

Executive Summary

Opportunity

Solution

Clio's solution provides a new kind of insurance and financial education specifically tailored to the needs of Gen Z and Millennials. The easy-to-use platform aims to help young people who may lack financial experience learn money management and insurance basics to get their finances on track for long-term success.

Clio focuses exclusively on providing the specialized insurance products and customized financial literacy training this demographic requires. Key aspects of the solution include:

- Reconstructed life insurance products funded via micro contributions and roundups, much like an investment product, that are achievable and customizable
- Bite-sized financial education modules addressing topics from budgeting, saving, investing, taxes, and more based on the user's knowledge gaps.
- Personalized recommendations and nudges to help users make financial decisions aligned with their goals, delivered via a modern, engaging app.

By concentrating specifically on serving this underserved market with the right mix of products and guidance, Clio provides Gen Z and Millennials a tailored solution to grow financial confidence and security.

Problem

There is a distinct problem held by each of Clio's segments. First, Gen Z suffers from financial insecurity due to lack of proper financial education, economic volatility from events like COVID-19, and general disinterest in learning about finances. Second, Millennials feel insecure about their finances because of threats like the potential sun-setting of U.S. welfare programs, limited as they may be, global instability, insufficient financial knowledge, and high stress from the continuous global events that shift global economics and attitudes.

Market

Clio's target market consists of three main groups: Millennials, Gen Z, and insurance companies. Millennials fall between the ages of 25 and 40. These individuals typically earn an annual income ranging from \$40,000 to \$90,000 and have pursued further education after high school, such as trade school, certification programs, or college education programs.

Because some of Gen Z are under 18 years old, Clio targets Gen Zs only between the ages of 18 and 24. This group exhibits a wide range of incomes due to their diverse circumstances. Some are full-time students, others work while pursuing higher education or training, and some enter the workforce immediately after high school. For this segment, Clio primarily focuses on users with an income range of \$0 to \$60,000 per year.

As for insurance companies, Clio's target market consists of innovation-focused insurers seeking opportunities for license agreements and mergers/acquisitions. Specifically, Clio aims to partner with insurers that have less than 30% of its customers that are Millennials and Gen Zs to create and provide its insurance products.

Competition

Clio's competitors in the microinsurance industry include MIC Global and Microinsurance Catastrophe Risk Organization (MiCRO). While MIC Global focuses on property and casualty risks, Clio specializes in life and health insurance. Both companies have innovative offerings, partnerships, and platform-focused operations. Microinsurers primarily serve low-income individuals and businesses in disaster-prone countries, making them indirect competitors to Clio.

Acorns, although similar in funding methods to Clio, does not offer insurance. It provides investment options and cost savings on partner sites, targeting a younger demographic. However, Acorns lacks flexibility in fund withdrawals and creative financing advice, setting it apart from Clio.

In the insurtech industry, Clio's main competitors are Ladder and Ethos. Ladder offers digital term life insurance, while Ethos provides whole life policies with

limitations and varying prices. Both competitors lack the comprehensive financial education and universal life policies offered by Clio.

Why Us?

Clio stands out as the premier microinsurance option on the market due to its distinctive attributes. As the sole digital-first microinsurer catering to this specific market, Clio brings unparalleled accessibility and convenience to users. Its innovative approach ensures that individuals can easily navigate the insurance landscape in a digital environment tailored to their needs. Clio takes pride in offering pricing options that strike a balance between a low barrier to entry and sustainable revenue generation. This unique pricing model not only makes insurance more accessible but also contributes to the financial well-being of its diverse user base. What sets Clio apart is not just its commitment to insurance but its dedication to empowering individuals to achieve their life goals, and its B-Corp status that ensures its values align with its user-base. Through a suite of tools, Clio empowers users to creatively apply financial strategies and is actively transforming insurance into a tool that aligns with and supports customers' aspirations. Clio is not merely a microinsurer; it is a digital companion on every user's financial journey, ensuring that the path to financial security is not only navigable but also enriching.

Expectations

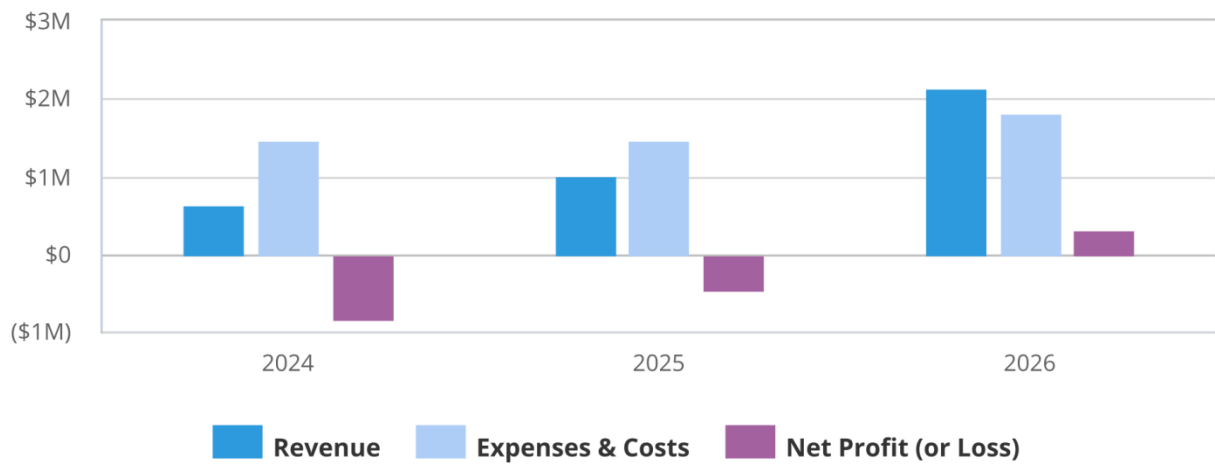
Forecast

In the year 2024, Clio anticipates generating \$644,015 in revenue, and its expenses are projected to be \$1,472,377, resulting in a net loss of -\$828,361.

Looking ahead to 2025, Clio expects its revenue to increase to \$1,002,699 with expenses projected to decrease to \$1,460,130, resulting in a net loss of -\$457,431.

By 2026, Clio is projected to significantly improve its financial performance. The team anticipates generating \$2,130,323 in revenue with expenses totaling \$1,818,284, resulting in a profit of \$312,040 in year 3.

Financial Highlights by Year



Financing Needed

Clio plans to secure \$250,000 in pre-seed funding, \$100,000 in seed funding, and allocate \$50,000 from founders' savings for bootstrap financing. The company is seeking \$900,000 from venture capital firms in its initial seed round. For future expansion, Clio anticipates needing \$1.5 million in the second seed round. Once operational, the company aims to secure \$1 million in a Series A round. Looking ahead, Clio projects a Series B round of funding ranging from \$5-10 million. The funding strategy includes contributions from founders, venture capital firms, and a startup accelerator program.

Opportunity

Problem & Solution

Problem Worth Solving

There are two key problems Clio's target customers face that are essential to solve to avoid personal financial catastrophe and global economic insecurity.

First, **Gen Z** suffers from financial insecurity due to lack of proper financial education, economic volatility from events like COVID-19, and general disinterest in learning about finances. This generation faces the threat of global warming, high inflation, AI in the workforce, and repeated "unprecedented events" that force financial wellbeing to the bottom of their priority list. Though this generation has one of the highest percentages of people with college educations, their financial situations are anything but stable and predictable.

Second, **Millennials** feel insecure about their finances because of threats like the potential sun-setting of the Social Security, program global instability, insufficient financial knowledge, and high stress from the continuous global events they face. They often struggle to maintain strong financial footing despite their large goals such as purchasing a home and contributing to savings accounts for their children.

These two generations lack the education, support, and tools to make sound money decisions, leading to poor financial outcomes and extreme stress.

Our Solution

Clio is a unique micro-financing and financial planning platform that is specifically tailored to address the financial needs of Millennials and Gen Z. Its innovative approach aims to provide creative and nontraditional financial solutions to its tech-savvy demographic. Clio strives to empower young individuals by equipping them with the tools and knowledge necessary to navigate the complex world of finance.

Clio believes in delivering a personalized financial experience that aligns with clients' goals. The platform focuses on utilizing insurance as a means to finance large expenses, reduce liability, and enhance overall financial well-being. By combining cutting-edge technology with comprehensive financial planning, Clio strives to provide a unique and effective solution to clients' financial challenges.

This platform is designed to meet the diverse needs of its clients. The first aspect of Clio that aligns with customer pain points is its Freemium model, which serves as an excellent source of warm leads for potential sales endeavors. Clio aims to maintain a platform with a "low barrier to entry" to drive traffic and increase impact by offering its resources to as many people as possible. Additionally, Clio recognizes that a primary driver of financial insecurity and anxiety is a lack of interest, education, and an overwhelming number of resources that appear to do the same thing. Clio's mission to combat financial illiteracy is proven through its financial resources and education function that is specifically designed to hold this audience's attention, engage them in introspection and conversation, and increase their knowledge. In doing so, Clio aims to decrease their stress and increase their financial competency.

Target Market

Market Size & Segments

There are three different markets in which Clio operates to perform its primary functions. The first segment is Insurance Companies, specifically those that sell various life insurance products. The second is financial tools and content creators; this market informs the financial resources and education aspect of the platform. The final market is the "end users," which consists of two groups; Millennials and Gen Z.

Life Insurance Companies

Insurance companies are essential to the functionality of Clio's platform. The business model Clio abides by consists of various contracts with insurance companies detailing their involvement with each other. This licensing model has been proven effective by companies like Breeze who have their own platform and function seemingly independently, but they do not create or own any of their insurance products and instead sell their partners' products on their site.

The insurance industry is slow-moving and years, possibly decades, behind on the technological developments that have gripped nearly every other industry. Because it is such a risk averse industry, companies are hesitant to implement new and disruptive technologies into their business. Due to this technological oversight and the long-term strategic consequences of this risk aversion, there has never been a better time to permeate the industry. Companies are in desperate need for an innovative shift in their business models and product offerings, so many insurance companies have created subsidiaries designed to perform licensing agreements and mergers and acquisitions to add to their portfolio. As it exists now, customer discovery interviews have informed the team that the most often offered product by their licensors/licensees is a variation of a Term Life Insurance product due to its limited risk and little to no need for underwriting.

Clio's proposal to use Universal Life as its first product offering is relatively novel in the insurtech space; it requires more underwriting than a term life product would, but it offers much more flexible payments on the premium, which aligns with Clio's mission to craft nontraditional financial solutions for its clients. One solution created for people who do not prioritize insurance and have insufficient coverage is making small weekly contributions to their insurance policies and utilizing round-ups on their debit or credit purchases to fund their policies or "invest" in their futures. Because of Clio's unique perspective on using insurance as a tool, it is positioned as a highly innovative organization which makes it ideal for innovation-focused insurance companies who want to perform license agreements and mergers/acquisitions. Clio is targeting innovative insurance companies that currently have less than 30% of their customer base comprised of Millennials and Gen Z. Ideally, Clio will create multiple license agreements that will allow the platform to offer multiple insurance product options to its clients and additional features like financial advising which will lead to Clio's production of a full-stack financial solution and drive business for its insurance partners in addition to helping frame those partners in customer minds as customer-centric innovators in the industry.

Financial Tool and Content Creators

An essential aspect of Clio is the efficient utilization of financial tools and the dissemination of bite-sized, engaging financial content. Clio's MVP does not include this aspect of its functionality in order to streamline the testing process, but the goal is to add this resource to the platform. This market is vast and varying, so Clio

has implemented a strategy that includes vetting partnerships and license agreements with those partners who have most of the following criteria:

- Deliver financial content in a bite-sized, comprehensible manner
- Reduce jargon
- Communicate with a vernacular crafted to engage Millennial and Gen Z audiences
- Amplify impact by encouraging a low barrier to entry
- Focus on delivering solutions in an equitable manner
- Utilization of tools with proven effectiveness
- Empathetic problem-solving: Focus on creating solutions with empathy toward clients' personal situations, goals, and available resources and avoiding blame toward clients

Examples of resources Clio would like to include:

- Video content from Her First 100k (a female millionaire who created her wealth by careful financial planning and increasing her financial literacy, not via inheritance or unsustainable budgeting methods)
- ADP hourly wage calculator
- 50/30/20 Financial budgeting template

The examples above include video content, a tool to help predict income after taxes, and a financial template following a very common budgeting method. Though these are very different types of content and tools, when combined, they create a one-of-a-kind financial resource library that could help users at any point in their financial journey. Offering these resources means the vetting of the validity and trustworthiness of sources is done by Clio, which takes that burden off its clients; clients can trust the information they receive is both accurate and in their best interests. Additionally, these partnerships will create warm leads and potential sales for the partners as they become more well-known as trusted financial resources.

