



FynCom

What has been the most dramatic business cost increase in the last 25 years?



Customer Acquisition Cost (CAC)

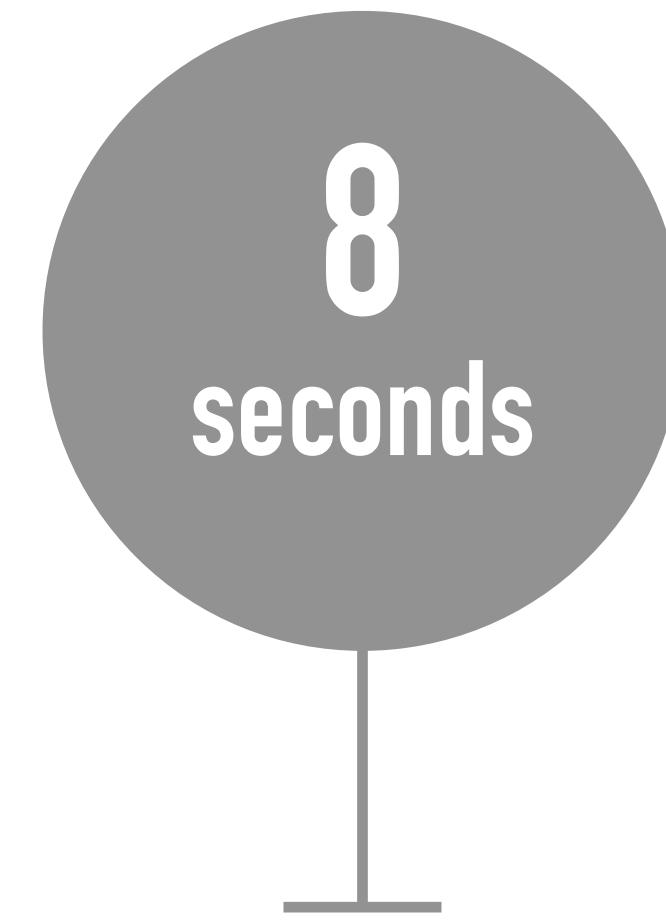
Source: [Harvard Business Review](#)



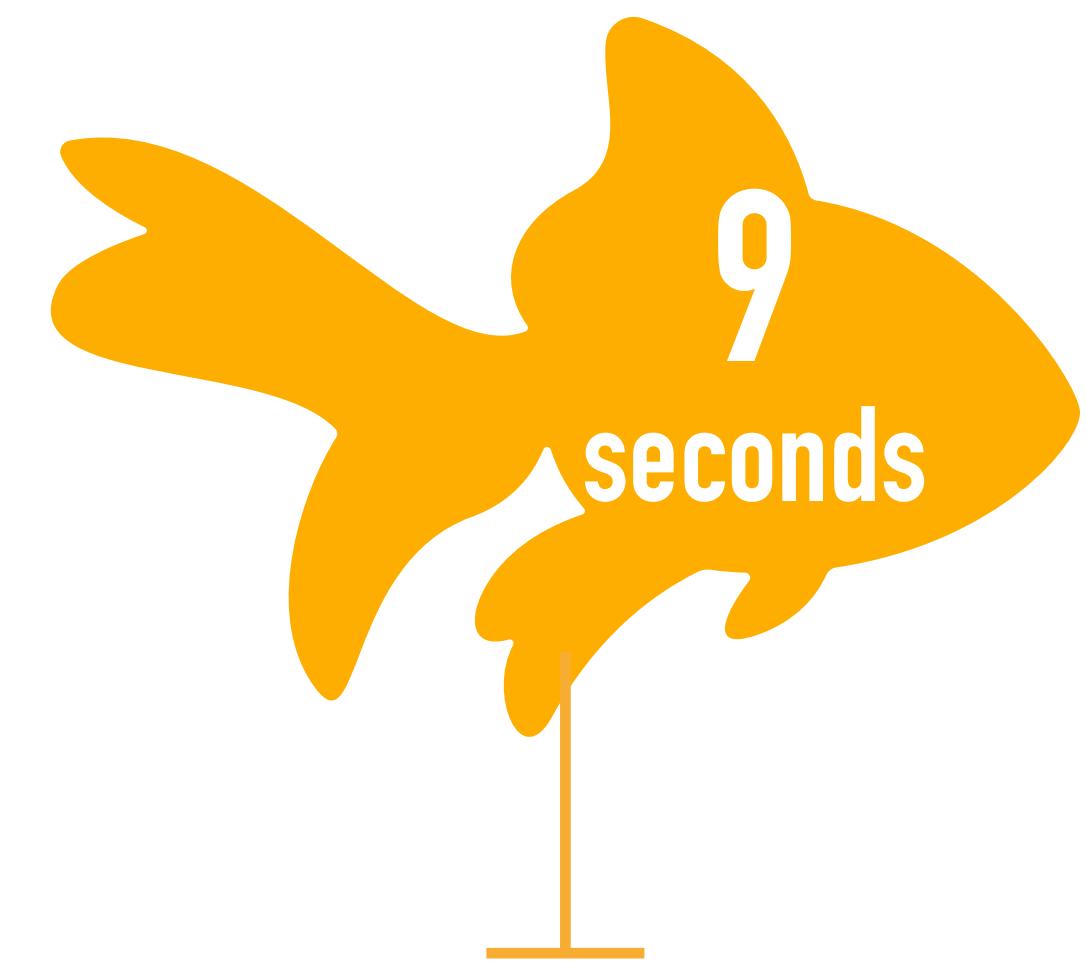
We live in an era where attention is scarce, making it more expensive for businesses to engage customers



