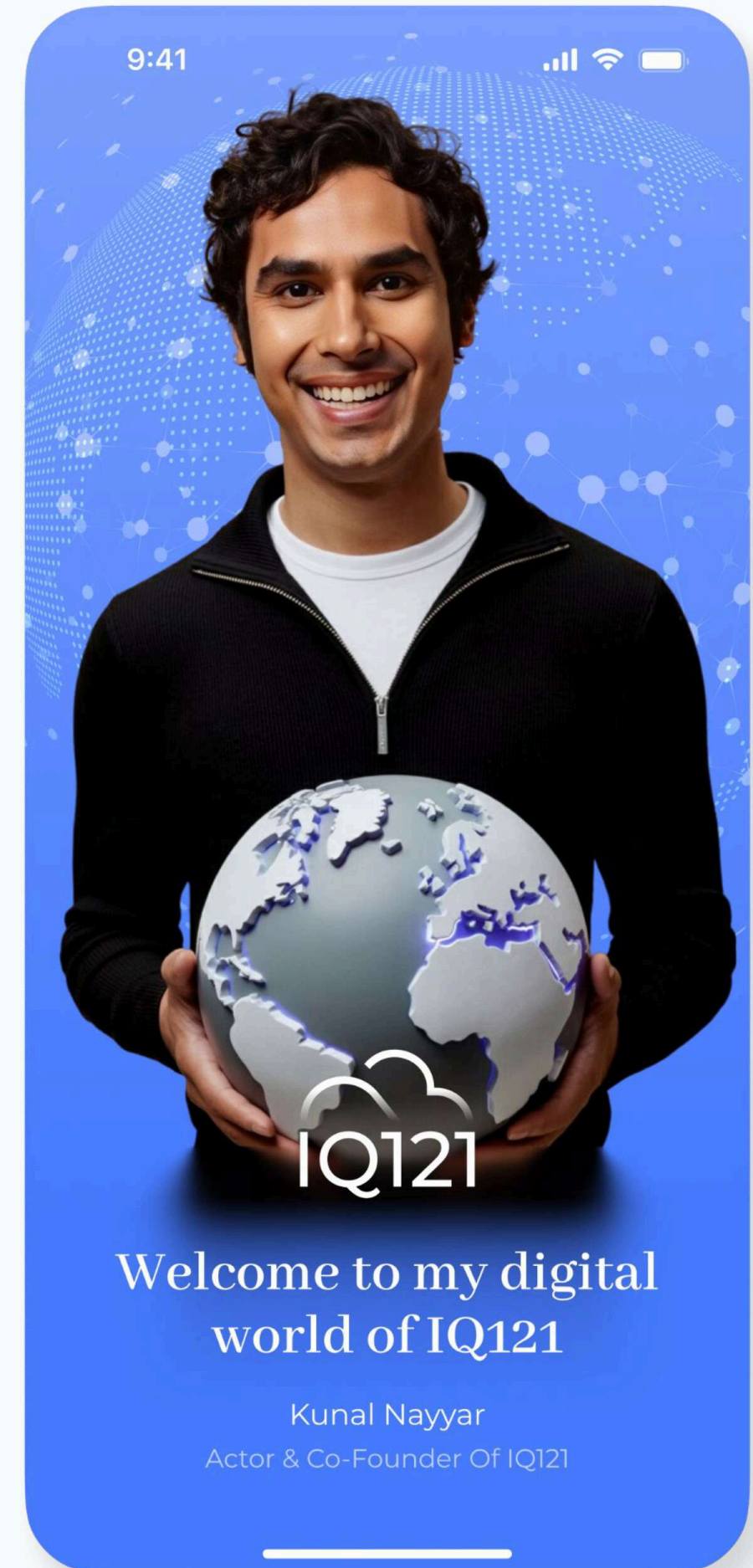


# OVERVIEW

The IQ121 End-of-Life Planning Service is a comprehensive and user-friendly service designed to assist individuals in preparing for the inevitable transitions in life.

With a focus on simplifying and organizing important documents, memories, and belongings, IQ121 offers a modern and secure solution to navigate the complexities of End-of-Life Planning.





# IQ121

## Keeping Generations Connected

At its core, IQ121 is about **family connection across generations**. Beyond documents and security, the platform ensures that memories, traditions, and legacies are preserved and shared with those who matter most. IQ121 turns digital storage into a living archive — safe today, accessible tomorrow, and valuable for decades to come.

### How IQ121 Keeps Families Connected :

- **Inheritance Document Sharing** – Safely store and release wills, trusts, insurance policies, and financial records to heirs or legal representatives at the right time.
- **Generational Sharing** – Schedule letters, videos, and photos to be released to loved ones on specific dates or life events.
- **Legacy Tools** – Store family trees, medical histories, and cultural traditions for continuity.
- **Emergency Access** – Q-Link ensures loved ones are notified instantly when urgent support is needed.
- **Seamless Invitations** – Invite family and friends to securely access shared documents, recipes, and memories.

### Our Promise :

We call it a “**protected digital world**” — where your family’s story, security, and legacy remain connected and safeguarded, generation after generation.



# HOUSE AND LAND DEEDS

9:41

Cancel House & Land Deeds

Upload file Add manually

Name this home

Notes

Add document or photo  
Max file size: 50 MB

Q W E R T Y U I O P  
A S D F G H J K L  
↑ Z X C V B N M ↵  
123 space Go  
☺ 🎤

9:41

Cancel House & Land Deeds

Upload file Add manually

✓ 2 Ownership 3 4

Ownership We own it, it's financed ▾

Mortgage company

Account number

Agent's contact info

Where do you keep documents?

Expiration Date ▾

Next

Back to a previous step



# HOUSE AND LAND DEEDS

9:41 [Signal] [Wi-Fi] [Battery]

Cancel House & Land Deeds

Upload file Add manually

✓ ..... ✓ ..... 3 Insurance ..... 4

ShieldGuard Insurance

Michael Bennett, (555) 789-1234

SGIS-987654321

Expiration Date 21.12.2047 ▾

Premium payments are due on the 15th of every month

No insurance to enter

Next

[Back to a previous step](#)

9:41 [Signal] [Wi-Fi] [Battery]

Cancel House & Land Deeds

Upload file Add manually

✓ ..... ✓ ..... ✓ ..... 4 Utilities

Energy service

Internet service

Water service

Trash service

Landscaping service

Security service

Pool service

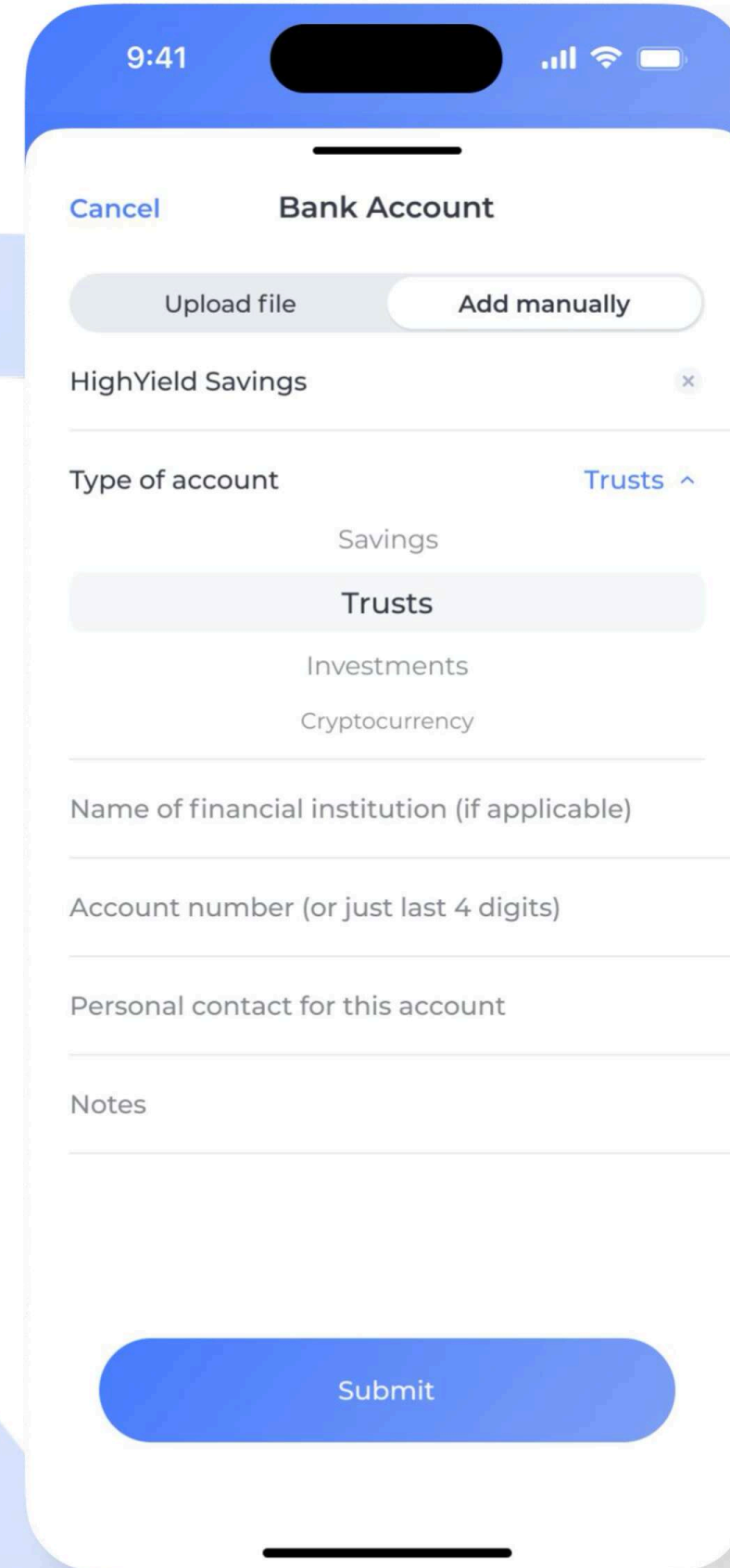
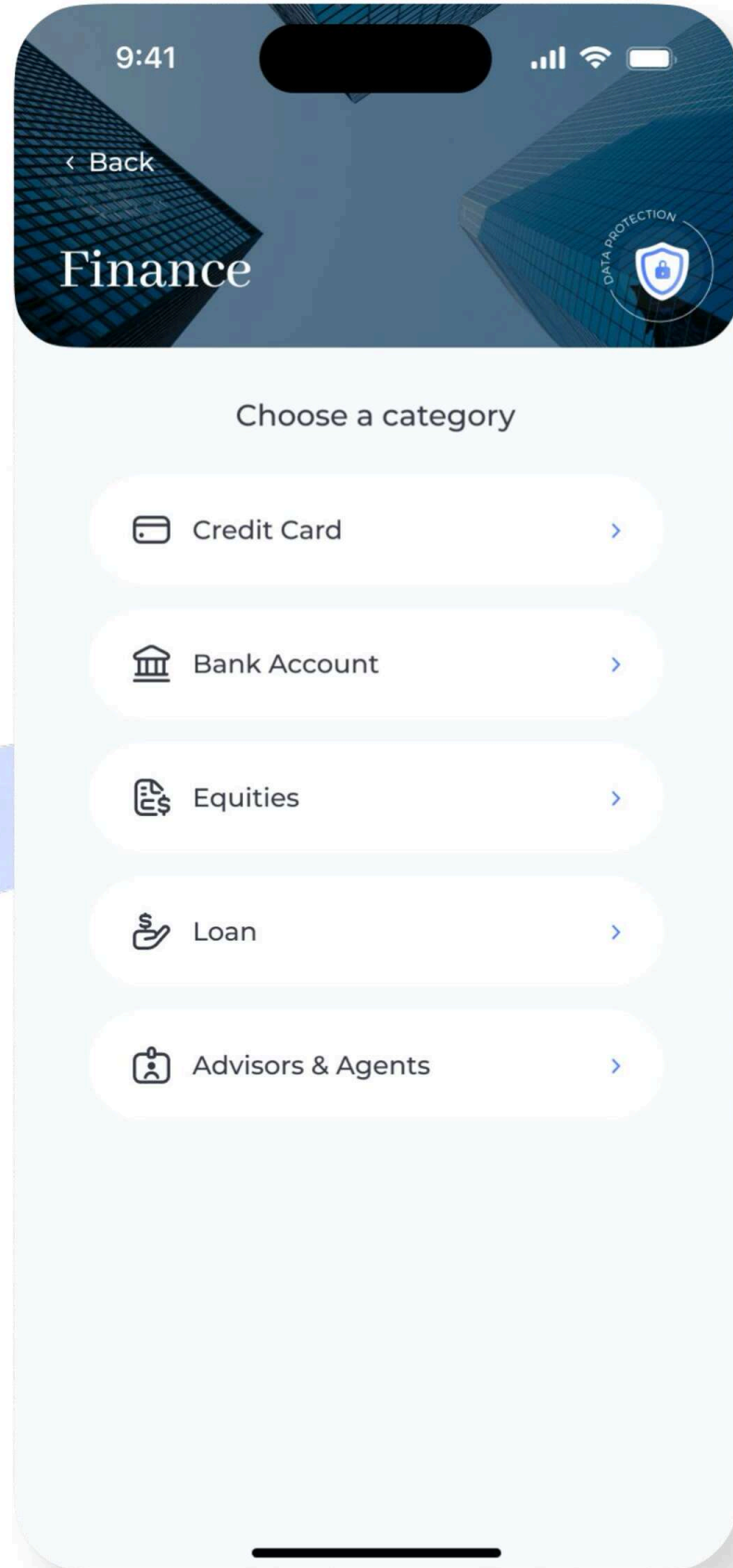
No utilities to enter

