



Innovation & Impact Driven ETF Service & Community

A screenshot of the II Invest website's ETF page for the IIF fund. The page has a blue-to-purple gradient background. At the top, there is a navigation bar with the II Invest logo, "ETF Solution", "Why II Invest", "Community", and a "Join" button. The main content area features the IIF logo, the fund name "II Invest Innovation & Impact ETF", and the ticker "NYSEARCA: IIF". Below this are two buttons: "Buy Now" and "Fact Sheet" with a download icon. To the right, there are four data cards: "Net Asset Value" at \$20.55 (up 3.02%), "YTD Return" at 26.82%, "1 Day NAV Change" at \$0.92 (down 3.02%), and "Expense Ratio" at 0.75%. All data is as of 03/15/2023.

IIF
II Invest Innovation & Impact ETF
NYSEARCA: IIF

[Buy Now](#)

[Fact Sheet](#) ↓

Net Asset Value \$20.55 ▲ <small>As of 03/15/2023</small>	YTD Return 26.82% <small>As of 03/15/2023</small>
1 Day NAV Change \$0.92 (3.02%) <small>As of 03/15/2023</small>	Expense Ratio 0.75% <small>As of 03/15/2023</small>



Do You Know?

Over **80%** of investors have made investing decisions based on sudden trends, fluctuate crazes, and shocking news, expecting for higher return.

Yet investors are **not thoroughly trained** and reminded to stop going crazy and jealous because of short-term lifts or cliffs.



Big Idea

II Invest supplement the human instinct during the decision-making process by helping investors to establish a sustainable investing system.

An index for investors to follow and gain considerable returns.

An inclusive community for investors to learn and grow.



Mission Statement

**We empower value investing and ESG trading methodologies,
and enhance the awareness of sustainable living.**



Why II Invest?

Beginner investors (who) new to the market can **build up their value-oriented portfolio (what)** based on a recognizable rationale while **achieving their investment goals (why)** through the process of **learning the basics of the financial market (so what/how)** .

Understand Our Users



Future-Forward Beginner Investor

STATUS	SINGLE
EDUCATION	Non-Business
LOCATION	Urban

Primary Persona

Lifestyle

Tech-savvy individual in their mid-20s to mid-30s, comfortable with digital tools and interested in new and innovative ways to invest.

Demographic

- Early adopter
- High income
- Tech-focused individual
- Highly educated
- Interested in cutting-edge investment opportunities.

Habit

- Regularly follows technology and financial news
- Invests in a diverse portfolio of assets and actively seeks out new and innovative investment opportunities.



Conscious Capitalist & Institutional Investors

STATUS	Married
EDUCATION	IB Related
LOCATION	Urban

Served Persona



Socially Responsible Retirees

STATUS	Divorced
EDUCATION	Bachelors
LOCATION	Suburban

Secondary Persona



Innovative Philanthropist

STATUS	Single
EDUCATION	N/A
LOCATION	Urban/Suburban

Secondary Persona

Business Blueprint

Industry Trends

- Growing Demand for Sustainable Investing
- Increased Focus on ESG (Environmental, Social, and Governance)
- Economic Growth slows / Interest Rates rises
- Political and Geopolitical Uncertainty
- Technological Advancements and Disruptions
- Climate Change and Environmental Regulations

