

# **Trustworthy.**

The Family Operating System®

# Household Digital Organization with AI

Trustworthy — The Family Operating System®



**Nat Robinson**  
Co-founder & CEO



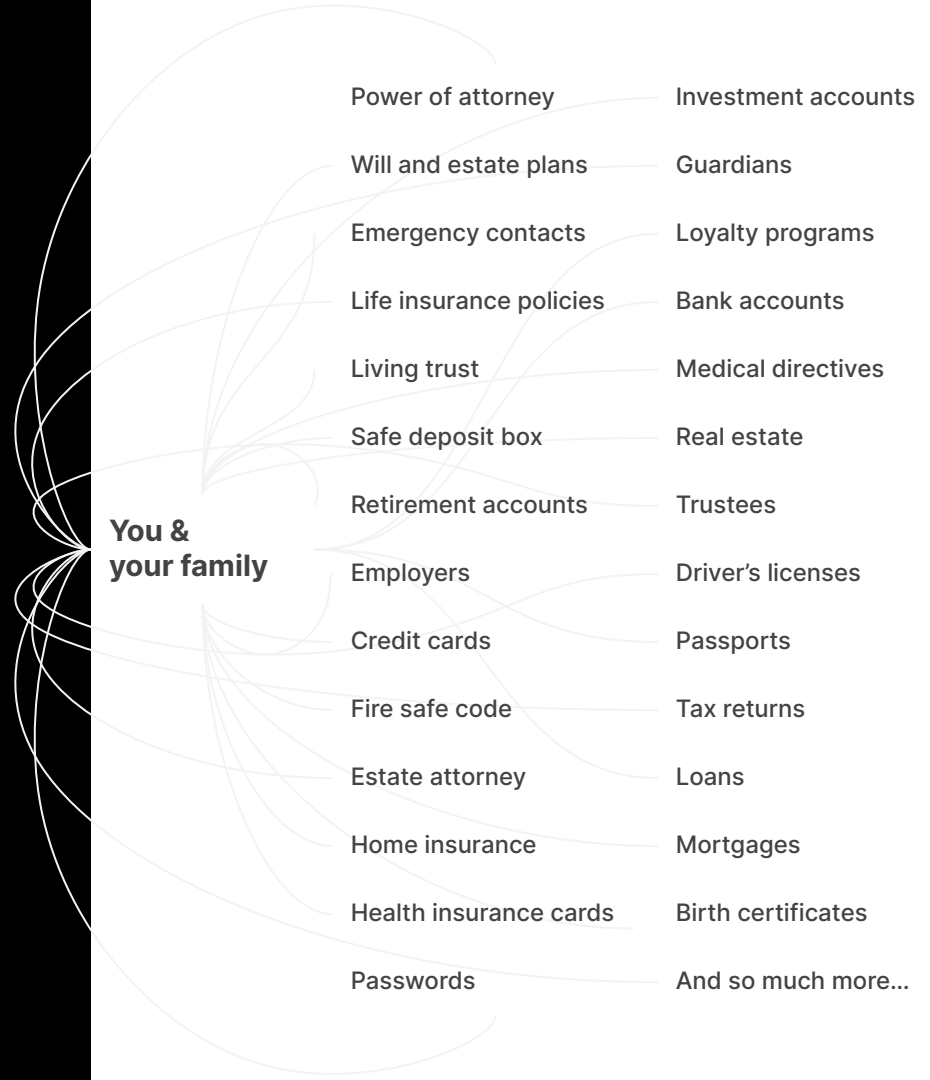
**Kyle Adamo**  
Director of Product

# The Problem

Families (and their advisors) are struggling to manage an overwhelming amount of information and related critical tasks.

It's "all over the place."

That information is increasing, exponentially and is increasingly digital first.



# This problem has real costs

## Time

**51+ hours/year**

Staying on top of household paperwork.

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## Money

**\$1,268/year**

In late fees, penalties, and credit costs.

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## Emotional Overload

**84% of people**

Worry about home organization and upkeep.



# The Family Operating System<sup>®</sup>

The intelligent digital vault to help modern families and their advisors protect and optimize everything that matters.



Lifelong access and utility from family information.  
Self-sovereign identity.



