



Operating a digital service that accompanies the moment of the loss of a loved one, inmemori requested Parallel Avocats's assistance to become a public benefit corporation (société à mission).

1. Challenge

inmemori, whose essential mission is to enable the greatest number of people affected by a situation of bereavement to support each other wanted to formalize the company's pursuit of a social impact mission.

2. Solution

Parallel Avocats assisted inmemori in becoming a public benefit corporation (société à mission), a new corporate status resulting from the law n°2019-486, adopted on May 22, 2019 (also known as « loi Pacte »), allowing French corporations to state in their bylaws the company's essential mission (raison d'être) as well as the public benefit goals it pursues and takes into account in the conduct of its activities.

3. Bénéfices

Having become a public benefit corporation, inmemori's corporate form now allows the company to balance the goals of having a positive impact on society and providing a competitive return to stockholders. This corporate form also allows inmemori to publicly state that the company is promoting a public benefit.

Avis du client

« inmemori finds its origin in the essential mission of our company which consists in paying homage to each life lived. Thanks to the expertise of Parallel Avocats, we were able to adopt a legal structure aimed at affirming our mission and ensuring its proper execution, in perfect consistency with the economic performance of the company ».

Clémentine Piazza

CEO of inmemori