

NORVIAN INVESTOR INTELLIGENCE

PRELIMINARY INVESTMENT SNAPSHOT

FOR

Alinvest

PURPOSE

An independent review of the company's investment potential, key risks, and the questions that should be answered before moving forward.

PREPARED FOR
Sample User

PREPARED BY
Norvian Strategy

DATE
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PRELIMINARY INVESTMENT SNAPSHOT

Alinvest

An independent outside view to determine whether additional investor diligence appears warranted.

COMPANY SNAPSHOT

ONE SENTENCE DESCRIPTION

Alinvest is a consumer fintech platform offering AI-assisted market research, stock screening, portfolio analysis, trading signals, news, and brokerage-linked investing workflows.

APPARENT TARGET CUSTOMER

Self-directed retail investors and active traders seeking AI-supported research, portfolio monitoring, and trading tools.

PROBLEM SOLVED

It seeks to consolidate fragmented retail-investing research, market-data, screening, and analysis workflows into one interface.

BUSINESS MODEL OBSERVATION

Public product pages and app-store listings indicate a freemium model with paid subscriptions and in-app purchases; brokerage services appear to be offered through an affiliated broker-dealer.

STAGE OBSERVATION

Operating consumer fintech with public web, mobile, desktop, API, and subscription products. Funding history, revenue, customer retention, and ownership economics remain unclear.

INVESTMENT SCREENING SCORECARD

1 Market attractiveness

PROMISING

Retail investing, market data, and AI-assisted financial research are established demand areas, but the segment is competitive and subject to trust and regulatory constraints.

2 Traction evidence

MIXED

Public app-store presence, 100K+ Google Play downloads, paid products, and company-reported investor reach indicate distribution; engagement and revenue quality are unverified.

3 Business model scalability

MIXED

Digital subscriptions and API access can scale, but market-data, cloud, support, compliance, payment, and brokerage-related costs may materially affect contribution margins.

4 Competitive defensibility

MIXED

An integrated product and affiliated brokerage capability may help, but AI research interfaces, signals, screeners, and news synthesis are broadly reproducible without proprietary evidence.

PRELIMINARY INVESTMENT THESIS

Established retail-investing product surface, but core economics remain unverified

Alinvest shows observable product breadth, mobile distribution, paid offerings, and an affiliated regulated brokerage capability. Further diligence appears warranted only if the company can substantiate durable paid-user retention, compliant acquisition economics, and differentiated product performance.

INVESTOR DILIGENCE PRIORITIES

What Must Be Validated

The strongest observable signal, the central uncertainty, and the questions that should guide further investigation.

STRONGEST INVESTMENT SIGNAL

Observable distribution and monetization infrastructure

The company has a live multi-platform product, listed subscriptions, and public mobile-app distribution rather than only a conceptual AI investing product.

- Google Play publicly lists 100K+ downloads, a 4.5 rating, and in-app purchases for Alinvest.
- Apple's App Store lists recurring paid tools, including AIME+, Magic Signal, Magic Portfolio, and Magic Day Trading.

MOST MATERIAL UNCERTAINTY

Quality and durability of commercial traction

Public information does not establish active users, paid subscribers, conversion, churn, net revenue retention, customer-acquisition cost, or subscription gross margin.

Why it matters: The investment case depends on whether AI features create repeated paid use and economically efficient customer retention in a crowded retail-investing market.

MATERIAL RISKS AND UNKNOWNNS

1 Unverified unit economics and retention

Paid conversion, churn, cohort behavior, and acquisition efficiency determine whether a consumer subscription business can support scalable growth.

2 Regulatory, suitability, and consumer-protection exposure

The product markets AI-generated analysis and trading-related tools while disclaiming investment advice; controls, disclosures, marketing review, and complaint history require review.

3 Affiliate brokerage and vendor dependencies

Brokerage operations, clearing, market-data rights, account-linking, and third-party platform dependencies can create compliance, operational, and margin risk.

CRITICAL DILIGENCE QUESTIONS

- What are monthly active users, paid subscribers, free-to-paid conversion, churn, retention cohorts, and net revenue retention by product?
- What are customer-acquisition cost, payback period, subscription gross margin, market-data costs, AI-inference costs, and brokerage-related economics?
- What evidence demonstrates that AIME, signals, or portfolios improve user outcomes, engagement, or willingness to pay versus incumbent research tools?
- How are AI outputs, marketing claims, conflicts, customer complaints, broker-dealer disclosures, and regulatory obligations governed across Alinvest and affiliated entities?

EVIDENCE TO REQUEST

- Monthly cohort data for acquisition, activation, paid conversion, churn, retention, revenue, and engagement by channel and product.
- Three-year operating model with subscription revenue, brokerage-related revenue, vendor costs, contribution margins, burn, capitalization, and financing history.
- Product, compliance, and security materials covering AI evaluation, data provenance, market-data licenses, account-linking controls, complaints, and regulatory examinations.

SCREENING ASSESSMENT **CONDITIONAL ADVANCE**

Public evidence supports a real operating product, paid monetization surface, mobile distribution, and an affiliated brokerage structure. The central investment questions—revenue quality, retention, economics, compliance controls, and durable differentiation—remain unresolved.

Conditions to advance:

- Demonstrate paid-subscriber retention and unit economics through cohort-level operating data.
- Provide a clear entity, capitalization, ownership, and affiliate-relationship map, including brokerage economics and responsibilities.
- Substantiate AI product quality, compliance governance, data rights, and any claimed performance or personalization advantage.

