



solace



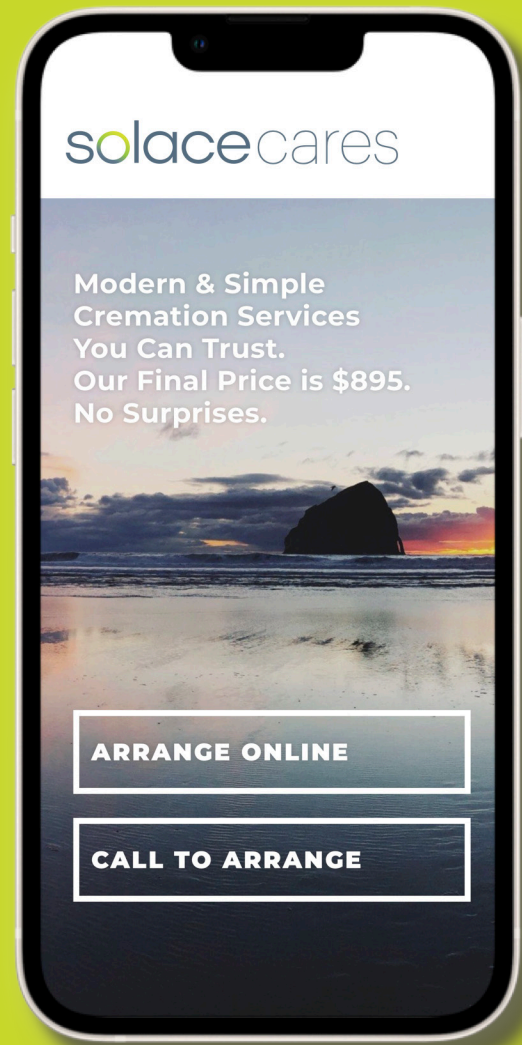
# Meet Solace

## The direct-to-consumer cremation company.

Solace is a caring, online-powered, direct cremation company with a comforting, human-centered approach. We provide personal, concierge-level support that puts the focus on the family's needs with services that are easy to understand, affordable and transparently priced.

Our mobile-friendly business includes a less-than-five-minute arrangement process and 24-7 access to the Solace Care Team: a professional, compassionate team of experienced industry veterans available to assist customers at all times. We partner with best-in-class cremation service companies that are licensed and vetted to meet our premium quality standards.

Solace launched in April 2019 in the Portland metro area and expanded across Southern California in 2020 and 2021. Solace opened its first East Coast market, Jacksonville, Florida, in 2022.



# There is a Better Way

## Simple. Honest. Modern.

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### One price, no surprises

Unlike most traditional funeral homes, Solace does not have a “starter price” with additional hidden fees. Customers pay one flat fee of \$895.

### No meetings

Solace does not require in-person meetings and never tries to “upsell” our families. What we originally created to be easy is now safer, too.

### Digital tools

Solace makes arrangements easier with digital paperwork and online support so families can work with us from wherever they are, whenever they need to.

### Delivery

Solace offers, at no extra cost, delivery by USPS or by our partner staff, so families can stay at home together at this difficult time.

### Carbon neutral

Solace partners with Carbonfund.org to make all our cremations carbon neutral at no added cost.

# Service Done Better

**Solace is the leader in digital cremation services.**

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Solace's tech-driven, human-powered business model makes the experience of arranging for a cremation simple, transparent and convenient.

Since launch, Solace has become one of the most reviewed and highest-rated direct cremation companies.

## What people are saying:

*"When my father passed, I reached out to Solace. They were very informative and gave me all the information I needed. Even during COVID, they were extremely helpful and made it easy with their website."*

**Gary E.**

*"They provided outstanding support throughout the entire process for a fraction of the price that I was quoted by funeral homes. It may sound corny, but I truly felt loved and cared for by this group of good people during this difficult time."*

**Jake H.**

*"Being able to initiate the whole process online was an absolute gift. Not only did none of us have to drag our emotionally exhausted, grieving selves into some randomly selected funeral home—but we didn't even have to make a phone call unless we wanted to. It was so easy, and we are so grateful."*

**Camille M.**

*"If your choice is a simple cremation conducted with the efficiency of an online platform, combined with kindness and actual human touch, please consider Solace."*

**Michelle B.**

*"Put Solace's contact info in your phone now, so when a loved one passes, you won't have to experience the additional pain of dealing with a traditional funeral home. Solace is the comforting concierge service that will handle all of the details you won't have the state of mind to do at one of the worst times. This service is far from just an online transaction."*

**Amy K.**

*"People there are very caring, awesome at explaining the cremation process, extremely flexible and understanding. A very professional company. I would refer anyone to them."*

**Josh S.**

# Better by Design

**We get it, we've been there.**

Solace was created by two design executives, Keith Crawford and David Odusanya, inspired by consumer-centric, design thinking and shaped by their personal experiences with an antiquated industry.

Driven by those dual inspirations, the pair conceived of a better way to deliver cremation services, putting families at the center of all we do.



Photo Credit: Ricardo Nagaoka

## **David Odusanya, Co-Founder, CCO**

VP of Design at Nike & 20+ years of building brands & managing global organizations. Responsible for marketing and brand creative.

"I lost my mom several years ago and even though much had been arranged before her death, the number of choices and decisions we had to make was overwhelming and felt opportunistic. It's not like any of us are experts at this. I just wanted it all to go away."

## **Keith Crawford, Co-Founder, CEO**

20+ years of brand building and creative direction experience. Responsible for product development and innovation and fiscal activity.

"After 30 minutes of paperwork, the man helping us pulled out a big black notebook and started in on what felt like a timeshare pitch. 'Did we want a nicer urn, limousine?' That sort of thing. Why would we go beyond what my father had already planned for himself?"

# The Death Care Industry

By the Numbers.

**3.3M**

National Annual  
Death Rate <sup>1</sup>

**\$28B**

National Annual Funeral  
Business Revenue <sup>2</sup>

**\$7B**

National Annual  
Cremation Revenue <sup>3</sup>

**+7.5%**

National Average Growth Rate of  
Cremations/year (2015-2020) <sup>4</sup>

**57%**

National  
Cremation Rate <sup>5</sup>

**73%**

Projected National  
Cremation Rate (2030) <sup>6</sup>

Sources: 1. CDC/NFDA 2. NFDA 3. NFDA 4. CANA 5. NFDA 6. CANA

## The Price of Dying

**\$895**

**Solace's Complete Price for Cremation**

**\$2,500**

**Median Cost of Direct Cremation <sup>1</sup>**

**\$5,500**

**Median Cost of Traditional Cremation <sup>2</sup>**

**\$9,500**

**Median Funeral Cost <sup>3</sup>**

**\$10,000+**

**Average Cost of Funeral from the Largest Funeral Co. in the U.S. <sup>4</sup>**

Sources: 1. NFDA 2. NFDA 3. NFDA 4. Forbes



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