



Technology, crypto and the future of investing

Istanbul Tech Week, Nov 4th 2021



Kerim Derhalli

CEO Invstr

Banker 1983 - 2012

JP Morgan ● Bankers Trust ● Merrill Lynch
● Lehman Brothers ● Deutsche Bank

Fintech Entrepreneur 2013 - present

Tech entrepreneur of the Year ● Fintech Founder
of the Year ● Fintech Innovator of the Year



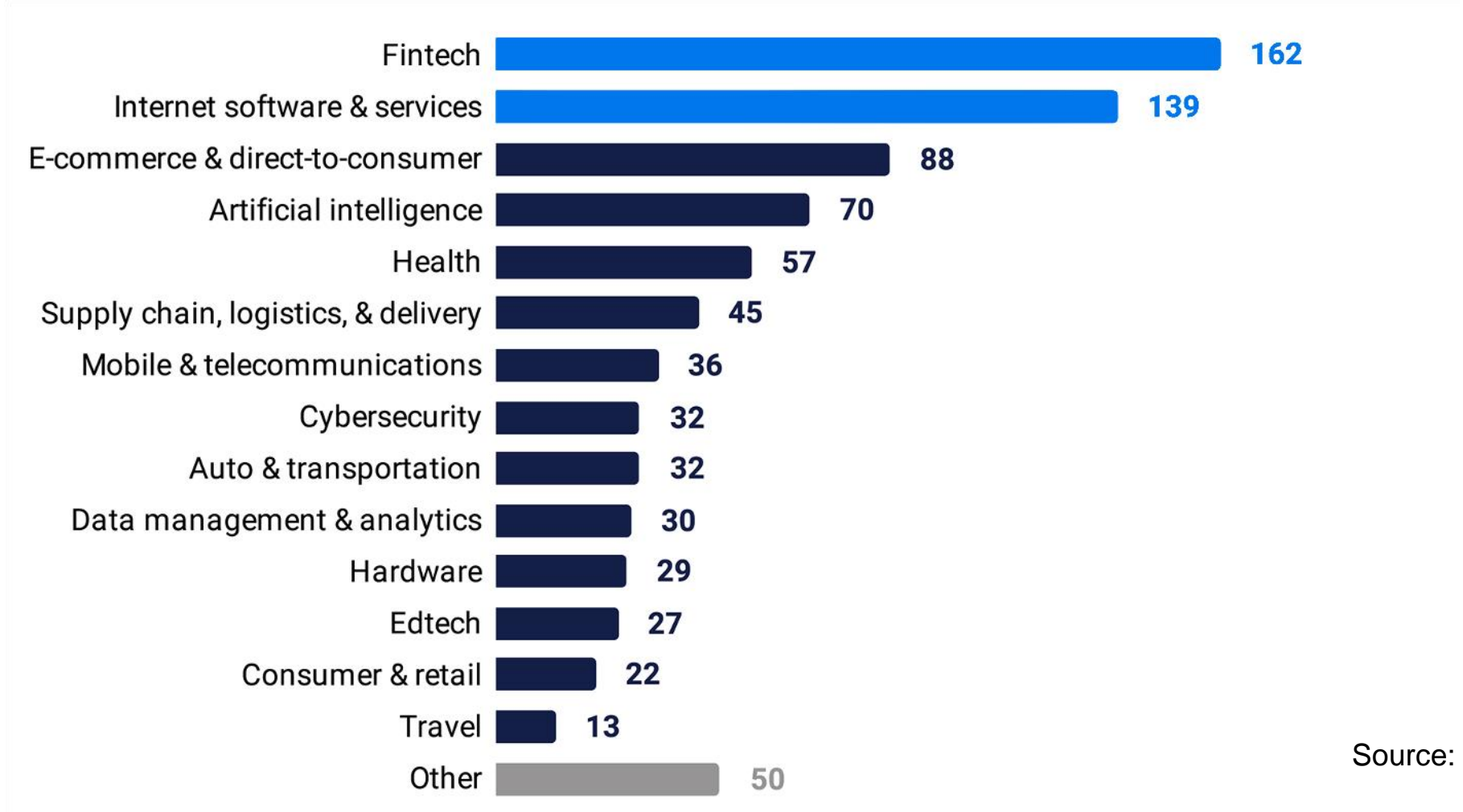
Overview

- 1. Why investing is more important than ever**
- 2. How attitudes to investing have changed**
- 3. How technology can create better investing experiences**