Submit

[Back to a previous step](#)



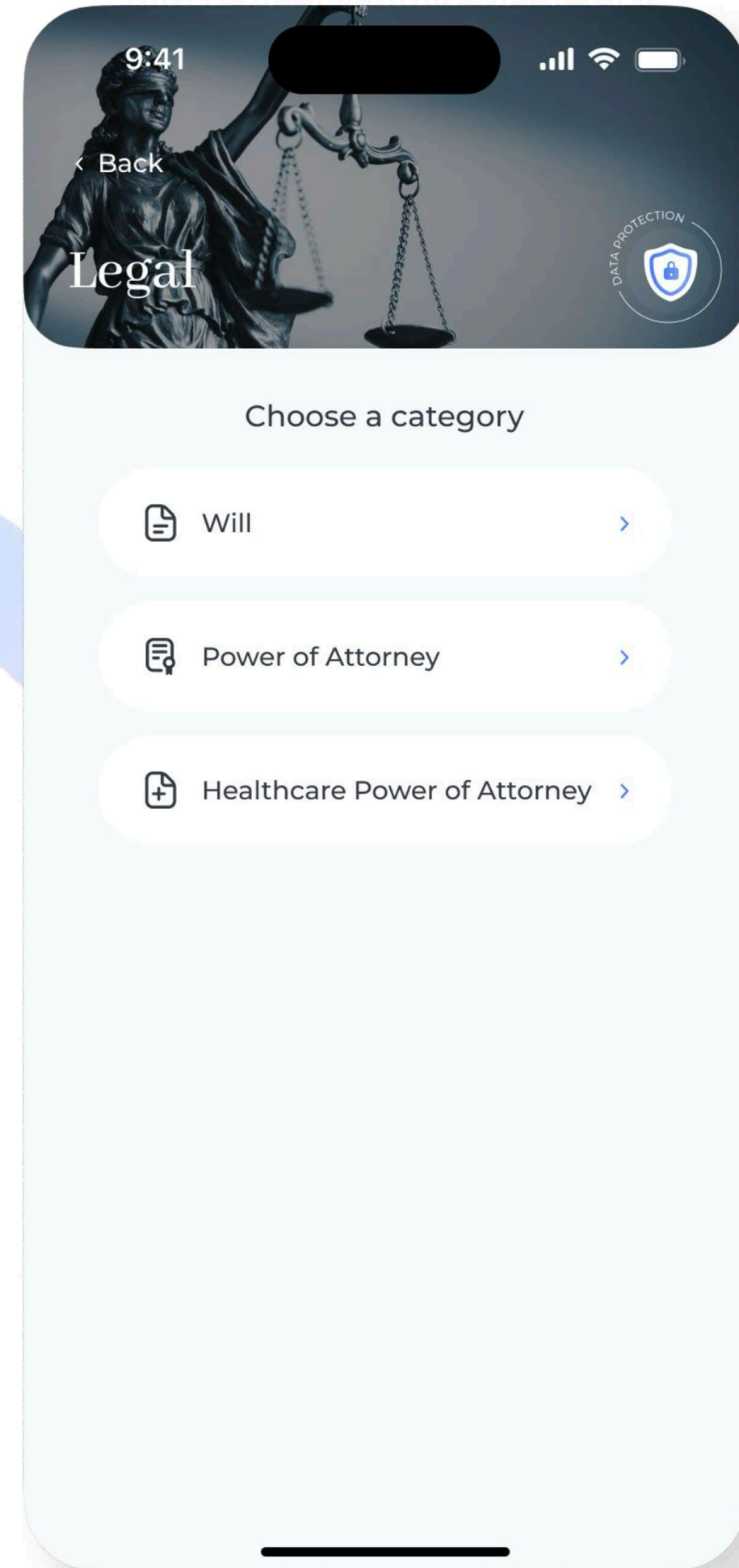
# FINANCE





# LEGAL

Users have access to the registration services of Will and Power of Attorney provided by IQ121.





# POWER OF ATTORNEY

Users can save

- Power of Attorney
- Power of Attorney for Health

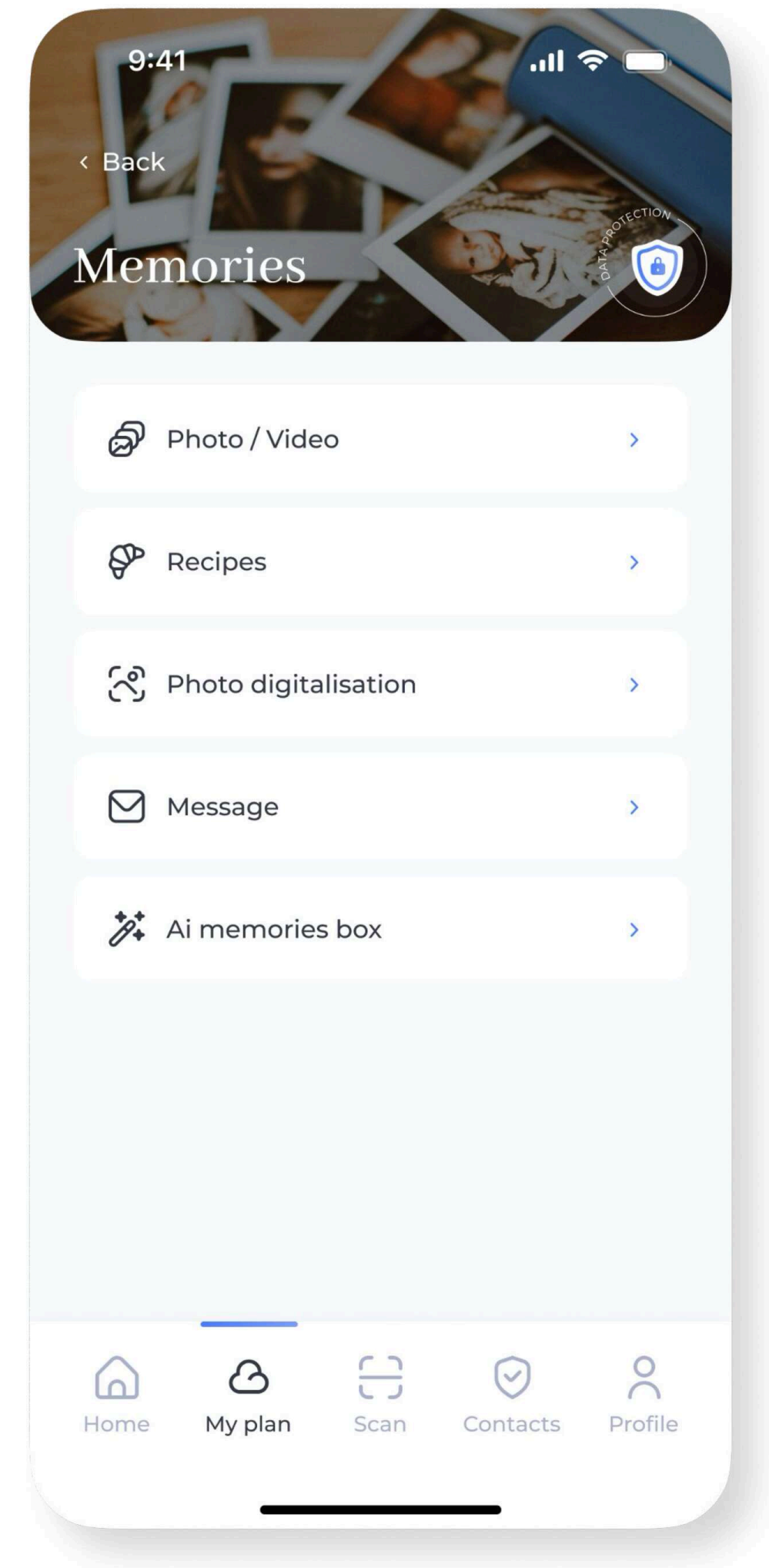
A mobile app interface for creating a Power of Attorney. The screen is titled "Power of Attorney" with a "Cancel" button on the left. The form includes the following fields: "Name the Power of Attorney" (text input), "Expiration date" (dropdown menu), "Location of original" (text input), "Attorney's contact info" (text input), and "Notes" (text area). Below these fields is a dashed box containing a blue circular icon with a white cloud and arrow, and the text "Add document or photo" and "Max file size: 50 MB". At the bottom of the screen is a large blue "Submit" button. The top of the screen shows the time "9:41" and status icons for signal, Wi-Fi, and battery.