End Users:

Finally, the end users are characterized as those who use the platform. There are two segments in this market Clio focuses on:

Millennials

Millennials are between 25 and 40 years old. Clio's target within the millennial segment includes working people who make between \$40,000 and \$90,000/year and have some form of higher education or training after high school, which includes trade school, certification programs, and college education programs. Within these focuses, Clio provides assistance, especially for those with outstanding student debt, those who seek to make large purchases like homes and cars, and those who have significant financial goals. Clio targets both people with some form of financial education and those without, as its solutions are customizable to client needs. Clio will initially focus on large metropolitan areas in the United States as educated people tend to be more heavily concentrated in cities. People within this segment are technologically savvy and largely embrace technological advances, especially those that are customizable and offer large amounts of autonomy. Users in this segment are drawn to Clio because it is well-organized, accessible, offers total autonomy, doesn't require interaction with other people like a financial advisor, and provides them with the resources to become successful on their own without requiring additional outside research or financial investment.

Gen Z

Gen Z is 9–24 years old in 2023; Clio is designed for people 18+, so Clio's target market is between 18–24 years old. This segment has largely varying incomes as some people are full-time students, some work while receiving training or higher education, and some enter the workforce immediately after high school. Clio's focus for this segment's income range is between \$0 and \$60,000/year. This segment includes both people with parental financial assistance and those without. This segment lacks financial literacy and confidence the most, so Clio offers a student discount for the premium version, which is designed to decrease barriers to entry and cater to situational financial needs as this group could have no yearly income. This segment is focused on short-term financial goals like groceries, trips, and rent. The Gen Z market Clio will first focus on includes those in metropolitan areas and universities. People in this segment are not just technologically savvy but rely heavily on technology in nearly every aspect of their lives. They have significantly less likelihood than older generations to feel and exercise brand loyalty because they are value-driven and have endless alternative options available to them on the internet, so they expect to continuously see how organizations deliver on their customer value propositions. Clio attracts users in this segment because it offers cheap financial solutions and resources, it has centralized information and

resources, it is accessible, offers total user autonomy, creates personalized nontraditional solutions, its functions can be performed entirely online, and it offers resources and encourages financial growth and education rather than offering a blanket solution.

Clio's primary focus will be insurance partners and both segments of end users. As the platform grows and develops, its team will add an emphasis on content and resource partnerships to deliver a unique solution to clients.

Competition

Current Alternatives

During the research process, the team discovered that "microinsurance" is generally used to describe products that serve underprivileged communities in lagging and developing countries, specifically in Asia, Central, and South America. Because Clio is a unique spin on the concept of microinsurance, it does not have competitors that have highly similar or duplicate products. However, there are still alternatives consumers may use to fill their financial needs.

Microinsurance:

Embedded Micro Insurance; MIC Global - MIC Global offers "embedded microinsurance" products to platform businesses. This company will build their products into any business that operates via platform; the idea is to add insurance to their customers' portfolio of offerings to ensure they offer their clients a full-stack solution. They have products like package protection, vehicle repair protection, layoff coverage, and identify theft protection. Their products are very niche, and are designed to be an addition to a non-insurance company's offerings. They cover some major things that standard property and casualty insurance would cover, but their focus is not on life and health insurance, and they do not offer life insurance, so they are not a direct competitor to Clio, but they are the most similar in their innovative offerings, partnership dependency, and platform-focused business operations.

The Microinsurance Catastrophe Risk Organization (MiCRO) - This organization is defined as microinsurance, but they focus on small business entrepreneurs and farmers. They aim to mitigate risks brought on by natural disasters by partnering with microfinancing and local insurance companies. They operate in countries that are prone to natural disasters and focus on supporting low-income people. Because they are focused on low-income countries, businesses and farmers rather than individuals, and natural disasters, they do not have the same target market as Clio and are not a direct competitor.

Investments:

Acorns - Acorns is a microinvesting app that allows users to invest in tiny amounts on a weekly basis with the option to turn on round-ups. Roundups are considered the remaining cents to reach the next dollar when a consumer makes a purchase. The change collected from the roundups gets invested in the user's Acorns account every time an account participating in roundups reaches \$5 of "spare change," then that \$5 is invested in the customer's Acorns account. For example, if Betty makes 10 purchases of exactly \$5.50, the nearest dollar amount is \$6.00, so the \$0.50 between \$5.50 and \$6.00 gets reserved in her account until she makes all 10 purchases. 10 purchases with \$0.50 of roundups per purchase equates to \$5, so after her last purchase, that \$5 gets invested in Betty's Acorns account. Acorns has the most similar product to Clio as it includes options for learning, creating new accounts, roundups, and cost savings on its partners' sites. However, customers cannot take a cash withdrawal from their accounts without incurring a penalty or pulling their cash from the stock market, effectively hindering its growth. It is a digital-first solution tailored toward a younger demographic, but they focus on young families and those who already know a bit about finance and investing.

Insurance:

Ladder - Ladder is a digital-first life insurance company that offers life insurance up to \$3 million via a 100% digital application and process. They offer additional term insurance coverage between \$3 million and \$8 million with additional underwriting. Their offerings are the lowest on the market, starting at \$5/month, and they sell exclusively term insurance. Ladder's specialty is their "laddering" policy options which allow policyholders to decrease their policy coverage, and effectively their premiums, as their expenses decrease. For example, if a couple has paid off their mortgage and both of their children are living entirely independently,

the couple may need half as much coverage. Ladder is an extremely affordable insurance option for those looking for term insurance. The organization does not offer additional financial services, and only tends to decreasing client needs which poses a challenge for Millennials and Gen Z as they purchase houses, increase their income, have children, and encounter other, often unpredictable situations.

Ethos - Ethos is another life insurance company focused on delivering quick, affordable insurance solutions to clients looking for term insurance between \$20,000 and \$2 million, and whole life insurance between \$10,000 and \$30,000. Clients undergo an accelerated underwriting process with minimal screening questions and personal information required. They have low rates starting at \$9/month which includes a free will and estate planning guidance. Ethos is an attractive option to individuals with poor health who may be rejected with traditional underwriting, and those who have limited budgets. However, their whole life policies are only large enough to cover end-of-life expenses, their policies have considerable exclusions, and their term length options have significant price differences. Ethos offers limited educational content which is embedded in their site and not an additional feature.

Ultimately, there are boundless insurance products designed for cost-leadership and financial tools available in the market. However, there are no direct competitors offering universal life policies and robust financial education designed to adapt to each user's goals. Clio's dedication toward providing nontraditional clients with nontraditional financial solutions establishes a unique position in the market as a mid-cost, multi-faceted financial solution to its market's unique, evolving needs.

Our Advantages

Clio boasts a multitude of distinct advantages that position it as a preeminent solution within the insurtech market.

Clio offers a student pricing option which provides affordable access to its non-traditional insurance and financial education platform. This option is designed to cater to the needs of financial dependents and young adults to help them gain knowledge and financial literacy. Additionally, Clio follows a freemium pricing model which allows users to access basic features and purchase a policy without a monthly subscription fee while offering premium options for enhanced benefits.

This approach ensures that users can experience the platform before committing to a paid subscription.

As a 100% digital solution, Clio provides a seamless and convenient user experience. Users can access the user-friendly platform anytime, anywhere, using their preferred devices via mobile app or website. The platform offers robust educational resources and personalized guidance tailored to clients' selected goals to help users achieve their financial and learning objectives, grow their financial literacy, and elevate their confidence in making fiscal decisions.

Clio's operational philosophy maintains an unwavering commitment to the fundamental tenet of transparency. The platform is designed to guide clients through the insurance process and provides clear, understandable information to individuals at any stage of financial literacy. Clio aims to reduce ambiguity in insurance communications, increase awareness of alternatives and "traps," and set a new standard for communication within the insurance industry. This commitment to transparency builds trust and empowers clients to make well-informed choices.

Clio places a significant emphasis on fostering customer relationships, even within the framework of its entirely digitally delivered solution. The company is dedicated to simplifying financial information, facilitating financial well-being for its clients, and empowering them to become financially independent at their own pace, on their own terms. Clio strives to be a trusted partner on every client's financial journey.

Clio stands out in the insurtech market by offering a Universal life product, a unique and innovative offering that is exceptionally rare in the industry. This product provides clients with flexible coverage options and more freedom to use their policy as a tool to finance purchases, lend from their policy, cover unexpected medical expenses, and more without losing the ability to recoup the policy's cash value.

All of Clio's term life policies are convertible to whole life policies which gives clients the flexibility to adjust their coverage as their circumstances change. This offering ensures clients can easily adapt their insurance plans to meet their evolving needs.

Clio's funding method for policies utilizes round-ups and weekly contributions, merging microinvesting practices with insurance principles and products. This approach creates a unique offering that combines the benefits of both worlds, providing clients with an opportunity to grow their wealth while protecting their financial future.

Clio is a standout player in the insuretech market, offering innovative solutions and a strong focus on user satisfaction. They provide accessible pricing options for students and employ a freemium model, making insurance and financial education more attainable. Their commitment to transparency builds trust and empowers users in their financial decision-making. Clio's digital approach prioritizes customer relationships, simplifying and enhancing financial well-being. They also offer unique insurance products and flexible policy options, backed by a novel funding method that combines microinvesting with insurance. In the dynamic insuretech industry, Clio shines as a symbol of innovation, education, transparency, and customer-centric service.

Execution

Marketing & Sales

Marketing Plan

Clio has several marketing goals to help set and measure key performance indicators (KPIs), maintain direction and focus in its marketing efforts, properly evaluate and allocate resources used in the marketing process, and maintain a cohesive long-term vision that executes its value proposition and maintains a competitive advantage.

Goals

Awareness, Customer Acquisition, and Retention

The first marketing goal is to create brand recognition and awareness within the target market in its first year, positioning Clio as a trusted name in the insurtech industry. Additionally, Clio will focus heavily in its first years on user acquisition utilizing a combination of online advertising, social media marketing, and referral programs through its insurance and financial content creator partners. Clio will first focus on six test markets: Denver, CO; Boulder, CO; Kansas City metro; Omaha, NE; St. Louis, MO; and Chicago, IL. These markets possess substantial populations which offers a sufficiently broad pool of potential customers within Clio's target demographic to facilitate customer base creation and expansion. Additionally, these markets have a sizable presence of insurance companies which encourages Clio to form additional partnerships with insurers to offer additional products and pricing options. Alongside customer acquisition, Clio will focus on customer retention and loyalty by implementing a robust customer engagement strategy, resulting in a goal churn rate of 8% over the next year, as is consistent with the market standard for insurance companies, and SaaS startups.

User Engagement, Referrals, and NPS

Clio will develop and distribute an extensive library of educational content, including articles, videos, podcasts, games, and other various forms of content to position Clio as an industry knowledge and communication leader in the minds of customers. Clio aims to increase user engagement with its educational resources, and will consider adding monitored user-generated content after its first five years. In addition to highlighting the app's reliable, valuable, and accessible content as a key feature, Clio will implement a referral program to encourage existing users to refer friends and family, with a goal of 15% of its new users acquired through referrals within its first three years. Clio values customer feedback as it is essential to create the best user-centric customer experience, so Clio will collect and respond to customer feedback through surveys and reviews to continuously improve the platform and maintain high customer satisfaction, targeting a starting goal of NPS ranging from 0-10% in the first year. The first year in the market will be the launch of the minimum viable product and creating incremental improvements based on customer feedback with consideration to budget and technical capacity limitations, so Clio aims to simply have more supporters than detractors. In years 2 and 3, Clio aims to increase its NPS by 10, and by year 5, Clio strives to reach an NPS of 50. After its first five years, Clio will aim for a 5-8% increase in NPS year over year, but continuously reevaluate with respect to resources, customer feedback, strategic goals, and capacity.

