Narraxis

Track the Narratives Before They Move Markets.

Explore the platform: https://narraxis.org/

Problem | What is the problem you are trying to solve?

Problem 1: Investors spend time manually researching information across fragmented sources, and often rely on complex in-house tools and models, so by the time insights are produced, market-moving narratives have usually already formed and been priced in.

Problem 2: Investors can identify narratives, but they cannot easily measure their impact on assets, sectors, and markets. Narratives are qualitative in nature, as opposed to the quantitative market.

Pain: Missed opportunities, incomplete information and narrative-driven market moves that are difficult to quantify and act on.

Problem | How are customers addressing the problem?

Existing Solutions Today

- Financial terminals (Bloomberg)
- News feeds and alerts
- Social media monitoring tools
- Analyst reports and internal research teams
- Sentiment analysis and alternative data tools
- (In-house) Quant models based on price and historical data

Problem | Why are current solutions insufficient?

The Gap

- Tools are fragmented across news, data (retrieval), and analysis
- No unified view of narratives and their market impact
- Limited ability to directly link narratives to asset moves

Wilbe

One-liner | What do you do?

Narraxis

is a Market Intelligence Platform

to help Investors

achieve

Superior Market Awareness

with AI-based Narrative Modelling.

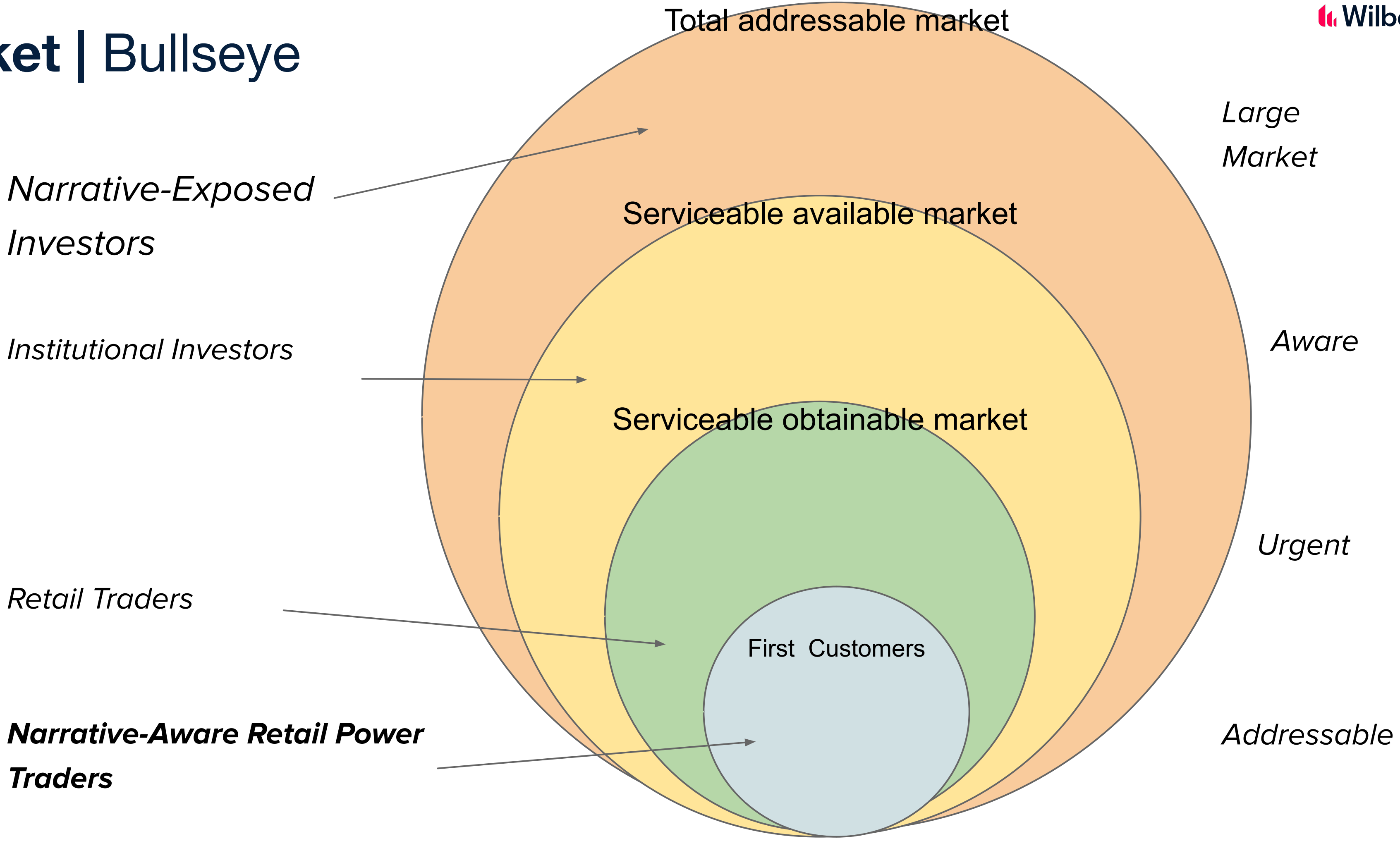
Solution | How are you solving this problem?

