

MENTAL STRENGTH & FINANCIAL RESILIENCE

TWO KEY PILLARS FOR SOCIETY



MINDSAVVY



MONEYSAVVY

We at Clifton Media have long believed that mental and financial wellbeing is becoming more critical for large parts of society, and we have run numerous articles from a multitude of organisations working in this field.

Introduction

In response to the growing importance of mental toughness and financial resilience as fundamental pillars for societal well-being, two distinct companies have been established: MindSavvy and MoneySavvy. These entities share a common co-founder, Andrew Smith. Andrew says; “ both teams have a passion for taking years of learning to create real change and good in society. That doesn’t mean we aren’t commercial. Doing good and making serious profit can go hand in hand. We intend to build two businesses of significant value whilst solving major social, health and economic issues.”

The businesses are eager to engage with forward-thinking industry professionals, to contribute to their shared vision.

Originating from a comparable background of servicing A&B clients—typically denoting the affluent and elite—the businesses aim to share their expertise and insights as solutions for a much broader demographic.

Daria Albers, a co-founder of MindSavvy and a former kickboxing champion with extensive experience as a world-class striking and high-performance coach, emphasizes the universal desire for self-improvement among both professional athletes and business professionals. She notes a commonality: despite their success, they often experience stress and seek techniques to enhance their daily lives

and performance. Many individuals, including a growing number of younger demographics lacking access to best practices, sense a void in their lives. Albers asserts that MindSavvy’s digital solutions, coupled with retreats and coaching, have the potential to benefit numerous individuals by imparting essential skills such as resilience, determination, and tenacity, ultimately aiming to cultivate success in all aspects of life.

MINDSAVVY

We believe mindset growth is the key to avoiding many mental health related issues. We believe that mental strength is an integral, if not foundational component, of maintaining good overall health.

At a time when the population are experiencing higher levels of anxiety, mental disorders, and stress, MindSavvy believes there are tried and trusted ways to strengthen a person’s mind in the same way people improve their physical wellbeing.

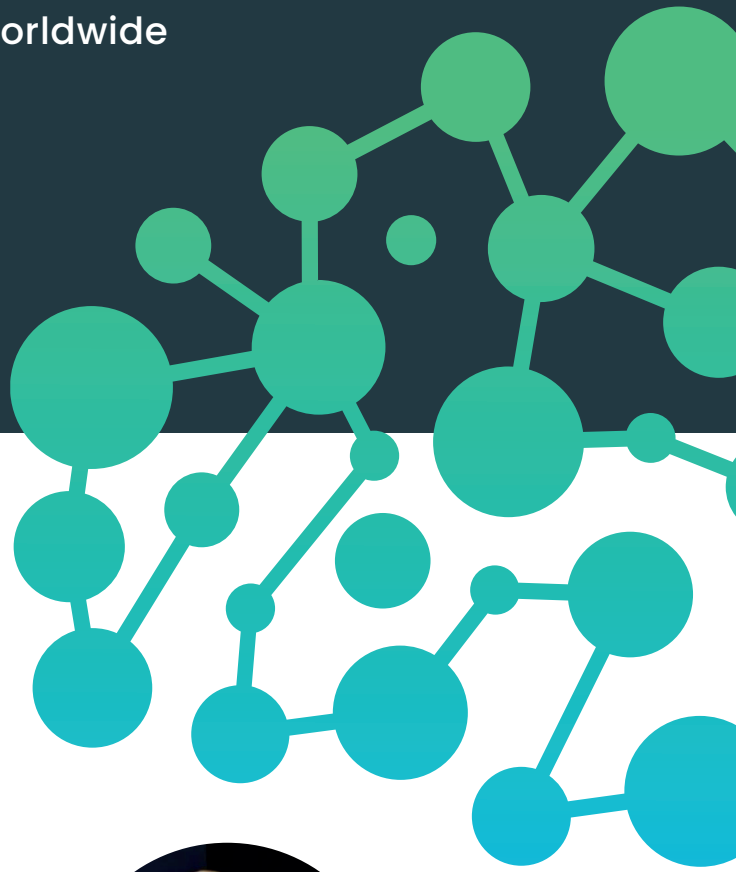
Whether you like him or hate him, the MindSavvy team believe this interview between [Piers Morgan](#) and [Stephen Bartlett](#) sums up a lot of the issues surrounding society and the economy today.

