



# MyVet BENEFITS



## Why We Do What We Do

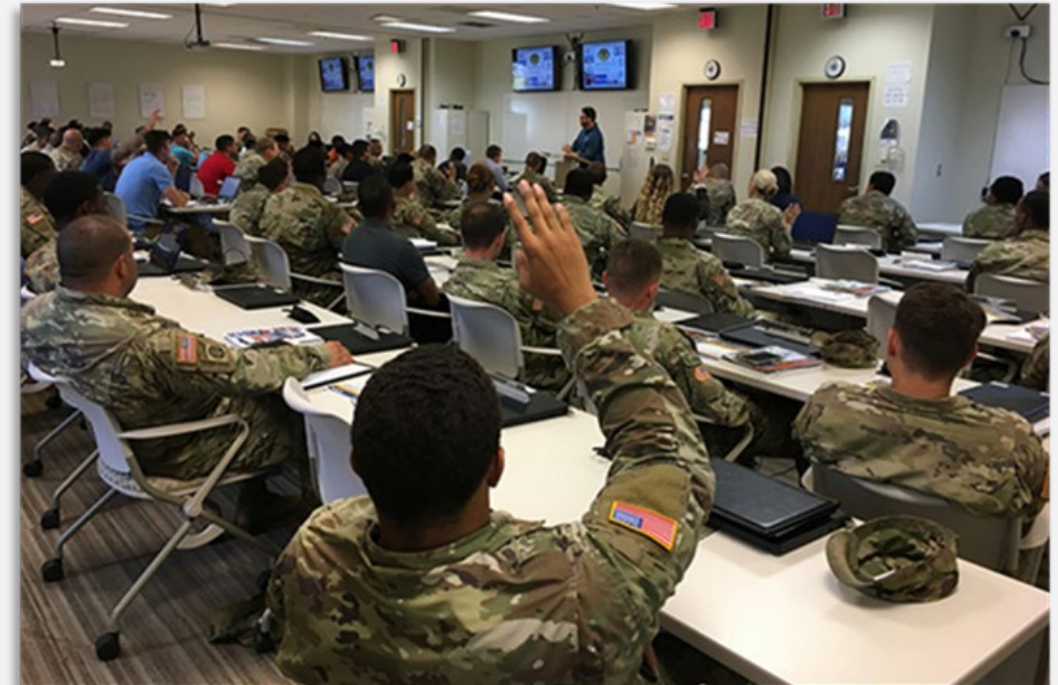
MyVetBENEFITS is built on the belief that the “military family” takes care of each other, ingrained into our founder while leading the fight to change U.S. Public Law to provide equal survivor benefits for Guard and Reserve families who lose loved ones in the line of duty.



The surviving family of Major Pete “Oly” Jahns, the inspiration for changing U.S. Public Law for survivor benefits.



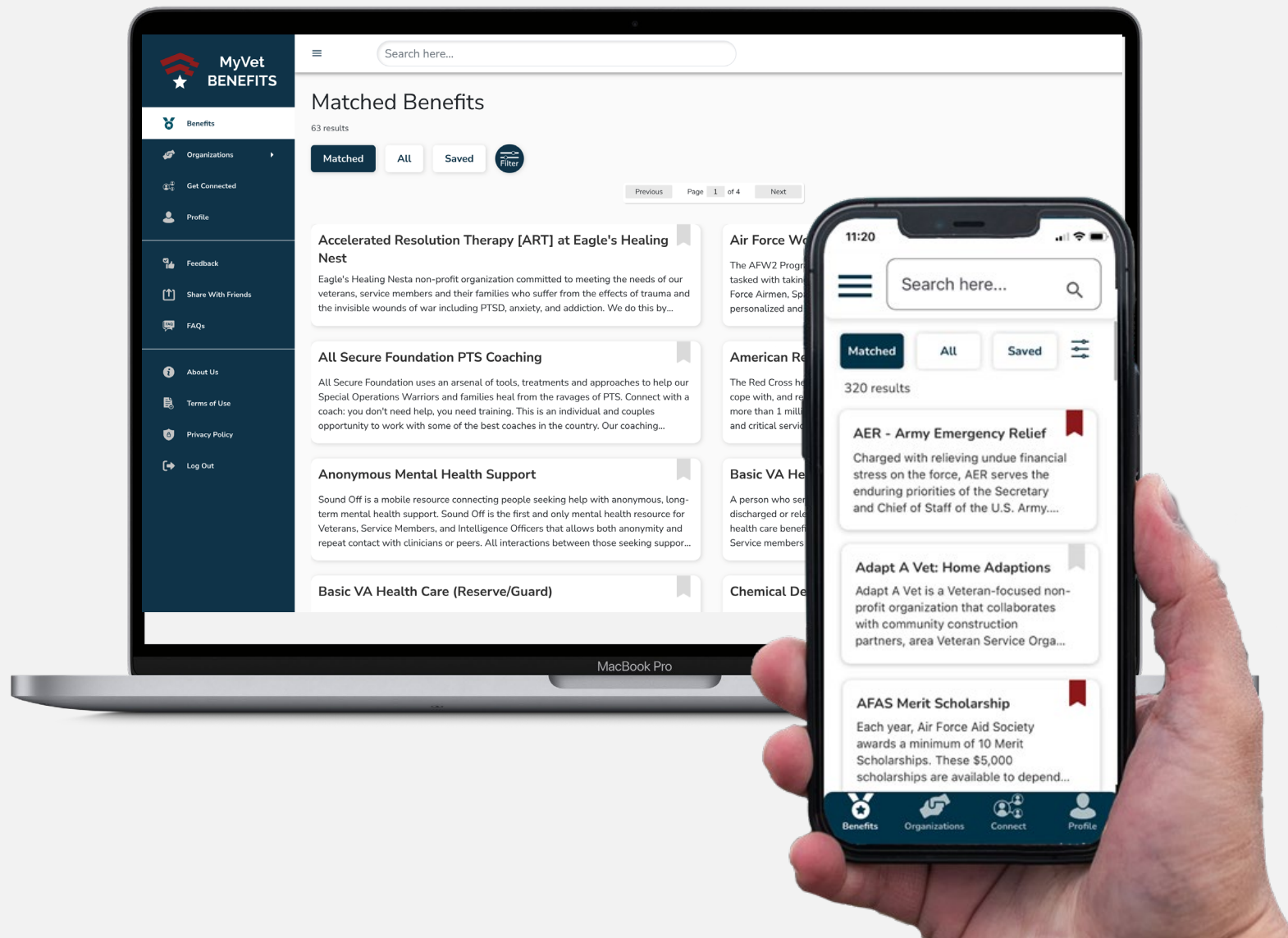
Navigating the complex landscape of Veterans benefits from federal and state agencies, Veteran Service Organizations and **more than 40,000** military focused charities can be overwhelming.



**Only 15%** of Veterans strongly agree they received good guidance on benefits and resources when exiting the military.



The **MyVetBENEFITS** mobile app and website instantly match Veterans, Service Members, and their families to the benefits they've earned.



# | How it Works

**Step 1** – Users submit their profile based on their (or their spouse's) time in service.

**91%** of users submit a full profile.

6:19

## Service Background

40%

Vet/Military Member's Age

33

Branch of Service

Army

Service Status

Veteran (separated)

Last Rank Held

E5

(Approx.) Months on Active Duty

65

Back

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Benefits Organizations Connect Profile

6:19

## Service Recognition

60%

Conflicts Served In

Combat Veteran

YES

Purple Heart

NO

Were you activated in war while in the Guard/ Reserve?

