

## The World's First Transparent & Monetized Stock Rating Social Network

[www.investFeed.com](http://www.investFeed.com)

Contact Ron Chernesky about investment opportunities: 646.750.3115 • [ron@investfeed.com](mailto:ron@investfeed.com)

# investFeed is Social Investing. Monetized.



Social media is transforming the way the world invests. It's also allowing people to harness the wisdom of the crowd to make smarter investment decisions.

It's also worsening a problem for investors who are overloaded with information, but have no way to verify the credibility of the information they're getting.

Experienced traders, investors, financial contributors, and finance education companies spend considerable time studying the markets, but aren't properly incentivized to share honest opinions and quality analysis.

investFeed is a social investment network - that pays the content creator.

# Problem

## CONTRIBUTOR

Traders | Investors | Analysts | Media | Firms | Gurus

-  Need a platform to gain peer recognition
-  Need incentive to share their market experience
-  Hard to promote their own investment blogs due to content fragmentation
-  Want to monetize their market insights

## SUBSCRIBER

Investors | Jim Cramer Fans | HNWI | Finance Students | Retired | Soccer Moms

-  Need an easy, credible, affordable solution to learn about the markets
-  Want access to profitable and experienced investors
-  Spend considerable time searching for top investments
-  Cannot gauge the performance of contributors sharing market opinions
-  Hard to become profitable without proper training and mentoring

# Solution

## CONTRIBUTOR

Traders | Investors | Analysts | Media | Firms | Gurus

-  Open, turnkey platform built specifically for investors
-  Subscriptions provide a financial incentive to share their insights
-  Built-in virality tools simplify marketing effort
-  Increased social influence amongst targeted audience
-  Performance metrics add credibility to their contribution

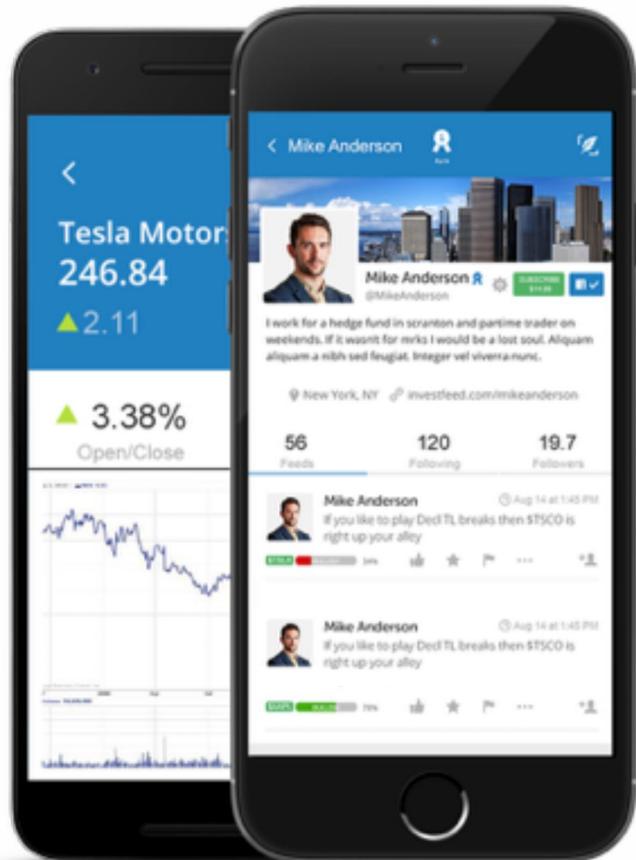
## CONSUMER

Investors | Jim Cramer Fans | HNWI | Finance Students | Retired | Soccer Moms

-  Intuitive, transparent, low-cost solution to learn directly from the pros
-  Engage and network with top-performing investors
-  Get instant market sentiment on any stock
-  Duplicate the trades of select investors in real-time
-  Verify if shared opinions are credible or not

# How it works

Invest socially and monetize your market insights immediately



## ON-DEMAND

InvestFeed is a social network that makes it easy to get paid for sharing stock tips with people. Set your own hours. Be your own boss. Get paid from subscribers. That simple!



## TRANSPARENCY

Put your reputation on the line. Showcase your track record and current positions to build trust within the community.



## ENGAGEMENT

Invest, interact, and network with an audience that matters.



## EXPOSURE

Establish yourself within our community of active and aspiring finance professionals, corporations, and influencers from around the world.



## RESPONSIBILITY

Compliance-friendly environment enables safer participation in social media.

