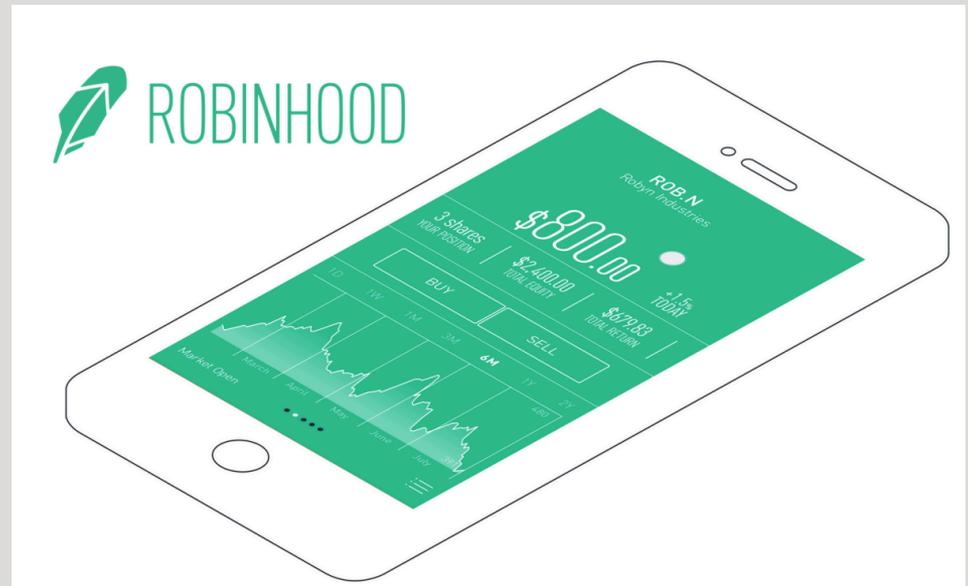Suraj Rajan

COMPANY DESCRIPTION

- A Stock Brokerage
  - Currently iOS only
- Buy and Sell Stocks
  - **Zero** Cost Trades
  - **No** Minimum Balance
- Currently in **Beta**
  - January 2014

FINANCIALS

- Initial Funding of **$3M**
  - Google Ventures
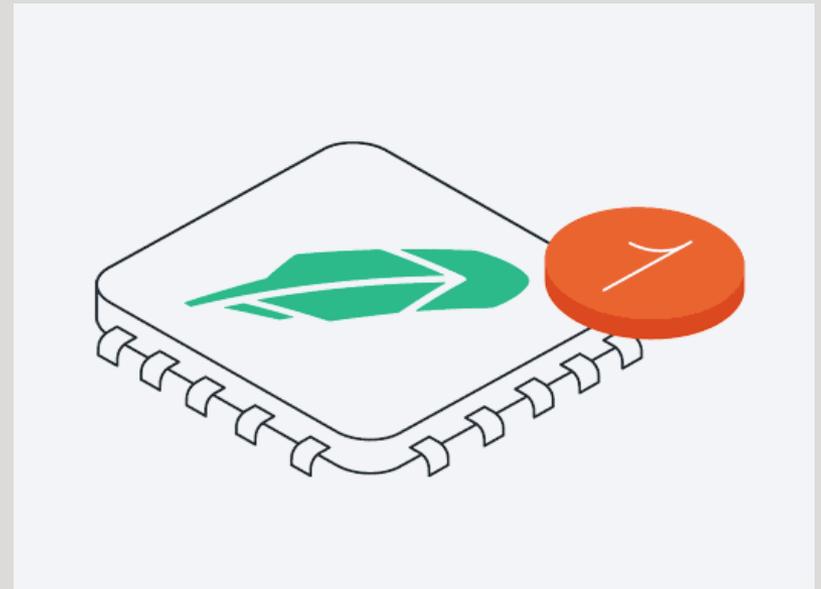 - Andreesen Horowitz
  - Index Ventures
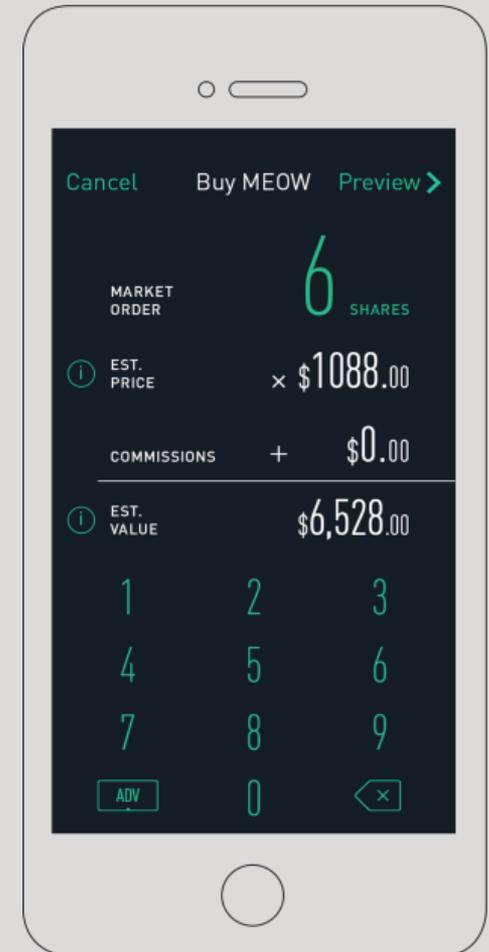- Not Profitable Yet

