

# Business Plan

An Impactful Investment Opportunity for the Future

A blue gear-shaped icon with a white checkmark inside.

***We Solve the #1 Workplace Problem with Visual Neuroscience and Cognitive AI***

# Table of Contents



<b>Executive Summary</b>	<b>2</b>
The Company	2
The Mission	3
The Problem	4
The Solutions	7
The Process	10
The People	12
The Ask	14
<b>Market Opportunity</b>	<b>16</b>
<b>Legal Compliance</b>	<b>18</b>
<b>Roadmap</b>	<b>19</b>
<b>Competitive Advantages</b>	<b>21</b>
<b>Potential Return</b>	<b>23</b>
<b>Go-to-Market</b>	<b>25</b>
<b>Financials</b>	<b>27</b>
<b>Competitive Analysis</b>	<b>28</b>
<b>Customer Success Stories</b>	<b>31</b>
<b>Risk Analysis</b>	<b>33</b>
<b>SWOT Analysis</b>	<b>34</b>
<b>Partners</b>	<b>35</b>
<b>Company Structure</b>	<b>36</b>
<b>Financial Planning</b>	<b>38</b>
<b>Investment</b>	<b>40</b>
<b>Appendixes</b>	<b>45</b>
<b>1 - Competitive Comparison Analysis</b>	<b>45</b>
Comparative Products & Pricing	46
Most Popular Assessments	48
Employment Assessments Compared	50

# EXECUTIVE SUMMARY

## THE COMPANY

RemotelyMe is a veteran-owned business that uses visual neuroscience and cognitive AI (Artificial Intelligence) to solve the #1 workplace problem related to trust. We have won several awards including Top 25 Work Tech vendor. Our company's passion and purpose are to help workers thrive and not just survive at work. In doing so, we understand the challenges of military personnel transitioning to civilian life and veterans seeking their next mission and apply our unique services to help them on their path to success in the workplace.

We help individuals, recruiters, organizations, and companies reach their full potential by operating from a foundation of trust. Our patent pending CQ Assessment is the industry's only solution that offers a means of assessing trust factors related to the brain chemical called oxytocin. We do this with higher reliability and faster than any other assessment in the industry, with the highest completion rates. Our technology relies on visual neuroscience storytelling versus the ubiquitous text-based tests commonly used in the industry today.

RemotelyMe assists recruiters, hiring managers, and executives at small to medium-sized businesses, enterprises, and companies running on EOS® (Entrepreneurial Operating System—a business operational framework) to find the right people for the right seats in the right way. Unlike competitors, RemotelyMe harnesses the power of cutting-edge neuroscience and AI to uncover unique insights into candidates' human trust-related behaviors and perceptions, behavioral and decision-making tendencies, communication preferences, and characteristics related to self-perception and self-esteem among other valuable aspects of what makes us who we are. Our LinkedIn Profiling browser app allows us to pre-assess candidates more comprehensively, revealing information that others might overlook. Our CQ Assessment offers candidates a comprehensive 9-minute visual neuroscience report and scores them against top performer profiles and industry data for optimal soft skills, experience, core values, and trust factors for each position.

## **THE MISSION**

In a groundbreaking study commissioned by Jim Clifton, CEO of Gallup, every working adult was asked one pivotal question: 'What do you want the most?' The resounding response was 'A good job.'

This powerful insight underpins the core mission of RemotelyMe, a proud veteran-owned business. We exist to empower every individual—especially our fellow veterans and their families—with the opportunity to find and excel in fulfilling employment, echoing the profound desire highlighted in Clifton's study.

We envision a world where work is not merely a means to an end but a fountain of empowerment, growth, and purpose.



## THE PROBLEM

Globally, high stress and low trust are costing firms almost \$9 trillion annually. Gallup highlights that 79% of workers do not trust their employers due to a lack of transparency, communication, and development. This lack of trust leads to 77% of the workforce being disengaged, and 81% ultimately failing in their roles. The impacts are even more pronounced with companies reversing remote work policies and one bad hire, on average, can cost firms over \$240K. Over 90% of new hire failures are due to a lack of the proper soft skills and trust factors, which current assessments cannot properly discern.



Within this global crisis, transitioning military personnel, veterans, and their spouses face unique challenges and barriers, often exacerbated by a lack of understanding and support in navigating civilian employment landscapes. The transition from a highly structured, mission-driven environment to diverse civilian workplace cultures can be jarring, leading to underemployment, misalignment of skills and roles, and significant stress and dissatisfaction.

Studies conducted by credible entities like the RAND Corporation and the U.S. Department of Veterans Affairs have highlighted the daunting challenges faced by veterans, such as lower initial earnings and overqualification for the roles they occupy, emphasizing the acute need for more focused and effective transition support, skill translation, and alignment strategies. These studies reinforce the existence of significant barriers and stressors that veterans and their families often encounter in civilian workplaces, necessitating urgent and comprehensive solutions to foster environments of trust, support, and well-being.

The critical insights provided by these respected institutions underscore the urgent and substantial need for innovative solutions to alleviate the multifaceted challenges faced by veterans in transitioning to civilian employment, enhancing their well-being, job satisfaction, and overall quality of life.

RemotelyMe stands distinct in its approach to addressing these challenges, leveraging advanced neuroscience and Artificial Intelligence to create groundbreaking solutions that delve deeper into understanding human behavior and potential, enabling a transformative impact on aligning roles and fostering environments of trust and empowerment.

To illustrate the breadth and depth of these overall challenges and to demonstrate the impact of our solutions, we look at one specific sector as an industry example: real estate. In this industry, the issues of stress, trust, and alignment have profound implications, and the necessity for innovative, effective solutions like those offered by RemotelyMe is paramount.

In the real estate sector, companies like Better Homes and Gardens Real Estate (BHG) have experienced an 85% realtor failure rate, leading to significant losses amounting to tens of thousands in recruiting, onboarding, training, and revenue. RemotelyMe assessed BHG's top performers and found 90% fell into three categories based on neuroscience. All had high soft skill and trust factor scores. Through RemotelyMe's innovative approach, using neuroscience-backed assessments, BHG can now accurately assess candidates and reliably align candidates with roles, optimize soft skills and trust factors essential for success and avoid costly "bad apples."

Our association with Anywhere Real Estate, Inc., which owns renowned firms like BHG, Century 21, Coldwell Banker, and Sotheby's, provides us unparalleled access and positioning to profoundly impact real estate and related market segments.

However, despite the myriad of challenges faced by employees and veterans alike, many organizations continue to rely on outdated and ineffective solutions such as engagement surveys, recruiting assessments, and non-structured learning & development programs, in a bid to remedy these problems. This prevailing reliance on ineffectual strategies highlights a glaring gap and an urgent need for innovative and transformative solutions.

Sadly, over 70% of employees do not respond to text-based engagement surveys, a similar proportion of candidates do not complete text-based assessments, and almost 70% of firms utilizing learning and development solutions like LinkedIn Learning or Udemy operate with no formal plan, indicating a widespread failure to guide workers toward proper career advancement strategies and to measure soft skills deficiencies as related to job requirements effectively.

In this multifaceted problem landscape, RemotelyMe is steadfast in pioneering solutions that address both universal and veteran-specific challenges, fostering trust, alignment, empowerment, and growth to revitalize the workforce, with a special focus on aiding our fellow veterans and their families.



## THE SOLUTION

Most solutions do not work because, according to leading neuroscientists, human beings have three brains and not one. This is called Triune Brain Neuroscience and was initially discovered by the late Dr. Paul D. McClean. These three parts of our brains are predominately logical (neocortex), emotional (limbic system), and instinctual (reptilian complex). Over 90% of decision making occurs in the emotional and instinctual brain areas.

Virtually all RemotelyMe's competitors use outdated text-based assessment tests or employee engagement surveys that are antiquated, costly, complex, and unscientific. Neuroscience validates that text and numbers only access the logical brain, which is responsible for 10% of decision making. In other words, they are asking individuals to make decisions about who they are by speaking to only 10% of their brains. These tests have 50 to 100 questions and often take 45 minutes or more. They have a 30% completion rate and average 50 to 75% Cronbach's Alpha validity. Many are also expensive and complex. For example, some require practitioners from an organization spend two days in training to learn how to deliver and analyze these tests.

In contrast, RemotelyMe offers a groundbreaking and disruptive approach that uses Visual Neuroscience Evaluative Storytelling (ViNES). Our assessment is an online video and pictorial experience that only takes nine minutes on average to complete.

RemotelyMe's suite of products represents a revolutionary leap in addressing the multifaceted challenges of the modern workforce and particularly those faced by veterans, by harnessing the unparalleled potential of advanced neuroscience and Artificial Intelligence. Our solutions are not just improvements but are transformative innovations designed to redefine the standards of employee engagement, trust, and alignment.

We can assess 100% of your brain in 9 minutes with **93% Cronbach's Alpha** validity. We can also determine your strengths, soft skills, and most importantly, your trust factors as related to brain oxytocin levels. Our intellectual property (IP) is the first and only to equate brain neurotransmitter and chemical levels, such as norepinephrine, serotonin, dopamine, acetylcholine, etc. to individual tendencies, attributes, strengths, soft skills, and trust factors.



Our innovative approaches and advanced technologies are particularly impactful for veterans and transitioning military personnel, addressing their unique challenges and needs by facilitating smoother transitions, ensuring alignment of skills and roles, and fostering high-trust, supportive environments crucial for their well-being and success in civilian employment landscapes.

The latter is critical as Deloitte studies show that high-trust companies potentially achieve 400% more performance, 79% more productivity, and 88% more customer loyalty. Gallup says that higher engagement can drive 20% more revenue and profit.

Our visual neuroscience-based videos measure trust, and are designed to attract your eyes, and therefore your brain, to specific video quadrants on the screen. This, in turn, influences your answers to the questions displayed. Our brains process information 60,000 times faster, and far more accurately, than words or numbers. This allows us to deliver an assessment in 9 minutes with industry leading accuracy and validity. Additional information on RemotelyMe's ViNES technology is available under NDA.

Studies by LinkedIn and others, including Gallup and SHRM (Society for Human Resources Management), show that soft skills are now ten times more important than hard skills. Therefore, we have integrated O\*NET (Occupational Network) data into our analysis. According to LinkedIn, "Most new hires fail due to lack of soft skills." RemotelyMe uses correctly prompted generative AI to assist recruiters in placing the right people in the right seats and does so legally.

Individuals completing the CQ Assessment are offered an opportunity to certify as High Trust Professionals, thus making them more attractive to current and future employers (given Deloitte and Gallup studies related to high trust). To certify, these professionals must also complete the RemotelyMe High Trust course in the Career Advancement Platform (CAP). This Learning & Development (L&D) platform is personalized for each profile type and includes courses to improve soft skills, leadership skills, remote and hybrid work capabilities, and most importantly, trust factors. As noted earlier, 70% of organizations that offer L&D have no formal plan and do not guide workers toward a strategic career path. RemotelyMe's CAP provides a personalized path to improve scores and ensure teams are fully engaged.

Future product expansion will include branded client portals. These will include services such as health and wellness options and additional professional skills development. We can tailor these to government, business, education, medical, military, etc., based on customer demand or needs.

