Altruist Briefing Deck

Altruist

Series B

Embargo: Wednesday, May 19, 2021

Altruist is on a mission to make financial advice better and more accessible to everyone.

An all-in-one investment platform that enables financial advisors to run their business out-of-the-box 100% digitally and:

- Radically lower costs
- Grow faster
- Eliminate paperwork
- Delight their clients

Current Ecosystem

RIA Products

Custodians	• Rent-seeking oligopoly • Legacy interfaces, highly paper-intensive • Very slow to innovate • Compete with RIAs directly
Asset Managers & Platforms	• High fees • Clunky integrations • Very slow to innovate
Practice Management Software	• Highly expensive point solutions • Labor-intensive for RIAs to integrate • Subsidized by custodians
Client Acquisition	• High cost • Poor client experience • Custodian-driven programs have many conflicts

Altruist's Solution: Vertical Integration

RIA Products

Custodians
Asset Managers & Platforms
Practice Management Software
Client Acquisition

Altruist

By seamlessly integrating these four layers of advisor infrastructure, we provide huge cost savings and significantly simplify business operations

About Altruist

- Founded: 2018
- HQ: Los Angeles, CA

Altruist is on a mission to make financial advisors more efficient, more affordable, and accessible to more people. The team builds products to provide advisors cutting edge tools, and offers an investment platform that substantially lowers costs. Altruist's platform marries both custodial functions and portfolio accounting features into one beautiful experience for advisors and their clients.

With a single login, advisors can open financial accounts, fund them, trade fractional shares commission-free, build custom models and access model portfolios with automated rebalancing—and at the same time use performance reporting, fee billing, and client portal and mobile app to manage their business more efficiently. Altruist gives advisors back hours of their week by cutting down the need to bounce between disconnected, clunky and expensive pieces of software; allowing them to help more people, better.

Executive Team

Jason Wenk
CEO, Founder

Jason has lived and breathed the financial services industry over the last 20 years as a financial advisor, investment systems developer, analyst, and founder of his previous company, FormulaFolios.

With Jason as CEO, FormulaFolios achieved a 13,927% 3-year growth rate and managed over $3.2 billion. This rapid growth ranked the firm as a fastest-growing private company in the country by Inc. magazine 4 years in a row, reaching as high as #10.

Nachiket Shiralkar, Chief Technology Officer

Mazi Bahadori, JD, MBA, CCO, EVP Operations

Pete Dorsey, Chief Strategy & Revenue Officer

Zach Pentel, Chief Marketing Officer

Katherine Starros, SPHR®, Head of People

Harpreet Ahluwalia, MBA, VP Product

John Scianna, VP Brand & Design

Michelle Shotts, VP Customer Success

Bios here

Product Features

Altruist's all-in-one platform unburdens fiduciary financial advisors from costly and complicated traditional tools, providing cutting-edge software at industry-low cost including:

- **Modern user interface and technology stack**, unencumbered by legacy tools and outmoded systems used by existing custodians.
- **Elegant client portal**, to increase transparency and efficiency.
- **Opening and funding accounts** within minutes digitally.
- **Trading and rebalancing assets**, with commission-free fractional trading.
- **Reporting made simple**, all in one view.
- **Flexible fee billing**, to accommodate all different business models.

Fidelity Investments

charles SCHWAB

TD Ameritrade

wealthfront

Betterment

Wealthsimple

Altruist

Advisor solutions

1. Investors benefit from advisor relationship
2. Robust but not user-friendly
3. Key software is not included
4. Not as much transparency
5. Expensive
6. Competes with advisor
7. Old and stale, but widely trusted and adopted

