



Nirvana Trust Code Programme

Portfolio-wide recurring revenue from the relationships you already own



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 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.



Why companies partner with the Nirvana Trust Code programme



How your brands earn recurring revenue

Brands distribute their unique Trust Code. Subscribers get **10%** off, the brand earns **10%** of net 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

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.

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