



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

www.investFeed.com

Contact Ron Chernesky about investment opportunities: 646.750.3115 • 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
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-  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
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-  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 coverage¹, but these stocks have investors who have insights into them

TARGETED

Of 500M daily tweets, only 0.012% contain \$ticker² of a company listed on NASDAQ or NYSE

CLEAN

Some of these stocks are abused by spammers

ACCURACY

Twitter users confuse \$tickers² (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

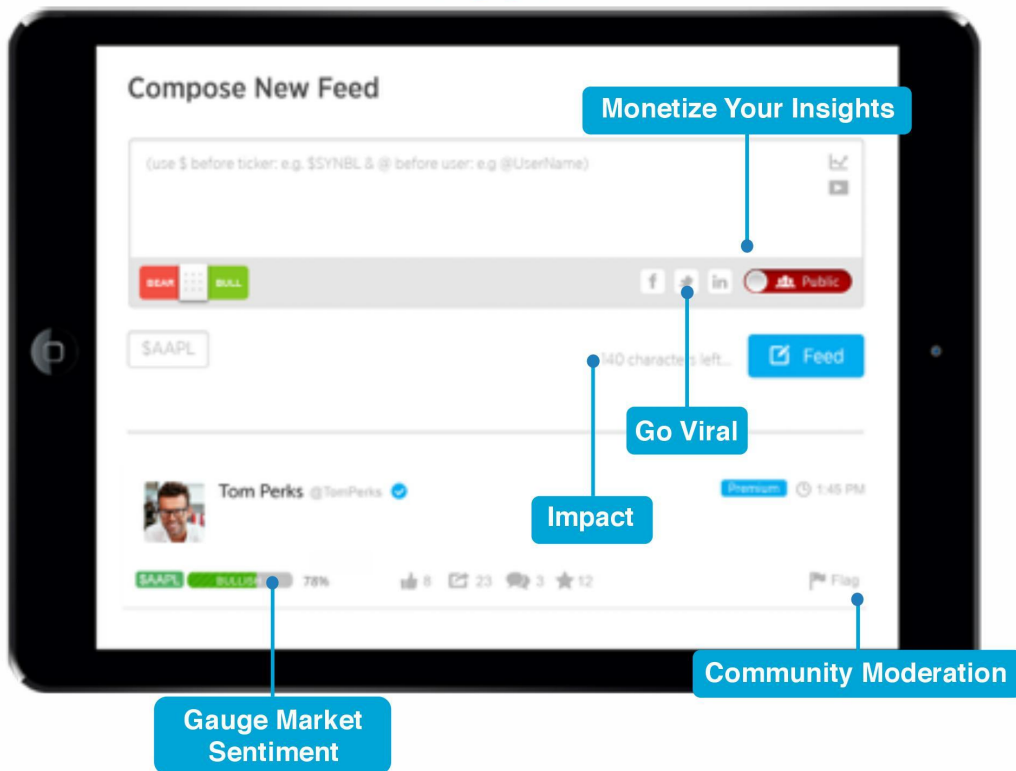
1. Source: [SeekingAlpha.com](https://seekingalpha.com)

