

G GALEO

FREE BANKING FOR
EVERYONE GLOBALLY

A REVOLUTIONARY
MARKETPLACE OF
FINANCIAL PRODUCTS

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Galeo's mission is to democratise the banking,
money transfer and payment industries around
the world.



GLOBAL DIGITALISATION IS COMING...

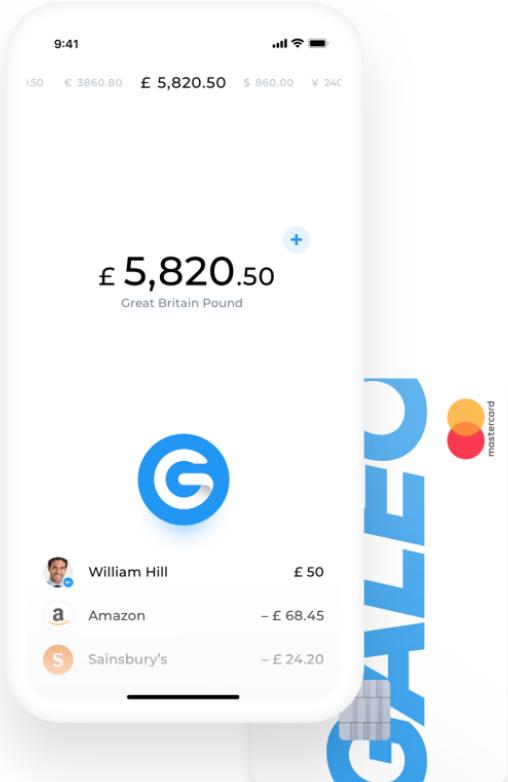
Today **Amazon**, **eBay**, **Uber** and **Airbnb** have changed the way customers obtain products and services. Convenience, end-to-end solutions, easy digital access, and low and fair costs are essential for customers.



...But one market segment remains heavily fragmented, not customer friendly, poorly digitised, inconvenient and expensive – **the banking and financial products industry.**

GALEO IS A NEW PARADIGM DIGITAL BANK

...created to provide free borderless banking and payment services to people globally, and to democratise access to a whole range of financial products, such as credit cards, loans, savings, insurance and more.



WHAT IS GALEO?



App-based
borderless bank
accounts



Cost-Free Banking,
Social and Online
payments within a
single solution



Galeo Marketplace: a vast
selection of financial
products and services
provided with the
participation of multiple
third-parties competing
centralised for each
customer



Cost-Free card
spending and
ATM
withdrawals

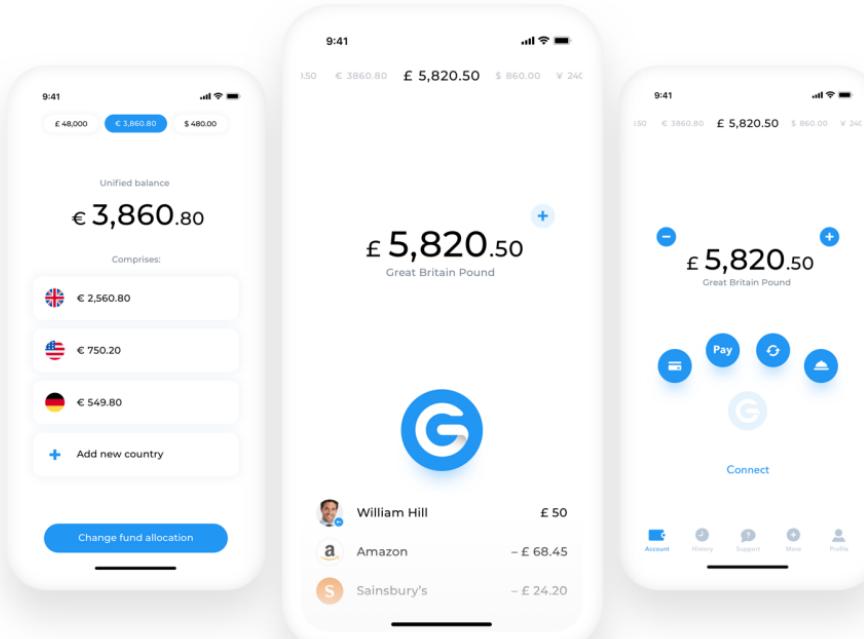


Developed based on the Bank-as-a-Platform principle, Galeo constitutes a cost-free digital banking solution and revolutionary approach to the provision of financial products and services.

Galeo's App-based digital banking is **absolutely free**, which means that truly borderless multi-currency current accounts, international money transfers and payments, and global card spending and cashouts are provided without any charges.

Guided by the platform principle, Galeo creates **a unique Marketplace** wherein financial products, such as credit cards, loans, savings, insurance and other options are provided to customers directly via their Galeo accounts with the participation of multiple third-parties competing centralised within the platform for each customer. Galeo transforms the approach to providing financial products into a fair model in which the end-customer is dominant.

Borderless Bank Account



The Galeo **borderless bank account** allows users to easily open and hold local current accounts within a single solution in any country where Galeo has a presence.

