Capital Markets & Trading | Toronto, ON | Founded: 2018 | Employees: 1 | www.sebrightcapital.com

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COMPANY OVERVIEW

Sebright Capital specializes in the collection, analysis and distribution of data and information related to the trading of stocks, options and other financial markets instruments. We serve the self directed online investor, who requires institutional level awareness and idea generation that can help them excel within their trading and investing game plans. We use a 6 step factor-based model to filter the best possible end user data and information. Clients have access through an online web based platform to daily action reports, archives, and other features coming soon. Daily action reports are updated throughout the day with breaking news on stocks or markets, on specific stocks Sebright has highlighted or introduce new alerts.

SENIOR MANAGEMENT

Terry Kalkanis: Founder, President & CEO; Sebright Capital Advisors Ltd. since - 02/2018. UNIVERSITY DEGREE YEAR: 2004, Bachelor of Economics. Previously: Financial Advisor, Raymond James Ltd. 2015-2018 / Investment Advisor, BMO Nesbitt Burns 2008-2015

HISTORY: After spending nearly 15 years on the buy-side managing investment portfolios, I realized how underserved the self directed online investor is. I created Sebright Capital to support self directed online investors level of investment information & when and how they receive it. We want to educate, support and mentor online traders and investors to become consistently profitable through the distribution of real-time relevant and executable information that they can act on quickly. Sebright Capital also partners with self directed online investors as a Trading Authority We are positioning ourselves as an investors Online Trading Authority!

FUNDING: [Angel Seed - $25,000]

KEY CORPORATE DEVELOPMENTS:

DATE: Incorporated Feb 2018, with sales run rate of $2,500 per quarter by the end of 2018
DATE: Development of App. push notifications - coming soon
DATE: Introducing new packages/sales strategies in fall 2019

BUSINESS HIGHLIGHTS

STRATEGY: 6 step Factor Based model - using web scraping, technical analysis, fundamental analysis, breakouts/breakdowns, comparison analysis, breaking news. Aggregate real-time market data on all 6 factors - filtered and equally weighted. The more checks a stock or asset class has the more weight it gets to final distribution to subscribers. We highlight 3-6 companies every morning in the Sebright Capital Daily Action Report, and we update the note with real-time actionable ideas throughout the day, through push notification to a dedicated subscriber app.

Products / Pricing: $49 USD per month for self directed online investors, $299 Institutions/portfolio managers/financial advisors

Technology: We partner with 3rd party data providers that stream real-time newsflow. We also use web scraping technology to skim for unique datasets and information that is being actively mentioned on social media. We

aggregate data into comparison analysis models that identifies which stocks are in breakouts or breakdowns. Our news sources provide real time macro data that could impact the overall trend.

DISTRIBUTION / Logistics: Our entire interaction with subscribers is maintained online and we distribute all data through a client portal designated with a username and password. We are launching an interactive app

Marketing: The bulk of our marketing is through social media campaigns on Instagram and LinkedIN

FINANCIALS: Angel stage, no profits. Margins are nearly 70%

YEAR / QUARTER	LTM / CURRENT	YEAR-1	YEAR-2
Revenues / Sales	5467.00/2200.00		
Op Inc / EBITDA / EBIT	1500.00		
Net Income	1500.00		
Profitability ratios (ROA, ROE, margins)	60% margin		

COMPETITORS: 1. https://strategicanalysis.ca/what-is-sva   Strategic Analysis Corp
                 2. https://www.5iresearch.ca   5i Research