



# VESTIGO

## VENTURES

*Early stage technology investments  
that are reinventing financial services*

MARK CASADY, GENERAL PARTNER

PRESENTED TO: EBRI

2019.05.09



- Intro to Vestigo Ventures
- 401K - Overview
- 401K – New Market Entrants
- #1 Employee Requested Benefit
- Looking Around the Corner with XPLR



**DAVE BLUNDIN**  
SERIAL ENTREPRENEUR

- X Prize Innovation Board Member
- Founded Data Sage which was sold to Vignette in 2000
- Co-founder of Vestmark – a leading wealth management technology provider
- Early investor / advisor to Trip Advisor
- Co-founder of CourseAdvisor and Cogo Labs



**MARK CASADY**  
TRANSFORMATIVE GAME CHANGER

- Retired Chairman of the Board and Chief Executive Officer of LPL Financial
- Board Member, Citizens Financial Group
- Board Member, Jobcase, Inc.
- Former member of the Financial Industry Regulatory Authority (FINRA) board of governors



Deutsche Asset  
& Wealth Management



**\$600MM+ of Value Creation**





**IAN SHERIDAN**  
STRATEGIC GROWTH PIONEER

- Wall Street trained (Goldman Sachs & NY Stock Exchange) retirement & wealth management Executive with 25 years of industry experience, Division CMO and CEO
- Eight industry merger & acquisitions, \$500MM invested capital
- Invented industry's first "wireless retirement plan enrollment technology," voted #1 Wireless Invention of the Year by InformationWeek (2006)
- At DST Systems, launched the industry's first "middleware for retirement income"
- At ADP, created a plan that grew assets under management 10x



**MIKE NUGENT**  
INVESTMENT ANALYTICS EXPERT

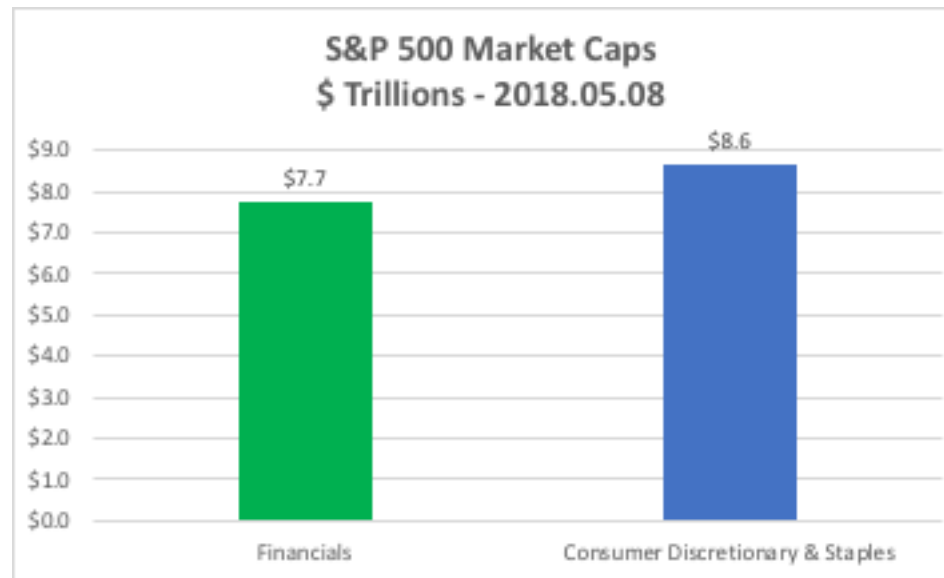
- 20+ years public and private market investment experience
- CEO / Founder of Bison – PE/VC industry leading performance analytics and database solutions
- Grew the company from simply an idea to a successful growth round of financing with strategic investors
- Built a deep customer development process to address the needs of the ~\$4T PE / VC industry
- Responsible for more than \$3.5B of private equity investments over a 10-year tenure including primary investments, secondary acquisitions and co-investments



### Consumer Vs Financials<sup>1</sup>

- Consumer = \$8.6T Market Cap
- Financials = \$7.7T Market Cap

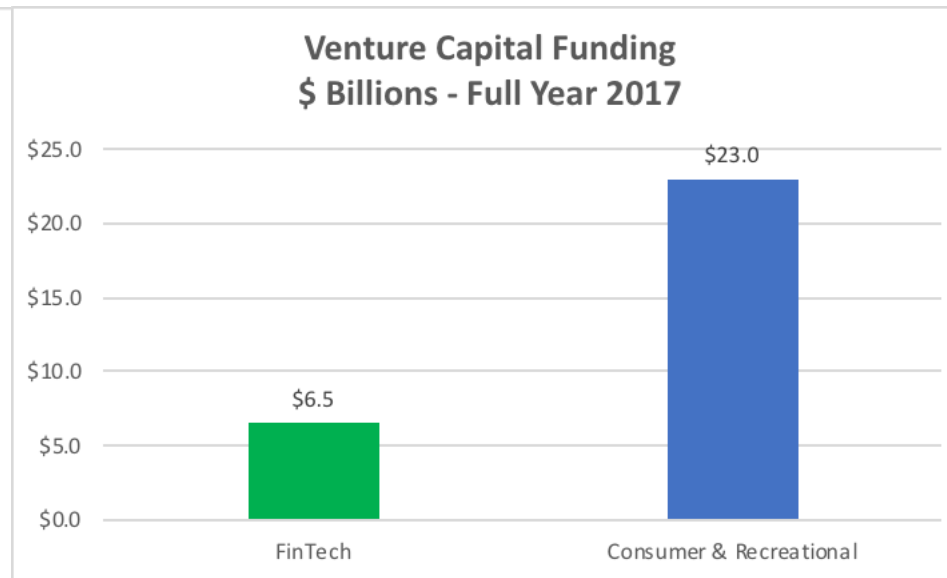
**Consumer is only  
12% larger than Financials**



