

## Welcome to the Fundability Assessment for the Pepperdine Most Fundable Companies Competition

This is the **third round (semi-finals)** of the startup competition run by Pepperdine University. The top companies from this round will be featured this fall in the 2023 Most Fundable Companies List, including recognition in *Entrepreneur* Magazine.

The Fundability Assessment builds upon your Qualifier survey responses and will take you through the detailed information collection process that an investor would require to evaluate your company as a serious investment prospect. We admit it is lengthy, however, we need this additional information before publicly endorsing any company.

Please be as complete and accurate as possible in your answers. Data from potential finalists will be verified prior to publication and honesty is highly valued.

### Survey Instructions:

- Review the sections and utilize your team to provide input on your responses
- Use the Progress Bar at the top of each page to quickly navigate around the survey
- Give yourself time to fully answer the questions. The more complete the answer, the better the evaluator will know what your company is all about
- Once you log out and return by logging in again, you will be taken to the beginning of the survey, as opposed to the last page you were working on, but your draft is saved
- Questions? Contact us at [mostfundablecos@pepperdine.edu](mailto:mostfundablecos@pepperdine.edu)

Thank you for your participation and we're excited to hear about your company in more detail!

Sponsored by



Resource Partnership or Sponsorship of Pepperdine Most Fundable Companies does not represent endorsement of any Resource Partner/Sponsor company or any Resource Partner/Sponsor company's products or services. Descriptions of any or all products or services, or pricing and related discounts or offers, are subject to change. Delivery of any or all products or services is the sole responsibility of the Resource Partner/Sponsor and not guaranteed by Pepperdine University.

## Company Demographics

INTRODUCTION: Please verify or update the following information about your company.

### Name of Primary Founder

William Reed

### Street

750 Otay Lakes Road

**City**

Chula Vista

**State (2 letters)**

CA

**Postal Code**

91910

**Website**<https://www.remotelyme.com/>**Phone Number**

888-999-1668

**Number of Employees**

8

**Briefly describe what your company does:**

Low trust is costing firms \$8T globally. Gallup says 79% of employees don't trust employers and 77% are disengaged. Over 80% are fired, quit, or quiet quit within 18 months, and one bad hire can cost \$240K. In contrast, Deloitte and Gallup concur that high trust employees drive 400% more performance, 88% more customer success, 80% more productivity, and 20% more revenue, but there have never been any solutions that can discern for trust. Until now. RemotelyMe is a veteran-owned work tech company that offers the only candidate and employee assessments that transcend text-based tests with groundbreaking AI and visual neuroscience that can score for trust. We have customers, revenue, and awards for our ChatGPT AI profile-personalization, neuroscience messaging, LinkedIn AI pre-assessment app, visual neuroscience 9-minute assessments with 93% validity, and HIPAA-compliant personalized employee development portals designed to build trust. High trust employers are far more attractive to candidates and customers. We help firms certify as high trust employers while reducing recruiting costs and time. Our unique neuroscience and generative AI SaaS solutions can accurately match talent against position requirements to place the right people in the right seats. Our Board Advisors include CxOs from Royal Caribbean, Dish Network, Highspot, Southwest Airlines, Better Homes & Gardens Real Estate, Qlik, Lumen, and others. A few are customers and others are moving to pilots. We were selected by a leading analyst as a Top 25 Work Tech Vendor and by SHRM as a Better Workplaces Challenge Cup Finalist.

**Please identify your current company structure**

We are a "C" corporation

**Date that your company was founded**

January 1, 2019

**Are you currently raising money to fund your business, or do you plan to within the next 18 months?**

Yes

**Do you have any revenue (answer based on your most recent 12 months)?**

Between \$250,000 and \$1,000,000 for the last 12 months

**Was your company profitable over the last 12 months?**

No

## **Section #1 - Market Opportunity**

INTRODUCTION: Market Opportunity is all about what your company has to offer a specific market, combined with the knowledge of exactly how big the market is, and how fast it is growing.

Three fundamental components of a legitimate market opportunity are 1) the value proposition you are offering and to whom, 2) how you are defining your market niche, and its growth, and 3) your model(s) for success.

To do well in this section, you must demonstrate that 1) you truly have a superior product or service, 2) that the market potential is huge (or will be), and 3) that you understand what it will take to succeed.

**What exactly is the value proposition you are offering and to whom?**

**When did you first have the idea for your company's value proposition?**

January 1, 2019

**Please describe that idea as you remember it.**

Our CMO is a New York Times bestselling author and co-founder of an Inc 5000 consulting firm with clients such as Cisco, HP, SAP, and Visa. While placing executive contractors, who then managed hundreds, he discovered serious problems with current recruiting and employee engagement solutions. While writing an award-winning neuroscience-based leadership book, he met a PhD neuroscientist who had also written a book on this topic. The CMO's colleague was the COO for the Navy SEAL Training Command with HR certs and expertise. Along with a successful marketing exec, they founded RemotelyMe and invented ViNES, the first Visual Neuroscience Evaluative Storytelling assessment to solve a \$9T industry problem. They met with hundreds of HR and company execs to design an AI SaaS platform, LinkedIn AI app, and HIPAA compliant engagement portals (launched in Jan 2023). RemotelyMe has customers and Board Advisors who rave about these solutions and agree they are groundbreaking. This unique intellectual property solves HR and recruiting problems today, but RemotelyMe's roadmap includes solutions for sales, marketing, and eCommerce to drive the company past \$100M within 5 years.

**Please describe the type of customer (and end user) that will most value your product/service? Be specific. Are they retail customers or commercial customers? Where will you reach them? Are they limited to a specific geography, age, sex, education, religion, political bias, medical condition, etc.?**

Our target customers are HR and talent acquisition professionals at high-growth firms struggling to find, qualify, and hire the best talent. Over 70% of the best aren't looking and proactive prospecting takes hundreds of hours and hundreds of thousands in LinkedIn costs. Our firm has award-winning product marketers with decades of demand gen experience. We manage four LinkedIn groups, and combined with contact databases, can reach 50K+ prospects. Our newsletters have a 34% open rate and our webinars have resulted in customers. Our unique LinkedIn outreach, which uses our IP, is driving dozens of MQLs per month. Our target geos are NAM and the UK, our demographics are HR execs at firms with hiring growth and 50 to 5K employees, our psychographics are early adopters to early majority (open to AI and science). For example, a large gov county was mandated to explore AI for recruiting and is now in pilot. Better Homes and Gardens Real Estate had an 85% realtor failure rate that we solved with visual neuroscience assessments. Avenue5 had difficulty finding the right fit for a VP position. We are industry agnostics but have found the best success in real estate, tech, gov, transportation, and hospitality.

**Please list up to ten reasons why those customers would buy your product/service instead of another competing one. Consider factors such as price, features, social media presence, durability, and performance.**

Rather than provide hypothetical reasons, these are actual reasons customers are buying:

Aventi Group found that one "bad apple" hire can have a domino effect that costs \$240K and can damage their brand. We solved this by comparing top performer profiles against candidate profiles to match optimal soft skills, and most importantly, high trust factors.

Better Homes and Gardens Real Estate had an 85% realtor failure rate costing hundreds of thousands in onboarding and training. We solved this by comparing top agent profiles against candidate profiles to match optimal soft skills and help guide them into the right roles.

Kollab Youth non-profit needed to help underserved youth find optimal career paths, and allow mentors from T-Mobile, Enterprise, and Wells Fargo to help guide them. They used a customized version of our

assessment to gain success and \$2M in funding.

Avenue5, a leading property management firm, had difficulty finding candidates for executive positions, especially where hiring managers have high expectations. We leveraged our network, LinkedIn AI app, ChatGPT personalization, and ViNES assessments to find ideal candidates.

Cavalry Associates is an architectural firm in NY that runs on the EOS framework. They had difficulty finding and retaining employees for demanding positions. Excellent interviews often turned into dismal performance. We educated their execs on how to use our solutions to assess for trust and the right soft skills. Problem solved.

Royal Caribbean Cruise Lines needs thousands of blue-collar workers for specialized roles. Workers need to collaborate with others in small spaces for months at a time. Their VP TA is a Board Advisor, and they are in pilot to use our solutions to assess for the right soft skills and trust factors to avoid bad hires that can anger passengers.

Southwest Airlines has similar needs to RCCL. Their former CHRO (now Chief People Advisor) is exploring a pilot to help them assess for airport employees.

Dish Network's CHRO is a Board Advisor. They've been using 900 templates for candidate outreach. They're excited about reducing this down to nine templates with our ChatGPT and neuroscience messaging personalization.

The Entrepreneurial Operating System (EOS) is a business framework used by 170,000 companies worldwide. The current and former CEOs for EOS Worldwide wrote the Foreword to our CMO's next book, and RemotelyMe is an official partner. One of the largest obstacles to EOS success is ensuring a high trust environment. RemotelyMe has initiated marketing campaigns with EOS that their CEO estimates, based on other SaaS partner company successes, could drive \$12M ARR within one year.

The Talend (Qlik) VP of TA is a Board Advisor. They were spending \$300K per year on LinkedIn Recruiter and InMail but still had low response and acquisition rates. We're solving this with ChatGPT message personalization and ViNES assessments.

The CHRO for Brown County, WI was mandated to find legal and effective ways to use AI to improve recruiting. They're excited about RemotelyMe's unique offerings and are reviewing an SOW to get started.

**What perceived (or real) need in the market is your product/service addressing? It would be classified as (check all that apply):**

A pain killer (there is a significant problem that can't be solved as effectively without your product/service and it is needed now)

**Please explain how or why you believe your selections above.**

As noted earlier, high stress and low trust issues are costing firms almost \$9T globally. Amy Weaver, President of Salesforce, says that "nothing is more important to business success" than solving low trust issues. Gallup studies show that 79% of employees don't trust employers. This problem has been exacerbated by remote and hybrid work, which has caused serious employment divides. Gallup also found that over 77% of employees are disengaged, and 18% are actively harming their companies, resulting in billions in costs and lost revenue. LinkedIn studies show that 90% of the reason why new hires fail is due to soft skill issues. Other researchers note that one bad hire can result in a \$240K hit to the average firm. Jim

Clifton, CEO of Gallup, commissioned a 10-year study to ask a single question of working adults worldwide: "What do you want the most?" The answer? A good job so they can provide for their families. RemotelyMe's passion and purpose is to help people find and keep a good job where they can thrive and not just survive.

**Describe an event or circumstance that would adversely impact the viability of your company. Think about influencing factors such as the economy, the domestic economic/political climate, international factors, cultural trends (or fads), secular technological trends, etc.**

Perhaps another pandemic? Or if China invades Taiwan and the global economy collapses? Otherwise, in a down economy firms need to retain the best employees, drive more productivity, and be more discerning about new hires. This requires going beyond current inaccurate, expensive, and ineffective solutions. In an up economy, they are competing for the best talent and must be more proactive and attractive. This is expensive, takes far too much time, and often renders low results. They need to be more efficient, compelling, and personalized to attract the best talent. Competitors are scrambling to determine how to use AI and ChatGPT and could cause industry noise and confusion. Many have deep pockets and strong reputations. However, none are using both visual and neuroscience IP in the unique and patent pending way RemotelyMe has created.

