



CoinAnalyst

Corporate Presentation

v1.6.1 English – November 2021



Crypto Market Letter



Copy Trading*



Academy



Engagement



Messenger

*Copy Trading currently available only in Germany

Forward Looking Information

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Financial networks changed how data is stored and distributed and made billions doing so.

The ones that figure out how to observe, collect and distribute digital asset data to the crypto and financial community, will be the ones making billions tomorrow.

Crypto markets are different

Unlike equity and other markets, digital assets are much more difficult to analyze. Digital assets don't have a single source of trusted information. They are more volatile in nature, trade differently, are driven by emotions and have very little fundamental data.

Therefore, understanding and monitoring sentiment is critical for crypto traders.

The problem is that in order to achieve accurate sentiment, you must be able to observe, follow and analyze tens of thousands of investors, trading groups and influencers on social networks and forums – in real time!



The Problem

When it comes to Cryptocurrency research...

... there is too much noise

Lack of
qualitative data

Market
sentiment

Integrity of
information

We are an AI-based Big Data analytics platform

CoinAnalyst is based on the patented Cogia technology which uses semantic indexing and structuring of online data, using pattern recognition and artificial intelligence.

The platform provides news, price quotes, and messaging.

Similar to the information provider Bloomberg in the traditional financial market, we want to become a recognized information provider in the digital asset market.

CoinAnalyst was founded on February 1, 2018.

Our solution

We observe, collect, analyze and structure data to provide actionable intelligence

CoinAnalyst makes cryptocurrencies transparent

- Buy and Sell decisions can be made based on valid data and intelligent analysis, generated by our AI
- By providing up-to-the-minute access to news and data that matters and that moves markets
- We track influencers, monitoring online social media, and providing sentiment analysis, forecast, and trade signals on the top 300 coins*
- This enables you to identify opportunities, risks and react promptly and proactively to price fluctuations





CoinAnalyst

Our Products

CoinAnalyst Products



Insights

UNDERSTANDING
CRYPTOCURRENCIES



Crypto Market Letter

ALL INSIGHTS.
BY EXPERTS.



Academy

LEARN FROM
THE EXPERTS



Copy Trading

(AVAILABLE IN GERMANY)

LET THE EXPERTS
DO THE JOB

(DISCLAIMER: COPY TRADING CURRENTLY NOT
AVAILABLE TO NORTH AMERICAN FINANCIAL
DEALERS OR ADVISORS. REGISTRATION MAY BE
REQUIRED IN CERTAIN JURISDICTIONS)

Socializer Products



Messenger

FOR YOUR EYES ONLY



Engagement

CREATE YOUR OWN
COMMUNITY

 Insights

Track everything that matters

Leverage the capabilities of the Insights platform, go in depth and breadth at the coin, market, individual or company levels.

Whether you need to capture news, generate ideas or conduct research for yourself or your clients, the Insights platform gives you an edge...

- Unlimited accurate searches
- Sentiment analysis & quote detection shows you who is influencing the story
- The Insight dashboard gives you an at-a-glance view of what's happening
- Build profiles on people and companies, map them and monitor them
- Categorize and prioritize with custom tags and media lists



 Insights

Track everything that matters

Sentiment Analysis

Extensive Charting

Buzz Level

Alerts

Scam Detection

Individual Dashboards

Pump & Dump Detection

Exchange Integration



 Copy Trading

Let the experts trade for you

We analyze, you profit: With CoinAnalyst Copy Trading you benefit from the years of experience of professional crypto traders. With the support of artificial intelligence, we analyze the market for you and make sound trading decisions that you can easily adopt.

- Experts with years of trading experience
- Artificial Intelligence by CoinAnalyst
- Automated & safe trade execution

**59.8%**

Yearly average returns

4.98%

Average monthly returns

-11.77%

Biggest drawdown ever

 Engagement

Build your community

Whether you are part of the media, an influencer or an aspiring influencer connect all your social profiles, create campaigns and build your community.

- Manage your profile on Telegram, Facebook, Twitter, Instagram, Xing, LinkedIn and more
- Share content from *Insights* to all your social media channels
- Build teams of influencers, manage them and monitor them
- Create campaigns and build your community
- Schedule messages, automate posts and time announcements or weekly news

Share with your community

The market is turning bullish, guys!
Just take a look...