Clio will track and analyze key performance indicators (KPIs) such as conversion rates, user acquisition costs, customer lifetime value, and net promoter score (NPS) to assess marketing campaign effectiveness and make data-driven adjustments.

By setting these marketing goals, Clio aims to achieve significant growth, enhance customer satisfaction, and establish itself as a prominent player in the digital insuretech space.

Marketing Mix

Clio, as an insuretech SaaS startup, must conduct a comprehensive 4P analysis to strategically navigate the complex and dynamic landscape of the insurance and financial technology industry. It provides a structured framework to assess and refine Clio's product offerings, ensuring they are aligned with customer needs and market trends. The 4P analysis allows Clio to formulate a well-informed pricing

strategy, optimizing revenue generation while remaining competitive. The analysis of place (distribution) helps determine the most effective channels to reach and serve customers, especially in the digital environment, and through the promotion element of the analysis, Clio can design effective marketing strategies.

Product

Clio's product offerings include innovative digital insurance solutions and comprehensive, relatable financial education. This category encompasses various aspects:

Insurance Products

Convertible Term Life

Clio offers two primary product options. The first product is a term life insurance policy that allows users to select a 10, 20, or 30 year policy, all of which are convertible to a whole life policy at any point during the life of the policy. The term product is the cheapest option and does not build cash value, so it is a great option for people looking to protect themselves from liability after making a large purchase like a vehicle, people who may get rejected from traditional insurance due to health issues, and those who seek life insurance on a budget. The term product can be funded using weekly auto-deposits and round-ups; this form of payment takes small amounts of money to fund the policy in a manner that is less overwhelming to policyholders than paying a large sum each month. Using round-ups is especially beneficial for users because it takes small amounts of money users normally would not notice and funds the policy, sometimes more than what their premium would be if they choose to set a higher payment or round-ups option. The option to convert to a whole life product is a great benefit for people who may start as Clio customers at a young age when they cannot fund an expensive policy, but as they age and increase their income, they want to increase to a more robust policy that may cost more.

The term product is an auto-approval product that allows users to choose up to \$2 million in term insurance based on their needs and their desired "premium." Because the user inputs their tolerance range to fund the policy in addition to their goal policy value, it is vastly different from the majority of policies in which customers are given a quote for the policy of a specified value, then given the required premium to keep the policy in force. For those who over-fund their term

policies, because the policies cannot carry cash value, those customers' accounts hold their payments in Reserves until they are needed. For example, if Betty has accumulated three months of additional "premiums" in her Clio account, she can either remove the extra funding and place it back in her bank account, or she can pause policy payments for three months, and the policy will be paid from the cash build-up in her account. This is an especially great benefit for users who work seasonally, like construction workers and teachers, who may only get paid some months out of the year, and want to ensure their policies do not lapse while they are not being paid or working. There is a one-year maximum on Reserves payments to minimize Clio's liability, as its primary function is not to act as a bank, and ensure users can still fund their policies. Auto payments and round-ups will pause automatically if the policy Reserves payments contains one year's worth of payments. However, if a user is consistently overpaying premiums and creating one year of reserves, Clio will suggest that user upgrade to a higher coverage amount, or convert to a universal life policy which costs more, but does store cash value and its policies can be funded by the cash that policy has accumulated rather than a 1-year limited Reserves system. Due to the cash-value structure of Universal Life policies, the contribution limit is the limit at which the policy MECs (becomes a Modified Endowment Contract and therefore is treated less favorably regarding taxation), which is much higher than the monthly contribution or "premiums" would be. When a user stops paying their premiums, as in traditional term insurance, and they run out of Reserves payments, their policy will lapse. Clio will give a 31-day grace period for late or missed payments and weekly reminders to fund the policy, but after 31 days of no payments and no conversion, the term policy will lapse, and the contract will end. Users cannot convert a term life policy that has lapsed. Because of the policy structure and licensing structure, Clio cannot roll over other insurers' policies into a new Clio policy.

Universal Whole Life

Clio's universal life product is a whole life insurance policy that builds cash value and can be highly customized with riders to meet customers' needs. Universal life policies are not auto-approved, but they are approved within 24 hours of submitting the short health and history questionnaire. There is a light to moderate amount of underwriting for these policies, but they do not require physicals from doctors unless a customer is past a certain age and health threshold, determined by Clio's partners' health questionnaires. Like the term product, the policies can be funded by pre-set automatic payments and round-ups. Customers can select an

autopay amount less than their "premium" for whole life policies only, as long as there is enough cash value within the policy to fund the remainder of the premium. If a customer receives a \$50,000 policy for \$5/week but tries to set the weekly contribution to \$3 in the first month, Clio will warn the user that it is not possible to set that contribution amount and automatically correct to \$5/week. For both the term and whole life products, the users can select what they want to do with their roundups; they can select to automatically pause payments and allow the round-ups contributions to fund their account once they reach a certain amount with an understanding that payments will automatically resume once the roundups have been used, select to decrease their payment amount because they have more roundups than expected so the roundups fund more of the policy, or opt out of round-ups completely and fund it more traditionally using only the base "premium" payments. After the round-ups have accumulated enough funds for one year of the policy, whole life customers can opt into using their roundups for the paid-up additions rider which will increase the policy coverage amount and use the round-ups to pay for the additional coverage without adding to the baseline payment amount. When stopping payments, universal life policies will stay in force as long as there is cash value in the policy to pay the premium, and will only lapse after all the cash value has been drained out of the policy and no further payments or roundups are made.

Digital Platform and Financial Education

Clio has a user-friendly platform designed to be easy to navigate for everyone, from the finance pros to the most novice user. Clio offers updated educational resources including articles, podcasts, games, and interactive tools, that provide users with easily accessible, bite-sized information. The financial content is created by financial content creators and Clio's internal content team to ensure users receive a multi-perspective approach to their financial education and can select which type of learning works best for them. Clio aims to not just provide products for its customers, but also to help them gain an understanding of the finance and insurance markets, the tools at their disposal and how to use them, and ways to creatively problem-solve for any financial situation. Clio's first content will focus on how to use the app, benefits, information on the types of policies Clio offers, insurance in general, and creative ways to utilize policies that are generally overlooked.

Price

Clio's pricing strategy aligns with its target market, competitive landscape, and value proposition. Key considerations include:

Pricing Model

Clio uses a freemium pricing model with a student payment option for students attending universities. It is free to download the app and apply for policies, as well as to access some very basic educational information about insurance and the policies Clio offers. In its freemium model, Clio will utilize pricing tiers based on the extent of coverage and educational resources. The Student tier can purchase a policy, interact with educational content, and participate in select learning programs for \$1.99/month with one year of additional discounted year after graduation. The Premium tier has the same functionality as the student tier and is offered to those who are not students for the price of \$3.99/month. The top tier is the Pro tier which has all the functionality of the Premium tier, but it also allows users to download templates for budgets and other tools from the education tab. It also will allow users to receive discounts from partners and sponsors, skip ads, participate in all educational programs and longer programs called "courses," and eventually contribute to the user-generated content once that function becomes available to users. The Pro tier is available for \$7.99/month. Clio will make additional revenue from in-app adds, partners and sponsors who want to include content and tools on the platform, and a small 2% fee which is added to the price of every policy and is paid by the customer. The fee is 2% of their monthly payments and roundups which goes toward app maintenance and development.

Discounts and Promotions

Because Clio uses a referral system as part of its customer acquisition strategy, it offers incentives that change quarterly for those who refer others and get them to sign up. Offers vary from contributing to user premiums and roundups, discounts at sponsors' businesses, and access to Pro resources, an offering that is strategically designed to encourage people to upgrade to the top tier. Like most organizations, there will be applicable, seasonal discounts and promotions to attract new customers and encourage existing customers to upgrade to a higher tier. Clio also intends to use discount codes for and from business partners to encourage selling each other's products and encouraging cross-industry collaboration.

Distribution (Place)

This aspect focuses on how and where Clio's products and services are delivered to customers:

Online Presence - Clio's digital platform is available on both web and mobile, making it accessible to users anytime, anywhere.

Geographic Reach - Though the app will be accessible on both iOS and Android devices nation-wide, the first markets to which Clio will direct its marketing and growth efforts are: Denver, CO; Boulder, CO; Kansas City metro; Omaha, NE; St. Louis, MO; and Chicago, IL. These markets have high enough populations to sustain growth and a significant insurance company presence which makes partnerships more accessible and suggests a high number of clients available from insurance companies that can be referred to Clio as a resource or insurance option.

Distribution Channels - The channels through which customers can access Clio's products include through the website, mobile app, and links from partners on their mobile app and website insurance or financial platforms. The "Share" function also allows users to distribute the app to friends and family.

Promotion

Clio's content marketing promotion strategy is essential for creating brand awareness and attracting customers.

Objective:

Clio aims to establish itself as a leading digital insuretech platform for insurance and financial education. To achieve this, the content marketing strategy will focus on empowering financial content creators and engaging users with informative, diverse, and accessible content.

Target Audience

1. Young adults and professionals seeking to enhance their financial literacy.
2. Financial content creators, including podcasters, YouTubers, bloggers, and educators.

Content Types

1. Podcasts - Financial experts and creators can host podcasts discussing insurance,

investment strategies, and financial planning.

2. Videos - Engaging video content, such as tutorials, interviews, and explainer videos, will cover insurance and finance topics in long and short form content.
3. Articles - In-depth articles and blog posts on various financial subjects, from insurance policy guides to investment insights of various lengths and financial literacy comprehension levels.
4. Programs and Courses - Comprehensive online programs and courses tailored to different levels of financial literacy.
5. Games - Interactive financial games and simulations for learning through play.

Content Themes

1. Insurance Demystified - Explaining insurance types, policies, and terms in a clear, user-friendly manner.
2. Investment Strategies - Covering a range of investment options and strategies.
3. Budgeting and Saving - Providing practical tips and tools for effective financial planning.
4. Retirement Planning - Guidance on building a secure financial future.
5. Creative Financing - Strategies and tools to help people use their financial tools in creative ways to achieve their financial objectives.

Distribution Channels

1. Clio's Platform - The core platform hosts and promotes user-generated content.
2. Social Media - Leveraging platforms like Instagram, TikTok, and LinkedIn to share content and engage with users and creators.
3. Collaborations - Partnering with financial influencers and educators to cross-promote content.
4. Email Campaigns - Regular newsletters highlighting featured content and educational resources.
5. SEO and SEM -Optimizing content for search engines to attract organic traffic.

User Engagement

1. Community Building - Encouraging user discussions, Q&A sessions, and feedback to foster a supportive financial community.
2. User-Generated Content - Incentivizing users to share their financial success stories and educational content.

This content marketing strategy for Clio will not only promote financial literacy but also empower content creators, creating a vibrant ecosystem that benefits both the

platform and its users. By offering diverse content types, engaging users through multiple channels, and focusing on educational excellence, Clio can establish itself as a trusted destination for all things insurance and finance.

The successful execution of these 4 Ps will help Clio effectively position itself in the insurtech SaaS market, acquire and retain customers, and achieve its business objectives.

Internal Analysis

An internal analysis is a crucial component of Clio's marketing plan as it provides an in-depth examination of the company's internal strengths and weaknesses. By conducting this analysis, Clio gains valuable insights into its operational capabilities, resource allocation, and overall readiness to achieve its marketing objectives.