Recruiters use RemotelyMe's PDQAPP, which is a Microsoft Edge or Google Chrome browser extension that extracts data from a LinkedIn profile and opens the door for tools that draw from cognitive AI, ChatGPT, O-NET data, and neuroscience to determine scores for experience, soft skills, culture fit, and more for candidate pre-assessments. This saves recruiters hundreds of hours by eliminating manual analysis that is prone to errors. Recruiters can more efficiently narrow and prioritize candidate pipelines at the top of their funnels while reducing expensive LinkedIn Recruiter costs.

Recruiters use RemotelyMe's CQ Recruiting Platform to track and analyze candidates, as well as the built-in ChatGPT prompts to personalize email and LinkedIn messages for candidates. These prompts include extracted LinkedIn data combined with RemotelyMe's optimized communication analysis that includes keywords, phrases, tone, style, and images that will resonate best. The platform can also generate optimal job descriptions and provide detailed reports outlining how and why candidates will succeed or fail based on job requirements and industry data.

In this landscape of evolving workforce needs and challenges, RemotelyMe emerges as a beacon of innovation, offering groundbreaking solutions that transcend the limitations of conventional approaches. By leveraging advanced neuroscience and Artificial Intelligence, our products not only address universal workforce challenges but are also uniquely poised to meet the specialized needs of veterans and transitioning military personnel, fostering environments of trust and alignment essential for their success and well-being in civilian workplaces.

## THE PROCESS

The RemotelyMe process is designed to be user-friendly, secure, and highly effective, reflecting our mission to foster trust, alignment, and empowerment in the workforce. By utilizing advanced neuroscience and AI, we offer a seamless and innovative approach to solving the pressing issues of employee engagement and alignment, especially for veterans and transitioning military personnel.

Customers access our product(s) and services online. This provides companies and individuals with flexible and secure access to needed data/reports that includes ISO and other data security assurances. Secure registration is required in all instances. Once registered, individuals take a nine-minute assessment that yields a wealth of information based on visual neuroscience. The design and interface of our solutions consider the diverse needs of all users, ensuring that veterans and transitioning military personnel find the platform intuitive and user-friendly, facilitating a smoother transition to civilian employment.

This quick and intuitive process ensures that all users, including veterans and transitioning military personnel, can effortlessly access and complete the assessments, gaining insights that are crucial for their successful integration into civilian employment landscapes.

Once the assessment is complete, the initial output of the assessment is a full analysis and a report which classifies the individual in one of nine well-established personality types. Thousands of individuals have completed these assessments across a five-year period, and as noted earlier, Cronbach's Alpha validity has been measured at almost 93%. With such meticulous and rapid analysis in place, recruiters are equipped to make precise and informed decisions.

As mentioned previously, research shows that one bad hire can cost a company up to \$240,000. Recruiters can match top performer profiles and other job-related industry data against candidate attributes to place the right people for specific positions. RemotelyMe's Trust Playbooks (and AI generated text) assist recruiters in communicating properly with potential candidates, specifically in a manner that resonates with that candidate's communication style. This includes a detailed report with strengths, weaknesses, communication preferences, how the individual best works with others, their self-awareness, conflict resolution style, management style, and more.

Using our solutions, a recruiter can accomplish in one minute what used to take 30 to 45 minutes to analyze and craft communications for a potential candidate. The classification of the registrant determines who can access the report, whether it is the individual themselves or a prospective employer, for example.

We have trained our LinkedIn PDQAPP cognitive AI over a three-year period to ensure high profile accuracy even with minimal LinkedIn data. This can also be supplemented with resume text. The PDQAPP can also flag suspicious LinkedIn profiles that may have been created by phishers. This feature of PDQAPP is especially crucial, given the sensitive nature of the information processed, ensuring that the security and integrity of user data, particularly for veterans and transitioning military personnel, are maintained. By minimizing the risk of engagement with malicious entities, we further fortify the trust our users place in our solutions.

Unsuspecting recruiters often engage with these phishers and then click on infected resume that unleash malware that triggers ransomware. Obviously, this is a huge cybersecurity risk for any company. A virus-infected resumé document could wreak havoc if opened by a recruiter, infecting the company's computer and data infrastructure. The PDQAPP creates a report that outlines potential security risks associated with suspicious LinkedIn profiles or profiles that may contain questionable information leading to trust or honesty issues. Any HR (Human Resources) manager or IT (Information Technology) Director would find this valuable, as it helps prevent "phishing" that can lead to millions of dollars in damage.

The RemotelyMe PDQAPP provides recruiters and hiring managers with a quick high-level pre-assessment of potential candidates for positions. Recruiters can access a "Trust Playbook" in seconds to engage with these individuals more effectively. Our patent-pending technology exceeds the potential applications currently offered, as described in the Executive Summary.

In summary, RemotelyMe's suite of solutions and processes stands as a testament to our commitment to innovation, trust, and security, addressing the multifaceted challenges of the modern workforce and providing transformative solutions for both recruiters and candidates, including our fellow veterans and their families.

## THE PEOPLE

We are a San Diego-based, Veteran-owned company, staffed with the following individuals:

**William C. Reed (Chief Executive)** is a Navy veteran with 25+ years as a CxO. He was a co-founder of what became an Inc. 5000 consulting firm and a co-founder for three startups that achieved successful exits. Award-winning author and business leader with expertise in neuroscience marketing and leadership. He founded two software companies and developed the patent-pending visual neuroscience technology ViNES. In addition, he co-founded an award-winning charity supporting military and veterans.

**Anthony Stewart (Chief Operating Officer)** is a 20-year Navy veteran with 36+ years of experience in management controls, human resources, psychology, neurolinguistics, media and communications, and public administration. Former Director of Administration for Naval Special Warfare (SEALs). Award-winning non-profit CEO and business leader who has helped over 58,000 military, veterans and families while providing key consultation at city and state levels as well as for national and government agencies helping Military and Veteran initiatives.

**Steve Doolittle (Chief Marketing Officer)** is a former NFL professional football player with 30 years of experience in product development and marketing. Executive management at all levels and company leadership onboarding, a focus on communication linking products, services, and clients. Extensive experience in management with sales and marketing capacities with direct supervision of Human Resources, Processing, Accounting, and Sales.

**Dr. German Fresco, PhD (Chief Science Officer)** an award-winning neuroscientist and experienced entrepreneur. As Director of the Adaptive Neuroscience Research Institute, he obtained his PhD in Molecular Neurobiology from the University of North Carolina. With research featured in top scientific journals, he has focused on decision-making and emotional control in the brain as well as developing techniques to increase neuronal performance. He leads the company's neuroscience research to optimize workplace alignment and trust.

**David B. Hall, CHWC (Chief Technology Officer)** is a lean/six sigma black belt with 30 years' experience in biomedical devices and microelectronics engineering. He's worked internationally, establishing nanotech laboratories in universities, training professorial staff in semiconductor manufacturing equipment and processes, and opened manufacturing operations globally. David is a published author working in both the public and clinical sectors in pain neuroscience education. He collaborates with the U.S. Pain Foundation, leading chronic pain support groups throughout the United States.



Our current Board of Advisors includes CxOs from Southwest Airlines, Royal Caribbean, ADT, Walmart, Udemy, and many others. In a recent online seminar, the former CHRO (Chief Human Resources Officer) for Walmart said: "RemotelyMe's solutions are unique and disruptive."



## THE ASK

RemotelyMe seeks a \$2M seed round through a SAFE (simple agreement for future equity) investment agreement, leveraging a \$6M pre-money valuation and a 20% discount. While we cannot guarantee any forward-looking projections, our strategic allocation of funds is designed to maximize impact and innovation in alignment with our mission.

We will allocate substantial funds to expand our sales and service staff, responding to the promising feedback and success we've witnessed, to propel our growth and enhance our reach, particularly focusing on aiding veterans and transitioning military personnel. A significant portion will also be devoted to the meticulous migration of our database infrastructure and the refinement of our wellness and educational platforms. These enhancements aim to offer integrated, groundbreaking SaaS solutions to a broader range of companies, emphasizing our commitment to accessibility, trust, and empowerment in the workforce.

We anticipate the quick development of recurring revenue due to the competitive affordability and rich feature set of our services. We also plan to invest in optimizing the process of ViNES, producing more tailored content to maintain our innovative edge, ensure the utmost quality, and facilitate the acquisition of a full patent. This step is crucial in cementing our credibility and influence in industry and medical/psychological communities, aligning with our expansion plans.

Furthermore, our exciting roadmap includes a specialized veterans' network program, developed in collaboration with an award-winning non-profit. This initiative allows veterans and their relatives to certify as high trust professionals, matching them with open positions and providing employers access to over one million certified candidates, ensuring Diversity, Equity, and Inclusion (DE&I). This program aligns seamlessly with our mission, emphasizing our dedication to fostering trust, alignment, and empowerment for veterans and their families.

We are committed to mitigating risks and ensuring the responsible and effective utilization of funds to further our innovative solutions and uphold our commitment to aiding veterans and transitioning military personnel, reinforcing our vision to revitalize the workforce and create high trust, aligned working environments. Based on early traction, we expect to drive \$2 million in ARR within three quarters with this program.

**Veterans Network**

**VETERANS & Relatives**

**EMPLOYERS & Recruiting Agencies**

**Southwest**

**RoyalCaribbean INTERNATIONAL**

**Walmart**

**Certify as High Trust Professionals**

**Access to 1M+ Qualified Veterans**

**\$2M ARR**

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The diagram illustrates a flow from 'VETERANS & Relatives' to 'EMPLOYERS & Recruiting Agencies'. On the left, under 'VETERANS & Relatives', there are two circular logos: one for 'US4 FOUNDATION' and another for 'HIGH TRUST PROFESSIONAL CERTIFIED' with a handshake icon. A large blue arrow points from these logos to the right. On the right, under 'EMPLOYERS & Recruiting Agencies', there are three logos: Southwest, RoyalCaribbean INTERNATIONAL, and Walmart. Below the logos, the text 'Access to 1M+ Qualified Veterans' is written. At the bottom center, '\$2M ARR' is displayed in large blue letters. The background features a blurred image of a person in a military uniform shaking hands with a person in a business suit. The REMOTE LY ME logo is in the bottom left corner.



