

The logo for NYCE Group Inc. features the word "NYCE." in a bold, sans-serif font. The letters "NYC" are white, while the "E" is a vibrant cyan color. A small white square follows the period. The background is a dark, dimly lit office space with geometric patterns on the ceiling.

**NYCE.**

G R O U P I N C

“

“We’re on a **mission** to help **100,000+**  
**people** of color become **millionaires**  
**by 2030**”.

—  
**PHILIP MICHAEL, FEB 2020, FORBES**



FORBES



# NYCE: A **TECH-POWERED** WEALTH UNIVERSE FOR ALL.

**FINTECH.**

**COMMUNITY.**

**REAL ESTATE.**

**MEDIA.**

**BOLD!**  
BUSINESS

PHILIP MICHAEL

# 2020 **TRACTION:** BY THE NUMBERS



**1.25M**

New IG Followers



**2.8M**

Views/month



**\$1.09M**

Micro-shares sold



**2,242**

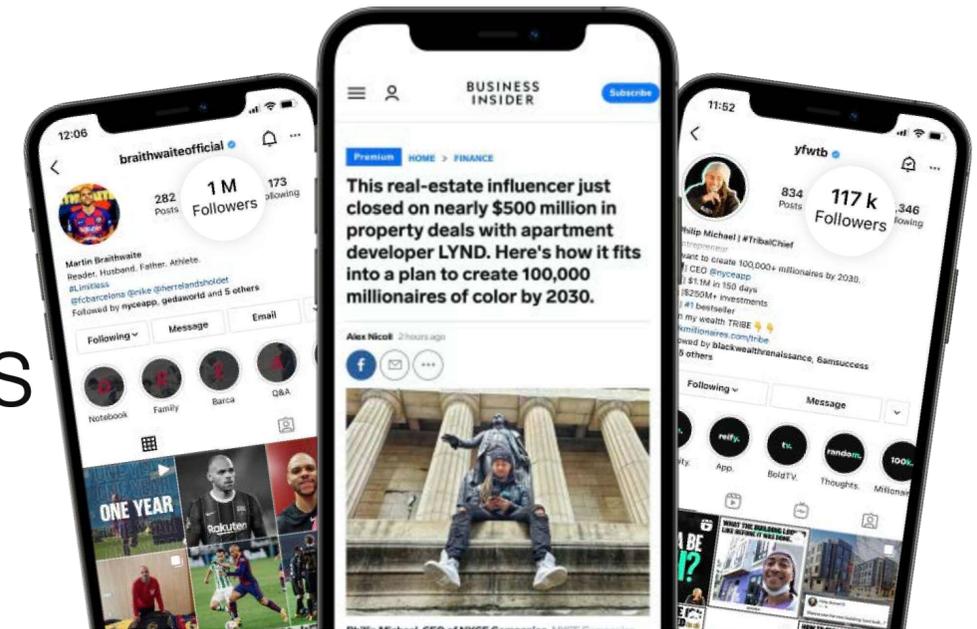
Investors



**\$260M+**

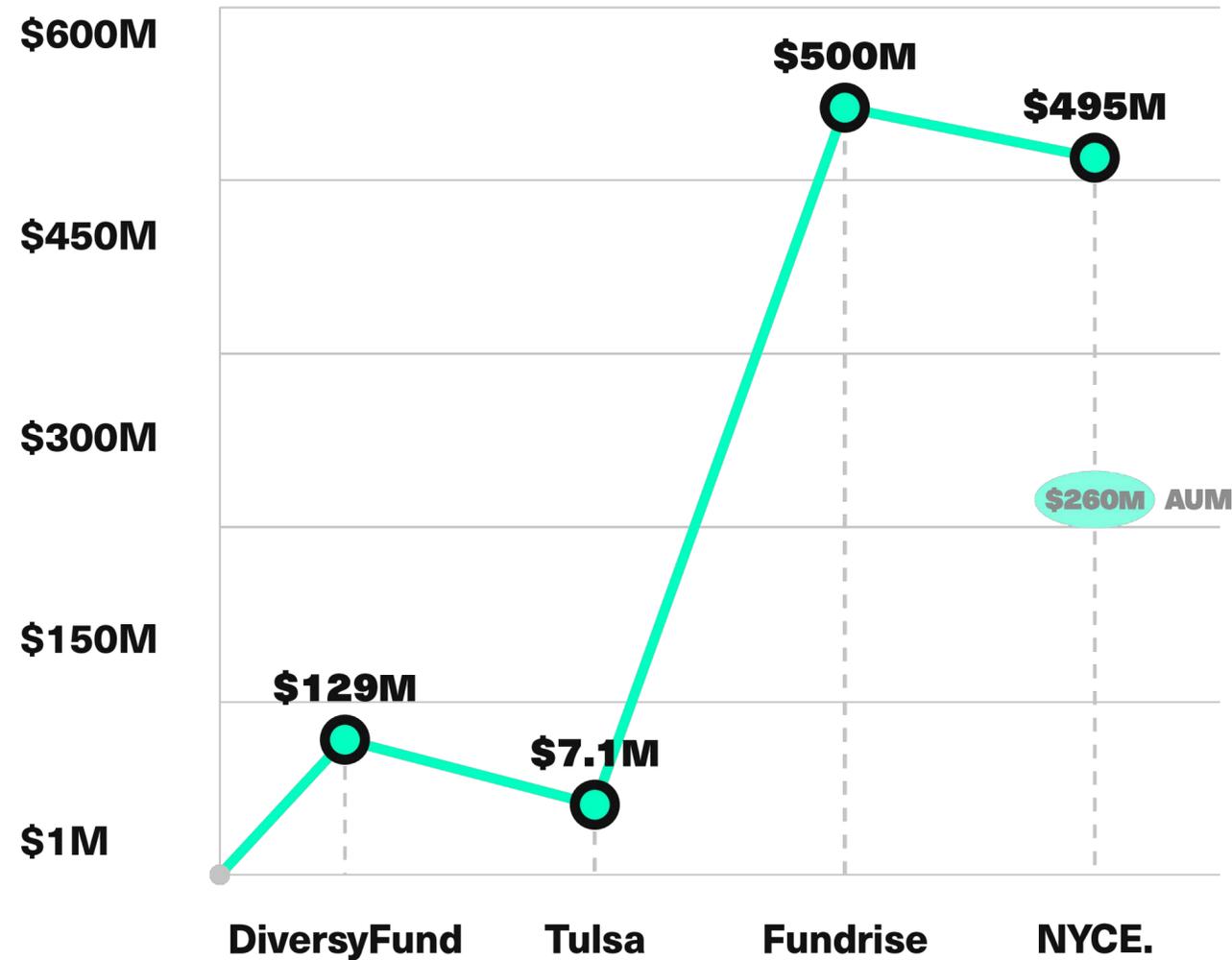
AUM

Since launching in April, we've **set a record** for real estate micro-shares sold, created **2000+** first-time investors of color and become one of the **fastest-growing** presences on social media.