SWOT Analysis

Strengths

- **Innovative Technology** - Clio leverages innovative technology to deliver insurance and financial education, providing a unique and modern solution for users.
- **Transparency** - The company's strong commitment to transparency sets it apart in the industry, building trust and empowering users to make informed decisions.
- **User-Centric Approach** - Clio's user-friendly platform and personalized guidance prioritize the customer experience, enhancing user engagement and satisfaction.
- **Unique Offerings** - Clio offers distinctive products, such as the Universal life policy and term-to-whole life conversion option which gives clients flexibility and customization options for an insurance solution as unique as them.
- **Educational Resources** - Extensive educational content and tools help users enhance their financial literacy and make better financial decisions.

Weaknesses

- Market Competition - The insuretech market is highly competitive, with established players and new entrants vying for market share.
- Limited Brand Awareness - Clio may face challenges in building brand recognition and attracting a substantial user base, especially in the early stages.
- Data Security Concerns - With a digital platform, security and privacy concerns could deter some users from fully engaging with the service.
- Regulatory Compliance - Adhering to evolving insurance and financial regulations can be complex and demanding.

Opportunities

- Market Growth - The insuretech sector is continuously growing, offering ample opportunities for Clio to expand its user base and market presence.
- Financial Literacy Demand - As financial literacy gains importance within its target market, Clio can tap into the growing demand for educational resources and tools.
- Strategic Partnerships - Collaborations with other insurers, content creators, and educational platforms can extend Clio's reach and enhance its service offerings.
- Global Expansion - There is potential to expand Clio's services into international markets, further diversifying its user base.

Threats

- Regulatory Changes - Evolving insurance and financial regulations can pose compliance challenges and affect the business model.
- Cybersecurity Risks - The digital nature of Clio makes it susceptible to cyber threats, data breaches, and privacy issues, a concern that is especially concerning because Clio has banking and financial information stored for its customers.
- Market Disruption - New entrants or disruptive technologies could alter the competitive landscape and challenge Clio's market position.
- Economic Uncertainty - Economic downturns and financial instability can impact users' ability to invest in insurance and financial education.

Clio's innovative technology, commitment to transparency, and unique offerings position it as a strong contender in the insuretech market. However, it faces challenges in building brand awareness and staying competitive in a rapidly evolving industry. By capitalizing on market growth, strengthening security measures, and pursuing strategic partnerships, Clio can maximize its opportunities and mitigate potential threats to ensure long-term success.

External Market Analysis

Clio's external analysis helps to gain a comprehensive understanding of the ever-changing landscape within the insuretech industry. By examining external factors Clio can adapt its marketing efforts to seize opportunities and address potential threats effectively. An external analysis enables Clio to stay agile, responsive, and competitive, ensuring that its marketing strategies remain aligned with the dynamic external environment while hitting its strategic objectives and delivering on its value proposition.

There are several external factors that may impact Clio.

Political

- **Regulatory Environment** - The insurance and financial sectors are heavily regulated. Changes in regulations can significantly impact Clio's operations, compliance efforts, and product offerings.
- **Government Policies** - Government policies related to financial companies operations and reporting, technology adoption, and artificial intelligence can affect Clio's market opportunities and potential partnerships.

Economic

- **Economic Conditions** - Economic fluctuations can influence consumers' willingness to invest in insurance and financial education services, affecting Clio's revenue and growth prospects.
- **Interest Rates** - Interest rate changes can impact the returns on financial products, affecting the attractiveness of Clio's offerings.

Social

- Financial Literacy Trends - Increasing awareness about the importance of financial literacy can create opportunities for Clio to expand its user base.
- Attitudes - Clio's user base consists of highly value-driven consumers whose attitudes affect their purchases more than previous generations, so their attitudes and prioritization of financial literacy and wellbeing can significantly impact Clio's success.

Technological

- Technological Advancements - Rapid technological changes can both enhance and disrupt Clio's business. Staying at the forefront of technology is crucial to maintaining a competitive edge.
- Data Security - As a digital platform, data security and privacy concerns are paramount. Evolving technology can pose challenges and opportunities. Because Clio sells its partners' insurance products, it has a low level of control over how its partners manage and protect their data and customers' personally identifiable information (PII).

Environmental

- Environmental Concerns - While less directly relevant to a digital platform with no brick-and-mortar location, environmental issues can impact the overall economic and regulatory landscape, potentially affecting the industry in which Clio operates. When Clio reevaluates the creation of an office for its employees after the first five years, environmental concerns must be addressed as its target market are the most environmentally conscious group of consumers.
- Crypto Implications - Financial offerings like cryptocurrency have been found to have soaring levels of emissions, and are even less environmentally friendly than the use of credit cards and cash. Offering these types of products would create a more robust set of offerings for Millennial and Gen Z users, but it may have huge environmental impacts that may ultimately repel customers and potential customers.

Legal

- Legal Challenges - Legal issues, such as data protection and insurance regulations, can create compliance challenges and impact Clio's operational processes.
- Licensing and Certification - Regulatory requirements and changes can affect the need for specific licenses and certifications, influencing Clio's ability to offer certain products.

The competitive rivalry in the fintech and insuretech markets is very high, and the software as a service market will continue to grow with the development of AI and further technological advancements. The barrier to entry is relatively low, so the threat of new entrants is moderate to high. However, insuretechs rely on partnerships so they can avoid needing to create their own insurance company, a feat that is accompanied by endless regulations, dealings with reinsurers, and significant capital, so companies without strong partnerships are unlikely to threaten Clio. There are no direct substitutes for Clio, but there are many other universal and term life policies in the market, as well as educational tools; Clio is difficult to mimic in one platform, so the threat of substitutes is moderate. Clio's insurance partners have high control over Clio's supply of insurance products which can pose a challenge for Clio, but since it is an intangible offering, many supply chain factors other industries must confront are less likely to impact Clio's business and offerings. Finally, Clio's customers have moderate buying power; as with most SaaS companies, the customer may determine which platform they want to use and how they want to do it. However, they have little control over the price of the policies, the value of the policies, and what content gets generated and shared.

Ultimately, the insuretech market is unattractive as it is highly competitive and has several uncontrollable variables. However, Clio's niche within this market is its target market, which gives Clio an advantage over traditional insurance companies who target older generations and lack the transparency, innovation, and flexibility Clio offers to its audience. Clio's design, mission, and strategy set it apart from other insuretechs in the market and suggest high feasibility and viability.

Sales Plan

Clio offers a unique approach to financial management by providing a monthly subscription model combined with strategic partnerships. Through collaborations

with companies, Clio creates opportunities for them to advertise on the app and generate additional revenue streams. Additionally, Clio intends to form alliances with financial content creators to establish a robust affiliate marketing campaign, further expanding its reach. As is consistent with Clio's mission and marketing plan, the target market for the app includes individuals who have recently graduated from college and are embarking on their careers, as well as those in their late 20s and early 30s who have started to build some savings. Clio understands the specific challenges and financial goals of these demographic segments, tailoring its services to meet their needs. While there are other investment apps like Acorns in the market, Clio sets itself apart through several key differentiators.

B2C Sales Strategy

Clio offers comprehensive financial education tools, empowering users to make informed investment decisions and build their financial literacy. Additionally, Clio prides itself on its low fees, ensuring that users can maximize the returns on their policies. Clio prioritizes the security of its users' data, guaranteeing that all sensitive information remains confidential and protected. With Clio, users can confidently work towards their financial goals, free from stress and confusion. The platform's user-friendly interface and comprehensive features make the insurance and investing processes seamless and accessible to individuals of all backgrounds and experience levels.

Objective

Clio's B2C sales strategy aims to position the company as a leading digital insurtech platform, making insurance accessible, understandable, and user-centric. The goal is to acquire and retain individual consumers seeking insurance solutions and financial education.

Sales Channels

1. Online Platform

- Clio's core digital platform is the primary sales channel. Users can explore insurance options, receive quotes, and enroll in policies online. The online platform is often the first place potential customers go to evaluate a

company, so Clio's sales strategy surrounds converting new site visitors to sales.

- Implement user-friendly interfaces and chatbots to assist users in finding the right coverage.

2. Mobile App

- Clio has a mobile app for seamless access and management of insurance policies on the go. This platform is how most active users and policyholders will view their information and make changes to their accounts.
- Ensure a user-friendly and intuitive interface for mobile users. Clio's design is purposefully accessible and user-friendly to encourage engagement.

3. Affiliate Partnerships

- Collaborate with financial influencers, bloggers, and other relevant websites to promote Clio's offerings and secure referral traffic.

4. Educational Content Integration

- Leverage Clio's robust educational resources to attract users interested in financial literacy, guiding them toward insurance products.

Sales Process

1. Consultative Approach

- Implement a self-directed consultative selling approach to understand users' unique insurance needs and educate them on suitable policies.
- Provide guidance through the user journey through extensive user experience (UX) testing and continuous A/B testing to ensure customers are receiving adequate guidance while still maintaining a self-directed insurance platform.

2. Transparent Pricing

- Clearly communicate pricing and coverage details to ensure transparency and build trust.

- Offer multiple policy options with clear terms to cater to diverse user preferences and financial circumstances.

3. User Onboarding

- Streamline the onboarding process with step-by-step guidance and easy policy enrollment.
- Offer a simplified underwriting process for UL policies and an instant approval process for term policies, utilizing user data for quicker policy approvals.

Retention Strategy

1. Ongoing Education

- Continue to provide users with valuable financial education resources to reinforce Clio's role as an educational platform.

2. Personalized Offers

- Provide tailored offers and discounts from Clio's sponsors and partners based on user behavior and preferences.

3. Renewal and Policy Reminders

- Send timely renewal and important policy reminders (such as opt-in payment reminders, lapse warnings, and new offers) and proactively assist users with policy adjustments.

Measurement and Analysis

1. Conversion Rates

- Monitor the number of users who complete the purchase process.
- Analyze the factors that influence conversion.

2. User Feedback

- Collect and analyze user feedback to continuously improve the sales process and platform.
- Continuously perform A/B testing and measure analytics to analyze user behavior in addition to direct feedback to create a valuable experience for customers.

3. Customer Retention

- Track the percentage of users who renew their policies and assess the impact of retention strategies.
- Cross-selling across policies, Clio subscription levels, and investment options, as well as provide high-level educational material for highly competent customers and actively updated deals from sponsors.

By executing this B2C sales strategy, Clio can effectively reach, engage, and serve individual consumers in their insurance and financial education journey, fostering trust, transparency, and long-term customer relationships.

B2B Sales Strategy

Clio's B2C sales strategy is equally as important as its B2C strategy. Clio's B2B sales activities include "selling" licensing agreements with insurers who will exchange equity for the licensure of their insurance products, banks and other financially-centered firms who seek to onboard Clio's users as warm leads for their products and services, both independent and organizational financial educational content creators, and retail sponsors who want to offer exclusive discounts to Clio users in attempts to drive traffic.

Clio's B2C sales strategy is equally as important as its B2B strategy. Clio's B2B sales activities include "selling" licensing agreements with insurers who will exchange equity for the licensure of their insurance products, banks and other financially-centered firms who seek to onboard Clio's users as warm leads for their products and services, both independent and organizational financial educational content creators, and retail sponsors who want to offer exclusive discounts to Clio users in attempts to drive traffic.

Objective

Clio's B2B sales plan is designed to establish strategic partnerships and collaborative agreements with insurers, financial institutions, content creators, and retail sponsors to expand Clio's reach and provide added value to partners and users.

Target B2B Partners

1. Life Insurance Providers: Insurers looking to expand their market presence by licensing their products on Clio's platform in exchange for equity participation. Clio specifically targets insurance companies with expansive technical capabilities and a focus on innovation, and insurers with less than 30% of their customer base in the Millennial and Gen Z generations and are actively working to reach these segments.

Financial Institutions: Banks and financial firms interested in leveraging Clio's user base as warm leads for their financial products and services.

3. Educational Content Creators: Clio targets both independent financial educators/influencers and organizations specializing in financial literacy content creation.

4. Retail Sponsors: Companies interested in offering exclusive discounts and promotions to Clio users to increase their brand visibility and attract potential Millennial and Gen Z customers.

Sales Approach

1. Partnership Proposals

- Develop customized partnership proposals for each category of B2B partners.
- Highlight the mutual benefits of the partnership, emphasizing value propositions.

