

Wealth Atlas

*Institutional-Grade Investment Research
for Africa's Next Generation of Investors*

ANGEL ROUND · \$150,000 · 2026

Early Revenue · Community-Led Wealth Platform



Wealth Atlas

Retail Investors Are Investing Blind

Millions have market access — but still lack the tools to invest well.

THEY NOW HAVE ACCESS TO

US Stocks & Global ETFs

Kenyan Equities (NSE)

Crypto & CFDs

Unit Trusts

BUT STILL LACK

○ High-quality investment research

○ Institutional-grade market intelligence

○ Portfolio guidance & frameworks

○ Long-term wealth education

○ Trusted investing communities

Today they rely on TikTok, WhatsApp groups, and unaccountable influencers — overexposed to hype and poor risk management.

Wealth Atlas

Institutional-grade research delivered to retail investors — combining deep equity analysis, macro intelligence, and a trusted community. Powered by AI for personalization & scale.



Wealth Atlas

Deep Research

Equity, macro & ETF analysis

Community & Education

1,000+ signed users, 250+ paid member investors.

Mobile Platform

Research feed + portfolio tools

AI Powered

Offers personalization and ease of scale.

Why Now

Africa's Retail Investing Boom Is Just Starting

MACRO TAILWINDS

- ✓ Rapid growth of mobile investing
- ✓ Rising middle class joining capital markets
- ✓ Increased access to US & global markets
- ✓ Growth of ETFs & passive investing globally
- ✓ Younger investors seeking financial independence

THE GAP

- No dominant retail research platform
- No trusted investor intelligence brand
- No retail-focused wealth ecosystem

THE OPPORTUNITY

Become the trusted research and investing layer powering Africa's next generation of investors.

Strong Early Validation

\$25K

Revenue Jan–May 2026

vs \$18K for all of 2025

250+

Paying Members

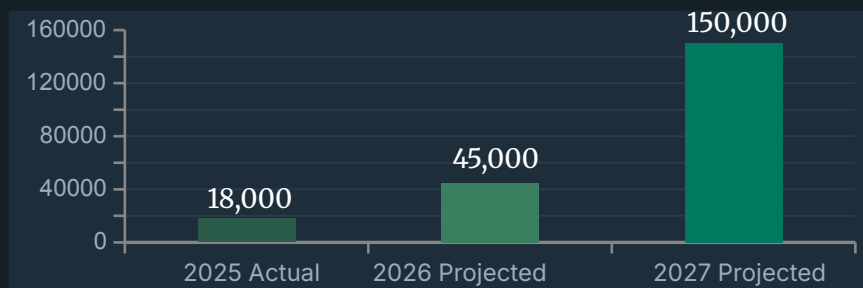
KES 15,000 / year each

\$5M+

Community AUM

Across local & global markets

REVENUE GROWTH



UPCOMING MILESTONES

- 1,000 paying members (end 2026)
- Mobile app launch (Q3 2026)
- CMA Investment Advisory License
- ETF listings (2027)
- \$10M AUM & 5,000 members (2028)

Business Model

Subscription-Led Wealth Platform

CURRENT REVENUE

**Annual
Membership**

KES 15,000 / year

250 paying members today

Organic growth via referrals
Strong retention on research quality

FUTURE REVENUE STREAMS

Premium Research Tiers

Mobile App Subscriptions

Investment Advisory Fees

Robo-Advisory Platform

NSE ETF Management Fees

Sponsored Intelligence Products

Long-Term Vision: Scalable recurring revenue wealth platform

East Africa First → Then the Continent

2026	2027	2028	2030
<ul style="list-style-type: none">1,000+ paying membersMobile app launch (Q3)CMA Advisory LicenseRevenue: \$45K	<ul style="list-style-type: none">NSE-listed ETF launch5,000 membersPortfolio productsRevenue: \$150K	<ul style="list-style-type: none">East Africa coverage20,000+ investors\$100M+ AUMRevenue: \$1M	<ul style="list-style-type: none">Pan-African expansionMulti-market ETFs\$1B AUMRevenue: \$10M

Kenya → East Africa → West Africa → Southern Africa → Pan-African

Why Wealth Atlas Wins

Six structural advantages that compound over time

01 Institutional Research

High-quality equity, macro & ETF analysis built for serious investors.

