future generations

Building the bridge between our digital lives and how we remember those we've lost.

The Problem: Digital Transformation Has Missed Memorialization

Universal Grief

Over **150 million** people worldwide lose a close family member each year, creating an enormous emotional need that remains largely unaddressed by technology.

Physical Limitations

Over **99%** of remembrances still rely on gravestones, urns, framed photos, or Buddhist altars—physical objects that decay, require maintenance, and have limited accessibility.

Fading Narratives

Without a structured system for preservation, the memories, emotions, and life lessons of the deceased typically vanish within a single generation, leaving future descendants with little connection.

We digitize everything—except how we say goodbye.

While our photos, finances, and social connections have moved online, our methods of remembrance remain stubbornly analog. The tech industry has disrupted nearly every aspect of human life, yet the emotionally critical process of memorialization has been largely overlooked.

This technology gap in memorialization represents both a market opportunity and an emotional crisis. While we can instantly access centuries of human knowledge, the personal stories of our own ancestors often disappear within decades of their passing.

This gap represents not just a market opportunity, but a chance to fundamentally transform how humanity preserves its most precious stories and connections across generations.

Context: Japan's Unique Challenges

29%

Aging Population

Japan has the world's most aged society, creating unprecedented demand for innovative end-of-life care and memorialization solutions.

120K+

Abandoned Graves (無縁墓)

Unclaimed funerals and lonely deaths reflect growing social isolation and the breakdown of traditional family support systems.

93%+

Urban Population

Urban concentration has made traditional burial practices increasingly impractical and prohibitively expensive for most families.

Cultural Transformation

- **Traditional barriers:** Graves and Buddhist altars are losing relevance due to cost, urban lifestyle constraints, and evolving values among younger generations
- **Secular adoption:** Japan's younger population increasingly seeks non-religious alternatives for commemorating loved ones
- **Digital inheritance gap:** While the government discusses "デジタル遺品" (digital inheritance), comprehensive emotional legacy tools remain underdeveloped

Japan represents the ideal market entry point—combining deep ancestral respect, technological sophistication, and urgent demographic need for memorial innovation.



Traditional ancestor worship spaces are disappearing as compact urban living becomes the norm.

Global Trends: The Shift Toward Digital Memorialization

From silence to expression.

From private mourning to shared memory.

Fragmented Digital Memorials

While platforms like Facebook Memorial Accounts exist globally, they remain disconnected and poorly integrated into users' emotional lives. The market demands cohesive, meaningful experiences over scattered memorialization.

Pandemic-Driven Adoption

COVID-19 accelerated the shift to online funerals and digital legacy preservation, revealing the inadequacy of existing tools for emotional connection and remote grief support.

Emotional Connection Demand

Modern consumers seek interactive, personal ways to honor lost loved ones—human and pet. The demand extends beyond memorial pages to comprehensive emotional archives that capture personality and relationships.

The market is ready for emotional infrastructure that matches the depth of our connections in life.

The convergence of technological capability, cultural readiness, and demographic necessity creates an unprecedented opportunity. We're positioned to transform loss from passive remembrance into active engagement with legacy.

Product Demo: From Grief to Creation

For Legacy Creators

Preserve your stories and messages for future generations, ensuring your voice and wisdom live on.

- Legacy Message Vault
- Digital Asset Inheritance

For Memory Keepers

Honor and preserve memories of loved ones, creating living memorials that can be shared and expanded over time.

- Life Story Timeline & Digital Memorial Book
- Family Tree with Memories

Evertrace's comprehensive platform addresses both personal legacy preparation and memorial preservation, serving the complete spectrum of digital memorialization needs.

Our intuitive design ensures accessibility across all age groups, while AI-powered capabilities transform scattered memories into cohesive narratives that capture life's essence and impact. Through thoughtful features that balance emotional sensitivity with technological innovation, Evertrace creates a space for healing, connection, and intergenerational storytelling.