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



Monetize Your Insights

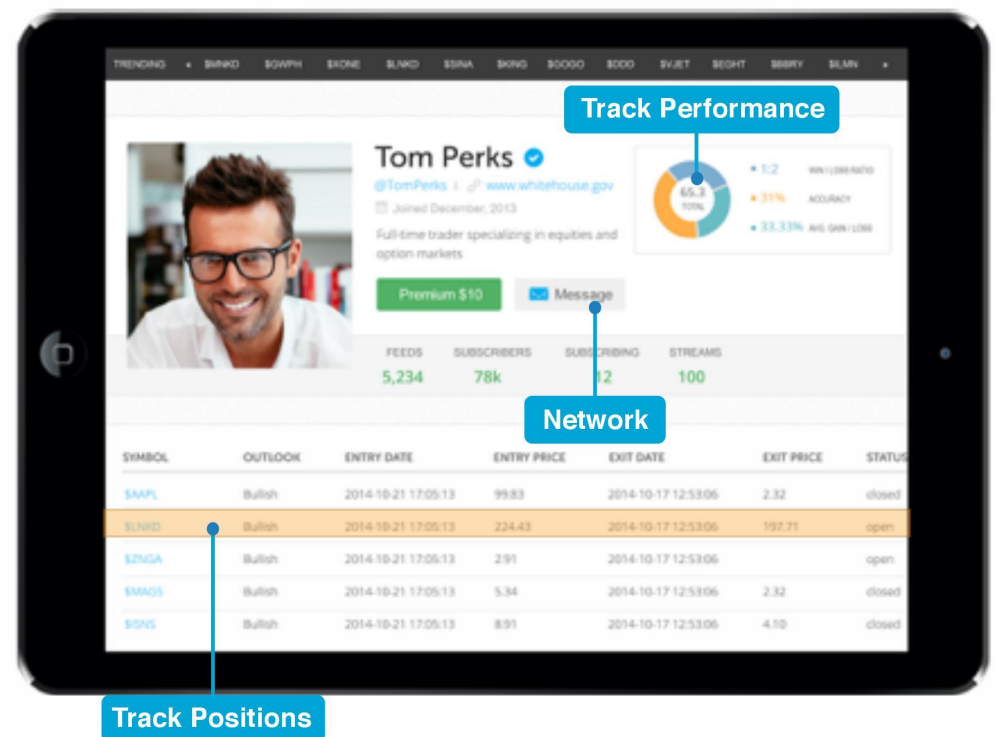
Go Viral

Impact

Gauge Market Sentiment

Community Moderation

PERFORMANCE



Track Performance

Network

Track Positions

SYMBOL	OUTLOOK	ENTRY DATE	ENTRY PRICE	EXIT DATE	EXIT PRICE	STATUS
SAAPL	Bullish	2014-10-21 17:05:13	99.83	2014-10-17 12:53:06	2.32	closed
SLND	Bullish	2014-10-21 17:05:13	224.43	2014-10-17 12:53:06	197.71	open
SZNGA	Bullish	2014-10-21 17:05:13	2.91	2014-10-17 12:53:06		open
SMAGS	Bullish	2014-10-21 17:05:13	5.34	2014-10-17 12:53:06	2.32	closed
SONS	Bullish	2014-10-21 17:05:13	8.91	2014-10-17 12:53:06	4.10	closed

Features

Market data, trading tools, and social networking features

MARKET DATA

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

INVESTOR TOOLS

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

SOCIAL NETWORKING

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

MARKET SENTIMENT

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

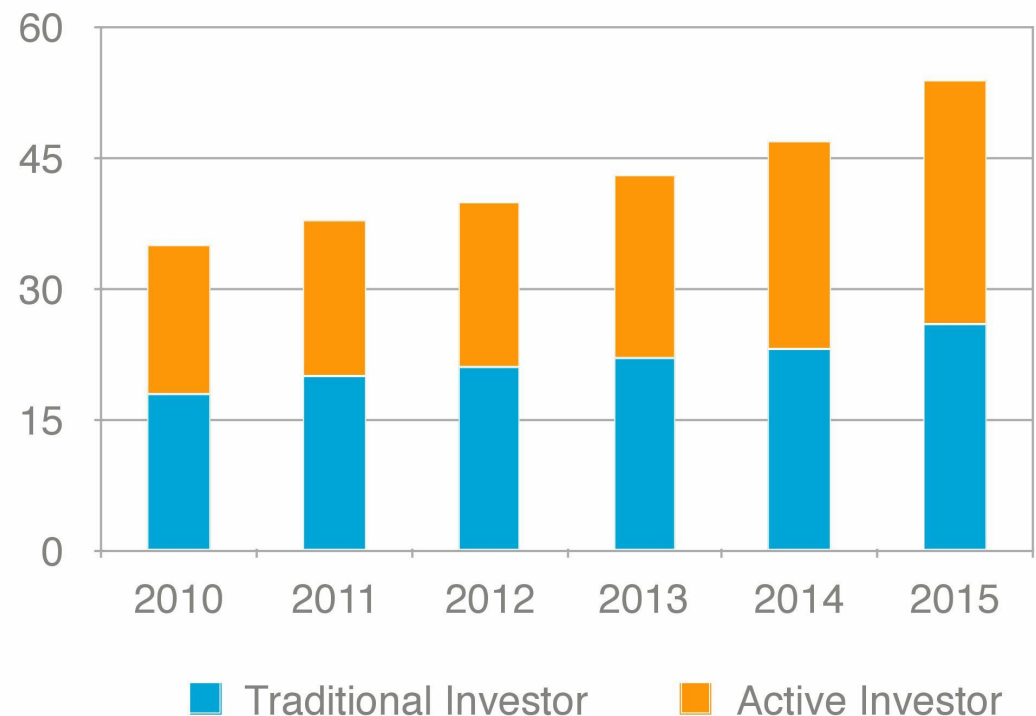
Market Changes

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

- Self-directed segment is growing quicker than non-self directed investors from 2011 to 2015.¹
- US spend on financial data and news totaled \$12.13 bn in 2014, up 4.99% in 2014 from 2013.¹
- Average cost for investor education tools; \$111.²

