
groupTrade



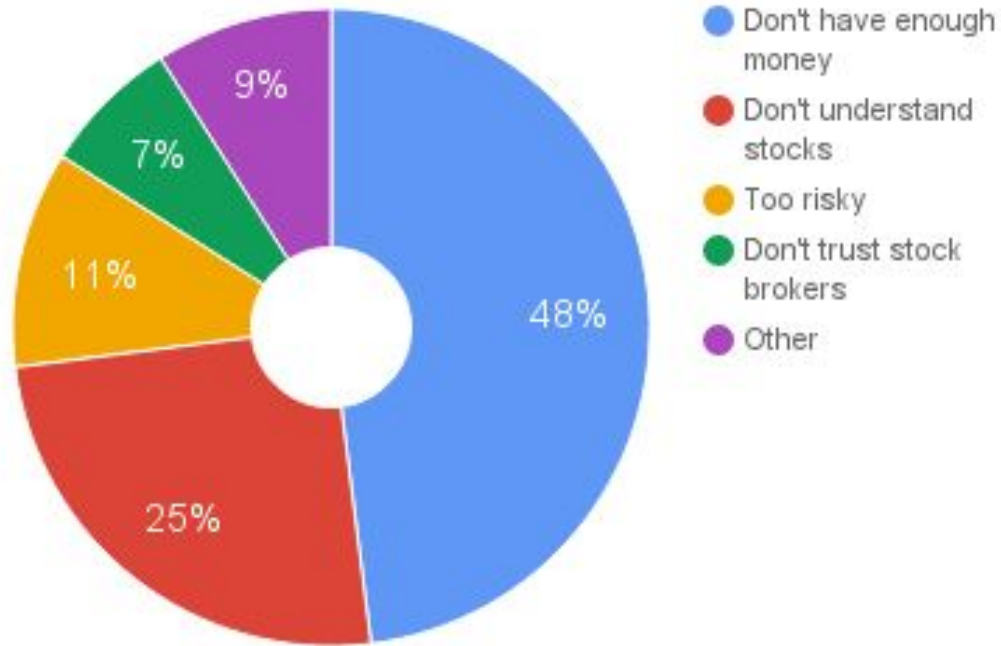
Shares, *shared*.

The background image shows a laptop screen with a financial dashboard. A line graph with blue data points and a grey trend line is visible in the upper half. Below it, a pie chart with blue and green segments is partially visible. The text '8 out of 10 millennials (18-34) don't own stock' is superimposed in a large, bold, white sans-serif font. The laptop's keyboard is visible at the bottom of the frame.

8 out of 10 millennials (18-34) don't own stock

Source: www.businesswire.com/news/home/20160331005749/en/Stock-Market-Investing-White-Men-Millennial-Women

Main reason young people don't invest



Source:

<http://www.businessinsider.com/why-so-few-millennials-invest-in-the-stock-market-2016-7?IR=T>

Solution

Trading as a team, pooling capital and knowledge.

Survey confirmation.





Opportunity

No easy way to trade as a group,
especially for young people.

Average millennial salary is
about £25,000 (should be
investing £5000 per year).

Potential market size: £75 billion
per year in the UK alone.

Source:

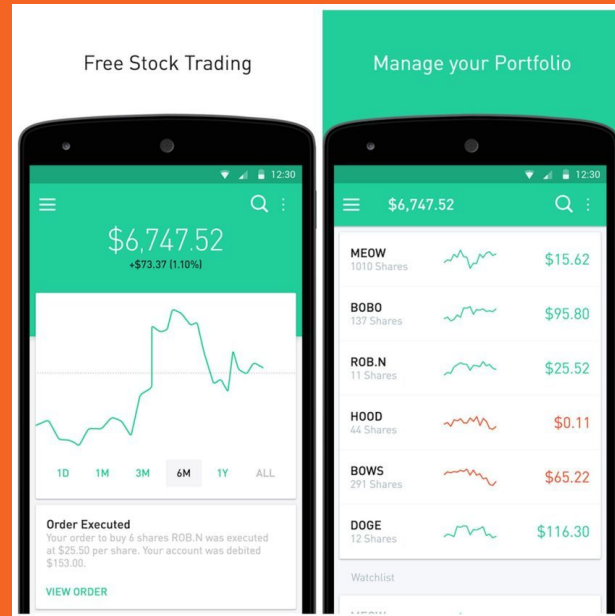
<http://www.businessinsider.com/why-so-few-millennials-invest-in-the-stock-market-2016-7?IR=T>

<http://uk.businessinsider.com/the-average-salary-of-millennials-2015-3>

Proposition

Build an interface on top of existing online brokers.