**Describe what is happening in the marketplace now that is creating an opportunity for your company. For example (check all that apply),**

Are you a first-in player?, Has a leading competitor faltered?, Have you managed to leap-frog everyone with a "next generation" technology?, Do you provide significant cost savings that no one else can offer?

**Please explain your marketplace opportunity answer, even if you checked nothing.**

Traitify, acquired by Paradox, is the only other competitor that uses a visual approach for candidate assessments. However, they do not have their own assessment IP, nor do they use AI or ChatGPT. They use The BIG-5, invented in 1982, that has a low 75% Cronbach's Alpha validity. One of the "5" is Neuroticism, which many HR execs say is legally concerning as you can't ask mental health questions. Another "5" is Agreeableness, which is also not desired. Healthy disagreement is preferred to avoid "group think." Also, they use still pics that are confusing and inaccurate (a pic of a person with arms raised and the choice is "I'm at the top of my game," Yes or No? Well, duh). Traitify correctly notes that text-based tests have a dismal 30% completion rate and our brains process images 60K times faster than words. However, they do not use neuroscience or assess for trust. Pymetrics, acquired by Harver, is the only other similar neuroscience-based assessment. However, they do not assess for trust, are complex, and quite expensive. They do not use AI or ChatGPT, have trust playbooks, or employee engagement portals. RemotelyMe is disruptive by offering the only Visual Neuroscience Evaluative Storytelling (ViNES) assessment. We are the first to equate brain neurotransmitters and chemicals to personality, attributes, tendencies, and communication preferences. For example, based on proven neuroscience, those with high norepinephrine setpoints have more neocortex stimulation and are more observant, scientific, and STEM oriented. High serotonin setpoints have more limbic system stimulation, resulting in higher optimism, friendliness, and helpful traits. High dopamine creates extroversion and high acetylcholine drives introversion. Rather than

pics, we use scientifically designed video with specific images, colors, motions, and storytelling elements for higher retention. This approach attracts your attention to numeric scales related to your neurotransmitter balances. The assessment has been taken by thousands and has an industry-leading 93% Cronbach's Alpha validity with a 97% completion rate. There are nine profile types based on neurotransmitter balances, and we create personalized communication playbooks designed to build trust with individuals. ChatGPT prompts are automatically created using profile preferences to personalize messages and drive higher resonance and response rates. No other solutions can do this. Finally, RemotelyMe provides HIPAA-compliant employee engagement and wellness portals personalized for each profile type designed to help individuals improve their trust and soft skill scores and advance their careers.

## **How do you define your market niche(s)? How big is it and how fast is it growing?**

Please give us a brief description of the market niche(s) you feel your company will be competing in.

### **Market Niche**

#### **Market Niche Label**

Talent Acquisition TAM

#### **Describe your market niche**

Leading analysts show our red-hot TAM as Talent Acquisition Software at \$30B with a 10% CAGR. Our SAM is Candidate Intelligence at \$6B. This is our beachhead, but as noted earlier, our roadmap shows expansion into the Sales Intelligence market at \$4B with a 10% CAGR. Also, the \$20B eCommerce space with 16% CAGR. We are in negotiations with partners to license our IP for employee engagement and recruiting.

#### **Why you feel that your product/service competes in this niche?**

We have excellent traction and current customers in the Candidate Intelligence SAM. Many of these customers have asked us to create versions of our solutions for their sales teams, which will take us into the Sales Intelligence market. We have created prototypes on Shopify and HubSpot platforms using our IP that can lead us into the eCommerce space. We do not intend to "boil the ocean." We intend to dominate a beachhead and use that to "land and expand."

**What is the total realistic market opportunity within this niche, currently and over the next few years? What is your best estimate of the maximum percent penetration you can achieve? If you have data sources to back up your estimate, please provide them as well. Consider that many founders tend to overstate their company's market potential by defining market niches too broadly.**



**Max % Penetration**

1

**Source(s) of Data**

SOM bottoms up forecast, competitive penetration, and industry analyst reports

**Year 0 (\$MM):**

1

**Year 1 (\$MM):**

4

**Year 2 (\$MM):**

14

**Year 3 (\$MM):**

23

**List any paid market research studies you've utilized to verify your market assumptions:**

**Date of Study**

June 1, 2023

**Source of Study**

Research and Markets

**Assumptions Verified in Study**

Market size, CAGR, market share, trends

**Amount Paid (\$)**

5000

**Describe market research studies you've conducted to verify your market assumptions:**

**Date Study was Done**

May 8, 2023

**Assumptions Verified in Study**

Market requirements, challenges, solutions, interests

**Sample Size & Focus**

20

**Date Study was Done**

January 1, 2023

**Assumptions Verified in Study**

Market requirements, challenges, solutions, interests, neuroscience

**Sample Size & Focus**

10000

**Date Study was Done**

October 16, 2017

**Assumptions Verified in Study**

Market requirements, challenges, solutions, interests, neuroscience

**Sample Size & Focus**

10000

**Provide external online references you've utilized to verify your market assumptions:**

**Website/URL**

<https://blog.thestarrconspiracy.com/employee-engagement-and-market-share-the-74-billion-question/>

**Assumptions Verified by Reference**

Market size, CAGR, market share, trends, shortcomings, challenges

**Website/URL**

<https://www.researchandmarkets.com/reports/4791732/global-digital-talent-acquisition-market-by>

**Assumptions Verified by Reference**

Market size, CAGR, market share, trends, shortcomings, challenges

**Who (or what) is your model for success? Many entrepreneurs model their companies after others' successes. Do you have any company(ies) you have studied and after which you are modeling your own company?**

**Company Emulated**

Traitify acquired numerous customers and was acquired by Paradox.  
Pymetrics acquired numerous customers and was acquired by Harver.  
Glint acquired numerous customers and was acquired by LinkedIn.

**Business Strategy Emulated**

Establish beachhead and traction with affordable, disruptive, and innovative solutions and leverage this to springboard into related market segments. Drive toward a lucrative exit via acquisition or IPO.

## Section #2 - Marketing/Sales Strategy

INTRODUCTION: Failure to plan – is a plan to fail. In this section, we want to know what it will take to compete successfully against your current or future competition. Depending upon your stage of growth and economic resources, we want to learn how you will get “the biggest bang for every buck” by considering your:

1. Preparation: What have you done to ensure the success of your products/services?
2. Strategy: What strategies do you intend to use to build and accelerate momentum?
3. Budget: How much of your resources have you allocated to accomplish these strategies and how will these resources be utilized?

**Preparation: For each product/service please complete the following:**

**Name of Item**

RemotelyMe CQ Assessment

**Effective Date**

January 2, 2023

**Product or Service**

Product

**Primary Target**

Business

**Current Status**

Being Sold Now

**Please describe what you have done (or will do) to validate your product/service.**

**Performance Validation - what have you done to ensure consistent performance?**

Continuous improvements, now on v 3.3, completed by thousands, excellent customer and Board Advisor evaluations

**Quality Validation - what have you done to ensure consistent quality?**

Feedback surveys and input from thousands, improved from 88% to 93% Cronbach's Alpha validity and 92% CSAT, Lean Six Sigma processes created by CTO

**Dependability Validation - what have you done to test reliability?**

Cronbach's Alpha validity analysis to achieve and industry-leading 93% compared to 50 to 75% for others

**Cost Validation - what have you done to ensure a consistent cost structure?**

Discussions with 200+ HR and customer executives, and numerous Board Advisor discussions to validate solutions and pricing, competitive analysis

**Check all that apply to your product/service:**

Detailed product specifications have been developed, Manufacturing specifications have been developed and tested, including reproducibility, materials and total cost parameters, vendor requirements, materials testing, Quality control specifications have been developed and tested, Supplier capabilities have been validated, Outside test facilities have been employed to validate performance and quality specifications, Customer satisfaction assessment and monitoring mechanisms are designed, A product roadmap and associated development budget exist

**Please describe the product roadmap and development budget noted above.**

R&D plans are outlined in detail in the business plan and financial projections plan. R&D is a subset of the Operations budget with a 39% initial two-year budget percentage.

**How did you determine what price to charge to your customers?**

Competitive analysis and discussions with over 200 prospects and Board Advisors

**Do you have a policy regarding discounts? If yes, please describe.**

Up to 30% for channel partners and up to 15% for customers depending upon quantities and requirements

**What is the typical sales cycle for your product/service?**

From the time you first get in front of a customer until they make a decision to buy, how long does it usually take?

**No. of Months**

**Average Customer Acquisition Cost (\$)**

500

**If your product/service is sold primarily to businesses, please complete the following:**

**Level Sold to**

VP-Level Executive

**Entry Point?**

Direct Contact

**Impact of Budget Cycles?**

Not Important

**Central to every successful strategy is a clear understanding of customer demographics (e.g. gender, age, economic status, geography) and motivations to buy. Please tell us about these aspects of your product/service:**

**Key Customer Demographics**

Our target customers are HR and talent acquisition professionals at high-growth firms struggling to find, qualify, and hire the best talent. Over 70% of the best aren't looking and proactive prospecting takes hundreds of hours and hundreds of thousands in LinkedIn costs. Our firm has award-winning product marketers with decades of demand gen experience. We manage four LinkedIn groups, and combined with contact databases, can reach 50K+ prospects. Our newsletters have a 34% open rate and our webinars have resulted in customers. Our unique LinkedIn outreach, which uses our IP, is driving dozens of MQLs per month. Our target geos are NAM and the UK, our demographics are HR execs at firms with hiring growth, 50 to 5K employees, our psychographics are early adopters to early majority (open to AI and science). For example, a large gov county was mandated to explore AI for recruiting and is now in pilot. Better Homes and Gardens Real Estate had an 85% realtor failure rate that we solved with visual neuroscience assessments. Avenue5 had difficulty find the right fit for a VP position. We are industry agnostics but have found the best success in real estate, tech, gov, transportation, and hospitality.

**Key Customer Motivations**

Achieve a high trust environment to drive 400% more performance, 88% more customer success, 80% more productivity, and 20% more revenue while dramatically lowering recruiting costs and efforts.

**Name of Item**

RemotelyMe SaaS Recruiting Platform

**Effective Date**

January 2, 2023

**Product or Service**

Both

**Primary Target**

Business

**Current Status**

Being Sold Now

**Please describe what you have done (or will do) to validate your product/service.**

**Performance Validation - what have you done to ensure consistent performance?**

Continuous improvements, now on v 3.3, completed by thousands, excellent customer and Board Advisor evaluations

**Quality Validation - what have you done to ensure consistent quality?**

Feedback surveys and input from thousands, improved to 92% CSAT

**Dependability Validation - what have you done to test reliability?**

RAID log and Lead Six Sigma dependability and capability processes created by CTO

**Cost Validation - what have you done to ensure a consistent cost structure?**

Discussions with 200+ HR and customer executives, and numerous Board Advisor discussions to validate solutions and pricing, competitive analysis

**Check all that apply to your product/service:**

Detailed product specifications have been developed, Manufacturing specifications have been developed and tested, including reproducibility, materials and total cost parameters, vendor requirements, materials testing, Quality control specifications have been developed and tested, Supplier capabilities have been validated, Outside test facilities have been employed to validate performance and quality specifications, Customer satisfaction assessment and monitoring mechanisms are designed, A product roadmap and associated development budget exist

**Please describe the product roadmap and development budget noted above.**

R&D plans are outlined in detail in the business plan and financial projections plan. R&D is a subset of the Operations budget with a 32% initial budget percentage.