# Value to User

investFeed offers the simplest and most compelling way to discuss the markets

## EASE OF USE

Search by stock name, investing style, holding time-frame, and more

## COMPLETE

55% of small cap companies have no or virtually no meaningful analyst coverage<sup>1</sup>, but these stocks have investors who have insights into them

## TARGETED

Of 500M daily tweets, only 0.012% contain \$ticker<sup>2</sup> of a company listed on NASDAQ or NYSE

## CLEAN

Some of these stocks are abused by spammers

## ACCURACY

Twitter users confuse \$tickers<sup>2</sup> (e.g. \$HP instead of \$HPQ to refer to Hewlett Packard

## TRANSPARENT

There is no way to verify if a Twitter user has a position in the stock they mention

## ACCOUNTABILITY

Seeking Alpha contributors often have no positions in the stocks they discuss and no plans too

## RESULTS

No financial news or social investing network discloses the performance of it's users

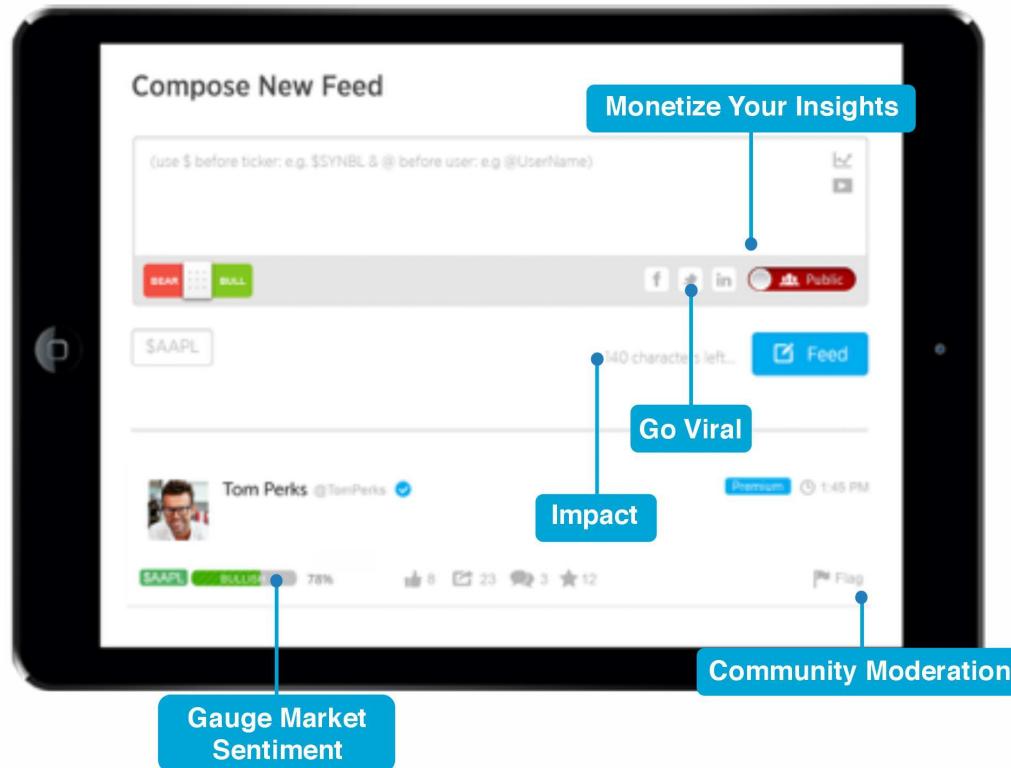
1. Source: [SeekingAlpha.com](http://SeekingAlpha.com)