For Legacy Creators: Secure Your Emotional Legacy

Professional legacy planning toolkit for meaningful end-of-life communication



01 Legacy Message Vault

A secure, encrypted digital space to record and schedule delivery of heartfelt messages — text, audio, or video — after death. Designed to help express unspoken feelings and provide lasting emotional connection.

Comprehensive Feature Set

The Legacy Message Vault addresses one of the most profound regrets shared by both the dying and bereaved: words left unsaid. By providing a secure platform for final messages, Evertrace enables emotional closure and creates lasting connections that transcend death.



Multi-Format Expression

Text, audio, video – choose the perfect medium for your final words



Smart Delivery Options

Schedule for birthdays, anniversaries, or specific posthumous triggers



Flexible Privacy Controls

Individual recipients or group broadcasts – you control who receives what



AI-Guided Legacy Assistance

Refined through iterative consultation with estate lawyers, palliative care counselors, and Buddhist grief professionals in Japan. Our AI uses large language models fine-tuned on anonymized legacy messages and grief literature, guided by a human-in-the-loop ethical framework.



Human Support Available

Dedicated support team offers in-person or remote help for users of all ages

For Legacy Creators: Secure Your Digital Assets

02 Digital Asset Inheritance

Securely record and categorize your digital accounts – from crypto wallets to social media – and define how they will be accessed or passed on. Ensure your online presence ends responsibly and your digital legacy is managed with care.

Comprehensive Account Support

Supports all your digital accounts – banks, cryptocurrency, email, social media platforms, and more. Easily import your assets with one click from services like MoneyForward.

Intelligent Access Control

Smart access control features including auto-unlock when a death certificate is submitted, ensuring secure yet accessible inheritance management.

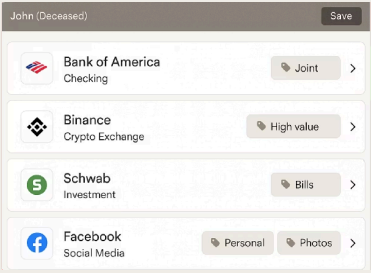
Smart Organization

Priority and tag-based categorization system that allows you to organize digital accounts by importance and inheritance preferences, streamlining access for your family and executor.



Executor-Friendly Tools

Special view for executors with export and summary tools, plus seamless integration with existing estate planning services and legal frameworks (e.g. Japan's 遺言信託制度).









In our increasingly digital lives, the average person now has over 90 online accounts. Without proper planning, these accounts become inaccessible digital tombstones after death, potentially causing practical problems for survivors and leaving valuable assets stranded. Evertrace's Digital Asset Inheritance system provides a comprehensive solution that respects both practical needs and emotional sensitivities.


- ✔ Beyond just account access, our system helps users think through the emotional impact of their digital presence after death—whether social media profiles should be memorialized or deleted, what personal files might be meaningful to family members, and how to ensure private information remains private.

For Memory Keepers: Preserve Life Stories

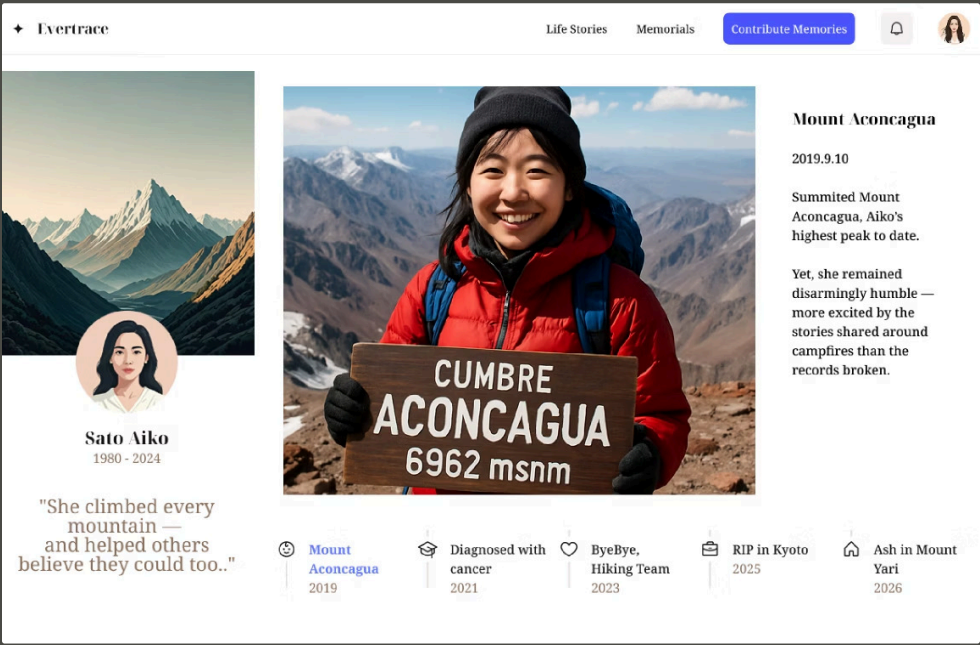
03 Life Story Timeline & Digital Memorial Book

