

A background image of a financial trading chart with three data series: a black line, an orange line, and a green line. The chart shows various peaks and troughs, with the orange line reaching a high peak in the upper left and the green line showing a steady upward trend on the right side. The area under the orange line is shaded light pink, and the area under the green line is shaded light blue.

 BackLive

*Commercializing Software-Based
Financial Trading*

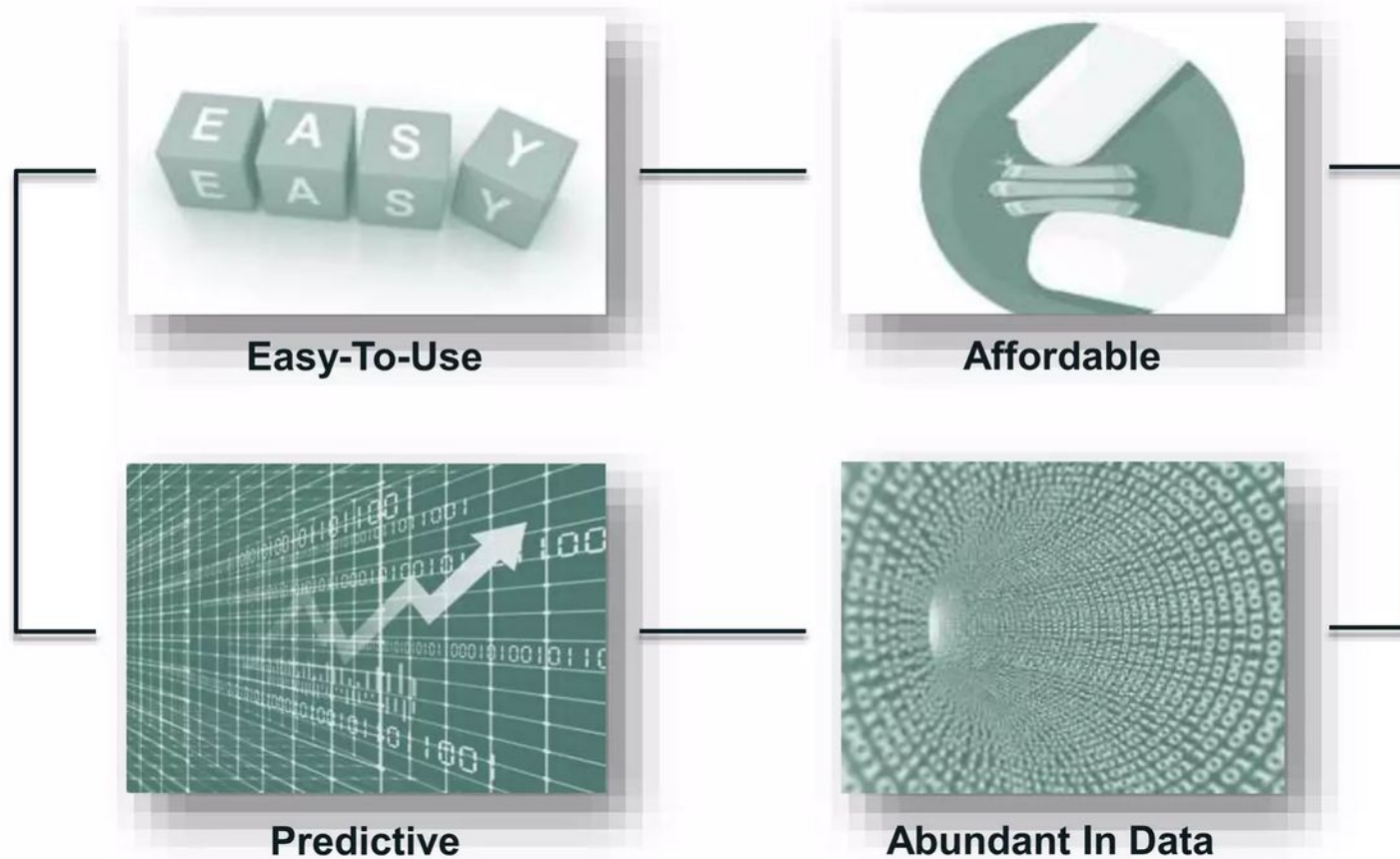
 BackLive

Software-Based Strategy Testing And Trading Today

- ✧ Pricing & Technicals Only
- ✧ High frequency trading
- ✧ Coding
- ✧ User-unfriendly
- ✧ Proprietary
- ✧ Limited Optionality



BackLive: The Future Of Tech-Based Financial Strategies



Shouldn't everyone be able to build, test & trade any strategy?