2. Called \$cashtag on Twitter

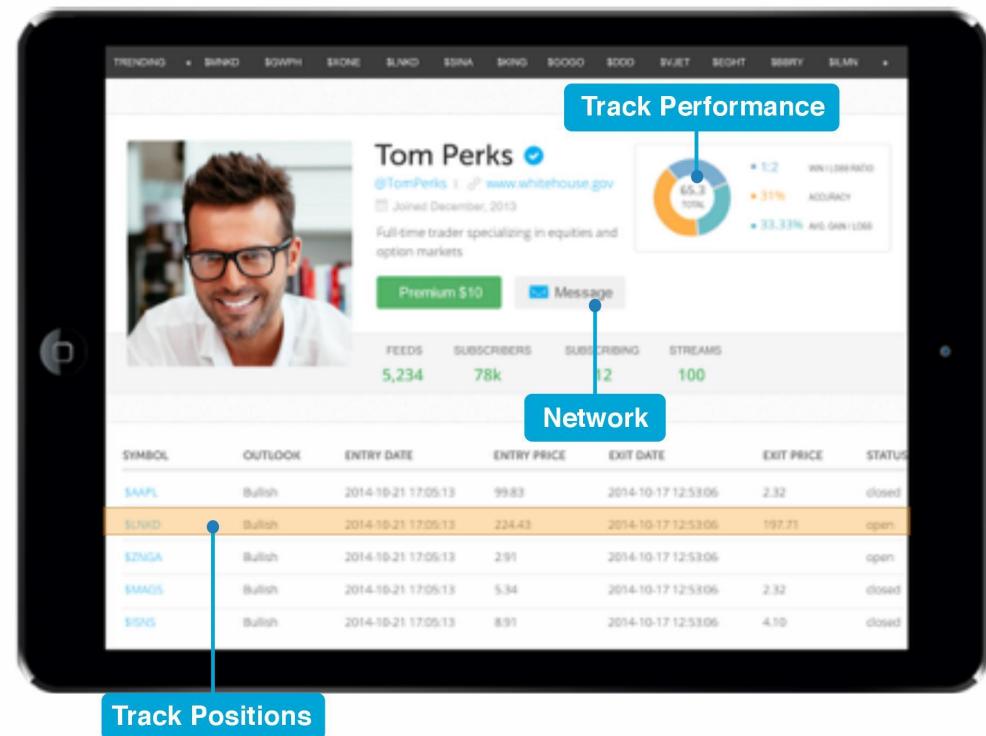
# Our Unfair Advantage

Imagine if you could verify the credibility of a stock post on Twitter, and duplicate the trades of successful investors? We built just that!

## POST



## PERFORMANCE



# Features

Market data, trading tools, and social networking features

## MARKET DATA

- Stocks
- International equities
- US equities
- Mutual funds
- ETFs
- FX
- Options
- Bitcoin
- Futures

## INVESTOR TOOLS

- On-demand Trade Alerts
- Auto-Invest
- Portfolio Monitoring
- Auto-Trade
- Point and Click Entry
- Advanced Order Types
- Real-Time Position View
- Robo-Advisory
- Advanced Charting
- Brokerage Integration
- Performance Stats

## SOCIAL NETWORKING

- Live Streaming
- Videos
- Open Microblogging
- Messaging
- Niche Networking
- Embed-In-Post
- Social Plugins
- Social Media Analytics
- Articles
- Custom Disclaimers

## MARKET SENTIMENT

- News Feed
- Sentiment Analysis
- Trending Stocks
- Social Heat Map
- Sentiment Tracker
- Market Simulator
- Position Tracking

# Market Changes

Despite market conditions, the number of investors has grown 3% in the past year.<sup>1</sup>

- Self-directed segment is growing quicker than non-self directed investors from 2011 to 2015.<sup>1</sup>
- US spend on financial data and news totaled \$12.13 bn in 2014, up 4.99% in 2014 from 2013.<sup>1</sup>
- Average cost for investor education tools; \$111.<sup>2</sup>

1. Source: Burton Taylor

2. Source: LibraryJournal

Investors in the U.S.<sup>3</sup>



3. Source: Cegent (Investors in the U.S.)

# Social Media Informs & Shapes the Investing Process

Growing Adoption rates of social media as a tool for investor relations

Institutions globally expecting to increase their use of social media in the coming year

40%\*

Said information obtained on social media triggered a discussion with their investment consultant

33%\*

Said they shared information from social media with decision-makers at their companies

