



Easiest way to save for your child's education

## Founder

Ksenia Yudina, MBA, CFA

# Student debt is a **\$1.6T National crisis**

## WHY UNEST

Parents **want** to provide their children with a great educational future.

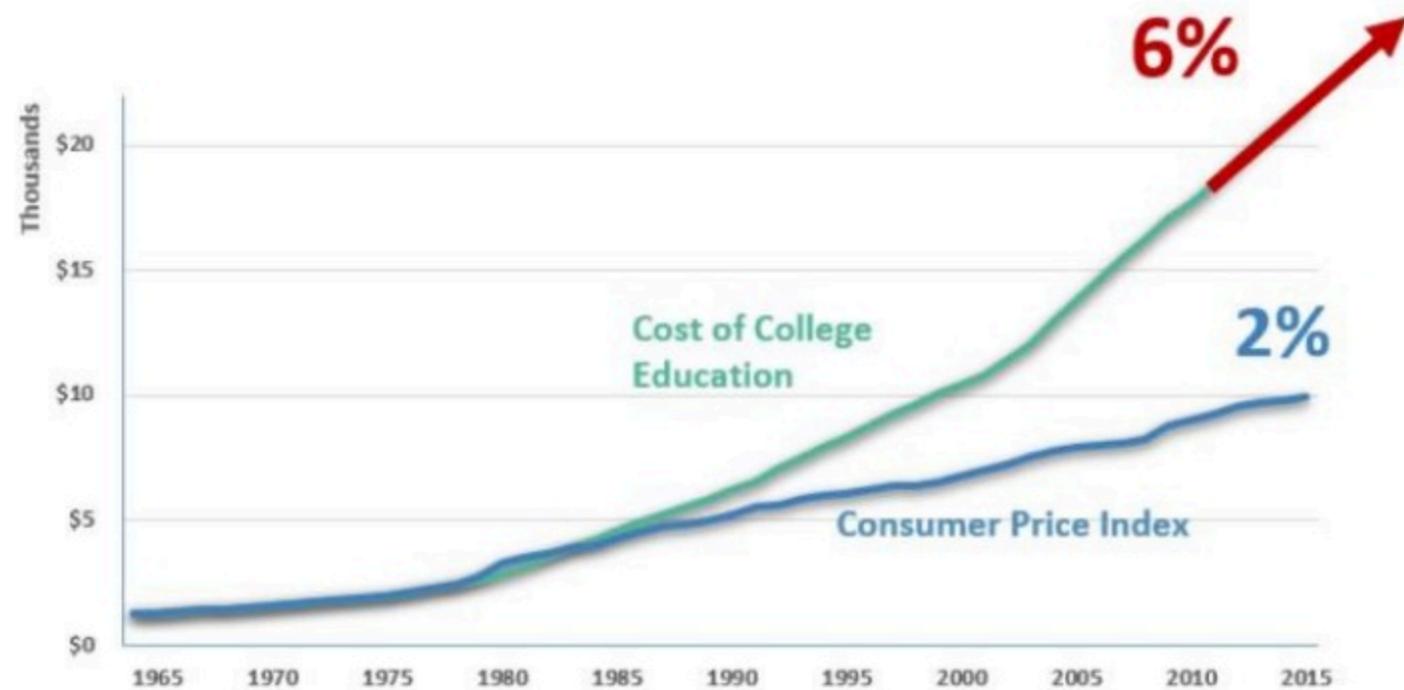
Most are **put off** by the complexity of setting up a 529 college savings plan.

It takes on average **8 hours** to select and create the plan.

**70% of people** don't even know about 529s

**States are not equipped** to market to and engage with consumers.

**Advisors are not incentivized** to sell 529s and dislike the paperwork.



## Mission Statement



*UNest helps parents build a brighter future for their kids by democratizing access to simple, cost-effective financial solutions.*

