





WOZZAA

Life simplified. Future secured.

WOO's Problems



What kind of insurance do I have?

Who should I call first?

Did I inform everyone?

Who is responsible for that?

What would SHE have wanted?

What do I have to do?

Where is my insurance number?

Did she write a will?

Who takes care of the costs?

What happens to all of Grandmas belongings?

Did she have something valuable no one knows about?

What deadlines do I have with the insurance company?



What about the depreciation of my car?



Where did I put that document?

Did I accidentally throw it away?

Was it digital or printed?

Why can't I find anything when I just had it?



Did I already file it or is it still lying around somewhere?

Could it be in a different folder?

What documents do I actually need for this?



Christian
Kistler

STRATEGIC
ADVISOR



Anabel
Zlaber

NETWORKING
ADVISOR



Peter
Knacke

BUSINESS
ADVISOR



Leoni
Kistler

MARKETING
COORDINATOR



Juan
Osorio

CREATIVE
DIRECTOR



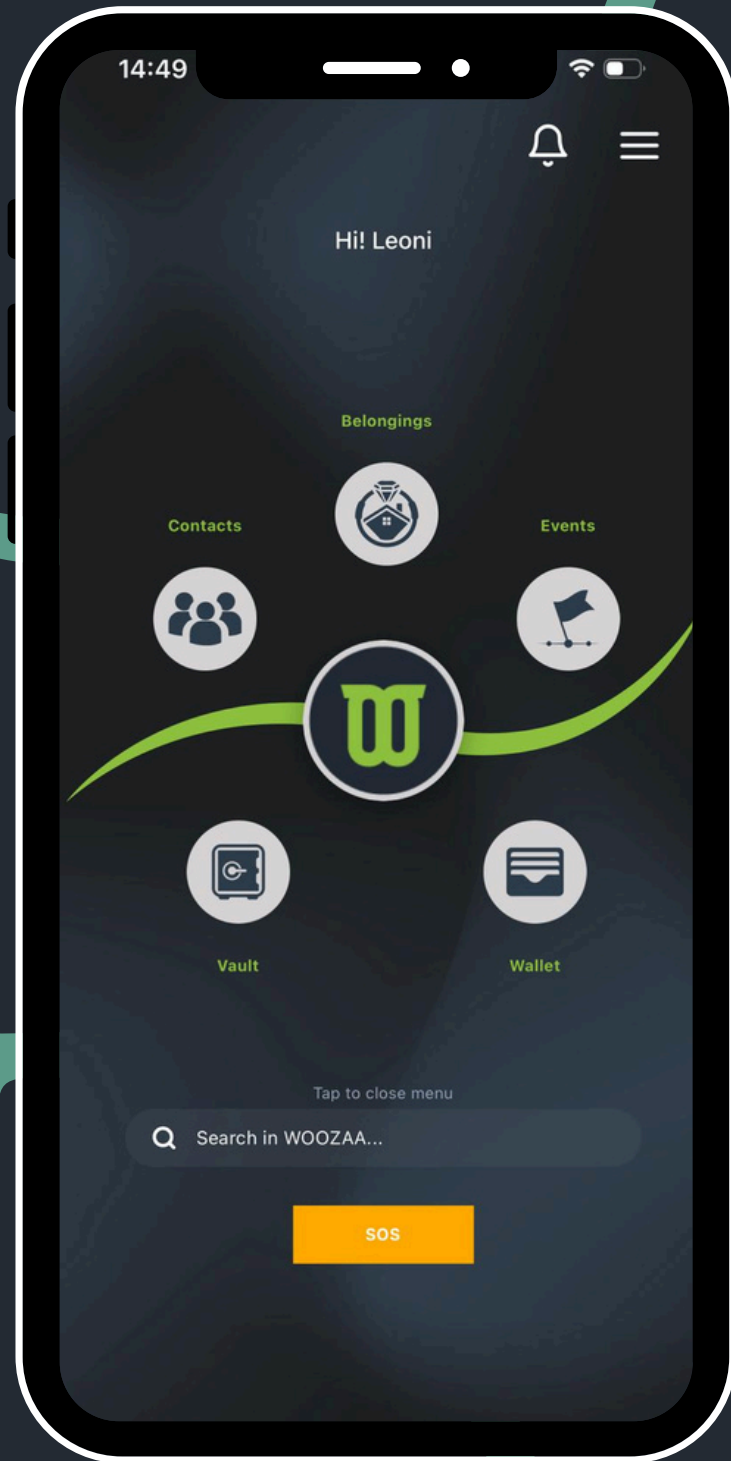
Miguel
Leonardi

PROJECT
MANAGER



Rubén
Besteiro

PROJECT
MANAGER

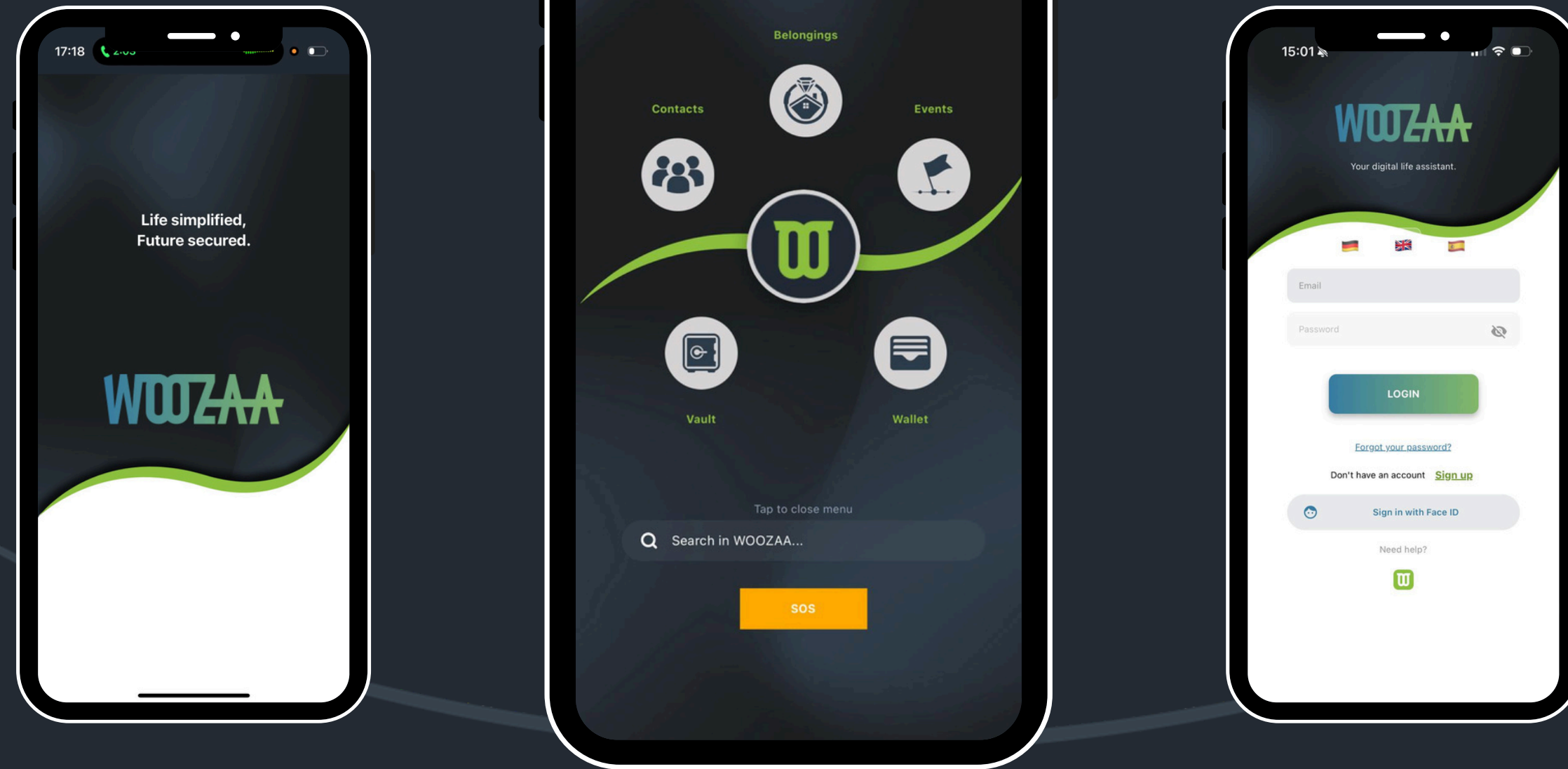


THE SOLUTION

WOOZAA

Your digital life assistant.

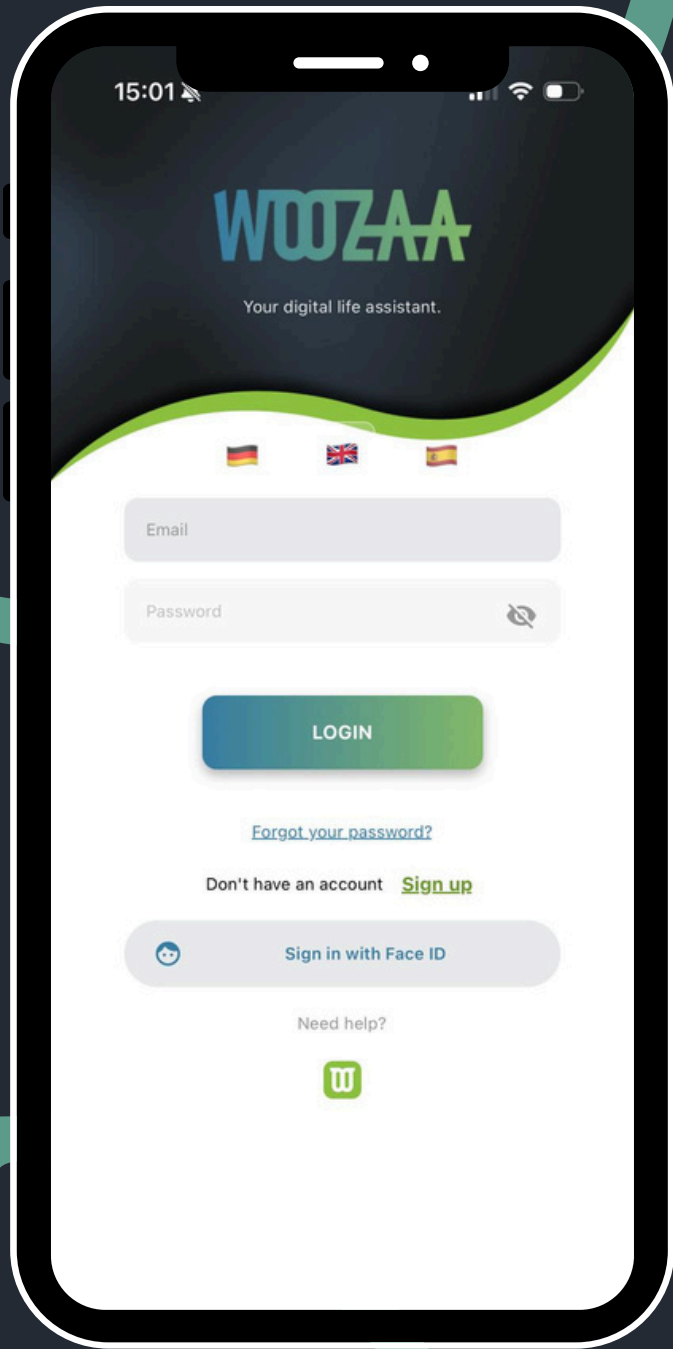
An ecosystem that combines more than 25 Apps in one App



MVP Already Developed

TestFlight active with real users - Beta Version available
QA + real feedback implemented

