



# TREASUREMAP

Executive Summary

January 2022

ORCHESTRATING THE ASSETS AND COMMUNICATIONS THAT PROTECT YOUR WEALTH

# Wealth Preservation

Treasure Map protects and accelerates wealth by providing immutable transactional control over Family Desk communications, document sharing, permissions, and asset management.

- Secure Asset Delivery
- Orchestrated Work Flow
- Simple Intuitive Controls

*Stop using one-size-fits-all tools and email to protect your family's wealth?*



# Secure Asset Delivery

The stakes are too high to rely on email or out-of-the-box workflow and asset management solutions.

Too many Family Desks are still sending sensitive documents via email, FedEx™, and ad-hoc applications that provide little to no security, zero accountability, and generic workflow controls. The era of "send...wait...and hope" is over.



*Successfully family desk management requires timely, secure, and permission-based asset management.*

# Orchestrated Work Flow

Your customized Treasure Map portal is engineered specifically to the unique needs and processes that define your Family Desk.

Treasure Map provides highly-orchestrated controls over the critical communication between family members, financial advisers, wealth managers, and outside 3rd parties that too often create inefficiencies and miscommunications that can erode wealth, sever relationships, and diminish legacy.

*No two family desks are exactly the same. So you need an agile and customized solution designed specifically for yours.*





# Simple Intuitive Controls

360° Family Desk management in one customized and easy-to-use dashboard.

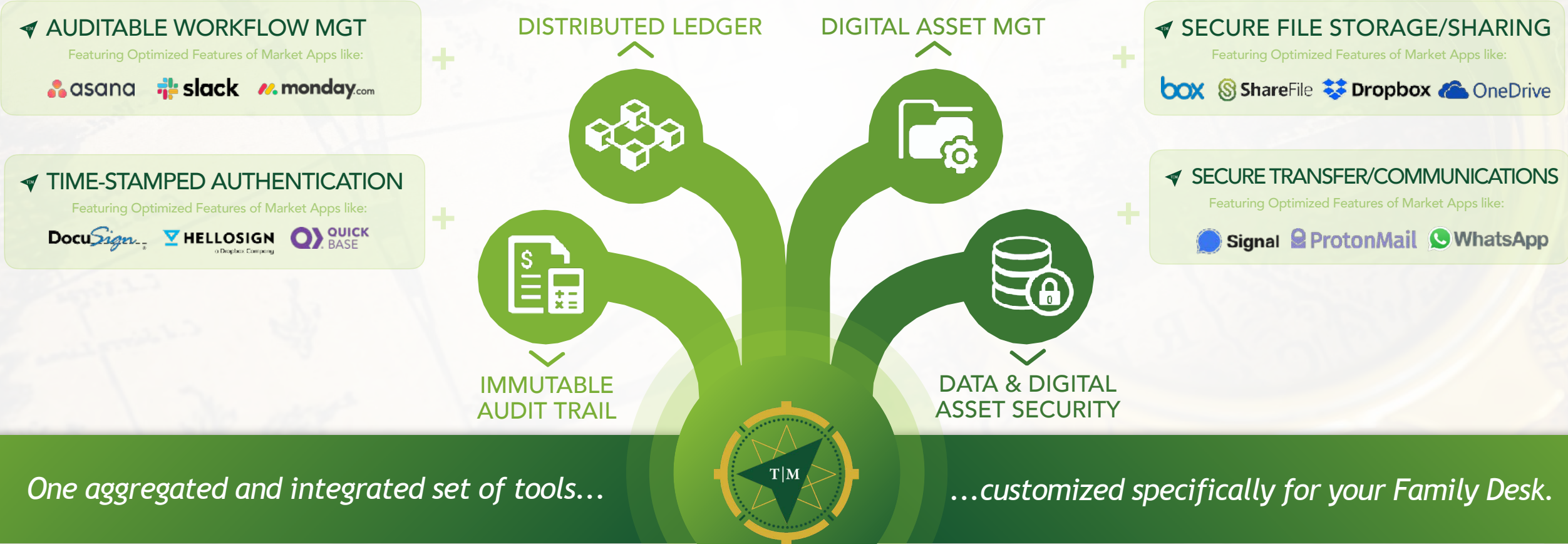
A single-pane-of-glass providing time-stamped communication, permission-based accessibility, and fully-searchable audit trails that deliver real-time control and immutable accountability.



*Real-time control and full-transparency that builds trust and reduces costs.*

# One Fully-Integrated Family Desk Platform

Most applications are over-engineered, leaving users tapping into only 15-20% of the applications full capabilities. Treasure Map removes the waste and integrates only the most needed, best-in-class functionalities required by your Family Desk.



*One aggregated and integrated set of tools...*

*...customized specifically for your Family Desk.*

# A Team Of Experts

Treasure Map, Inc. has assembled a team of proven executives, veteran financial planners, cutting-edge technologists, skilled solution architects, and celebrated thought-leaders.



**STAN PEARSON**  
**CEO and Founder**

30+ years of experience in asset and risk management business: built a variety of successful businesses, managed teams, raised assets, and developed alternative investment strategies for small business owners and pre-eminent Family Desks.