If I get hit but a bus.  
Continuity for family.



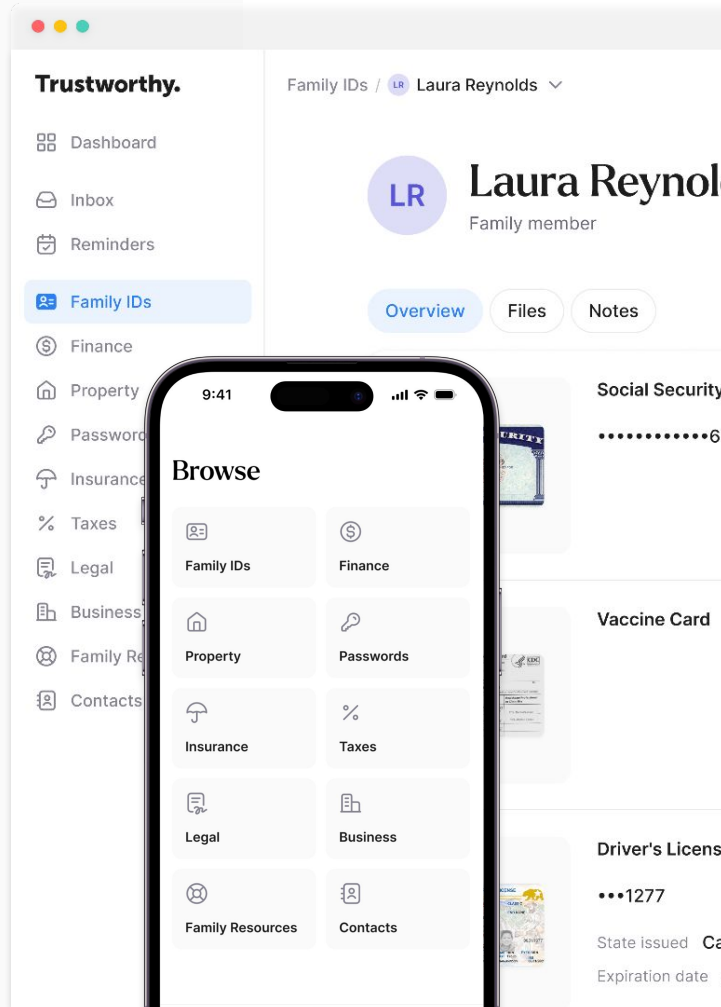
Household equity &  
collaboration.



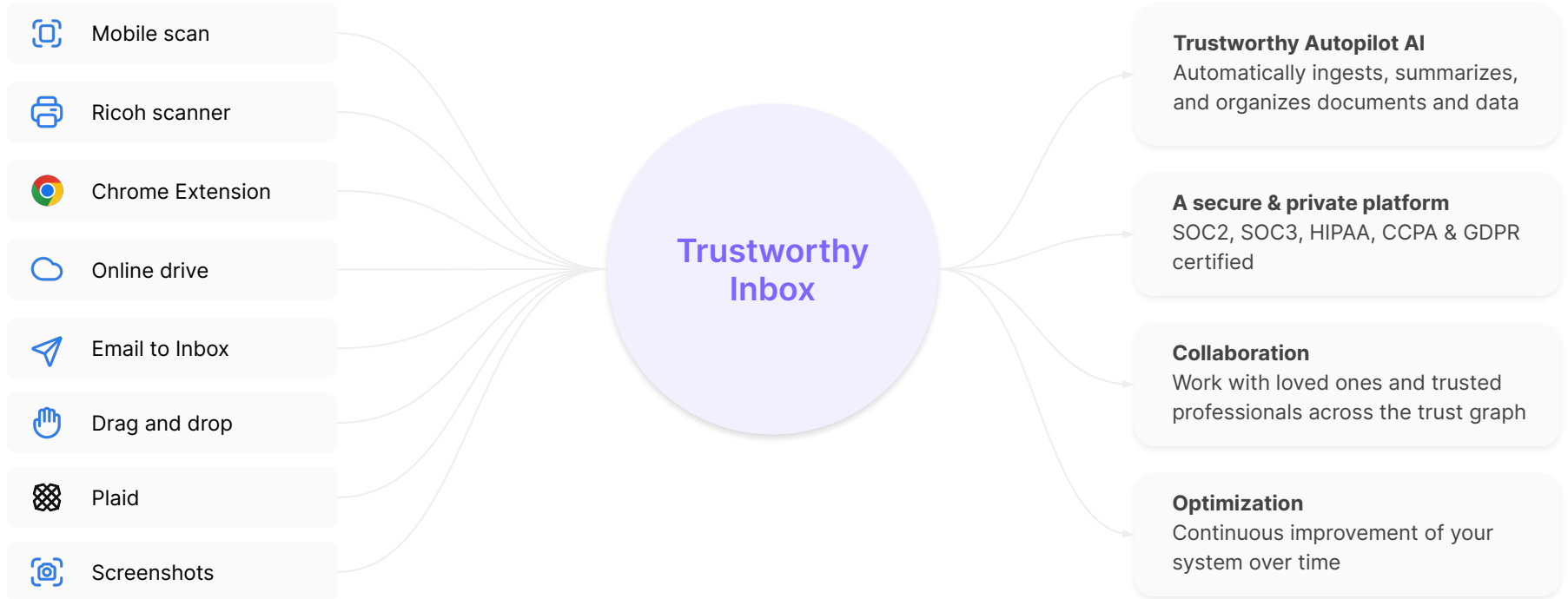
Help parents prepare their  
legacy and estate.