1. Source: Burton Taylor
2. Source: LibraryJournal

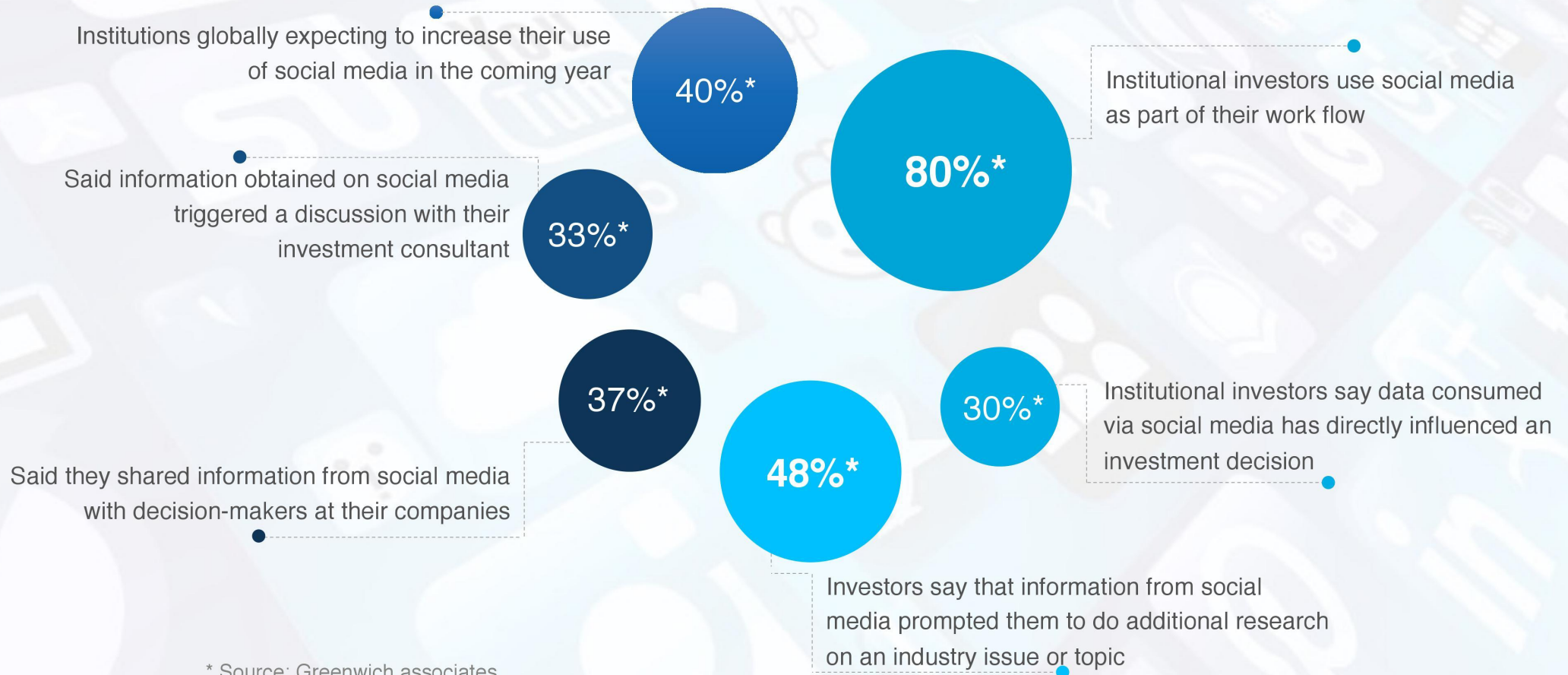
Investors in the U.S.³



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

Social Media Informs & Shapes the Investing Process

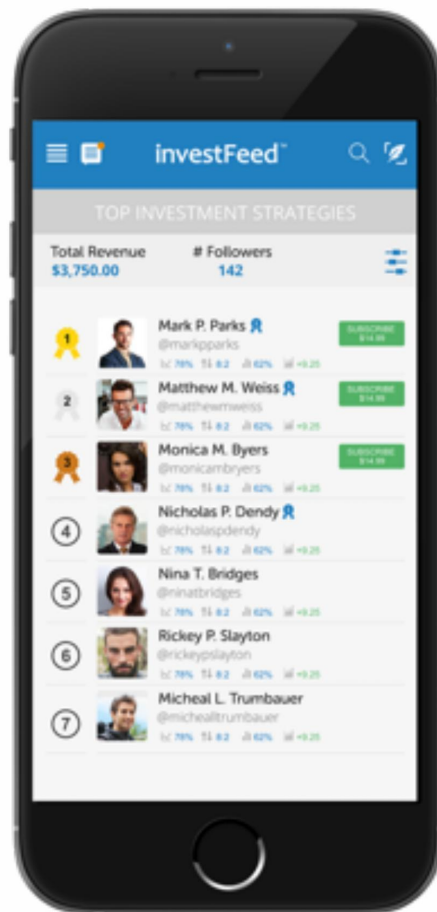
Growing Adoption rates of social media as a tool for investor relations



* Source: Greenwich associates

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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 Liauska (Investment Analyst at Barclays)

Revenue Streams



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Features that lead the industry