Additionally, Galeo can interconnect with other user cards and bank accounts by linking them to the funding profile. The linked sources of funds can be used to top-up a Galeo account or withdraw money instantly and cost-free.

- Global coverage
- Accounts opened within minutes
- 25 currencies
- Local regulatory compliance
- Instant and free money transfers between accounts held in different countries

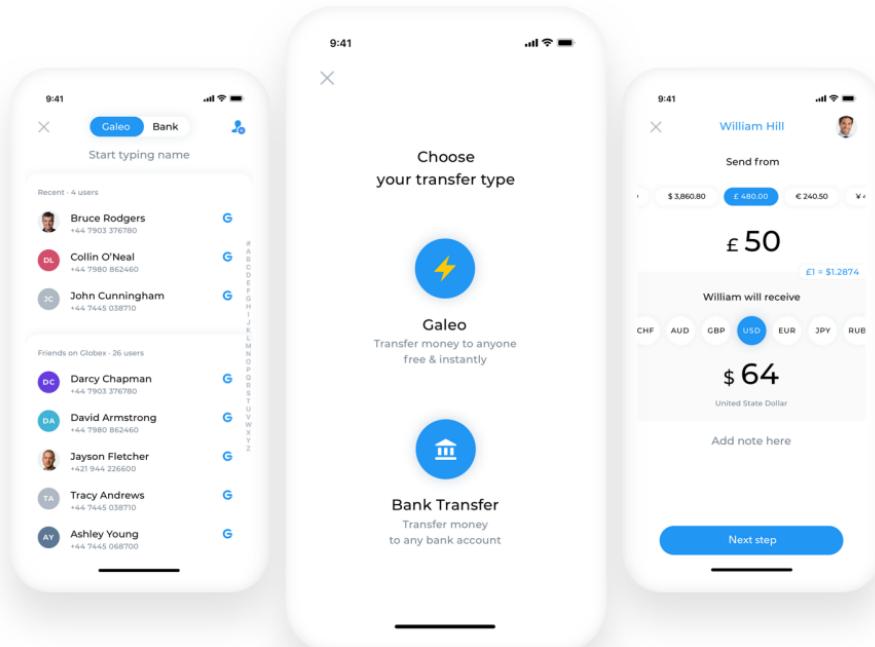
Free money transfers across the globe

Revolutionary 365/24/7 free and instant multi-currency money transfers around the world.

Galeo is deploying a unique **international payment infrastructure** wherein customers can transfer money instantly, both locally and internationally, while saving money on each transaction by benefitting from the best currency exchange rates. At the same time, the Galeo platform supports all of the most widely used regional and international payment methods to send and receive traditional bank transfers..

Galeo seamlessly combines within a single solution:

- Social payments
- Banking payments
- Online payments



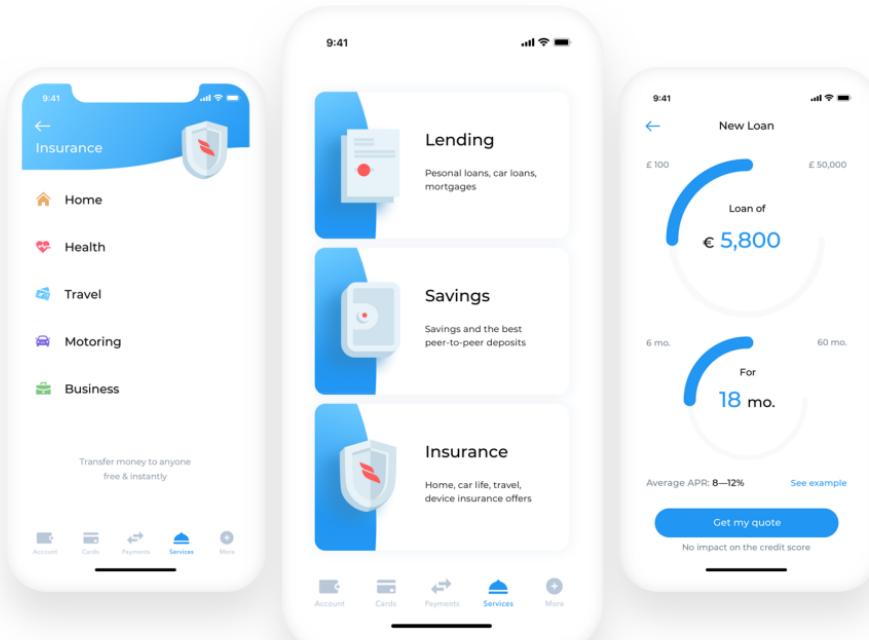


Free spending and cashout globally

Galeo offers four main debit card solutions, both physical and virtual, depending on customers' needs. Galeo cards allow free-of-charge payments and cashouts worldwide, support more than 150 currencies, ensure currency exchange at the best real rates, and are ideal for spending at home and abroad.

- Instant spending notifications
- Physical and virtual cards
- Selection of card designs
- Global cashback programme

Galeo Marketplace



The Galeo Marketplace offers personal and business customers a vast selection of prime financial products, such as credit cards, loans, savings, insurance and other options provided with the participation of multiple third-parties at the most competitive rates and with the best terms and conditions.