# MEMORIES

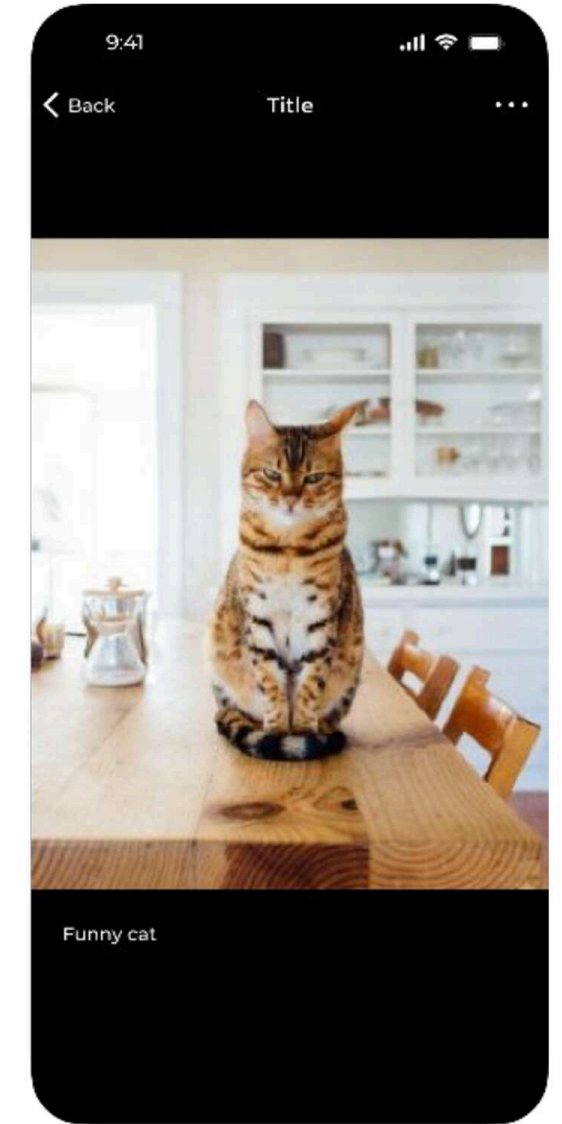
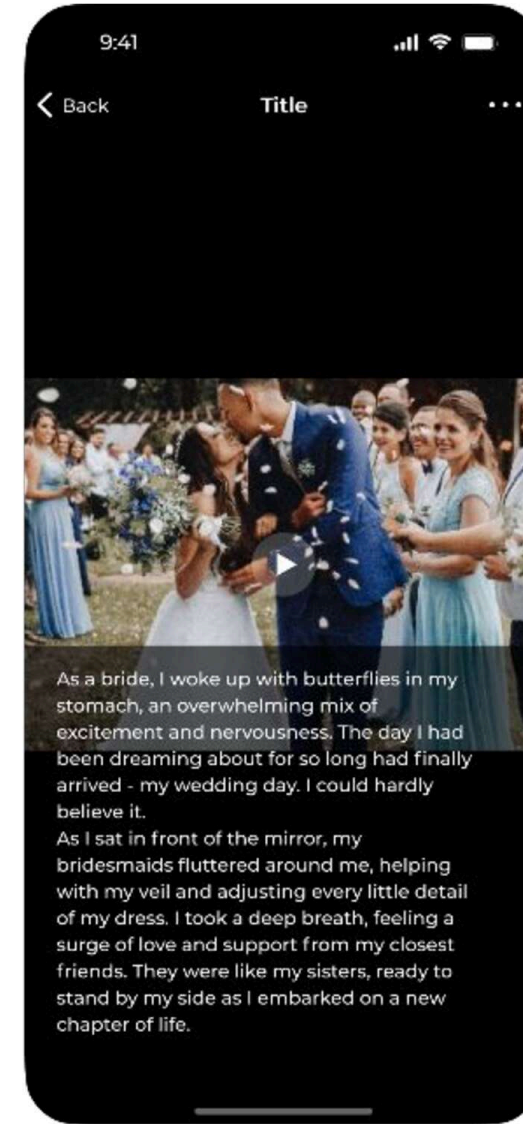
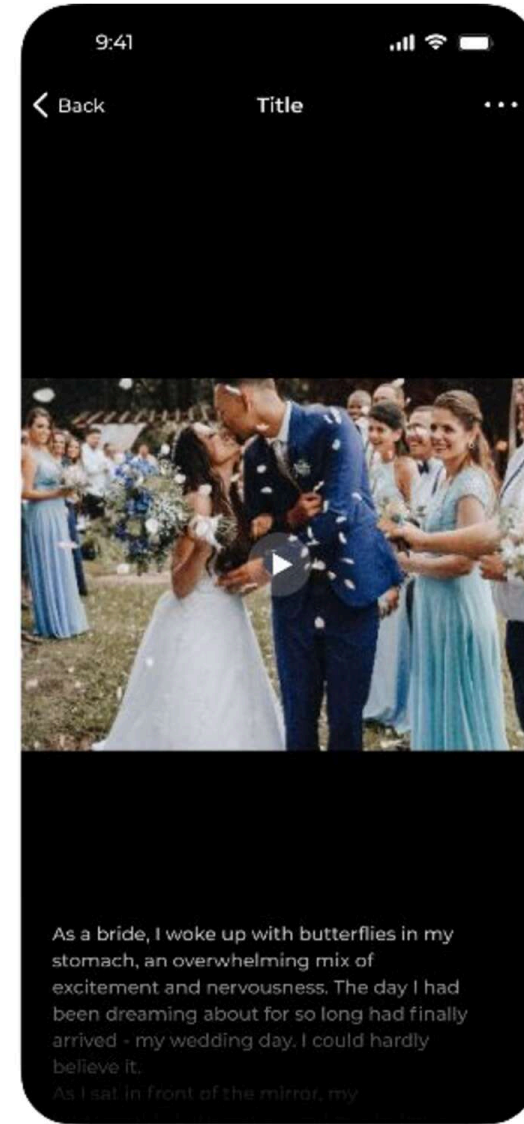
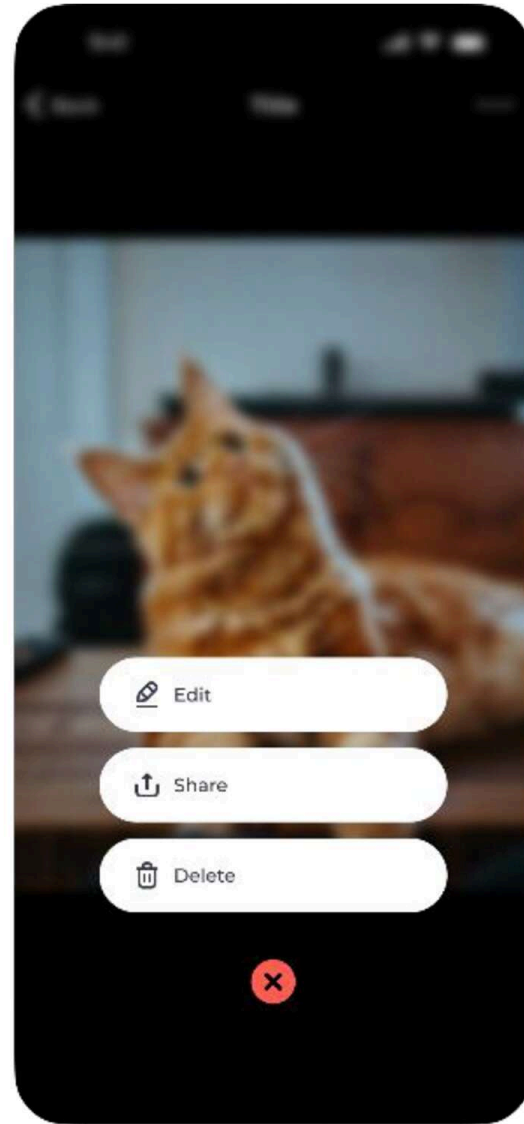
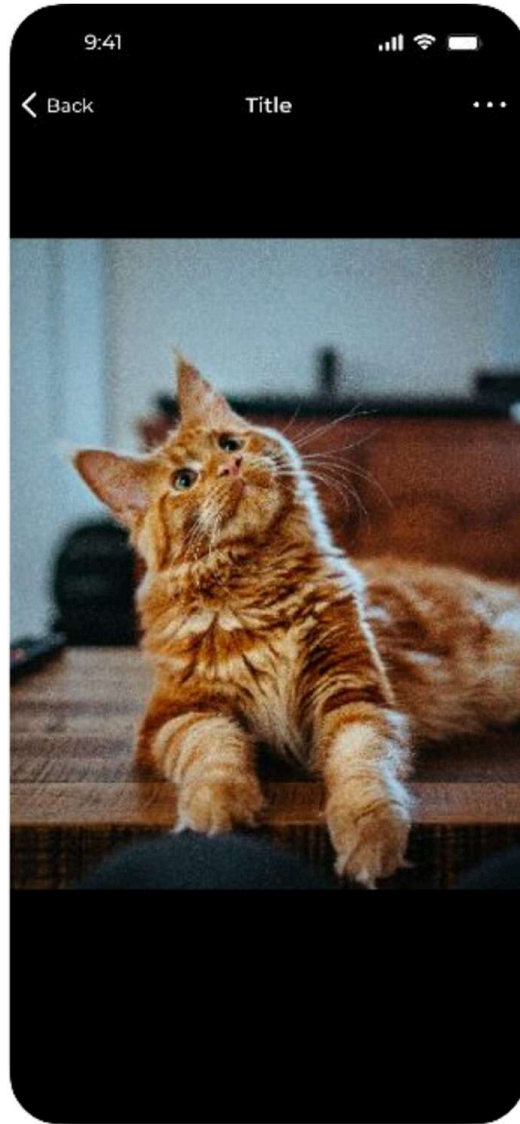
You can securely save your important

