



Gentreo, a MA Based Certified Women Owned Business, Completes Morgan Stanley's Inclusive Ventures Lab

[Quincy, MA, February 21, 2023] – Gentreo, a Massachusetts-based fintech company, made waves in the industry after completing the prestigious Morgan Stanley Inclusive Ventures Lab (MSIVL) program. Chosen from over 2,000 applications from around the world, Gentreo was one of 10 companies that participated in the most recent global cohort of the lab.

Renee Fry, CEO of Gentreo said, "Having Morgan Stanley invest in Gentreo and having been a part of their Inclusive Ventures Lab was a significant accomplishment for Gentreo and underscores our commitment to innovation, accessibility, and inclusion."



MSIVL provides funding, guidance and mentorship to startup tech-based companies led by underrepresented founders. The program is designed to help these companies accelerate their growth and achieve their goals. The Lab's mission is to create a more inclusive investment landscape for underrepresented startup founders.

Although there has been a rise in attention paid to female founders, companies founded by women garnered only 2.4% of the total capital invested in venture-backed startups in the US, according to the Pitchbook.

Gentreo's innovative approach to estate planning is what sets the company apart. Gentreo stays with users across their lives and through all of life's inflection points from marriage to having children, moving to new states, caring for aging parents and more. It is not just about creating documents but having the Life Pathways™ to help all wherever they are in life.

Whether a Gentreo membership is provided by a financial planner or employer, Gentreo's cutting-edge platform allows users to create legal documents such as wills, trusts, and powers of attorney in just a few clicks and then save and share them with whomever is important to that user.

Gentreo's participation in the Morgan Stanley Inclusive Ventures Lab is also a win for New England as hundreds of people from around the US gathered to learn more about the companies in this year's cohort. As the only New England-based company in the global fall 2022 cohort, Gentreo helped represent the region and highlighted the innovative work being done in the area. For more information about Gentreo and its online estate planning services, please visit www.gentreo.com.



About Gentreo

Gentreo™ is a nationally recognized online estate planning platform that makes estate planning affordable and accessible to all. Based in Quincy, MA, Gentreo was created with the mission of helping families protect what matters most to them as their lives change. Through Gentreo, users can create state-specific documents, securely store and share their documents, and easily update their estate plans as their lives change. Gentreo is not a law firm or a substitute for a law firm or attorney or an attorney's advice or recommendations.

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Summary:

Gentreo, a Massachusetts-based fintech company, completed the prestigious Morgan Stanley Inclusive Ventures Lab (MSIVL) program. Gentreo™ is an award-winning online estate planning company that makes creating a state-specific estate planning easy, fast and affordable for everyone.