Nirvana Trust Code Programme



Bring clarity and confidence to your most hesitant clients.



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

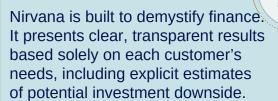
Shlomo Benartzi, Behavioral **Economist, 15.5M followers**



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



Ø)

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**

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.