



LASTHELLO

Find the best Funerals and Funeral Homes



More than 1500 people

Each day are passing through a grieving process caused by the loss of a loved one.

No one will ever be ready to face such a difficult situation.



PEOPLE'S ISSUES

- ⊗ **Lack of transparency** about fees and quality of funeral services.
- ⊗ **Inability** to compare the Funeral Homes and make a rational choice.
- ⊗ **Lack of information** about Funerals and their associated procedures.
- ⊗ Troubles when they need to find and choose **customized services**.



FUNERAL PARLORS' ISSUES

- ⊗ **Lack of services digitalization** and technological backwardness.
- ⊗ **Limited exposure** for smaller Funeral Parlors, which experience difficulties to arise in the market in comparison to their most successful competitors, since the latter lower the prices and the quality of their services in order to gain more market shares.
- ⊗ **Unfair competition** (Caused by racketeering and unfair market).

The answer

A web platform which allows people to easily find and compare the best Funeral Homes of their own city.

Unlike its competitors, Last Hello's web-portal grants a total service customization, and also shows the Funeral Parlors for their value.

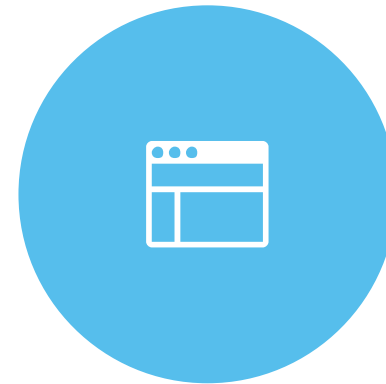
LASTELLO.IT

Benefits for People



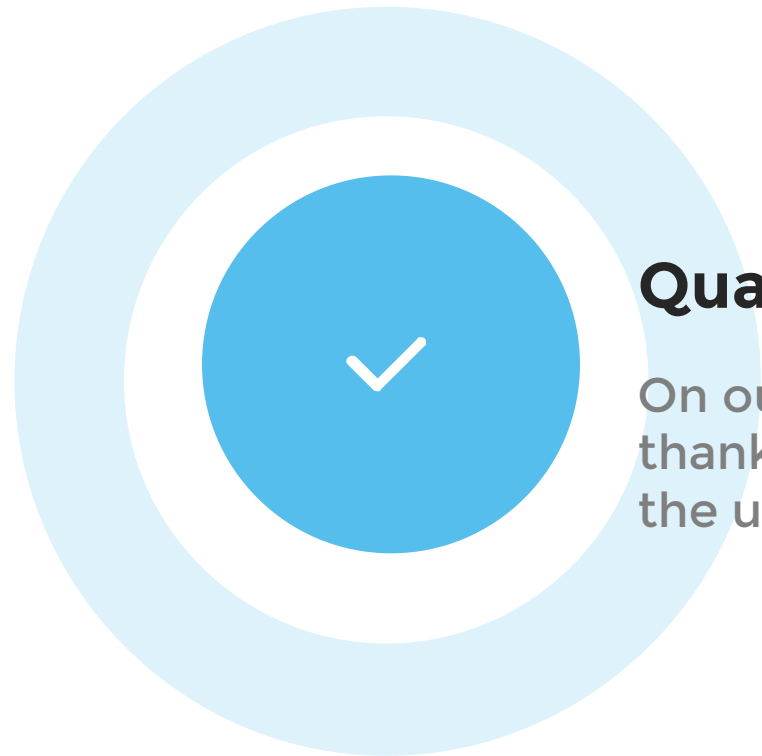
Savings

Savings are guaranteed thanks to the fair competition encouraged by the web-portal.



Customization

Services and products customization (Environmental-friendly, exclusive and innovative materials)



Quality

On our platform, quality is guaranteed thanks to a qualitative algorithm and the users' feedback.



Quickness and Support

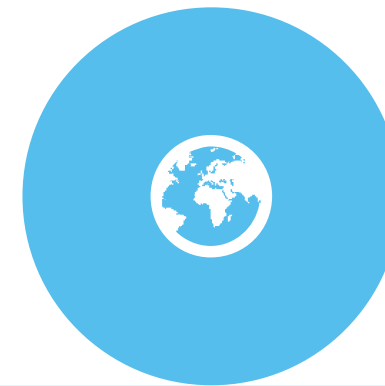
Quickness and support: just five clicks to obtain an estimation.

