

## For Immediate Release

Media Contact:

Peggy Cramer Jara

C: 510-333-1160

[pjara@hardenpartners.com](mailto:pjara@hardenpartners.com)

Nina Newhouse

O: 510-635-4150

C: 925-787-4479

[nnewhouse@hardenpartners.com](mailto:nnewhouse@hardenpartners.com)



## First Low-Cost 401(k) Solution Wins Best in Show at Finovate New York

*Bloom's Goal is to "Fix" the 401(k) for Average Americans*

**OVERLAND PARK, KS Sep. 25, 2014** – Bloom's low-cost online tool created to help improve the way average Americans manage their 401(k) retirement plans has been awarded "Best in Show" at Finovate New York.

Bloom was one of 71 companies selected out of hundreds of applicants to present at Finovate New York. Bloom was among seven other financial start-ups who were named "Best in Show" by more than 2,000 Finovate attendees.

"To win 'Best in Show' is an incredible validation of bloom's approach to 'fixing' the epidemic of inappropriately invested 401(k) plans. We didn't want to just create another way for folks to get advice on their 401(k) and send them packing, and the audience at Finovate understood that," said Chris Costello, co-founder of bloom.

Created by financial advisors, bloom is an online Registered Investment Advisory (RIA) firm co-founded by Costello, Kevin Conard and Randy AufDerHeide. Costello and Conard have been managing investment portfolios for clients for almost 20 years and co-manage another traditional RIA firm that manages over \$500 million of client portfolios

In five minutes, the prospective bloom client can access the patent-pending user interface to assess the 401(k) options available in their 401(k) plan. Next, bloom uses a simple, everyday analogy of a flower to communicate the health of the 401(k). The algorithm bloom uses runs more than 100,000 calculations to identify the ideal dollar amount to invest in each fund and then bloom places the trades for the client. The cost is \$1/month with quarterly checkups for those with less than \$5,000 invested (\$10/month for accounts more than \$5,000).

####

### About Bloom

Bloom [www.bloom.com](http://www.bloom.com) is an online tool that assesses a consumer's 401(k) in about five minutes from start to finish - and provides ongoing (human!) management of it for only \$1/month for those with less than \$5,000 invested (\$10/month for those with more than \$5,000). Bloom is a Registered

Investment Advisory firm co-founded by financial advisors with 30 years of cumulative experience. Bloom is the only firm in existence that works to fix any consumer's 401(k).

**About Finovate Fall**

[Finovate Fall](#) is an annual two-day technology showcase where a number of selected companies are given a limited timeslot to demonstrate their cutting edge innovations that are likely to change the face of the banking and finance industry.