Average attention span
of a **HUMAN** in **2000**



Average attention span
of a Human **NOW**



Average attention
span of a **GOLDFISH**

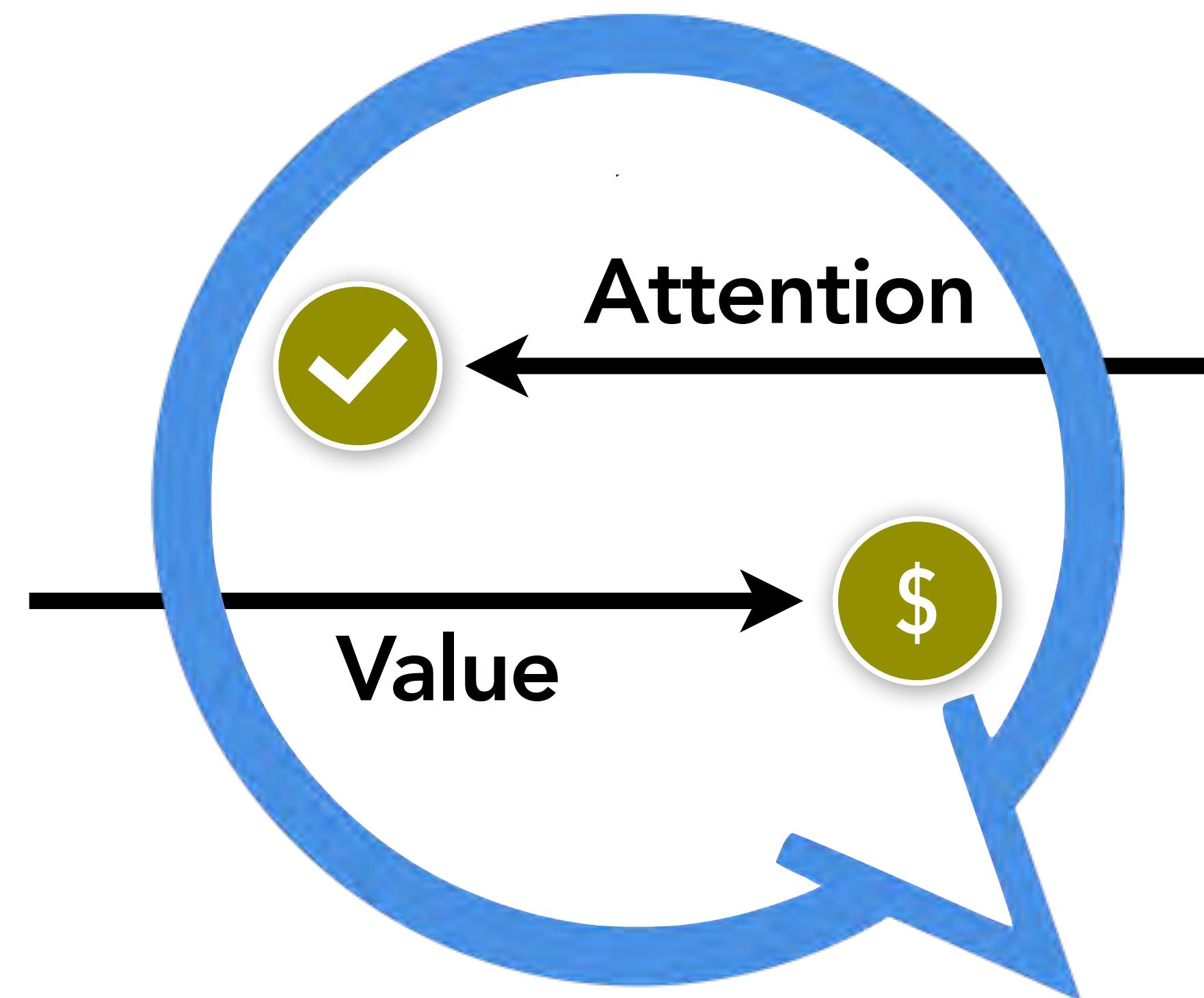