### Consumer Technology Vs FinTech<sup>2</sup>

- Consumer Internet = \$23.0B Invested
- Financial Tech = \$6.5B Invested

**Consumer & Rec Tech is  
254% larger than FinTech**



<sup>1</sup> Source: Standards & Poors Sector Market Caps as at 2018.05.08

<sup>2</sup> Source: PitchBook NVCA 2017 Monitor



### Apollo

- Methodically detects viral growth
- Investment sourcing
- Portfolio companies ongoing Intelligence



We spot, viral activity within hours with a 99.7% accuracy rate



### Minerva

- Company online metrics dashboard
- Initial due diligence on company tear down
- Portfolio companies ongoing Intelligence



We gather insights others may only see overtime



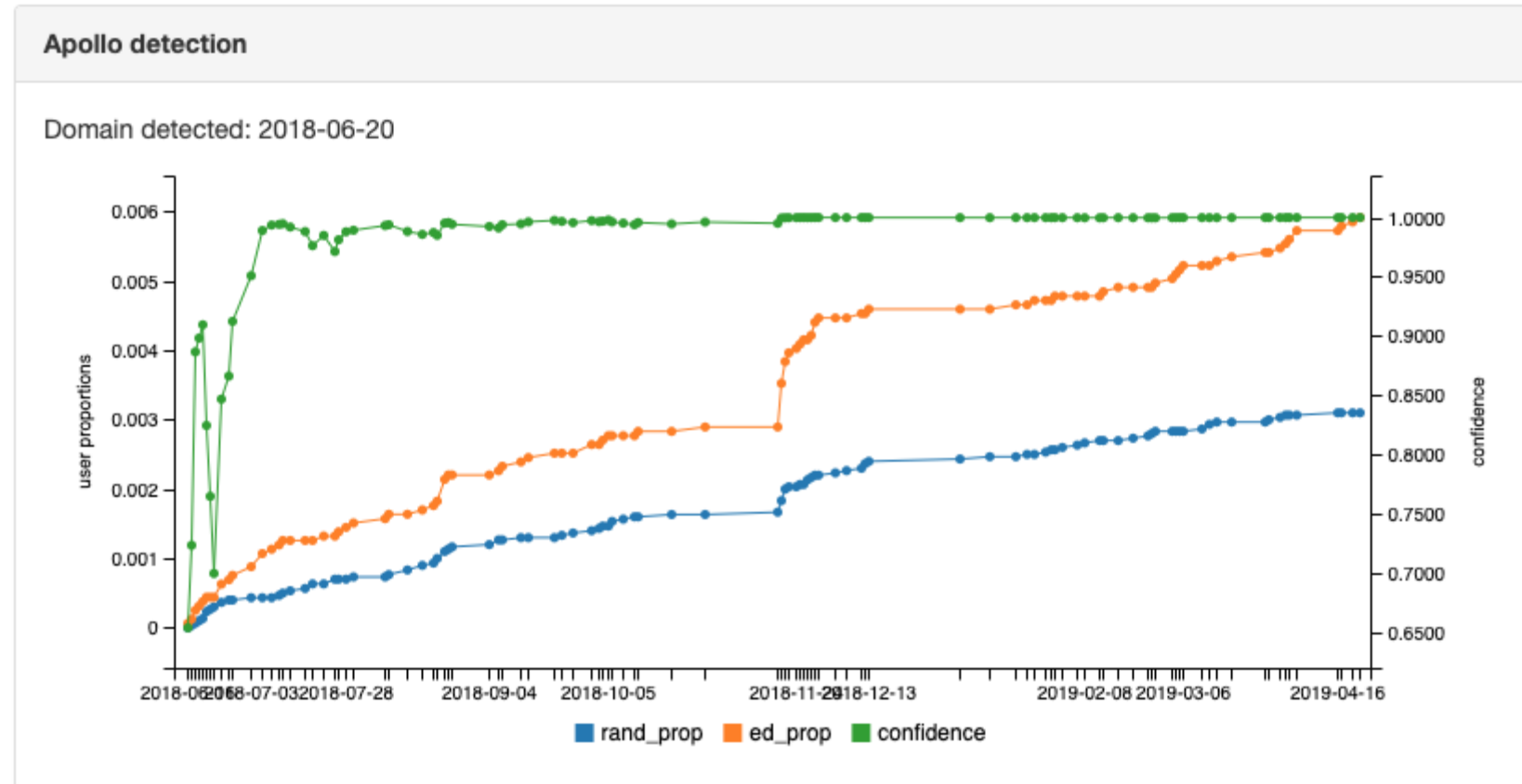
### Quake

- Biz driver analysis & growth hacking tool
- Deep due diligence
- Marketplace analysis
- Portfolio companies ongoing Intelligence



