

Nothing missed. *Transplant* roadmaps your move.

A personalized, budget-tracked roadmap for every account, task, and deadline in your move.

PROBLEM

Every move means manually updating banks, insurance, government records, and subscriptions, and even careful people still miss things. A flat checklist doesn't know what depends on what, or what each task actually costs.

50.5% of UK movers admit forgetting to update their address at some point; in the US, about 30% of homeowners never update their insurer after moving, with claims denials tied to outdated information.

TARGET AUDIENCE

Anyone moving: renters or buyers, local or long-distance.

Launch focus is **interstate movers with an established financial footprint**: homeowners or long-tenured renters, often with dependents, who have the most accounts to migrate across state lines.

CORE SOLUTION

- 01 Generates a personalized roadmap of benchmarks and deadlines from a few questions about the move.
- 02 Sequences every task by real dependency, not a flat list. Validated in Phase 0 before wider build-out.
- 03 Tracks a running budget total, plus the cost or financial impact of each task, inline.
- 04 Tests whether a readiness score and milestone badges meaningfully improve completion.
- 05 Replaces scattered reminders and spreadsheets with one continuously updating roadmap.

Business model: freemium roadmap core, a paid concierge tier, and flat-fee lead-generation revenue from insurance, banking, and subscription partners (not commission-based, to limit insurance-licensing exposure).

SUCCESS METRICS

80%

BUDGET ACCURACY

final spend within 10% of the running total by move-in day

90%

BENCHMARK COMPLETION

of generated roadmap benchmarks finished before move day

<10%

OVERDUE TASK RATE

of benchmarks still open more than 3 days past deadline

25K

90-DAY ADOPTION

monthly active users targeted after launch

TIMELINE & SCOPE

MO 0-1

Discovery

Validate dependency templates; test readiness-score concept with a small user group

MO 2-4

Launch

Roadmap generator, running budget, first dependency-engine version

MO 5-8

Expand

Readiness score and badges, on-track alerts, wider task library

MO 9+

Scale

Account-update partners, broader move types

WHAT'S NEXT

Validate the dependency model against 15 to 20 real move scenarios and test the readiness-score concept, then greenlight the roadmap generator build.