Integrating group trading and discussion.



A close-up photograph of a person's hand holding a stylus, poised to interact with a tablet. The background is blurred, showing bokeh light effects. The text 'The App' is overlaid in white on the left side of the image.

The App

How it works:

- Create profile
- Preferences
- Create group
- Find group
- See past investments
- Decide on stock
- Discuss
- Agree amount





The App

Your account has your preferences, such as skills, interest, and money.

Can see what each group wants and needs.

Will see groups based on your preferences.

Uses IB API to carry out the trading.

Personnel

What we have:

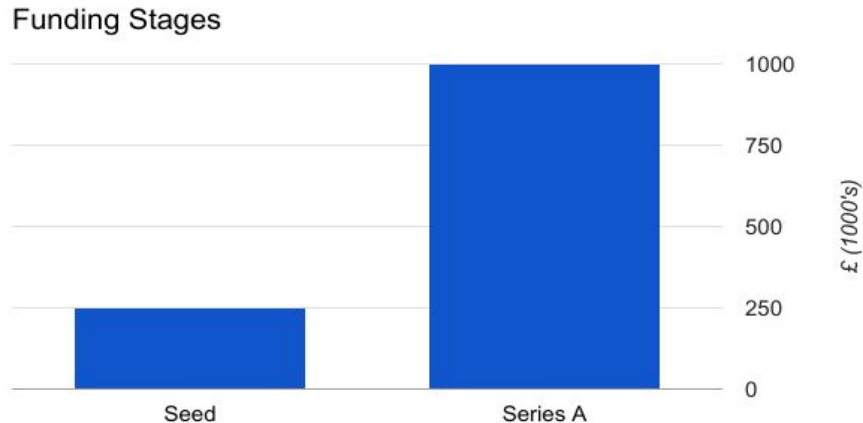


- Software development
- Business knowledge
- IG contacts

What we need:

- Marketing guru
 - Legal team
 - Financial advisors
-

Capital Investment



Initially, mostly for marketing:

- Targeted Facebook advertising (\$9.96 per thousand views)¹
- Advertising on the tube (will consult Exterior Media and JCDecaux for prices)

Xero for our accounting (£20 per month, this includes access to tax experts) .

¹<http://fitzsmallbusiness.com/how-much-does-facebook-advertising-cost/>

Milestones

January 2017

Initial concept was conceived.

June 2017

App released.

October 2017

Premium service introduced.

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

March 2017

Investment from venture capital companies such as Andreessen Horowitz

July 2017

100,000 downloads on the App Store.

2018

Family-friendly version and more...

Numbers



After Seed Funding:

Expect 100,000 users within a month of release.

Each group of ~8 to invest a minimum of £3000.

Leasing $\frac{1}{2}$ of this off, with a base rate of 1.5%.

Approx. £95,000 pro rata in first month.

After Series A:

5% premium accounts at £100/year.

~£150,000 revenue by 2018

Investor Returns



Year 2:

Revenue: ~£4 million

Year 4:

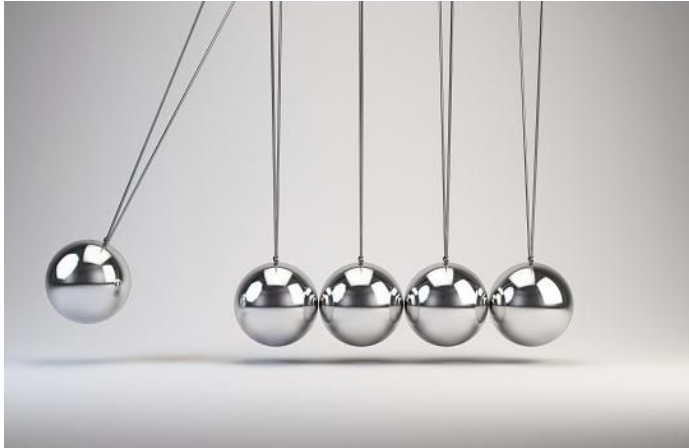
Revenue: ~£8 million

Market cap: ~£30 million

Seed ROI: 2400%

Series A ROI: 200%

Impact



Social: Will get more young people interested in finance, and help them make money by investing.

Economic: More investing encourages higher capital expenditure which is good for the economy.

Employment potential: 10 more employees by the end of 2018.

Environmental: We will plant a tree for every 100 users that join our service.

Innovation Roadmap



Web service to go alongside app.

Premium service.

Financial helpline.

Family-friendly version.

Create our own brokerage.

New products for different demographics.

Any questions?

