

**The New Era of Swiss Private Banking with Smart contracts**



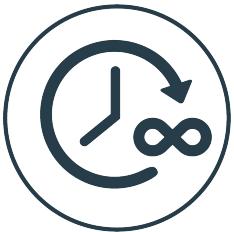
**SwissBorg**

**ICO starting November 21st 2017**

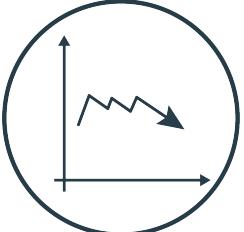
# Problem

Off Chain

Time consuming  
Onboarding



High fees and  
Low transparency



No Customization



No Democratization



Few Investment  
Solutions



+1500 Cryptos  
(Scam, Overfitting...)



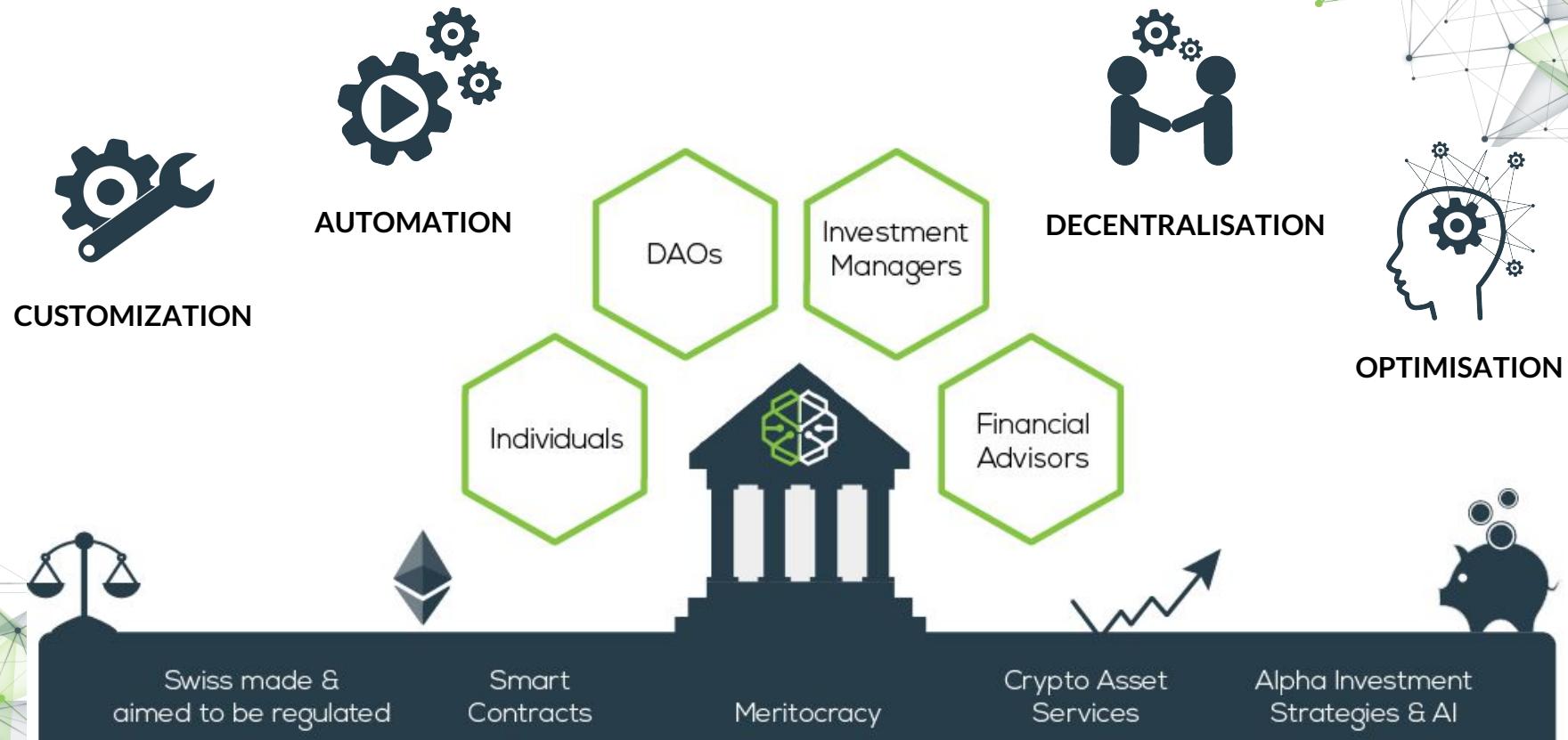
Hacking and Cyber Threats



No Financial Advisory



# Solution



# Investment Process 1/2

ID



1 Digital ID



KYC

- Big data upload / questionnaire
- Who are you?