# Positioned for Market Leadership



**5 Minutes** and you're all set!

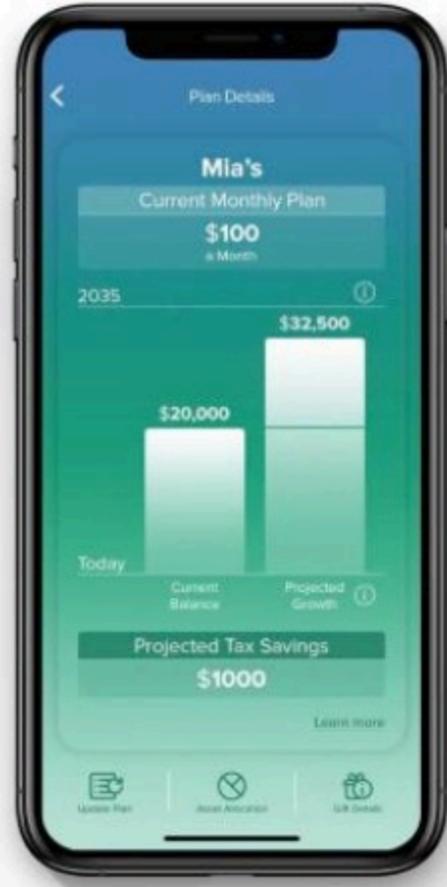
SIMPLE



TAX-FREE



AFFORDABLE



SECURE



PAPERLESS



# An experienced team with a successful track record



**KSENIA YUDINA, CFA**  
Founder & CEO

Entrepreneur, VP at Capital Group/  
American Funds, 529 plan expert,  
MBA UCLA Anderson



**STEVE BUCHANAN**  
CTO

Fintech expert with over 15 years of  
experience, Director of Engineering  
Calypso, Union Bank



**PETER MANSFIELD**  
CMO

Fintech professional with 25 years of  
experience. Co-founder of Marqeta,  
Billfloat, PropertyBridge



**MIKE VAN KEMPEN**  
COO & Head of Growth

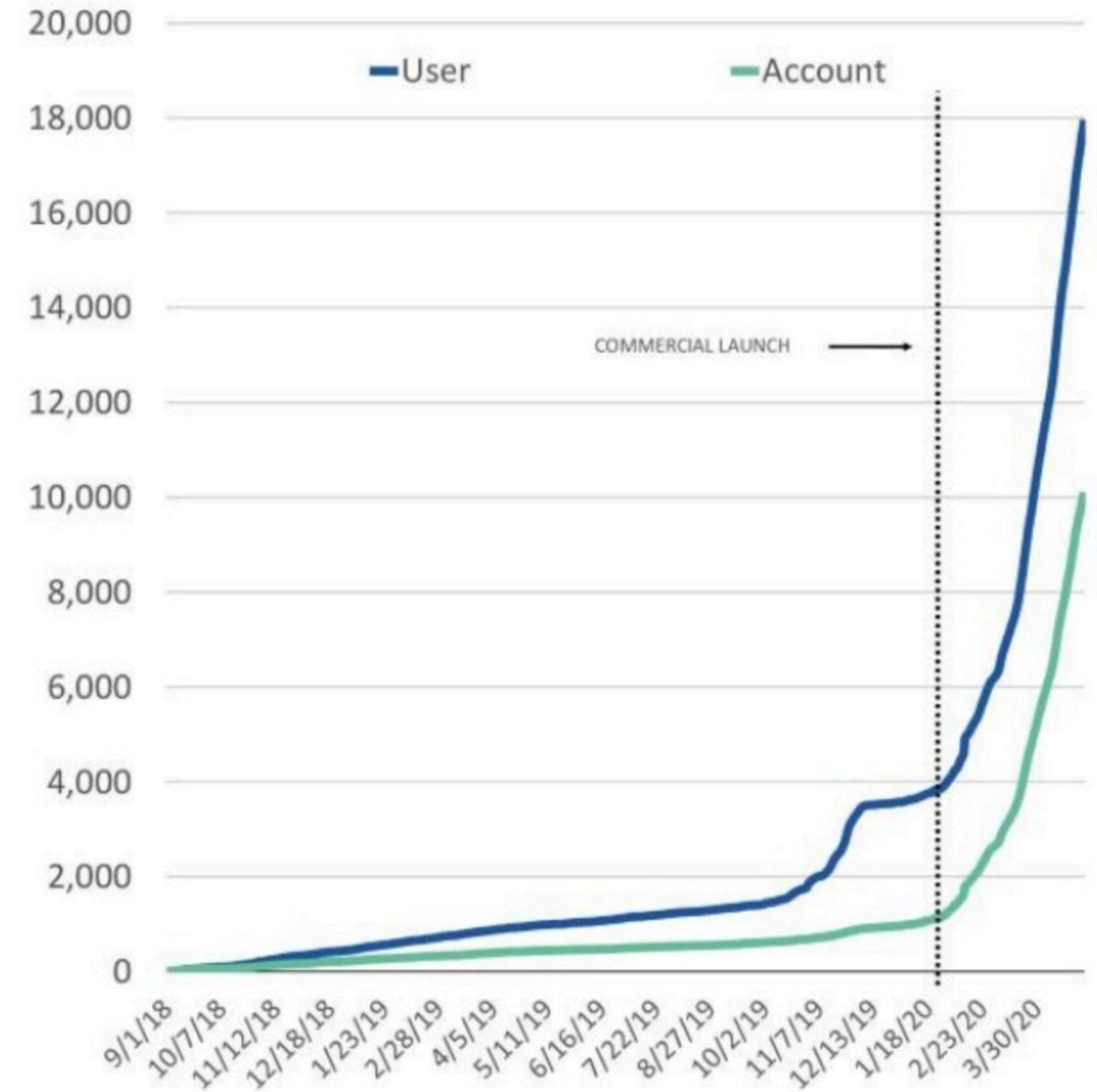
Head of User Acquisition at Acorns,  
extensive background in growth  
marketing, strategy & finance



