



Get divorced without the cost, time and conflict of attorneys.

# Current system of divorce is antiquated, analog and **extremely painful**

Two attorneys fight it out, just like they did 200 years ago...



...Resulting in a drawn out, **financially and emotionally devastating** process

- \$25,000 – 30,000 avg. cost destroys 77% of family wealth<sup>1</sup>
- 11-17 month timeframe
- Confusing, stressful process
- Huge cost to families from heartbreak, anguish, mental health

<sup>1</sup>Ohio State University study of 9,055 people  
<https://news.osu.edu/divorce-drops-a-persons-wealth-by-77-percent-study-finds/>

# Why hasn't technology disrupted this market?

**Dispute resolution** is a major technological barrier



**70%+ of divorces involve disagreements**

**Current dispute technology can't handle these relational disputes**  
(e.g. home, custody, spousal support)

Existing Online Dispute Resolution Systems  
(only for monetary disputes)





# BlissDivorce **Relational Dispute Resolution™** technology empowers couples to reach agreement without attorneys

- **Dispute avoidance** built into UX
- **Expert systems** address common disputes as they occur
- **Proprietary value attribution tools** resolve disagreements remaining at end of process
- **Machine learning** to optimize tools over time

**11 Patents filed and pending**

**Disagreements**  
Here are the items you and John need to work out. We'll start with our Resolution Tools on the next screen.

MODULE	QUESTIONS	JEN	JOHN	AGREE
Child Custody & Visitation	Who will have the authority to choose which schools your child/children will attend?	Jen	John	✗
Child Custody & Visitation	Who will be authorized to make decisions about extra-curricular activities such as sports, music lessons, and other enrichment activities?	Jen	Joint	✗
Child Custody & Visitation	Who will have the authority to make decisions in response to your children's evolving educational needs?	Jen	Joint	✗
Child Custody & Visitation	Would you like to set up a 50/50 time sharing schedule (both parents get equal time), or will the children spend more time with one parent?	Weekdays with Jen, every other weekend with John	50/50	✗

**Resolution Tool 2 Option Rankings**  
Based on your and John's rankings, we identified one possible compromise:

QUESTIONS	OPTIONS	YOUR RANK	JOHN'S RANK	BOTH WILLING TO CONSIDER?
Regular Parenting Time	60% of time with Jen 40% of time with John			
Family home	Continue to own jointly home			

Would you like to propose this compromise to John?

Yes No

**Congratulations, John accepted your offer!**

You have resolved 4 of 6 issues!

Please continue to the next Resolution Tool to resolve your final disagreements.

TAKE A BREAK CONTINUE

# Breakthrough Pilot Market Results

## Design (MVP)

- Launched in California
- End-to-end divorce platform\*
- Beta of dispute resolution technology
- Mediator reviews each case and resolves disputes when needed

## Results

**53 paid clients** - \$185K revenue

- Avg. asset size = \$990K

**59% of cases resolved w/ no mediation**

- 35% - Full agreement through dispute tech
- 24% - Minor disagreements resolved w/o mediation
- 41% - 1-6 hours of mediation


**90% reduction in time** (cut 10+ months)

- Avg. 45 days in platform

**80% reduction in cost** (saved \$20K+)

\*Launched with 3 of 7 platform modules, with mediator filling in capability gaps when needed. Currently at 5 of 7 modules deployed.

# Major benefits for families

	Divorce Attorneys	
<b>Saves 10+ months</b>	11-17 months	45 days <sup>1</sup>
<b>Saves \$20K+</b>	Avg. of \$25,000 - \$30,000	\$3,000 <sup>2</sup>
<b>Much less stress and conflict</b>	Attorneys stoke conflict and drag out process	<ul style="list-style-type: none"> <li>• UX minimizes conflict</li> <li>• Efficient dispute resolution</li> <li>• Customer support and ecosystem of support services<sup>3</sup></li> </ul>

<sup>1</sup>Average time customers have taken to complete BlissDivorce platform using MVP launched in California.

<sup>2</sup>Price covers both spouses (\$3K per couple). Charged \$4K in MVP to cover mediation costs.

<sup>3</sup>Support services include online counseling, personal coaching, financial planning, will & trust, co-parenting app. Services provided through ecosystem of fee-generating affiliates.

