WINSTN

Enhanced Trading Experiences

AI-Driven Portfolio Assistant



About us

A team of four co-founders, with vast experience in key roles from leading fintech companies, are building what will be the premiss of AI for portfolio management.

Developing a revolutionary Investment Assistant, with powerful tools to help investors improve their portfolio management skills within their brokers platform.
Our assistant is already available and already have a pipeline of early bird clients, in a **SaaS/B2B2C model**.

Our vision

Empowering Brokers with an AI-driven trading solution.

Brokers of all sizes can now provide ***personalized*** **portfolio management experiences** to traders and investors of all levels, **at scale**.

The Team



Roy Michaeli

CEO

With over 20 years of experience in the financial technology sector, held VP Product, COO and Business Strategy Director roles for market leaders including eToro (~$3.5B), Investing.com (40M+ MAU), and Final (500B+ yearly trading volume). This is his second startup managing as CEO.



Jamie Rakover

CRO

Jamie has over 20 years experience in business development and leading sales teams in many financial companies such as Seeking Alpha, Natural Intelligence and Investing.com. Driving enterprise business growth across the globe.



Dori Megori

CPO

Dori has 15 years of experience in product development and trading roles for big investments houses. Worked in companies specializing in trading solutions such as ParagonEx, and Capitalise.AI Also holds an advisor license.



Tomer Rosen

CTO

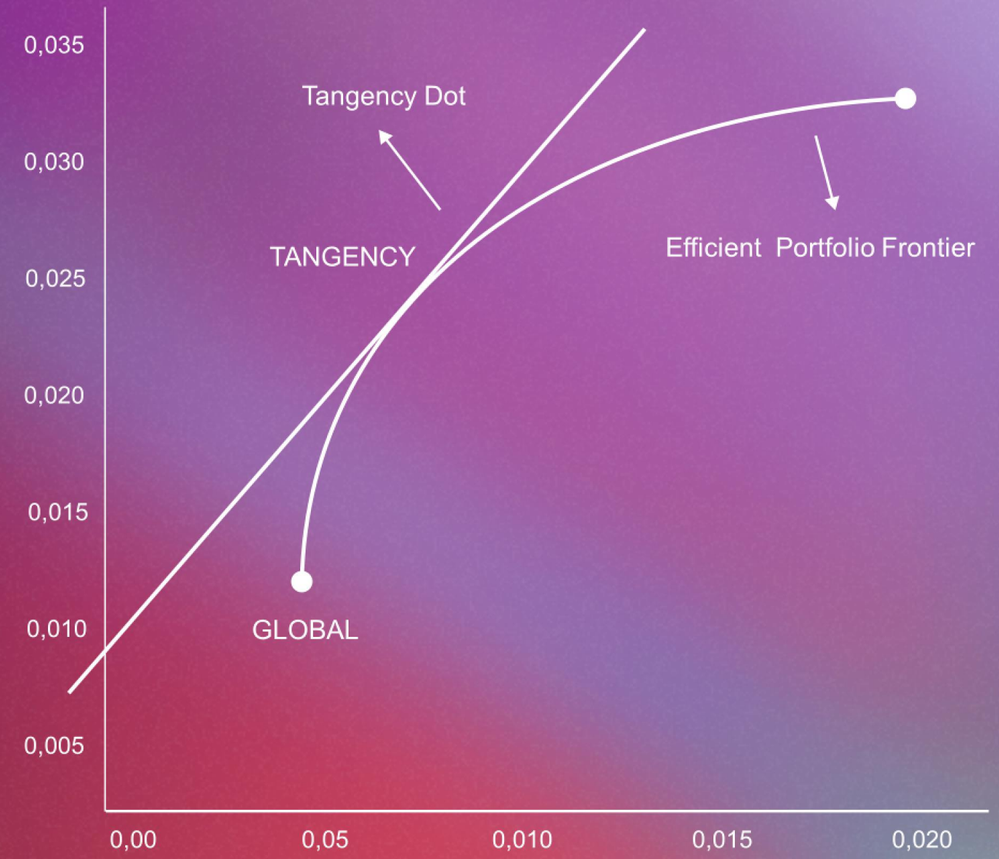
Tomer has 10+ years' experience in fintech, including a leading role as VP R&D in one of the biggest hedge funds in Israel. Extensive knowledge in deep learning, time series models and advanced trading strategies development.