37%\*

80%\*

Institutional investors use social media as part of their work flow

30%\*

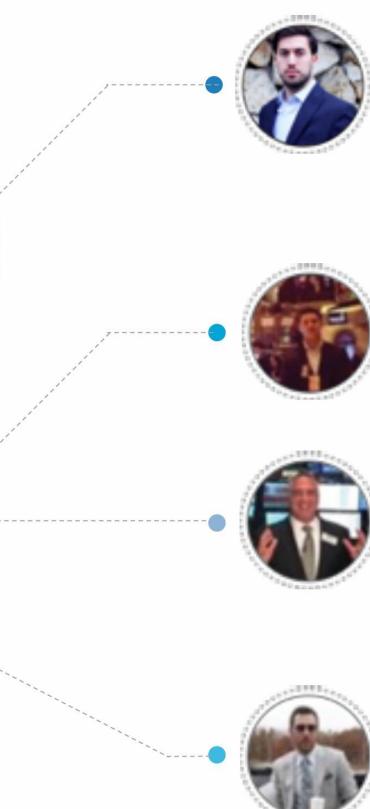
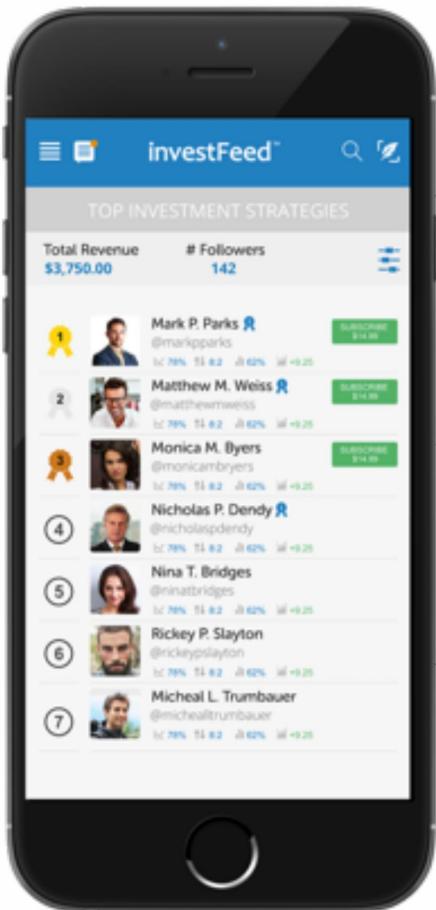
48%\*

Institutional investors say data consumed via social media has directly influenced an investment decision

Investors say that information from social media prompted them to do additional research on an industry issue or topic

\* Source: Greenwich associates

# Market Fit



“Excellent platform for earning additional income stream and establishing your credibility as a trader. investFeed is the only social network where I can demonstrate my track record and verify who else is profitable.”

**Miguel Ferreira (Independent equities trader)**

“As an active investor, I find it incredibly useful to gauge the market's sentiment of a stock on investFeed. The platform filters out the noise that you find on social media and allows you to monitor what other traders and investors really are buying and selling.”

**Jeff Dasilva (Goldman Sachs - Analyst)**

“Social media can be helpful to generate investment ideas, but don't provide users enough data to judge the returns of other members. On investFeed, I have access to a vast amount of experience and I can verify the performance and open positions of anyone who shares an opinion about my investments.”

**Kenny Polcari (New York Stock Exchange Floor Trader)**

“investFeed has made trading more fun and less isolating. I get lots of positive feedback from my premium subscribers saying that they've become better traders by using my premium services on investFeed. Professional community, lots of insightful content.”

**Alex Liuska (Investment Analyst at Barclays)**

# Revenue Streams

**1**

**PHASE I**

- Free Offerings
- Premium Subscriptions
- Promoted Accounts
- Advertising

As We Are Building  
Contributor +  
Consumer Audience

**2**

**PHASE II**

- Article Subscriptions
- IR Solutions
- Promoted Feeds
- Promoted Stocks

500K Unique Visitors

**3**

**PHASE III**

- Big Data Revenue

1 Million Unique Visitors



# Features that lead the industry

	twitter	Seeking Alpha	StockTwits	eToro	covestor	investFeed	
Market Data		✓	✓	✓	✓	✓	
Performance Stats				✓	✓	✓	
Monetization		✓		✓		✓	
Crowdsourced	✓		✓			✓	
Open Microblogging	✓		✓			✓	
Mobile	✓	✓	✓			✓	
Premium Feeds				✓		✓	
Free Offerings	✓		✓	✓		✓	
Easy to use	✓		✓			✓	
*Est. \$100B Valuation		*Est. \$500M Valuation		*Est. \$50M Valuation		*Est. \$200M Valuation	
						*Acq. by Interactive Brokers	

\* Based on public information available

# Competitive Advantage



Ronald Chernesky  
**Co-Founder, CEO**

FinTech entrepreneur with 10 years experience as an NYSE trader  
Head Business Development, World Trade Financial Group  
Grew firm from ground floor to over 250+ traders in NYC; opened 4 offices in the U.S.  
Trained and mentored over 100+ junior traders  
Founded Thinking Alpha, a contributor platform for investors and traders  
Co-founded [darkpooltraders.com](http://darkpooltraders.com); self-funded, acq. within 6 months of initial launch



