

## And experienced, growth focused leaders



**Constantine Moutis**  
CEO

Constantine has been with Forecast since the beginning - previously leading partnerships & operations and launching our private business.



**David Bagg**  
COO

David has over ten years experience as a technology COO with extensive experience in scaling fundraising and exits.



**Angela Bradley**  
Chief of Staff

Angela is an ex-McKinsey consultant, founded Strategy in Europe and ran her own business profitably for 4 years.



**Catherine Oak**  
Head of Acquisition

Catherine has over 10 years experience leading performance marketing teams - previously Microsoft & Google.



**Rosalind Parnell**  
Head of Partnerships

Rosalind has spent the last 10 years in sales and partnerships across VC backed start-ups including Think, Taboola and Stream.



**Jane Elton**  
Head of Brand & Content

Jane is a former BBC journalist and has led brand and communications programmes at Google, Microsoft, IBM and most recently National Health.



**Sam**  
Head of Product

Sam has held senior roles at high growth tech businesses after starting his career with Strategy, including Head of International Expansion at various.



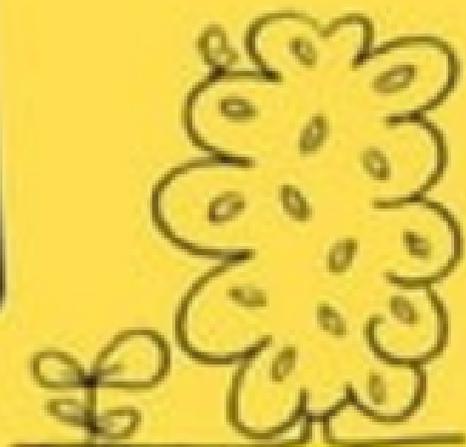
**Matt Morgan**  
Head of Operations

Matt has held growth roles in a number of startups, including Tally which he co-founded and exited to be the #2 operation service in the UK.



**Lorraine Robinson**  
Head of Legal

Lorraine has spent the last 16 years in legal services, including 10 years in volume legal services at a Top 100 law firm.



Head over to  
**[farewill.com/careers](https://farewill.com/careers)**  
to find out more about our long term vision!

