# ASSET PLANET

TURNS DREAMS INTO GOALS™

Improving the Financial Life Journey for Everyone, Everywhere.™

# THE PROBLEM

*Consumers lack a comprehensive, yet simple, way to manage their financial lives.*

Professionals underserved by costly, complex and incomplete financial tools

## Too Complicated

**Savvy users want more control over planning and financial management that does not require a Masters in Finance.[1]**

## Too Many Options

**A la carte leads to greater learning curve, unexpected conflicts, more security vulnerabilities, inefficiencies and decision paralysis & higher cost.[2]**

## Too Fragmented

**Current platforms disappoint because a lack of data integration across functions causes frustration and a cumbersome learning experience. [3]**

## Lack Life Journey

**No platform exists like Asset Planet for assisting users on their financial journey of life. We plan for good or bad. Example we own IfIdie.com, IfIDivorce.com, but also shoescollecting.com (more upon request.)**

# THE SOLUTION

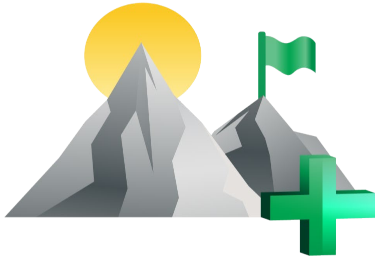
*Asset Planet delivers a single dashboard that empowers users to easily and effectively manage their entire financial life in one place*

## ORGANIZER

Asset, liabilities, income, insurance and important documents securely stored and easily accessible.

## PLANNER

Planning, tracking and achieving goals for individuals, families or professionals.  Robust Details



## PROTECTOR

Death, Disability, Divorce, Disaster Life's Unexpected Events.

# COMPETITIVE OVERVIEW

## Financial Planners

RIGHTCAPITAL
NaviPlan® by Advicent
eMoney Advisor
moneytree
MoneyGuidePro®

## Personal Financial Sites

Bankrate
nerdwallet
smartasset™
Kiplinger
creditkarma

## Social Security Planners

Social Security Timing
AARP®
Social Security Solutions
Maximize my Social Security
Social Security PRO


*Our platform provides superior functions that are* ***integrated, seamless and secure.***

## Other Solution

Savingforcollege.com
Fidelity Investments
Rocket Money
divorce.com

## Budget Tools

Albert
Pocket Guard
acorns
YNAB You Need A Budget
Monarch

## Legacy Planners

trust & will
cake End-of-Life Planning
everplans
Trustworthy.

# Our Competitive Advantage

Integration Without Frustration,
All Users Get Easy & Simple


Comprehensive Bundle

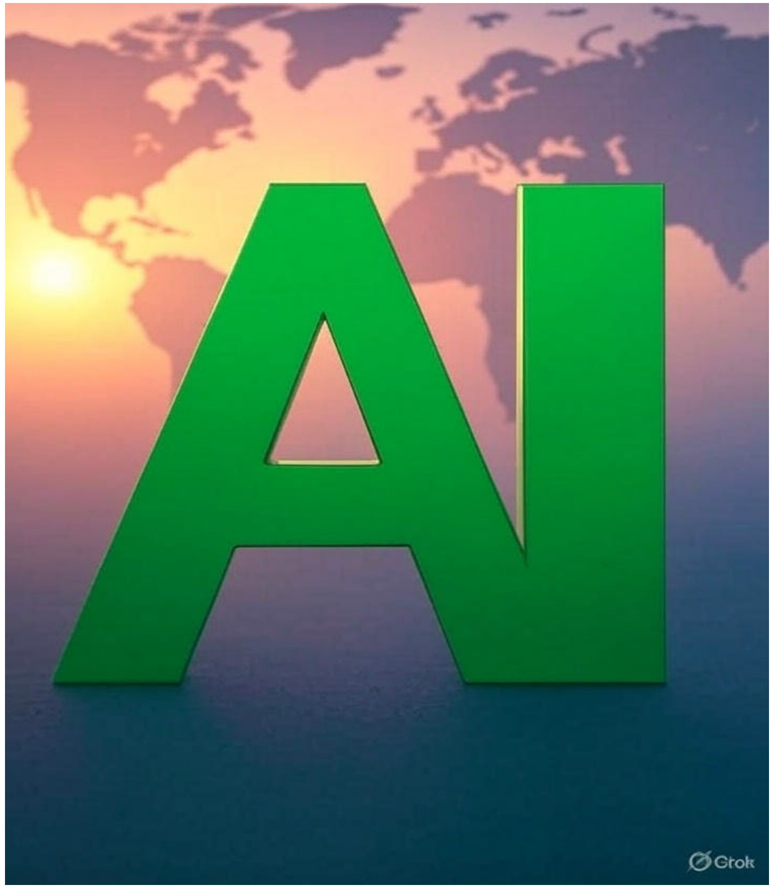
Designed By
Experienced Wealth Managers

Dynamic Dashboard


Agentic AI Road Map

Community
Collectibles, And Other Niches

# Agentic AI +




Onboarding – Easy, Efficient & Accurate. Avatar for natural process vs typing

Docs AI: Secure & Easy Upload, Tax Analysis, Better Forecasts

Insurance Forms – Smart Applications & Claims Processing Less Stress, More Efficiency.