Estate documentation  
after loss of a loved one.

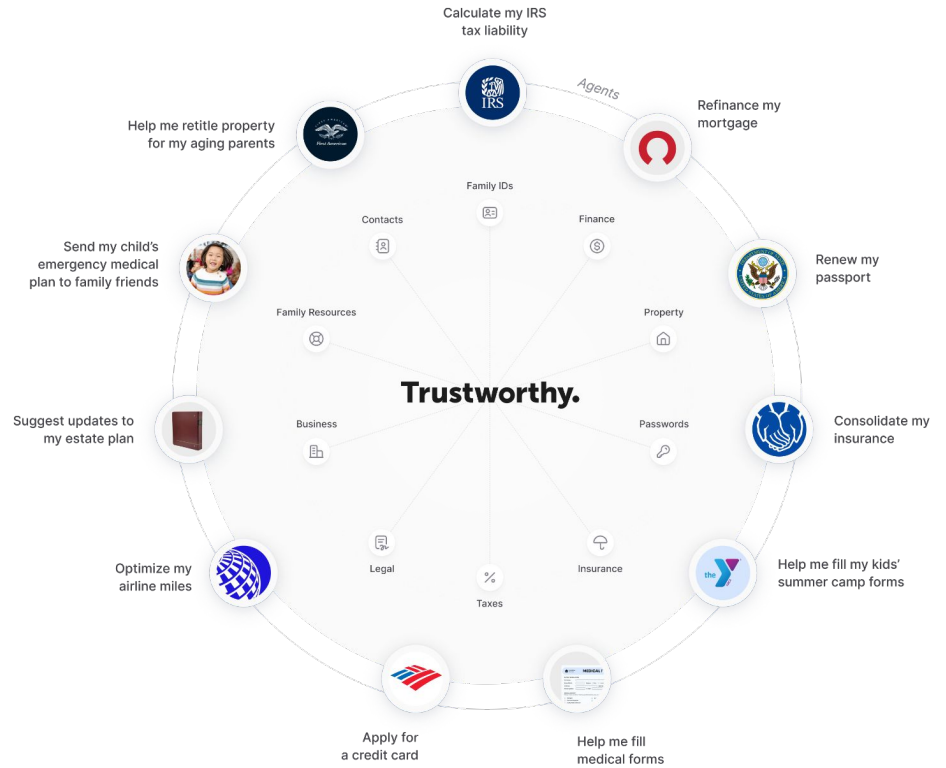


# The easiest way to protect & optimize important family information



# Providing powerful enablement for families and their ecosystems

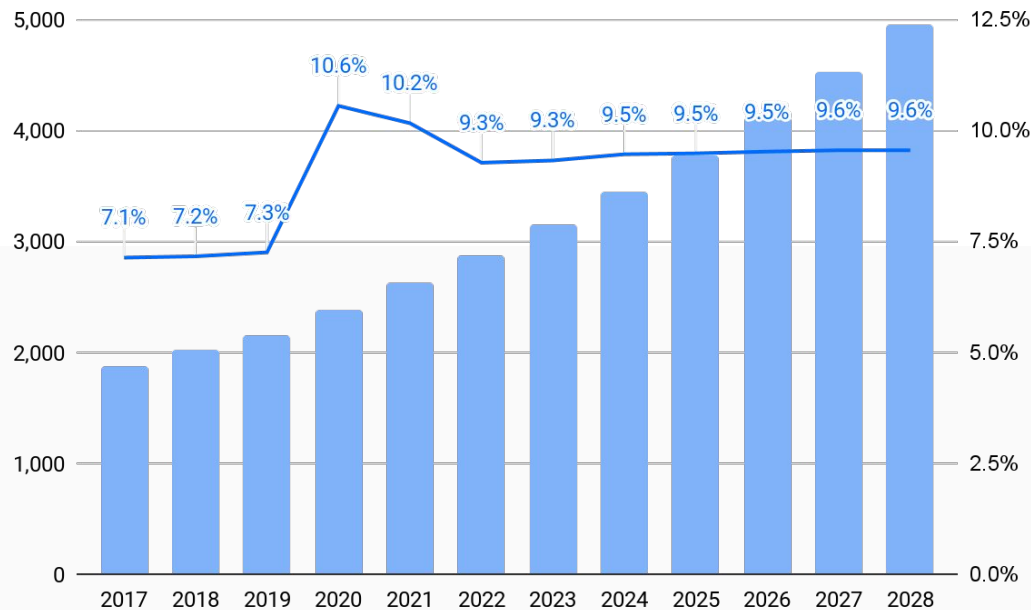
## The Family Data Graph



# **Trustworthy.**

Demo

# The digital organization services market is \$5B by 2028 (USD Million)



# A price point for every family

Multi-year and multi-household discounts available

FAMILY

**\$120**

Per year

FAMILY & BUSINESS

**\$240**

Per year

TIME-STARVED FAMILIES

**\$590**

First year

FOR PARENTS

**\$990**

First year

# Trustworthy Certified Experts™

A national network of digital organization professionals



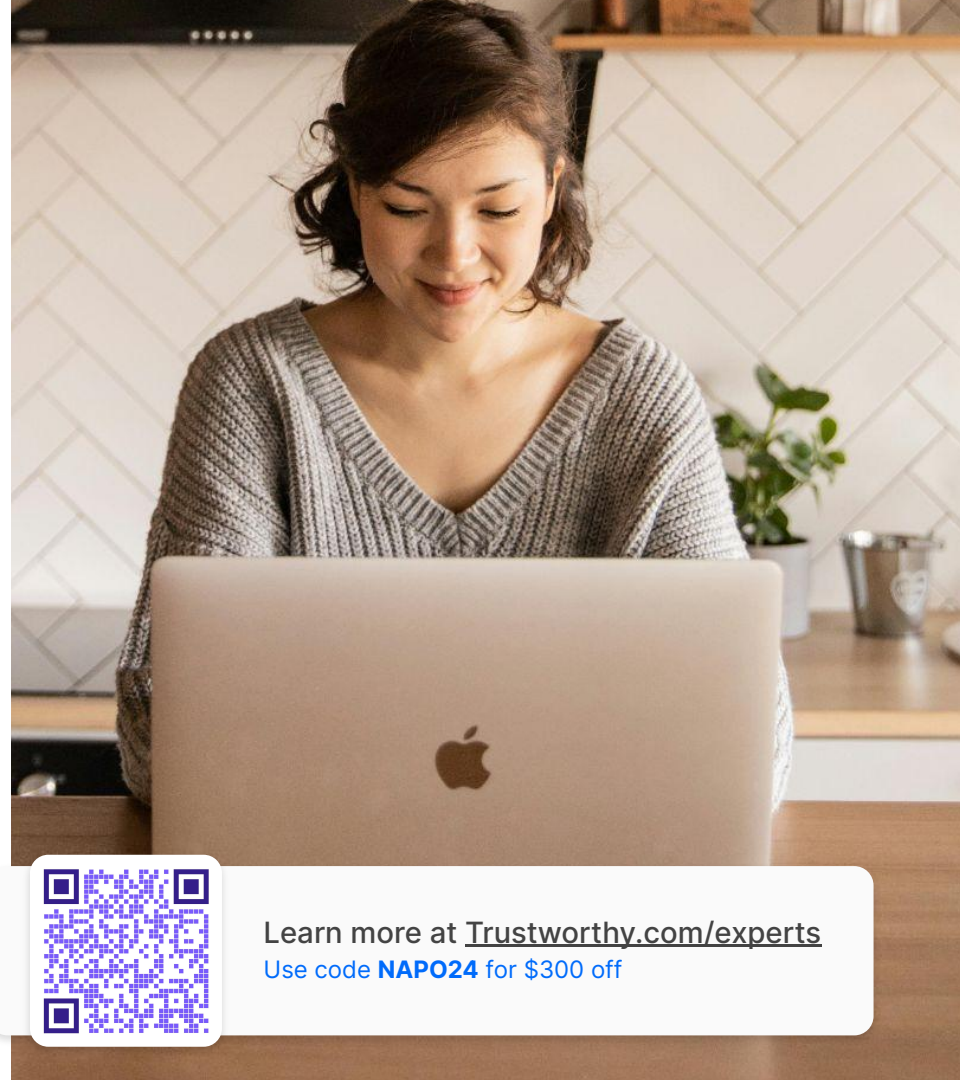
In partnership with



