

Yvette Wu - CEO Yield Exchange

- 1) The Yield Exchange is a way for institutional investors to invest in Guaranteed Investment Certificates. How does it work?
- 2) Where did you get the idea?
- 3) It seems like a simple concept, why hasn't anybody done it before?
- 4) Are there risks either to you or the other parties?
- 5) How do you get paid?
- 6) Have you been busier with GIC's reaching pretty attractive rates?
- 7) The major banks don't seem present yet ... why do you think that is?
- 8) This is only for institutions ... Do you see a retail project at any time?
- 9) The team leading this venture has a ton of experience ... talk to me about how that helps?
- 10) This is a relatively new venture ... was it difficult to raise funds to do it?