We store our best queries driving efficiency and immediate market update

Wealthsimple

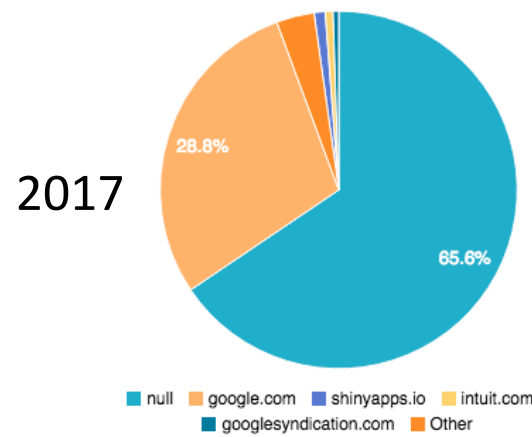


- Raised \$124 million in five rounds from a type group of investors
- Confidence in Wealth Simple’s detection has been high since early 2016, though they did not gain sizeable traction with early adopters until early 2017 when they released their Super Bowl commercial

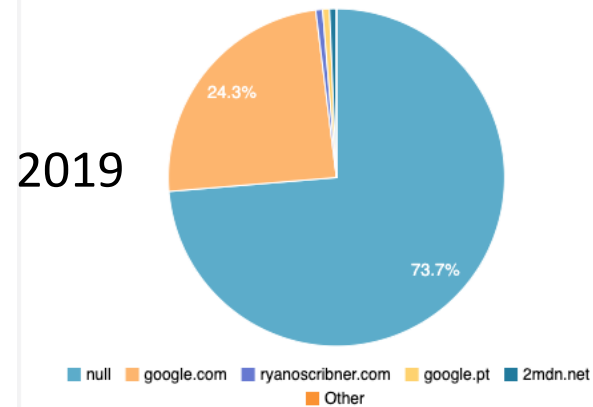




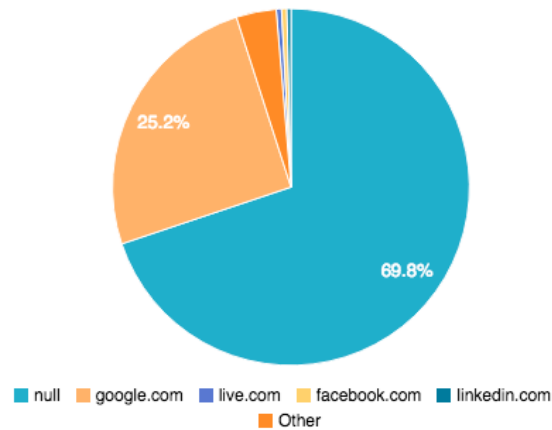
Betterment Traffic Sources (Pageviews) [Source](#)



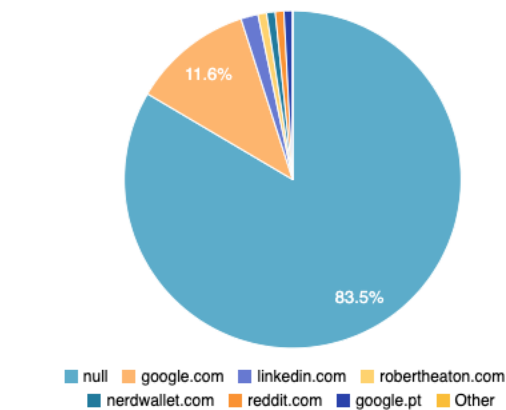
Betterment Traffic Sources (Pageviews) [Source](#)



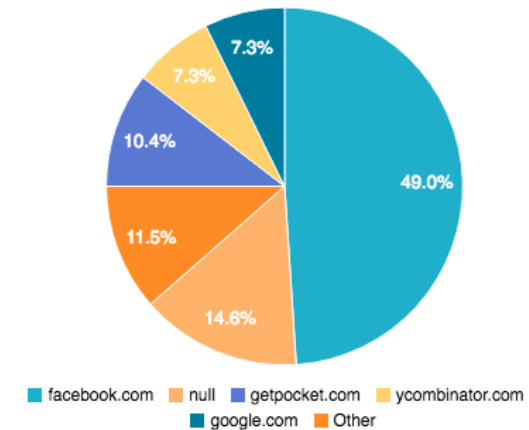
Wealthfront Traffic Sources (Pageviews) [Source](#)



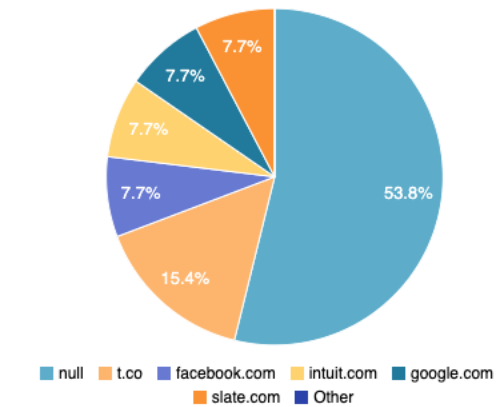
Wealthfront Traffic Sources (Pageviews) [Source](#)

