



MAYDAY



Mayday is making everything
for the Financial Services industry

Mayday is a full-service creative agency in New York,
combining design, technology, business & culture to craft
effective brand systems and beautiful user experiences.

CAPABILITIES



TECHNOLOGY

Websites & eCommerce
Software & Web Applications
Mobile Applications
Interactive Installations



BRANDING

Logo & Identity Design
Graphic Systems
Art Direction
Creative Direction



MEDIA & CONTENT

Photography
Video Production
Illustrations
Copywriting



STRATEGY

Product Definition
Business Strategy
Brand Messaging
Product Rollout



COMMUNICATIONS

Social Media
Marketing Collateral
Narrative Development
Internal Training



USER EXPERIENCE

Information Architecture
Wireframing
Prototyping
User Interface Design

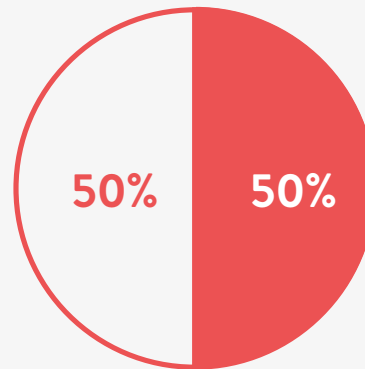
CLIENTS

By working with Fortune 500s, early-stage companies, and everyone in between, we make sure we bring a start-up's nimbleness to major corporations looking for innovation, and big company due diligence to fast-moving start-ups.



SELECTED EARLY-STAGE COMPANIES

GrownOcean	Lee Savage
SocialAlpha	Common
The Hourly Nerd	Fluent City
The Vision Lab	FinTech Collective
MoneyLion	Trumid Financial



We roughly split our time between early-stage and large companies to draw inspiration and process from each.



SELECTED LARGE COMPANIES

Marriott	Olympics
Viacom	Facebook
Nescafe	Yahoo!
Google	Levi's
P&G	Unilever

CLIENTS

Mayday works across most verticals, drawing inspiration and insight from organizations across the board.



FINANCIAL SERVICES

Social Alpha
Money Lion
Trumid
FinTech Collective
Advizr



EDUCATION

Fluent City
Three Ring
Kidhoo
CCSE



REAL ESTATE

Common
Douglas Elliman
Broadstone Court
The Haynes House
RealtyMaps
Anbau



HOTEL & HOSPITALITY

Loews
Autograph Collection
Lifestyle Collection
Algonquin Hotel
The Mayflower Hotel
The Essex House
RLounge



FASHION & BEAUTY

Levi's
TopShelf
The Row
Carrie Parry
Emily Driscoll
Lee Savage
Shiseido
JC Penny



CONSUMER PACKAGED GOODS

UbyKotex
Funyuns
St. Ives



CONSUMER TECHNOLOGY

Tumblr for Brands
Tumblr Roadshow
Yahoo! Advertising
Google Photos
Microsoft
Instagram



ARTS & CULTURE

Arts Council of Princeton
NoMad Alliance



MEDIA & ENTERTAINMENT

MTV - Shannara
The Daily Show
BroadCity
Workaholics
SyFy - The Magicians
Entertainment Tonight
True.ink



SOCIAL ALPHA
social-alpha.com



STRATEGY



COMMUNICATIONS



UX



TECHNOLOGY



BRANDING



MEDIA & CONTENT



Steven J. Investor @Steve_Investments 45m
 Rob Kapito on @BloombergTV expects Asia to be the most important region in the world for BlackRock something & other <http://bloom.bg/18V575U>

125 Reply Retweet Favorite Follow

SPDR S&P500 ETF (SPY)
 200.89
 -0.74 (-0.37%)

Recent

- TheOxleyDox** @TheOxleyDox
SPY analysis...
- Alan Schwelinger** @alanschwelinger
SPY analysis: You as a new fan, the new gal & all other things you can do to make your life better...
- JASON** @jason111111
Marking my only bet on SPY...
- Ron Elman** @ronelman
Investment: SPY is the best way to invest...
- Winners Traders** @TradingWinners
SPY is the best way to invest...
- Shurt A. Brown** @ShurtABrown
SPY is the best way to invest...
- Sam Silverberg** @samsilverberg
SPY is the best way to invest...
- Edward Fine Art** @edwardfineart
SPY is the best way to invest...

socialalpha

Most Recent Influence Relevance
 Very Positive Positive Neutral Negative Very Negative

AAPL

Sigmund J. Investor @Sjartparne 1m
 Rob Kapito on @BloombergTV expects Asia to be the most important region in the world for BlackRock something & other <http://bloom.bg/18V575U>

Steven J. Investor @Steve_Investments 45m
 Rob Kapito on @BloombergTV expects Asia to be the most important region in the world for BlackRock something & other <http://bloom.bg/18V575U>

Sigmund J. Investor @Sjartparne 1m
 Rob Kapito on @BloombergTV expects Asia to be the most important region in the world for BlackRock something & other <http://bloom.bg/18V575U>

Sigmund J. Investor @Sjartparne 1m
 Rob Kapito on @BloombergTV expects Asia to be the most important region in the world for BlackRock something & other <http://bloom.bg/18V575U>

Sigmund J. Investor @Sjartparne 1m
 Rob Kapito on @BloombergTV expects Asia to be the most important region in the world for BlackRock something & other <http://bloom.bg/18V575U>

Sigmund J. Investor @Sjartparne 1m
 Rob Kapito on @BloombergTV expects Asia to be the most important region in the world for BlackRock something & other <http://bloom.bg/18V575U>

