

Follow THE LEAD

SIMPLIFYING INVESTMENTS FOR ALL

Opportunities and Challenges: Navigating the Brazilian Financial Market.

**Over 15 million
brazilians are investing in
bonds, treasuries, and
money funds.**

**and more than 6 million
investing in securities, forex,
and crypto markets.**

b3, june/2023.

90%

of those trying to make a living as day traders fail to generate a profit.

Folha de São Paulo, april/2022.

“Only 13% of day traders were consistently profitable over a six-month period.”

University of California, february/2023.



About 31% of Brazilians stated they have basic knowledge of personal finances.

OCDE, 2019.

What is Follow the Lead all about?

EDUCATIONAL
PLATFORM

OPERATIONAL
TOOLS

MARKETPLACE

COMMUNITY

Day trading is emerging as a profession of the future.
Like others, **success requires dedicated learning.**

Exame, 06/2022.



Engaging learning with **gamification**.

In-depth **financial education** tailored to different proficiency levels.

Access to a **free strategy** as part of your education.

Follow
THE LEAD

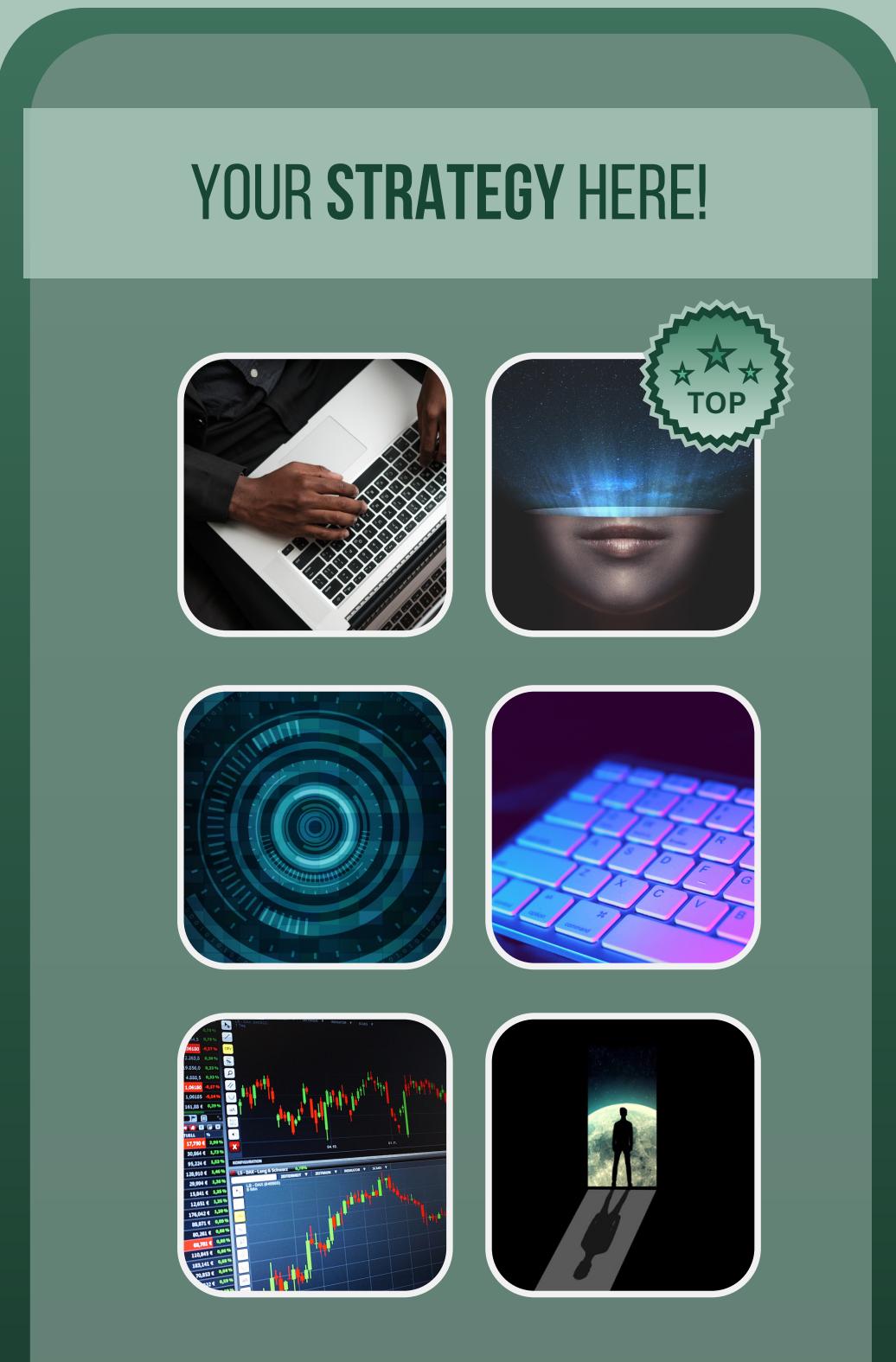
- Real-time data for informed decisions.
- Clear buy and sell suggestions.
- Visual insights for transactions.





