

Nirvana Trust Code Programme for Financial Institutions

Nearly 75% of your customers want downside clarity. Industry "risk" and ratings labels hide the size of potential losses.



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

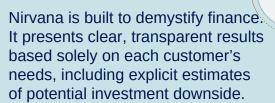
— Shlomo Benartzi, Behavioral Economist, 15.5M followers



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

Why financial institutions value the Nirvana Trust Code programme



Earn Recurring Revenue -Just Share Your Nirvana Trust

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

Two routes: your customers and the wider public. 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.