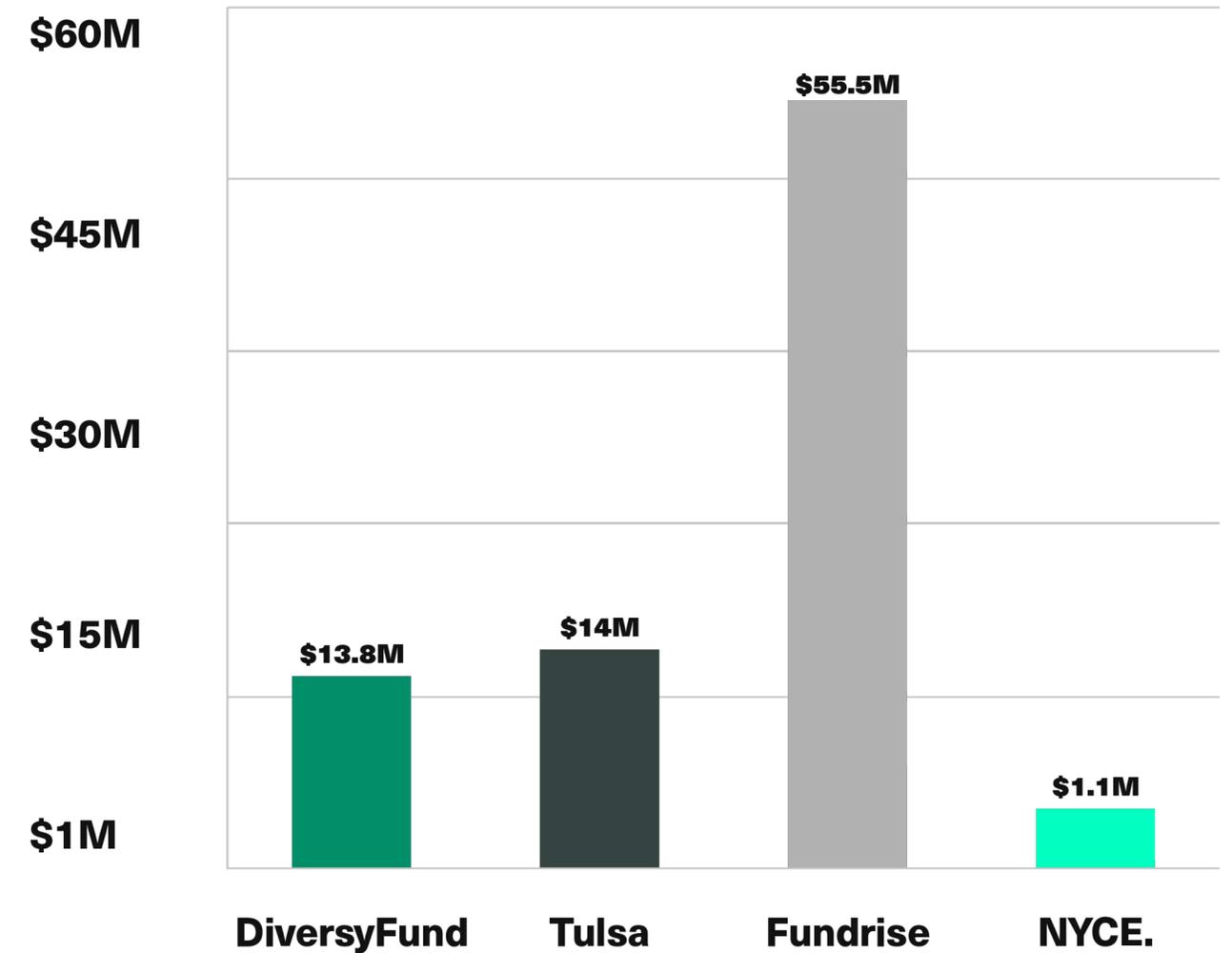


# 2020 TRACTION: BY COMPARISON

## AUM/ACTIVE REAL ESTATE



## CAPITAL RAISED



**In 2020**, NYCE alone outsold several crowdfunding *platforms as a whole*, all the while outperforming several well-capitalized Series A (and beyond) platforms.

# IN THE NEWS...

**BUSINESS INSIDER**  
Premium HOME > FINANCE  
This real-estate influencer just closed on nearly \$500 million in property deals with apartment developer LYND. Here's how it fits into a plan to create 100,000 millionaires of color by 2030.  
Alex Nicoll 2 hours ago

**COMMERCIAL OBSERVER**  
**Philip Michael Is a Real Estate Entrepreneur on a Mission**  
The young developer is building an app, an empire, and a following  
BY CHAVA GOURARIE DECEMBER 15, 2020 6:27 AM

**PHILADELPHIA BUSINESS JOURNAL**  
RESIDENTIAL REAL ESTATE  
**NY firm with crowdfunding model opens first phase of 'Philon Valley' development near Temple**  
NYCE Companies finished work on Temple I, the first phase of its "tech hub" project near Temple University.