# Large market with huge potential for disruption

**Fractured market** with no large incumbents to defend

**Local divorce attorneys still dominate (65% share)**

- Form fill sites & discount attorneys – 30%
- Elite attorneys – 5%

**BlissDivorce Sweet Spot**

- Gen X'ers & Millennials
- Middle to upper income (\$75-250K HHI, < \$2M assets)
- Low to medium complexity & disagreement
- **Prefer online & want to avoid \$25-30K in attorney fees**

**TAM**

1M divorces - \$25B / year

**SAM**

650K divorces - \$19.5B / year








Local Divorce Attorneys

**SOM**

220K divorces  
\$6.5B / year



# First online platform to compete directly with attorneys

		<div>Divorce Lawyers</div> 	<div>Current Online Divorce Platforms</div>   	<div>Emerging Relational ODR Tools</div>  
Fixed Fee – You know what you'll pay	✓	✗	✓	✓
End-to-end divorce service	✓	✓	✓*	✗
Dispute Resolution	<div>✓</div> <div>Automated tools resolve disputes and mitigate conflict</div>	<div>✓</div> <div>Attorneys fight it out, stoking conflict &amp; dragging things out</div>	✗	<div>✓</div> <div>Rudimentary tools to help resolve disagreements</div>
Support services throughout process	✓	✗	✗	✗
Post-divorce services subscription	✓	✗	✗	✗

\*As long as you can work out disputes on your own



# Large LTV From Multiple Revenue Streams

## Transaction Fee - \$3,000

- Charged per couple

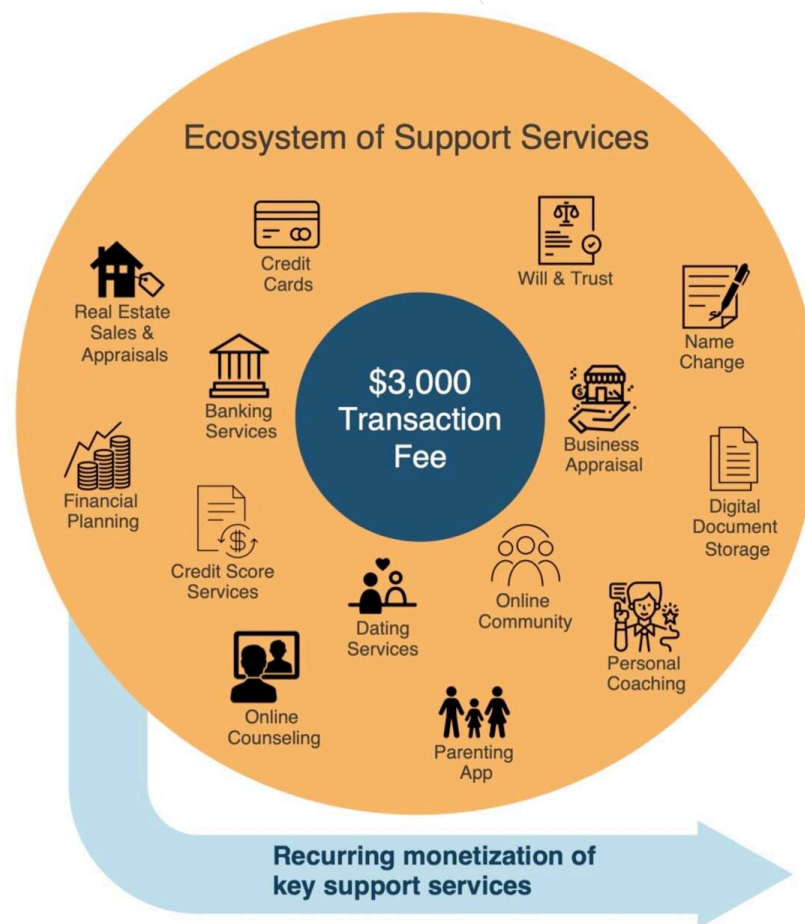
## Ecosystem of Support Services ~ \$750

- Provided throughout and after divorce process, generating significant affiliate income

## Post-divorce Subscription ~ \$250

- Divorce modifications, co-parenting app, secure document storage, online community

