



## WWW.COMPAREINVESTMENTS.GURU

Set up in February 2015 by industry professionals, Compare Investments Dot Guru (CIDG) has formulated a comprehensive strategy to become the Investors only source of impartial and trusted financial product comparisons and reporting in the marketplace today via a series of branded Comparison web sites that use the unique '.guru' domain signature. The first site 'Compare Alternative investments Dot Guru' reports on and compares, most of the readily available Alternative Investment products today. Furthermore, it does this without payment for the service from any Product Providers, Promoters, Funds, Broking House or Investment Houses, making the comparisons and reporting unique and uncompromised, and a first for the Investment industry. The reports and comparison information are available online via an annual subscription at [www.comparealternativeinvestments.guru](http://www.comparealternativeinvestments.guru) with in excess of 120 reports available today.

The Alternative Investment marketplace has only one place to go for objective, transparent and uncompromised comparisons and reporting on Alternative financial products, and that is [www.comparealternativeinvestments.guru](http://www.comparealternativeinvestments.guru). Now, Investors and IFAs have a straightforward and easy way of comparing investment opportunities on a like-for-like basis. With clear scoring and objective reporting, so that Investors and IFAs can do real, and meaningful comparisons of products, and see the scores given to them across 5 areas of investigation;

**Fees & Charges - Investment Offer - Commercial Opportunity - Risk Factors - Management Team.**

All CIDG Comparison sites will operate via low-cost annual subscriptions, have simple and easy-to-use, user interfaces and offer the facility to compare, view objective product scores and download full technical reports on each individual investment product.

Comparison Site  
Strategy Already Proven

Annual Subscription-  
based Revenue Model

Market Disrupter  
Opportunity

## What is the CAIDG opportunity & why does it exist?



- ✚ Government is encouraging alternative investments such as SEIS-EIS-VCT & BPR via generous tax breaks
- ✚ CAIDG is the only objective, transparent, uncompromised and unbiased single point of reference for all of the alternative investments on offer
- ✚ Comparison Sites drive today's marketplace in financial products
- ✚ Product and Technical Report Competition in the alternative investment Market is: 'Naive, dated, subjective, compromised by payment for reporting & expensive'
- ✚ The only place Investors and IFAs have to perform professional, comprehensive due diligence is CAIDG
- ✚ There is no other single point of reference whereby comparisons can be made across the complete range of independent SEIS & EIS, SEIS/EIS Funds, VCT or BPR.

*There are 343,000 additional higher-rate taxpayers & 5085 IFAs that offer advice on Alternative Investments in the UK*



## What is the CAIDG business model ?

- ✚ CAIDG is a Directory-based comparison site, not unlike 'Compare the Market'. Revenues are generated by annual subscription sales to High Net Worth Individuals, Sophisticated Investors, IFAs and Elective Professional Clients
- ✚ Sales will target:
  - The current 343,000 UK additional higher rate tax payers
  - IFAs offering advice on Alternative Investment products in the UK
  - Wealth Managers offering advice on Alternative Investment products in the UK.

## How will CAIDG make money and when?

- ✚ Sales of the service to HNWIs, IFAs, Sophisticated Investors & Elective Professional Clients on 1-year minimum contracts
- ✚ Online advertising sales to subscriber relevant brands
- ✚ Sales of additional reports outside the standard subscription terms
- ✚ In excess of 200 registered users in January 2017
- ✚ 200 Unique visits per month with 20 page views per day.

For further information on the Compare Investments Dot Guru Ltd opportunity please contact us on 0207 993 5307 or email to [guru@compareinvestments.guru](mailto:guru@compareinvestments.guru)