AMARU

Investor Brief

Value Investing Intelligence Platform

amaru-invest.com · Confidential · 2026

The One-Line PitchThe One-Line Pitch

> ***Amaru is the platform that tells you what Graham, Buffett, Lynch and 6 other legendary investors would think of any stock — in seconds, not hours.***

Value investing is the most proven wealth-building methodology in the history of financial markets. It is also one of the most time-intensive: applying multiple analytical frameworks rigorously to a single stock can take 4-6 hours. Most individual investors cut corners, apply only one framework, or rely on consensus opinion that is already priced in.

Amaru solves this with a proprietary multi-framework scoring engine that aggregates the criteria of 9 legendary value investors into a single, transparent, actionable score — the Graham Score. Users search any stock and instantly see how it rates across all 9 philosophies, which criteria it passes or fails and why, and how their simulated portfolio scores in aggregate.

The result: institutional-grade value analysis, accessible to any individual investor in under 60 seconds.

$2.5B	**$380M**	**$12–25M**	**12%**
TAM	**SAM**	**SOM (Yr 3)**	**CAGR**
Stock analysis software · 2025	Value investors · digital tools	3–7% SAM · base case	Market growth to 2033

Why Value Investing Is Broken for IndividualsWhy Value Investing Is Broken for Individuals

The frameworks exist. The knowledge is public. Graham wrote 'The Intelligent Investor' in 1949. Buffett's letters are free. Lynch's 'One Up On Wall Street' costs $15. Yet the overwhelming majority of individual investors consistently underperform the market.

The gap is not knowledge. It is execution.

Three structural problems

1. Framework paralysis

A rigorous value investor should apply Graham's margin of safety, Lynch's PEG filter, Buffett's moat criteria, Greenblatt's return on capital, and several others to every stock they evaluate. In practice, applying more than 2-3 frameworks to the same stock consistently is unmanageable. Investors either spend days on a single name, or they cut corners and only apply the frameworks that confirm what they already believe.

> ⚡ **In a 2026 Reddit thread on r/ValueInvesting with 364K weekly visitors, users reported spending 4-6 hours per stock analysis and defaulting to 1-2 frameworks. This is the core unmet need Amaru addresses.**

2. Consensus is already priced in

Most retail investors rely on analyst reports, Yahoo Finance summaries, or social media discussion. By the time a stock is widely discussed, any value opportunity has already been priced in by institutional capital. Individual investors need independent, framework-based analysis — not consensus opinion.

3. Emotional decision-making without a structured anchor

Loss aversion, FOMO, anchoring bias, and overconfidence are the primary destroyers of individual investor returns. Without a structured analytical framework to anchor decisions, investors make choices based on emotion. Amaru provides the analytical anchor — and the planned voice coaching agent will provide real-time behavioral coaching during the decision process.

The frustrated investor today

Spends hours on a stock. Applies 1-2 frameworks inconsistently. Gets lost in analyst noise. Makes emotional decisions at inflection points. Underperforms the market.

The Amaru user

Searches any ticker. Gets 9 framework scores in seconds. Understands exactly which criteria pass or fail. Builds a simulated portfolio with aggregate value health. Makes decisions anchored in the methodology of the greatest investors in history.

Amaru: Multi-Framework Value IntelligenceAmaru: Multi-Framework Value Intelligence

Amaru is a web-based investment analysis platform built around three core products, designed to serve individual value investors at every stage of their decision process.

Core Product 1 — The Graham Score Engine

The proprietary analytical engine at the heart of Amaru. Every stock in our database is scored against the criteria of 9 legendary investors simultaneously. The result is a transparent, multi-dimensional score from 0–100.

Investor	Key Criteria	What It Detects
Benjamin Graham	P/E, P/B, debt ratio, earnings stability	Deep value, margin of safety
Warren Buffett	ROE, moat durability, management quality	Quality compounders
Charlie Munger	Business simplicity, incentive alignment	Mental model quality
Peter Lynch	PEG ratio, earnings growth, understandability	Growth at reasonable price
Joel Greenblatt	Return on capital, earnings yield	Magic formula efficiency
Philip Fisher	R&D investment, margin expansion, FCF	Long-term quality growth
John Templeton	Global P/E context, contrarian positioning	Geographic value opportunities
Howard Marks	Price vs intrinsic value, cycle positioning	Risk-adjusted value
Walter Schloss	Price-to-book discount, minimal debt	Deep quantitative value

⚡ The Graham Score is not a buy recommendation. It is a transparent, multi-framework quality and valuation filter that tells investors which legendary frameworks approve or reject a stock — and why.

