

eRetirements

Management:

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Problem:

- 3.6 million baby boomers retiring every year for next ~20 years
- 40% relocate for retirement, total of 1.4 million people annually
- Relocating for retirement is an incredibly complex process with multiple variables to consider, including proximity to children, cost of living, weather, activities, healthcare, etc.
- There are virtually no resources to help them determine where to retire suited to their personal, financial and medical needs

Solution:

- [eRetirements.com](http://www.eretirements.com) is a website that helps baby boomers determine their ideal retirement destination and provide resources to help them successfully relocate
- We utilize a unique, data-backed algorithm to recommend three ideal retirement locations to a prospective retiree, based upon his/her individual interests and needs
- We then provide the retiree a personalized report to help them confirm what location is best for him/her, including: photos, descriptions, interviews with locals, and significant data points

Opportunity:

- Considering individuals start looking at retirement relocation options up to 15 years before retirement, our market is the ~25 million mass affluent individuals, 50-65 years old
- Through our personal assessment, we have a massive lead gen opportunity as we have user specific data on every individual that creates a profile on our site
- 42% of our users don't have financial advisors yet, which is of interest to Merrill Lynch, Wells Fargo, Edward Jones, and other wealth management providers in the mass affluent space. Industry standard referral fees are 25% of advisor revenue in perpetuity
- 55+ communities are willing to pay up to \$500 per month for native retirement community ads, a \$110 million annual market; we offer unique, micro-targeted leads to these communities
- Our users need Realtors in their preferred retirement locations, which gives us as Realtors an opportunity to earn 25% of commission for referrals, a \$2.3 billion annual market based on \$1,600 per referral

Competitive Landscape:

- Online retirement location resources: topretirements.com, bestplaces.net, gangsaway.com
- Periodicals and lists: US News, Ideal Living, Southern Living, Kiplinger
- None of these offer personalized guidance to the individual, nor do they present comprehensive city information

Team:

- 29 years of combined experience in software development, digital marketing, finance, and consulting
- Justin, a Realtor, and Jared have 5 years of experience operating a real estate company
- All have experienced this problem firsthand via parents relocating for retirement

Distribution Channels:

- SEM, specifically: SEO, AdWords and Facebook Ads: 90% of Baby Boomers use the internet at least daily, and 70% use Social Media at least daily
- Direct referrals: Partnerships with Chamber of Commerces and Visitors Bureaus including direct links to our site

Milestones:

- Over 2,500 users have created profiles
- Have made ~50 Realtor referrals
- 30% monthly new traffic growth; 1,000 monthly returning users
- First place in Northwestern Elevator Pitch Competition; One of winners at Kellogg New Venture Competition