



## next

Here's a detailed mock pitch deck content for **Robinhood** for your PPTX/PDF portfolio demo:

### **Robinhood Sample Pitch Deck**

#### **Slide 1: Title & Team**

- Robinhood: Investing for Everyone
- Founders: Vlad Tenev, Baiju Bhatt

#### **Slide 2: Vision**

- "To democratize finance for all—making investing simple, free, and accessible."

#### **Slide 3: Problem Statement**

- Traditional stock brokers charge high fees, making investing costly for small traders.
- Barriers to entry: lengthy onboarding, opaque pricing, minimum balance requirements.
- Young adults and tech-savvy investors want simple, mobile-first access to markets.

#### **Slide 4: Solution**

- Zero-commission trading app for stocks, ETFs, and crypto—no account minimums.
- Beautiful, easy-to-use interface for mobile and web.
- Instant deposits, fractional shares, and social trading features.

#### **Slide 5: Market Opportunity**

- US retail investing: over \$14 Trillion managed assets.
- 50M millennials prime for digital-first investment platforms.
- Expansion targets: crypto trading, options, global equities.

#### **Slide 6: Business Model**

- Free app for users, no direct trading commissions.
- Revenue via order flow from market makers, margin accounts, premium Robinhood Gold subscription.
- Earn on interest from idle cash balances.

#### **Slide 7: Go-To-Market Strategy**

- Viral growth via referral programs, influencer partnerships.

- Early launch at university campuses, fintech events.
- Community features: leaderboard, "popular stocks," education.

#### **Slide 8: Traction / Validation**

- 1M registered users within 1 year.
- \$2B traded monthly on the platform.
- Top-rated finance app in the App Store; major press (WSJ, Forbes).
- 40% monthly increase in active accounts.

#### **Slide 9: Competition**

- E\*TRADE, TD Ameritrade: legacy UX, \$7-\$10 commissions.
- Coinbase: crypto only, higher fees.
- Robinhood: commission-free, sleek design, multi-asset access.

#### **Slide 10: Product Roadmap**

- Launch crypto and options trading in-app.
- Deeper social features: group trades, portfolio sharing.
- Automated investing, retirement accounts, global expansion.

#### **Slide 11: Team Background**

- Vlad Tenev & Baiju Bhatt: Stanford math, ex-HFT (high-frequency trading) engineers.
- Early advisors: former SEC, fintech C-suite veterans.

#### **Slide 12: Key Risks / Red Flags**

- Revenue relies heavily on payment for order flow—regulatory risk.
- Security/compliance: protecting retail funds, market manipulation guardrails.
- Competition from bank-backed platforms.

#### **Slide 13: Financials & Projections**

- Year 1: \$2M net revenue, \$800K profit.
- Year 2: \$12M revenue, 5M users.
- CAC: \$18/user; LTV: \$270.

#### **Slide 14: Funding Ask**

- Raising \$15M Series B to accelerate product, security, and market launches.

#### **Slide 15: Closing / CTA**

- Robinhood makes investing truly for everyone.
- Join us to change Wall Street—commission-free, completely digital.

Say "next" for the next company's pitch deck content (Netflix)!