BackLive: The Bigger Vision

Product Ready Today



Custom Builds For Any Financial Website



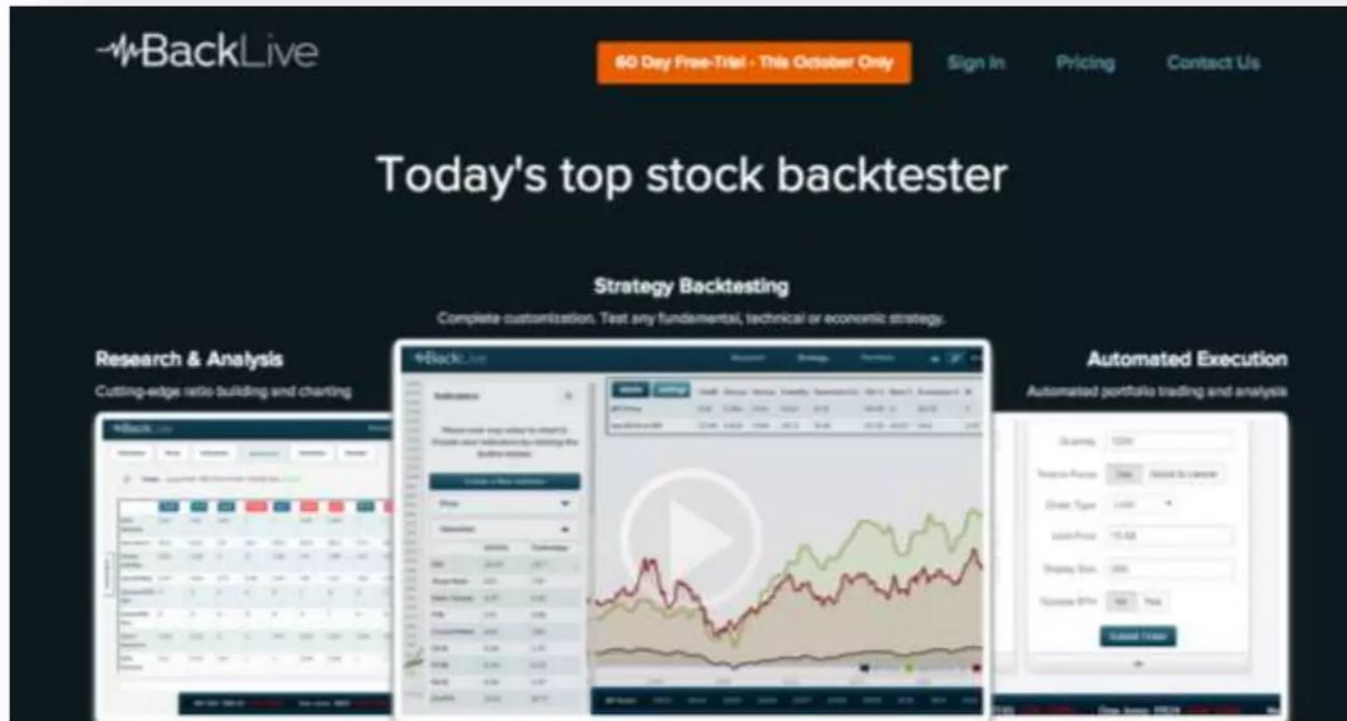
All Asset Classes



Sports Betting & Other Builds

The standard in financial strategy testing & execution

<https://backlive.io>: Home



The image shows the homepage of the BackLive website. At the top, there is a navigation bar with the BackLive logo on the left and links for "60 Day Free-Trial - This October Only", "Sign In", "Pricing", and "Contact Us" on the right. The main heading is "Today's top stock backtester". Below this, there is a section titled "Strategy Backtesting" with the subtitle "Complete customization. Test any fundamental, technical or economic strategy." This section is divided into three columns: "Research & Analysis" (Cutting-edge ratio building and charting), "Automated Execution" (Automated portfolio trading and analysis), and a central area showing a stock price chart with a play button overlay. The bottom of the page features a row of six smaller screenshots showing various features of the platform, including charting tools, indicator creation, and strategy testing results.



A screenshot of the "Create a New Indicator" form. It includes a text area for a description, a dropdown menu for "Indicator Type", and a "Create Indicator" button. The form is designed for users to define custom indicators for their trading strategies.



A screenshot of a table showing the results of a strategy test. The table has columns for "Strategy", "Start Date", "End Date", "Start Price", "End Price", "Start Balance", "End Balance", "Max Drawdown", and "Sharpe Ratio". It lists several strategies and their corresponding performance metrics.



