

Zuul Investor Deck

October 15, 2023

Zuul

Zuul is a DAAS (Data As A Service) company that builds custom middleware solutions for highly complicated financial products

The company was started in 2022 by co-founders Mike Manganillo and Tim Whitney

Zuul is the Google Fiber in a industry using dial up with no latency

Problem and Solution

Problem: **Show Pipeline chart from carrier to FA**

- Client's confidential data is unsecure within data transfer
- Manual process takes an average of 1-2 days for information
- Agency and FA's need to hire support or third party for customer service
- Convoluted network highway, non-standard processing of data

Solution:

By upgrading to Zuul, financial service providers and agencies can benefit from enhanced capabilities, including;

- Access to richer data sets
- Increased fee transparency and competitive economics
- Reliable real-time data feeds
- Predictive Analytics

The Competition

DTCC

DST Vision

FAN Mail

SS&C Advent

4 companies that currently offer middleware for a \$2T Annuity industry. Backend technology hasn't been upgraded in decades, and no industry standards set in place.

The Market



800+ Insurance Carriers
\$2T Annual Annuities



50+ Portfolio Management
Software Companies



15,000+ Registered Investment
Advisors in the US

Why we will beat competition

1. Future proofing the process with a much needed technology upgrade
2. Standardizing data into one partner/platform
3. Become the data source to present competition
4. Ability for real-time flow of data

How will we make money



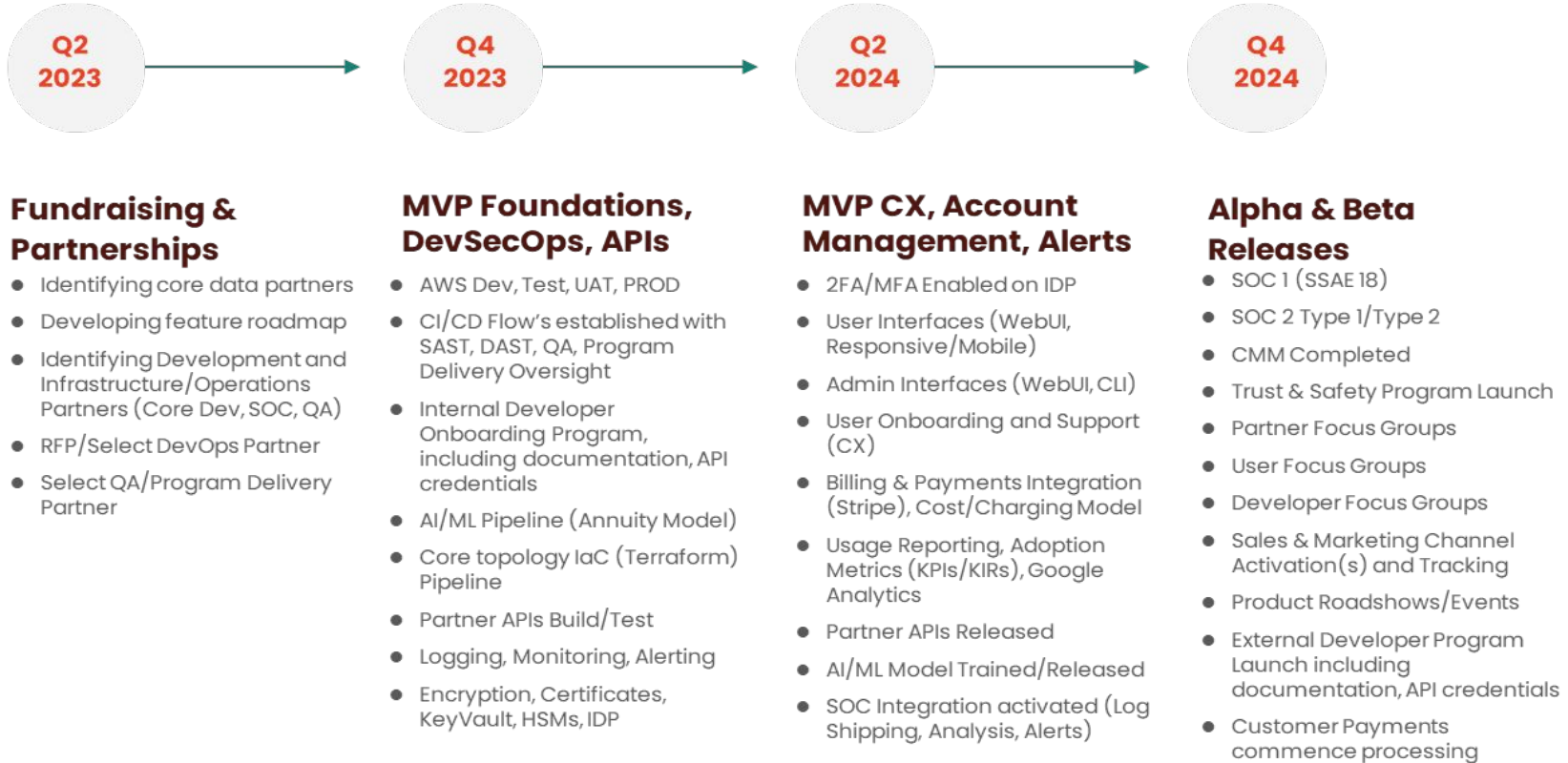
Data Network fee based on
volume and data flow

Partnership fee
based on RIA firms
AUM:

Progress to date - Calendar

- Established an LLC in 2022
- Hired a development team (INSART) in July 2023 to develop MVP product, Gozer
- Raised \$100K+ to date with one main investor from Four Light Ventures
- Established an Advisory Board that currently has four members
- High-level conversations with multiple MVP partners
 - TradePMR (Fusion)
 - Pacific Life
 - Prudential
- Built a website, www.zuul.tech
- Joined the CED (Council for Entrepreneurial Development) in October 2023

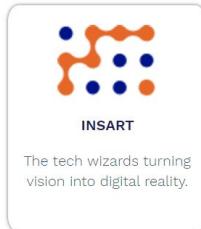
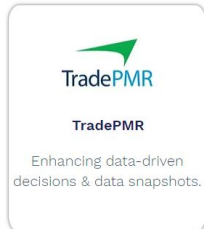
Product Roadmap



Why us

- Experience:
 - 20+ years of financial planning experience
 - Top notch Advisory Board
- Technology
 - Upgraded technology
 -
- Partnerships
 - Proven partners
 - Niche market connections

Our Strategic Partners



Fundraising ask

Our Ask

- \$50K min - \$100K max: small, but dedicated group of accredited investors

\$1M Investment to Build MVP

- Tech Infrastructure
- Development Team
- Certifications/Security
- Sales and Marketing

Term Sheet for Safe Financing

- 20% conversion discount
- No valuation cap