



Nirvana Trust Code Programme

Bring clarity and confidence to your most hesitant clients.

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

— Shlomo Benartzi, Behavioral Economist, 15.5M followers

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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 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.



How investment advisers benefit from the Nirvana Trust Code programme



Earn Recurring Revenue - Just Publish Your Nirvana Trust Code

Distribute your unique Trust Code. Subscribers get **10% off**, and you earn **10%** of their monthly subscription. No onboarding. No servicing. Just recurring revenue.



Your Annual Economics

250K Live codes: **USD \$12.15M** per year
1M Live codes: **USD \$48.6M** per year
5M Live codes: **USD \$243M** per year
10M Live codes: **USD \$486M** per year



Align with Behaviour, 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.



Easy to launch

Publish your Trust Code; Nirvana handles education, onboarding and support. Any new subscriber may choose your organisation at checkout.



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

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