{ farewill }

a simple, modern tool for saying your final farewells

Wills were invented in the 6th century BCE using the latest technology of the time–writing. Despite having accumulated thousands of years of problems and legal clauses, remain pretty much the same.

Wills are expensive, confusing and fail to meet the needs we have today.

Wills are just one of 25 documents your executor needs to carry out your wishes.

2/3
people don't have a will

1/4
wills aren't legally valid

96%
of people haven't written their medical wishes, costing the NHS £1B per year

PROBLEM

Your most important things aren't even accounted for in Wills today. Your photos, music, videos, work, and anything you access online – your paypal, email, domains, they all die with you.

Photos
Music
Videos
Books
Stories
Messages
Work
PayPal
Email
Domains
Bank Accounts
Spotify
iTunes
Netflix
LinkedIn
Twitter
etc

SOLUTION

This is farewill, the 21st Century will.

A modern service that ensures your end of life wishes, instead of piles of documents.

Dynamic and easy to update, rather than static, unintelligeble forms.

Seven second interactions of click, drag and build v. hours in a solicitor's office going over legal text.
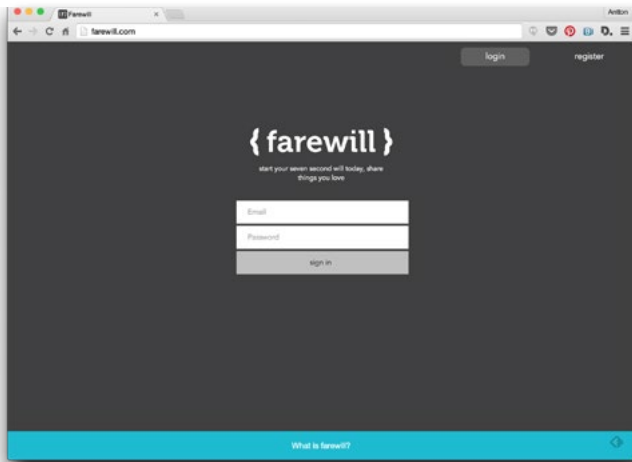
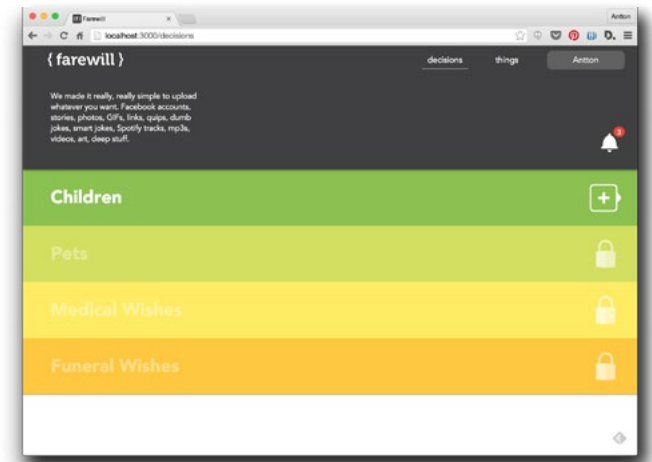The farewill software generates all the text and legal clauses.

Login

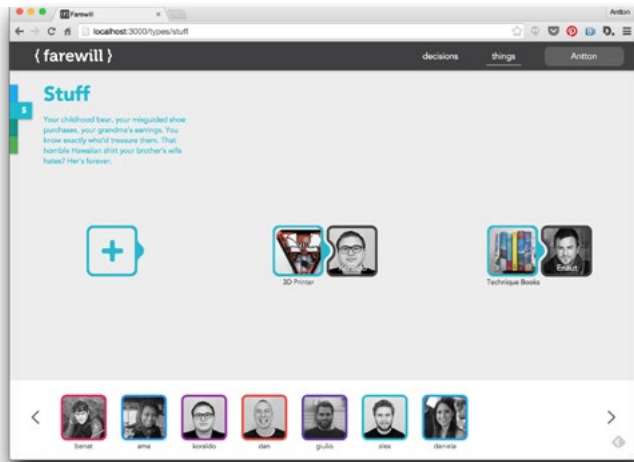As a returning user, Antton just comes back and logs into the farewill website.
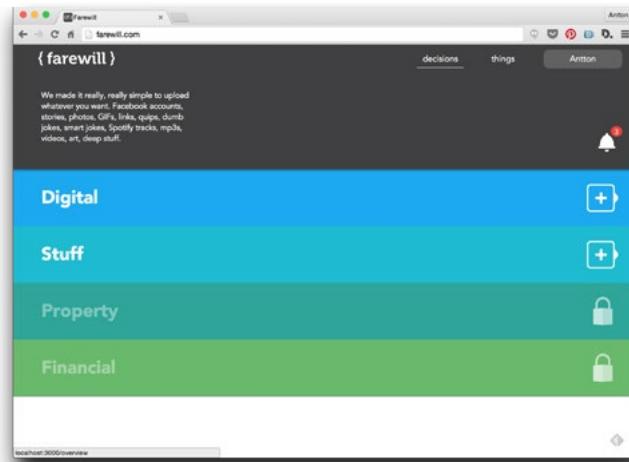
Things

