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Hope Seed

PRIVATE PARTNER DISCUSSION

Meridian

ILLUSTRATIVE ECONOMICS - NOT A COMMERCIAL QUOTE

A bounded pilot that earns the right to scale.

A controlled launch for up to 2,000 qualifying Cashback Mortgage Plus households, designed to prove family activation and measurable relationship value before Meridian makes a larger commitment.

UP TO	ENABLEMENT	DELIVERY	TECHNOLOGY
2,000	90 days	31+	No core
target households	four launch phases	co-branded assets	integration required

THE CFO MODEL

Put the price into a model Meridian can test.

ACTIVATION SCENARIOS

Pilot investment = P

Eligible households = up to 2,000

Scenario	Activation	Families	Cost / activated
Conservative	20%	400	P / 400
Target	**35%**	**700**	**P / 700**
Upside	50%	1,000	P / 1,000

WHAT COUNTS AS VALUE

- Incremental household contribution
- Avoided attrition value
- Attributable product contribution

Measured pilot value - P = net pilot return

Break-even attributable outcomes = P / B

B = Meridian value per outcome. Excludes unverified lifetime value, impressions and private family data.

HOW MERIDIAN PROVES IT

One journey, measured by the organization that owns each dataset.

HOPE SEED MEASURES

Family engagement

- Reach and sign-up
- Activation and weekly participation
- Milestones and program retention

MERIDIAN MEASURES

Relationship outcomes

- Household deepening
- RESP or youth-account growth
- Conversion and Member retention

JOINT DECISION GATE

Renew, refine or stop

- Matched cohort agreed up front
- Thresholds agreed before launch
- Scale only if evidence supports it

TO CONFIRM DURING SCOPING

Total pilot investment (P); family-entitlement term; eligible cohort definition; Meridian value per qualifying outcome (B); comparison cohort; conversion events; renewal thresholds.

FOR DISCUSSION

Illustrative framework only. It is not a price quote, forecast or guarantee of financial return. Meridian retains all core-data analysis; Hope Seed receives only agreed, privacy-minimized reporting.

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