



solace



# Death is a natural part of life, but that doesn't mean it's easy.

In fact, the way funeral care typically works can feel anything but natural. And it can be an unwelcome surprise—the sheer number of decisions, the urgency of it all, the expense at every turn—when you're least equipped to handle it.

We understand. We've been there. And that's why we're here, to offer an alternative that's specifically designed to help you make after-life decisions for your loved one with confidence and care.

We know there's a better way. A way that's easy to understand, honest, empathetic and gives you back what you need most—time. Time to remember and celebrate the one you lost with those you love.

**Solace. Honor Life, Lived.**



**Meet Solace:**

## **Modern, Simple, Transparent & Family-Focused Cremation Services**

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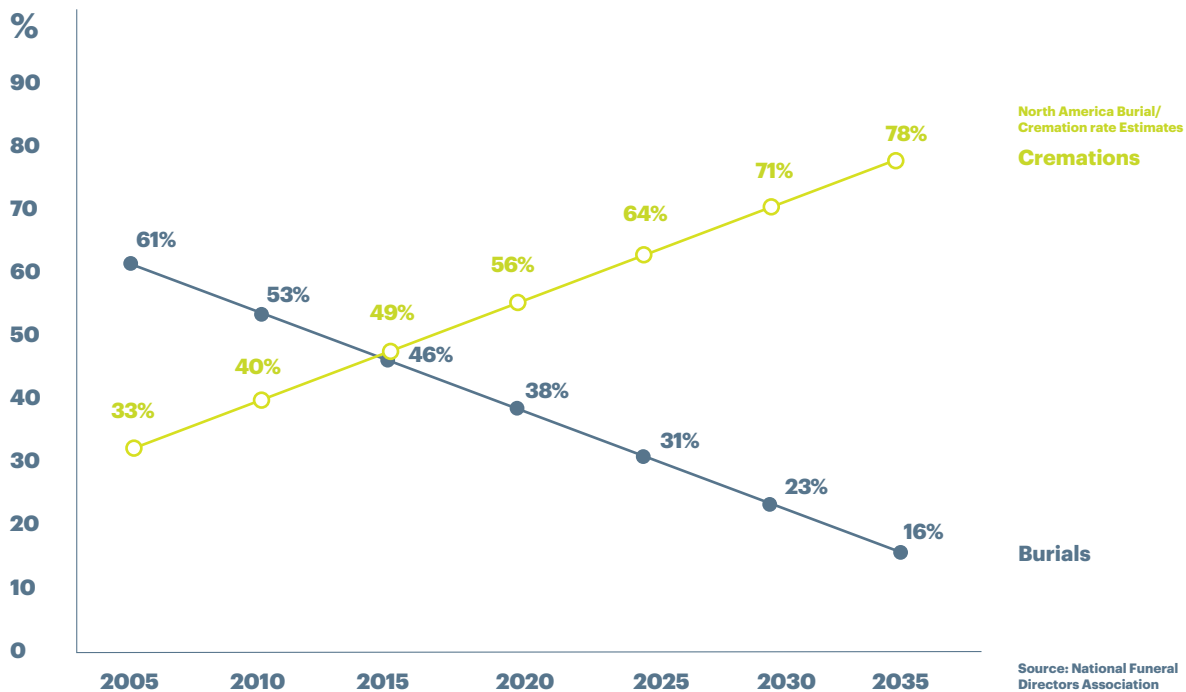
Solace Cremation is an online-only cremation service company that takes a human-centered approach. Solace provides personal, concierge-level support that puts the focus on the client's needs, with services that are easy to understand, affordable and transparently priced. The completely online business includes a less-than-5-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.

Based in Portland, Oregon, Solace is a licensed funeral establishment. It partners with best-in-class service partners that are licensed and vetted to meet Solace's premium quality standards.

Solace launched in March 2019 in Multnomah, Clackamas and Washington Counties in Oregon, and Clark County in Washington.

## Cremation:

# A Growing Market in a Lagging Industry



The U.S. funeral business is an \$19 billion industry with an analog model that has been relatively unchanged over the last century. Solace is bringing Oregon and Southwest Washington's funeral business into the 21st century by providing concierge-level online cremation services with a human-centered approach.