On things, Antton can make choices about how to distribute his digital, physical, property and financial assetts.
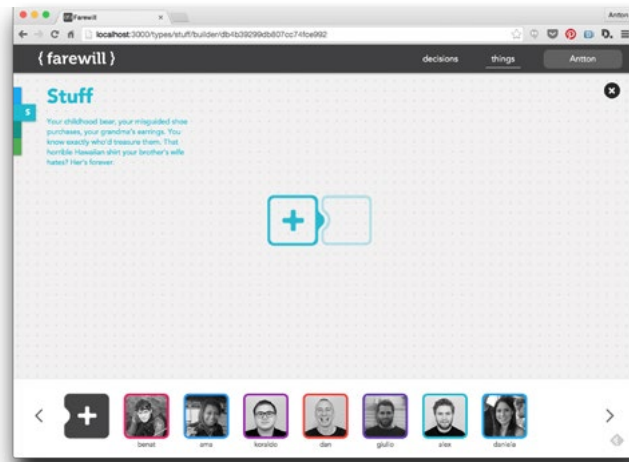
Decisions

Under decisions, he can clarify medical and funeral wishes, as well as what he wants to happen to his pets and kids.
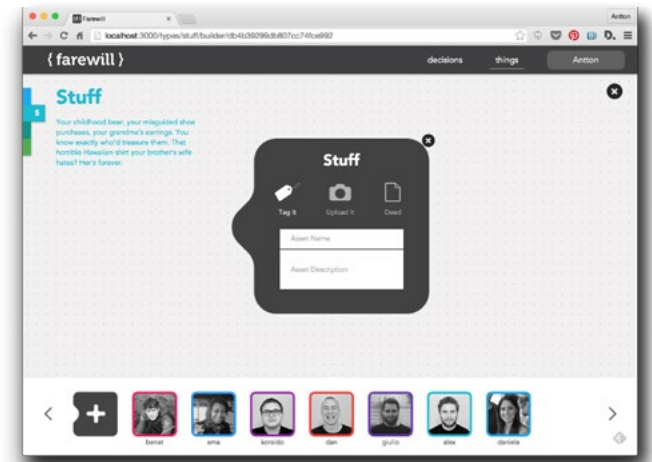
Scroll Mode

In scroll mode, Antton gets a timeline overview of the things all the things he's defined in different categories.
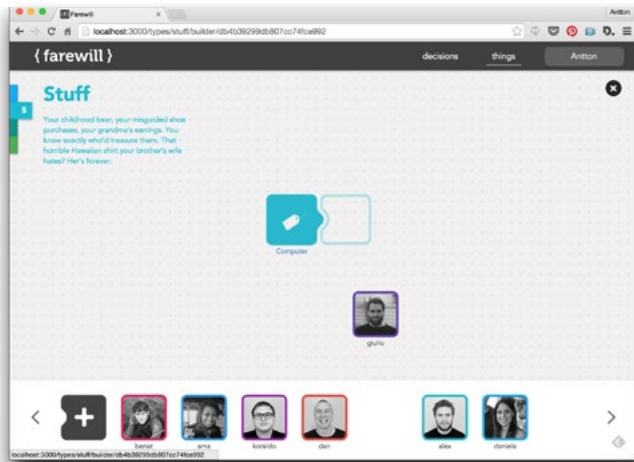
Build Mode