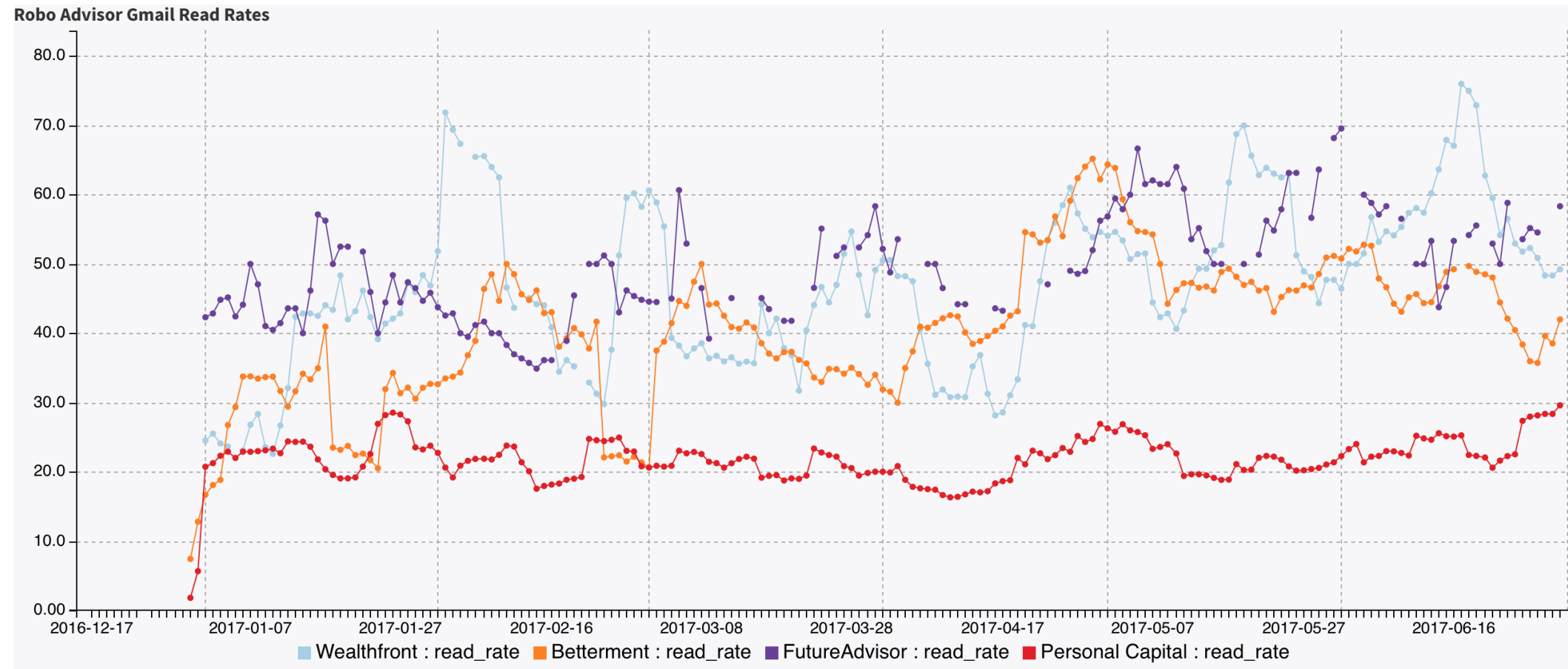


Wealthsimple Traffic Sources (Pageviews) [Source](#)



Wealthsimple Traffic Sources (Pageviews) [Source](#)