- Photos / Videos
- Family Recipes
- Messages



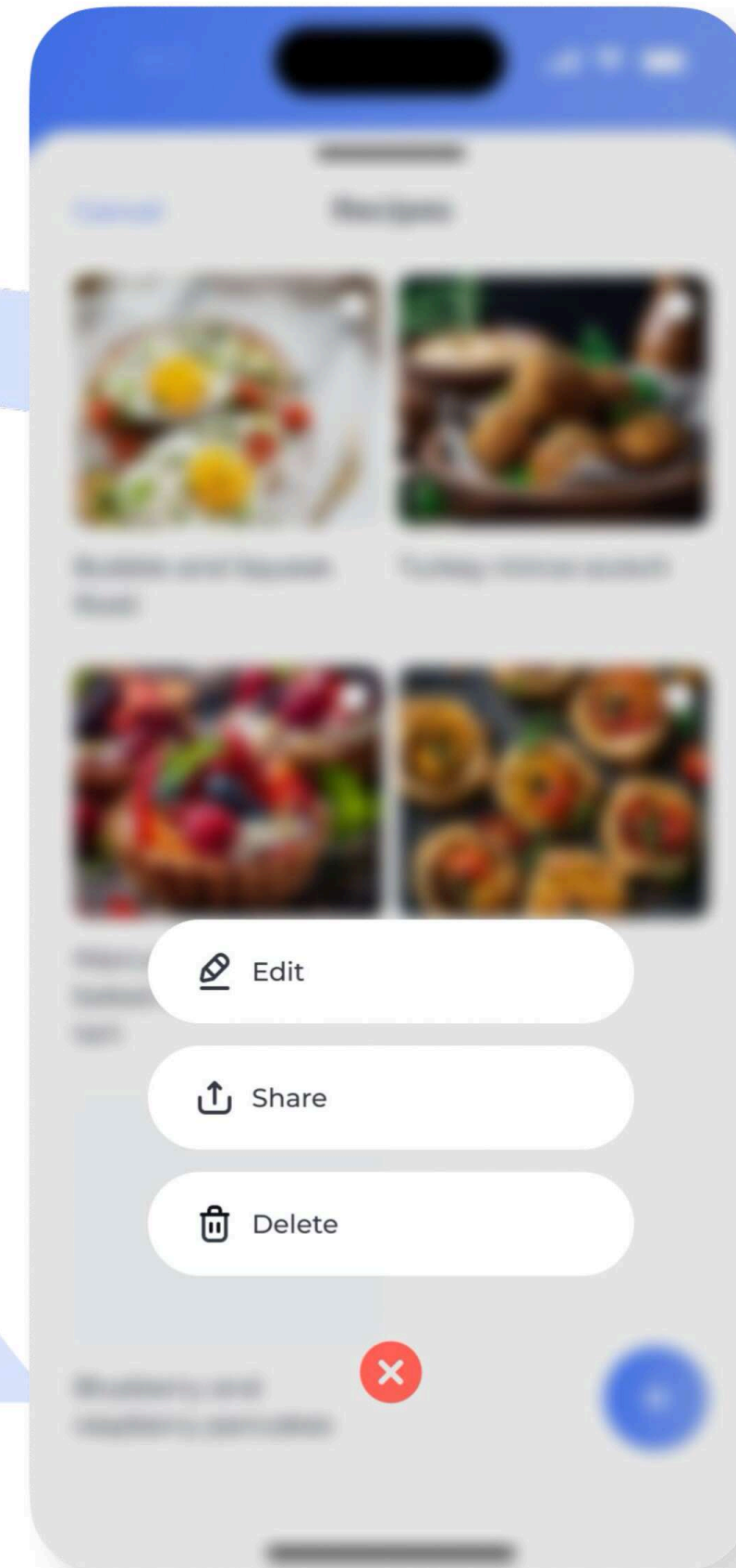
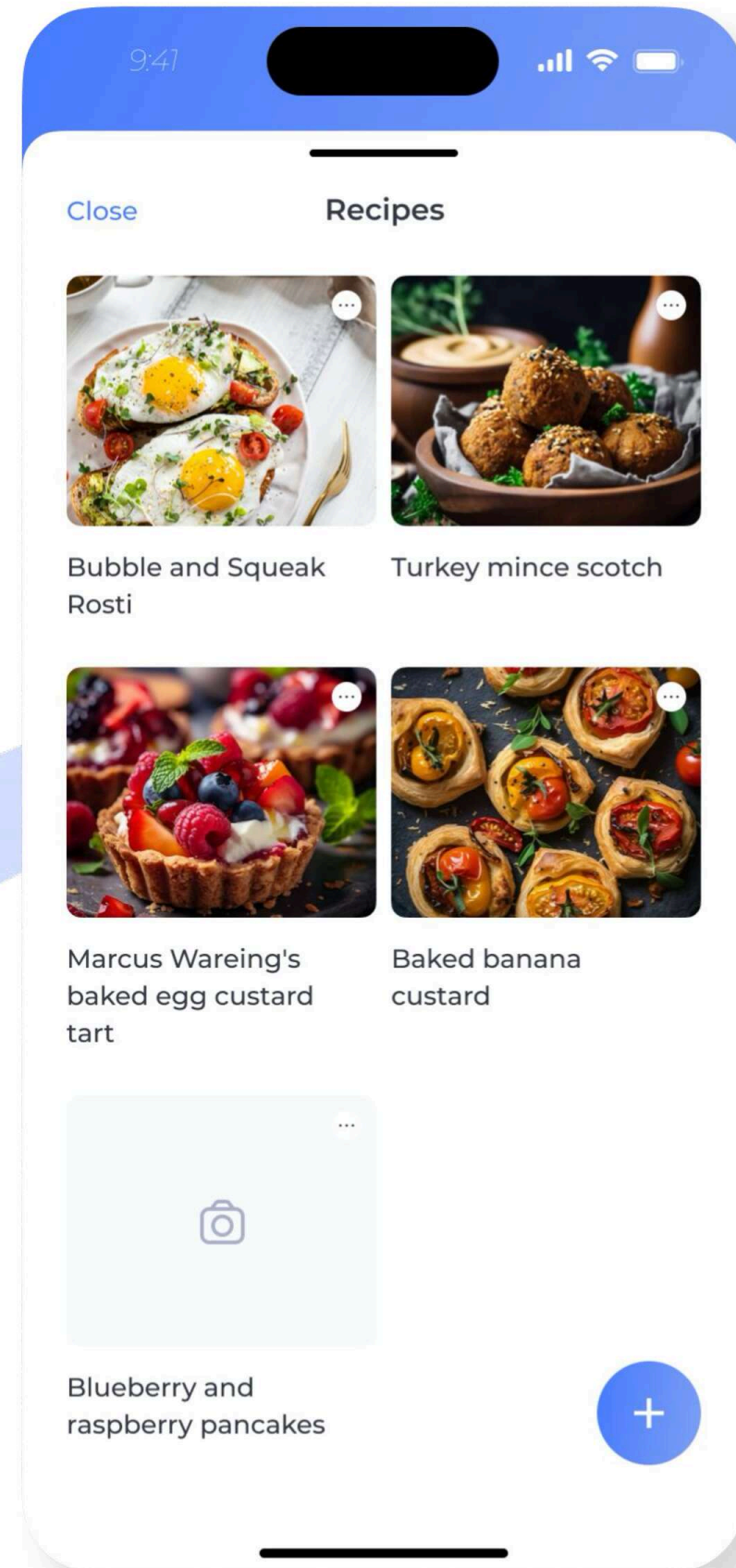


