DIVERSIFIED

SaaS, Inc.

INVESTMENT PRESENTATION

Business software built around real business.

A seven-product portfolio. Three operational platforms. A disciplined plan to grow.

7	3	2007
PRODUCTS	OPERATIONAL	BUSINESS ROOTS

Diversified SaaS, Inc. | Delaware C corporation | October 26, 2026

Company information and illustrative planning scenarios. Not an offer to sell securities.

THE OPPORTUNITY

The investment thesis

An established operator applying nearly two decades of experience to practical, connected software.

Established perspective

The broader Diversified organization traces its business operating experience to 2007. That experience informs customer requirements, product choices, and disciplined execution.

Built, not just imagined

Three products are operational today. Other applications have reached advanced development or remain under active development and preparation.

Independent value

Every platform is intended to be useful on its own. Integrations can reduce duplicated work without requiring customers to buy the entire portfolio.

Capital for growth

Investment capital is intended to accelerate commercialization, customer acquisition, engineering, security, support, and expansion.

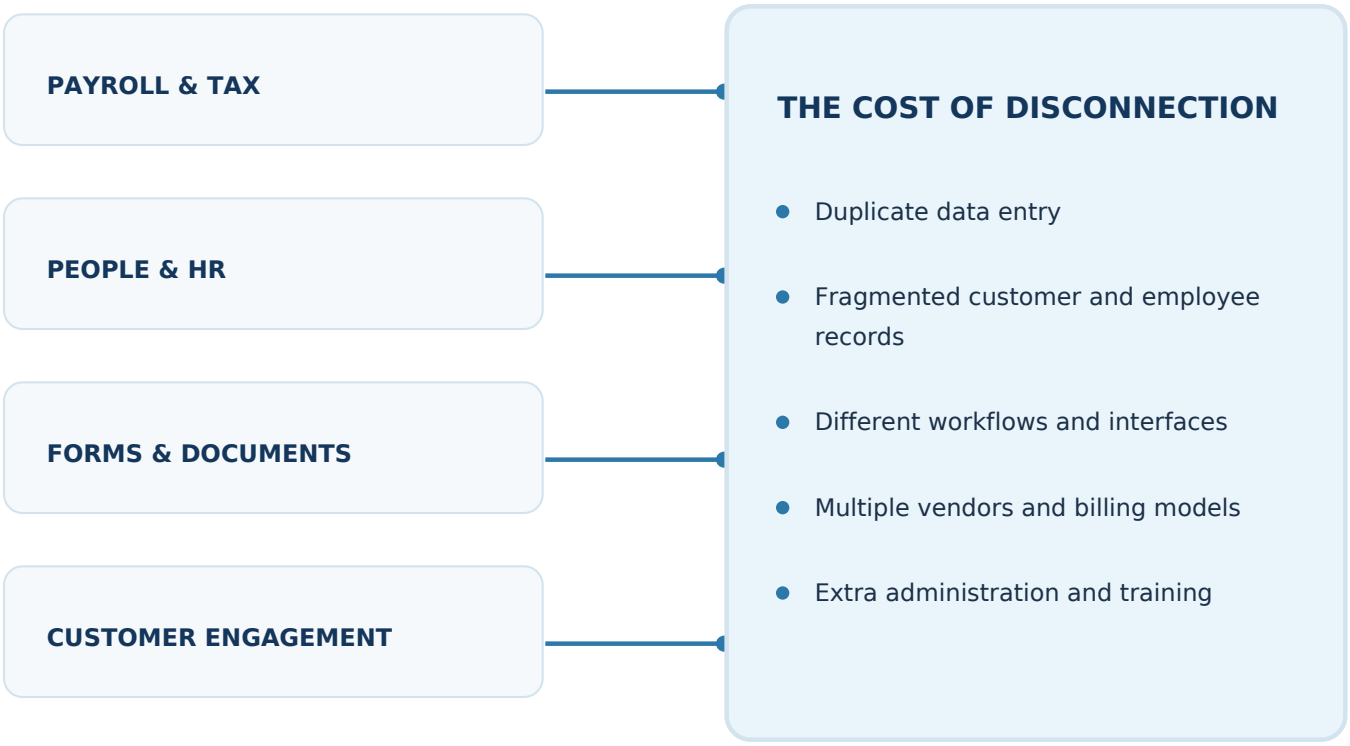
Core proposition

We are building a scalable business software company centered on practical outcomes, flexible adoption, and durable customer relationships.