Facts & Figures

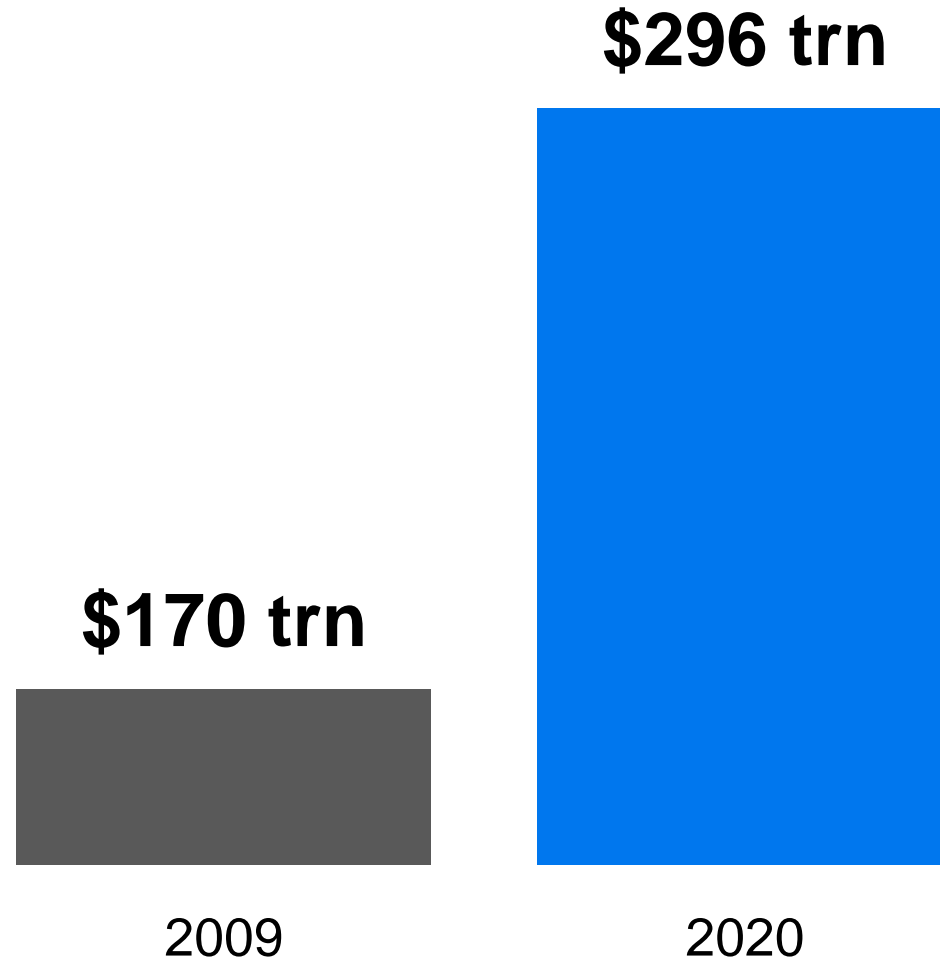
- **Global financial assets - \$300 trillion**
- **Global financial revenues - \$7 trillion**
- **US wealth transfers - \$62 trillion**

Global Fintech Unicorns



Source: CB Insights

Problem - Global debt



Solution:

