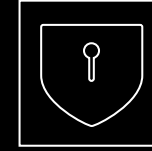
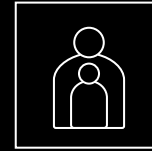


VALEN



PITCH DECK

A New Paradigm In Family Office (“FO”) Organisational Methodology



## PROBLEM

### 1. 21st Century families – 20th Century methods

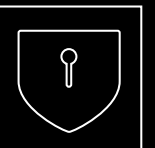
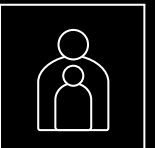
- Inflection point – inability to process families`rich ecosystem data
- Fault lines in Communication & Control (and widening....)
- New wealth seeking first experiences – old wealth seeking better ones
- Anywhere...anyhow.....anyone.....any price
- Growing market – struggling suppliers
- Restrained by cost

### 2. FO industry behind the digital curve – circle incomplete

- Quantum leap required in organisational philosophy
- Virtual becoming the norm, not the exception
- Significant void in availability of `top-end` umbrella solutions to `capture and manage` data flow
- Many great service provider digital offerings left hanging at FO `door`

### 3. `Prof-speak`

- Getting above the noise
- Need for commonalities in linguistic and visual communication and control
- Families demand greater access to real-time, informed, data





**SOLUTION - an industry-disrupting `FO-tech` platform for managing the entire spectrum of family need  
(4 Core Needs Methodology .. Growth – Lifestyle – Succession – Protection)**



**CHANGING THE VISION**

VALEN applies a unique “Needscoping” process to the increasingly complex and disparate user (Family) and supplier (Services) data flow to overcome control and communication fault lines extant in current FO modelling.

Applying linguistically-advanced needs-based communication & control vocabulary to create a family “Needsphere” elevating families above white noise, “prof-speak”.



**EXPLOITING THE OPPORTUNITIES**

Embracing a paradigm shift from traditional FO organizational methodology VALEN completes the digital circle for families and their ecosystems in the supply of a bespoke AI user experience drawing on rich profile data within analytically-embedded IT infrastructure.



**EMPOWERING FAMILIES**

The first truly virtual FO platform cutting across the entire spectrum of family life, VALEN encourages and empowers family participation and nurturing.

Through being closer to the decision making process and using common and human language to understand data in real time enables informed and knowledgeable decisions to be made.



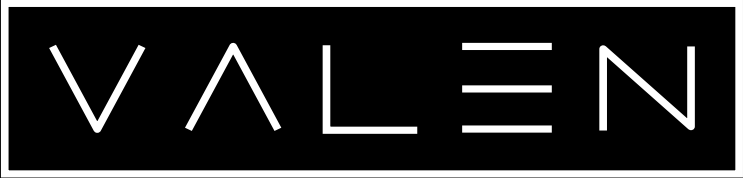
**OFFERING BENEFITS – TO ALL**

Reduces overhead by multiples through the digitalization of many traditional FO process.

