STOCKR

A Social Medium for the Stock Market

Investors' use of online & social resources:

people seek stock information and guidance online monthly¹

personal online brokerage accounts worldwide²

1.5M retail trades made online every day³

70% of retail investors get trading ideas from their personal network¹

1. Board of Governors of the Federal Reserve System, "2007 Survey of Consumer Finances"

2. Tower Group, Morgan Stanley

3. Sanford Bernstein

90M

70M

People everywhere have tradable information



"Lots of rain + sunshine this year, wheat crops looking as good as 2003."



"Reading NEJM – Pfizer's cancer drug will be too toxic for FDA approval"



"Can't keep Lululemon products in stock – sold out everywhere!"

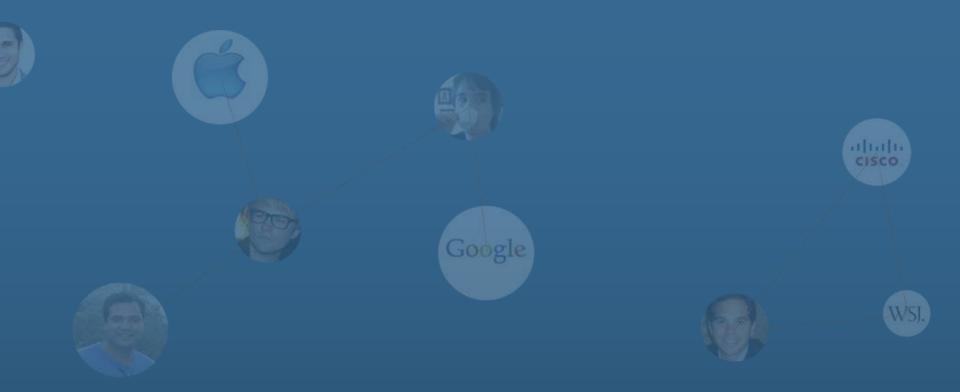


"Dell 10Q: inventories are 4% higher than last quarter. Buying July puts."



"Toyotas coming into my auto shop with brake pad problems again."

But there's nowhere to credibly share it with fellow investors



The Problem: Investing is a social activity without a good social platform



Investing sites' social tools and communities are primitive

	YAHOO!, MESSAGE BOARDS	
By thujonzkellyz . 40 minutes ago . Permalink		
0000000psssssssssssssss		
	Ignore User Report Abuse	

Social sites are not used – by people or by companies – to discuss stocks

acebook 🙏 🗏 🌚	Search for people, places and things		Q		
Goldman Sachs					
	Goldman Sachs 22,233 likes · 318 talking about th	is		🖒 Like	Message
Bank/Financial Institution				Goldman Sachs	<u>22,</u>
About				Photos	Likes
Activity January People Who Like This		Highlights -			
183					
		December			

No site provides market data and modern social tools

Meet Stockr

Search	Q	STOCKR		* +	1
New	vs Feed Company Pulse	0	V	Vatchlist	
	 Vinny Jindal Tim Symington, nice post on Apple Inc I don't see how this stock doesn't get back to \$700 this year. They'll only make more inroads in the enterprise space, and in my opinion, the iPad mini has more potential than the original iPad. Add in a call option on Apple TV and a solid base business, there's more upside than downside here. 18 minutes ago ● 0 ☆ Andrew Pevsner likes this. 			AAPL Apple Inc.	\$525.00 -2.00 (-0.38%) \$4.85
				ACADIA Pharmaceuticals Inc. AMGN Amgen Inc.	-0.10 (-2.02%) \$88.48 -0.50 (-0.56%)
	Craig Coblenz Does anyone else think LinkedIn Corporation has become a SPAM machine? I get multiple emails			AMZN Amazon.com Inc.	\$269.26 +10.11 (+3.90%)
	a day from them, most of which are trying to sell me to a higher paid account based on the fact that I can see users who viewed my profile. I would actually use LinkedIn more if there was less transparency on that front. Why do I want people seeing when i view their profile? Agree or		BA The Boeing Company	\$76.20 -1.49 (-1.92%)	
	disagree? Vinny Jindal, Tim Arbuckle 9 hours ago 🗪 4 🟠			BAC Bank of America Corporation	\$12.10 +0.00 (-0.04%)
	james jago: I completely agree with your s around as viewing other people's profiles is 8 hours ago	sentiment regarding transparency. I now tiptoe similar to a "poke".		BMY Bristol-Myers Squibb Company	\$33.44 +0.10 (+0.28%)

Stockr unlocks this unique information by providing a modern social platform specifically for investors