**Forbes**  
EDITORS' PICK | 4,613 views | Feb 20, 2020, 09:30pm EST  
**New Barcelona Signing Martin Braithwaite And His Uncle Just Broke Ground On Smart Home Project In Philadelphia**  
Jason Pettigrove Former Contributor SportsMoney

**yahoo!sports**  
**NYCE Completes \$1M Raise For 'Robinhood Of Real Estate'**  
Renato Capelj September 24, 2020 · 3 min read

**COMMERCIAL OBSERVER**  
**LYND and NYCE Partner on \$478M in Crowdfunded Multifamily Deals**  
BY CHAVA GOURARIE OCTOBER 29, 2020 1:25 PM

**TE**  
**Investment tech won't solve systemic wealth gaps, but it's a good start**  
Dean Sterrett, Philip Michael  
1:12 am IST • August 26, 2020

**BENZINGA**  
**Exclusive: Sneak Peek Inside The 'Robinhood Of Real Estate' NYCE's Crowdfunding App REIFY**  
by Renato Capelj 2 min read

**make it**  
MAKE IT BLACK  
**FC Barcelona star and business partner want to create 100,000 Black millionaires through real estate investing**  
Published Thu, Jul 2 2020 • 12:01 PM EDT  
Jabari Young @JABARIYOUNG

**CROWDFUND INSIDER**  
**NYCE Tops \$1 Million Using Reg CF on Two Different Funding Portals - Republic and Wefunder**  
September 27, 2020 @ 7:00 pm By JD Alois

**BUSINESS INSIDER INDIA**  
**Barcelona controversially signed a 28-year-old Danish forward for \$19 million, and promptly slapped him with a \$324 million release clause**  
WILL MARTIN | FEB 20, 2020, 18:16 IST

**Forbes**  
423 views | Apr 8, 2020, 06:32am EDT  
**FC Barcelona Striker's Uncle Files For \$50 Million IPO: 'We Want To Create 100,000 New Millionaires'**  
Jason Pettigrove Contributor SportsMoney

# WHAT PEOPLE ARE SAYING...

**Ayanna Turner**  
INVESTOR VALUE-ADD INVESTOR Invested 2 months ago

I respect his story, to give up everything you know and dive in to a whole new dimension is a true way to teach others to take a risk. Shoot for the stars land on the moon.



**Elisabeth Sarah** · 1:28:03 Yes! Everyone wants something for information. Appreciate the true learning experience!

Like · Reply · 6d



**PlugmeRadio Cometessa** · 1:35:13 I like your honesty as far as one on one for the same info shared on IG. Other mogul would charge thousands for these information. I'm grateful to your team for sharing.

Like · Reply · 6d



I believe in the vision Philip has towards helping us reach financial freedom and be able to provide our family a better quality of life. For too long has the 1% been getting richer off our hard work and we continue living check by check. I'm taking a risk investing in this company but I'm willing to take that risk because I believe this would be more than just an investing company but more like a movement.

**Edwardo Alonso** ☆

31 y/o from Brooklyn NY, born in the Dominican Republic, likes to play basketball and travel.



**Christina Truax**  
ACTIVE INVESTOR VALUE-ADD INVESTOR Invested 2 months ago

I'm intrigued to see how well crowdfunding in a Real estate deal like this will work. Location is superb, the idea is novel and the tax abatement is a big win until it's time to offload.



I love the mission of NYCE to wipe out economic and racial inequality by creating 100K millionaires of color. This is a fantastic way to diversify my portfolio and begin to invest in real estate.

**Jose Asenjo** ☆

I live in NYC; work for MTA. My 3 most favorite things to do are eat out, travel and grow my money through investments.



**Robert Holder**  
ACTIVE INVESTOR VALUE-ADD INVESTOR Invested 2 months ago

Investing in real estate is the cornerstone to building wealth. I like the vision of the founders and what they have accomplished so far, and their plans for the future. Together we will get



We invested in NYCE because we believe that the management team possesses character, hard work, and a great track record in this industry. Their portfolio is well thought out, the amenities, combined with the advanced esports lounges with North American Collegiate League make this a very high tech and savvy investment. Their message and want to bridge the financial gap and desire to make so many new millionaires is inspiring. We invest in character, and this is what Philip, Martin and NYCE has.

**David Chen** GTIF Capital Managing Partner  
LEAD INVESTOR INVESTING \$3,000 THIS ROUND



**H Hunt**  
ACTIVE INVESTOR Invested 26 days ago

I invested in temple because it's out of the box thinking that succeeds. Thanks Phil brilliant power moves. 🙏 Be blessed in all your endeavors.

