



INVESTING WITH TRANSPARENCY

PERSONAFI.CO

Q3 2021





 PERSONAFI

PERSONAFI

OUR VISION

TO BUILD A **COMMUNITY** OF INVESTORS THAT LEAN ON EACH OTHER RATHER THAN THE FINANCIAL SYSTEM. WHERE INVESTORS SHARE INVESTMENTS AND PORTFOLIO ANALYSIS THUS, EMPOWERING **MAIN STREET.**



PERSONAFI

THE CURRENT MODEL



55% OF ADULTS INVEST IN THE STOCK MARKET COMPARED **65%** OF ADULTS PRE-08' MARKET CRASH



70% OF MILLENNIALS KNOW THEY NEED TO BE MORE FINANCIALLY SECURE



61% OF MILLENNIALS FOUND INVESTING SCARY AND INTIMIDATING



50% OF MILLENNIALS KNOW THEY NEED TO START INVESTING



'Wallstreetbets' Reddit Forum Faces Infighting, Hostile Takeover Accusations

Active moderators on r/wallstreetbets say they've been banned by old moderators who've returned to the forum after extended absences, reportedly to gain in on the subreddit's growing popularity.

PERSONA FI THE PROBLEM



- SINCE MARCH 2020, **20 MILLION NEW RETAIL** INVESTORS ENTERED THE STOCK MARKET
- RETAIL INVESTORS ARE TIRED OF TRADITIONAL FINANCIAL INSTITUTIONS – THE GAMESTOP CRAZE/
REDDIT REBELLION
- THERE IS A SURGE OF TRADING AND SOCIAL TRADING APPLICATION
- THE PENDING TRANSFER OF WEALTH FROM THE BABY BOOMER GENERATION WILL FLOW TO DIGITAL
FOCUSED INVESTORS



PERSONAFI

THE SOLUTION- PERSONAFI



DISCOVER INVESTMENTS

DISCOVER NEW INVESTMENTS, STRATEGIES, ASSETS AND MORE THROUGH A COMMUNITY THAT SHARES THEIR BEST PRACTICES



PLAN AND TRADE WITH FRIENDS

DEVELOP STRONGER RELATIONSHIPS WITH OTHERS BY HELPING EACH OTHER GROW AND BECOME MORE PROSPEROUS



VERIFIED TRADE ALERTS

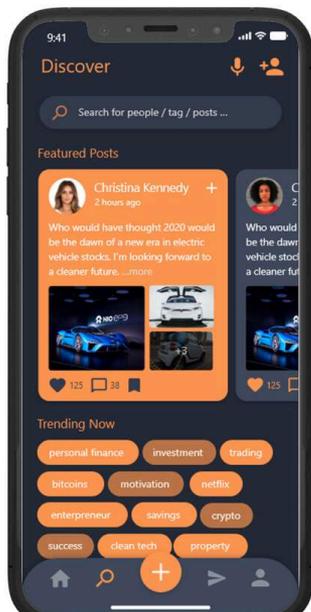
KNOW WHEN OTHERS ARE GETTING IN OR OUT OF AN INVESTMENT



PERSONAFI

THE PRODUCT

LAUNCHED PRIVATE BETA



SIGN UP IS QUICK, EASY AND FREE



SECURELY CONNECT BROKERAGES TO APPLICATION



INVITE FRIENDS, FAMILY, AND SAVVY INVESTORS TO YOUR NETWORK



GET NOTIFICATIONS ON YOUR FAVORITE FRIENDS AND TRADERS



PERSONAFI

MULTI-PLATFORM VALIDATED DATA

PLATFORM AGNOSTIC – WORKS WITH ALL MAJOR
STOCK AND CRYPTO PLATFORM SOURCES

TD Ameritrade
Robinhood
Charles Schwab
Binance
Coinbase
Etc.