Benefits for Funeral Parlors



New customers

They can now reach a fully-digitalized audience.



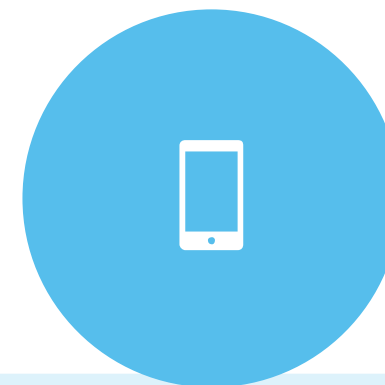
Customers reallocation

Reallocation of the customer base, with regards to the quality, the proficiency and the location of the Funeral Homes.



Savings

They will save on investments in advertising.



Digitalization

Services digitalization and tools to hasten the management section of your business.

The first comparison tool for Funerals and Funeral Homes

The web-portal

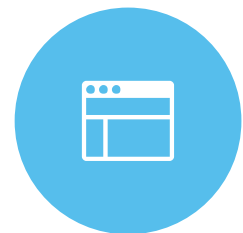
Search for a Funeral Home

Last Hello users which log into the web app can easily research the Funeral Homes around their location.



Services Customization

A simple interface allows the users to customize their Funeral Service since the beginning, in accordance with fees and types of all of its components.



Compare Funeral Homes

It's possible to obtain estimations in just five clicks. You will also be able to compare the Funeral Homes you choose based on their services, fees, proficiencies and proximity.



Exposure Increase

Subscribed Funeral Parlors will get in touch with a new customer base which is looking for Funeral Services through the web.

Save on advertisement

Funeral Parlors advertise themselves with billboards and Google AdWords (with an average cost of 10 €/click). The subscription fee on Last Hello is only 19 €/month.