## **MARKET OPPORTUNITY**

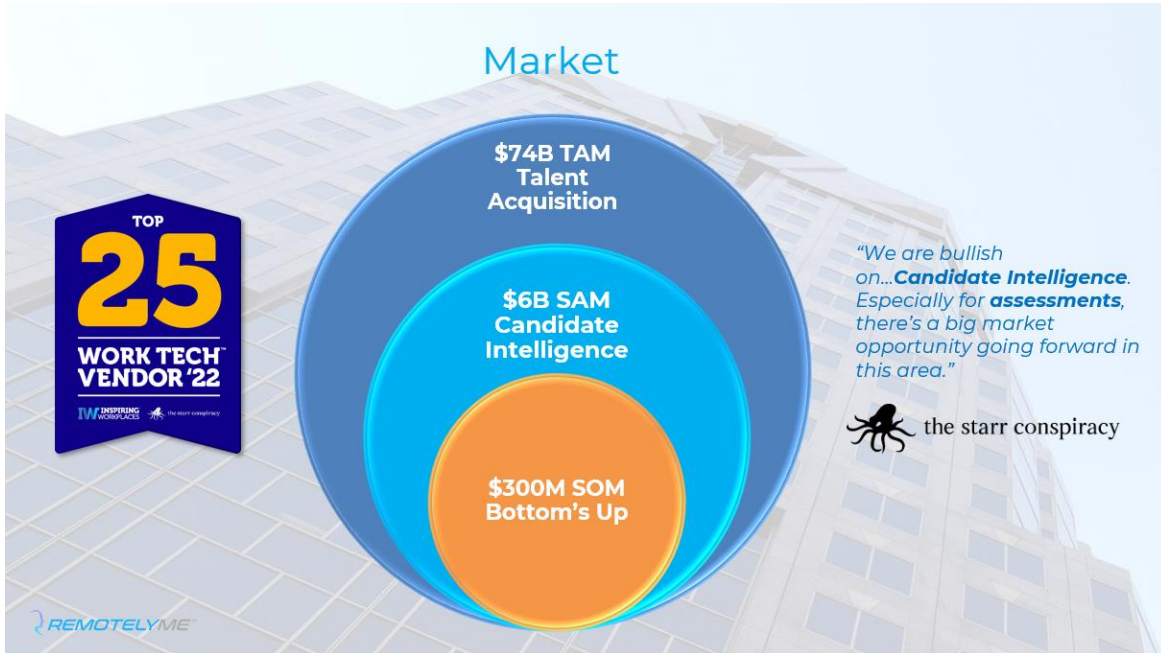
The Talent Acquisition market, projected to soar to \$74B in the coming years, is vibrant with opportunities, driven primarily by evolving work dynamics and the increasing value placed on top-tier talent. Within this burgeoning market, the Candidate Intelligence sector is expected to witness a remarkable tripling from \$2B to \$6B, a trend indicative of the escalating demand for nuanced, accurate talent assessment.

RemotelyMe, recognized as a Top 25 Work Tech Vendor for 2022 by respected entities like Starr Conspiracy and Inspiring Workplaces, is strategically positioned to navigate this dynamic market landscape, leveraging our unique and patent-pending technology to offer innovative solutions in a fragmented market with no dominant entities. Our aim is not just to participate but to disrupt the Candidate Intelligence market, responding to the pressing needs of firms grappling with the loss of top talent and the high attrition rates within the first 18 months of hire. In this era, characterized by a significant tilt towards remote or hybrid work models, securing top talent has emerged as a paramount challenge for numerous firms.

Our strategic market approach is meticulously crafted, focusing on extensive outreach through targeted campaigns, collaborations with prominent entities like EOS Worldwide, and participation in events and sponsorships. This approach is not merely about market penetration but aligns seamlessly with our mission to revitalize the workforce and support veterans and transitioning military personnel, addressing the market's pressing needs with our groundbreaking solutions.

We foresee our innovations and unique approach propelling us to a position of market leadership, responding adeptly to market demands and setting new standards in talent acquisition and management. Through our solutions, we are not just offering services but are contributing to shaping the future of work, emphasizing trust, alignment, and empowerment.

We anticipate that our strategic partnerships and targeted outreach will drive substantial Annual Recurring Revenue (ARR), positioning us as a front-runner in the sector and underlining our commitment to excellence and impactful change in the workforce, particularly for our fellow veterans and their families.



## **LEGAL COMPLIANCE**

RemotelyMe is meticulous in adhering to legal norms and ethical standards, ensuring our products and operations stand up to the highest levels of scrutiny. We have extensively consulted with industry experts and employment attorneys to validate the legal compliance of our AI pre-assessment app. We have verified that our app is not constrained by restrictions like New York Local Law 144 and similar mandates which demand disclosures and audits for AI technologies used in hiring decisions.

Our approach is comprehensive, relying on multiple sources and methodologies for candidate evaluation rather than solely on AI, maintaining full compliance with AI legality. Clients bear the responsibility for AI audits, but RemotelyMe is committed to providing the necessary documentation and assistance, ensuring a seamless audit process.

We have taken considerable measures to ensure our 9-minute assessment adheres to the stipulations laid out by the Equal Employment Opportunity Commission (EEOC), especially in relation to trust determination linked to oxytocin levels. We strategically frame questions related to trust factors, avoiding any illegal probing into mental health. This methodological approach, which has a direct scientific correlation with brain chemicals like oxytocin, is considered legal due to its direct correlation with business outcomes.

In our mission to foster trust and alignment, adherence to legal and ethical standards is paramount. We respect user data privacy and have implemented robust measures to secure user information, complying with all pertinent data protection laws. We are not just compliant with AI and EEOC provisions but also uphold all relevant employment laws, emphasizing non-discrimination and equal opportunity.

Through this rigorous legal and ethical framework, RemotelyMe underscores its commitment to integrity and trust, ensuring our innovations in the workforce are responsible, ethical, and legally compliant, aligning with our overarching mission to revitalize the workforce and support veterans and transitioning military personnel.

# ROADMAP

RemotelyMe is embarking on a strategic roadmap, reflecting a comprehensive vision and commitment to using advanced neuroscience and AI to create transformative, personalized solutions in various domains, all aligned to build trust and understand individual uniqueness in diverse industries.

**Career Assessment and Development Platform:** We started our mission with the creation of a robust career assessment and development platform in collaboration with Kollab Youth, designed to provide underserved youth in Los Angeles County with mentorship and personalized career guidance. This initiative has received high acclaim for its accuracy and impactful content and laid the foundational stone for our forthcoming ventures.



**Employee Engagement and Wellness Platform:** Taking a step further, we aim to develop an Employee Engagement and Wellness Platform, especially designed to cater to small firms. By partnering with MediKeeper, we are introducing a HIPAA-compliant wellness portal, which stands out with its personalized health assessments, fitness plans, and career enhancement courses, all under the distinct branding and neuroscience-based customization of RemotelyMe.

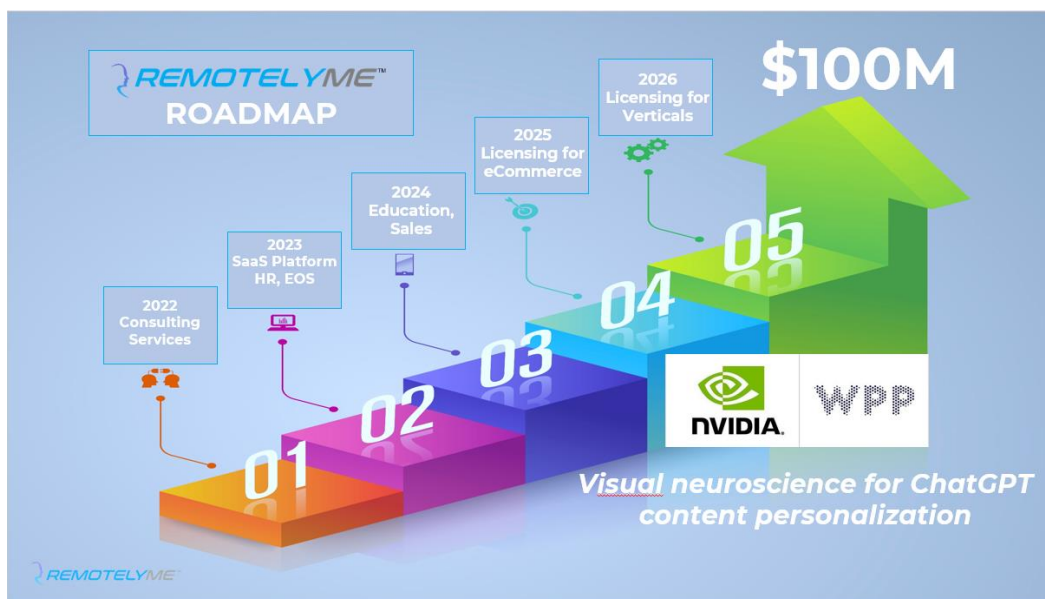
**Sales and Marketing Solution:** In alignment with market demands, we're poised to introduce a groundbreaking solution for sales and marketing professionals. This innovative platform will allow creating Ideal Customer Profiles and will deploy our sophisticated LinkedIn AI app for precise pre-assessments, facilitating enhanced engagement and more resonant communication strategies through integrating ChatGPT prompts.

**Intellectual Property Diversification:** Our long-term vision involves leveraging our innovative Intellectual Property across diverse sectors, including recruiting and e-commerce. We're pioneering techniques to enable e-commerce sites to offer neuroscience-based personalized experiences and recommendations, enhancing user engagement, resonance, and ultimately, sales conversions.

**Strategic Collaboration and Ad Personalization:** Our roadmap also includes insights from Nvidia and WPP's endeavors in advertising personalization using ChatGPT. We observe their approaches as reference points for enhancing dynamic user-oriented content interaction and resonance, aspiring to surpass the current technological norms and methodologies in user engagement and content personalization.

**Mission-Aligned Continuous Innovation:** We've intricately woven every component of our roadmap with our mission to bring revolutionary impacts by fostering environments of trust, alignment, and empowerment, resonating with individual needs and industry requirements, and translating into meaningful advancements in varied workforce environments.

RemotelyMe's roadmap is our pledge to innovation and transformation, aiming to redefine workforce landscapes and create a future where our solutions are a beacon of positive change and progress. It's a journey where every milestone is a step towards creating enriched ecosystems of trust, alignment, and resonance, addressing the diverse needs and aspirations of the contemporary workforce.

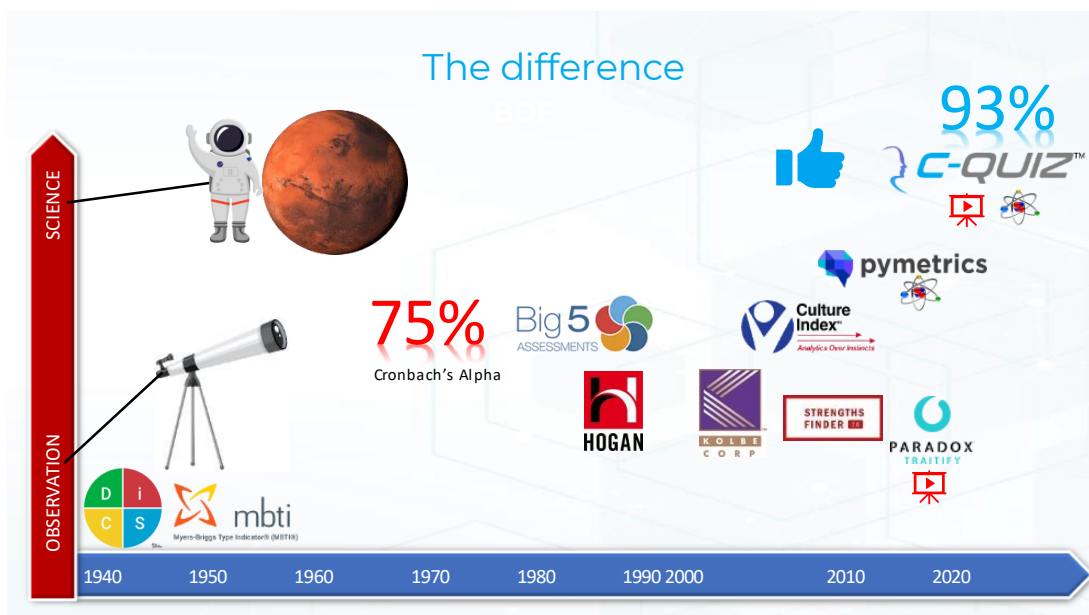


# COMPETITIVE ADVANTAGES

RemotelyMe, with its innovative and pioneering visual assessments, is at the forefront of promoting unparalleled engagement and fortifying diversity and inclusivity in professional environments. Our groundbreaking, patent-pending technology is anchored in advanced neuroscience, offering not only a refined and insightful approach to equitable talent acquisition and development but also reimagining the deployment of Diversity, Equity, and Inclusion (DE&I) initiatives within organizations.