Tax Compliant

- Newest OED policies towards tax compliance.
- Need help for taxes?



AML

- FINMA compliant
- Is your money clean?



Client Risk profile

- Assessing risk that matches your taste.
- How much pain are you willing to take?



# Investment Process 2/2

## 2 Investment Mandate and Token Fund choice



Return

CREDIT  
STRATEGY

SBC  
SwissBorg Crypton  
Cassing Fund Selection

ABSOLUTE  
RETURN

THEME  
BASED

CHSB  
ICO

Risk

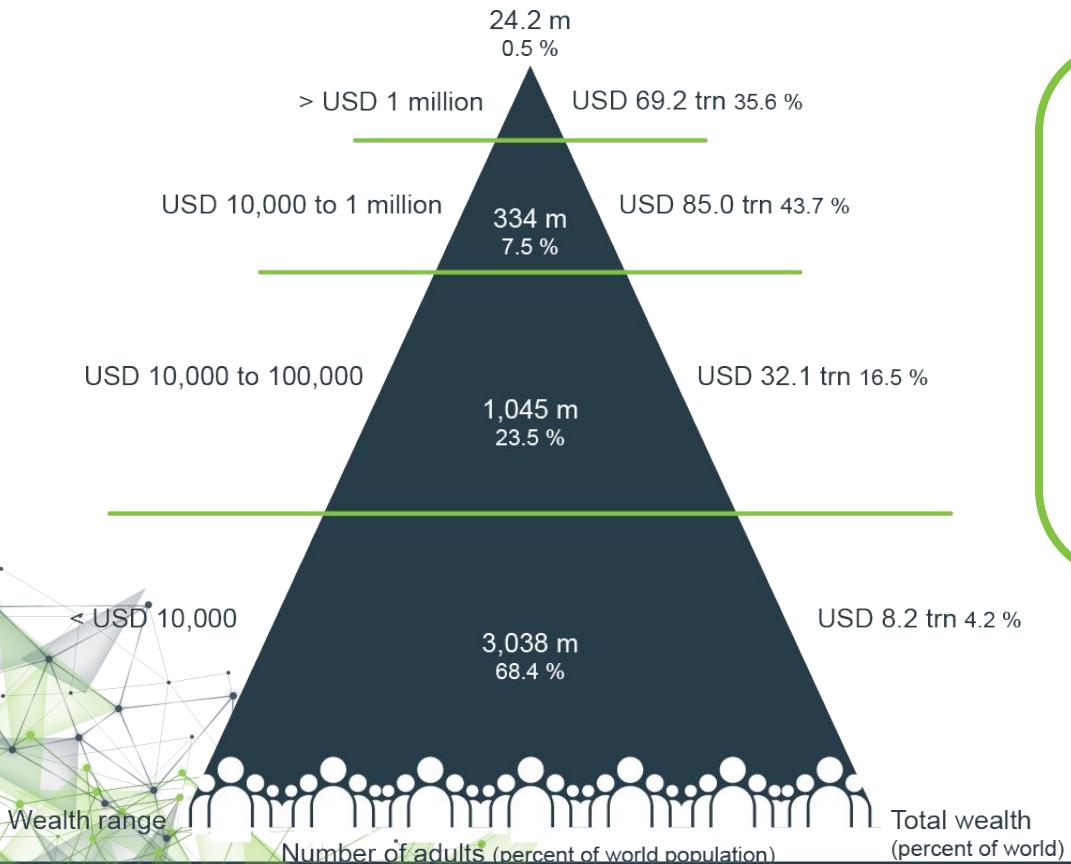
## 3 Live Reporting



# Revenue Model



# Market Opportunity



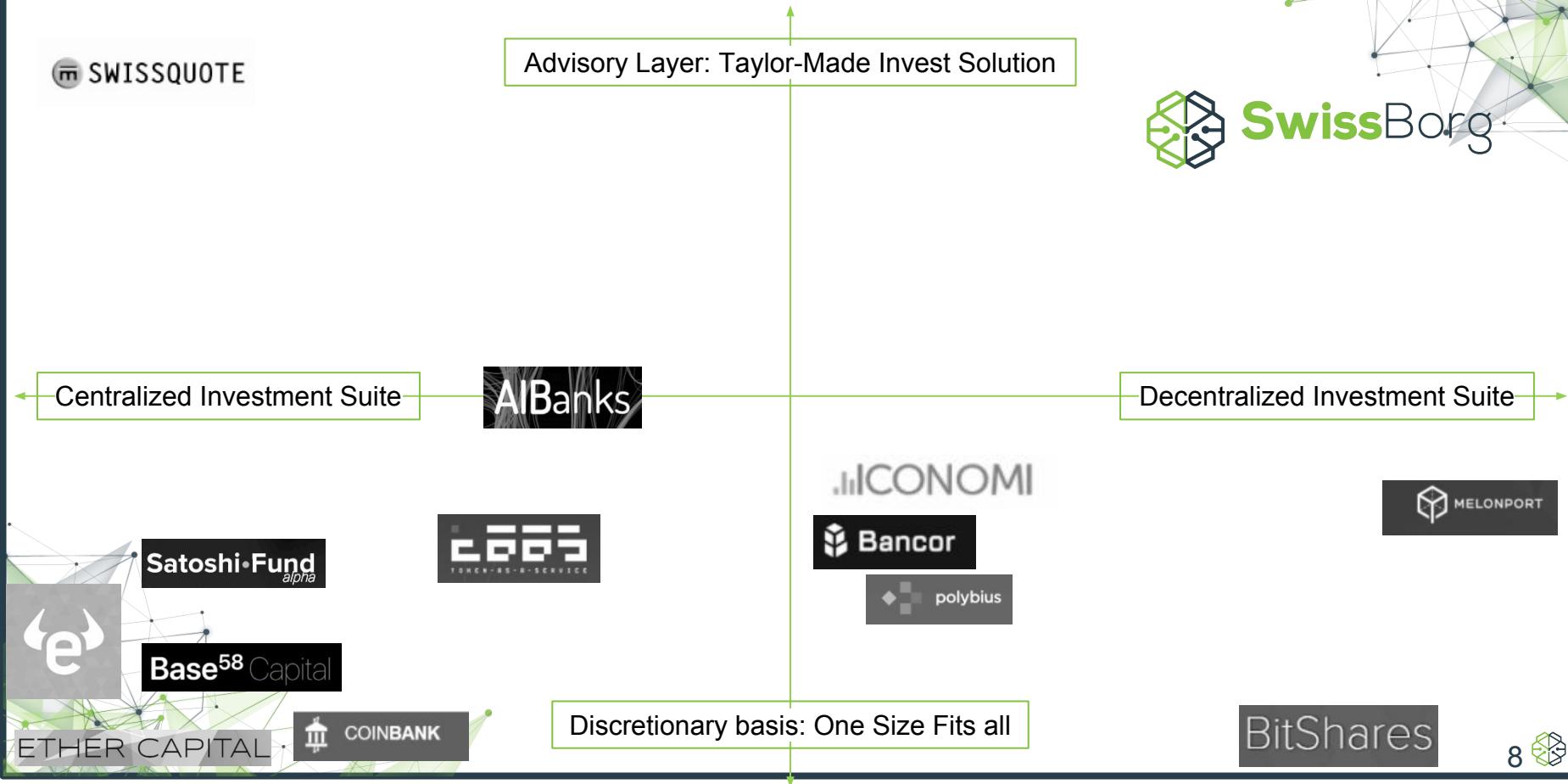
+1,1K CryptoCurrencies

+120B\$ Market Cap

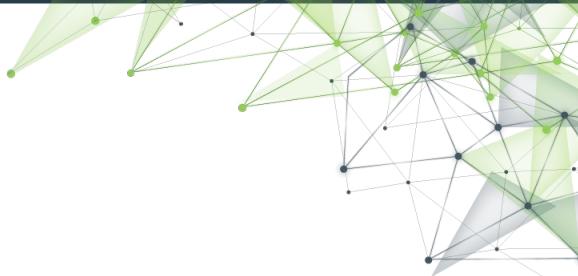
+50B\$  Market Cap

+25B\$  Market Cap

# Competitive Positioning



# SwissBorg Team



Together the team has over :

- + 60 years Investment Experience
- + 2B \$ Asset Managed
- + 35 year Entrepreneur Experience



