

EXECUTIVE SUMMARY

A “LAST WILL” is something from the moment you hear the word, makes a clear reminding of anyone’s eventual disease. Though thinking of “LAST WILLS” reminds anyone of their own death and reality is whether we like it or not, the death will arrive sooner or later, and the ultimate reality is that it will eventually reach every living human being on earth. Promoting “LAST WILLS” therefore is not preferable by Social and Ethical means, however, educating on the same is a Social responsibility considering the repercussions the family members and beneficiaries must go through of not having one’s “LAST WILL” up on his decease.

“My Last Will (Pvt) Limited (MLW) is a company which provides the service of Educating, Facilitating and Coordinating preparation of “LAST WILLS” made easy via an online platform as well as through the traditional and conventional manner. There is no other service such as this available in Sri Lanka at this moment, hence the market gap was clearly identified. By creating awareness and education, MLW also creates a need in the market whereby the promoted model in pilot project (Phase 1) stage helps anyone to get them well educated via our website and the online platform. Once the applicants for a “LAST WILL” gets registered, the service coordinating operations team will liaise and coordinate to facilitate from the back end until the “LAST WILL” is prepared and signed off in the best possible smoothest manner.

MLW believes that this service offering can be established as an island wide and a globally available service offering for all Sri Lankans going forward. MLW is the promoting the “LAST WILLS” as *‘the best possible thing you can leave behind for your loved ones’*. Working with the backend integrated infra-structure of a 50-year-old very reputed firm of Chartered Accountants, Tax and Management Consultants – Solomons De Silva & Moorthy (Kandy) (SDM) which was inherited by me from my late father in 2010, the investment for this project in terms of monetary value had been very minimum, yet the business model has a clear objective of self-sustaining profitability at the end of the Pilot project stage (Phase 1) of the project.

A Phase 1 enhancement is currently being identified and pursued. That is for MLW’s UAE based clients where the entrepreneur himself is based. The current law on inheritance (if you are a non-Muslim Sri Lankan) in the UAE could be very disadvantageous and to

eliminate that option, MLW has identified an opportunity to use the “LAST WILLS” to be translated and registered in the DIFC Courts so that anyone with such “LAST WILL” can still benefit and use his final rights for his estate according to his/her wish and will.

Phase 2 of the project will enhance its ability in its operating model with the MLW web portal access improved to allow someone to draft his/her own “LAST WILL” at their own convenience and to get them executed via the MLW’s panel of Lawyers available island wide which will then be a national level project. As a Small Business Managing entrepreneur, I strongly believe in what I do, and I do what I believe in. MLW is my feather in my growing entrepreneurial career.