**How did you determine what price to charge to your customers?**

Competitive analysis and discussions with over 200 prospects and Board Advisors

**Do you have a policy regarding discounts? If yes, please describe.**

Up to 30% for channel partners and up to 15% for customers depending upon quantities and requirements

**What is the typical sales cycle for your product/service?**

From the time you first get in front of a customer until they make a decision to buy, how long does it usually take?

**No. of Months**

3

**Average Customer Acquisition Cost (\$)**

500

**If your product/service is sold primarily to businesses, please complete the following:**

**Level Sold to**

VP-Level Executive



**Entry Point?**

Direct Contact

**Impact of Budget Cycles?**

Not Important

**Central to every successful strategy is a clear understanding of customer demographics (e.g. gender, age, economic status, geography) and motivations to buy. Please tell us about these aspects of your product/service:**

**Key Customer Demographics**

Our target customers are HR and talent acquisition professionals at high-growth firms struggling to find, qualify, and hire the best talent. Over 70% of the best aren't looking and proactive prospecting takes hundreds of hours and hundreds of thousands in LinkedIn costs. Our firm has award-winning product marketers with decades of demand gen experience. We manage four LinkedIn groups, and combined with contact databases, can reach 50K+ prospects. Our newsletters have a 34% open rate and our webinars have resulted in customers. Our unique LinkedIn outreach, which uses our IP, is driving dozens of MQLs per month. Our target geos are NAM and the UK, our demographics are HR execs at firms with hiring growth, 50 to 5K employees, our psychographics are early adopters to early majority (open to AI and science). For example, a large gov county was mandated to explore AI for recruiting and is now in pilot. Better Homes and Gardens Real Estate had an 85% realtor failure rate that we solved with visual neuroscience assessments. Avenue5 had difficulty find the right fit for a VP position. We are industry agnostics but have found the best success in real estate, tech, gov, transportation, and hospitality.

**Key Customer Motivations**

Achieve a high trust environment to drive 400% more performance, 88% more customer success, 80% more productivity, and 20% more revenue while dramatically lowering recruiting costs and efforts.

**Name of Item**

RemotelyMe Talent Development Platform (TAD)

**Effective Date**

August 1, 2023

**Product or Service**

Product

**Primary Target**

Business

**Current Status**

Scheduled To Be Sold

**Please describe what you have done (or will do) to validate your product/service.****Performance Validation - what have you done to ensure consistent performance?**

Launched previous version, received Alpha feedback, discontinued to redesign based on input, relaunching Beta 08/01/2023

**Quality Validation - what have you done to ensure consistent quality?**

Interviews with 200+ HR execs, feedback from 6+ Alpha customers, Board Advisor input, Lean Six Sigma processes created by CTO

**Dependability Validation - what have you done to test reliability?**

RAID log based on feedback from 6+ Alpha customers, Board Advisor testing, Lean Six Sigma process implementation

**Cost Validation - what have you done to ensure a consistent cost structure?**

Interviews with 200+ HR execs, feedback from 6+ Alpha customers, Board Advisor input, competitive analysis

**Check all that apply to your product/service:**

Detailed product specifications have been developed, Manufacturing specifications have been developed and tested, including reproducibility, materials and total cost parameters, vendor requirements, materials testing, Quality control specifications have been developed and tested, Supplier capabilities have been validated, Outside test facilities have been employed to validate performance and quality specifications, Customer satisfaction assessment and monitoring mechanisms are designed, A product roadmap and associated development budget exist

**Please describe the product roadmap and development budget noted above.**

R&D plans are outlined in detail in the business plan and financial projections plan. R&D is a subset of the Operations budget with a 32% initial budget percentage.

**How did you determine what price to charge to your customers?**

Interviews with 200+ HR execs, feedback from 6+ Alpha customers, Board Advisor input, competitive analysis

**Do you have a policy regarding discounts? If yes, please describe.**

Up to 30% for channel partners and up to 15% for customers depending upon quantities and requirements

**What is the typical sales cycle for your product/service?**

From the time you first get in front of a customer until they make a decision to buy, how long does it usually take?

**No. of Months**

3

**Average Customer Acquisition Cost (\$)**

500

**If your product/service is sold primarily to businesses, please complete the following:**

**Level Sold to**

VP-Level Executive

**Entry Point?**

Direct Contact

**Impact of Budget Cycles?**

Not Important

**Central to every successful strategy is a clear understanding of customer demographics (e.g. gender, age, economic status, geography) and motivations to buy. Please tell us about these aspects of your product/service:**

### **Key Customer Demographics**

Our target customers are HR and talent acquisition professionals at high-growth firms struggling to find, qualify, and hire the best talent. Over 70% of the best aren't looking and proactive prospecting takes hundreds of hours and hundreds of thousands in LinkedIn costs. Our firm has award-winning product marketers with decades of demand gen experience. We manage four LinkedIn groups, and combined with contact databases, can reach 50K+ prospects. Our newsletters have a 34% open rate and our webinars have resulted in customers. Our unique LinkedIn outreach, which uses our IP, is driving dozens of MQLs per month. Our target geos are NAM and the UK, our demographics are HR execs at firms with hiring growth, 50 to 5K employees, our psychographics are early adopters to early majority (open to AI and science). For example, a large gov county was mandated to explore AI for recruiting and is now in pilot. Better Homes and Gardens Real Estate had an 85% realtor failure rate that we solved with visual neuroscience assessments. Avenue5 had difficulty find the right fit for a VP position. We are industry agnostics but have found the best success in real estate, tech, gov, transportation, and hospitality.

### **Key Customer Motivations**

Achieve a high trust environment to drive 400% more performance, 88% more customer success, 80% more productivity, and 20% more revenue while dramatically lowering recruiting costs and efforts.

**Strategy & Budget: What have you determined to be the best way to penetrate your market? Provide specific examples, and how you've determined what works best to identify, contact, and close your customers.**

### **Market Penetration Examples**

Our CMO was a Top 9 Product Marketing Finalist for a PMA award and has 25+ years marketing experience. Previously for clients his Inc 5000 consulting firm designed demand gen campaigns for dozens for firms. We manage four LinkedIn groups, and combined with contact databases, can reach 50K+ prospects. Our newsletters have a 34% open rate and our webinars have resulted in customers. Our unique LinkedIn outreach, which uses our IP, is driving dozens of MQLs per month. We have had numerous successful webinars and plan to attend key HR events. Most importantly, the Entrepreneurial Operating System (EOS) is a business framework used by 170,000 companies worldwide. The current and former CEOs for EOS Worldwide wrote the Foreword to our CMO's next book, and RemotelyMe is an official

partner. One of the largest obstacles to EOS success is ensuring a high trust environment. RemotelyMe has initiated marketing campaigns (including blogs, webinars, and events) with EOS that their CEO estimates, based on other SaaS partner company success, could drive \$12M ARR within one year. Post funding RemotelyMe plans to also initiate advertising and events via the Society of Human Resource Management (SHRM), which has 300,000 members.

## **With respect to enhancing the company's revenue and market share:**

**If budget was not a concern, what would be the best way to gain the maximum amount of exposure and acceptance?**

Through marketing campaigns to 170,000 companies using EOS plus SHRM advertising and events

## **Rank the key factors that drive customer conversion. (Only select one per column)**

1: Latest Technology

2: Features

3: Cost and Terms

4: Reputation

5: Independent Ratings

6: Guarantees and/or Warranties

7: UX

8: Incentives

9: Social Media

10: Time of Year

## **Rank the methodologies your competitors are using to message their customers. (Only select one per column)**

1: Direct Sales Force

2: Internet Ads

3: Social Media

4: Other

5: Telemarketing

**Other Key Factor Description**

Events

**Please check all platforms currently active within your digital strategy:**

Website/App, Email, Facebook, Twitter, Other Platform

**Other Platform Name**

LinkedIn

**What of revenue does each platform generate?**

**Website Revenue %**

10

**Email Revenue %**

12

**Instagram Revenue %**

1

**Facebook Revenue %**

1

**Twitter Revenue %**

1

**Other Platform Revenue %**

75

**Please list your top selling strategies, the rationale behind them, when they will be introduced, how much you have budgeted, and expected sales results.**

**Strategy**

Direct Sales

**Selling Strategy Rationale**

Facts tell and stories sell. Our team is highly trained on sales storytelling. Customers may be attracted by social media or ads, but once they see a presentation and demo, nearly all are intrigued and interested.

**Date (to be) Launched?**

January 2, 2023

**Total Annual Budget (\$MM)**

0.2

**Expected Sales (\$MM)**

1

**How is your budget monitored?**

We run on EOS, which requires weekly KPI reviews by the executive team to ensure we're on track for all metrics. If off track, they become Issues to be resolved asap.

**How are results measured?**

Detailed KPI metrics reviewed weekly by the executive team, which include acquisition costs, lead conversion rates, MQLs, SQLs, and roadblocks.

**Do these strategies have a proven track record with your company?**

Yes

**Describe your results to date.**

On track for all KPI metrics so far to date

## **Strategy**

Online Sales

### **Selling Strategy Rationale**

Online sales allows for scalability and initial no cost eval by customers. These usually open the door to direct sales.

### **Date (to be) Launched?**

January 2, 2023

### **Total Annual Budget (\$MM)**

0.1

### **Expected Sales (\$MM)**

0.3

### **How is your budget monitored?**

We run on EOS, which requires weekly KPI reviews by the executive team to ensure we're on track for all metrics. If off track, they become Issues to be resolved asap.

### **How are results measured?**

Detailed KPI metrics reviewed weekly by the executive team, which include marketing spend, acquisition costs, lead conversion rates, MQLs, SQLs, and roadblocks.

### **Do these strategies have a proven track record with your company?**

Yes

**Please check all of the areas of your company that have provided input, and approved if applicable, to the strategies outlined above.**



**Board of Directors**

Board of Directors

**Provided Input Date**

June 30, 2023

**Approval Date**

June 30, 2023

**Outside Advisors**

Outside Advisors

**Provided Input Date**

May 8, 2023

**Approval Date**

May 8, 2023

**Executive Management Team**

Executive Management Team

**Provided Input Date**

June 30, 2023

**Approval Date**

June 30, 2023

**Finance**

Finance

**Provided Input Date**

June 26, 2023

**Approval Date**

June 26, 2023

**Manufacturing**

Manufacturing

**Provided Input Date**

June 30, 2023

**Approval Date**

June 30, 2023

**Marketing**

Marketing

**Provided Input Date**

June 30, 2023

**Approval Date**

June 30, 2023

**Research & Development**

Research & Development

**Provided Input Date**

June 30, 2023

**Approval Date**

June 30, 2023

**Sales**

Sales

**Provided Input Date**

June 30, 2023

**Approval Date**

June 30, 2023

**Shareholders (via annual meeting)**

Shareholders (via annual meeting)

**Provided Input Date**

June 28, 2023

**Approval Date**

June 28, 2023

## Section #3: Competition

INTRODUCTION: In this section we will explore your unfair competitive advantage that will allow you to take over this market, your competitors, and the forces and secular trends most affecting the market and how they impact you.