With an increasing number of people choosing cremation services over funerals, both as a way to save money and to reduce environmental impact, Solace is providing a convenient, simple way to make that choice.

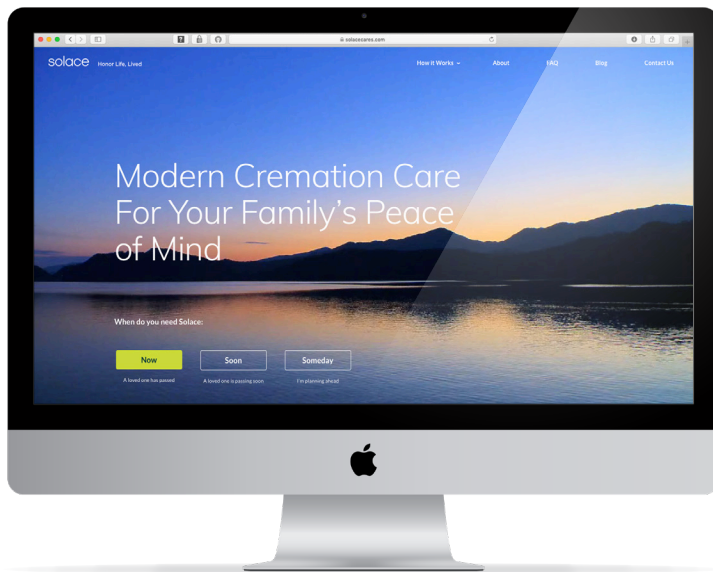
The percentage of people choosing cremation is rising on average 4 percent per year (2005-2020). By 2021, cremation rates will be at 57 percent as a national average, with the Pacific Northwest leading the way with a 79 percent cremation rate.

Source: National Funeral Directors Association, Sundale Research





## The Solace Business Model: Melding Digital Ease With Compassionate Service



Solacecares.com home page

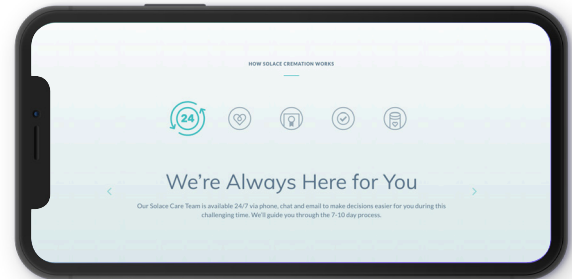
Solace's online-only business model makes the experience of arranging for a cremation simple, transparent and convenient, all while providing a human-centered experience. The company helps clients take care of all the details, including paperwork and transportation, while partnering with best-in-class industry veterans to provide cremation services.

Customers pay one flat fee of \$1,175. There are no surprises and no add-on fees (except for certified copies of death certificates, the price of which can vary by state). The fee includes 24-7, concierge-style customer service; funeral director and staff; assistance with paperwork; transportation of the deceased; cremation; return of cremated remains; and all necessary permits and fees.

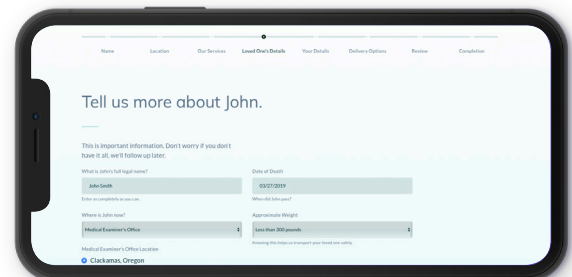
### Current service areas:

Multnomah County, Oregon  
Clackamas County, Oregon  
Washington County, Oregon  
Clark County, Washington

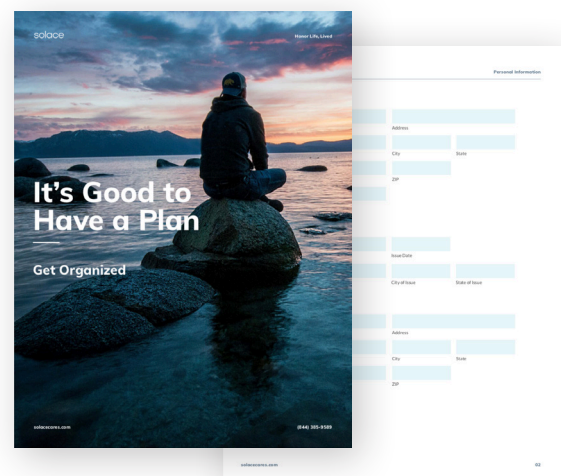
Solace is an invaluable, holistic resource for anyone approaching after-life planning—whether for themselves or for a loved one.