Accessible via Google Chrome or Microsoft Edge browser extension apps, our solutions amalgamate AI and neuroscience to pre-assess trust and soft skills meticulously. This integration results in the formulation of nuanced Neurolinguistic (NLP) Communications Playbooks, providing a broad and profound perspective for identifying optimal candidate attributes, experiences, and cultural fit for varied roles, further reiterating our commitment to diversity and inclusivity.

In contrast to conventional assessments like the BIG-5, RemotelyMe goes beyond text-based analysis, engaging 100% of the triune brain—logical, emotional, and instinctual—thus ensuring more comprehensive and accurate insights. This is especially crucial in today’s dynamic workplaces where the need for comprehensive DE&I strategies is paramount. Our approach surpasses the BIG-5’s 75% Cronbach’s Alpha reliability, scoring an excellent 93%, reflecting our unwavering commitment to accuracy and reliability.



A fair but detailed examination of BIG-5 reveals its limitations and narrow scope, particularly in its application of the 5 components (OCEAN). These components appear to tend to offer a constrained understanding of personalities and may potentially yield counterproductive and less inclusive outcomes:

- Openness: This measures willingness to try new things, a trait not always desirable for roles requiring precision and compliance, such as finance or legal.
- Conscientiousness: This represents the desire to be careful and diligent. It is especially counterproductive when the score is too high, as it may oppose openness and innovation.
- Extroversion: While this test notes a degree of extroversion, we believe that it does not equate this to a desired state for each position, lacking a nuanced approach to different job roles.
- Agreeableness: This measures interaction but can be subjective and not necessarily correct. Firms seeking healthy innovation and growth do not want “group think” but rather welcome healthy disagreements when warranted.
- Neuroticism: This component raises potential concerns as it explores aspects of mental well-being, potentially probing into areas generally regarded as sensitive and confidential in professional evaluations. It quantifies the likelihood of experiencing negative emotions, the desirability of which is highly context-dependent and not universally undesirable.

The intent behind our comparative analysis is not to disparage the BIG-5 approach but to highlight RemotelyMe’s evolved, inclusive, and scientifically advanced approach. We are focused on embracing individual uniqueness and fostering a diversity of thoughts, steering clear of conformist “group think” that could impede organizational evolution.

RemotelyMe, steadfast in its mission, ensures its offerings are meticulously designed to align with legal standards, emphasizing the creation of trust, alignment, and empowerment in workplaces and enriching the experiences of veterans and their families in the professional ecosystem.

RemotelyMe is poised to redefine organizational engagement and DE&I practices through its groundbreaking visual assessments and neuroscience-backed methodologies, offering a transformative and inclusive experience for both employers and employees, and ensuring a harmonious, diverse, and equitable workplace environment.

## POTENTIAL RETURN

In the swiftly transforming domain of Candidate Intelligence, entities like RemotelyMe are at the forefront, predicted to experience unprecedented growth and innovation. Analysts forecast a “100% YOY growth” in this sector, underscoring the abundant potential and rewarding opportunities within this realm.

RemotelyMe stands at the nexus of innovative breakthroughs and impactful social contributions, aspiring to reshape the paradigms of employee engagement, alignment, and trust. Our committed endeavor to assist transitioning military personnel and veterans is not only a strategic venture but also a compassionate initiative, focusing on leveraging the distinctive skills, commitment, and values they bring to organizations.

This amalgamation of state-of-the-art, neuroscience-enhanced professional solutions and the empowerment of transitioning military personnel delineates us as a unique and transformative entity in the market, poised for substantial growth and societal influence.

### Highlighting our Potential Returns:

- **Industry Projections & Growth:** Analysts' profound optimism anticipates a foreseeable expansion in market dimensions, fueled by the rising demand for innovative and scientific solutions in talent acquisition.
- **Our Standing and Achievements:** Our established SaaS platform and innovative LinkedIn AI app, along with consistent MRR/ARR and consulting revenue, are testimonials to our inventive prowess and market resonance. Our array of accolades attests to our enduring commitment to excellence and groundbreaking innovations.
- **Market Movements & Acquisition Potential:** The acquisitions of key players like Pymetrics and Traitify emphasize the sector's intrinsic value and the abundance of lucrative opportunities, heralding potential for considerable returns through strategic acquisitions or high-value IPOs.



- **Unique Market Targets and Streams:** Aiming at EOS Worldwide's ecosystem of over 190,000 companies can potentially yield over \$50 million in 5 years. The global adoption of EOS (Entrepreneurial Operating System), a comprehensive business operating system, unlocks a \$100 million total addressable market, providing extensive opportunities for value creation and substantial revenue generation.
- **Strategic Positioning for Maximum Returns:** Our pioneering products and strategic initiatives forge a promising pathway to an IPO or a lucrative acquisition, promising substantial returns to our stakeholders.
- **Focus on Military and Veterans:** Our specialized initiatives aimed at transitioning military and veterans seek to impact approximately 18 million U.S. Veterans and 1.3 million active-duty military service members. Annually, around 200,000 service members transition to civilian roles, offering RemotelyMe recurring opportunities to enhance the civilian workforce's diversity and skill set while contributing meaningfully to the lives of our nation's heroes.

RemotelyMe, bolstered by its innovative repertoire and strategic alignment with the industry's booming trajectory, emerges as a compelling and rewarding investment opportunity in the flourishing Candidate Intelligence market.

## GO-TO-MARKET

In the transformative sphere of Candidate Intelligence, RemotelyMe is spearheading unparalleled innovations and steering comprehensive societal developments. With analysts predicting a “100% YOY growth,” we are strategically poised to leverage our influential recognitions and transformative strategies to mold groundbreaking paradigms in employee engagement, alignment, and trust, while embedding profound societal impacts and contributions.

Garnering the title of “Most Fundable Company” for 2023 by Pepperdine Graziadio Graduate Business School has been pivotal, signifying not just our breakthrough approach but also projecting our profile into nationwide forums like Entrepreneur Magazine, elevating our reputation and visibility. This distinction, gained after intensive due diligence, is a beacon of our remarkable prospects in the sector.

Our commitment to societal contribution and military and veteran support is deeply ingrained in our ethos, spearheaded by our co-founders William Reed and Anthony Stewart, both of whom have been lauded as San Diego Business Journal's 2022 Top 50 Influential Business Leaders. Their accolades are not mere testimonials of their professional prowess but also reflective of their substantial contributions to the military and veteran communities. As Co-Founders of an award-winning non-profit charity dedicated to supporting military, veterans, and their families, they have significantly impacted over 58,000 lives, fostering resilience and empowerment. William Reed, a New York Times Best Selling author, has been a catalyst in this pursuit, with his insights in 'The 7 Secrets of Neuron Leadership' illuminating our path to innovation and societal contribution.

Further accolades such as the Top 25 Work Tech Vendor for 2022 by Starr Conspiracy and the Better Workplaces Challenge Cup Finalist in 2021 by the Society for Human Resources Management (SHRM) reinforce our resolve and innovative stance in creating harmonious and impactful workplace environments.

Our strategic alliance with EOS Worldwide, and our diverse and esteemed customer base, exemplified by names like Talend, BHG Real Estate, and Sotheby's, underscore our expansive reach and the versatile applicability of our offerings across various industries. These relationships are not just conduits of market penetration but also the harbingers of transformative change in organizational cultures and employee experiences.

Our CEO's upcoming publication, 'Start With Who', slated for release in the 4th Quarter of 2023, is set to be a strategic beacon, resonating with our innovative philosophy and serving as a powerful conduit for brand amplification and market penetration.

Strategically infiltrating the real estate sector illustrates our ambition to redefine industry standards in real estate and related market segments, projecting our influence through expansive reach to thousands of professionals in the sector.

As a result, the intricate tapestry of our strategic ventures, recognitions, and innovative pursuits, woven with our profound commitment to societal development, military, and veteran support, encapsulates the potential and promise of RemotelyMe in the Candidate Intelligence domain. We are not merely on a trajectory of success but are shaping a revolutionary landscape, imbuing the market with transformative solutions and unprecedented societal value.



## FINANCIALS

RemotelyMe stands as a testament to progressive financial growth and stability, having already realized an average of \$30K in Monthly Recurring Revenue (MRR). This achievement, catalyzed by the success of our pilot customers, current paying clients, and significant pipeline traction, is a harbinger of our strong financial trajectory. We are on track to surpass the \$4M revenue mark in 2024, underlining the tangible market response to our innovative solutions.

Our meticulous financial strategies and robust business model forecast a surge to \$100M+ in revenue within the next five years. The substantial growth trajectory is reflective of our comprehensive approach to addressing pervasive market needs through innovative solutions, scalable models, and strategic market penetrations.

To propel our mission forward and to support our expansive vision, we are currently offering a SAFE (Simple Agreement for Future Equity) investment agreement for a \$2M seed round, with a \$6M pre-money valuation and a 20% discount. This investment opportunity is structured to align interests, provide value and offer substantial returns to our valued investors.

We have strategically planned our Series A round for Q4 2024, positioning us to accelerate our growth initiatives, expand our market reach, and consolidate our presence in the market. However, it is imperative for potential investors to note that all forward-looking projections, while meticulously calculated, cannot be guaranteed, given the inherent uncertainties in business landscapes.







Investing in RemotelyMe is not merely a financial endeavor but is a contribution to a paradigm shift in employee engagement, alignment, and societal development, particularly in supporting military personnel and veterans. Our financial strength, combined with our strategic vision and societal mission, offers a holistic and impactful investment opportunity.

# COMPETITIVE ANALYSIS

In an industry rich with innovations and a plethora of solutions, conducting a meticulous exploration of the competitive landscape is crucial to delineate the unique advantages and distinctiveness of RemotelyMe.

The ensuing Competitive Analysis unfolds a comprehensive overview of our competitors, representing comparative products, and pricing structures, derived from publicly advertised retail pricing available on their respective websites as of September 2023. This analysis is crafted to shed light on the distinctive value propositions and competitive advantages that RemotelyMe introduces, enabling stakeholders to discern our strategic positioning and the superior benefits we deliver in comparison to our industry peers.