NATURAL INTELLIGENCE · Investing.com · eToro · Seeking Alpha · TIPRANKS™ · Capitalise.ai

The Problem

Brokers suffer from sub optimal trading experience offered for their investors with limited portfolio management capabilities to the ever-changing market conditions.

- Brokers seeks to attract users and increase trading volumes.
- Investors are struggling to conduct thorough research within the trading platforms, resulting in less traction for brokers.
- Inconsistent investment process, often results in less trades, and poor resilience to market trends.
- External resources sometimes provide unreliable information, misleading users. Especially with unregulated and unsupervised AI tools that can suffer from hallucination.



The Solution

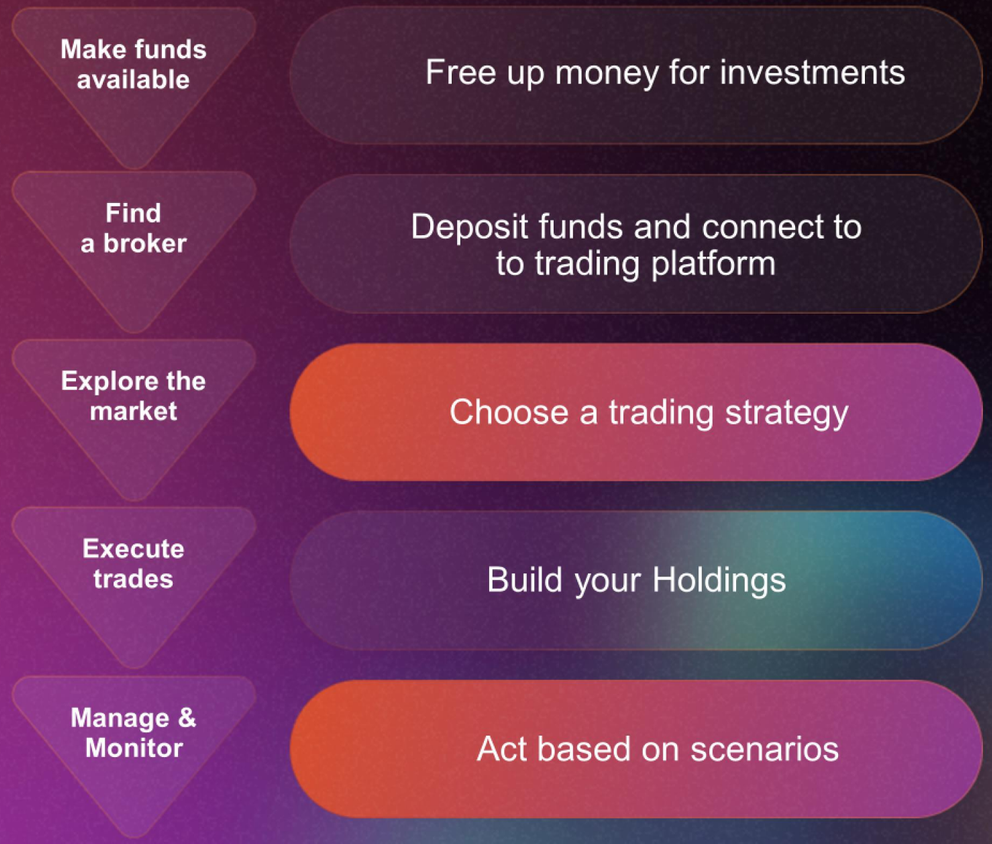
Wnstn AI is a natural language personal portfolio assistant which provides brokers with an embedded AI solution, serving the investors within their own trading platform.

- Accessible and intuitive experience.
- Uncover trading opportunities based on market scenarios.
- Integrating smart execution directly within the chat interface.
- Personalised and evolving according to user's point of view.
- Implementing advanced prompt engineering and proprietary algorithms for rapid extraction of relevant data.

News / reports / social / sentiments / economic indicators etc..

Stocks / ETFs / Mutual funds / options and more.

Value chain – investment process



TAM Analysis: Online brokers Segment

Reaching out to knowledgeable traders.