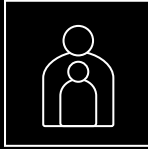
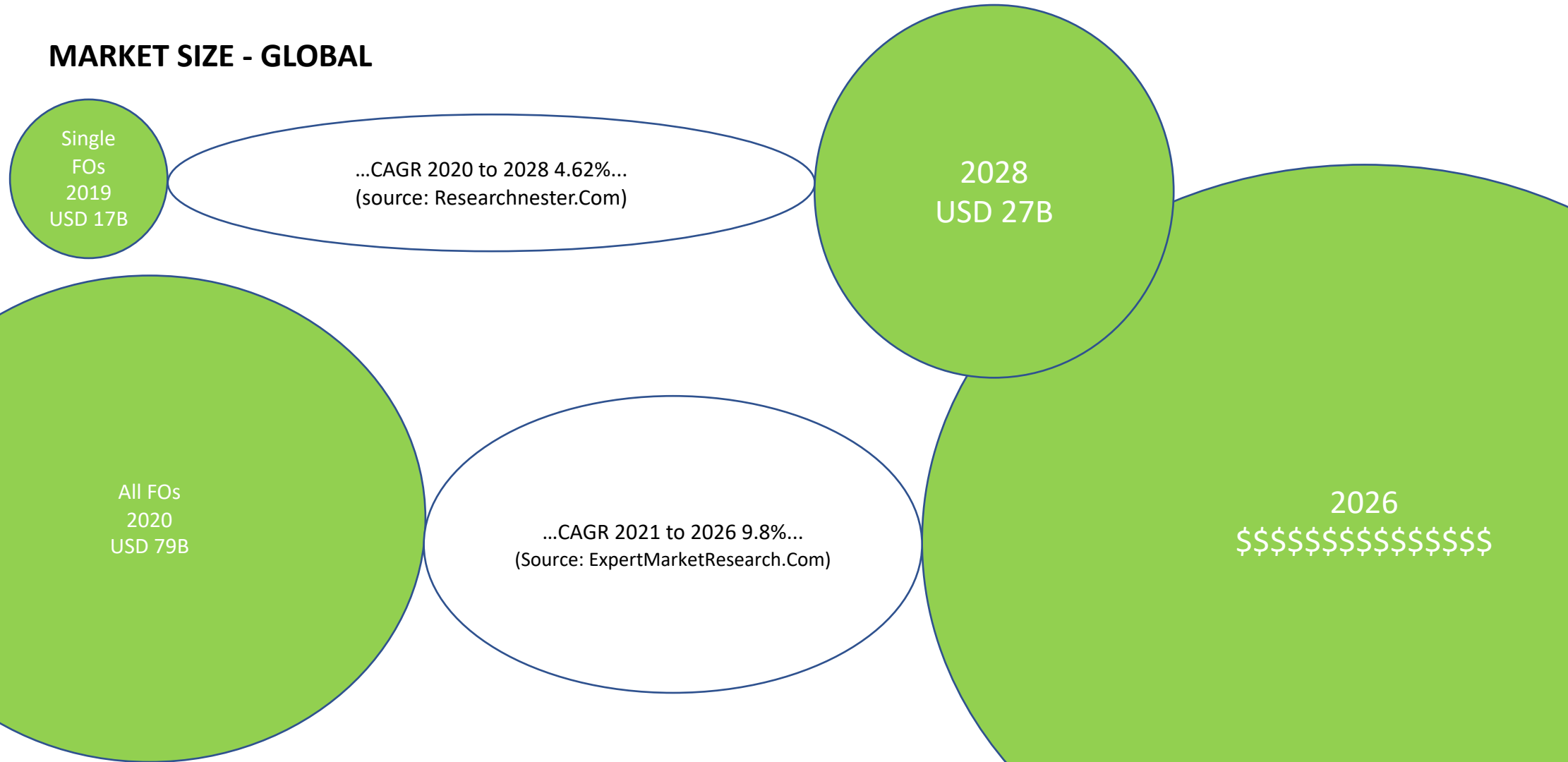
Represents a new and appropriate quantum leap in organizational methodology using a bold and innovative management philosophy.

For suppliers – opens up an entirely new business opportunity to offer, and act as principal in managing the digital VALEN alternative as an exclusive service to their most valued client families.





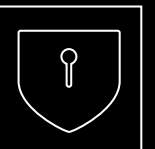
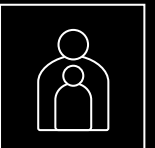
MARKET SIZE - GLOBAL

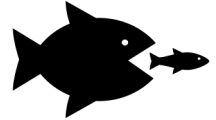




## GROWTH INDICATORS:

- Increasing family wealth, and the changes this brings to families .....need to manage
- Increasing benefits for a wider family market in adopting FOtech/establishing a FO...
- Need to manage complexity of geographically spread family presence
- Increasing need for families to outsource solutions
- India....





## COMPETITION

VALEN is industry-disrupting - a paradigm shift in the virtual FO space, thus, competition is sparse .....we need to move quickly!

Expected traction soon in the following sectors:

- Large banks (but conflicted) with current `partial` digital solutions
- Specialist FO Software Orgs NO current umbrella platforms – mostly investment solutions:

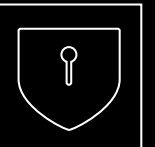
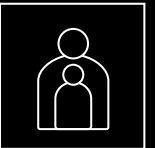
**MASTTRO**

**Altoo**

**Canopy**

**iPaladin**

- Multi Family Offices – adapting current `partial` platforms  
Stonehage Fleming  
JTC





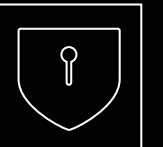
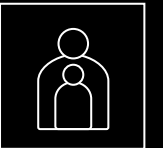
## TARGET MARKETS