The MVP

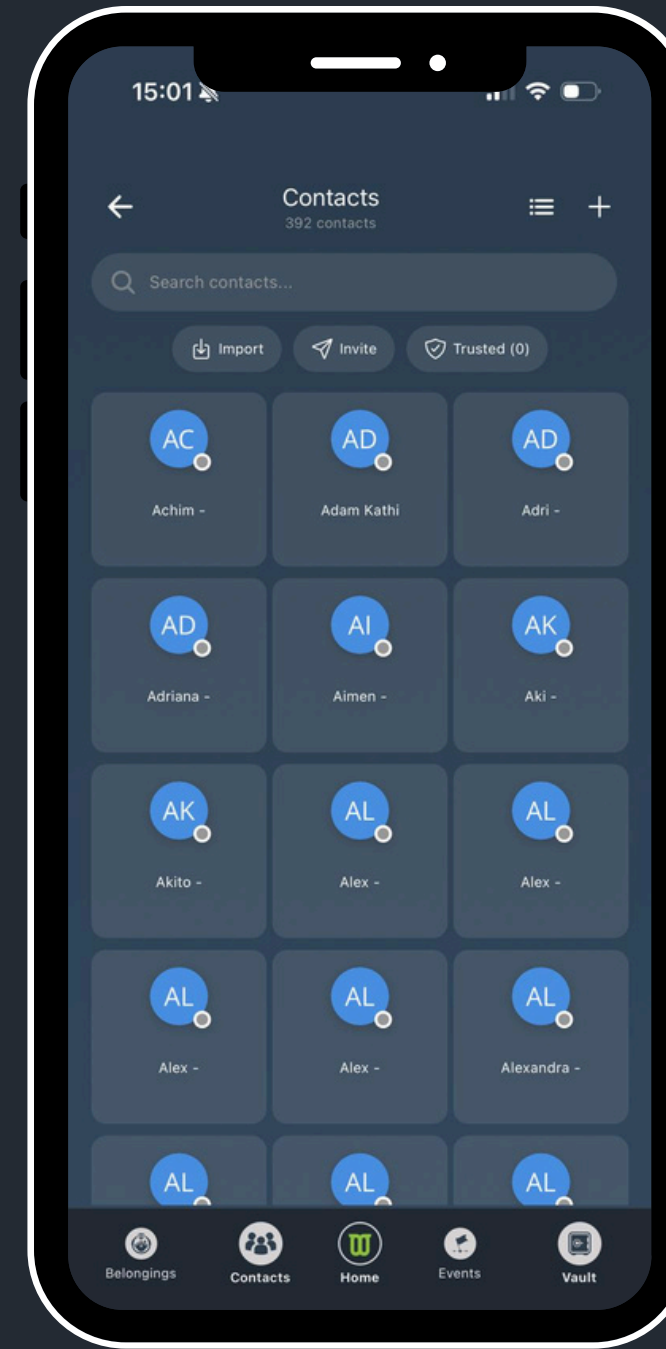
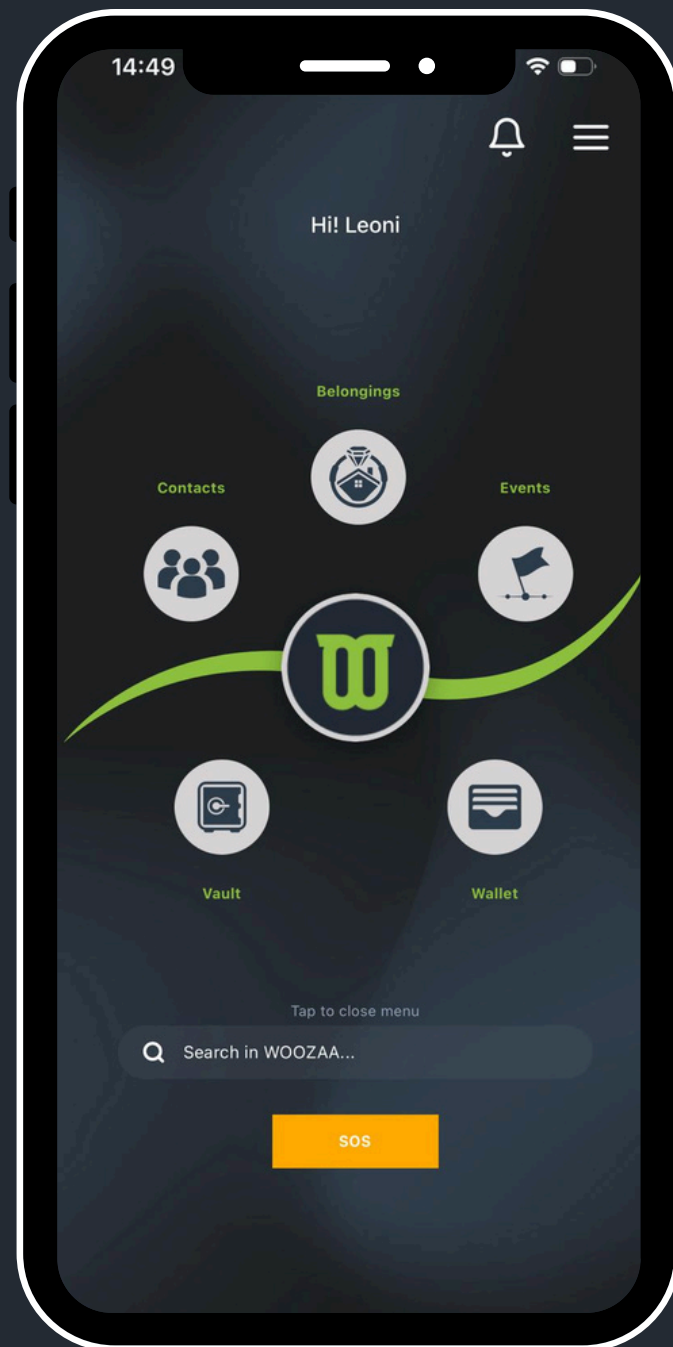


Starting Page

several options to sign up
3 languages available
Face ID Login
Help button

Home Screen

overview of all functions
SOS button
Profile on the upper right
AI Chatbot to be developed

