



**Giving seniors the power to freely
find their solutions.**

THE PROBLEM

Today's seniors are filled with uncertainty and fear about their future, leaving them reliant on strangers to make life-changing decisions.

12%
LONGER
LIFESPAN

\$70T
REPURPOSED
& BEQUEATHED

\$37B
ANNUAL
FRAUD

Uncertainty Neglect Isolation Fraud

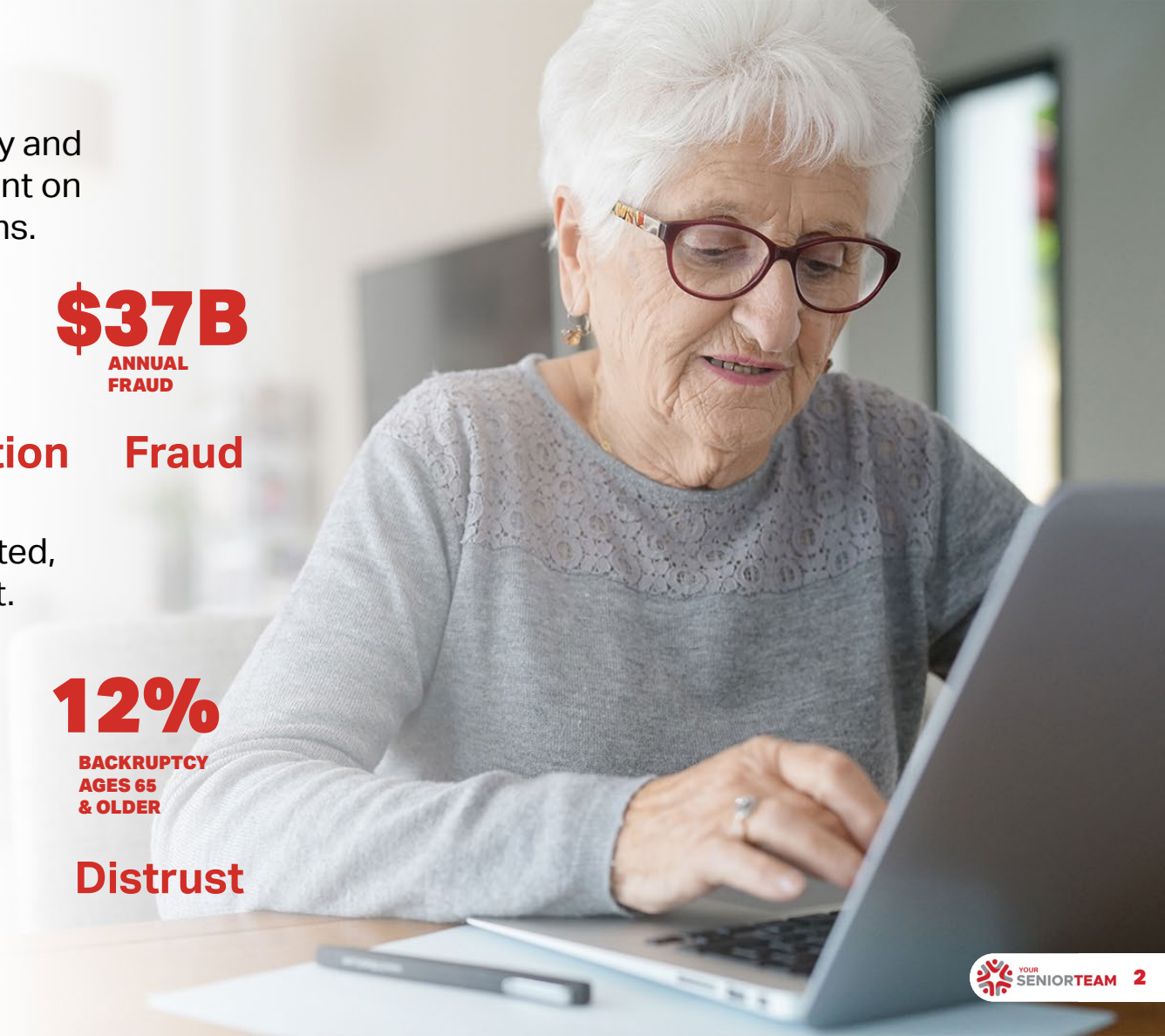
Businesses serving seniors are fragmented, disconnected, complicated, and suspect.