Core Product 2 — Paper Portfolio

A risk-free simulation environment where users build and track hypothetical portfolios without real capital. Key features:

- Add any covered stock with simulated position size
- View aggregate Graham Score across the full portfolio
- See portfolio distribution: what % would each of the 9 investors approve
- Simulate composition changes and observe score impact in real time
- Use as a mirror for existing real-money portfolios

The paper portfolio is the primary engagement and retention driver. Users who build a portfolio return significantly more frequently than one-time stock searchers, driving the freemium-to-paid conversion.

Core Product 3 — Embeddable Widget (B2B2C)

A white-label embeddable Graham Score widget that any website, newsletter, or app can integrate with a single line of code. Target users: financial content creators, investment newsletter authors, and fintech developers who want to display live value scores alongside their content.

- Displays live Graham Score for any covered stock
- Fully responsive, customizable to brand colors
- Drives reverse traffic back to Amaru for full analysis
- Opens a B2B revenue stream independent of direct consumer acquisition

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Product Roadmap — Next 18 Months

Quarter	Feature	Strategic Purpose
Q3 2026	Earnings call AI summaries	Highest-requested feature · retention driver
Q3 2026	Price-drop + high-score filter	Contrarian value screener · new user workflow
Q4 2026	Score trend over time (per quarter)	Shows momentum of fundamental quality
Q4 2026	Voice coaching agent (Ara) — beta	Premium tier anchor · AI differentiation
Q1 2027	Sector-based discovery (theme investing)	Top-down workflow support · new user segment
Q1 2027	API access for fintechs	B2B revenue stream · institutional SAM expansion
Q2 2027	Ara voice agent — full launch	Premium tier driver · highest ARPU product
Q2 2027	Mobile app (iOS + Android)	Retention and daily engagement

A Large, Growing, and Underserved MarketA Large, Growing, and Underserved Market

Market Sizing — TAM / SAM / SOM

$2.5B **TAM** Stock analysis software global 2025 · 12% CAGR → $7.2B by 2033	**$380M** **SAM** 1.9M value-oriented digital investors × $200 ARPU	**$12–25M** **SOM Yr3** 60,000–125,000 paying users at $200 ARPU

Bottom-Up SAM Methodology

Funnel Stage	Population	Assumption
Global retail investors	219M	WEF Global Retail Investor Outlook 2024
Use digital analysis tools	~66M	30% adoption rate · industry standard
Fundamental / value oriented	~19M	r/ValueInvesting 6.7M weekly · Seeking Alpha 20M users
Willing to pay for a tool	~1.9M	10% freemium → paid conversion · SaaS benchmark
SAM at $200 ARPU	$380M	Conservative ARPU vs. competitors ($120–$360/yr range)

Market Tailwinds

- Retail traders added $302B to U.S. equities in 2025, up 53% year-over-year — the largest retail participation surge in recorded history (Goldman Sachs, 2025)
- WEF projects retail will control 61% of global assets by 2030, up from 52% today
- 42% of individual investors say they would invest more capital if they had access to an AI-powered investment coach (WEF, 2024)
- Simply Wall St — the closest comparable — has grown to 7M users and ~$15M ARR with a similar freemium model, validating product-market fit at scale
- Stock analysis software segment growing at 12% CAGR through 2033, reaching $7.2B

Community Proxy — Addressable Audience Today

Community / Platform	Size	Amaru Relevance
r/ValueInvesting (Reddit)	6.7M weekly visits	Exact target user · primary acquisition channel
Seeking Alpha	20M registered users	Paying audience validated for investment tools

Community / Platform	Size	Amaru Relevance
r/SecurityAnalysis	2.4M subscribers	Advanced value investors · high ARPU potential
Gurufocus user base	~500K active	Value investors already paying for tools
Simply Wall St users	7M global	Proof of scale for visual fundamental analysis

Why Amaru Wins in Its NicheWhy Amaru Wins in Its Niche

The investment tools market is large but fragmented. No existing product combines multi-framework value scoring, paper portfolio simulation, and AI voice coaching in a single platform accessible to individual investors.