**Ginger Schuster** Congrats! And let's be real, you are special - You're focused on making other people millionaires! THAT'S DOPE!

Like · Reply · Message · 5d



**Torrey Bolden**  
INVESTOR VALUE-ADD INVESTOR Invested about 2 months ago

I am new to investing. I like Philip's energy and his goal to empower our community. I am originally from Philly but I live just outside of it now in Burlington, NJ. This means I am close enough to visit the property I am investing in! I hope to meet you Phil and staff! Thank you for creating this opportunity!



**Angela Michele Williams-Fort** That's why I invested in Temple 1

Like · Reply · Message · 1d



**Markia Brown**  
INVESTOR VALUE-ADD INVESTOR Invested 2 months ago

I invested in TEMPLE I because providing students with a safe, clean, and affordable housing option is extremely important for the future of our economy. Without these things, students transfer, fall out, or transfer to a place with better options. Temple is an amazing school with a rich history and the students deserve this.



Great cause. Great leadership. Trying to help make a difference and close the wealth gap, if even in a small way.

**Howard Steinberg** ☆

Business development professional working in tech for 20+ years. Interests include puzzles, Peloton and golf.



I believe in Philip's message and the expertise he and his team have. I also look at this opportunity as a way to get more involved in investing.

**Terrence Knock** ☆



**Tanya Davis**  
ACTIVE INVESTOR Invested 2 months ago

Phillip Michael is my inspiration. I am proud to be an investor in making the community even better, while adhering to the students needs and being part of making life easier for them to achieve their goals.



