

# The global media platform focus on Blockchain, Fintech and SDGs



fintech.tv New York NY

Infrastructure Entertainment Technology Sustainability Blockchains

OVERVIEW UPDATES WHAT PEOPLE SAY ASK A QUESTION

## Highlights

- 1 Reaching 850M households globally with 8M online viewers weekly
- 2 Bridging generations for a more sustainable and equitable future
- 3 Broadcasting studios at NYSE, NASDAQ, and LSEG
- 4 Distribution on Bloomberg Television, CNBC Africa, CNBC Arabia, ET Now, and Times Now
- 5 Previously raised \$3M
- 6 Our strategic investors: Alan Guarino, Brace Young, Ibrahim AlHusseini, Kristoffer Roil, Tharald Nustad, Vimal Shah
- 7 Our key strategic institutional investor Times group of India

## Our Team



Kativa Gupta Co-Founder & CSO



15 years of experience in finance and tech, lecturer at Stanford University, Built Consensys Ventures and ran as Managing Partner, Founding team member of Green Bonds at IFC (The WorldBank) Board Member of International Emmy Award.



**Vince Molinari** Co-Founder & CEO

30 years of experience in financial services industry. Developed Alternative Trading System for the issuance and secondary trading of digital assets. Author and co-author of 7 global patents.



**Troy McGuire** Co-Founder & Chief Production Officer

Multiple Emmy-award winning producer and executive in the broadcast news and syndicated television industry Ex-Corporate VP of News for Fisher Communications which owned ABC, CBS, and FOX affiliates

SEE MORE

## FINTECH.TV - Exponential Voices

We are at the beginning of a massive technological revolution and there is an information gap between the dynamic young and diverse voices and the top-level executives with the financial resources to create during the tremendous change. We are building that bridge.

### CATALYZING A GLOBAL IMPACT

Our Platform is a unique destination where people under 25 and over 40 can convene to find common ground in creating a more sustainable and equitable future.



#### GAP

**Rapid Social Change:** Across technology, environmental sustainability, and social impact, Millennials and Gen-Z are dreaming, creating and building

**Generational Resonance:** Leaders in financial institutions and major corporations are increasingly wanting to pivot their companies and steer their businesses towards purpose and impact inline with what Gen-Z want!

#### CONNECTING THE DOTS

FINTECH.TV provides that unique platform to young, internationally diverse voices to share their concerns, their needs and put their asks and expectations to experienced top level executives across public & private markets, growth investors, tech builders enabling movement of billion of dollar towards new, innovative sustainable products across financial and tech industries.

## Executive Summary

We have built a global media organization to connect the next generation and amplify their concerns, asks, and expectations with the product builders who have the capacity and the interest to align billions of dollars with a sustainable and more equitable world. Our platform helps them create innovative and sustainable products across financial and tech industries. With our presence in NYSE, NASDAQ, and LSEG provide us credibility and the backdrop to bridge the gap with our programming and distribution.

### EXECUTIVE SUMMARY

#### COMPANY

Thought Leadership platform focused on niche coverage of **Digital Assets and Impact Investing**

Global presence across **US, Europe, Africa, EMEA and India**

Studio presence at leading international exchanges including **NYSE, NASDAQ and LSEG** increasing reach and establishing a credible position in the market

Operating two flagship shows: **Digital Asset Report** (Cryptocurrency/Blockchain) and

#### KEY OPERATING METRICS

- Viewership Reach: **\$50M**
- YouTube views: **8 million+**
- Company website had 12M active users in Sep-2020
- Social Media following (FB+Twitter+LinkedIn): **+266k**
- Current geographic presence: **US, Europe,**





Some highlighted interviews: Laura Turner Seydel, Board member of the Capitan Planet Foundation and Director of Turner Foundation, Tom Steyer, NextGen America Founder & Co-Chair California’s Business and Jobs Recovery Task Force, Bob Litterman, Chairman of the CFTC’s Market Risk Advisory Committee (MRAC), Yousif Al Ali, Executive Director at Masdar, Keller Rinaudo, CEO of Zipline

## Special Series

Our special series is curated by top thought leaders to highlight the gaps, opportunities to create a more sustainable and equitable world.