1	2	3	4	5
Traditional banks	Investment houses & funds	Wealth Management	Hedge funds and trading firm	**Online Brokers**

18,936
Registered online brokers

50M+
Online brokerage users

$126B
Estimated revenue of online brokers in US

The AI Revolution

- Requires new tools, teams and plans
- Hard to beat time to market
- Not a trivial task to keep quality and accuracy of data

Business Environment

- Struggle to differentiate
- High cost of user acquisition & retention
- Not tech savvy

WNSTN Enterprise AI technology

Consolidating all data in one place.

We help brokers optimize user’s LTV by providing a personalized actionable insights, to uncover market opportunities and manage their portfolio.

Data Layer users, financial

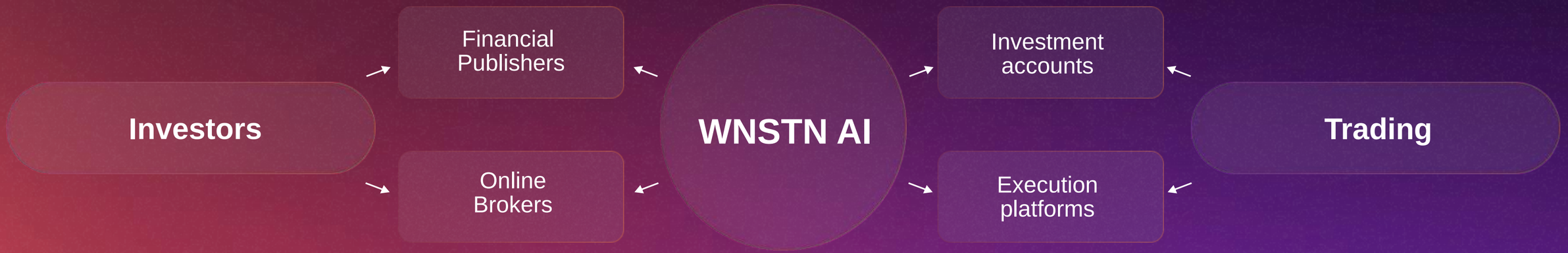
Normalized, Validated
And Consolidated

Personalization

Portfolio insights
CRM integration

Web interface

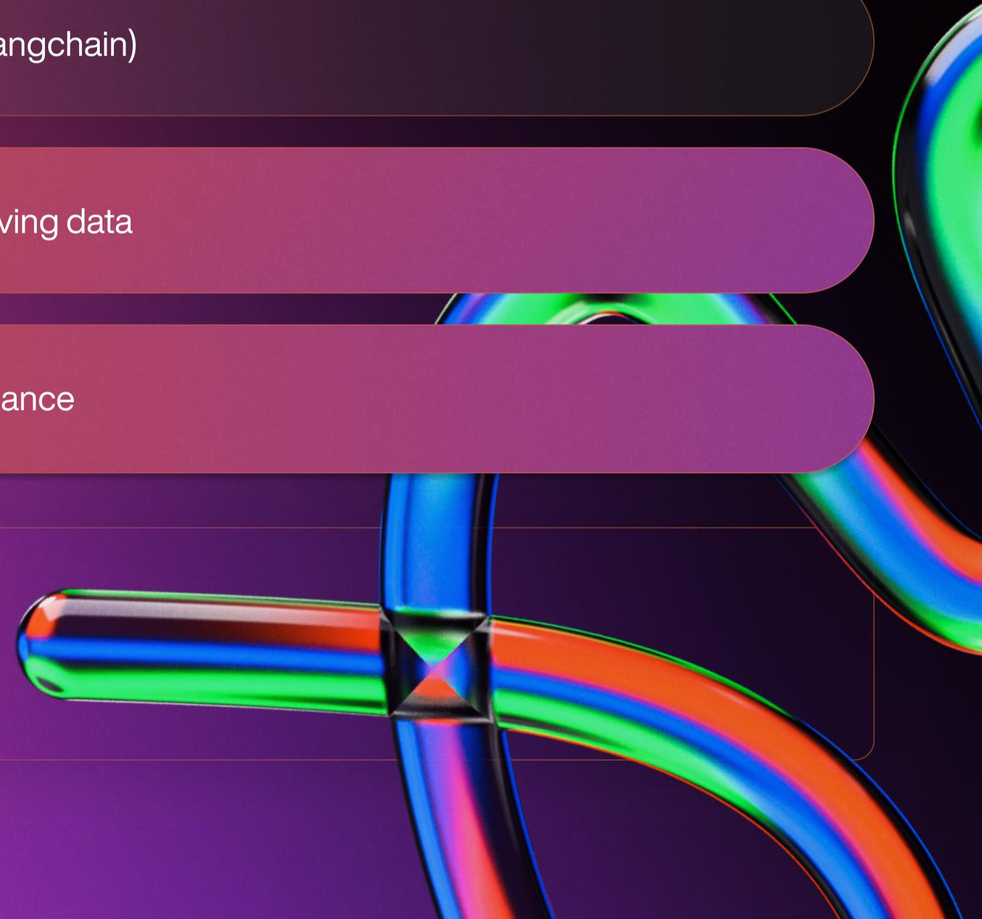
Simplified UI
High engagement



Tiers of AI solutions

Co-Pilot	Open AI with a nice UI (i.e.: chat GPT with a new design)
Data Paywall	Extract proprietary datasets with standard coding (i.e.: Langchain)
World Model	Use Proprietary AI/ML approach for extracting and retrieving data
Adaptive	Personalized and adaptive for AI governance and compliance

Advanced AI agent served, by a team of experts, combining NLP knowledge and domain expertise to finance



Technology Differentiators

AI Agent

- ✓ Advanced World Model
- ✓ Personalized Chat Outputs
- ✓ Smart Prompt Engineering of Client Queries
- ✓ Proprietary Data Retrieval Agent
- ✓ Customizable Database Integration

Platform Functionality

- ✓ Trading Strategies Simulation
- ✓ Execution Capabilities
- ✓ Hedging tools and custom Indicators for Market Trends
- ✓ Consumer Group Marketing Insights

Legal

- ✓ Global IP Protection
- ✓ FINRA Compliance

Go-To-Market **Primary Market - Online Brokers**

Focused on building a B2B2C model for Trading Platform and Brokers, with value add to their end users.

Why did we go for B2B2C