ALERT Lower than 12.21 tempor incididunt ut labore et dolore

Apple, Inc.
448.21
 0.05 (0.79%)
 After Hours
 0.02 (0.29%)

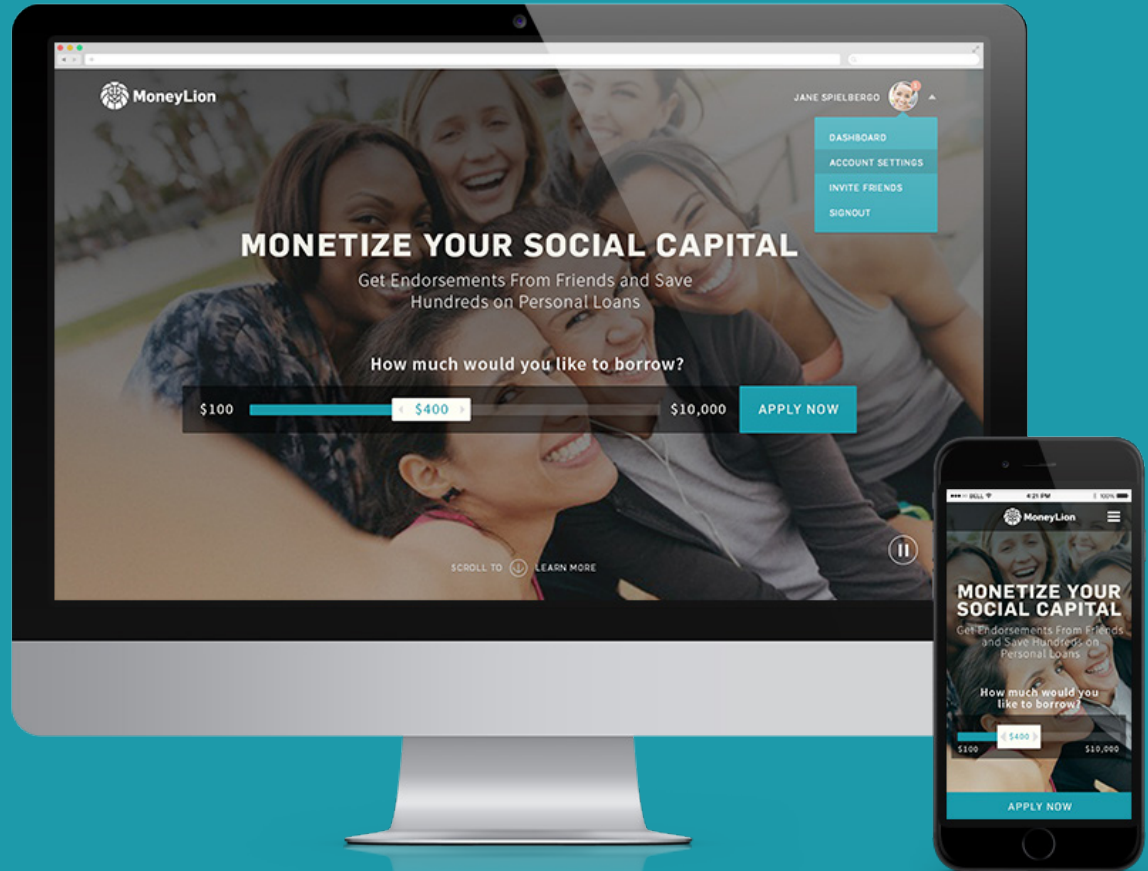
OPEN :	301.08	MKT CAP:	220.1B
HIGH :	475.22	52 HIGH:	530.10
LOW :	100.00	52 LOW:	86.07
VOL :	17.8M	AVG VOL:	12.2M
P/E :	11.22	YIELD:	1.68%

ALERT X

! Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod 12.21 tempor incididunt ut labore et dolore



