YAFI
You Asked For It

PLATFORM OVERVIEW

# LIFESTYLE MEMBERSHIP

FOR BUSINESS & NON-PROFITS

**Premier Lifestyle Membership**

# PREMIER SERVICES AND BENEFITS FOR PRIVATE MEMBERS

# KEY CONCEPTS

## Scope and Outline

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# OUR PHILOSOPHY

## The Bigger Picture

To understand how people receive real benefits beyond traditional health insurance or related services, we discovered that certain benefits/services compliment others, but pricing would not make it feasible to access everything all at once, cost-effectively.

As a result, we set out to create a benefit platform, which would allow major vendors and services, to streamline their business model, by combining efforts with the help of a coded system. This allows profits to be generated through maximum effort, but at a substantially less cost to produce.

YAFI (You Asked For It) was created to help drive in new revenue via a unique wholesale benefits platform.

# YAFI AT A GLANCE

## LIVE MEMBERSHIP SUPPORT

Measured on a 5-star customer service metrics, with 24/7 LIVE Member Services, who can answer questions or support in multiple ways.

## EXTENDED BENEFITS

Lifestyle Members have access to additional benefits that are accessible through one back-office. They'll save on travel, utilities, mobile communications, groceries, gas, online services, finance, and much more.

## LIFESTYLE BONUSES

The Lifestyle Membership is the foundation of how we impact communities, Nationwide. We supplement the membership with additional benefits, which are not part of the core Lifestyle Membership.

# WHY YAFI?

## Diverse

Designed to compliment most existing services, products, or non-profit models. Great for corporate employee benefits. Helps to create sustainable, predictable revenue.

## Imaginative

We pride ourselves on thinking outside the common benefits offers. Thus, creating a one-of-a-kind wholesale platform.

## Community

The most important objective for YAFI is our service to Members and Affiliates. It's the primary reason for our existance.

## In the Future ..

Continue to add on more benefits for the existing Members to save and profit from, while driving down overall cost.

# THE EVOLUTION OF YAFI..

## Our logo and the meaning behind it

The thought behind YAFI goes beyond the common ways that most receive lifestyle assistance.

Looking at it in the form of a metaphor. . .

Imagine hosting a fundraiser that works more like an I.V. in your arm, which provides *ongoing* nutrients for the lifeblood of your cause. Clearly, this option or treatment is more desirable then receiving a one-time shot-in-the-arm.. "wouldn't you agree?"

We help you keep the pain away, by implementing more value, consequently impacting revenue.

## Special Member Access

Membership is the driving force behind offering great savings and benefits for our members. The 3-month option is an introductory offer. The 6-month or 12-month membership is required to maintain the integrity of the platform

## Complimentary Services

Going beyond the standard is what makes YAFI special. We include TV streaming, mobile communications, household cost auditing and more. We include extended savings and services for all members.

# PROFITABLE BENEFITS FOR YOUR MEMBERS

## There is another Level!

Affiliate (non-profits, associations, groups, etc.,) help their members receive special wholesale pricing. YAFI is then added to the Affiliate website as a "Member Benefit" for its membership coalition to access,

Unlike other benefit programs, we allow a next-level of *revenue* for Affiliates (business, non-profit, corporation, etc,). Business Members have the unique opportunity to purchase "wholesale" Lifestyle Memberships from Affiliate Associations, Non-Profits, Groups, etc., in order to resale for a profit.

YAFI Healthy Living

YAFI Everyday Living

YAFI Financial Health

YAFI Premiere Care

## We Are Always Here When You Asked For It!

When either calling for financial services, shopping assistance, travel opportunities, roadside assistance, or to speak with a doctor 24/7 - we are here to address all member needs with LIVE support.

# MEMBER

# SUPPORT

# YAFI MILESTONES

## Timeline of our evolution

### 2012

YAFI was initially created as a Prepaid Debit Card platform, tied into community programs.

### 2014

We began to build the code for the Lifestyle Membership and its unique vendor relationship model.

### 2016

Platform completed and working well with new vendors coming onboard across the United States.

### 2018

We are beginning to diversify the service offerings and expand reach into other services and markets.

### 2020

The wholesale model was introduced, designed to enhance existing product and services.

# AFFILIATE STRATEGY

## SERVICES

The first goal was to provide a great system that would allow Affiliates to help communities. Furthermore, we include a tool to measure all progress with detailed reports.

## SUPPORT

We include 24/7 LIVE Member Services to help answer questions, or to give direct assistance. YAFI is the only wholesale platform that features LIVE member support for most-to-all of our services.

## STRATEGY

This is probably the biggest benefits of becoming a YAFI Affiliate. Flexibility to implement an array of marketing, and other approaches to grow your business, or assist with revenue stream.

## COMMUNITY

All of our programs are design to give-back more than the minor investment required to receive a Lifestyle Membership.

## "Project Come Back & Tell More"

In any organization, the most important objective is to receive repeat business, referrals, donations, contributions, etc,. YAFI is built to help you create loyalty with limitless bounderies.

# EMPLOYEE/DONOR BENEFITS

## What are employee/donor benefits?

We often get asked –what are employee or donor benefits? Employee / Donor benefits, also known as perks or fringe benefits, which are provided to employees or donors over and above salaries and wages for employees - and above the value of the donation.