Competitor	Positioning	Weakness vs. Amaru	Est. ARR
Simply Wall St	Visual fundamental analysis · 7M users	Generic scoring, no legendary investor framework	~$15M
Gurufocus	Guru-based analysis · advanced users	Complex UX, expensive, no coaching layer	~$10M est.
Stock Rover	Deep fundamental screener	Data-heavy, no interpretive framework, no coaching	~$5M est.
Stockopedia	Quality + value + momentum scoring	UK-centric, no legendary investor narrative	~$8M est.
Finviz	Visual screener · most popular free tool	No interpretive layer, no framework scoring	~$10M est.
Screener.co	Raw data + formula builder	<10 employees, no growth, no AI layer	Marginal
TradingView	Charting + social · unicorn	Traders, not value investors · different segment	>$100M
Seeking Alpha	Editorial + premium data	Subscription fatigue · no structured scoring	~$60M

Amaru's Defensible Differentiators

- The 9-investor framework is a narrative moat — it is not just a scoring system, it is an educational structure that builds user loyalty and brand identity
- Voice coaching agent (Ara) creates a premium tier no competitor offers — the shift from data tool to decision companion
- Paper portfolio drives daily engagement and retention at zero marginal cost
- Embeddable widget creates a distribution moat — every third-party site using the widget is a reverse funnel back to Amaru
- Community-first GTM (Reddit, newsletters, content creators) is low CAC and high-trust compared to paid acquisition

Three Revenue Streams Across Two Customer SegmentsThree Revenue Streams Across Two Customer Segments

Revenue Stream 1 — B2C SaaS Subscription

Tier	Price	Features	Target User
Free	$0/mo	Graham Score for any stock · basic paper portfolio · 10 searches/day	Exploration · top of funnel
Investor	$12/mo ($120/yr)	Unlimited searches · full 9-investor breakdown · unlimited portfolio · score trends · earnings summaries	Core value investor · primary revenue driver
Premium	$29/mo ($240/yr)	Everything in Investor + Ara voice coaching agent · API access · priority data updates · advanced screeners	Power users · highest ARPU tier

⚡ ARPU assumption of $200/yr is conservative — it sits between the Investor ($120) and Premium ($240) tiers, reflecting a realistic mix of annual plan adoption.

Revenue Stream 2 — B2B Widget Licensing

Financial content creators, investment newsletters, and fintech applications can embed the Graham Score widget on their platforms. Pricing:

- Starter: $49/month — up to 10,000 widget impressions/month
- Pro: $149/month — unlimited impressions + custom branding + co-marketing
- Enterprise: Custom pricing — white-label API + dedicated data feeds

Target B2B customers: investment newsletters (Substack, beehiiv), financial blogs, robo-advisor platforms, and personal finance apps that want to add value analysis without building it.

Revenue Stream 3 — API Access (Yr 2+)

Opening the Graham Score API to fintech developers and institutional clients unlocks a third revenue stream at significantly higher ARPU. Initial pricing benchmarked against Alpha Vantage and Financial Modeling Prep:

- Developer: $99/month — 10,000 API calls/month
- Business: $499/month — 100,000 API calls/month
- Institutional: Custom — unlimited + dedicated support + SLA

Unit Economics — Base Case (Year 3)

Metric	Conservative	Base Case	Optimistic
Paying users	22,500	60,000	125,000

Metric	Conservative	Base Case	Optimistic
ARPU (blended)	$200	$200	$200
B2C ARR	$4.5M	$12M	$25M
B2B widget clients	50	150	400
B2B ARR	$60K	$180K	$480K
Total ARR	~$4.6M	~$12.2M	~$25.5M
Gross margin (SaaS)	~80%	~80%	~80%
CAC (community-led)	~$20	~$20	~$25
LTV at 24mo retention	~$400	~$400	~$400
LTV:CAC ratio	20:1	20:1	16:1

⚡ LTV:CAC of 20:1 is achievable because the primary acquisition channel is organic community (Reddit, content marketing, widget reverse funnel) — not paid advertising. This is the most important unit economic advantage of the community-first GTM strategy.

