

# RJ Kelford

## Cornerstone

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### Intro:

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Only 37% of Americans have enough savings to cover even a \$500 financial emergency. Cornerstone is a simple, one click application that helps young people take basic, initial steps to build better financial resilience. Our users know they need to be doing more to take care of their finances, but they don't know what to do and our research shows they often aren't taking even the simplest steps, often due to confusion and intimidation around all things financial.

Cornerstone is a subscription service that allows you to invest, save and be insured with a single click – no complicated decisions, no upfront financial literacy required, just a decision to make a basic monthly contribution to improving your financial resilience.

### Model:

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Through the subscription service our users, and their families and loved ones if desired, contribute to a monthly savings plan, basic renter insurance, and a simple investment vehicle. What they are buying is simple peace of mind through doing something simple to take care of their future. The service helps protect a vulnerable demographic against the most common financial emergencies.

Our business model rests on taking a small fee on each transaction, and eventually making money on the insurance and investment products once we reach a reasonable scale.

### Work to Date and Traction:

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We have talked to dozens of young people in our user group, mocked up a first version of the application, and become experts in the competitive landscape. We're confident this is a unique offering with market demand, which will make a dent in the financial resiliency of young people. We have also begun exploring the complexities of integrating the back end of our service with financial system partners and while there is work to do here, it is doable and both co-founders are well connected to tech and fintech ecosystems.

### Timeline and Milestones

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In the next 12-24 months we seek to:

- Determine the appropriate formula for savings/investment through working with both users and experts
- Further develop and test the user interface to arrive at a first version ready to go to market
- Land on the 'partnership strategy' for financial institutions

### The Ask:

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We're seeking support in each of the above, and eventually will be looking for seed investment to allow us to build Cornerstone. Please be in touch if you can support on UX/UI design, integration with financial system partners, or have general interest in the promise of our venture.

### More information?

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Email [RJ Kelford](#) or check out this [video introduction from RJ on Cornerstone](#).