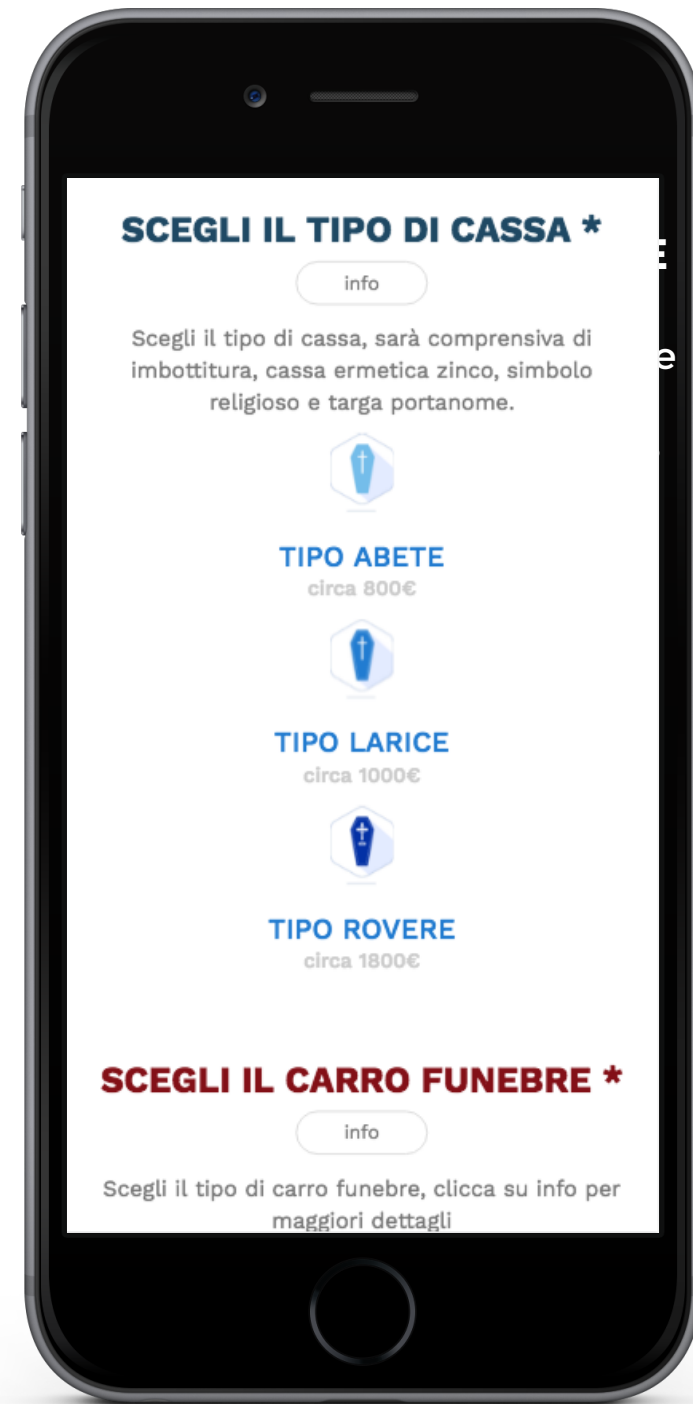
Administration Dashboard

Funeral Parlors have a dashboard at their disposal where they can take a look at their performances, like the amount of people who visited their page, the estimations they have received and where they can manage the status of the estimations themselves.



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The Estimation Steps



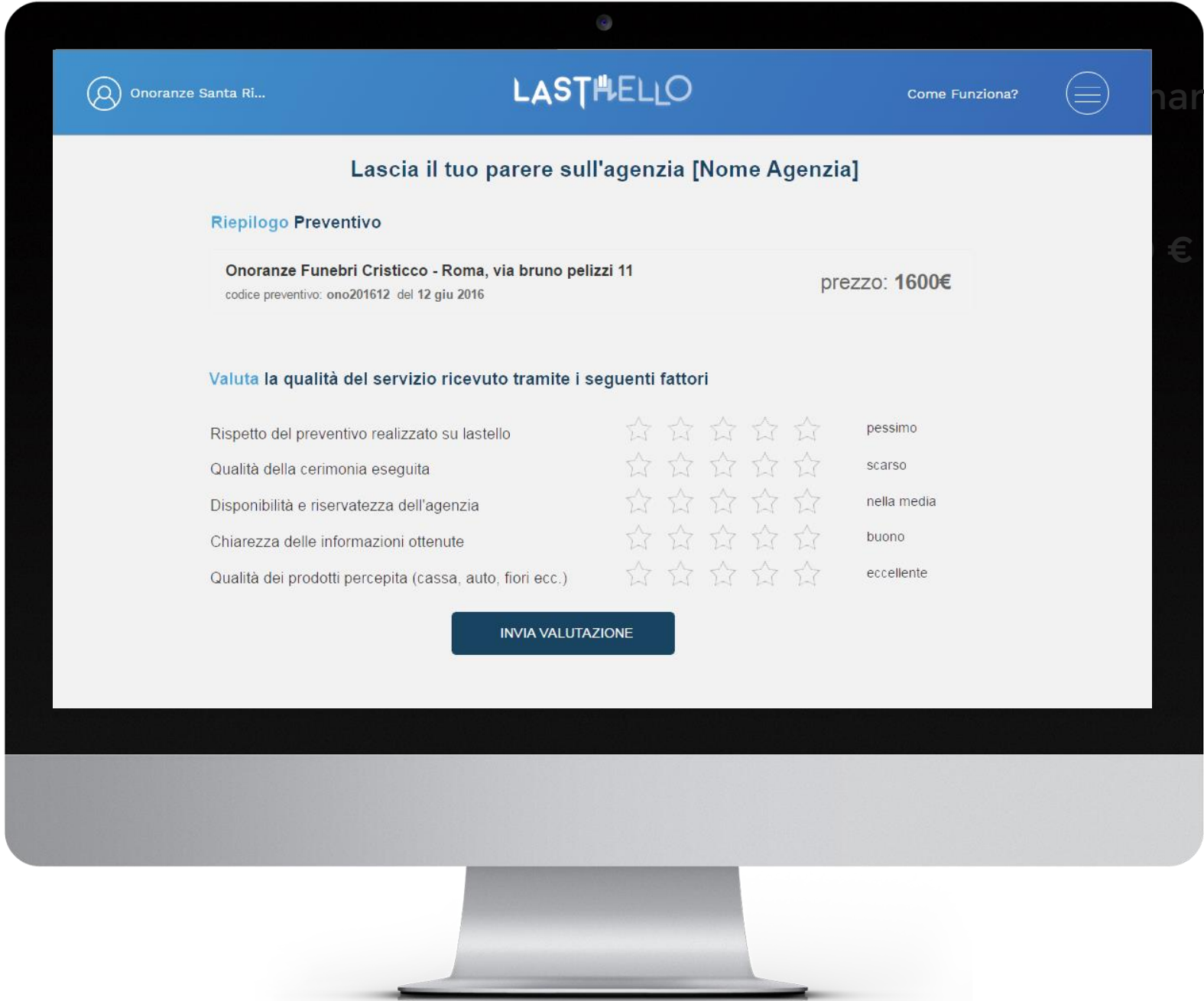
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Funeral Homes Evaluation



Among the goals of Last Hello lies the observation of high quality standards.

