DIVERSIFIED SAAS, INC.

Practical business software. Built to work together.
Designed to stand alone.

Seven products • Three operational platforms • Delaware C corporation

INVESTOR OVERVIEW | OCTOBER 2026

INVESTMENT THESIS

Experienced operator. New software company.

Business experience dating to 2007 meets modern software development capabilities.

Business-led

The founder has operated companies since 2007 and designs products around firsthand business requirements.

Already building

Seven software products in the portfolio, including three live and operational platforms.

Room to scale

Pre-revenue today, with test users and a clear focus on converting product adoption into paying customers.

THE PROBLEM

The software stack is working against businesses.

Disconnected tools create costs and operational friction across essential business functions.

01

Fragmentation

Payroll, people, forms, marketing and credentials are often managed in separate systems.

02

Complexity

Businesses adapt processes to software limitations instead of the other way around.

03

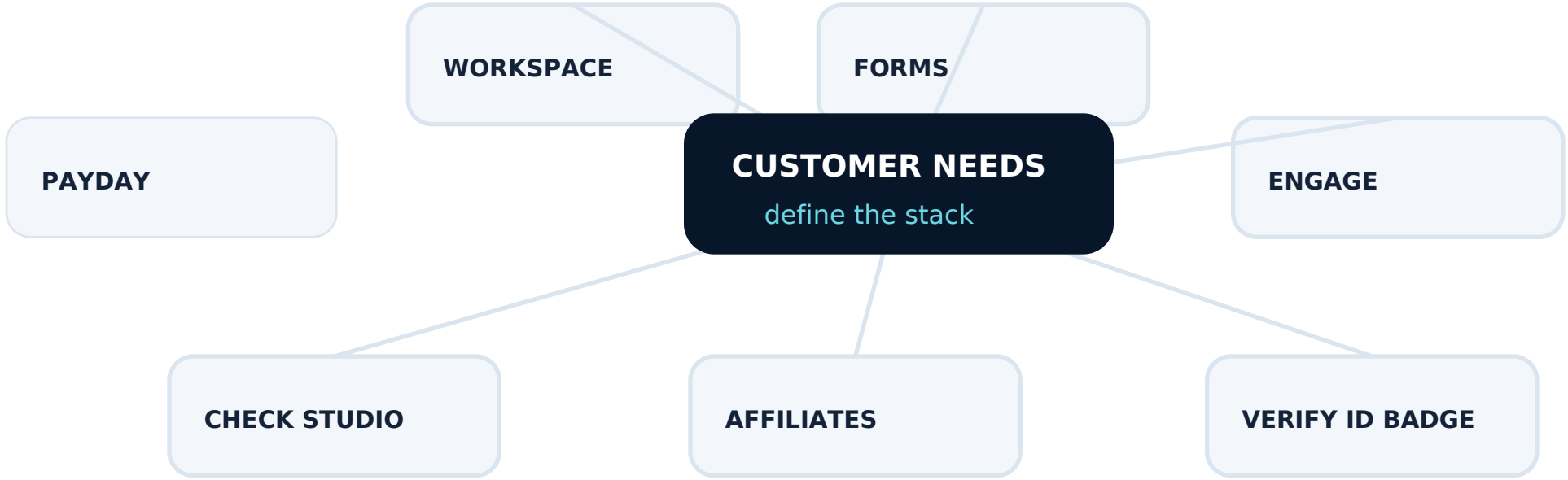
Cost and control

Overlapping subscriptions and rigid product bundles reduce flexibility.

OUR ANSWER

A connected portfolio, not a forced bundle.

Customers can adopt a single product or combine products as their needs evolve.



PORTFOLIO STATUS

Seven products. Distinct stages.

Current product statuses as of October 26, 2026.

