



VestHQ

The Accessible 401(k)

Web App Mockup - Pitch Deck

— Summer 2017 —



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vesthq.com
VestHQ Home Features About FAQ Sign In Join

The Accessible 401(k): Designed With You in Mind

Finally, an approachable retirement plan that actually puts **you** in control of **your future**.

Let's Get Started

Learn More

The desktop version of the VestHQ website is displayed on a laptop. The browser is Safari, and the URL is vesthq.com. The page features a navigation bar with the VestHQ logo, links for Home, Features, About, and FAQ, and buttons for Sign In and Join. The main content area has a white background with colorful geometric shapes (circles, triangles, lines) scattered around. The headline is large and bold, followed by a sub-headline and a call-to-action button. A 'Learn More' link with a downward arrow is positioned at the bottom of the main content area.

VestHQ 9:41 AM 100%
vesthq.com

VestHQ

The Accessible 401(k): Designed With You in Mind

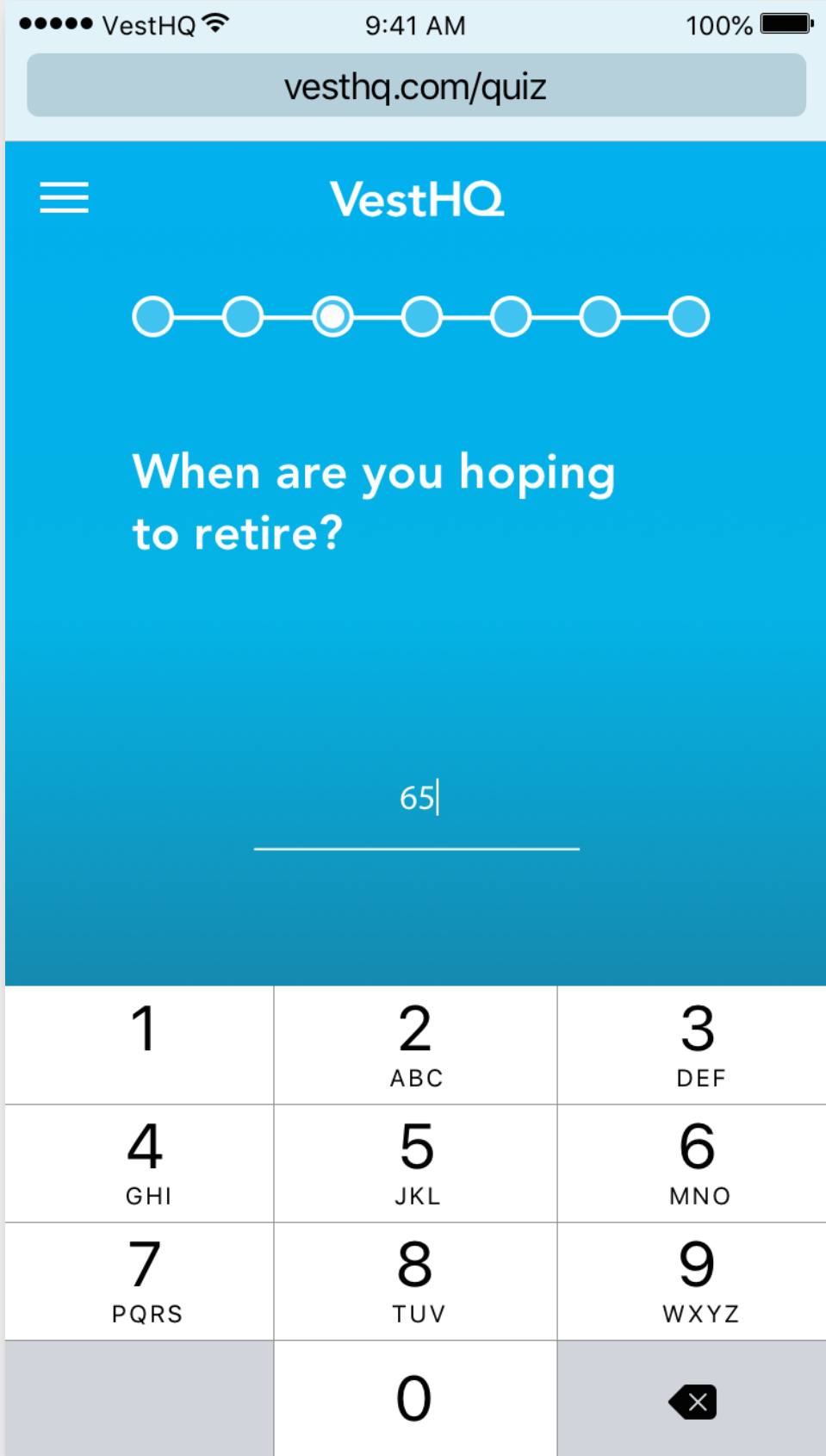
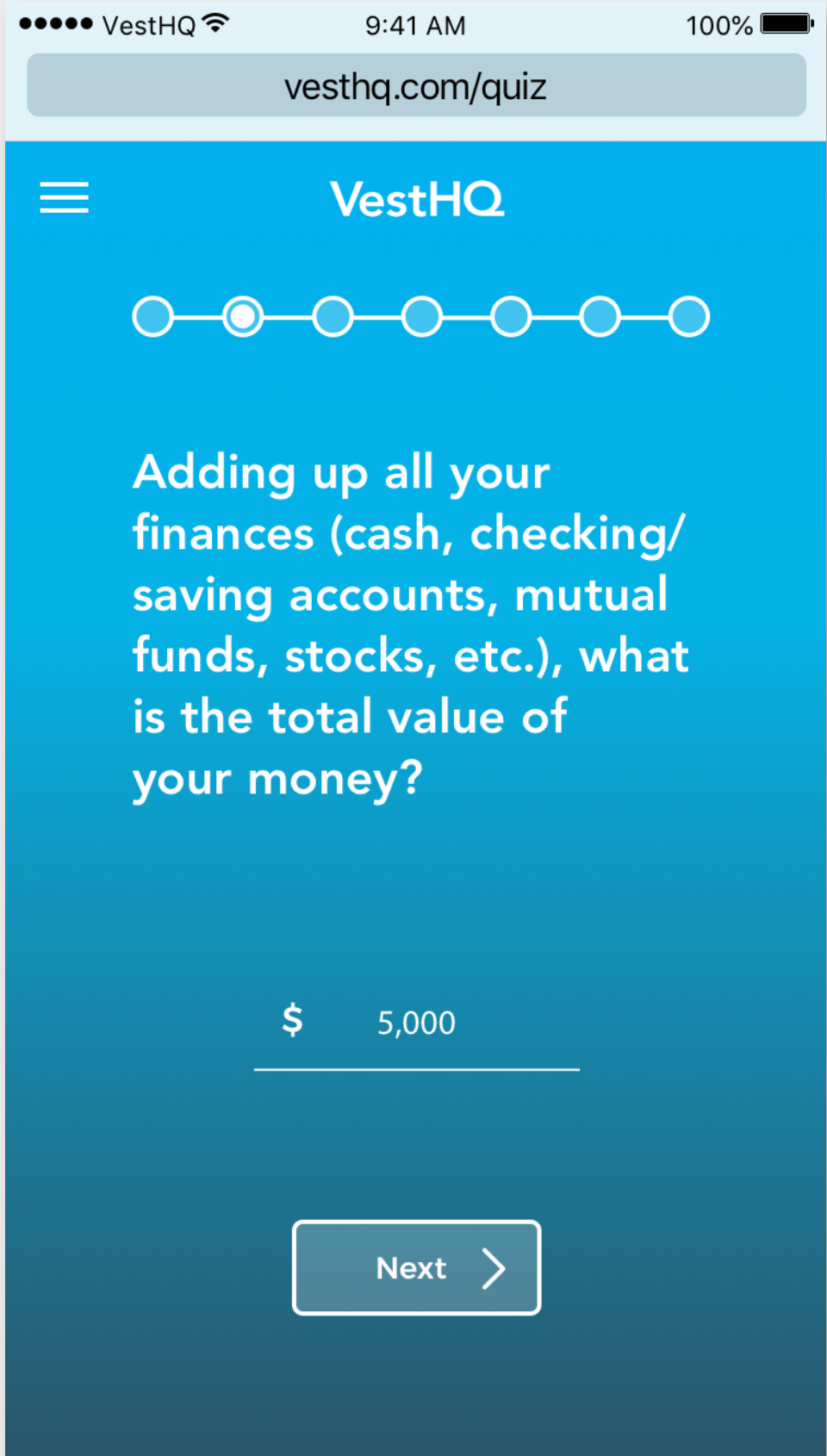
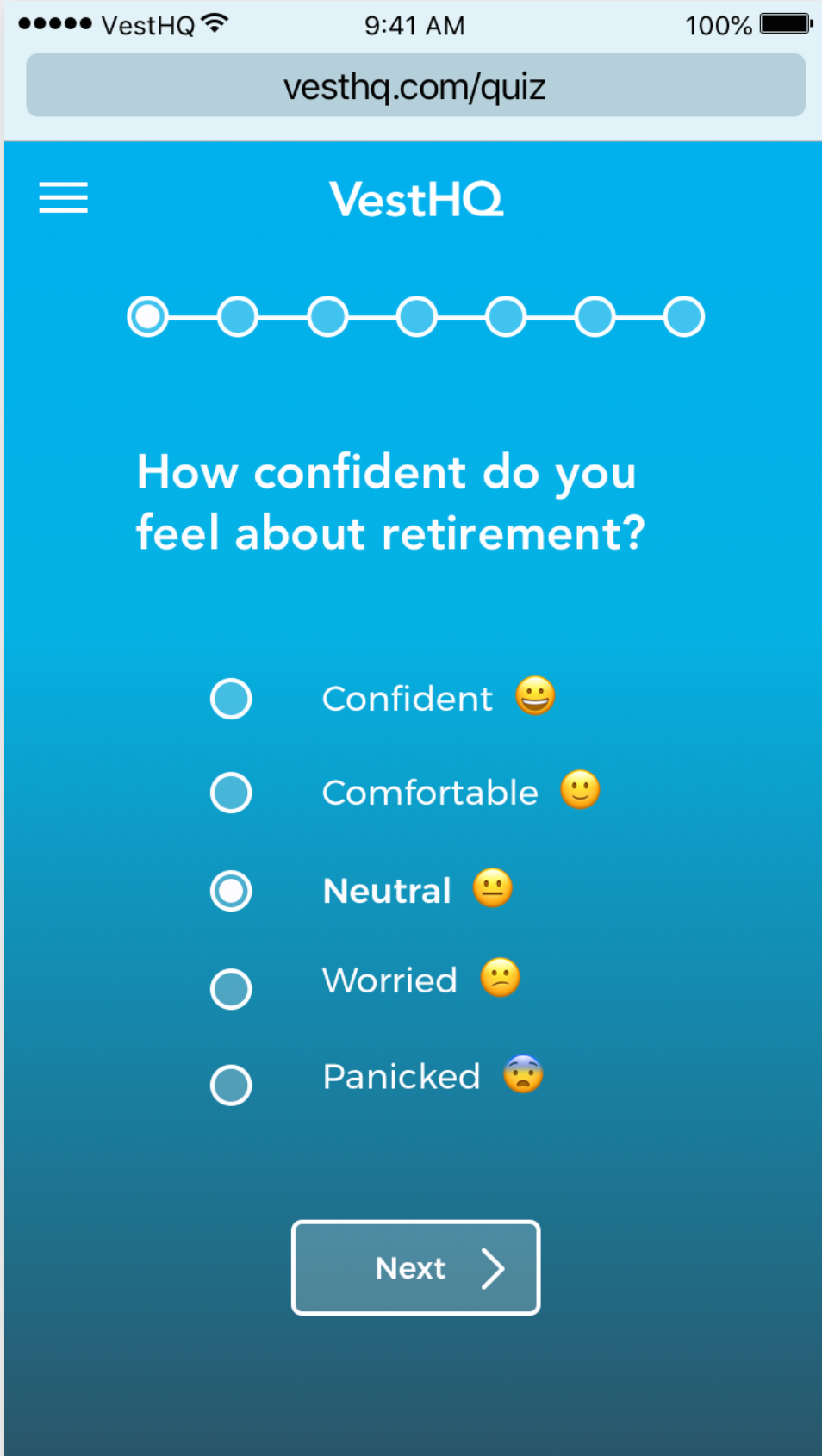
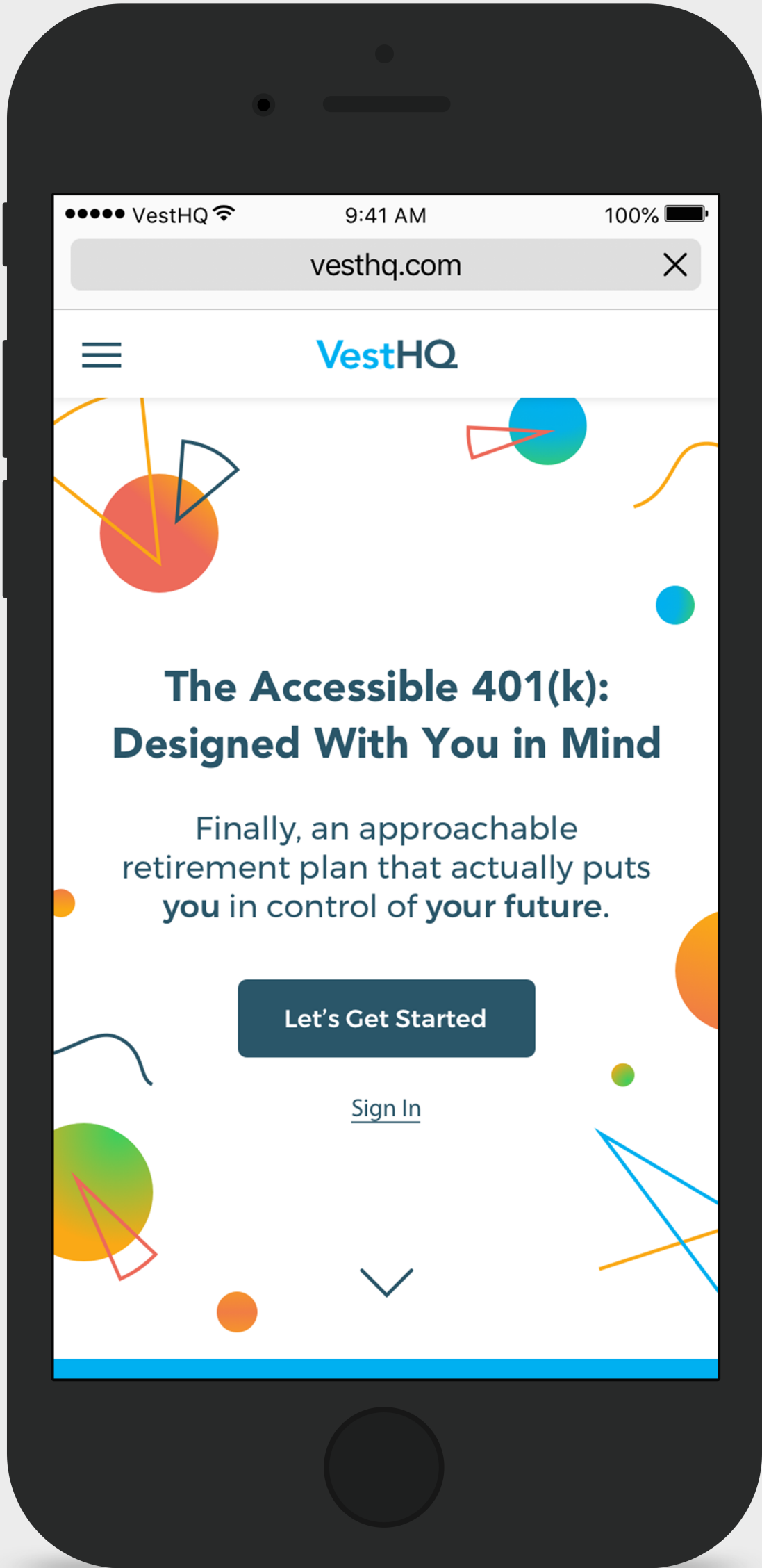
Finally, an approachable retirement plan that actually puts **you** in control of **your future**.