MONEYLION
moneylion.com



STRATEGY



COMMUNICATIONS



UX



TECHNOLOGY



BRANDING

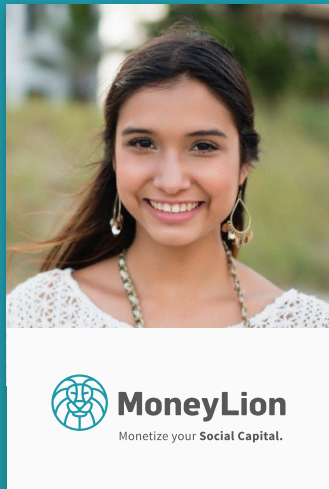


MEDIA & CONTENT

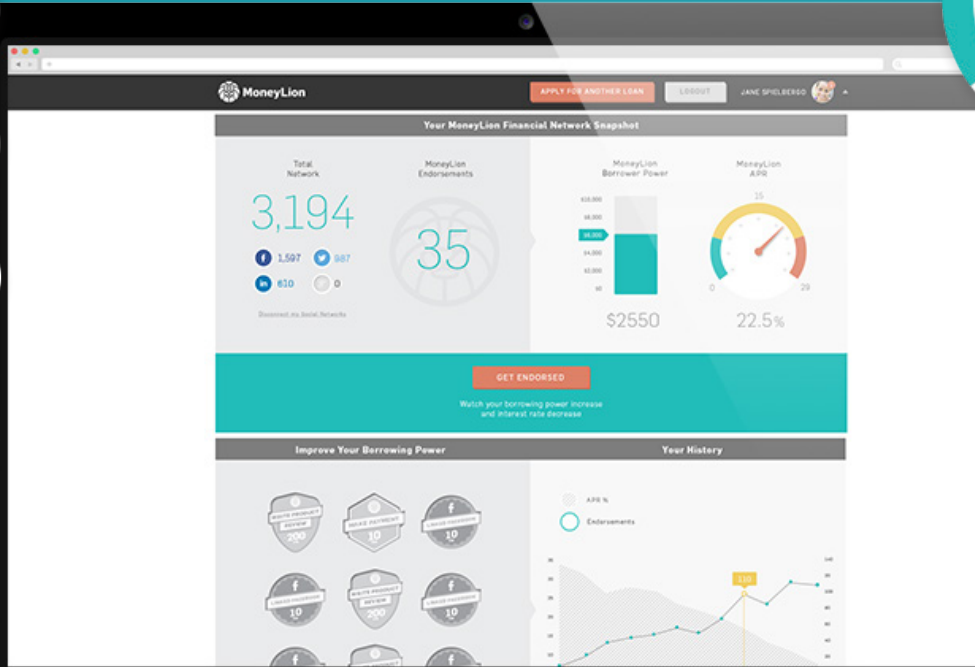


MoneyLion

Investments



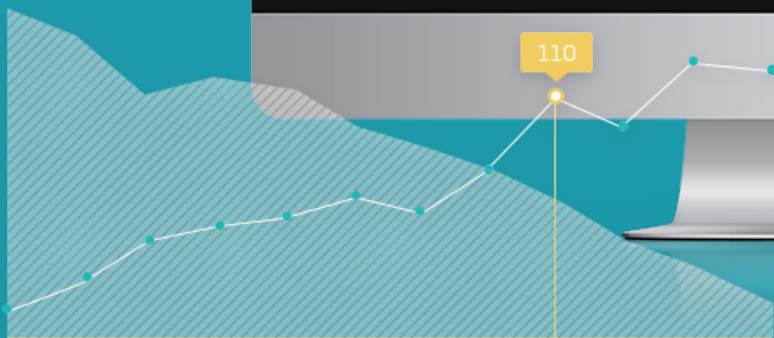
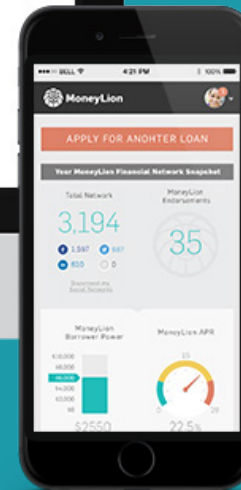
A **BC** ABCDEFHIJKLM
NOPQRSTUVWXYZ



GET ENDORSED

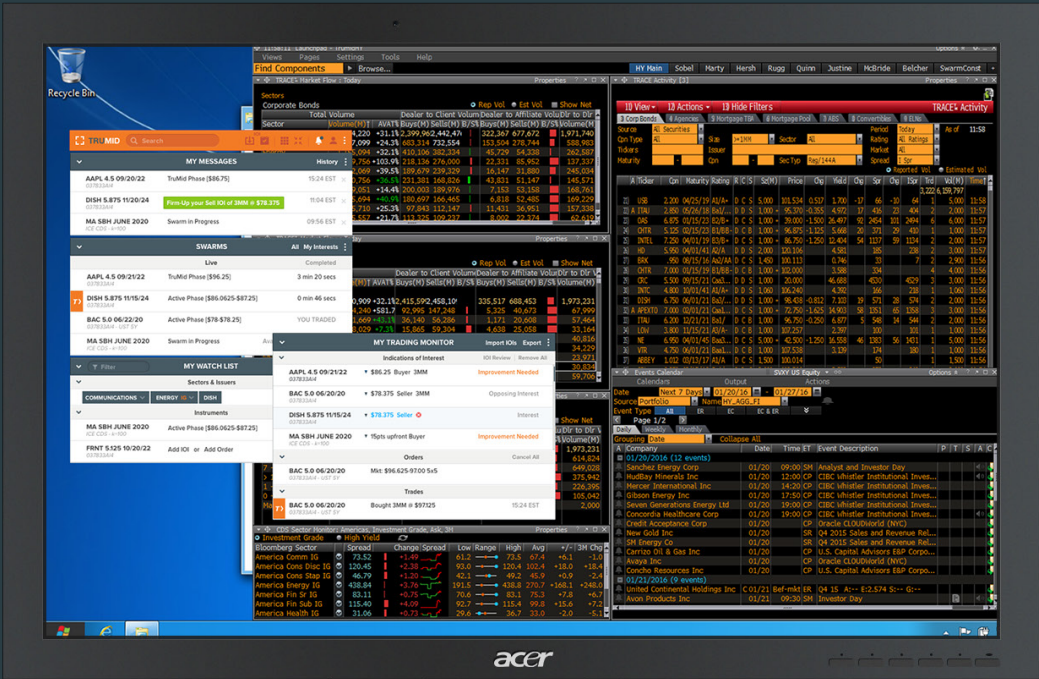
ENDORSE A FRIEND

LOGOUT





TRUMID
trumid.com



STRATEGY



COMMUNICATIONS



UX



TECHNOLOGY



BRANDING



MEDIA&CONTENT



Search

SWARM MONITOR

All My Interests

Filter MY WATCH LIST Import List Export

Sectors & Issuers & Tags Remove All

COMMUNICATIONS ENERGY IG

Instruments Sort by Remove All

WFC 3.55 09/29/25 94974BGP9	Active Phase [+102/+101]	2 mins 4 secs	X
GS 4 1/4 10/21/25 38141GVR2	TruMid Phase +240	1 mins 8 secs	X
CHTR 5 3/4 01/15/24 1248EPBE2	Add IOI or Add Order		Interest X
INTEL 7 3/4 06/01/21 458204AP9	Add IOI or Add Order		Interest X
TMUS 6 1/2 01/15/26 87264AAP0	Add IOI or Add Order		Interest X
WPX 8 1/4 08/01/23 98212BAG8	Add IOI or Add Order		X
BBDBCN 7 1/2 03/15/25 097751BM2	Add IOI or Add Order		X