**Total LTV = \$4,000+**



## +B2B Recurring Revenue:

Piloting use of our platform on a SaaS/white label basis inside law firms

# Proven Customer Acquisition Model

Proven, Efficient, Repeatable

## Top of Funnel – Build Trusted Brand

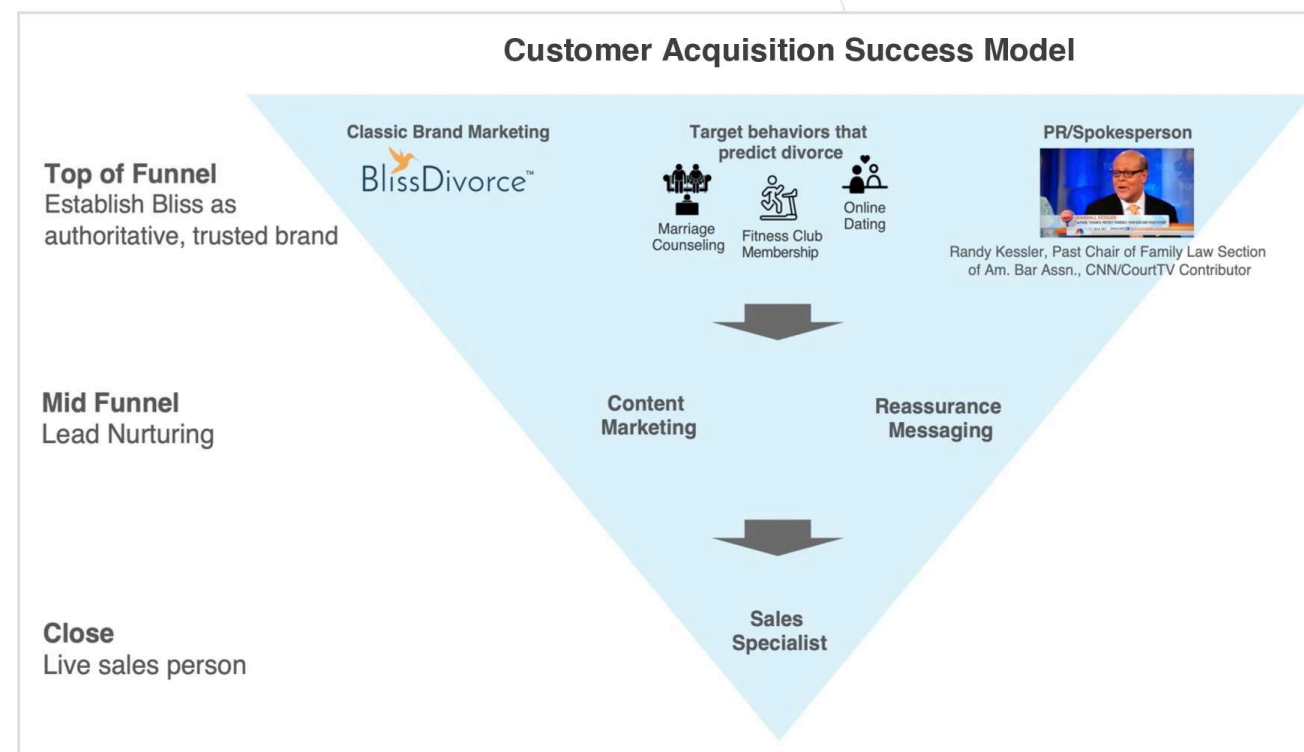
- Best practice from other successful brands that displaced human experts: TurboTax, Invisalign, Smile Direct Club, LegalZoom