02 Community-Led Growth

Built-in audience of active investors with demonstrated strong retention.

03 Local + Global Coverage

NSE, US markets, ETFs and macro trends — all in one platform.

04 Mobile-First Platform

Research feed, watchlists, portfolio tracking, community — one app.

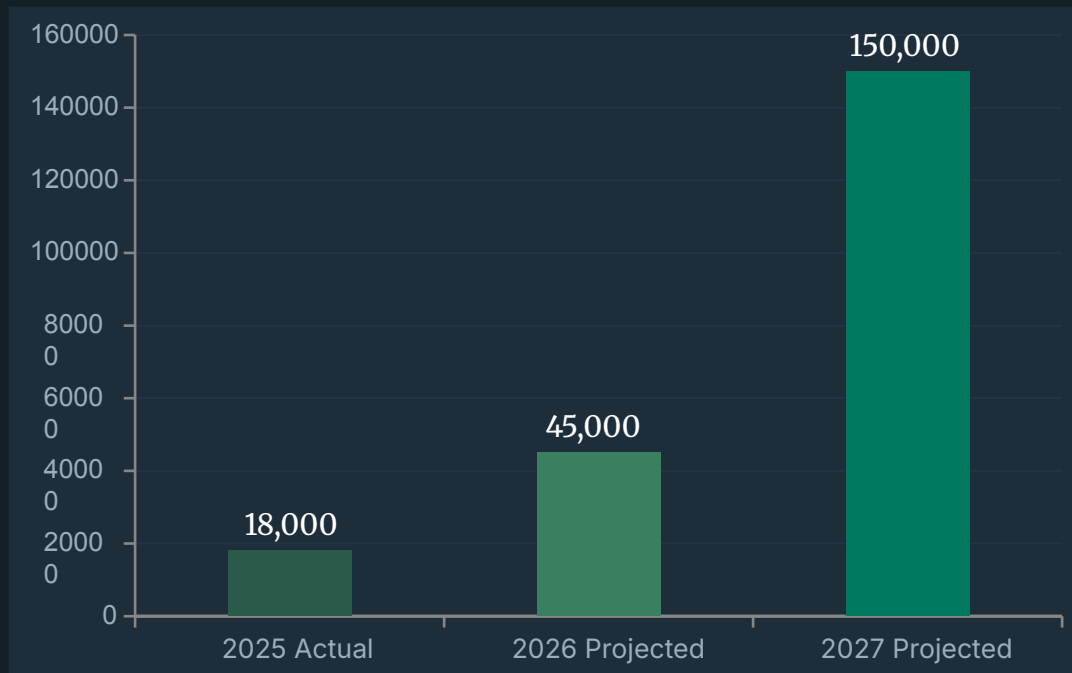
05 AI Powered

Leveraging AI to personalize each portfolio and wealth building journey.

06 Long-Term Platform Vision

Research → Advisory → ETFs → AUM. A full wealth ecosystem.

Consistent Revenue Growth



2025 Actual

\$18,000

2026 Projected

\$45,000

2028 Projected

\$1,000,000

REVENUE DRIVERS

Subscriptions · Advisory · ETF Revenue · AUM Fees

Raising \$150,000

Angel Round · 2026 — Post Money Valuation - \$1.5M

01

CMA Investment Advisory License

- Regulatory approvals
- Legal & compliance infrastructure
- Advisory framework setup
- CMA licensing & filing fees

02

Platform Development

- Product engineering & UI/UX
- AI models training / inference
- Portfolio tools & watchlists
- Community discussion features

Outcome: Research Community → Licensed Digital Wealth Platform

Founding Team



Eric Jackson

Head of Global Markets

Entrepreneur and product builder. Deep expertise scaling investment products and retail investor communities across fintech and African capital markets.

Previous co-founder of Hisa (Kenya's first retail global markets investing app)

Fintech & Product Expert



Gichuki Kahome

Head of Research

Investment research and market strategy. Focused on institutional- grade retail intelligence. Experience across equities, macro trends, and investor education.

Largest retail investor following on social media in East Africa

Institutional-grade research (Equities & Macro Specialist)



Wealth Atlas

Our Vision

To Build Africa's Most Trusted
Wealth Platform

*"The future of investing in Africa will be
mobile, community-driven, and
intelligence-led."*

Join Us

Raising \$150,000

Eric Jackson

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