MY TRADING MONITOR

Import IOIs Export

Indications of Interest IOI Review

ABIBB 4 5/8 02/01/44 03524BAF3	Seller	Interest
CHK 5 3/4 03/15/23 165167CL9	Buyer	Interest
FTR 11 09/15/25 35906AAAX6	Buyer	
S 7 5/8 02/15/25 85207UJA4	Buyer	
T 4 3/4 05/15/46 00206RCQ3	Seller	Interest
VRXCN 6 1/8 04/15/25 91831AAC5	Buyer	

Orders Cancel All

HAL 3.8 11/15/25 406216BG5 - UST 10Y	+94 Buyer 3MM	11:28:05
HCA 5 3/8 02/01/25 404119BR9	\$98 Buyer 2MM	11:25:30

Trades

None Today

TRUMID MORNING CROSS SWARM 4 min ago X

The following Securities will be included in the TruMid Morning Cross Swarm at 9:15 AM

WFC 3.55 09/29/25 94974BGP9	HCA 5 3/8 02/01/25 404119BR9
GS 4 1/4 10/21/25 38141GVR2	CRC 6 11/15/24 13057QAF4
HAL 3.8 11/15/25 406216BG5	THC 6 3/4 06/15/23 88033GCN8
DVN 5.85 11/15/25 25179MAV5	
LMT 3.55 09/29/25 539830BH1	
MCD 4 7/8 12/09/45 58013MFA7	

TRUMID MORNING CROSS SWARM

Filter

MY BUY ORDER Live TruMid Initiated Sw

ACTIVE PHASE BEST BID - BEST OFFER

CRC 6 11/15/24 13057QAF4	BID	HIT	\$10 - \$12
HAL 3.8 11/15/25 406216BG5 - UST 10Y	+94 3MM	HIT	+94 / +90
HCA 5 3/8 02/01/25 404119BR9	\$98 2MM	HIT	\$98 - \$98.5

WFC 3.55 09/29/25 94974BGP9 - UST 10Y	BID	HIT	+102.5 / +102	LIFT	OFR
GS 4 1/4 10/21/25 38141GVR2 - UST 10Y	BID	HIT	/ +105	LIFT	OFR
THC 6 3/4 06/15/23 88033GCN8	BID	HIT	\$88 - \$88.5	LIFT	OFR
FDC 7 12/01/23 319963BP8	BID	HIT	- \$95.75	LIFT	OFR
MCD 4 7/8 12/09/45 58013MFA7 - UST OLB	BID	HIT	+103 /	LIFT	OFR

SWARM ACTIVITY SUMMARY

KEYSTROKES	ORDERS	FILLS
CRC 6 11/15/24 My OFR level \$12, size 3MM Accepted	CRC 6 11/15/24 \$12 Seller 3MM 11:30 EST	None Yet
HAL 3.8 11/15/25 My BID level +94, size 3MM Accepted	HAL 3.8 11/15/25 +94 Buyer 3MM 11:28 EST	
HCA 5 3/8 02/01/25 My BID level \$98, size 2MM Accepted	HCA 5 3/8 02/01/25 \$98 Buyer 2MM 11:25 EST	

EDIT ORDER X

HCA 5 3/8 02/01/25
404119BR9

Last Trace \$98.75 15:24 EST

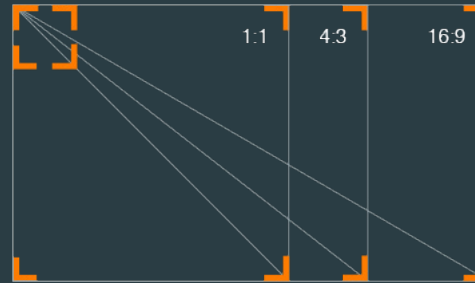
My BUY Order

Price \$98.25

Size 2 MM

SUBMIT ORDER

TRUMID





TRUMID:
EQUITY CAPITAL

James Quinn
Chief Executive Officer

James has 16 years of experience in the financial markets and is a member of the Trading Desk at Morgan Stanley. He is a graduate of the University of Pennsylvania and has spent 7 years on the buy-side as a trader and portfolio manager. He is a frequent speaker at industry conferences and has been featured in the Wall Street Journal, Bloomberg, and CNBC. He is also a member of the Financial Industry Regulatory Authority (FINRA) and the National Futures Association (NFA).

Ronnie Mateo
Chief Executive Officer

T: (212) 618-0337
M: (917) 973-0907
E: ronnie@trumid.com

TRUMID:
Trumid Financial LLC
120 Broadway, 9th Floor
New York, NY 10021
trumid.com

TRUMID:

DOWNLOAD

Why Trumid?

Technology Makes A Trading Network more Powerful with Information & Data

Secure.
Data is the glue that holds the Trumid network together. Our information is continuously secure, and only accessible to the users and never exposed. Complete and accurate trading information will be provided to a well-informed trader.