	twitter	Seeking Alpha	StockTwits	etoro <small>Your Social Investment Network</small>	covestor	i 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; 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 (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

Full-Stack Developer and UI/UX Design

Blinn College, Computer Science



Justin Jovanovic
Marketing

Social Media and User Support Management

Founder eTicketing, George Washington University



Jeff Dayton
Business Advisor

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

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



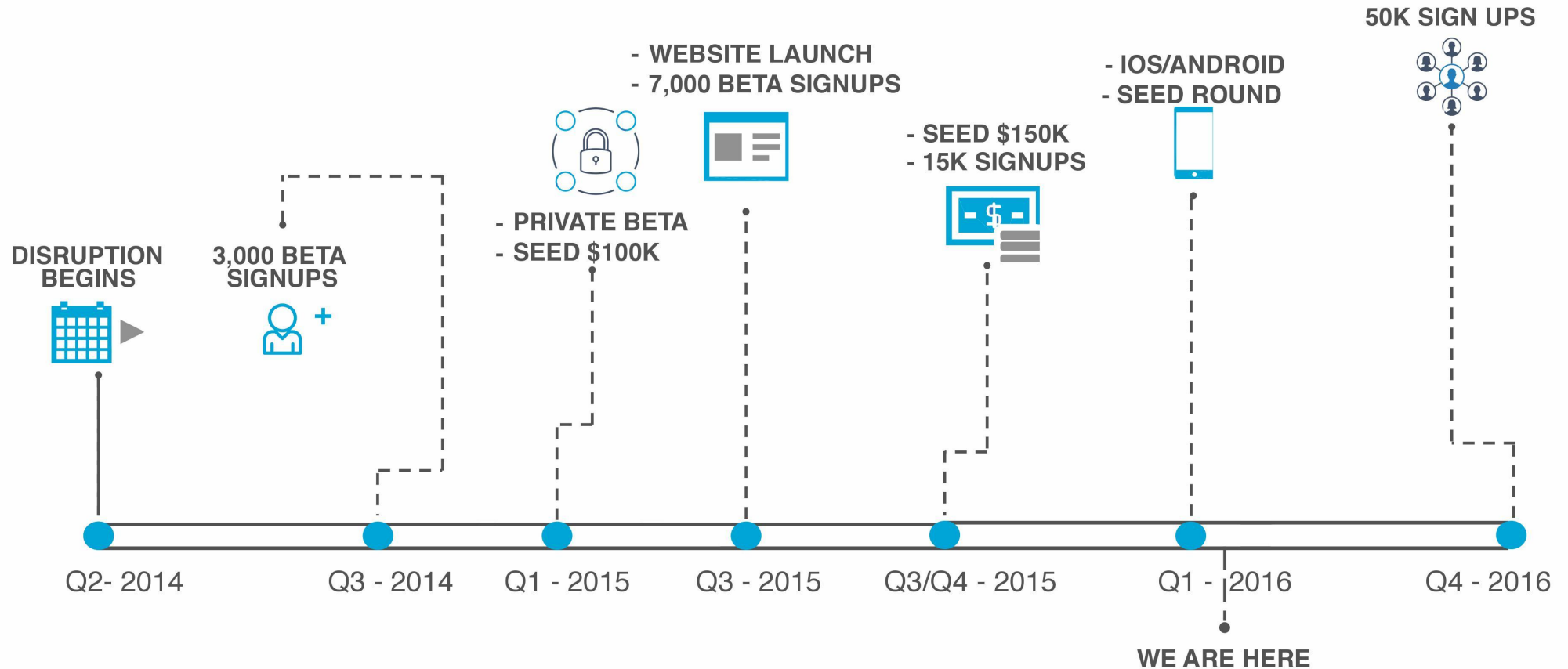
Srikant Krishna
Technical Advisor

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)