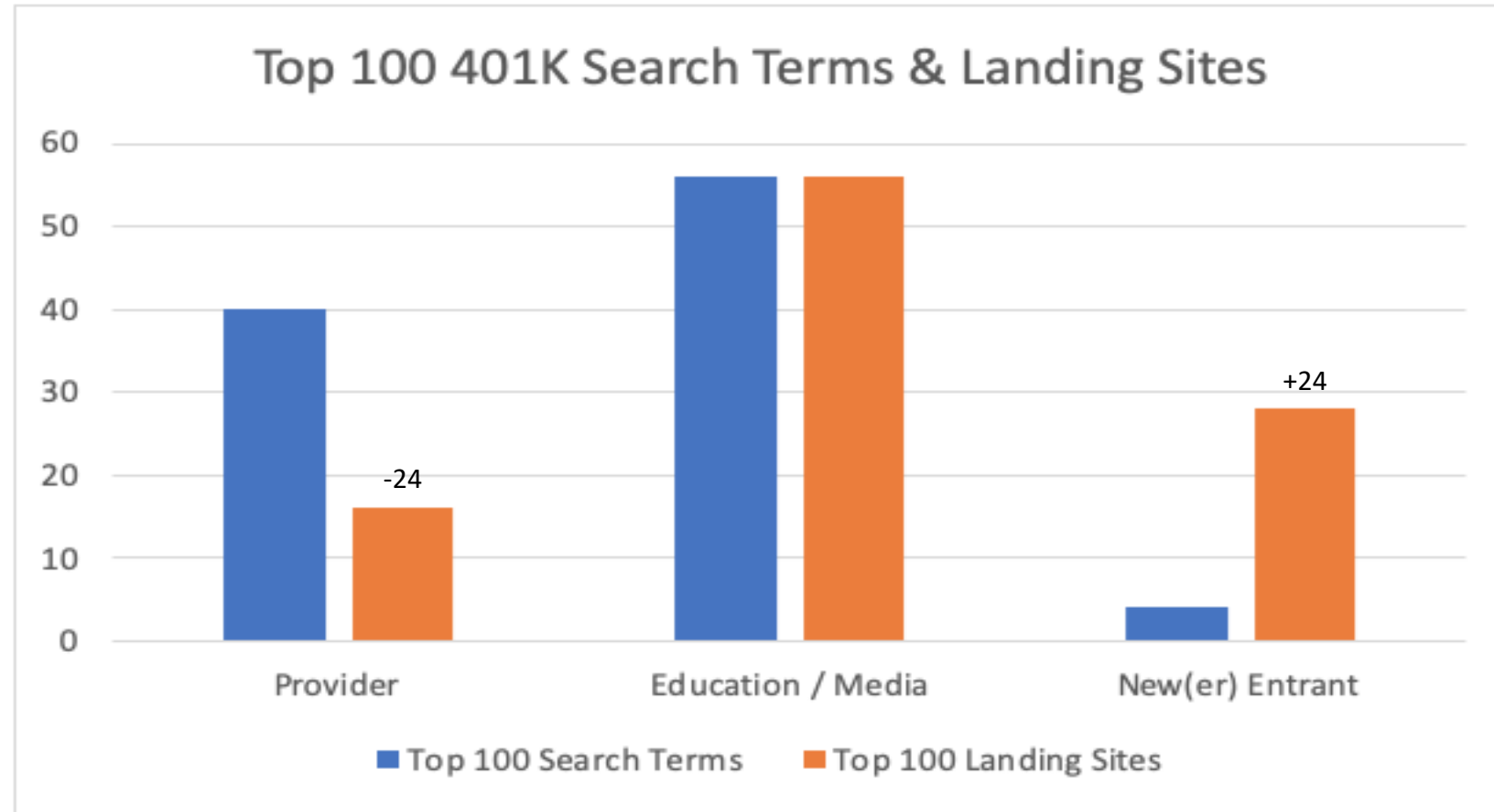


- Betterment and FutureAdvisor have achieved similar read rates.
- However, FutureAdvisor has seen a decline in email volume beginning mid February.
- Q2 2017 read rate improvement tracks that of Wealthfront and Betterment.
- Despite the low read rate, Personal Capital sends 5x – 10x the volume of emails.

email_subject	read_rate_percent
Your Wealthfront Transfer Request Has Been Received	62.2
Investment prospectus	52.5
Keep your financial information updated	50.0
Your Wealthfront Account: Funds Have Been Added	47.2
Reminder: We're making some upgrades behind the scenes	45.2
We're making some improvements behind the scenes	43.1
Notice: Your Repeating Deposit Will Transfer Soon	42.9
Your Wealthfront Investment Plan	41.7
Your Monthly Wealthfront Brokerage Statement	40.2
Video   What should you do if your investment declines?	32.6
Your feedback has made Path better	27.8
Video   Why you shouldn't just invest in the S&P 500	26.8
Video   You shouldn't fear stock market corrections	25.0
Video   Fees can destroy your investment returns	23.7
Video   Why holding too much cash will cost you	22.5
Video   Why you should invest, despite market volatility	20.0

} Avg. = 41.0

- : achieves the highest read rates of the four robos.
- Wealthfront sends an equivalent email volume as that of FutureAdvisor.
- Videos and product improvements / enhancements are common messages.



- 401K providers lose 60% of their intended site traffic
- Education / Media searches represent 56% of all search terms
- New(er) Entrants acquire 7X greater site traffic via SEO

Ranking	Search Terms	>>>>	Landing Sites
1	fidelity 401k		investopedia.com
2	401k		fidelity.com
3	401k calculator		nerdwallet.com
4	john hancock 401k		bankrate.com
5	principal 401k		fool.com
6	roth 401k		thebalance.com
7	401k fidelity		irs.gov
8	vanguard 401k		reddit.com
9	what is a 401k		usnews.com
10	max 401k contribution		vanguard.com
11	charles schwab 401k		intuit.com
12	ira vs 401k		cnn.com
13	fidelity 401k login		wellsfargo.com
14	transamerica 401k		smartasset.com
15	401k vs ira		forbes.com
16	wells fargo 401k		glassdoor.com
17	merrill lynch 401k		401khelpcenter.com
18	401k loan		schwab.com
19	is an ira and 401k the same thing		wikipedia.org
20	401 k and 403 b retirement plans		rothira.com
21	401k max		moneyunder30.com
22	roth ira vs 401k		cnbc.com
23	401k contribution limits		zacks.com
24	guideline 401k		personalcapital.com
25	401k vs roth ira		time.com