NO

Back

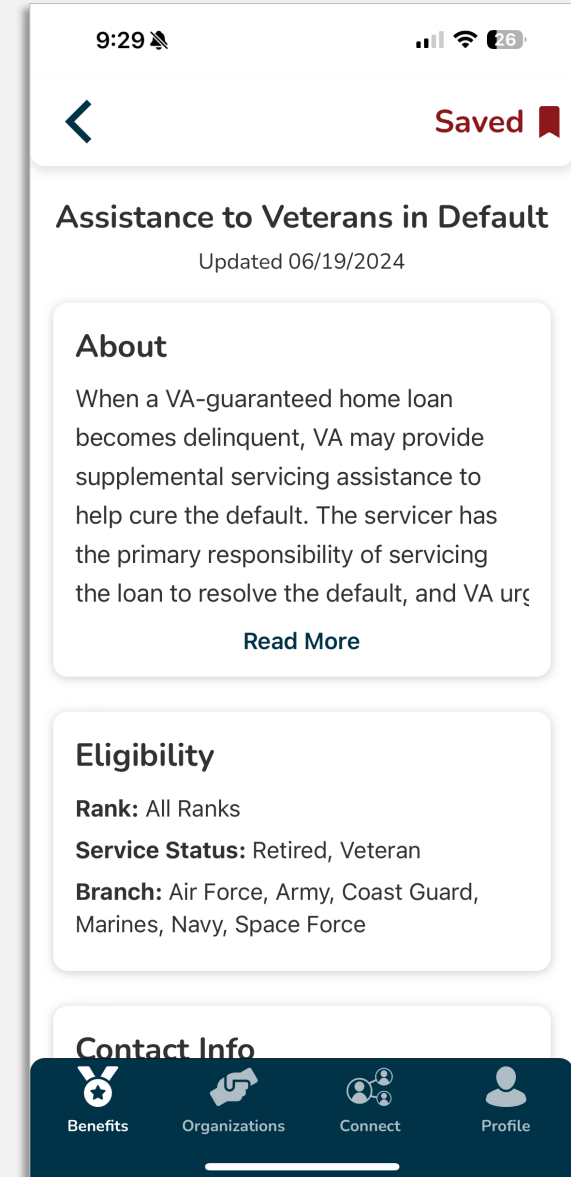
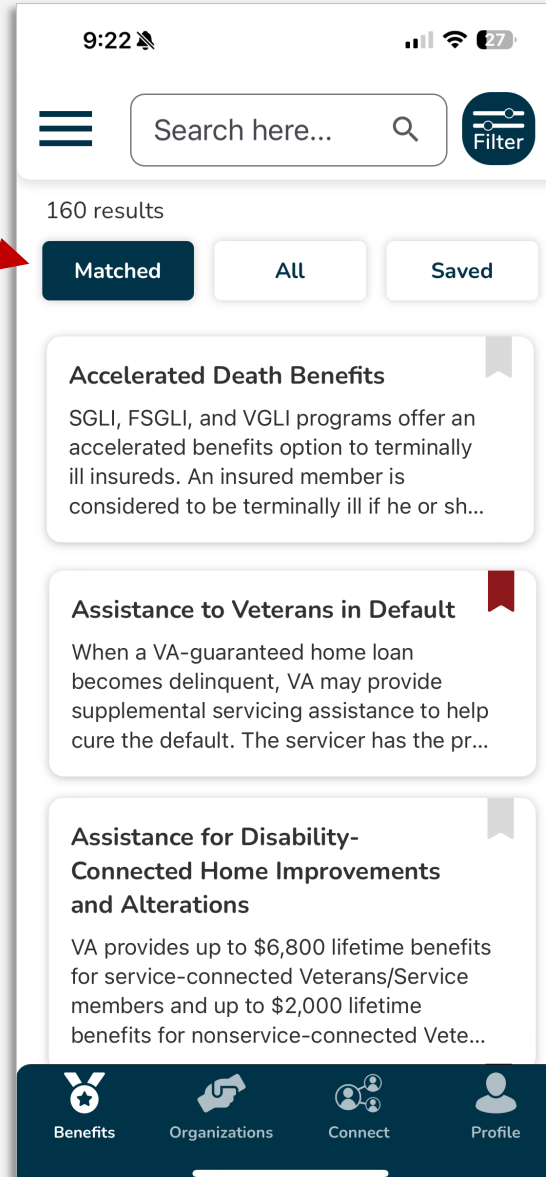
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[Learn More](#)

Benefits Organizations Connect Profile

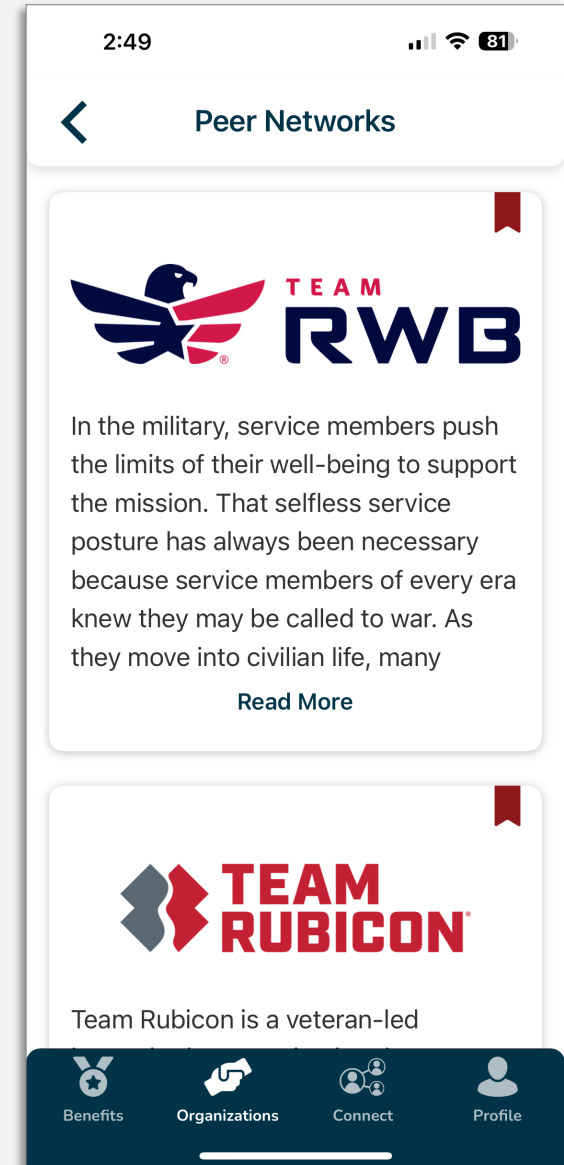
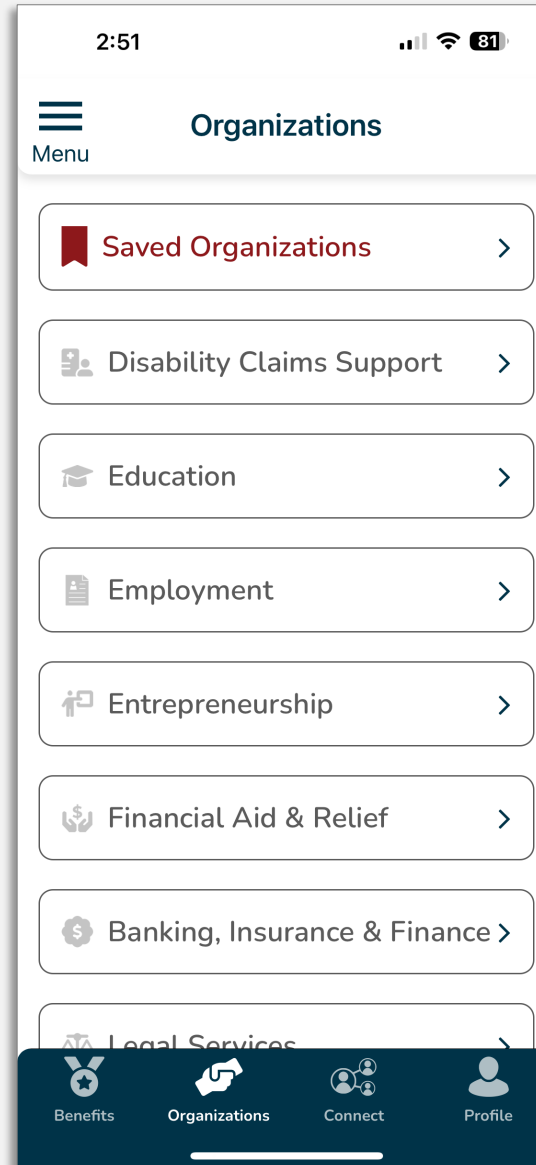
# How it Works

**Step 2** – The app then creates a personalized list of benefits from the VA, State Veteran Departments, Veteran Service Organizations, and more.