# Strong Customer Growth

## GROWTH METRICS

- **20% WoW growth**
- **CAC: \$30 blended**
- **LTV between \$1,500 - \$2,000**
- **20% organic / word of mouth**
- We've increased spend each week since February and **have not seen diminishing returns** with acquisition costs
- We've consistently been able to **bring CAC down** week over week

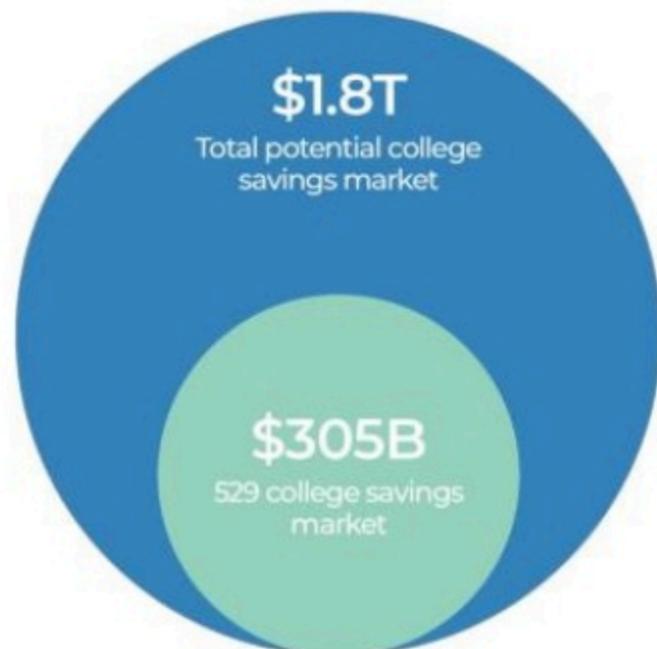


# An ideal target market to achieve viral growth

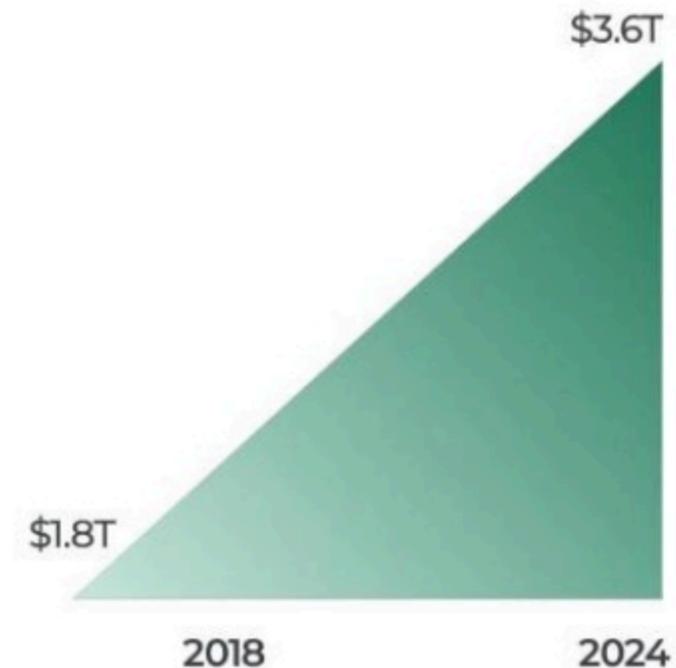
## Gen X & Millennials: Age 27-45, middle income