A screenshot of a table showing performance metrics for different strategies. The table has columns for "Strategy", "Start Date", "End Date", "Start Price", "End Price", "Start Balance", "End Balance", "Max Drawdown", and "Sharpe Ratio". It lists several strategies and their corresponding performance metrics.

https://backlive.io: Research – Build Any Customer Indicator

Create a New Indicator

Type in the textbox, and indicators will display to select. Then type an operator (* / + or -). Continue to add indicators, operators or numbers to build your new metric. At any time, hit backspace/delete to remove elements, or click the "X" beside them. [Watch a Quick Video!](#)

✕ eps est. next yr / ✕ eps est. next yr month ago type here to filter menu () || Actual Value

Select a category to place your indicator. Your new indicator will appear under this category in all sections of BackLive. Then name your indicator and save it.

Indicator Category valuation quality sentiment growth price volatility credit macro

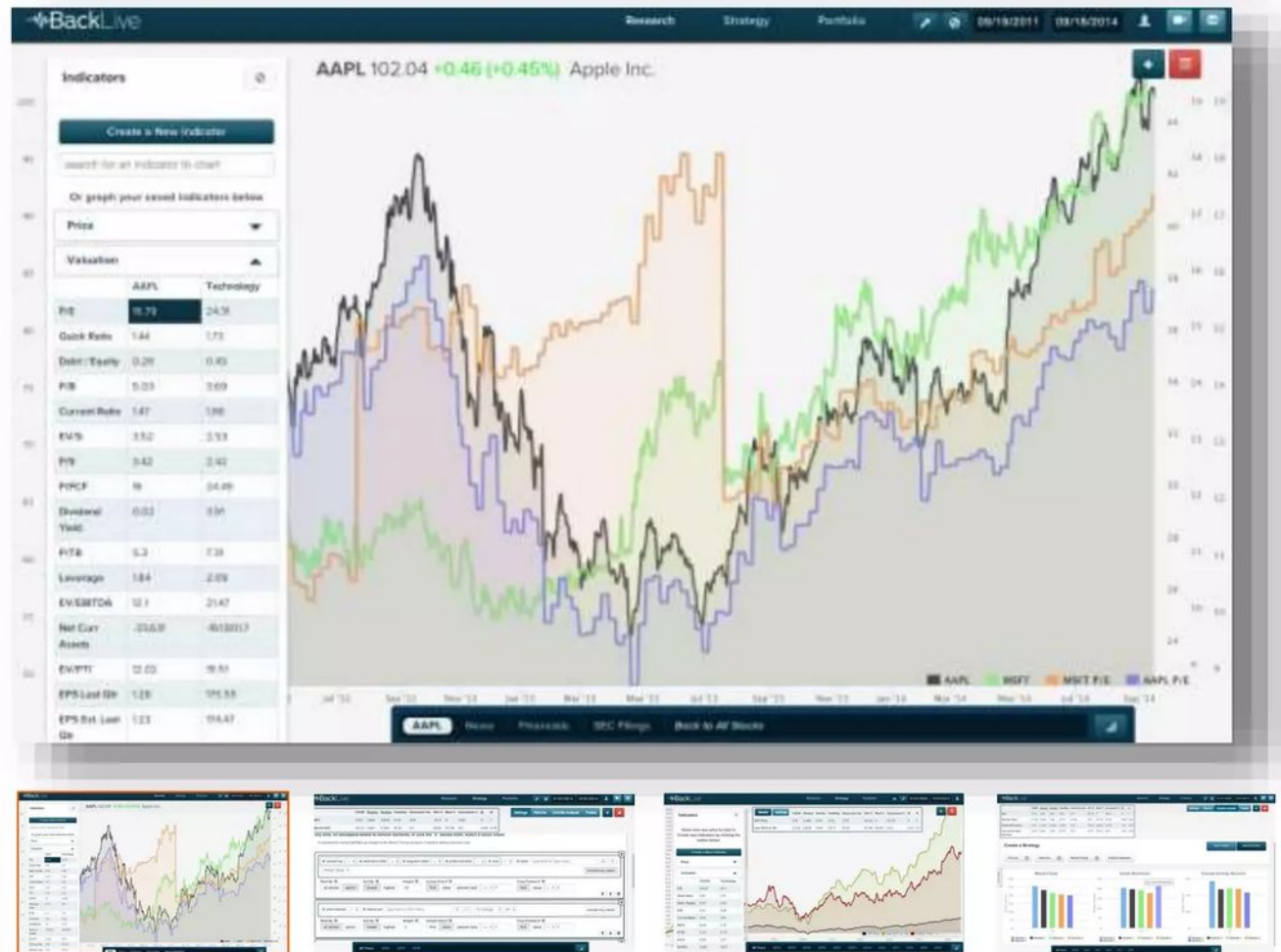
EPS Revision

Close

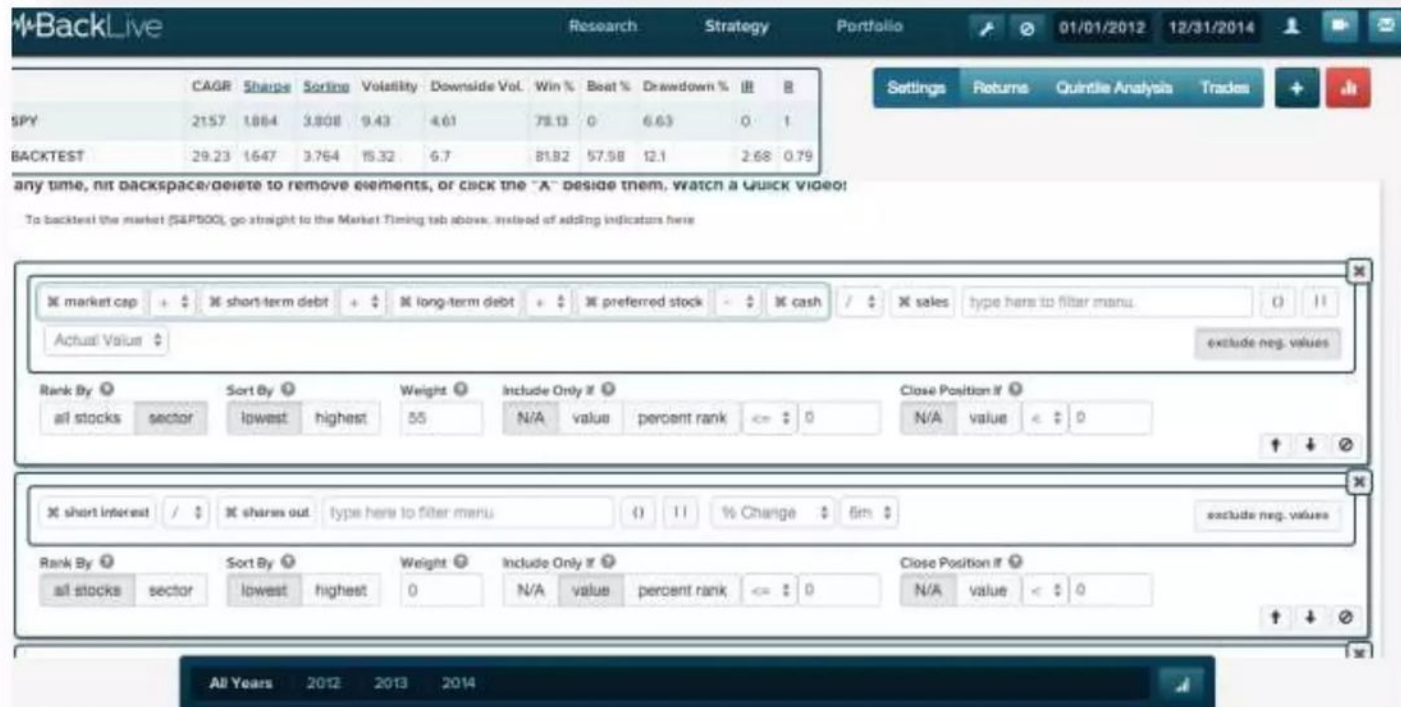
Save Changes



<https://backlive.io>: Research - Fundamental Comparative Charting



<https://backlive.io>: Strategy – Build Any Strategy With A Point And Click



Create a New Indicator

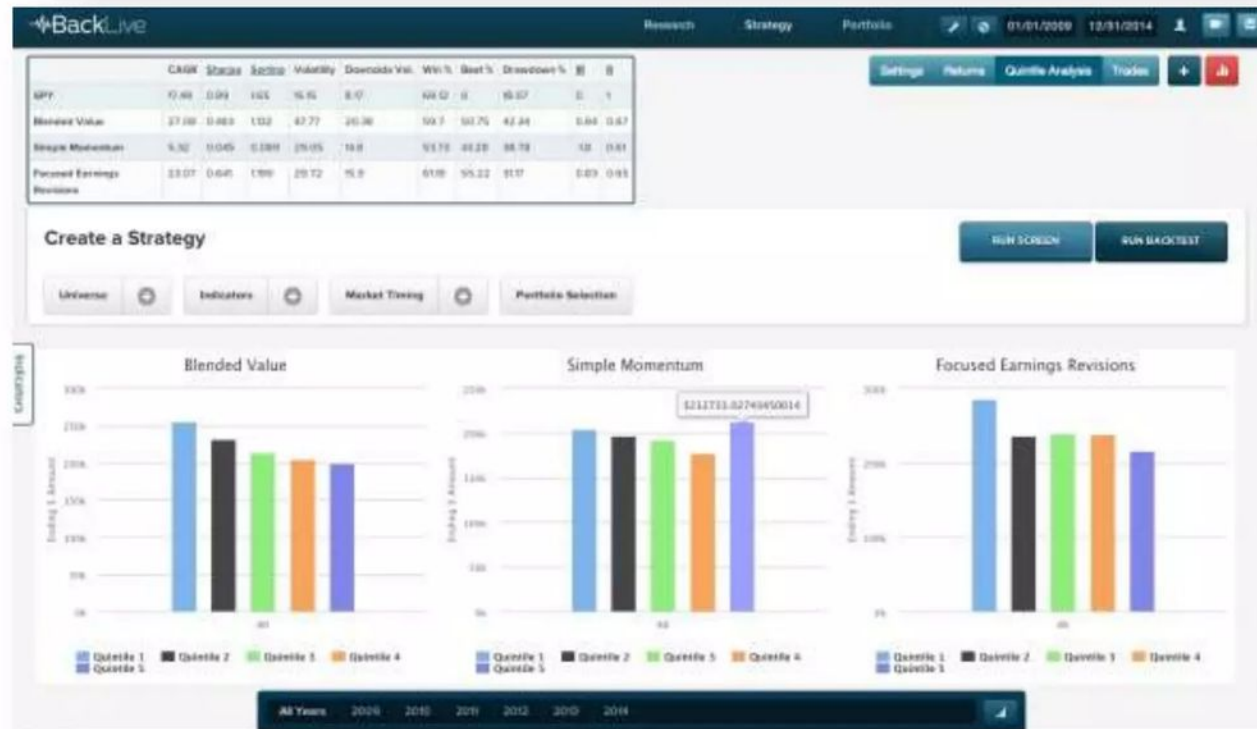