Introducing FynCom

The only platform that helps businesses lower their CAC by allowing them to pay people for their attention



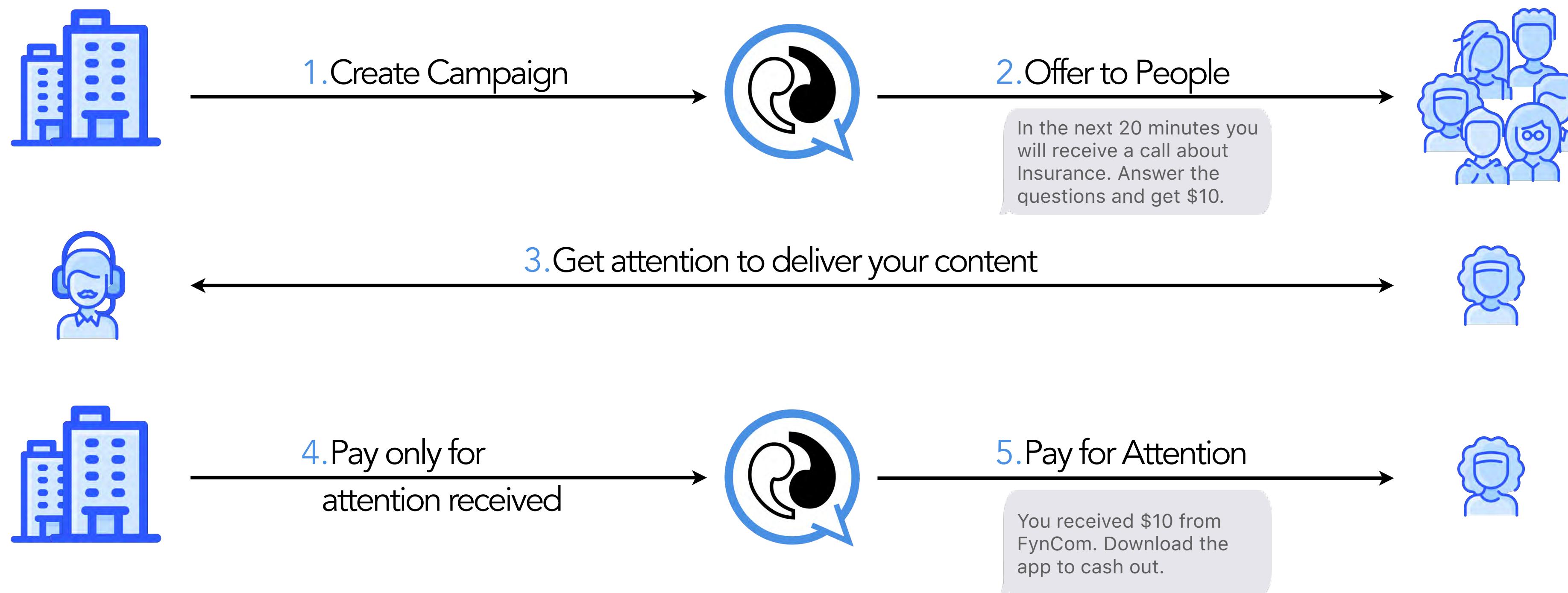
CAC per Industry:

- Technology (Software): \$395
- Telecom: \$315
- Insurance: \$303
- Real Estate: \$213
- Technology (Hardware): \$182
- Financial: \$175

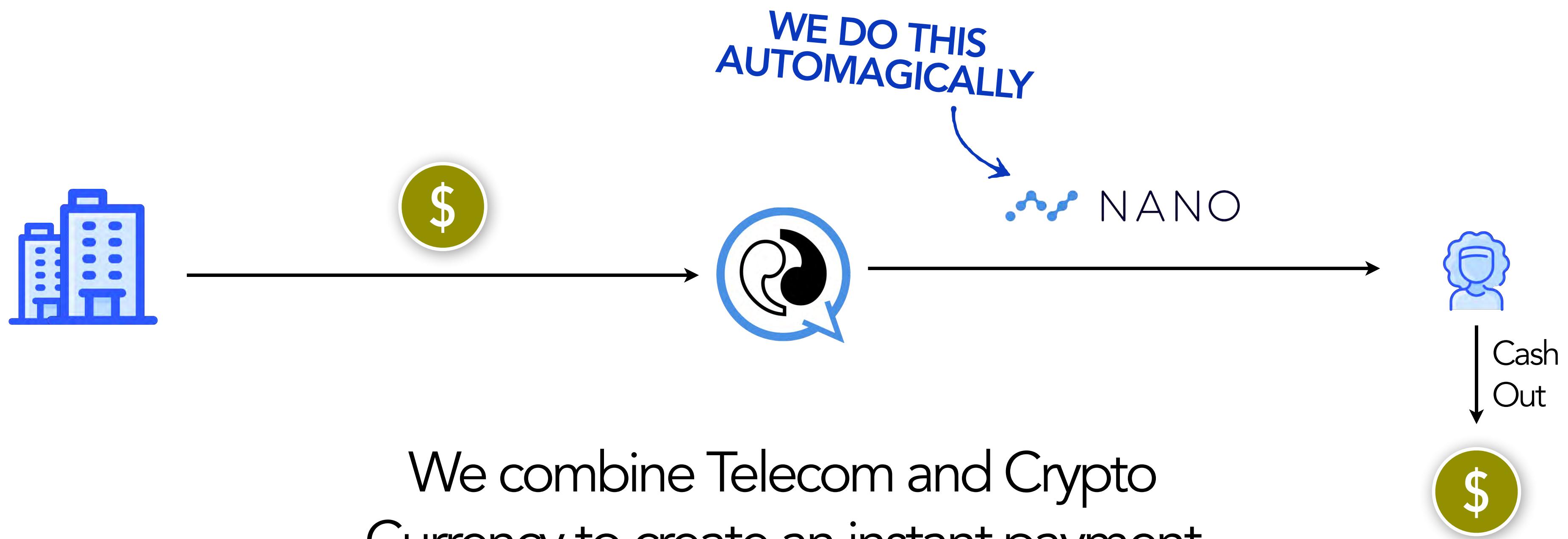


- Mobile phone (no app)
 - Landline
 - **FynCom app**
 - Mail apps
 - Message apps
-
- A blue icon showing a cluster of stylized human figures, representing the users or recipients of the attention.

It's simple and easy



Because of our secret sauce



We combine Telecom and Crypto Currency to create an instant payment without the traditional steps necessary for a financial transaction to happen.

That we have the patent for

Seamless financial transactions
that allows businesses to pay for
people's attention, reducing their
Customer Acquisition Cost.