Community-Led Growth: The Only Sustainable GTM in This MarketCommunity-Led Growth: The Only Sustainable GTM in This Market

Individual investors are deeply skeptical of paid advertising and sponsored content. The most trusted signals in the value investing community come from peers, not brands. Amaru's GTM is designed around earning trust before asking for money.

Phase 1 — Seeding (Months 1–6) · Current Stage

- Active participation in r/ValueInvesting (364K weekly), r/SecurityAnalysis (2.4M), r/stocks, r/investing
- Founder-led content: sharing real stock analyses using the Graham Score with full transparency
- Early adopter program: 50 free 3-month subscriptions to community members who stress-test the product
- Direct modmail outreach to subreddit moderators for permission to share legitimately
- StockTwits presence: dropping Graham Score analyses on high-traffic stock conversations

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Phase 2 — Distribution (Months 6–12)

- Widget distribution: outreach to top 100 investment newsletters on Substack and beehiiv
- Product Hunt launch: timed to coincide with 100+ validated users and documented feedback
- YouTube partnerships: outreach to niche value investing channels (The Value Investors Show, etc.)
- SEO content strategy: '[ticker] Graham Score', 'is [company] undervalued', 'value investing analysis [company]'
- Quartr and earnings call community integration

Phase 3 — Scale (Months 12–24)

- Ara voice agent launch as premium tier anchor — PR story around AI investment coaching
- API launch: developer community outreach, fintech partnerships
- Institutional outreach: family offices and RIAs as Premium/API customers
- International expansion: European value investing communities (Dutch FIRE movement, German Aktienführerschein community)
- Potential platform partnerships: integration with popular brokers as an analysis layer

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Acquisition Channel Mix — Year 2 Target

Channel	Target % of New Users	CAC Estimate	Notes
Organic community (Reddit, forums)	40%	~$0	Founder-led, time cost only
Widget reverse funnel	20%	~$5	B2B widget drives B2C sign-ups
SEO / content	20%	~$10	Compounding over 12–18 months
Word of mouth / referral	10%	~$5	Referral program in Phase 2

Channel	Target % of New Users	CAC Estimate	Notes
Paid (retargeting only)	10%	~$40	Used only to retarget engaged non-converters

Early Evidence of Product-Market FitEarly Evidence of Product-Market Fit

Product Milestones

- Functional MVP live at amaru-invest.com with Graham Score engine covering U.S. and major European markets
- Paper portfolio feature fully operational
- 9-investor framework implemented and validated against historical data
- Embeddable widget in development — Q3 2026 launch target

Market Validation Signals

- r/ValueInvesting thread on 'real workflows for multi-framework investing' generated 15+ substantive responses from experienced investors confirming the core problem — hours spent on manual framework application
- Simply Wall St benchmark: 7M users and ~$15M ARR with a similar freemium model confirms willingness to pay for visual fundamental analysis at this price point
- Community tools mentioned by users (Finviz, stockanalysis.com, gurufocus) have significant paid user bases despite offering only raw data — Amaru's interpretive layer is the missing product
- WEF 2024 data: 42% of retail investors would invest more with AI coaching — direct validation of the Ara voice agent premium tier thesis

Competitive Timing

The market is at an inflection point. Screener.co — a direct functional competitor — just launched an AI screening beta in August 2025 after 15 years of stagnation. Simply Wall St has not materially updated its scoring methodology since launch. The window to establish a defensible position as the 'legendary investor framework' platform is open now, before a well-funded competitor moves into the space.

Three-Year Revenue ModelThree-Year Revenue Model

	Year 1	Year 2	Year 3
Paying users (B2C)	2,000	18,000	60,000
B2C ARR	$400K	$3.6M	$12M
B2B widget clients	10	60	150
B2B ARR	$12K	$72K	$180K
API clients (Yr2+)	—	25	80
API ARR	—	$150K	$480K
Total ARR	$412K	$3.82M	$12.66M
Gross Margin	78%	80%	82%
Gross Profit	$321K	$3.06M	$10.38M
Operating Expenses	$800K	$2.2M	$4.5M
EBITDA	($479K)	$860K	$5.88M
EBITDA Margin	—	22%	46%

⚡ Year 1 operating loss reflects investment in team (2 engineers + 1 marketer), data infrastructure, and community seeding. Path to profitability is Year 2 at 18,000 paying users — a conservative target given comparable community-led SaaS growth rates.