Let's Get Started

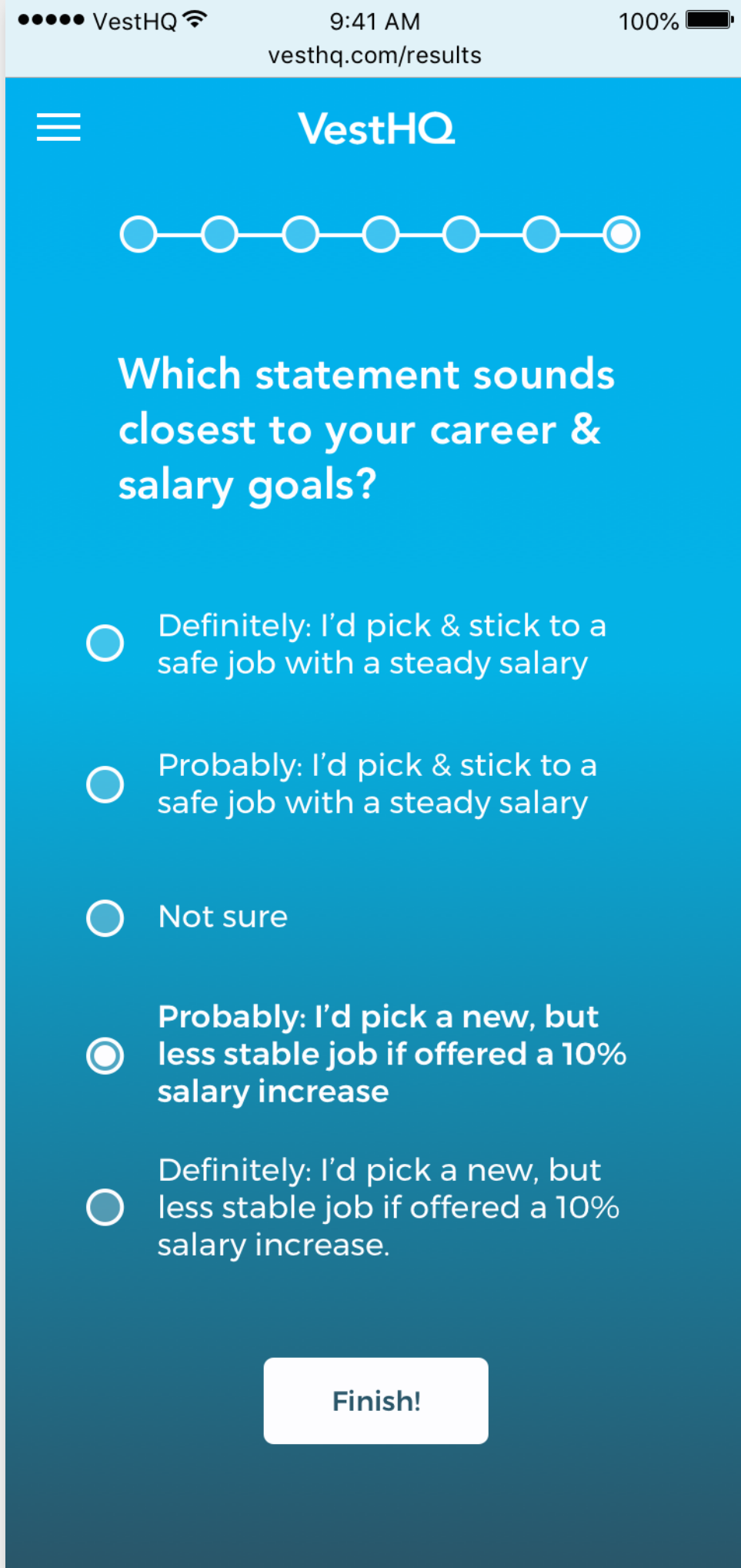
Sign In

The mobile version of the VestHQ website is displayed on a smartphone. The browser shows the time as 9:41 AM and 100% battery. The URL is vesthq.com. The navigation bar includes the VestHQ logo and a hamburger menu icon. The main content area is scaled down to fit the mobile screen, maintaining the same layout and styling as the desktop version, including the headline, sub-headline, call-to-action button, and 'Sign In' link.

