

# Why We Invested in Empathy – Pioneering a New Standard in Grief Support



Adams Street is proud to announce that it led the \$72million Series C fundraise for Empathy, which helps users of its digital platform navigate the challenges of bereavement, both before and after losing a loved one.

## Category Disruptor

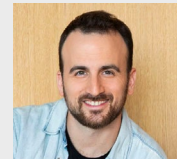
Despite its inevitability, most people are profoundly unprepared for the loss of a loved one. This impacts individuals, families, and workplaces, taking a toll on time, finances, and emotional well-being. Empathy's [Cost of Dying Report](#) illustrates the burden, stating that the average family spends \$12,616 on loss-related expenses and takes 15 months to complete associated administrative tasks.<sup>1</sup>

As a category disruptor, Empathy has a deep understanding of how underserved those suffering loss can be. Its digital platform offers tailored support to help the bereaved manage the complex, often overwhelming burdens associated with loss. Through its app, users receive a customized profile that provides personalized support at every step of the grieving process. Recognizing that each individual or family experiences loss differently, Empathy offers resources including a library of articles, audio guides, meditations, and access to 24/7 assistance from a dedicated care manager.

## Redefining Loss Support

Life insurance carriers and financial institutions are eager to provide peace of mind and wealth creation opportunities for both existing clients as well as the next generation. Value-added services help institutions to maintain the trust and legacy they have built over decades or even centuries. Empathy provides a new way to do that through comprehensive, compassionate support for individuals, families, and beneficiaries as they navigate loss.

# empathy.



**Ron Gura**

Chief Executive Officer  
& Co-Founder



**Yonatan Bergman**

Chief Technology Officer  
& Co-Founder

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**Headquarters**  
New York



Before Empathy, loss support options tended to be impersonal, fragmented and therefore under-utilized. Empathy's platform sets a new standard for bereavement care through deep integration with leading insurers such as MetLife, New York Life, and Aflac. These collaborations take the insurance provider's care beyond the policy, reinforcing their commitment to serving families with care and dignity. The partnerships also solidify Empathy as a key provider in an evolving market, where emotional and logistical guidance is becoming a core expectation.

Empathy's recently introduced estate planning platform, LifeVault, helps families to proactively organize and store critical documents such as wills and healthcare directives, safeguarding their loved ones by protecting and preparing them for life's uncertainties.

With this funding, Empathy plans to accelerate innovation and growth across markets, products, and industries. By building trusted relationships with leading employers, Empathy continues to expand its mission to transform how organizations care for people when they need it most.

## **Strong, Mission-Focused Team**

That mission is driven by the deep expertise of co-founders Ron Gura, the chief executive, chief technology officer Yonatan Bergman, and the entire Empathy team. Having experienced loss at a young age, Ron felt a natural pull towards finding a solution to help those around him cope. Realizing there were few, if any, integrated and personalized solutions, he set out to create one. Together with Yonatan and their team, they have built a platform that combines emotional intelligence with technical excellence, earning them the trust of highly respected institutions by creating a source of guidance and comfort so that people do not have to navigate loss alone.

Adams Street is excited to partner with Empathy as it continues to pioneer a new standard in grief support. Congratulations to the Empathy team on its Series C raise. ■

1. [Empathy Releases Annual 'Cost of Dying' Report for 2024, January 17, 2024.](#)

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