**What is your unfair competitive advantage?**

DiSC, BIG-5, Myers-Briggs, Hogan, Predictive Index, StrengthsFinder, and similar tests are now mostly decades old, and few are based on science. Virtually all are text/word-based so they can only appeal to 10% of the decision-making (logical) brain and have a 30% average completion rate. They also have 50 to 75% Cronbach's Alpha validity. RemotelyMe's Visual Neuroscience Evaluative Storytelling (ViNES) Assessment has a 97% completion rate, appeals to 100% of the decision-making brain, and boasts an industry-leading 93% validity rate. Traitify, acquired by Paradox, is the only other competitor that uses a visual approach for candidate assessments. However, they do not have their own assessment IP, nor do they use AI or ChatGPT. They use The BIG-5, invented in 1982, that has a low 75% Cronbach's Alpha validity. One of the "5" is Neuroticism, which many HR execs say is legally concerning as you can't ask mental health questions. Another "5" is Agreeableness, which is also not desired. Healthy disagreement is preferred to avoid "group think." Also, they use still pics that are confusing and inaccurate (a pic of a person with arms raised and the choice is "I'm at the top of my game," Yes or No? Well, duh). Traitify correctly notes that text-based tests have a dismal 30% completion rate and our brains process images 60K times

faster than words. However, they do not use neuroscience or assess for trust. Pymetrics, acquired by Harver, is the only other similar neuroscience-based assessment. However, they do not assess for trust, are complex, and quite expensive. They do not use AI or ChatGPT, have trust playbooks, or employee engagement portals.

### **And why?**

RemotelyMe is disruptive by offering the only Visual Neuroscience Evaluative Storytelling (ViNES) assessment. We are the first to equate brain neurotransmitters and chemicals to personality, attributes, tendencies, and communication preferences. For example, based on proven neuroscience, those with high norepinephrine setpoints have more neocortex stimulation and are more observant, scientific, and STEM oriented. High serotonin setpoints have more limbic system stimulation, resulting in higher optimism, friendliness, and helpful traits. High dopamine creates extroversion and high acetylcholine drives introversion. Rather than pics, we use scientifically designed video with specific images, colors, motions, and storytelling elements for higher retention. This approach attracts your attention to numeric scales related to your neurotransmitter balances. The assessment has been taken by thousands and has an industry-leading 93% Cronbach's Alpha validity with a 97% completion rate. There are nine profile types based on neurotransmitter balances, and we create personalized communication playbooks designed to build trust with individuals. ChatGPT prompts are automatically created using profile preferences to personalize messages and drive higher resonance and response rates. No other solutions can do this. Finally, RemotelyMe provides HIPAA-compliant employee engagement and wellness portals personalized for each profile type designed to help individuals improve their trust and soft skill scores and advance their careers. It has taken years to complete extensive neuroscience research and validation, train AI systems, create optimal video elements and scoring systems, test on thousands of individuals, create compelling reports and trust communication playbooks, create a LinkedIn AI pre-assessment app, and design HIPAA-compliant personalized development portals. This has created a very high barrier to entry.

### **What are the forces most affecting the prospects for your company?**

#### **Positive Impact, Technological Innovation and Trends: Will your product/service revolutionize the market?**

RemotelyMe offers the first disruptive IP for recruiting in decades. Given the impact of the pandemic and shifts to remote/hybrid work, and given the advent of generative AI, and the latest neuroscience breakthroughs, the timing is excellent. RemotelyMe intends to disrupt this \$30B industry with our unique IP.

#### **Negative Impact, Technological Innovation and Trends**

Confusion and scrambling to understand and adopt generative AI.

#### **Positive Impact, General Economic Influences: What impact will the economy have?**

Despite layoffs, firms are competing for top talent. Over 70% aren't looking and 86% say no to offers. Firms need more effective and efficient ways to find, assess, and entice candidates.

#### **Negative Impact, General Economic Influences**

Layoffs and economic uncertainty have reduced job openings and budgets

#### **Positive Impact, Trends In Communication: How does the internet / social media impact?**

Given the advent of ChatGPT and AI, firms are searching for solutions. RemotelyMe lists at the top of searches for unique offering areas.

#### **Negative Impact, Trends In Communication**

Maintaining high rankings will become more difficult as competitors pay to play

#### **Positive Impact, General Political Influences: What impact will the political environment have?**

Should interest rates decrease, or political changes drive economic growth, employment could increase and drive recruiting budgets higher

#### **Negative Impact, General Political Influences**

Federal Reserve interest rate change could affect the economy and trigger more layoffs

#### **Positive Impact, Time to Market: What impact will the timing of your product/service introduction have?**

We are first to market and our timing is excellent, given remote/hybrid work and the fever pitch for AI and ChatGPT

#### **Negative Impact, Time to Market**

Competitors are scrambling to launch solutions, which may create industry noise

#### **Positive Impact, Competitive Market: Is there anything going on with your competition that will affect you positively or negatively?**

Our competition is trying to integrate AI and ChatGPT and will create interest, but they lack visual neuroscience, personalization, etc.

#### **Negative Impact, Competitive Market**

Competitors are scrambling to launch solutions, which may create industry noise

**Are there any additional factors that you feel will positively or negatively affect you? Please list them below:**

**Additional Factor**

EOS Worldwide is initiating programs to drive large growth.

**Positive Advantage**

Our unique partnership will help them achieve this goal and provide excellent customer traction opportunities.

**Negative Challenge**

We need adequate funding to take advantage of partner marketing programs and events.

**Who are your competitors and what are they doing?**

**Competitor Name**

Paradox

**Market Niche**

Talent assessment software

**Product/Service Name**

Traitify

**Price/Unit (\$)**

120

**Approx Sales Volume Per Year (\$MM)**

84

**Website/URL**

<https://www.traitify.com/>

**Estimated Current Market Share %**

1.4

**Source of Data**

ZoomInfo, Crunchbase

**Describe their comparable product/service:****Technology Orientation**

Medium Sophisticated

**Acquisition Cost / Purchase**

Fair (>\$50)

**Customer Focus**

Commercial (Retail)

**Sales Lead Time**

Long (>1 year)

**Years In Market**

12

**Advertised Competitive Advantages**

Visual vs. text or word-based assessments  
A few minutes to complete vs. 30 to 90 minutes  
95% completion rate vs. 30%  
Affordable vs. expensive  
High vs. low user satisfaction

**Advantages of your Prod/Serv over this Product**

Can assess for trust and science-based soft skills vs. can't do either  
Visual neuroscience using video vs. still images  
Uses groundbreaking visual neuroscience vs. outdated BIG-5 assessment

Similar completion rate percentage  
93% Cronbach's Alpha validity vs. 75%  
Similar price points

**Describe instances where you encountered this competitor and lessons learned.**

No instances of direct competition

**Tell us what you know or suspect this competitor to do with their offerings in the next 2-3 years.**

We believe their plans will be:

**Next Year**

Given the acquisition by Paradox, innovation has slowed. Believe they will seek to add AI and ChatGPT

**2 Years Out**

May seek to integrate more into the Paradox platform to provide a holistic HR solution

**3 Years Out**

May seek to add video once RemotelyMe shows up on their radar

**Describe this competitor's perceived vulnerability**

Have been slammed on social media, especially by younger generations, given the confusing pics used for the tests. HR execs may be concerned that the BIG-5 is outdated, has low validity, and uses potentially illegal questions about Neuroticism (one of the "5") as you can't ask mental health questions. Also, Agreeableness is a "5" that is no longer desirable. Firms prefer individuals who have healthy disagreements to avoid group think issues. They do not use AI or ChatGPT and do not have the ability to assess for trust.

**Based on their vulnerabilities, what percent of their market share have you captured so far, and anticipate to capture over the next three years?**

**2 Years Ago %**

0

**Last Year %**



0

**This Year %**

2

**Year 1 %**

5

**Year 2 %**

10

**Year 3 %**

15

**Competitor Name**

Harver

**Market Niche**

Talent assessment software

**Product/Service Name**

Pymetrics

**Price/Unit (\$)**

1500

**Approx Sales Volume Per Year (\$MM)**

150

**Website/URL**

<https://harver.com/>

**Estimated Current Market Share %**

3

**Source of Data**

ZoomInfo, Crunchbase

**Describe their comparable product/service:****Technology Orientation**

Medium Sophisticated

**Acquisition Cost / Purchase**

Medium (>\$1,000)

**Customer Focus**

Commercial (Retail)

**Sales Lead Time**

Medium (1-12 months)

**Years In Market**

12

**Advertised Competitive Advantages**

Uses neuroscience to assess talent

Higher accuracy and validity than most

More data driven insights

Unique gamification testing

**Advantages of your Prod/Serv over this Product**

Can assess for trust

Visual neuroscience using video vs. still images with text

Uses groundbreaking visual neuroscience

Similar completion rate percentage

Lower vs higher complexity

9 min vs. 25 min

Far lower cost

**Describe instances where you encountered this competitor and lessons learned.**

No instances of direct competition

**Tell us what you know or suspect this competitor to do with their offerings in the next 2-3 years.**

We believe their plans will be:

**Next Year**

Given the acquisition by Harver, innovation has slowed. Believe they will seek to add AI and ChatGPT

**2 Years Out**

May seek to integrate more into the Paradox platform to provide a holistic HR solution

**3 Years Out**

May seek to add video once RemotelyMe shows up on their radar

**Describe this competitor's perceived vulnerability**

While they use neuroscience, their approach is now dated. They use gamification that is difficult to implement as it requires proper user interaction and their video to be on, recording sessions. Results are good for 330 days, the assessment cannot be taken again during this time. This may pose a problem for multiple employers wanting to assess the same candidate. Is it owned by the initial client? Pymetrics does not use AI or ChatGPT and does not have the ability to assess for trust.

**Based on their vulnerabilities, what percent of their market share have you captured so far, and anticipate to capture over the next three years?**

**2 Years Ago %**

0

**Last Year %**

0

**This Year %**

2

**Year 1 %**

4

**Year 2 %**

8

**Year 3 %**

12

## **Section #4: Entrepreneurial Experience**

INTRODUCTION: This section seeks to understand the past experience held by your founding team in your industry, in running and/or starting a company, in raising money, and in delivering results. Only list your company founders in this section.

**Please provide us the following about each member of your founding team:**

**Founder Name**

William Reed

**Corporate Title**

CMO

**Describe what they bring to the company (check all that apply)**

A critical part of the team, Contributed to the company's financial survival, Own 5% or more of the company, Prior experience founding a company

## Past experience and track record in this industry:

When starting a company, investors want to know if anyone on your team has any related experience in the industry your company will be in. Please provide information for up to 3 prior companies.

### Company 1

---

#### Prior Company

Aventi Group

#### Role

CMO

#### Start Date

July 1, 2007

#### End Date

July 1, 2017

#### Why is their experience at this company relevant?

Inc 5000 executive consulting firm involved in recruiting executive consultants that managed hundreds for blue chip firms. Initially validated neuroscience IP for clients.

