

### A Third-Party Marketplace

for the new era towards the democratization of financial markets.

## The Problem

What are those who want to take part in the financial markets facing today?

- Tens of thousands of courses hosted in online platforms.
- Thousands of independent traders who sell their methods.
- Hundreds of online academies (where most of teachers are also independent traders), who try to improve the sectors' reputations.
- Thousands of brokers and investment platforms.

#### Resulting in:

- Confusion among so much volume of information, not knowing where to start from.
- Having more doubts, because it is a sector full of false promises and scams.
- A constant seeking of groups where to contrast the given information.

# The opportunity

Training is a must in order to play part in the financial market.

The constant financial crises accelerate the demand for training in order to play part in the in the financial markets.

Theres existe un marketplace especializado con un sistema de validación.

## The Market

Students spend billions of euros globally.

One platform (eToro) has more than 720.000 users in Spain, 6% of 12,000,000 users worldwide.

Algunos datos para ver el potencial del mercado.



#### e-learning Platforms

- Main platforms (Udemy, Coursera and edX) count more than 4 million students (people who blought their courses on trading and investment).
- Price range from 49€ to 990€, averaging 250€.
- We estimate a spending of more than €1,000 million between 2017 and 2019.



Independent Traders (Some data from Spain, where ther's more than 200,000 Independent Traders)

Prices range is from €1,000€ to €7,500. Billing data on those who reveal it (most don't:

- Josef Ajram: ,.200,000€ ytd.
- Francisca Serrano: More than 2,600,000 € according to her last fiscal exercice.
- Maxi Bonelli: More than €300,000 per year.



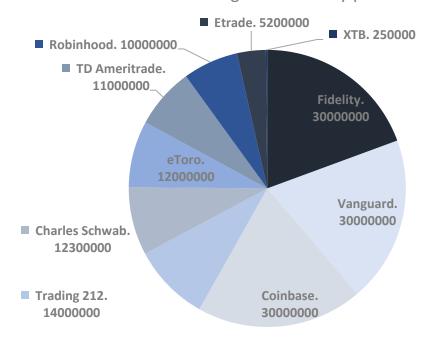
#### Online Academies

- TradingAcademy: 511,000 courses sold from year 2000, €25,000 per coures.
- Day Trading Academy 51,000 courses sold from 2010, €3,000 € dper course.

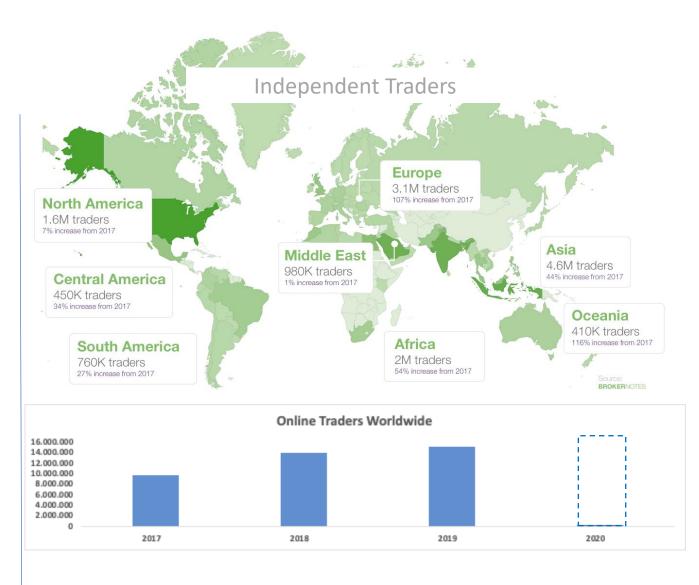
## The Market

## Millions of people

Online Brokerage Accounts by platform



+150,000,000 users registered in the main platforms worldwide.



+15,000,000 independent traders worldwide. More than 56% incres from 2017.

## The Market Who are they?

90 would be male 10 would be female

62 would be young adults 33 would be adults 5 would be over 55

33 would live in Asia

16 would live in North America

16 would live in **Europe** 

14 would live in Africa

10 would live in the Middle East

6 would live in **South America** 

3 would live in Central America

2 would live in Oceania

28 would be Christian 27 would be Muslim 14 would be Jewish

11 would be **Buddhist** 

9 would be atheist

63 would have a degree

Gender



Language

••••••

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Age

••••• . . . . . . . . . .