# ALBUMS / PHOTOS SHARE



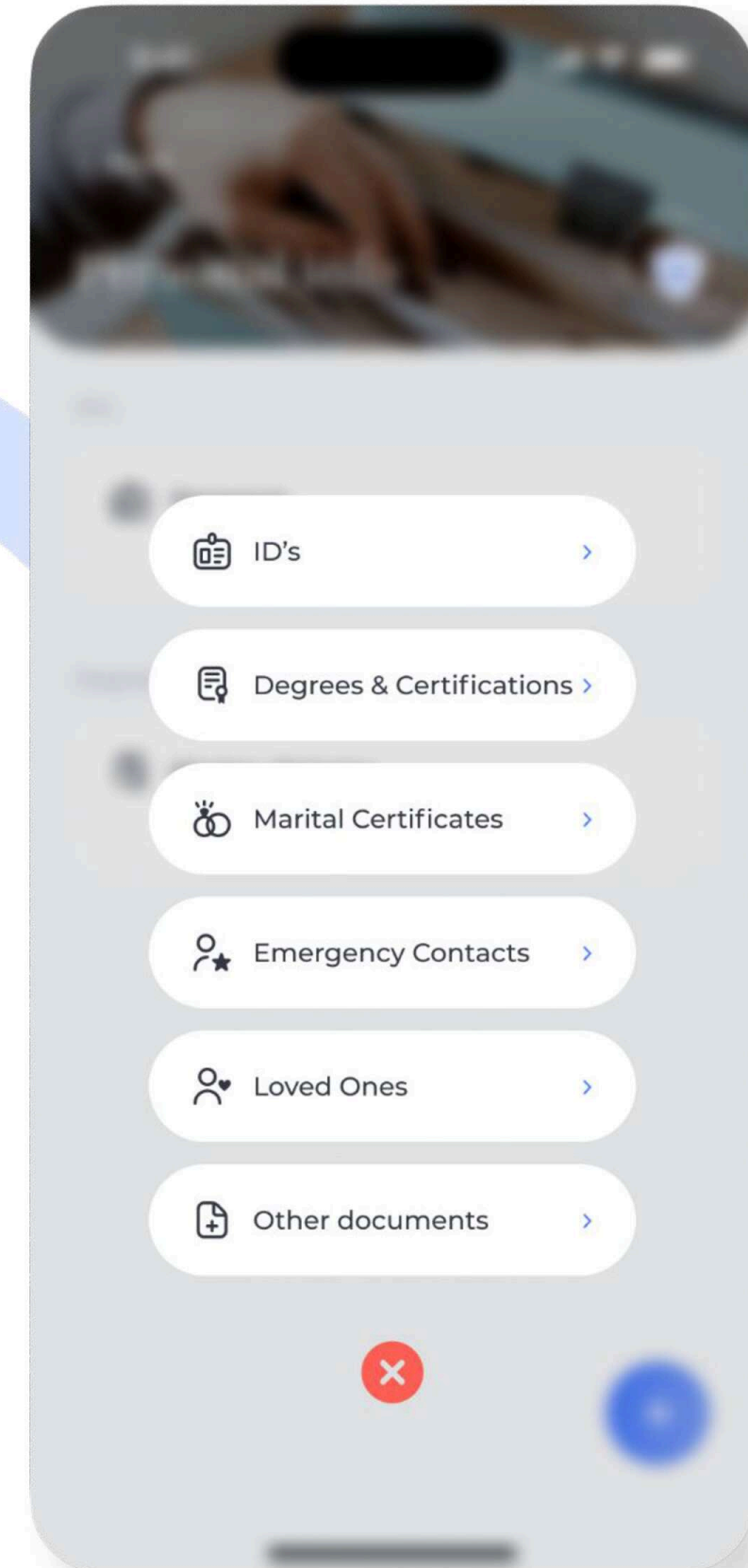
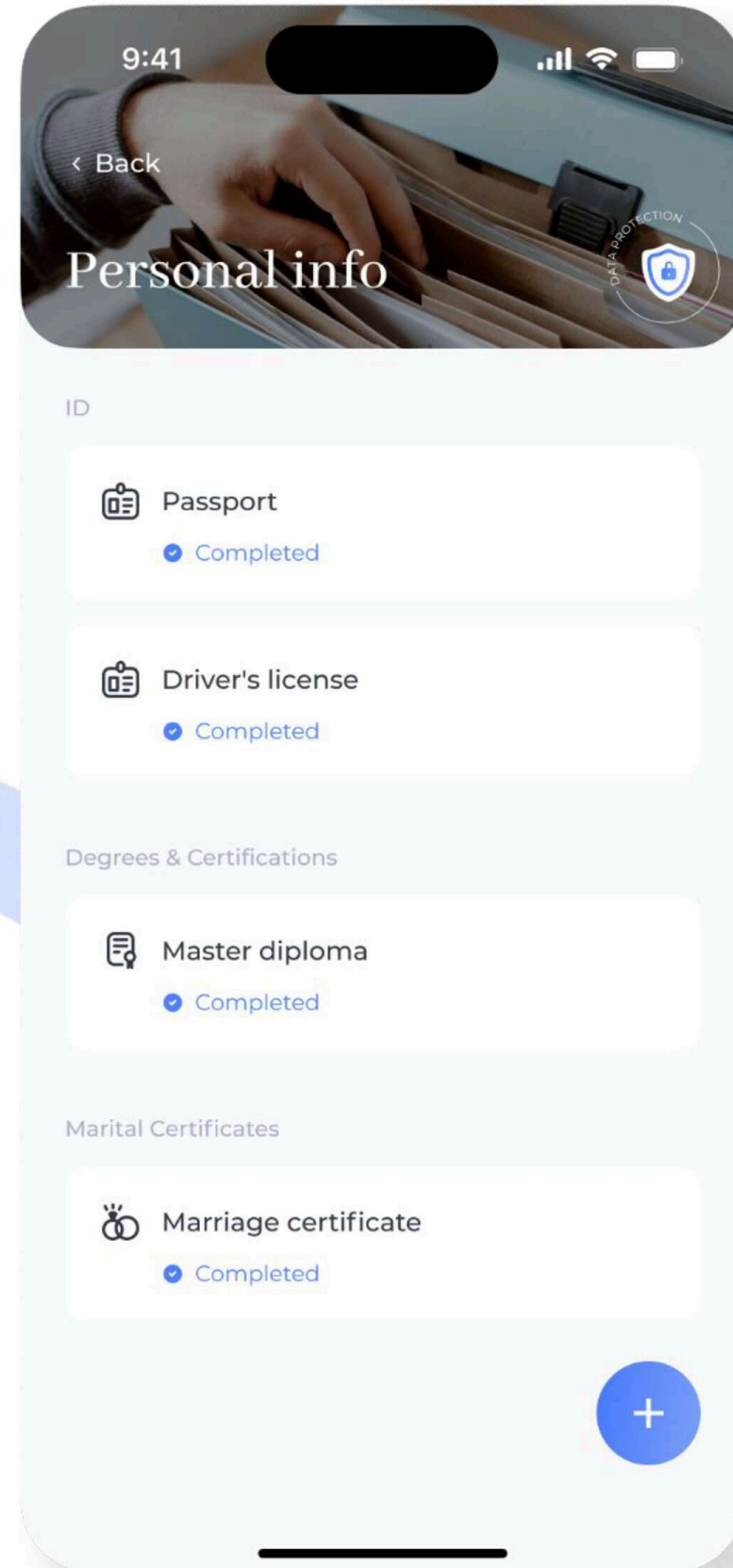
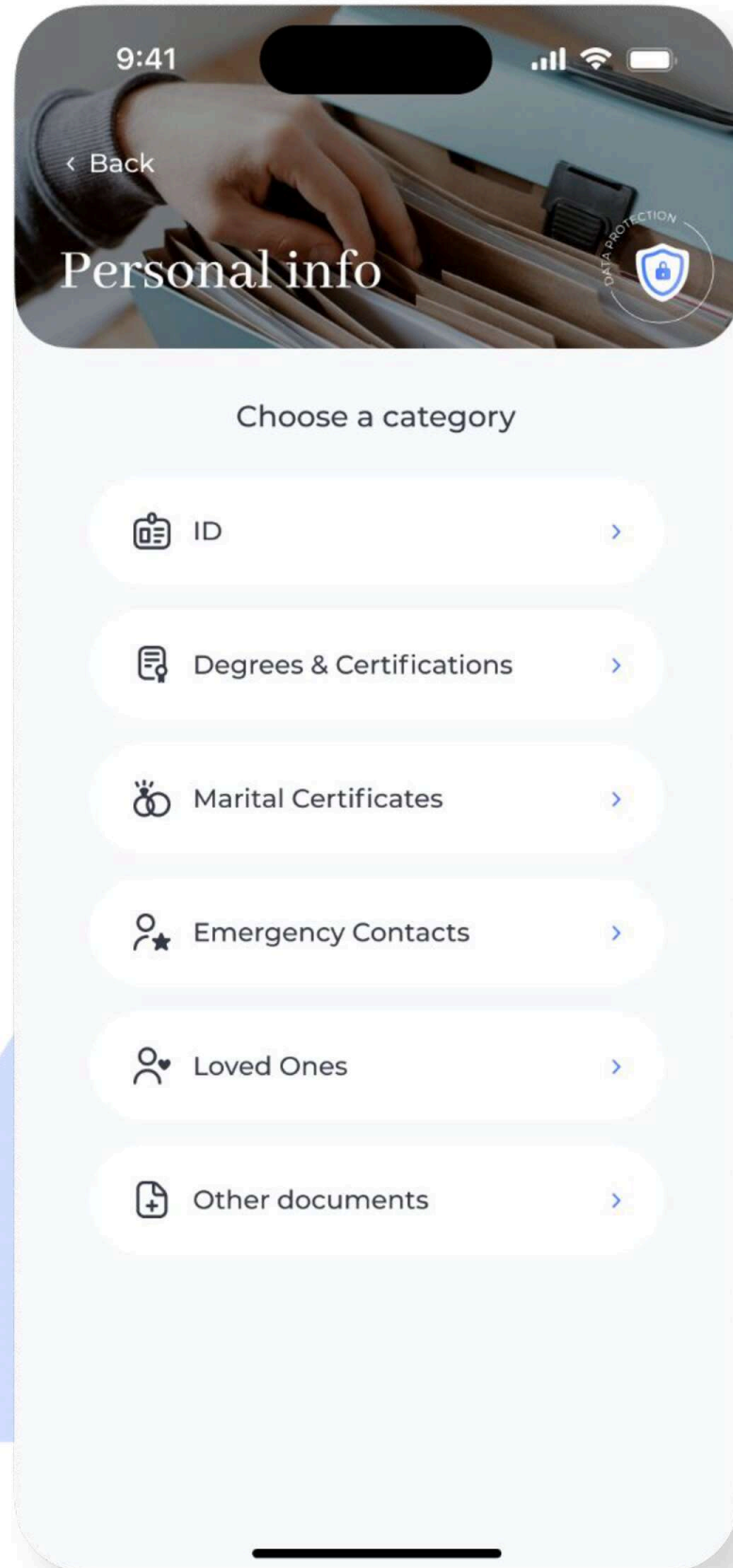


# RECIPES





# PERSONAL INFORMATION





# ROLL CALL

- **Simple Daily Wellbeing Confirmation**

Easily confirm daily wellbeing with a straightforward interaction, providing reassurance for both the individual and their family network.

- **Designed for Vulnerable Individuals**

Specifically tailored to support seniors, caregivers, and other vulnerable individuals, enhancing their safety and maintaining family connection.

- **Effortless One-Button Check-In**

Designed for maximum accessibility, it requires just a single tap to check-in, eliminating the need for complex logins or passwords.