1st Phase (2 years) – full digital platform service

- Personal professional networks and targeted marketing stages:
- Families with pre-established SFOs and MFOs;
- Leading Growth, Lifestyle, Succession, Protection service providers  
AND their family clients,  
.....in the UHNW Services space

2nd Phase (years 3 to 5) – mobile-based application (VALEN `mini`)

- Mass-affluent market, via:
  - Wealth management service providers  
(e.g. banks serving clients 4-10 USDM)
  - Internet marketing campaign





## Financing - sources/offering & valuation

1st round (6 mths development and launch):  
CHF 500K from angel investors and/or VCs

-----

2nd round (at year 2):  
CHF 500K from same investors or VCs

-----

Offering – CLN or equity up front (prefs) of up to  
17%

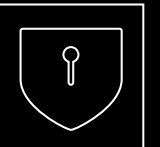
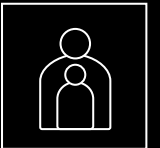
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Valuation based on 3rd yr projected net earnings

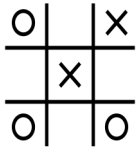


## Start-Up Costs

CHF 250 - 500K  
(Full Budgeting forecasts for 5 yrs on request)







## MARKETING STRATEGY

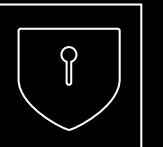
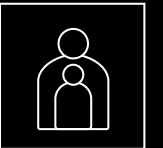
“A new organisational philosophy serving the entire spectrum of family need”

### Families

- Pipeline generation through
  - Direct marketing approach
    - Existing contacts, tailored pitches
    - Win pilot project & deliver value proposition validation metrics
  - Thought Leadership
    - Associate key terms (FO Tech) with Valen brand
    - Drive SEO through targeted, keyword rich content, awareness

### Service Providers

- Market Awareness & Interest via
  - Outreach campaign to professional networks
  - Mix of Digital (Social Media) & Traditional (Tradeshow/Conference/Event)





## PARTNERS

For VALEN business:

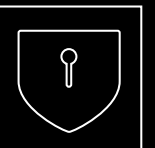
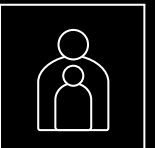
- The strategic business need for “Valen For Partners” creates a unique opportunity for an array of partnering options for the exploitation of the VALEN

Program:

- Acting as licensing agent
- For VALEN, as an exclusive VALEN Program “Needscoped” service provider
- For Partners, providing a value-added enhancement of their current offering

For support services:

- Business operational support – AccTrust and Dryden CH
- Marketing – Make Fresh Tracks (France)
- Server hosting and security - SafeHost CH
- Software development and Creative – Innodiff CH & Behance (Vietnam)





## BUSINESS MODEL – OPEN ARCHITECTURE `UMBRELLA` PROGRAM

### FOR FAMILIES

The virtual FO organisational platform - -  
for families, their  
members, and their FOs

### FOR PARTNERS

An exclusive Swiss professional members association  
for Needscored Growth, Succession, Protection,  
Lifestyle Partners...owned by Partners...powered by  
VALEN

### Hybrid product profile:

Subscriptions – by FOs; MFOs and VFP Association members:

- Platform licenses
- Annual support services
- Membership subscription for

Franchising – of entire PROGRAM `package` to Partners seeking to add a virtual FO service to their current offering.

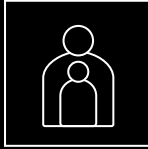
....





Revenue Forecasts

VALEN PROGRAM - FORECAST BUSINESS NET PROFIT FOR THE PERIOD:					
1 JANUARY 2022 TO 31 DECEMBER 2026					
				0	
	2022	2023	2024	2025	2026
INCOME b/f	310,500	1,096,200	3,286,400	4,861,600	8,456,986
LESS, Expenditure	(197,200)	(479,450)	(1,287,900)	(1,735,300)	(2,854,500)
	113,300	616,750	1,998,500	3,126.,300	5,602,486
Profit margin	36%%	56%%	61%	64%	66%





## TEAM

**Duy Nam Vu**  
Graphic designer  
Vietnam  
brobrand.vn

Graphic designer since 2011, graduate of Vietnam University of Industrial Fine Art. Working in both agency and client's side, **“Visual branding at it finest is always my motivation”**.

**Ang Chen**  
PhD  
Systems developer  
Switzerland

Computer scientist and software developer engaged to head up the development of the digital platform and be responsible on an ongoing managerial basis as technical director and head of digital services.