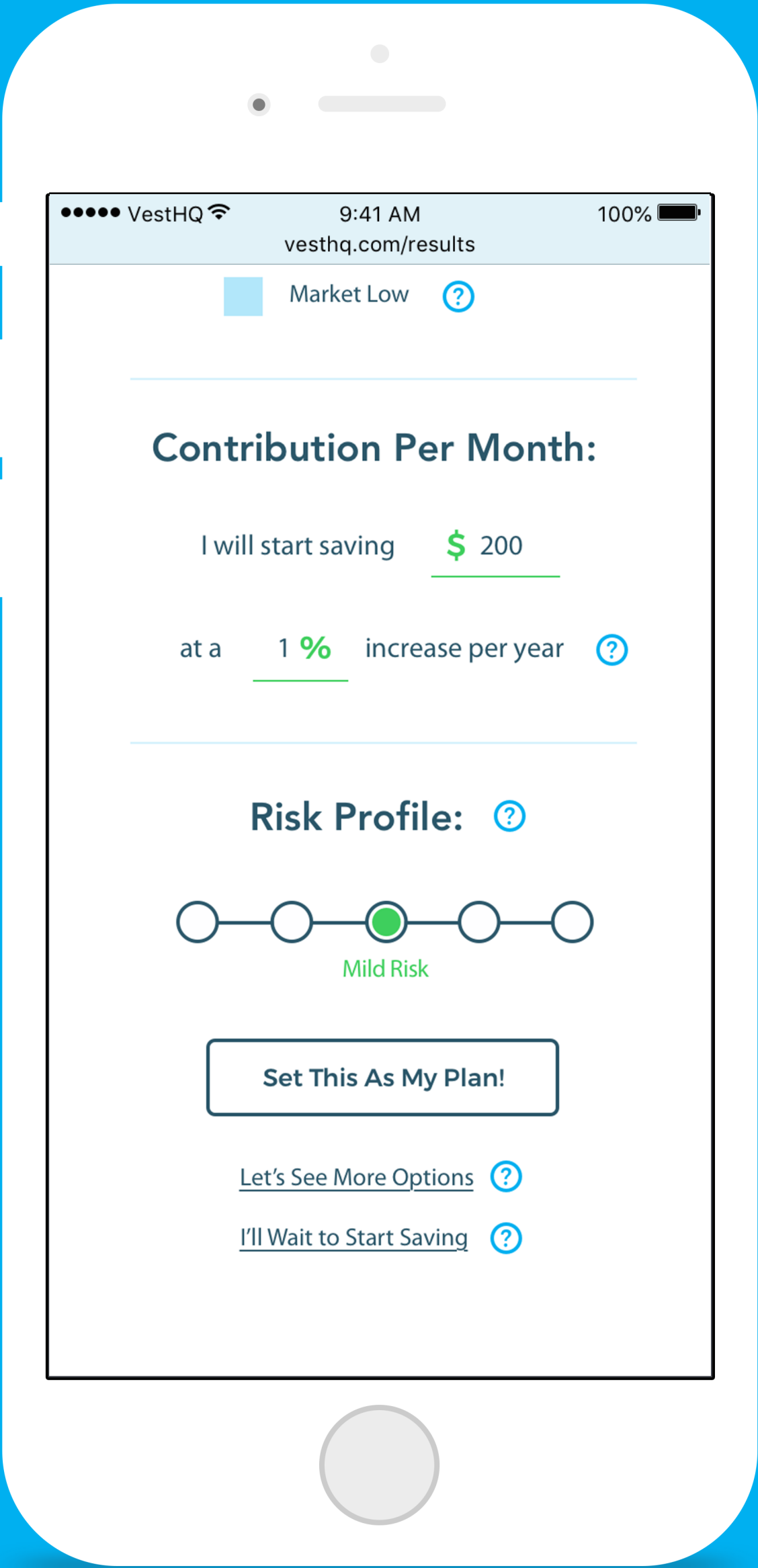
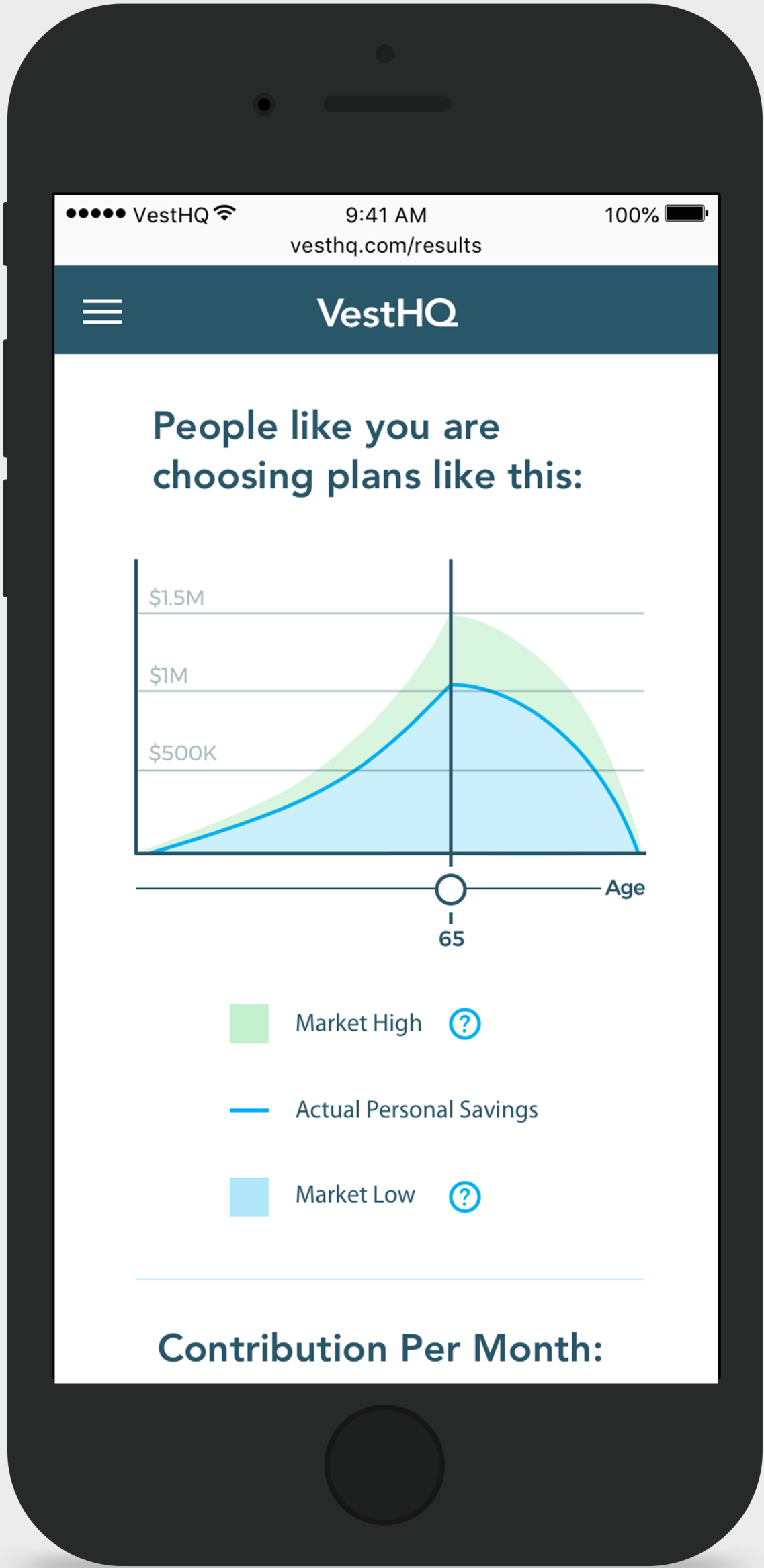
'Let's Get Started' - Getting to know your risk profile