Inventory & Collectibles- AI Cataloging Agent and AI Visual input using phone or glasses.

AI Roadmap More… funding to implement AI on top of **<u>what has already been built</u>**.

# MARKET – CONSUMERS

## TAM: 135M (US Consumers banking online)
## SAM: 27.8M (seeking comprehensive solution)
## SOM: 55K – 3 year

### TARGET SUBSCRIBERS

Forecast 24K users - 3 year

- Lite Plan- 18K @ $5.95
- Full Plan- 6K @ $11.95
- MRR - $149K

### KEY METRICS

| | Year 3 |
|---|---|
| ARPU | $89.50 |
| LTV | $2,797 |
| Penetration | 0.018% |

### MARKET DRIVERS

- GenZ demand for robust tools and more control.
- DIY prosumers seeking improvement over current
- Wealth Transfer Readiness
- PERSONAS- Family Leader, Detail Oriented, Organized.

# MARKET – PROFESSIONALS

## TAM: 5.2M (Wealth, Legal, Tax, Death Plan, others
## SAM: 920K (seeking new or improvement)
## SOM: 92K – 3 year

### TARGET SUBSCRIBERS

Forecast 7,600 users - 3 year

- Singles- 3,400K @ $114.95
- Group- 2,100 @ $74.95
- Enterprise- 2,100 @ $59.95
- MRR - $544K

### KEY METRICS

| | Year 3 |
|---|---|
| ARPU | $614 |
| LTV | $27,208 |
| Penetration | 0.48% |

### MARKET DRIVERS

- New users with no legacy for frictionless migration
- Ala-Carte high costs and inefficient results.
- Client connection deepened
- PERSONAS- Collaborator, Team Leader, Innovator, COI

# MARKET – INSTITUTIONS

## TAM: 12,500 (Wealth, Insurance, Legal, and more)
## SAM: 225
## SOM: 5-10 in 3 years

### TARGET CONTRACTS

Forecast 3 contracts in 3 years
$100k minimum per

### KEY METRICS

| | Year 3 |
|---|---|
| ARPU | NA |
| LTV | $1.3M |
| Penetration | 0.03% |

### MARKET DRIVERS

- Client retention/expansion
- Fight margin compression
- Brand extension
- Cross selling opportunities

- PERSONAS- Tech forward, Proactive, Eco-system focused, scaling base

# Go To Multi-Market Strategy

| Revenue Streams | Value Proposition | Targeted Segments | Areas of Focus |
|---|---|---|---|
| **Consumers**: Tech-savvy family leaders, goal oriented, COI for friends, wealth accumulation. | Improve your entire life financial journey, with powerful solutions. Accuracy and Simplicity | Consumers ages 30-65, fear/disaster planners, and digital banking users. | Social media ads, influencer partnerships, and SEO content. Referral reward program |
| **Financial Pro's:** Wealth Managers, Divorce and Estate Lawyers CPA, Accountant, Insurance Reps and more. | Comprehensive platform offering real-time insights and seamless integration; client retention. | Wealth managers, accounting firms, attorneys. | Direct sales team with POC demos, ROI calculator, targeted social ads, SEO content. |
| **Enterprise:** Institutions Banks, asset managers, insurance companies. | Designed by financial professionals to increase long-term client retention, and user/pro satisfaction. | Banks, credit unions, asset managers, insurance companies. | Direct sales team, client retention data, targeted social ads and industry conferences. |

