CASE STUDY:

A $50,000 Policy That Funds College and Retirement

genStream

When the Hudgins welcomed their newborn son in California, they knew the Bank of Mom and Dad was officially open. Word-of-mouth led them to genStream, Stream's generational wealth transfer model and a powerful alternative to the traditional 529 plan.

$50,000 in. Two income streams out.
After their son was born, the Hudgins purchased a genStream cash-value life insurance policy. They contributed $10,000 a year for the first five years of his life — a total investment of $50,000. genStream pairs that contribution with bank-leveraged financing to supercharge the policy's cash value.

First stream: college, on their terms
Starting at age 18, their son can draw approximately $40,000 potential tax-free annually for four years of college. Unlike a 529 plan, which restricts choices to participating in-state institutions, genStream lets the family pick any school by preference or fund alternative paths like studying abroad or starting a business. Parents retain full control over the policy until they choose to hand it over, ensuring the funds are used wisely.

Second stream: a comfortable retirement
After college, the policy pauses and compounds. By the time their son reaches 60, the original $50,000 will generate just under $600,000 in potential tax-free annual income, every year, from age 60 through 120.

Case Study Summary

- Parents invest in genStream to fund their child's college and retirement.
- $10,000 a year for the first 5 years → $50,000 total contribution.
- Generates $40,000/year potential tax-free for 4 years of college (ages 18–21).
- Then nearly $600,000/year potential tax-free in retirement (ages 60–120).
- Unlike a 529, genStream uses leverage to build intergenerational wealth.