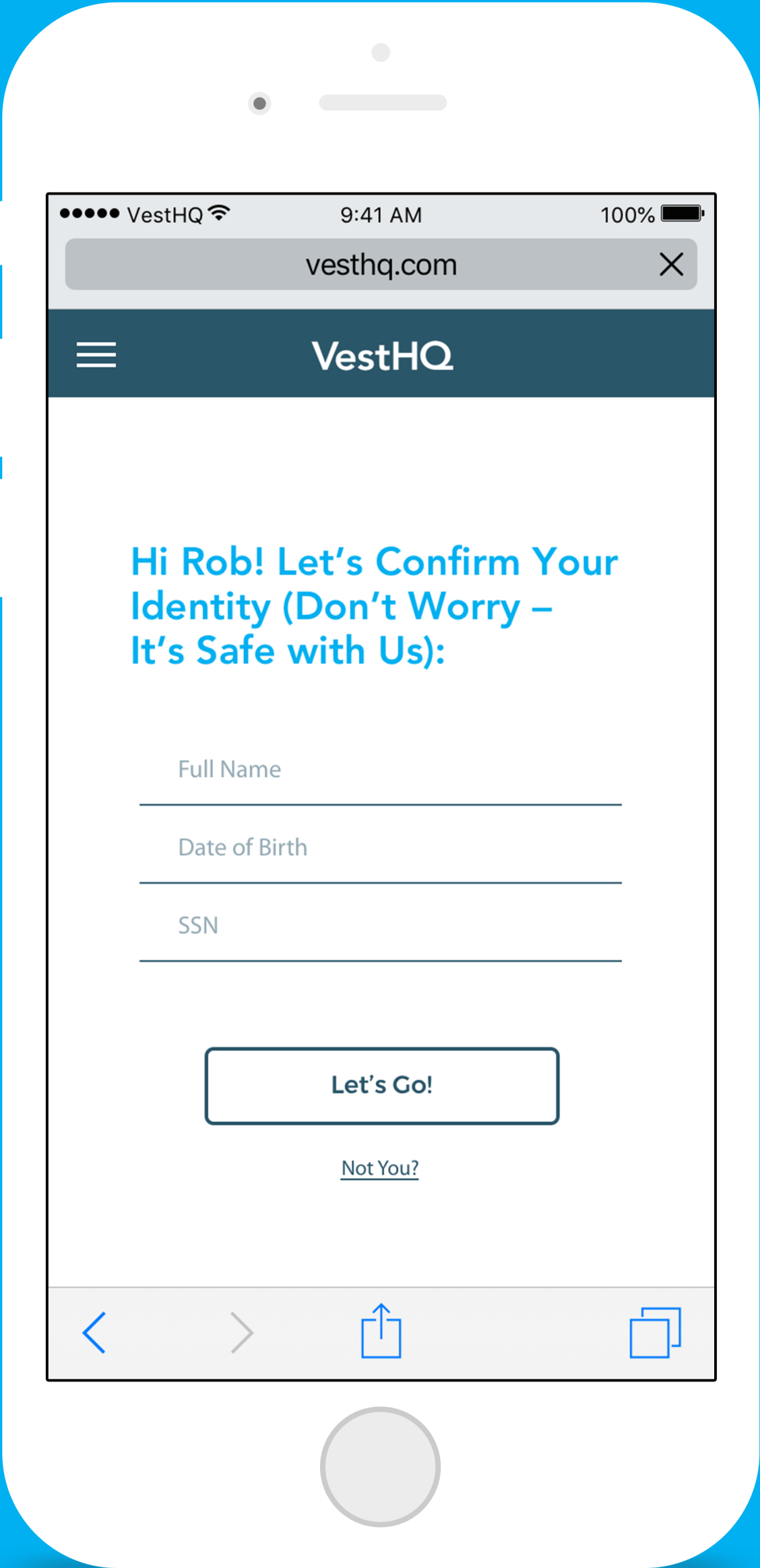
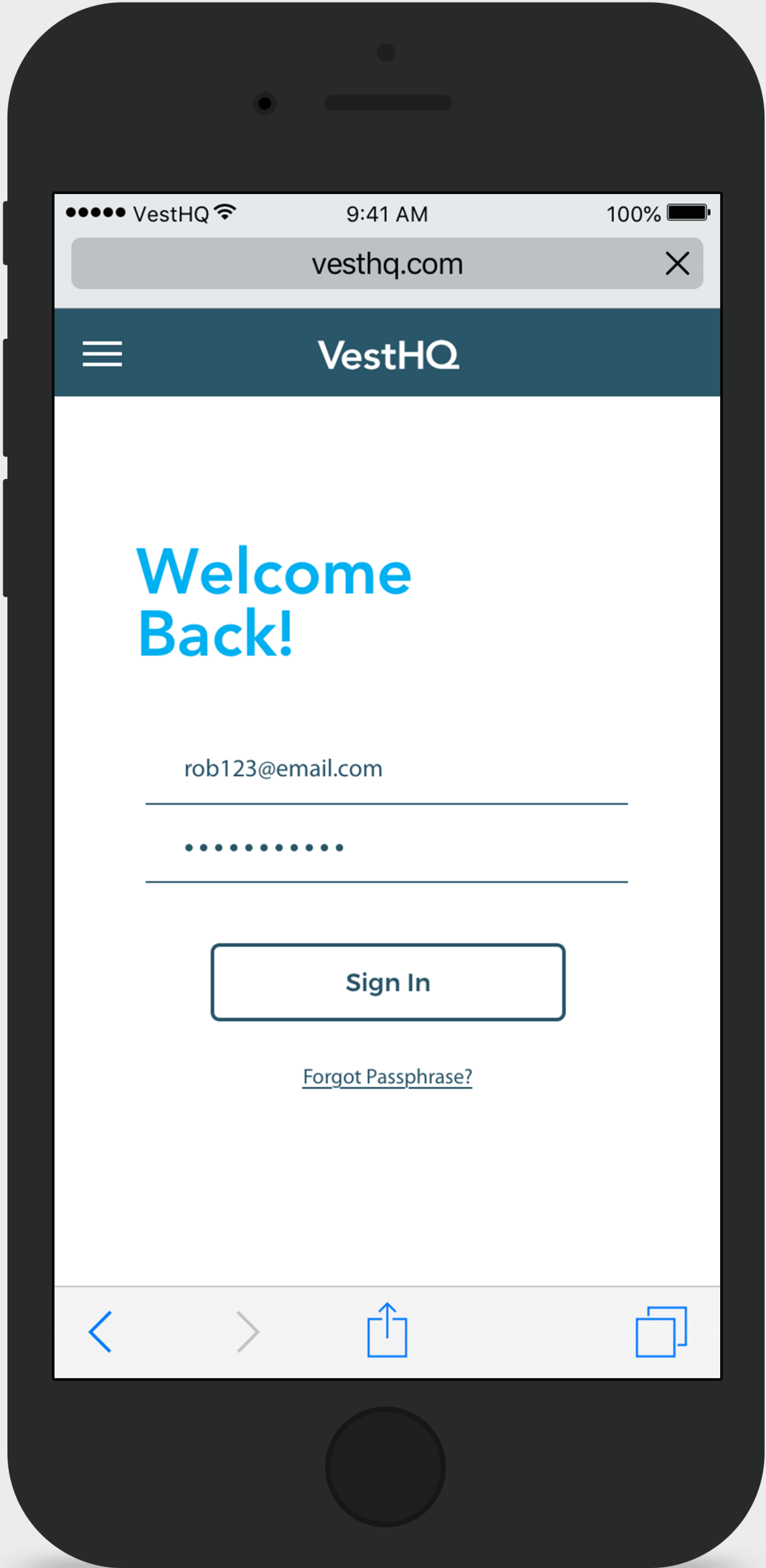
Onboarding (cont.) – Quiz helps users understand their financial position