Enter the indicator name and description. Then type an equation (e.g. 2 * Close - 10 * Volume) to build your indicator. Or click here to learn more about the syntax. [Learn More](#)

Select a category to place your indicator. Your new indicator will appear under this category in all sections of BackLive. Then name your indicator and save.

Indicator Category:



<https://backlive.io>: Strategy – Numerous Built-In Analytics



Create a New Indicator

Find the indicator and indicators will display in search. Then type an indicator ID (e.g. 1) or indicator name in the search bar. In the search bar, you can also use the search bar to search for indicators. In the search bar, you can also use the search bar to search for indicators.

Added a category to place your indicator. Your new indicator will appear under this category in all sections of BackLive. Then name your indicator and save it.

Indicator Name: Save



The screenshot displays the BackLive trading platform interface. At the top, there's a navigation bar with 'BackLive' logo and tabs for 'Research', 'Strategy', and 'Portfolio'. Below this is a header with tabs for 'Positions', 'Price', 'Valuation', 'Quality', 'Sentiment', 'Growth', and 'Volatility'. A sidebar on the left is labeled 'Indicators'. The main area contains a grid of stock order cards. Each card shows a stock symbol (e.g., ACT, POWR, REGI, TK, ALSN, PPC, SAIA, AMZN, RIG), its current price, and a change in price. Some cards also show 'Shares' and 