## Dangerous Women: Leading Onward

Presented by Pat Mitchell, the legendary 35 times Emmy award-winning news producer, journalist, ex-president of CNN and PBS.

This global interview series will go in-depth with awe-inspiring women who have changed the world. From technology mavens, barrier-breaking feminists to leading experts in media, science, climate, sustainability, and impact investing.



Top Episodes: Thandie Newton, Emmy & BAFTA-Winning Actress, Activist & Philanthropist, Christiane Amanpour, Chief International Correspondent for CNN, Gloria Steinem, Writer, Lecturer, Political Activist, and Feminist Organizer, Jaqueline Novogratz, Founder & CEO at Acumen, Mayor Keisha Lance Bottoms, Mayor of Atlanta

## Faces of Race with Roy Wood Jr.

Turning an introspective lens on race equity in corporate America with Roy Wood Jr.

This series will uncover how racism has impacted access to corporate jobs for the African American community and glean insights from leaders across various industries, from tech to VC to corporate to the media industry.



Top Interviews: [Asahi Pompey, President of Goldman Sachs Foundation](#), [Kevin Fredericks, CEO at KevOnStage Studios](#), [Michael Seibel, Partner at Y Combinator](#), [Ime Archibong, Head of NPE at Facebook](#), [Aylwin B. Lewis, Former Board of Directors at Walt Disney & Member of Board of Directors at Marriott International](#)

## SSE TV

We partner with the [United Nations Sustainable Stock Exchanges initiative \(UN SSE\)](#) to amplify the dialogue on sustainable finance, peer-to-peer learning, and the sharing of best practices. This series features CEOs and Chief Sustainability Officers of each exchange, providing an in-depth view of the progress they have made in the past decade to support the sustainable development goals and encourage each other to increase the ESG footprint globally.



Watch our premiere interview with [David Schwimmer, CEO at London Stock Exchange](#)

Upcoming interview: [Olga Cantillo, CEO at Bolsa de Valores de Panama](#), [Julie Becker, Member of the Executive Committee & Founder of Luxembourg Stock Exchange](#), [Loh Boon Chye, CEO at SGX](#), [Leila Fourie, Group CEO at Johannesburg Stock Exchange](#), [Sandy Frucher, Former Vice Chairman at Nasdaq](#), and [Ashish Chauhan, CEO at BSE](#)

## Price of Climate - Launches on July 12, 2021

Presented by Ibrahim AlHusseini, Founder & CEO of FullCycle, a billion-dollar sustainable fund, and 16 years old climate activist, Alexandria Villaseñor who sits down with notable activists, policymakers, entrepreneurs, and an astronaut, to discuss how we best understand and activate the next generation of climate leaders.

This unique series focuses on educating the audience on the complexities, opportunities, and price tags that come with the climate crisis, providing an eye-opening look at why urgent action is needed now more than ever.



Upcoming guests: Van Jones, CNN Commentator, Anousheh Ansari, First Female Private Space Explorer & CEO at XPrize, Kyra Sedgwick, Actress, Dr. Jonathan Foley, Executive Director at Project Drawdown

## Square One - Launches on July 18, 2021

We are pleased to welcome "Square One," the famous Silicon Valley Podcast with Romeen Sheth. Every week we speak to founders, investors, and executives at the cutting edge of business a take a deep dive into building tech products, scaling up teams, and cover their journey of creating a billion-dollar unicorn.



Upcoming guests: Russ Heddleston, Founder & CEO at DocSend, Ken Nguyen, CEO at Republic, David Sacks, Co-Founder at Craft Ventures & Former COO at PayPal, Saeju Jeong, Founder & CEO of Noom, Kunal Bahl, Co-Founder

## Global Hosts

### Hosts



Vince Molinari  
Global



Kavita Gupta  
Global



Pat Mitchell  
Dangerous Women



Roy Wood Jr.  
Faces of Race



Jeff Gitterman  
NYC



Rachel Pether  
MENA



Anoush Bhasin  
India



Akshay Saxena  
India



Namish Sanghvi  
India



Zindzi Kibiku  
Africa



Ziv Keinan  
Israel



Lawrence Wintermeyer  
Europe/UK



Alejandro Calderón  
LATAM

## Opportunity

### Broadcast Network

850 MILLION HOUSEHOLDS

8 MILLION WEEKLY ACTIVE ONLY USERS



430M households worldwide plus Dish and DirecTV, corporate executives, high net worth individuals, investing community, 64% male, 69% married, HHI \$105k, occupation: C-Suite and top management