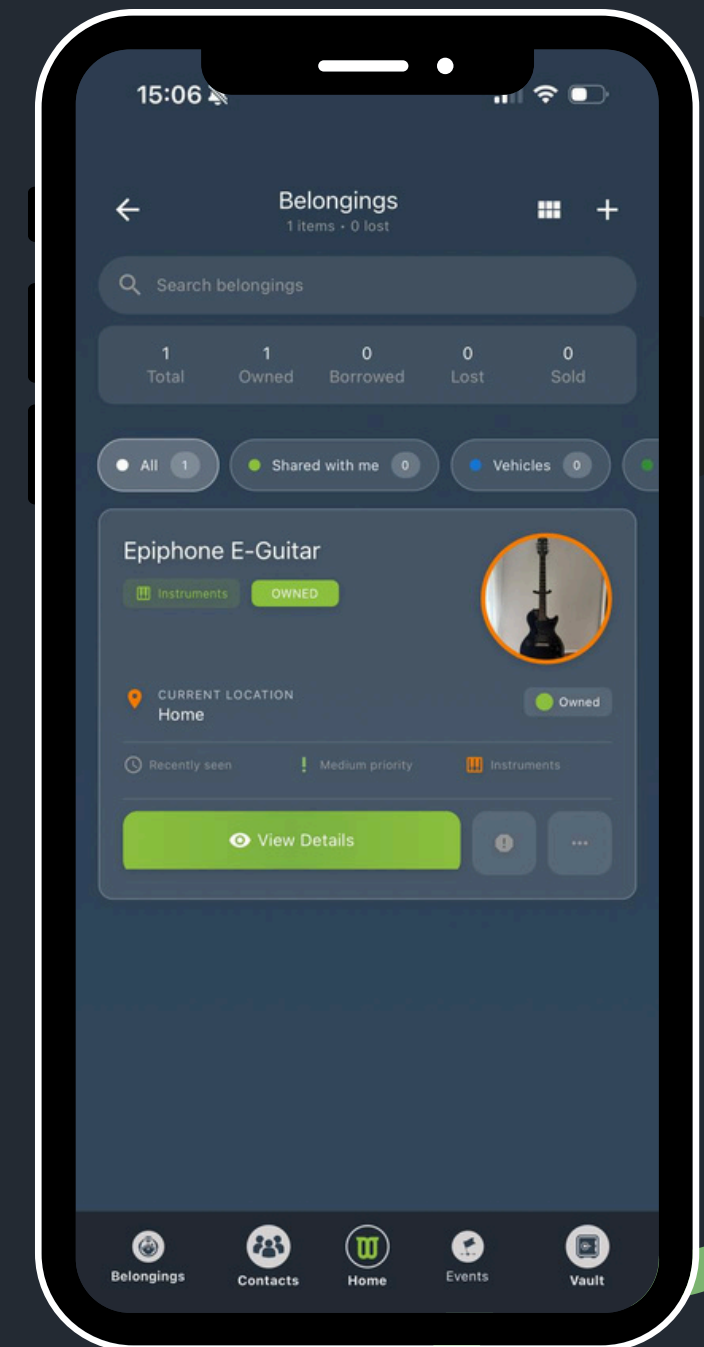


Contacts

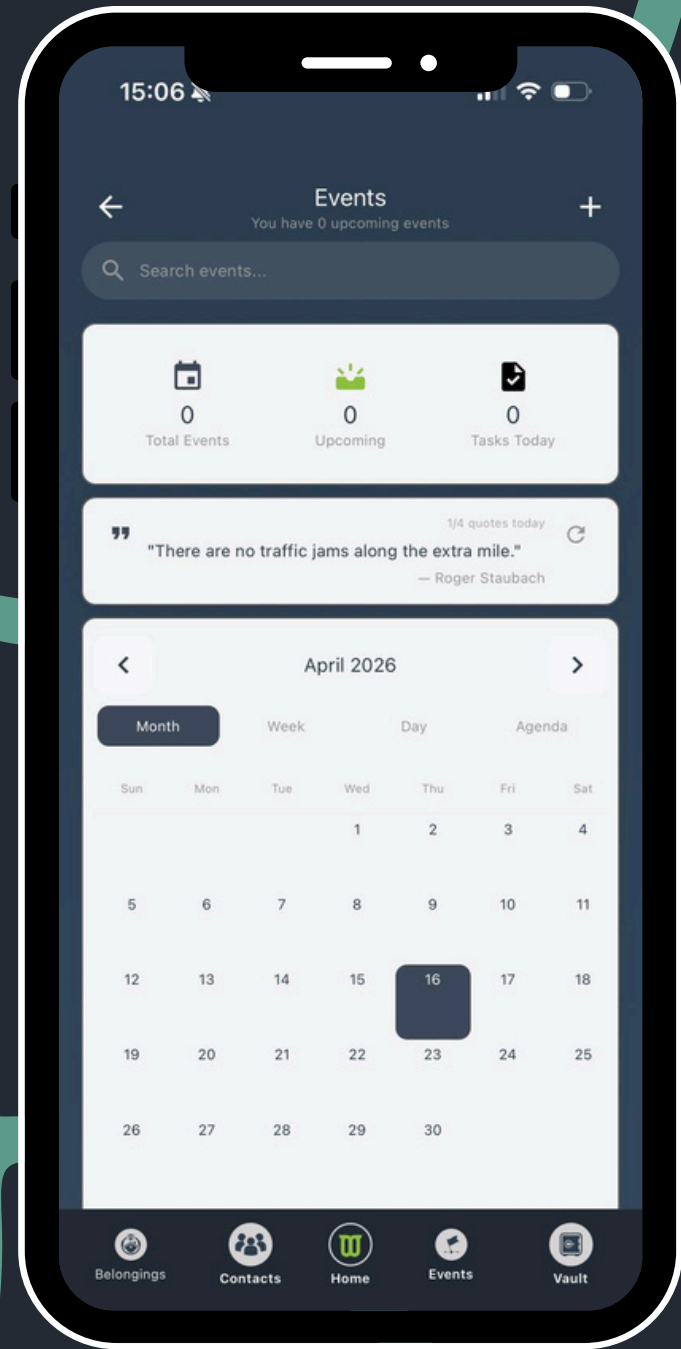
overview of all contacts
Trustees can be filtered
Option to categorize contacts
Option to sort belongings to contacts