'Avg' price. A 'setup trade' button is visible on the right side. The bottom of the screen features a dark blue bar with market indices: S&P 500, Dow Jones, and Nasdaq, along with their respective values and percentage changes.

Symbol	Price	Change	Shares	Avg
ACT	\$237.32	-4.49 (-1.86%)	33 (\$7,832)	\$237.32
POWR	\$9.81	-0.26 (-2.58%)	400 (\$3,924)	\$9.81
REGI	\$10.47	-0.13 (-1.23%)	500 (\$5,235)	\$10.47
TK	\$59.19	-0.71 (-1.19%)	310 (\$18,530)	\$59.19
ALSN	\$29.6	-0.15 (-0.5%)	200 (\$5,920)	\$29.6
PPC	\$31.71	-0.38 (-1.18%)	600 (\$19,026)	\$31.71
SAIA	\$50.78	-0.39 (-0.76%)	150 (\$7,617)	\$50.78
AMZN	\$323.83	-7.49 (-2.26%)	2120 (\$686,520)	\$323.83
RIG	\$33.81	-0.27 (-0.79%)	900 (\$30,429)	\$33.81

Market Indices:

Index	Value	Change
S&P 500	2003.78	-0.33%
Dow Jones	17251	-0.1%
Nasdaq	4555.752	-0.52%





Standard metrics are built into every website section, but users can also create any new or custom Indicators with BackLive's proprietary tool.



The Strategy section offers a user-friendly platform to build, backtest, screen and compare any trading strategy in minutes, utilizing 12-year detailed financial, economic and pricing data. Review detailed results, analyses and stock recommendations.



Users can execute trades directly from BackLive into Interactive Brokers. Soon, users can automate trades according to strategies and selected rules, and execute into multiple other brokerages.

