



**FynCom**

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



# Customer Acquisition Cost (CAC)

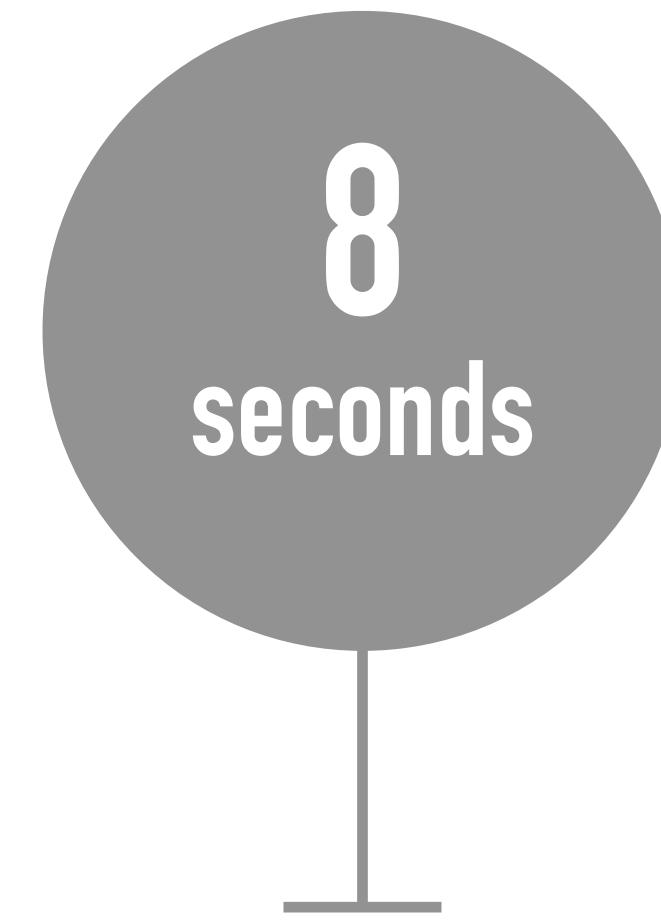
Source: [Harvard Business Review](#)



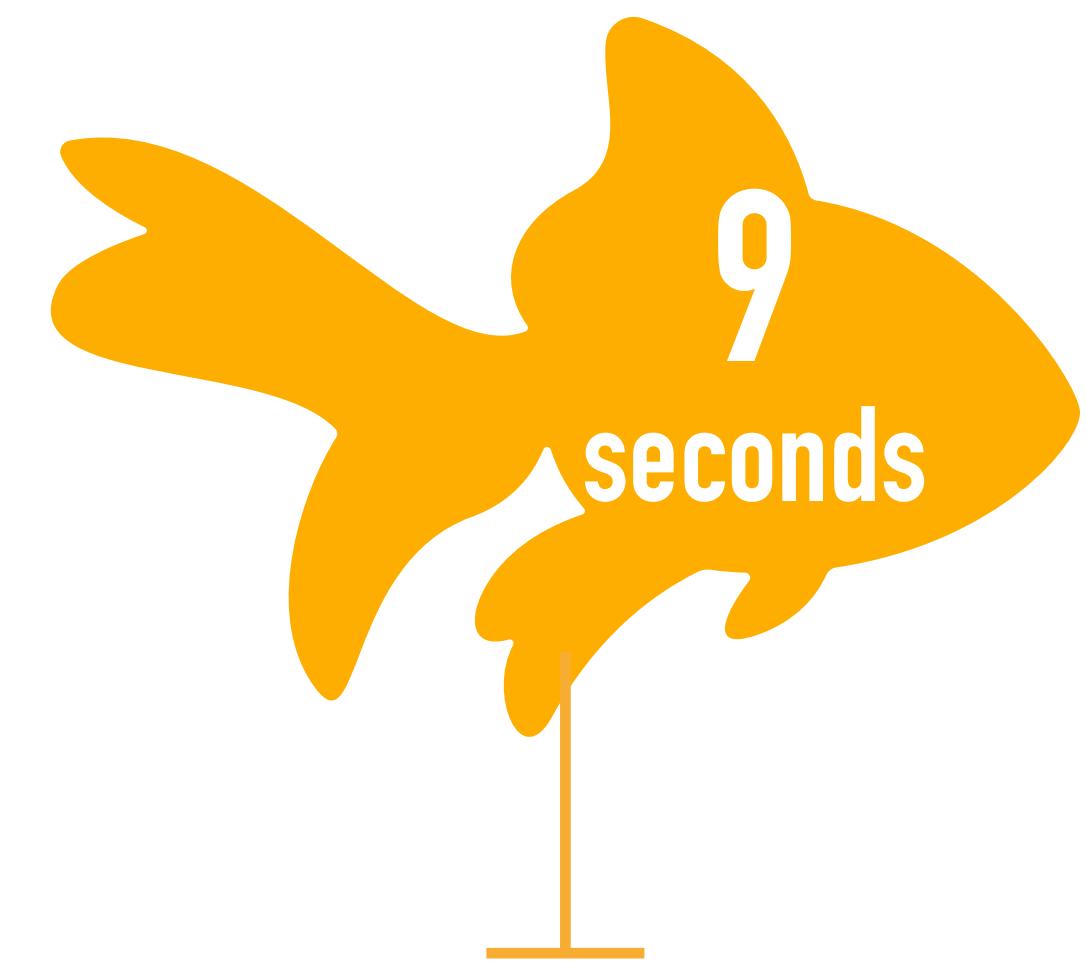
# We live in an era where attention is scarce, making it more expensive for businesses to engage customers



