

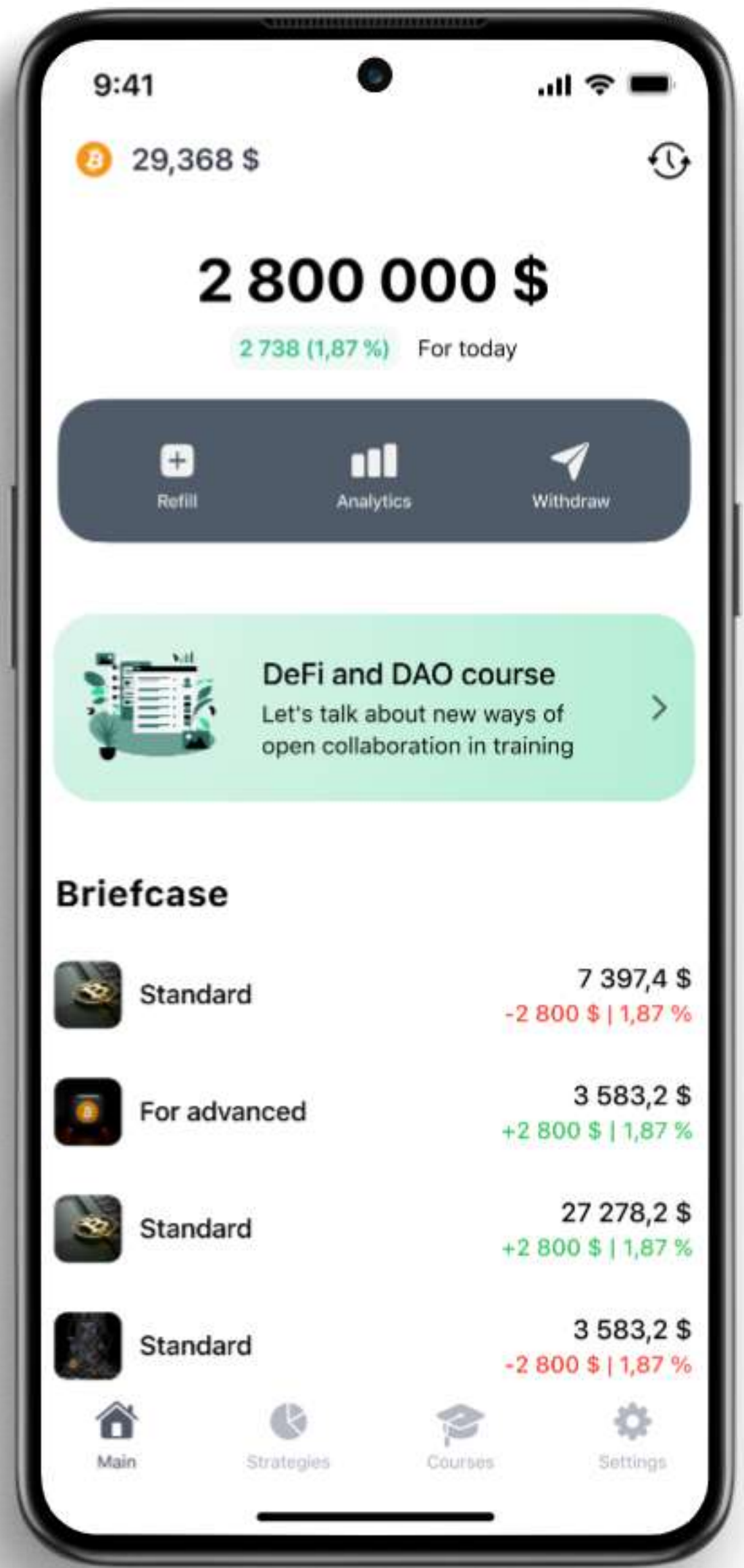


WISY



WISY -

This is an application for automatic investments in ready-made strategies on the cryptocurrency market directly from a bank card.

