

FINLITX

The Future of Financial Literacy: Experienced

Learn Money. Live Money. Build Wealth — for life.





FINLITX GLOBAL CORPORATION

We are building the world's first immersive, neuroscience-powered financial literacy ecosystem.



FinLitX
Café



Museum of
Financial Literacy



FinLitX
Flying Theater



Millionaire's
Brew



FinLitX
Online Platform



FinLitX
Bio-Ring

A category-defining model with **6 monetizable verticals**.

Designed for **scalable** rollout across major U.S. metros.

The Global Financial Literacy Crisis

- ✓ Financial stress from illiteracy drives **poor health** and **higher mortality**—**directly weakening economies and workforce performance.**
- ✓ “Globally, only about **33% of adults are financially literate.**” World Bank Development Research Group
- ✓ “Financial illiteracy is linked to **poor health, financial stress, social mobility loss, and diminished life outcomes.**” World Economic Forum
- ✓ “Financial illiteracy **costs individuals and societies** more than **\$436 billion annually** in the U.S. alone.” International Federation of Accountants

Financial illiteracy is an underserved trillion-dollar macro problem ripe for disruption.

THE FINLITX UNIQUE SOLUTION

Financial illiteracy is not a knowledge problem — it is a behavioral problem.

Traditional education cannot fix behavior.

FinLitX is the world's first multi-sensory financial literacy ecosystem

Ecosystem Products & Services:



FinLitX
Café



Museum of
Financial Literacy



FinLitX
Flying Theater



Millionaire's
Brew



FinLitX
Online Platform



FinLitX
Bio-Ring

1. FinLitX Café: **High-margin retail + membership recurring revenue.**
2. MoFL – Museum of Financial Literacy: **Premium ticketing + group sales with strong daily foot-traffic volume.**
3. FinLitX Flying Theater: **Blockbuster attraction economics with industry-leading per-seat profitability.**
4. FinLitX Online Platform: **Scalable subscription model with global customer reach.**
5. Millionaire's Brew: High-velocity consumer brand with **strong CPG margins.**
6. Bio-Ring™: Proprietary biometric data engine driving **licensing and analytics revenue.**

FinLitX is the picks-and-shovels platform powering the solution to the \$400B global financial literacy crisis — the essential infrastructure everyone needs.

Corporate Leadership



D. Alexis Samuels, Founder, CEO, FinLitX Global Corporation began on Wall Street at 15, built multiple ventures in finance and real estate, lectures nationally, partnered with leaders like Lee Iacocca, and created the Road to Prosperity Learning System, bringing deep industry insight and execution capability.



Natasha Seay, COO, FinLitX GC, former Doral Arrowwood executive and industry leader in fashion and beauty, has guided FinLitX operations since 2014. A mentor and community advocate, she enhances the company's brand, culture, and execution strength as it scales nationally.



Harold T. Epps, Corporate Advisor, Advisory Board, former Director of Commerce for the City of Philadelphia and longtime Corporate CEO, brings decades of executive leadership from PRWT, Quadrant, Menasha, and Polaroid. He specializes in organizational growth, operational efficiency, and strategic innovation, guiding FinLitX's corporate development.



Dr. Jeff Gardere, Advisory Board Member, a 40-year psychologist and Director of Behavioral Medicine at Touro College, is a published author and nationally recognized media expert featured on FOX, CNN, MSNBC, and VH1. His behavioral science leadership strengthens FinLitX's neuroscience-based learning model.



Terrence Roberts, PhD, Advisory Board Member, brings 25+ years of technology leadership across Kristine Fallon Associates, Vanguard Technology Group, the Chicago Board of Education, and LEARN Charter School Network. He holds a PhD and BA in Technology from Kendall College and directs FinLitX's technology strategy.