Publish

Pricing Model

Software as a Service

Starter

20 €

monthly/user

- ✓ Monitor 3 coins
- ✓ 6 Hours delayed

Intermediary

100 €

monthly/user

- ✓ Monitor 10 coins
- ✓ 3 Hours delayed
- ✓ Unlimited Publishing

Pro

500 €

monthly/user

- ✓ Monitor 25 coins
- ✓ Up-to-the minute
- ✓ Unlimited Publishing

Institutional

1500 €

monthly/user

- ✓ Monitor all coins
- ✓ Up-to-the minute
- ✓ Unlimited Publishing

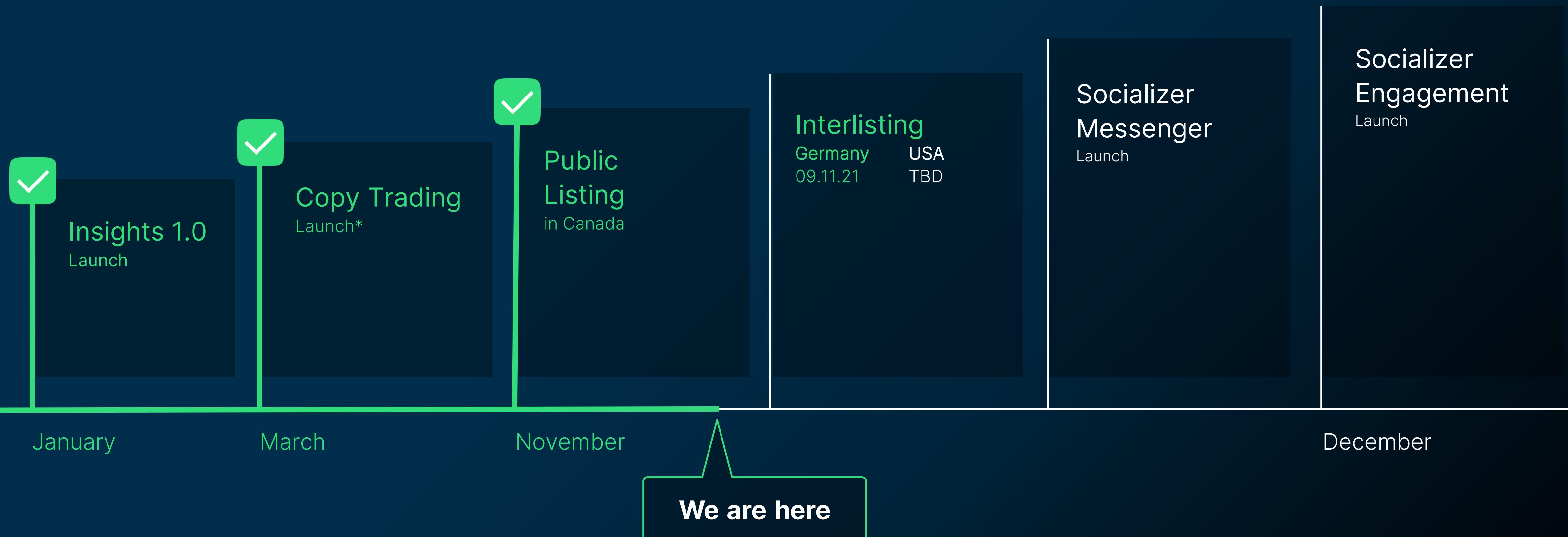
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Market Data Ticker Plant

For Exchanges and Financial Institutions



- ✓ 10,000 "Starter" accounts per year represent revenues of \$ 2.4 million
- ✓ Market Data plant to be distributed to exchanges and financial institutions on the financial network
- ✓ First mover advantage and sustainable business model