2. Consultative Selling

- Take a consultative approach to understand the specific needs and goals of potential partners.

- Tailor partnership agreements to align with partner objectives and Clio's strategic vision.

3. Clear Value Proposition

- Clearly articulate how partnering with Clio can help partners achieve their business objectives.
- Emphasize the potential for growth and increased market reach.

4. Negotiation and Agreement

- Engage in negotiations to establish mutually beneficial agreements.
- Address terms, equity exchanges, revenue-sharing models, and exclusivity agreements.

Post-Sale Activities

1. Onboarding Support

- Provide seamless onboarding and integration support for B2B partners.
- Assign a dedicated account manager to each partner and sponsor to promptly handle concerns and maintain excellent relationships
- Ensure a smooth transition to the Clio platform or integration of content and services.

2. Ongoing Collaboration

- Maintain open channels of communication and collaboration to address partner needs and opportunities.
- Regularly review and optimize partnership performance.

Measurement and Analysis

1. Partnership Growth

- Monitor the growth in the number of B2B partnerships across different categories.

- Assess the revenue generated through licensing agreements and lead generation.

2. Partner Satisfaction

- Collect feedback from B2B partners to evaluate their satisfaction with the collaboration.
- Use partner feedback to make improvements and adjustments.

By executing this B2B sales plan, Clio can build strong and mutually beneficial partnerships across the insurance, financial, educational, and retail sectors. These partnerships will enhance Clio's value proposition, extend its reach, and provide a more comprehensive and valuable experience for both B2B partners and the Clio user community.

Operations

Locations & Facilities

Clio's business plan includes provisions for both remote workers and a physical location for its servers.

Remote work has become increasingly popular, and Clio recognizes the benefits implementing remote work can bring to the organization. By allowing employees to work from the comfort of their homes, Clio can tap into a wider pool of talent, reduce overhead costs, and promote a healthy work-life balance. Additionally, the environmental benefits realized from not working from an office include fewer emissions due to the absence of a commute, less pollution in the air and water, and less waste since there is no physical location. With the rise of digital communication tools and cloud-based platforms, we can ensure seamless collaboration and productivity among remote team members, and studies have demonstrated the mental and physical health benefits employees realize by working from home, so this remote work supports healthy, satisfied, and productive workers.

However, due to Clio's 100% digital nature, and the strict regulations regarding recordkeeping for financial companies, the organization must reserve physical space for some of its servers. Clio will purchase server space at an existing data

center so as not to incur any unnecessary costs or produce unnecessary waste during construction.

Clio has identified a suitable location that meets its requirements for server hosting at NDC Sharp Annex in Lincoln, Nebraska. The team has taken into consideration factors such as connectivity, power supply, security, and scalability, as well privacy, data protection, and government regulations This location will serve as a central hub for Clio's servers, ensuring optimal performance and uninterrupted service for users. Eventually, Clio may house its own servers, but it is not expected in the first three years.

By combining the flexibility of remote work with the stability of a dedicated server location, Clio is confident in its ability to deliver a seamless and reliable experience for its customers and its mission to operate with maximum efficiency and low waste.

Technology

Clio's technology stack utilizes a variety of software tools to support its operations. Some of the key applications the team regularly use include Microsoft Office, Adobe Suite, Python, and PayArc. These tools play a crucial role in enhancing productivity, streamlining workflows, and ensuring the seamless management of Clio's business processes.

Microsoft Office is a comprehensive suite of productivity tools, including Word, Excel, PowerPoint, and Outlook, which enables employees to create, edit, and manage documents, spreadsheets, presentations, and emails. With its user-friendly interface and robust features, Microsoft Office is a staple in many businesses worldwide.

The Adobe Suite is another essential component of Clio's technology stack. This powerful set of applications, such as Photoshop, Illustrator, and InDesign, empowers us to create stunning visual content, including graphics, images, and designs. It provides the team with the flexibility and creativity to develop eye-catching marketing materials and captivating visuals for the brand.

Clio's contracted development team will use Python to develop its software as it is the coding language most software engineers and developers use.

Clio optimizes its payment processing capabilities through a seamless integration with the secure payment platform, PayArc. This collaboration ensures a smooth and enhanced payment experience for users engaging in various financial transactions within the app, from insurance premium payments to educational program enrollments. Leveraging PayArc's robust security measures, Clio ensures the safety of sensitive financial information during these transactions. Users can confidently navigate the user-friendly interface provided by PayArc, appreciating the combined commitment of Clio and PayArc to both convenience and the highest standards of payment security. This strategic partnership reinforces Clio's dedication to delivering a comprehensive and secure digital insurtech solution.

By leveraging these software tools, Clio can optimize its operations, enhance collaboration, and deliver exceptional products and services to its customers. Clio's commitment to utilizing cutting-edge technology and continuous improvement ensures success in a fast-paced digital landscape.

Equipment & Tools

Ensuring Clio's success requires the proper tools used to operate a digital insurance and financial education platform, Clio. These items encompass servers, computers, the Microsoft platform, and telephones.

First and foremost, servers are indispensable for Clio's data and recordkeeping requirements. They will be responsible for storing and processing the vast amount of data that Clio receives and generates. The servers are through NDC in Omaha, Nebraska, as previously mentioned. With their high-capacity storage and robust processing power, these servers will guarantee that Clio remains fast, secure, and easily accessible to its users.

As in most businesses, computers are an integral tool for Clio's team. Employees utilize computers to carry out their day-to-day tasks, including designing and developing the Clio platform, analyzing and interpreting data, driving sales and growth efforts, and communicating with clients. Equipped with the latest hardware and software, Clio's company-provided computers will empower employees team to work efficiently and effectively.

Microsoft Office, a widely used word processing software, will play a vital role in Clio's operations. By utilizing its comprehensive features and user-friendly

interface, we will be able to create and edit documents such as policies, contracts, and reports. Microsoft Office will facilitate seamless collaboration and enable us to generate professional and high-quality content.

Lastly, telephones are essential for effective communication with clients and the Clio. Phones enable employees to make and receive calls, conduct meetings, and provide support to clients. Having reliable telephony systems in place helps maintain clear and efficient communication channel so Clio can ensure that clients receive the assistance they need in a timely manner.

By acquiring and utilizing these essential equipment and tools, Clio is well-equipped to deliver exceptional services to clients and build a strong foundation for the success of the platform.

Milestones & Metrics

Milestones Table

Milestone	Due Date	Details
Market Research	December 15, 2023	Conduct thorough market research to understand target audience, competition, and industry trends
Secure Carrier Partner(s)	December 15, 2023	Lock into business agreements with at least one insurance carrier who will agree to allow licensure of their products to Clio's platform and help funnel business into Clio for their Millennial and Gen Z clients
Launch in Test Markets	January 01, 2024	Launch in Denver, Boulder, Omaha, Kansas City, St. Louis, and Chicago
Secure Content Partners	January 01, 2024	Secure at least 3 core partnerships with financial content creators and financial educators to build "Learn" function of Clio
First Product Update	April 01, 2024	Improvements and features added to MVP based on feedback and evolving market needs to push Clio toward its ideal customer solution
6% Market share	December 31, 2025	Achieve 6% market share in the initial 6 test markets within the first 2 years.
Financial Sustainability	January 01, 2027	<ul style="list-style-type: none"> -Achieve a balance between providing accessible financial services and maintaining a profitable business model -Monitor key financial metrics and work on achieving sustainability and growth

Key Metrics

The key metrics for Clio encompass various aspects of its business performance, user engagement, and financial health. Some metrics have predetermined goals while others exist for tracking and data analysis purposes to ensure Clio is accurately and completely serving its clients.

1. User Acquisition Metrics:

- Number of Users: Clio seeks to obtain roughly 132,093 users by the end of year

2, and 307,381 by the end of year 3.

- User Growth Rate: Assess the percentage increase in users over specific periods, and gain an understanding of if Clio's sales will mirror typical life insurance sales cycles.

- Customer Acquisition Cost (CAC): Analyze the cost of acquiring each new customer.

2. Financial Performance Metrics:

- Revenue: Track overall revenue generated by Clio, seeking to obtain a profitable quarter by year 3.

- Average Revenue Per User (ARPU): Maximize ARPU starting in year 3.

3. Engagement and Retention Metrics:

- Retention Rate: Assess the percentage of users retained over time.

- Churn Rate: Clio seeks to obtain a churn rate of 10% or lower, as informed by market trends and the likelihood of policy abandonment for long-term products like Universal Life products.

6. User Satisfaction Metrics:

- Net Promoter Score (NPS): Clio seeks to obtain an NPS score ranging from 0-10% in the first year. In years 2 and 3, Clio aims to increase its NPS by 10, and by year 5, Clio strives to reach an NPS of 50. After its first five years, Clio will aim for a 5-8% increase in NPS year over year.

7. Technology and Security Metrics:

- Uptime and System Reliability: Ensure the platform's availability and reliability.

- Cybersecurity Metrics: Monitor and assess the effectiveness of cybersecurity measures.

8. Educational Impact Metrics:

- User Engagement with Educational Content: Track how users interact with financial education resources.

- Financial Literacy Improvement: Assess the impact of educational tools on users' financial knowledge.

9. Partnership and Collaboration Metrics:

- Number of Partnerships: Measure the growth in total number of strategic partnerships.

- Performance of Partnered Initiatives: Evaluate the success of collaborative efforts with external partners.

10. Market Expansion Metrics:

- Geographic Expansion: Track the entry into new markets and user adoption in those regions. Because the app is so personalized, marketing efforts need to be on par with the geographic location of its users.

- Market Share: Assess Clio's share in the digital insuretech market. By the end of year 2, Clio seeks to possess 6% market share within its six initial test markets. After year 2, or the possession of adequate funds, Clio seeks to expand nationally and match the market share in all major cities across the United States.

These metrics collectively provide a comprehensive view of Clio's performance, ensuring that the platform can continuously optimize its services, enhance the user experience, and achieve sustainable growth in the dynamic insuretech landscape.

Company

Overview

Structure

Clio is structured as a Public Benefit Corporation (PBC), also known as a B Corp, with a social purpose specified in its corporate charter. As a B-Corp, Clio is legally required to balance profit and purpose, considering the impact of decisions on stakeholders like policyholders, employees, communities, and the environment in addition to shareholders. B-Corps are held to a higher sustainability and wellbeing standard than other corporations, but are taxed indentially to C-Corps.

Ownership

Clio's founder and CEO, Taylor Durbin, retains majority ownership and control of the company, while the other esteemed founders play integral roles as valued team members who collaborate efforts across sales, marketing, finance, and other essential operations. As CEO, Taylor is committed to upholding Clio's mission of making insurance and financial services more inclusive while delivering value to stakeholders. Her controlling stake enables consistency in pursuing Clio's long-term vision. Clio will need to partake in dilutive funding, even in the event of an exclusive partnership. This dilutive funding will distribute some ownership to inestors, but the founding team will retain majority ownership.

While focused on democratizing access today, Clio aims to eventually transition into full or partial employee ownership. This will distribute value more broadly and empower those delivering the mission. As a B-Corp, Clio has positioned its corporate structure to uphold its purpose for the long haul and demonstrate to its target market that its interests and values are aligned with theirs.

Team

Management Team

Taylor Durbin, the CEO and founder of Clio, brings a unique combination of entrepreneurial experience and expertise in the insurance and financial services

industries. With a background in marketing and management, Taylor has been an active entrepreneur since age 15 and has won numerous pitch and grant competitions. Taylor has also worked in sales and marketing at Assurity Life Insurance and Thrivent Financial, gaining firsthand knowledge of the insurance space. Her involvement with Assurity Ventures fueled her interest in insuretech/fintechs and financial literacy solutions. In her most recent role at NUtech Ventures, Taylor supported entrepreneurs in forming startups and launching new technologies. As CEO of Clio, Taylor leads Clio's efforts to make insurance and financial services more accessible through a human-centric model. Her blend of entrepreneurial drive, various professional roles, and industry experience position her well to guide Clio in achieving its mission of financial empowerment for all.