\$29B
ANNUAL
LOST
PRODUCTIVITY

36%
BABY
BOOMERS
CAN'T RETIRE

12%
BACKRUPTCY
AGES 65
& OLDER

Time Focus Presence Distrust



THE SOLUTION



**YOUR
SENIORTEAM**

Giving seniors the power to freely find solutions.

Providing a one-stop hub that empowers seniors to find the answers and solutions to their circumstances, allowing them to act efficiently and independently.

Free Access Information Contacts

A blockchain for businesses that qualifies, refers, records, stores, interconnects, and builds goodwill for industries transacting in products and services for seniors.



VALUE PROPOSITION

Seniors & Families:

It's **FREE** to make life saving, and life enhancing informed decisions.

- Saves Time
- Easy Access
- Immediate Action



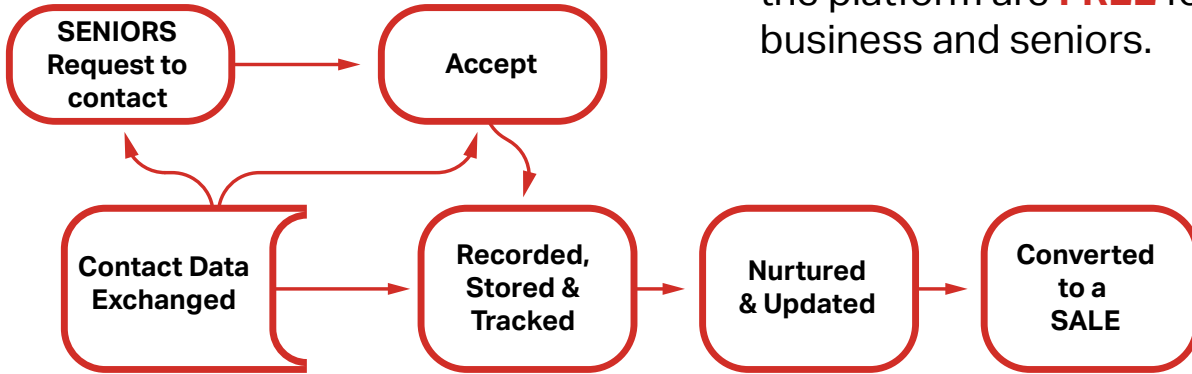
Service Providers:

FREE marketing, market data collection, networking with counterparts and access to qualified referrals for businesses and services.

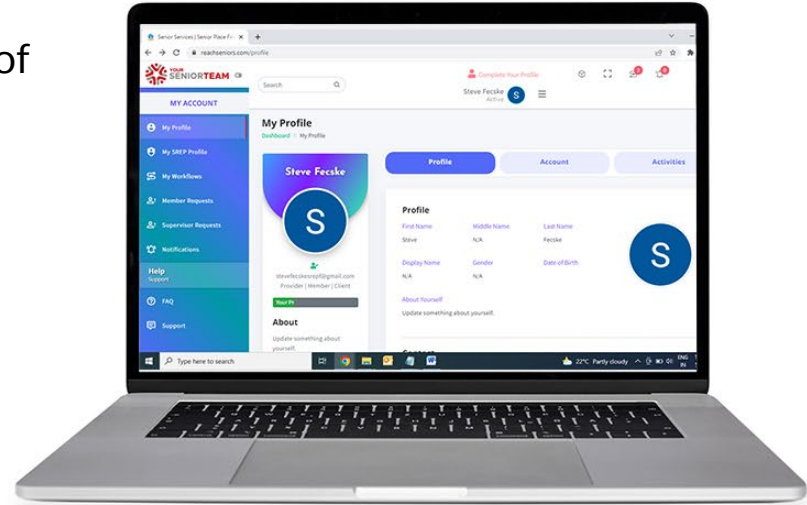
- Qualified Referrals
- Admin Dashboard
- Connects Ecosystem

REVENUE/BUSINESS MODEL

"THE REFERRAL PROCESS"



The access and services of the platform are **FREE** for business and seniors.