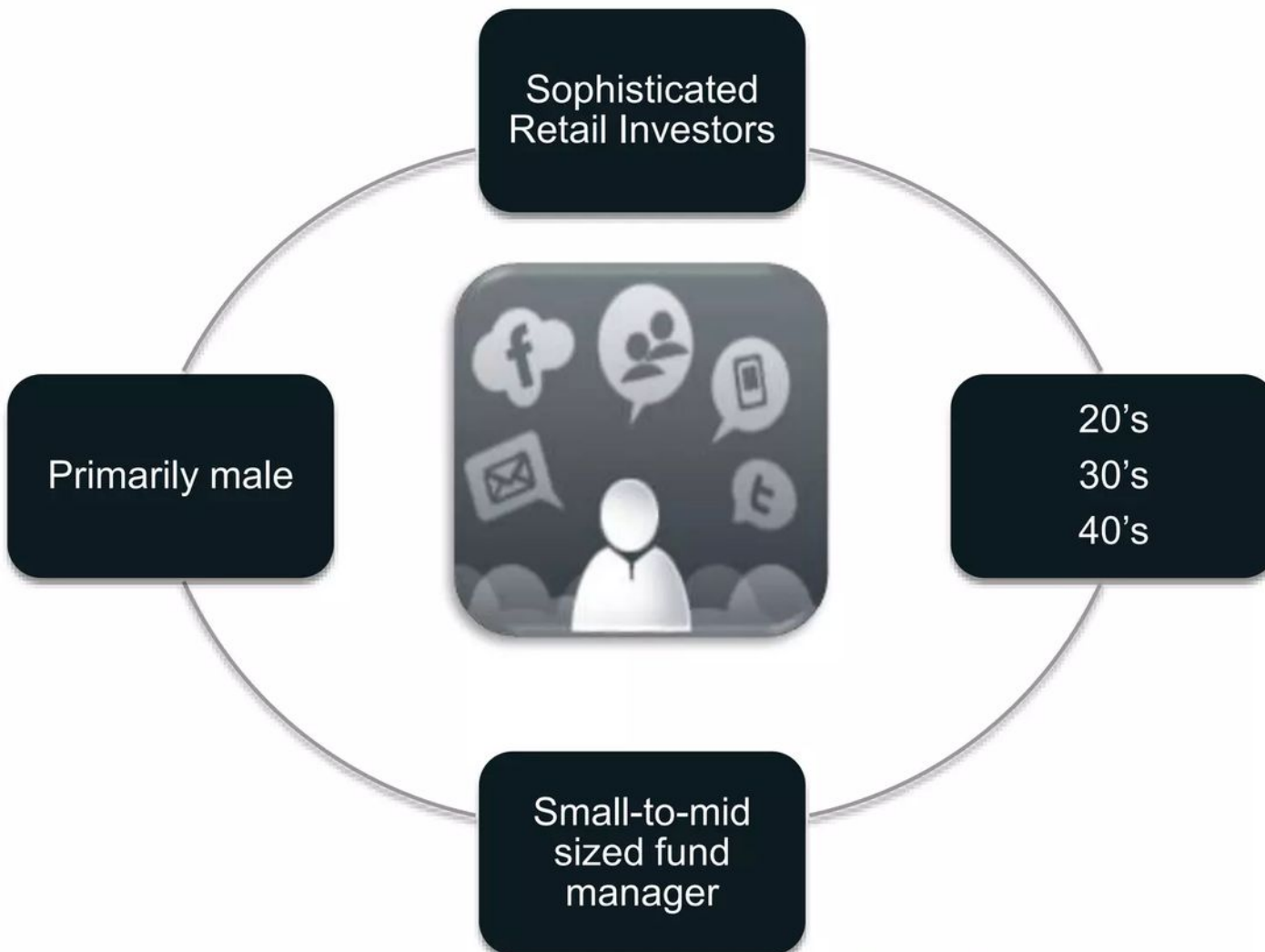


Import your portfolio, edit positions, and analyze detailed standard and custom performance metrics.



Chart comparisons on any custom or standard financial metrics across stocks & funds. Add technicals, regimes and

Who is our customer?