# Become a Trustworthy Certified Expert™

Help clients organize their digital lives:

- A new revenue stream for your business
- Digital organization with existing clients
- Work with Trustworthy members want service
- We promote you to our members via The Trustworthy Marketplace™, email, press, events etc.
- Access to BETA releases and updates
- Community with other Trustworthy Certified Experts™ and digital organizers



Learn more at [Trustworthy.com/experts](https://Trustworthy.com/experts)  
Use code **NAPO24** for \$300 off

# Digital organization adds NEW revenue to your business

CLIENTS

10

Clients

HOURS

6

Avg. client engagement

DOLLARS

\$7.5K

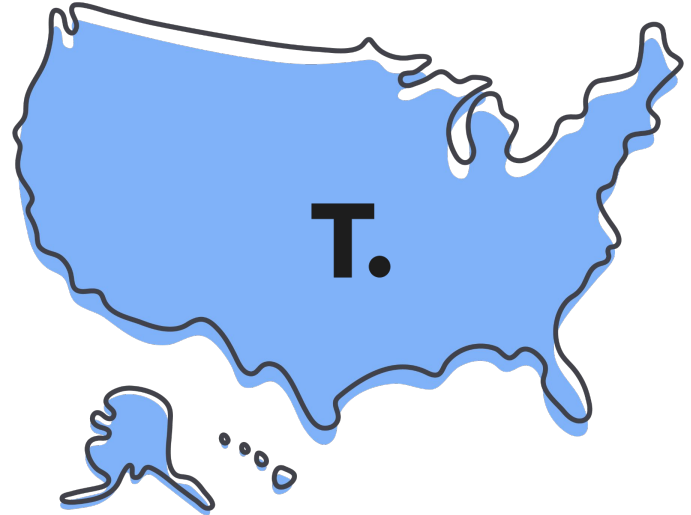
Digital Organization Revenue

Revenue will vary depending on your regular hourly rate.

# We currently have a backlog of demand in these states

Arizona  
California  
Colorado  
Connecticut  
Florida  
Georgia  
Illinois  
Indiana  
Kentucky  
Maryland  
Massachusetts

Michigan  
Nebraska  
Nevada  
New Hampshire  
New Jersey  
New York  
North Carolina  
Oregon  
Utah  
Washington



*Demand is from Trustworthy members who have purchased a bundle of service with their software.*

# Join our affiliate program

A two-sided program that's win, win, win!

- Your client gets 10% off a subscription
- You get a 10% reward on their subscription.
- Promote your link on your site, in email and on social media.
- Track your referrals in the affiliate dashboard

Learn more at  
[Trustworthy.com/affiliate](https://Trustworthy.com/affiliate)



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