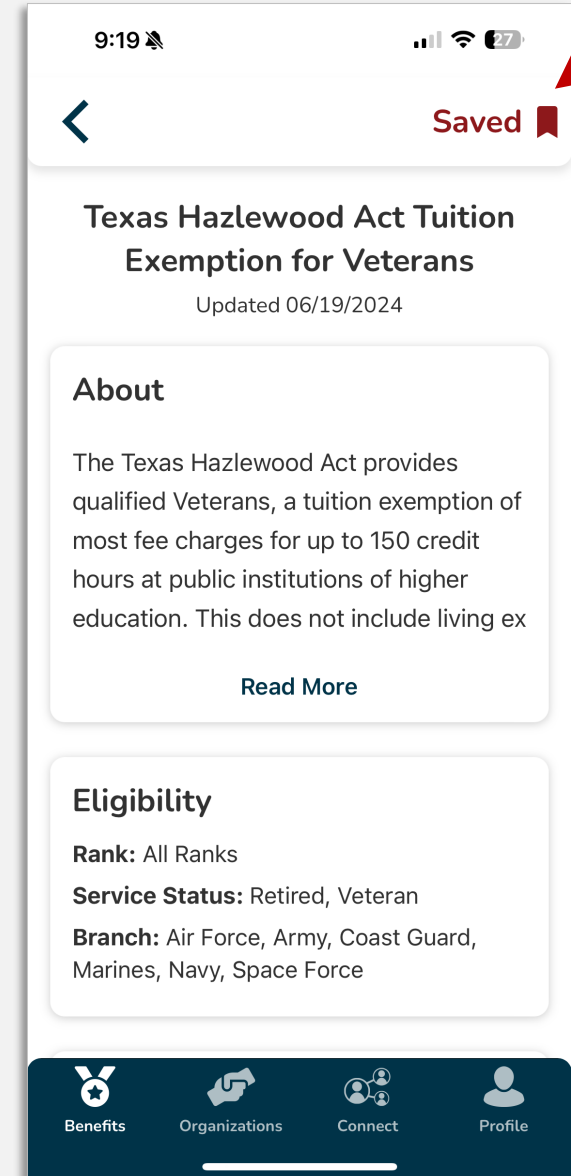
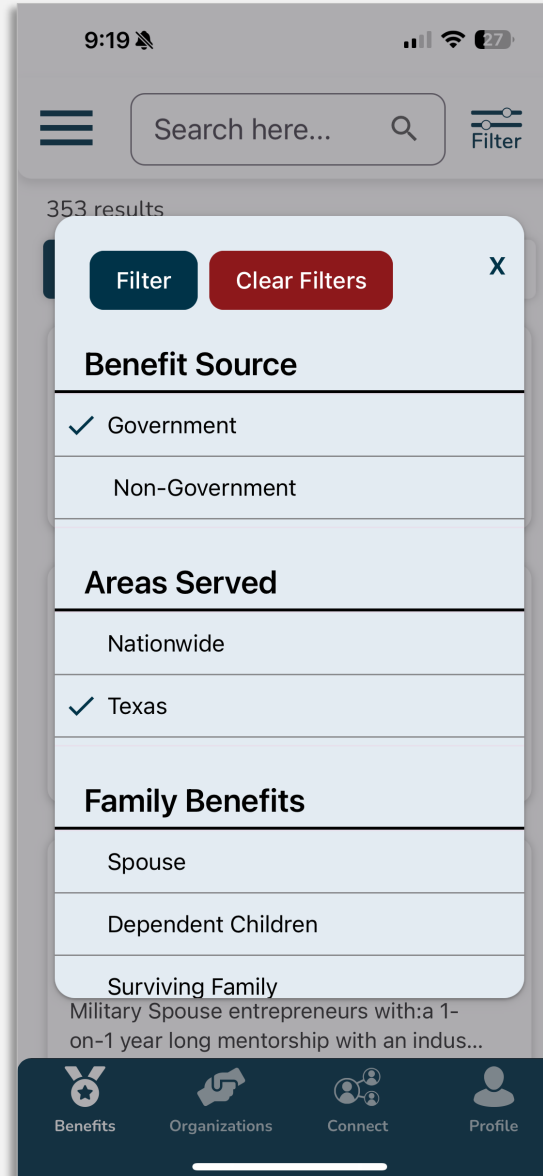
# | How it Works

**Step 3** – A select group of organizations are also provided for users to browse and directly connect with.



## User-Friendly Features

Users can narrow down their benefits results even further by using the keyword search, filtering by category, and saving to favorites.



## Serving The Entire Military Lifecycle

MyVetBENEFITS serves the entire military lifecycle from entrance to exit and beyond, addressing the needs of military members, Veterans, **and their families.**

Entering the Military  
(Post Basic Training)

Active Military  
(Including Guard/Reserve)

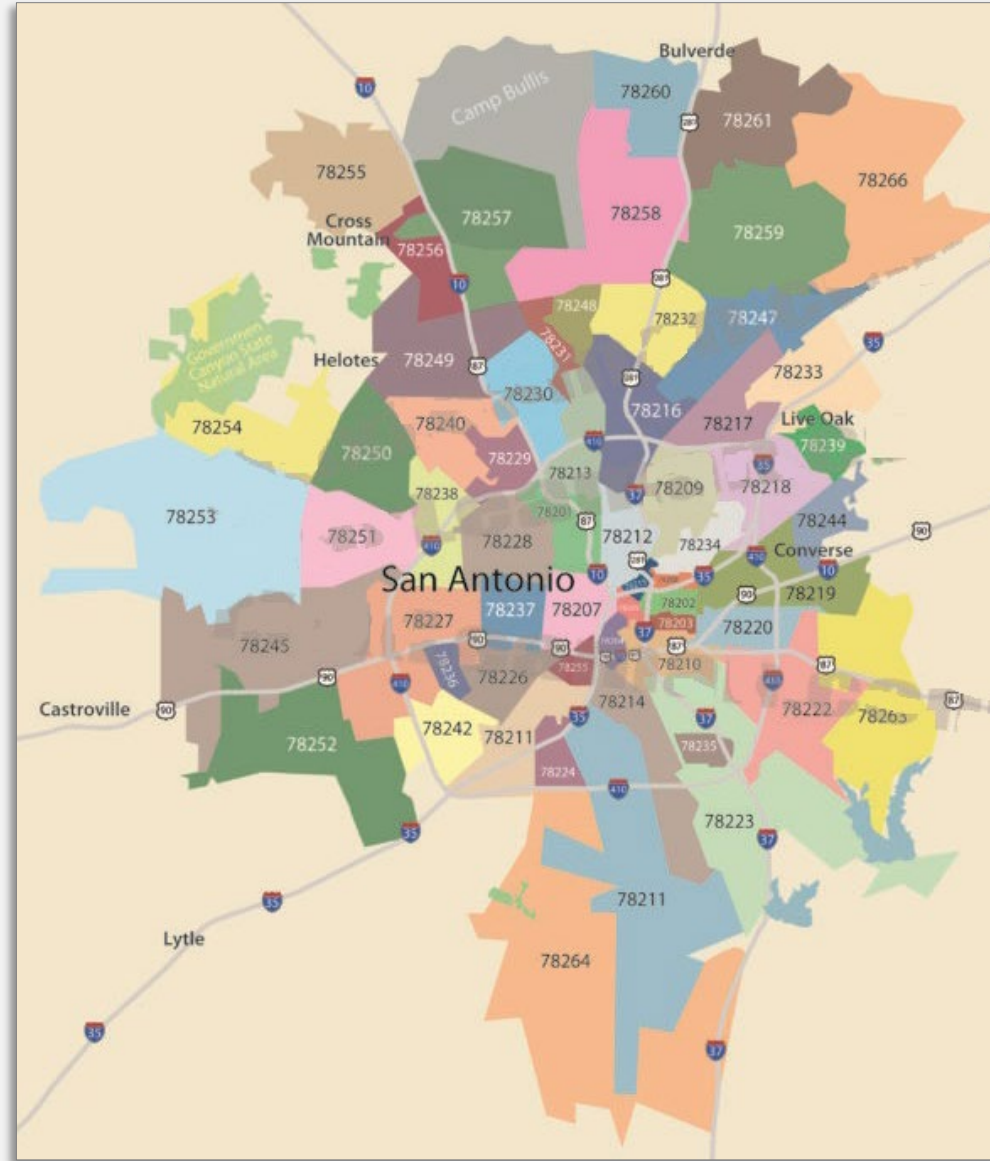


Transition  
Assistance

Veterans &  
Retirees

## Benefits Matching at Every Level

MyVetBENEFITS displays and matches benefits and organizations at the national, state, and local levels, even down to the zip code.



