# Nirvana Trust Code Programme



## Convert global demand for financial confidence into reliable, unrestricted funding for your cause



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

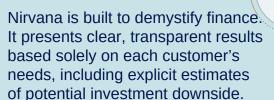
Shlomo Benartzi, Behavioral **Economist, 15.5M followers** 



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

## Why mission-driven organisations partner with 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

Two routes: your supporters 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.