- B2B2C extends the traditional B2B model.
- The solution is offered to end-users yet served by a 3rd party business.
- We will provide a full SaaS solution for online brokers and trading platforms to serve their retail traders.
- Our clients (online brokers) can use this tool to boost their conversion and retention funnels.
- Our solution will have a positive effect on trading volumes which is a direct revenue uptick for brokers
- We offer an easy to implement white labeled solution.

Pure Enterprise Sales SaaS model

- Our Network - Inner circle, low hanging fruits
- Conferences – actively generating new leads
- PR and LinkedIn business campaigns

Competitive Landscape: **Feature comparison**

WNSTN AI provides more features with less effort, by adopting advanced technologies

	danelfin smart investing made easy	TOGGLE	FinChat	WNSTN	TIPRANKS™	Capitalise.ai	ALGOPRO.AI
Multi-assets chat capabilities	✓	✓	✗	✓	✓	✗	✓
Proprietary AI / ML agents	✓	✓	✓	✓	✓	✗	✗
Portfolio Simulations	✗	✗	✗	✓	✓	✓	✓
Personalized and evolving model	✓	✗	✗	✓	✗	✗	✗
FINRA compliant solution	✗	✓	✗	✓	✗	✓	✓
Users' Dashboards	✗	✗	✗	✓	✗	✗	✗

Competitive Landscape - Industry highlights

FinChat

Finchat.io – Raised $1.5M in Oct 2023, was first considered as a leading choice for online websites. Focused on content, high annual fixed cost integration model (between $80K and $150K).

Requires Chat GPT license.

TOGGLE

Toggle.ai - focused on banks and institutions, research only, raised $12.8M.

Announced on the 21st of July 2021 a $10.5M Series A investment round

Capitalise.ai

Capitalise.ai - B2C, IB partners, complicated integration to strategy back-test, established in 2015. Capitalise.ai has raised a total funding of $18.8M over 3 rounds. It's first funding round was on Jun 01, 2015. It's latest funding round was a Series A round on Aug 31, 2021, for $13.8M

BRIDGEWISE

Bridgewise - B2B, alternative data provider. Summarizing and translating financial reports in multiple languages, and providing scoring based on it.