Solution: Agentic AI and Semantic Market Graph

- AI agents ingest news, filings, social media→ extract and classify **narratives**
- Cluster related information → build a unified **Influence Graph**
- Link narratives to companies, sectors, and assets → map exposure
- Track narrative momentum over time → detect rising, peaking, fading stories
- Quantify impact on markets → derive narrative-driven signals and beta

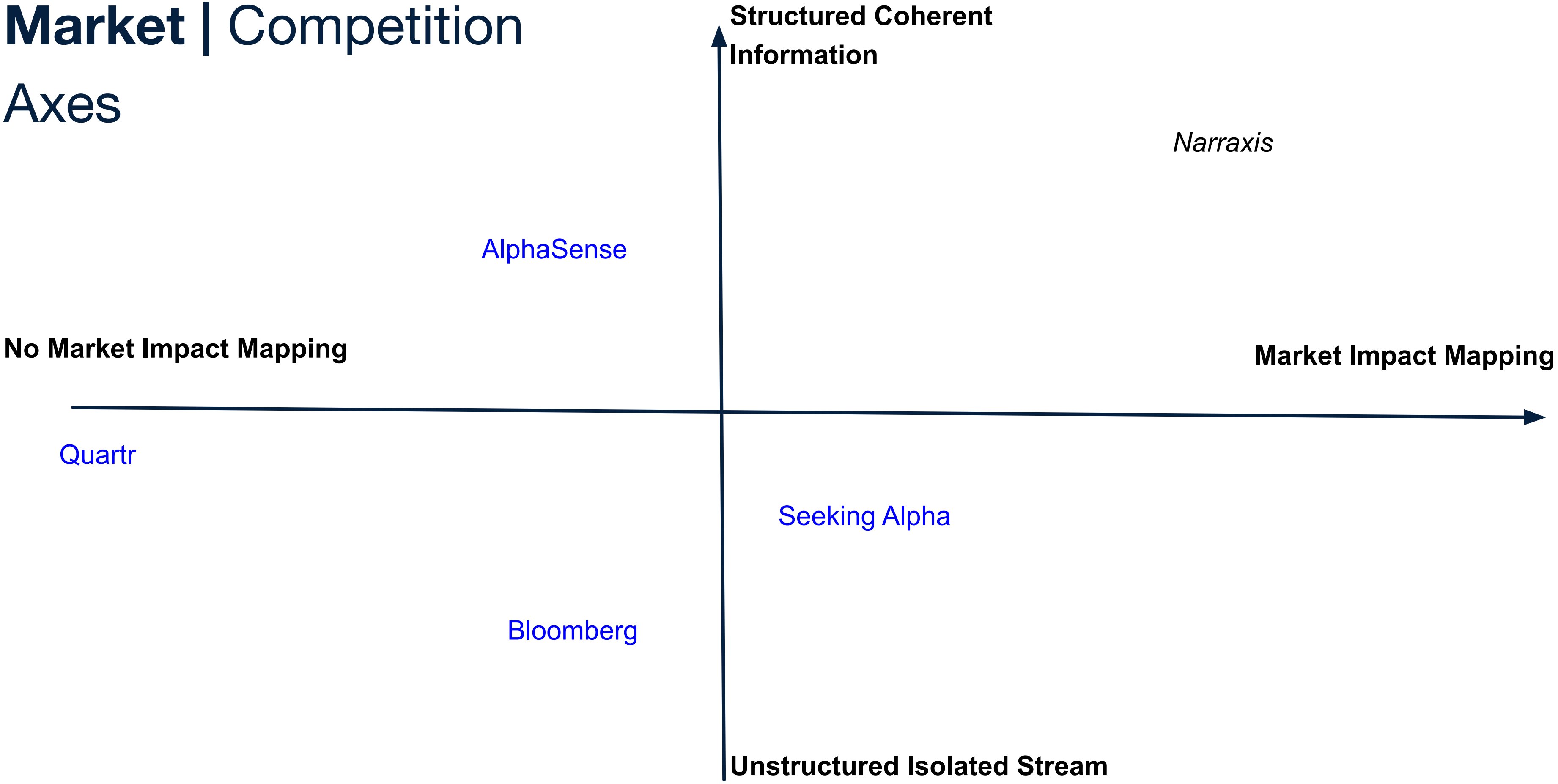
Result:
Fragmented, manual research → real-time, structured, and measurable market narratives that show what is moving markets and why.

