



BlissDivorce™

Resolution 8 Technologies Inc.

# Our Team: Leaders Who Know How to **Build and Grow** a Company



## Sheila Tan

Founder/Chair

- CMO at LegalZoom and Align Technology (Invisalign)
- Senior marketing roles at Intuit and P&G
- Led LegalZoom expansion into consumer services
- Developed Invisalign strategy leading to 20X stock growth
- Built Intuit Quickbooks franchise to \$1B+
- Advisor to multiple venture-backed startups



## Randy Kessler

Founder/Spokesperson

- High-profile divorce attorney representing athletes and celebrities
- Published author and thought leader in family law
- Regular on CNN as an expert on divorce law
- Past Chair, Family Law Section of American Bar Assn



## Scott Seidewitz

Founder/CEO

- Successful serial entrepreneur & experienced consumer insights expert
- Built a multi-million \$ strategic consultancy (clients include LegalZoom, Intuit, Intel, Amgen, Merck)
- Helped bring dozens of new products to market, generating 10's of millions in revenue
- MIT (MBA), P&G (brand manager)

### Product Mgmt Team (Silicon Valley)

- Legal content specialist
- Consumer content specialist
- Data scientist



## Dan Hirsch

Founder/CTO

- Ph.D. in Computer Science with 20+ years engineering and leadership experience
- Led teams that launched new products generating 10's of millions in revenue at Intel and McAfee
- Managed multi-functional teams of 100+
- Experience at two startups and well-versed in lean & agile product development

### Engineering & UX Team (Argentina)

- 3 engineers
- UX design contractor(s)

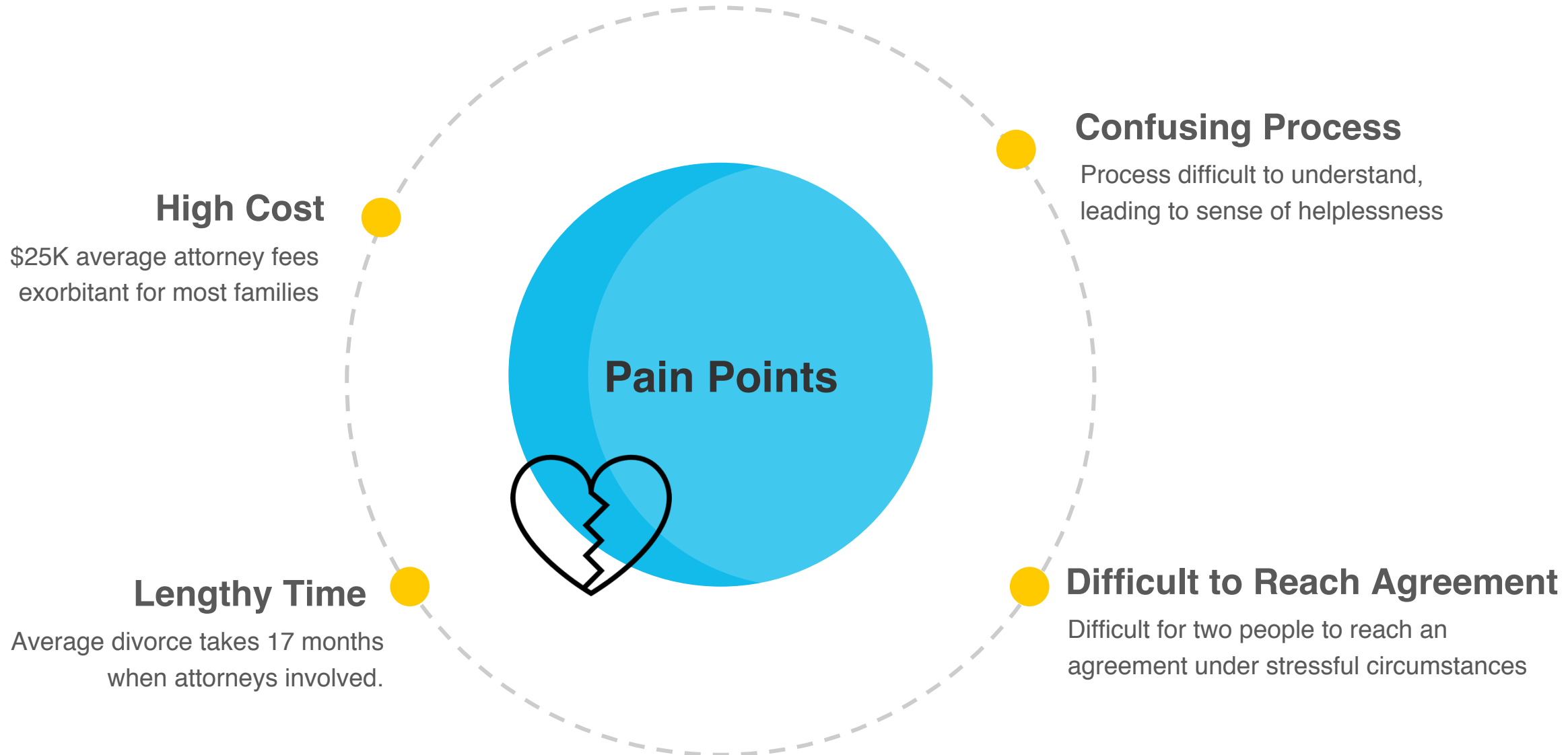
# Divorce Market is **Large and Stable**