#### Industry

Consulting

#### Company Current Status

Currently operating, but no liquidity event (yet)

#### Approximate ROI % increase

5000

**Describe their role**

Primary Leadership Role, Principal Founder

**How much money did they raise for this company?**

**Company 2**

---

**Prior Company**

Acciro

**Role**

CMO

**Start Date**

July 1, 2005

**End Date**

July 1, 2007

**Why is their experience at this company relevant?**

Technology software startup

**Industry**

Software

**Company Current Status**

The company was sold

**Approximate ROI % increase**

1000

## How much money did they raise for this company?

### Year Raised

2007

### Amount Raised (\$MM)

50

### % of Company Purchased

100

## Company 3

---

### Prior Company

Abrevity

### Role

CMO

### Start Date

January 2, 2002

### End Date

July 1, 2005

### Why is their experience at this company relevant?

Technology software startup

### Industry

Software

**Company Current Status**

The company was sold

**Approximate ROI % increase**

200

**Describe their role**

Primary Leadership Role, Principal Founder

**How much money did they raise for this company?****Year Raised**

2002

**Amount Raised (\$MM)**

3

**% of Company Purchased**

25

**Founder Name**

Anthony Stewart

**Corporate Title**

COO

**Describe what they bring to the company (check all that apply)**

A critical part of the team, Contributed to the company's financial survival, Own 5% or more of the company, Prior experience founding a company

**Past experience and track record in this industry:**



When starting a company, investors want to know if anyone on your team has any related experience in the industry your company will be in. Please provide information for up to 3 prior companies.

## Company 1

---

### Prior Company

Us4Warriors Foundation

### Role

CEO

### Start Date

August 1, 2013

### Why is their experience at this company relevant?

Required capital raise, employee hiring and management, and experience running a startup

### Industry

Veterans non-profit

### Company Current Status

Currently operating and no liquidity event is expected (ever)

### Describe their role

Primary Leadership Role, Principal Founder

### How much money did they raise for this company?

### Year Raised

2013

**Amount Raised (\$MM)**

1

**% of Company Purchased**

0

**Company 2**

---

**Prior Company**

Navy SEALs Training Command

**Role**

Admin Director (COO)

**Start Date**

April 1, 2008

**End Date**

January 1, 2021

**Why is their experience at this company relevant?**

HR certifications, employee admin, management experience

**Industry**

Government

**Company Current Status**

Currently operating and no liquidity event is expected (ever)

**Describe their role**

Primary Leadership Role

**How much money did they raise for this company?**

**Company 3**

---

**How much money did they raise for this company?**

**Founder Name**

Steven Doolittle

**Corporate Title**

CRO

**Describe what they bring to the company (check all that apply)**

A critical part of the team, Contributed to the company's financial survival, Own 5% or more of the company, Prior experience founding a company

**Past experience and track record in this industry:**

When starting a company, investors want to know if anyone on your team has any related experience in the industry your company will be in. Please provide information for up to 3 prior companies.

**Company 1**

---

**Prior Company**

Dewest Associates

**Role**

CEO

**Start Date**

April 1, 1998

**End Date**

February 1, 2019

**Why is their experience at this company relevant?**

Provided marketing consulting services to numerous firms

**Industry**

Marketing

**Company Current Status**

Currently operating and no liquidity event is expected (ever)

**Describe their role**

Primary Leadership Role, Principal Founder

**How much money did they raise for this company?****Company 2**

---

**How much money did they raise for this company?****Company 3**

---

**How much money did they raise for this company?**

## Exception

Occasionally, a company may have a team member that they found, recruited, begged and/or enticed to join its team because the individual was just too good to pass up. Technically, while not a founder, if you have such a person on your team, we suspect there is a reason why you would want us to include them in assessing your founding team's core experience. Please tell us about them.

### Exception Founder Name

James Krohn

### Exception Founder Rationale (check all that apply)

Agreed to work for zero, or a significantly below market, salary, Introduced or secured a customer that has (or will) generated revenue no less than 10% of all revenue over the past 12 months

## Section #5: Management Team

INTRODUCTION: In this section, we want to learn more about your management team, the key leaders who are running the company day-to-day. The management team may include all or only some of the founders.

Additionally, we'd like to understand which outside resources such as lawyers, accountants, and consultants you have secured thus far and make up your external resource team.

Directors & Advisors will be covered later. Exclude them from this section.

**Who is the management team, what role does each individual play, and what is their prior background?**

### Name

James Krohn

### Title

CEO

**Active Since**

June 30, 2023

**Job Description**

Integrator, team leader, funding expert

**Key Functions (check all that apply)**

Raise capital to launch the company, Market and sell products and/or services, Protection of intellectual property, Provide operational leadership, Financial management

**Please assess this team member for the following (1 = Low and 10 = High):**

**Likert Scale**

How well suited to their role?: 10

How well do they support the company vision?: 10

How committed are they to the co's success?: 10

How do they rate as a team player?: 10

**Do they complete projects on time?**

Yes

**Do they complete projects on budget?**

Yes

**Are they clear about the steps to grow the company?**

Yes

**Name**

William Reed

**Title**

CMO

**Active Since**

January 1, 2019

**Job Description**

Product and corporate marketing, product management

**Key Functions (check all that apply)**

Raise capital to launch the company, Market and sell products and/or services, Develop principal products and/or services, Provide operational leadership

**Please assess this team member for the following (1 = Low and 10 = High):**

**Likert Scale**

**How well suited to their role?: 10**

**How well do they support the company vision?: 10**

**How committed are they to the co's success?: 10**

**How do they rate as a team player?: 10**

**Do they complete projects on time?**

Yes

**Do they complete projects on budget?**

Yes

**Are they clear about the steps to grow the company?**

Yes

**Name**

Anthony Stewart

**Title**

COO

**Active Since**

January 1, 2019

**Job Description**

Operations leader, HR expert, process leader, financial management

**Key Functions (check all that apply)**

Raise capital to launch the company, Market and sell products and/or services, Protection of intellectual property, Provide operational leadership, Financial management

**Please assess this team member for the following (1 = Low and 10 = High):**

**Likert Scale**

How well suited to their role?: 10

How well do they support the company vision?: 10

How committed are they to the co's success?: 10

How do they rate as a team player?: 10

**Do they complete projects on time?**

Yes

**Do they complete projects on budget?**

Yes



**Are they clear about the steps to grow the company?**

Yes

**Name**

David Hall

**Title**

CTO

**Active Since**

January 1, 2023

**Job Description**

Lead Six Sigma Black Belt, product management, roadmaps, process and controls, RAID log, tech support

**Key Functions (check all that apply)**

Raise capital to launch the company, Market and sell products and/or services, Protection of intellectual property, Develop principal products and/or services, Provide operational leadership

**Please assess this team member for the following (1 = Low and 10 = High):**

**Likert Scale**

**How well suited to their role?: 10**

**How well do they support the company vision?: 10**

**How committed are they to the co's success?: 10**

**How do they rate as a team player?: 10**

**Do they complete projects on time?**

Yes

**Do they complete projects on budget?**

Yes

**Are they clear about the steps to grow the company?**

Yes

**Name**

Dr. German Fresco

**Title**

Chief Science Officer

**Active Since**

January 1, 2020

**Job Description**

PhD neuroscientist, intellectual property, roadmaps, science validation, industry expertise, visionary

**Key Functions (check all that apply)**

Raise capital to launch the company, Market and sell products and/or services, Protection of intellectual property, Develop principal products and/or services, Provide operational leadership

**Please assess this team member for the following (1 = Low and 10 = High):**

**Likert Scale**

How well suited to their role?: 10

How well do they support the company vision?: 10

How committed are they to the co's success?: 10

How do they rate as a team player?: 10

**Do they complete projects on time?**

Yes

**Do they complete projects on budget?**

Yes

**Are they clear about the steps to grow the company?**

Yes

**Name**

Tom Satfig

**Title**

CFO

**Active Since**

June 1, 2021

**Job Description**

Financial controls, burn rate, bookkeeping management, taxes, financial guidance

**Key Functions (check all that apply)**

Raise capital to launch the company, Financial management

**Please assess this team member for the following (1 = Low and 10 = High):**

**Likert Scale**

How well suited to their role?: 10

How well do they support the company vision?: 10

How committed are they to the co's success?: 10

**How do they rate as a team player?: 10**

**Do they complete projects on time?**

Yes

**Do they complete projects on budget?**

Yes

**Are they clear about the steps to grow the company?**

Yes

**Name**

Greg Warrick

**Title**

CSO

**Active Since**

July 1, 2021

**Job Description**

Chief sales officer, direct sales team management, revenue quotas

**Key Functions (check all that apply)**

Raise capital to launch the company, Market and sell products and/or services, Protection of intellectual property, Provide operational leadership

**Please assess this team member for the following (1 = Low and 10 = High):**

**Likert Scale**

**How well suited to their role?: 10**

**How well do they support the company vision?: 10**

**How committed are they to the co's success?: 10**

**How do they rate as a team player?: 10**

**Do they complete projects on time?**

Yes

**Do they complete projects on budget?**

Yes

**Are they clear about the steps to grow the company?**

Yes

**Name**

Steve Doolittle

**Title**

CRO

**Active Since**

February 1, 2019

**Job Description**

Business development, revenue generation, partnerships, sales traction

**Key Functions (check all that apply)**

Raise capital to launch the company, Market and sell products and/or services, Protection of intellectual property, Provide operational leadership

**Please assess this team member for the following (1 = Low and 10 = High):**

## Likert Scale

How well suited to their role?: 10

How well do they support the company vision?: 10

How committed are they to the co's success?: 10

How do they rate as a team player?: 10

**Do they complete projects on time?**

Yes

**Do they complete projects on budget?**

Yes

**Are they clear about the steps to grow the company?**

Yes

**Overall, what is your team's success in selling your products and/or services?**

Collectively, we are fully staffed and would be viewed as the "dream team" for selling our products and/or services

**Are any of your team members personally related in any way? If yes, please describe below:**

No relations

**Please list all the members of your external resource team:**

**Category**

Accountant

**Specific Contact**

Kayleigh Carlin

**Firm Name**

Silvertip Partners

**Title**

Controller

**Engagement Status**

Under Contract

**Date First Engaged**

June 1, 2021

**Category**

Accountant

**Specific Contact**

Craig Mascari

**Firm Name**

Netherland & Mascari

**Title**

CPA

**Engagement Status**

Under Contract

**Date First Engaged**

January 1, 2019

**Category**

Attorney(IP)

**Specific Contact**

Mike Hewitt

**Firm Name**

Hewitt Law Firm

**Title**

Attorney

**Engagement Status**

Under Contract

**Date First Engaged**

January 1, 2019

## Section #6: Entrepreneurial Commitment

INTRODUCTION: In a prior section, we were interested in learning about past entrepreneurial experiences of your founding team. In this section, our goal will be to learn about their commitment to your company in terms of time, plus personal and financial sacrifices.

All questions in this section refer to the founding team, not the entire management team.

Directors & Advisors will be covered later. Exclude them from this section.