Market Size

\$1.164 Trillion

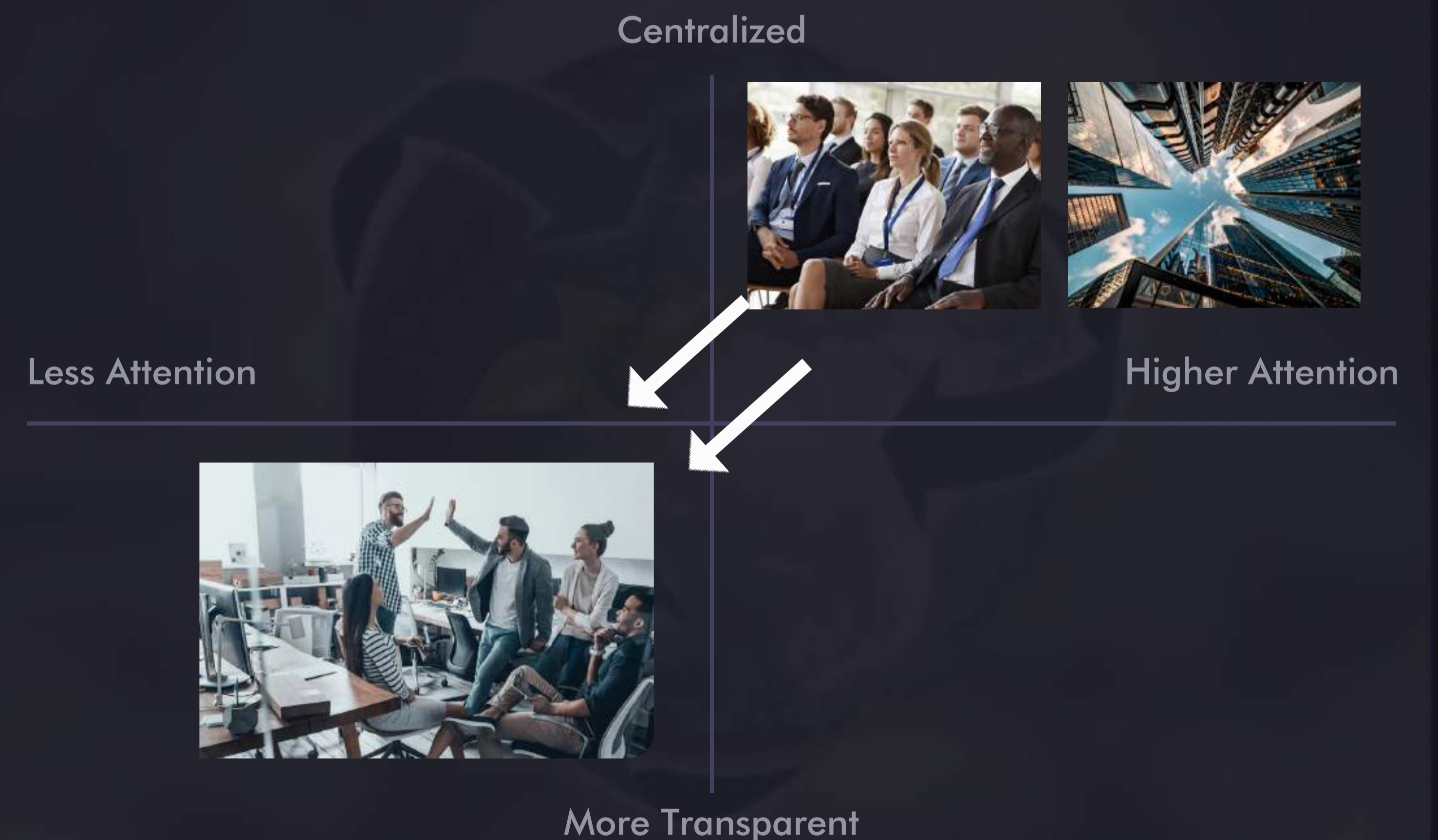
Worldwide Impact Investing Market Size
As Of 2023 [Source](#)

\$8.4 Trillion

AUM Using Sustainable Investing Strategies
As Of The Beginning Of 2022 [Source](#)

Opportunity Space

- More Transparent Financial Services
- Dispersed Portfolio Sector



Team



Serafina Y.

Serial Entrepreneur

- Graduating From AC. With Business Minor And A Distinction Recognition.
- Ex-Non Profit Startup Initiator. Specialize In Product, Operation, Design & Tech.

Chief Executive Officer

Chief Operation Officer

Chief Investment Officer



Joey W.

