



VISITATION EASE

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Finally. Fair Visitation For Everyone.

THE SOLUTION

The **Visitation Ease App** provides an easy-to-use and convenient way for divorced parents with children to coordinate visitations on their smartphones, decreasing interaction and greatly lowering costs, conflicts, and confusion



Features

- Automatic Shared Schedule
- Counseling & Legal Services
- Advanced Expense Tracking
- Real-Time Updates & Reminders
- Report Generation
- Event Sharing Capabilities



Visitation Ease is unlike any other product on the market. It uses a proprietary Artificial Intelligence within the software, holding a provisional patent with the US Patent Office.

MARKET SIZE

54% of marriages in the US end in divorce

- 41% of first marriages
- 60% of second marriages
- 73% of third marriages

146M

Divorced couples with children in US



512K

State of Utah



20K

Initial target customers
Via partnerships and mediation houses

82.5% of all divorce proceedings involve children

FUNDING & USES

- We're looking for an angel investment of **\$500K** to cover **15%** for transportation
- 10%** for marketing advertisement firm **27%** for procurements
- 20%** for expedited multi platform code releases **28%** for operations

MARKET STRATEGY

Path 1

Paid social media ads through FB, Instagram and Twitter targeted at divorced parents with kids age 6 – 18, or kids age 5 and under

Path 2

Continue proven method from 2016, partnering with law firms and mediation centers

PLANS AND PRICING

Parents

FREE	PRO	PREMIUM
\$0	\$15 / M \$55 / Y \$165 / LIFE	\$25 / M \$95 / Y \$295 / LIFE

Legal Professionals

ESSENTIAL	PRO	PREMIUM
\$35 / M	\$45 / M \$165 / Y \$495 / LIFE	\$65 / M \$245 / Y \$745 / LIFE

FINANCIALS

We're looking for an angel investment

- of **\$500K** for **15%**
- to cover **18 months** of runway
- to reach **20K** customers

\$500K

Angel Round Investment

\$20K

Customers We'll Have in 18 Months

\$1.1M

Revenue Over 12 Months

01 Apple iTunes shows metrics over 120 impressions a week without any advertising (people are searching for a solution daily)

02 Projections indicate a \$5 cost per acquisition

03 Mediation and law offices emptied all brochures at their locations

04 Alpha (free) customers were 2500+ app downloads

05 Pre-launch signup numbers show a 10% conversion rate

CURRENT TRACTION

HERE'S WHAT WE'VE DONE SO FAR