We air in regions: US, UK, APEC, Asia



Broadcasting to 48 countries, Sub-Saharan Africa & Indian Ocean Islands

Available on:

- 5,500,000 dstv decoders in South Africa
- 4,000,000 Multichoice Africa decoders outside South Africa
- We reach over 23M homes in sub-Saharan Africa



Upcoming Partnership - Broadcasting to 9 countries including GCC and Egypt and Morocco in Arabic

Available on:

- We reach over 90M homes in Middle East & North Africa



India's most popular and most viewed English news channel - 550M+ viewership



India's leading business news channel with - 250M+ viewership

## Audience

We capture the content during the episode and share it across FINTECH.TV's channels, reaching:

Followers 16.2K

Followers 13.8K

Views 8.6M

### LIFETIME

Pageviews - 10,718,179

Content - 15,131,698

### LAST 7 DAYS

Pageviews - 2,82,527

Content - 1,200,143

### LAST 60 DAYS

Pageviews - 12,205,506

Content - 9,379,914

### LAST 7 DAYS



Database: Approximately 500K with a target audience of Investors, Fund Managers, Executives, and exponential leaders focused on solving the Sustainable Development Goals championed by United Nations.

## Our Global Footprint

*We are building a truly global platform - matching global players with market leaders - supported by an international network of stock exchanges*

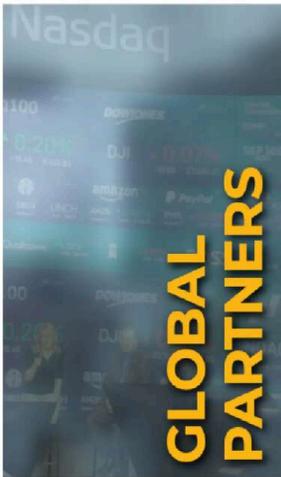
Our strategic plan is to create a truly global platform with content that has a regional and

international appeal to audiences. We curate our sessions in a unique format by matching global players with the local market leaders based on the episode's theme, providing both a macro and micro view of the subject.

We have 15 local anchors across Kenya, Nigeria, India, London, Norway, Abu Dhabi and Israel

Another important strategy behind every global hub is to expand our network of exchanges across the globe to provide a unique opportunity to a locally listed company to get listed with leading exchanges like NYSE, NASDAQ NYC, and LSE by using our media platform.

## LEADERS WHO EXCELLED IN THE WORLD OF INEQUALITIES



## GLOBAL VIDEO-ON-DEMAND PARTNERS

**Hedex TV** - Fintech TV is the first VOD Channel on the platform to compliment dozens of live linear news channels globally. The platform saw more than 10 million TVM's in January (television viewing minutes) and an average watch time of 14 minutes per user.

**Todazon** - are expecting 200,000 paying subscribers to the service by the end of 2021.

**VisionTV** - is Channel 264 and the Fintech episodes air on VisionTV. This is a direct to home service where you need to have equipment in the home like a Comcast, etc. Freeview serves 2 million UK households.



## Revenue Model



Revenues fall into 5 broad categories for U.S and International markets



## The Investment

We are raising capital to increase our reach. We're expanding to new markets, building strategic partnerships in regional markets and distribution, building a state-of-the-art studio, and increasing our programming.

# 2021

# OUR PLANS

- Increase our viewership from 850 million to 1 billion
- Increase revenue to a minimum of \$20 million annually
- Expansion to Nordics, LATAM, China and broader Asia
- Additional Strategic partnership with regional stock exchanges
- Expansion of VOD distribution partnerships from Planes to Taxis to international channels
- Building state of the art studio at NYC's marquee location - Javits centre
- Building towards our ultimate goal of 24X7 channel



Your investment will shift the paradigm by amplifying young, internationally diverse voices and connect them with investors moving billions of dollars to create the financial products, investing in next-generation technology with impact. Our audiences are 48.2% under 24 years old and 49.1% from Family Offices, Hedge Funds, Trading Floors, and various other Investors. We are the bridge.

# THANK YOU