Ex-Attorney

- Over 10 Years Of Experience In Law Firms As Partners
- Specialize In Corporate Laws And Cyber Security Laws

Chief Compliance Officer

Chief Legal Officer

Outsourced Positions:

Strategy Consultant *1 | Business Analyst *1 | Marketing & BD Specialist *1 | Quant Technologist * 1

Validation

Concept



R&D



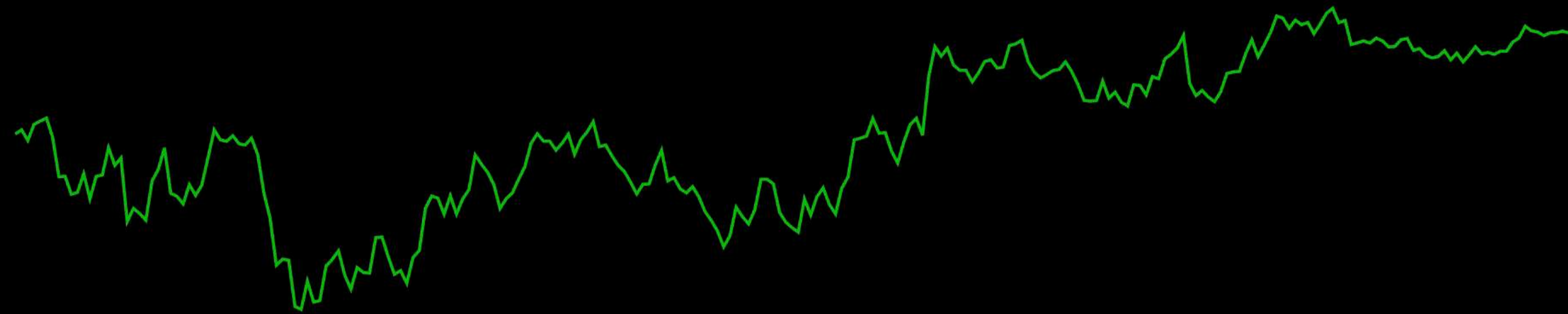
Marketing



Proof Of ROI

\$10,278.49

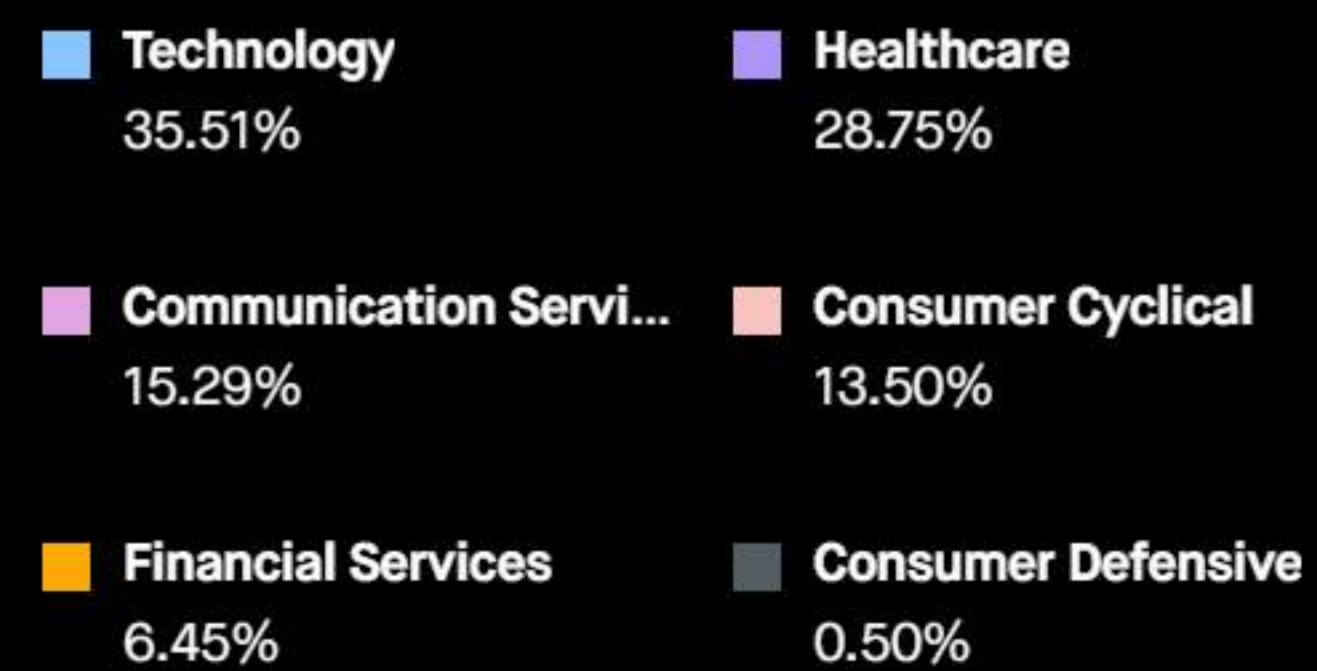
▲ \$2,016.96 (24.41%) Past Year



1D 1W 1M 3M YTD 1Y ALL

Sectors

As of April 6, 2023



ARKK

ARK Innovation ETF
\$38.76 ↗

▼ \$22.68 (36.91%) Past year

▼ \$0.15 (0.39%) Past 5 years



▲ 24.421% ROI YTD

▼ 36.91% ARKK ROI YTD

As Of Today

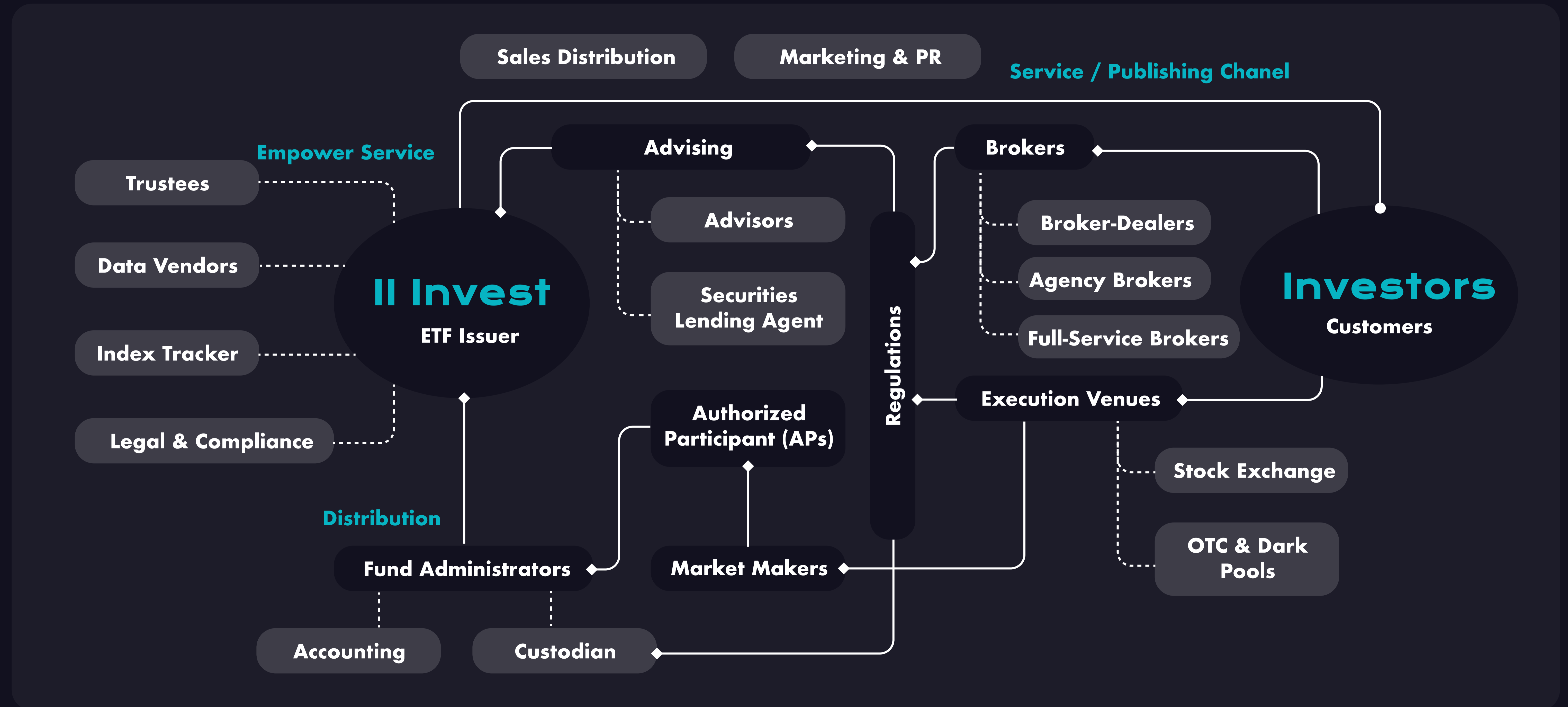
Excellent Diversification

Compared To ARKK

Excellent Risk Management

Compared To ARKK

Supply Chain Distribution



MVP

Our MVP is the simplest version of our product that we can create to test its market viability and gather feedback from users. **Following our metrics for impact, user engagements in our community channels / net promoter score of our ETF service / customer review from advising, brokers, and execution venues are our primary rubric to analyze the awareness of sustainable investment.**

