



The most intelligent, affordable, and efficient online divorce service available, created by a divorce attorney to provide the highest-quality court-ready documents.

Founded	May 2020
Website	simpleending.com
Launched	July 2023
Headquarters	Salt Lake City

INVESTMENT

Self Funded	Yes
Raise	n/A
Capital Raised	n/A
Minimum Ask	2 Million

KEY METRICS

Current - Utah	1,559
NPS	Coming soon
CAC	\$176

TEAM

- Paul Wyner COO/CFO
- Luke Shaw CTO
- Trenton Mckeen IT Program Lead
- Milan Negovan Engineer Architect
- Cameron Jolley Marketing Director
- McKyna Anderson UX/UI Designer
- Gab Horne Copywriter
- Matthew Ames SMM Manager
- Danijel Kosijer Engineer
- Jospeh VanWagoner Engineer



Jill Coil has 15 years of legal experience in Family law and has built 2 multi-million dollar law firms.

@jillcoil



For more information please contact

JILL L. COIL, FOUNDER

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SimpleEnding

OVERVIEW:

SimpleEnding® helps educate, empower, and elevate couples during a sensitive time by creating the most efficient, collaborative process to ensure their divorce documents are clear, accurate, customized, individualized and enforceable according to the law.

SimpleEnding® will do for divorce what TurboTax did for taxes, and it's cost-effective, simple, innovative, and needed IN THE MARKET.

HIGHLIGHTS

- Most online divorce platforms merely purchase or download blank forms from the State. Our patent pending software guides couples through the creation of official customized documents.
- Our streamlined process allows both parties to communicate, negotiate, and come to an agreement on the terms of the divorce. Or they can do it by themselves, ensuring the divorce is as collaborative and as smooth as possible.
- SimpleEnding eliminates expensive attorney's fees while producing customized, individualized, and court-ready documents necessary for completing a divorce - all for under \$1,000.
- Our technology is simple and allows users to walk through the process (like TurboTax) and get customized, individualized, attorney quality divorce documents.
- With the investment needed, SimpleEnding can be in all 50 states quickly acquiring the largest market possible.
- Our technology can also be licensed to law firms, therapists, mediators who work with couples to amicably help them through their divorce.
- SimpleEnding is not a law firm, does not give legal advice, and therefore, is not bound by the ethical regulations that constrict growth for investors.
- SimpleEnding has high gross margins.

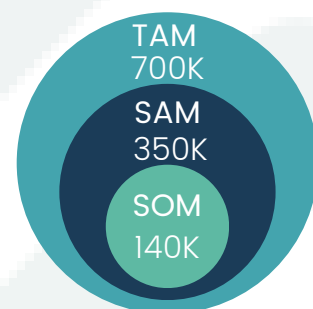
COMPETITION

SimpleEnding is one of the first online interfaces to help people get attorney-quality divorce documents, that are customized to their specific issues.

Competition	Founded	Rev	Funding
Legal Zoom	Mar 01	\$620M	\$811M
Divorce.com	u/k	\$26M	Aquired 22
Rocket Lawyer	Aug 08	\$28B	\$291.7
Online Divorce	Aug 01	\$5M	u/k

MARKET

SimpleEnding will grow with every State it enters. Also, the tech can be licensed to law firms, therapists, mediators who work with couples through divorce and can be expanded to other areas of law.



FINANCIALS

SIMPLEENDING.com launched July 2023 and is seeing early success and traction. The website is seeing hundreds sign up along with traction in sales.

Pro-Forma	Year 1	Year 2 - 4 States
Revenue	\$1,441,964	\$7,209,824
COGS	\$440,000	\$1,558,400
Gross Margin	\$1,001,964	\$5,651,424
Gross Margin %	%30.5	%21.6