REVENUE MODEL

Senior Living Industry Referral Fee

- 50% of the first month's rent
- The average monthly rent is \$3,500.00 making the referral fee \$1,750.00
- Every 100 referrals converted results in \$175,000.00

Real Estate Referral Fee

- 25% of the gross commission earned
- Average home price nationwide is \$500,000.00
- 2.5% gross commission \$12,500.00
- Referral fee is \$3,125.00
- 25 real estate referrals a month is \$78,125.00

Elder Law Requires ABA certification

- California ABA certification for all state counties is \$10,000.00
- The referral fee starts at 25% and is reduced 5% each year for 5 years.

Other Club referral revenues are to be determined by demand, volume, and industry rules and regulations.

MARKET SIZE

National Senior Market

Senior Market Size

94M 75+ Silent Generation
58-74 Baby Boomers
45 - 57 Generation X

Assisted Living Market

\$92B

Projected Annual Revenue

Seniors in need

7/10

Assisted Living Requirements

Wealthiest Demographic

\$94T

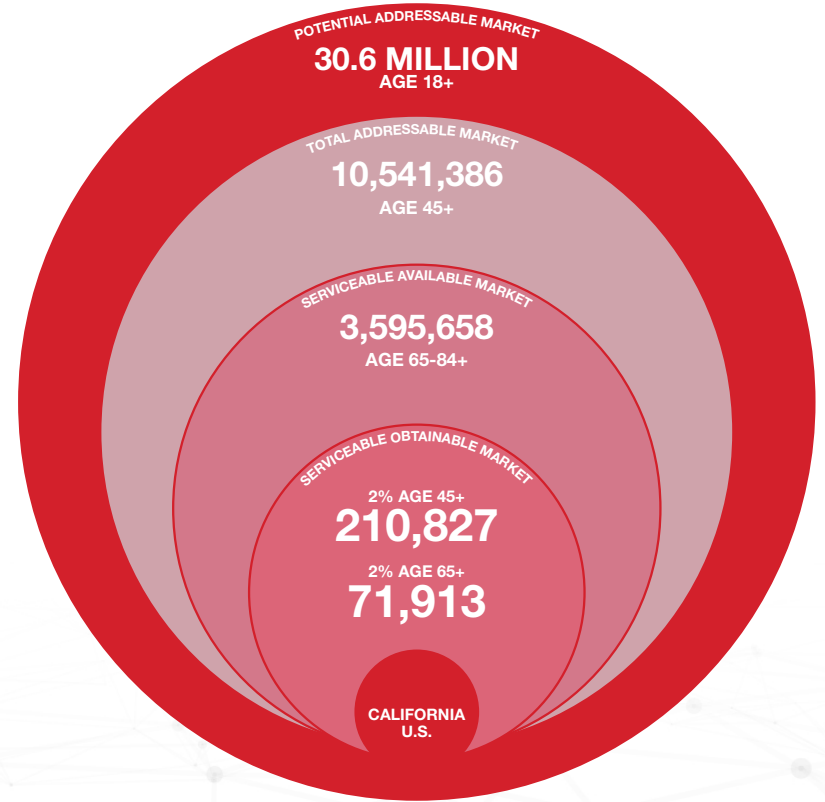
Total Asset Worth

Real Estate Equity

\$4T+

Projected 2022

California Senior Market



For our A/B Testing we will launch in the California market in 2022

MARKETING STRATEGY

Phase I

- Brand Awareness for Your Senior Team platform
- Campaign to drive awareness, recall, and goodwill.
- Storytelling, testimonials, value propositions, distinctions.
- Organic social media, email marketing, direct mail targets
- Attend industry and trade Conventions & Conferences
- Affiliates Platform to connect the senior market granularly

Phase II

- Same target markets to acquire customers.
- Tracking consumer activity using pixels on Your Senior Team websites
- Proven Return-on-Spend in each market channel determines allocations
- Purpose-driven and Data-led

Phase III

- Establish personal value to consumers and professional value to businesses
- Promote programs and benefits by consumers to evangelize the Your Senior Team brand.



