

## Part 1: "Elevator" Introduction

### Brief elevator pitch for your company

Life Design Analysis (LDA) is a SaaS solution targeted at Life Insurance and Financial Advisors that focuses on improving the communication of life insurance options to their clients. Our product streamlines the advisors' ability to access rates from insurance carriers, outline insurance needs, and generate a graphically branded client proposal.

## Part 2: Market and Industry Analysis

### How large is your market? What market segments are you going after and why?

Approx. 750,000 life licensed insurance advisors across North America with a total addressable market of approx. \$500M. This market is appealing as it has very outdated business processes that are cumbersome and time consuming. Consumers are generally confused by life insurance products and options which delays or prevents purchasing decisions.

### Is this market growing? How fast?

Disruptive FinTech and InsurTech offerings are in one of the fastest growing segments of the tech space. LDA fits into this space and is a disruptive solution for an outdated life insurance sales model.

### Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

Each life insurance company has their own "illustration" solution but only allows advisors to get quotes on their products. Other software solutions exist to compare options across multiple insurance carriers, but LDA is the only solution that generates a professionally branded and client ready proposal.

## Part 3: Go-to-Market Plan

### Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

Life Insurance, Financial, and Estate Planning Advisors are our target market. We have successfully launched our product and have over 300 paid subscribers, and nearly as many trial subscribers. We have validated the value proposition of LDA with clients that have been using our software since its launch two years ago. We have listened to their needs and continued to add features that increase their productivity, and improve their communication to their clients.

### Describe how you win customers today. Describe your future customer acquisition strategy.

Today we primarily focus on the independent advisor community and win customers through our outbound marketing efforts, software demos and trial subscriptions. We are now approaching larger organizations and leveraging our success with the independent advisors to sell larger volume deals. We are also expanding our strategy to leverage a broader eco-system of providers such as:

- back office service providers (BGA's/MGA's)
- complementary software providers (e.g. CRM)
- leverage business development funds of carriers

### How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

Our solution addresses a significant inefficiency by applying technology to a very manual process. We work alongside and complement other solutions and service partners in this industry and are actively open to a partnership strategy. To this end we are engaged in discussions with several software and services firms who support this advisor audience.

#### Part 4: Technical Product Description and Plan

**Briefly describe your product or service.**

SaaS solution that allows advisors to assess the insurance needs of clients, compare rates across multiple carriers and develop an advisor branded client proposal. This offering increases close rates, saves effort and increases compliance.

**Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)**

Existing client base of referenceable users. Below average churn rates. We have a steadily increasing user base some of whom have over two years experience with LDA, with exceptionally low churn rates below 5%.

**Describe the remaining product development risks and your plans to overcome them.**

Little risk as the product is fully developed and functional. We continue to enhance and add features and are currently developing a complimentary B2C offering.

**Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).**

Revenue increase, speed, and compliance.

**Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)**

No legal patents in place.

**Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?**

Aggregation of rates extremely difficult and time consuming to address. Understanding use case for advisors.

#### Part 5: Risk vs. Talent Narrative

**What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?**

Access to rate information mitigated by long term agreements with industry partners. API's and partner access to other data providers.

**Briefly list and describe your key team members.**

Barry Crowther – CEO. 25+ years experience in building tech companies. Entrepreneur and tech investor.

Charlie Conron – CTO. 10+ years of software development experience and 5+ years of insurance domain expertise.

**Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?**

Sales Head – planning to fill within the next 6-8 months

Marketing Head – planning to fill within the next 6-8 months

**Briefly list and describe your key advisors, and their contributions to date.**

Mario Martinez and Tom Peterson – participated in seed round and providing strategic growth advice

Several long term Life Insurance Advisors – providing industry validation on requirements and making key introductions