



“The Most Trusted Name in Education-Based Resources for Veterans!”

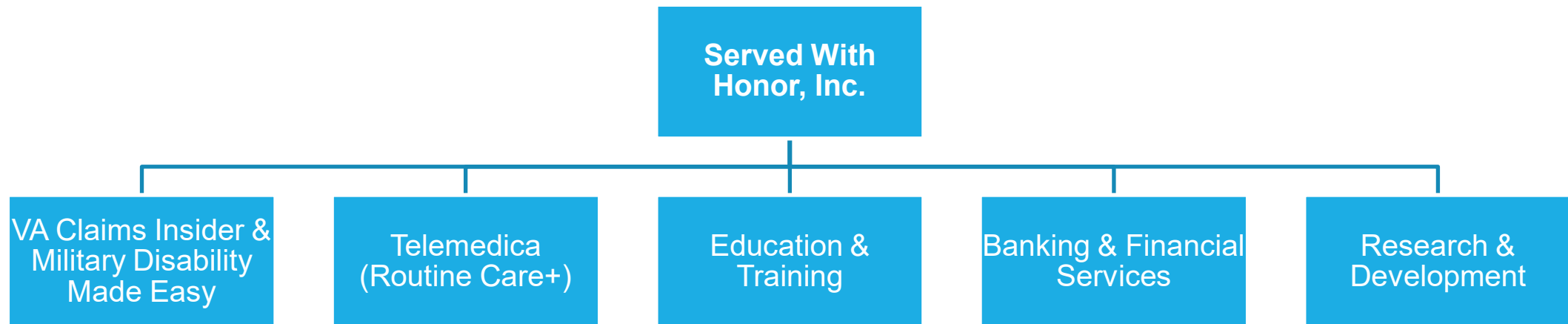


The Future

- **Tech Built NOT COTS Software Enabled**
 - Initial tech stack has been built - Microsoft Azure
 - Proprietary platform with logic / AI to reveal strategy and probability combinations for disabilities
 - Could be bought by the VA – Veterans self-certify their own VA benefits subject to future audit – Veteran Benefits delivered instantly upon exiting active duty; C&P exam system eliminated
- **We Will Be THE Solution for Veterans and Their Families - 100+ Million Need Our Help**
 - VA Claims Insider will be one company under the larger C-Corp (e.g., Alphabet w/ Google & YouTube)
 - Served With Honor, Inc. + multiple subsidiary companies
- **We Can Own It All**
 - Veteran Benefits, Telemedicine, Education & Training, Banking & Financial Services, VA Home Loans, Cutting-Edge Medical Research, etc, etc, etc



Served With Honor, Inc.





What Got Us HERE...
Won't Get Us THERE...





Problems

- **What Got Us “HERE” Won’t Get Us “THERE”**

- We can’t become a global force for change in the veteran community and maintain status quo; we’re close to our growth ceiling in the current model
- VACI costs rising faster than revenue growth (we’re at 60% of projected revenue so far for CY 2020) – likely to continue through Q2 2021
- We’ve added structure, to include Executives, Directors, and Managers to set and achieve goals, improve communication, drive accountability, ensure compliance, and direct department activities

- **Independent Contractor Model No Longer Viable**

- Brand confusion
- “US” versus “THEM” mentality has emerged (unhealthy competition)
- No security, no salary, no benefits, and no equity ownership (interests not mutually aligned)
- Significant operational inefficiencies have developed across the organization
- Lack of standardized processes/procedures and service-level variance across VMC teams
- Issues with compliance management and mandatory training requirements (can’t direct activities)

Can’t Scale Our Movement Without Standardized Delivery of Service



Solutions - Phase 1 - VACI Next

- **Smaller Company; Bigger Impact**

- Current VMC/VC independent contractor model going away; no official timeline (fluid and rolling) as we must continue to serve our existing Veteran clients with ELITE-level service
- Re-structuring to around 80-100 full-time employees + some contractors; VMC/VC roles will be full-time teammates of VACI
- Hiring new VP of Sales & Marketing and Director of Engagement positions, plus additional inside sales positions; call center and client facing chat will transfer out of Marketing and move to Engagement
- 3 VMC roles leading teams of Veteran Coaches (VCs), Operations Managers, Assistant Operations Managers, and Virtual Assistants (VAs)

- **Employees-As-Owners Model**

- Reinvigorate our ELITE-level culture; shift to a more Collaborative Culture starts NOW!
- Salaries/benefits/bonuses/incentives/equity opportunities (align interests for growth, **65%+ of VCs BETTER OFF**)
- Achieve operational efficiencies in a smaller and leaner organization (shrinking now to power future growth)
- Standardize processes/procedures and improve service-levels across VACI (measure what matters)
- Renewed focus on compliance management and mandatory training requirements
- **ONE** VACI Team calendar for education-based mastermind classes (daily sessions across range of niche topics)