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



Average attention span  
of a Human **NOW**



Average attention  
span of a **GOLDFISH**

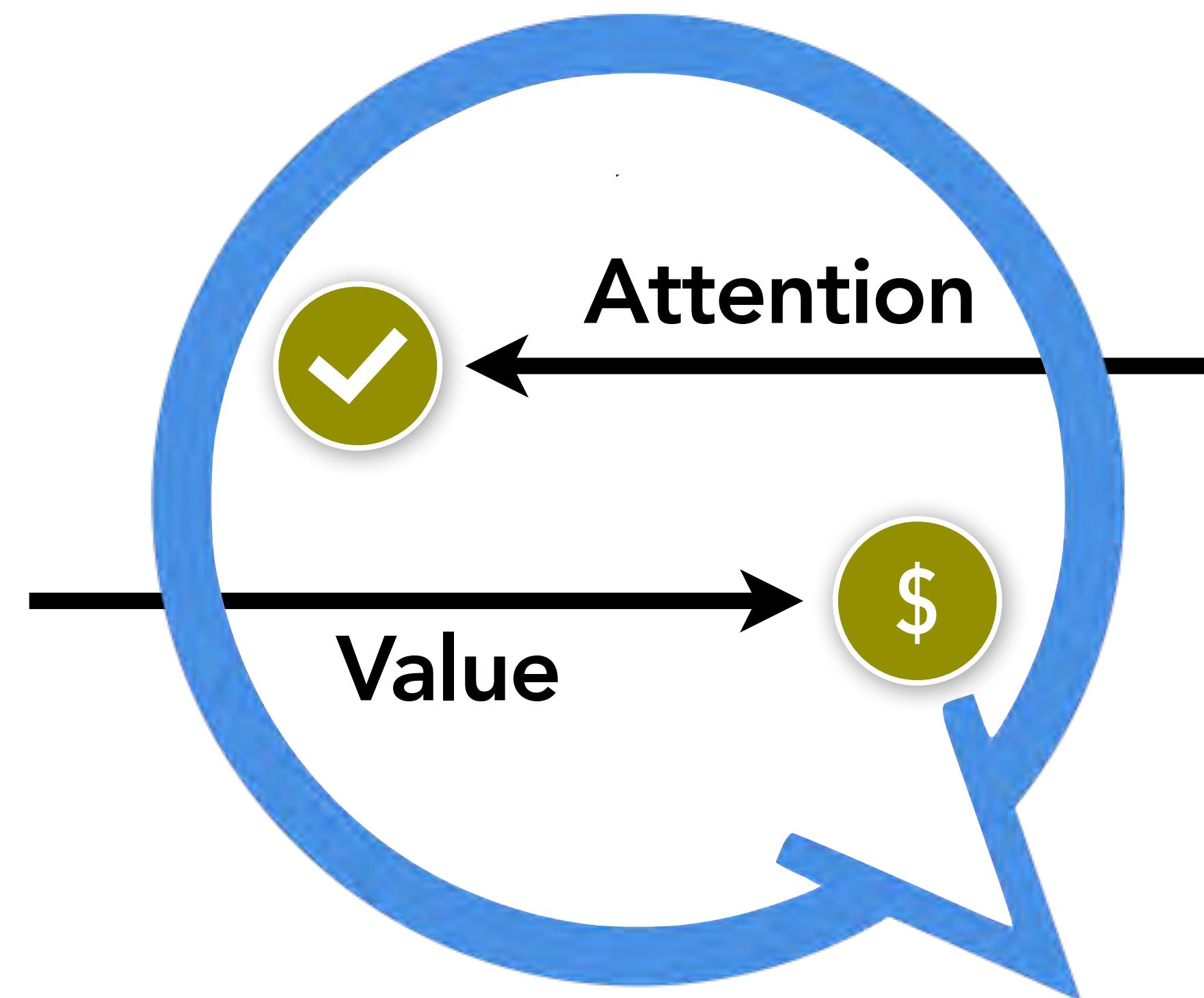
# Introducing FynCom

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



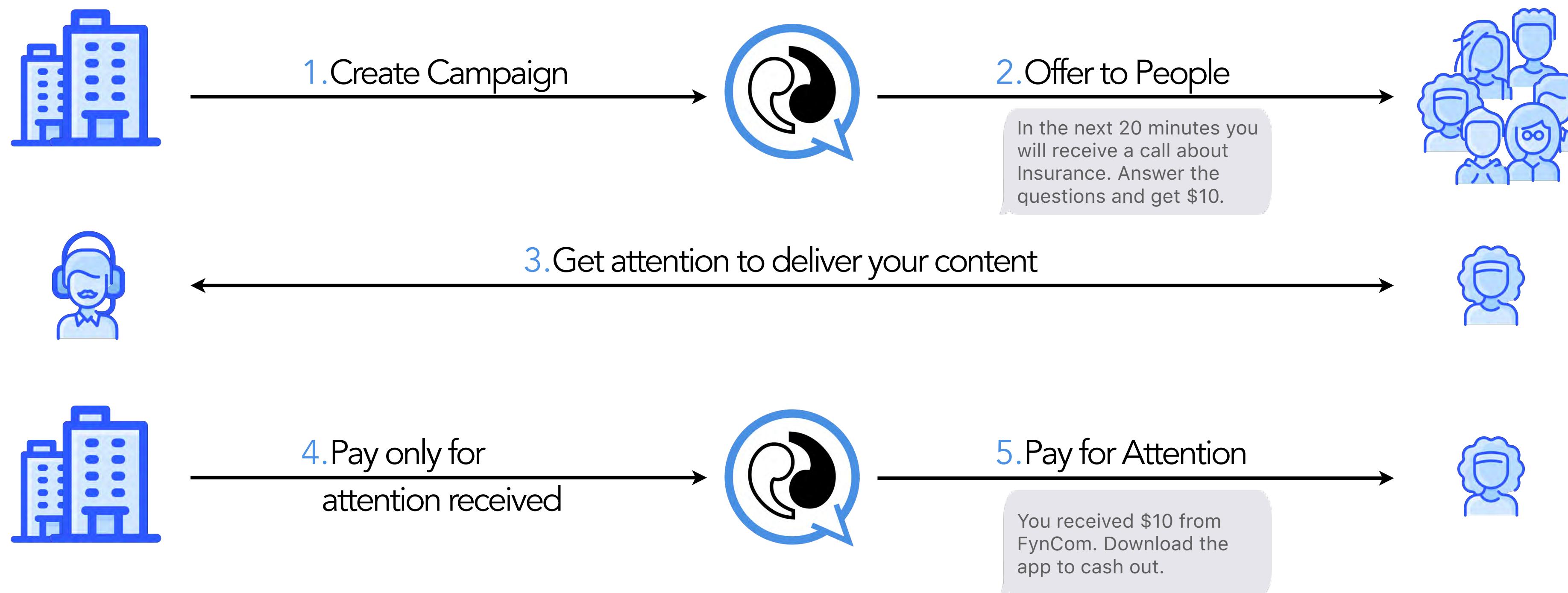
## CAC per Industry:

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

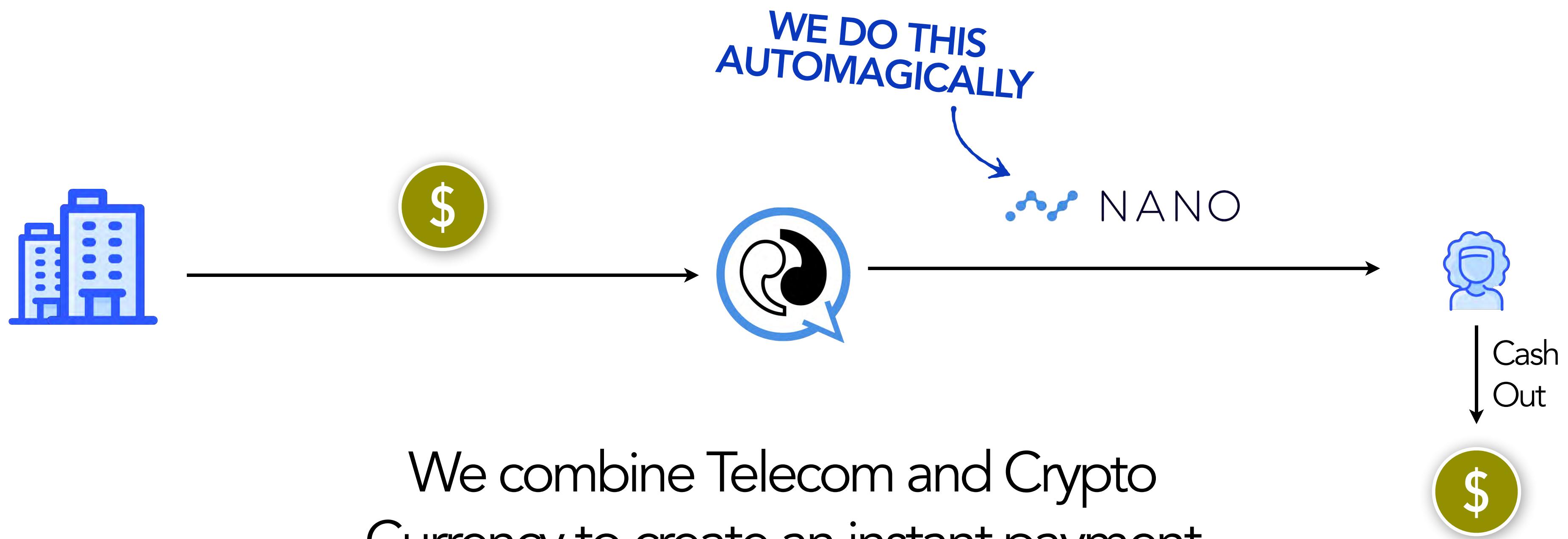


- Mobile phone (no app)
  - Landline
  - **FynCom app**
  - Mail apps
  - Message apps
- 
- A vertical column of icons on the left side of the list:
- A mobile phone icon.
  - A landline phone icon.
  - A speech bubble icon with a person's head profile, labeled "FynCom app".
  - An envelope icon.
  - A speech bubble icon with three dots, labeled "Message apps".
- 
- A blue icon depicting a group of stylized human figures, representing users or people.