Belongings

documentation of all belongings
document & categorize
interlinking belongings with
people & events



The MVP

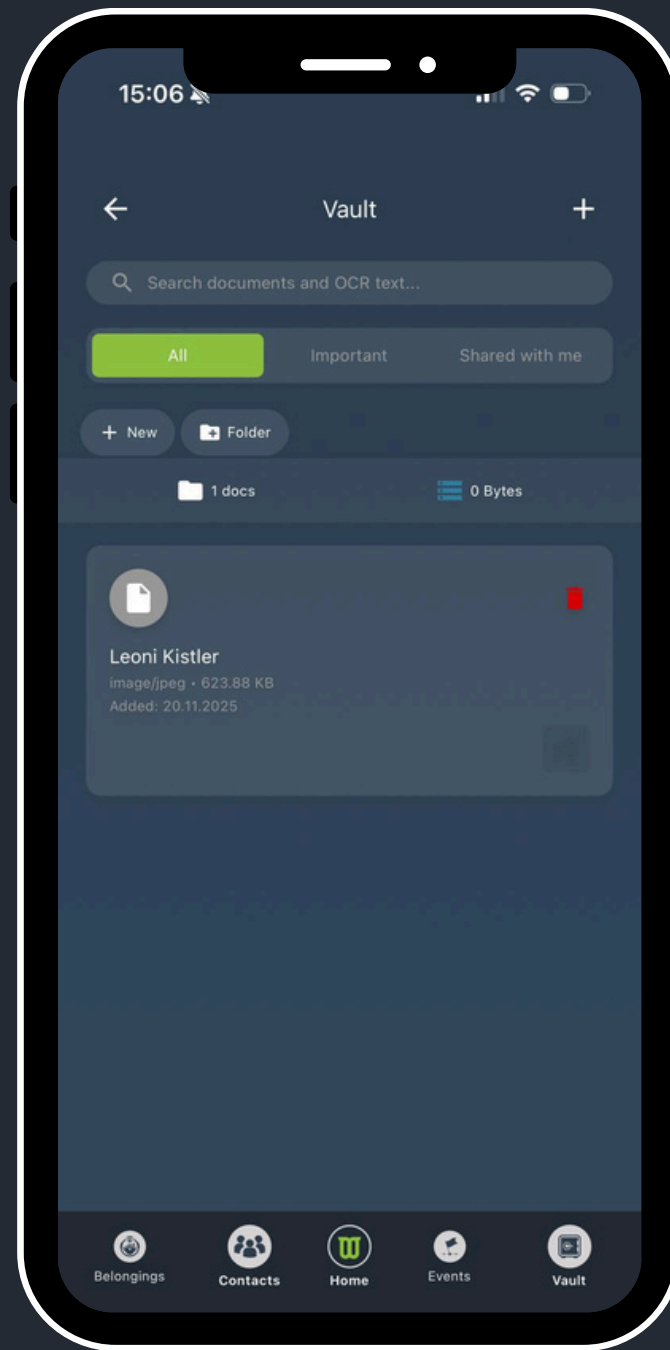


Events

Creating personal Events
Plan Events with other people
Reminders for important appointments (linked to belongings & vault)

Vault

Saving documents and papers
Sort Important files and papers in different categories & interlink them with belongings & events