**Lupe Diaz** Loving NYCE... real estate investment to make that's pretty low touch? Buying a property or TIC?

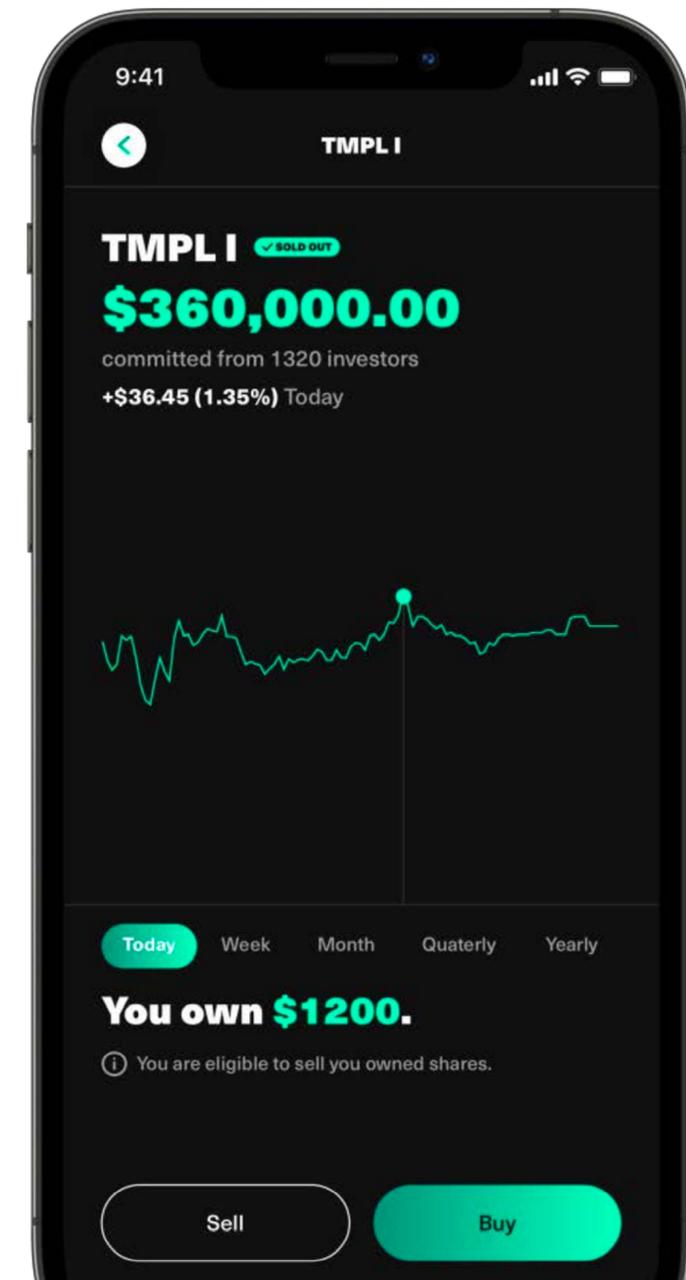
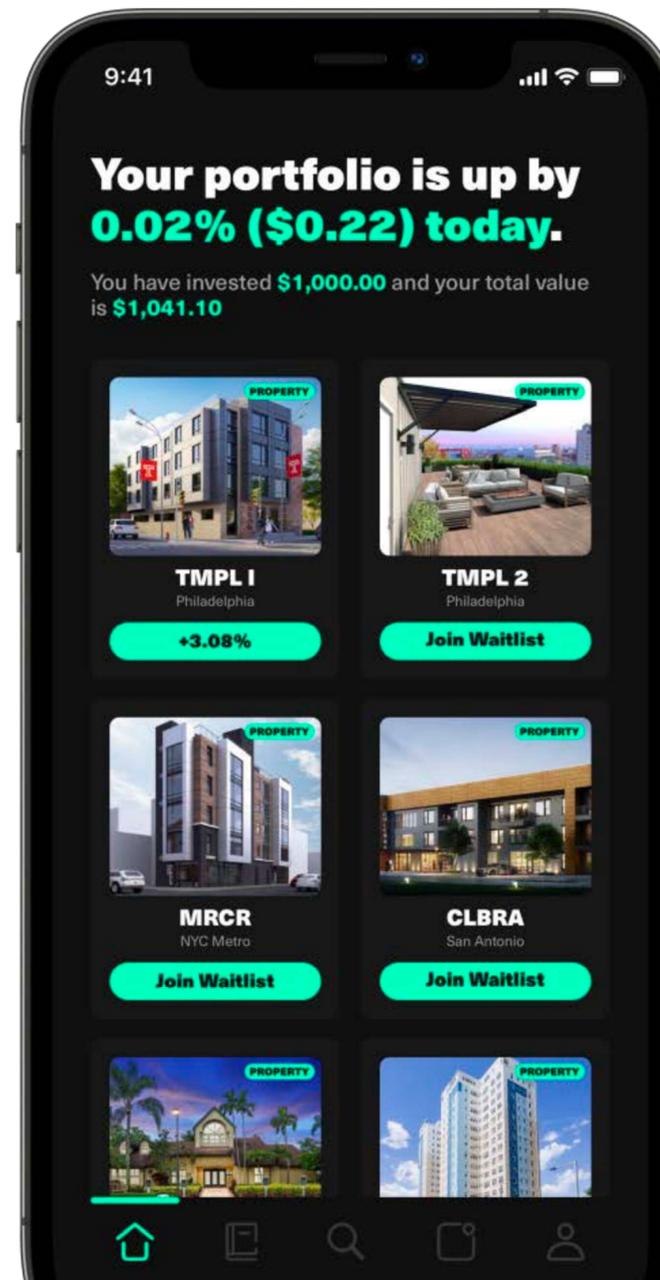
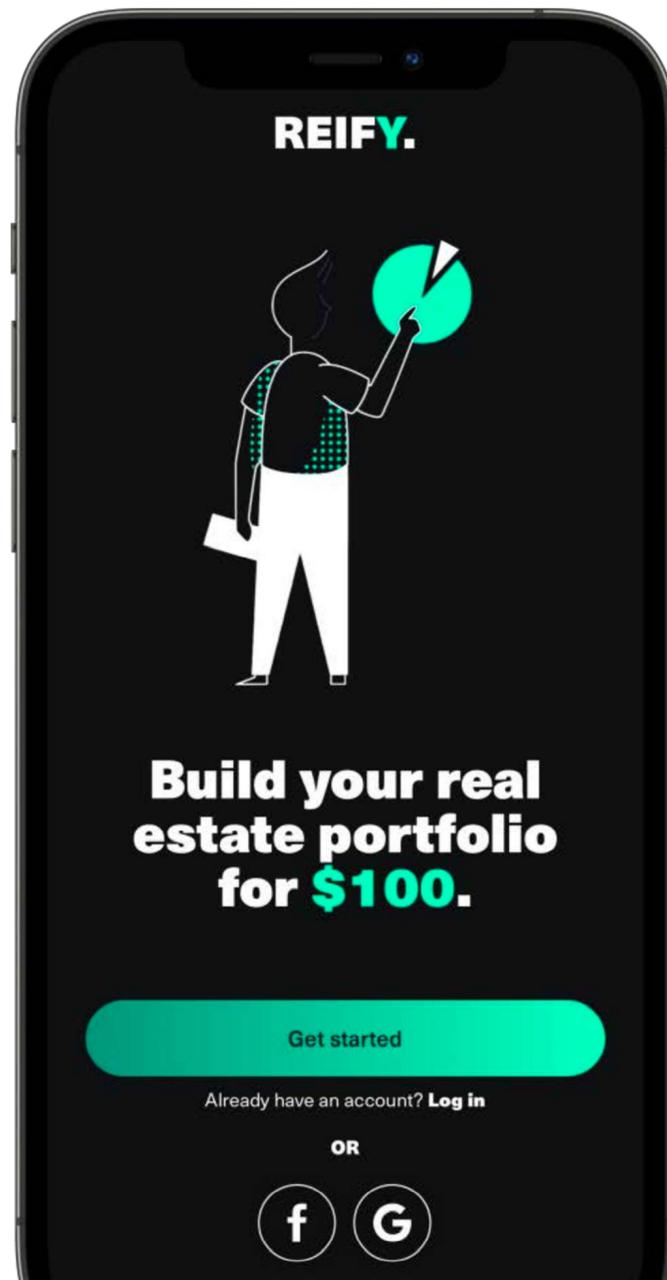