Jacob Studley, the marketing manager, brings creative ideas that help boost engagement, brand awareness, and user acquisition. With his background in marketing, he is able to develop marketing campaigns that accurately target Clio's target audience. Jacob worked for Rural Radio, where he was able to learn more about marketing campaigns and how to effectively target their ideal audience. With his marketing strategies, Jacob is a great asset to Clio's growth and long-term goals.

Maguire Bartlett, the business operation analyst, will bring his expertise in business management and finances to drive operational excellence and strategic growth. His responsibilities will span across various facets of the organization, including financial analysis, process optimization, and project management. Collaborating closely with cross-functional teams, he will play a pivotal role in developing and implementing efficient business processes, analyzing financial data to support decision-making, and contributing to the overall success of Clio.

Elliott Brown serves as the senior sales manager for Clio, a leading financial micro-investment insurance company. With an impressive tenure of over a decade, Elliott brings a wealth of experience and expertise to his role. In his capacity as the senior sales manager, he plays a pivotal role in driving the company's sales strategies and overseeing a dynamic team of sales professionals. Elliott is known for his innovative approach to client engagement, employing cutting-edge sales techniques to expand Clio's market presence. He is also instrumental in cultivating strategic partnerships to enhance the company's offerings. With a keen understanding of the financial micro-investment landscape, Elliott has been a key player in Clio's

success, contributing significantly to the company's growth and standing as a trusted name in the insurance industry.

Caden McCumber, the social media marketing coordinator for Clio, builds and manages the social media outlets for Clio. Caden creates content for social media, manage and tracks social media trends. Caden has many skills that he brings to the table including a deep understanding of market competitiveness, creativity with sales, and strong communication skills. Caden has great experience in the industry as he has served as an insurance broker with the state of Nebraska.

Advisors

Clio is committed to cultivating a robust network of advisors to steer its business operations towards innovation, efficiency, and strategic growth. Recognizing the critical role of technology in the insuretech landscape and its newness to the market, Clio seeks guidance from the Chief Technology Officers (CTOs) of its insurer partners. These technology leaders contribute insights into the latest advancements, ensuring Clio's digital platform remains at the forefront of technological excellence.

In tandem, the Chief Innovation Officers (CIOs) will bring their expertise to the table, guiding Clio in crafting forward-thinking solutions that address evolving market needs. Collaborating with representatives from insurer partners' investments teams further enriches Clio's strategic outlook, and improves its financial educational content and tools. This engagement ensures that Clio aligns its business operations with the broader investment landscape, fostering resilience and adaptability.

The inclusion of high-level underwriters and insurance product experts from each insurer partner adds a specialized dimension to Clio's advisory network. These experts provide invaluable insights into product development, risk assessment, and market dynamics, enhancing the precision and relevance of Clio's insurance offerings.

Venture capital investors and the leaders of Clio's accelerator program also play pivotal roles in advising business operations. Leveraging the collective wisdom of these stakeholders, Clio gains strategic direction, financial acumen, and entrepreneurial insights. The collaboration with venture capital investors ensures

alignment with broader industry trends, while insights from accelerator program leaders contribute a startup-centric perspective, fostering agility and innovation within Clio's organizational culture.

By assembling a diverse and experienced advisory network, Clio not only fortifies its business operations but also positions itself at the intersection of technological innovation, strategic investment, and industry-leading insurance expertise. This multifaceted approach ensures that Clio remains agile, adaptive, and well-positioned for sustained success in the dynamic insuretech landscape.

Financial Plan

Forecast

Key Assumptions

There are several key assumptions Clio makes to inform its financials.

The first is that Clio will launch in its six target markets in the first two years, then expand and shift based on user feedback and rate of adoption. The second assumption is that the reported demographic data for the six test markets is accurate.

The populations for the test markets are as follows:

Denver metro - 2,97 million

Boulder - 330,758

Chicago - 2.697 million

Omaha - 1.058 million

Kansas City metro - 2.392 million

St. Louis metro - 2.809 million

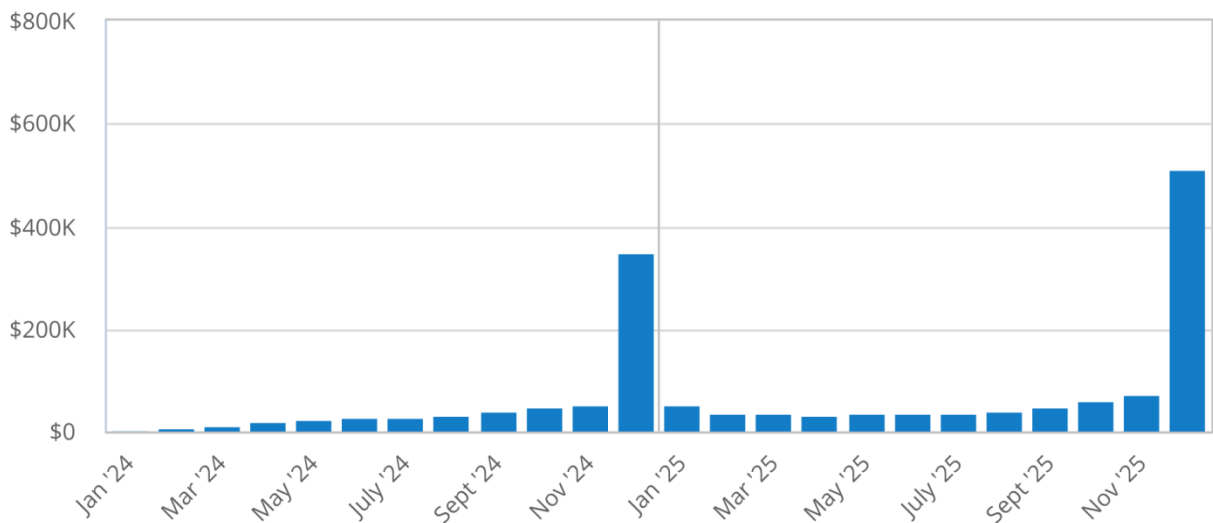
Millennials make up 21.67% of the population and Gen Z makes up 20.88 percent of the population. Using this number, Clio assumes 15.88% of the Gen Z population is above 18. To find Clio's target market, the team applies the 37.55% to each city population to find the population in each city Clio could reach. Approximately 92% of Americans own smartphones, so the team applied that percentage to the population within each metro's target market. Then, considering that 52% of Americans have life insurance, the team applied that to each city's population as well.

Another assumption is that Clio will gain 6% market share in the first two years. The total goal for year one is 40% of the 6% market share goal at 52,843 users. The goal for the second year is to gain 79,256 users for a total of 132,109 users within the first two years in the six test markets.

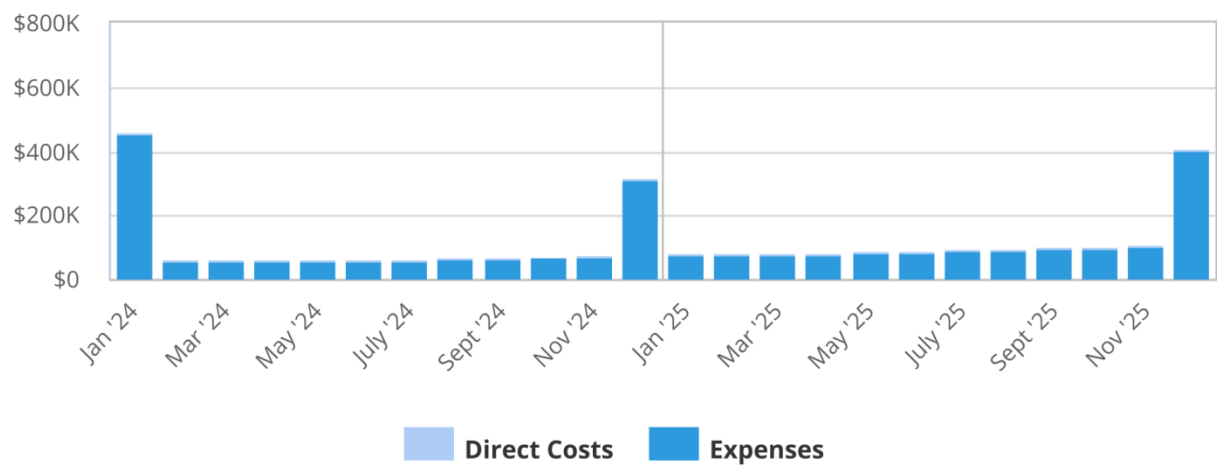
Clio estimates the percentage of users using each tier; Clio assumes 10% of its users will be students, 60% of the users will be Premium members, and 30% of users will be Pro users.

The final assumption Clio makes is that the average policy monthly payment will be \$25; a high premium for short term policies but a low price for universal life policies. Student policies will not be charged a maintenance fee. Given this estimate and the number of users for the Premium and Pro tiers, the revenue generated from the 2% policy fee for each policy per month is \$285,342 in year 1, \$1,002,699 in year 2, and \$2,130,323 in year 3.

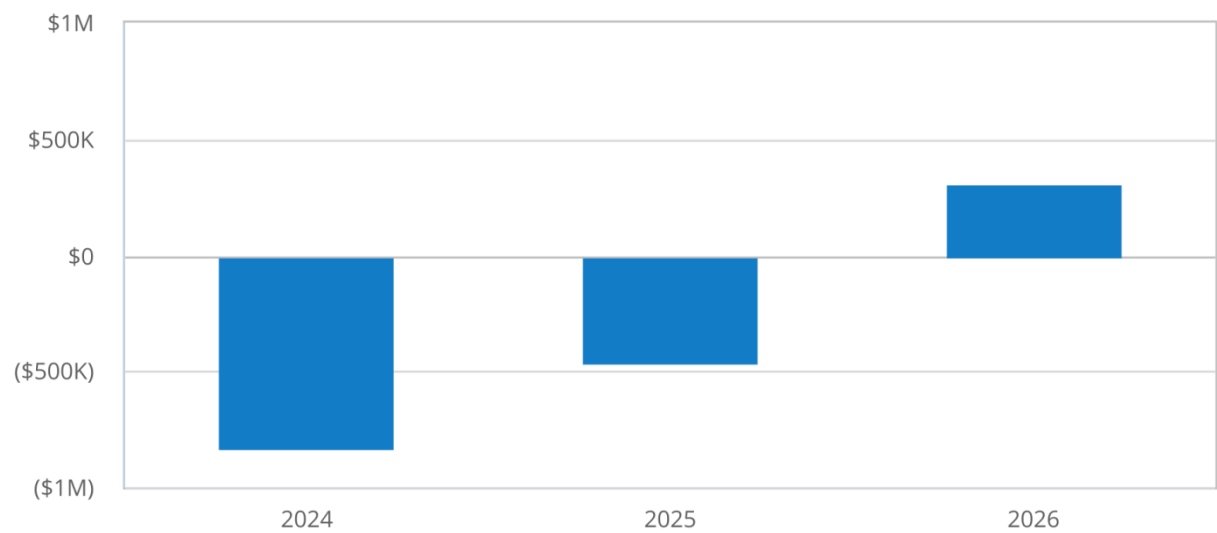
Revenue by Month



Expenses by Month



Net Profit (or Loss) by Year



Financing

Use of Funds

Clio will use the initial \$300,000 preseed and bootstrapped funding to develop and launch the minimum viable product (MVP) of the insurance and financial education mobile app. The MVP will include the core functionality to match users to term, and universal life insurance products based on their financial situation and goals. It will also include basic financial tips and educational content to help users make informed decisions.

After launch, Clio will use the next \$900,000 round of funding to add detailed financial planning tools, streamline and refine the user experience, and procure/generate expansive educational content in various forms of media. This will allow Clio to better serve users with a wide range of needs while continuing to refine the user experience.

Thereafter, funds will focus more on growth and expansion initiatives:

- Further app and product development and new features - \$300,000 per year
- Increasing marketing and advertising - \$300,000 per year
- Expanding customer support and retention programs - \$100,000 per year
- Human Capital Growth - \$200,000+ based on needs

As Clio works toward profitability, these use of funds priorities are designed to rapidly grow its user base while continuously improving the product to meet evolving customer needs in the non-traditional insurance space.