A beautifully structured digital space that chronicles a person's life journey — blending factual milestones with intimate stories and memories shared by loved ones.

- **Timeline View**
Chronological life overview built from milestones and memories
- **Multimedia Memory Posts**
Include text, photos, videos, and voice messages
- **Collaborative Storytelling**
Friends and family can contribute memories through invites
- **AI-Powered Structuring**
Organizes scattered stories into cohesive narratives
- **Privacy Control**
Set access levels (private, family-only, public)
- **Memorial Sharing**
Shareable link to let others remember and celebrate

✔  **Sharing Is Healing**

Becoming a Memory Contributor helps the living process grief, strengthen family bonds, and preserve collective memory for generations.



The Digital Memorial Book transforms fragmented memories into a cohesive narrative that captures not just the facts of a life but its emotional texture and impact.

Unlike static memorials that focus on death, our Life Story Timeline celebrates the entire journey of a person's life—helping shift grief from passive remembrance to active engagement with legacy.

For Memory Keepers: Create a Living Family Tree

A modern family tree that goes beyond names and dates — capturing stories, photos, and shared memories. Your heritage becomes vivid, interactive, and alive in the digital era.

Interactive Tree View

Scrollable and zoomable layout that grows with each new branch, making navigation intuitive across generations.

Collaborative Memory Building

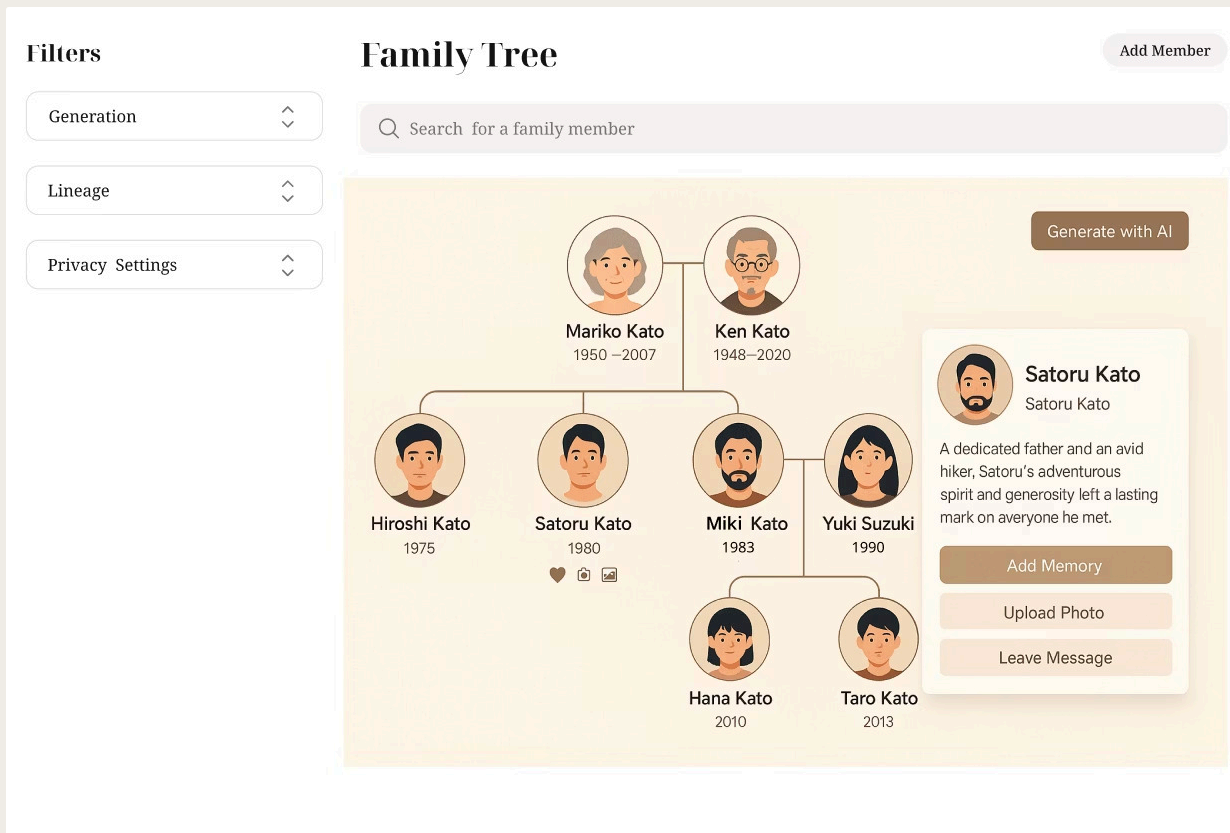
Invite family members to co-create the tree with text, images, or voice recordings, building a shared family narrative.

AI-Enhanced Structuring

Automatically link names and generations using smart ancestry tools, reducing manual effort while maintaining accuracy.

Emotional Tags & Roles

Add custom labels to each member's profile – like "The Storyteller", "Kitchen Legend", or "Bringer of Laughter" – making memories more vivid and personal.



