

Sofi

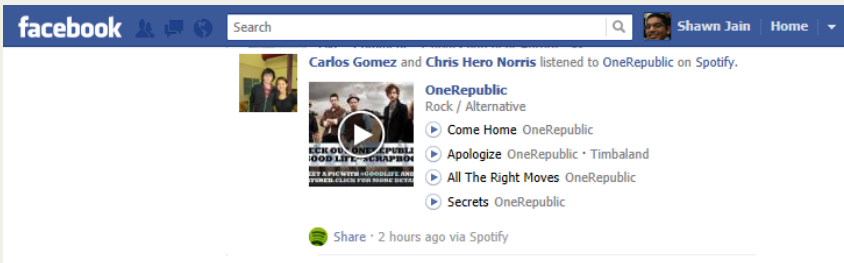
Shawn Jain

Social Services

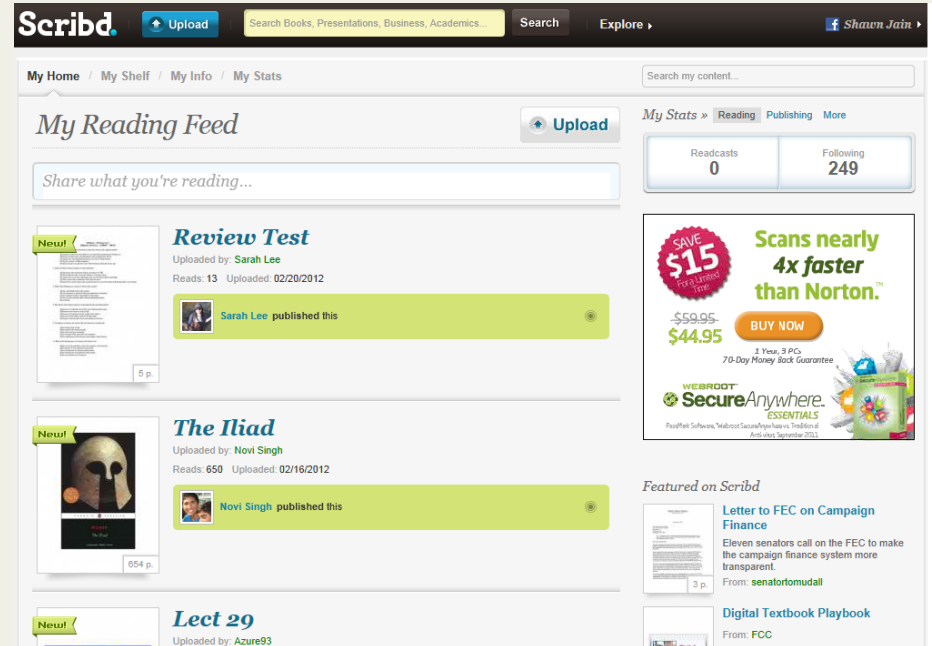


WWF –
Social Games

Spotify – Social Music



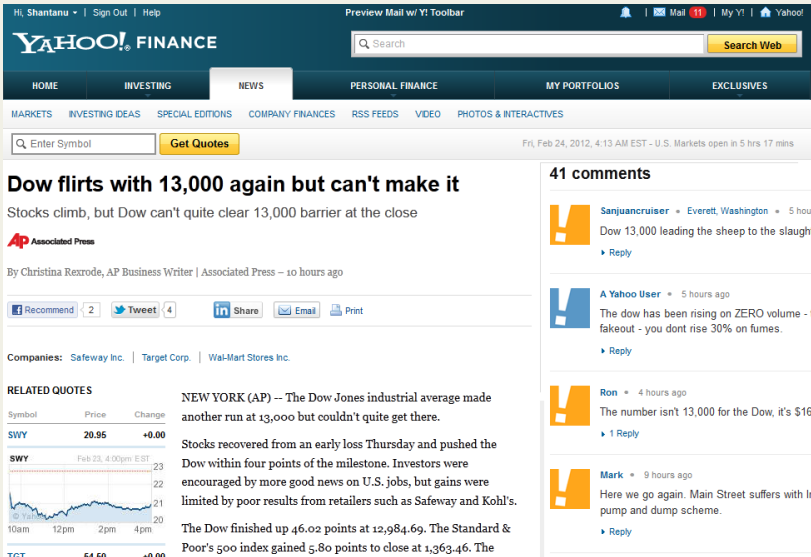
Scribd – Social Reading



WP Reader –
Social News

Stock trading collaboration

Comments on articles

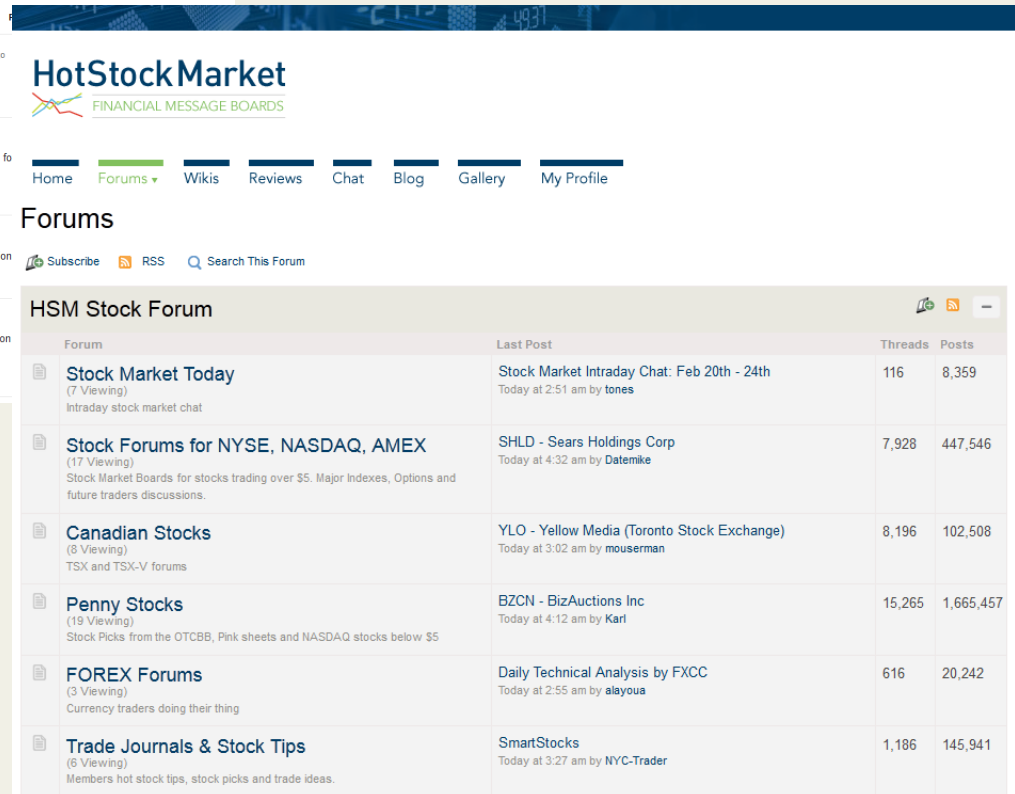


The screenshot shows a Yahoo Finance article titled "Dow flirts with 13,000 again but can't make it". The article text states: "Stocks climb, but Dow can't quite clear 13,000 barrier at the close". It is attributed to Christina Rexrode, AP Business Writer. The article includes a "RELATED QUOTES" section with a table for SVVY and SWY, and a line chart for TGT. The article has 41 comments, with the first one from "Sanjuancruiser" stating "Dow 13,000 leading the sheep to the slaughter." Other comments mention "ZERO volume" and "Main Street suffers from Inflation pump and dump scheme."

Symbol	Price	Change
SVVY	20.95	+0.00
SWY		

Forum	Last Post	Threads	Posts
Stock Market Today	Stock Market Intraday Chat: Feb 20th - 24th Today at 2:51 am by tones	116	8,359
Stock Forums for NYSE, NASDAQ, AMEX	SHLD - Sears Holdings Corp Today at 4:32 am by Datemike	7,928	447,546
Canadian Stocks	YLO - Yellow Media (Toronto Stock Exchange) Today at 3:02 am by mouseman	8,196	102,508
Penny Stocks	BZCN - BizAuctions Inc Today at 4:12 am by Karl	15,265	1,665,457
FOREX Forums	Daily Technical Analysis by FXCC Today at 2:55 am by alayoua	616	20,242
Trade Journals & Stock Tips	SmartStocks Today at 3:27 am by NYC-Trader	1,186	145,941

Message boards



The screenshot shows the HotStockMarket website, which is a financial message board. It features a navigation menu with links for Home, Forums, Wikis, Reviews, Chat, Blog, Gallery, and My Profile. The "Forums" section is active, displaying a list of forums with their respective last posts, thread counts, and post counts.