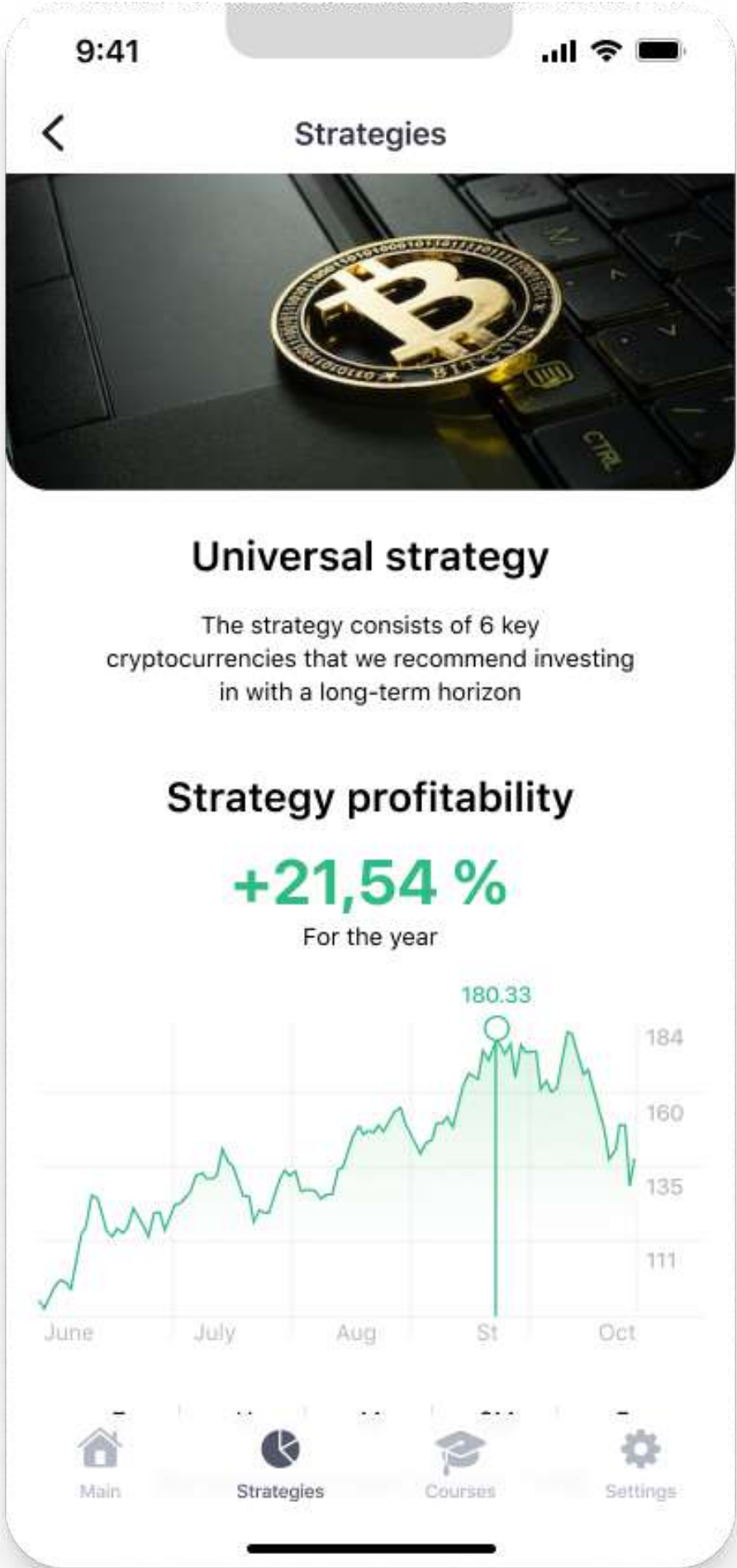


How does it work? Customer journey.



