



# Introducing Forecaster Challenge 2.0

## America's Weather Forecasting Platform

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## WHAT IS CX MARKETS?

- A Cantor Fitzgerald weather initiative
- Our goal is to increase public awareness of weather related risks
- Launched Forecaster Challenge in 2017 as a forecasting “game”
- Forecaster Challenge 2.0 will launch in September 2019 featuring integrated social media and expert forecasters

# INTRODUCING FORECASTER CHALLENGE 2.0



## MAKE A FORECAST

Fantasy Sports meets Weather Enthusiast  
- Meteorologists are the Athletes

Wall Street Analyst meets Weather Investor  
- Meteorologists are the Advisors



## RECEIVE REWARDS

Forecaster Challenge 2.0  
will compensate both  
Professional Meteorologists  
and their followers  
for participating in forecasts

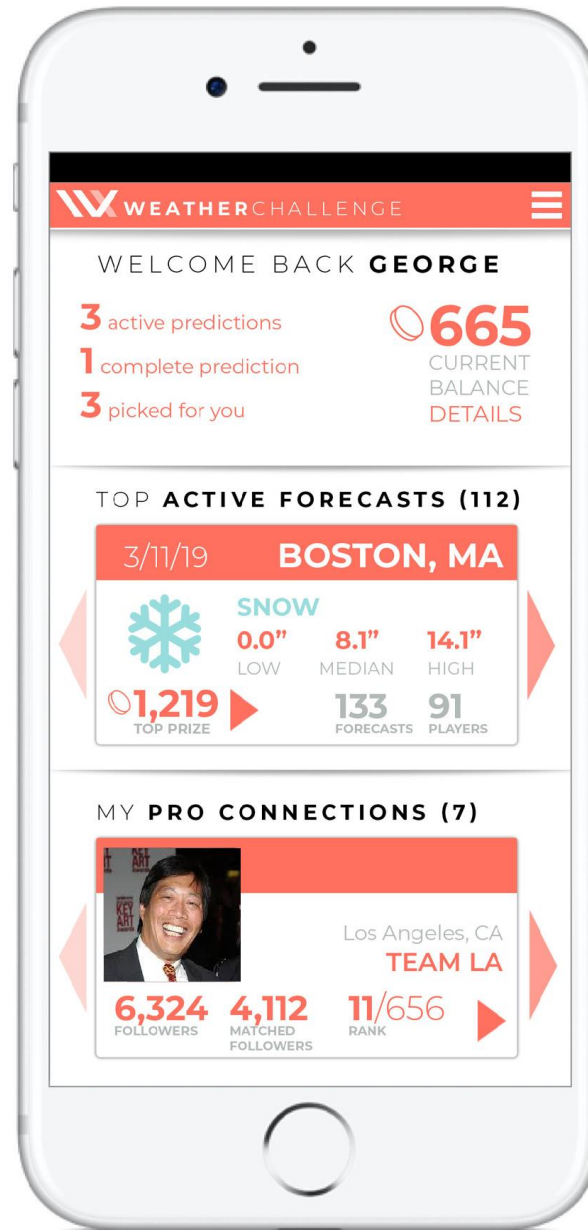


## THE PARTNERSHIP

# BROADCAST METEOROLOGISTS & FORECASTER CHALLENGE 2.0

- Meteorologists have a wealth of expertise that benefits their audience
- FC 2.0 Acquires audience outside of the local market
- FC 2.0 Increases the followers in social media posts
- FC 2.0 Showcases knowledge and expertise
- FC 2.0 Broadens your professional profile
- FC 2.0 Elevates broadcast visibility
- FC 2.0 Links with sports and other high-profile events
- FC 2.0 Enables increased monetization

# A SIMPLE USER EXPERIENCE







## WHO CAN PLAY?

- Featured profiles are restricted to Broadcast Meteorologists
- Limited profiles are available for Meteorology Students enrolled in designated college and university programs
- Social media links with your social audience provide direct communication between your forecasts, your audience the Forecaster Challenge 2.0
- The platform is open to the general public and featured meteorologists will be exposed to FC's expanding universe of players.



**GET STARTED**

**LEARN MORE**

- [Signup at CXMarkets.com](https://CXMarkets.com)
- Look for upcoming announcements about the launch of Forecaster Challenge 2.0
- Contact us with any questions





# THANK YOU

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