All the products are provided to end-customers based **on the reverse auction model**, which means that financial product providers compete with each other centrally within the platform for each customer.

MARKET IS READY

“Marketing is about values.”

Steve Jobs



Which problem does Galeo solve?

SERVICE CATEGORY	THE MODERN LIFE ISSUES	GALEO SOLUTION
FREE GALEO DIGITAL BANKING	Unpredictable and busy – it is hard to find time to visit a bank branch	Galeo is completely digital, users can manage their accounts and obtain any financial service anywhere using the Galeo App or Online solution.
	Dynamic location – people change their permanent locations and are travelling more often	Borderless bank account allows customers to open and hold current accounts within a single solution in a number of countries
	Cross-currency spending – online shopping and global travelling often require paying in foreign currencies	Galeo debit cards are absolutely free for spending and cashout globally and support the best real currency exchange rates
	Complicated and expensive cross-border money transfers – inconvenient for both sender and recipient, the process is complicated, there are no unified solutions	Galeo local and international money transfers are instant and free
	Expensive online payments – international online money transfers are not cheap, global e-commerce community does not have enough viable alternatives	Galeo's online payment solution makes e-payments easier and more affordable
	High costs and bad terms – people must approach various financial institutions and service providers to find good solutions	Acting as a global financial products Retailer and Marketplace, Galeo offers an alternative model for obtaining financial products, in which service providers compete with each other within the platform for customers
GALEO MARKETPLACE	Challenge of finding – financial product selections are usually limited, customers must make a huge effort to find the most suitable solutions	Galeo Marketplace aims to plug a wide spectrum of financial products and services available on demand from a range of regional financial institutions into the one solution

Who is Galeo for?

TARGET CUSTOMER GROUP

General Public

VALUABLE SOLUTION

Cheaper, better and faster alternative to traditional banks

Financially excluded and 'unbanked' globally

Free basic digital banking solutions

Expats and foreign nationals

Borderless accounts, free and instant cross-border money transfers to family, friends and others

Travellers

Free card spending and ATM withdrawals globally at the best real currency exchange rates

Tech-savvy

Ease-to-use App, cost-free digital banking, borderless accounts, versatile payment solutions, unified international payment infrastructure

Youth

Card solutions for kids, free basic banking, versatile ease-to-use App, global coverage, gamification

Freelancers and gig economy

Galeo offers cost-free online payments across the globe directly from customers current accounts without intermediaries and at the best real currency exchange rates

E-commerce

Competitive environment

BANK	HOLDING CURRENCIES	BORDERLESS ACCOUNT	FREE CARD SPENDING & CASHOUT GLOBALLY	FREE AND INSTANT MONEY TRANSFERS GLOBALLY	FINANCIAL PRODUCTS MARKETPLACE	GLOBAL ONLINE PAYMENTS SOLUTION	ALL CUSTOMERS ARE VIP
Galeo	25	★	★	★	★	★	★
Revolut	24	★	★	★	●	●	●
N26	2	●	★	★	●	●	●
Monzo	1	●	★	●	●	●	★
Starling Bank	1	●	★	●	★	●	●
Transferwise	44	★	●	★	●	●	●

WHY GALEO IS BETTER?

Galeo is a new-paradigm borderless digital bank that is changing the notion of what a bank is. Galeo offers exceptionally convenient App-based banking, money transfers and payment solutions in combination with a revolutionary Marketplace offering a wide range third-party financial product available on demand.

Competitive advantages

- ✓ 100% customer-focused digital bank wherein all customers are VIPs
- ✓ Global coverage and multi-currency support
- ✓ Borderless current accounts
- ✓ 25+ supported currencies
- ✓ Cost-Free Banking, Social, and Online payments seamlessly combined within one solution
- ✓ Galeo Marketplace - a revolutionary financial products and services retailing platform
- ✓ Debit Cards allowing cost-free global spending and ATM withdrawals

SO, HOW WE WILL DO IT?

“Because that’s how Wal-Mart became Wal-Mart: ordinary people joined together to accomplish extraordinary things.”

Sam Walton



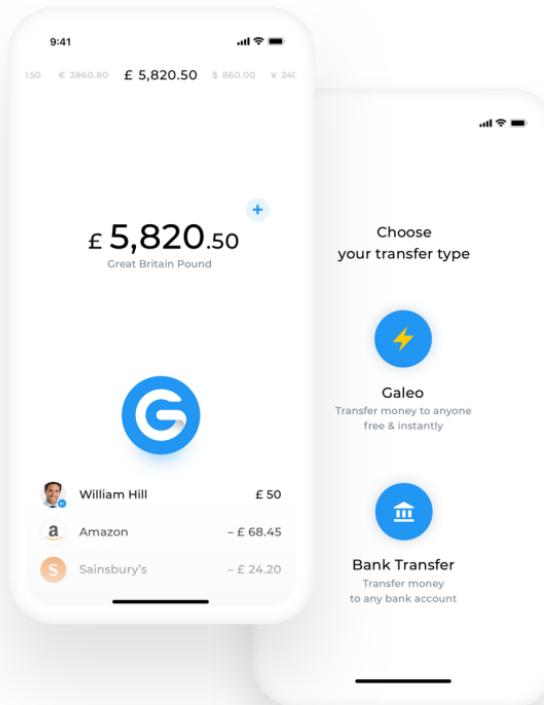
Galeo Minimum Viable product (Galeo MVP)