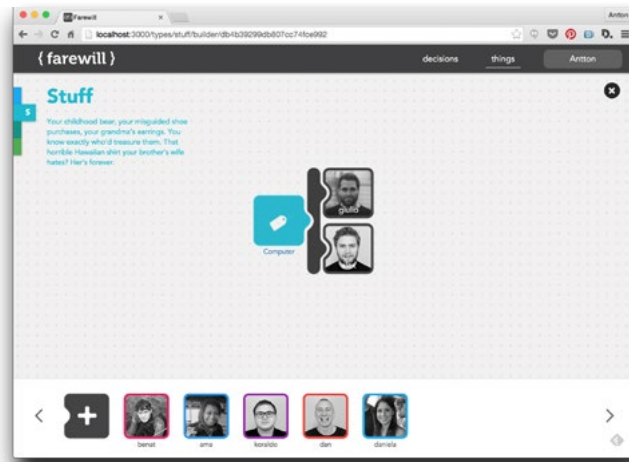If he wants to define something else, he enters build mode.

Adding a Physical Assett

In build mode, Antton wants to leave his toolbox, he can take a picture, upload a deed or simply add a text tag.
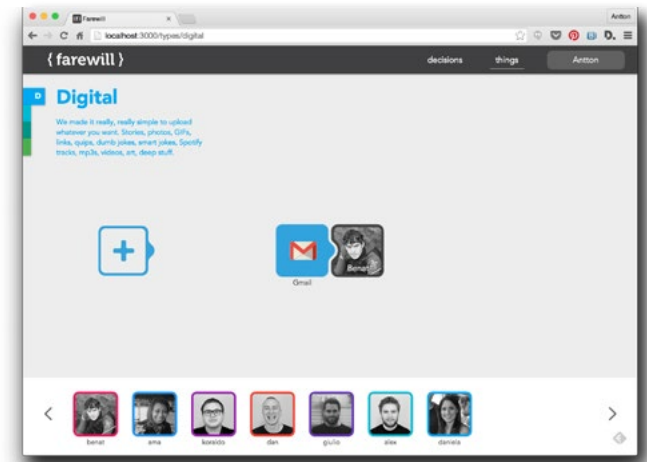
Giving it to a Person

Once Antton has defined the asset he decides to give it to Gulio, who already has half of his toolbox anyway.
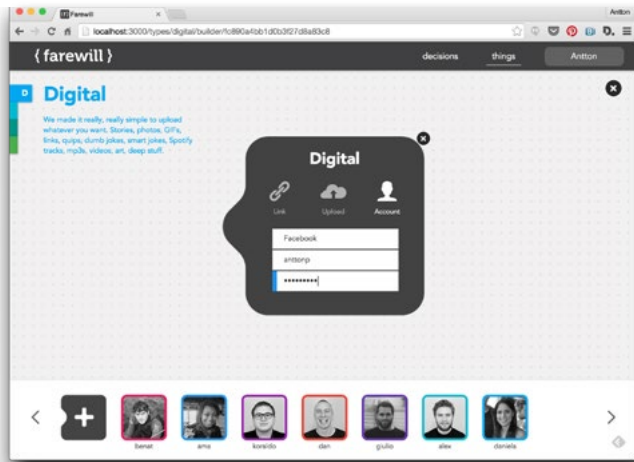
Distributing it to Multiple People

After dragging Gulio over, Antton decides to give it to Alex as well, since he has the other half, deciding to split it equally.
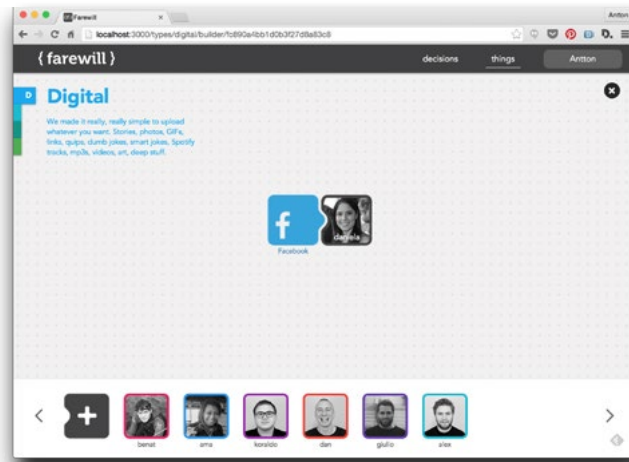
Digital Things Too

Under digital things, Antton has left his email account to his brother. He'll get the log in details when Antton passes.