Meet our strategy exchange hub:

- Access to a **variety of trading methods**.
- Pro-traders can **monetize their expertise**.
- Earn recognition through our **ranking system**.

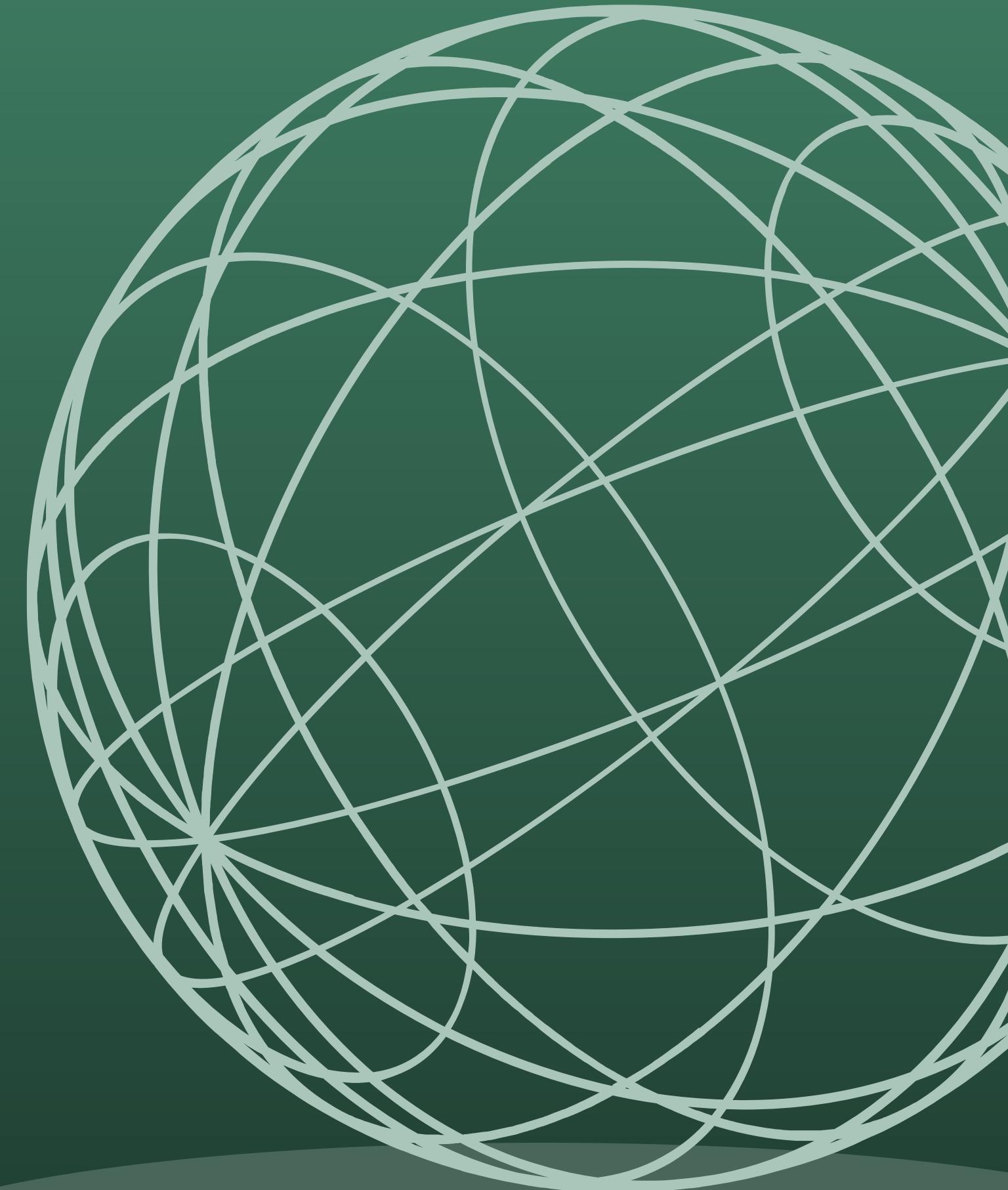


Sharing Knowledge Together

Renewal of the **continuous learning cycle**.