Large Markets  
in U.S. and E.U.



- Number of divorces consistent in good times and bad, providing a large, stable market
- Gen X'ers and Millennials account for >80% of the divorce market, online preference
- Spike in divorces experienced in China due to lockdowns, expected in U.S.

# Significant Unmet Needs Leading to High Dissatisfaction w/ Lawyers



# BlissDivorce empowers spouses to reach agreement on their own

## Current System

- Spouses represented by opposing attorneys



- Process stressful and outcomes unpredictable (especially for trial case)



## Our Vision

- Two people empowered to create the best agreement for them



- Can reach agreement even if spouses are not getting along



**Our driving principle:**  
**The best people to work out a divorce agreement between two spouses are the spouses themselves**

# Key Innovations Bring Our Vision to Life

## Affordable, Transparent Pricing

**Your BlissSavings**  
Estimated based on the unique circumstances of your divorce.

<b>Attorney Fee</b> for your case*	<b>BlissDivorce Fee</b> for your case
<b>\$18,200 - \$21,800</b> (plus filing fees)	<b>\$2,950</b> (plus filing fees)
No BlissSavings	Your BlissSavings \$15,250 - \$18,850

\*Estimated in your state and county

- **Price of \$2,450 - \$3,450** (avg. \$3,000) quoted up front
- **Includes full divorce agreement** and all supporting documents
- **Proprietary algorithm** shows savings vs. attorney

## Personalized, Guided Process That Dramatically Reduces Time




**Your Personalized, Step-by-Step Divorce Process**  
Please hover on each step for more information.

- **Individual login for each spouse**
- **Nine possible modules** (e.g. Home, Child Custody, Personal Possessions)
- **Empathetic UX** guides you step-by-step
- **Emotional state** monitored and used to tailor experience and cross-sell services

## Disputes Identified and Resolved Through the Platform

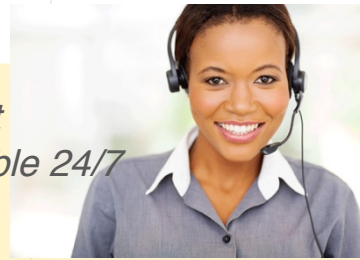
- **Agreements and disagreements tracked** through process
- **AI-based Online Dispute Resolution** (patents filed) empowers spouses
- **Unresolved issues referred to pre-qualified BlissDivorce mediator**

# First online platform able to compete with the dominant player: Divorce Lawyers

		Low-End Websites & Services	 	Divorce Lawyers	Elite Attorneys
AI-Based Dispute Resolution	✓	✗	✗	✗	✗
Personalized Experience	✓	✗	✗	✗	✓
Rapid Resolution	✓	✓	✓	✗	✗
Ecosystem of Support Services	✓	✗	✗	✗	✗
Fair & Transparent Pricing	✓	Partial	Partial	✗	✗
Money-Back Guarantee	✓	✗	✗	✗	✗

# Building Trust is Key to Explosive Adoption

## Human Support Whenever You Need It



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

## Trustworthy Spokesperson: Randy Kessler



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

## 100% Guarantee

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



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

- Content development & marketing
- Classic brand marketing



# Excitement From Consumers

Survey of 265 people planning to divorce or recently divorced, using best practice concept test methodology