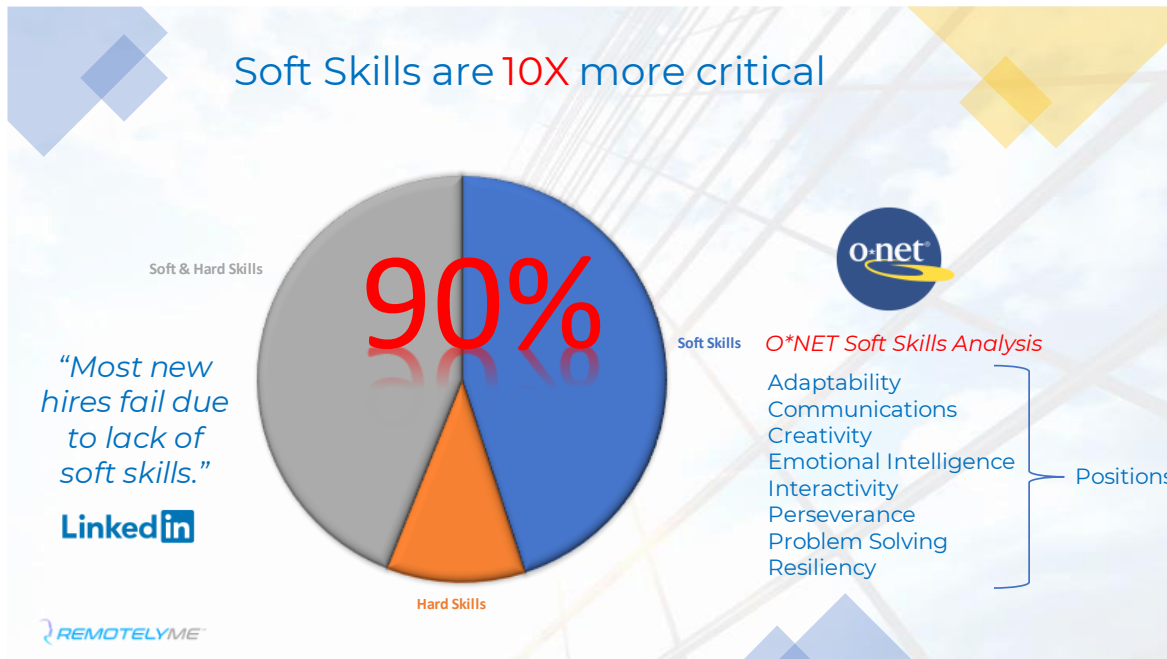
## Comparison Chart

	<i>Invented</i>	<i>Cost</i>	<i>Neuro science</i>	<i>Visual Story</i>	<i>Trust</i>	<i>Chat GPT*</i>	<i>Soft skills</i>	<i>ATS</i>
<b>RemotelyMe</b>	<b>2021</b>	<b>\$19</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
 Working Genius	2020	\$25	X	X	X	X	X	X
 pymetrics	2013	\$5k+/yr.	YES	X	X	X	Yes	X
 Crystal	2015	\$49/mo.	X	X	X	X	X	X
 TestGorilla	?	\$900+/yr	X	X	X	X	Some	X
 KOLBE CORP	2003	\$55+	X	X	X	X	X	X
Strength Finder	1999	\$50-\$60	X	X	X	X	X	X
 PARADOX TRAITIFY	1982	\$59/mo.	X	X	X	X	X	X
BIG-5/OCEAN	1982	\$70/\$2k	X	X	X	X	X	X
Meyers-Briggs	1942	\$50	X	X	X	X	X	X
DISC	1928	\$78	X	X	X	X	X	X

Competitors' pricing shown here reflects their full retail pricing found on their websites as of 9/23.

(A more detailed, comparative analysis is presented in Appendix 1)

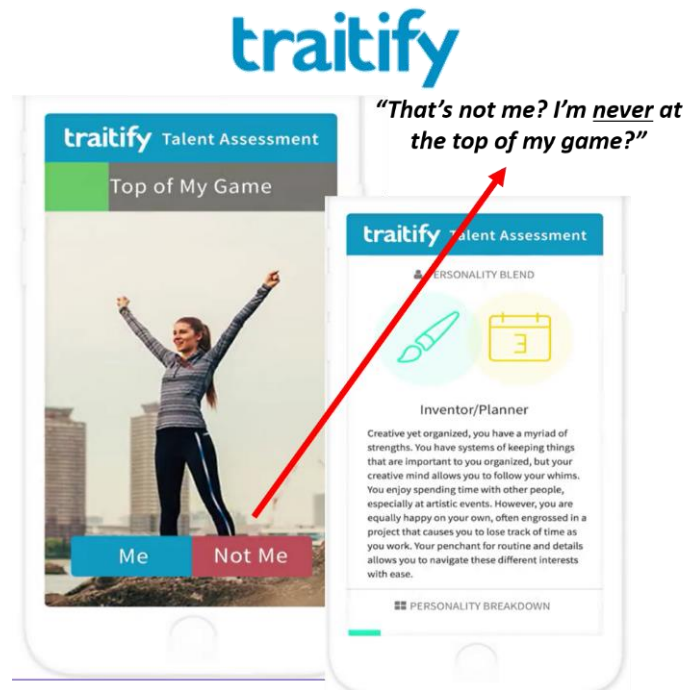
RemotelyMe was selected by a leading industry analyst firm as a Top 25 Work Tech Vendor for 2022. The Society for Human Resources Management (SHRM), with over 300,000 members, selected RemotelyMe as a Better Workplaces Challenge Cup Finalist in 2021. We have over 100 prospects from 200+ meetings, events, corporate relationships, and EOS Implementer partnerships. Current customers include Talend, BHG Real Estate, Aventi Group, Sotheby's (pilot), and Kollab Youth—whose clients include Wells Fargo, Target, Enterprise, and T-Mobile. RemotelyMe has directly penetrated these accounts.



Studies by LinkedIn and others, including Gallup and SHRM, show that soft skills are now 10X more important than hard skills. Current talent assessment solutions are outdated, costly, complex, and unscientific. They use text or word-based tests, which only access 10% of the logical decision-making brain. They require 50 to 100 questions that take 45 minutes on average to complete, which is why most have only a 30% completion rate with 50% to 70% accuracy.

Other than Pymetrics, almost none uses neuroscience to assess soft skills, and none can assess oxytocin levels—considered the most accurate way to measure trust factors.

Only one other solution, Traitify, claims to use visual elements to assess. However, this 90-second test uses images that can easily be “gamed.” For example, an image of a runner with arms raised and a caption that reads “I’m at the top of my game.” Candidates select “me” or “not me.” Obviously, few will select “not me.” Moreover, Traitify does not offer their own profiling system, but rather use The BIG 5, invented in 1982—long before the Internet, mobile phones, or neuroscience. One of the BIG 5 personality traits is “neuroticism,” perhaps not politically correct in today’s environment.



No competitors use AI to pre-assess via LinkedIn or resumes, offer NLP (neurolinguistic playbooks) Communications Playbooks, or are optimized for 190,000 EOS companies.

# CUSTOMER SUCCESS STORIES

The director for the Northern California region of Better Homes and Gardens (BHG) Real Estate faced a daunting challenge. Over 85% of their new hire real estate agents were either failing or leaving within 18 months, resulting in soaring costs for recruiting, onboarding, training, and support. To combat this, they turned to RemotelyMe, employing our 9-minute visual storytelling assessment on their top performers. The results were transformative, showcasing significant consistency in chemical setpoints among top performers, directly correlating to high trust environments that drive more engagement, productivity, and revenue. BHG is now expanding the utilization of our solutions beyond this 100-person office to numerous offices with almost 9,000 total realtors.

BHG, a subsidiary of Anywhere Real Estate, Inc., which also owns renowned brands like Coldwell Banker®, Sotheby's International Realty®, and others, operates in more than 45 of the 100 largest metropolitan areas in the U.S. RemotelyMe, with its unique solutions and strong affiliations, is uniquely poised to revolutionize the real estate market for visual talent assessment and related roadmap solutions.





Given the success of our solutions, RemotelyMe helped Kollab Youth, an award-winning Pre-Apprenticeship Program designed for under-resourced middle and high school students, to attain a total of \$2M in donations from Wells Fargo and Academy Award-winning actress Regina King. Additionally, we've made pivotal inroads with The Us for Warriors Foundation, an award-winning non-profit charity dedicated to supporting transitioning military personnel, veterans, and their families. Through our strategic partnership, we have integrated our innovative solutions within their Work4Warriors Program, enhancing the preparedness of military and veterans for the civilian workforce by offering advanced soft skills training and self-discovery tools, thus contributing to the well-being of those who served our country.



Aventi Group, an Inc. 5000 consulting firm, utilized RemotelyMe to assess their top performers. The findings validated that all had high scores for soft skills and trust factors as evaluated against position requirements. These scores can now be matched against candidates applying for similar positions, ensuring top performers are hired for specific roles.

In conclusion, the diverse success stories of RemotelyMe illustrate the versatile applications and profound impact of our innovative solutions across various sectors, from real estate to non-profits, thereby affirming our commitment to fostering high-trust, highly productive professional environments while contributing to societal well-being.



## **RISK ANALYSIS**

Embarking on a startup journey like RemotelyMe inherently comes with its share of entrepreneurial risks, despite the foundational work to secure market and customer traction. Our strategies have set up strong barriers to entry, and initial customer results portray a promising pathway to our success and the realization of our envisioned goals.

However, the necessity for sufficient investment is paramount; without it, organic growth will be our only avenue, inherently slowing traction and scalability. It's crucial to note, as identified in our SWOT analysis, that we are navigating through a congested market environment filled with abundant competitors and dwindling investments in the Work Tech space due to economic constraints. Yet, the demand for precise talent assessment tools is on the rise as companies are more cautious to avoid recruitment errors.

RemotelyMe, with its innovative approach, has acquired statistical validation across diverse customers and individual users. However, to consolidate our results and enrich our offerings with more rigorous scientific data, further field and clinical validation are essential. While we are continuously collecting data and refining our approach, the completion of these validation studies is dependent on adequate funding, posing a potential risk in the interim.

Moreover, the market landscape presents inherent risks, potentially impacting RemotelyMe's trajectory. There's a possibility of competitors introducing similar solutions, infringing on RemotelyMe's pending patents, and potentially claiming analogous functionality without substantial validation.

Larger competitors might have the financial leeway to explore different visual science approaches and influence market preference. Despite most competitors relying on outdated profiling models, emerging approaches from a few could lead to market confusion. Safeguarding our intellectual property will be vital, necessitating additional resources in instances of patent violations.

While RemotelyMe stands on solid ground with its unique approach and proven initial results, potential risks stemming from market dynamics, competitive advancements, and funding requirements necessitate meticulous attention and strategic maneuvering to ensure sustained growth and the realization of our visionary goals. Balancing innovation with risk mitigation will be pivotal in navigating the complexities of the market landscape and securing our foothold in the industry.

# SWOT ANALYSIS

Navigating the business landscape requires a comprehensive understanding of our strategic positioning, allowing us to leverage our strengths and opportunities while addressing our weaknesses and mitigating potential threats. Below is a concise SWOT Analysis that encapsulates RemotelyMe's internal and external environment, shedding light on our strategic prospects and areas for improvement.