Andrew Freedman  
**Co-Founder, CTO**

Full Stack Engineer with 10 years experience in financial technology  
Sr. Web Developer, World Trade Financial Group  
Built social collaboration risk request software used by 5,000 traders in 20 countries  
Co-founded [darkpooltraders.com](http://darkpooltraders.com) (self-funded, acq. within 6 months of initial launch)  
Created and developed top-rated Android app; 50,000 downloads under 6 months in 2011



Clayton Lambert  
**Web Developer**



Justin Jovanovic  
**Marketing**



Jeff Dayton  
**Business Advisor**



Srikant Krishna  
**Technical Advisor**

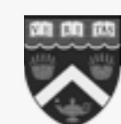
Full-Stack Developer and UI/UX Design

*Blinn College, Computer Science*



Social Media and User Support Management

*Founder eTicketing, George Washington University*



Founder & CEO, Alpha Funders. Venture advisor and angel. 4 successful exits.

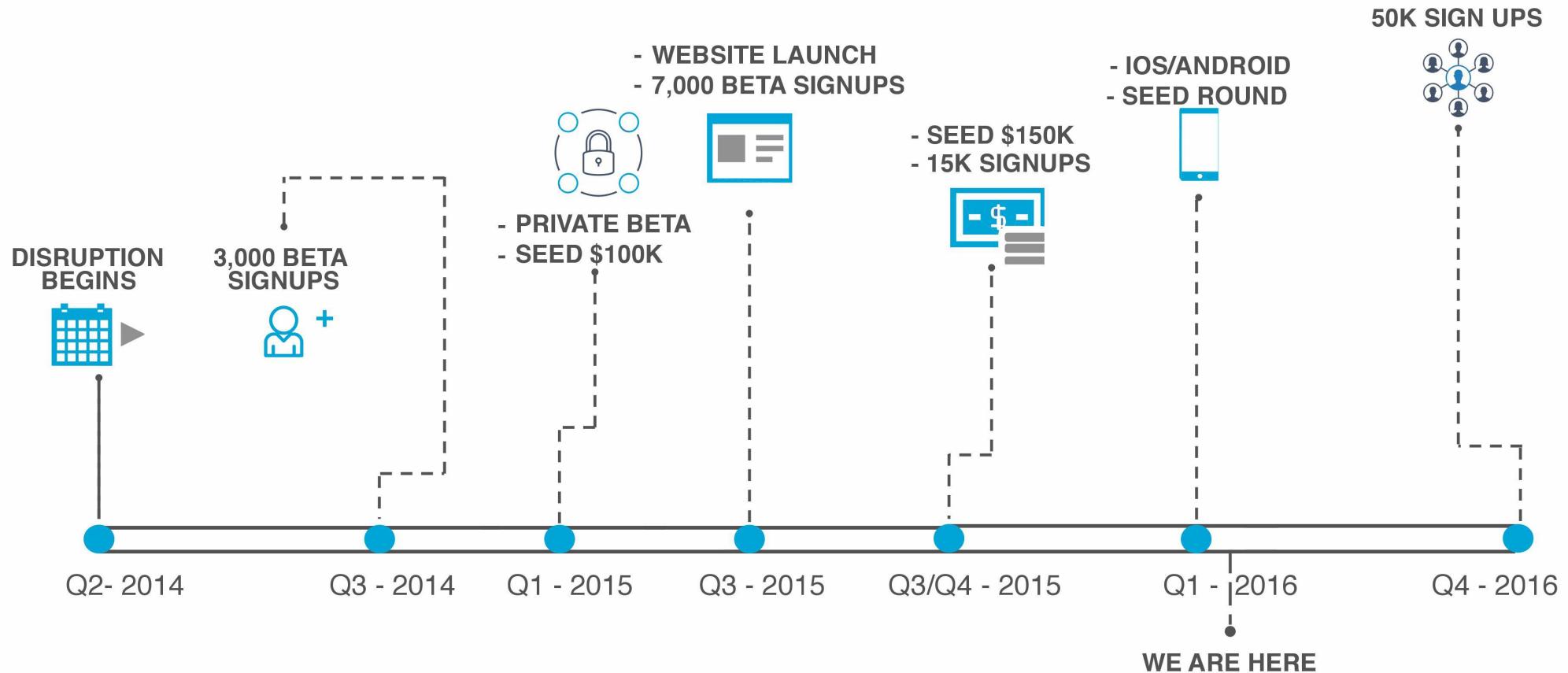
*Liberty University (Juris Doctorate, partial) B.S. Tennessee State (Technology and Accounting)*



Founder & CEO, PicoFemto LLC, SVP BNY ConvergEx, VP Sanford C. Bernstein & Co.