Efficient.
Increased productivity for our users by helping them get more trades done with less effort. Customization from Trumid is required in the marketplace, information to the right users, when they need it, to the precise moment.

Compatible.
We're proud with our users' existing workflow, requiring minimal time and a user manual. Users access their platform on their own terms, and the Trumid algorithm only executes orders when they have a high probability of getting a trade done.

Data Creates System Intelligence

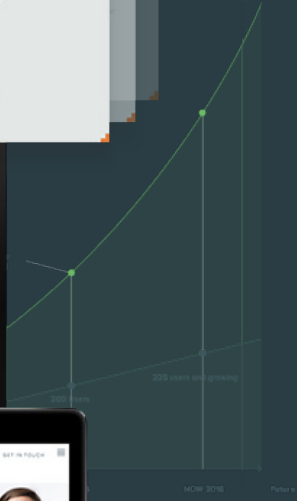
Trumid's network generates valuable information from our users every day. Secure and robust data allows the platform to bring competitive users together to execute trades efficiently.

BACK 990006 NEXT

TRUMID:

DOWNLOAD GET IN TOUCH

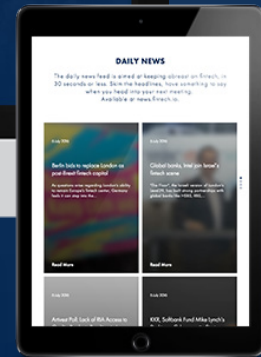
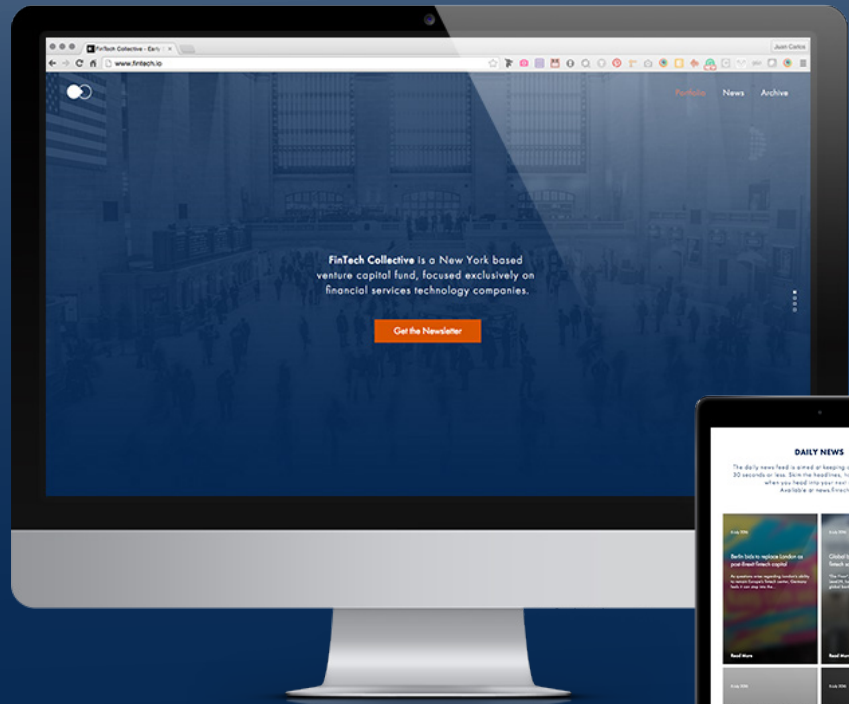
Matthew McBrat Linda Sorenson