This is FynCom

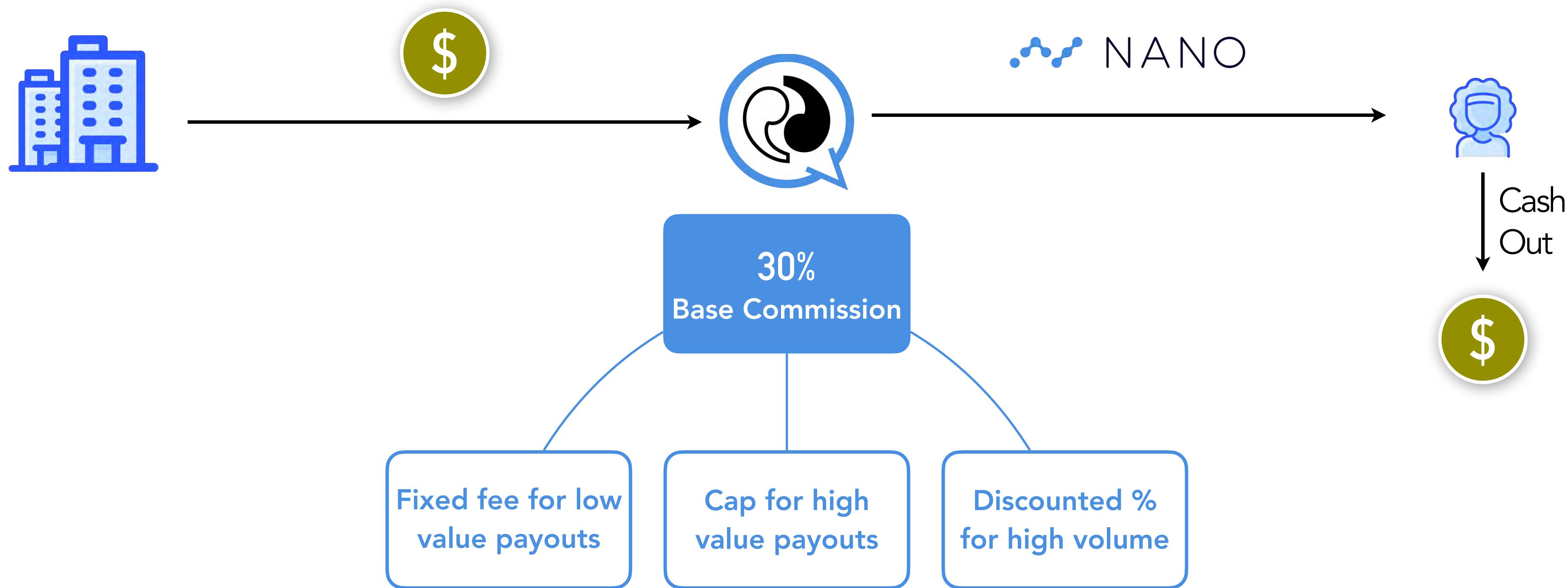
Just like Google created the cost per click, we invented the “Cost per Attention”.

But unlike them and the others, we share the Wealth.