MARKET GROWTH



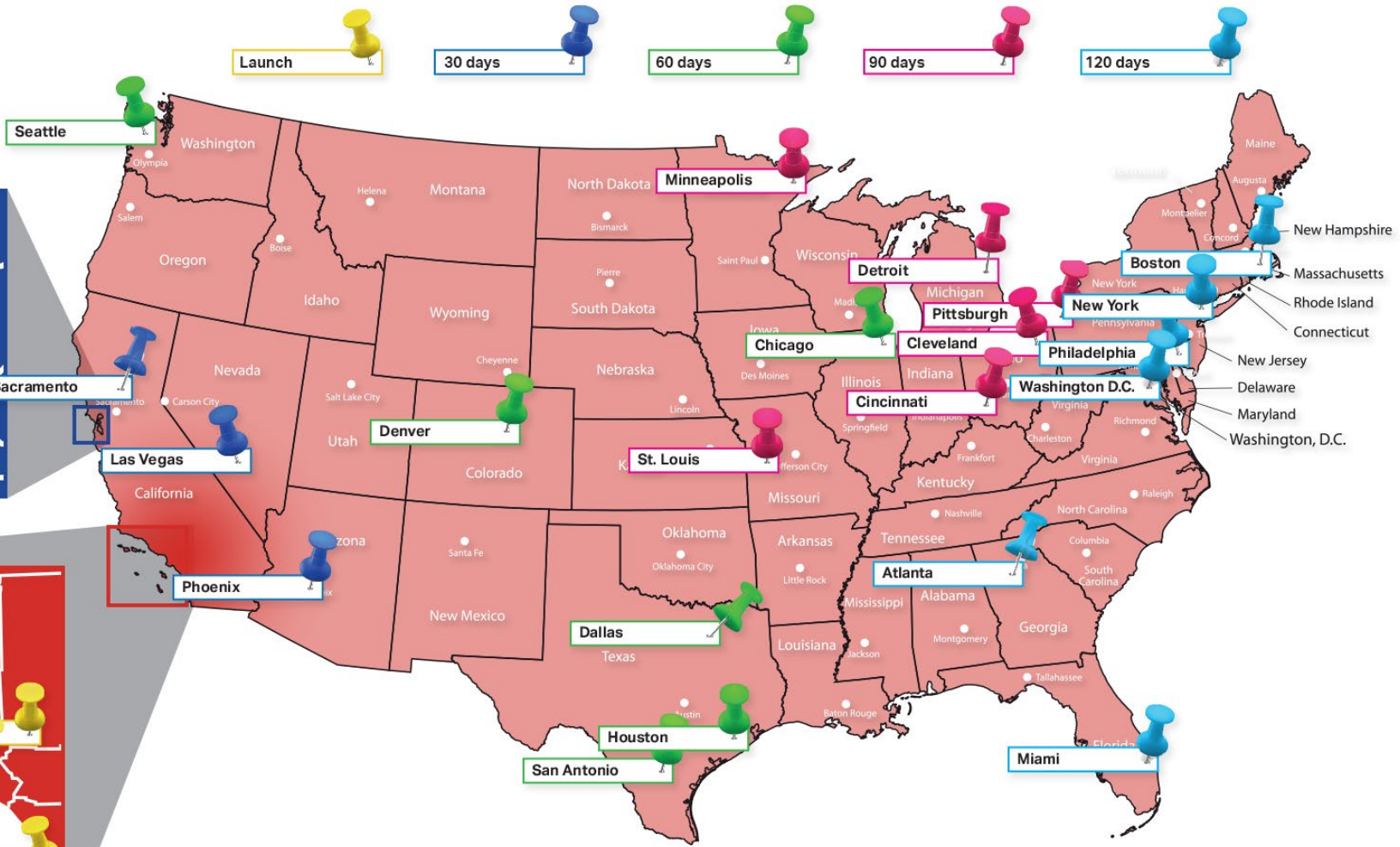
Launch

30 days

60 days

90 days

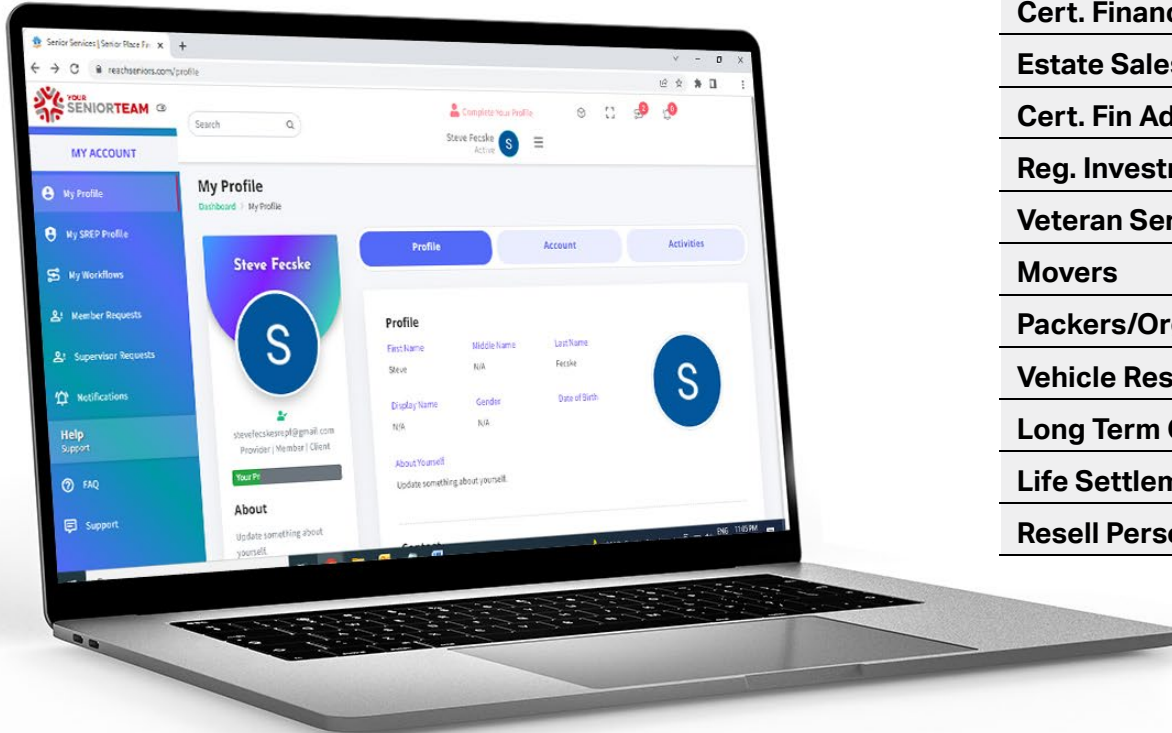
120 days



We will be present in 42 of the largest senior markets across the country.
(Only 25 cities shown)

MARKET GROWTH

Businesses, Professionals, and Specialists serving Seniors and their families.



	NUMBER OF COMPANIES	PROFESSIONALS/SPECIALISTS
Senior Living	28,900	46,000
Senior Real Estate	1,758	21,389
Elder Law		17,637
Cert. Medicare Advisor		104,985
HECM		31,321
Cert. Finance Planner		47,856
Estate Sales	9,000	90,569
Cert. Fin Advisors		27,564
Reg. Investment Advisor		218,100
Veteran Services	100	13,494
Movers	7000	13,900
Packers/Organizers		6,200
Vehicle Resellers		16,432
Long Term Care		15,371
Life Settlement		
Resell Personal Property	25,000	25,000

MARKETING VALIDATION TEST

NEW CUSTOMER REVENUE

\$45,500

NEW CUSTOMERS

26

CPM

\$20.48

We tested a series of commercial video advertisements across the Los Angeles DMA market to two different personas.