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**Faith** 



Education







21 would earn £20k - £25k/year

54 would speak English

15 would speak Arabic

6 would speak French

10 would speak **Spanish** 8 would speak Indonesian 7 would speak Hindi

17 would earn £25k - £30k/year

14 would earn £30k - £35k/year

14 would earn £35k - £40k/year

16 would earn £40k - £50k/year

17 would earn £50k - £75k/year

1 would earn over £75k/year

52 would drive a sports car

25 would drive a basic car

1 would drive a luxury car

22 would not drive a car

11 would be Hindu

•••••• •••••• 37 would **not have a degree** 





Income



Car





Computer

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Phone



81 would have a Windows PC 19 would have a Mac

58 would use an Android 42 would use an iPhone

Source: Broker Notes

# Solution PHASE 1: An online platform where all needs converge:



**Different types of users:** traders, investors and students who create content and put it at all users availability under a freemum / premium subscription model.



Trusted Third Party. Content validation system based on the results of the professionals' operations.



A marketplace and e-learning platform. We accumulate the training offer to segment it according to the market needs.



Tools and services. We help professionals sell their trainings.

#### Main goals:

Economic  $\rightarrow$  Conquer part of the training market share.

Market  $\rightarrow$  To become a main player in the maturity of the market.

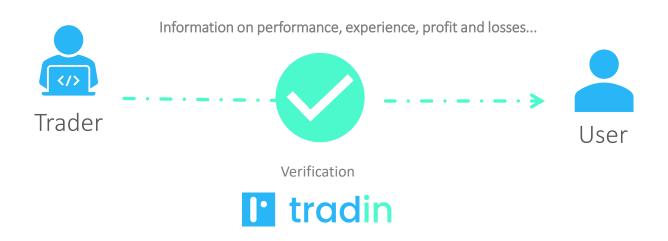
Strategic → Attract a critical mass of profitable traders.



# Product Truseted Third Party

Validation system between users in order to generate trust and reputation within the sector, mainly based on proving that having an edge on the markets is possible.

- Journals.
- Dashboard showing detailed information on the traders and their performance.





# Product Marketplace

A Marketplace and e-learning platform:

- Courses and training sessions hosted in our own platform.
- Courses hosted in external platforms (Referral).
- Focuses on validated content (Trusted Third Party)).
- With a segmentation model based on the sectors' needs
- And an incentives model in order to boost quality content creation.

We help users to dive better in their training journey in the financial markets. We offer professionals to diversify their sources of income with training.



# Producto PHASE 2: Investment Platform

An Intelligent Investment Platform (Copy Trading). We leverage all the data we collect in FHASE 1:

• a list of profitable we know they are profitable thanks to their track record.



#### **Objectives**

Economic → Build a new and bigger income source.

Market→ Development of our own investment platform.

Strategic  $\rightarrow$  Leverage all the data the marketplace will provide.

# Revenue streams Features and pricing

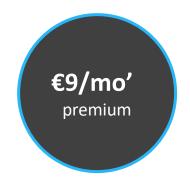
FHASE 1

**Platform features** Pricing Trader Profile and Validation Freemium Traders Curriculum 0€ Any registered user ■ Books, technics,... Social Network (discord, intagram, telegram, twitter, ...) l' tradin Premium 9€/month Educational Contents Lesson Access to premium contents Course l' tradin → Referral **Pay per Product or Service** profits li tradin **1** Trade journal invest xx€/product or service **M** Analysis Incentives for **Copy Trading** Comments Per course, lesson or tradingroom content creation Results users **Fixed Fee**  Course Hosting 5€/month/journal Course templates Media hosting space Pay for each trader you want to follow profits X Users, marketing tools users ■ Payment platform **Hosting Fee** Consulting and helper services % Commission on sold courses Educational content analysis ■ Filming and content creation Minimum 35€/month X Publishing and price analsis

FHASE 2

## **Business Model**









Limited Access to training content and to information on professionals.

Full Access to all educational content (except for courses) and information on the professionals.

% discount on courses.

On all courses sold in our platform

Minimum 35€/mo' for all those courses hosted in our own elearning platform.