- ❏ Traditional family trees document relationships but miss the emotional connections that truly bind families together. Evertrace's Family Tree preserves the stories, traditions, and personality traits that flow through generations.

The Family Tree feature transforms abstract genealogy into living history by connecting memories across generations. Users discover not just who their ancestors were, but how they lived, what they valued, and what wisdom they passed down—creating continuity that spans centuries.

Why Now? The Convergence of Need and Capability

Super-aging Society

Japan leads a global demographic shift. By 2040, over 35% of Japan's population will be over 65. As death becomes a more frequent reality, society needs better tools for managing loss, memory, and legacy preservation.

New Social Rituals

Digital-native generations are already creating new ways to grieve—from pet memorials to YouTube tribute channels. However, existing tools are fragmented. There's clear demand for a comprehensive digital memorial platform.

AI Has Matured

Generative AI now enables sophisticated emotional archiving. We can synthesize memories, personalize legacy messages, and create interactive biographies—transforming what once required manual effort into rich, accessible digital memorials.

Target Market

Evertrace serves individuals and families seeking meaningful ways to preserve and share life stories in the digital age. Our platform addresses the growing need for personalized memorial solutions that go beyond traditional approaches.

Primary Audiences:

- **Legacy Planners:** Aging individuals focused on preserving their stories (終活市場 in Japan)
- **Memory Keepers:** Family members seeking to honor and remember loved ones
- **Pet Owners:** Those grieving animal companions and wanting lasting memorials
- **Institutions:** Organizations supporting end-of-life planning and bereavement services

Market Insight

The global digital memorial market is expanding rapidly as societies age and digital adoption increases. Japan's established 終活 (end-of-life preparation) culture provides an ideal entry point for comprehensive digital legacy solutions.

