

aftering



Valerie Vetter

Afterhere Ltd.

Valerie Vetter has a lifetime of experience in creating rich, engaging and informative content. A Visual Communications graduate, she also earned a Masters in Journalism in 2005 while working full-time. In 2014, she was awarded a distinction in the Digital Product Development and Entrepreneurship Postgraduate Diploma. Valerie was the first female Design Editor of the Irish Independent newspaper.

Valerie wanted to create a business that would provide a meaningful service for people. She set up her own company, Afterhere Ltd and began developing the platform Aftering.com in September 2014.

Aftering.com provides a way to compare and prepare personalised funerals, share plans with loved ones and buy products and services from a safe platform. The company aims to be the online trustworthy comprehensive resource to help people planning funerals and sensitively provide consumers with what's appropriate to their immediate needs.

Afterhere won a place on the competitive NDRC Launchpad 10 Programme in late 2014. Valerie and her team have continued to build, test and learn from upwards of 8,000 organically acquired users, over 40 per cent coming from the US. They have an App for download on Google Play, built a prototype Order of Service maker, launched a range of original sympathy cards and formed sales partnerships with three funeral product makers and designers.

Afterhere is now working with a team of data scientists in DCU on an innovative visual search engine for the site. It will provide geo-targeted content for users in the USA, UK, Australia and Ireland. In addition to rich original text, audio and video content on diverse funeral-related topics, Aftering.com currently provides a range of downloadable guides include planning and saving money on funerals. Site visitors can also search the geo-located funeral director, cemetery and plot cost finders.

www.aftering.com