- Saving for their kids is **#1 investment priority**
- **70%** don't have a financial advisor/ wealth manager
- Over **90%** use mobile banking

529 Plans – currently  
**only 17%** of potential market



College Savings Market  
Growth Forecast



# Thought Leadership and Press Coverage

*"UNest has launched a way for families to use the 529 plan to save for their children's education with a mobile phone"*

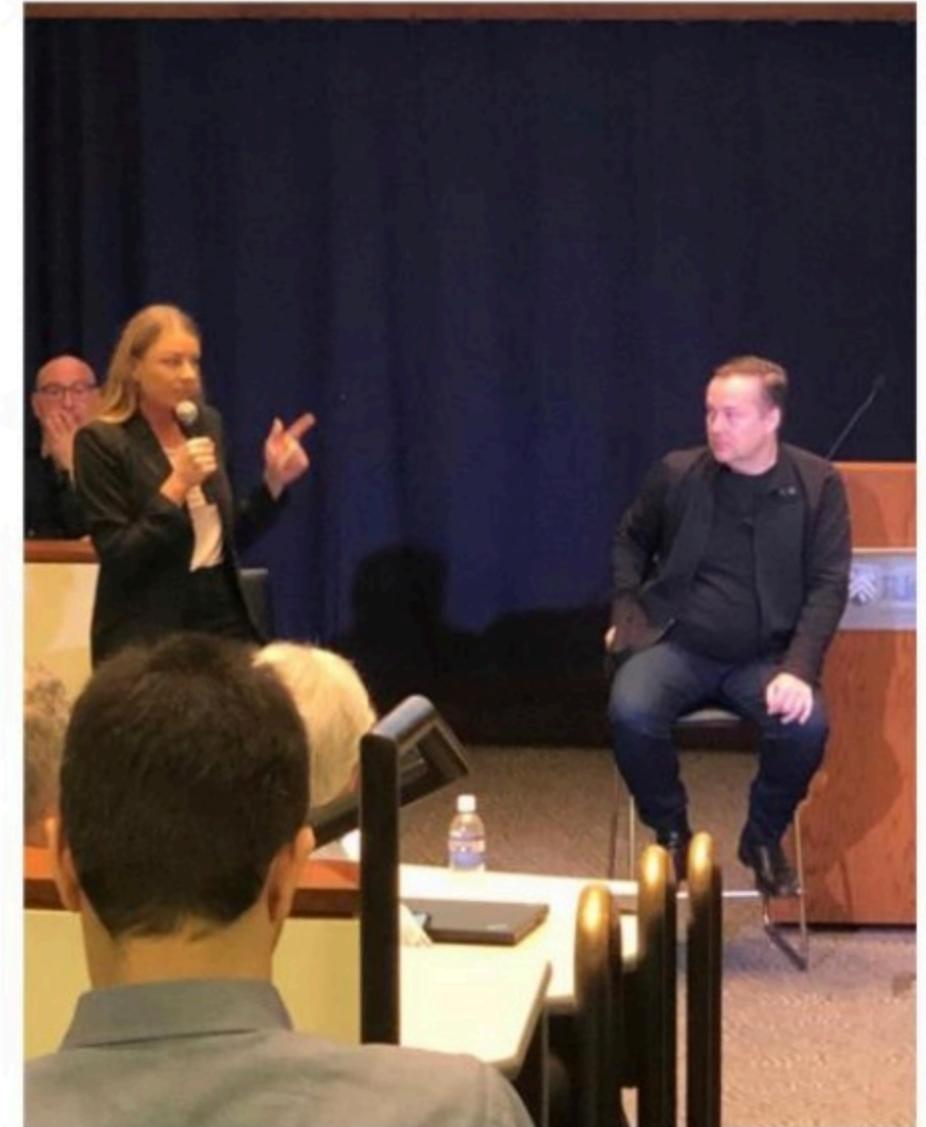
## Forbes

*"UNest creates a savings plan for college and other educational expenses"*

## FORTUNE

## Bankrate

*"Seventy percent of people are unaware that 529 college savings plans exist. UNest is a mobile app that allows savers to set up 529 accounts."*