# 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.



PATENTED

# This is FynCom

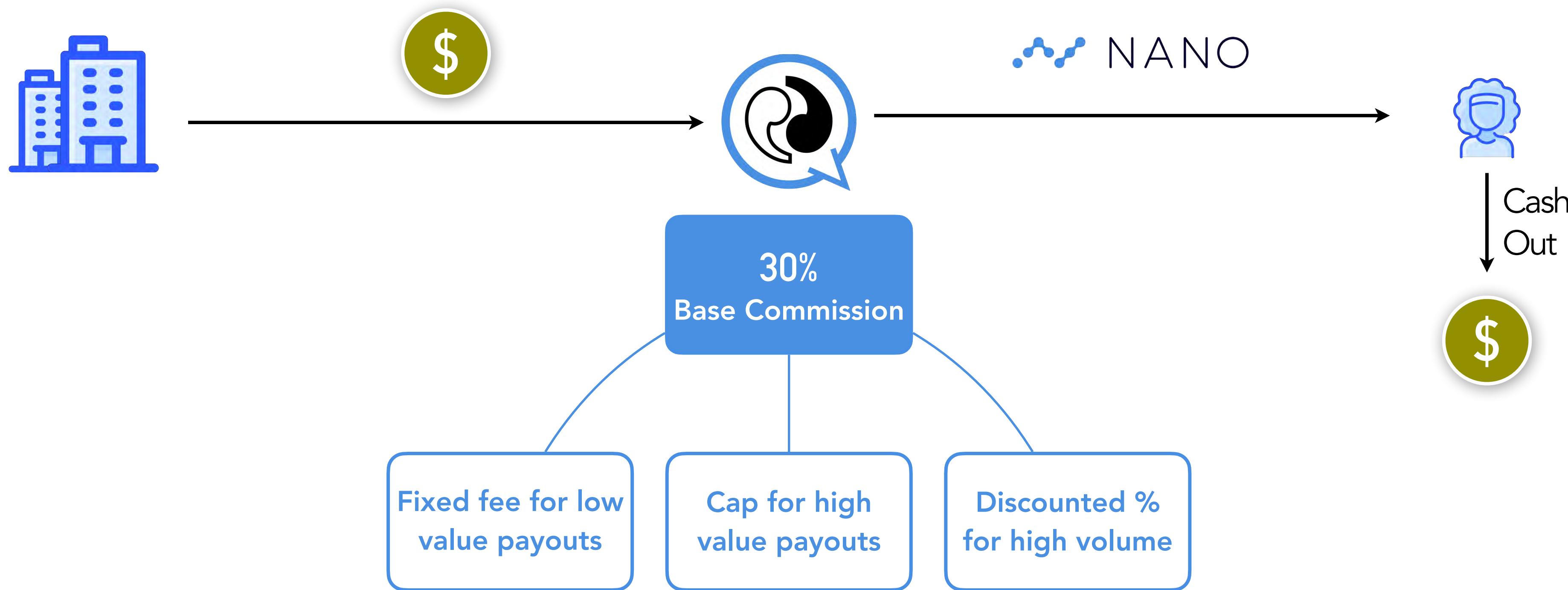
Just like Google created the cost per click, we invented the “Cost per Attention”.