## Mid-Funnel – Lead Nurturing

- Optimized content and reassurance messaging in pilot

## Bottom of Funnel

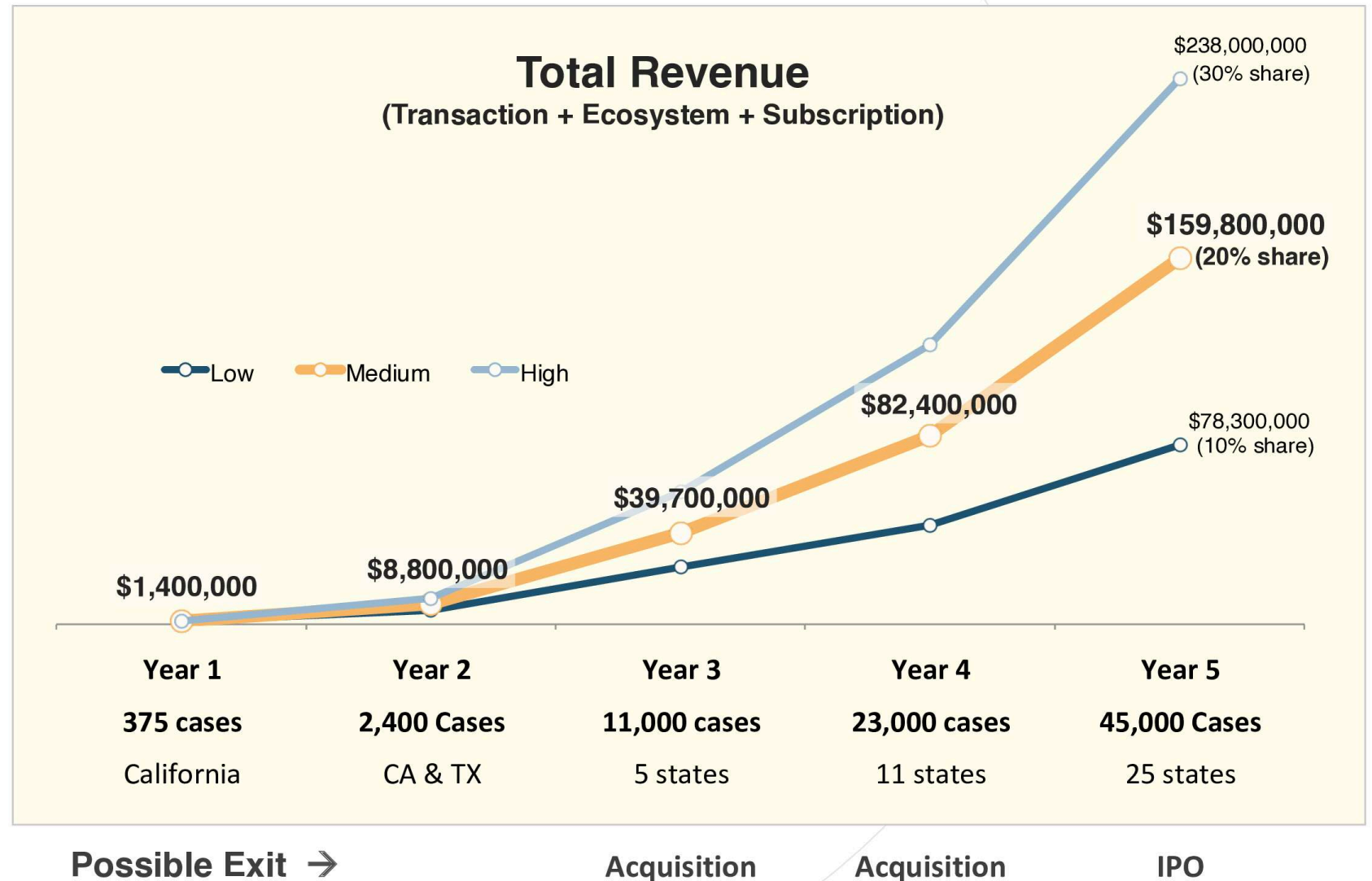
- Live sales person to close



**CAC \$600 - \$700**  
**LTV/CAC ratio of 6-7**

# Large LTV results in **strong revenue** at modest share assumptions

- Expand into **25 largest US states**, which account for 82% of divorces
- \$160M revenue** by year 5
- Significant upside** from expansion into other geographies/legal verticals and white label product for law firms



Forward-looking information. Actual results cannot be guaranteed.



# Seasoned Team of Experts

## Leadership Team



**Dan Hirsch**

Founder/CTO

- Lean product development expert
- Ph.D. in computer science
- Left 13 year career at McAfee and Intel to join BlissDivorce
- Experience at two startups



**Scott Seidewitz**

Founder/CEO

- MIT MBA, former P&G Brand Manager
- New product & brand strategy expert
- C-level consultant to LegalZoom
- Start-up experience w/ successful exit



**Sheila Tan**

Founder/CMO

- Senior marketing executive with broad leadership experience
- Former CMO of LegalZoom & Invisalign
- Advisor to multiple startups