MULTI-REVENUE STREAM STRATEGY

8 Revenue Streams + Massive Addressable Markets

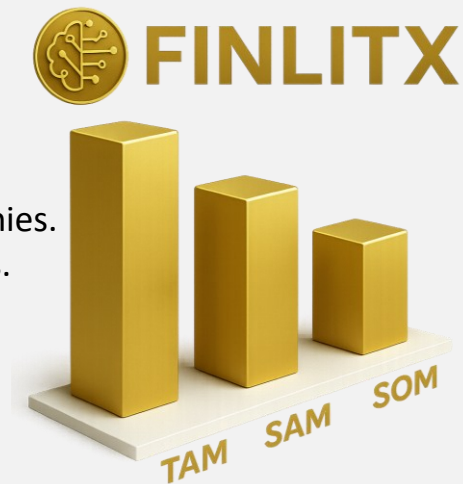
FinLitX converts behavioral science into predictable revenue — through ticketed attractions, retail, digital subscriptions, data licensing, and more.”

Revenue Types:

- Ticketing (MoFL + Flying Theater)
- Café retail + membership
- Online subscriptions
- Licensing & franchising
- Sponsorships (banks, universities, museums)
- Millionaire’s Brew consumer sales
- Corporate training programs
- Data partnerships (Bio-Ring™ insights)
- Bio-Ring™ Data = Licensable to Banks, Universities, Wellness Companies.
First-ever Neuro-Financial Cloud™ — proprietary behavioral datasets.

Global Addressable Market:

- EdTech: **\$404B**
- Experiential Entertainment: **\$12B U.S.**
- Financial Wellness: **\$6.2B**
- Museum/Tourism: **850M annual visitors**
- Consumer Coffee Market: **\$460B**



(Total Addressable Market, Serviceable Available Market, Serviceable Obtainable Market)

FINLITX — 10-Location Financial Summary & Investment Outlook

(One-Page Investor Snapshot)

Revenue Overview

FinLitX generates revenue from two powerful engines:

1. Per-Location Revenue (Experiential + Retail)

Ticketing (MoFL + Flying Theater), Café retail & memberships, local licensing, and sponsorships. Annual Revenue per Location: \$17.33M Across 10 flagship cities, total per-location revenue reaches:

➔ **\$173.3M per year**

2. Systemwide Revenue (Brand-Level, Non-Location-Based)

Digital subscriptions, Millionaire's Brew consumer products, corporate training, institutional data partnerships, and Bio-Ring™ DTC sales.

➔ **Annual Systemwide Revenue: \$33.25M**

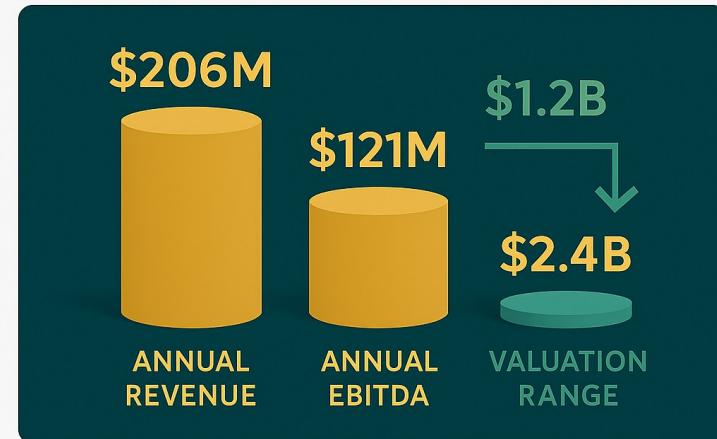
📊 **Combined 10-Location Revenue and Systemwide:**

➔ **Total Annual Revenue: \$206.55 Million**

💰 **Profitability & Margin Profile**

FinLitX maintains a strong blended margin structure across experiential, retail, digital, and data products.

Revenue \$206.55M – COGS \$85.92M = EBITDA \$120.63M
EBITDA Margin: 58.4% (Extremely favorable for a multi-unit experiential/data-driven ecosystem.)