THE PROBLEM

Why the opportunity exists

Businesses face software fragmentation, complex pricing, and workflows that do not fit how they operate.



Our response

Build focused products that solve one clear problem at a time, then connect them where shared data and workflows create genuine value.

TIMING AND EXECUTION

Why now?

A change in development economics has made a long-standing software opportunity practical to pursue.

- Modern AI-assisted development tools reduce the time and expense required to translate operational requirements into working software.
- The founder provides product direction, architecture requirements, workflow definitions, functional testing, and quality oversight.
- The company can validate products using the operating needs of related businesses and feedback from an external business client.
- Cloud distribution enables a broad market reach without matching the overhead of traditional software development organizations.

Why this matters

Product development can proceed with disciplined capital use. Investment can accelerate commercialization and scale rather than finance an untested idea from zero.

Company and founder

Diversified SaaS, Inc. is a Delaware C corporation formed in 2026.

Martin Stevens | Founder and President

Founder-led product design and commercialization informed by operating businesses since 2007.

Experience informing the software

- Payroll and employer administration
- Customer communications and marketing
- Operational policies, HR, and contractor workflows
- Forms, documentation, and business processes

Development approach

Product decisions, workflows, security requirements, testing, and ongoing refinement are directed by the founder. The development toolchain uses AI-assisted programming, with source code managed in GitHub and application data services including Supabase/PostgreSQL.

SOFTWARE PORTFOLIO

Seven complementary products

Three live platforms and four products at other stages of development or relaunch.