**BOB WORGAFITK** (CLU®, CHFC®, CFP®, CLTC)  
**Founding Board Member**

A veteran financial planning executive with proven expertise in investment planning, portfolio construction, estate, tax, retirement, and business continuity planning, as well as executive benefits design. Bob was also elected to the Connecticut State Ethics Advisory Board under Governor M Jodi Rell.



**CLAY GIFFIN**  
**Board Treasurer**

A proven real estate and legal executive, Clay ran a successful NYC real estate practice '95-'08, and managed several Las Vegas investments from 2009 to 2015, returning to NYC to run the East and West coast offices of a major multinational Law Firm and an executive placement firm for attorneys. Clay graduated from Furman University with a double major: Political Science & Piano Performance/Pedagogy.



**VINCE ALBANESE**  
**Chief Technology Officer**

An innovator and successful entrepreneur whose skills span decades of success and cutting edge innovation. Co-Founder/CEO/CTO of Haven Technologies, focused on delivering custom enterprise-grade blockchain solutions to healthcare/finance entities supporting massively scalable, federated models with features like Proof of Existence, Chain of Custody, Secure Notifications, AI-based Search, and Audit and Reporting.

# A Team Of Experts



## ◀ RONALD G. LEHMAN

### Managing Director Investment Banking

In the same role at Bruderman Brothers, LLC (Family Office) since October, 2009. Mr. Lehman directly manages all facets of the firm's transaction processes, from deal origination, to sourcing capital, to negotiating deal structures, through documentation/closing. Also a buy and sell-side advisor for Bruderman and a principal in several private equity transactions.



## ◀ SHAUN GAGNON

### Founding Board Member

President & Family Member Superstition Mountain Family Investments, LLC, entity created to make direct investments in a wide range of family businesses. Typically looking to partner with exceptional management teams sharing a passion for creating high growth and sustainable companies. Investments have ranged from - Real Estate, Medical Device, Internet Booking platforms, apps, consumer goods, professional service oriented businesses, and brick and mortar retail.



## ◀ KEN PARK

### Chief Communications Officer

Founder and CEO of Oktane Media LLC, a next generation brand development agency with a 20 year track record of delivering state-of-the-art audience engagement strategies for Fortune 50 brands and start-ups alike. A celebrated thought leader in content marketing, branded entertainment and fan engagement.





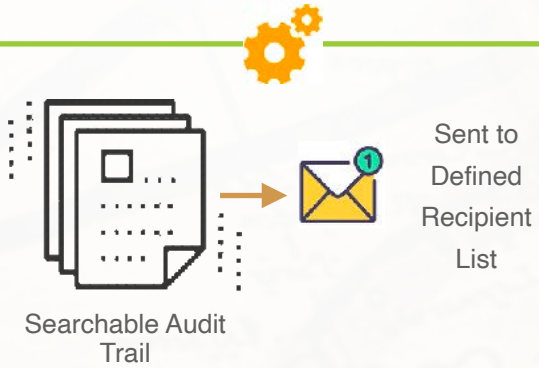
# Time-Sensitive Orchestrations

Review, execution, notarization, etc. of a set of documents in a timed, time-stamped manner are called orchestrations:



## FUNCTIONALITIES

- ▶ Permissions
- ▶ Timed access
- ▶ Authenticated access
- ▶ Secure transmission
- ▶ Lists
- ▶ Notifications
- ▶ E-signature
- ▶ Notarized
- ▶ Searchable time-stamped audit trail



# Financial Projections

Treasure Map, Inc. is expected to generate at \$8 million of revenues in first 24 months, providing additional working capital to fund marketing and operations. We project revenues of over \$11 million and positive cash flow by the end of third year, and well over \$13 million in revenues by the mid four year. We expect Treasure Map, Inc. to be cash-flow positive by end of first year.



# Transaction Summary

Treasure Map, Inc. is seeking to raise \$3 million to be converted in shares in the initial funding round, follow by \$5 million which will be used to expanse into other markets; Legal, Financial, Accounting and Real Estate. Loan option to be converted in shares after years (future value) or exit at third year; 10% interest rate. Further capital requirements will be met primarily through debt financing, thereby limiting further dilution.

REVENUE PROJECTIONS					
Total Revenues	\$ 2,106,000	\$ 6,113,880	\$ 11,475,092	\$ 15,372,000	\$ 20,600,000
Gross Production Income	\$ 972,945	\$ 2,965,061	\$ 5,584,435	\$ 13,072,959	\$ 16,052,779
EXPENSE PROJECTIONS					
Subtotal: Corporation Expenses	\$ 1,060,695	\$ 3,075,005	\$ 5,771,403	\$ 7,380,041	\$ 9,547,211
Subtotal: Operating Expenses	\$ 1,012,500	\$ 1,417,875	\$ 1,710,411	\$ 2,012,600	\$ 2,701,446
Total TM, INC., Operating Expenses	\$ 2,073,195	\$ 4,492,880	\$ 7,481,814	\$ 9,392,641	\$ 12,248,657
Total Revenues	\$ 2,106,000	\$ 6,113,880	\$ 11,475,092	\$ 15,372,000	\$ 20,600,000
Less Costs/Expenses	\$ 2,073,195	\$ 4,492,880	\$ 7,481,814	\$ 9,392,641	\$ 12,248,657
Cash Balance Ending	\$ 560,445	\$ 2,007,631	\$ 5,781,665	\$ 11,131,503	\$ 19,851,343