**A 10-LOCATION FINLITX ECOSYSTEM GENERATES
–\$206M ANNUAL REVENUE AND \$121M
EBITDA—SUPPORTING A \$1.2B–\$2.4B VALUATION.**

💰 Valuation Outlook

Based on industry-standard revenue & EBITDA multiples:

Valuation Multiple	Enterprise Value
10× EBITDA	\$1.206 Billion
12× EBITDA	\$1.447 Billion
15× EBITDA	\$1.809 Billion
20× EBITDA	\$2.413 Billion

Valuation Range: ➔ **\$1.2B–\$2.4B**



**Brooklyn NY • Philadelphia PA • Chicago IL
• Los Angeles CA • Atlanta GA • Boston MA
• Dallas TX • Washington DC • Miami FL •
Charlotte NC**

Year 1-3: Brooklyn NY, Philadelphia PA, Chicago IL, Los Angeles CA

Year 4-6: Atlanta GA, Boston MA, Dallas TX, Washington DC, Miami FL, Charlotte, NC

Come, Grow with Us!

INVESTMENT OPPORTUNITY

Ask: \$8M — Minimum Investment \$250,000

Investor Incentives:

- ✓ 20% SAFE discount + valuation cap
- ✓ Limited-time revenue share (first 2 years)
- ✓ VIP lifetime access + advisory access
- ✓ Founding Partner branding inside MoFL & Flying Theater
- ✓ Priority in future FinLitX location ownership

Investment Instruments:

- Equity
- Debt
- Convertible Debt
- SAFE Agreement

Scale Plan:

- Develop & operate **10-unit ecosystem**
- Global expansion + licensing after year 3

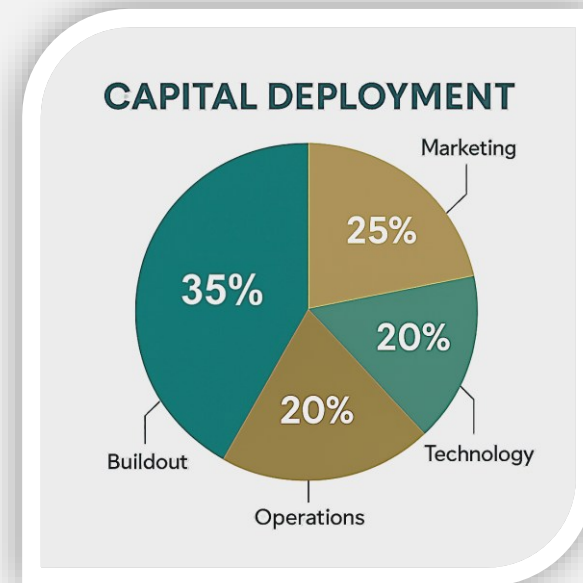
Exit Strategy Options:

- Vertical M&A (EdTech, Entertainment, Financial Wellness)
- Global Rollup (Museum + Café + IP bundling)
- IPO (Year 7–10)

ROI Expectation:

10X–100X return based on multi-location rollout.

Comparable experiential models sold for 12–20× EBITDA



First Year Buildout
Years 2+ Reduces COGS, Increasing EBITDA

COMPETITION & STRATEGIC PARTNERS

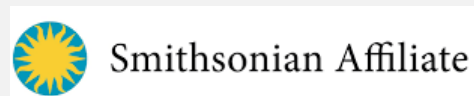
FinLitX vs. Traditional Education & Entertainment Models

FinLitX Competitive Advantages

- First immersive financial literacy ecosystem
- Neuroscience + AI + entertainment
- Multi-unit, multi-revenue
- High emotional engagement
- Proprietary Bio-Ring™ data

Strategic Partners (in motion)

- NYU (Research and Learning Sciences)
- Smithsonian (Cultural Capital)
- Microsoft (Behavioral Science touchpoints)
- Brogent Technologies (Flying Theater)
- iHeart Media (Content & national reach)
- Additional global partners under development