CPC

\$0.42

Promising signs for demand, KPI, and product validation.

Target personas validated and product demand.

Success will be duplicated to roll out nationwide.

Marketing Test Overview

Demographics:

- 55+ Seniors (with a likelihood to need senior services)
- Adult Children with Senior Parents

Timeline: 2 Weeks

MONTHLY SPEND

\$20k

CPC

\$0.50

WEBSITE TRAFFIC

40k

QUALIFIED LEADS

1,333

LEAD CONVERSION

\$30

CONVERSION RATE

2%

Industry is \$42

TRACTION TIMELINE

Month 1-2

Launch & Test Platform
AB Testing
Senior Place Finder
Senior Living Gateway 350 added
SREP Finder
SREP Club
Continued Platform Development
Messaging, Analytics, Billing
Business Development
Complete Workflow/Operating
Add 1 to 2 sales executives B2B
other 5 Club & Finder sites
Business Development
Clients and Partners
Produce Video Content
B2B Senior Tutorials
Personal stories
Apply for Law Referral Cert

Month 2-3

Cost of Acquisition >\$
SPF 10,000 users
2500 Locations added
Elder Law/VA Benefits/IS/EIFL/ESPM Clubs
1700 registered
Add Blog, Library, Forum, Podcast
Start Affiliate Portal
Voucher/Gift/Coupon Generator
AB Testing for other Club Sites
Hire Office Manager
Add 2 digital marketers SM/SEO
Sign agreements with Senior Living Companies
Real Estate Companies, Trade Organizations
1 U.S. Programmer added, Designer Added
Content Manager, Admin Manager
Content to be AB Tested
Certification Approved
Begin Referral fees for legal sales

Month 3-4

EL/VAB/IS/EIFL/ESPM
Finder 20,000 users
First Referral Fees Received
API integration with cert/license auth
AI Development
Add 2,000 businesses
Hire Affiliate Manager
20,000 locations added
Cont'd prog dev
Dev. Mem. Matrix Rewards
Post Content/Tutorials
Hire Attorney Marketer/Manager
Hire 2 more digital managers

Month 5-6

Add 6,000 Businesses
Attract 350,000 visitors
Convert 10% to 35,000 referrals
Close 1% at \$2500 earning \$875k
Continue Business Development
Gather Content by State for
Seniors and families to access
Attend trade for:
FINRA, NIC, NAELA, NAR, AARP

Month 7-8

Reach 25,000 Club Members
450,000 visitors
Hire Club Managers influencers by Industry
Develop Affiliate Campaigns, Hospital charities
45,000 referrals – 450 conv to sale \$1.125 million
Launch Podcast
Aging but are Afraid to Ask. Topics for Health,
Wealth, and Wellbeing
Voucher/Gift/Coupon/Cash Campaign