2

Description of the strategy



3

Frequency and amount of top-up

Deposit

Card Cryptocurrency

Choose a strategy

For advanced | 4550\$

Choose a card

VISA 4572

VISA 6752

Add a card

Regular deposit

Deposit frequency

7 days

Amount

1 000 \$

Minimum investment in the strategy 500 \$

Main Strategies Courses Settings

4

Linking a bank card

Adding a card

Card number

8080 3636 3251 0451

Cardholder

GOLUB EUGENIY

Expiration date CVV

04/29 478

Bank name

Revolut

SWIFT code

4850 939543

IBAN

GB 93 WXYZ 954317 485032467

Adding a card

Main Strategies Courses Settings

1

Choosing a strategy

All strategies

Top-10 market
Bitcoin, Litecoin ... +2
+21,54 %
от 10 \$

BTC & ETH
Bitcoin
+4,84 %
от 15 \$

Top-3 market
Bitcoin, Dogecoin, Litecoin... +2
+12,23 %
от 5 \$

Top DeFi
Bitcoin
+4,84 %
от 20 \$

POW-index
Bitcoin
+4,84 %
от 15 \$

L2-index
Bitcoin
+5,84 %
от 5 \$

Only Ethereum
Ethereum
+14,23 %
от 15 \$

Mem-index
Ethereum
+14,23 %
от 15 \$

Main Strategies Courses Settings

What market problem does **WISY** solve?



Problem:

More than 70% of people do not use cryptocurrency because it is complex and confusing
(Motley Fool)

Solution:

To make the complex cryptocurrency market simple and profitable for any user, by offering automatic investments in ready-made index strategies directly from a bank card.

Why will millions of people choose **WISY**?



1

Simple and stress-free

No need to speculate and exert a lot of effort to buy cryptocurrency.

2

Profitable

Dollar-cost averaging is the most profitable way to accumulate and earn on any market. Over 90% of all traders worldwide lose to the market over a period of 3 years.

3

Passive investments

A completely automated way of accumulation. Once you choose a strategy, link your bank card, set the frequency and amount of top-ups. Done.

4

Safe

Assets stored in user wallets outside of centralized exchanges.

Market prospects



 **55%**

of clients own cryptocurrency
as part of a long-term investment
strategy (Binance Research)