As a member of a federally recognized Native American Indian nation I have come to realize that having been disenfranchised from property has created poverty amongst natives as we do not legally own our reservation lands. One of the best ways to gain income is through real estate. I love that this investment is helping bridge the gap for those disenfranchised from land back to equality. My good friend Alicia Corven referred me to this opportunity.

**Vanessa Lavadinho**

The messaging and opportunity resonates loudly with me as a person born

# “ROBINHOOD OF REAL ESTATE”: INVEST THROUGH OUR APP.



# 2021: WHAT'S NEXT...

The image displays four panels representing different NYCE ecosystem products and their performance metrics:

- REIFY:** A NYCE APP. TMPL I **\$360,000.00** (SOLD OUT), committed from 1320 investors, +\$36.45 (1.35%) Today. **52.4K+** Waitlist.
- TRIBE:** A NYCE COMMUNITY. **\$98.8K** MRR\*.
- NYCE:** REG. A+ OFFERING. **\$75M** IPO volume.
- NYCE:** CHECKINGS/SAVINGS. **A NYCE** bank...? (Card number: 4417 1234 5678 9112, Name: Martin Braithwaite).

*\*Our MRR projections are based on the current growth rate of TRIBE.™, our members-only community where we store our video library of content. Note: The \$75M is the maximum allowed under the Reg. A+. There's no guarantee we will issue or hit that number.*

# OUR TEAM.



**Philip Michael** ✓

CEO, NYCE  
1.1M+ monthly views



**Martin Braithwaite** ✓

Chief Vision Officer  
FC Barcelona



**Danny Cortenraede** ✓

Chief Commercial Officer  
President, Wannahaves/by433.com



**Vineet Yadav**

Head, Creative & Digital Strategy  
UI/UX Designer



**Nat Remy**

Head, Business Operations  
CXO, TRIBE.™



**Arif Nezami**

Head, Business Analytics & Finance  
Architect + MBA



“

“The mission for Michael is to create a **\$1bn millennial-owned** real estate **community by 2024**, with business remaining on an upward curve, **he’s well on target to achieve that aim.**”

—  
FORBES, FEB. 2020



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