For such reason every customer can evaluate the services provided by the Funeral Home of its choice.



The Market

6000+



Funeral Parlors in Italy

The Funeral Parlors registered with the Chamber of Commerce turn out to be more than six thousand.

200%



Funeral Parlors' Growth

Increase of the number of Funeral Parlors present on the territory from 2007 to 2015.

1500+



Number of Funeral Services

More than 1500 Funeral Services each day.

Data gathered via Chamber of Commerce and ISTAT.

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Diventa un Partner

il portale è appena nato, ma è in espansione, diventa parte attiva e iscriviti da subito con una tariffa vantaggiosa.

228 € IVA esclusa

12mesi

[DIVENTA UN PARTNER >](#)

COSA INCLUDE LA REGISTRAZIONE COME PARTNER

- ✓ Sarai presente nella lista risultati di tutta la città, non solo del tuo CAP
- ✓ Ricevi i preventivi direttamente sulla tua email
- ✓ Ricevi i preventivi direttamente sul tuo cellulare via SMS (in attivazione)
- ✓ Badge "Agenzia Partner" sulla scheda agenzia e sulla lista risultati
- ✓ Pagina scheda agenzia indicizzata su Google e link verso il sito dell'agenzia (in attivazione)
- ✓ Modulo di contatto sulla pagina scheda agenzia per essere contattati direttamente dai clienti (in attivazione)
- ✓ Pannello amministrazione agenzia, dove potrai consultare i preventivi ricevuti e tutte le statistiche (in attivazione)

Registrami Gratis

Se non vuoi far parte dei primi a credere nel portale puoi registrarti per i primi 6 mesi gratuitamente

Gratis
6mesi

[REGISTRAMI GRATIS >](#)

Al termine dei 6 mesi potrai decidere se rinnovare o meno

COSA INCLUDE LA REGISTRAZIONE GRATUITA

- ✓ Compari sui preventivi vicino al tuo CAP
- ✓ Ricevi i preventivi direttamente sulla tua email

where you can take a look at the estimations you have received at all the website statistics (Pending).

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Business Model

On our platform there are two types of subscription plans available to Funeral Parlors.

Partner Plan

228 € / year

Advanced functionalities to gain a better exposure at local levels, a management dashboard and evaluations analysis.

Free Plan

Free

Less exposure, limited functionalities.

Website Outcomes

May - Nov 2016

More than 5000 prices viewed

In less than a month since the launch of the website, prices have been viewed more than 5000 times.



More than 51000 visitors

More than 31000 users visited the website during the first three launch months (June, July and August).



More than 130 finalized estimations

Since the debut of Last Hello on the web (June 2016), more than 50 estimations have been finalized.



