



Valued Customer,

Thank you endlessly for purchasing a Luna Portra Volume.

You have seen the *I Want to Hear Your Story* books lining the shelves; you have taken videos and photos with phones in your hands; you have made home movies on (now) antiquated camcorders; you have done everything you can to capture this precious gift we call life. Between Facebook, Snapchat, and TikTok, you have shared your smallest thoughts and silliest moments, your milestones and your pitfalls. With Luna Portra, you have decided to paint the brightest portrait of yourself yet; with us, *you* are captured, in your entirety, from stardust to starshine.

We exist to help you and your loved ones. It is no secret that many of us never take the time to reflect deeply on incisive questions, and, indeed, we need no reminder that many of us never think to ask our loved ones for their perspectives on so many things before it is too late. We must ask—and we must share. It is hard—sometimes uncomfortable—work, but it is work that needs doing.

Crafting your legacy means making your insight, your perspective, your advice, and your experiences available to your loved ones for all of eternity. It means offering a smile to your great-great-great-*great*-grandchild. It means telling her how you faced adversity, how you overcame mental, physical, emotional, and spiritual challenges. It means *giving*—in the truest sense—your essence, so that your life reverberates throughout time, like a powerful, resonating echo.

Stories have immense power. They haunt. They uplift. They devastate. They console. They ensnare. They move. They change the world. They connect us. The steps you have taken in purchasing your Volume are so important, and you should be proud.

I thank you; everyone at Luna Portra thanks you; your loved ones will thank you; your ancestors will thank you. Thank yourself.

Thank you, thank you, *thank you....*

Alex J. Eiseman

Founder and Owner, Luna Portra, LLC

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What follows is a distillation of all the information we share on our website, so you can better get to know the people you have trusted with safeguarding your legacy.

Please feel free—encouraged, even—to share this document and/or the information contained herein with your loved ones. Make copies of this if you would like. Share it with everybody. Send it to your most distant relatives and closest companions.

Our Purpose

Our **Mission** is to connect, embolden, and honor people—both alive and departed—using the power of personal stories.

Our **Vision** is to become an industry innovator that leverages emerging technologies to re-imagine end-of-life preparations, seeking first to celebrate those who have passed away and second to console those who remain.

Five **Values** drive our people, influence how we do business, and help us decide who we are going to bring onto our team:

Empathy: A steadfast concern for others and how our actions affect them.

Evenness: An alignment between our thoughts, words, and actions, so that we can foster the growth of trust in our valued stakeholders.

Elevation: A driving desire to learn abundantly and grow vastly while always uplifting those inside and outside our organization.

Evolution: An affinity for thinking contrarily and doing that which has not been done.

Enthusiasm: An alliance with the hopeful and optimistic; a belief that our lives—however transient—are worth exploring, retelling, celebrating, and honoring.



Our Philosophy

A central philosophy resides outside our Values, and it relates to our approach to creating Volumes. The process of making another person feel comfortable is simultaneously an art and a science. We want our Volumes to be wholly representative of the person around whom they revolve. We strive to make each person we record feel so comfortable that they:

1. Share abundantly the details of the lives about which they are speaking,
2. Feel effortlessly vulnerable, and
3. Truly represent their (or their loved one's) essence.

Our philosophy is to let people express themselves from stardust to starshine. We want our customers to begin with the essentials and expound. Carl Sagan famously said, "The cosmos is within us. We are made of star stuff." This is what we mean by "stardust"—our components, our elements, our foundations.

To quote another brilliant mind, Walt Whitman wrote in his poem, *Song of Myself*, "I am large. I contain multitudes." Indeed, we all contain multitudes, and our overarching goal is to unearth those multitudes, revealing the person beneath what the world sees. We do this, in part, by employing our Values, each of which lends itself to helping customers feel comfortable and emboldened around our team members.

But there is a bit more to it....

