



Varidi: Payment Plans in a Box

1. Guaranteed Payment Plans

- 100% approval (\$500-\$2500 sandbox)
- No credit check
- Customer pays 10-20% fee for convenience of payment-over-time
- 3% merchant discount for Premium, 5% merchant discount for Basic
- 6-24 month term
- No sign up cost
- Vertical Markets:
 - Dental
 - Medical Aesthetic / MedSpa
 - Veterinarian
 - Chiropractic
 - Medical Specialty (foot, eye, etc)
- 90 day free trial for Premium (\$59/mo and 3% discount)
 - I. Premium provides unlimited access to:
 - i. Guaranteed Payment Plans
 - ii. EZPay Plans (Non-Guaranteed)
 - iii. Resolve
 - iv. Reconnect
 - v. Reoccurring
 - Basic is \$0/mo and 5% discount
 - II. Basic provides unlimited access to:
 - vi. Guaranteed Payment Plans
 - vii. EZPay Plans (Non-Guaranteed)
- If customer stops payment, Varidi will make payment for customer

2. EZPay Plans (Non-Guaranteed)

- 100% approved
- Any length term
- Any amount
- Any vertical market
- 100% contract servicing
 - Phone
 - Email
 - Text
- Customer pays 5% + \$3 per month for length of term
- 3% merchant discount for Premium, 5% merchant discount for Basic



3. Resolve

- Solve AR challenges in a customer/patient centric way
- Same percentages as EZPay (Non-guaranteed)
- Upload basic customer info and Varidi generates 6-week email automation campaign
- Varidi provides customer with 2 payment resolutions
 - i. Payment-in-full
 - ii. Pay-over-time
- Perfect solution for managing AR in-house before forwarding to collections and losing 30-50% when collected
- Requires Premium Membership (\$59/month program)

4. Reconnect

- Customer engagement platform designed to increase patient acceptance
- Plan extended can be guaranteed or non-guaranteed
- If guaranteed, same process and percentages as Guaranteed Payment Plans
- If non-guaranteed, same process and percentages as EZPay Plans
- Upload basic customer info and Varidi generates 6-week email automation campaign
- Convert deferred services in to Guaranteed or Non-Guaranteed Payment plans
- Requires Premium Membership (\$59/month program)

5. Reoccurring

- Platform designed to process reoccurring payments, subscriptions, memberships, etc.
- Discount to merchant is custom (5% has been traditionally charged)
- Currently not designed to charge the customer anything
 1. **Test Case #1: One of the largest insurance carriers in the nation**
 - They sell insurance products through thousands of agents
 - Each agent uses different card processors
 - Looking for uniform solution when rolling out new insurance products to agents.
 - Billing and collecting was costing an estimated 10% of premiums
 - Varidi built solution with only a 5% discount
 2. **Test Case #2: Nationwide marketing service for auto dealers**
 - Pay-per-use model was their standard billing process
 - Wanted to convert to a subscription based model of \$99/mo for consistency and stickiness
- Huge opportunity for any company looking to build membership or subscription platform