## Section #6: Entrepreneurial Commitment

**Founder Name**

William Reed



**Quit another job to join the team**

Yes

**% of previous income currently earning**

100

**Total money invested in Co (\$MM)**

0.3

**Significant contributions to the company include:**

Major Customer, Loan, Cash Investment, Invention, Patent, Other Contribution

**Please describe Other Contribution**

EOS Visionary

**How has the company recognized these contributions?**

Stock

**Stock Contribution Date**

January 1, 2019

**# Shares Vested**

170000

**# Options Shares**

0

**Founder Name**

Tony Stewart

**Quit another job to join the team**

Yes

**% of previous income currently earning**

80

**Total money invested in Co (\$MM)**

0.1

**Significant contributions to the company include:**

Major Customer, Cash Investment, Invention

**How has the company recognized these contributions?**

Stock

**Stock Contribution Date**

January 1, 2019

**# Shares Vested**

170000

**# Options Shares**

0

**Founder Name**

Steve Doolittle

**Quit another job to join the team**

Yes

**% of previous income currently earning**

80

**Total money invested in Co (\$MM)**

0.1

**Significant contributions to the company include:**

Cash Investment, Invention

**How has the company recognized these contributions?**

Stock

**Stock Contribution Date**

February 1, 2019

**# Shares Vested**

120000

**# Options Shares**

0

## Section #7: Directors & Advisors

INTRODUCTION: Companies that depend solely on their founding team to solve problems, raise capital, find customers, and set vision and goals will find themselves coming woefully short of their investors' expectations. This section is all about learning the who, why, what and how regarding the board and advisors that you have in place to help you scale your company.

**Number of Director Meetings per Year**

4

**Number of Advisors Meetings per Year**

6

**Who is in place?**

Name

William Reed

**Role**

Director

**Company**

RemotelyMe

**Title**

CMO

**Date Engaged**

January 1, 2019

**Are they internal or external to the company?**

Internal

**Qualifications and Expected Contribution**

Co-founder, New York Times bestselling author of books on company's IP, previous co-founder with 3 successful exits, Harvard neuroscience certification, marketing awards and certifications, MBA marketing. Former U.S. Navy Diver.

**Special Roles and/or Committee Assignments**

Chairman of the Board, fundraising committee, Board Advisor committee, Voice of the Customer committee, science committee

**Specific Skill Set (check all that apply)**

Industry experience, Ability to raise, Bring customers, Legal/Professional

**Specific Goals/Expectations Met**

RemotelyMe runs on EOS and has weekly 90-min Level 10 meetings where metrics for each executive are tracked and discussed. CMO metrics include:

Leads/MQLs/SQLs (quantity, quality, conversion rates, open rates, CTRs)

SEO and web metrics

Product marketing metrics for roadmaps/vision, product launches, messaging, Voice of the Customer input,

demand generation

**If 0% of goal has been achieved, explain why**

100%. If weekly metrics against goals are not met for two weeks in a row, the goal becomes an Issue that is discussed in detail to remove roadblocks. Percent of goal completed to date below, as well as the date expected, reflects this process adherence.

**% of Goal Completed to Date**

100

**Date at which 100% is Expected**

July 14, 2023

**Name**

Tony Stewart

**Role**

Director

**Company**

RemotelyMe

**Title**

COO

**Date Engaged**

January 1, 2019

**Are they internal or external to the company?**

Internal

**Qualifications and Expected Contribution**

Co-founder, former admin director (COO) for Navy SEAL Training Command, SHRM member, HR and NLP certs, Doctor of Public Admin (2024), CEO and co-founder of award-winning veterans nonprofit. Former U.S. Navy submariner.

**Special Roles and/or Committee Assignments**

Board Director, fundraising committee, Board Advisor committee, talent committee, science committee, finance committee

**Specific Skill Set (check all that apply)**

Industry experience, Ability to raise, Bring customers, Legal/Professional

**Specific Goals/Expectations Met**

RemotelyMe runs on EOS and has weekly 90-min Level 10 meetings where metrics for each executive are tracked and discussed. COO metrics include:

Operations metrics (processes)

HR metrics (recruiting, retention, rewards, engagement, development)

Legal/financial metrics

**If 0% of goal has been achieved, explain why**

100%. If weekly metrics against goals are not met for two weeks in a row, the goal becomes an Issue that is discussed in detail to remove roadblocks. Percent of goal completed to date below, as well as the date expected, reflects this process adherence.

**% of Goal Completed to Date**

100

**Date at which 100% is Expected**

July 14, 2023

**Name**

James Krohn

**Role**

Advisor

**Company**

RemotelyMe

**Title**

CEO

**Date Engaged**

June 30, 2023

**Are they internal or external to the company?**

Internal

**Qualifications and Expected Contribution**

Former CEO, Alliance, former CEO, Irvine Group, Board Member for the Youth Impact Program, former NFL quarterback.

**Special Roles and/or Committee Assignments**

Company leader, fundraising committee, Board Advisor committee, talent committee, finance committee

**Specific Skill Set (check all that apply)**

Industry experience, Ability to raise, Bring customers, Legal/Professional

**Specific Goals/Expectations Met**

RemotelyMe runs on EOS and has weekly 90-min Level 10 meetings where metrics for each executive are tracked and discussed. CEO metrics include:

Revenue

Funding

Burn rate

Company vision and roadmap

**If 0% of goal has been achieved, explain why**

100%. If weekly metrics against goals are not met for two weeks in a row, the goal becomes an Issue that is discussed in detail to remove roadblocks. Percent of goal completed to date below, as well as the date expected, reflects this process adherence.

**% of Goal Completed to Date**

100

**Date at which 100% is Expected**

July 14, 2023

**Name**

Steve Doolittle

**Role**

Director

**Company**

RemotelyMe

**Title**

CRO

**Date Engaged**

January 1, 2019

**Are they internal or external to the company?**

Internal

**Qualifications and Expected Contribution**

Former CEO for marketing firm, former COO for video production firm, former NFL linebacker. Youth nonprofit advisor.

**Special Roles and/or Committee Assignments**

Revenue generation and business development. Board Advisor committee, Voice of the Customer committee



**Specific Skill Set (check all that apply)**

Industry experience, Ability to raise, Bring customers, Legal/Professional

**Specific Goals/Expectations Met**

RemotelyMe runs on EOS and has weekly 90-min Level 10 meetings where metrics for each executive are tracked and discussed. CRO metrics include:

MRR/ARR

Pipeline

Partnerships

**If 0% of goal has been achieved, explain why**

100%. If weekly metrics against goals are not met for two weeks in a row, the goal becomes an Issue that is discussed in detail to remove roadblocks. Percent of goal completed to date below, as well as the date expected, reflects this process adherence.

**% of Goal Completed to Date**

100

**Date at which 100% is Expected**

July 14, 2023

**Name**

Julie Weber

**Role**

Advisor

**Company**

Southwest Airlines

**Title**

CHRO

**Date Engaged**

May 17, 2023

**Are they internal or external to the company?**

External

**Qualifications and Expected Contribution**

Former CHRO, current People Advisor to the CEO of a 35K employee firm. MS in Professional Counseling. Bio: Vice President & Chief People Officer at Southwest Airlines, lead all aspects of Human Resources including hiring the right People at the right time with the right attitude, providing Employees with equal opportunity for learning and personal growth, providing competitive and attractive benefits packages, and assuring quality and depth of Leadership throughout the Company. After nearly 30 years in Human Resources, currently serving as an Executive Advisor to the EVP People & Communications.

Serve on the University of Dallas Board of Trustees, the Global Leadership Council for the College of Business at Colorado State University, the Advisory Board for the Human Resources program at University of Texas at Dallas, and the Advisory Board for the Satish and Yasmin Gupta College of Business at the University of Dallas.

**Special Roles and/or Committee Assignments**

Board Advisors are expected to attend 6 meetings per year, review RemotelyMe's solutions, messaging, and positions, and provide continuous feedback and recommendations. BAs also refer colleagues and explore the introduction of RemotelyMe solutions within their respective organizations.

**Specific Skill Set (check all that apply)**

Industry experience, Bring customers

**Specific Goals/Expectations Met**

Meeting attendance

Industry referrals

Solution and position feedback

Internal company introduction

**If 0% of goal has been achieved, explain why**

75%. Internal introduction is planned for Q423. Introduction to CHRO at MasterCard is progressing toward a potential pilot.

**% of Goal Completed to Date**

75

**Date at which 100% is Expected**

October 2, 2023

**Name**

Ana Maria Sencovici

**Role**

Advisor

**Company**

Royal Caribbean Cruise Line

**Title**

Chief Talent Officer

**Date Engaged**

March 6, 2023

**Are they internal or external to the company?**

External

**Qualifications and Expected Contribution**

Wharton MBA, current Chief Talent Officer for 41K employee firm. Former global head of change management at Genpact, head of learning at Bridgewater.

**Special Roles and/or Committee Assignments**

Board Advisors are expected to attend 6 meetings per year, review RemotelyMe's solutions, messaging, and positions, and provide continuous feedback and recommendations. BAs also refer colleagues and explore the introduction of RemotelyMe solutions within their respective organizations.

**Specific Skill Set (check all that apply)**

Industry experience, Bring customers

**Specific Goals/Expectations Met**

Meeting attendance

Industry referrals

Solution and position feedback

Internal company introduction

**If 0% of goal has been achieved, explain why**

100% of Q223 goals were met. Internal pilot has been initiated.

**% of Goal Completed to Date**

100

**Date at which 100% is Expected**

June 30, 2023

**Name**

Dave Scott

**Role**

Advisor

**Company**

Dish Network

**Title**

CHRO

**Date Engaged**

March 1, 2023

**Are they internal or external to the company?**

External

**Qualifications and Expected Contribution**

Current CHRO for 16K employee firm, former SVP HR for Walmart.

**Special Roles and/or Committee Assignments**

Board Advisors are expected to attend 6 meetings per year, review RemotelyMe's solutions, messaging, and positions, and provide continuous feedback and recommendations. BAs also refer colleagues and explore the introduction of RemotelyMe solutions within their respective organizations.

**Specific Skill Set (check all that apply)**

Industry experience, Bring customers

**Specific Goals/Expectations Met**

Meeting attendance

Industry referrals

Solution and position feedback

Internal company introduction

**If 0% of goal has been achieved, explain why**

75%. Internal introduction is planned for late Q323.

**% of Goal Completed to Date**

75

**Date at which 100% is Expected**

September 18, 2023

**Name**

Amy Johnson

**Role**

Advisor

**Company**

Highspot

**Title**

CHRO

**Date Engaged**

April 3, 2023

**Are they internal or external to the company?**

External

**Qualifications and Expected Contribution**

CHRO for 1K employee firm, Chief People Officer for Bungie, VP HR VMware. Bio: Accomplished HR Leader with experience managing a wide range of strategic HR functions including Mergers & Acquisitions, Global HR Technology, Business Partner for Software and Hardware. Responsible for leading large scale change initiatives with global scope requiring both strategic and operational expertise. Passionate about solving complex business challenges through people.

**Special Roles and/or Committee Assignments**

Board Advisors are expected to attend 6 meetings per year, review RemotelyMe's solutions, messaging, and positions, and provide continuous feedback and recommendations. BAs also refer colleagues and explore the introduction of RemotelyMe solutions within their respective organizations.

**Specific Goals/Expectations Met**

Meeting attendance

Industry referrals

Solution and position feedback

Internal company introduction

**If 0% of goal has been achieved, explain why**

75%. Internal introduction is planned for late Q323.