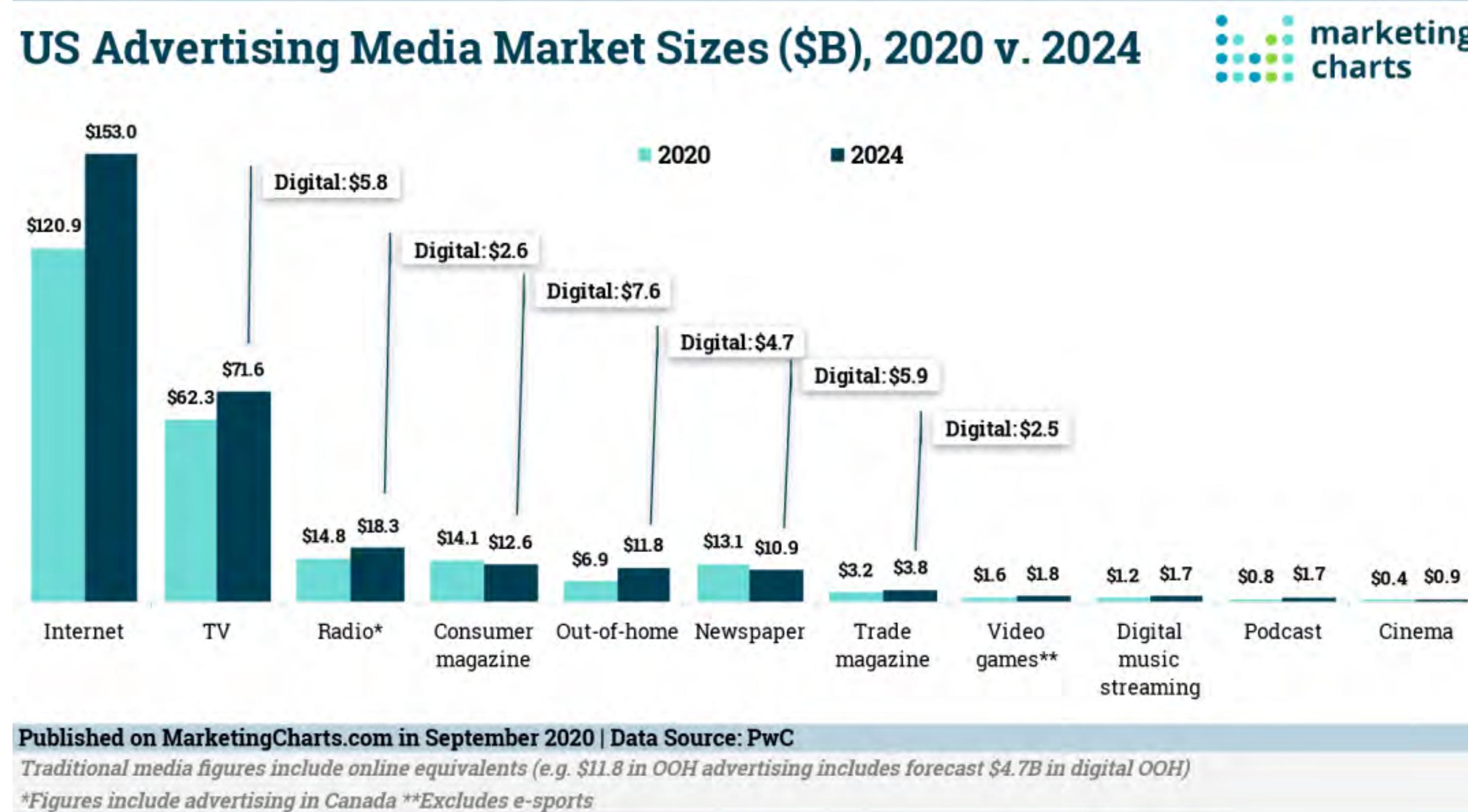
It's good Karma!



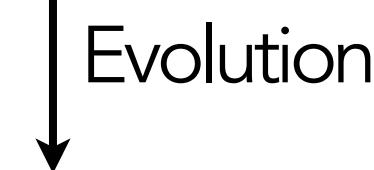
Our business model is flexible



And we are a new channel in a huge market

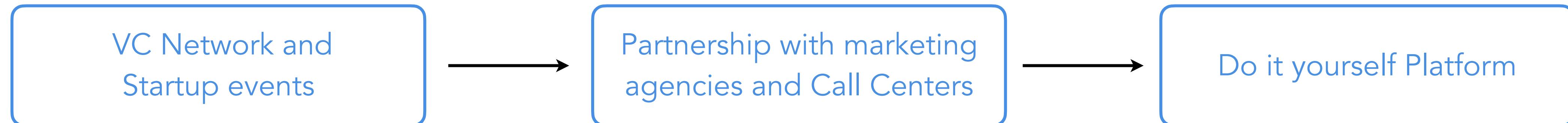


Advertising: paying for space in content where people pay attention to promote a product, service, or cause.



FynCom: paying people to pay attention to promote a product, service, or cause.