We are fundraising to kick-off the development of Galeo's Minimum Viable Product (MVP) that will be released in Q2 2019 for beta-testing. By the end of 2019, we aim to onboard around 20k customers in the UK and expand the main coverage zone to other European countries. After Galeo's official launch, the team will focus on improving the general user experience and developing additional services for customers, as well as preparing for global expansion.

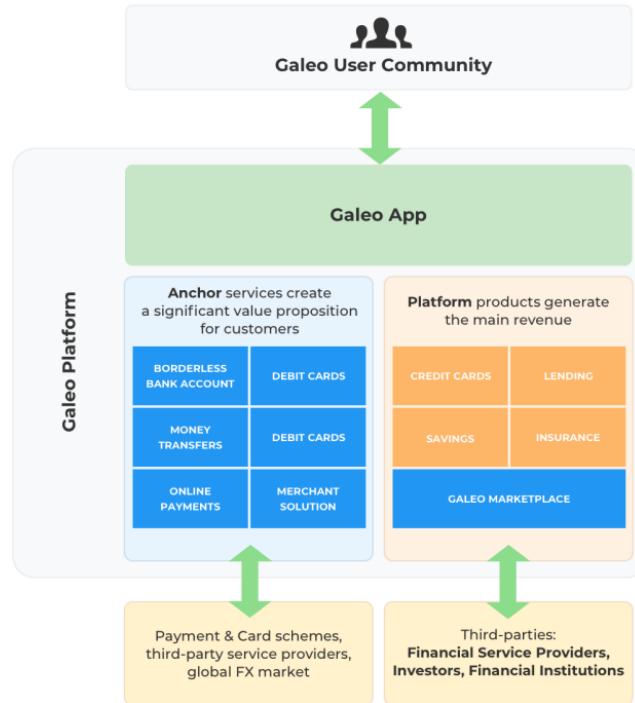


Galeo's MVP is a comprehensive digital banking solution that will support 25 currencies and provide a number of valuable services:

- Beta-version of borderless account
- Cost-free Debit cards
- Banking, Online and Social payments
- Beta-version of Galeo Marketplace
- Beta-version of Merchant Solution



How does Galeo work?



Structurally, Galeo is designed based on the **Bank-as-a-Platform** (BaaP) principle model, and consists of Anchor and Platform digital financial products seamlessly combined into a single solution.

The **Anchor** elements are the range of cost-free banking services and solutions that Galeo provides to its individual and business customers as an authorised financial institution. Cost-free products aim to create a *significant value proposition for customers and attract them to use Galeo*. In turn, Galeo's future substantial user community and its collective demand will stimulate financial product providers and other third-parties to participate in the Galeo Marketplace platform as a way to easily access, without marketing expenses, a large number of loyal customers and benefit from them.

Galeo's **Platform** elements are innovative platform-based financial products, such as credit cards, multiple lending and savings options, insurance and other services. Platform products aim to satisfy customer demand for practical financial products and services, and at the same time generate the revenue that underlies Galeo's business model. The unique Galeo Marketplace products are designed to stimulate in-platform competition between third-party Marketplace participants, whilst reducing costs, and improving terms and conditions of financial products to the benefit of end-customers.

Bank-as-a-Platform vision. Global digitalisation is coming...

The principal banking industry model of the future is expected to have a multi-level structure, where digital platforms (retailers of financial products and services) will be the prime source of products and services for the end-customers, as has happened in many other industries.

Based on this model, the most successful banks and financial services providers will either transform into platforms or will survive merely as products and will focus on wholesale activities through BaaPs global digital platforms. Using these platforms and their uniquely convenient end-to-end digital solutions, customers will get easy access to a wide range of financial products and services, available on demand, which will be provided on a competitive, truly customer-centric basis.

This new form of interaction will bring mutual benefits to customers, product providers and BaaPs:

- **Customers** will have access to financial products at the most competitive price and on the best terms and conditions, due to the in-platform centralised competition between product providers. All products will be offered directly through BaaP customer accounts.
- Instead of building-up numerous local peripheral financial services, **BaaPs** will channel their energy and resources into improving their digital banking solutions and customer experience, expanding the main coverage zones and increasing general accessibility for end-customers globally, thus staying ahead of regional competitors by providing an overwhelming value proposition to customers.
- **Product providers** will have the lucrative option to reduce their cost of sales significantly by shrinking their retail networks, employee numbers and office space (already happening). Core company activities, directed from the central office, will revolve around product structures and price models. By utilising BaaPs as their main sales channel, financial product providers will, without marketing expenses, have access to large user numbers and coverage zones that they could not reach before.