Diversified Payday	Payroll and employer tools	LIVE / OPERATIONAL
Diversified Engage	Marketing and customer engagement	LIVE / OPERATIONAL
Diversified Check Studio	Check design and printing	LIVE / OPERATIONAL
Diversified Forms	Secure forms and business workflows	ADVANCED DEVELOPMENT
Diversified Workspace	Workforce and applicant management	ADVANCED DEVELOPMENT
Diversified Affiliates	Merchant and affiliate programs	IN DEVELOPMENT
Verify ID Badge	Credentialing and verification	RELAUNCH DEVELOPMENT

OPERATIONAL PLATFORMS

Three products already live.

Operational does not mean paid-market traction; the company remains pre-revenue.

01

PAYDAY

Payroll management

Employer accounts, payroll workflows, and tax-related functionality.

02

ENGAGE

Customer engagement

Publicly launched October 6, 2026; campaigns, messaging, and website integrations.

03

CHECK STUDIO

Check design and printing

Active platform with 21 published check templates and multiple formats.

DEVELOPMENT PIPELINE

Building the next set of capabilities.

No launch dates are being represented as committed or anticipated.

Diversified Forms

Advanced development; secure collection, signatures, workflows, integrations, reporting and access controls.

Diversified Workspace

Advanced development; applicant tracking, workforce records, onboarding and policies.

Diversified Affiliates

In development for merchant and affiliate programs.

Verify ID Badge

Relaunch development focused on digital and physical credentials.

EARLY VALIDATION

Tested against real operating needs.

Internal business workflows and one external client support feedback and product refinement.

LIVE PRODUCTS

3

Payday, Engage, Check Studio

EXTERNAL TEST CLIENT

1

Testing products against existing solutions

CUSTOMER REVENUE

$0

No paying customers at present

BUSINESS MODEL

Multiple products. Multiple revenue paths.

Revenue model reflects expected monetization, not current sales.

Recurring subscriptions

Monthly and annual plans for software platforms.

Usage and service charges

Employee-based, usage-based or transaction fees where applicable.

Premium features

Paid tiers, additional capabilities and add-ons.

Cross-product adoption

One customer can adopt complementary tools over time.

GO-TO-MARKET

Start with practical problems. Earn expansion.

Business software for small and mid-sized organizations across industries.

01

ACQUIRE

Search, direct outreach, referral and marketing channels.

02

VALIDATE

Trials and hands-on use show real workflow value.

03

CONVERT

Paid subscriptions or services where appropriate.

04

EXPAND

Additional products as customer requirements evolve.

ILLUSTRATIVE SCALE

The model has room to compound.

Scenarios assume $100 average monthly revenue per paying customer; not forecasts.

1,000

paying customers

$1.2M

annualized revenue

10,000

paying customers

$12M

annualized revenue

50,000

paying customers

$60M

annualized revenue

Illustrative arithmetic only. Pricing mix, acquisition costs, retention, and conversion are unproven.

USE OF CAPITAL

Accelerate commercialization responsibly.

Investment would support the transition from founder-directed development to scalable operations.

PRODUCT

Continued development, engineering and platform reliability

GROWTH

Customer acquisition, marketing and sales execution

OPERATIONS

Support, infrastructure, security and compliance

EXPANSION

Select new products guided by validated customer needs

FOUNDER AND STRUCTURE

Business experience informs product decisions.

A software company formed in 2026, supported by founder experience dating to 2007.

MARTIN STEVENS

Founder & President

Founder of Diversified Company in 2007. Directs the software portfolio, requirements, architecture decisions, testing and commercialization.

CORPORATE STRUCTURE

Diversified SaaS, Inc. is a Delaware C corporation, wholly owned by Diversified Universal LLC, which is controlled by the founder.

The other Diversified businesses are separate entities and are not the company seeking investment.

THE NEXT CHAPTER

Built on experience.

Focused on what comes next.

Diversified SaaS, Inc. is building practical, affordable business software with the flexibility to serve customers one product at a time.

diversifiedsaas.com

Investor overview • October 2026