	New 401K Market Entrants			
	bloom.com	guideline.com	humaninterest.com	vestwell.com
Viral Confidence	0.7902	0.9405	0.9503	0.7706
Monthly Visitors	89,340	146,710	102,920	<5,000
Avg. Duration	3:20	5:11	1:29	NA
Pages Per Visit	7.75	7.28	3.31	NA
Bounce Rate	30.03%	25.21%	59.76%	NA
Total Funding	\$13,200,000	\$59,000,000	\$14,500,000	\$42,500,000

- New entrants are grabbing market share and engagement quickly
- All of them have been well funded over the last few years
- All of them are focused on simplification and/or cost savings

bloom.com		
Rank	Subject Line	Read Rate
1	Your November Recap.	66.7
2	Action required   Issue with your account	66.7
3	Optimization here we come!	66.7
4	bloom wants your two cents!	58.3
5	Your October Recap.	53.3
6	A 2018 Recap	52.9
7	Get ready...	45.5
8	Action required: bloom payment failure	41.7
9	Privacy Policy, ADV and other legal stuff...	33.3
10	Your account has been rebalanced by bloo	25.0
<b>Average Read Rate</b>		<b>51.0%</b>

guideline.com		
Rank	Subject Line	Read Rate
1	Action Needed to Activate Your 401(k) Plai	85.7
2	Your updated 401(k) contribution!	78.6
3	Your new Guideline 401(k) Portfolio is read	71.4
4	It's time for your Annual Account Review!	67.9
5	Important changes to your plan	66.7
6	A New Year, Higher 401(k) Contribution Lir	66.2
7	You have 1 unviewed notification for your F	62.5
8	Verify your email address	35.3
9	You have 1 outstanding task and 1 unviewe	25.0
10	You have 3 outstanding tasks and 1 unview	11.1
<b>Average Read Rate</b>		<b>57.0%</b>

bloom.com - 28 Unique Search Terms	
Rank	Search Term
1	bloom
2	bloom 401k
3	bloom
4	bloom financial
5	analyze 401k
6	bloom calcuator
7	bloom about us
8	bloom financial
9	automated 401k management
10	bloom wealth management
<ul style="list-style-type: none"> <li>- Limited usage of search terms to acquire traffic</li> <li>- 8 out of top 10 search terms are brand related</li> <li>- ~80% of arrival traffic already knows them</li> </ul>	

guideline.com - 124 Unique Search Terms	
Rank	Search Term
1	guideline
2	guideline 401k
3	guidline
4	safe harbor 401k
5	guideline san mateo
6	guideline login
7	guideline roth 401k
8	guideline pricing
9	guideline fees
10	guidelines
<ul style="list-style-type: none"> <li>- Meaningful library of search terms (&gt;100)</li> <li>- 9 out of top 10 search terms are brand related</li> <li>- ~90% of arrival traffic already knows them</li> </ul>	

humaninterest.com - 364 Unique Search Terms	
Rank	Search Term
1	human interest
2	captain401
3	captain401k
4	401k tax form
5	report 401k on taxes
6	humaninterest
7	human interest 401k
8	how to evaluate a startup offer
9	questions to ask a startup before joining
10	do i need to report 401k contributions on my taxes
<ul style="list-style-type: none"> <li>- Very large and disperse usages of search terms</li> <li>- 3 out of top 10 search terms are brand related</li> <li>- ~70% of site traffic redirected / acquired by them.</li> </ul>	

vestwell.com - 4 Unique Search Terms	
Rank	Search Term
1	vestwell
2	vestwell careers
3	vestwell ny
4	vestwell holdings assets under administration
<ul style="list-style-type: none"> <li>- Not actively utilizing Search Terms to acquire traffice</li> <li>- 4 out of 4 search terms are brand related</li> <li>- Only receiving trafficking from those that already know them</li> </ul>	



Monthly Visits	
Rank	Search Term
1	Guideline
2	HumanInterest
3	Bloom
4	Vestwell

Monthly Visits Per Customer	
Rank	Search Term
1	HumanInterest
2	Bloom
3	Guideline
4	Vestwell