Individual and business customers



Bank As A Platform – Global financial service retailing infrastructures and customer-centric digital bank solutions



Product – Local banks and financial services providers

Key business plan assumptions

Product	A free digital banking solution based on the Bank-as-a-Platform vision Free Social, Banking and Online payments A marketplace for diverse financial products and services
Market	Customers are familiar with and ready to try new digital banking products Global digitalisation is shaping new customer habits
Technology & Execution	System structure and architecture are designed. The software complex is ready for the development process start. Key partners are ready for integrations
Marketing	Initial marketing campaign is ready to start bringing in 5–10k early adopters Main marketing campaign aims to gather 20k+ customers using a smart approach towards targeted markets, marketing channels and target customer groups
Legal Operation Model	Galeo will be launched using a sponsoring partner's FCA authorisation to get early customer feedback and will then upgrade as soon as possible Galeo's FCA and PRA applications will be made in Q1 2019
MVP Release	Galeo's MVP will be released in Q2 2019 for beta-testing and in Q3 2019 for the general public MVP will consist of current accounts, social and banking payments, a set of debit cards, Marketplace-beta and Merchant-beta
Volume growth	Galeo expects 20k, 250k, 1M customers in the first three years after launch respectively Total payments volume within the first three years is expected to be £40M, £600M, £3,000M respectively Company valuation is expected to reach £30M in 2020, £125M in 2021 and £500M in 2022
Funding	Seed-round £1–2M in Q1–Q2 2019 Series A round £5–10M in Q3–Q4 2019 Series B round £20–30M in Q2–Q3 2020

DEVELOPMENT STRATEGY

- ✓ Leveraging of professional expertise
- ✓ Utilising the best developed technologies
- ✓ Testing & updating based on feedback
- ✓ Staff on Demand



Our philosophy is to leverage the strengths and expertise of the industry's best professionals, and therefore, we have based Galeo's main development process on a close partnership with a wide range of industry stakeholders.

By leveraging this partnership, we intend to develop excellent software solutions and launch the project in conjunction with highly experienced partners who have already implemented solutions through a number of great products across the FinTech industry.

That is what we do – integrating already-developed and proven technologies into a single neatly tailored solution. We are not experimenting; we are assembling and aggregating the best industry experience and expertise.

Monetising strategy

Galeo is adopting an alternative monetising principle, whereby it will receive revenue mostly indirectly, allowing users to enjoy a variety of valuable digital banking products and services free-of-charge. The main revenue sources for Galeo will be the small FX fee from cross-currency operations and the Galeo Marketplace solution, while other revenue channels will enhance the financial model.

By emphasising its cost-free payment functionality, Galeo, as an international system, aims to capture a significant share of the **international money transfer** and **online payments** markets, as our cost-free versatile payment solution will attract customers to use Galeo for transferring money globally, whilst our fair 0.2–0.5% currency exchange fee will fit the general value proposition of the Galeo solution.

The Galeo Marketplace is a unique selection of well-designed innovative financial products and services that will generate a substantial share of our revenue by providing truly customer-centric solutions to our customers, and at the same time will offer lucrative opportunities to third-parties participating in the platform.

In summary, Galeo's business model relies on a number of revenue streams that can be listed as follows:

- FX fee
- Galeo Marketplace referral fee
- Galeo Merchant fee
- Card schemes interchange fee
- Addons
- Cashback program
- Other