We have a clear **STRATEGY** to grow



Startups

- FinTech and InsureTech
- Consumer Goods
- Other B2C businesses

Incumbents

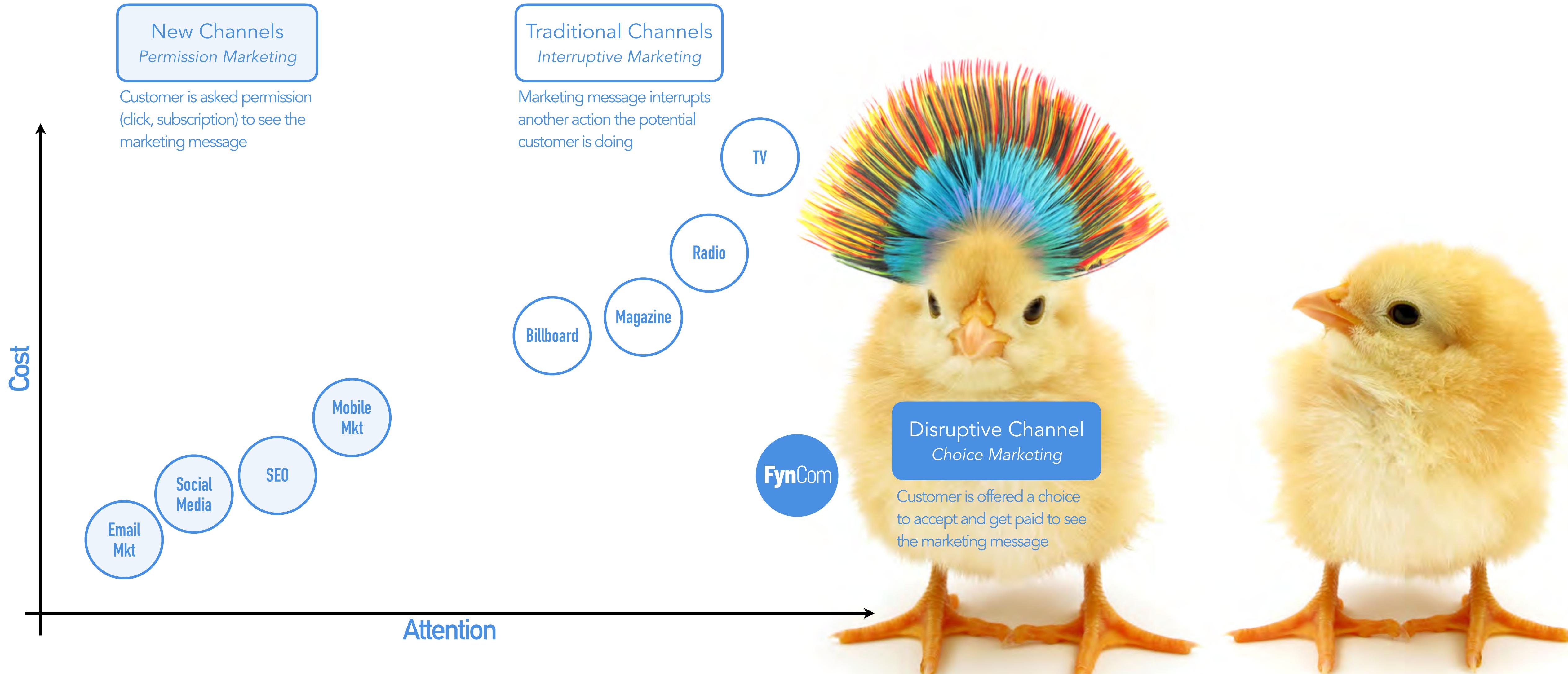
- Telecom
- Insurance and Banking
- Retail and Industry

