

# ST>RT-UPCHILE

by Maitetxu LarraecheaMaitetxu Larraechea | Friday, December 3, 2010.

## Participating Teams Sign First Partnership



Yesterday the Start-Up Chile participants and staff celebrated the partnership of two teams taking part in the 2010 program– Entrustet and Vendder, from the United States and Portugal respectively. It is the first time in the short history of Start-Up Chile that a legal link has been made between a set of entrepreneurs and, surely, it will not be the last. The partnership was chosen as a celebratory focus for the meetup event that is hosted every Thursday, this time in their name.

For a bit of background, Entrustet is a startup company made up of Nathan and Jesse, from Madison, Wisconsin, that deals with digital estate planning after one's death and has been featured in Forbes, TechCrunch, and Mashable. Their new partner, Vendder, was started by Tiago and Filipe and is a unique e-commerce solution for small businesses that is looking to expand into the Spanish speaking market after already having created the tools in English and Portuguese. They have teamed together so that, in the case that one of Vendder's store owners dies, their site will be protected by a digital will, created and insured by Entrustet.



Entrustet and Vendder, partners in life (and death).