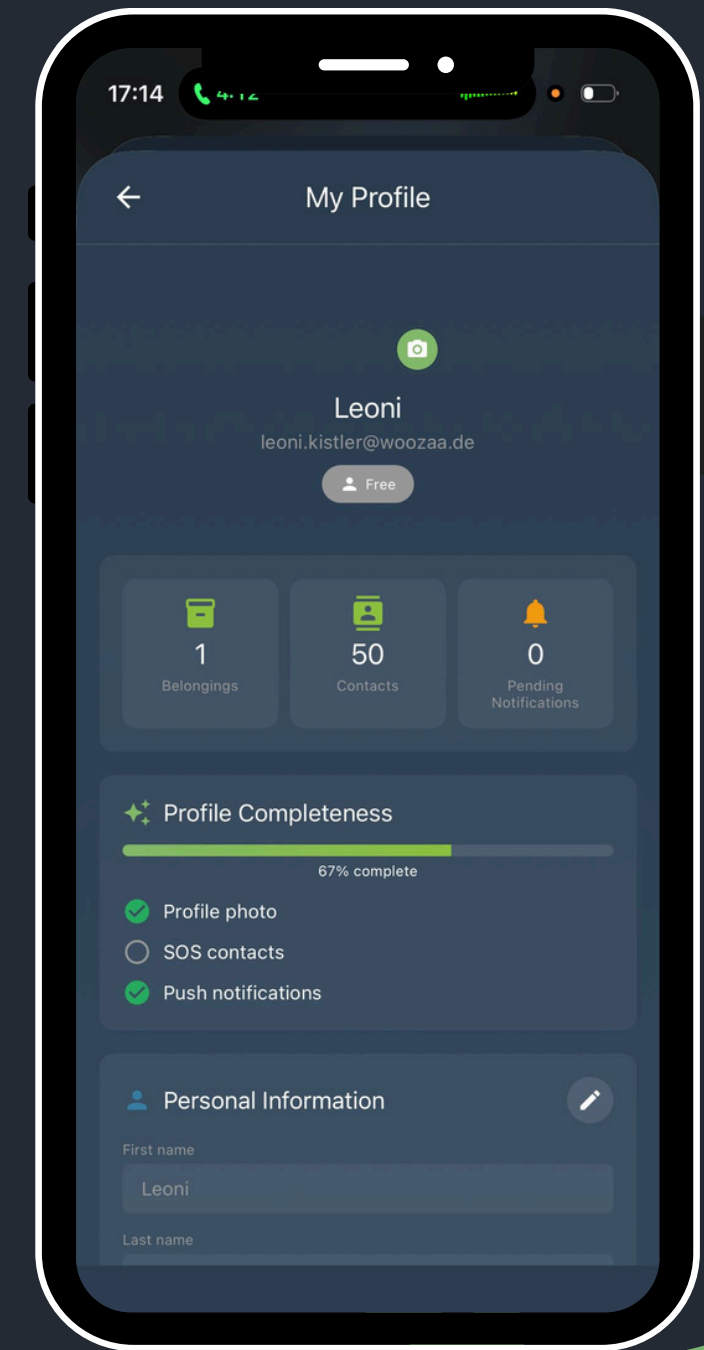
SOS-Button

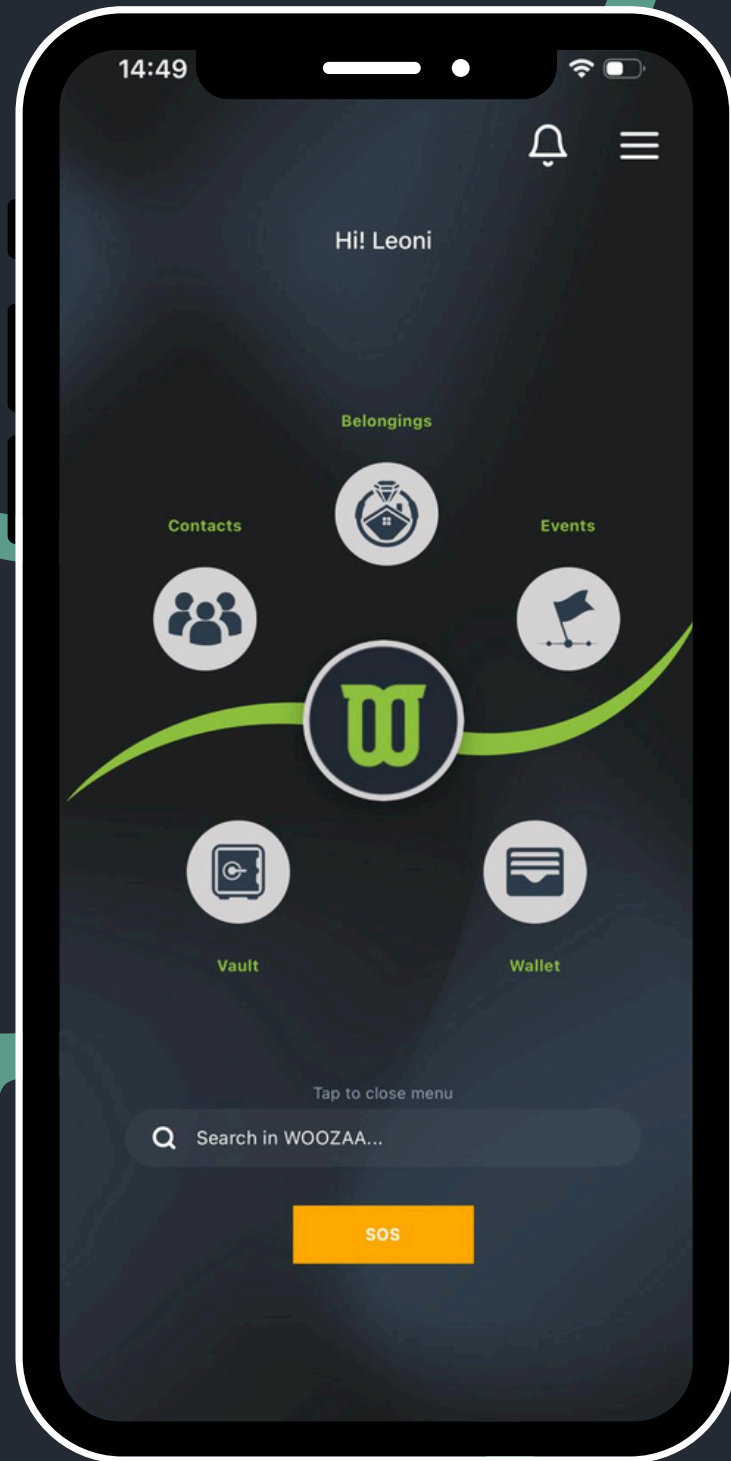
Emergency function
Calling Police, informing a Trustee
Personalize steps for SOS button to run after being pressed



Profile

Overview of Profile
Personal information
Options to personalize Experience
Overview over Imports etc.





THE IMPACT

WOOZAA

Your digital life assistant.

An ecosystem that combines more than 25 Apps in one App

Super App WOOZAA as a digital life assistant

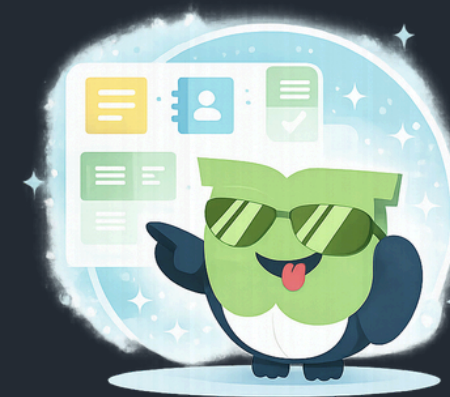
WOOZAA adresses the need for centralization

Digital Security

Growing Market

Simplicity

No direct competitor



Connecting people and communities

Enables meaningful
interaction between
individuals and groups

Reducing complexity in overwhelming processes

Simplifies decision-making
and lowerd friction in real-
world coordination

Everyday problem- solving platform

Supports users in organizing,
deciding and acting in daily
situations

Solving real-world problems through connectivity,
accessibility and simplification

Cross generational relevance

Adresses growing need for
intuitive solutions across
different age groups

Creating personalized, guided experiences

WOOZAA transforms complex,
multi-step processes into
simple, supported user
journeys

User-centric by design

WOOZAA places the
individual and their real-world
needs at the center

A highly scalable platform with multiple monetization layers and strong revenue potential

Multi-sided revenue streams

Monetization from both end users and suppliers
→ capturing value across the entire ecosystem

High revenue potential per user and transaction

Strong unit economics driven by recurring usage and platform dependency

Unique combination not yet available in the market

Core cost structure remains stable as the platform grows
→ marginal fluctuating costs (customer service scales selectively with user base)

A category-defining product at the
intersection of technology, network and
real- world interaction

Unique combination not yet
available in the market

WOOZAA integrates
coordination, connection,
organization and social
interaction into one seamless
platform

AI-powered innovation

Automated processes,
Intelligent support,
personalization, decision
support based on user
behavior and context

Deep multi-stakeholder
integration

High-level connectivity
between users, local providers
and partners within one
unified ecosystem



WOOZAA

Life simplified. Future secured.