~~Borrow & Spend~~

Save & Invest

New attitudes to investing

- 1. Growth of self-directed investing**
- 2. Growth of social investing**
- 3. Growth of active trading**
- 4. Growth of crypto**
- 5. Growth of fintech platforms**

Technology and investing

Old

1. Investing is complicated
2. High minimums
3. High fees
4. Lengthy account opening

New

1. Investing is for everyone
2. No minimums & fractional investing
3. No fees
4. 90 second account mobile account opening

Investing for everyone

Learners



Investing for everyone

Young investors



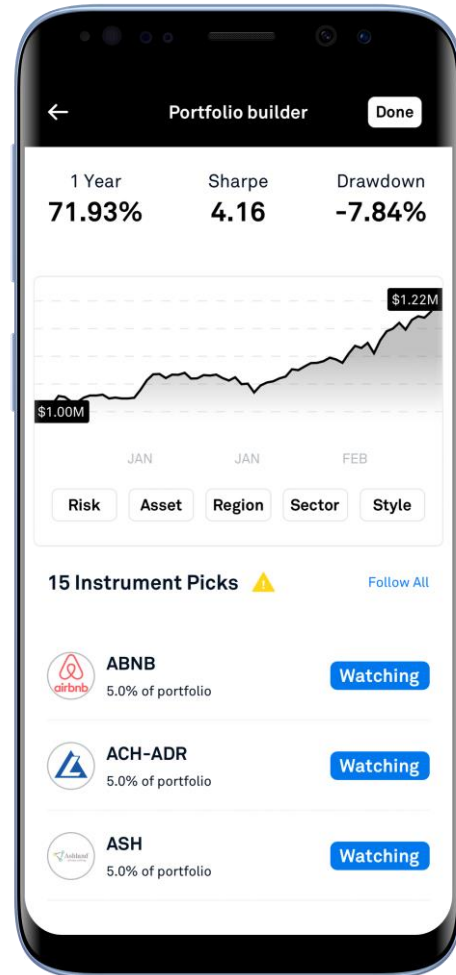
Investing for everyone

Self-directed investors



Investing for everyone

Collaborative investors



Investing for everyone

Managed accounts



**“Here are three of the leading and emerging
Anti-Robinhoods: 1) [Invstr](#) ...”**

Forbes

“Robinhood: The \$30 Billion Cockroach Of Fintech”

Forbes

Summary 1:

**INVESTING
IS THE NEW SHOPPING**

Summary 2:

**ATTITUDES TO INVESTING
HAVE CHANGED**

Summary 3:

**TECHNOLOGY CAN DELIVER
BETTER INVESTING EXPERIENCES FOR EVERYONE**

Take-away 1

DON'T BE A COCKROACH



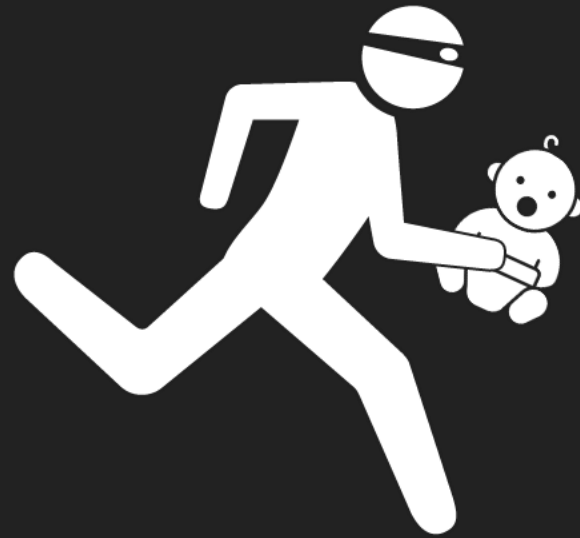
Take-away 2

DON'T BE A OSTRICH



Take-away 3

Let's stop stealing from our children



Invstr motto:

PLAY

LEARN

INVEST



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