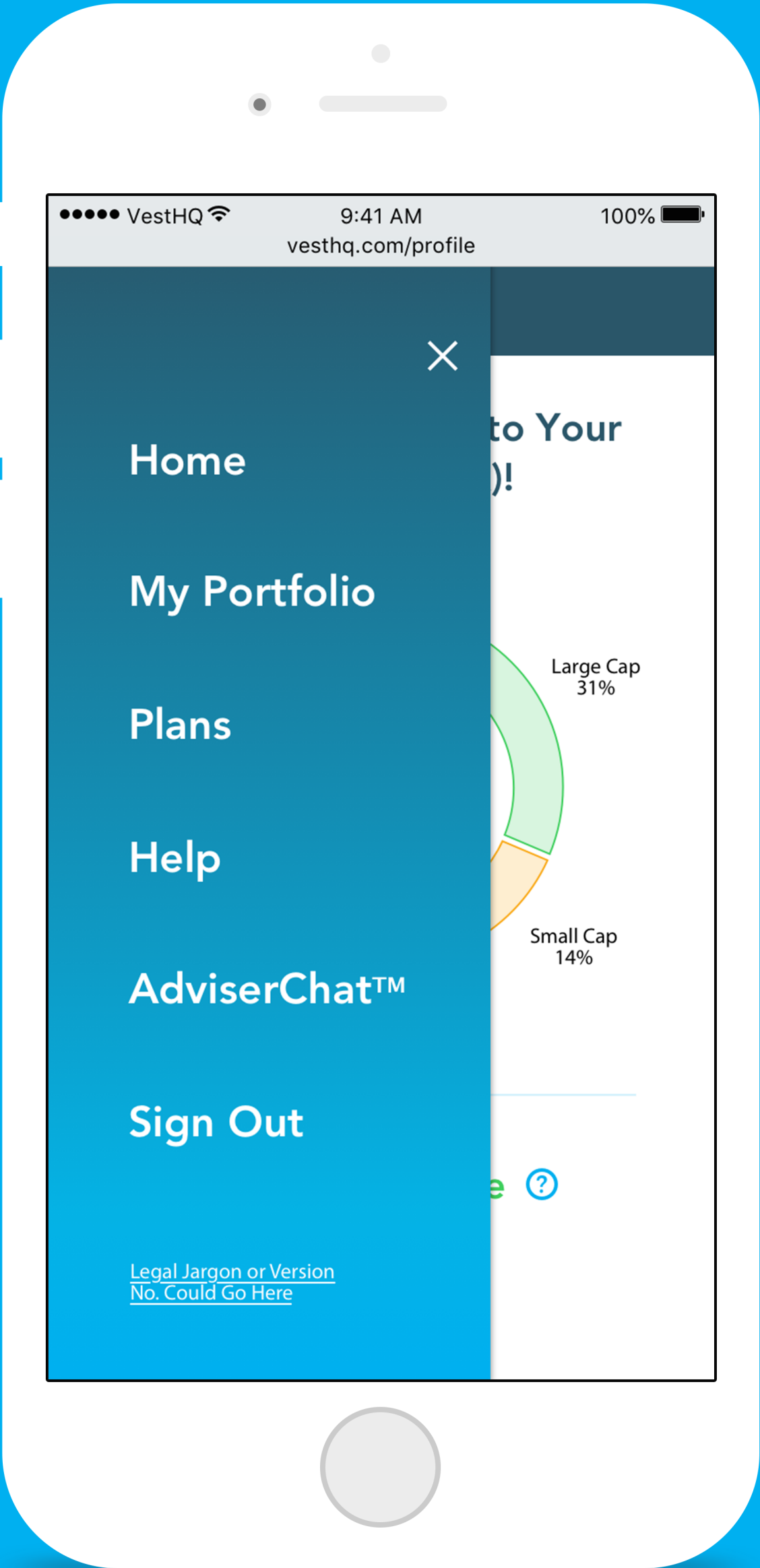
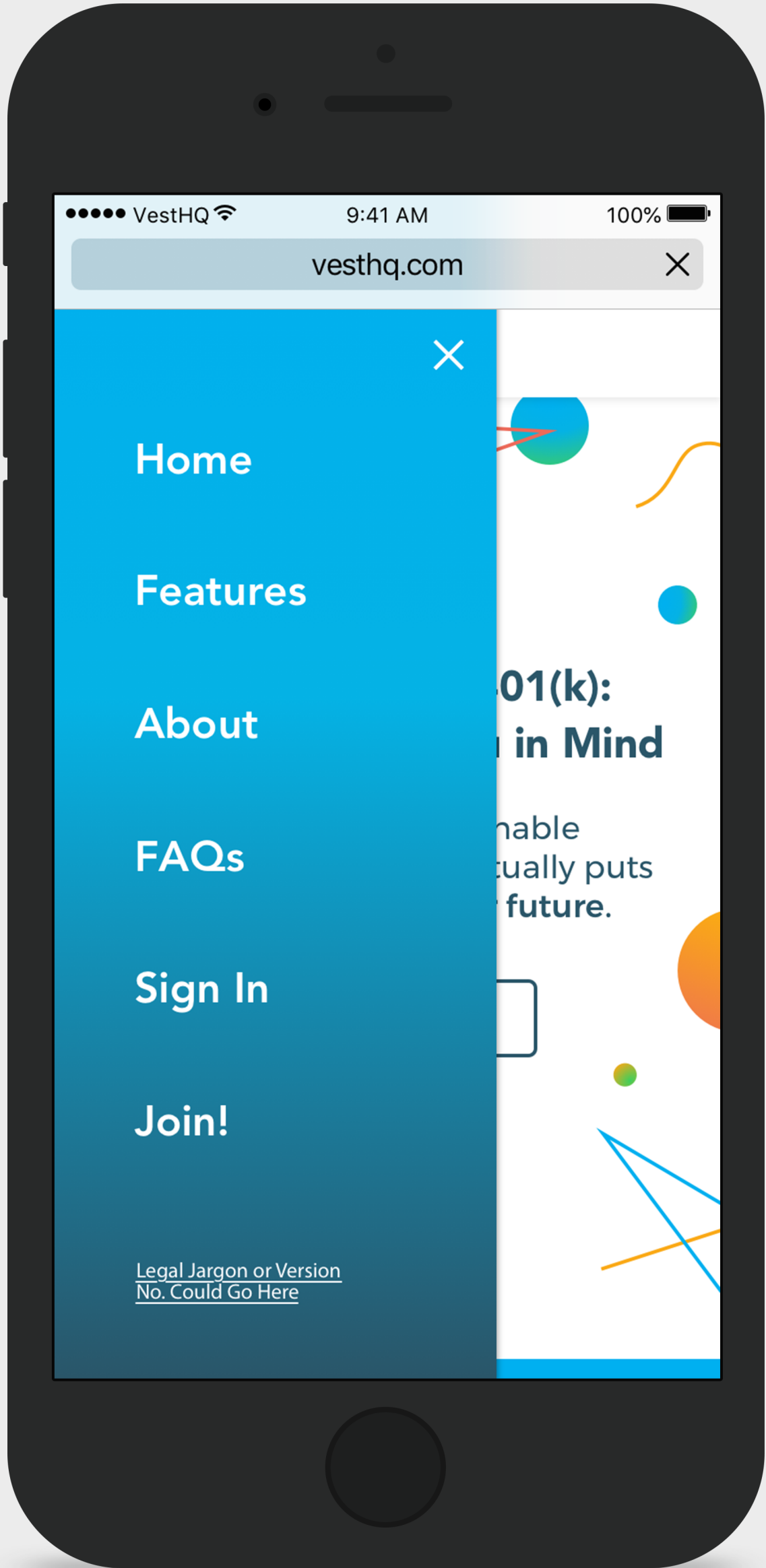
Quiz Results – Plan Selection