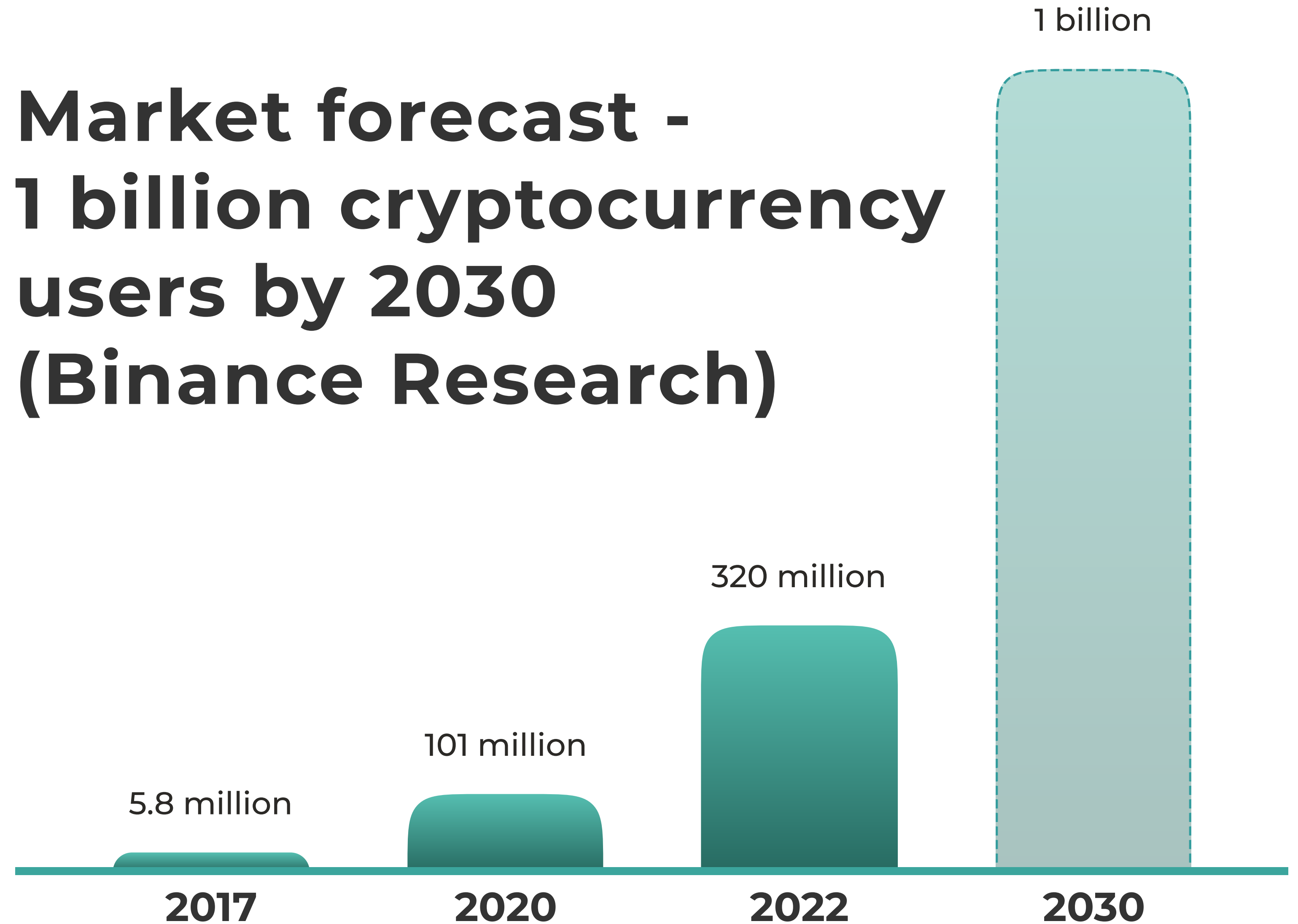
 **38%**

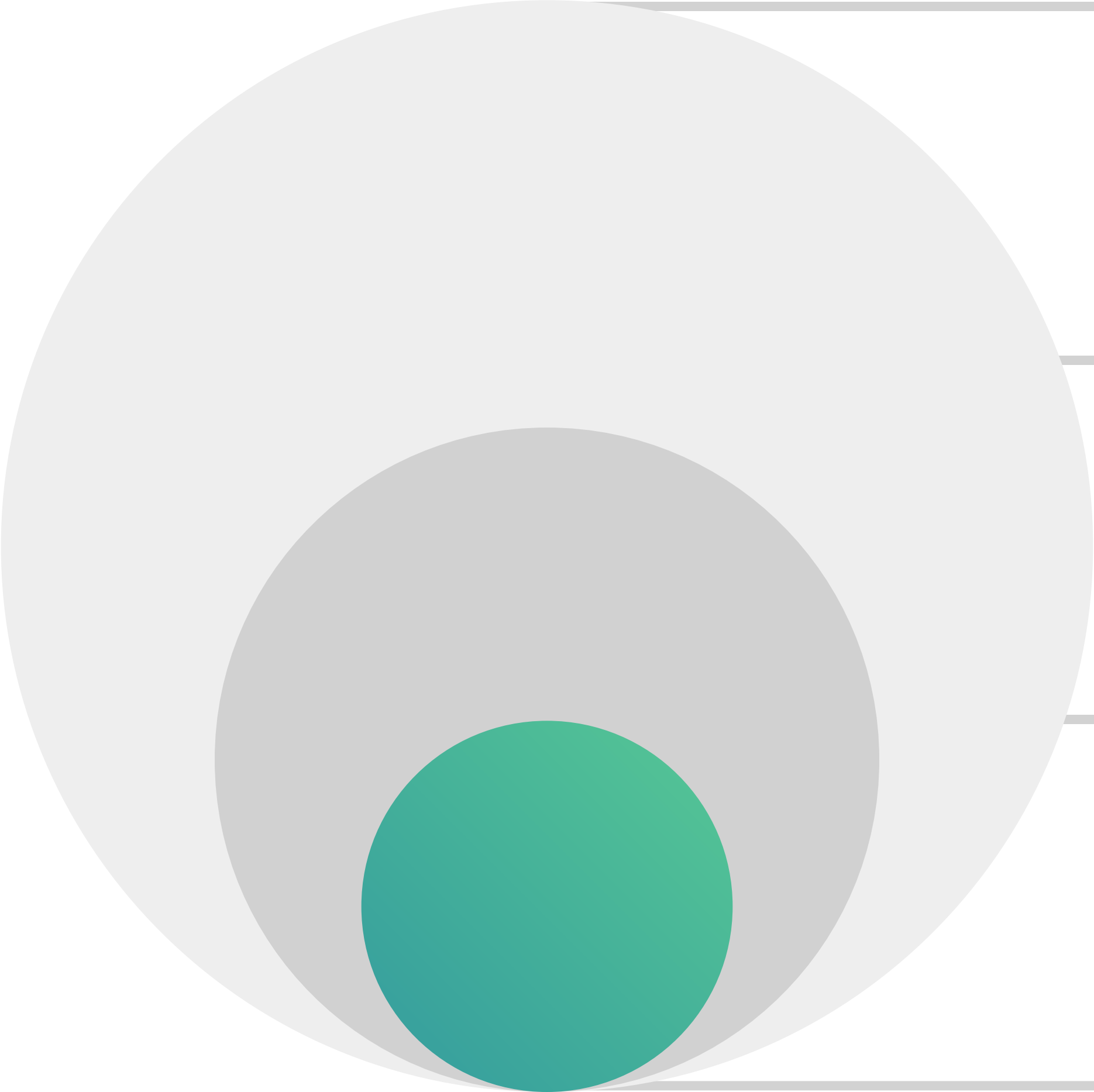
of users no longer trust
the traditional banking system
(Binance Research)

 **45%**

of investors aged 18 to 29
made their first investments
specifically
in cryptocurrencies (TripleA)