FINTECH COLLECTIVE

www.fintech.io



STRATEGY



COMMUNICATIONS



UX



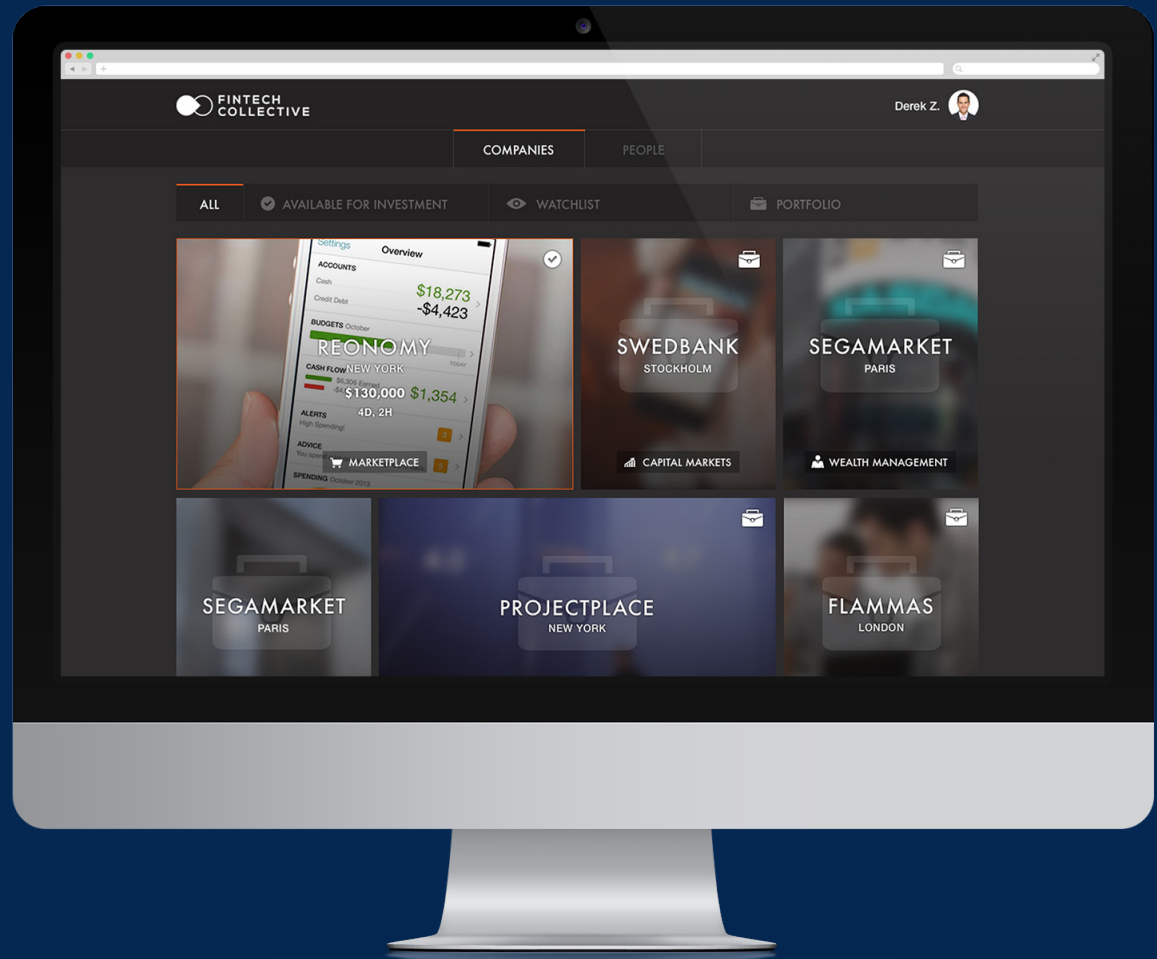
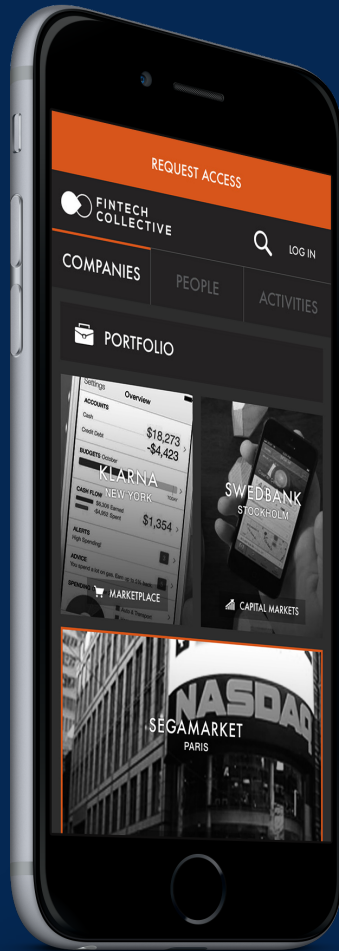
TECHNOLOGY



BRANDING



MEDIA & CONTENT





10 COST OF HANDLING CASH

April 18, 2015

As the digital age advances and the use of cash declines, the cost of handling cash is becoming a more significant factor for businesses. This is particularly true for small businesses that may not have the economies of scale of larger corporations.

WIRE BANKING

The rise of wire banking has led to a significant increase in the cost of handling cash. This is due to the fact that wire transfers are more expensive than other methods of payment.

OSCAR IS THE LATEST FULL STACK STARTUP

April 23, 2015

Full stack startups are becoming increasingly popular as they offer a comprehensive solution for businesses. Oscar is one such startup that has gained significant traction in the market.

REAL ESTATE

The real estate market is currently experiencing a period of volatility. This is due to a variety of factors, including changes in interest rates and the overall economic environment.

When Will a Bank Be Shut Down?

Banking regulators are closely monitoring the financial health of banks. They are looking for signs of trouble that could lead to a bank being shut down.

PORTFOLIO NEWS

April 12, 2015

Banking Regulators Tighten Rules on Consumer Protection

The Consumer Financial Protection Bureau (CFPB) has issued new rules to strengthen consumer protection in the banking industry. These rules are designed to prevent banks from engaging in unfair and deceptive practices.

April 23, 2015

Blockchain: The Future of Finance?

Blockchain technology is gaining attention as a potential solution for various financial challenges. It offers a decentralized and secure way to store and transfer data.

May 2, 2015

What's Behind the Rise of Peer-to-Peer Lending?

Peer-to-peer lending has emerged as a new way for individuals to borrow and lend money. This has led to a significant increase in the number of peer-to-peer lending platforms.

11 CASE OF ARTIFICIAL INTELLIGENCE

April 23, 2015

Artificial intelligence (AI) is revolutionizing the way we live and work. From self-driving cars to personalized recommendations, AI is making our lives more convenient and efficient.

ARTIFICIAL INTELLIGENCE

AI is being used in a variety of ways, from healthcare to education. It is helping doctors diagnose diseases more accurately and helping students learn at their own pace.

LEGISLATIVE IMPACT ON INNOVATION

Legislation is playing a crucial role in shaping the future of innovation. It is providing a framework for businesses to operate and ensuring that consumers are protected.

JUDICIAL DECISION

Courts are making decisions that will have a significant impact on the future of technology. These decisions are shaping the legal landscape and determining the rights of individuals and businesses.

12 BANKS PLEAD GUILTY TO MARKET RIGGING

May 14, 2015

Several major banks have pleaded guilty to market rigging. This is a serious violation of financial regulations and has led to significant penalties for the banks involved.