COMPETITIVE MARKET ANALYSIS

<u>Feature</u>	<u>Traditional Ed</u>	<u>Museums</u>	<u>VR/Apps</u>	<u>FinLitX</u>
Neuroscience learning	✗	✗	Limited	✓
Multi-revenue	✗	✗	✗	✓
Real-world foot traffic	✗	✓	✗	✓
Biometric insights	✗	✗	✗	✓
Multi-unit scale	✗	✗	✗	✓

FinLitX stands apart by combining neuroscience, AI, and immersive entertainment—creating a category with little direct competition. Strategic partnerships with NYU, Smithsonian, Microsoft, Brogent, and iHeart strengthen credibility, expand reach, and provide powerful distribution, research, and cultural capital advantages competitors cannot match.

RESEARCH, DATA, GLOBAL IMPACT

Research Initiative & Global Behavioral Science Platform

Academic Partners

Columbia • UT Austin • UIUC • University of Miami • Yale • Carnegie Mellon • Stanford

FinLitX × NYU Research Initiative Includes

- Studies on immersive learning & financial decision-making
- Biometric data + behavioral modeling via Bio-Ring™
- Joint peer-reviewed research papers
- Cognitive science on generational wealth behavior
- Global philanthropic impact across communities



Global Behavioral Science Impact

FinLitX is the world's first **Neuro-Financial Learning Laboratory**, generating research across:

- Economic behavior
- Neuroscience
- AI ethics
- Multi-sensory learning
- Childhood education
- Cultural wealth habits

Risk Mitigation Score

FinLitX Risk Profile Overview

Market Adoption — 8/10

Multi-channel ecosystem (Café, MoFL, Flying Theater, Online, Bio-Ring™) increases adoption and reduces dependency on any single audience.

Capital / Build-Out — 7/10

Phased rollout, modular theater design, and proven vendors minimize development and installation risk.

Operational Consistency — 8/10

Franchise SOPs, centralized training, and cross-location dashboards ensure reliable scalability.

Competition — 9/10

FinLitX operates in a near-blue-ocean category with neuroscience + AI IP, high barriers to entry, and immersive learning exclusivity.

Revenue Concentration — 9/10

Ten diversified revenue streams ensure stability across cycles and reduce reliance on ticketing or single-product performance.

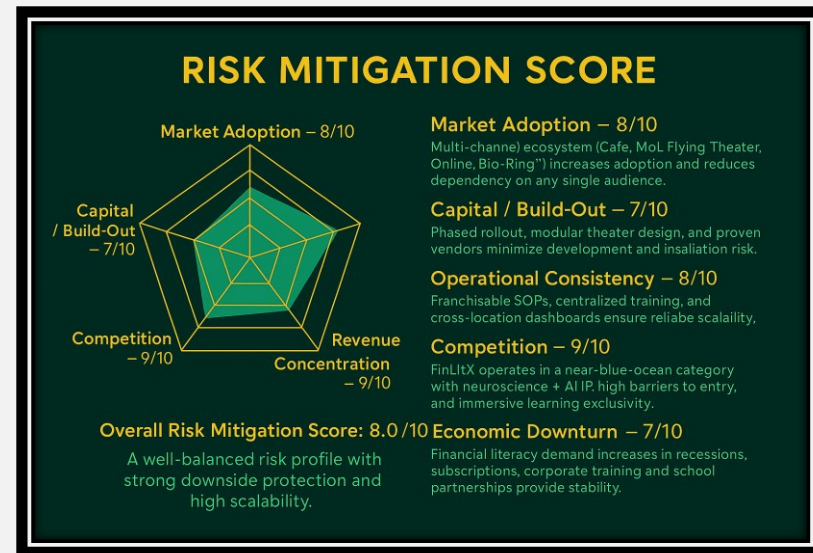
Economic Downturn — 7/10

Financial literacy demand increases in recessions; subscriptions, corporate training, and school partnerships provide stability.

Technology & Data Security — 8/10

Enterprise-grade privacy, compliance (FERPA/GDPR/CCPA), and secure Bio-Ring™ data protocols mitigate digital risk.