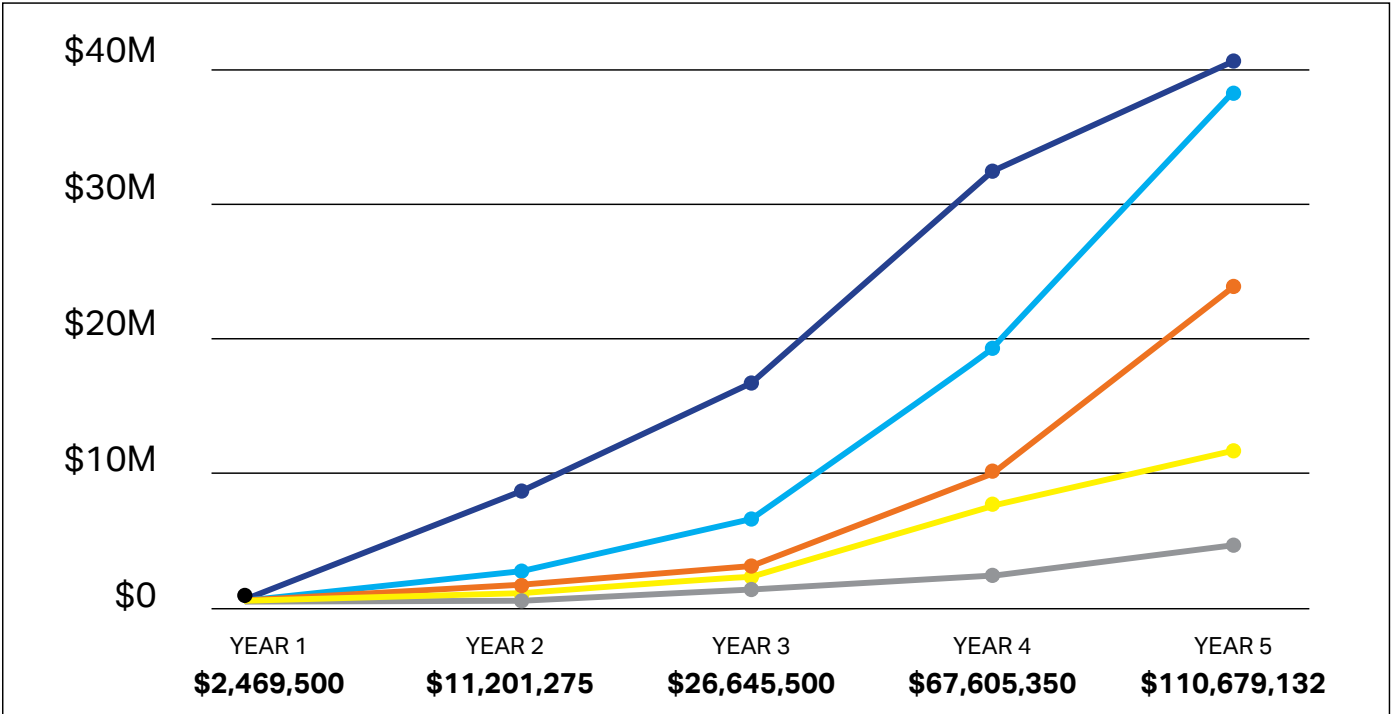
Month 9-10

500,000 visitors
establish rev model
for other 4 club sites
Referral/Reciproc
Video Campaign
Affiliate Campaigns
Promote Resources to Seniors

Month 11-12

500,000 VISITORS
120,000 Businesses
65,000 Referrals
650 converted to fees
Gross earnings \$1.625 million
Hire Digital Ad Executive
Develop Ad Space/Incentive Packages
Continued Business Develop.
Build Senior Online Retail Store
Devel Senior Affiliates offers and tools
Campaigns for Senior Source Cash/Gifts/Coupons
Campaign of Trust based on API Cert/License
integration to authenticate Members
Begin looking at Mergers & Acquisitions

REVENUE PROJECTION



REVENUE



- AssitLiving
- Subscription
- Real Estate Referrals
- Date Revenue
- Global Revenue

COMPETITION

No other services offers a connection to the entire senior market.



Directory by Location	✓	✓	✓	✓	✓	✓	✓
Immediate Results	✓	✓	24 - 48 hrs		✓	24 - 48 hrs	✓
100% Automated							✓
Referrals	✓	✓	✓	✓	✓	✓	✓
Marketing Dashboard							✓
Market, Sales Data, Analytics							✓
Connected Ecosystem		✓	✓	✓	✓		✓
Referral Fee Income			✓	✓		✓	✓

We build internet memberships and associations between senior living and elder care businesses, organizations, professionals and specialists using technology to cultivate data, business, and enterprise.

PARTNERS



Insured Retirement Institute



TEAM



Steve Fecske
CEO & President

Steve has experience working with senior living residences and communities, seniors and families. Steve is a Senior Real Estate Specialist, building and operating a tech company, which he scaled and led for 14 years, and exited successfully.

Steve is a successful author with book "How to Capture the Senior Real Estate Market for SRES Professionals", to understand the elder care industry as a source for business. Marketing Director for Brookdale, Emeritus Senior Living, and Right At Home Care®.