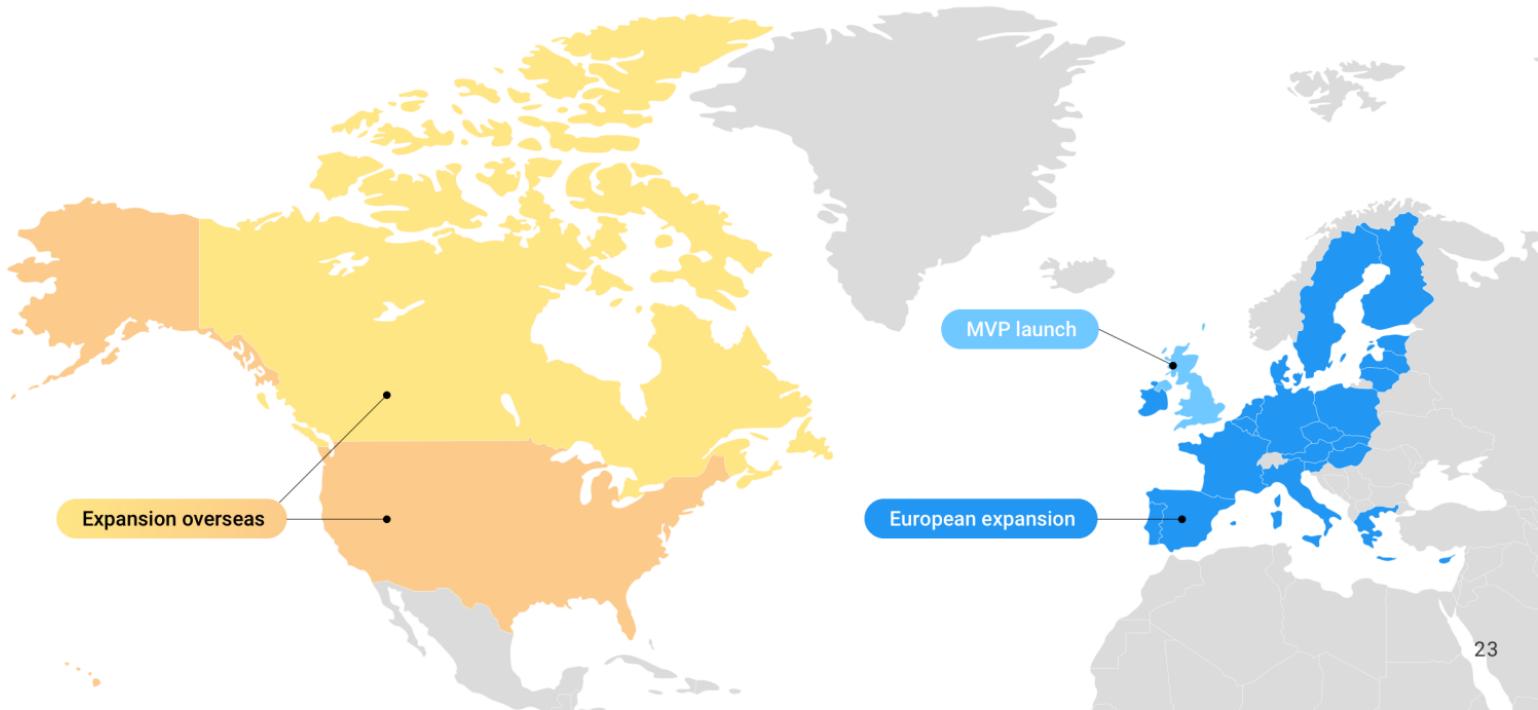
Three-year expansion targets

UK by Q3 2019

EU by end of 2020

United States 2021

Canada by end 2022



Three-year expansion strategy

Galeo's MVP will be launched in the UK and in EEA countries in Q2–Q3 2019. By implementing a flexible expansion strategy and leveraging partnerships with local bank licence holders, Galeo intends to significantly expand its coverage zone by 2023, when the system will be available in key European and North American markets, whose total population exceeds 900 million.

	2019 PROOF OF CONCEPT	2020 EUROPEAN EXPANSION	2021-22 USA AND CANADA EXPANSION
PRODUCT	Free digital banking solution Social and Banking payments Marketplace beta-version Merchant beta-version	Global free digital banking solution Social, Online and Banking payments Marketplace evolution Online Merchant evolution	Global free digital banking solution Social, Online and Bank payments Galeo Marketplace Global online Merchant
OPERATING MODEL	PSP and E-Money Sponsor licence FCA and PRA applications Leveraging core partnerships Gathering initial user community	Local bank licence sponsorships to go live Local bank license applications User community expansion	Local bank license sponsorship to go live Local bank license applications International user community
CORE FOCUS	Product development & community gathering	Volume, Revenue, Business model	Profitability

ROADMAP

		PRE-DEVELOPMENT		NOW	DEVELOPMENT		GALEO UK LAUNCH		GALEO EEA LAUNCH		
		COMPLETED TO DATE			MVP BETA-TESTING						2020
		Q3 '18	Q4 '18	Q1 '19	Q2 '19		Q3 '19		Q4 '19		
PRODUCT	App prototype and demo		Demo & prototypes								
	Services	Structure	Technical and legal implementation plan		MVP Development		Release and Update from feedback		Additional services		
	Marketplace		Structure	Technical and legal implementation plan		Implementation and testing		Beta-testing		Evolution	
TECHNOLOGY	General System structure	Done									
	Payment infrastructure design	Done									
	Software high-level view architecture	Done			MVP Development & testing		Release and Update from feedback		Update from feedback		Product evolution
	App and Software development				GPS Integration start	GPS & Visa Integration	Testing and Update	Card is available VISA			
	Card		GPS Integration start	Product structure	Integrations with payment schemes	Testing and Update					
	Payment schemes										
BRAND & MARKETING	Proposition	Done									
	Branding		Done								
	Initial marketing campaign			Start	Initial marketing: 5k of early adopters						
	Main marketing campaign							Main marketing campaign: 20k customers			
RISK & COMPLIANCE	Sponsor FCA Authorisation			License sponsor confirmed	Go Live with PSP and e-money license sponsor						
	Galeo FCA and PRA authorisation				Galeo FCA and PRA Application						
	KYC & AML compliance			KYC & AML provider confirmed	KYC & AML processes integration and testing						
BUSINESS & TEAM	Partners network			Key partnerships are established	Integrations with key partners			Integrations with EEA partners			
	Business plan	Business plan, Marketing and Financial strategies				EEA expansion plan					
	Initial team	Initial team is formed			Product launch team formation	Engineers and Support teams hiring and training					
	Launch team hiring and training										
FINANCE	Seed fundraising			Initial founder's investment	£1-2M Seed fundraising round			£5-10M Series A fundraising round			
	Series A fundraising										