Our core solution is based around a worldwide recognised mindset program called MAP- the Mindful Athlete Program, developed over 15 years by a globally recognised mental performance coach, Daria Albers, supplemented by specialists in many disciplines.

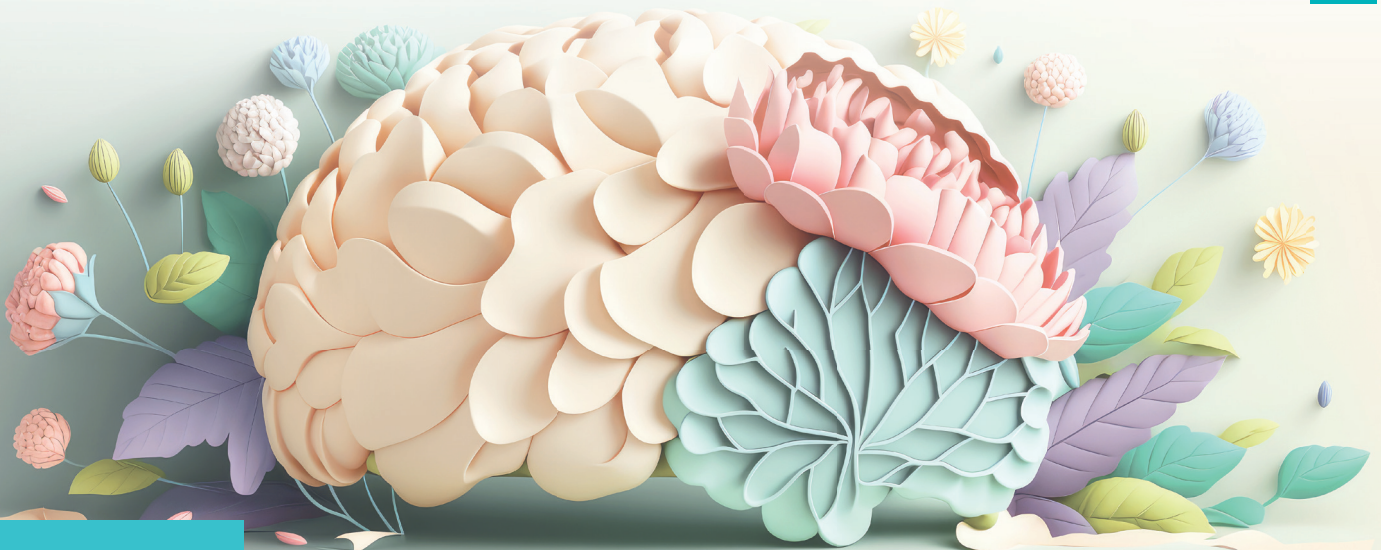
MindSavvy has taken learnings from her work with elite sport people, members of the Special Operation Forces (SOF), business leaders, leading university professors and has converted these into technology-based learnings that can now help everyone deal with their personal issues, ongoing development, and help all people overcome daily challenges.

The B2B courses will be aimed at stakeholders who represent communities - it could be the CEO or wellness officer responsible for employees; a community leader seeking to effect change within their parish; the armed forces looking to equip their soldiers with proven mind strengthening techniques; a gym chain wanting to deliver best practice to their members, or teachers looking to instill core skills in pupils early on.

Additionally, Dunja Rombouts, also known as Dee and a co-founder of MindSavvy, has made an investment in acquiring a retreat located in Belgium. Drawing from her diverse background, which spans 13 years as a firefighter in London, participation in an Ironman competition, and residency in four different countries, Dee envisions the retreat as a venue for hosting immersive courses spanning typically 3 to 5 days. This setting is designed to offer an environment for learning, complemented by opportunities for relaxation and interpersonal connection among both instructors and fellow attendees who share a commitment to driving positive change.



Tony Ricci; Professor of psychology, neuroscience and human performance
“Daria is truly one of the most dedicated, gifted, and outstanding individuals not only in Fight sports, but across humanity! She has clients across disciplines including many high-level executives in business”.





Our Belgian Retreat

The primary objective of the retreat is to facilitate the dissemination of best practices in wellness and mindfulness, with the ultimate aim of teaching a toolset of mental skills and creating personalized assessments.

The intention is to then create a personalised wellness and mindfulness score (whether for employees, schoolchildren or army personnel) to assist all individuals in effectively addressing their unique challenges while collaborating within their community.