# Nationwide State Benefits Coverage

MyVetBENEFITS contains 2,000+ benefits from Veteran Services Departments, Employment Commissions and others, covering all 50 states, D.C., and the territories.

## Matched Benefits

28 results

Matched

All

Saved



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### Alabama G. I. Dependent Scholarship Program

Alabama offers varying duration scholarships for eligible dependents of resident Disabled Veterans. These scholarships are available for use at any Alabama State-Supported School for undergraduate courses at the in-state tuition rate. Children and stepchildren of qualified Veterans receive five standard academic years (10 semesters)....

### Alabama State Employee Veterans' Hiring Preference

Alabama offers State employment hiring preference to eligible Veterans, Disabled Veterans, and spouses or surviving spouses. Preference is given as points added to examination scores when applying for State employment. Those eligible for Alabama...

### Alabama State Parks Admission Waiver for Veterans and Active Duty Military

Alabama resident active duty Service members and honorably discharged Veterans are granted free admission to State parks. To receive free admission, visitors must show their active or retired military ID card, an Alabama driver's license with a Veteran designation...

### Alabama State Taxes on U.S. Department of Veterans Affairs Military Disability Retirement Pay

Military disability retirement pay received as a pension, annuity, or similar allowance for personal injury or sickness resulting from active service in the U.S. Armed Forces should not be included in taxable income. Some of the payments which are considered disabil...

### Alabama Reduced Cost Business and Occupational Licenses for Disabled Veterans

Eligible Disabled Veterans are charged a reduced fee of \$25 for state/county/municipal business or occupational license taxes. To be eligible, Veterans must: - Be an Alabama resident that served during a wartime period - Be rated 25% or more disabled by the V...

### Alabama State Tax Benefits for Survivor Benefit Plans

Payments under the Military Survivor Benefit Plan (SBP), Reserve Component Survivor Benefit Plan (RCSBP), and Retired Serviceman's Family Protection Plan (RSFPP) are tax-exempt under Alabama Code 40-18-20.

### Alabama State Taxes on U.S. Department of Veterans Affairs Disability Dependency and Indemnity...

DIC is a tax-free monetary benefit paid to eligible survivors of Service members who died in the line of duty or eligible survivors of Veterans whose death resulted from a Service-connected injury or disease.


### Alabama State Veterans Home Program

Alabama has four Veterans homes to care for resident Veterans: Bill Nichols State Veterans Home in Alexander City, Floyd E. "Tut" Fann State Veterans Home in Huntsville, William F. Green State Veterans Home in Bay Minette, and Colonel Robert L. Howard State Veterans Home in Pell City. Some of the services provided include: - 24 hour...

# App Store Ratings

Veterans love it—and the numbers show it.

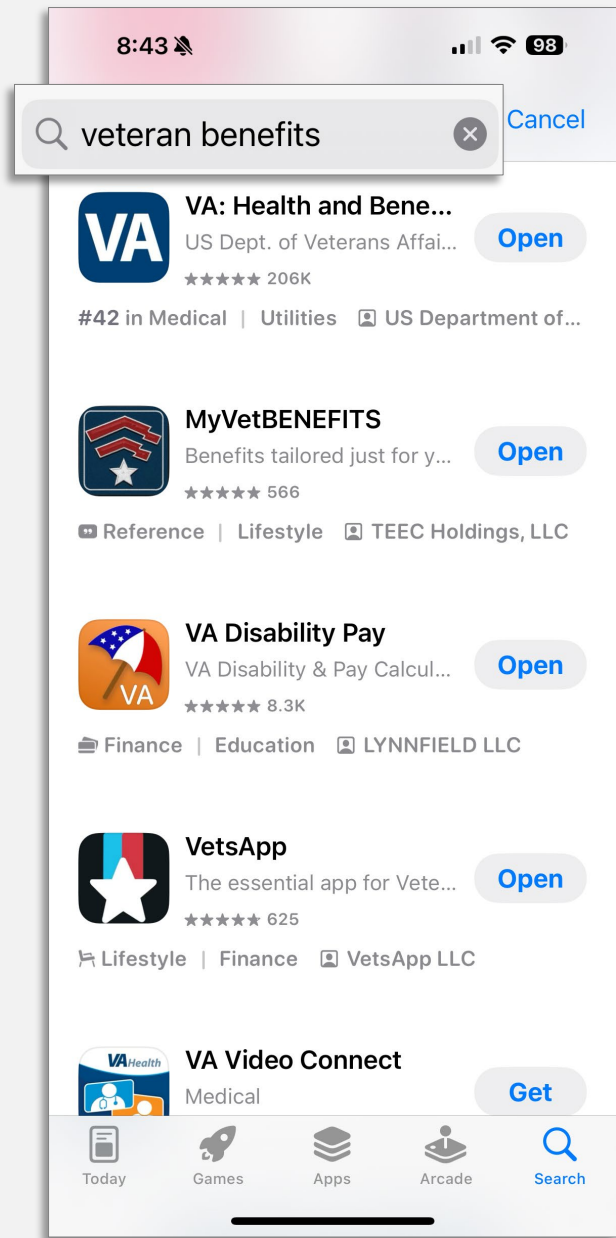
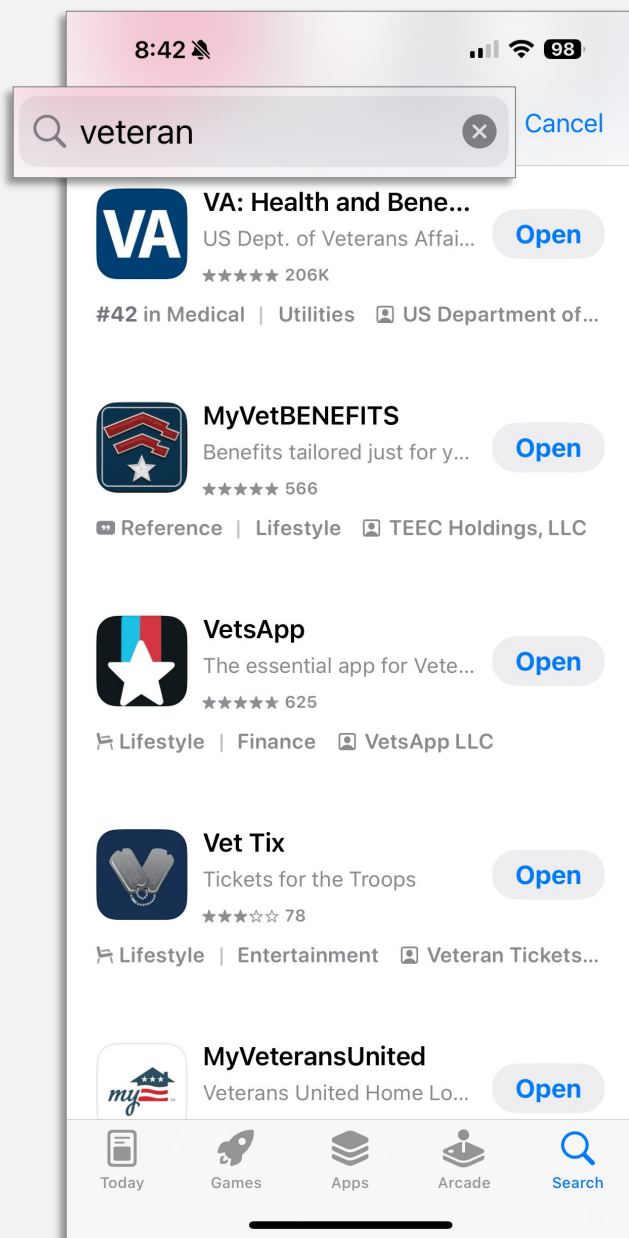
MyVetBENEFITS ranks above both top-tier and average apps in every category.