MINIMUM VIABLE PRODUCT BUDGET

ITEM OF EXPENDITURE	EXPENDITURE	COST	INFORMATION
RESEARCH AND DEVELOPMENT	MVP interfaces	£10,000.00	—
	Software research and development	£500,000.00	DataArt
	Card processing	£48,000.00	Partner's startup fee
	FCA License sponsorship	£35,000.00	Partner's startup fee
	KYC/AML provider Setup Free	£2,685.00	Partner's startup fee
	Payment scheme Integrations	£20,000.00	Partner's startup fee
	Consultancy/Advisory	£20,000.00	—
MARKETING	Initial marketing campaign	£30,000.00	Google, YouTube, Social Media
	Video content	£30,000.00	2 promotional videos
	Social media content	£5,000.00	Content for SM advertising and blog
OPERATING EXPENSES	Office space	£10,000.00	Coworking 6–8 months
	Additional office expenses	£12,000.00	—
	Legal services (FCA Authorisation, consultancy, etc.)	£20,000.00	—
SALARY AND WAGES	2 full-time employees	£90,000.00	—
CONTINGENCIES	20%	£140,537.00	—
	Total	£953,222.00	

INVESTMENT OPPORTUNITY

*"The secret of success is to be ready
when your opportunity comes."*

Benjamin Disraeli



EXECUTIVE SUMMARY

Galeo is a new-generation global digital bank that provides exceptional banking solutions and uses an alternative customer-focused approach to the provision of financial products and services.

We are raising **£1,000,000** to release Galeo's MVP in Q2 2019.

Market opportunity

- ✓ The global financial industry is technologically ready for the arrival of a new generation of digital banks.
- ✓ Customers are already familiar with digital banking solutions and are ready to try new products.
- ✓ The financial industry is on the verge of a digital revolution, and this is leading to major changes in the way people obtain financial products and services.
- ✓ A large number of emerging non-institutional digital lending, savings and insurance services challengers have appeared and can be plugged into the Galeo Marketplace.

Shareholder opportunity

- ✓ The first and cheapest opportunity to participate in Galeo's global adventure and become a Shareholder and Partner.
- ✓ The most dynamic market niche in terms of short and long-term company valuation growth.
- ✓ A potential 3x increase in the company's valuation at the date of official launch in 6–8 months.

Investment opportunity

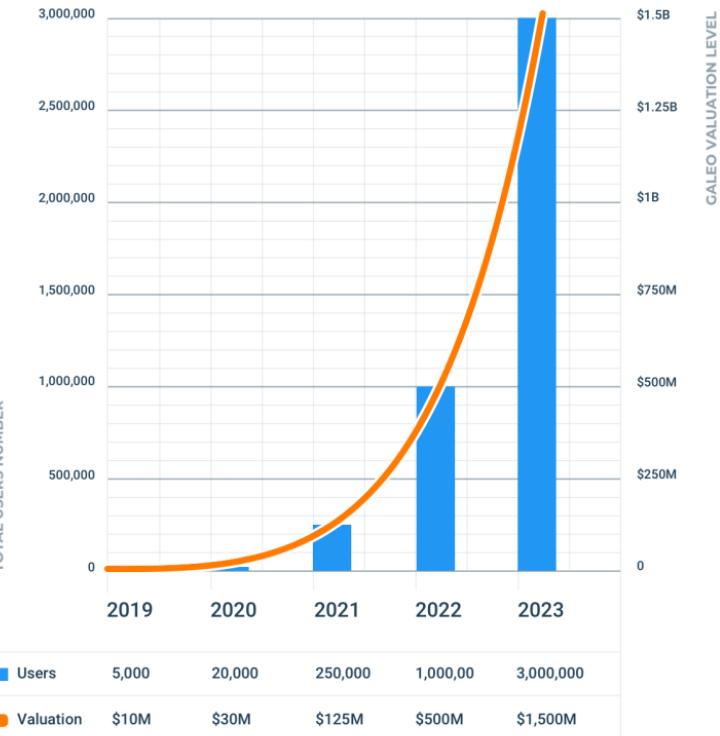
Galeo offers its investors a transparent and efficient valuation growth strategy. Based on the FinTech investment market conjuncture and the examples of other companies that operate in similar market segments, **Galeo's prospective valuation** can be estimated by taking into account the effects of a successful MVP launch and the build-up of the initial customer community. The company's value can be calculated using the relative comparison approach, whereby the valuation estimation is based on the 'valuation per customer' (V/C) values of certain FinTech companies:

Using the derived V/C values and adopting a **conservative Galeo V/U of \$500**, our valuation projection shows the correlation between the growth of Galeo's user community and the company's valuation (except in the first year, when the valuation will be positively affected by the project launch).