Forum	Last Post	Threads	Posts
Stock Market Today	Stock Market Intraday Chat: Feb 20th - 24th Today at 2:51 am by tones	116	8,359
Stock Forums for NYSE, NASDAQ, AMEX	SHLD - Sears Holdings Corp Today at 4:32 am by Datemike	7,928	447,546
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Penny Stocks	BZCN - BizAuctions Inc Today at 4:12 am by Karl	15,265	1,665,457
FOREX Forums	Daily Technical Analysis by FXCC Today at 2:55 am by alayoua	616	20,242
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Wikis



Overview

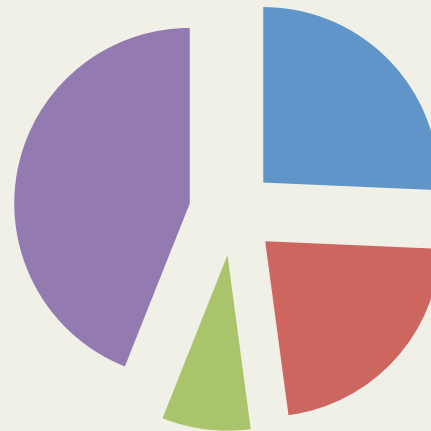
Sofi

Financial Social network

- Social Network for traders
- Integrated Stock Trading Platform



+



Sofi

Welcome!

Already a user? Sign in!

Username:

Password:

Sign In

First Name:

Last Name:

Email:

Confirm Email:

Password:

What Broker do you currently use?

E*TRADE

Scottrade

TD AMERITRADE

Broker Credentials:

Username:

Password:

Register Now

Sofi

Next Step!

Let's connect you!
Find your friends and colleagues!

- Linked in**
- Microsoft Outlook**
- Gmail**

Credentials:

Username:

Password:

Import

Do you know this person?



Shawn Jain

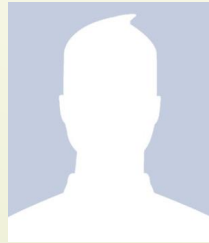
Add!



John Doe

Add!

Sofi

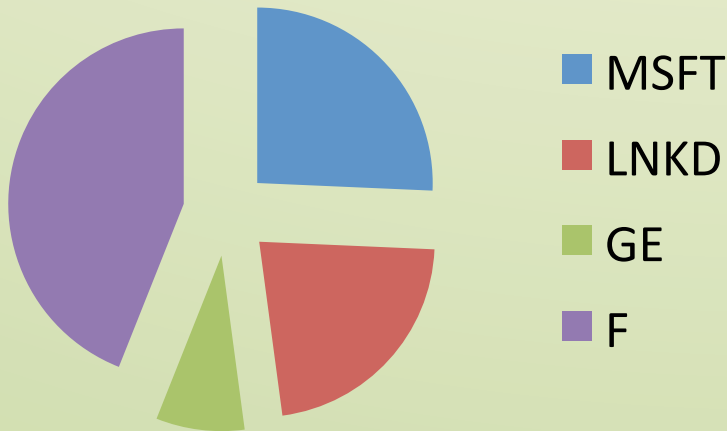


[Portfolio Profile](#)
[Settings](#)
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Portfolio Overview

Ticker	Quote	Change
MSFT	31.88	+3.5%
LNKD	86.88	-12.3%
GE	19.44	+1.2%
F	12.25	+0.7%



Equities: **\$83,500** ; Cash: **\$16,500**

News Feed



[Shawn Jain](#) just purchased **100** shares of **IBM**

[Share](#) | [Trade](#) | [Compare Portfolio](#)



[John Doe](#) Great buy! I think their earnings will surprise this quarter.



[Kevin Baker](#) I'm not so sure... P/E is a bit high – look at this: bit.ly/G22k3



[Kevin Baker](#) posted to his blog: "[Think months ahead](#)"

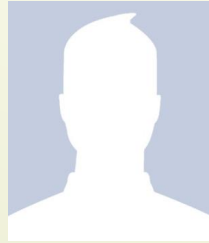
[Share](#) | [Read](#) | [Compare Portfolio](#)



[John Doe](#) read the article "[US Manufacturing rebounds](#)" on Yahoo! Finance.

[Share](#) | [Read](#) | [Compare Portfolio](#)

Sofi



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Discussion



[John Doe](#) What do you think about increasing the fund's holdings of distressed assets?
[Share](#) | [Comment](#) | [Compare Portfolio](#)



[Kevin Baker](#) I think that it is too risky. Look at how poorly they are doing in other funds: bit.ly/G22k3



[Shawn Jain](#) I'm planning to increase our cash holdings because of extreme market volatility.

[Share](#) | [Comment](#) | [Compare Portfolio](#)

Jain Capital Management

[Prospectus](#) | [Performance](#) | [Invest](#)

Investment Principles of the Fund

The Fund's objective is to benefit from the rise and fall of individual securities and indexes. The primary principles are:

1. The fund invests in undervalued securities and derivatives.
2. The Fund does not have a benchmark index.
3. The Fund can sell short overvalued companies.