		Top Tier Apps	Average Apps
Star Rating	4.8	4.5-4.7	3.8-4.3
% of 5-Star Ratings	91.5%	75-85%	50-70%
% of 1-2 Star Ratings	1.1%	<5%	10-20%

1) As of 21 April 2025: 570 ratings  
2) Sources: Mixpanel, AppFollow, Apptentive, and app store trend reports

# Keyword Search

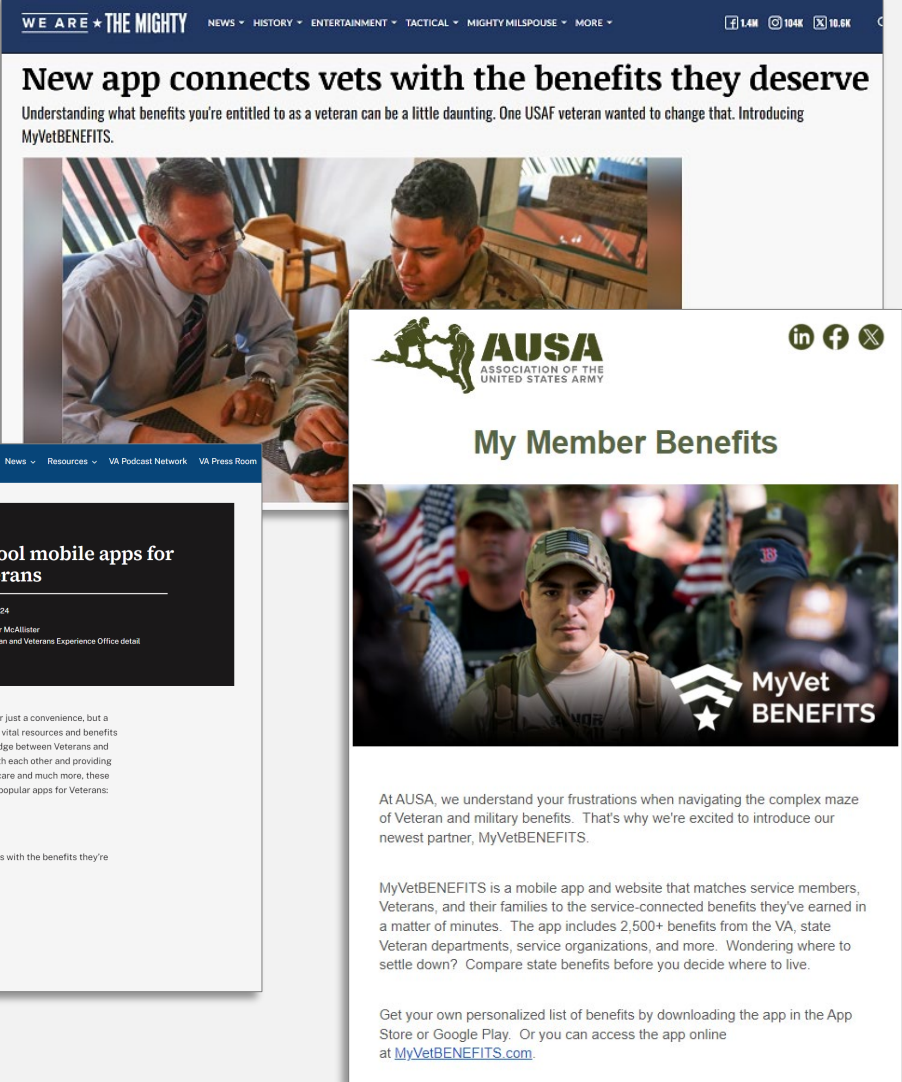
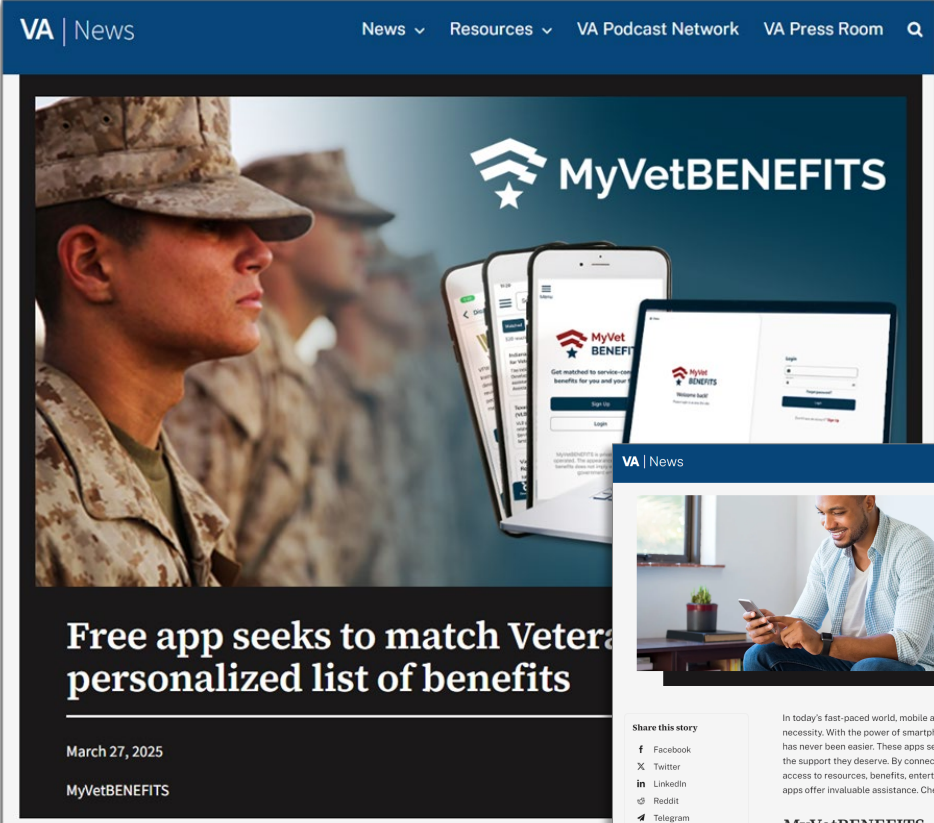
MyVetBENEFITS is the **#2** search result for “**veteran**” and “**veteran benefits**” in the App Store.



# News & Reviews

44K  
registered users

88%  
would recommend  
the app to a friend



LD

"This is a great app, at least for my profession. I'm a vocational rehabilitation counselor at VA, this helps me to assist my veterans better in other states."

“



It's the best app I've seen for Veterans benefits. Having been responsible for the Congressionally-mandated consolidated military benefits websites for the Army (since 2010) and the Air Force (since 2018), I know Veterans benefits is a vast subject.