UNest CEO speaking with Jason Calacanis

# Customer Learnings

## LEARNINGS

- Customers have demonstrated **consistently low churn**
- iOS (**75%**) Android (**25%**); Male (**60%**) Female (**40%**)
- Funding from digital banks: Chime, Varo, SoFi (**15%**)
- Dads react to numbers and the term **“investing”**
- Moms react to lifestyle images and the term **“saving”**
- Despite recent market drop, our customers are **resistant to market volatility**

## BEST PERFORMING AD



# Business model

## REVENUE MODEL

- \$3/month per child; average 2 kids per customer
- 25 bps annually for those with over \$50k
- Additional revenue streams include UNest rewards as well as origination fees for providing the state plans AUM

"I was able to sign up with two kids in the room, which is a super important aspect!"  
Darren

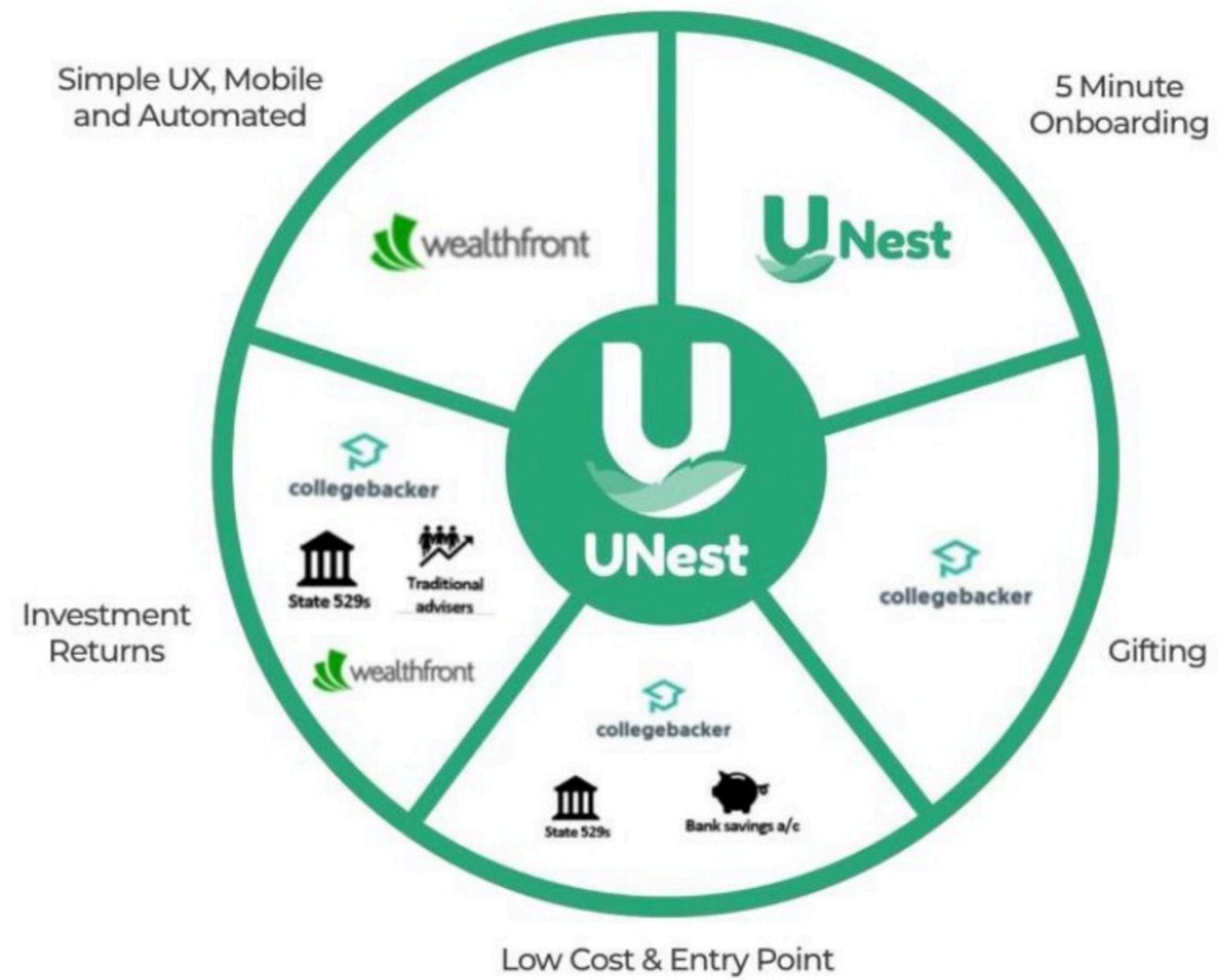
## MARKET PERFORMANCE

- Customers understand this is a long-term strategy
- Stress test: As we entered a bear market our customers remained calm
- We recorded our best growth during the market downturn
- 529 plans have the lowest redemption rates based on Capital Group data (6% compared to 20% for other investment products)