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

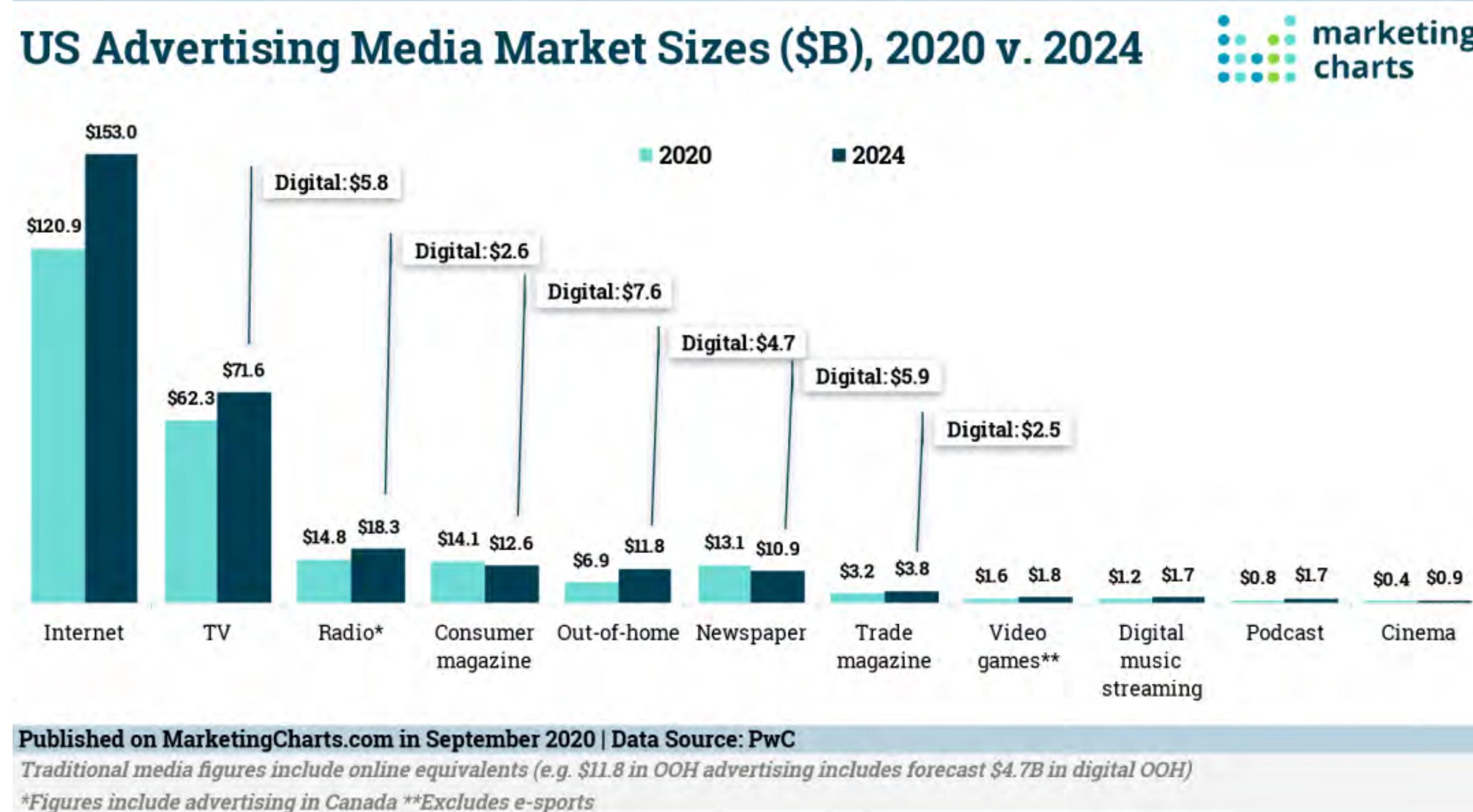
It's good Karma!



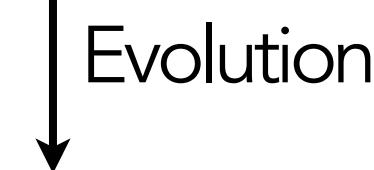
# Our business model is flexible



# And we are a new channel in a huge market

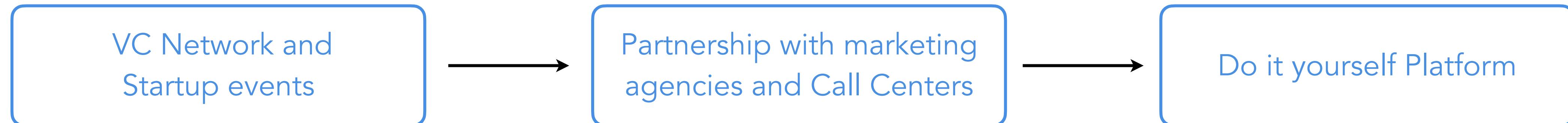


Advertising: paying for space in content where people pay attention to promote a product, service, or cause.