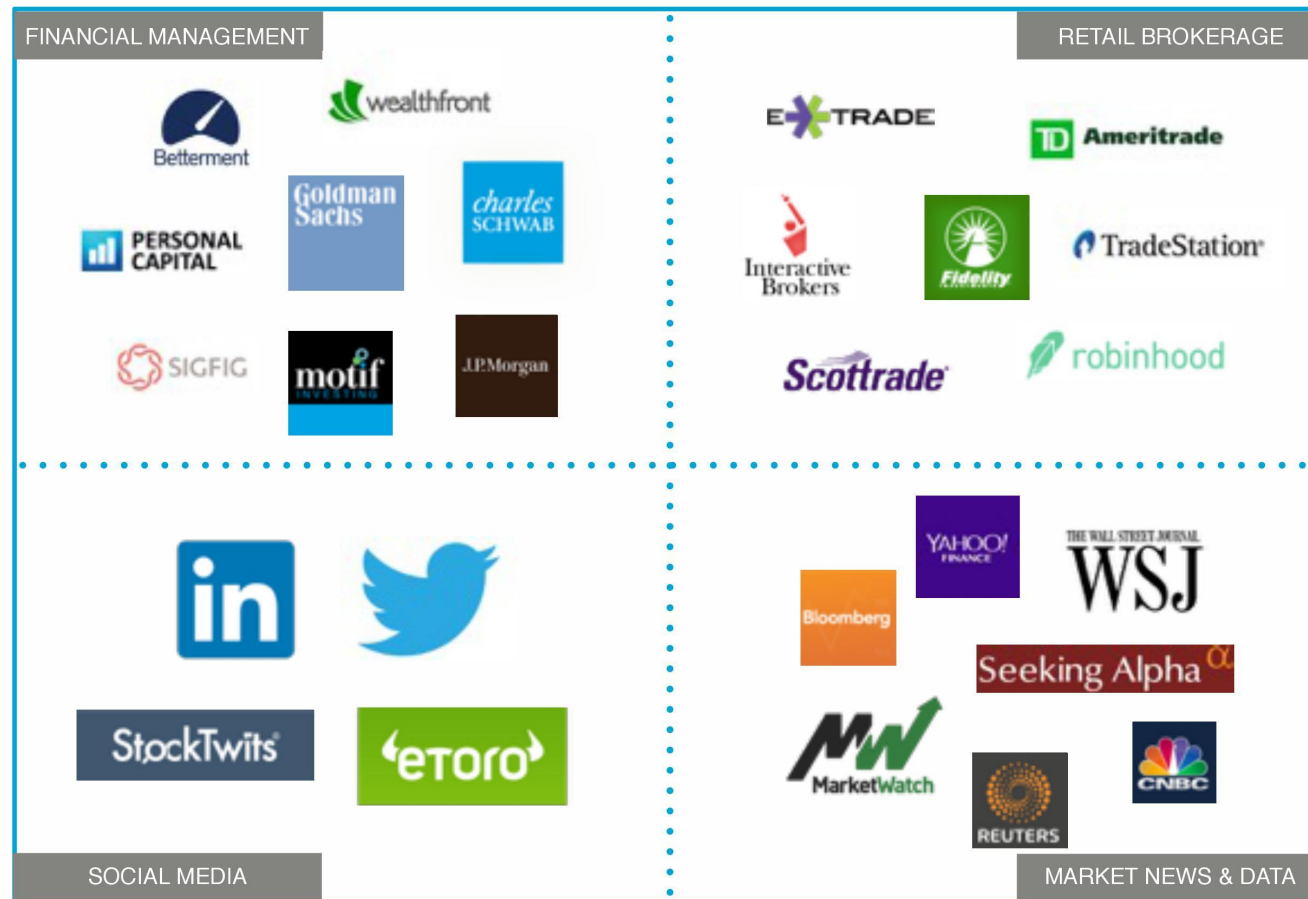


Milestones



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!