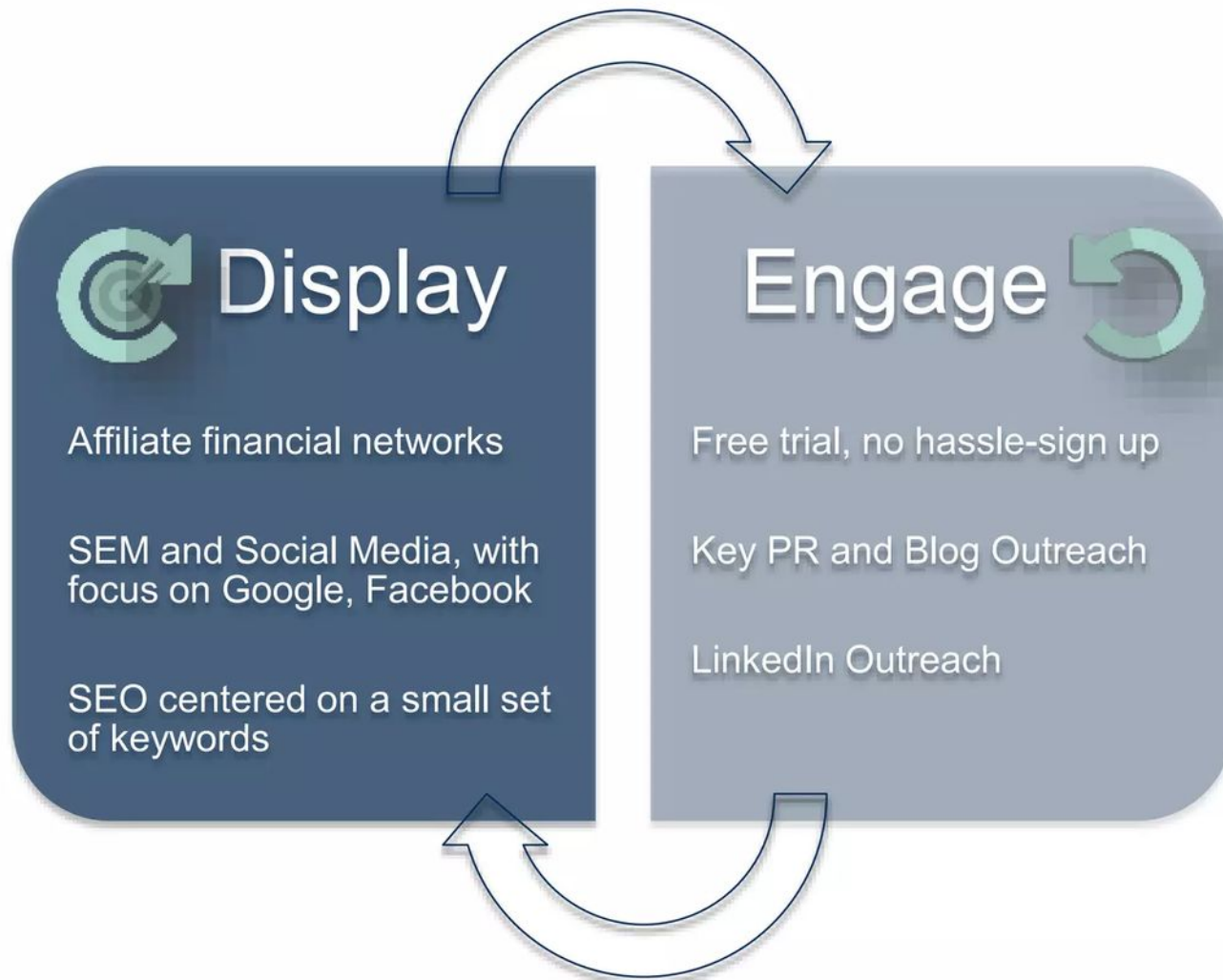


The BackLive Customer

BackLive's core retail customer is an avid investor who is passionate to look past pricing trends into the fundamentals of a company when assessing investments. He likely has a degree in finance and a substantial portfolio.

The biggest market opportunity for BackLive is on the professional side. Thousands of funds and asset managers need an agile system to test and trade strategies. BackLive's customer yearns for statistical and quantitative answers, and values scientific method and testing.

Online Marketing Launch Approach



Sales Approach

Sales Rep Structure:

Base salary	\$2,000	per month
Sales commission	\$50	per seat sold (uncapped)
Desired Return On Employee Op Ex	300%	
Expected lifetime value of user	\$540	

Sensitivity Analysis

	Low	Mid	High	Termination*
Seats Per Week	5	10	40	<5
Annual incremental revenue	\$129,600	\$259,200	\$1,036,800	
Annual income for salesman	\$36,000	\$48,000	\$120,000	
Annual gross return	260%	440%	764%	
Meets Expected Return	No	Yes	Yes	

**Failure to meet minimum performance expectations as outlined in Offer of Employment*

Limited Direct Competition

Item	BackLive	Portfolio123	Zack's IRW	VectorVest	Quantopian
Stock Backtesting					
Macro-Economic Testing					
Fundamental Testing					
Custom Indicators					
Trade Execution					
Automated Trading					
Intuitive Commercial Website					
Price	\$20-200	\$99-199	\$150-250	\$59-129	\$0