Mark E. Overberg  
(Recently Retired) Director, Army Retirement Services  
Headquarters, Department of the Army

# The Importance of Mobile Apps

**70%**

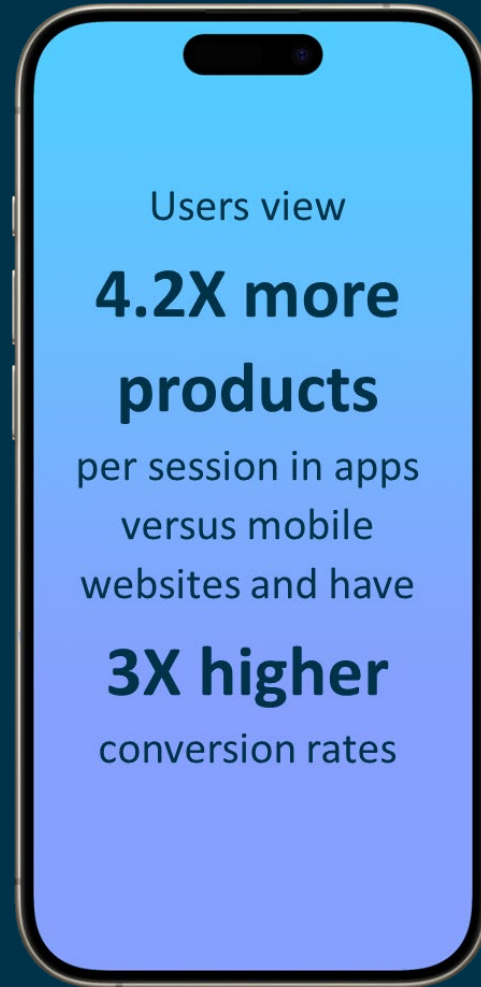
Of digital media time  
for U.S. adults is on smartphones

**61%**

Of internet traffic  
comes from mobile devices

**28%**

of U.S. adults between  
the ages of 18-29  
don't have broadband, but do  
have a smartphone

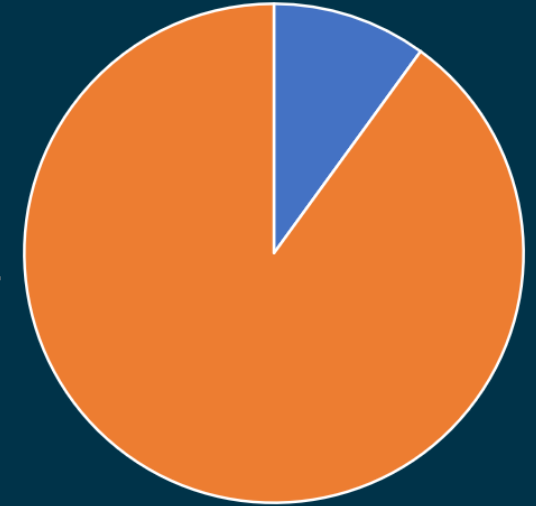


**90%**

of mobile time is  
spent in apps

**10%**

Is spent browsing  
the rest of the internet



**80%**

of MyVetBENEFITS users  
are on the iPhone or Android app  
(20% are website)



# | Key Team Members



**Todd Ernst**

Founder & CEO

*Air Force Retired*

- 22+ years as Air Force Officer
- U-2, B-1, & T-38 pilot
- Air Force Academy Graduate



**Gen. Joseph Lengyel**

Advisor

*Air Force Retired*

- 28<sup>th</sup> Chief of National Guard Bureau
- Chairman of the Board, Cohen Veterans Network



**Mark Overberg**

Advisor

*Army Retired*

- Retired Director, Army Retirement Services
- 22 years as Army Officer



**Todd Hetherington**

Board Member

*Army Veteran*

- West Point Graduate
- CEO of New Millennium

## MyVetBENEFITS Partnerships



## Pending Partnerships



## Ongoing Discussions

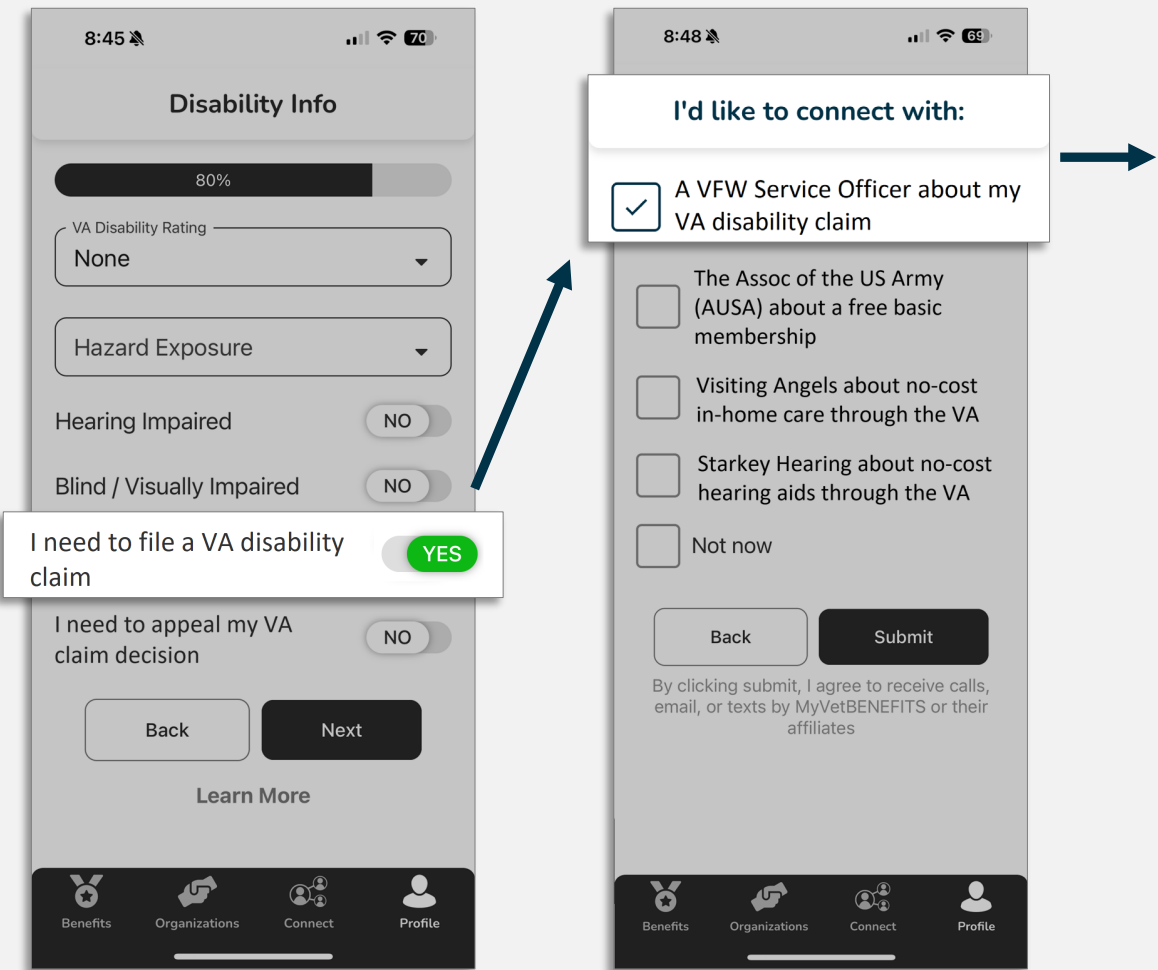


# Featuring VFW





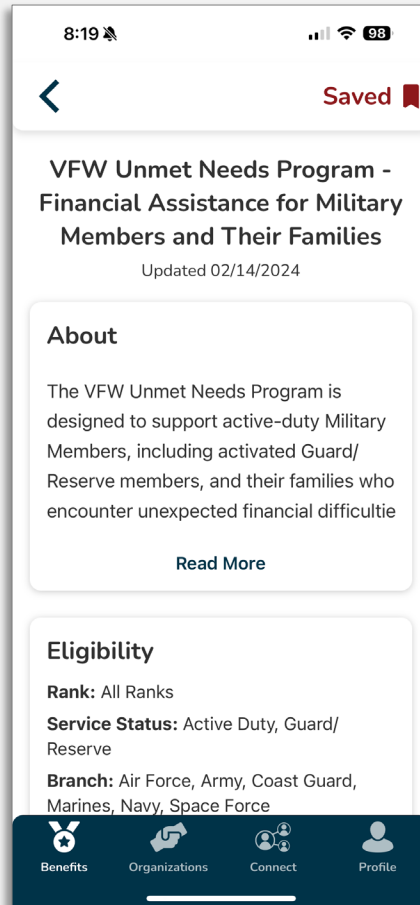
MyVetBENEFITS partnered with VFW to integrate into the Service Officer program.



The Veteran's profile is sent to VFW to seamlessly connect Veterans to Service Officers nationwide.