Uploading Digital Assetts

Antton can add links, upload files, or even accounts to his farewill. He is going to add his facebook, by simply typing.
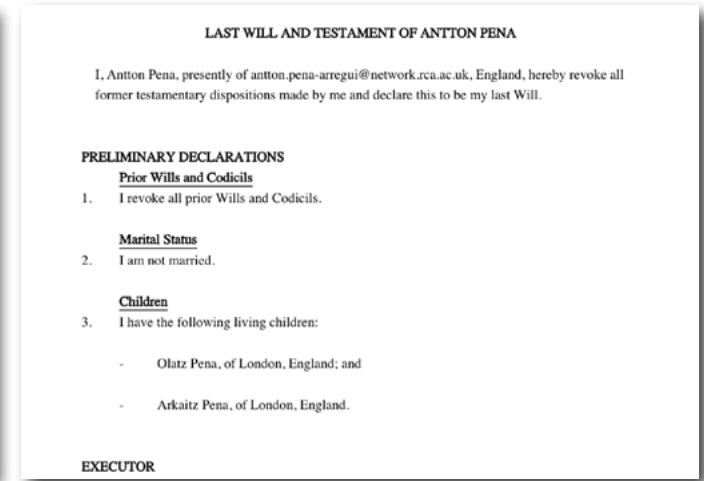
Questionable Distribution?

He decided to give it to his girlfriend. While that may seem rash, he can always come back and change it, unlike other wills.
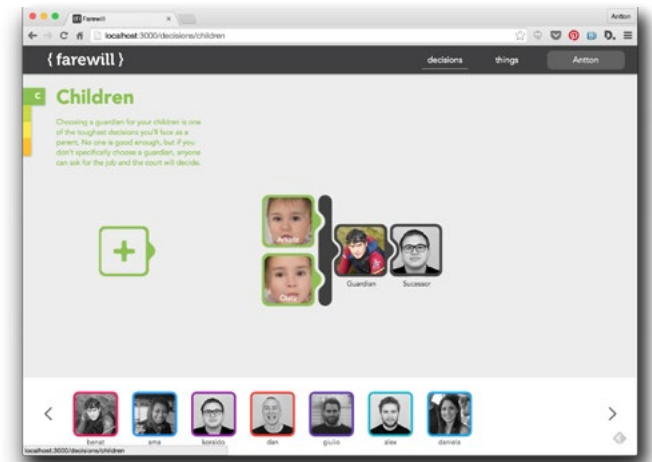
Making Decisions

Under decisions — Antton has given guardianship of his imaginary children to his brother, and named a successor
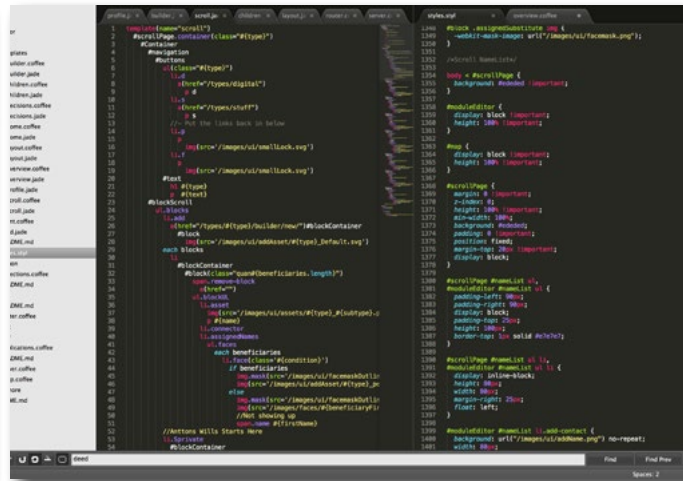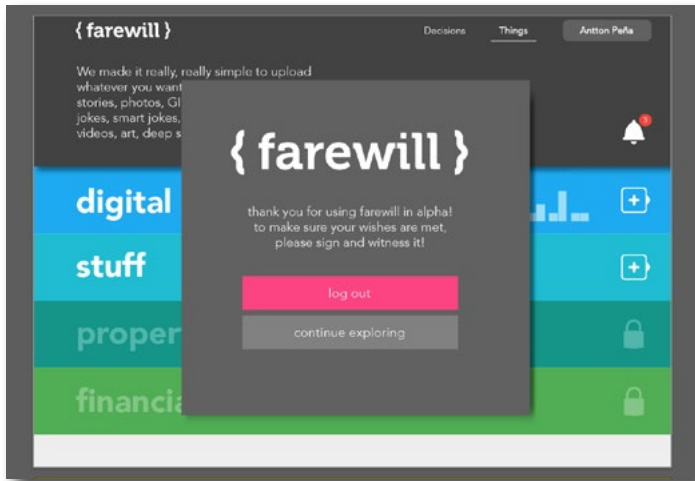
Export & Log out

Antton can export his farewill and then log out.