- **Privacy-First Architecture**

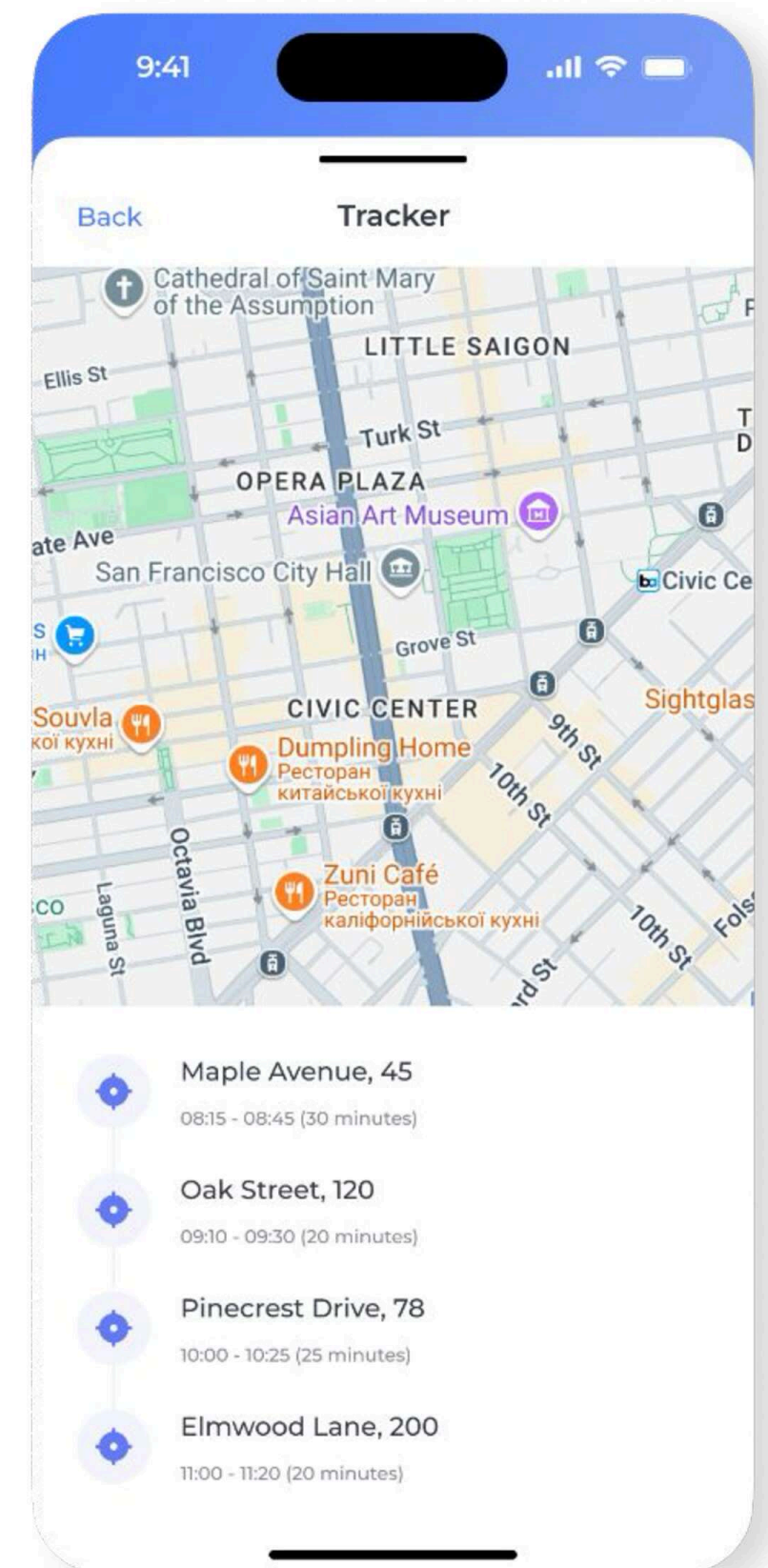
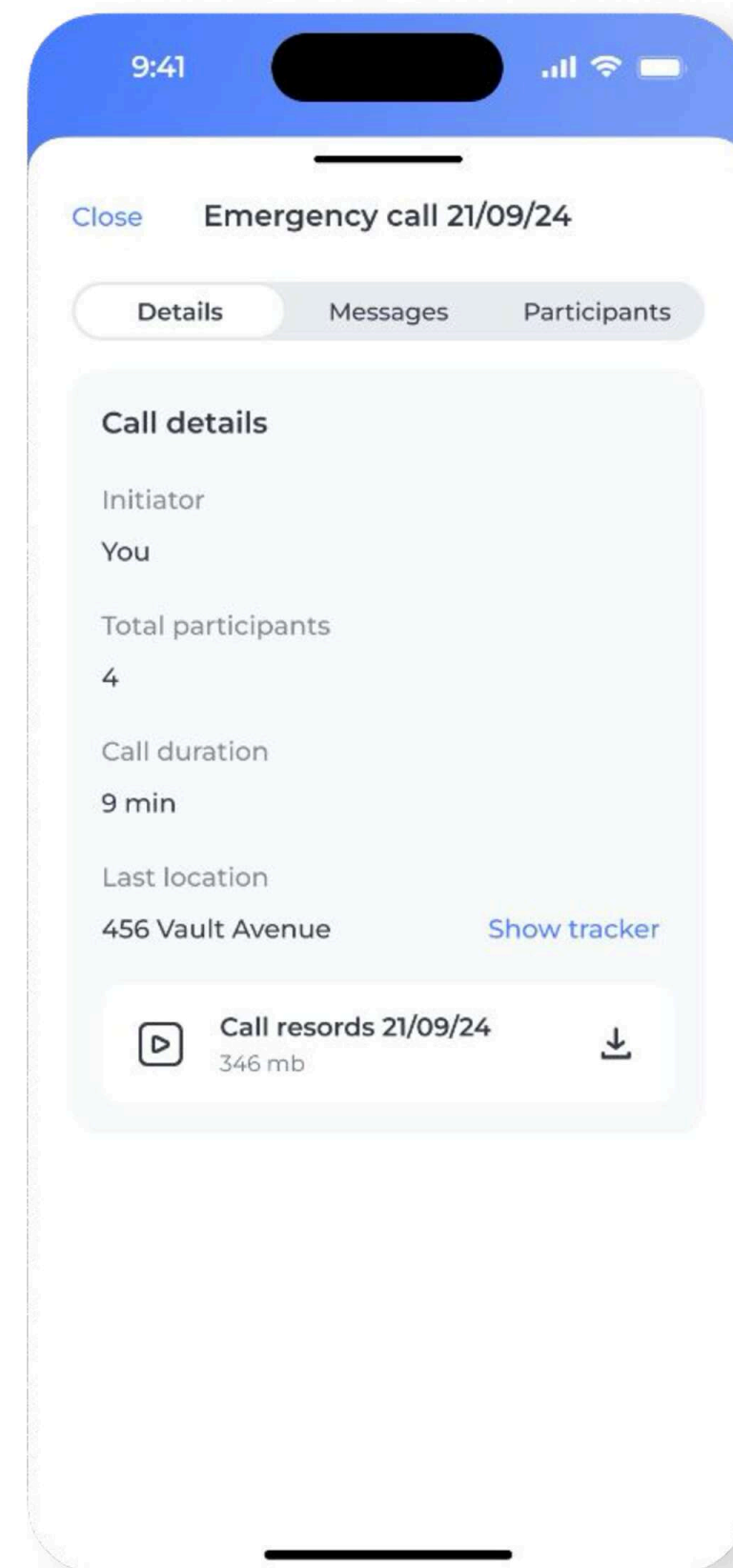
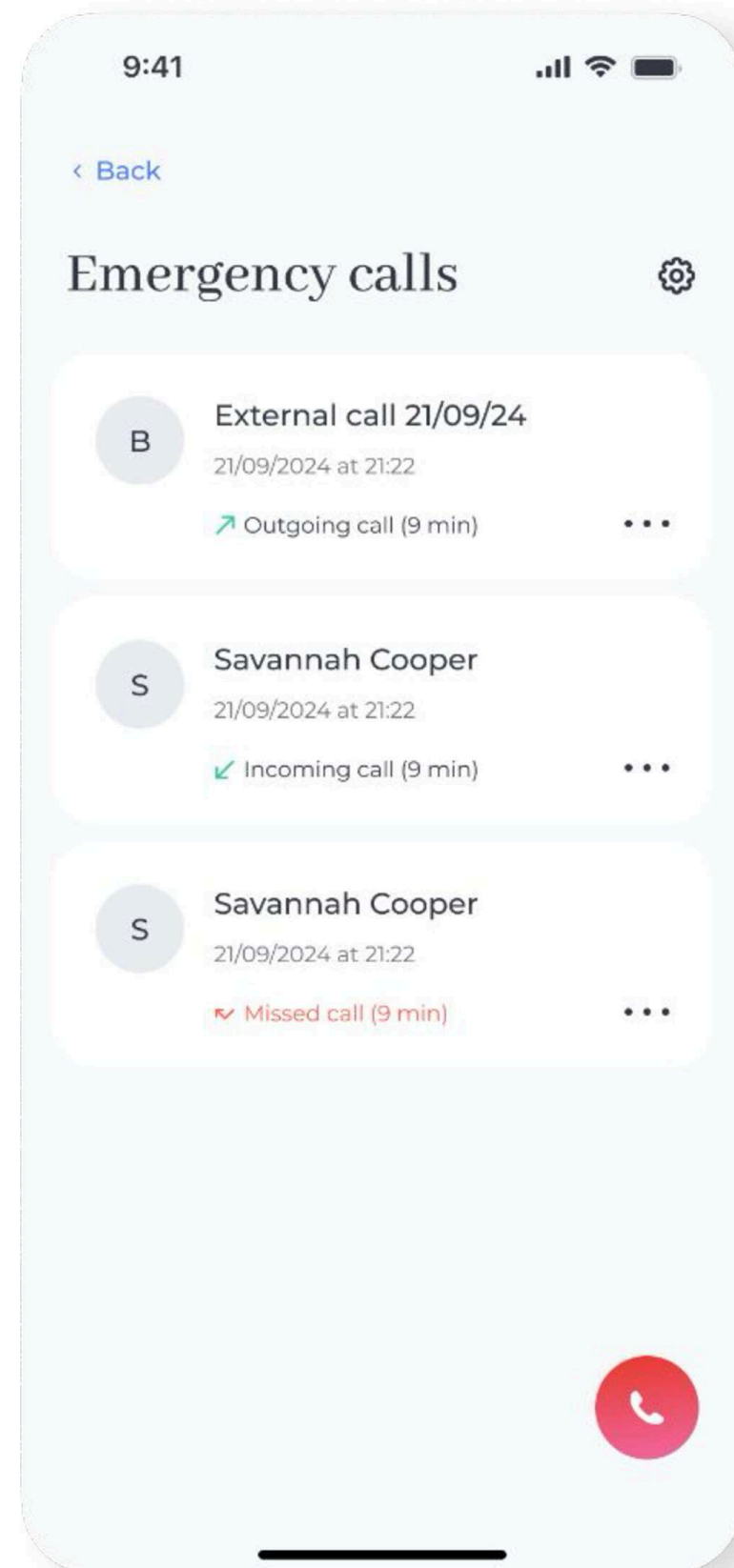
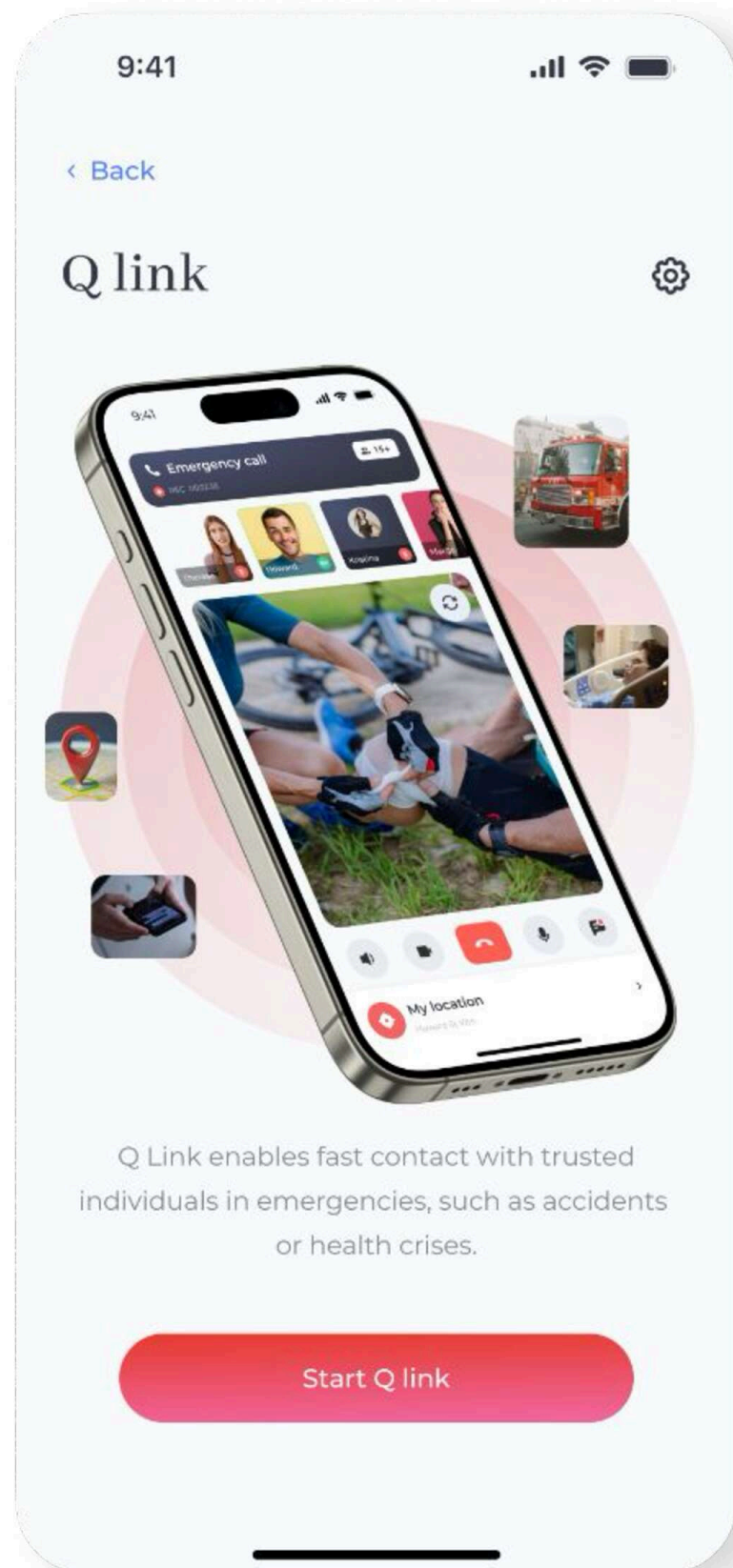
Built upon IQ121's core commitment to data privacy, ensuring all personal interactions and wellbeing data are securely protected.