The screenshot shows the website for IIF (II Invest Innovation & Impact ETF). The navigation bar includes 'ETF Solution', 'Why II Invest', 'Community', and 'Join'. The main content area features the IIF logo and the fund name 'II Invest Innovation & Impact ETF' with the ticker 'NYSEARCA: IIF'. There are two buttons: 'Buy Now' and 'Fact Sheet' with a download icon. The key metrics are displayed in four rounded boxes:

Net Asset Value \$20.55 ▲ As of 03/15/2023	YTD Return 26.82% As of 03/15/2023
1 Day NAV Change \$0.92 (3.02%) As of 03/15/2023	Expense Ratio 0.75% As of 03/15/2023

II Invest

Innovation & Impact ETF

NYSEARCA: IIF

[Explore](#)



Our ETF Community

II Invest is an investment management firm that offers a range of investment products and services to help clients achieve their financial goals. Our team of experienced professionals works closely with clients to understand their unique needs and develop customized investment strategies. At II Invest, we believe in a disciplined and research-driven approach to investing. We carefully analyze market trends and economic indicators to identify opportunities and manage risks. Our investment products include a variety of mutual funds, exchange-traded funds (ETFs), and separately managed accounts (SMAs).

Three feature cards with icons and text:

- Value-Driven Community**: Our value-driven community is a group of like-minded individuals who share common values and beliefs around the importance of making a positive impact in the world. We believe that by working together, we can create positive change and make a big difference in our communities and beyond.
- Multiple Touchpoints**: Our multiple channels refer to the various platforms and communication channels that we use to connect with our customers, stakeholders, and community. These channels enable us to reach a wider audience and provide different ways for people to interact with us, including websites, social media, live chat, and much more.
- Easy-To-Read Reports**: Our easy-to-read reports are designed to provide customers with clear, concise, and meaningful information about our holdings and financial performance. We understand that financial reports can be overwhelming and confusing, which is why we take great care to make our reports easy to understand.