Assessment note: This preliminary screening snapshot is based solely on publicly available company information. It is intended to identify questions for further investigation and does not constitute investment advice, valuation analysis, an endorsement, or a substitute for legal, financial, technical, or commercial due diligence.

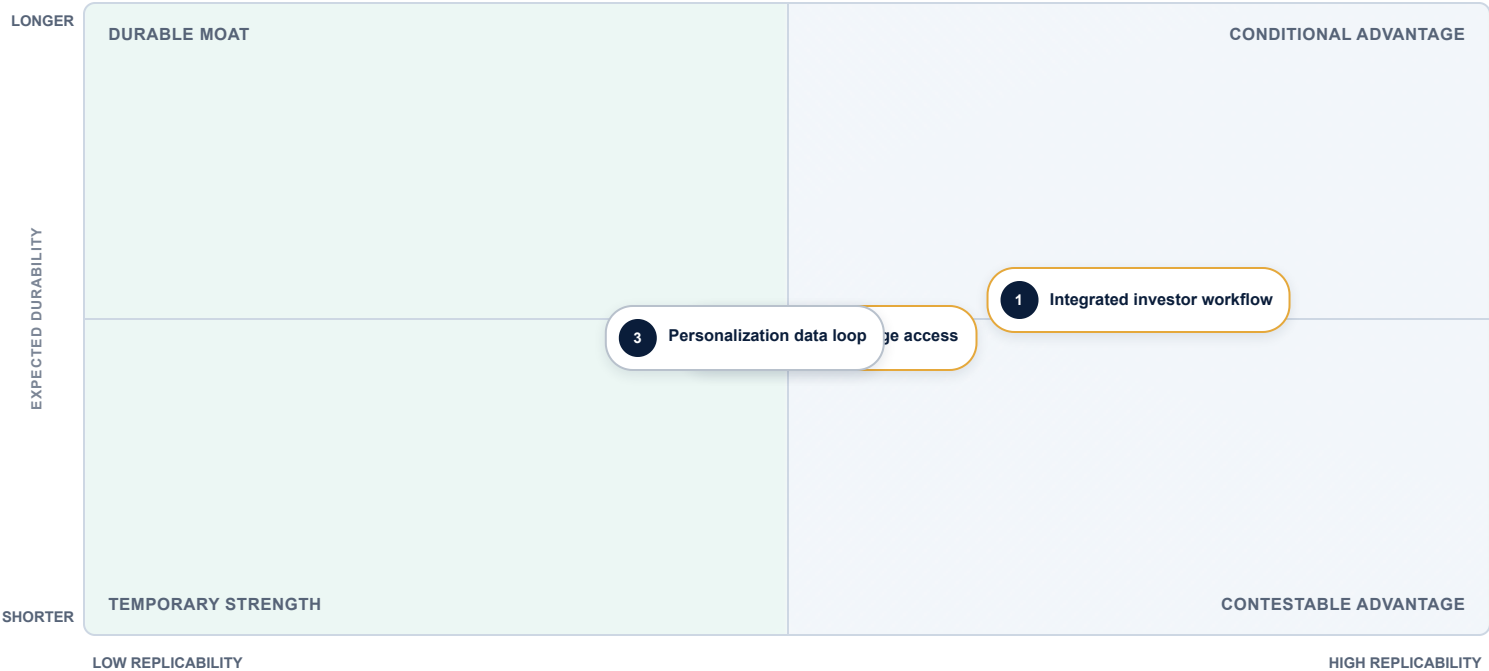
Confidence: Moderate - Public sources establish product availability, subscription offerings, app distribution, and an affiliated broker-dealer relationship. Financial performance, customer behavior, funding, governance, and technical differentiation are not publicly substantiated.

COMPETITIVE ADVANTAGE & MOAT DURABILITY

Integrated workflow is plausible, but moat remains unproven

The strongest apparent advantage is workflow integration around research, subscriptions, and affiliated brokerage. Public evidence does not yet establish proprietary data, superior performance, or durable switching costs.

ADVANTAGE DURABILITY MATRIX



1

Integrated investor workflow
CONTESTABLE ADVANTAGE
Public product combines news, screening, charts, AI analysis, and portfolio tools.
CONFIDENCE: MODERATE

2

Affiliated brokerage access
CONDITIONAL ADVANTAGE
SEC filings identify Light Horse Securities as wholly owned by Ainvest Holding Corp.
CONFIDENCE: MODERATE

3

Personalization data loop
CONDITIONAL ADVANTAGE
Company claims AIME learns investor workflow and supports linked brokerage-account analysis.
CONFIDENCE: LIMITED

RIGHT TO WIN
A unified retail-investing workflow could convert research users into recurring subscribers and brokerage customers if personalization materially improves utility.

CONDITIONS FOR DURABILITY
Ainvest must demonstrate superior engagement, trusted outputs, compliant execution, economical data access, and meaningful user switching costs from accumulated workflow history.

KEY EROSION CONDITIONS
Incumbents or AI platforms could replicate features; inaccurate outputs, regulatory restrictions, costly market data, or weak retention could eliminate differentiation.

Investor implication: Validate retention, product performance, account-linking adoption, and economics before assigning material strategic value to the integrated platform.

NORVIAN REPORT INFORMATION

Important Information

Please read this page before relying on the report.

This report is a preliminary decision-support tool. It is designed to help the recipient identify what appears promising, what remains uncertain, and what should be investigated next.

1 Public information only

The report is based on publicly available information available at the time of preparation. That information may be incomplete, outdated, inaccurate, or presented without important context.

2 Not investment advice or due diligence

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