## Why are employee/donor benefits important?

Offering Lifestyle Benefits is important because it shows them you are invested in their family, money and future. A solid benefits package can help to attract and retain employee talent. A solid benefits package can help donors repeat their efforts for your next fundraising drive.

# LIFESTLYE

# MEMBERSHIP

# HAPPY FAMILIES!

## Household Benefits

The Lifestyle Membership is centered around family with benefits for the entire household. including, **Complimentary** Family Travel Certificates, **Complimentary** LIVE Streaming TV/Movies service, **Complimentary** Household Cost Reduction, Mobile Communications, Dining and Shopping Discounts, plus much more!

## COMMUNICATE WITH BENEFITS

We are the first to include web, tablet and mobile communication access, with stream TV, financial assistance, vacation packages, shopping discounts and more, in one mem bership.

## FLEX LINE - UNLIMITED

Members are able to keep their same phone number and have unlimted access to Voice, SMS and Video services. Members can literraly eliminate their existing mobile bill once they are completely comfortable with the "inclusive" FLEX Line service.

## LIFESTYLE DESIGNED FOR SUCCESS

YAFI entire platform is based on a "recycled" concept. Everyone WINS! We are the only entity combining technology, communications, entertainment and marketing into one solution for others to financially leverage for their success.

YAFI Healthy Living

YAFI Everyday Living

YAFI Financial Health

YAFI Premiere Care

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# GREATEST ENTERTAINMENT PACKAGE

**Live TV, Movies, Shows, More!**

## STREAMING TV

We include streaming TV service as a complimentary service for all Lifestyle Members.

## WIDE REACH

Services are supported nationwide by 24/7 live attendants.

## FRESH CONTENT

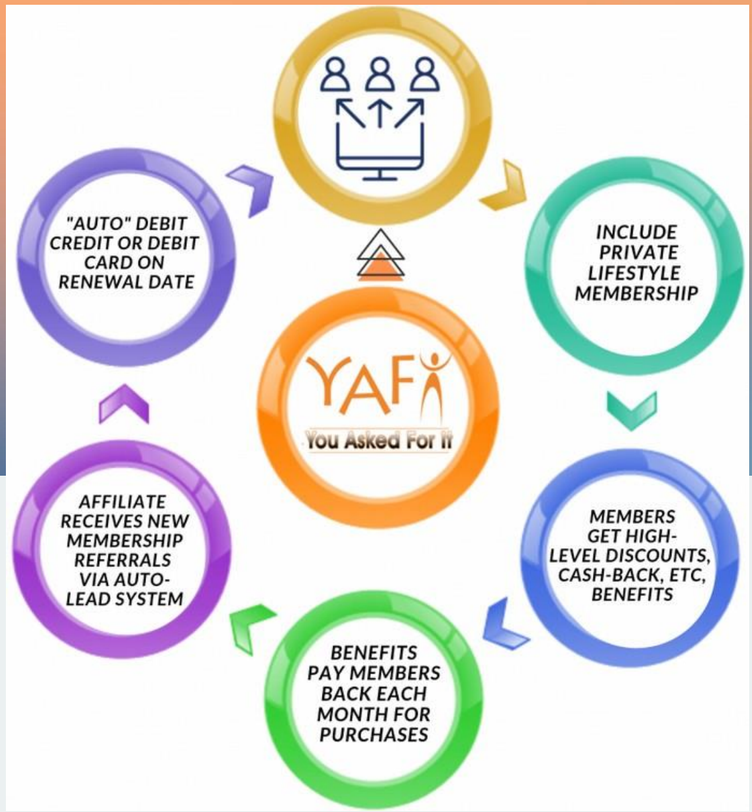
New programs are always being created by our staff for your future benefit.

YAFI|YOU ASKED FOR IT!

# STOP COVID-19

## The World's First COVID-19 Natural Solution

Organic based, non-GMO, drug and alcohol-free solution with no added chemicals, which has been successfully proven to kill COVID-19. Test results in a USA CDC approved lab indicate that the product kills the virus in two (2) minutes time. The product, Protectene Anti-Pathogenic Aerosol Solution, has applicable use on porous and non-porous surfaces and can be micro vaporized into the building HVAC systems to protect occupants. **100%organic and even safe for all ages to consume if swallowed.**



# Recycled Revenue on 3-Levels

Unlike most benefit programs the Lifestyle Membership offers a 3-tier revenue share opportunity. We are happy to go in great detail on why this will help in ways you've not yet discovered.

**NOTE: We are not an MLM, or Network Marketing company.**

## Fundraising On Steroids - The I.V. Effect

As we search to understand of how traditional fundraising programs worked, we recognized much of the effects were short-term. Again, it's like having a "shot-in-the-arm" affect, but long-term issues withstanding.

Lifestyle Memberships are constructed to add value and help achieve new, sustainable revenue. The fundraising model will aide non-profits, groups, churches, associations, and organizations looking to increase value or dollars for their cause.

# BRANDING & RECYCLING

## LIFESTYLE CREDITS

Lifestyle Affiliates can receive $2450 in branding campaign credit with Lifestyle Bundles.

## BRAND AWARENESS

Major placement on news and other mediums to gain great exposure for event, cause, or fundraiser.

## RECYCLE BACK TO YOU

YAFI entire platform is based on on a "recycled" concept. ensuring everyone, WINS!

YAFI

You Asked For It