Back end Software

The farewill software then takes all the simple interactions and translates it to fully legal text.

The Last Will & Testament of Antton Peña

Antton gets an email, with suggestions, questions, and the latest version of his will in legal text attached.

WHY NOW

6TH Century BCE
Solon invents the legal will, using the latest technology of the time – writing.

5TH Century BCE
Roman wills require seven witnesses present, to authenticate the wishes of the testator.

600-700
The Church reduced the number of witnesses from 7 to 2, plus a priest.

1215
Pars rationabilis defined for inheritance of estate in the Magna Carta, and still in use today.

1540
The Statute of Wills, required all wills to be in writing as well as signed by the testator and two witnesses.

1837
The Wills Act created most of the Will laws still actively used today in the UK.

1857
The Cour of Probate Act secularized wills by creating a new civil probate Court in the UK.

1963
The 1963 Wills act, allowed foreign wills to be "properly executed,"under foreign law, if the testator met certain conditions.

1976
California first to sanction legal advance medical directives or living wills.

2007
England introduces Lasting Power of Attorney, a specific form of power of attorney that for the first time made it possible to appoint someone to make decisions for health & well being.

2013
Lord Chancellor rejected calls to make Will writing a reserved legal activity.

2015
This year, the government introduced it's new platform Verify, for secure identification and digital signatures.

2015
The Law Commission in the UK will begin reviewing the law concerning to wills at the end of this year. Looking at how it can adapt to modern technology and medicine.

1391   1709

1479   1817

1522   1977

1695   2015
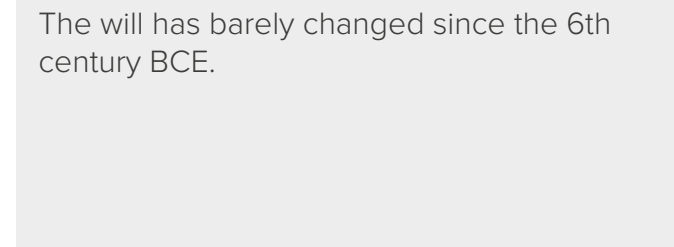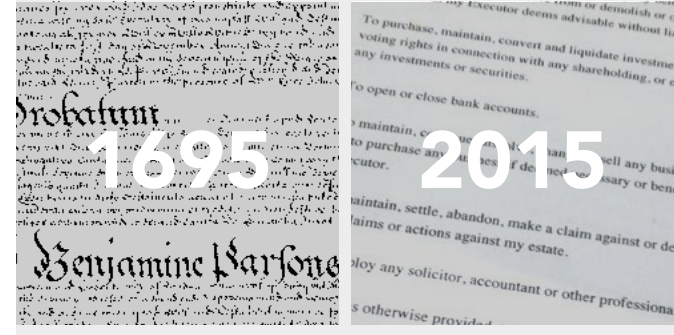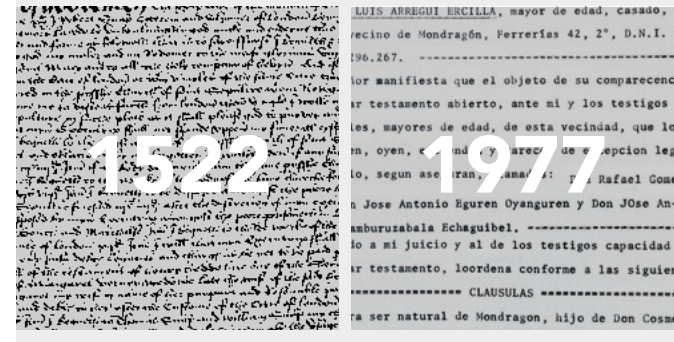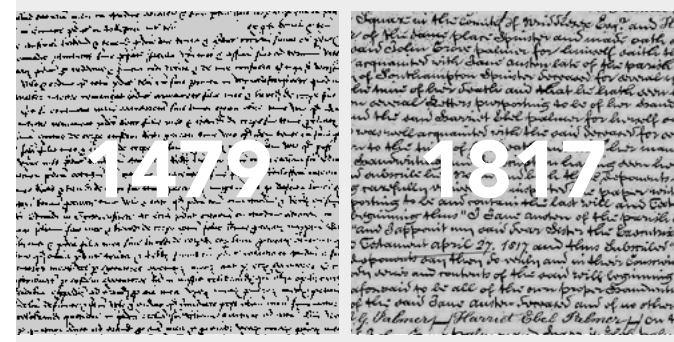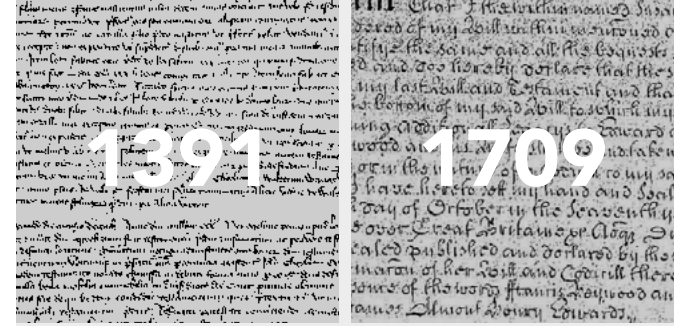
The will has barely changed since the 6th century BCE.