# BUSINESS MODEL

## Three Revenue Sources: Consumer, Professionals, Enterprise

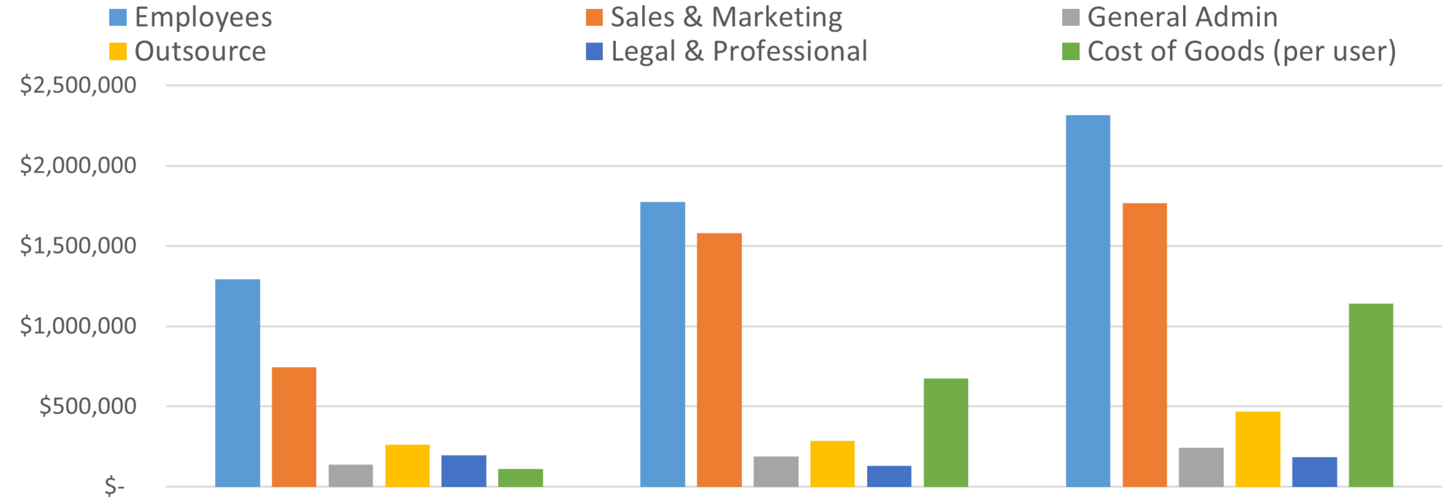
| Months 1-6 | Months 7-12 | Months 13-18 | Months 19-25 | Months 26-36 |
|---|---|---|---|---|
| | User Data Results Defines Next Version | Positive Reviews Consumer and Professionals | Enterprise Launch | Evaluate Series A To Fuel Growth |
| **Consumer:** 1,163 subscribers | **Consumer:** 8,479 subscribers | **Consumer:** 12,593 paid subscribers | **Consumer:** 20,534 paid subscribers | **Consumer:** 24,804 paid subscribers |
| **Professional:** **145 subscribers** | **Professional:** 969 advisors | **Professional:** 2,632 advisors | **Professional:** 5,165 advisors | **Professional:** 4,560 advisors |
| | | **Enterprise:** 1 contract pro | **Enterprise:** 2nd contract pro<br>1 contract institution | **Enterprise:** Added 1 contract Pro<br>Added 1 contract Pro |
| **Total Revenue: $53,524** | **Total Revenue: $502,348** | **Total Revenue: $1,183,788** | **Total Revenue: $3,181,097** | **Total Revenue: $6,544,951** |
| | AI Begins Marketing Plan Intro | Sales & Marketing Budget Increased | Add Employees Sales & Engineers | Subscriber Base Profitable |

# FUNDING AND USE (3yr)

Pre-Seed: ***COMPLETED $700K***

Seed: **$5M**

| Category | Details |
|---|---|
| Engineering & Product Development | Chief Engineer with internal 4-person team and outsourcing |
| Sales & Marketing | From intern to CEO supports Sales; dedicated 2-person team. Includes Ad spend and outsource marketing |
| Operations & General Admin | Insurance, Rent & Utilities, 3rd Party Apps |
| Legal | SEC/FINRA approvals, security audits, Regulatory & Compliance |
| Outsource | Complimentary to our internal engineer team |




**Year 1**

Employees- 9
Contractors- 10
Core Team Sales & Engineer

Total Expenses - $2.75M

**Year 2**

Employees- 12
Contractors- 10
AI & Sales Expansion

Total Expenses - $4.6M

**Year 3**

Employees- 15
Contractors- 20
Expand USA, Start Global

Total Expenses - $6.1M

# EXECUTIVE TEAM

### Ian Goldey - Co-Founder / CEO

30 Years Wealth Manager –SVP and Senior Portfolio Manager at Salomon Smith Barney and UBS Financial, currently partner Go-To Financial (RIA) focused on concierge services for the middle-class millionaire. Contributing Tech Advisory member where I helped make improvements in CRM and trading platforms used by Advisors.  Filed first patent age 11, lifelong inventor and entrepreneur.

### Adam Meyers Co-Founder / Head of Software Development

A seasoned wealth management technologist with 17 years scaling financial platforms at tier-one institutions including JPMorgan Chase and Northwestern Mutual, now Partner at Go-To Financial. He specializes in transforming complex financial workflows into intuitive user experiences while leading distributed engineering teams across multiple time zones.

### Bob Finlayson, Head of Business Strategy & Marketing

Bob is co-founder and principal of Bold Marketing & Communications, a marcom agency serving technology startups and enterprises. Bob spent more than two decades as a senior leader at global marcom agencies and has worked with some of the most iconic brands and leaders in the tech industry,. He has worked with Activision-Blizzard, Adobe, Charles Schwab, EA, eBay, Microsoft, SAP, Salesforce, Sony, TiVo and Xbox, among many others.

### Ross Nordin, Head of Finances and Modeling

With an engineering degree, MBA, and two successful exits, Ross combines technical expertise with strategic financial leadership to excel in the fintech space. As a former CFO who led a company through a public offering and served as AVP of FP&A, he specializes in financial planning, and operational optimization. Most recently, he served as a Fintech Project Manager at PennyMac.

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# A Comprehensive Financial Platform

**One dashboard for your entire financial life Journey**

- **Easy to use**
- **Available anywhere**
- **Completely integrated with all your accounts and assets.**

***It's total peace of mind.***

Blissful Organization

Turns Dreams Into Goals ™

Protect Loved Ones

ASSET PLANET

TURNS DREAMS INTO GOALS

## Contact Info

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