**Argentina-based  
engineering and  
UX team**

## Key Advisors



**Randy Kessler**

Prominent Divorce Attorney  
CNN/CourtTV Contributor



**Scott MacDonnel**

Legal tech entrepreneur,  
former LegalZoom



**Leah Wing**

Online Dispute Resolution  
Thought Leader



**Jin Ho Verdonschot**

Online Dispute Resolution  
Thought Leader



# Resources to **scale to and growth**

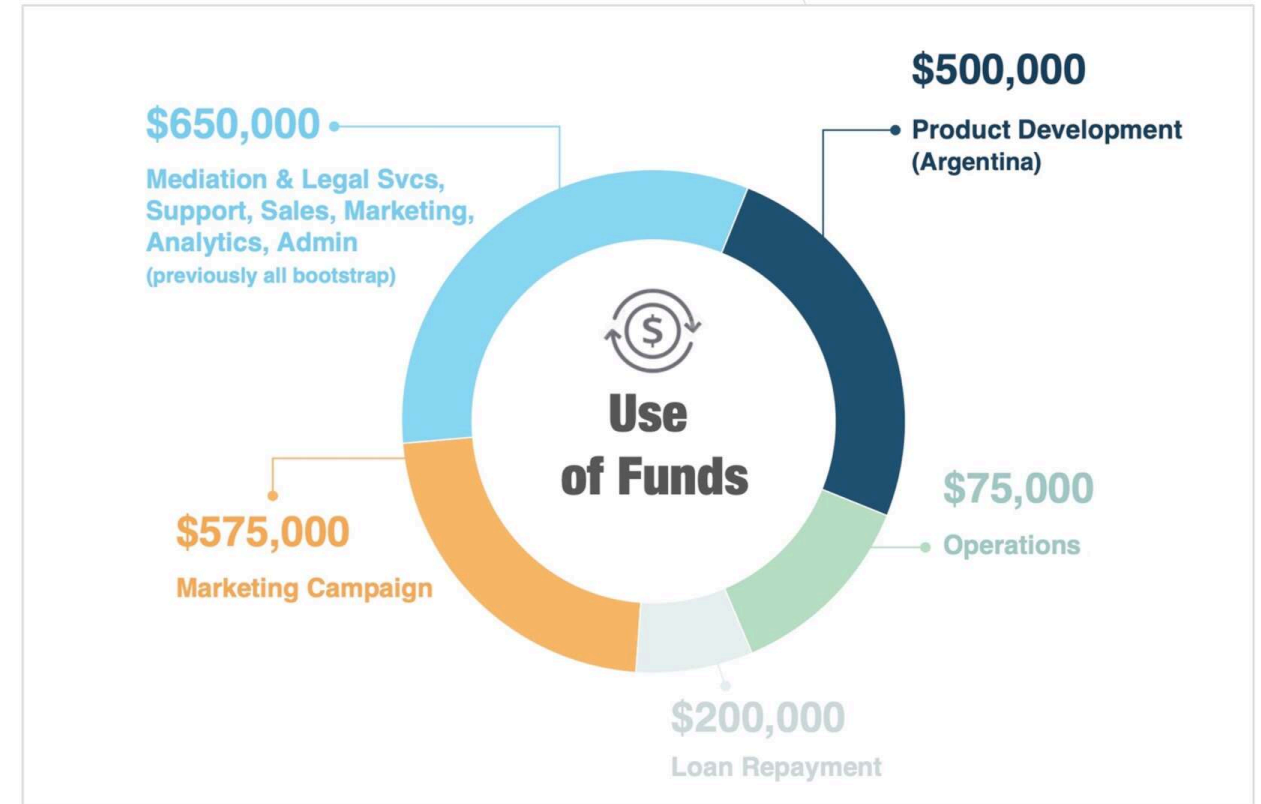
## Seed Round – **Raising \$2M**

- Build out full platform
- Full version of dispute resolution tech
- Expand in CA & rest of country
- \$10M valuation cap – SAFE

## Pre-Seed Round – **Raised \$1.2M**

- MVP of platform
- Beta of dispute resolution tech
- Pilot market
- \$8M valuation cap – SAFE

Seed Round – Use of Funds





**Thank you!**

[info@BlissDivorce.com](mailto:info@BlissDivorce.com)

Resolution 8 Technologies, Inc.

# Appendix

- Consumer demand
- Trust strategies
  - Financials

# Proven **consumer demand** for BlissDivorce

## Online survey using state of the art concept test methodology

- N = 270 consumers currently or recently going through divorce
- Conducted by leading new product research firm

## Breakthrough Results

- 48% Definitely Would use BlissDivorce, 83% Definitely or Probably would
- Highest purchase intent ever seen by testing firm
- Top ranking vs. comparison set of 50+ legal tech and Fintech products<sup>1</sup>

### Concept Used in Quantitative Concept Research

#### Reach a Divorce Agreement Without Attorneys

The best way for two people to reach an agreement is to work it out between themselves. But this can be hard to do in a divorce, so spouses end up hiring attorneys. Now there's a better approach.

