



empathy.

Empathy is an innovative technology company transforming the way the world deals with grief and the loss of a loved one. Backed by leading tech investors and the largest global insurance carriers, Empathy is at the forefront of the emerging compassionate economy, setting the new standard in family care and modern employment benefits.

Founded in 2020 by Ron Gura and Yonatan Bergman, Empathy offers a full range of assistance to those facing grief, estate settlement, probate and more through life insurance benefits or via bereavement leave through an employer. By partnering with Fortune 500 companies and leading insurance carriers, Empathy currently offers services to 5 million employees and 35 million policyholders across the US at no cost to families.

Empathy uses its award-winning app and Care Team to carefully assess needs and next steps and complements experiences through time-saving and tech-enabled tools to effectively provide personalized plans, automated workflows, and care resources, including an extensive library of articles, guides, and meditation tools, to support them through their grieving process. With accolades from Apple, Google Play, CB Insights, and Fast Company, and \$90 million in total funding, Empathy is the fastest-growing benefit for insurance carriers and employers alike.

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Images and Media

[Empathy Logo](#)

[Product Images](#)

[Founder & team photos](#)

In-app experience

[Watch the product video](#)

[Listen to one of our in-app meditations](#)

[Listen to a grief audio episode](#)

Videos

[David Kessler on Empathy](#)

[Meet the Care Team](#)

[Guardian Client Testimonial](#)

[New York Life Client Testimonial](#)

[MetLife Client Testimonial](#)

[Eva's Story- User Testimonial](#)

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Founder Bios

Ron Gura, Co-Founder & CEO

Ron is a tech entrepreneur who has brought his love for developing empowering products to startups and major international corporations alike. He is the Co-Founder & CEO of Empathy, the world's leading support system for navigating loss. Before launching Empathy in 2020, Ron held roles as a Product Executive at WeWork and eBay. He initially joined eBay after the acquisition of The Gifts Project in 2011, a social-commerce startup where he served as Co-Founder & CEO.

Yonatan Bergman, Co-Founder & CTO

Yonatan, an experienced engineering leader who leverages the intersection of code and design to solve real human problems, has made a career building great products and high-performing teams. Prior to founding Empathy in 2020, he was a VP of Engineering at WeWork, where he grew a team of 3 into a robust 250-strong global R&D center, driving product and engineering strategy around essential tools for growth and the customer experience. Before that, he was a Senior Engineering Manager at PayPal, where he worked on mobile peer-to-peer payments as well as the full rebuild of PayPal's iOS and Android mobile apps. He came to PayPal from eBay, where as an Engineering Manager he tackled many projects including collaborations with PayPal, StubHub, and Redlaser. Yonatan is a mentor at RailsGirls as well as a moderator of the Israeli Global Day of Coderetreat, organizations that promote tech education in local communities.

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Select Media Coverage

Insurance Innovation Reporter: [Global life insurers join Index Ventures in leading Empathy's \\$47 million Series B funding round](#)

Unleash.ai: [AT&T: 'Investing in wellbeing is going to pay dividends'](#)

SHRM: [Holidays Can Be Hard for Grieving Employees; Employers Can Offer Support](#)

HR Brew: ['Grief doesn't take three days': Making the case for expanded bereavement leave & benefits](#)

BenefitsPro: [High cost of dying can have negative impact on employee health, productivity](#)

Forbes: [Dying Can Cost Loved Ones \\$20,000 Before Lost Wages And Worse Health, New Report Says](#)

Everyday Health: [The startup helps people work through the emotional and financial Costs of losing a loved one.](#)

The Washington Post: [The logistics of death can be overwhelming. New apps can offer help.](#)

Fortune: [Grieving a death takes a financial and emotional toll in the workplace.](#)

The Associated Press: [Dealing with death? There's an app for that.](#)

MoneyWise: [How to prepare your family for the financial and emotional expenses of your death](#)

USA Today: [Is our view of dying finally changing?](#)

Tech Crunch: [Empathy raises \\$30M](#)

Fast Company: [A family death can mean a nightmare of forms—this app helps you through the pro](#)

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In the News

June 2024: [Aflac partners with Empathy to provide on-demand Loss Support](#)

April 2024: [Empathy and Symetra Partner to Provide Holistic Support to Beneficiaries Experiencing Loss](#)

April 2024: [Royal Neighbors of America will now offer beneficiaries Empathy](#)

April 2024: [Voya Financial announces collaboration with Empathy](#)

March 2024: [Empathy Announces \\$47M Series B](#)

January 2024: [Empathy Releases Annual 'Cost of Dying' Report for 2024](#)

January 2024: [WellRight and Empathy Form Strategic Partnership](#)

December 2023: [Empathy & Carallel Partner To Empower Employers In Providing Holistic Support](#)

September 2023: [Amica offers Empathy platform for beneficiaries navigating the loss of a loved one](#)

August 2023: [MetLife Bolsters Beneficiary Claims Concierge Services with Empathy](#)

June 2023: [Empathy & Family First Partner to Empower Employers in Providing Support for Caregivers](#)

May 2023: [Empathy and Majesco Partner to Provide Innovative Tech to Benefit Carriers and Beneficiaries](#)

March 2023: [Empathy and Guardian Transform Beneficiaries' Experience When Dealing With Loss](#)

March 2023: [Sharecare and Empathy partner to Empower Organizations](#)

February 2023: [FINEOS and Empathy Partner to Bring Complete Support to Life Insurance Beneficiaries](#)

February 2023: [TAPS Selects Empathy to Provide Full-Circle Bereavement Care for Military Families](#)

January 2023: [Empathy Releases Annual 'Cost of Dying' Report for 2023](#)

November 2022: [Empathy and Benekiva Partner to Innovate in the Life Insurance Space](#)

September 2022: [Fast Company's best-designed apps and games of 2022](#)

June 2022: [Empathy and New York Life Group Benefit Solutions Partner to Provide Bereavement Care to More Employees](#)

June 2022: [Apple announces winners of the 2022 Apple Design Awards](#)

December 2021: [Google Play's Best Apps of 2021](#)

September 2021: [Empathy Raises \\$30M Series A Funding](#)

August 2021: [Empathy Partners with New York Life](#)

May 2021: [World Renowned Grief Expert David Kessler Joins Empathy as Chief Empathy Officer](#)

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Contact Information

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