We also use hierarchical tags on each of our interview questions. These tags enable us to categorize our interview questions in a system we call our **Phase Hierarchy**:

Phase Hierarchy					
Code	Description	Descriptor 1	Descriptor 2	Descriptor 3	Descriptor 4
NWMN	New Moon	Beginnings	Arrivals	Circumstances	Chronicles
WXCT	Waxing Crescent	Intentions	Dreams	Aspirations	Resolutions
FTQR	First Quarter	Actions	Decisions	Challenges	Crucibles
WXGB	Waxing Gibbous	Values	Ideals	Insights	Beliefs
FLMN	Full Moon	Triumphs	Revelations	Losses	Lessons
WNGB	Waning Gibbous	Consequences	Corrections	Vagaries	Changes
TDQR	Third Quarter	Luxuries	Experiences	Journeys	Relationships
WNCT	Waning Crescent	Endings	Memories	Reflections	Departures

Prospective customers customize their interviews prior to their desired recording date, and our system arranges the flow of their interview questions based on each question's hierarchical tags.

By leveraging technology, expressing a genuine interest, and maintaining a deep curiosity, we appeal to each customer's thoughts and emotions in tandem, and we evoke from our customers a magnificent and thorough representation of themselves or their loved one. This philosophy results in phenomenal Volumes, wherein each person paints a vivid portrait—one that covers every facet of the subject, *from stardust to starshine*.



Our Name

Luna Portra's name is simply constructed: *Luna* is the Latin word for "moon," and *Portra* is an abbreviation of the word "portrait."

Our founder and owner, Alex Eiseman, became enamored with the phases of the moon right around April 8th of 2024, the day when a total solar eclipse occurred and he and his family fortunately fell in the path of totality. He watched the celestial phenomenon with his wife and four kids, reveling beneath the mechanisms at work all the while.

The moon's journey stuck out to him as an excellent metaphor for life: its progression is divided into distinct phases, and, cyclically, it always returns to its starting point, just as people do. Eiseman loved the imagery, symbolism, and terminology surrounding the moon and its phases, and so he sought to incorporate them into Luna Portra's branding.

The *Portra* piece ought to be self-explanatory; what we do is help our customers tell stories and show the world who they or their loved ones really are—or were. In the simplest terms, we help people create everlasting, moving, and speaking portraits.

Our Services

Luna Portra offers numerous services. The information below outlines all of them, including prices, because we believe in upfront, boldly transparent pricing.

Paid Subscription to Web Application: Luna Portra's web app is available at <https://www.lunaportramobile.com/>, and it has been optimized for comfort in the palm of your hand. For \$5 a month (cancel your subscription anytime), unlock the full force of Luna Portra's robust question and answer management system.

In-App Submission Fee: \$300. After amassing answers within the web app, simply submit them for Luna Portra to compile, lightly edit, and transform them into a Luna Portra Volume, which we will store forever on our online library (password-protected or public, depending on your election). We will also send you a 5" x 7", granite Moonstone, a memorial to direct visitors and loved ones to your Volume. Your Moonstone is included in the cost.

In-Person Autobiographical Volume: \$800. We come to you, professionally record your audio or video, edit the interview, transform it into a Volume, store the Volume forever, and send you a Moonstone. This edited video will become a cherished family heirloom, every bit as significant and impactful as a wedding video or family photos.

In-Person Biographical Volume: \$800. We come to you, professionally record your audio or video, edit the interview, transform it into a Volume, store the Volume forever, and send you a Moonstone. This edited video will become a precious, glowing testament to the loved one about whom you are speaking. Highlight every memory, all the life lessons gleaned from your relationship, and share your knowledge about somebody who made a difference in your life. Let the world see their impact through your eyes or share this moving testament privately with friends and family.

Reservation of Volume Code and Moonstone Purchase: \$125. Not ready to have an In-Person Interview or record your own answers in our web app? Reserve your Volume Code and get your Moonstone today, then create your video later, at your own pace and in your own way. Receive a \$75 coupon to reduce the future cost of your In-App Interview or In-App Submission fee.



Policies

Accessibility Statement: Read at <https://www.lunaportra.com/accessibility-statement/>.

Privacy Policy: Read at <https://www.lunaportra.com/privacy-policy/>.

Refund Policy: Read at <https://www.lunaportra.com/refund-policy/>.

Contact

If you have any inquiries whatsoever—or need a pen pal—reach out to us:

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