II Invest

IIV ETF

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Disclosure

Lorem ipsum dolor sit amet consectetur, donec arcu arcum arcu id non. Prossent viverra sit hac. Nunc. Nunc. Metus Ultricies Hendrerit Umo Dignissim Augue Ultrices Egestas. Aenean Habitant Duis A Blandit Eget Nulla Vitae. At Ac, Duis Ut Tristique Ultrices Amet Sogitlis Aliquam. Cras B Nec Nibh Sed Aliquet Sit Enim Est Lacinia. Vestibulum Duis Vel Pellentesque. Mi Integer Odio A Quis Lacus Nisi Mauris At. Libero Nunc Fodilia Facilisi Convallisi Nec. Fusca Integer Faculis Pharetra Pretium At. Adipiscing Sempet Ipsum Diam Sogitlis Fusce Biberdum Ullamcorper Auctor. Ut Ac Sit Nulla Velit. Cras Conditimentum Aliquam Imperdiet Tristique Feugiat. Faucibus Gravida Vallit Elementum Sed Ornare Est Pharetra Erit Cursus. Cras Vel Nulla Vulputate Sit Tellus Nibh Lectus. Id Venenatis.

Roll Out Plan

Phase I

MVP

ETF Regulations

Credibility Build Up

Trading Rubric

\$1M - 5M USD

Angel Investing - High Yield Investors

Strategic Partnerships

Accelerator

Get Our Business Running

Phase II

Tests And Iterations

Fundraising

Metrics Dashboard Setup

\$20M - 50M USD

User Base

Assets Growth

Institutional Funding

Customer Relationships & Exposure

Phase III

More Testings & Debugging

Metrics Dashboard Setup

\$100M - 300M USD

Community Identity

Sale Of Business

Merger Or Acquisition

Awareness

Positioning Chart



Statistics

Expense Ratio

$$0.75\% \text{ Expense Ratio} = 0.50\% \text{ Management Fee} + 0.25\% \text{ Investment Advisory Fee}$$

Total Asset Under Management

$$5,000 \text{ User Acquisition} * \$2,500 \text{ Average Deposits} = \$12,500,000$$

3,000 Beginner Investors | 1,200 Socially-Responsible Retirees | 300 High-Net-Worth Individual

Revenue Stream

Breakdowns In A 5-Year Phased Plan

These revenue streams are expected to shift over time as we expand our product offerings and partnerships, increase our marketing efforts, and leverage our core value to differentiate ourselves from competitors. **The average amount of money users deposit will remain \$2,500 each into the ETFs and advisory accounts throughout the 5-year phased plan.** However, for the user acquisition, **we assume that we are accumulating 5,000 users in year 1, 10,000 users in year 2, 20,000 users in year 3, 40,000 users in year 4, and 80,000 users in year 5.** The self-developed materials fees are assumed to increase at a rate of **15%** per year, **starting from \$10,000 in year 1.** The performance fees are assumed to be **20%** of the investment gains, estimated at **10%** per year. The investment income is estimated at **3%** of the total assets under management for each year.

Revenue Stream Breakdown	Year 1	Year 2	Year 3	Year 4	Year 5
Management Fees	\$62,500 <small>0.5% X (\$2500 X 5000)</small>	\$125,000 <small>0.5% X (\$2500 X 10000)</small>	\$250,000 <small>0.5% X (\$2500 X 20000)</small>	\$500,000 <small>0.5% X (\$2500 X 40000)</small>	\$1,000,000 <small>0.5% X (\$2500 X 80000)</small>
Investment Advisory Fees <small>(Assumed To Be Half Of The Total Deposit)</small>	\$31,250 <small>0.25% X (\$2500 X 5000)</small>	\$62,500 <small>0.25% X (\$2500 X 10000)</small>	\$125,000 <small>0.25% X (\$2500 X 20000)</small>	\$250,000 <small>0.25% X (\$2500 X 40000)</small>	\$500,000 <small>0.25% X (\$2500 X 80000)</small>
Licensing Fees	\$0	\$10,000	\$20,000	\$40,000	\$80,000
Self-Developed Materials Fees	\$10,000	\$11,500	\$13,225	\$15,203	\$17,484
Performance Fees <small>(Fair Estimation)</small>	\$0	\$100,000	\$500,000	\$2,000,000	\$8,000,000
Investment Income <small>(Fair Estimation)</small>	\$0	\$100,000	\$500,000	\$2,000,000	\$8,000,000
TOTAL REVENUE	\$103,750	\$409,000	\$1,408,225	\$4,805,203	\$17,597,484

The End