Different products and services:

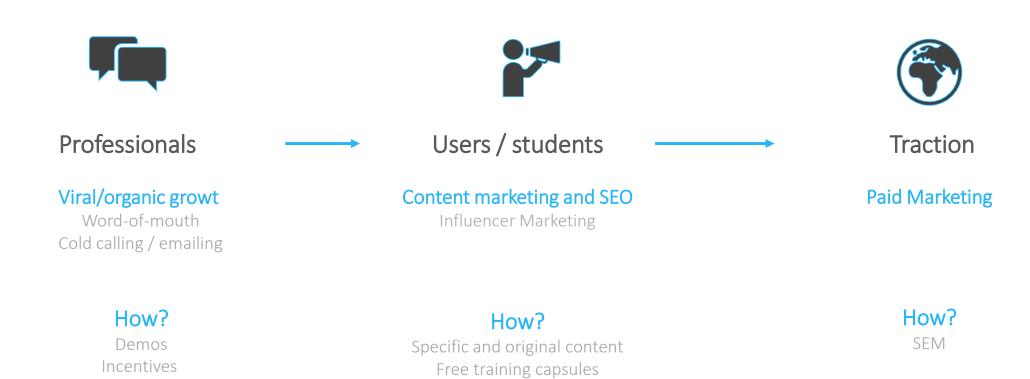
Consulting

Private lessons

## Go To Market Plan

We identified diferente strategies for our acquisition model and to go thorough our main pain: atract the first professionals who want to share their real account with us in order to be validated, and to acquire a critical mass big enough to gain traction.

Our target: profesionales and students.



## **Financials**

We are looking for acceleration in order to reach breakeven. Our estimations (12 months).



Structural costs



Users we need to convert in order to reachbreak even\*.
(1,7%)



Number of courses we need to be sold at an average cost of 400€.



CAC / Churn\*\*



<sup>\*</sup>Bases on the atraction of 10% active users in Spain (1,800,000).

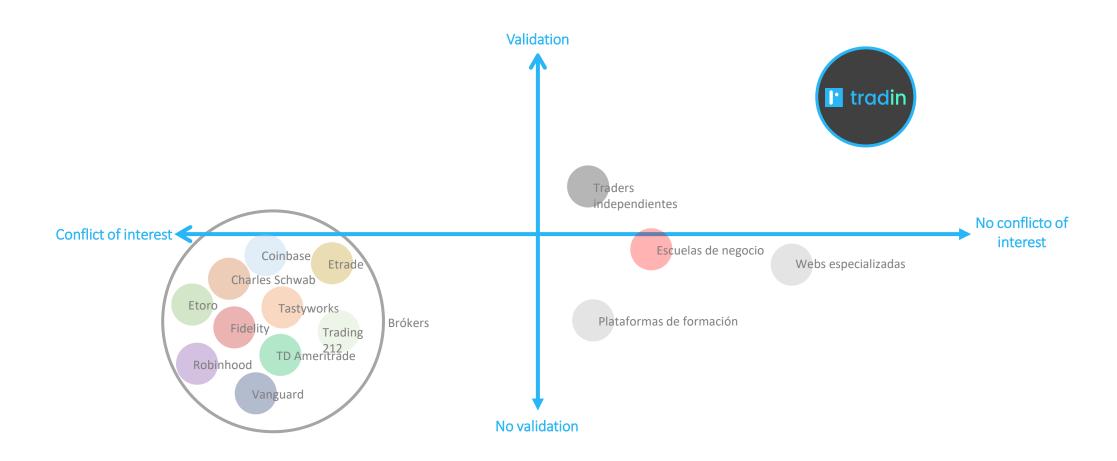
<sup>\*\*</sup>Average data from <u>Hubspot</u> for CAC and <u>Profitwell</u> for Churn.

# Roadmap



# Competitors

No direct competitors but a variety of players who take over the existing and growing market.





## Founders



Juan Coll - CEO

Born in 1978, his mother was a social worker and his father a theoretical physist, with studies started between Paris and Barcelona in Mathematics, Computer Science, Art (Painting) and Music.

Serial entrepreneur: Emotique, Mediaflow Software, <u>Nexcommunity</u>, NexCode and Shine Smart Room.



Pau Vivancos - CTO

Creative Technologist.

He started out in computing at the demoscene, with the rise of 16-bit microprocessors.

Co-Founder: NexCode



#### Ahmed Sabbabi - CMO

Born in 1987 in a small village in Morocco, and migrated to Figueres (the city of Dalí). Speaks 7 languages.

+ 7 years of experience in Product and Project Management in different sectors. Masters Degree in Mktg.



# Thank you.



Join the new era of the democratization of financial markets.

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