A supportive **network of traders**.

Promoting **mass adoption**.



cutting-edge technology

Revolutionizing storage and management of trading strategies

NFTs

- Transparency
- Executable: intelligence stored in NFT
- Safety

Plugin in nomo app

- Visibility
- Easy access
- User Trust

Our Team

Combining a range of skills, our interdisciplinary squad is crafting the future of Follow the Lead

We also employ **agile models**, so we estimate the project will be market-ready in 6 months.



**Follow
THE LEAD**

We do it differently

Our competitors already deliver some of our solutions, but we deliver all of them in one place:

- Educate prior to invest
- Gamified learning experience
- Logic Behind our guidance explained
- Diverse Strategy Selection
- Freedom to choose your broker
- Versatile Marketplace
- Recognition and Ranking
- Collaborative community



LET'S TALK MONEY!

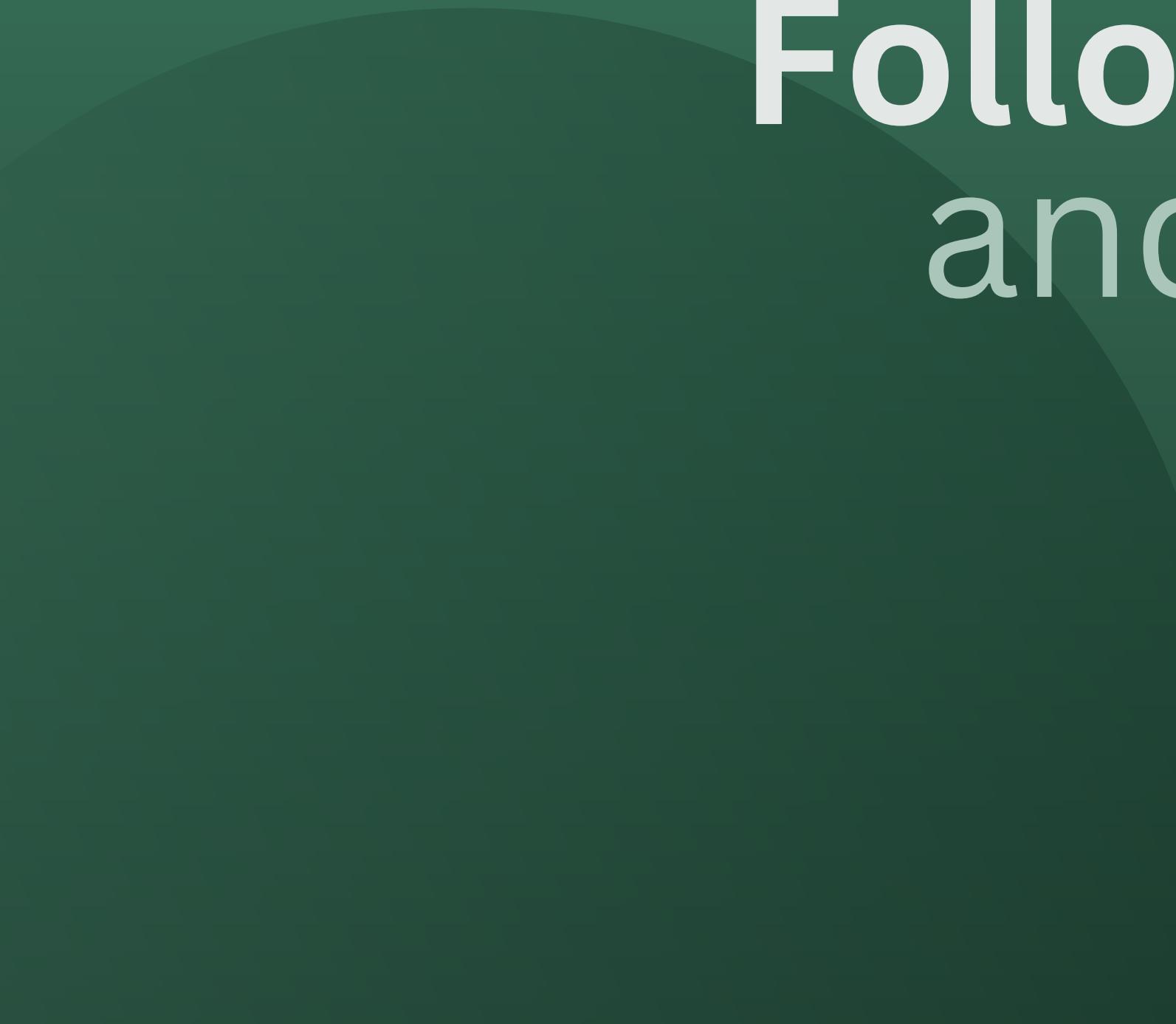
Where is it coming from?