Sources of Funds

Clio has secured \$250,000 in pre-seed funding from local investors. Additionally, Clio will participate in an accelerator program that provides \$100,000 in seed funding. Clio will launch using \$50,000 of the founders' savings for bootstrap financing to get the organization off the ground.

In 2024, Clio seeks to open its first seed round of \$900,000 from VC firms focused on insurtech and fintech startups. This influx of capital will allow the team to build out the platform and acquire its first cohort of customers. Following market trends

and data, the second seed round should total about \$1.5 million for further expansion and improvements.

After Clio is fully operational and growing, it will open a Series A round of funding for \$1,000,000 from investors to fund expansions into additional insurance verticals and grow nationwide marketing efforts.

In 2025, Clio projects its Series B round of funding will be in the \$5-10 million range as it focuses on rapid user acquisition and expansion into home and life insurance verticals. These funds will further accelerate growth by financing engineering hires focused on advanced data analytics and the development of proprietary risk models. In total, Clio seeks to raise funds from various sources including founders, venture capital firms, and a startup accelerator program.

Statements

Projected Profit and Loss

	2024	2025	2026
Revenue	\$644,016	\$1,002,699	\$2,130,323
Direct Costs	\$72,000	\$76,320	\$80,899
Gross Margin	\$572,016	\$926,379	\$2,049,424
Gross Margin %	89%	92%	96%
Operating Expenses			
Salaries & Wages	\$571,859	\$757,511	\$1,012,866
Employee Related Expenses	\$48,372	\$85,502	\$136,573
SEO	\$18,000	\$18,000	\$18,000
Email Marketing	\$3,600	\$3,600	\$3,600
Content Marketing	\$72,750	\$82,000	\$90,000
App Building	\$400,000		
PPC	\$10,800	\$10,800	\$10,800
Server Space	\$2,400	\$2,400	\$2,400
App Updates		\$80,000	\$80,000
Social Media Marketing	\$240,000	\$295,000	\$310,000
Website and App Copywriting	\$6,000	\$6,000	\$6,000
Referral Payouts	\$12,596	\$18,997	\$43,145
Discount Codes	\$14,000	\$24,000	\$24,000
Total Operating Expenses	\$1,400,377	\$1,383,810	\$1,737,384
Operating Income	(\$828,361)	(\$457,431)	\$312,040
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$0	\$0	\$0
Total Expenses	\$1,472,377	\$1,460,130	\$1,818,284

Net Profit	(\$828,361)	(\$457,431)	\$312,040
Net Profit / Sales	(129%)	(46%)	15%

Projected Balance Sheet

	2024	2025	2026
Cash	\$479,698	\$1,497,870	\$11,815,853
Accounts Receivable	\$147,945	\$215,739	\$74,682
Inventory			
Other Current Assets			
Total Current Assets	\$627,643	\$1,713,609	\$11,890,535
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets			
Total Assets	\$627,643	\$1,713,609	\$11,890,535
Accounts Payable	\$131,806	\$164,851	\$36,747
Income Taxes Payable	\$0	\$0	\$0
Sales Taxes Payable	\$24,198	\$34,550	\$27,541
Short-Term Debt			
Prepaid Revenue			
Total Current Liabilities	\$156,004	\$199,401	\$64,288
Long-Term Debt			
Long-Term Liabilities			
Total Liabilities	\$156,004	\$199,401	\$64,288
Paid-In Capital	\$1,300,000	\$2,800,000	\$12,800,000
Retained Earnings		(\$828,361)	(\$1,285,792)
Earnings	(\$828,361)	(\$457,431)	\$312,040
Total Owner's Equity	\$471,639	\$1,514,208	\$11,826,247
Total Liabilities & Equity	\$627,643	\$1,713,609	\$11,890,535

Projected Cash Flow Statement

	2024	2025	2026
Net Cash Flow from Operations			
Net Profit	(\$828,361)	(\$457,431)	\$312,040
Depreciation & Amortization			
Change in Accounts Receivable	(\$147,945)	(\$67,795)	\$141,057
Change in Inventory			
Change in Accounts Payable	\$131,806	\$33,045	(\$128,105)
Change in Income Tax Payable	\$0	\$0	\$0
Change in Sales Tax Payable	\$24,198	\$10,352	(\$7,009)
Change in Prepaid Revenue			
Net Cash Flow from Operations	(\$820,302)	(\$481,828)	\$317,983
Investing & Financing			
Assets Purchased or Sold			
Net Cash from Investing			
Investments Received	\$1,300,000	\$1,500,000	\$10,000,000
Dividends & Distributions			
Change in Short-Term Debt			
Change in Long-Term Debt			
Net Cash from Financing	\$1,300,000	\$1,500,000	\$10,000,000
Cash at Beginning of Period	\$0	\$479,698	\$1,497,870
Net Change in Cash	\$479,698	\$1,018,172	\$10,317,983
Cash at End of Period	\$479,698	\$1,497,870	\$11,815,853

Appendix

Profit and Loss Statement (With Monthly Detail)

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Total Revenue	\$5,619	\$7,588	\$11,079	\$19,149	\$25,348	\$28,309	\$26,774	\$30,913	\$40,193	\$47,114	\$51,851	\$350,079
Total Direct Costs	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Gross Margin	(\$381)	\$1,588	\$5,079	\$13,149	\$19,348	\$22,309	\$20,774	\$24,913	\$34,193	\$41,114	\$45,851	\$344,079
Gross Margin %	(7%)	21%	46%	69%	76%	79%	78%	81%	85%	87%	88%	98%
Operating Expenses												
Salaries and Wages	\$45,830	\$45,830	\$45,830	\$45,830	\$45,831	\$45,831	\$45,831	\$50,206	\$50,210	\$50,210	\$50,210	\$50,210
Employee Related Expenses	\$3,666	\$3,666	\$3,666	\$3,666	\$3,666	\$3,666	\$3,666	\$4,541	\$4,541	\$4,541	\$4,541	\$4,541
SEO	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Email Marketing	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Content Marketing	\$5,000	\$5,000	\$5,000	\$5,500	\$5,500	\$5,750	\$6,000	\$6,000	\$6,500	\$7,000	\$7,500	\$8,000
App Building	\$400,000											
PPC	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900
Server Space	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
App Updates												
Social Media Marketing												\$240,000
Website and App Copywriting	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Referral Payouts		\$197	\$426	\$853	\$1,013	\$900	\$773	\$980	\$1,266	\$1,586	\$1,680	\$2,922

Discount Codes						\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Total Operating Expenses	\$457,896	\$58,093	\$58,322	\$59,250	\$59,411	\$61,547	\$61,671	\$67,127	\$67,918	\$68,737	\$69,332	\$311,073
Operating Income	(\$458,277)	(\$56,505)	(\$53,243)	(\$46,101)	(\$40,063)	(\$39,239)	(\$40,897)	(\$42,214)	(\$33,725)	(\$27,623)	(\$23,480)	\$33,005
Interest Incurred												
Depreciation and Amortization												
Gain or Loss from Sale of Assets												
Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$463,896	\$64,093	\$64,322	\$65,250	\$65,411	\$67,547	\$67,671	\$73,127	\$73,918	\$74,737	\$75,332	\$317,073
Net Profit	(\$458,277)	(\$56,505)	(\$53,243)	(\$46,101)	(\$40,063)	(\$39,239)	(\$40,897)	(\$42,214)	(\$33,725)	(\$27,623)	(\$23,480)	\$33,005
Net Profit / Sales	(8,155%)	(745%)	(481%)	(241%)	(158%)	(139%)	(153%)	(137%)	(84%)	(59%)	(45%)	9%

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Total Revenue	\$52,617	\$37,786	\$35,944	\$34,167	\$36,316	\$36,769	\$36,420	\$41,564	\$49,009	\$60,507	\$71,107	\$510,496
Total Direct Costs	\$6,360	\$6,360	\$6,360	\$6,360	\$6,360	\$6,360	\$6,360	\$6,360	\$6,360	\$6,360	\$6,360	\$6,360
Gross Margin	\$46,257	\$31,426	\$29,584	\$27,807	\$29,956	\$30,409	\$30,060	\$35,204	\$42,649	\$54,147	\$64,747	\$504,136
Gross Margin %	88%	83%	82%	81%	82%	83%	83%	85%	87%	89%	91%	99%
Operating Expenses												
Salaries and Wages	\$55,612	\$55,612	\$55,612	\$55,612	\$60,119	\$60,119	\$64,625	\$64,625	\$69,135	\$69,142	\$73,649	\$73,649
Employee Related Expenses	\$5,623	\$5,623	\$5,623	\$5,623	\$6,524	\$6,524	\$7,425	\$7,425	\$8,326	\$8,328	\$9,229	\$9,229
SEO	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Email Marketing	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Content Marketing	\$6,000	\$6,000	\$6,000	\$6,500	\$6,500	\$6,500	\$7,000	\$7,000	\$7,000	\$7,500	\$8,000	\$8,000
App Building												
PPC	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900
Server Space	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
App Updates	\$6,666	\$6,666	\$6,666	\$6,666	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667
Social Media Marketing												\$295,000
Website and App Copywriting	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Referral Payouts	\$1,749	\$1,140	\$1,010	\$880	\$1,041	\$1,151	\$1,201	\$1,470	\$1,580	\$1,902	\$2,541	\$3,332
Discount Codes	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Total Operating Expenses	\$81,050	\$80,441	\$80,311	\$80,681	\$86,251	\$86,361	\$92,318	\$92,587	\$98,109	\$98,938	\$105,486	\$401,277
Operating Income	(\$34,793)	(\$49,015)	(\$50,727)	(\$52,875)	(\$56,296)	(\$55,952)	(\$62,259)	(\$57,384)	(\$55,460)	(\$44,792)	(\$40,739)	\$102,859

Interest Incurred

Depreciation and
AmortizationGain or Loss from
Sale of Assets

Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$87,410	\$86,801	\$86,671	\$87,041	\$92,611	\$92,721	\$98,678	\$98,947	\$104,469	\$105,298	\$111,846	\$407,637
Net Profit	(\$34,793)	(\$49,015)	(\$50,727)	(\$52,875)	(\$56,296)	(\$55,952)	(\$62,259)	(\$57,384)	(\$55,460)	(\$44,792)	(\$40,739)	\$102,859
Net Profit / Sales	(66%)	(130%)	(141%)	(155%)	(155%)	(152%)	(171%)	(138%)	(113%)	(74%)	(57%)	20%

	2024	2025	2026
Total Revenue	\$644,016	\$1,002,699	\$2,130,323
Total Direct Costs	\$72,000	\$76,320	\$80,899
Gross Margin	\$572,016	\$926,379	\$2,049,424
Gross Margin %	89%	92%	96%
Operating Expenses			
Salaries and Wages	\$571,859	\$757,511	\$1,012,866
Employee Related Expenses	\$48,372	\$85,502	\$136,573
SEO	\$18,000	\$18,000	\$18,000
Email Marketing	\$3,600	\$3,600	\$3,600
Content Marketing	\$72,750	\$82,000	\$90,000
App Building	\$400,000		
PPC	\$10,800	\$10,800	\$10,800
Server Space	\$2,400	\$2,400	\$2,400
App Updates		\$80,000	\$80,000
Social Media Marketing	\$240,000	\$295,000	\$310,000
Website and App Copywriting	\$6,000	\$6,000	\$6,000
Referral Payouts	\$12,596	\$18,997	\$43,145
Discount Codes	\$14,000	\$24,000	\$24,000
Total Operating Expenses	\$1,400,377	\$1,383,810	\$1,737,384
Operating Income	(\$828,361)	(\$457,431)	\$312,040
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$0	\$0	\$0

Total Expenses	\$1,472,377	\$1,460,130	\$1,818,284
Net Profit	(\$828,361)	(\$457,431)	\$312,040
Net Profit / Sales	(129%)	(46%)	15%

Balance Sheet (With Monthly Detail)

