



TARTLE™

# Finance - Use Case



# Have you ever wondered what's going on in the mind of your customers, prospects, and society-at-large?

Now you have access to the world's two most valuable resources. *Information and Intention*. Everyone wants to know them, but no one has found the divining rod of truth to really make strong business decisions. Even worse is trying to make sense of all the immense noise in today's data-centric world.

The best decisions can be made on real-time data and real-time intentions of people. TARTLE™ offers direct access to individuals and their data across the globe. Buy it once, or rent data streams right from the source, people. Real time, and ready to analyze in clean, noise-free data sets designed ahead of time by you. This unprecedented ease of access is found nowhere else, but TARTLE™.



# Always the most important data - always at the right time.



What will PMs invest in next? What do they value? What do they think about this next board change?



Where are they going to execute their trades through? Where will they refinance? Where do they Bank?



When will they buy? When will they change banks? When do they spend money? When do they save?



Why do they trade? Why do they leave? Why are they buying? Why are they selling? Why now? Why ever?



You no longer have to keep guessing with the best statistical models on borrowed information and borrowed time. Not only are middle man data brokers costly, they can only offer data within certain reaches of regulation, and your stuck buying old news, to make new decisions. That just doesn't add up.

You hired a team of scientists to figure out how your customers and prospects think by analyzing click stream data and browser information? 15 clicks on your website and a 7 min browsing time is not going to tell you what Jane Smith or John Doe is thinking. Better yet, what financial product they want to buy or why they won't buy it. You're left to guessing and making decisions on low quality information.

High quality information comes from one place and that's the source. TARTLE™ allows the design of data sets that will give you the truth of the matter on how people are going to spend their money, who they are going to spend it with, on what financial products, and when they are planning on doing so. When the



*Ask a market population in advance if that a new tech IPO is going to flop, so you can be on the right side of the market.*

market is moving, you'll be able to truly move with it.

Here is a *quick example* to show how powerful TARTLE™ really is: A major tech start up is about to IPO, and they are 'redesigned like never before'. You create a data set to see if the public is really going to buy into this new IPO, you can also subscribe to their data as frequently as you want to find out if the

product/service is turning out to be a complete flop. This sort of insight can get you out of a trade or better yet, on the correct side at the right time. This is unprecedented IPO insight. Losses are now thing of the past.

Why search for a needle in a haystack, when you could just have a stack of needles? TARTLE™ now, TARTLE™ forever.





Empowering and Protecting the Digital  
Identity  
#NCWR



Access the future:  
[Athena.tartle.co](https://athena.tartle.co)