- Original Follow the Lead strategies
- Share of pro-user's strategies

- Premium features and data insights
- Access to a no-code backtest tool
- Partnership with brokers

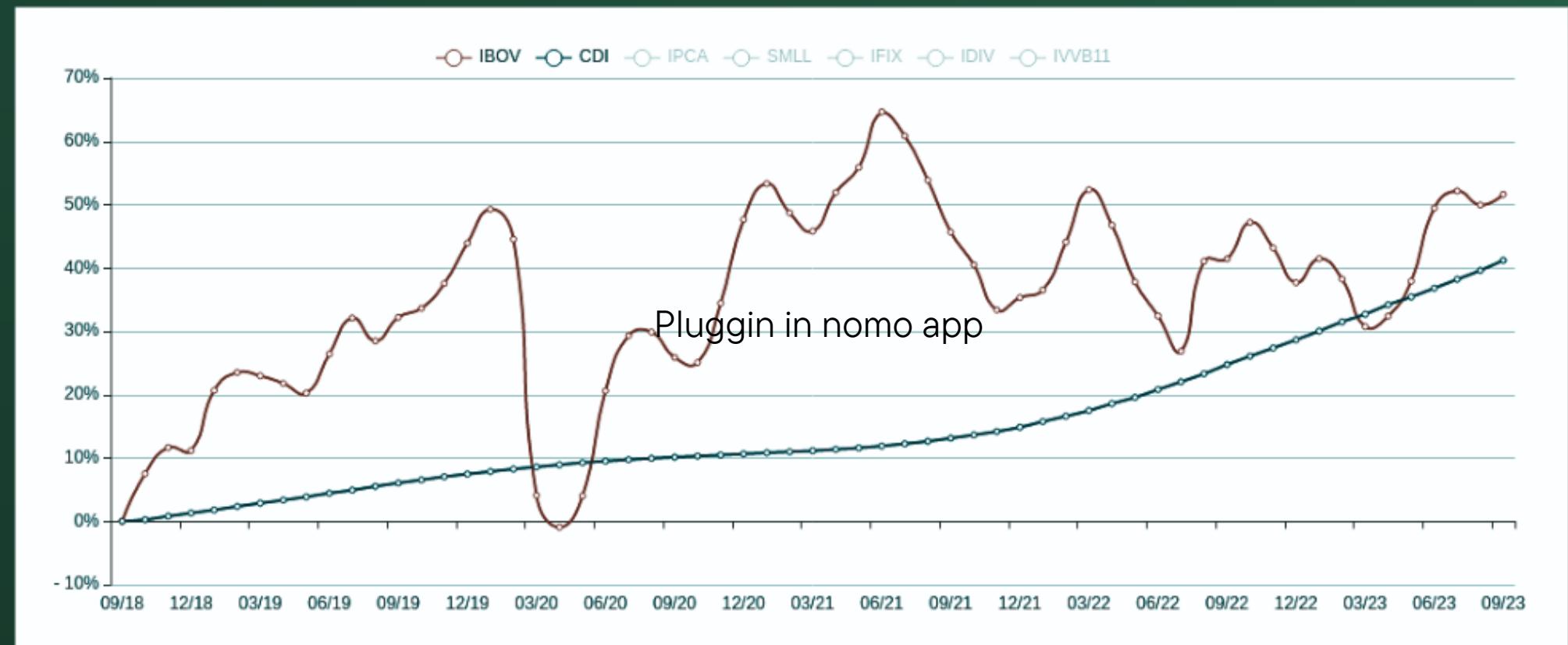
Additional revenue sources





Follow our lead
and join us!

If you had invested **R\$ 1,000.00** in Ibovespa five years ago, you would have **R\$ 1,516.43** today.



In contrast, with **Follow the Lead's 'Yesterday's High and Low'** strategy, **it would only take one year to reach R\$ 1,507.21**.