## Strengths

- Only LinkedIn profile pre-assessment app.
- Only neuroscience visual storytelling full assessment
- Patent pending IP related brain science to profiles
- Only NLP Communication Playbooks for recruiters
- Able to match top performers against candidates
- Unbiased science and data-driven DE&I
- Low-cost SaaS platform, HRIS integration

## Weaknesses

- Limited funding, team, resources, market reach
- Unknown player in crowded market space
- Limited scalability for DB, platform, IT, support
- Need to educate market re: visual neuroscience
- Entrenched competitors and brands
- Economic downturn impacts budgets
- Limited HRIS integration/partnerships

## Opportunities

- Pepperdine Most Fundable Company award
- Top 25 Work Tech vendor (Starr Conspiracy)
- Workplace Challenge Cup Finalist (SHRM)
- Fragmented market, no dominant players
- Outdated, inaccurate, expensive assessments
- Only two neuroscience or visual competitors
- No competitors with visual neuroscience storytelling
- Not TAM/SAM, high CAGR (\$2B/ to \$6B)
- Expansion to EDU/sales/mktg/eCommerce profiling

## Threats

- Crowded space, confusing messages
- HRIS/ATS is limited but “good enough?”
- New players (e.g., 6 Working Geniuses)
- Work tech investments have declined (economy)
- Educating market takes time and resources
- Fast ramp with limited resources could damage brand
- Well-funded, large competitors (e.g., Korn Ferry)

## **PARTNERS**

RemotelyMe is privileged to be in collaboration with influential entities and noteworthy individuals who not only bolster our credibility but also significantly amplify our reach and impact. The Foreword of our CEO's upcoming book is penned by current and former CEOs of EOS Worldwide. Their support is instrumental, as they promise to promote both the book and RemotelyMe across the expansive network of 190,000 EOS companies, and they notably featured us at the April 2023 EOS Convention. Moreover, the book features insights from a VP at Workday and a VP with the Product Marketing Alliance, both of whom command audiences in the millions and have pledged to endorse RemotelyMe to their extensive networks. Our innovative solutions earned an invitation to compete for the 2023 SHRM Better Workplaces Challenge Cup.

Our commitment to societal well-being and positive impact is epitomized by our partnership with The Us for Warriors Foundation, an award-winning non-profit organization dedicated to supporting transitioning military personnel, veterans, and their families. Together, we are integrating our innovative solutions within their Work4Warriors Program aiming to facilitate smooth transitions to the civilian workforce for military, veterans, and families, underscoring our dedication to fostering more inclusive and equitable professional environments.

Equally significant is our collaboration with Kollab Youth, an award-winning Pre-Apprenticeship Program innovatively designed for under-resourced middle and high school students. Through this partnership, Kollab Youth participants receive invaluable mentorship from industry experts and garner critical, resume-worthy work experience via paid apprenticeships and internships. This collaboration is not merely about providing opportunities; it is about preparing these young minds to be competitive in tomorrow's workplaces and connecting them with the future workforce. Furthermore, this synergy enables us to reach esteemed firms such as Wells Fargo, Target, Enterprise, and T-Mobile.

Our founding team has adeptly harnessed their combined social media presence, spanning across LinkedIn, Facebook, and other platforms, totaling over 100K+ individuals. This vast audience has been pivotal in facilitating dialogues with hundreds of decision-makers, expanding our reach and influence. Besides, we have also joined forces with 1-Huddle, a leader in the mobile training market, and integrated with distinguished partners such as Workday, BambooHR, and Lever, enhancing our service delivery and operational efficiency.

Each partnership, connection, and collaboration are a stride towards our vision, enhancing our ability to create lasting, positive change in workplaces and beyond, and fostering environments where every individual can truly thrive.

## COMPANY STRUCTURE

RemotelyMe is a Delaware C Corporation with California business licenses. The company is primarily operating remotely with an HQ location in Chula Vista, CA. Software development has been completed by individuals in CA and by outsourced credentialed contract firms in India. Current employees are all 1099 contractors. The company's COO has HR certifications and was a former HR executive with the U.S. Navy SEALs Training Command. The plan is to transition to W2 employees post funding, which will heighten the use of standard HR practices. All current employees and contractors have signed non-disclosure and other agreements. A detailed employee plan is outlined in the company's financial projections.

RemotelyMe's CEO is a Navy veteran with 25+ years as a CxO. He was a co-founder for an Inc. 5000 consulting firm and a co-founder for three startups that achieved successful exits. Our CTO is a PhD neuroscientist and successful entrepreneur, our COO was the Director of Administration for the Navy SEALs Training Command and CEO for an award-winning veteran's non-profit. Our CMO is an NFL alum with over 25 years as a marketing executive, and our CSO is a former Fortune 50 Sales VP with numerous relationships in the real estate and technology industries. Our advisors include a brain surgeon from USC, the VP of HR at Talend, a VP for BHG Real Estate, a top performer at Sotheby's, and a former medical firm CMO. Also, numerous HR executives.

Our COO, bearing graduate level HR Management certifications and a legacy as a former Director of Administration, to include leading HR management with the U.S. Navy SEALs Training Command, oversees the orchestration of HR practices, with plans in place to transition to W2 employees post funding to reinforce standard HR practices. A meticulous employee plan is delineated in our financial projections, ensuring transparency and coherence in operational structuring.

The strategic helm of RemotelyMe is enriched by the multifaceted expertise of our CEO, a Navy veteran with an extensive tenure of over 25 years as a CxO, marked by successful stints as a co-founder for an Inc. 5000 consulting firm and three startups that witnessed successful exits. The collaborative synergy of our team—comprising a PhD neuroscientist and successful entrepreneur as our CTO, an NFL alum with over 25 years as a marketing executive as our CMO, and a former Fortune 50 Sales VP as our CSO—elevates our strategic and operational prowess.

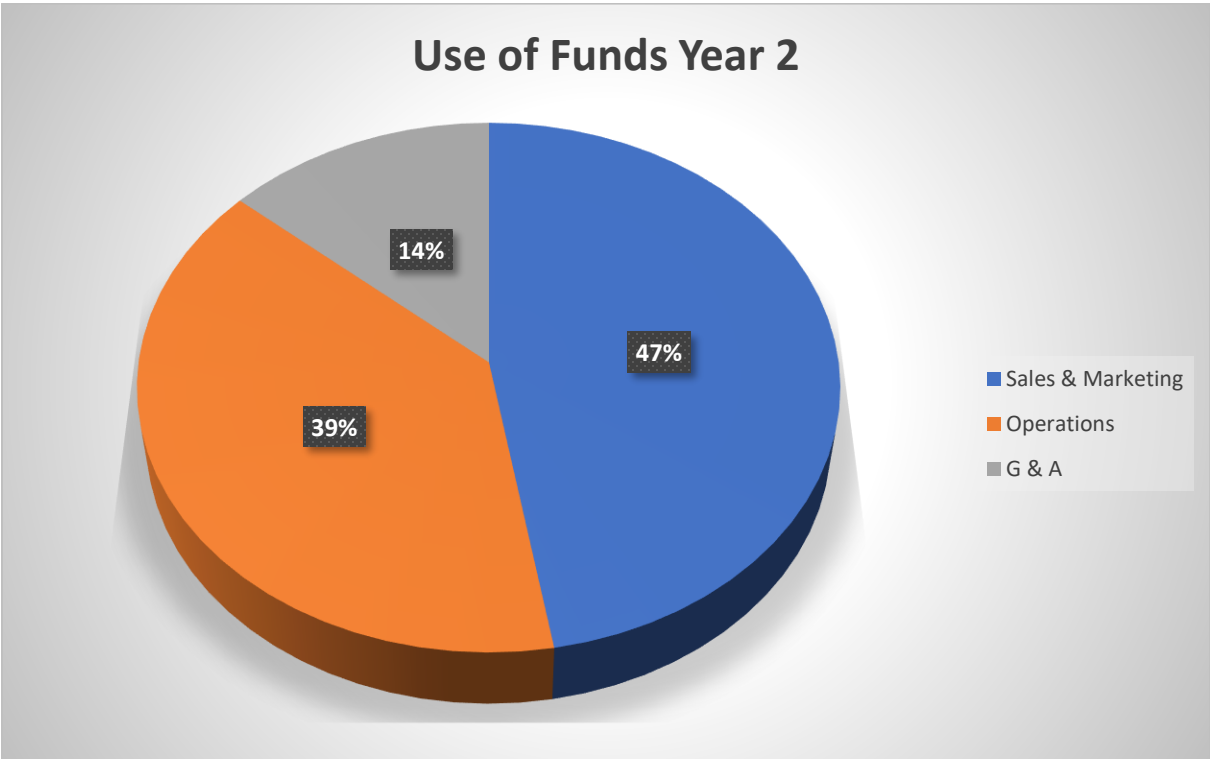
Further, our advisors' panel is adorned with distinguished profiles including a brain surgeon from USC, the VP of HR at Talend, and high-ranking executives from renowned firms like BHG Real Estate and Sotheby's, offering us unparalleled insights and strategic counsel. This eclectic mix of accomplished professionals underscores our commitment to innovation, excellence, and sustained growth in our pursuits, reinforcing our position as a pioneer in the sector.

In summary, the dynamic composition and structured operational methodology of RemotelyMe not only underscore our commitment to innovation and excellence but also fortify our resolve to revolutionize the realms of employee engagement, alignment, and trust through our groundbreaking solutions.