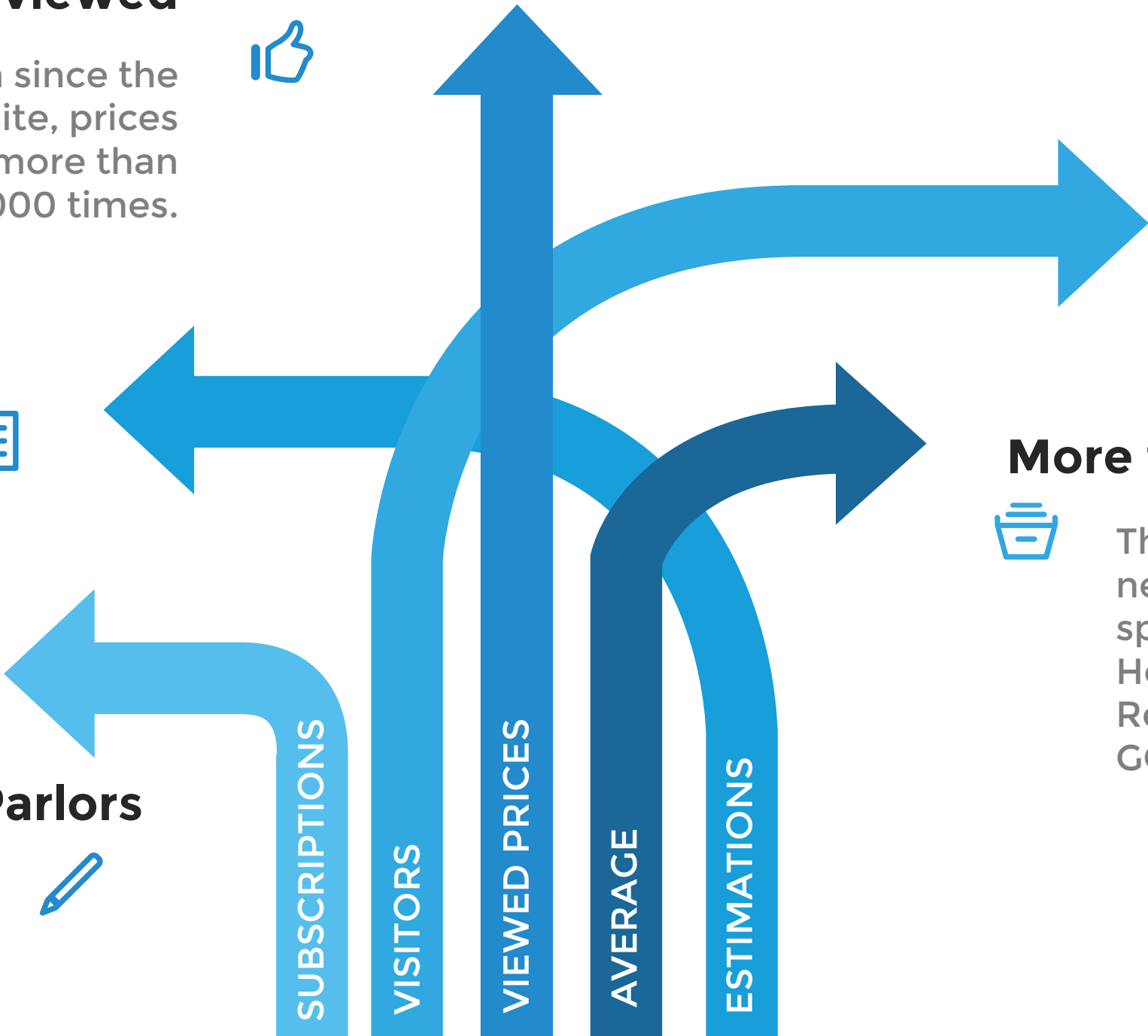
More than 30 Media talk about Last Hello

The biggest Italian newspapers talk spontaneously about Last Hello. Among them Repubblica.it, ilsole24ore.com, GQ, Radio DeeJay and RDS.



More than 300 subscribed Funeral Parlors

Since the pre-subscription phase started in May 2016, in just two months the web-portal counts more than 180 subscribed Funeral Parlors, whose have believed in the project since the start.



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ANSAit

la Repubblica.it

GQ

Il Sole
24 ORE



See all the press releases

Media

”

If two - apparently - separated world like funerals and computer science come together, something good have to come out of it.

salonedellutto.com

”

How to save on funerals: «segugio.it» for coffins arrives on the market.

ilsecoloxix.it

”

The financial crisis «bites» also the coffin. If also to bury the dearly departed results in a - too much - expensive operation, a new and technological service is now available: the comparison tool for funeral services.

ansa.it

”

Funeral services are now online with the comparison tool for funeral homes.

repubblica.it

What people think about us

”

Never decreasing demand, digitalized population on increase, cool graphics: lastello.it the (brilliant) comparison tool for funerals.

Twitter user

”

You're a bunch of geniuses!

Facebook user

”

Here it comes the online comparison tool for funeral fares: so finally we can understand who's cheating #lastello

Twitter user

”

Nice innovation, I hope it'll work!

A Funeral Parlor

”

Good morning, it was about time someone took care of this situation. Great idea, even though I think it'll be tough.

A Funeral Parlor

Lastello.it

The best way to say
your dearly
departed goodbye.



Thanks ;)

CONTACTS

Phone: 3288485235 - 06 87564517

Home: www.lastello.it

Email: info@lastello.it