Market | Bullseye



Wilbe

Market | Competition Axes



Market | Why is now the right time for your solution?

Why now

This is the first time two things come together:

- **AI is finally good enough** to understand and group large amounts of financial text into "narratives" in real time
- **Market data is fully digital and accessible**, from news to filings to social media

Why not before

- Old NLP systems could only match keywords, not understand meaning
- Data was fragmented and hard to process at scale

Why not later

- Whoever builds narrative intelligence first gets better data, models, and feedback loops over time
- The advantage compounds quickly once users and systems are in place

Market | What is your business model and go-to-market?

- **Business model:** Freemium retail app ($10–$30/month) → later premium B2B API for hedge funds ($25K–$100K/year)
- **Go-to-market - Bottom Up:** Start B2C (retail traders), prove usage + retention, then expand into institutional clients
- **Core product:** Real-time detection of market narratives, tracking momentum, and linking stories to assets
- **Target market:** Start in North American active retail traders, expand globally, then move up to hedge funds
- **Acquisition channels:** Twitter/X, Reddit, trading communities, content-driven growth, and targeted ads in finance communities

Traction | What is your development road map?

- **Stage:** Early prototype (no users yet); working system that ingests multi-source market data and generates initial narrative graphs, still unpolished product-market fit
- **Product:** AI pipeline (Gemini + Supabase + GCP) that ingests news/filings/social/market data → clusters narratives → links to assets → outputs a live narrative graph
- **Roadmap:** Improve narrative stability + real-time updates (0–6m) → improve impact scoring (0–12m) → scale B2C product (2–12m) → expand to institutional product & API (12m+)
- **Validation:** Later in the year predictions for impactful narratives can be backtested to prove usefulness
- **Market engagement:** No users, LOIs, or pilots yet; next step is 10–20 trader interviews followed by a closed beta to test retention and usefulness
- **Funding:** No external funding received; still in prototyping phase and focusing on refining core product before scaling

Big Picture Vision | What is your longer term vision?

- **Vision:** Narraxis becomes the global narrative layer for financial markets, where investors understand markets through real-time stories instead of raw data and news feeds separately.
- **Impact:** It transforms financial information from news feeds and terminals into AI-driven narrative signals that directly map to market movement.
- **Expansion:** Evolves into an API infrastructure powering hedge funds, trading tools, and broader economic intelligence systems.