Solacecares.com—how Solace Cremation works



Arrange Now funnel UI & UX designed to be easy & reduce stress



Solace Get Organized—a fillable PDF worksheet





## The Solace Team



Photo Credit: Grace Young

Solace is the brainchild of Keith Crawford and David Odusanya, two former Nike executives whose experiences with the death of loved ones inspired them to apply their innovative, consumer experience-driven design expertise to the funeral industry. Their deep design and branding background has allowed them to reimagine the funeral industry and all aspects of the consumer experience.

Rounding out the leadership team are Funeral Director Malisa Riceci, who brings her years of direct funeral service industry expertise to Solace, and Chief Operating Officer Jeremy Frank, whose expertise is in operations strategy and finance.



## The Solace Team



Photo Credit: Grace Young

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

Keith's inspiration for Solace was born of personal experience after the loss of his father in 2013. He experienced firsthand how the funeral industry was long overdue for something different. Drawing on his deep experience in harnessing the power of design, consumer-centric thinking, modern technology and world-class brand building, he created Solace, together with David Odusanya.

Keith worked for Nike for 17 years, holding executive creative director and senior design positions in Jordan, Basketball, Women's and Team Sports. Prior to Nike, Keith spent three years as design director at Anomaly London.

In addition to co-founding Solace, Keith is also a co-partner of CO-Lab., a creative agency focused on design strategy for companies, which he and David Odusanya launched in 2018.



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

David's global perspective and deep creative leadership experience allow him to lock in on consumer-right concepts for brands. He worked for Nike for 20 years, holding several executive creative director roles, including VP Design Global Football. Prior to that role, David was Nike's VP Global Brand Design, leading award-winning global and regional creative teams in developing brand and seasonal concepts.

In addition to co-founding Solace, David is also a co-partner of CO-Lab., a creative agency focused on design strategy for companies, which he and Keith Crawford launched in 2018.

Soon after Keith conceived of the idea for Solace, the funeral industry and experience became personal for David—having dealt with the loss of his mother to cancer. David quickly embraced the vision of helping families in a time of grief, and using the power of design to modernize a dying industry.



## The Solace Team



Photo Credit: Grace Young

### **Jeremy Frank, Chief Operating Officer**

Jeremy has more than two decades of operational, strategy, and finance experience with major global and national companies in both industry and consulting roles. He has led strategy and planning efforts and teams with consumer-focused brands including Nike, Allstate and WebMD, as well as serving as a strategy and operations consultant for Deloitte Consulting.

At the forefront of his career and approach is consumer-centricity. He has led enterprise-wide evolutions to focus on the consumer from a product, service and experience perspective. He looks forward to working with funeral industry experts to deliver a consumer-first approach to death care.



### **Malisa Riceci, Funeral Director**

Malisa's journey in the funeral service industry officially began in 2004, but even as a child she held formal services for her many pets, including goldfish. No one close to her was surprised when she changed careers to become a funeral director/embalmer. Malisa, a graduate of Mt. Hood Community College in Funeral Service Education, has spent more than 15 years guiding hundreds of families in honoring their loved ones through her work at Portland-area funeral homes. She came into death care wanting to work exclusively for independent funeral homes so she could have the freedom to give tailored, individual care.

Marisa's first career was as an exhibit preparator and archival mount fabricator, working with the Portland Art Museum, the Oregon Historical Society and the Maryhill Museum of Art. She holds a bachelor of arts in Sculpture with a minor in Museum and Gallery Operations from Humboldt State University.





## Premium Design & Attention To Detail At Every Touch Point



Solace has reimagined and redesigned the entire consumer experience around cremation, from start to finish. The premium & recyclable Solace Urn is included in the flat fee.



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