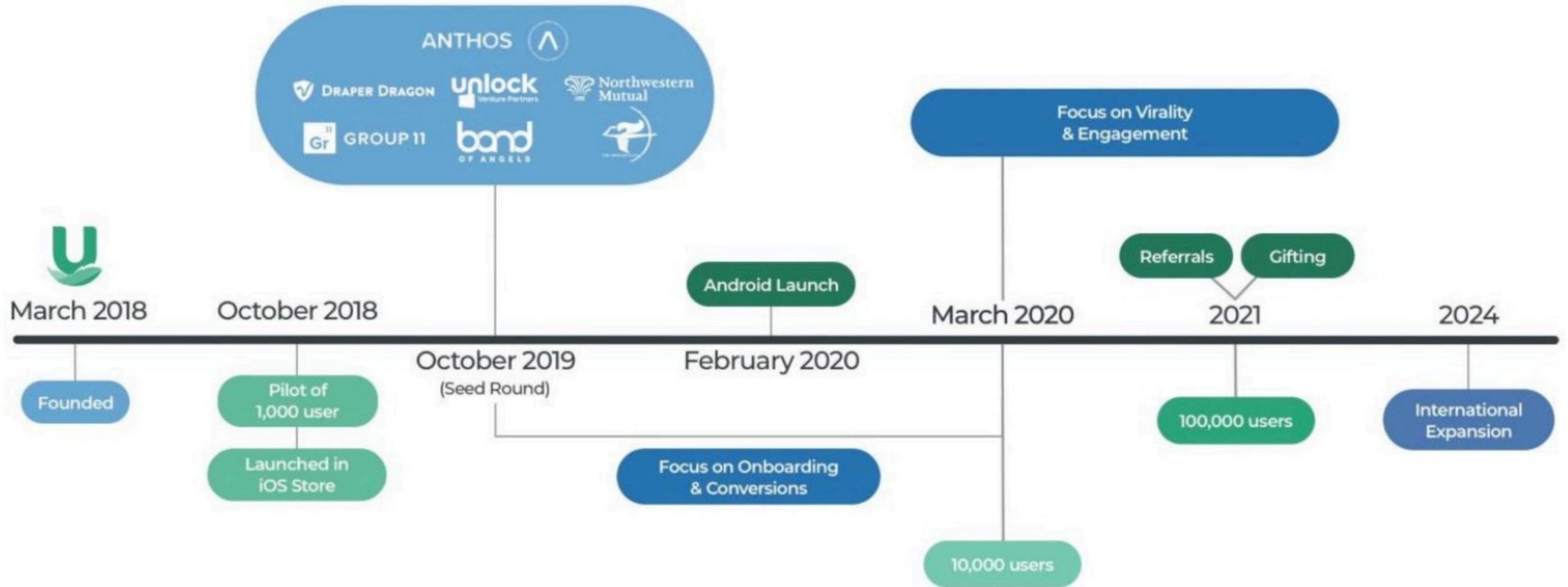


Darren & Lauren Russell, the actual UNest Family

# Competitive Advantages



# Company Roadmap





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## APPENDIX

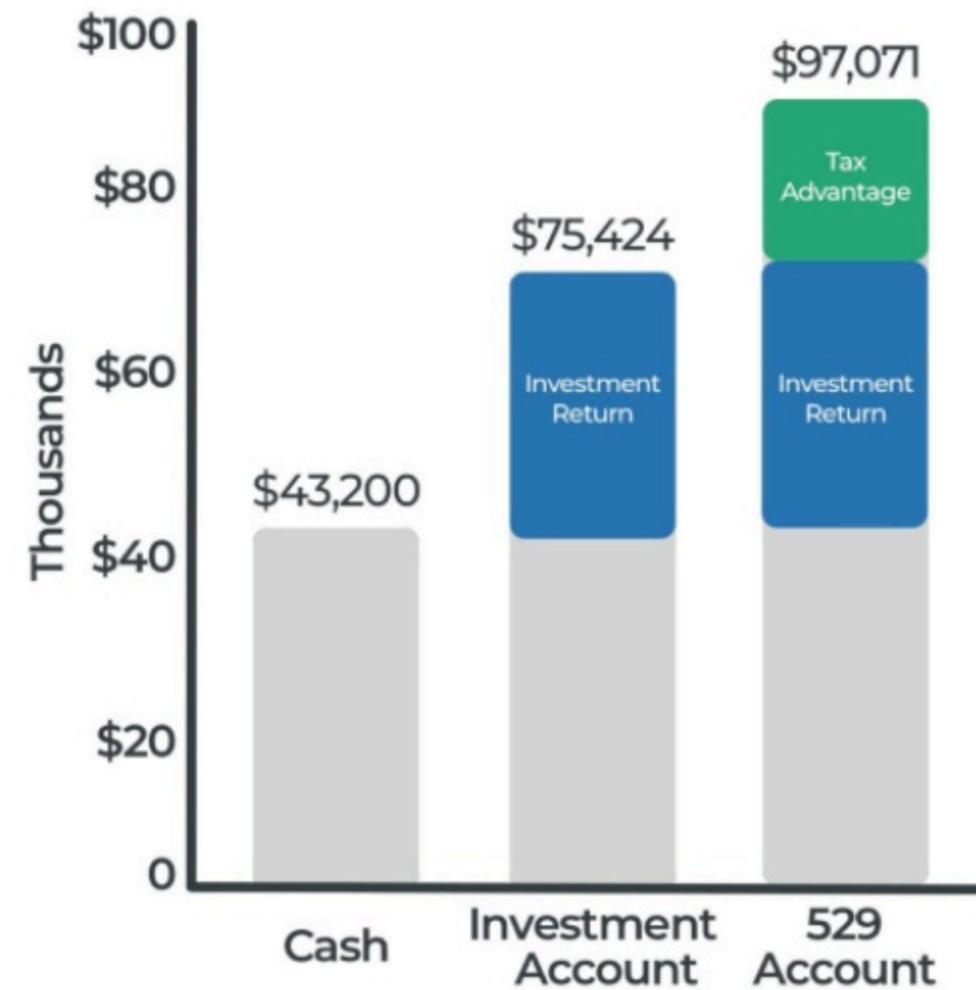
# 529 plans have significant advantages

## 529 PLAN BENEFITS

- Average annual return is 6-7%
- Tax-free growth & withdrawals
- Low management fees
- Gifts can be applied to the account

## Projected Savings Growth Over 18 Year Period

Note: Assumes 7% returns, 30% tax rate and \$200 monthly investment



## Fee structure for advisor-sold 529 plans

### Traditional Financial Advisors

#### SHARE CLASS A

Average Front load: 5%  
Annual fee: 0.25%

#### EXAMPLE

If you pay \$1,000, \$950 is what actually goes into the investment. In addition, you pay an annual fee.

#### SHARE CLASS C

Front load: 0%  
Annual fee: 1%

#### EXAMPLE

On \$10,000 account, you pay \$100 in annual fees. As your account grows, the fee becomes larger.



#### SHARE CLASS 1

Front load: 0%  
Annual fee: 0%  
Advisory fee: \$3/month

#### EXAMPLE

You pay a flat advisory fee of \$3/month. Your maximum annual fee is only \$36 regardless of account value.