Wilbe

Team | Why me

Marek Lorenz (Founder)

- Master Student at TUM in AI, prev. University of California, Santa Barbara
- Machine Learning, Data Science, Natural Language Processing
- Experience working at multiple fast-growing AI startups (Pluno, Parloa) and Data Mining companies (Maltego)
- Very passionate Data nerd who loves to experiment and improve the product
- Problem Solver Mindset: I tackle architecture, Machine Learning and all aspects of the product myself. I have a clear vision in mind and iterate over it constantly every day.

Wilbe

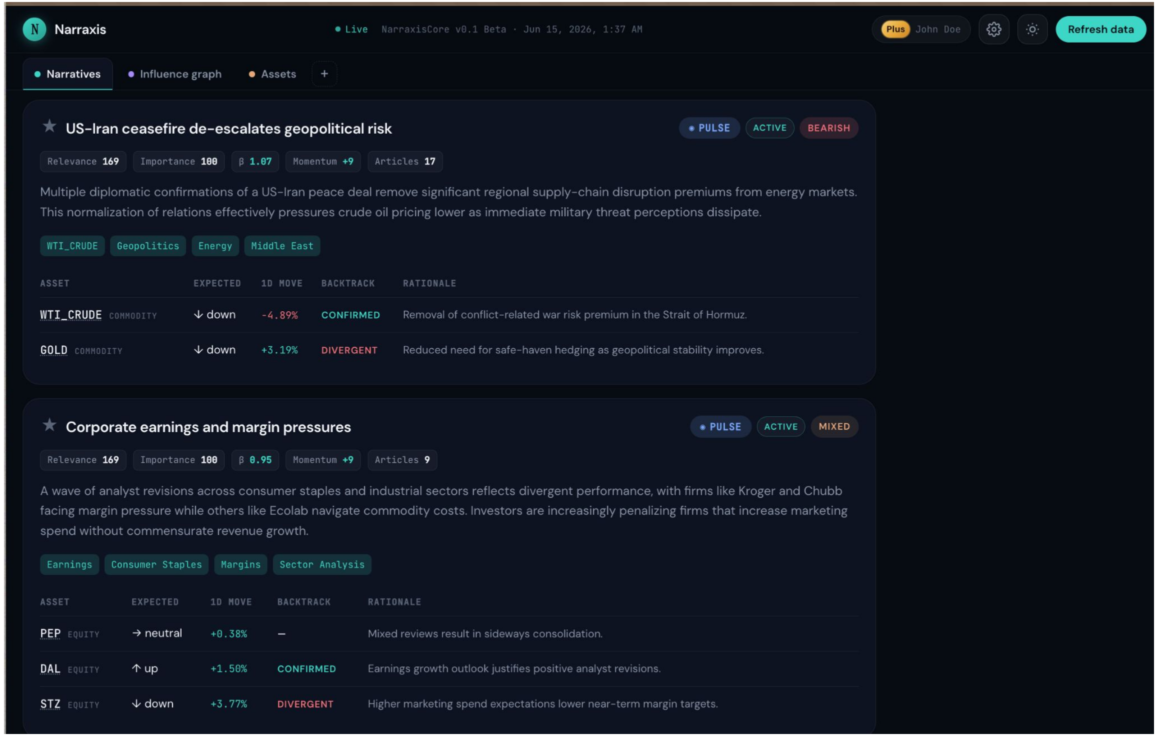
The Ask | What do you need to move forward?

- **Raise:** $400K–$800K for an 18–24 month runway
- **Spend:** AI/LLM costs, cloud infrastructure, data APIs, product development, and early user acquisition
- **Unlock:** launch real-time narrative platform, reach paying retail users, validate product-market fit, and build path to hedge fund/API product
- **Support needed:** access to early users (traders/analysts), introductions to funds, and possible cloud/API credits or grants

Thank you!