Diversified Payday

LIVE

Payroll and tax management

Diversified Engage

LIVE

Marketing and customer engagement

Diversified Check Studio

LIVE

Check design and printing

Diversified Workspace

ADVANCED DEVELOPMENT

HR, workforce, ATS, and onboarding

Diversified Forms

ADVANCED DEVELOPMENT

Secure forms, signatures, workflows

Diversified Affiliates

IN DEVELOPMENT

Multi-merchant affiliate programs

Verify ID Badge

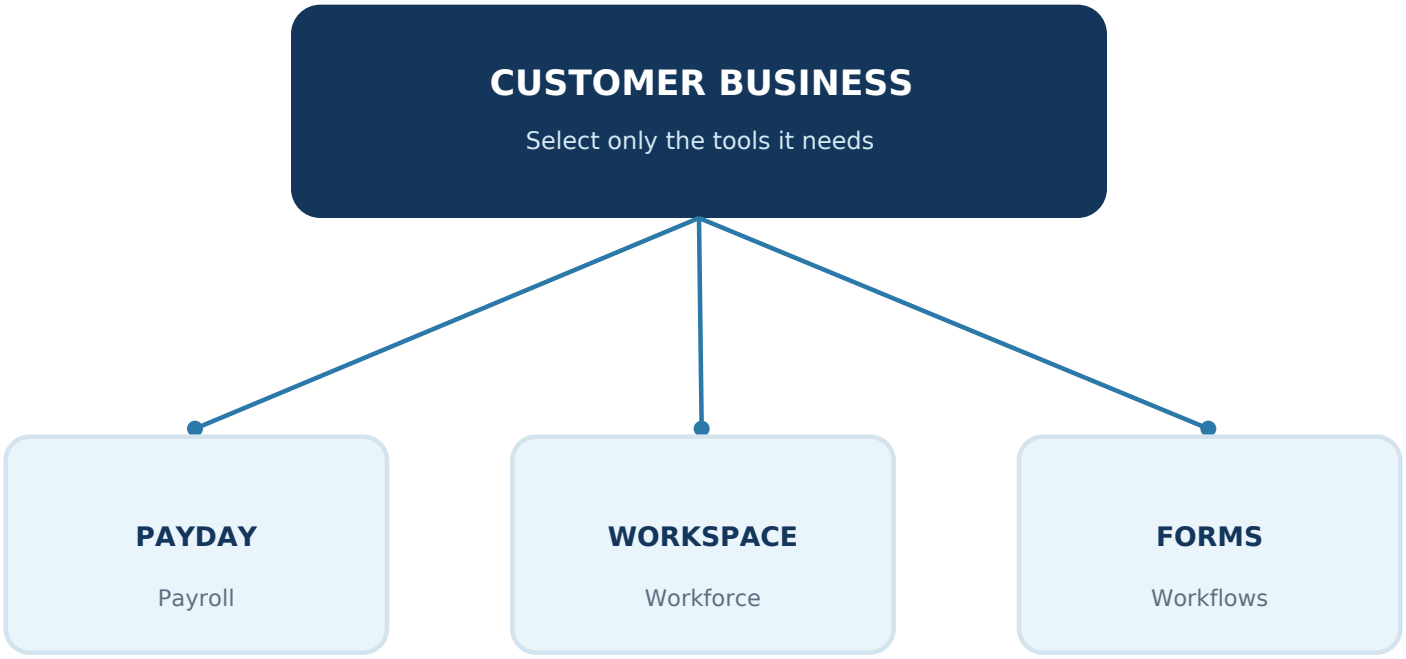
RELAUNCH DEVELOPMENT

Identification and credential verification

INTEGRATED BY DESIGN

How the portfolio works together

Standalone products first. Integration where it improves the customer workflow.



Expansion paths

Customer engagement, check printing, affiliate management, and credential verification create additional independent entry points and potential complementary services. Integrations are pursued only where appropriate.

PRODUCT 1 OF 7

Diversified Payday

Payroll management

LIVE AND OPERATIONAL

Product focus

The payroll platform provides employers with cloud-based tools for managing recurring payroll operations and related records.

SELECTED CAPABILITIES

- Employer payroll operations
- Recurring pay schedules and payroll records
- Subscription-based plans and optional premium functionality
- Tax-related workflows and reporting capabilities

Current status

Live platform in testing and use by employer accounts; currently no paying customers.

PRODUCT 2 OF 7

Diversified Engage

Customer communications and marketing

LIVE | LAUNCHED OCTOBER 6, 2026

Product focus

A customer engagement platform supporting campaigns, automations, website integrations, and customer communications.

SELECTED CAPABILITIES

- Email campaigns and automated follow-ups
- Contact and audience management
- Website and e-commerce integrations
- Usage-based and subscription commercial model

Current status

Publicly launched; a live WordPress business website uses its integration.

PRODUCT 3 OF 7

Diversified Check Studio

Check design and printing

LIVE AND OPERATIONAL

Product focus

A check customization and print-preparation application serving business and individual needs.

SELECTED CAPABILITIES

- Design and customize printable checks
- Multiple supported check formats
- A library of 21 published templates
- Product-related purchase and upgrade opportunities

Current status

Active software product; no paying customers reported.

PRODUCT 4 OF 7

Diversified Workspace

HR, workforce and business operations

ADVANCED DEVELOPMENT

Product focus

A workforce management system under development, intended to handle the employee and contractor lifecycle and operational records.

SELECTED CAPABILITIES

- Applicant tracking and hiring workflows
- Employee and contractor onboarding
- Company policies and documentation
- Role-based organization access and integrations

Current status

Advanced development. Not announced as generally available; no committed launch date.

PRODUCT 5 OF 7

Diversified Forms

Forms, signatures and workflows

ADVANCED DEVELOPMENT

Product focus

A secure business forms and workflow platform under development for collecting, reviewing, managing, and exchanging operational information.

SELECTED CAPABILITIES

- Form creation and secure data collection
- Electronic signatures and approvals
- Document and attachment management
- Reporting, permissions, and integration workflows

Current status

Advanced development with substantial functionality and security testing. Not operationally launched.

PRODUCT 6 OF 7

Diversified Affiliates

Affiliate and merchant programs

IN DEVELOPMENT

Product focus

A proposed multi-merchant platform intended to connect merchants and affiliates and manage performance and compensation workflows.

SELECTED CAPABILITIES

- Merchant and affiliate onboarding
- Referral and lead attribution
- Program management and reporting
- Commission tracking and payments

Current status

Under development. No public launch date announced.

PRODUCT 7 OF 7

Verify ID Badge

Credentials and verification

RELAUNCH DEVELOPMENT

Product focus

An existing Wix-based website is planned for replacement and expansion into credentialing and identification services.

SELECTED CAPABILITIES

- Employee and contractor credential verification
- Digital and physical badges
- Time-limited credentials and passes
- Event and access-related applications

Current status

Relaunch and expansion are being developed. The current Wix site does not meet planned requirements.

Current progress

Operational status and customer adoption are stated separately from commercial revenue.

3

Operational products

Payday, Engage, Check Studio

7

Portfolio products

Includes development and relaunch

0

Paying customers

Pre-revenue as of October 2026

Practical testing environment

- Testing by businesses within the Diversified organization
- One external client testing against existing solutions
- Feedback used to improve workflows, reliability, security, and usability
- No external paying-customer demand is claimed at this stage

Business model

Seven products offer independent purchase paths and potential cross-product adoption.