# Featuring VFW on MyVetBENEFITS

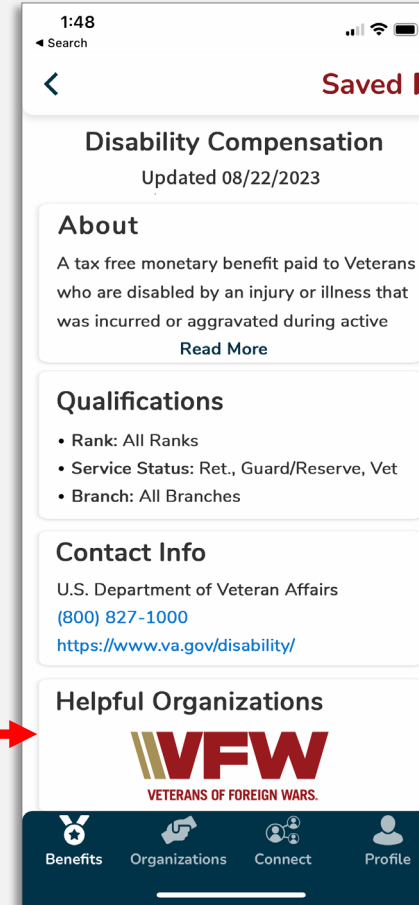
## Benefits



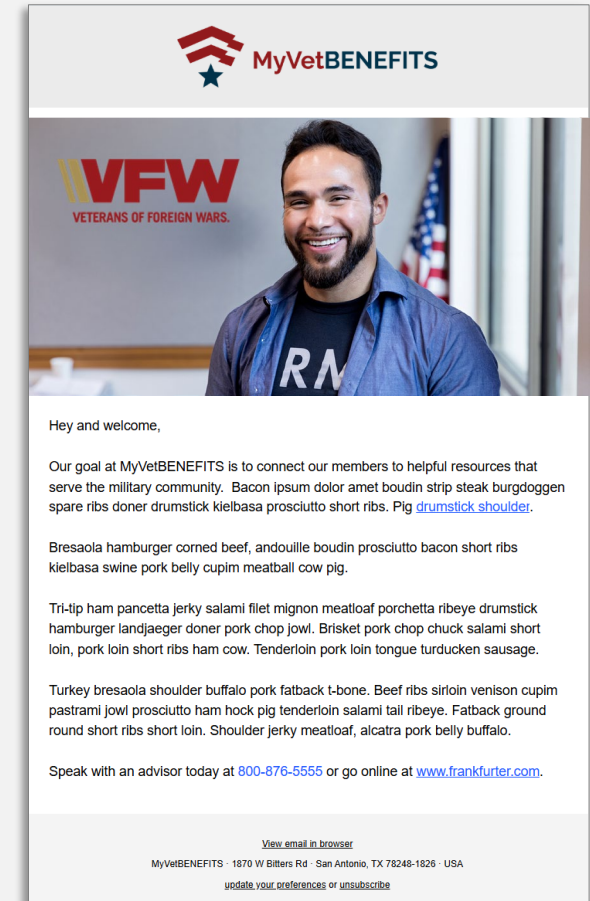
## Profile



## Helpful Organizations



## Promotional Emails



# Questions?



# Explore MyVetBENEFITS

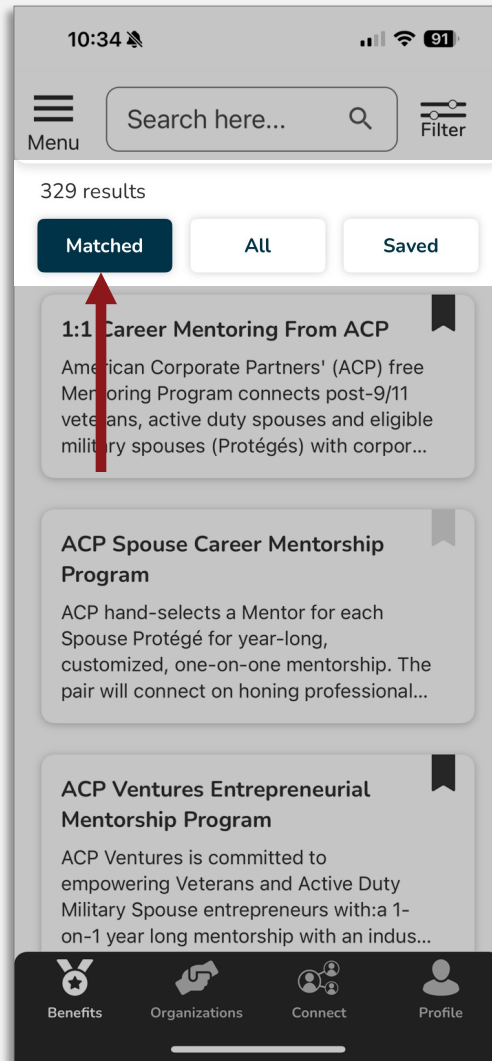
- 1) Create an account
- 2) Complete your profile
- 3) Save 3+ benefits



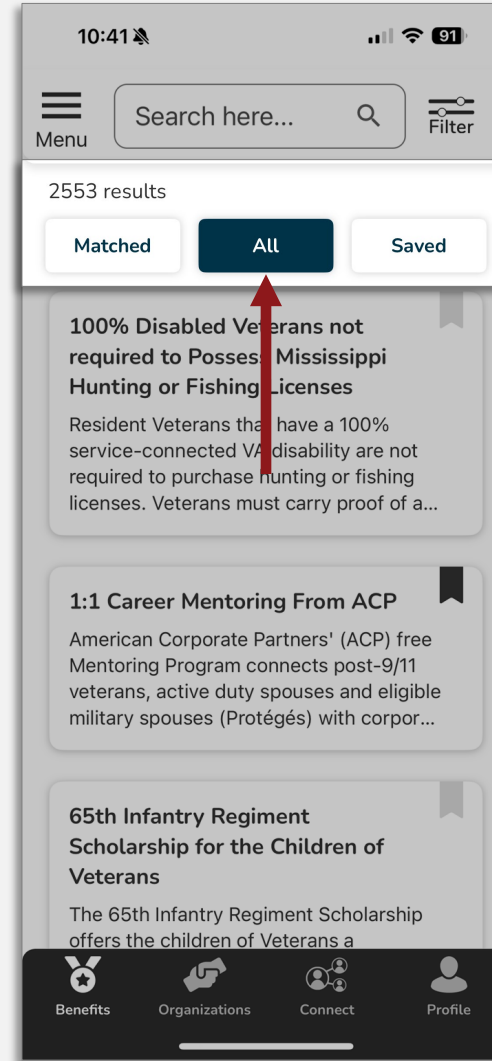
# Key Features

## Benefits Page

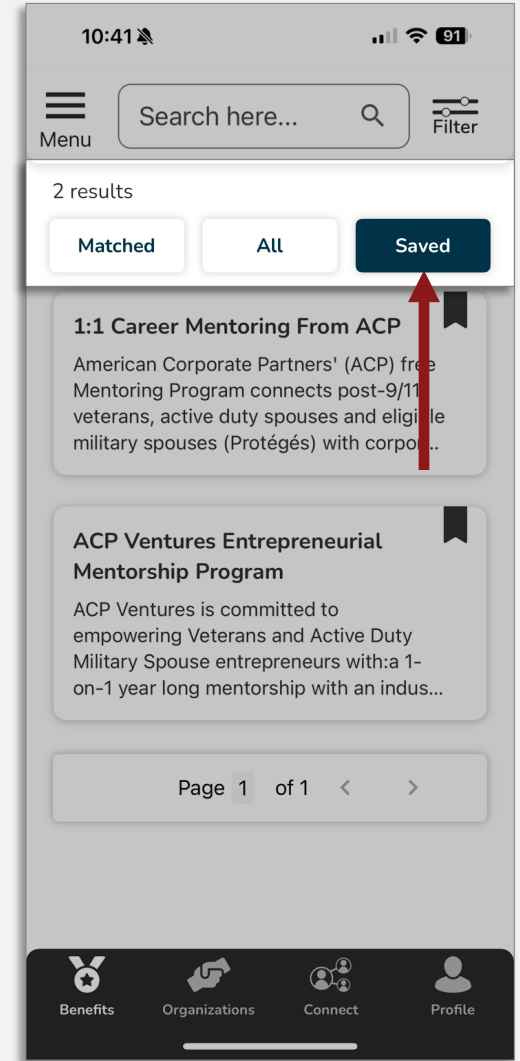
The home page displays the user's matched benefits.