Robo advisors

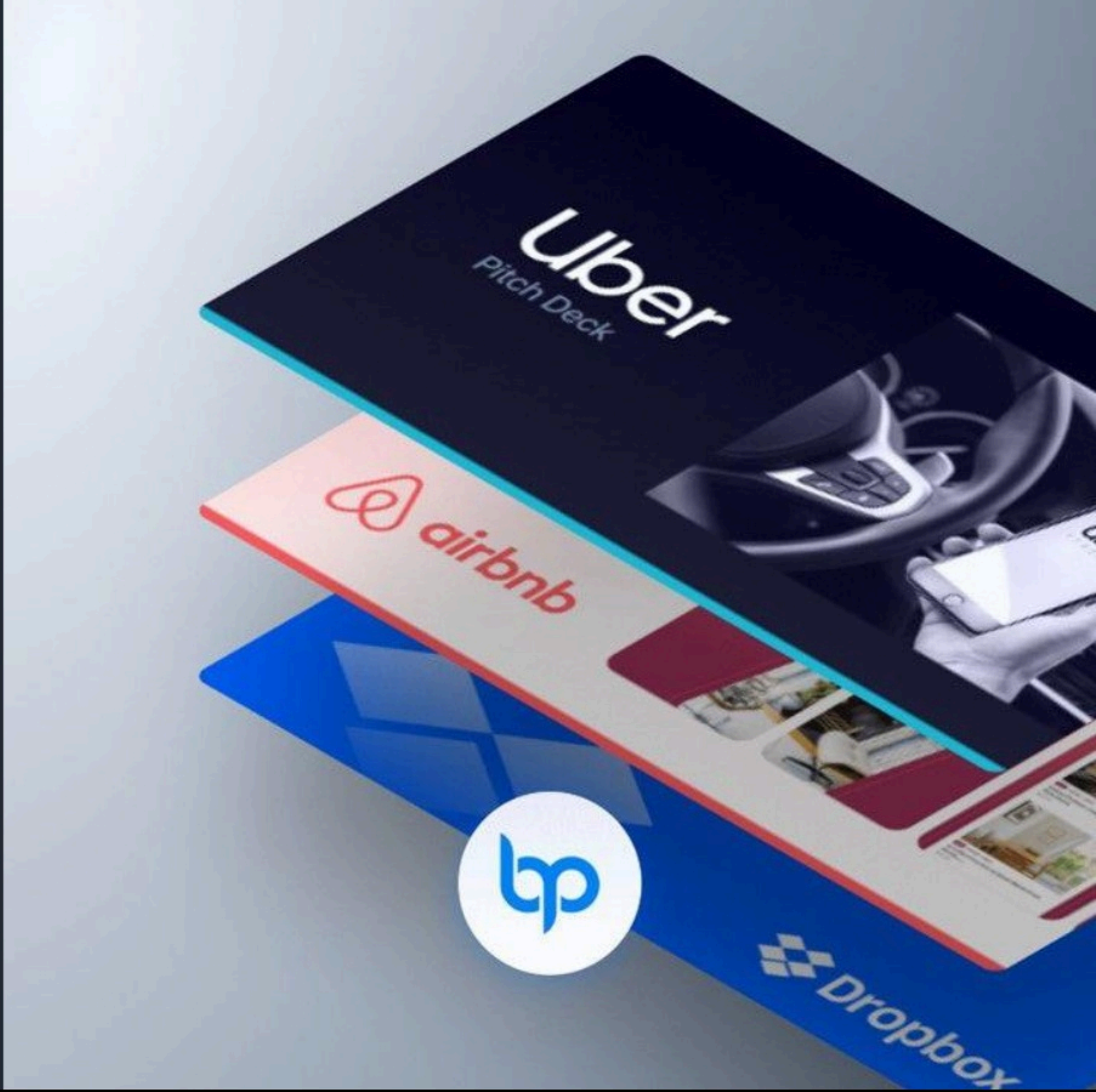
1. Individual investors don't do as well on their own
2. User-friendly but not as robust
3. Advisor cannot run entire business on robos
4. Investor has complete visibility over money
5. Affordable
6. Competes with advisor
7. New and fresh, but less trusted and less adoption

The best of both

1. Investors benefit from advisor relationship
2. User-friendly and robust
3. Key software seamlessly integrated with investing
4. Hard for advisors not to do the right thing for clients
5. Affordable
6. Does not compete with advisor
7. New and fresh, will garner more trust and gain wider adoption by partnering with advisors

Thank you.

altruist@clarity.pr



Uber
Pitch Deck
airbnb
Dropbox