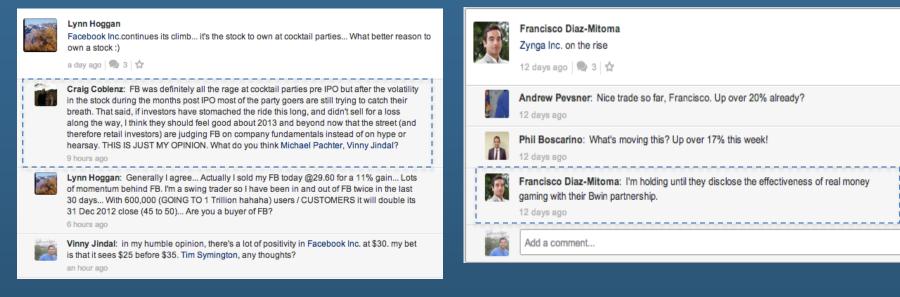


Vinny Jindal: i agree with Craig on this. a certain amount of anonymity is necessary in a social venue for people to operate freely. imagine you're at a party or a conference, and any time you look at someone even casually, they are notified by email. everyone would keep to themselves, defeating the point of bringing everyone together. too much transparency can be bad for a social site....

CVX Chevron Corporation	\$109.64 -0.86 (-0.78%)
DE	\$88.74
Stockr © 2012 · Privacy · Terms · IRC	Ds · Publi Chat (3)

Experts emerge and share their thoughts.

Members benefit.



Craig Coblenz

Retired Sales Director at Facebook on \$FB

Francisco Diaz-Mitoma Founder of Titan Gaming on \$ZNGA

Stockr: "A Bloomberg for the masses"

	A Q 5		Search Q ST	
A .			5D 1M 3M YTD <u>1Y</u> 2Y 5Y	
Craig Coblenz untation Sales Director at Facebook	9 156 following followers	watching 13		
Craig Coblenz	Watching Followers	Following		where a
Facebook Inc. 's best days are ahead! (Facebook Inc.) Where Facebook Is Looking to Grow: COO Sheryl Sandberg	AAPL Apple Inc.	unfollow		Sector Se
For the first time since Facebook's IPO, COO Sheryl Bandberg sat down for an exclusive interview to talk about what's happened since the social network werd pablic, and where she's taking the company next. With	AMGN Amgen Inc.	unfollow		
Facebook shares [FB Loading	AMZN Amazon.com Inc.	unfollow	Nov 2011 Dec 2011 Jan 2012 Feb 2012 Mar 2012 Apr 201	2 May 2012 Jun 2012 Jul 2012 Aug 2012 Sep 2012 Oct 2012
Robert Withers: Congratulations Facebook Inc. http://finance.yahoo.com/blogs/t	BAC Bank of America Corporation	follow	Apple (AAPL) unfollow Market Cap \$629,55 +1,45 (+0,23%) 600.8 billion	Avg Vol (3m) Bid Ask Daily High/Low M 15,730,000 \$622.46 \$629.55 \$635.38 - \$625.29
Robert Withers: You can't go wrong with 1 BN users!	FB Facebook Inc.	unfollow		
Vince Bitong: But then how do you capitalize on your users without turning them off? WAY too much competition from Twitter/Pinterest and emerging social media platforms. FB needs to keep instruing and adding value to their users.	GOOG Google Inc.	untoitow	Say something about Apple Inc	About Apple
t week apo	GRPN Groupon Inc.	unfollow	Say something about Apple Inc	Apple Inc. designs, manufactures, and markets personal
Add a comment	GS	unfollow		computers, mobile communication devices, and portable dig
				music and video players and sells a variety of related software
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- **1.** Newsfeed real-time updates from people, publications & companies you follow
- 2. Follow Recommendations discover relevant investors and companies
- **3.** Watchlist 5-minute delayed quotes on companies from your curated list
- 4. Customized Market News from 900+ sources, tagged by public company
- 5. Chart and Company Fundamentals the standard data points investors look for

In the words of others...



"One of 4 financial technologies reinventing finance from LA, not NY" Tim Lloyd



"Stockr is entering the market at the right time – a time in which more options are needed. The financial social media space may still be in its infancy, but it's heading in the right direction." *Tom Johansmeyer*



"Whereas Yahoo! Finance gives a quick, static snap shot with little way to directly communicate with other (often anonymous) users and message boards are relics from the 1990s, the Stockr platform is an in-depth, real-time, more sophisticated deep dive." *Lori Kozlowski*



"Stockr lets users create a watchlist of their favorite stocks, get feeds of news about the companies that they're interested in, and follow the comments of users that they've chosen to follow. But the big differentiator is its use of social commenting, which ties their contributions to their identity." *Ryan Lawler*

How We Monetize

"Data is the new oil."

-Andrea Weigend (Chief Scientist at Amazon)

Our Goal: Building the Investor Graph



Francisco Diaz-Mitoma Founder at Titan Gaming, Inc.