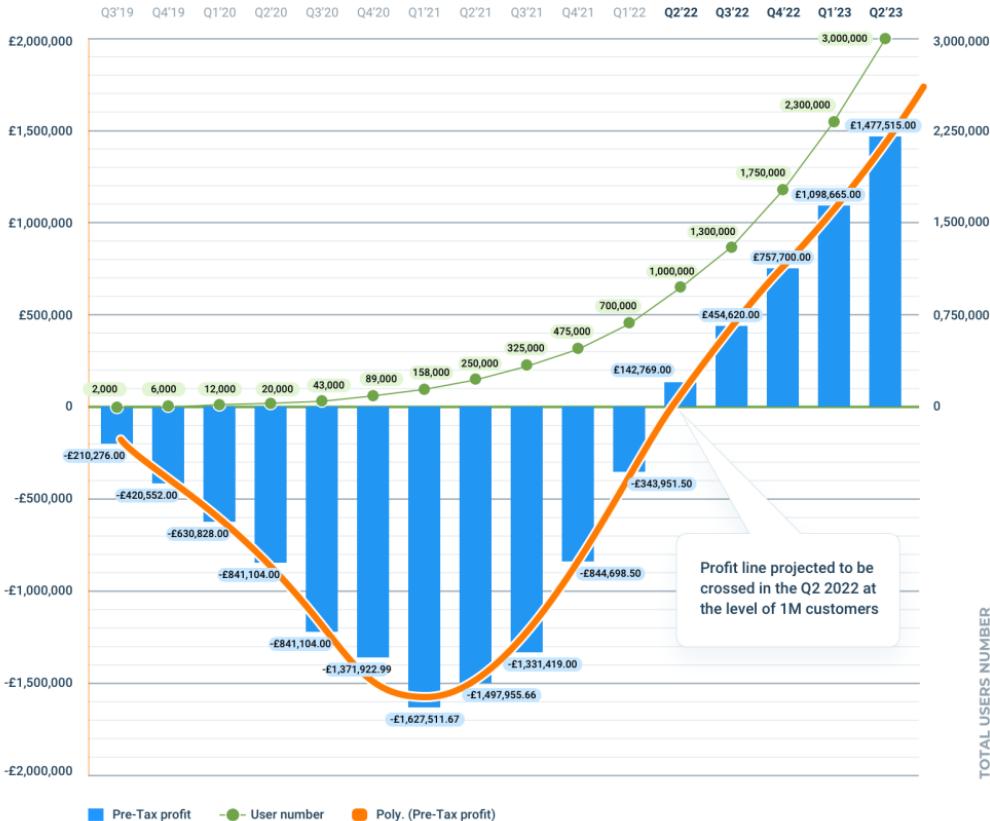
The projected 4-year company valuation growth of **14,900%** may be impressive but it is fairly typical in the FinTech industry nowadays. Thus, an investment of **£1,000** today has the potential to become **£150,000** by the end of 2023.

COMPANY	VALUATION	NUMBER OF USERS	V/U VALUE
REVOLUT	\$1.7 Billion	2 Million	\$ 850
MONZO	\$1 Billion	1.2 Million	\$ 830
TRANSFERWISE	\$1.6 Billion	3 Million	\$ 533
PAYPAL	\$96 Billion	227 Million	\$ 423

Source: Public information



Capital at risk



Targeted pre-tax profit line projections

KEY ASSUMPTIONS

- Twelve quarters from the launch to profitability in Q2 2022
- Steady customer numbers growth
- Constant profit growth once the profitability point is crossed
- Losses in the early stages will be covered using the funds raised in the subsequent series A and B fundraising rounds.
- A massive company valuation growth opportunity once the profitability point is crossed.

These estimations have been prepared by Galeo to reflect the targets set by the Company. The figures and information is of the date hereof and subject to variances and uncertainty.

Team



Sergey Sukhikh [in](#)

Founder, CEO

Sergey has gained strong leading and managing experience during a 13 years entrepreneur career in payments, e-commerce, financial markets and international trading.



Patrick Faulkner-King [in](#)

Payments Lead, Advisor

Patrick is a Sales Director in Global Processing Services (GPS). As experienced technologist Patrick has gained an impressive expertise in FinTech, Payment processing, FX and Digital Banking.



Val Demotchkine [in](#)

Chief Technology Officer

An exceptionally experienced and skilled Technology Lead who worked with all aspects of architecture, software and product development during his career in Barclays, BNP Paribas, JP Morgan, Lloyds and Deutsche banks.



Mikhail Yakuba [in](#)

Chief Engineering Officer

Mikhail has been leading 15+ member professional teams that build digital projects for brands such as Volkswagen, Adidas, McDonalds, Google, Yandex, LG, P&G, Philip Morris, British American Tobacco and many more.



Aleksey Zhdanov [in](#)

Creative Design Lead

Aleksey is a talented and passionate professional design lead with a proven know-how to combine creative and usability viewpoints resulting in world-class Web and mobile applications.



Toby Bryans [in](#)

Chief Operating Officer

A technology generalist with wide ranging knowledge across the entire FinTech lifecycle and experience of team building and management. Toby has gained vast professional expertise during his career in DataArt and Nasdaq.



Eddie George [in](#)

Advisor

Eddie is a CEO in finance and technology business network NewFinance. An expert and entrepreneur with over 30 years experience in FinTech. A Computer Scientist and an MBA, interested in disruptive new financial technologies and innovation.



Join the team

Improving the banking industry

www.galeo.one

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