- Methodology used by top brands to test new product ideas
- 90% confidence

## BlissDivorce Concept

### Reach a Divorce Agreement Without Attorneys

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

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



- Personalized, guided process – You only go through the modules necessary for your situation, and get tips and information at every step. It takes less than one third the time of working with attorneys.
- Work out disagreements – The system tracks areas of agreement and disagreement. Then our proven *Resolution Tools* help you resolve disputes without direct interaction between you and your spouse. If one or two issues remain at the end, a live BlissDivorce Virtual Mediator will help you work them out.
- Help available – U.S.-based Customer Support Coaches are available to help with the process. You can also click to “Ask an Attorney” at any time and have an optional attorney review of your final agreement (additional fees apply).
- All paperwork needed for a legal divorce is generated, securely signed and filed with the court electronically.
- 100% guaranteed – If you work out an agreement you like better with an attorney, you’ll get a full refund.

W

## Exceptional Results



- **48% Definitely Would Use**
- **83% Definitely/Probably Would Use**
- **Top ranking vs. concept scores from similar products (legal tech, fintech)**
- **High willingness to pay up to \$5,000**

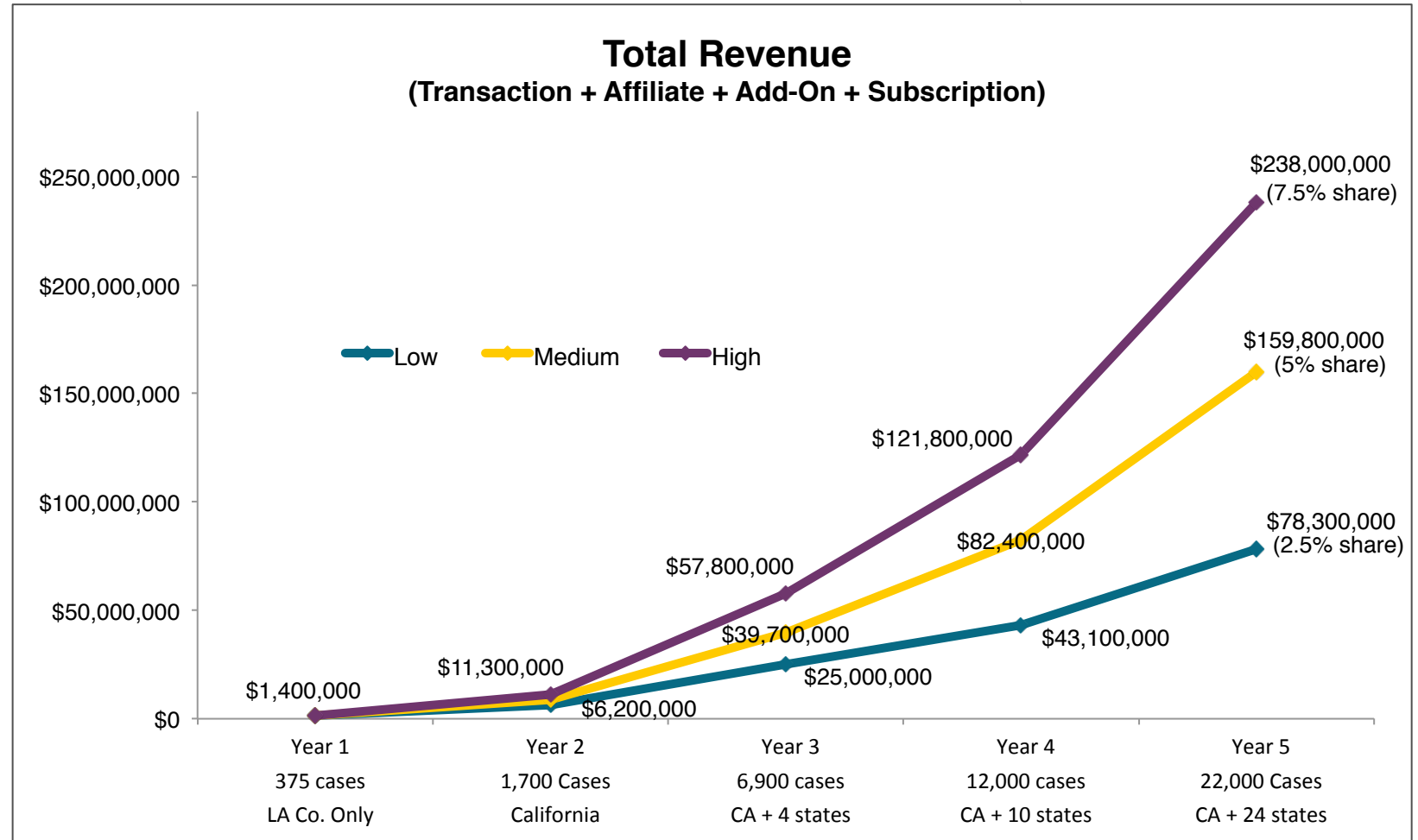
# Business Model – Three Sources of Revenue