# Student Loan Debt Statistics In 2019: A \$1.5 Trillion Crisis



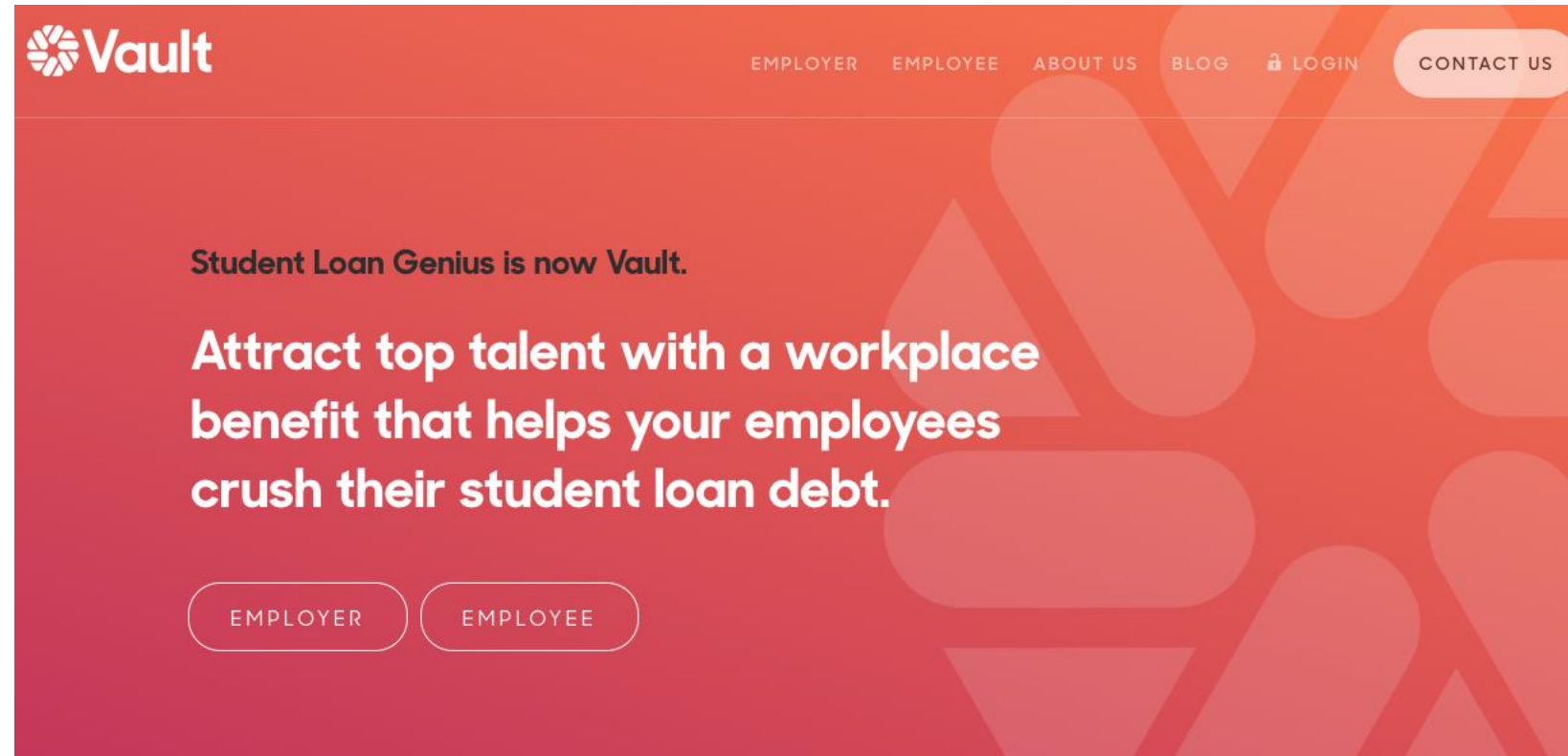
**Zack Friedman** Senior Contributor ⓘ  
Personal Finance



## 733 Unique Search Terms Included "Student Loan Repayment" Since July 1, 2018

Rank	Search Term	Percent
1	student loan repayment calculator	61.1%
2	student loan repayment	6.4%
3	best student loan repayment plan reddit	4.1%
4	student loan repayment options	3.6%
5	student loan repayment plan calculator	3.0%
6	student loan repayment benefits	2.9%
7	best student loan repayment plan	3.0%
8	student loan repayment uk	2.6%
9	income based student loan repayment	2.7%
10	student loan repayment plans	2.7%