Subscriptions	Monthly and annual plans for eligible software products
Usage & tiers	Pricing that grows with use, features, or employee counts
Transactions	Product-specific fees where applicable, including check-related services
Add-ons	Premium services and advanced capabilities
Cross-product growth	Customers can add further products without purchasing a mandatory bundle

Commercial status: Pre-revenue. No paying customers. Product pricing and adoption will determine realized economics.

Customer acquisition

Acquire customers through specific product needs, then earn the opportunity to serve more of their operations.

DISCOVER	Search, social, direct outreach, partnerships
EVALUATE	Accessible trials, demos, entry-level plans
ADOPT	Convert the right use case to a paid plan
EXPAND	Cross-sell related products when useful

Acquisition principles

Lead with practical outcomes. Keep introductory pricing accessible. Measure conversion and retention before scaling spend. Build referrals and partner channels with discipline.

DIFFERENTIATION

Competitive positioning

Compete on usefulness, flexibility, economics, and responsiveness rather than attempting to replicate every enterprise suite.

Practical operating insight

Product direction is grounded in firsthand business management experience.

Standalone-first

Customers can buy the function they need without mandatory bundled adoption.

Connected when valuable

Integrations can reduce duplicate administrative work across products.

Disciplined pricing

Accessible entry points and clear paths to advanced features.

Direct customer feedback

Founder-led development enables quick evaluation and refinement of product needs.

SCENARIOS, NOT FORECASTS

Illustrative revenue scenarios

A simple sensitivity illustration based on assumed average combined monthly revenue of $100 per paying customer.

PAYING CUSTOMERS	MONTHLY REVENUE	ANNUAL REVENUE
1,000	$100,000	$1.2 million
10,000	$1 million	$12 million
50,000	$5 million	$60 million
100,000	$10 million	$120 million

Important assumptions

These are arithmetic examples only, not projections. The $100 average is hypothetical, not an observed customer spend. Actual results depend on adoption, pricing, retention, usage, operating expenses, and customer acquisition costs.

Current annual recurring revenue: $0.

Deployment of investment capital

Capital would be used to accelerate execution and build the capabilities needed for durable growth.

PRODUCT	Complete, improve, and maintain the platforms
SECURITY	Infrastructure, availability, compliance, and safeguards
ACQUISITION	Marketing, partnerships, distribution, and experimentation
OPERATIONS	Customer support, billing, and service reliability
TALENT	Engineering, technical expertise, and commercial capacity
WORKING CAPITAL	Support operating needs while recurring revenue develops

No allocation percentages are represented as approved or fixed.

Risks and execution priorities

Early-stage software investment is speculative, and meaningful execution risks remain.

- The company is pre-revenue and has no paying customers; commercial demand and retention remain to be demonstrated.
- Products in advanced development or relaunch preparation may require additional time, money, security testing, or revisions.
- Established competitors have significant financial resources, distribution, and market recognition.
- Product reliability, security, privacy, payroll-related obligations, and integration complexity require ongoing investment.
- The business is founder-led and needs additional qualified personnel and durable operating processes to scale.
- Investment capital may be insufficient, unavailable, or delayed; investors could lose part or all invested capital.

Disclosure principle

This presentation is general company information. It is not a securities offering document, and it does not replace applicable offering materials, financial disclosures, or investor due diligence.

INVESTMENT OPPORTUNITY

The next stage of growth

From founder-led product execution to measured commercialization.

01 **REFINE**

Operational quality and usability

02 **COMPLETE**

Advance in-development products

03 **ACQUIRE**

Establish paid customer adoption

04 **RETAIN**

Build customer service and reliability

05 **SCALE**

Expand based on measured economics

North star

Business software should adapt to businesses, not force businesses to adapt to software.

INVEST IN WHAT WE ARE BUILDING

Invitation to prospective investors

Diversified SaaS, Inc. is actively seeking investment capital.

Practical software. Disciplined growth.

We are building a seven-product software portfolio informed by operating experience dating to 2007. Three platforms are operational; others are in development. The next priority is to turn product progress into sustainable recurring revenue.

We welcome conversations with prospective investors and organizations interested in our long-term strategy.

Investor inquiries

Investors@DiversifiedSaaS.com

https://diversifiedsaas.com/investors

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