WOOZAA is the **digital assistant** designed to **optimize** and **protect** your life. With smart and accessible solutions, we **simplify** the management of information, tasks, and assets, ensuring **peace of mind** and **efficiency**.



WOZZAA

Life simplified. Future secured.

JOIN THE WOZZAA FAMILY

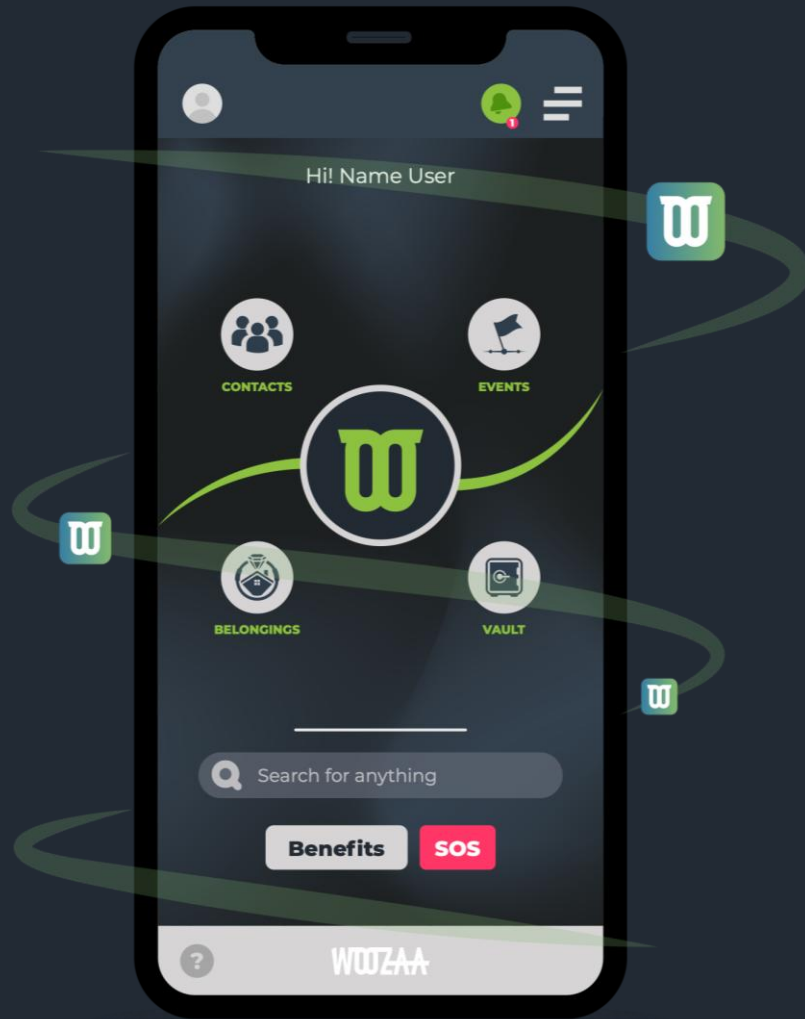




•The Financial Part.

WOOZAA

Your digital life assistant.





Business Model

Multiple Revenue Streams

32 € Revenue p. User for Annual Subscription + B2B Data Monetization + Partnership Commissions

Core Subscription
(81% Revenue)

€11.3M by 2030

- Freemium: First 1,000 users lifetime free
- Individual: €19.99–32/year (price scaling)
- Family Plan: €39.99/year (2–5 users)
- Premium: €49.99/year (unlimited features)

Data & Insights
(12% Revenue)

€1.8M by 2030

- Insurance Partners: €15–50 per user insight
- Financial Services: €25–75 per qualified lead
- Market Research: €100K–500K annual contracts
- GDPR Compliant: Anonymous aggregated data only

Partnership Revenue
(7% Revenue)

€1.0M by 2030

- Insurance Commissions: €50–200 per policy
- Financial Product Referrals: €25–150 per conversion
- Legal Services: €100–500 per qualified referral
- B2B2C Licenses: €99–299/year corporate accounts



Business Model

Multiple Revenue Streams

32 € Revenue p. User for Annual Subscription + B2B Data Monetization + Partnership Commissions



Unit Economics - Multi-Stream Model



Revenue Diversification = Reduced Risk + Faster Growth

Multiple revenue streams reduce dependency on subscription growth alone



Data Monetization Strategy

Revenue Acceleration

32 € Revenue p. User for Annual Subscription + B2B Data Monetization + Partnership Commissions

Insurance Partnerships

€520K by 2030

- Risk Assessment Data: Anonymous property & lifestyle insights
- Behavioral Analytics: Digital organization patterns
- Target Partners: Allianz, AXA, Mapfre, Zurich
- Revenue Model: €15-50 per user insight + commission

Banking & FinTech

€350K by 2030

- Financial Behavior: Spending patterns & savings trends
- Credit Insights: Digital asset management correlation
- Target Partners: Deutsche Bank, Santander, N26, Revolut
- Revenue Model: €25-75 per qualified lead + data licensing

Market Research & Analytics

€140K by 2030

- Consumer Trends: Digital lifestyle & organization preferences
- Demographic Insights: Age, income, location correlations
- Target Partners: McKinsey, BCG, Nielsen, Statista
- Revenue Model: €100K-500K annual research partnerships

Legal Tech & Services

€35K by 2030

- Document Trends: Legal document usage & management patterns
- Estate Planning: Anonymous testament & inheritance insights
- Target Partners: LegalTech startups, notary networks
- Revenue Model: €50-200 per qualified referral



machen

Data Monetization Strategy

Revenue Acceleration

Anonymous, GDPR-compliant data insights driving B2B revenue from Year 2

Insurance Partnerships
€1.8M by 2030

Banking & FinTech
€1.5M by 2030

Market Research & Analytics
€900K by 2030

Legal Tech & Services
€600K by 2030

Unit Economics - Multi-Stream Model

Privacy by Design
All data aggregated and anonymized.
Zero PII shared. Users maintain full opt-out control.