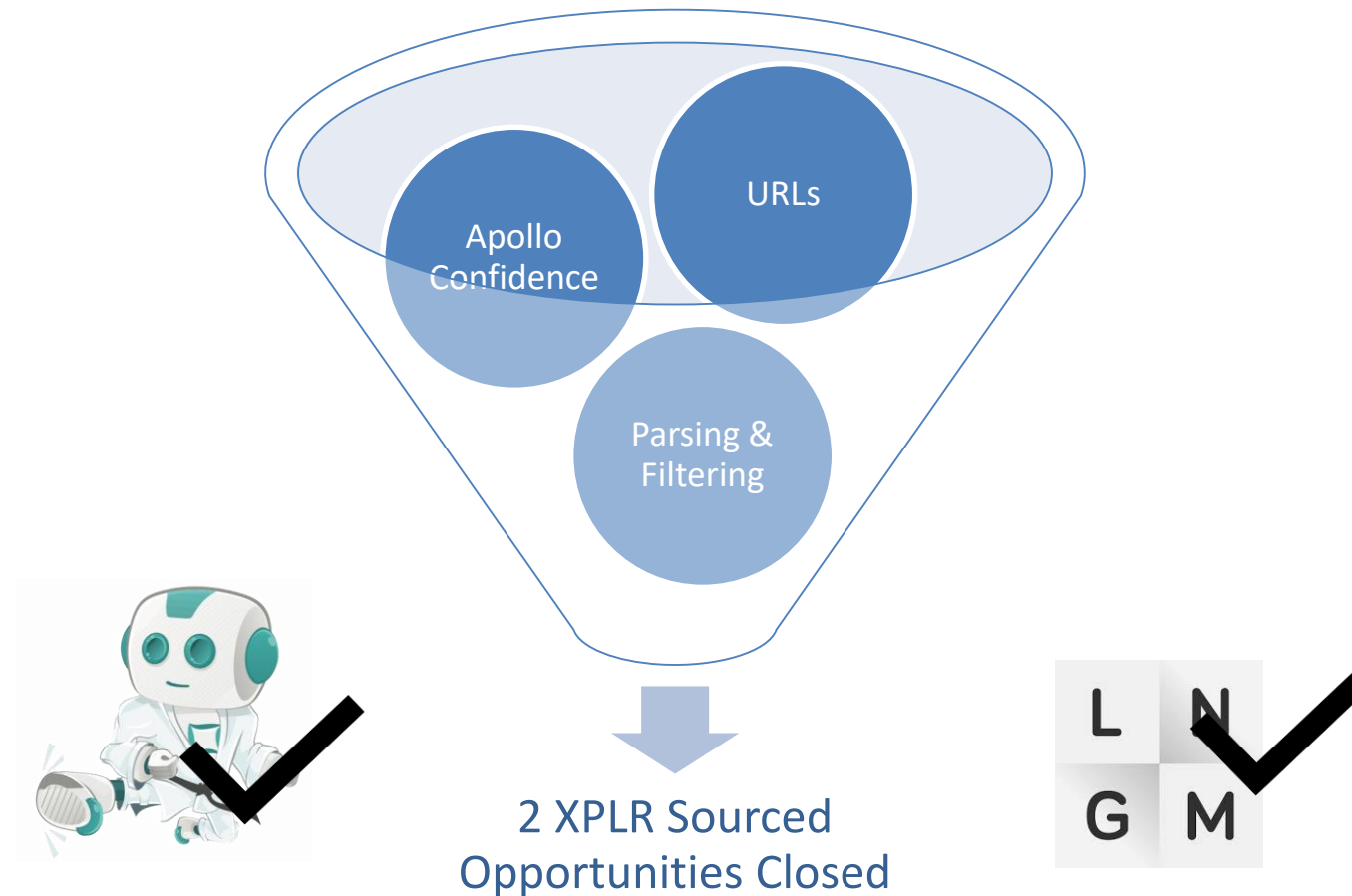
5 of the Top 10 Searches are associated  
 with Repayment Plans / Benefits



- Three level platform: (1) advice, (2) payment and (3) refinance
- Enterprise grade solution with multiple, low-cost payment rails
- IRS Guidelines / Retirement Reform will be catalysts for adoption

STAGE	COUNT	PERCENTAGE
Flagged for Virality	537,638	100.0000%
Fully Parsed	361,982	67.3282%
Low Confidence	10,649	1.9807%
Mid Confidence	1,134	0.2109%
High Confidence	159	0.0296%
Invested	2	0.0004%

- July 1<sup>st</sup> through May 1<sup>st</sup> activity: >1,200 domains vetted for suitability
- Priority has been on the 159 companies that have strongest FinTech signal
- Additional filters:(1) Services vs. Tech, (2) Geography & (3) Funding To Date



- 537,638 unique domains with  $\geq 10\%$  confidence on Apollo since XPLR launch
- 10,649 companies flagged by at least one Machine Learning Model in XPLR
- 2 companies invested to date, and more to come.....soon!



- Cushion is a personal finance application that automates stressful, complex and tedious actions to reclaim or save money for their customers.
- Cushion is the second investment to come out of Vestigo's XPLR algorithm with an Apollo confidence score  $>.9100$ .

#### Recent Wins

- Secured \$2.8M Series Seed funding in February 2019
- Cushion's CAC is around \$3.00, the firm began monetization in November and has already generated \$2.07 in revenue per customer
- The company has over 50,000 users on their waiting list

#### Blended CAC

COST TO GET A CUSTOMER TO CONNECT 1+ BANK





## LONG GAME

### Recent Wins

- Set to roll out Long Game debit cards after successful test (20% of test users converted to debit cards)
- Long Game savings jars to released in April 2019 (data-customized UX)
- Hired Taylor John as Head Game Designer, previously with Zynga and EA

- Long Game is a prize-linked / goals-based personal finance app that allows users to play games to win cash prizes and rewards for good financial actions.
- Long Game was identified by XPLR as a FinTech company with a >.9000 viral confidence score on Apollo.
- They now have 100,000 savings accounts opened on the app.

## Long Game KPIs

**\$5.50**

Savings Account CAC

**50%**

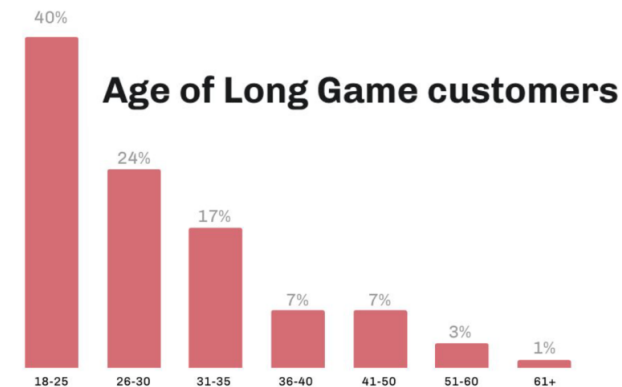
4-week activity retention

**250K+**

Millennial users

**\$20**

Monthly savings rate







VESTIGO  
VENTURES

THANK YOU!