The MindSavvy business model revolves around a web and app-based platform designed to generate passive 24/7 recurring revenue all initiated from our intensive private retreat. This model aims to build a substantial database of customers and mental health insights. Additionally, revenue will be generated from other wellness solutions embedded within the platform.

Ultimately the MindSavvy platform will bring best practise together in all areas of mental skills training and resilience, but our belief is that mental strength is as important as financial, physical, emotional and nutritional, in achieving holistic health.

As a business MindSavvy intends to prevent illness, particularity mental health related, reduce the inefficiencies of health services, empower children upwards with mindset development programs and help alleviate the staggering costs linked to lifestyle related illness, anxiety, and disease.

The global mental health market is estimated to reach \$537.97 billion by 2030, but this barely scratches the surface of the costs of related illnesses such as obesity, employee illness days faced by businesses and the spiralling costs of healthcare.

Jan Błachowicz, Former UFC Champion

From the very beginning of my relationship with Daria Albers our collaboration focused on key areas like nervous system regulation, emotional regulation, mental skills training and motivation. Daria is a true game changer. I highly recommend her to anyone seeking to enhance their mental game and unlock their full potential.



Patrick Kozakiewicz Mindfulness, Agile and Design Thinking Thought Leader, IBM. There are few people I come across in my life that I would like to be a part of my board of directors. Daria is one of those. The depth of her experience, the vastness of her heart, and the skills she



possesses are not only most needed these days, they are needed all days. Daria has my vote.

MONEYSAVVY

MoneySavvy is a financial planning web app that will address the dramatic and increasing advice gap in the UK. The core strategy is to partner with UK advisers to complement their current services but increasingly, the MoneySavvy team are working with Wellness Groups to deliver a financial resilience pillar. The company recognises there is a clear link between financial difficulties and poor mental health.

The 2013 Retail Distribution Review created an Advice Gap. MoneySavvy's initial target market is the 15m UK adults who seek access to financial planning, many having previously used a financial adviser. This group is estimated to own conservatively £840bn of existing assets in products that need to move to modern and better priced solutions.

This is an entirely digital solution aimed at most of the UK population, those with less complex needs and smaller sums to invest, a group crying out for a financial planning solution instead of always being sold a product by providers.

Designed by a highly experienced and passionate financial services team and a network of industry experts, the MoneySavvy app gives every customer a personal "financial wellness" score, a measure of their financial health, and a tailored financial plan, to achieve financial security and success for their family.

The proprietary algorithm, which powers the score, and financial planning alone can never provide all the answers, but the team are confident of the underlying principles and know that if a customer applies these to their finances, they'll be better off and move toward an optimal financial position.

MoneySavvy answers the most important customer question of all: am I and will I be OK for money?

The app will be intuitive, engaging, and fun, and the MoneySavvy Score will reflect the user's financial health and how to improve it daily. Over 50% of Brits have said their mental health would significantly improve if they were more financially stable and the cost-of-living crisis is accelerating the need to address financial wellbeing.



"We want to take the lead in preventative measures around mental toughness and financial resilience."

It is so natural for MoneySavvy to be aligned with MindSavvy. We are aiming at the same demographic and we want to reach large communities of people. We are very positive about being involved at the retreats and hope the attendees - community leaders - can then take back our digital solutions to effect significant change

MoneySavvy is already backed by Haatch Ventures and The British Business Investment Bank but want to complete this next investment round particularly through the adviser community.

For MoneySavvy shareholders, the model is infinitely scalable. It creates a huge asset management and financial planning business built on recurring fees, and the Directors are confident of achieving a significant exit multiple.

Andrew Smith says " both companies want to give most of the population a solution that will address their everyday anxiety and stress. MindSavvy will give people a purpose, a path to follow and a daily way of managing their mental health and toughness. We know the next big thing on people's agenda is money and how to feel confident about their financial affairs. This is where MoneySavvy comes in. We are confident that there are millions of people that will benefit from these two combined approaches.

"A recent article said that advisors are increasingly seen as therapists of the financial world. However, it also said they need to look after their own mental health. It will be great to see the Financial Services industry standing behind mental toughness and financial resilience for everyone."

THE ASK

MINDSAVVY

£250K initially under SEIS and then £350K under EIS

Contact: dunja@mindsavvy.co.uk

MONEYSAVVY

Up to £500K under EIS

Contact: Andrew.Smith@moneysavvy.co.uk