MARKET RIGGING

Market rigging is the practice of manipulating the market to create artificial price movements. This is done to benefit a particular group of investors and can lead to significant losses for other investors.

TECH TRENDS REPORT

May 26, 2015

The tech industry is constantly evolving, with new trends emerging all the time. This report provides an overview of the current trends and what to expect in the future.

THE GROWING FREELANCE ECONOMY

June 6, 2015

The freelance economy is growing rapidly, as more people are choosing to work for themselves. This is due to a variety of factors, including the desire for flexibility and the ability to work from anywhere.

13 ADP VERSUS ZENEFITS

June 13, 2015

ADP and Zenefits are two of the leading providers of HR and payroll services. This article compares the two companies and their offerings.

ADP VERSUS ZENEFITS

ADP has been a market leader for many years, but Zenefits is a newer entrant that is quickly gaining a share of the market. Both companies offer a wide range of services, from payroll to benefits administration.

STARTUPS ATTACKING GLOBAL REMITTANCES

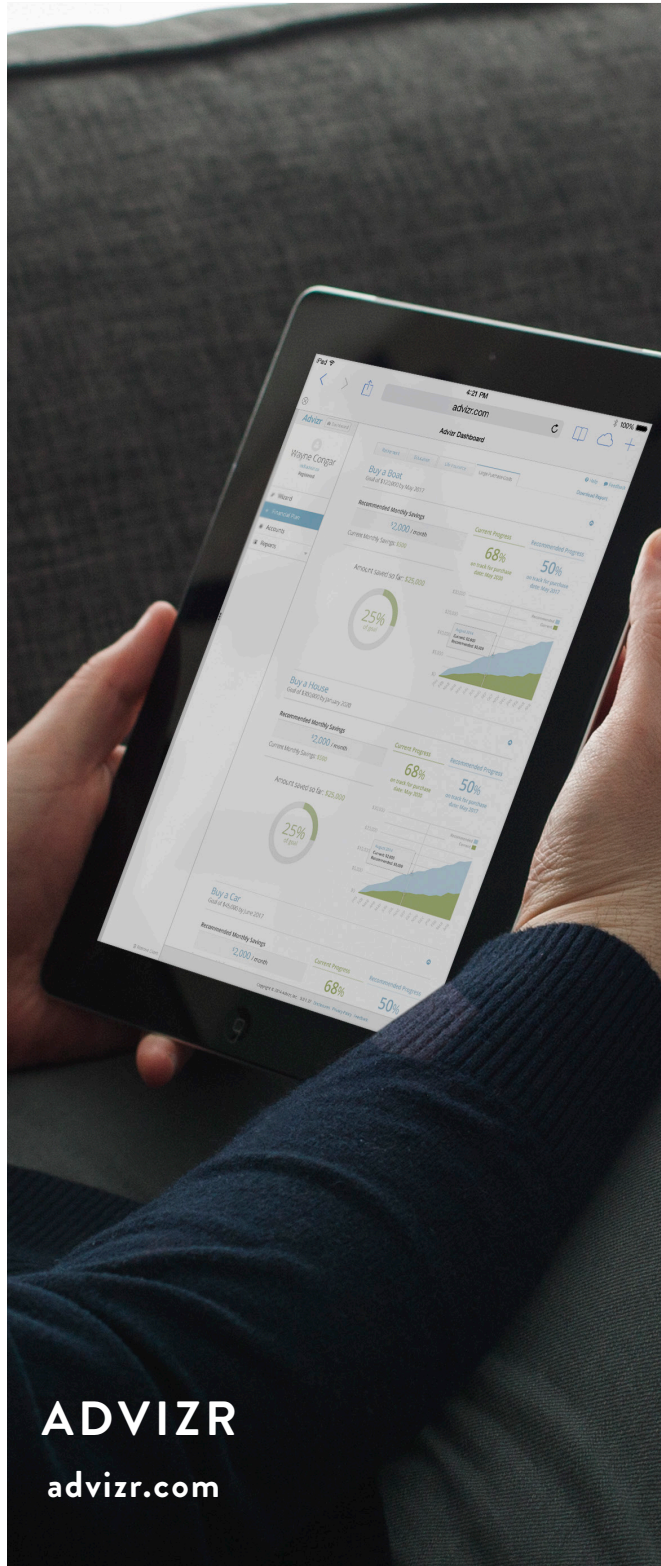
June 26, 2015

Startups are finding ways to disrupt the global remittance market. This is a market that has been dominated by traditional money transfer companies for many years.

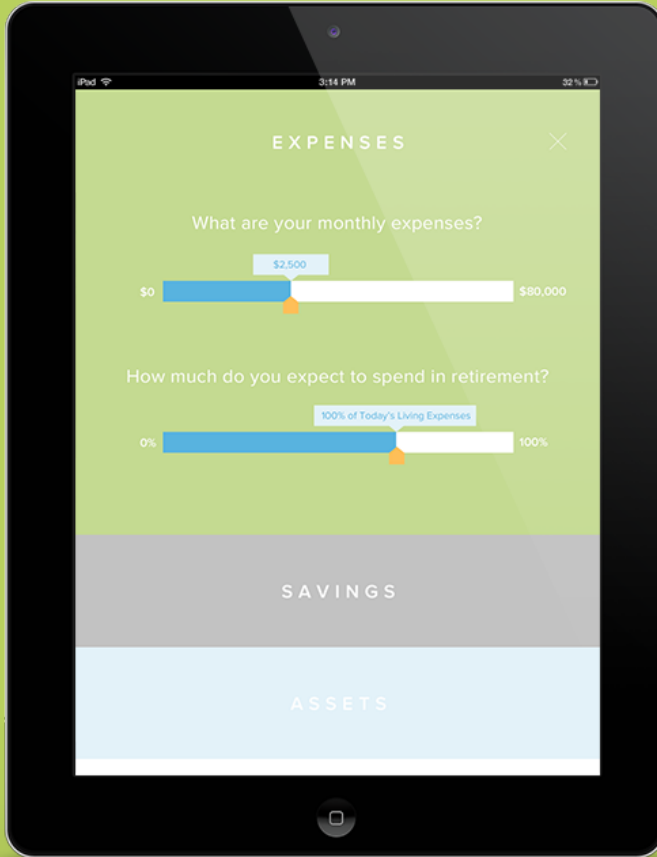
COMMUNITY BANKS TEAM WITH ONLINE LENDERS