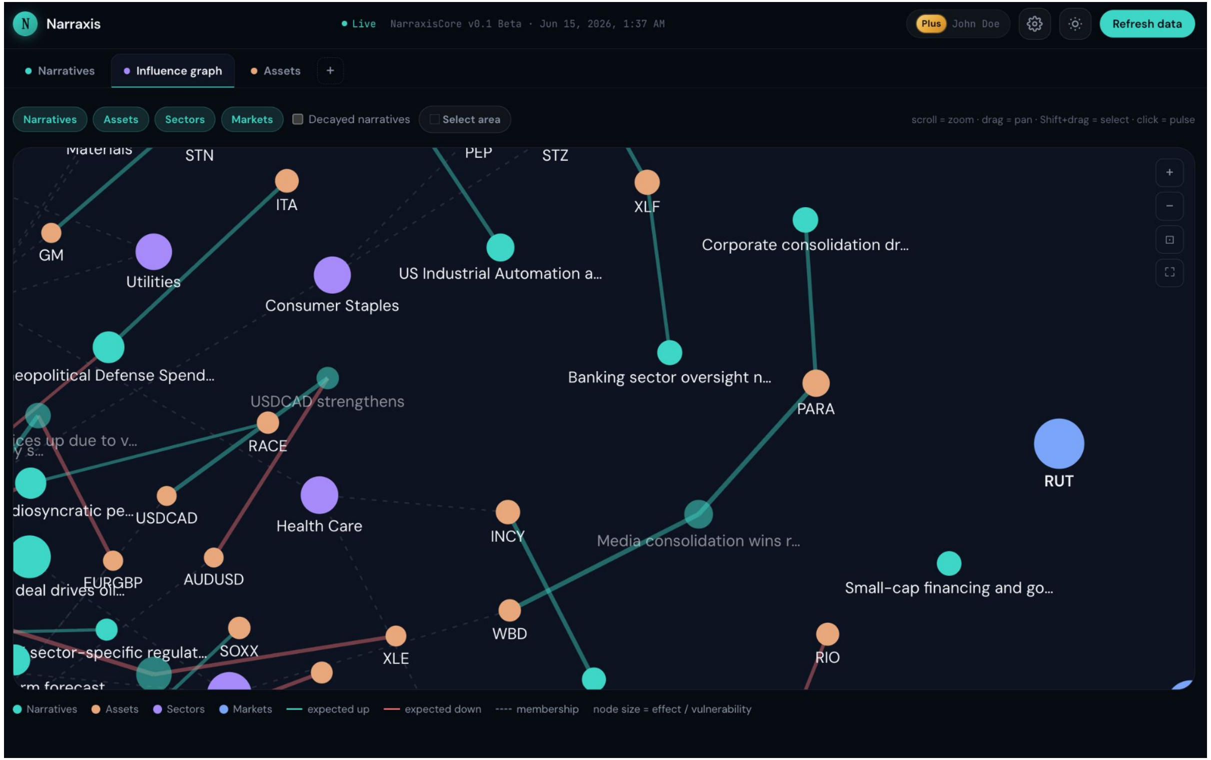
Reach out to me at mareklorenz@ucsb.edu

Showcase | Narratives as Assets



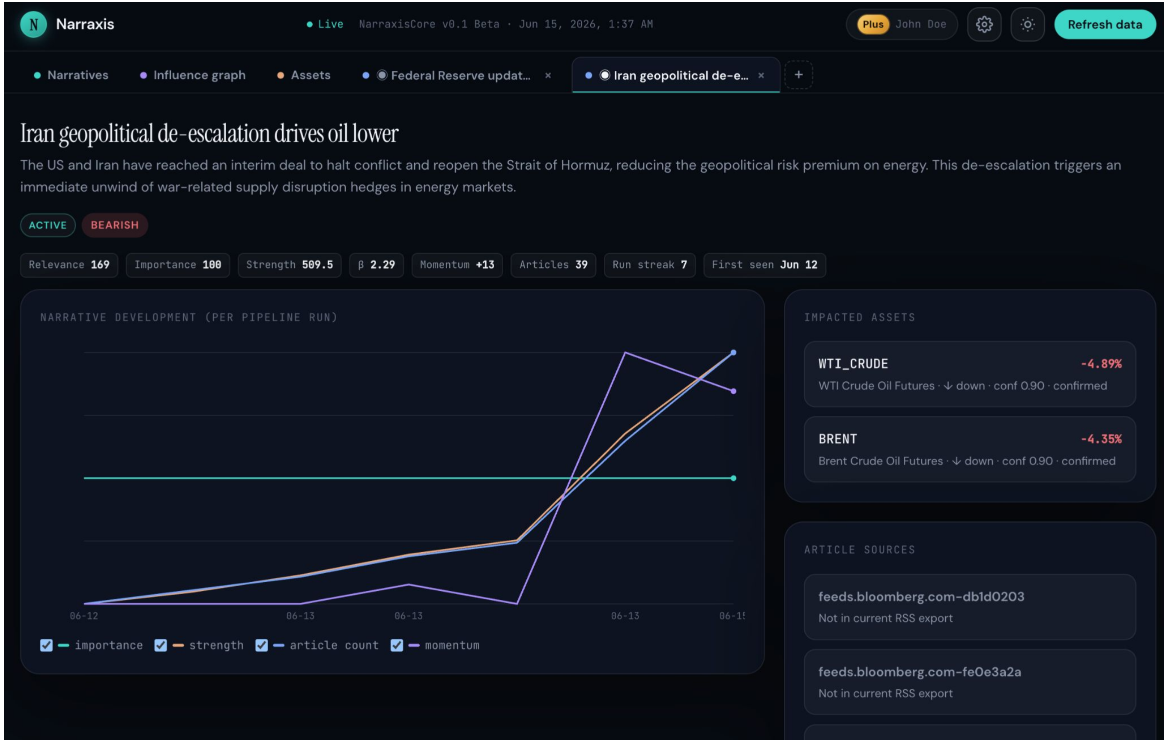
Core Idea: Modelling Narratives as first-class