Nirvana for Investment Advisers

NIRVANA

Helping You Align Loss-Averse Clients Into Confident, Long-Term Investors

Most people don't fear volatility. They fear loss.

— Shlomo Benartzi, Behavioral Economist, 15.5M followers

About 72% (1.9 billion) people worldwide are loss-averse... Yet the industry continues to define risk as fluctuation.

— Wall Street Journal, July 2025

Who We Are

NIRVANA

Nirvana is built to demystify finance. It presents clear, transparent results based solely on each customer's needs, including explicit estimates of potential investment downside.

Nirvana puts loss tolerance first and organises the rest accordingly. It complements, rather than replaces, professional advice.

We're What Every Adviser Wishes Their Risk Tools Actually Did

Refer Clients. Get Rewarded.

RIAs pay $45/month per client, billed annually. Sur invocations are $249/client, billed in arrears. Want to refer others? Your unique Trust Code gives them **10%** off and earns you **10%** of their subscription for five years.

72% of your clients are loss-averse, not "risk"-averse

Bring clarity and confidence to your most hesitant clients—those who want to invest but fear loss more than risk.

Strengthen Trust, Reduce Churn

Loss-averse clients are hardest to retain and quickest to panic. Nirvana helps you show that you understand their emotional needs, building stickier relationships across cycles.

Align with Behavior, Not Buzzwords

Nirvana isn't robo, crypto, budgeting, or rewards. It solves for loss aversion—**the #1 emotional barrier to investing.** That's why 1.9 billion people need it.

Nirvana is the only global retail-facing service built around loss aversion. By far the most dominant investor behavior on the planet.

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