Solutions - Phase 2 - VACI EEP+

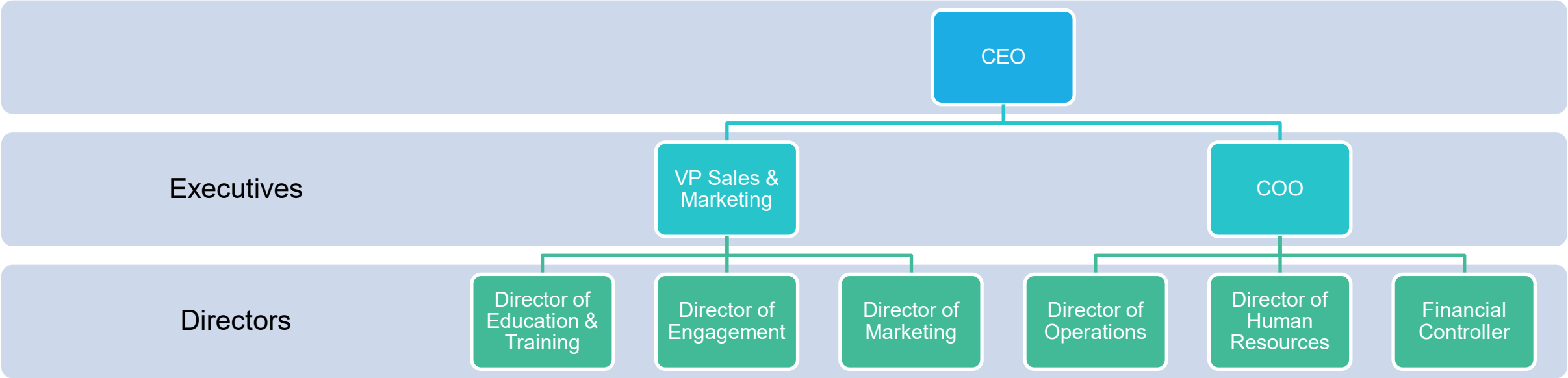
“The World’s Leading Education-Based Mastermind Community for Veterans!”

Built for Veterans, by Veterans

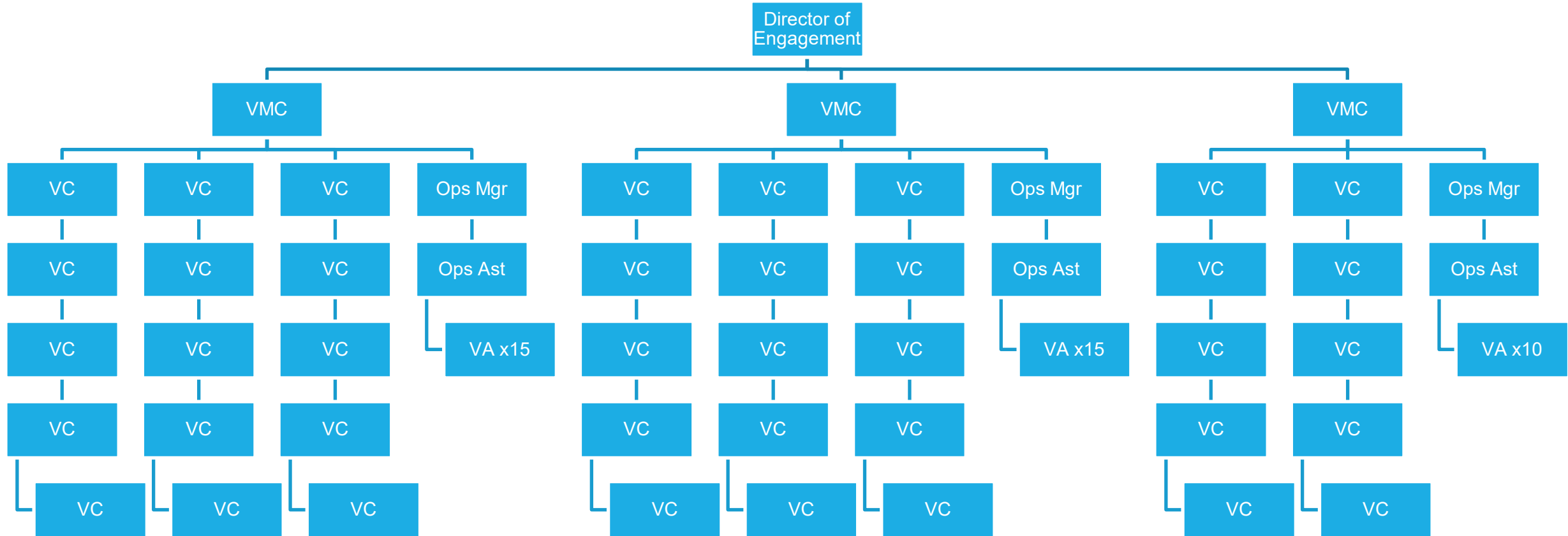
- #1. Access live & on-demand video classes to obtain the Veteran Benefits YOU deserve
- #2. Connect with the largest Mastermind community of Veterans Helping Veterans Worldwide
- #3. Get results FASTER with certified experts across a variety of niche topics for Veterans

- VA Claim Strategy - Top 10 High-Value VA Disability Claims
- Secondary Service Connection SECRETS Revealed and Explained
- PTSD and Mental Health Claims
- C&P Exam Preparation and Coaching
- Higher Level Review vs. Supplemental Claims
- Writing Personal Statements and Buddy Letters
- How to build your VA disability claim in the new VA.gov
- Rise and Grind “Coffee with the Coaches”
- Mindfulness Training with Dr. Phil
- Group Therapy with Dr. Oz
- Yoga for Mental Health with Boho Beautiful
- Cooking Therapy with Chef Rel
- Service Dog Tips with DP
- Comedy Hour with Coach Brett the Vet
- Zero to Launch Online Business Building with Brian
- Social Media Marketing SECRETS with Brian

Org Chart for *NEW* Executive Leadership Team in VACI Next



Org Chart for *NEW* Engagement & Education Organization in VACI Next





Next Steps

- **Application Portal Now Open Internally and Externally!**
 - Apply and interview for open full-time VMC, VC, Ops, and VA positions (resume + interview panels)
 - More details about positions (salary, bonus, benefits, stock, etc.) posted on application portal
 - <https://vaclaimsinsider.apscareerportal.com/jobs>