**% of Goal Completed to Date**

75

**Date at which 100% is Expected**

August 28, 2023

**Name**

Walt Brown

**Role**

Advisor

**Company**

EOS Worldwide

**Title**

Implementer

**Date Engaged**

April 30, 2023

**Are they internal or external to the company?**

External

**Qualifications and Expected Contribution**

One of the first and most respected business coaches (Implementer) for Entrepreneurial Operating System (EOS) Worldwide (170K firms run on EOS). Referred by Mark O'Donnell, current EOS Worldwide Visionary (CEO).

Note: RemotelyMe has 6 additional EOS Implementer Board Advisors (no need to list all 6, however, all are referring customers).

**Special Roles and/or Committee Assignments**

Board Advisors are expected to attend 6 meetings per year, review RemotelyMe's solutions, messaging, and positions, and provide continuous feedback and recommendations. BAs also refer colleagues and explore the introduction of RemotelyMe solutions within their respective organizations.

**Specific Skill Set (check all that apply)**

Industry experience, Bring customers

**Specific Goals/Expectations Met**

Meeting attendance

Industry referrals

Solution and position feedback

Internal company introduction

**If 0% of goal has been achieved, explain why**

100% of Q2 goals were met, including customer referrals.

**% of Goal Completed to Date**

100

**Date at which 100% is Expected**

June 30, 2023

**Name**

Rich Turner

**Role**

Advisor

**Company**

Sony Pictures Animation

**Title**

Videographer



**Date Engaged**

June 1, 2023

**Are they internal or external to the company?**

External

**Qualifications and Expected Contribution**

Award-winning video expert with production credits that include Spider Man, Tarzan, Winnie the Pooh, Storks, The Princess and the Frog, and many others.

**Special Roles and/or Committee Assignments**

Expert guidance and assistance in the development of visual elements and effects related to RemotelyMe's Visual Neuroscience Evaluative Storytelling (ViNES) IP video production. Board Advisors are expected to attend 6 meetings per year, review RemotelyMe's solutions, messaging, and positions, and provide continuous feedback and recommendations.

**Specific Skill Set (check all that apply)**

Industry experience

**Specific Goals/Expectations Met**

Expert guidance and assistance in the development of visual elements and effects related to RemotelyMe's Visual Neuroscience Evaluative Storytelling (ViNES) IP video production.

**If 0% of goal has been achieved, explain why**

100

**% of Goal Completed to Date**

100

**Date at which 100% is Expected**

June 30, 2023

**Do you intend to fill out your Board of Directors and Advisory Board as the company matures?**

Yes

**Please list additional Director functions**

Plan to add 4 additional Board Directors post next funding round. Note: RemotelyMe has 6 additional industry Board Advisors from Entrata, Lumen, TigerGraph, etc. not listed separately.

**Future Director(s) Goals/Expectations**

Future Board Director expectations are to facilitate industry relationships, vendor recommendations, investment preparations and introductions.

**Please list additional Advisor functions**

Current Advisors are focused on HR/Recruiting executives and EOS Implementers. Future Advisors will be added for roadmap expansion into sales, marketing, and eCommerce.

**Future Advisor(s) Goals/Expectations**

Facilitate industry relationships, marketing and product recommendations, and customer introductions.

**Have you ever asked anyone to join your Board or Advisors who declined? If yes, please tell us who you asked and why they declined.**

Executives with UPS and Avenue5 declined as their respective firms did not provide approvals.

## **Section #8: Financial Performance**

INTRODUCTION: We want to learn about your company's historical financial performance, the key financial drivers of your business, as well as your forecasts of profitability and projected cash flow. The key questions we want to address are: 1) Do you have the basic components of a business that would be attractive to investors? 2) Can your company's products and/or services be sold at a profit, and in sufficient quantities and at sufficient growth? 3) How well do you manage the costs that drive your business? and 4) How well do you predict and drive revenue?

**Upload the following documents for your company in pdf format:**

**Prior Full Year: P&L, Balance Sheet and Cash Flow Statements**

You do not have permission to do that

### **Current YTD: P&L, Balance Sheet and Cash Flow Statements**

You do not have permission to do that

### **3-5 Year Forecast**

You do not have permission to do that

### **Please provide any comments that are relevant to the review of your attached financial statements.**

RemotelyMe did not launch its SaaS platform until Jan 2023.

## **Section #9: Investment Value**

INTRODUCTION: We want to learn more about the value proposition you would offer to a potential investor. Remember, an investor is less concerned with how your business operates, rather they are concerned about how much an investment will return and how quickly the company will generate that return. In this section, we cover: 1) Funds raised to date, and by whom, 2) How much more money the company needs, and when, 3) How the company will use it, 4) Who already owns the company, and how much of the company is available for providing additional capital, and 5) How long it will take for investors to receive a return on their capital, and at what multiple.

### **Please upload your company's cap table in pdf format**

You do not have permission to do that

### **Please provide any comments that are relevant to the review of your attached cap table.**

What we tell investors: RemotelyMe's current traction and accomplishments were done with only a nickel and a skeleton crew. Imagine what we can do once fully funded.

### **Has anyone been asked to return their shares?**

No

### **Has the company ever bought back shares from a previous investor, founder or team member?**

No

### **Are you actively seeking to raise more capital for the company?**

Yes

**What is the target date for raising these funds?**

December 29, 2023

**What amount have you decided to raise now? (\$MM)**

2000000

**Over how many months will the capital be expended?**

24

**How did you determine the amount you would require?**

Financial projections and analysis by company executives and outside experts.

**What is the #1 goal this money will enable the company to achieve?**

Ramp sales, marketing, products, ops, and R&D to achieve the forecast.

**How much of the raise is needed just to accomplish the #1 goal? (\$MM)**

1000000

**What is the latest date you must raise the capital by?**

December 29, 2023

**What happens if you can't raise the capital?**

The company will continue to function but will ramp at a much slower pace toward attaining our goals and forecasts.

**USE OF FUNDS - Itemize how you propose to allocate the invested capital**

**Capital Expenditures (\$MM)**

0.2

**Capital Expenditures Comments**

Total expenditures based on investment and revenue (therefore, exceeds total investment)

**Cost of Goods Sold (\$MM)**

0.82

**Executive Salaries (\$MM)**

1.2

**Executive Salaries Comments**

Total expenditures based on investment and revenue (therefore, exceeds total investment)

**General & Administrative (\$MM)**

0.5

**General & Administrative Comments**

Excludes exec salaries

**Marketing and Selling Expenses (\$MM)**

0.9

**Marketing and Selling Expenses Comments**

Total expenditures based on investment and revenue (therefore, exceeds total investment), excludes exec salaries

**Outstanding Trade Payables (\$MM)**

0

**Professional Fees (\$MM)**

0.64

**Professional Fees Comments**

Include professional services (outsourced)

**Product Development /R&D (\$MM)**

0.5

**Product Development /R&D Comments**

Excludes exec salaries

**Repayment of Debt or Back Salaries (\$MM)**

0.05

**Repayment of Debt or Back Salaries Comments**

Total debt is <\$50K

**Salaries for Existing Employees (\$MM)**

0

**Salaries for Existing Employees Comments**

Zero as this category is included under G&A, exec salaries, and R&D

**Salaries for New Hires (\$MM)**

0

**Salaries for New Hires Comments**

Zero as this category is included under G&A, exec salaries, and R&D

**Other Use of Funds (\$MM)**

0.15

**Use of Funds Total**

4.96

**Who approved the decision on how much to raise, driven by which primary factors? (check all that apply)**

**Advice from company's professional advisors:** Management & Board

**Determined by current burn rate:** Management & Board

**Determined by goals the company must achieve:** Management & Board

**A compromise between accelerating goal achievement and minimizing dilution:** Management & Board

**What sources do you expect to provide the required capital? 1=Most Likely (select all that apply)**

**Friends and Family:** 6

**Angel Investors:** 1

**Venture Capital / Private Equity Groups:** 3

**Mezzanine Debt Providers:** 7

**Strategic Partners:** 4

**Conventional Debt:** 8

**SBA Loan:** 2

**Government Grants:** 5

**Other:** 9

**Other Capital Source Description**

Founder investments

**Current Pre-Money Valuation (\$MM)**

6

**% of Company You are Proposing to Sell**

20

**Date Pre-Money Value Established**

April 3, 2023

**How was this pre-money valuation determined?**

Gust platform valuation calculation, industry standard metrics, investor and investment advisor input, CFO (startup funding expert).

**Will the company require a subsequent funding round?**

Yes

**How large do you anticipate this next funding round will be? (\$MM)**

3

**When do you anticipate this next funding round will occur?**

January 1, 2025

**What will capital raised in this subsequent funding round be used for?**

Team, market and geo expansion, roadmap completion

**Please describe your current exit strategy (check all that apply)**

You plan to sell the company, You plan to execute a public IPO or reverse merger, You will pay dividends or a revenue participation providing investors a target return

**Please describe your dividend strategy**

We plan to run at a profit and pay dividends back to our investors based on EBITDA

**In what year do you anticipate an exit?**

January 1, 2027

**What do you estimate the value of the company will be at that time? (\$MM)**

1200

**How did you determine when it will be the appropriate time to exit? (check all that apply)**

Your personal agenda is to get out in that time frame, The company's value at that time will achieve your financial goals, The company's value at that time will provide an attractive multiple for investors, The company will have achieved a mature market position



**Please provide additional detail on the items you checked regarding exit timing:**

If exit is by acquisition, timing may be 2026 with a forecasted valuation of \$500M+ based on typical trailing revenue multipliers for competitors and SaaS software startup valuations. If by IPO, revenues are projected to exceed \$100M in 2027.

## Section #10: Accomplishments

INTRODUCTION: One of the most important considerations that may influence an investor's decision is what a team has accomplished prior to seeking capital. In this section, we request that you provide information regarding your strategic achievements, their relative timing and cost, and the value they bring to the company.