SMB

- Real Estate Agent
- Local Business
- Franchisee



And we are different than our competitors



We evolved with a great team



B2C: Paying people
to block SPAM calls

Patent filed
Company Founded
2019



B2B: Allowing
businesses to lower
CAC by paying for
people's attention

Patent Granted
Android App
2020



Pivoted to Advertising
Rebranded to FynCom
2021



Now we need to raise

U\$400K

1 Year Runway

8% Equity

Launch
Brazil and US

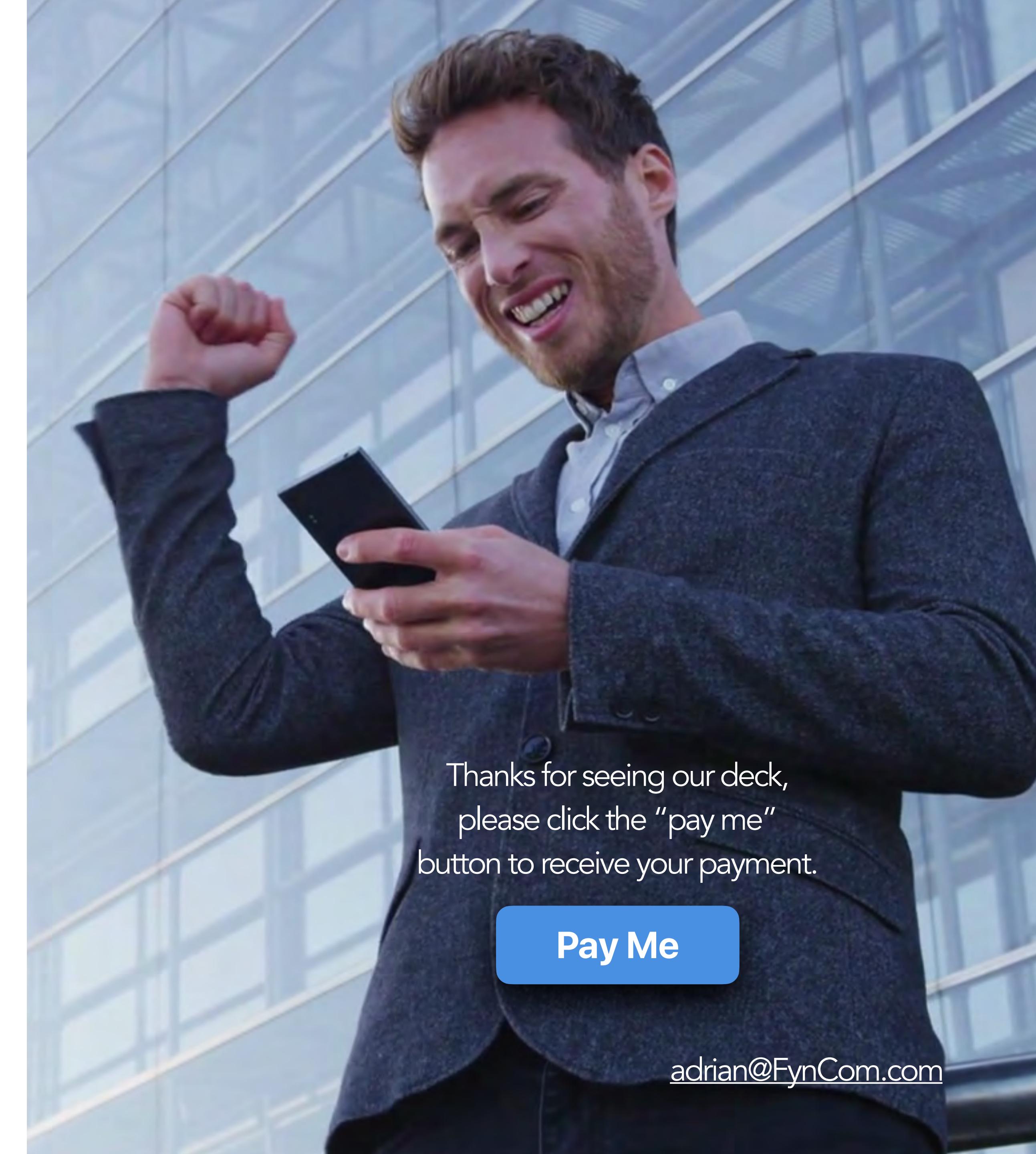
SaaS Platform

Business Dashboard
Campaign Manager

Expense	Monthly	Description
Salaries	\$15,000	Co-Founders
Dev Team	\$9,500	Team of 5 in Colombia
Other	\$5,000	Cloud, Travel, Marketing
Total	\$29,500	Monthly burn rate



Invest in FynCom and help us lower your Startups' CACs



adrian@FynCom.com