

## THE \$80 BILLION PROBLEM

180M retail investors spend \$80B/yr in North America across multiple platforms for actionable content only to find it buried in social noise.

Creators drive billions in market impact but capture under 1% of the value

Source: Gallup, Zion Market Research

## OUR SOLUTION

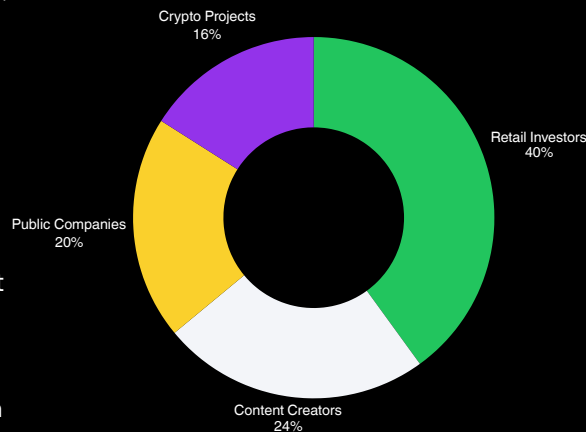
FinancialPress connects investors with trusted, real-time insights in a noise free social network powered by tokenized rewards for quality and accuracy.

## BUSINESS MODEL

- **Revenue** from B2B advertising, premium subscriptions, tokenized ecosystem, and API access
- **CAC:** \$3–5; **LTV:** \$45–65; **LTV:CAC:** 9–15:1; **Gross margin:** 70–80%

## TARGET MARKET

- **Target Audience:** Ages 25 – 55, investment-savvy
- **Key Values:** Trust, quality, independent financial insight
- **Why It Matters:** High-intent users with strong engagement
- **Advertiser Appeal:** Premium demographic difficult to reach elsewhere



## MARKET OPPORTUNITY

- **\$127B** global financial media & information services market
- **\$15.7B** segment for tokenized creator platforms
- **\$30M** obtainable by 2029 with just 3.5% adoption among financial creators.

Source: The Business Research Company

*FinancialPress is building the world's first tokenized financial media platform—where actionable insights are rewarded, not exploited.*

## COMPANY

**URL:** [www.financialpress.com](http://www.financialpress.com)

**Founded:** April 2025

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## ROUND OVERVIEW

**FUNDING STAGE:** pre\_seed

**CAPITAL RAISED:** \$20k (Founder)

**SEEKING:** Strategic Capital

**TRACTION:** \$2.03M Run Rate

**NET BURN:** \$572k

## SOCIAL MEDIA LINKS

[www.linkedin.com/company/financial-press](https://www.linkedin.com/company/financial-press)

[www.x.com/FinancialPress\\_](https://www.x.com/FinancialPress_)

## MANAGEMENT

Our founding team brings decades of capital markets, Web3 engineering, and fintech design experience—uniquely positioned to bridge traditional finance and tokenized media at scale.

## PRODUCTS/SERVICES

- **Monetized financial content:** Empower investors to earn from actionable insights.
- **Tokenized engagement:** Rewards for high-quality contributions and curation.
- **Premium Subscriptions:** Exclusive content, direct access to top creators & investment communities.

## SALES/MARKETING STRATEGY

- **Influencer partnerships:** Onboard top creators to seed network effects
- **Referral incentives:** Token rewards for user-driven growth
- **Targetted digital campaigns:** Focused on finance and crypto communities

## COMPETITORS

Platform Type	Core Model	Weaknesses
<b>Traditional Financial Media</b>	Centralized, ad-driven	No user rewards - Limited creator ownership, stifled innovation
<b>Social Finance Platforms (e.g., Stocktwits, X Finance)</b>	Virality-focused social engagement	Credibility issues - Extractive monetization, poor creator incentives
<b>Crypto Content Platforms</b>	Publishing + basic token layers	No real-time token engagement - Weak community virality, limited rewards

## BUSINESS MODEL & REVENUE STREAMS

<b>Advertising</b>	<b>\$15.5M</b>	<b>47%</b>
<b>Tokenized Ecosystem</b>	<b>\$5.9M</b>	<b>18%</b>
<b>Premium Features</b>	<b>\$4.9M</b>	<b>16%</b>
<b>Featured User Content</b>	<b>\$5.5M</b>	<b>15%</b>
<b>B2B/API Licensing</b>	<b>\$400K</b>	<b>1%</b>

## COMPETITIVE ADVANTAGE

- **Network Effects:** Every new creator and user amplifies platform value—more content, more engagement, more rewards.
- **Data Moat:** Transparent, verifiable track records create a defensible data moat that fuels trust and growth.
- **Sticky Ecosystem:** Tokenized earnings and built-in audience tools keep creators engaged and users coming back.

## REVENUE PROJECTIONS