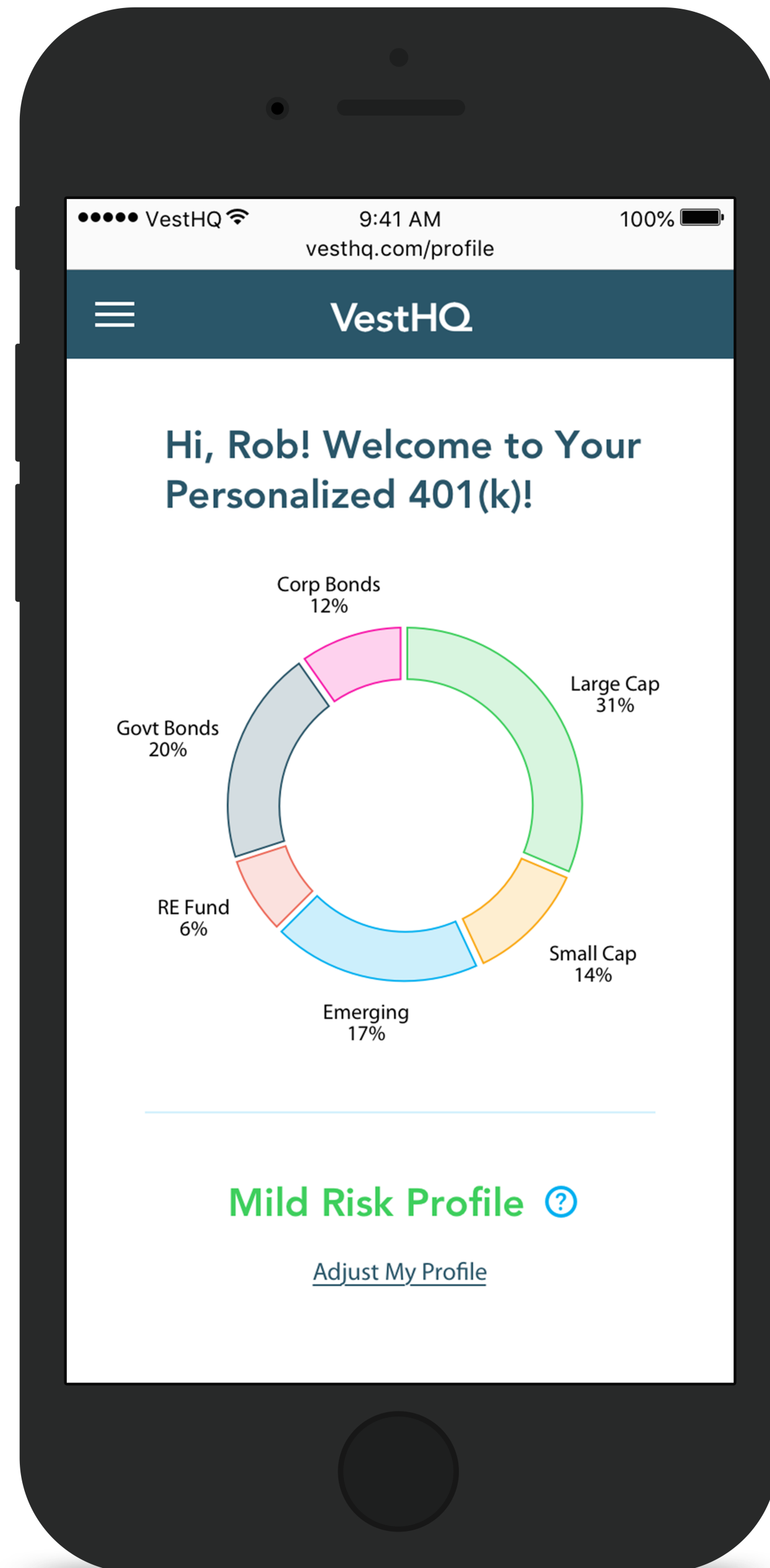


Sign In - Returning Users



Expanded Menu - New vs. User





User Profile – Gives user a snapshot of their chosen 401(k) plan, and the ability to change it

Thank You