**Cyrus Fazel**

Founder : CEO



Julius Bär



**Anthony Lesoismier**

Co founder : CSO



**ROBECO**  
The Investment Engineers



**Marco Guerreiro**

Head of AI



**Maxime Gillot**

CIO



**Christophe Diserens**

COO



# SwissBorg Team



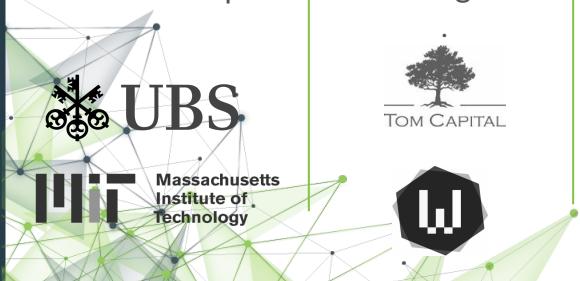
The team is composed of :

- + Best Smart Contract & Cybersecurity Experts
- + Multicultural talented Entrepreneurs
- + Expert Ninjaneers in Python, Java, JS



**Micha Roon**

Blockchain Expert



**Colin Wirz**

Data engineer



**Tomas Hanak**

Full Stack engineer



**Olga Vorobyeva**

Head of PR and BD



**Maëlle Baud**

Head of Digital Marketing



**Deni Dudaev**

Business Developer



# Advisors



Daniel Gasteiger

Blockchain Expert

**procivis**  
e-government as a service



Efi Pylarinou

Fintech Business Specialist

**DAILY FINTECH**



Miko Matsumara

Blockchain Guru

**PANTERA**



Alexander Fazel

Japanese business  
Development Expert

**Chameleons**



Pascal Allot

Tech Expert

**IBM**



Henri Haeni

Cyber Security &  
Compliance Master

**ABILENE**  
ADVISORS



Dhanesh Kothari

Fintech Tech Specialist

**CREDIT SUISSE**



Samuel Johnson

E-payment Master



Michel Jaccard

Tech and Law Expert

**id est**  
avocats

# SwissBorg TGE



## CHSB TOKEN

50.000.000 CHF



### Supply Type Fixed

Unsold tokens will be reserved for further development



### DISTRIBUTION

Up to 65% for the Network  
20% for the Team  
15% Reserved for future development



## SBC TOKEN

CLOSED-END FUND

350.000 ETH



### Supply Type Variable

Unsold tokens will be destroyed



### DISTRIBUTION

100% Distributed to the Network



Both :

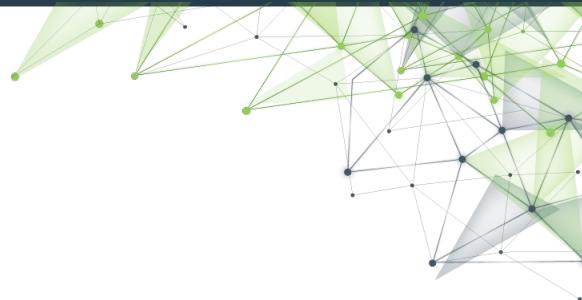


### Period

21 November 2017 -  
21 December 2017

1 Month

# ROADMAP



## Cyborg Investment Manager

- Passive On-chain Indexes
- Robo-Advisory
- SFAMA - OARG Licence
- Off-chain investment crypto fund
- Reporting

## Smart Advisor

- Discretionary Trading
- Thematics On-chain Indexes
- Smart Mandate
- Banking License Light
- Digital Investor ID
- Payment solutions

## Cyborg Advisor

- Quantitative Trading
- Actively Managed On-chain Indexes
- Cyborg Smart Mandate
- Chatbot
- IoT
- Cold Storage

## Private Crypto Bank

- Wealth Services
- On-chain Indexes with Machine Learning
- Smart Mandate with AI
- Vanilla Derivatives Products
- Crypto and Fiat Exchange
- Asset Tokenization

## Cyber Bank

- Full Banking services
- Full Banking License
- Token Financing
- Loans Capital
- Venture Capital
- Full Derivatives Products
- SB Academy



