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Bloom Named One of Fast Company's Most Innovative Companies

401(k) Management Platform part of Top 10 Most Innovative Companies in Personal Finance

OVERLAND PARK, KS (March 3, 2015) – [Bloom](#), a low-cost, online platform created to help improve the way average Americans manage their 401(k) retirement plans, announced that it has been named one of the “Top 10 Most Innovative Companies in Personal Finance” in 2015 by Fast Company magazine.

“To be acknowledged by a publication as influential as Fast Company is an incredible validation of our approach to ‘fixing’ the epidemic of inappropriately invested 401(k) plans. We are committed to innovation in the personal finance space and will continue to encourage financial literacy,” said Chris Costello, co-founder of bloom.

Most Innovative Companies is one of Fast Company’s most significant and highly anticipated editorial efforts of the year. The magazine’s editors spend months gathering and analyzing data on companies around the globe. The resulting package emphasizes the breadth of companies with progressive, nimble business models, an ethos of sustainability, and a culture of creativity. As part of the magazine’s 20th anniversary year coverage, the issue also features “20 Lessons of Innovation for 2015.”

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 an investment advisory firm with over \$500 million of client portfolios.

In five minutes, a 401(k) participant using bloom 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 bloom algorithm then calculates and displays the ideal allocation for the client. The cost is \$1/month with quarterly checkups for those with less than \$20,000 invested and \$15/month for accounts more than \$20,000.

“Up to this point, there has been a lack of quality advice when it comes to investing in your 401(k), especially for millennials who tend to not seek out a professional advisor when making plans for their financial future. With bloom, we set out to change the personal finance landscape and help the average investor manage their 401(k) better and meet their retirement needs. This is great honor for the whole bloom team,” added Costello.

Fast Company's Most Innovative Companies list is available online at:

<http://www.fastcompany.com/3041660/most-innovative-companies-2015/the-worlds-top-10-most-innovative-companies-of-2015-in-person>

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About Bloom

Bloom 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 professional management for only \$1/month for those with less than \$20,000 invested (\$15/month for those with more than \$20,000). Bloom is a Registered Investment Advisory firm co-founded by financial advisors with decades of experience working with high net worth clients.

About Fast Company

Fast Company is the world's leading progressive business media brand, with a unique editorial focus on innovation in technology, ethical economics, leadership, and design. Headquartered in New York City, Fast Company is published by Mansueto Ventures LLC, one of the U.S.'s leading media companies.