The home page defaults to “Matched” benefits based on the user’s profile – **329 results**.



“All” displays every benefit in the database, regardless of the user’s profile – **2553 results**.

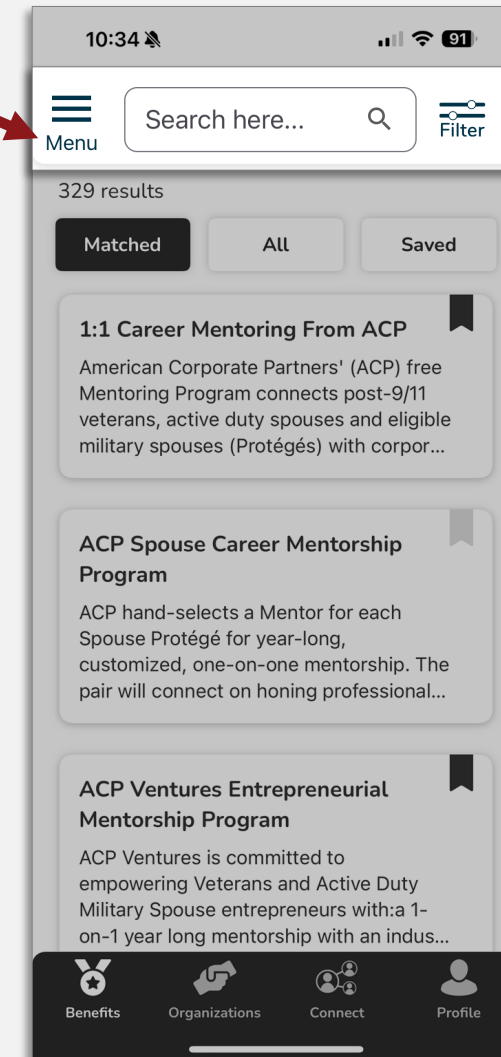
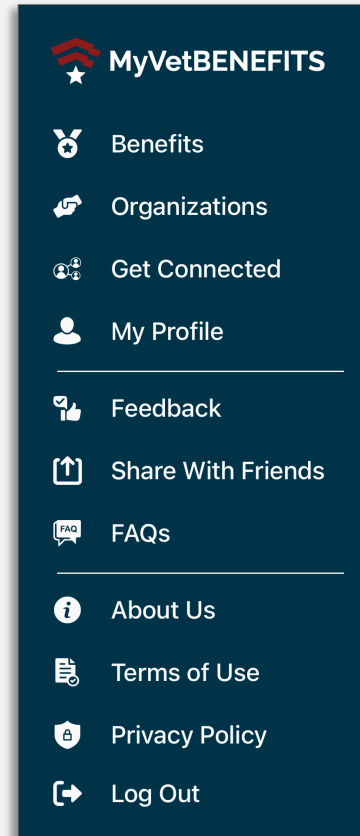


“Saved” only displays benefits saved by the user – **2 results**.

# Key Features

## Hamburger Menu

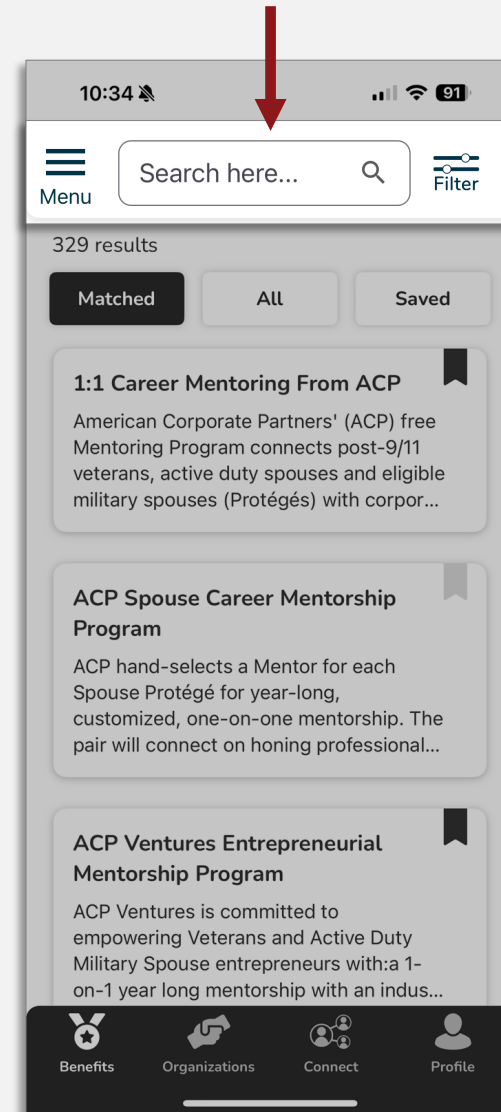
The hamburger “Menu” opens a list of features to choose from.



# Key Features

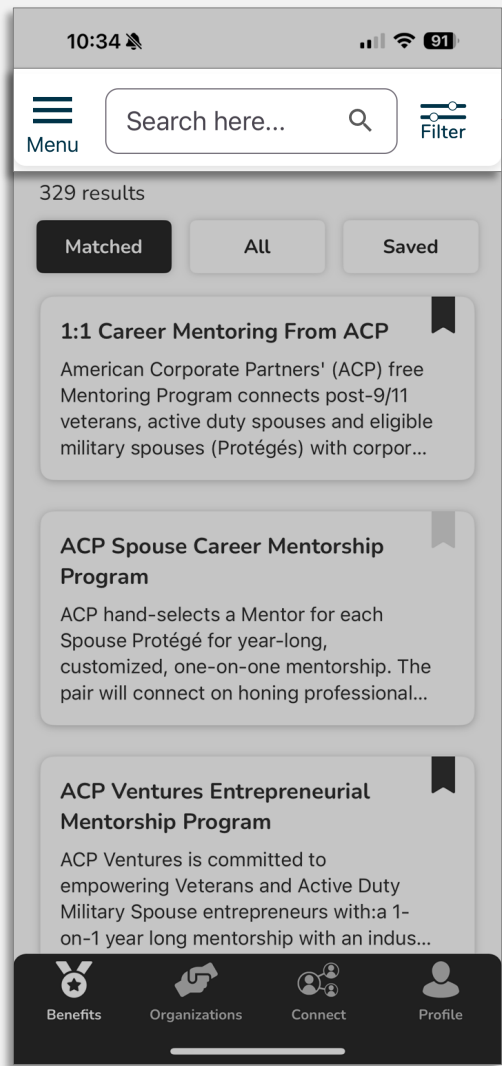
## Keyword Search

Input a key word or phrase to search for a specific benefit.

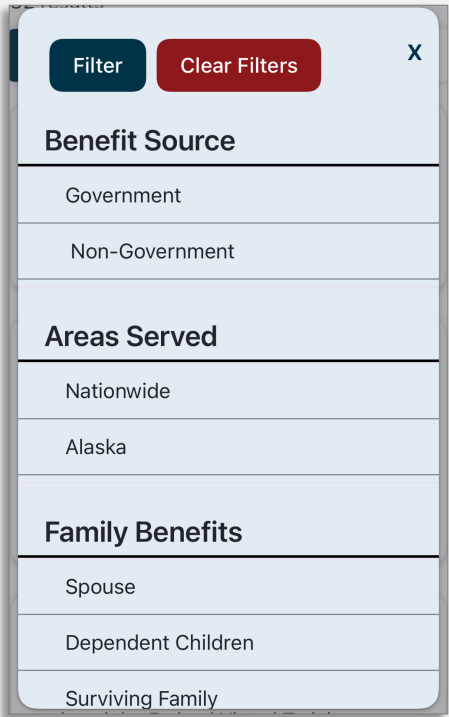


# Key Features

## Filter Function



“Filter” allows users to narrow searches by benefit categories.



# Key Features

## Feedback Features