Aju Philips
CTO

Aju is an accomplished technology executive with a record of achievement in corporate growth through his strategic the leadership of technical initiatives and operations.

- Strategic Planning, Business/IT Alignment
- Business Relationship Management
- Enterprise Architecture
- ERP systems
- Application Development
- Vendor/Contract Management



Bill Wang
CFO

Having earned a Ph.D. in financial paradigms, Bill has served as a senior actuary for fortune 500 Companies as an expert in building financial models and forecasts.

Bill has a vast experience setting up startup operations, successfully implemented strategic fundraising generating more than \$6 million in revenue a year.

Bill has managed digital loyalty and reward programs operated as the financial planner and finance manager for start-up.



Josh Morris
CMO

Josh Morris is a Marketing Executive with demonstrated experience in a variety of different verticles, including non-profit, technology, fitness, and retail operations. Josh hold's a dual bachelor's degree in Business Administration and Organizational Leadership from California Baptist University, where he graduated Summa Cum Laude. In his spare time, you can catch Josh riding motorcycles and eating at restaurants in sunny Southern California.



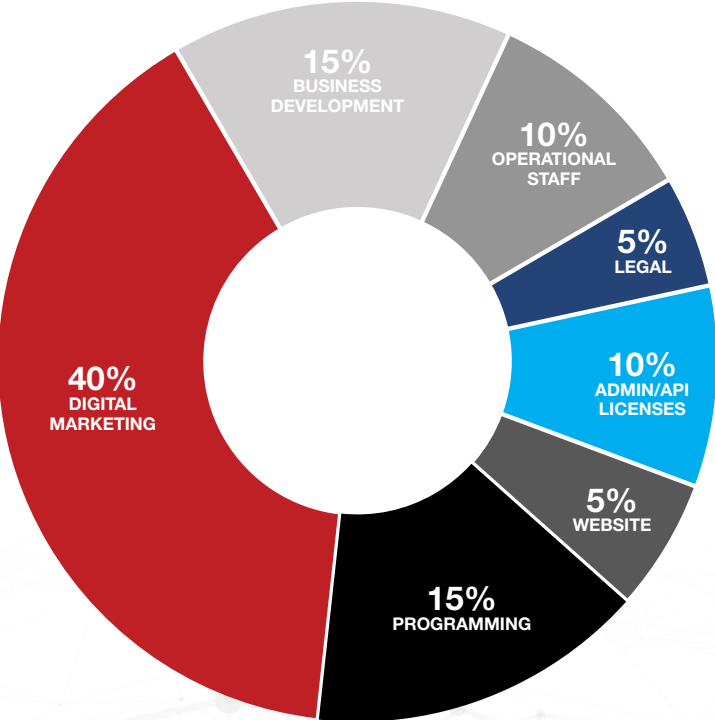
Thad Hoffmaster
Advisory Board

Thad is a seasoned global C level executive, entrepreneur (as a founder, investor and advisor) whom excels in demanding/challenging aggressive growth organizations across the globe.

With multiple exits having built organizations from startup to over \$500 mil per year in annual revenues (with a number in disruptive technologies) and staffing levels of over 1k, Thad understands all the various needs a startup requires in both scaling while at the same time preventing critical mistakes that can deter an organization.

ASK

Senior Team, Inc. is seeking a \$500,000 investment via a SAFE with a 20% discount.



60 days

- Server and Database Administration and Programming
- Produce Video Tutorials
- Social Media Build-out
- Business Development Marketing

100 days

- Secure strategic relations
- Direct marketing
- Expand into more markets
- Email campaigns tested

180 days

- Legal & Accounting
- Mobile Web Development
- Evaluate Consumer Advertising
- Hire Business Development Exec

More in-depth APP information available in THE SENIOR TEAM DATAROOM. Access available upon request.

CONTACT



The Mission: to interconnect and expand the senior market to better serve seniors and families, so there are fewer crises, and more options to retain better health, wealth, and quality of life.

Steve Fecske

Founder/CEO

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