HISTORY

- Stanford Math Graduates
- Announced in December 2013
  - 10,000 in first 24 hours
  - **150,000** signed-up users
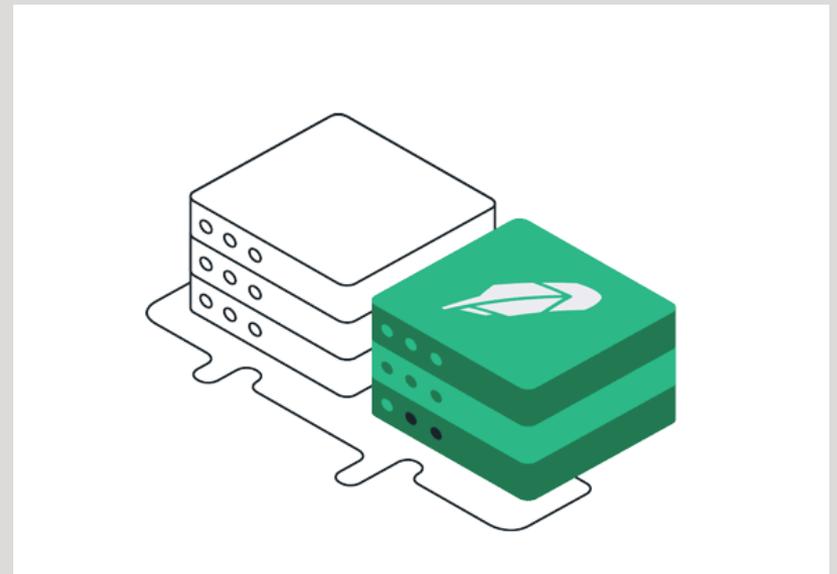- Beta launched in January 2014

WHAT'S HOT?

- Innovation in Mobile Trading
- Secure and Safe!
  - FINRC and SIPC
- Attract Young Investors
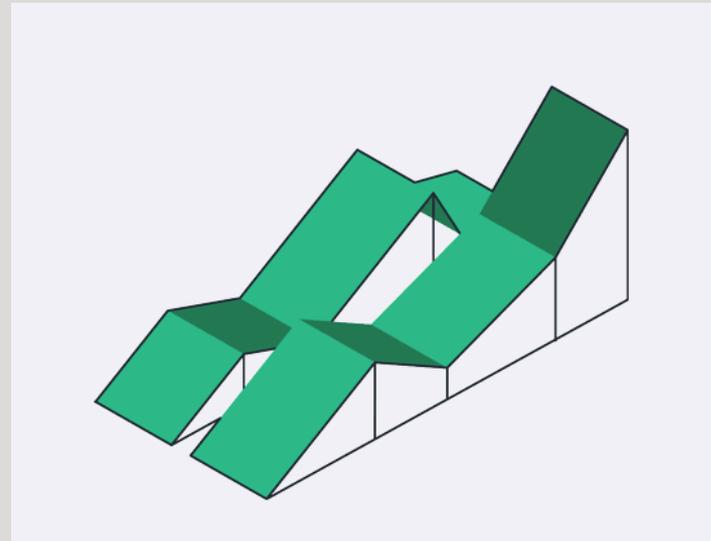- Build a Large Consumer Base

SECRET SAUCE

- Radically Reduced Operation Costs
- No Trade Commissions and No Minimum Deposit
- Real-Time Data for Free
- Revenue Streams
  - Margin Trading
  - API Access

STORY

- Featured on CNBC
  - "Has the chance to disrupt the brokerage industry!"
  - No Catches!

COMPETITION

- Direct
  - E*Trade, Fidelity, Scottrade, Schwab
- Indirect
  - MarketWatch, Yahoo! Finance, Bloomberg

	Robinhood	E*Trade	Fidelity	Scottrade	Schwab
Trading Fees	$0.00	$7.99-$9.99	$7.95	$7.00	$8.95
Minimum Deposit	$0.00	$500	$0.00	$500	$1000
Real-time Market Data	$0.00	$0.00	$0.00	$0.00	$0.00
SIPC Insurance	$250,000	$250,000	$250,000	$250,000	$250,000

PREDICTION

- ## Successful
  - Huge Demand
  - Great Board of Directors
  - Unchanged Market for a Long Time

QUESTIONS?