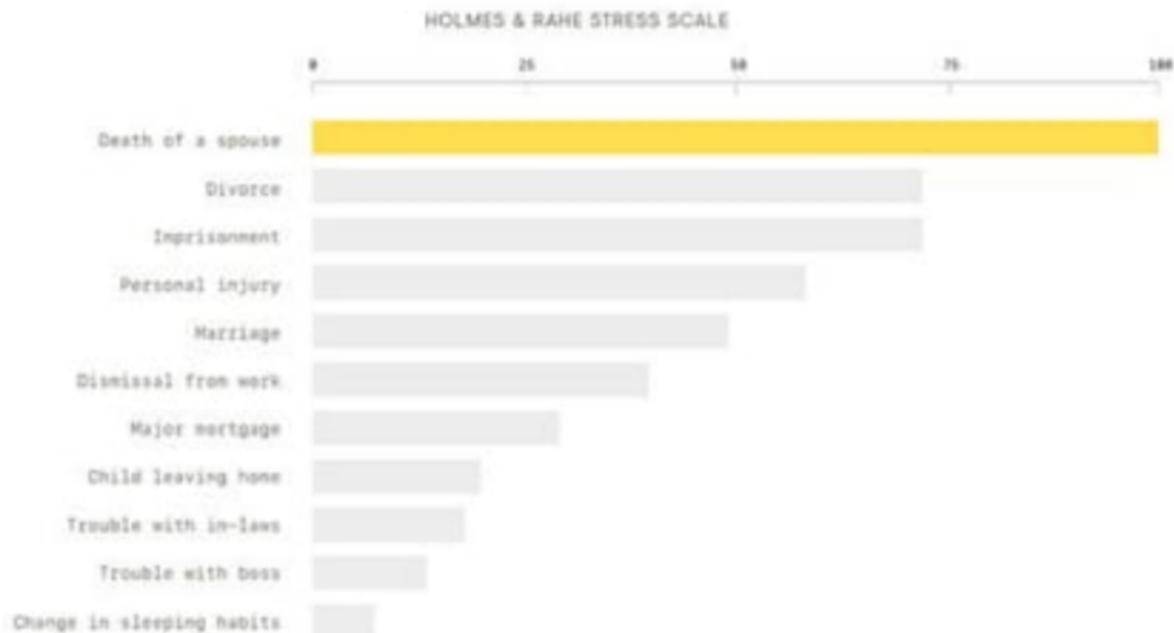
THE PROBLEM

Everyone  
you know,  
someday,  
will die

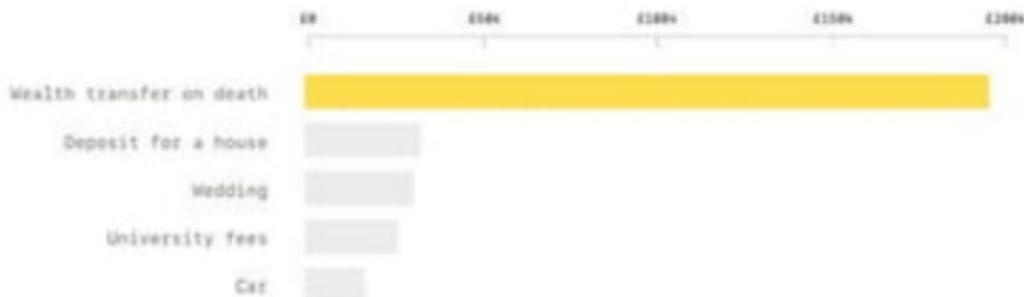
... IT'S A BIG ONE



## It's the hardest emotional challenge we face



## And the biggest financial event of a lifetime



Over the next 10 years £1 trillion will be inherited in the UK alone

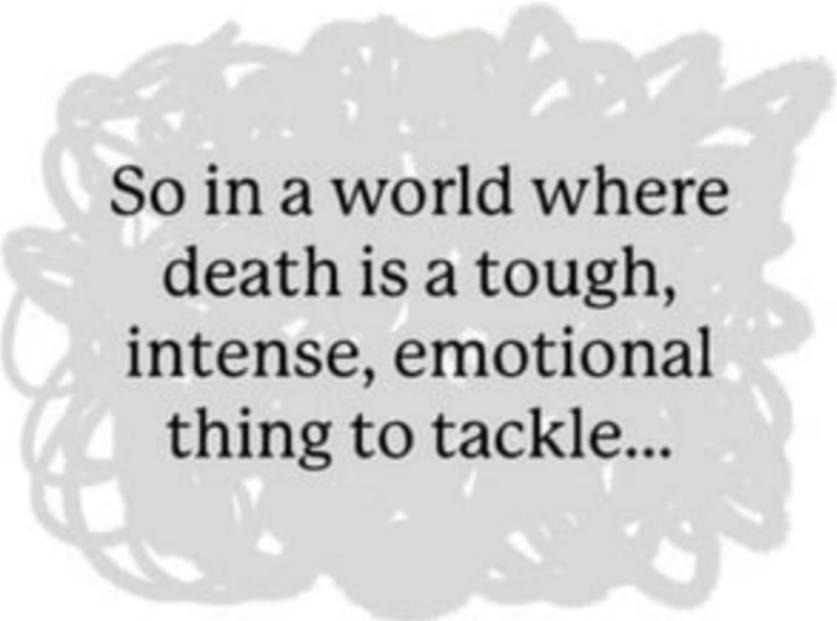
The industry makes the whole  
problem even worse



Unwelcoming

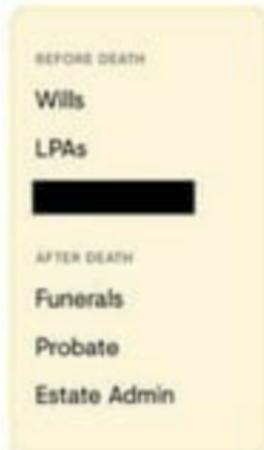
Expensive

Confusing



So in a world where  
death is a tough,  
intense, emotional  
thing to tackle...

# Farewill makes death easier



All-in-one

Great experience

Great value

We're taking on a huge industry

**£120Bn**

TAM for Wills, Probate, Funerals  
(24 select countries)

**£6Bn**

Obtainable market

Only 2% of the market is online

# Creating and leading a whole new category

We're doing for death, what...



Airbnb did for travel



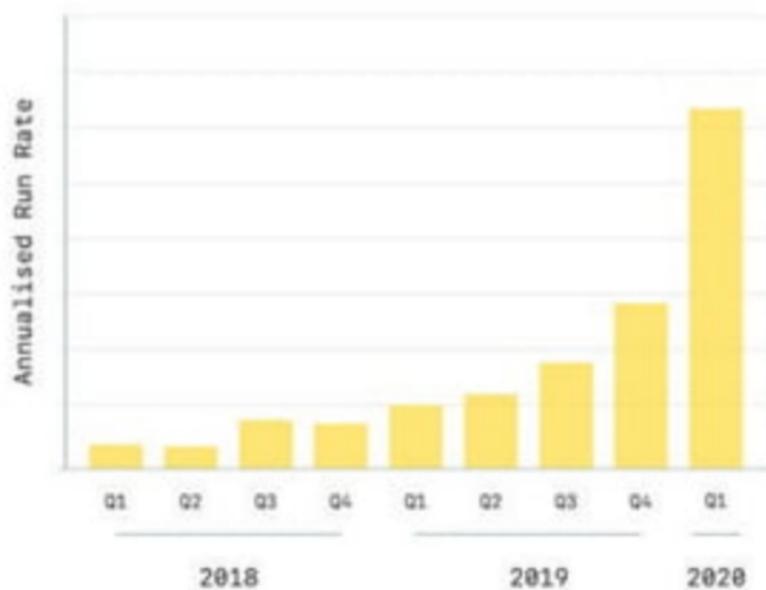
Spotify did for music



Netflix did for TV



We've grown 8x in the last year



Our growth rate is accelerating