June 27, 2015

Community banks are teaming up with online lenders to provide better service to their customers. This is a way for community banks to stay competitive in a market that is being disrupted by online lenders.



ADVIZR
advizr.com



STRATEGY



COMMUNICATIONS



UX



TECHNOLOGY

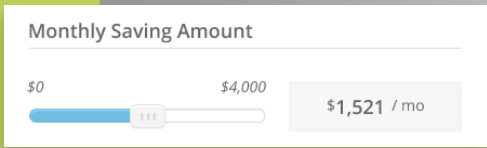
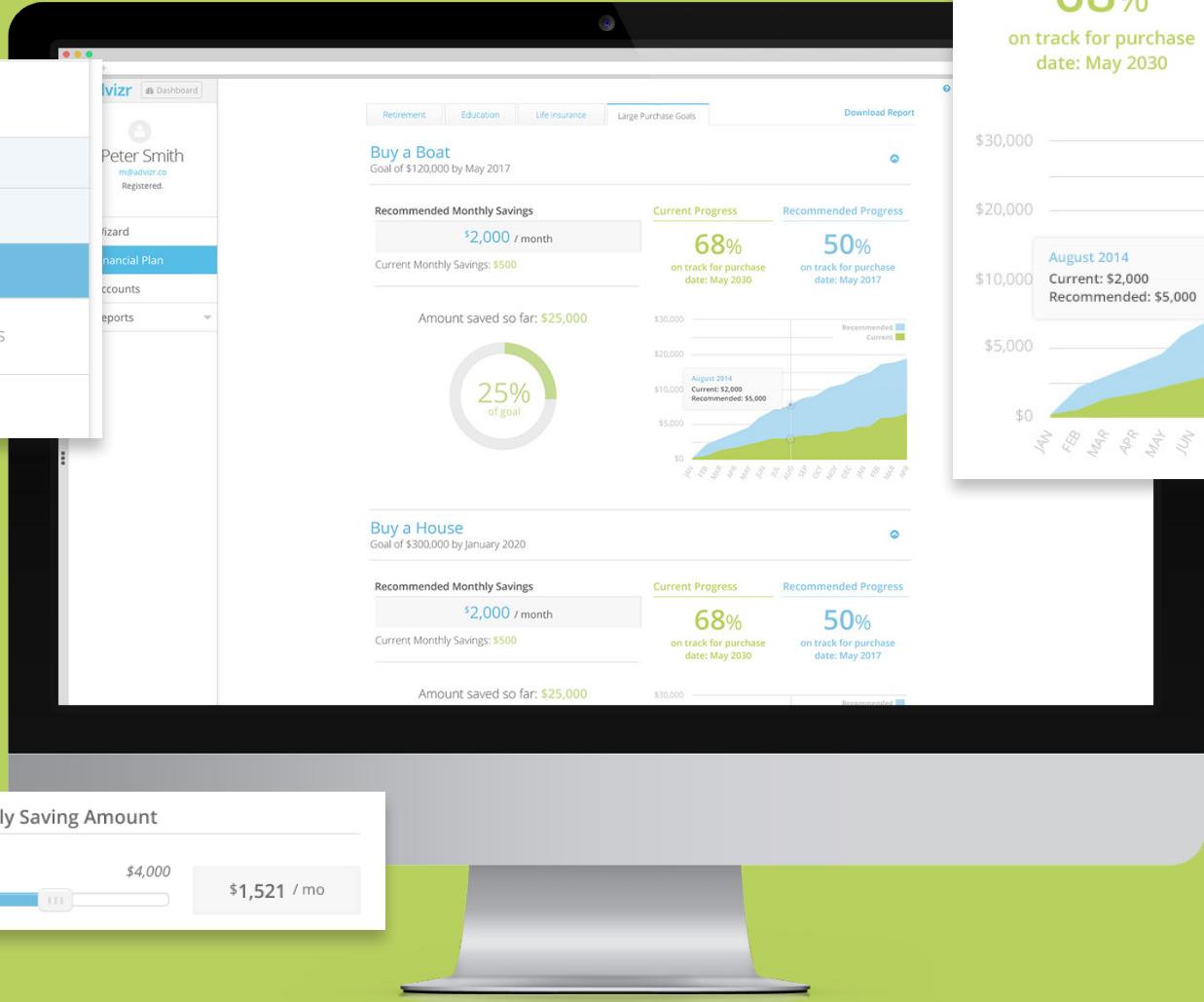


BRANDING



MEDIA & CONTENT

- Reports ▾
- Net Worth
- Current Cash Flow
- Future Cash Flow
- Sales Opportunities
- Financial Plan







THANK YOU