



## Secure Digital Platform for Storing Messages to Designated Heirs



**Moran Zur**  
CEO & Founder  
SafeBeyond Ltd.

**CEOCFO:** *Mr. Zur, would you tell us the idea and vision for SafeBeyond?*

**Mr. Zur:** SafeBeyond is all about love. It is about loving your family and taking care of your family and making sure that even when the time has come for you to go away from this world, you will be able to still take part in your loved one's life.

**CEOCFO:** *How are you able to accomplish that?*

**Mr. Zur:** SafeBeyond is a digital platform that allows you to leave designated messages for specified heirs and any other digital assets in a secured place. It is all being stored in the Amazon cloud in a secured area. They will only have access to it only after you are no longer with them. You can decide which types of messages you want to leave. It can be a letter, audio message or video message. You can decide how it will be triggered out and whether you would like it to be triggered on a specific date or in a specific location or even in any future event.

**CEOCFO:** *How would you arrange if, for example, your daughter gets married and you want to have a specific message for her. What triggers the message being sent?*

**Mr. Zur:** This is the most tricky because you do not know if or when she will get married, you just know there is a high chance it will happen in the future. This is why we have developed this very sophisticated mechanism that allows you to nominate trustees to access this role. They will work in your shoes and be the one that can notify us and this will release the message to a designated heir. They also can schedule reminders for them. In our platform, they have access to the third-party safes that you have created and for all of the third-party safes there is a trustee that will be able to release the messages. It's important to mention that not in any way will they be able to access the message; they will only be able to release it to the designated heir. In this digital age, there will be a memory of you anyway, such as if someone will search you on Google. We think that this is wrong; you should be able to initiate how you will be remembered. With us you can also leave the last message on your Facebook or Twitter. I think technologically, we are definitely ready, but anyway it is already there whether we want it or not. We are just a more easy-to-use solution for an existing need that we all face in this digital age.

**CEOCFO:** *You released a new platform a couple days ago. As you have talked to people, what has been the response?*

**Mr. Zur:** It is always a "wow" response. We are getting 90% of the reactions to be positive and I was surprised by that. I knew you would get responses like "this is creepy" not necessarily in a bad way but some people find it strange because in many ways we are changing the perception. I think we mostly are getting a positive reaction. People around the world are saying they wished this could have been there when their loved ones were alive so they could remember his or her voice. We are getting feedback from people suffering from illness saying that this will give them the opportunity to continue to exist in our world on a more spiritual way.

**CEOCFO:** *Do you find that because the world situation seems so threatening, at this moment, that it encourages use of your service?*

**Mr. Zur:** I think people always think that the condition in the world is bad. If you look at the historical perspective, we are in a much better place than we have ever been. I think the world is much more secure than what it used to be 100 years ago or even twenty years ago. I do not think that our world is in such a bad place. We are in a very optimistic world and I think people are always trying to evolve and get to higher places and I think this is just another example of where we can go in the future. Basically, it is the most generous thing that you can leave for your loved ones. You will help them cope much better with their loss of you. The thing I wish the most is to leave this world before my kids. My son will miss me for sure, in some specific events more than others. If I can be there to support him and allow him to hear my advice for a

certain condition or situation, that is not less important than living with any physical inheritance like money or something around those lines, so I call it emotional life insurance.

**CEOCFO: *Would you explain about maintaining digital assets?***

**Mr. Zur:** There is a problem with many digital assets that are not regulated in many ways. It is starting to change a little bit but still if no one knows the credential of your Facebook or email or whatever digital accounts you have, it is a high chance they will never get a chance to access some important stuff over there which could be your pictures or other assets that are important to you. What we have created allows you to leave all the credential information and ways to your heirs regardless of Facebook or email policy, which will not open for an heir. They are now starting to change finally after a lot of public pressure and they need to allow you to nominate legacy contacts but up until a few months ago, you could not do so. We have developed one place where you can leave access to all your accounts or even your digital asset information. It will be very easy for your wife or anyone else you want to leave access to. It will be in one place where you left it for them.

**“Basically, it is the most generous thing that you can leave for your loved ones... Emotional life insurance... We cannot predict the future but we can assume many future events and let you be there when it counts for the people you love. I cannot see a greater cause.” - Moran Zur**

**CEOCFO: *How will people find out about what you have created?***

**Mr. Zur:** We launched our service and ran it for our beta users for a couple months. All of our development went smoothly and it is all working perfectly. We have just released within the U.S., so people have been exposed to it for a month in Israel, and there has been some articles and information about us in interviews. We are getting a lot of traffic to our website and things like that which is drawing a lot of attention. In addition to that, we started some advertising techniques. We exceeded the numbers we anticipated of the registration to our website in the first month. We started to incorporate with relevant organizations and they are supportive to our cause. We are getting a lot of positive feedback around the U.S. and even from cancer survivors organizations and other types of organizations that are interested in our product and understand that we can be a great tool for caregivers who treat people in their last stages. Even young moms that want to make a time capsule of old memories can use this product.

**CEOCFO: *Will it be a flat fee or a recurring fee?***

**Mr. Zur:** It is free with limited storage. We can provide you with 1 Free Giga of storage, which can store a lot. With that, you can leave plenty of letters, a few movies and other stuff like that. If you start storing through a lifetime, you might need more storage and then you might have to pay for the extended storage space, but then it will be the replacement to any drop-box or other storage solution.

**CEOCFO: *Do you have the funding necessary for your next steps and are you looking for partnerships or investors?***

**Mr. Zur:** We got our seed investment fourteen months ago worth a half a million dollars. We might extend on the seed because we are getting many requests from friends and individual Angels. We plan to go for Round A at the beginning of next year. We are having our official launch at the Web Summit in Dublin, which takes place at the beginning of November, and we have been chosen as part of their Alpha startup class.

**CEOCFO: *Why should people pay attention to SafeBeyond right now?***

**Mr. Zur:** We are the future. Not too many startups have such a big vision of changing the perception of death, so we guarantee to extend life. We cannot predict the future but we can assume many future events and let you be there when it counts for the people you love. I cannot see a greater cause.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

**For more information visit: [www.safebeyond.com](http://www.safebeyond.com)**

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