Business Model: Digital Memorials for a Lasting, Scalable Legacy

Why It Works

- **Eco-friendly & Sustainable:** No land needed, no stone cut — environmentally conscious and space-efficient
- **Lower Cost, Higher Permanence:** No decay, no replacement, no maintenance costs
- **Emotional Value:** Preserving memories indefinitely resonates with universal human values
- **Viral by Nature:** Memories spread through families, creating natural network effects

Revenue Streams

- **Subscription Plans:** Free → Basic → Premium → Family Vaults
- **Perpetual Legacy Plan:** One-time fee for 100-year hosting
- **Memorial Merchandise:** Custom photo books, urns, jewelry, altars
- **Institutional Partnerships:** Shūkatsu organizations, elder care, funeral services

Global Expansion Strategy

1

Japan Launch (2026)

Aging society + DX adoption + 終活文化 (end-of-life preparation culture)

2

Cultural Proximity Markets (2027–2028)

🇰🇷 South Korea 🇨🇳 China 🇸🇬 Singapore

Shared Confucian values and ritual-based remembrance practices

3

Aging Western Nations (2028–)

🇩🇪 Germany 🇫🇷 France 🇬🇧 UK 🇺🇸 USA

Super-aged societies + digital legacy demand + rising secularism

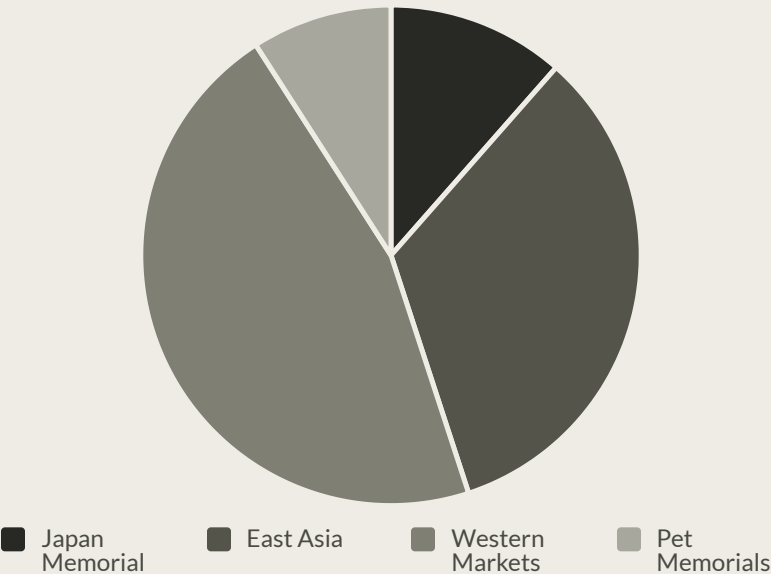
4

Adjacent Market: Pet Memorials

Parallel expansion leveraging emotionally similar grief journeys with Rainbow Bridge features

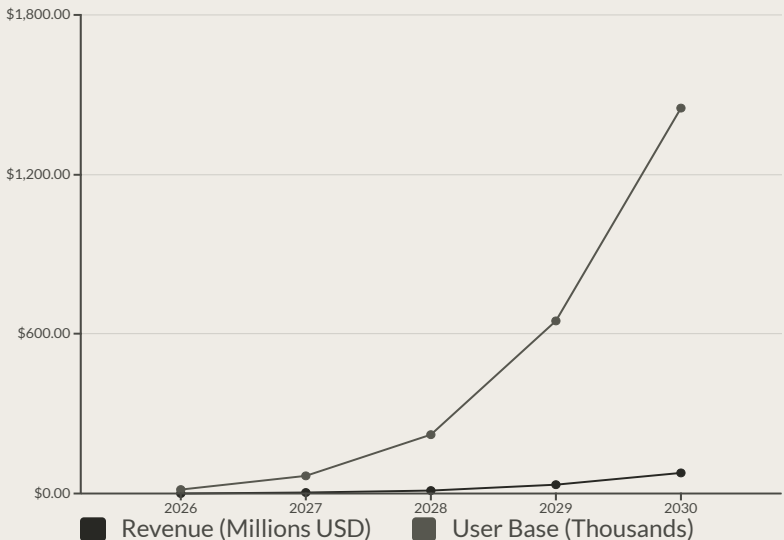
Market Opportunity & Financial Projections

Addressable Market



The global memorial market exceeds \$20 billion annually, with digital solutions representing less than 5% of this total—indicating substantial opportunity for disruption.

