



PRODUCT OVERVIEW

Nexcap is a comprehensive investment app that democratizes access to private equity investments for retail investors. It combines the functionality of a private equity crowdfunding app with a secondary market where investors can buy and sell equity stakes in privately held companies.

PROBLEM

Limited Access to Private Equity: Retail investors often face barriers to investing in private equity due to high minimum investment requirements, limited access to deal flow, and lack of liquidity.

Lack of Liquidity: Investors holding equity stakes in private companies may encounter challenges in exiting their investments and realizing returns due to the illiquidity of private markets.

TARGET AUDIENCE

Retail investors: Retail investors who want to explore private equity investments as part of their investment strategy.

Private Equity investors: Accredited investors interested in investing in early-stage startups, growth-stage companies, and other private businesses.

SOLUTION

Access to Investment Opportunities: Retail investors can browse through a curated selection of private equity investment opportunities and participate in crowdfunding campaigns to invest in early-stage startups, growth-stage companies, and other private businesses.

Secondary Market for Liquidity: The app features a secondary market where investors can buy and sell equity stakes in privately held companies. This provides liquidity for investors seeking to exit their investments or reallocate capital while also offering opportunities for other investors to acquire equity stakes in private companies.

REVENUE MODEL

Primary Market: Charge 5% on the profits businesses make, 1% fee for investor's profits

Secondary Market: Charge 5% on sellers, 1% fee for buyers of investments

COMPETITORS & COMPETITIVE ADVANTAGE

Competitors: Wefunder, StartEngine, Republic, Hiive

Competitive Advantage: Mobile-focused design, secondary market so investors can easily sell their equity, educational resources, lower transaction costs/investment minimum, crowdfunding campaigns