### Financial Accomplishments

**When did the company make its first sale?**

July 1, 2022

**To whom is this first sale accomplishment attributed?**

Co-founders

### First Sale Details

**Who set the goal for this first sale accomplishment?**

Management & Board

**What % of the established budget was spent to complete it?**

100

**What was the original target date for completion?**

July 1, 2022

**What cash value (if any) can be placed on this accomplishment? (\$MM)**

0.03

**How long do you expect the value to last? (Mos)**

18

**What was the first month and year in which the company achieved break-even for all three months of the quarter?**

December 31, 2022

**To whom is this break-even accomplishment attributed?**

Our entire team

## **Break-even Details**

**Who set the goal for this break-even accomplishment?**

Management & Board

**What % of the established budget was spent to complete it?**

100

**What was the original target date for completion?**

December 31, 2022

**What cash value (if any) can be placed on this accomplishment? (\$MM)**

0.02

**How long do you expect the value to last? (Mos)**

12

**When did the company move into its first office where it paid rent?**

July 1, 2022

**To whom is this office accomplishment attributed?**

Co-founders

## Office Details

**Who set the goal for this office accomplishment?**

Management & Board

**What % of the established budget was spent to complete it?**

1

**What was the original target date for completion?**

July 1, 2022

**What cash value (if any) can be placed on this accomplishment? (\$MM)**

0

**How long do you expect the value to last? (Mos)**

36

**Date you first achieved gross revenue at the level indicated for your top product**

July 1, 2022

**Name of Product**

Consulting services

**Annual Gross Revenue**

\$250,000

## Relationship Accomplishments

**When did the company hire its first C-level executive?**

July 1, 2022

**To whom is this executive hire accomplishment attributed?**

Co-founders

## Hiring Details

**Who set the goal for this executive hire?**

Management & Board

**What % of the established budget was spent to complete it?**

0.85

**What was the original target date for completion?**

July 1, 2022

**What cash value (if any) can be placed on this accomplishment? (\$MM)**

0.5

**How long do you expect the value to last? (Mos)**

60

**When did the company sign its first significant contract with a customer that was committing to buy a set quantity of your product/service over a prolonged period of time?**

July 1, 2022

**When did the company sign its first significant contract for a 3rd party to sell or distribute its products or services?**

January 2, 2023

**To whom is this 3rd party accomplishment attributed?**

Co-founder

## 3rd Party Details

**Who set the goal for this 3rd party?**

Management & Board

**3rd party name**

Kollab Youth

**What % of the established budget was spent to complete it?**

0.05

**What was the original target date for completion?**

December 30, 2022

**What cash value (if any) can be placed on this accomplishment? (\$MM)**

0.25

**How long do you expect the value to last? (Mos)**

48

**When did the company sign its first significant contract with a contract manufacturer of its products or services?**

June 15, 2023

**To whom is this manufacturer accomplishment attributed?**

Co-founders

**Manufacturer Details****Who set the goal for this manufacturer?**

Management & Board

**Manufacturer name**

EOS Worldwide

**What % of the established budget was spent to complete it?**

0.05

**What was the original target date for completion?**

May 1, 2023

**What cash value (if any) can be placed on this accomplishment? (\$MM)**

12

**How long do you expect the value to last? (Mos)**

60

**What's holding you back?**

Please select any of the following that correspond to a current obstacle:

**Current Obstacle**

**Obstacle Description**

We need to solidify a couple of key contracts with vendors, customers, strategic partners, etc.

**Resolution Date**

September 30, 2023

**Cost to Resolve (\$MM)**

0.25

## **Section #11: Corporate Structure**

INTRODUCTION: In this section, we will be focusing on how the company is structured and the rationale behind setting it up in this way. Additionally, we will explore your progress in developing a value proposition for future owners.

**When was the company incorporated?**

October 1, 2018

**What form of incorporation did you choose?**

C

**Who did the incorporation?**

You or a member of your team

**Why did you choose your specific form of incorporation? Please explain:**

The founders have co-founded previous firms and a C-Corp is usually the best option related to IP, investment, and patents.

**You selected you or a member of your team did your incorporation, please explain:**

COO has expertise in setting up corporations, a legal service was used to verify legalities.

**Company Value Proposition**

How have you structured the key elements of the value proposition for future owners? For example, has your team discussed:

**How you will establish and justify a value on your stock price?**

A standard SAFE agreement has been created for current and Seed Round investors. Valuation was established by Gust platform analysis and investment experts. Future stock price will be negotiated with Series A investors.

**How you will predict and justify an ROI on their investment?**

Forward looking statements cannot be guaranteed. ROI forecasts are based on trailing revenue valuations for competitors' investment rounds and acquisitions, as well as industry standards for SaaS software startups.

**Will you offer any creative inducements? (check all that apply)**

Dividends, Special Classes of Stock

**Describe what you've discussed and what conclusions you've drawn.**

Preferred stock may be issued, discounts have been offered, dividends have been discussed and approved.

**What criteria will determine whether a future investor will be given a seat on your board?**

Determination by current Board and the amount of equity held by investors. Lead or majority investors are typically awarded Board seats.

## **Section #12: Intellectual Property**

INTRODUCTION: Not every business will have secrets it will want or need to protect. However, if the company does, it will be important to investors to know what you have done to protect this critical component that makes the company special or unique. Thus, this section is all about learning about the status of your intellectual property, what makes it special, how it is protected, and its ownership.

IMPORTANT: Before filling out this section, consult with your intellectual property attorney. We do not intend for you to share anything that is proprietary or would compromise a pending patent application in any way.

### **What IP does the company have to protect?**

**Type of IP**

Patent

**Date Filed**

July 29, 2022

**Filed by Lawyer?**

Yes

**Describe the concept:**

Invention title: Dynamic and Interactive Neuroscience-Based System to Determine Optimal Brain Neurotransmitter and Chemical Balances to Personalize Neurolinguistic Messaging, Sales and Marketing Content, Prospect Qualification and Lead Nurturing, Advertisements and Product Recommendations

**What is the current status of an in-process filing? For those issued, list the registration number.**

Provisional patent, filing for full non-provisional 07/29/2023, application number 63/369,901



### **Why does it give your company a competitive advantage?**

Nearly all competitive solutions were invented decades ago and are text or word-based. Neuroscience validates that text and words appeal to only 10% of the decision-making brain. As such, these tests have 50 to 75% Cronbach's Alpha validity, average 30% completion rates, and 30 to 90 minute time requirements. Moreover, almost none use AI or pre-assess candidates, and none can assess for trust--the most desired and important soft skill. RemotelyMe's patent pending approach is the first to scientifically connect and validate neurotransmitter and brain chemical setpoints and sensitivities to individual personalities, attributes, tendencies, soft skills, and trust factors. For example, individuals with high norepinephrine setpoints have more neocortex stimulation and are more analytical and logical. High serotonin equates to more emotional limbic system stimulation. High dopamine, extroversion, and high acetylcholine, introversion. Most importantly, high oxytocin equates to high trust, and vice versa. RemotelyMe has developed a unique 9-minute assessment that uses visual neuroscience storytelling to achieve an industry-leading 93% Cronbach's Alpha validity and 97% completion rate. The human brain processes visual images 60K faster than text or words, and storytelling elements drive 1400% higher attention and retention. Only RemotelyMe uses video elements designed to capture user attention in specific quadrants on computer monitor or mobile device. These quadrants relate to numeric answer values that quantify neurotransmitter balances. Achieving accuracy and validity using this approach required the completion of thousands of assessments across several years, as well as training AI engines. This creates a high barrier to entry for competitors.

### **How many years do you expect this advantage to last?**

3

### **Why do you believe that you developed something your competitors have not?**

There are dozens of talent assessments on the market. Only one, invented a decade ago, uses visual elements. However, these are still pics that users say are confusing and can result in "cheating." Moreover, this test does not have its own assessment technology, but uses The BIG-5 invented in 1982. Many HR executives are concerned about legalities with this test. Only one other competitor uses a similar neuroscience approach, but does so with gamification that can inject inaccuracies. The tests are expensive, take 25 to 45 minutes, and require difficult user monitoring. Also, they cannot be retaken in less than a year, making them impractical for many employers. No other competitors have announced or discussed the IP offered by RemotelyMe, and no neuroscientists in the community have mentioned anything similar. RemotelyMe intends to disrupt the \$6B Talent Assessment industry with our Visual Neuroscience Evaluative Storytelling (ViNES) IP. Virtually no other competitors have a PhD neuroscientist as a Chief Science Officer, a CMO with a Harvard neuroscience certification, a CTO with neuroscience training, and a COO with NLP certifications. The executive team has also published four books on related topics.

### **Why do you believe that customers will choose your product and/or service related to this property over your competitor?**

Deloitte and Gallup both recently released comprehensive studies showing that high trust firms drive 400% more performance, 88% more customer loyalty, 80% more productivity, and 20% more revenue. No other assessment solution scores for trust. Beyond this, most other solutions have "coin toss" validity, high price tags, low candidate experiences that can damage brands, and do not leverage AI or ChatGPT to lower recruiter costs and efforts.

**Is this property 100% legally owned by the company?**

Yes

**Type of IP**

Patent

**Date Filed**

July 29, 2023

**Filed by Lawyer?**

Yes

**Describe the concept:**

Neuroscience and AI analysis and assessment combined with LinkedIn and other data extraction to create prompt personalization for Generative AI (e.g. ChatGPT) to derive personalized messaging and candidate to job matches

**What is the current status of an in-process filing? For those issued, list the registration number.**

Patent filing is pending

**Why does it give your company a competitive advantage?**

Generative AI is considered a game-changer, however, users agree it's bad in equals bad out. ChatGPT and other GAI needs complete and correct prompts to be effective. Incorrect prompts waste time and create inaccurate and low quality results. RemotelyMe leverages its neuroscience and AI IP to extract key data from LinkedIn profiles, resumes, etc. to pre-assess and determine communication preferences. RemotelyMe uses extracted data combined with neuroscience analyses to automatically create ChatGPT prompts to determine eight optimal soft skills for each client position, as well as a percentage matches between a candidate's profile an employer's job requirements and culture fit. RemotelyMe also prompts ChatGPT write personalized candidate emails and messages, job descriptions, and phone scripts that

include LinkedIn data combined with neuroscience preferences such as optimal keywords, phrases, tones, demeanor, colors, etc. This saves dozens of hours of recruiter time while increasing candidate response rates.

**How many years do you expect this advantage to last?**

2

**Why do you believe that you developed something your competitors have not?**

Competitors can create generative AI prompts that may include hard data such as LinkedIn profiles. However, no other competitor uses neuroscience-based profiling to determine neurotransmitter balances, and therefore communication preferences required to properly prompt ChatGPT.

**Why do you believe that customers will choose your product and/or service related to this property over your competitor?**

Customers are using hundreds of templates and spending dozens of hours to personalize communications, but still have low response rates. Customers also have difficulty matching desired soft skills against candidate attributes to avoid costly bad hires, estimated at \$240K for each wrong choice. RemotelyMe uniquely, quickly, and affordably solves these issues.

**Is this property 100% legally owned by the company?**

Yes

**What policies have been put in place to protect the integrity of your intellectual property?**

**If no actions have been taken to protect your intellectual property, please explain why.**

Internal and external release of any confidential information requires an NDA. Internal talent must also sign invention assignments. Deep dive discussions are done only for key relationships and only where required, and not all details are disclosed. AI training and other key data is protected by ISO security protocols.

**Sometimes a business might prefer to keep something as a trade secret instead of filing for a patent. If that is the case with your company, please share with us (in only the broadest of terms) what your trade secret entails and why you decided on this strategy.**

Trade secrets include unique positioning, product marketing, and selling approaches that leverage the company's neuroscience and storytelling expertise. Also, eCommerce, selling, marketing, and training IP for

roadmap products that are not yet developed enough for patent filings.

**Have you required that all your employees (both past and present) sign an invention assignment agreement prepared by your intellectual property attorney prior to starting their jobs?**

Yes

**Has your intellectual property attorney reviewed all your paperwork on each patent and signed off on its acceptability?**

Yes

**If someone were found to be violating one of your patents and/or trademarks, are you in a financial position to enforce your rights through some type of legal process?**

Yes

**Before you hit "Submit" and send your survey to Pepperdine, upload any file that is relevant to the review of your company that you have not already submitted either with your Qualifier Survey, or this Fundability Assessment.**

**Congratulations on completing this significant project!**

#### **Supplemental Information**

You do not have permission to do that