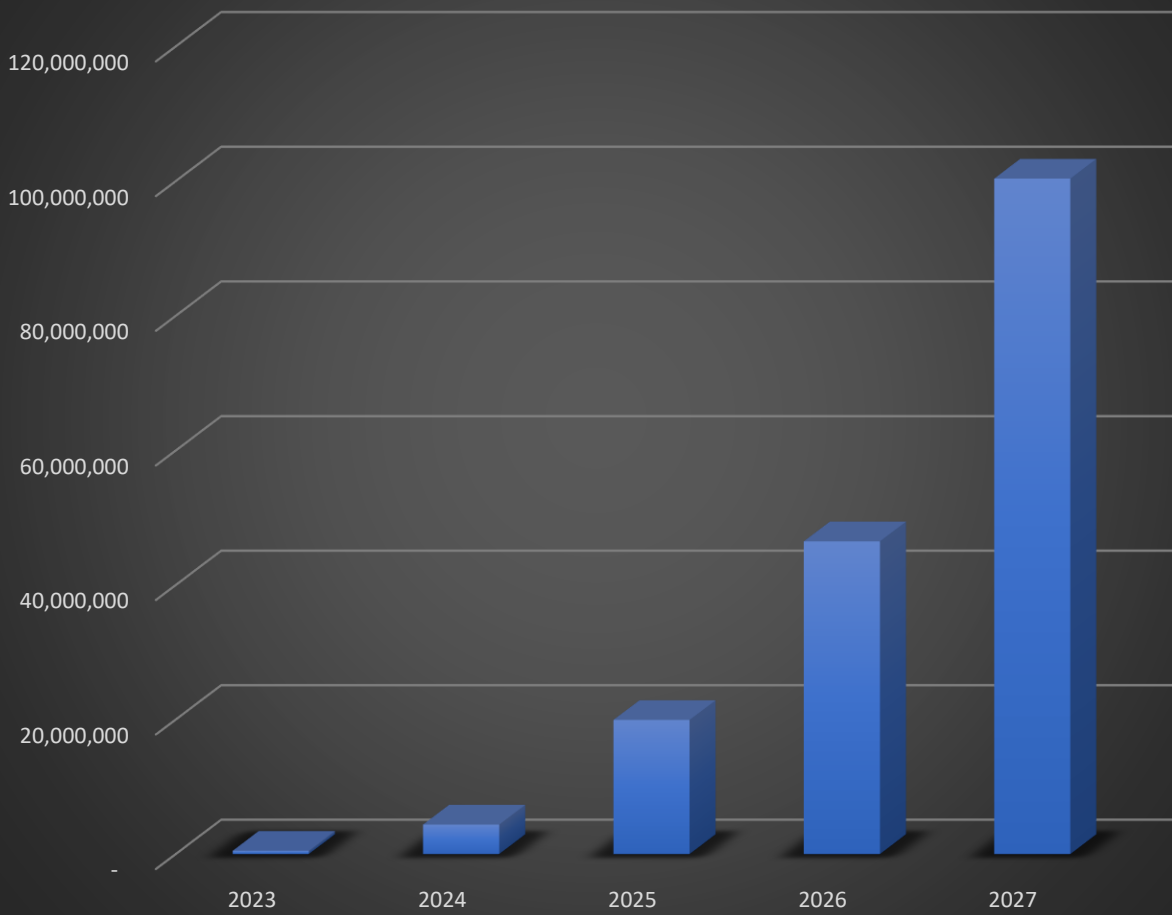
# FINANCIAL PLANNING

RemotelyMe has achieved a monthly run rate averaging \$30K. Revenue has primarily been for consulting services (using RemotelyMe’s IP) and is transitioning more to MRR/ARR through 2023. The company’s current burn rate is slightly less than revenue, and total debt is under \$50K. Given pilot completion, current customers, and pipeline traction, we are poised to exceed \$1.4M for 2023. A detailed sales forecast and financial plan is provided in a separate document. RemotelyMe’s financial projections cannot be guaranteed, however, our goal is to achieve \$108M+ within 5 years to position the firm for IPO or acquisition.

<b>(USD, FYE 12/31)</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>2027</b>
Total Revenue	512,740	4,404,730	19,958,807	46,511,119	100,389,308
Gross Profit	459,940	3,580,890	15,930,119	32,605,147	70,800,704
<i>Gross Margin (%)</i>	89.7%	81.3%	79.8%	70.1%	70.5%
Expenses	959,518	5,239,956	12,826,564	24,751,070	54,876,619
EBITDA	(499,578)	(1,659,066)	3,103,556	7,854,077	15,924,084
<i>EBITDA Margin (%)</i>	-97.4%	-37.7%	15.5%	16.9%	15.9%
Year-End Headcount	11	28	67	97	212



## Total Revenue





## **INVESTMENT**

As we navigate through the Investment Section, we detail our strategic allocations across pivotal areas such as Sales and Service, Information Technology, Marketing, Science and Process Optimization, and Market Outlook. These insights provide a comprehensive view of our growth strategy, showcasing our commitment to enhancing RemotelyMe's market footprint, advancing innovations, delivering unparalleled value to stakeholders, and fostering positive societal change.

### **Sales and Service**

The first areas we will fund supporting growth are the sales and support functions. Customers must know how to use the products and have a positive experience immediately from the time of sale. Onboarding of customers using our platforms will include individuals, teams, and enterprise level organizations interacting with our IT (information technology) resources. Customer support also provides timely feedback to the Sales and Marketing functions as the Voice of the Customer drives future sales and enables timely resolution and feedback of the normal issues arising during rapid growth. Customer service should be one of the first functions of receiving funding, training, and leadership support because of the criticality of communication between multiple organizations involved in meeting or exceeding customer expectations.

Sales staff not only keep the lights on, but equally important, they are as much about education and empowerment as closing the sale. Hiring sales staff is critical to growth and meeting current market demand. The sales staff also acts as a resource to those commercial/business accounts desiring to develop High-Trust organizations. Their role includes walking beside the customer(s), helping them leverage the various tools in our portals, strengthening their management and teams, and building trust within their organizations. Selling ViNES is often just the beginning of a client's journey, whether the client is an individual or an organization. We will achieve the greatest recurring revenue using various subscription services offered through our portals, mentoring services, "Trust audit" certification program, and corporate wellness programs; all of which will be overseen through the collaboration of the Sales, Service, and Operations organizations.

## **Information Technology**

The company will, upon funding, undertake significant added companywide action to expand both cybersecurity and cloud storage capabilities and resources.

The recruiting platform is operational; however, additional development is needed to expand capabilities and ensure scalability, especially for enterprise-class customers. Adequate security is provided by RemotelyMe vendors, such as Airtable, Zapier, Softr, and others, however, multi-factor authentication (MFA), more robust Single Sign On (SSO), and other security capabilities should also be improved. Cloud hosting is provided for RemotelyMe's SQL (Structured Query Language) database; however, more robust cloud hosting, such as AWS (Amazon Web Services) is needed. Also, Airtable is used as a database for one platform aspect, and this should be transitioned to a SQL or similar database. A no-code GUI (Graphical User Interface) via Softr is adequate for the next year or two, but a more visually appealing and scalable GUI needs to be created. This will require outside programming resources currently not available in-house.

Eventually, in-house IT maintenance and software support will be needed to support all infrastructure and some customer support service issues as they related to IT account services support.

## **Marketing**

The global pandemic has changed the way we work, recruit, market, and sell. Remote and hybrid work has increased by almost 90 percent. Attracting and retaining the right people and prospects is now more vital than ever, but also far more difficult.

For small to medium enterprises and EOS companies, RemotelyMe helps them place the right people in the right seats in the right way with the only LinkedIn profile pre-assessments and visual neuroscience assessments for soft skills and trust. The following information outlines key customer conditions (situations), challenges, and consequences for non-action or wrong action.

## Target customer conditions

- 33M small businesses (<500 emp) account for 99% of all businesses <sup>1</sup>
- 30M baby boomers retired in late 2020 <sup>1</sup>
- Small businesses create 1.5M jobs annually (64%) <sup>1</sup>
- 43% of workers were looking for a new job in 2021 <sup>1</sup>
- 92% of SMBs hired in Q3 & Q4 2022 (more competition) <sup>2</sup>
- 83% of SMBs/SMEs are having recruitment difficulties <sup>3</sup>
- Remote work has increased 87% since the pandemic <sup>5</sup>
- Highly inclusive firms generate 140% more revenue & 230% more cashflow <sup>5</sup>
- More diverse companies are 33% more likely to have high profitability <sup>5</sup>
- Unemployment rate fell to 3.8% in Mar 2022 <sup>4</sup>

[1. 7 Recruiting Statistics Every Small Business Needs To Know \(softwareadvice.com\)](#) [2. SMB Hiring](#) [3. SMB Recruiting](#) [4. SMB Jobs](#) [5. Oberlo](#)

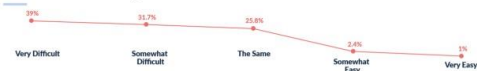
## Target customer challenges

### WHAT HR CHALLENGES ARE SMALL BUSINESSES FACING IN 2022?



### Hiring During the Great Resignation

#### How Difficult Was Hiring This Past Year?



Source: SMB Recruiting

## Target customer consequences

- It costs employers 33% of an employee's annual salary to hire a replacement <sup>1</sup>
- Firms lose 89% of potential ideal candidates due to long screening processes <sup>1</sup>
- 42% of small businesses fail due to lack of market demand (wrong strategy) <sup>1</sup>
- 90% of business leaders say they can't meet goals without the right talent <sup>2</sup>
- Average cost of one bad hire = \$240K
- One bad apple can be caustic and disruptive, and negatively impact revenue

[1. Oberlo](#) [2. Astrix](#)

[LinkedIn](#) [cvviz](#) [GALLUP](#)

RemotelyMe has created a detailed product marketing and go-to-market plan, outlined in a separate document, which includes messaging, positioning, pricing, competitive analyses, and campaigns. RemotelyMe’s CEO is an award-winning, certified, and experienced marketing expert, and RemotelyMe’s CMO has similar credentials.

**Go-To-Market**



- **Book Publicity:** CEO is author, EOS CEOs wrote Foreword
  - Promoting to 142K EOS companies, 30K PMA firms
- **Channel:** recruiting 450 EOS Implementers
- **LinkedIn:** campaigns to 15K+ decision -makers
- **Marketing:** campaigns to 50K+ via Starr Conspiracy, Inspiring Workplaces, SHRM
- **Sales:** team connections to 1K+ prospects ( e.g; real estate)

### Science and Process Optimization

Though we have statistically verified RemotelyMe’s unique approach across many customers and individuals, further field and clinical validation is required to optimize results with more scientific data. Funding will allow for it, but risks will remain minimal until we conclude clinical validation studies. Nevertheless, the collection of data will remain an ongoing practice as we develop new products and processes.

Our current ViNES assessment relies on a collection of commercially purchased video content, most of which is acceptable and produces statistically reliable results. To maintain superiority in the marketplace, we require continual product and process improvement as a norm within the organization. We will need to produce or contract to hire videography services to produce specific content as specified by our neuroscientist, based on quantitative analysis of data. Our ability to control the content is as much a laboratory exercise as it is a video production, even though each video in our assessment is only about 30 seconds each. Each video requires a precise balance of several factors including color, content, spatial positioning of content, eye tracking, expressions, movement, etc. The “make vs. buy” will be based on

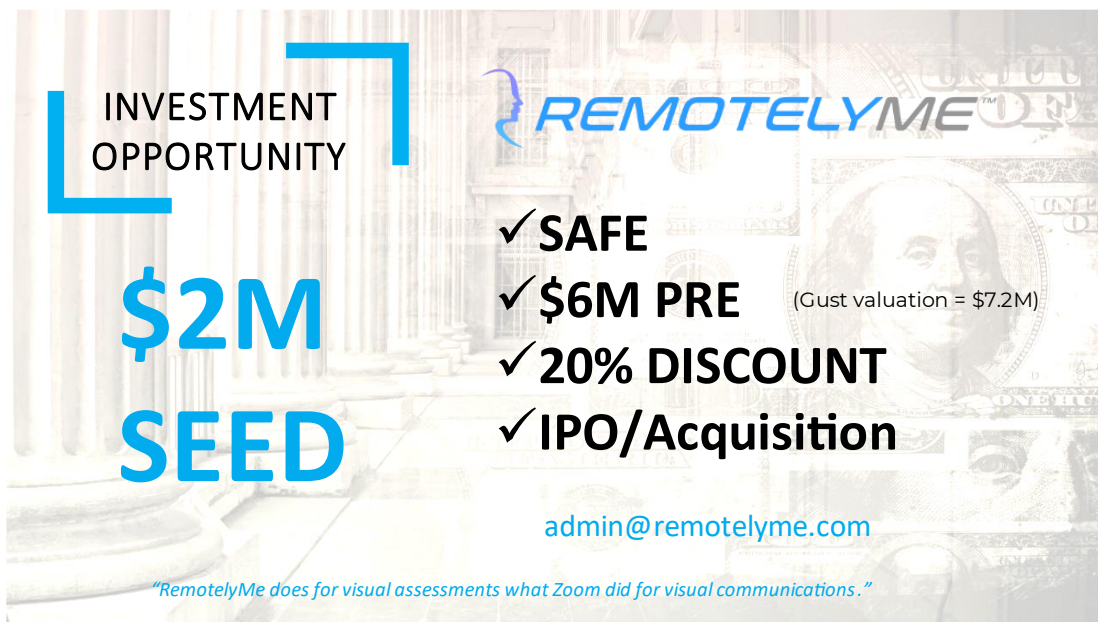
economics and time to market. We will optimize all these elements in each video of every assessment through a statistical process using DOE (design of experiments). The quality and specificity of the content drives the accuracy of the test results, which is the ultimate determinant of validity and reliability.