- Follows 7 **Consumer** stocks
- Follows 8 Technology stocks
- Follows 4 Gaming stocks
- Follows 3 Small-Caps
- Follows 3 Mid-Caps
- Follows 6 Big-Caps



Mardo Iknadiossian President of UCSB Investment Club

- Follows 5 **Consumer** stocks
- Follows 2 Utilities stocks
- Follows 1 Gaming stocks
- Follows 2 Small-Caps
- Follows 4 Mid-Caps
- Follows 6 Big-Caps

Facebook & Google make \$B collecting <u>consumer</u>/behavioral data

Stockr is uniquely positioned to collect investor/behavioral data

Revenue Model 1: Access Specific Investors

Risk Profile	Invests in Industrials	Invests in Telecor	nmunications
Invests in Consumer Services		Invests in Consumer Goods	
	Portfolio Diversity		
Invests in Large Cap Companies	Owns Companies:	Performance	Active Traders Only

Companies target Stockr users based on investing interests

Long Only Traders	Invests in	Small Cap Companies		
		Invests in Utilities		
Ir Invests in Financials	Invests in Technology			
		Portfolio Concentration		
	Invests in Consumer Services			
Invests in Funds	Buy And Hold Traders			
Invests in Mid Cap Companies		Invests in Micro Cap Companies		
Invests in Health Care				

Revenue Model 2: Pay-to-Follow



The "unused capacity" model applied to information – disrupting a \$25 billion industry

- Professionals worldwide have insights into companies and industries
- Investors pay top dollar for differentiated, high-value information
- Investment newsletters of dubious quality generate > \$1 billion
- Everyone likes making more money

Stockr will take a 30% cut of all payments

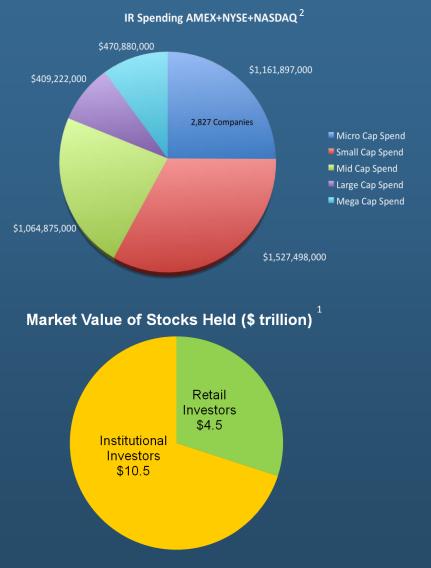
Revenue Model 3: Investor Relations

Over \$6 billion spent annually on IR, nearly all towards institutional investors

IR groups can take over their Stockr page to:

- ✓ Engage current/future shareholders
- ✓ See what the market is saying and thinking about the company's stock

 Target users whose interests dovetail with the company's profile



1. Board of Governors of the Federal Reserve System, "2007 Survey of Consumer Finances"

2. National Investor Relations Institute (NIRI) Annual Report, 2011

Status: Traction and Monetization Traction: Content & User Growth

Financial publishers like Investor's Business Daily and Motley Fool have begun recognizing Stockr for it's unique content, which they are harvesting for articles. This drives user growth and creates a positive feedback loop of content and users.

Investor's Business Daily° *"Four companies Apple should buy and one it shouldn't"* #1 Article at Investors.com on April 8th, 2013

Monetization: Investor Relations

April 2nd, 2013: SEC Approves Use of Social Media For IR

- Since, 12 companies on-boarded
- Includes CBS (Fortune 100) and 11 small-cap clients each paying \$500 per month.
- Accomplished without a sales staff and no marketing budget.
- The company is now projecting profitability this year.

Status: Previous Funding and Current Round Raised Angel Round of \$1.7M

Investors Include:

- Bill Harris, CEO of Personal Capital, former CEO of PayPal and Intuit
- Adam Townsend, EVP & Head of IR at CBS, former Head of IR at E*Trade
- M. Scott Havens, President of The Atlantic Media Group

Raising a \$1M Series A

Use of Capital:

- Scale operations and development of a sales force targeting Investor Relations Officers and IR agencies
- Accelerate technical product roadmap to fully support demand
 - -Outbound content federation
 - -Automatic disclosure integration
 - -IR Dashboard
 - (see next slide for full roadmap)

Growth Path

Product Development

<u>2013</u>

Outbound content API Trending/Recent LinkedIn Connect IR dashboard Company data Pay-to-follow

<u>2014</u>

Yodlee/Intuit Integration In-Stream Trading Targeted Adv Platform Stockr App Store Proprietary Pay-to-Follow

<u>2015</u>

Peer-to-Peer Stock Exchange The "Stockr 100" Mutual Fund Crowdfunding Marketplace Enterprise Product Myriad Uses of Aggregated Data

Team Growth

<u>Product</u>

Product Manager Mobile Designer Web App Designer

Engineers

Python/Django Devs Front-End Dev Data Scientist Mobile Engineer

<u>Business</u>

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