Transaction Revenue	Add-On & Affiliate Income	Post-Divorce Subscription
<p>\$2,450 - \$3,450 depending on number of modules</p> <p>Collected up front</p>	<p>Add-on services:</p> <ul style="list-style-type: none"><li>• “Ask an Attorney”</li><li>• Mediator services</li><li>• Attorney review</li></ul> <p>Affiliate income:</p> <ul style="list-style-type: none"><li>• Offers tailored to user needs &amp; emotional state (e.g. counseling services, credit cards)</li><li>• \$20-\$200/lead</li></ul>	<p>Clients can sign up for post-divorce services (e.g. co-parenting app) for recurring monthly fee of \$9.99</p>
<p>\$3,000 avg./client</p>	<p>\$600 avg./client</p>	<p>\$24 avg./client (20% sign up)</p>

# The Opportunity is **BIG**

\$160M revenue even at modest share in major markets:

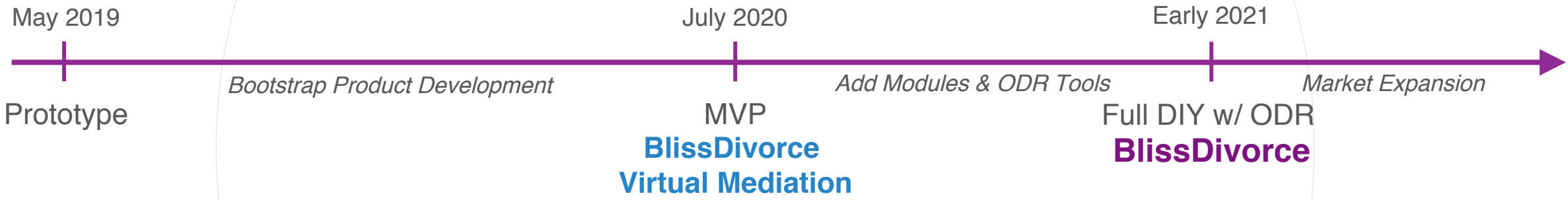
- Focus on 25 largest U.S. states, which account for >80% of divorces
- 5% share results in \$160M revenue
- Significant upside from E.U. expansion and future ODR apps



Revenue projections based on revenue per client from previous slide and case volume assumptions above.

*The above graph contains forward-looking projections which cannot be guaranteed.*

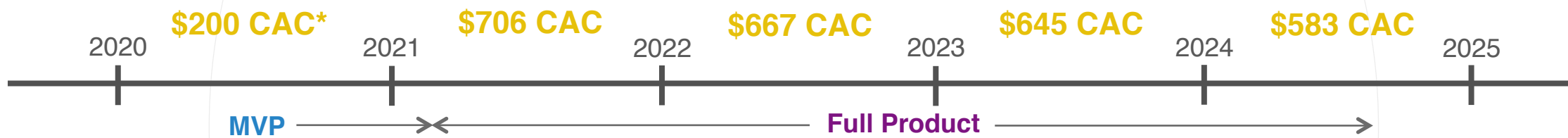
# Product Roadmap to maximize opportunity



- Short-term pivot to capitalize on COVID-19 opportunity: **BlissDivorce Virtual Mediation (MVP)**
- MVP provides a pathway to full DIY w/ ODR product over 9-12 months:
  - Add module every 1-2 months to full complement of nine
  - Use mediators as built-in test lab for Online Dispute Resolution tools

# GTM Strategy Delivers **Winning Metrics**

**LTV of \$3,600 delivers LTV/CAC Ratio of 5 - 6**



CAC efficiencies over time by transitioning to more efficient content marketing and organic traffic:



\*CPA lower for MVP because implemented through guerrilla marketing that is not scalable

# Strong Advisory Team Helping Drive Innovation & Success



**Jordan Woods**

*Fundraising, Startup Leadership*

- 3-time successful Silicon Valley serial entrepreneur
- >\$150 million in venture and angel funding raised
- Published author and frequent speaker at Stanford, Google, AI and blockchain conferences



**Leah Wing**

Director, National Center for Technology & Dispute Resolution

- ODR thought leader, with focus on ethical principles AI, and standards development
- Founder of international ODR organizations and journals & award-winning author in the ODR field



**Vikki Rogers**

VP, International Assn. for Contract & Commercial Management

- ODR thought leader, with focus on applying technology to commercial rule of law
- Co-chair of Technology Committee of the Dispute Resolution Section at the American Bar Assn.



**Scott MacDonell**

*Marketing, Mediator Network*

- Former VP-Customer Acquisition at LegalZoom
- Co-founder of two active startups, including legal tech; advisor/mentor to several more



**Jin Ho Verdonschot**

Snr. Director at Arag, world's largest legal insurer

- ODR thought leader; developed early applications of ODR to divorce and other family disputes
- Expert in utilizing technology to build better user interfaces for the justice system



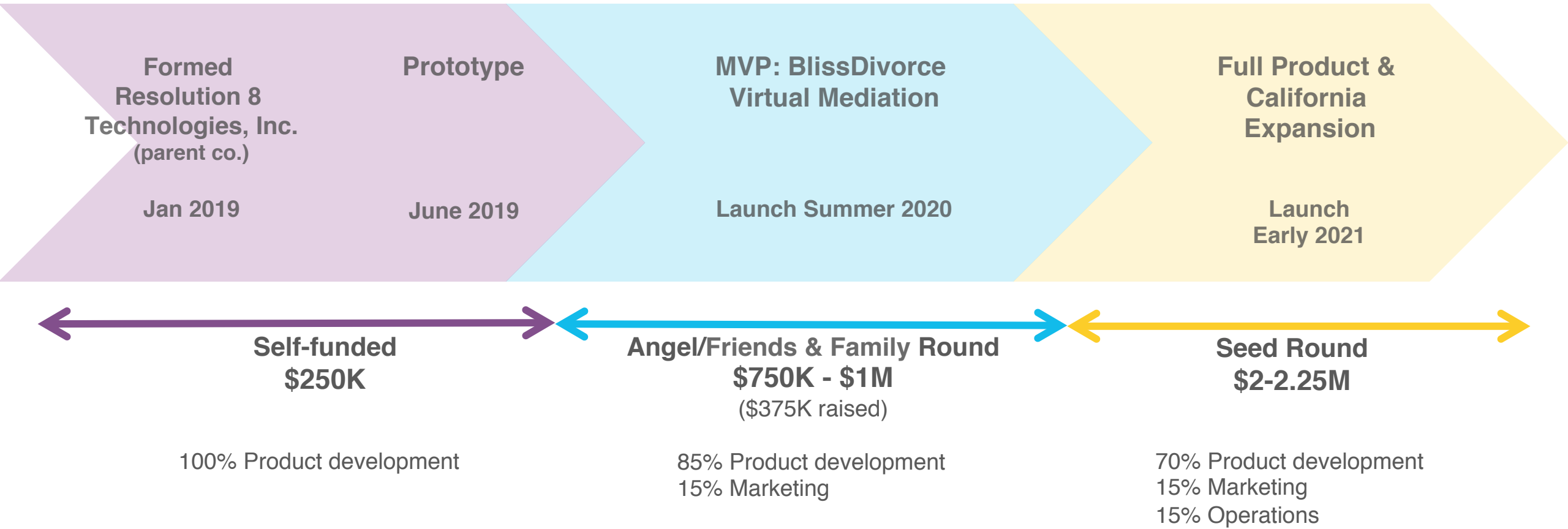
**Carlos Areces**

Professor of Computational Logic, National University of Cordoba, Argentina

- Former Tinker Visiting Professor at Stanford
- Expert in development of behavioral algorithms

*Online Dispute Resolution  
Advisors*

# Funding Need & Use of Funds





**Thank you!**

Scott@BlissDivorce.com

Resolution 8 Technologies, Inc.