## Market Outlook

As mentioned, analysts are “bullish on Candidate Intelligence” and predict “100% YOY growth” for startups like RemotelyMe. We have proven solutions, customers, revenue, and pipeline. We have won industry awards, and two top competitors were recently acquired. Our conservative financial projections, which of course cannot be guaranteed, outline a detailed growth plan to achieve \$108M in revenue within five years. This could position RemotelyMe for an IPO or acquisition.

As noted earlier, RemotelyMe is offering a SAFE (simple agreement for future equity) investment agreement for a \$2M seed round with a \$6M pre-money valuation and 20% discount. Our series A round is planned by Q4 2023. Any forward-looking projections cannot be guaranteed.

Contact Bill Reed, CEO at [bill@remotelyme.com](mailto:bill@remotelyme.com) for more information.



**INVESTMENT OPPORTUNITY**

**\$2M SEED**

**REMOTELYME™**

- ✓ **SAFE**
- ✓ **\$6M PRE** (Gust valuation = \$7.2M)
- ✓ **20% DISCOUNT**
- ✓ **IPO/Acquisition**

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*"RemotelyMe does for visual assessments what Zoom did for visual communications."*

# Appendix 1

## **Competitive Comparison Analysis**

Personality and employment assessments are indispensable tools in today's corporate world, acting as catalysts to amplify synergy, unveil individual strengths, and optimize workflows tailored to diverse employee needs. Renowned publications like Psychology Today substantiate the widespread adoption of these insightful instruments, revealing that a staggering 80% of Fortune 500 companies rely on such assessments to scrutinize their workforce's capabilities and potential.

When it comes to pivotal decisions surrounding hiring and promotions, the prevalence of these evaluative tools becomes even more evident. A substantial majority, over 75% of companies boasting more than 100 employees, leverage these assessments as integral components of their selection processes. However, a critical examination of the market reveals a significant gap – none of these solutions have a direct and intentional focus on military and veterans, leaving a substantial population underserved and underrecognized.

This extensive utilization underscores the need for innovative solutions like RemotelyMe, with our unique focus on serving military personnel and veterans, identifying candidates whose skills and values align seamlessly with organizational roles and cultures, thereby mitigating attrition and fostering a harmonious and productive work environment.

Let's review some of our competition:

## COMPARATIVE PRODUCTS & PRICING



Paradox uses the BIG-5 personality profiler invented in 1982. Paradox uses pictures but does not use neuroscience, video, or storytelling, and does not assess for trust or soft skills. Pricing starts at **\$59/month** for up to 50 employees (and 250 candidates), Traitify Dash is available with monthly or annual subscriptions. Companies with five employees or less can use Traitify Dash for free. The platform does not include an Applicant Tracking System (ATS) or ChatGPT prompt personalization for email or message creation.



Pymetrics uses neuroscience but is text-based and not visual and does not assess for trust and is light on soft skills. Pymetrics comes with a set of 12 games that take 30 to 45 minutes to complete. Implementation times will vary depending on project scope and products required. Pymetrics was purchased by HARVER in 2022, and pricing starts at \$5000 per year. The platform does not include an ATS or ChatGPT prompt personalization.



Crystal is designed for sales but can be used for some recruiting. It is a LinkedIn data extraction app but uses DiSC, invented in 1928, for profile. DiSC is text-based and not visual with no neuroscience and does not assess trust or soft skills. The app and platform cost **\$49+ per user** per month (billed annually). The platform does not include an ATS or ChatGPT prompt personalization.



The Kolbe Index uses thirty-six forced text-based questions that typically take approximately 20 to 30 minutes to complete. Kolbe is two decades old, does not use visual elements, neuroscience, or storytelling and does not assess for trust. It does assess soft skills related to job requirements. Pricing starts at **\$55.00** per assessment. The Kolbe Index (Instinct Test) is unique; however, it does not measure intelligence, personality, or social style. It measures the instinctive ways you act when you strive. The platform does not include an ATS or ChatGPT prompt personalization.

## — THE 6 TYPES OF — Working Genius

Invented by author Pat Lincione, the test uses forty-five text questions. It does not use visual elements, neuroscience or storytelling and does not assess for trust or soft skills. A text based 10-minute test purchase up to 99 licenses, each one will cost you \$25. The platform does not include an ATS or ChatGPT prompt personalization.



TestGorilla is text based with no neuroscience, storytelling, visual elements or trust assessment. It assesses for some soft skills but not related to position science (ONET, etc.). Pricing starts at \$25 per month for one assessment credit, and \$150 per additional assessment. For growing businesses that want all features and customization, the plan costs \$300 per month for 15 assessment credits, and \$120 per additional assessment. For high-volume hiring needs, the plan costs \$2,000 per month for 125 assessment credits, and \$95 per additional assessment.



## MOST POPULAR ASSESSMENTS

**Myers-Briggs Type Indicator (MBTI Test):** Invented in 1942, MBTI is the most widely used test. It is text-based with virtual no science and or neuroscience backing. It is not visual and does not assess for trust or soft skills. Based on their answers, employees are assigned letters related to four traits: introverted versus extroverted, sensing versus intuitive, thinking versus feeling and judging versus perceiving. The system then explains what the traits mean, the strengths and weaknesses of the test-taker's personality type, as well as the environment where they work best. Platform does not include an ATS or ChatGPT prompt personalization.

- **Number of Questions:** 93
- **Time to Complete:** ~30 minutes
- **Cost:** Prices start from **\$50 per person** with enterprise pricing available.

**DiSC Personality Test:** The DiSC assessment, invented in 1928, groups users into four personalities, one per letter in the acronym. DiSC is text-based and not visual with no neuroscience and does not assess trust or soft skills. People with dominance (D) spend time driving bottom-line results. Influence (i) employees often focus on relationships and persuading others. Teammates with steadiness (S) are dependable. Those with conscientiousness (C) strive for quality and accuracy. According to DiSC experts, knowing an employee's dominant personality trait leads to better interactions within the workplace. Platform does not include an ATS or ChatGPT prompt personalization.

- **Number of Questions:** 24
- **Time to Complete:** 1~20 minutes
- **Cost:** Prices start at **\$72 per individual**. The official testing site also offers a sliding scale for larger teams, starting at **\$48 per test taker**.
- **When to Use:** DiSC tests are often taken as a team building or strategy exercise, especially in sales. The assessment creates a common language to discuss strengths, weaknesses, and productivity.

**Clifton StrengthsFinder:** An assessment created by Gallup, Clifton StrengthsFinder assesses users' thought patterns and behaviors, then groups them into 34 themes. These themes reveal employees' strengths and group users into four domains: Executing, Influencing, Relationship Building and Strategic Thinking. It is text-based and not visual with no neuroscience and does not assess for trust or soft skills. Platform does not include an ATS or ChatGPT prompt personalization.

- **Number of Questions:** 177
- **Time to Complete:** 35-45 minutes
- **Cost:** Prices start at **\$49.99 per person**. A version specifically geared towards managers costs **\$39.99**.
- **When to Use:** "Strengthfinders is a great tool to identify what strengths a team is exposing, and what their vulnerabilities and weaknesses are," says [Ira Wolfe](#), president at Success Performance Solutions, a company that builds assessments for employees.

**Big Five Personality Test:** Also known as The Big Factor Model or OCEAN, this test measures five personality traits: openness (level of creativity), conscientiousness (level of self-discipline), agreeableness (the degree a person focuses on social harmony), extraversion, and neuroticism (ability to regulate emotions). HR execs express concern about neuroticism as it is illegal to ask brain health questions. The assessment presents users with a variety of statements, asking them to agree or disagree using a scale. Results indicate where on a spectrum the user falls for each trait. It is text-based and not visual with no neuroscience and does not assess for trust or soft skills. Platform does not include an ATS or ChatGPT prompt personalization.

- **Number of Questions:** 60
- **Time to Complete:** ~20 minutes
- **Cost: Some** Human resource companies offer tailored tests starting from **\$70 per candidate to \$2,000** for unlimited users.
- **When to Use:** Often used in hiring, this assessment helps HR leaders decide if a job seeker's personality fits with the available position.

**Custom Personality Tests:** Teams can utilize services, like Berke and Hire Success, which will build custom, psychometric-based assessments. These tailored tests account for the company's culture, traits most relevant to the open role and the specific qualities valued by management. Almost all are text-based and not visual with no neuroscience and do not assess for trust. Some may assess for soft skills. These usually do not include an ATS or ChatGPT prompt personalization.

- **Costs:** Prices varied widely but are often expensive. Custom tests for lower-level positions can cost **over \$500**. Custom-made tests for C-suite positions can set a company back by **\$10,000+**.
- **When to Use:** Even though they have a higher price tag, custom tests are often used for hiring. HR experts agree that using these tests can help identify candidates who will be most effective and satisfied in their role, keeping churn and long-term recruiting costs low. These tests may also be used for internal promotions.

## EMPLOYMENT ASSESSMENTS COMPARED

Site	Lowest Cost Plan	Key Feature
<a href="#">iMocha</a>	\$1,800 per year	Give assessment during a live interview via their platform
<a href="#">Vervoe</a>	\$149 per month	25% discount on annual billing and ATS integration with upgraded plan
<a href="#">HackerRank</a>	\$50 per month	Exceptional option for developer and IT-focused positions
<a href="#">Xobin</a>	\$249 per month	Give up to 100 assessments at the same time
<a href="#">Skillmeter</a>	\$59 per month	Every plan has a 14-day free trial
<a href="#">Skillsarena</a>	Free for five tests	Includes tests for less common areas, like legal and math
<a href="#">Harver</a>	Undisclosed	Features a 92% test completion rate
<a href="#">Owiwi</a>	Sliding scale	Uses a computer game to test on 11 key competencies, giving you a full picture of each candidate
<a href="#">HighMatch</a>	\$100 per month	Uses in-house psychologists to fit assessments to your company culture and needs
<a href="#">Bryq</a>	\$199 per month	Compares and ranks all candidates together
<a href="#">Indeed</a>	Free	Used to screen candidates before they reach your inbox
<a href="#">Fit Small Business Excel Test</a>	Free	Quick and effective screening of Excel skills



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