market citizens just like assets

Showcase | Narrative Influence Graph



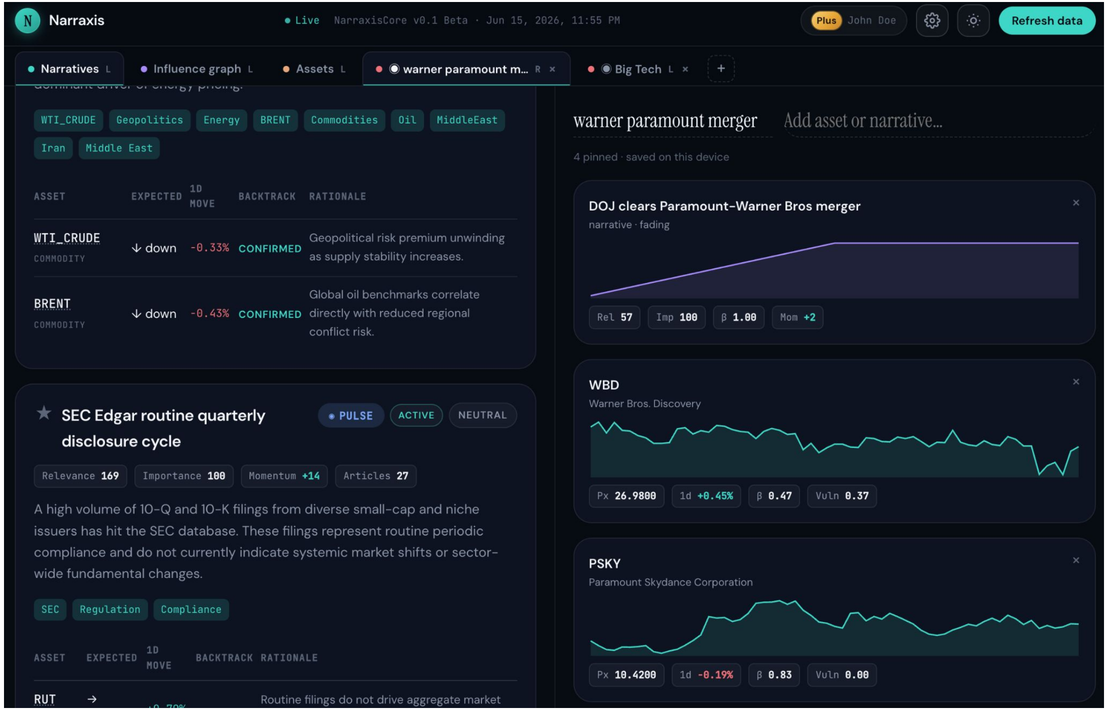
Innovation: Tracking interdependencies between narratives and assets in a graph