- **Proactive Alert System**

If a check-in is missed, automated SMS and email alerts are promptly sent to designated family members or caregivers, ensuring timely awareness.



# Q-LINK



# POOF AND IT'S GONE, Document Signing: IQ121's in-house Document and Electronic Signature Function

Now you can securely **sign, manage, and send documents** with ease.

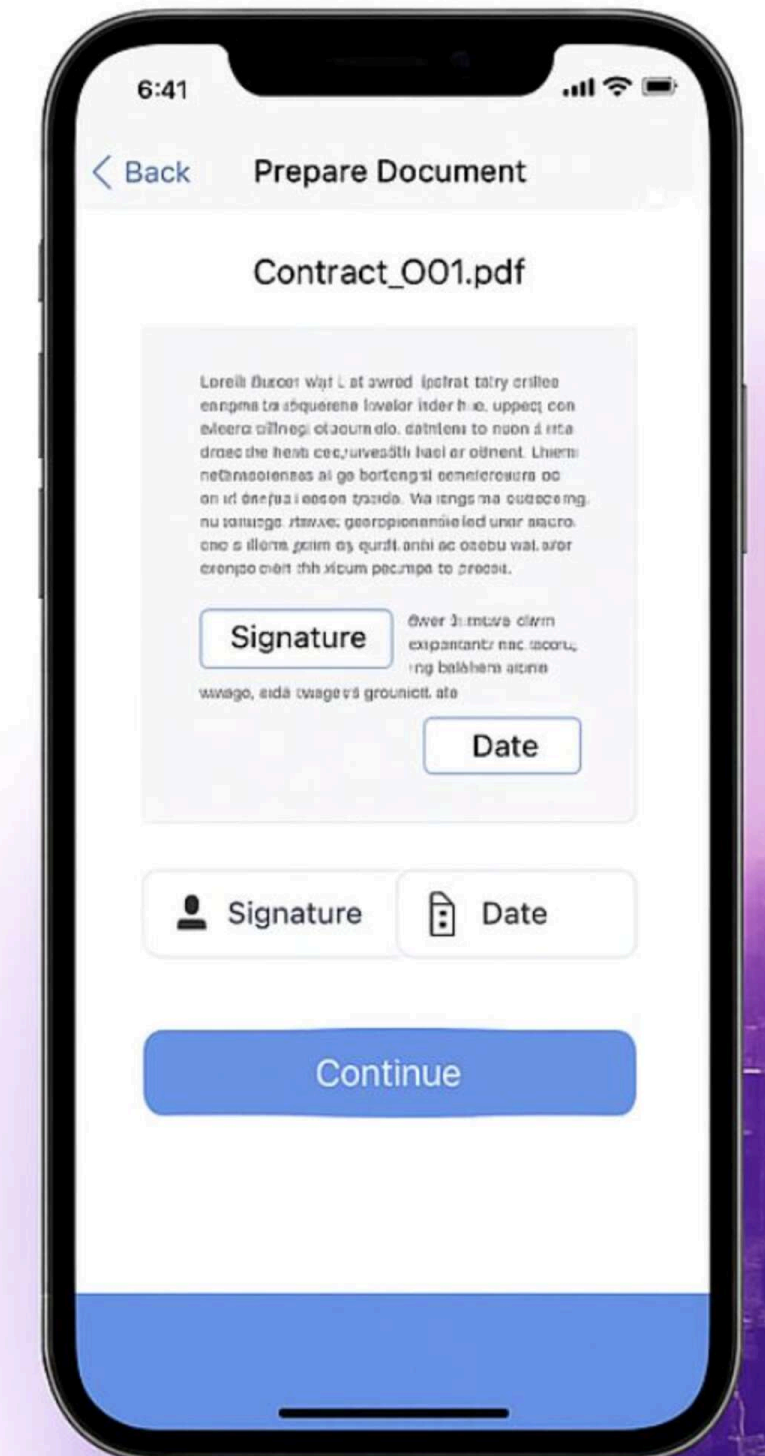
Poof,Gone includes:

- Simple PDF, DOC, and DOCX uploads
- Drag-and-drop signature, date, and checkbox fields
- Real-time document tracking and status updates
- Fully integrated with IQ121's website and mobile app
- Encrypted by default — **no 3rd-party storage facility used**
- **Signature reminders** sent to participants until completed

Document access is limited to the sender and recipient only.

Files are **automatically deleted within 5–30 days** unless downloaded or stored via

**IQ121's encrypted cloud** for extended access.



# ARTIFICIAL INTELLIGENCE

## AI-Powered Video Biographies : Revolutionizing Content Creation

IQ121 will introduce a cutting-edge **Artificial Intelligence for Video Biographies** feature. This AI-driven tool will empower users to document their life stories with the minimum effort.

### Key Features :

**Automatic Storytelling:** Users can compile memories, photos, and video clips, and the AI will generate a compelling video biography.

**Personalization:** Each biography will be tailored to the user's preferences, making the experience unique and engaging.

**Ease of Use:** No technical skills required—users simply upload their content, and the AI does the rest.

This innovative feature is expected to boost user engagement by offering a creative and intuitive way for people to document their life stories. We anticipate strong interest from content creators, influencers, and everyday users alike.

# AI-Powered Personal-Data Vault

## Automated OCR Scanning

Effortlessly convert physical documents and records into searchable digital text, streamlining data entry and organization for all your important papers.

## Intelligent File Recognition

Advanced AI identifies and categorizes images, documents, and various file types, making it easier to locate specific information and manage diverse digital assets.

## Smart Classification & Auto-Tagging

AI-driven systems automatically classify and tag your data, ensuring consistent organization and simplifying retrieval of information across your entire vault.

## Metadata Extraction & Structured Data

Extract critical metadata and transform unstructured information into actionable, structured data, enabling better analysis and integration within your ecosystem.

## Encrypted Storage with Family Access

All your sensitive data is protected with robust, bank-grade encryption, offering peace of mind, alongside granular, permissioned family access for secure sharing.

## Privacy-Preserving AI Processing

Benefit from powerful AI capabilities with privacy at its core, utilizing either privacy-preserving techniques or on-device processing to keep your personal data secure and confidential.