Key Assumptions

- ARPU: $200/yr blended (mix of $120 Investor annual and $240 Premium annual plans)
- Monthly churn: 2.5% (industry benchmark for SaaS with strong community moat is 1.5–3%)
- Freemium conversion: 10% of registered free users convert to paid within 90 days
- Gross margin expansion from 78% to 82% driven by data infrastructure efficiency at scale
- No paid acquisition in Year 1 — all growth organic via community and widget reverse funnel
- Headcount: 3 FTE Year 1, 8 FTE Year 2, 18 FTE Year 3

Funding & Use of ProceedsFunding & Use of Proceeds

Seeking: $750K Pre-Seed Round

Amaru is raising a $750,000 pre-seed round to accelerate product development, data coverage expansion, and community-led growth. The round is structured to achieve the following milestones before a Series A in 18–24 months:

- 2,000 paying users and $400K ARR by end of Year 1
- Full launch of Ara voice coaching agent (premium tier anchor)
- API and widget B2B revenue streams live and generating
- Coverage expanded to 15,000+ global stocks across all major markets

Use of Proceeds

Category	Amount	% of Round	Purpose
Engineering	$300K	40%	2 senior engineers · data infrastructure · API build
Data & Infrastructure	$150K	20%	Premium financial data feeds · cloud scaling
Marketing & Community	$112K	15%	Content, SEO, newsletter partnerships, events
Product & Design	$75K	10%	UI/UX, Ara voice agent development
Operations & Legal	$75K	10%	Company setup, compliance, financial regulation review
Buffer / contingency	$38K	5%	Runway protection
Total	$750K	100%	18 months runway at current burn rate

What Success Looks Like at Series A

- $3.5–4M ARR with clear path to $12M
- 18,000+ paying users with <2.5% monthly churn
- Ara voice agent live with measurable NPS uplift vs. base product
- 3+ B2B enterprise widget clients generating >$100K combined ARR
- Community presence with >50K registered users and documented product-market fit

The People Behind AmaruThe People Behind Amaru

Founding Team

Amaru was founded by Miguel, a value investing practitioner who identified the multi-framework execution problem from his own investment practice. The founding thesis emerged from direct experience: knowing the frameworks is not enough — the bottleneck is consistent, rigorous application across every stock evaluated.

What We Are Looking For in Investors

Beyond capital, Amaru is seeking investors who can add strategic value in three areas:

- Fintech distribution: connections to financial content creators, newsletter networks, and broker platforms
- Value investing community credibility: investors with existing presence in the retail investor ecosystem
- SaaS scaling expertise: experience taking a freemium consumer SaaS from $500K to $10M ARR

Advisory Board — Targeted Profiles

- Former operator at Simply Wall St, Seeking Alpha, or Morningstar
- Active value investing practitioner with social audience (newsletter, YouTube, podcast)
- Fintech regulatory advisor (MiFID II / SEC compliance for investment tools)
- AI/voice product specialist with consumer SaaS experience

Honest Assessment of Key RisksHonest Assessment of Key Risks

Risk	Severity	Mitigation
Regulatory: tool perceived as financial advice	High	Explicit non-advisory disclaimers · legal review of all copy · 'educational tool' framing throughout
Competitive: Simply Wall St or Gurufocus copies the 9-investor framework	Medium	Brand moat of the legendary investor narrative · community loyalty · voice agent creates differentiation gap
Data quality: incorrect fundamentals lead to wrong scores	High	Multiple data source validation · transparent methodology · user flagging system
Community rejection: Reddit mods restrict promotion	Medium	Rule-compliant posting strategy · value-first content · modmail pre-approval process
Churn: users use free tier and never convert	Medium	Paper portfolio as retention anchor · Ara agent as premium conversion driver · 90-day conversion optimization
Market: retail investor participation drops in bear market	Low	Value investing is explicitly a bear market strategy — Amaru's TAM grows in market downturns
AI commoditization: LLMs offer free stock analysis	Medium	Proprietary framework scoring is not replicable by generic LLMs · brand trust in methodology

The opportunity is clear.

219 million retail investors. A proven methodology. A fragmented tool market.

No product that does what Amaru does.