Were originally launched its product as DESHE, in 2019.

Raised $13M seed round from VCs in January 2023.

More Opportunities **Growth And Scale**

While WNSTN AI can expand in several direction, we are more focused on B2B solutions for financial institutions.



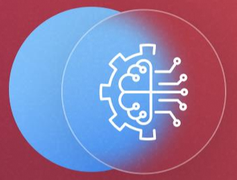
B2C – **Become a broker junction**

- Drive users' traffic to brokers and expand affiliations
- Automated execution, generating auto-pilot trading style



B2B - **Licensing Financial Advisors services**

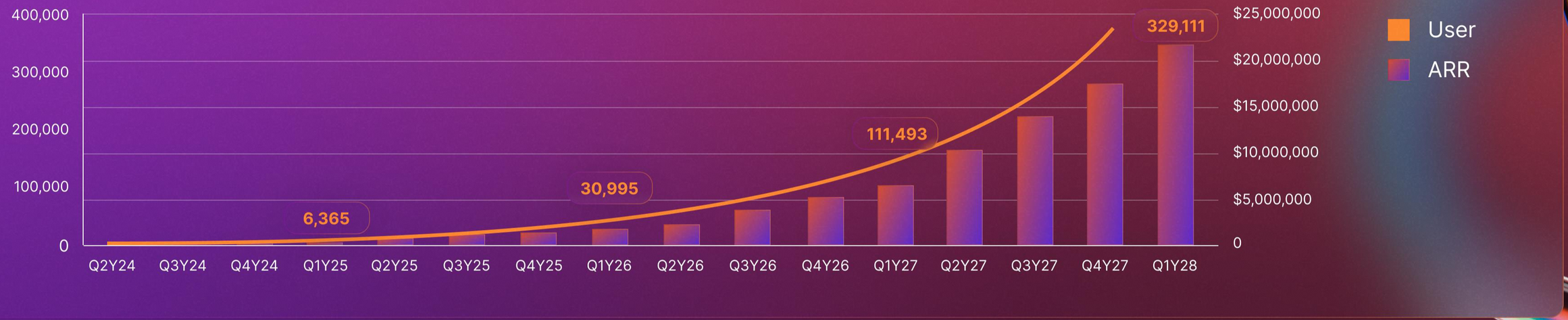
- A served platform for their clients to communicate economic outlooks
- Supporting professional advisors to get insights and ideas



B2B – **AI-Driven Brokerage services**

- Improve internal processes for the brokers clearing and reconciliation
- Customer support assistant

Business Projection **ARR at scale for 4 years**



Potential Market Share/Year	Market Share (%)	ARR ($K)
First year (T)	0.02%	380
T+1 (+ 200%)	0.06%	1,140
T+2 (+ 200%)	0.18%	3,420
T+3 (+ 150%)	0.45%	8,550
T+4 (+ 150%)	1.125%	21,375

Milestones - **WNSTN AI**

Milestone#1

Product PoC

DONE

Q4 23

Milestone#2

Onboard First Clients, MVP Release

IN PROGRESS

Q1 24

Milestone#3

Fundraising for scale, expand the product, implement at 3 Broker

Q4 24

Milestone#4

Onboard 10+ clients / 100K+ MAU

Q4 25

Milestone#5

Build multi-broker platform

Q4 26

To achieve these goals, we are seeking funding to support our client's pipeline.

Funding **Adding Up The Numbers**



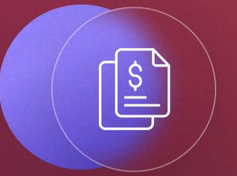
First client to integrate by **May 2024**.



Expecting to generate income starting **H2 2024**.



Onboarding **3 clients** by year-end.



Avg. contract size **$75K-$100K**.



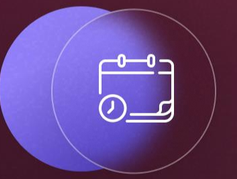
Raising **$750K** in SAFE Round



Run rate of **12-18 months**.



ARR target by year end **$200K-$300K**.



Aiming for a SEED round of **$5M** in **6-8 months**.



WNSTN

Thank you

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