



Invest smarter, together™

Pitch Deck - June 30, 2017

Problem: Millennials distrust financial advisors
and do not understand how to invest

Solution

A web-based investor community that allows users to either simulate a portfolio or link a live-trading account in order to

- Share performance with friends they trust
- Discover and learn from top investors
- Crowdfund investment ideas from a transparent community
- Trade directly through the platform with their existing brokerage account

Market Validation

There is already precedent for users wanting to share opinions, crowdsource investment ideas, and trade stocks on mobile devices.

StockTwits

1.50M

Monthly Active Users

SeekingAlpha^α

85.0M

Monthly Pageviews



robinhood

2.00M

Mobile Trading Accounts

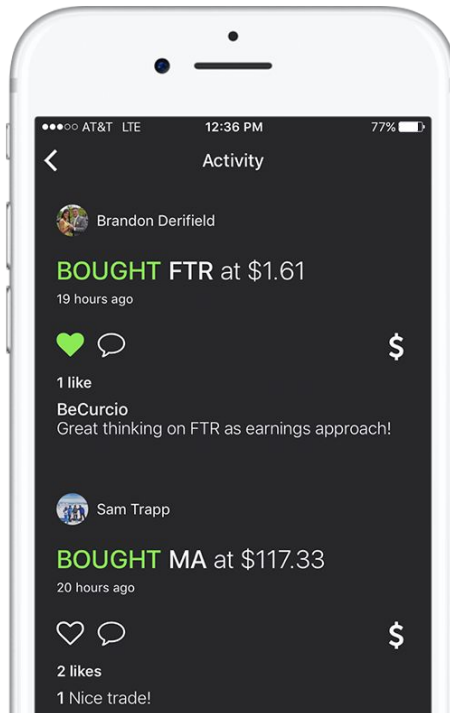
User Experience

Users interact with the community using **proven social media features** that already offer value to the user

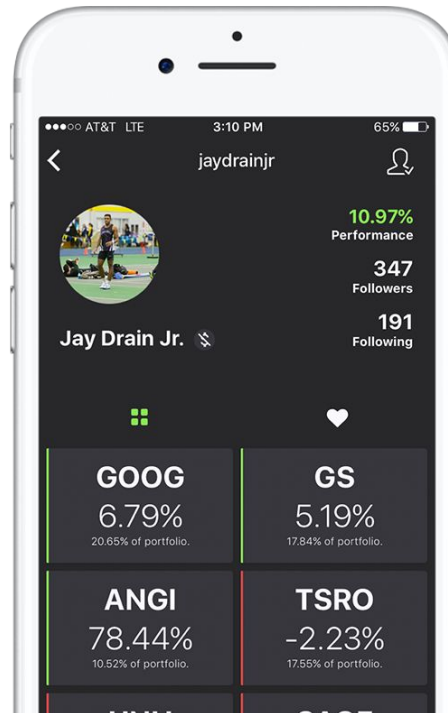
- Share insights like Twitter
- Like trades like Facebook
- Discover investors like Instagram
- Compete like Words with Friends

Product

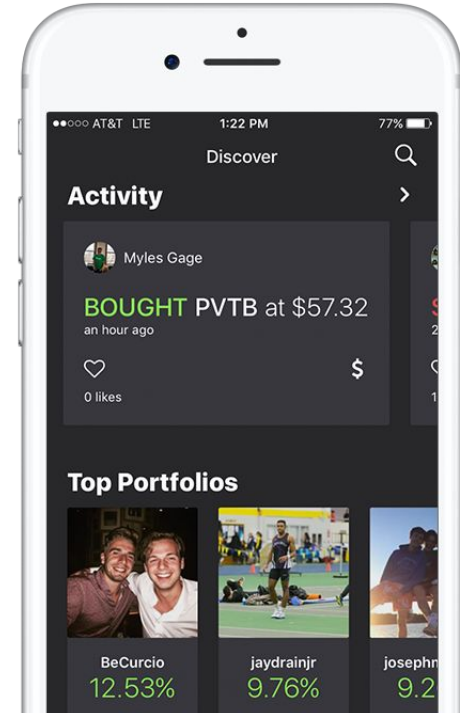
Find trends



Share your portfolio



Discover top performers



Target Markets



**Educators &
E-Learning Sites**



**HS & College
Students**

Simulated



**Working
Young Adults**



**Professional
Investors**

Live-Trading

Business Model

Rapunzl will monetize the user base by

- Selling aggregate transaction data analytics to financial institutions
- Offering premium subscriptions for expanded functionality
- Incorporating certified financial advisors and charging an annual fee

\$24.0M

Projected revenue by 2022

\$300M

Projected valuation by 2022

The Challenge

Creating a sustainable social network is hard but we eliminate many of the difficulties

- Social sign-up allows for rapid onboarding
- Users are automatically connected with friends on other social networks to create an instant community which presents clear early value to the user
- Leaderboard with cash competitions enables users to immediately recognize the value proposition of finding better investments
- Tutorials educate the user so they do not feel lost

Competitive Advantage

Rapunzl differentiates itself from existing competition by

- Gamifying the stock market with habit-forming competitions to drive engagement
- Synthesizing simulated and live-trading to create a pipeline of new users
- Promoting financial literacy to produce organic media coverage
- Remaining brokerage agnostic and avoiding high capital requirements of brokerages

Investment Request

- We are seeking \$500,000 to fund ongoing development and future marketing efforts

PRESENT, 2017 - YEAR END 2018			
Source		Uses	
Issuance of 500,000 shares of common stock at a price of \$1.00 per share	500,000	Marketing	114,851
		Data & Hosting	71,000
		Development	250,000
		Wages	48,000
		Other Costs	16,149
Total	500,000		500,000

3 Year Projections

By end of 2018

- Pre-revenue with 250,000 users at a \$25M valuation
- 500% return on investment

By end of 2019

- Initial revenue stages with \$750,000 across 600,000 users making for a \$50M valuation
- 1000% return on investment

By end of 2020

- Positive income with \$4.8M in revenue across 1.2M users and a \$100M valuation
- 2000% return on investment

Legal & Security Considerations

The live-trading component of Rapunzl is a messaging service between investors and their brokerages

- Brokerage integration does not require investment advisor registration, SEC membership, nor FINRA insurance
- The app is free so all user-content is publicly available information
- Rapunzl relies upon proven API partners for brokerage integration related to security and account information which absolves Rapunzl of liability
- Users do not need to be registered investment advisors because they receive no compensation for their followers and opinions

Team



Brian Curcio

CEO
Co-Founder



Myles Gage

Chief Strategist
Co-Founder



OkGrow

Freelance dev team
based in Toronto