RKA
Co-founder & CEO
Front-end developer. Technical Cofounder of Solace & Bliss.

Patrick McHugh
Co-founder & CCO
UX/UI designer. Technical Cofounder of Solace & Bliss.
Our First App Is Beloved

16,000+ Active Users
250,000+ Individual Goals Indexed
97.3% of users say that Solace has made their transition feel more achievable.

Average 4.3 Star Review in App Store
4 Star in Google Play

Largest platform for the transgender community in the US.
Each Solace user has a high probability of converting into a Bliss user as their transition goals have a financial cost associated with them. Bliss can be thought of as almost a monetization strategy for Solace (our first app).
Reduce the financial burden for transgender people by creating financial tools that allows them to move through their transition faster.
Gender transition encompasses much more than one surgery for transgender people.

Gender transition costs on average $150,000
And this community is big. Our models estimate that there are 1,900,000+ transgender people in the U.S. and that number is growing.

### Transgender Population Estimations

**Density Model:** \(\alpha \beta = \xi\)

Factoring how many, proportionally speaking, transgender folks are in a city due to the acceptance, factors of discrimination, the overall LGBT population etc.

**Population Model:** \(\xi \times X = Z\)

Assuming that the ratio of transgender people is similar to the larger LGB population, we can use that same density ratio estimation to calculate the total transgender population per state.

Sources: https://www.lgbtmap.org/quality-maps/lgbtpopulations

<table>
<thead>
<tr>
<th>STATE</th>
<th>TOTAL ADULT POPULATION ((\xi))</th>
<th>LGBT ADULT POPULATION ((\gamma))</th>
<th>LGBT POPULATION DENSITY ((\alpha))</th>
<th>US Average (LGBT Total) ((\phi))</th>
<th>LGBT Density Ratio ((\xi))</th>
<th>US Average (Transgender) ((\theta))</th>
<th>Transgender Density Estimation ((\zeta))</th>
<th>Estimated Total Cost of Transition For Total Population ($150,000 Per Person)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CALIFORNIA</td>
<td>39,557,045</td>
<td>1,859,000</td>
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<td>4.5%</td>
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<td>1,053,000</td>
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<td>4.5%</td>
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<tr>
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<td>100.00%</td>
<td>0.60%</td>
<td>0.60%</td>
<td>$9,467,527,500</td>
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</tbody>
</table>
Transition is expensive. Take Kate for example, as only few items will be covered by her insurance (as they will be considered cosmetic or the process to get coverage is too arduous), and even with it she faces high out of pocket costs to manage.

**GOAL:** Electrolysis  
**COST:** $20,000  

**GOAL:** Updating Your Wardrobe  
**COST:** $1,000 - $10,000  

**GOAL:** Breast Augmentation  
**COST:** $5,000 - $10,000  
*Source:* WebMD, [https://www.webmd.com/beauty/cosmetic-procedures-breast-augmentation#1](https://www.webmd.com/beauty/cosmetic-procedures-breast-augmentation#1)

**GOAL:** Gender Confirmation Surgery  
**COST:** $25,600 - $100,000  
And while the world is changing to become slightly more inclusive of transgender people, there are no financial tools specifically geared towards this community with the purpose of transition in mind.

**DID YOU KNOW?** Transition is a term used to encompass all aspects of transition (beyond medical). Transgender people have legal transition goals which can range from updating their documents to fighting for the right to have the appropriate name. Transgender people also have to socially transition which can require moving to a new city, overhauling one’s entire wardrobe, or saving to prepare for losing one’s home or job once coming out.
The Solution

Bliss (currently in development) is a mobile app for iOS and Android which helps users afford their transition, move through it quicker than ever before, and move on with their lives.

Using Bliss, users add legal, medical, and lifestyle goals to their list and save money in a mutual fund consisting of companies with high scores from the HRC’s Corporate Equality Index (our “Rainbow Index”).

As funds grow, the total is tracked against the user’s goals and Bliss sends a push notification when users can afford one of them, whether that’s buying a dress or affording breast augmentation surgery.

Our unfair advantage is our existing user base via our app Solace. By having an existing user base we can market directly to extremely well qualified prospective users of Bliss by integrating with the Solace app. Solace is on track to have between 32,000 users by the end of the year, and our target is to convert 25% of those users into Bliss users.

**Equality Investing**

Using a RAINBOW Index To Invest

**Lump Sum Investing**

One Time Contributions

**Interchange**

Credit & Debit Card Transactions
1% interchange fee on transactions.
Revenue on money out.

2% Management Fee on AUM.
Revenue on money in.
From Our Users

When asked if Solace had helped with suicide ideation*

“Yes I have had thoughts like that, and I found that I was able to turn to this app once I was ready to form a plan to move ahead. This app has helped me organize long-term goals which has decreased the frequency of suicidal thoughts. So yes that has changed since installing the app.”

“I did have thoughts of suicide before I found the app and started estrogen. Since finding the app, I have been very happy with myself and not depressed or suicidal.”

“I have had suicidal thoughts pertaining to body dysphoria, but Solace helps me realize I can’t give up.”

“They’ve gotten much less frequent since using the app”

“I’ve been clean for 1975 days, and Solace has helped keep it that way because I continue to get to see the progress I’m making”

“I was thinking about suicide and attempted to cut myself. I feel like this app has helped some. It gives me info on how to become my true, and happier self.”

“Yes, but it’s a lifetime thing. The hope that Solace provides has probably helped though.”

“Yes infrequently but the app helps with a plan of action. Which can give hope.”

“A lot more before the app. A little less now. The future seems a bit clearer.”

*The transgender community faces an 81% suicide ideation rate and 41% suicide attempt rate, in large part because life-saving care (medically, legally, and socially) and the means to afford it seems out of reach.
Transition Related Goals

Market Size (United States)

1,900,000+ Users

Major Transition Goals\(^1\)

Cost Per Goal\(^1\)

Average Total Spend on Transition

28,500,000

$25 - $30,000

$150,000

Average Length of Transition

2-7 Years (Optimal)

5-10 Years (Average)

\(^1\) Based on Solace user data.
Win the battle for the first home and you win the rest. We are focusing on the forever home, the user’s body. The vessel for their soul. And once their body is in alignment, we can focus on helping them save for items outside of their transition.