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Capital Structure

CSE Symbol: COYX

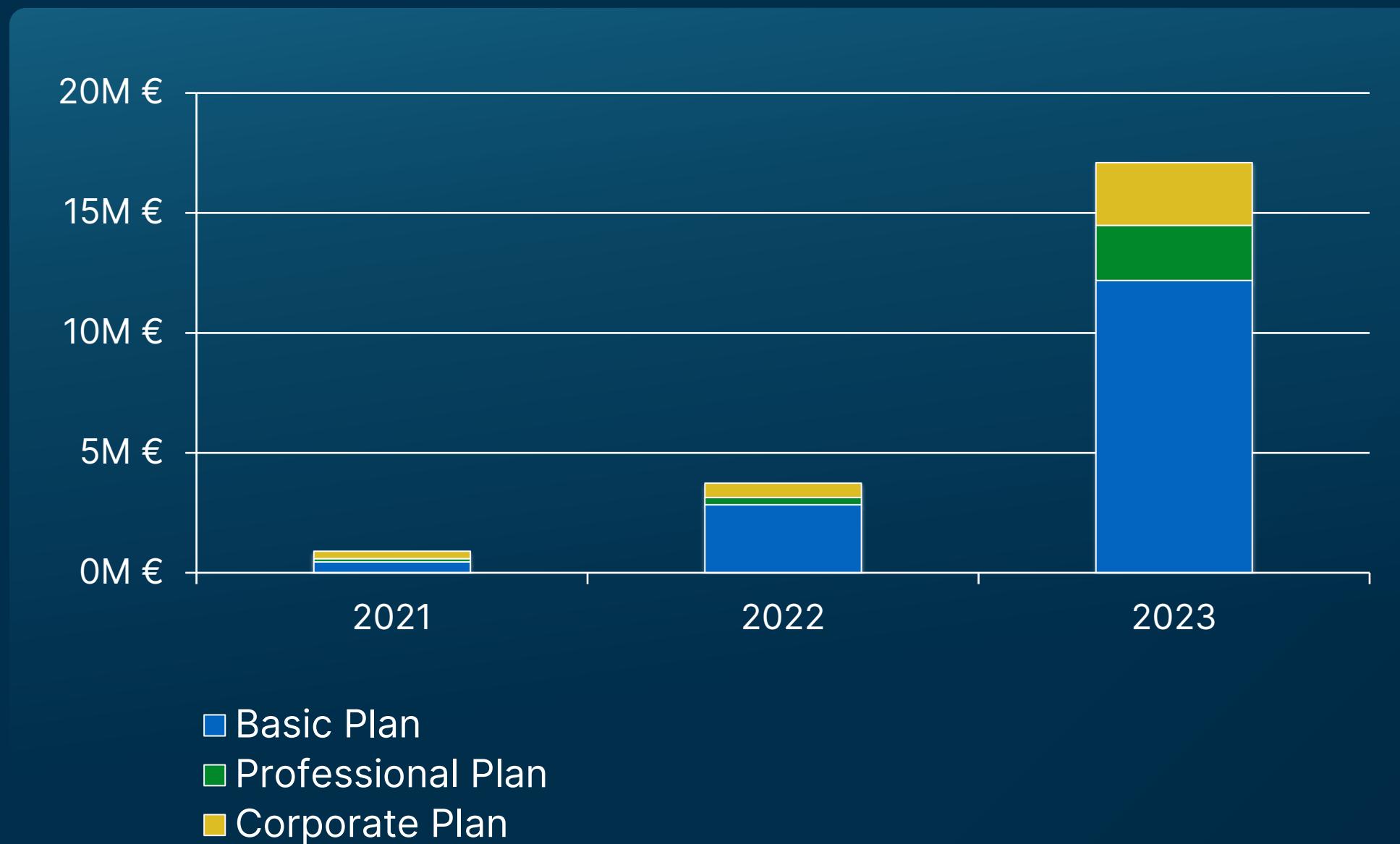
FSE Symbol: 1EO

Proforma	Common Shares	Fully Diluted Share Count
Pre Money	54,230,000	54,230,000
250k Bridge	2,500,000	2,700,000
\$2.4m Pre-RTO	11,190,000	17,680,200
Shell and Advisory	5,520,000	5,520,000
CoinAnalyst	73,440,000	80,130,200
Market Cap	CAD 14,688,000.00	



Growth Forecast

Sales Projection



Plan		2021	2022	2023
Basic	Revenue	0.46	2.84	12.18
	Subscriptions	1.928	11.821	50.765
Professional	Revenue	0.13	0.30	2.30
	Subscriptions	107	250	1.918
Corporate	Revenue	0.31	0.60	2.61
	Subscriptions	17	33	145
Total	Revenue	0.90	3.74	17.09
	Subscriptions	2.051	12.104	52.828

(Estimate, Revenues in Million CAD)

Scalable business model

Operating Costs Projection



	2021	2022	2023
Staff Costs	0.54	1.91	3.08
Operating Costs	0.15	0.53	0.82
Marketing & Sales	0.15	0.30	0.30
Pubco Costs	0.50	0.25	0.25
Total Costs	1.34	2.99	4.45

(Estimate, Costs in Million CAD)

Core Team



Pascal Lauria – CEO

Founder, Director. 19 years of experience in IT, sales, marketing, business development and founder of several companies.



Andrew Sazama – COO

Director. 23 years in financial management and technology. Background in both established and startup companies. Involved in crypto since 2017.



Tobias Schnorr – CTO

Founder. 14 years of experience as a consultant for IT, IT security, web design, programming and online marketing.



John Ross – CFO

John is a senior financial management professional with more than 30 years of private and public company experience.

Board of Directors

Pascal Lauria
Andrew Sazama
James Greig
Broderick Gunning
Dule Vicovac



A worldwide team of 18+
Trading Experts, Data
Scientists, Product Managers,
UX Designers and Developers.



Our Partners





CoinAnalyst in 2 minutes

URL: https://youtube.com/watch?v=44FLYUS_obl



Visit our website at

www.coinanalyst.tech

Send an email to

ir@coinanalyst.tech



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