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

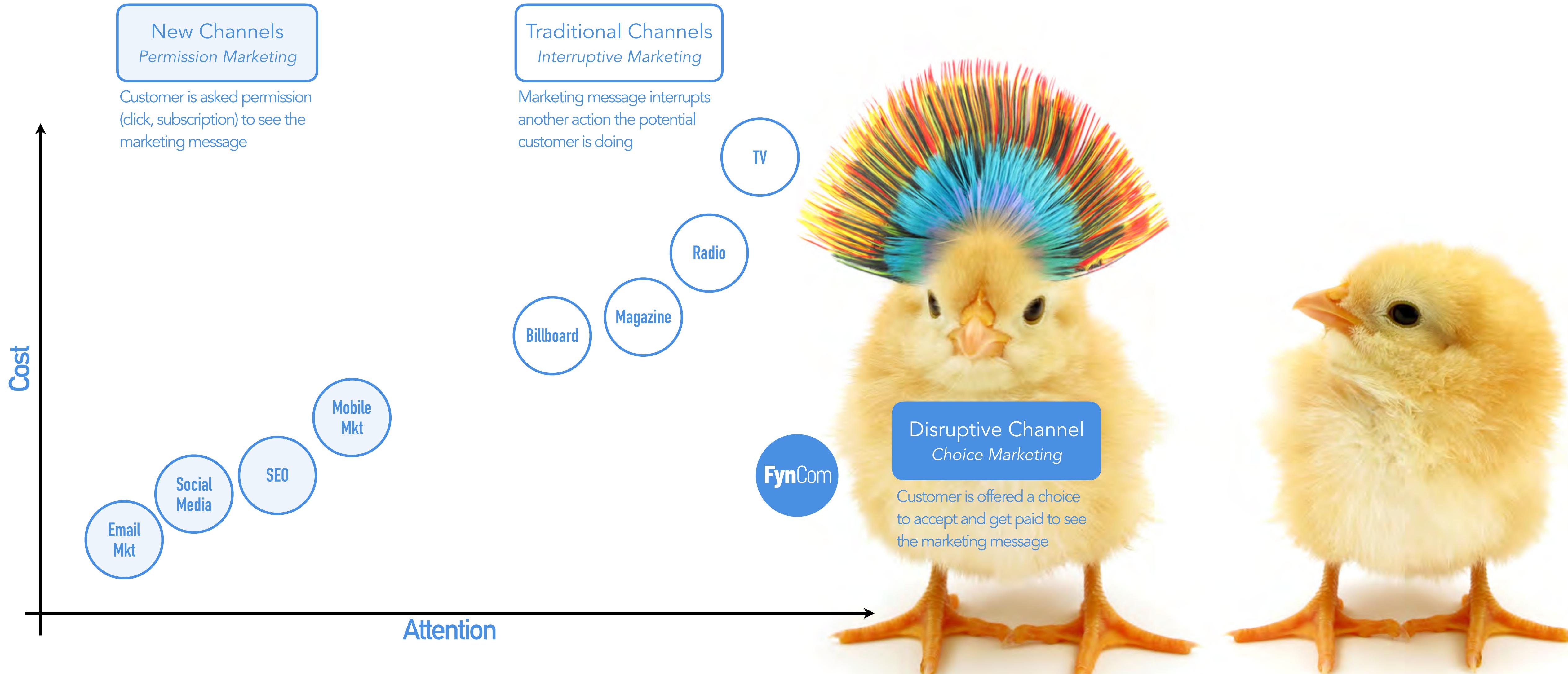
- Telecom
- Insurance and Banking
- Retail and Industry