Paul Bennett, CCO, IDEO
When we talked to Paul Bennett, the CCO of IDEO, about farewill he confirmed the desperate need and increasing awareness for better end of life planning. Saying he's never seen anything like it.

The UK Law Commission
Will begin reviewing the law pertaining to wills, later this year. The chairman, Sir David Lloyd Jones has said that the review "will consider whether the law could be reformed to encourage and facilitate will-making in the 21st century: for example, whether it should be updated to take account of developments in tech and medicine."

Gov.uk Verify
Last may, the Lord Chancellor rejected calls for reserving wills as a legal activity. This May, the government introduced a new platform – Verify – a form of digital authentication and there already is precedence for digital witnessing.

First Time Will Writers

34%   9%   21%   2%   34%

18 - 34   35 - 44   45 - 54   55 - 64   65+
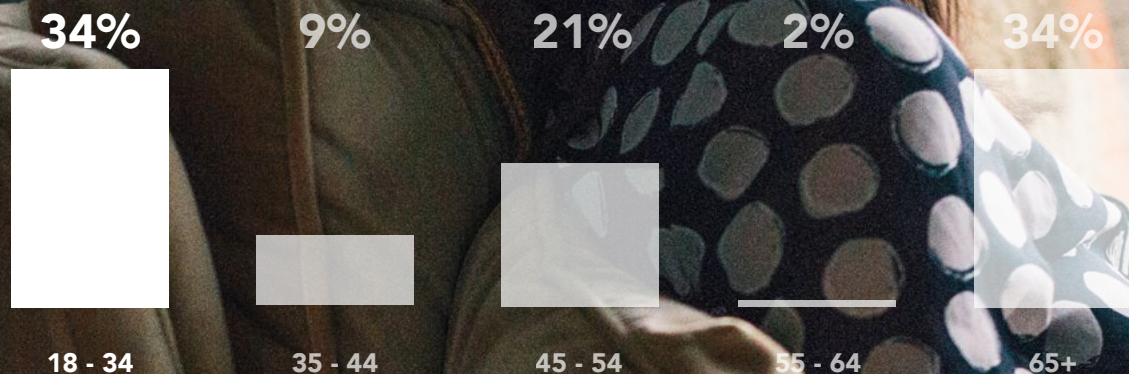
name
Ana Cova **Williams**

age   **occupation**   **marital status**
32   Sous chef   Married

overview
Ana lives in a London flat with her husband, they are expecting their first child in a few months!

hobbies
Ana has her own food blog and enjoys cycling around London, rain or shine.

MARKET

Millennials
18-34 year olds

Make up 34% of first time will writers, the largest group.

In the UK alone, the current market is worth £60M per year, with all customers actively looking for an easy service.

COMPETITION

There are thousands of solicitors in the UK who do will writing and there are more than 40 online services - so we're not alone.

Looking at the market leader for online wills: There isn't a single mention of digital content or accounts, you're limited to 10 gifts, and there is nothing at all about your medical wishes.

They've taken a form you could get at the post office 10 years ago and uploaded it online.