**Andrew Osborne**  
MSc  
France  
Head of Sales & Marketing

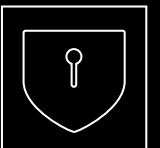
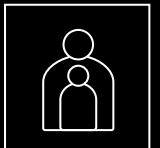
Head of business development, sales and marketing, a seasoned professional in the technology and digital solutions field, adept at building value propositions and opportunity pipelines.

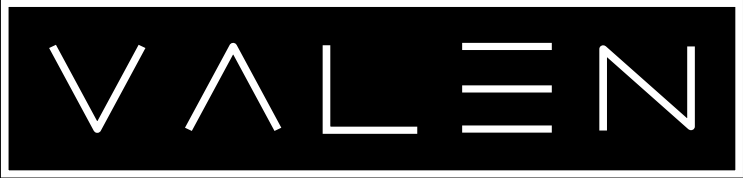
**Carlos de Pommes**  
MSC MBA  
Non-exec business advisor

Serial entrepreneur, owner of Cambiio, business consulting, and founder/CEO of Remediate, a scientific and industrial project involved in carbon reduction solutions using algae-based scientific methods and infrastructure delivery.

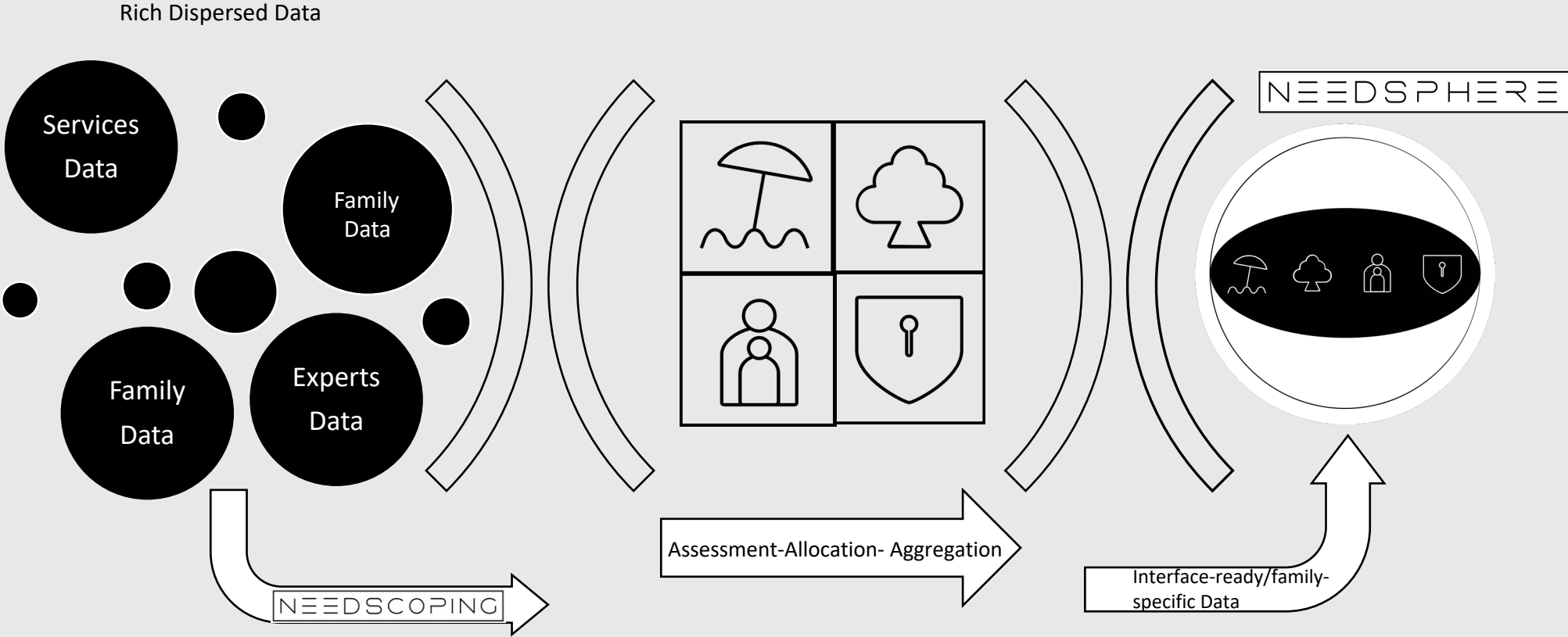
**John Sinclair**  
LLB, FCILeX TEP  
CEO, and Legal Counsel  
Switzerland

30 years experience as a legal practitioner in the management, structuring, advising of H/UHNW global families shareholder, creator of the VALEN concept and In the first instance, CEO, and Legal Counsel.