## 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

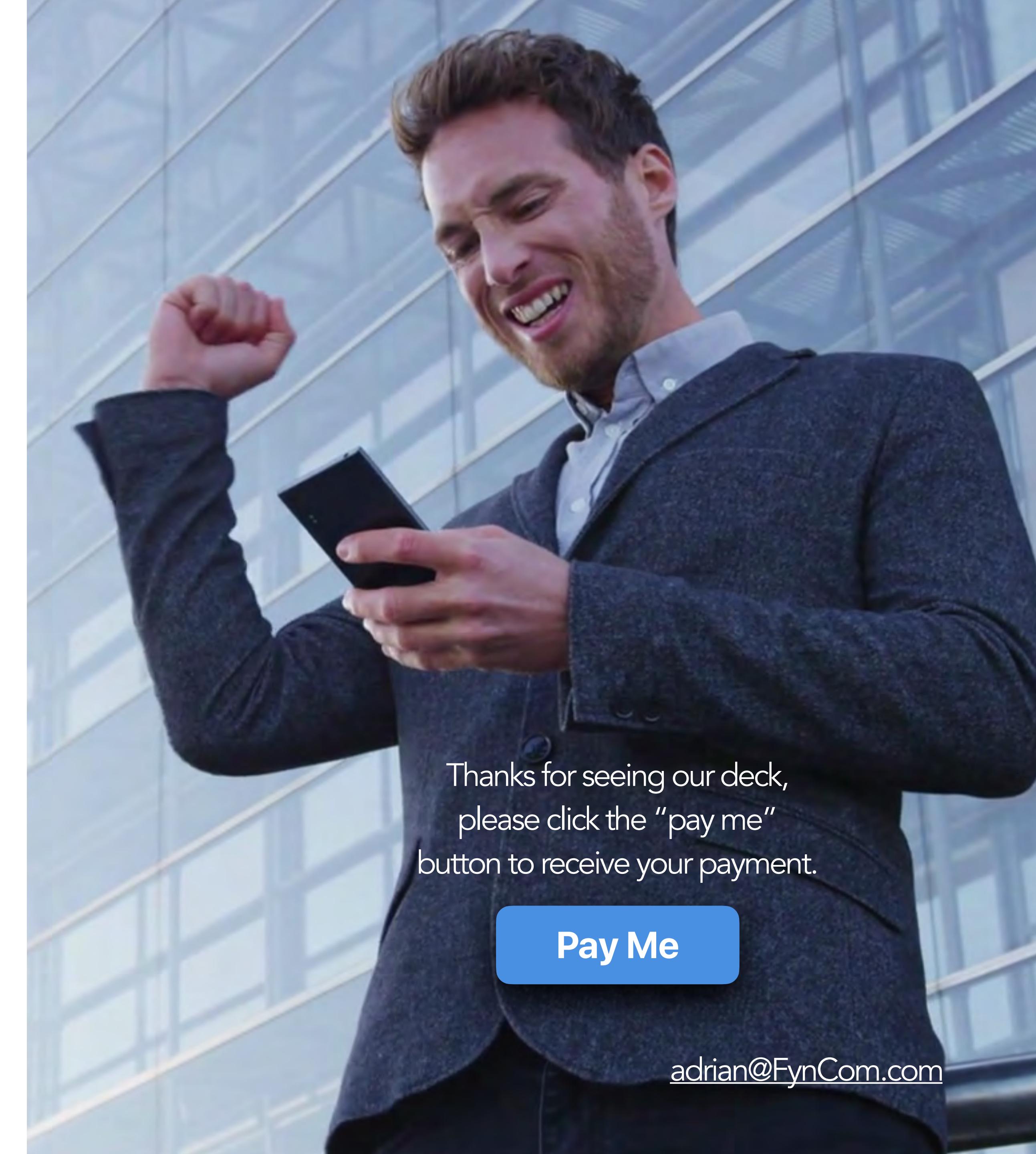
**SaaS Platform**

**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



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