Introducing **BlissDivorce.com**. It guides you step-by-step through a personalized divorce process, so you can reach an agreement and **move on with your life without the time, cost and frustration of attorneys.**



- Work together or individually – You get separate logins, so you and your spouse can work together if you want, or can work independently if you're not getting along.



- Personalized, guided process – You only go through the modules necessary for your situation, and get tips and information at every step. It takes less than one third the time of working with attorneys.
- Work out disagreements – The system tracks areas of agreement and disagreement. Then our proven **Resolution Tools** help you resolve disputes without direct interaction between you and your spouse. If one or two issues remain at the end, a live BlissDivorce Virtual Mediator will help you work them out.

- Help available – U.S.-based Customer Support Coaches are available to help with the process. You can also click to "Ask an Attorney" at any time and have an optional attorney review of your final agreement (additional fees apply).
- All paperwork needed for a legal divorce is generated, securely signed and filed with the court electronically.
- 100% guaranteed – If you work out an agreement you like better with an attorney, you'll get a full refund.

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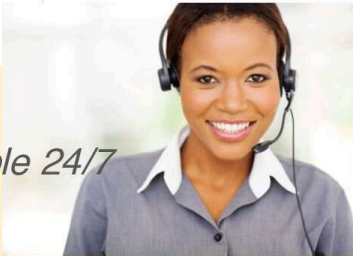
<sup>1</sup>Comparison set provided by TopBox Associates [www.topboxassociates.com](http://www.topboxassociates.com)



# Building Trust for explosive adoption

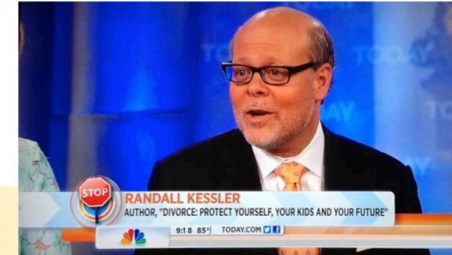
## Human Support *Whenever You Need It*

- Customer Support Coaches – Available 24/7
- “Ask an Attorney” (on demand, fee per 15 min)
- Mediator integration to work out final areas of disagreement
- Optional attorney review of final agreement



## Trustworthy Spokesperson: **Randy Kessler**

- Accomplished spokesperson w/ access to media
- Will be featured in PR & on website
- Modeled after Robert Shapiro’s role with LegalZoom



Long-term:  
Establish BlissDivorce brand  
as the **Authority on Divorce**  
for Consumers

- Content development & marketing
- Classic brand marketing

## 100% Guarantee

- 100% refund if a lawyer negotiates a settlement you like better



# Financials – Cash flow positive by year 3

	Year 1	Year 2	Year 3	Year 4	Year 5
Cases (Unit Volume)	375	2,400	11,000	23,000	45,000
Revenue	\$1,400,000	\$8,900,000	\$39,900,000	\$82,500,000	\$159,500,000
<u>COGS</u>	<u>\$240,000</u>	<u>\$1,190,000</u>	<u>\$4,950,000</u>	<u>\$9,400,000</u>	<u>\$16,400,000</u>
Gross Profit	\$1,160,000	\$7,710,000	\$34,950,000	\$73,100,000	\$143,100,000
Gross Margin	83%	87%	88%	89%	90%
US Staffing	\$1,550,000	\$2,850,000	\$7,400,000	\$13,000,000	\$23,500,000
Argentina Staffing	\$1,150,000	\$1,750,000	\$4,350,000	\$7,000,000	\$12,000,000
Marketing	\$880,000	\$2,520,000	\$8,100,000	\$14,500,000	\$23,500,000
<u>Operations</u>	<u>\$300,000</u>	<u>\$1,630,000</u>	<u>\$7,650,000</u>	<u>\$16,000,000</u>	<u>\$30,200,000</u>
Total Expenses	\$3,880,000	\$8,750,000	\$27,500,000	\$50,500,000	\$89,200,000
EBITDA	(\$2,720,000)	(\$1,040,000)	\$7,450,000	\$22,600,000	\$53,900,000
Profit Margin	-194%	-12%	19%	28%	34%