Revenue Model



✓ **Tiered subscription model**

- ✓ Limited usage packages for less active traders
- ✓ Unlimited usage and Premium add-ons for more engaged and Professional users
- ✓ Multiple-seat packages for institutional investors



✓ **Custom builds** for corporate clients

- ✓ **Licensing model** for other websites to integrate into their offering and data set



✓ **Display ads for non-paying users**

Revenue Model

PLAN DETAILS	FREE	SILVER	GOLD	PLATINUM
Price per Month	\$0	~~\$29.99~~	~~\$129.99~~	~~\$249.99~~
Launch Promo Price	\$0	\$19.99	\$89.99	\$199.99
Charting	☑	☑	☑	☑
Research	☑	☑	☑	☑
Portfolio Management	☑	☑	☑	☑
Custom Indicators	3 Total	☑	☑	☑
Screener	5 / Month	☑	☑	☑
Backtesting	⊗	5 / month	☑	☑
Trade Execution	⊗	⊗	☑	☑
Automated Trading	⊗	⊗	⊗	☑
	Subscribe	Subscribe	My Plan	Subscribe

Margins poise BackLive for strong growth and timely breakeven

	Projected Fiscal Year					
	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Net Revenue	\$14,695	\$361,792	\$4,116,854	\$6,832,659	\$13,303,339	\$23,903,831
Total COGS	\$2,750	\$57,450	\$236,000	\$492,000	\$828,000	\$1,364,000
Gross Profit (Loss)	11,945	304,342	3,880,854	6,340,659	12,475,339	22,539,831
Gross margin (%)	-	84.1%	94.3%	92.8%	93.8%	94.3%
EBIT	(\$18,322)	\$55,922	\$2,790,357	\$4,567,267	\$9,406,238	\$17,728,548
EBIT margin (%)	-	15.5%	67.8%	66.8%	70.7%	74.2%
Net Income (Loss)	(\$18,322)	\$55,922	\$1,815,491	\$2,968,723	\$6,114,055	\$11,523,556
Revenue Growth Rate		n/a	1,037.9%	66.0%	94.7%	79.7%
Selling Marketing & Delivery as % of Sales	69.9%	24.6%	11.2%	10.5%	9.7%	7.9%
Gen Admin & Employee Costs as % of Sales	1.361007145	44.1%	15.3%	15.4%	13.4%	12.2%

BackLive's margins and subscription fees allow the company to avoid large early negative cash flow, and to become cash flow positive in 2015

Projected Fiscal Year		
	FY 2014	FY 2015
Net Income	(\$23,438)	\$19,153
Change in Accounts Receivable, net	\$221	\$4,333
Change in Accounts Payable	\$17	\$0
Total Operating Cash Flows	(\$23,643)	\$14,820
Total cash flow	(\$23,643)	\$14,050
Total cumulative cashflow	\$276,357	\$290,407

Strategic buyers provide exit opportunities



Online brokers

- ✓ As brokers begin to differentiate themselves more aggressively with the strategic tools they offer, BackLive becomes a strong strategic purchase for large brokers



Private Equity

- ✓ A strong growth niche and favorable industry trend, and positive recurring cash flow, make BackLive a strong potential LBO candidate

A \$300,000 investment will effect strong returns

1

Investment

\$300,000 in exchange for
20% preferred equity share

2

Capital Expenditure

Capital used primarily for
product development,
sales force & Marketing,
and salaries

3

Return

FY 2019	
EBITDA	\$17,728,548
+ Terminal value (11X multiple)	\$88,642,738
+ Excess cash	\$10,370,411
= Total equity to be distributed	\$99,013,149

IRR

MoM

142%

82.5x



Westlake Financial Services*



Craig Nehamen

- Westlake Financial Services
 - Director of Marketing Operations
 - Manages digital and traditional Marketing for tech-based finance company
 - Manages sales and customer service teams
- MBA in Marketing and Finance at Kellogg, Northwestern
- Young & Rubicam brand strategist
 - Digital and social media marketing communications, including viral marketing
 - Quantitative and qualitative marketing research

Deji Jimoh

- Blueye
 - VP of Product Development
 - Leads development team
 - Software development specialist with expertise in big data and web-based algorithms
- Don & Company
 - Ran development of \$120 MM annual revenue e-commerce website
- Bachelor's Degree, Washington University in St. Louis



BackLive commercializes fundamental strategy testing & software-based trading

Large market, unmet need

- Direct commercial competition is limited

Strong built-in revenue source

- Subscriptions, customization and ads

Attractive financials

- Quick Breakeven, strong margins, high scalability

Multiple potential buyers

- Complement to online brokers and asset to funds

Skilled co-founders

- Highly-relevant skillsets & functional training