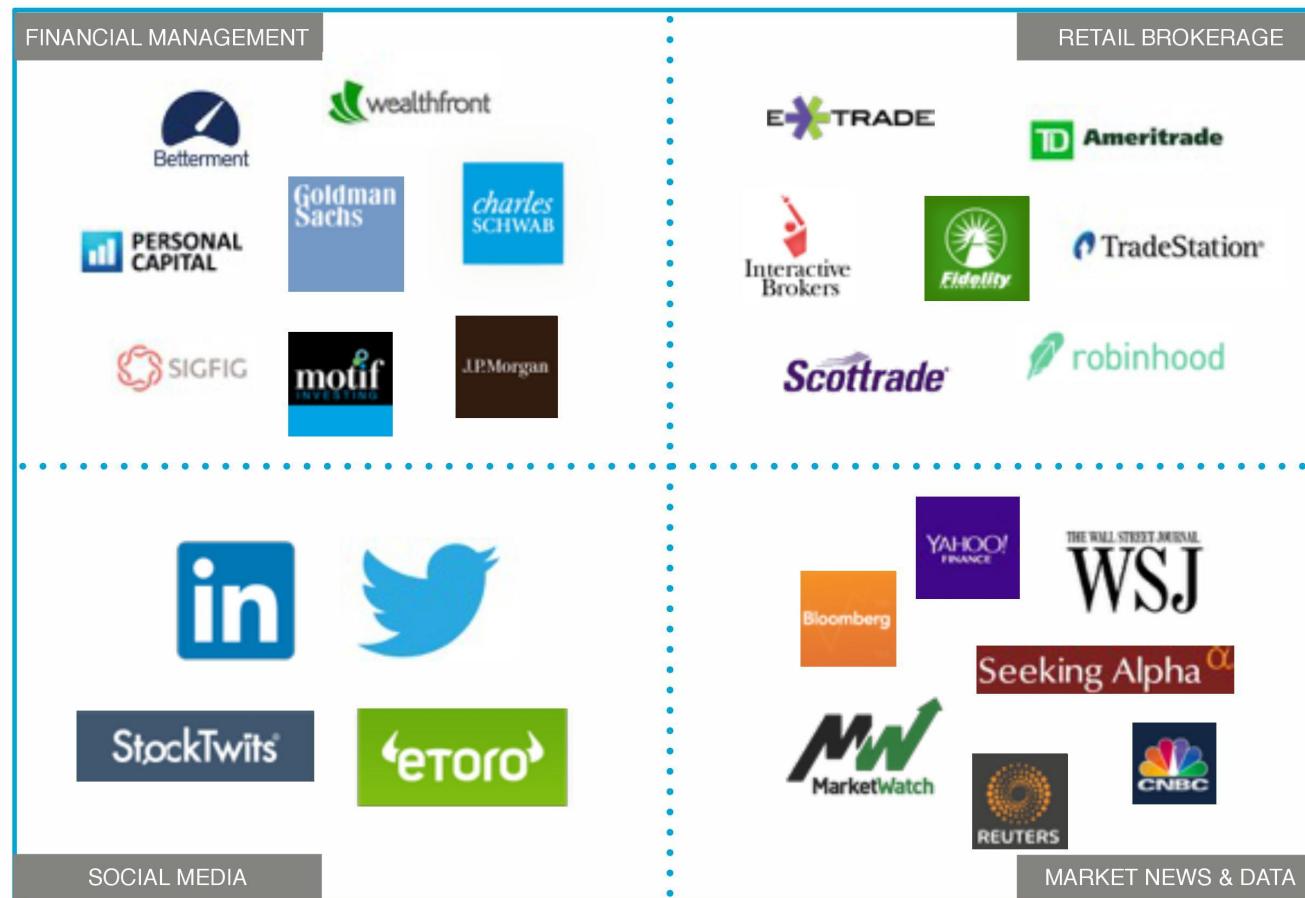
*B.S. John Hopkins (Biochemistry), M.S. Cornell (Biophysics), M.S. Columbia (Computer Science)*

# Milestones



# Exit Strategy

investFeed will have multiple exit opportunities that will result in a high ROI



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# Why back us?

- 1** The first social network for investors built on transparency that provides real incentives to share quality insights and optimizes the investing process.
- 2** An expanding and unsaturated marketplace with few comparable competitors and a tremendous growth potential
- 3** An experienced team united by a deep understanding of FinTech, a relentless drive, and the vision to make it happen!