CENTRALIZED USER TRADES AND PORTFOLIOS

COLLABORATE, REVIEW, ANALYZE, AND MONITIZE

VERIFIED NETWORK TRADES AND PORTFOLIOS



PERSONA FI

COMPETITION

ANYONE CAN BE AN ANALYST

VERIFIED TRADES &
PORTFOLIO



Public



SOCIAL
ENGAGEMENT
PLATFORM

INVESTMENT RESEARCH



PERSONAFI

TOTAL MARKET

(U S , P H A S E 1)

TOTAL ADDRESSABLE MARKET

209 M U.S. ADULTS

209 M

SERVICEABLE ADDRESSABLE MARKET

RETAIL INVESTORS

112 M

SERVICEABLE OBTAINABLE MARKET

DIGITAL SELF DIRECT INVESTORS

72 M



PERSONAFI

GO TO MARKET

FACEBOOK



TIK-TOK



GIFS





Elon Musk ✓
Gamestonk!!

@elon Jan 26

PERSONAFI

CREATOR ECONOMY



• r/wallstreetbets
und a
termin

253.4



PERSONAFI

TRACTION

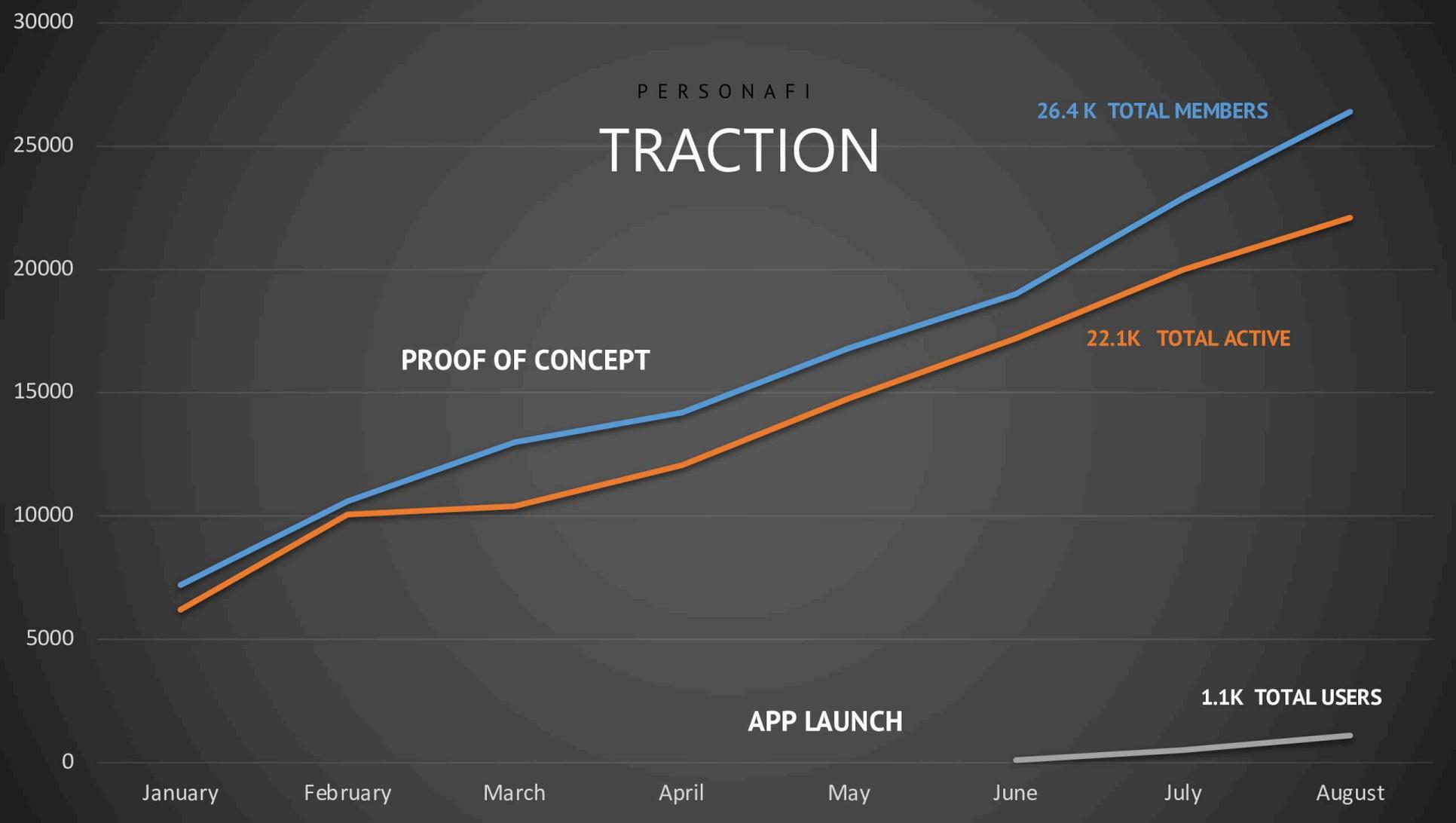
26.4 K TOTAL MEMBERS

PROOF OF CONCEPT

22.1K TOTAL ACTIVE

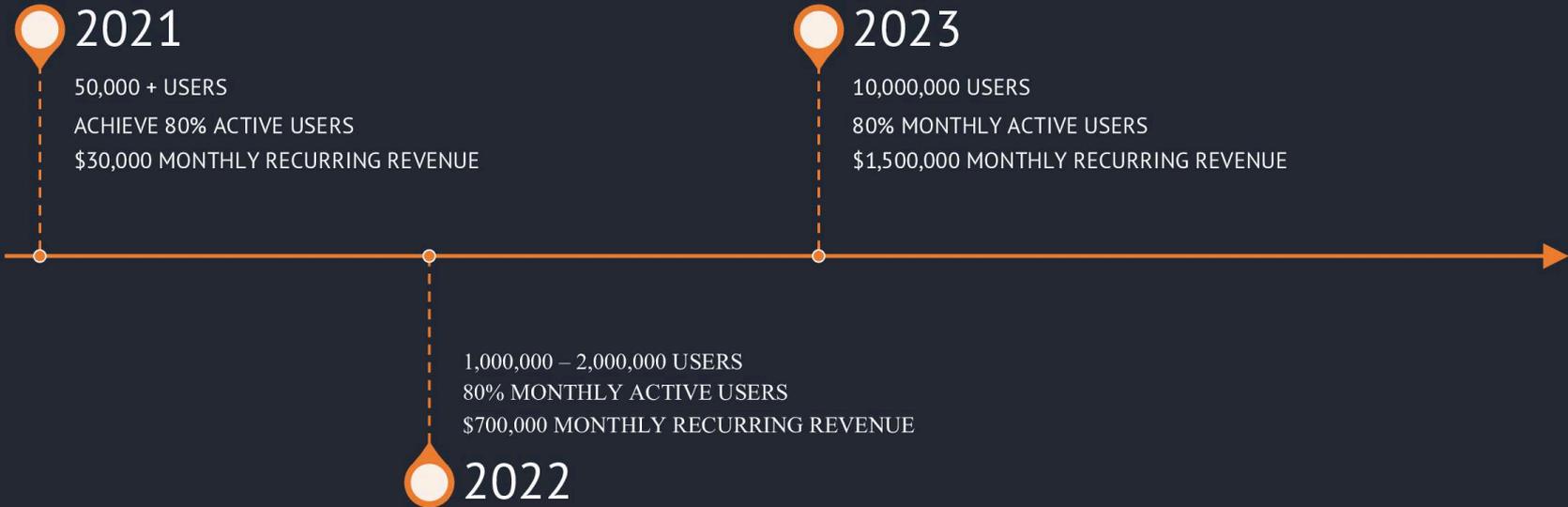
APP LAUNCH

1.1K TOTAL USERS



PERSONAFI

GROWTH TARGETS



Disclaimer – growth projections can't be guaranteed



PERSONAFI
OUR TEAM



KEN MOOSO
CEO



DONELIEZER BAIZE
CPO
CS PhD; 4 years dev



KEVIN BAIZE II
CTO
CS PhD; 8 years dev



TERENCE DANIELS
COO



PERSONAFI
ADVISORS



Eric Ries
Advisor



Shaunt Sarkissian
Advisor



GET IN TOUCH



SOCIAL MEDIA

@personafi_app



WEBSITE

www.personafi.co



CONTACT

info@personafi.co