Investment Management Hacking

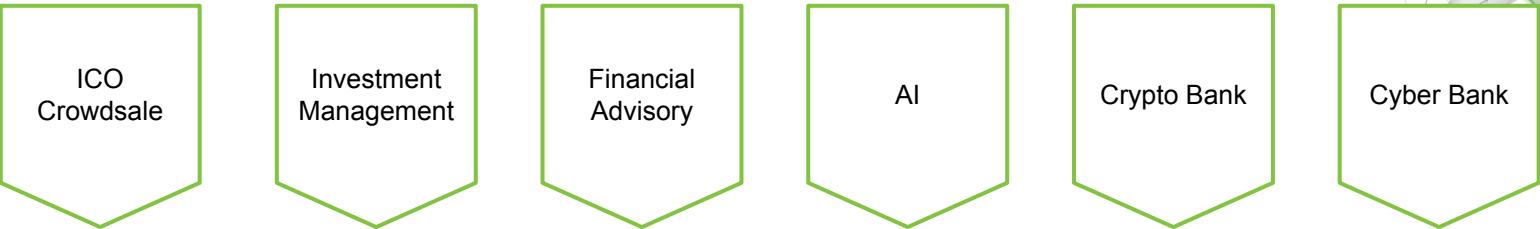
Financial Advisory Hacking

Financial AI Hacking

Financial Services Hacking



# Financials



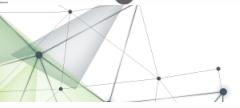
	2017	2018	2019	2020	2021	2022
INSTITUTIONALS CLIENTS	3	20	30	50	70	150
RETAIL CLIENTS	10 000	25 000	50 000	100 000	1 000 000	5 000 000
AuM (CHF)	100 M	200 M	750 M	2.000 M	10.000 M	25.000 M
REVENUES	CHF 51,565,986	CHF 46,430,197	CHF 115,531,139	CHF 238,034,200	CHF 415,772,371	CHF 544,012,318
EXPENSES	-CHF1,156,380	-CHF10,660,000	-CHF40,995,000	-CHF59,130,000	-CHF64,280,000	-CHF95,155,000



# Partners

**BITTREX**

**MME** |||  
Legal | Tax | Compliance

 **Ambisafe**  
  
**OAR+G**  
ORGANISME D'AUTOREGULATION  
DES GERANTS DE PATRIMOINE

**YoBit.net**  
CRYPTOCURRENCY EXCHANGE



**METACO**

**id est**  
avocats



ethereum



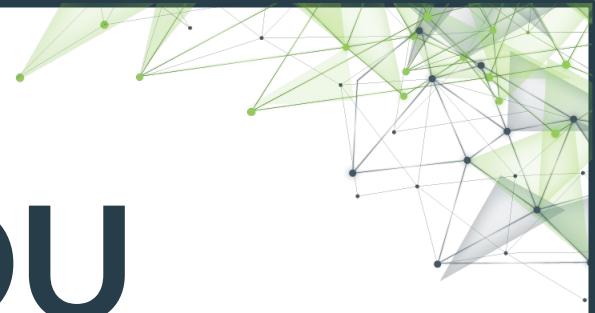
Smartlink

**Z** Zeppelin Solutions

**VQF** —————  
Verein zur Qualitätssicherung  
von Finanzdienstleistungen

# CONTACT

# THANK YOU



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# Disclaimer



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**DO NOT PURCHASE SWISSBORG/CHSB IF YOU ARE NOT AN EXPERT IN DEALING WITH CRYPTOGRAPHIC TOKENS AND BLOCKCHAIN-BASED SOFTWARE SYSTEMS**

Purchases of SWISSBORG should be undertaken only by individuals, entities, or companies that have significant experience with, and understanding of, the usage and intricacies of cryptographic tokens, like bitcoin (BTC), and blockchain-based software systems. Purchasers should have functional understanding of storage and transmission mechanisms associated with other cryptographic tokens. While the SWISSBORG Team will be available to assist Purchasers of SWISSBORG during and after the sale,

SWISSBORG will not be responsible for lost BTC, ETH or CHSB resulting from actions taken by, or omitted by Purchasers. Note, in particular, that SWISSBORG Purchasers should take great care to write down their wallet password and not lose them so as to be sure that they will be able to access their SWISSBORG when they becomes available

after the SWISSBORG Token Sale. If you do not have such experience or expertise, then you should not purchase SWISSBORG or participate in the SWISSBORG 2017 Token Sale.

**CRYPTOGRAPHIC TOKENS OF VALUE MAY EXPERIENCE EXTREME VOLATILITY IN PRICING.**

It is the responsibility of each potential Purchaser of SWISSBORG to determine if they can legally purchase SWISSBORG in their own jurisdiction.