Revenue Projections



Our financial model projects exponential growth across key markets, driven by recurring subscription revenue and expanding partnerships.

Market Opportunity

A large, emotionally significant sector with minimal technological disruption—capturing even 2-3% of the traditional memorial market creates substantial value.

Revenue Diversification

Multiple revenue streams from subscriptions, merchandise partnerships, and institutional collaborations provide stability and growth potential.

Scalable Model

Digital-first approach with high margins and network effects as memories spread through families and across generations.

Our Vision: A Warmer, More Human Future for Memory and Mourning

Every life is a story worth telling.

We believe remembrance should evolve—not just more digital, but more personal, connected, and alive.

Evertrace helps people leave behind more than a tombstone. We enable them to share their voice, their love, their lessons—and help those left behind find healing in storytelling, not just sorrow.

Beyond Preservation

Creating emotional continuity across generations, helping wisdom and love transcend physical death.

New Death Rituals

Building modern traditions that honor the past while embracing technological possibilities.

Ethical Innovation

Developing sensitive technology with deep respect for cultural norms and grief's emotional complexity.

Starting in Japan with a global vision: a world where no life goes quietly into the past, and every goodbye becomes a bridge to understanding. Our long-term goal is creating comprehensive emotional infrastructure that transforms life's most challenging transitions into opportunities for connection, healing, and intergenerational understanding.

Our Team: G.K. Monoid (<https://www.monoid.co.jp/>)

A Tokyo-based tech studio founded in 2020

We've helped clients digitally transform finance, logistics, and agriculture through thoughtful application of technology. Now we're building something of our own — something deeply meaningful that addresses one of humanity's most universal experiences.

Our international team combines technical expertise with cultural sensitivity, positioning us uniquely to bridge traditional memorial practices with cutting-edge technology in respectful, emotionally resonant ways.

Our Core Strengths

Experienced Development Team

Our engineers have built and scaled multiple successful digital products across various industries.

Proven Digital Transformation

Track record of successful projects across finance, logistics, and agriculture sectors.

International + Local Expertise

Global perspective combined with deep understanding of Japanese market and cultural nuances.

Pet E-commerce Experience (<https://pawpawmall.com/>)

We operate a successful pet e-commerce brand, providing valuable insights for the pet memorial market.

Our Needs

Designers & Creatives

To shape a product full of empathy and beauty

Japanese Talent

Who can help us connect deeply with this market

Investors

Who believe in transforming the culture of remembrance

TEAM – A Gen Z Design & Dev Team Full of Creativity and Technology

Mao Yanru

CEO

Waseda University School of International Liberal Studies, founded G.K. Monoid

Wang Chenyu

CTO

University of Southern California, Microsoft Frontend Engineer

Le Xingming

SDE

University of Tokyo, Electrical Engineering Graduate School, Data Scientist at EY

Chen Yuxuan

SDE

Waseda University School of Creative Science and Engineering, Engineer at Morgan Stanley

Zhou Yunkun

SDE

Stanford University, PhD from Massachusetts Institute of Technology

Xia Conghe

SDE

Waseda University Graduate School of Creative Science and Engineering, Researcher at AIST

Inoue Ayana

Design

Tama Art University, Co-founder of Howtovenus

Dai Yimeng

Design

Tokyo University of the Arts, UIUX Designer at JD.com

Our diverse team combines top-tier academic backgrounds with hands-on industry experience, ready to innovate at the intersection of technology and human connection.

THANK YOU

Join us in reimagining how humanity remembers

ymao@monoidtech.com

Evertrace: Because every story deserves to be remembered.