The result is always the same - a long document - written in gibberish that you shove in a cupboard.
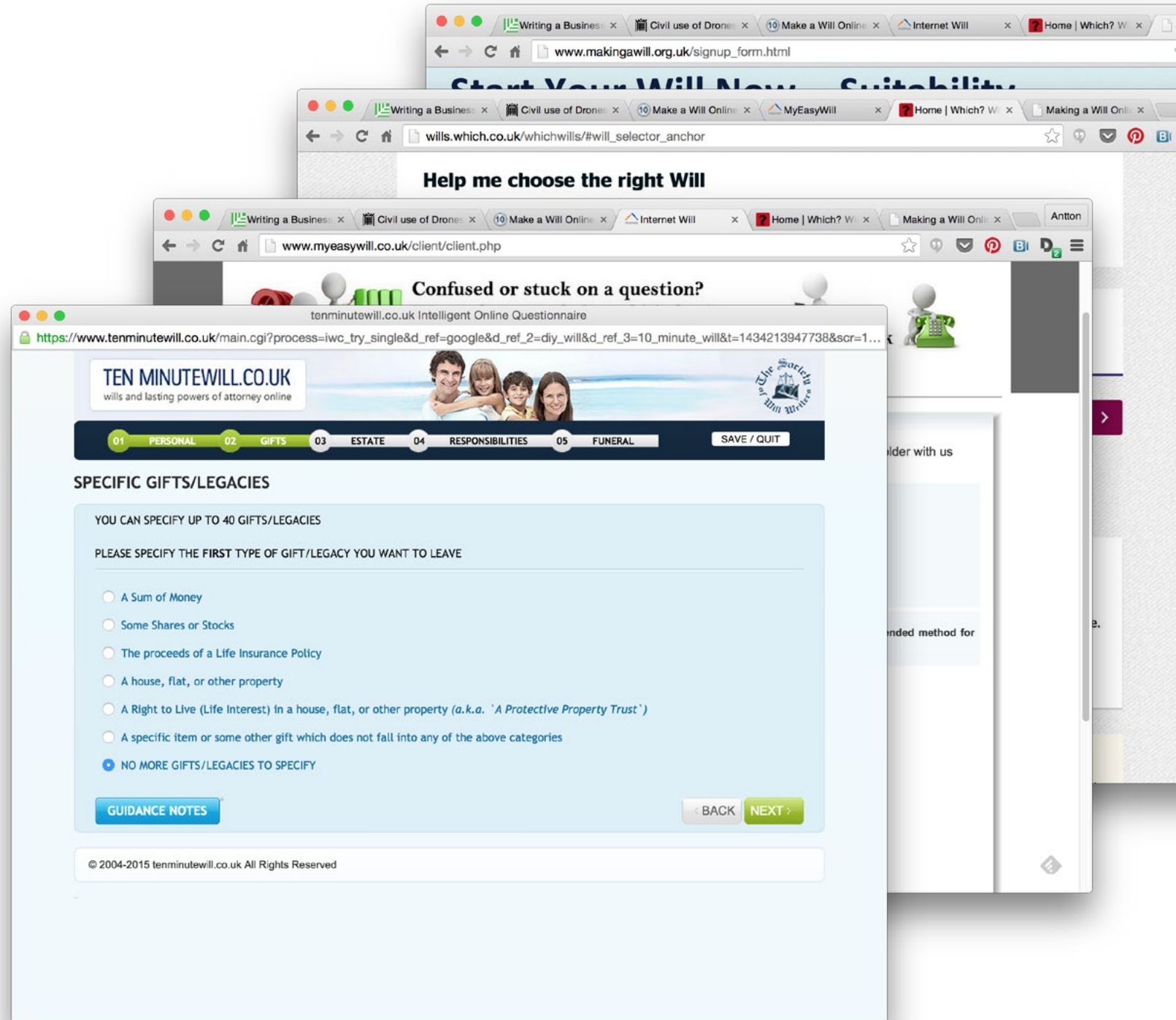
PRODUCT

Farewill reacts to external factors to notify you of things you may want to change or update. It makes recommendations about what to do to minimise your Inheritance Tax bill or making Lifetime Gifts. It asks you what your favorite song is, it asks you if you'd like to leave that Facebook photo to the people you just tagged.

Farewill also understands that sometimes you need more than seven seconds, and guides you through complex clauses, even offering real human help as needed.

Farewill stores important documents like deeds and life insurance policies safely on the system instead of in a shoe box in the house you just moved out of.

In the end, Farewill packages everything up and sends advice to your executor on what to do next.