Consent Management
Granular consent options. Revenue sharing with users optional. Full transparency on data usage.

Value Exchange
Users get premium features or cashback.
Partners get valuable, compliant insights.
Win-win model.

€4.8M Data Revenue by 2030 (29% of Total)
Diversified revenue reduces subscription dependency & accelerates break-even



5-Year Financial Projections

Multi-Revenue Streams

Revenue Diversification Strategy

Subscription
Revenue (Core)

81% of Total
by 2030

- €20-32 ARPU progression
- 15% → 25% conversion rate
- Family plans €39.99/year
- Premium tiers €49.99/year

Data & Insights
Revenue

12% of Total
by 2030

- Anonymous behavioral insights
- Market research partnerships
- Trend analysis for industries
- GDPR-compliant data products

Partnership
Commissions

7% of Total
by 2030

- Insurance product referrals
- Financial services commissions
- Legal services partnerships
- B2B2C enterprise accounts

Break-Even: Q4 2028 (Year 3)

277K users · €2.5M ARR · Multiple Revenue Streams Active

Data monetization accelerates profitability by 12 months



Go-to-Market Strategy

Phase 1 Closed Launch

- Strategy: Invite-only, Gmail style
- Target: Tech-savvy early adopters
- Method: Trust circles → organic virality

Goal: 1.000 active users

Q2-Q4 2026

Phase 2 Public Launch

- Regions: Spain + DACH
- Channels: LinkedIn + Instagram
- Target: Young professionals, families
- Budget: €300K in digital marketing

Goal: 50.000 users

2027

Phase 3 International Expansion

- Regions: Europe + USA
- Strategy: Local partnerships
- Focus: Cultural and legal adaptation

Goal: 400.000 users

2028 - 2030



Strategic Partnerships

- Insurance: Allianz, AXA
- Banks: Deutsche Bank, Santander

- Notaries: National networks
- Hospitals: Sanitas
- Model: B2B2C revenue sharing



Investor Value

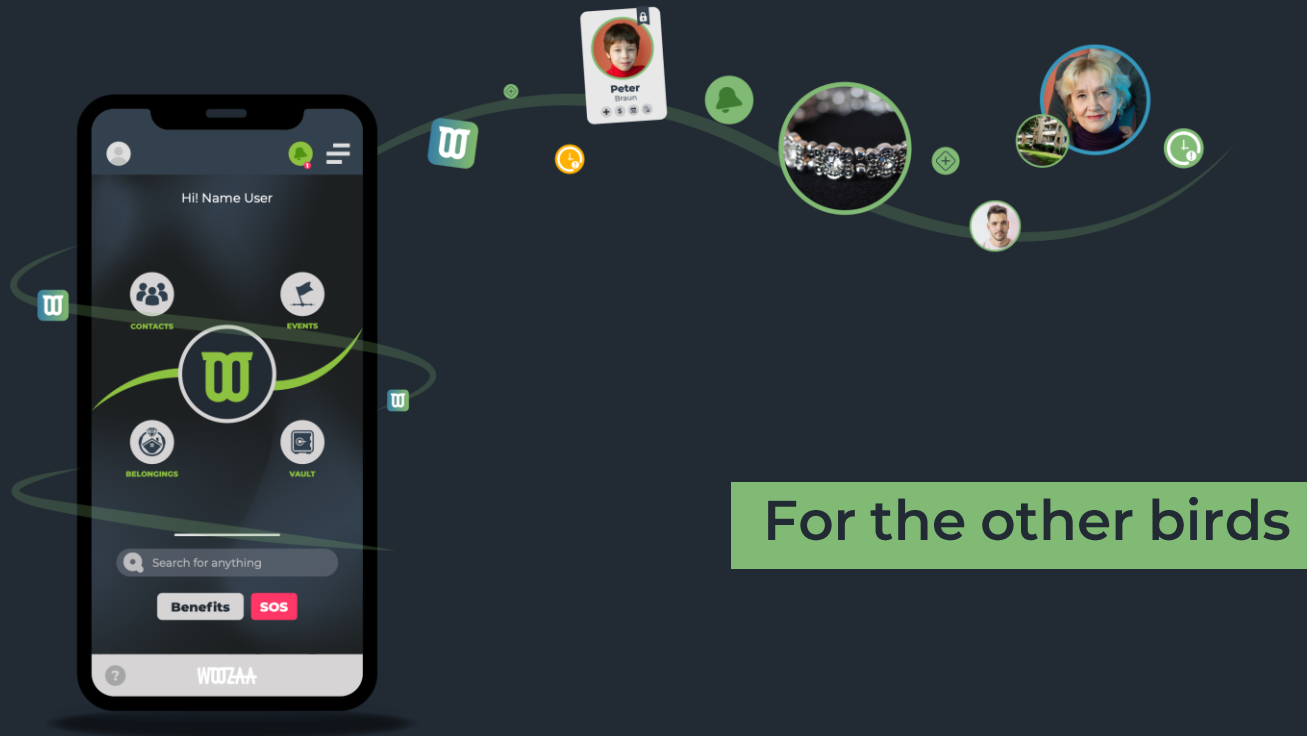


Investment of
1.8M
For the crocodile

With an investment of €1.8M, we will establish the foundation for full transaction capability and a significant expansion of the app's features for the WOOZAA users within six months. In the following phase, the investment will be more than doubled to drive scaling and monetization within just over four years.



Partner Value



Our partners benefit directly from close collaboration and strong representation on the platform: companies gain visibility, interactive integration, and a position within a growing digital ecosystem. Through joint product integrations and transaction-based models, we create tangible value for our users and every participating business.