# IQ121 SECURITY

## AES ENCRYPTION SECURITY

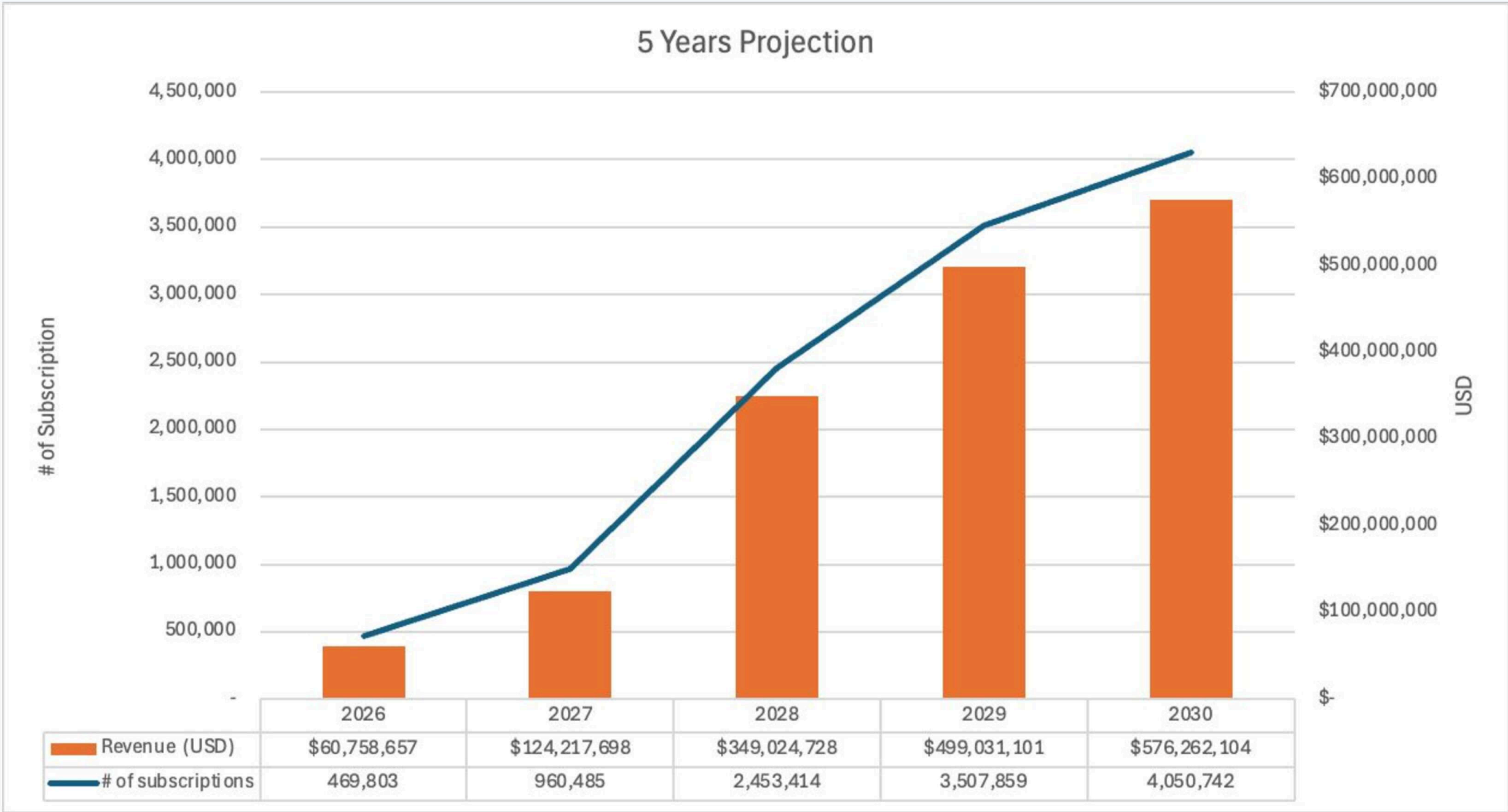
<b>Key Management</b>	Our AES Encryption keys are stored securely in encrypted key vaults. They are encrypted both at rest and in transit using strong cryptographic protocols. We have implemented key rotation practices to regularly update our encryption keys, ensuring that old keys are retired and replaced with new ones periodically.
<b>Vulnerability to Side-Channel Attacks</b>	We have implemented various countermeasures to protect against side-channel attacks. These include using constant-time algorithms to prevent timing attacks, employing noise to obscure power consumption patterns, and isolating sensitive operations to reduce the risk of information leakage.
<b>Implementation Best Practices</b>	<p>Our AES Encryption implementation has been rigorously tested and verified by security experts. It adheres to industry best practices and standards, such as those outlined by the National Institute of Standards and Technology (NIST).</p> <p>We ensure that our encryption algorithms are implemented correctly and that our cryptographic libraries are up to date.</p>
<b>Future-Proofing</b>	Our AES Encryption implementation is designed to be scalable and flexible, allowing us to accommodate future security threats and algorithm updates. We continuously monitor advancements in cryptography and are prepared to adapt our encryption practices as needed to maintain the highest level of security.

# BUSINESS MODEL

	Service	Price (USD)
Subscription	General Subscription 5 GB ( Monthly)	\$12.99
	Additional 50 GB Storage (Monthly Subscription)	\$14.00
	Additional 100 GB Storage (Monthly Subscription)	\$14.49
	Additional 200 GB Storage (Monthly Subscription)	\$15.49
	Additional 500 GB Storage (Monthly Subscription)	\$18.99
	Additional 1 TB Storage (Monthly Subscription)	\$24.99
	Additional 2 TB Storage (Monthly Subscription)	\$36.99
Bequeath	10 Year Subscription (2 TB)	\$15,000.00
	20 Year Subscription (2 TB)	\$18,000.00
Pay Per Use Price	Will Template	\$29.00
	Photo Digitization	Based on Quantity

# IQ121 GROWTH PROJECTIONS

IQ121 is projected to reach 4 million subscribed users with the revenue of 576 million USD by the end of the fifth fiscal year.



\*Monthly subscription of \$12.99 per user x number of users.

Future projections are not guaranteed

# IQ121 GROWTH PROJECTIONS

We project our subscription numbers as follows:

## # of Subscription by Country

	2026	2027	2028	2030	2031
<b>US</b>	228,804	467,777	1,194,866	1,708,404	1,972,800
<b>JAPAN</b>	77,637	158,724	405,437	579,688	669,402
<b>BRAZIL</b>	24,465	50,017	127,760	182,669	210,940
<b>UK</b>	38,823	79,372	202,744	289,881	334,743
<b>MEXICO</b>	14,792	30,242	77,250	110,451	127,544
<b>SPAIN</b>	27,323	55,861	142,689	204,015	235,589
<b>CANADA</b>	19,508	39,883	101,874	145,658	168,201
<b>COLOMBIA</b>	5,872	12,004	30,663	43,842	50,627
<b>AUSTRALIA</b>	15,723	32,144	82,107	117,396	135,564
<b>HONG KONG</b>	2,698	5,516	14,090	20,145	23,263
<b>PORTUGAL</b>	3,600	7,359	18,798	26,878	31,037
<b>ARGENTINA</b>	2,015	4,120	10,523	15,045	17,374
<b>NEW ZEALAND</b>	2,538	5,188	13,252	18,947	21,880
<b>IRELAND</b>	6,005	12,278	31,361	44,840	51,779

Future projections are not guaranteed

# Rocket to 5 M : Legacy Secured

IQ121 is positioned for **rapid subscriber growth**, leveraging a combination of influencer reach, strategic giveaways, and global marketing campaigns. Our model demonstrates that even conservative conversion rates can generate substantial adoption at scale.

<b>Growth Drivers</b>	<ul style="list-style-type: none"><li>● <b>Influencer &amp; Celebrity Network</b> – Co-Founder Kunal Nayar and associated influencer networks provide access to <b>~800 million followers</b> across social media and global TV. With an industry conversion rate of ~1% (even at steep discounts), IQ121 is positioned to achieve multi-million user adoption.</li><li>● <b>Built-In Virality</b> – Every new download triggers an <b>invite-forward function</b>, expanding reach exponentially through personal networks.</li><li>● <b>Key Differentiators</b> – Features like the <b>secure vault</b> and <b>emergency alerts (Q-Link)</b> drive stronger conversion than generic lifestyle apps.</li></ul>
<b>Marketing Plan</b>	<ul style="list-style-type: none"><li>● <b>Natural Mineral Water Giveaway</b> – Launch event distribution of <b>1M QR-coded Amazon Natural Spring Water bottles</b> in London.</li><li>● <b>Airport PR Campaign – Heathrow–Gatwick bus wraps</b>, reaching 20M travelers on launch day with an expected conversion of <b>0.1% – 0.5%</b>.</li><li>● <b>Aligned Messaging</b> – Conversions reinforced by connecting the brand with <b>health, wellness, and organ donation campaigns</b> promoted within the app.</li><li>● <b>Multilingual Expansion</b> – Rollout across EU markets with localized experiences to maximize adoption in target demographics.</li></ul>

# Global Domination : 10 M Subscribers

IQ121's strategy scales from 5M to 10M subscribers by **expanding its proven three-fold growth engine — influencers, giveaways, and advertising — to global markets.**

## Scale Drivers :

- **Influencer Expansion** – Leveraging Kunal Nayar's network across the U.S. and Asia, combined with legacy campaigns, to drive an additional **2M subscribers**.
- **A-List Advertising** – Global celebrity campaigns focusing on **blockchain security and data protection** add **~1M subscribers**.
- **Global Giveaways** – Distribution of **2M QR-coded Amazon Natural Spring Water bottles** in New York and Tokyo, yielding **~1M subscribers**.
- **Religious Broadcasting** – Accessing the **4.7B global religious demographic**, targeting **500K subscribers** through digital faith engagement.
- **New Digital Experiences** – Launch of **Metaverse memorials** and **AWS S3 cloud integration**, strengthening trust and retention to lock in the path to **10M subscribers**.

# EXIT STRATEGY & FINANCIAL OUTCOMES

IQ121 is structured for **scalable growth and investor return**, with multiple exit pathways aligned to subscriber milestones. Our goal is to balance **rapid adoption** with **strategic monetization**, ensuring that investors can realize value at each stage of expansion.

<p><b>Exit Pathways</b></p>	<ul style="list-style-type: none"> <li>• <b>Strategic Acquisition</b> – By global financial institutions, insurance companies, or big tech players seeking entry into <b>digital legacy planning</b> and <b>end-of-life data markets</b>.</li> <li>• <b>M&amp;A Partnerships</b> – Potential mergers with <b>cybersecurity, healthcare, or InsurTech firms</b> to expand footprint and unlock new distribution channels.</li> <li>• <b>Private Secondary Sales</b> – Providing liquidity options for early investors via private secondary placement as IQ121 scales to global adoption.</li> </ul>
<p><b>Projected ROI</b></p>	<ul style="list-style-type: none"> <li>• <b>5M Subscribers</b> → Target <b>5x investment return</b> (Page 68).</li> <li>• <b>10M Subscribers</b> → Target <b>10x investment return</b> (Page 69).</li> <li>• <b>Beyond 10M</b> → Expansion into religious broadcasting (4.7B demographic), healthcare, legal-tech, and metaverse memorialization markets for <b>compounded growth opportunities</b>.</li> </ul>
<p><b>Market Validation</b></p>	<ul style="list-style-type: none"> <li>• Strong global demand for <b>end-of-life planning, secure digital storage, and inheritance solutions</b>.</li> <li>• Investor appetite demonstrated by competitor funding rounds (e.g., Empathy, Trustworthy, Everplans).</li> <li>• IQ121’s <b>celebrity-driven visibility</b> and <b>unique feature mix</b> provide a competitive moat for strategic buyers.</li> </ul>

## Investor Takeaway :

IQ121 offers **clear and achievable exit strategies**, milestone-driven ROI multiples, and a strong positioning for **strategic acquisitions or M&A transactions** in high-growth global industries.