➤ **Overall Risk Mitigation Score: 8.0 / 10**



RISK SCORING MODEL
ISO, COSO, VC, S&P/MOODY'S
BILL PAYNE RISK RATING

VALUE TO INVESTORS

A Category-Defining, Multi-Revenue Financial Literacy Ecosystem

1. Category Creator

FinLitX is the *first* neuroscience-powered, multi-sensory financial literacy ecosystem—owning a market with little direct competition.

2. Massive Market Opportunity

Financial illiteracy costs over \$400B annually in the U.S. alone, creating an underserved, trillion-dollar global macro problem.

3. Diversified Revenue Model

Eight revenue streams—experiential, retail, digital, consumer products, B2B, and data licensing—reduce risk and increase stability.

4. Premium Unit Economics

Multi-unit footprint delivers >58% blended EBITDA margins, supported by high daily foot-traffic and subscription-based recurring revenue.

5. Scalable Rollout

A 10-location ecosystem generates \$206M annual revenue and \$121M EBITDA, supporting a \$1.2B–\$2.4B valuation.

6. Behavioral Science Advantage

The Bio-Ring™ and Neuro-Financial Cloud™ create proprietary datasets that strengthen defensibility and long-term enterprise value.

7. Institutional Credibility

Backed by strategic partners (NYU, Smithsonian, Microsoft, Brogent), enabling national visibility and academic legitimacy.

FINLITX GLOBAL CORPORATION — IP STRATEGY ROADMAP

Building a Multi-Layered Moat Across Experiential Learning, Neuroscience, EdTech & Consumer Tech

IP Vision:

Defensible, multi-layered IP across FinLitX's immersive ecosystem—protecting technology, curriculum, behavioral data, brands, consumer products, and business methods—to drive valuation, licensing, and global scale.

IP Pillars & Protections

<u>Pillar</u>	<u>Focus</u>	<u>Protection</u>	<u>Outcome</u>
Patented Tech	Flying Theater™, Bio-Ring™, adaptive learning, predictive engines	Utility & design patents	Core tech moat
Curriculum & Story	6-pillar financial literacy, simulations, characters	Copyright, trade secrets	Exclusive neuroscience-based learning
Behavioral Data	Financial Anxiety Index, retention scores, predictive algorithms	Trade secrets, patents	Proprietary institutional dataset
Brand Portfolio	FinLitX, Café, MoFL, Flying Theater, Millionaire's Brew™, Bio-Ring™	Trademarks, trade dress, copyrights	Global brand control
Consumer Products	Millionaire's Brew™, Bio-Ring™ hardware & firmware	Trade secrets, design patents, copyrights	Prevents commoditization
Business Method / Licensing	Franchises, exhibit licensing, training, data frameworks	Copyright, trade secrets, service marks	Enables scalable licensing

Investor Milestones

- 0–3 Months: File provisional patents, trademarks, copyrights, establish trade-secret protocols
- 6–12 Months: Convert patents, expand global trademarks, begin licensing docs
- 12–24 Months: PCT filings, international trademarks, “FinLitX Method” certification, proprietary dataset

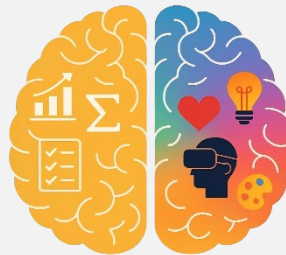
Valuation & Competitive Advantage

- IP boosts valuation: EdTech 3–5× | Experiential 5–12× | Wearables 10–15×
- Flying Theater + Bio-Ring alone → \$75M–\$150M valuation potential
- Advantages: Unique experience, exclusive behavioral data, mandatory licensing, multi-brand scale

Become an early equity partner in a category-defining experiential EdTech platform.

Massive TAM (>\$1T)
High-margin EBITDA model
10-unit rollout = \$178M EBITDA

FinLitX is ready to scale nationally and globally with mission-driven investors, partners, and thought leaders who believe in the transformation of money education.



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