

# Slide 1 — RECLAIM.

**Tagline:** Reclaim your home, your spending, your community, your rights.

**Subtitle:** Bridge Funding Overview

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## Slide 2 — A Crisis of Connection

- Stress is now a mainstream condition, not an edge case.
  - People feel isolated, unsupported, and increasingly disconnected from each other.
  - When social support collapses, everyday problems become overwhelming.
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## Slide 3 — Stress Erodes Control and Functioning

- Under sustained stress, people lose the ability to plan, decide, and follow through.
  - Responsibilities slip: home upkeep, finances, paperwork, deadlines.
  - Conflict escalates faster, and outcomes worsen.
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## Slide 4 — Stress Hits Home, Money, and Systems

- Home failures don't happen "at a good time" — they hit when people are least able to respond.
  - Bills are opaque: utilities, telco, subscriptions, fees, "estimated usage," and errors.
  - When conflict hits (court, agencies, landlords, ex-partners), the system rewards organization and punishes overload.
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## Slide 5 — The Gap: High Stress, Low Control

- People have rights, but they don't have usable tools to exercise them.

- People have responsibilities, but no operating system to keep life stable.
  - People live near others, but crisis response is isolated and fragmented.  
**Bottom line:** The modern household needs infrastructure.
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## Slide 6 — Reclaim: One Platform, Three Layers

Reclaim helps ordinary people reclaim control where life hurts most:

- **Home Assistant** — prevents avoidable breakdowns and stabilizes the household.
  - **Legal Assistant** — turns chaos into a clear story, evidence, and action steps.
  - **Community Layer** — connects willing neighbors for safety, outages, and shared resilience.  
In one word: **Reclaim**.
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## Slide 7 — What Reclaim Actually Does

### Home Assistant

- Home “asset list” (appliances, systems, warranties, service history).
- Maintenance schedules, reminders, and proactive checklists.
- Basic energy/usage insights tied to real household behavior.

### Legal Assistant

- Case command center: timeline, evidence, documents, messages, and filings.
- Draft support for letters, declarations, and forms (user review + filing).
- Deadline tracking and step-by-step workflows.

### Community Layer

- Opt-in street/building alerts for safety and service interruptions.
- Lightweight coordination: “what happened, where, and what to do next.”
- Shared resilience without turning neighborhoods into surveillance states.

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## Slide 8 — Bill Defense: Household Justice in Practice

This is the wedge feature that creates immediate value:

- Detects recurring charges, duplicates, and “quiet drains” on spending.
- Flags abnormal utility/telco bills and sudden spikes versus history.
- Generates dispute and cancellation letters with proper structure and tone.
- Tracks the paper trail: who was contacted, when, and what happened.  
**Result:** People stop getting bled by bureaucracy and bad billing.

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## Slide 9 — Competitive Landscape: Where Reclaim Fits

### DoNotPay

- Strong at consumer automation (subscriptions, disputes).
- Regulatory and positioning issues around “robot lawyer” claims.
- Narrow issue-specific tooling; no deep home context; no community layer.

### LegalShield

- Subscription access to a panel of lawyers.
- Inconsistent quality and limited depth/time per issue.
- Minimal workflow/data support; not built around household systems or bills.

### Reclaim

- Household infrastructure: home stability + bill defense + legal organization + community resilience.
- Positioned as tools and workflow (not a law firm, not a replacement for counsel).
- Built to make existing rights usable in practice.

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## Slide 10 — Why Reclaim Is Different

- **Not just legal — the whole household.** Home, bills, disputes, legal pressure, and community risk are connected.
  - **Tools, not a “robot lawyer.”** Reclaim makes users and any lawyer they work with more effective; it does not pretend to replace counsel.
  - **Bill defense with real context.** Not just templates — actual household data and history supports disputes.
  - **From isolated individuals to connected streets.** Community layer provides shared awareness and resilience.
  - **One promise:** Reclaim control.
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## Slide 11 — Bridge Funding: Structure for Early Backers

This bridge is designed to be simple and aligned:

### A) Personal Loan (Promissory Note)

- Typical amount: **\$10k–\$15k** per supporter
- Interest: **6% simple**
- Term: **36 months**
- Unsecured; repayable early without penalty
- Includes a basic confidentiality clause

### B) Equity Kicker (SAFE)

- Amount: typically ~**one-third** of the loan (e.g., \$15k loan + \$5k SAFE)
- Instrument: standard post-money SAFE
- **Valuation cap only, 0% discount**

### C) Optional Loan Conversion

- If Reclaim later raises, supporter may choose (by written agreement) to convert some/all outstanding loan into additional SAFE on similar terms to that round.
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## Slide 12 — Use of Funds and 12–18 Month Plan

### Build

- MVP: Home Assistant + Bill Defense (the fastest path to clear ROI).
- Expand into Legal Assistant workflows and exportable “case packs.”
- Pilot Community Layer in a single neighborhood/building.

### Integrate

- Practical data ingestion: bills, documents, service records, usage history.
- Integrations only where they reduce friction and accelerate adoption.

### Prove

- Early users, quantified savings, dispute wins, prevented failures.
- Convert proof into a credible seed raise and/or Reg CF.

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## Slide 13 — RECLAIM. (Close)

Reclaim your home, your spending, your community, your rights.

A practical platform that restores control and reduces stress at the household level.

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