Principal Risks of the Fund

The Fund's investment objective is to achieve absolute returns in all market situations. The Fund aims to eliminate its correlation on the equities market and even achieve negative correlation and deliver returns in falling markets.

[Read more...](#)

Outcomes

- Novices: gain comfort with trading
- Professional networking opportunities
- Trading History - A verified “resume”

Democratization of stock trading

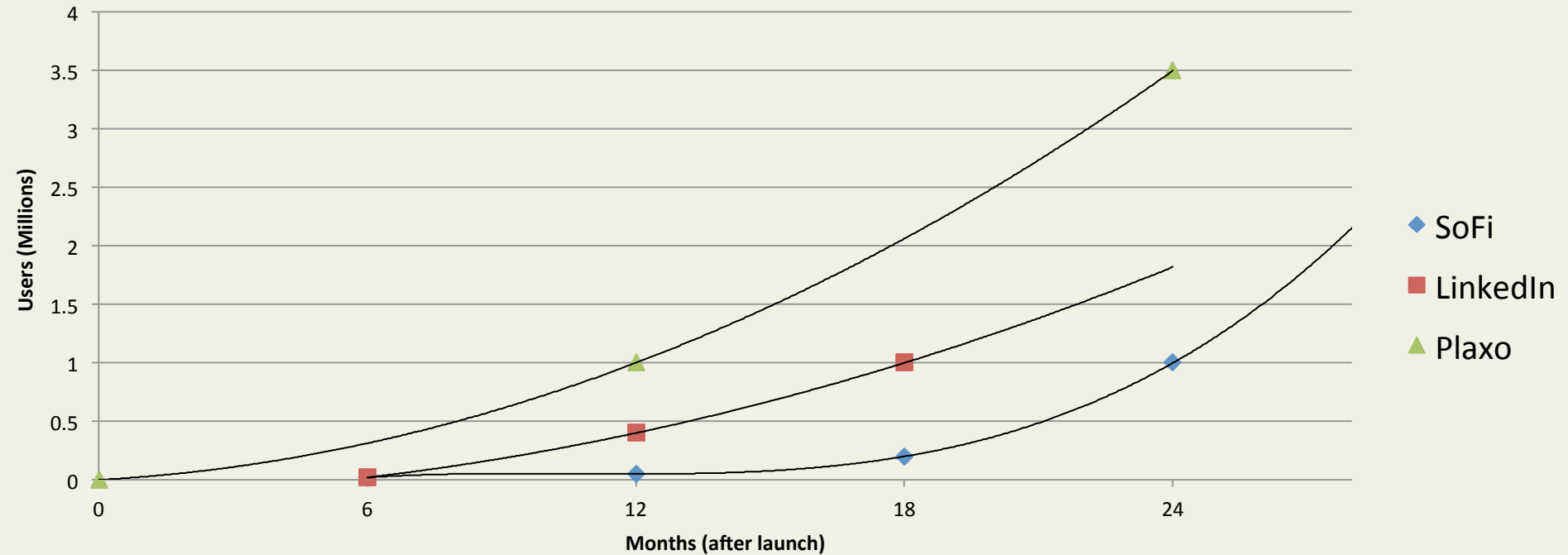
Comparison



Growth

Years	Users
1	50,000
2	1,000,000

User Growth



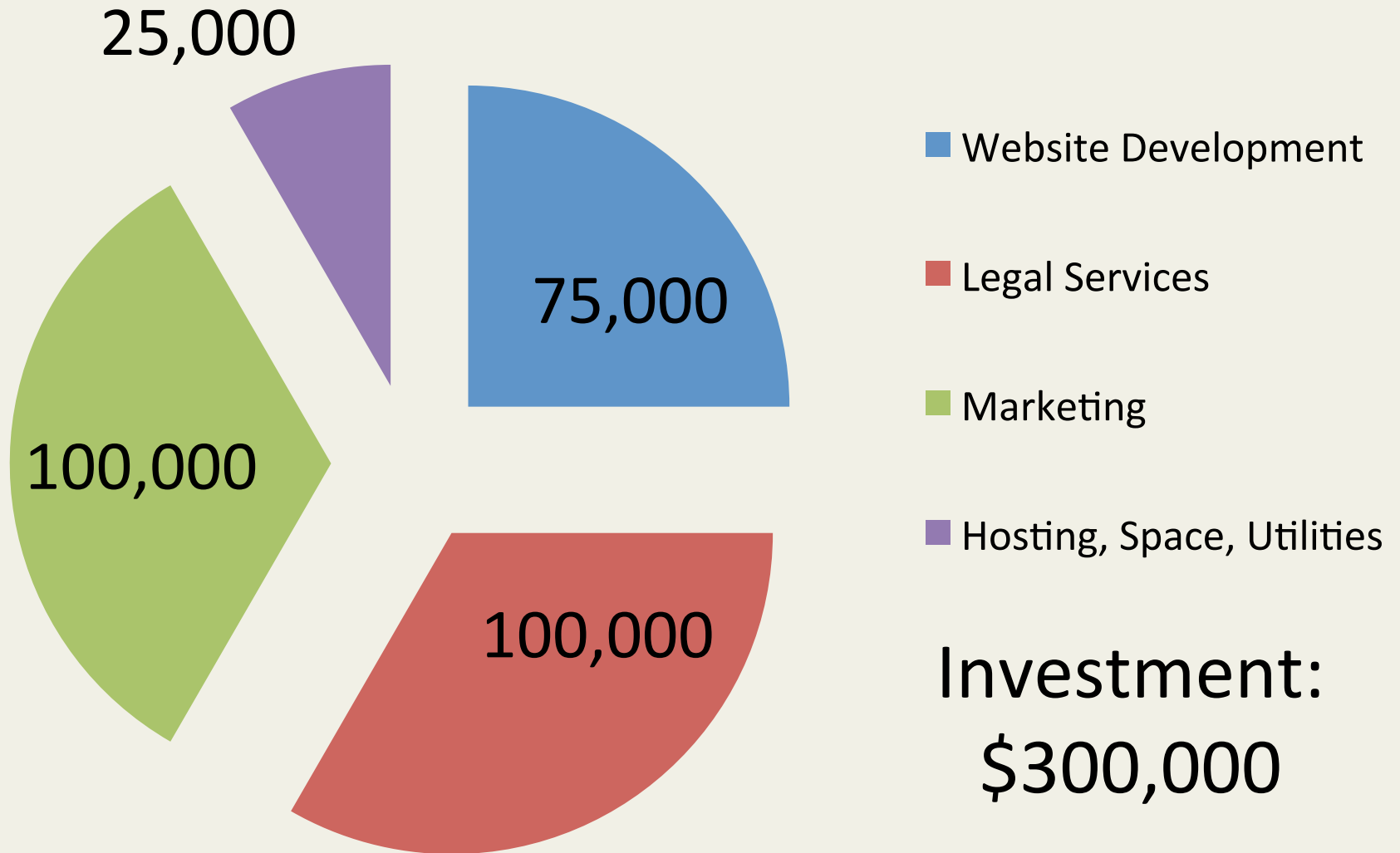
Monetization

Recurring	12 months (post launch)	24 months (post launch)
Advertising	\$250,000	\$10 million
One Time		
New User Brokerage acct.	\$50,000	\$5 million
Total:	\$300,000	\$15 million

Future Services:

- Preferred platform royalty
- Legal document service

Costs



Thank You

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Understanding

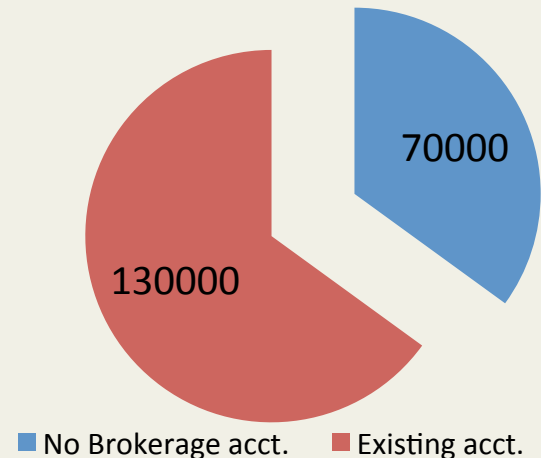
- Collaboration and sharing is innate!



- Socialization brings tremendous benefits
 - A human touch

New User Brokerage Acct.

- Novices register without brokerage acct., gain comfort, want to start trading
- Begin trading via SoFi
- Preferred brokerage partner agreement - \$50/sign up
- 200,000 signups/year
- $70,000 * 50 = \$3.5$ million



Monetization

Recurring	One Time
Advertising	New user brokerage acct.
Preferred Platform royalty (future)	
Legal documents/Legal advisors (future)	

- Advertising - \$15 million
 - \$15/user annually
- New brokerage acct. - \$3.5 million/year
 - \$50/user one time
- Revenue projection: **\$18.5 million**