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Cash	(\$106,268)	(\$11,201)	(\$165,358)	(\$214,244)	\$644,492	\$606,356	\$564,731	\$522,209	\$486,772	\$454,796	\$432,157	\$479,698
Accounts Receivable	\$2,286	\$3,117	\$4,590	\$7,965	\$10,580	\$11,815	\$11,154	\$12,878	\$16,772	\$19,674	\$21,678	\$147,945
Inventory												
Other Current Assets												
Total Current Assets	(\$103,982)	(\$8,084)	(\$160,768)	(\$206,279)	\$655,072	\$618,171	\$575,885	\$535,087	\$503,544	\$474,470	\$453,835	\$627,643
Long-Term Assets												
Accumulated Depreciation												
Total Long-Term Assets												
Total Assets	(\$103,982)	(\$8,084)	(\$160,768)	(\$206,279)	\$655,072	\$618,171	\$575,885	\$535,087	\$503,544	\$474,470	\$453,835	\$627,643
Accounts Payable	\$204,200	\$106,398	\$6,562	\$7,083	\$7,395	\$8,503	\$9,099	\$9,233	\$9,678	\$10,285	\$10,787	\$131,806
Income Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales Taxes Payable	\$95	\$299	\$695	\$764	\$1,866	\$3,095	\$1,110	\$2,392	\$4,129	\$2,072	\$4,415	\$24,198
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities	\$204,295	\$106,697	\$7,257	\$7,847	\$9,261	\$11,598	\$10,209	\$11,625	\$13,807	\$12,357	\$15,202	\$156,004
Long-Term Debt												
Long-Term Liabilities												

Total Liabilities	\$204,295	\$106,697	\$7,257	\$7,847	\$9,261	\$11,598	\$10,209	\$11,625	\$13,807	\$12,357	\$15,202	\$156,004
Paid-In Capital	\$150,000	\$400,000	\$400,000	\$400,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000
Retained Earnings												
Earnings	(\$458,277)	(\$514,781)	(\$568,025)	(\$614,126)	(\$654,189)	(\$693,427)	(\$734,324)	(\$776,538)	(\$810,263)	(\$837,887)	(\$861,367)	(\$828,361)
Total Owner's Equity	(\$308,277)	(\$114,781)	(\$168,025)	(\$214,126)	\$645,811	\$606,573	\$565,676	\$523,462	\$489,737	\$462,113	\$438,633	\$471,639
Total Liabilities & Equity	(\$103,982)	(\$8,084)	(\$160,768)	(\$206,279)	\$655,072	\$618,171	\$575,885	\$535,087	\$503,544	\$474,470	\$453,835	\$627,643

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Cash	\$491,151	\$390,380	\$341,490	\$285,771	\$230,055	\$175,358	\$110,979	\$53,258	(\$3,238)	(\$54,690)	(\$95,985)	\$1,497,870
Accounts Receivable	\$21,956	\$15,670	\$14,885	\$14,144	\$15,052	\$15,251	\$15,075	\$17,253	\$20,398	\$25,222	\$29,703	\$215,739
Inventory												
Other Current Assets												
Total Current Assets	\$513,107	\$406,051	\$356,375	\$299,915	\$245,107	\$190,609	\$126,053	\$70,511	\$17,160	(\$29,468)	(\$66,282)	\$1,713,609
Long-Term Assets												
Accumulated Depreciation												
Total Long-Term Assets												
Total Assets	\$513,107	\$406,051	\$356,375	\$299,915	\$245,107	\$190,609	\$126,053	\$70,511	\$17,160	(\$29,468)	(\$66,282)	\$1,713,609
Accounts Payable	\$73,988	\$14,557	\$14,340	\$14,492	\$14,666	\$14,761	\$15,063	\$15,336	\$15,458	\$15,896	\$16,671	\$164,851
Income Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales Taxes Payable	\$2,274	\$3,663	\$4,932	\$1,194	\$2,508	\$3,867	\$1,267	\$2,836	\$4,823	\$2,548	\$5,698	\$34,550
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities	\$76,262	\$18,220	\$19,272	\$15,686	\$17,174	\$18,628	\$16,330	\$18,172	\$20,281	\$18,444	\$22,369	\$199,401
Long-Term Debt												
Long-Term Liabilities												
Total Liabilities	\$76,262	\$18,220	\$19,272	\$15,686	\$17,174	\$18,628	\$16,330	\$18,172	\$20,281	\$18,444	\$22,369	\$199,401
Paid-In Capital	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$2,800,000

Retained Earnings	(\$828,361)	(\$828,361)	(\$828,361)	(\$828,361)	(\$828,361)	(\$828,361)	(\$828,361)	(\$828,361)	(\$828,361)	(\$828,361)	(\$828,361)	(\$828,361)
Earnings	(\$34,793)	(\$83,808)	(\$134,535)	(\$187,410)	(\$243,705)	(\$299,657)	(\$361,916)	(\$419,299)	(\$474,759)	(\$519,551)	(\$560,290)	(\$457,431)
Total Owner's Equity	\$436,845	\$387,831	\$337,104	\$284,229	\$227,933	\$171,982	\$109,723	\$52,339	(\$3,121)	(\$47,912)	(\$88,651)	\$1,514,208
Total Liabilities & Equity	\$513,107	\$406,051	\$356,375	\$299,915	\$245,107	\$190,609	\$126,053	\$70,511	\$17,160	(\$29,468)	(\$66,282)	\$1,713,609

	2024	2025	2026
Cash	\$479,698	\$1,497,870	\$11,815,853
Accounts Receivable	\$147,945	\$215,739	\$74,682
Inventory			
Other Current Assets			
Total Current Assets	\$627,643	\$1,713,609	\$11,890,535
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets			
Total Assets	\$627,643	\$1,713,609	\$11,890,535
Accounts Payable	\$131,806	\$164,851	\$36,747
Income Taxes Payable	\$0	\$0	\$0
Sales Taxes Payable	\$24,198	\$34,550	\$27,541
Short-Term Debt			
Prepaid Revenue			
Total Current Liabilities	\$156,004	\$199,401	\$64,288
Long-Term Debt			
Long-Term Liabilities			
Total Liabilities	\$156,004	\$199,401	\$64,288
Paid-In Capital	\$1,300,000	\$2,800,000	\$12,800,000
Retained Earnings		(\$828,361)	(\$1,285,792)
Earnings	(\$828,361)	(\$457,431)	\$312,040
Total Owner's Equity	\$471,639	\$1,514,208	\$11,826,247
Total Liabilities & Equity	\$627,643	\$1,713,609	\$11,890,535

Cash Flow Statement (With Monthly Detail)

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Net Cash Flow from Operations												
Net Profit	(\$458,277)	(\$56,505)	(\$53,243)	(\$46,101)	(\$40,063)	(\$39,239)	(\$40,897)	(\$42,214)	(\$33,725)	(\$27,623)	(\$23,480)	\$33,005
Depreciation & Amortization												
Change in Accounts Receivable	(\$2,286)	(\$831)	(\$1,473)	(\$3,375)	(\$2,615)	(\$1,235)	\$661	(\$1,724)	(\$3,894)	(\$2,902)	(\$2,003)	(\$126,267)
Change in Inventory												
Change in Accounts Payable	\$204,200	(\$97,802)	(\$99,836)	\$521	\$312	\$1,108	\$596	\$134	\$445	\$607	\$502	\$121,019
Change in Income Tax Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Sales Tax Payable	\$95	\$204	\$396	\$69	\$1,102	\$1,229	(\$1,985)	\$1,282	\$1,737	(\$2,057)	\$2,343	\$19,783
Change in Prepaid Revenue												
Net Cash Flow from Operations	(\$256,268)	(\$154,933)	(\$154,156)	(\$48,886)	(\$41,264)	(\$38,136)	(\$41,624)	(\$42,522)	(\$35,437)	(\$31,976)	(\$22,639)	\$47,541
Investing & Financing												
Assets Purchased or Sold												
Net Cash from Investing												
Investments Received	\$150,000	\$250,000			\$900,000							

Dividends & Distributions												
Change in Short-Term Debt												
Change in Long-Term Debt												
Net Cash from Financing	\$150,000	\$250,000			\$900,000							
Cash at Beginning of Period	\$0	(\$106,268)	(\$11,201)	(\$165,358)	(\$214,244)	\$644,492	\$606,356	\$564,731	\$522,209	\$486,772	\$454,796	\$432,157
Net Change in Cash	(\$106,268)	\$95,067	(\$154,156)	(\$48,886)	\$858,736	(\$38,136)	(\$41,624)	(\$42,522)	(\$35,437)	(\$31,976)	(\$22,639)	\$47,541
Cash at End of Period	(\$106,268)	(\$11,201)	(\$165,358)	(\$214,244)	\$644,492	\$606,356	\$564,731	\$522,209	\$486,772	\$454,796	\$432,157	\$479,698

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Net Cash Flow from Operations												
Net Profit	(\$34,793)	(\$49,015)	(\$50,727)	(\$52,875)	(\$56,296)	(\$55,952)	(\$62,259)	(\$57,384)	(\$55,460)	(\$44,792)	(\$40,739)	\$102,859
Depreciation & Amortization												
Change in Accounts Receivable	\$125,988	\$6,286	\$785	\$741	(\$908)	(\$199)	\$176	(\$2,178)	(\$3,145)	(\$4,824)	(\$4,481)	(\$186,036)
Change in Inventory												
Change in Accounts Payable	(\$57,818)	(\$59,431)	(\$217)	\$153	\$173	\$95	\$303	\$272	\$122	\$438	\$775	\$148,180
Change in Income Tax Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Sales Tax Payable	(\$21,924)	\$1,389	\$1,269	(\$3,738)	\$1,314	\$1,359	(\$2,600)	\$1,569	\$1,987	(\$2,275)	\$3,150	\$28,852
Change in Prepaid Revenue												
Net Cash Flow from Operations	\$11,453	(\$100,771)	(\$48,890)	(\$55,719)	(\$55,716)	(\$54,697)	(\$64,380)	(\$57,721)	(\$56,496)	(\$51,452)	(\$41,295)	\$93,855
Investing & Financing												
Assets Purchased or Sold												
Net Cash from Investing												
Investments Received												\$1,500,000
Dividends & Distributions												

Change in Short-Term Debt												
Change in Long-Term Debt												
Net Cash from Financing												\$1,500,000
Cash at Beginning of Period	\$479,698	\$491,151	\$390,380	\$341,490	\$285,771	\$230,055	\$175,358	\$110,979	\$53,258	(\$3,238)	(\$54,690)	(\$95,985)
Net Change in Cash	\$11,453	(\$100,771)	(\$48,890)	(\$55,719)	(\$55,716)	(\$54,697)	(\$64,380)	(\$57,721)	(\$56,496)	(\$51,452)	(\$41,295)	\$1,593,855
Cash at End of Period	\$491,151	\$390,380	\$341,490	\$285,771	\$230,055	\$175,358	\$110,979	\$53,258	(\$3,238)	(\$54,690)	(\$95,985)	\$1,497,870

	2024	2025	2026
Net Cash Flow from Operations			
Net Profit	(\$828,361)	(\$457,431)	\$312,040
Depreciation & Amortization			
Change in Accounts Receivable	(\$147,945)	(\$67,795)	\$141,057
Change in Inventory			
Change in Accounts Payable	\$131,806	\$33,045	(\$128,105)
Change in Income Tax Payable	\$0	\$0	\$0
Change in Sales Tax Payable	\$24,198	\$10,352	(\$7,009)
Change in Prepaid Revenue			
Net Cash Flow from Operations	(\$820,302)	(\$481,828)	\$317,983
Investing & Financing			
Assets Purchased or Sold			
Net Cash from Investing			
Investments Received	\$1,300,000	\$1,500,000	\$10,000,000
Dividends & Distributions			
Change in Short-Term Debt			
Change in Long-Term Debt			
Net Cash from Financing	\$1,300,000	\$1,500,000	\$10,000,000
Cash at Beginning of Period	\$0	\$479,698	\$1,497,870
Net Change in Cash	\$479,698	\$1,018,172	\$10,317,983
Cash at End of Period	\$479,698	\$1,497,870	\$11,815,853