Showcase | Narrative Pulse



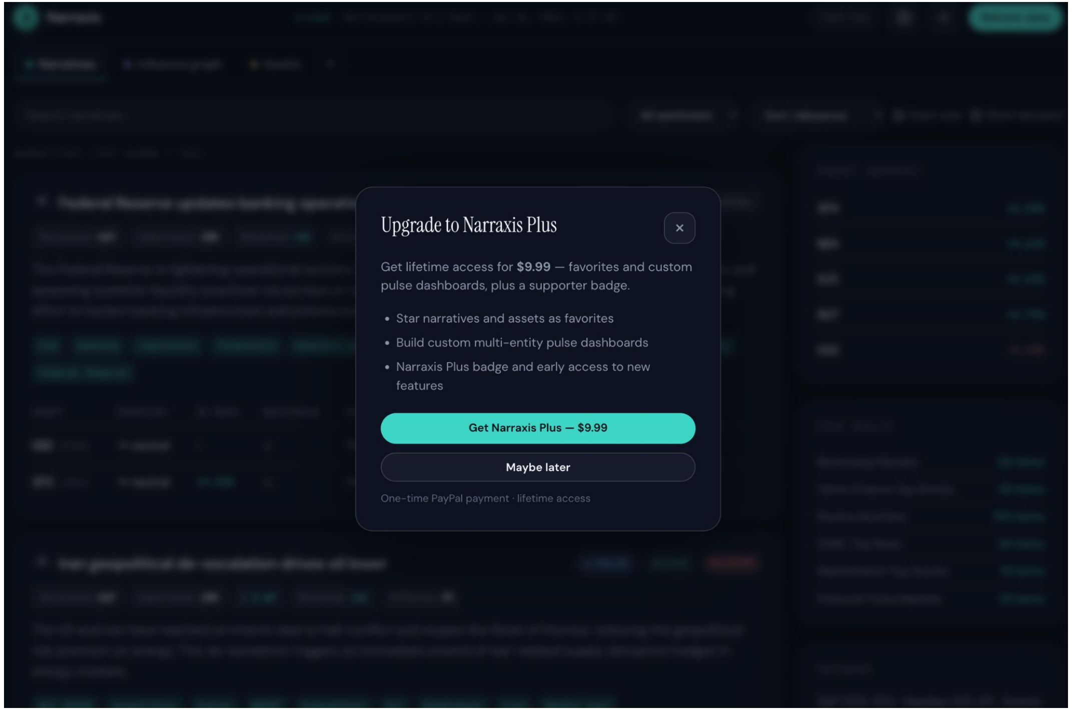
Detailed View: Narratives are tracked over time and impacts can be backtracked for attribution

Showcase | Custom Dashboards



UI/UX: Narraxis aims to be a fully capable modern market intelligence platform where users can create custom dashboards

Showcase | Stage 1: Freemium Monetization



Freemium Model: For monetization the platform will first be usable for free to present core capabilities, then for more advanced features users need a subscription