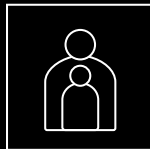
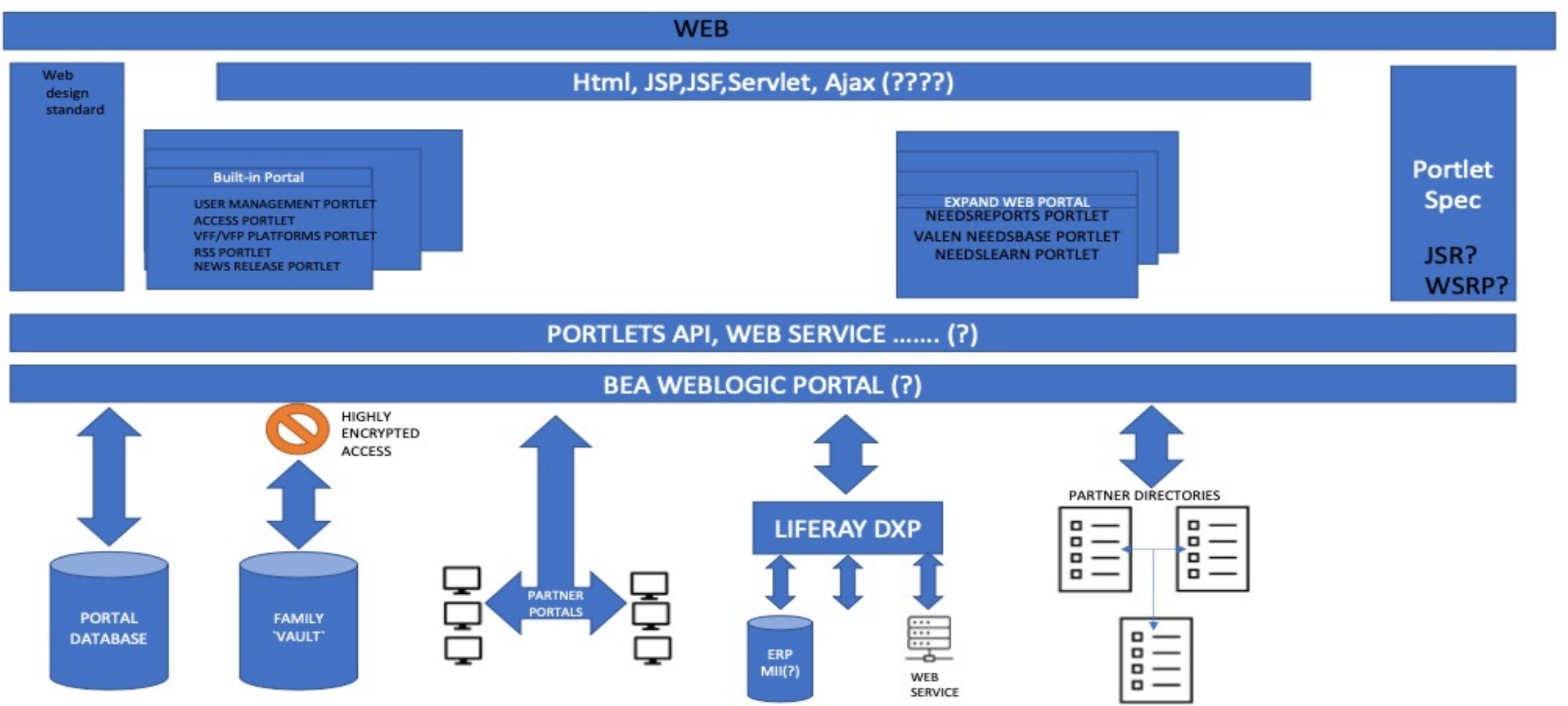


PRODUCT OVERVIEW – NEEDSCOPING

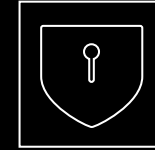
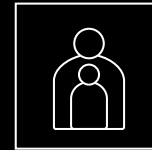




# PLATFORM ARCHITECTURE



VALEN



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