Market forecast - 1 billion cryptocurrency users by 2030 (Binance Research)





TAM

\$18.2 trillion

Trading volume
in 24 hours * 365 days
(CoinMarketCap)

SAM

\$1.08 billion

Volume of purchases
through auto-investing

SOM

\$100 million

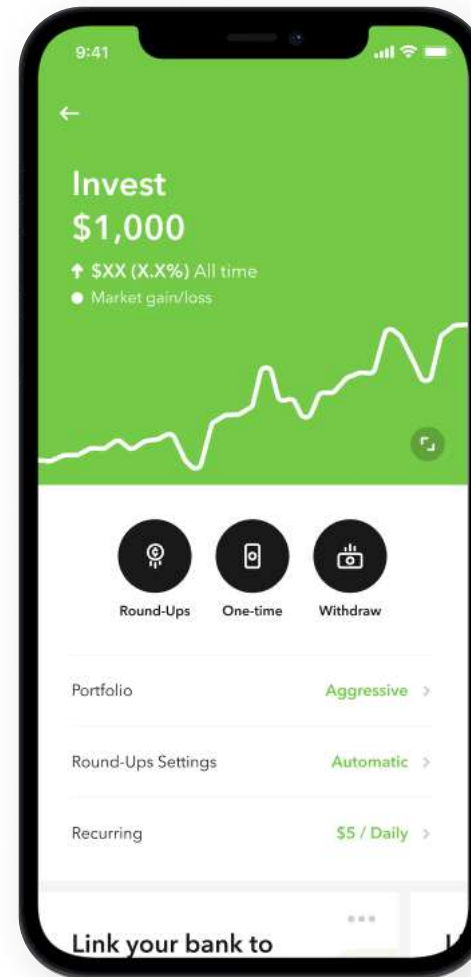
We aim for
9-12% of the market

Who we are targeting



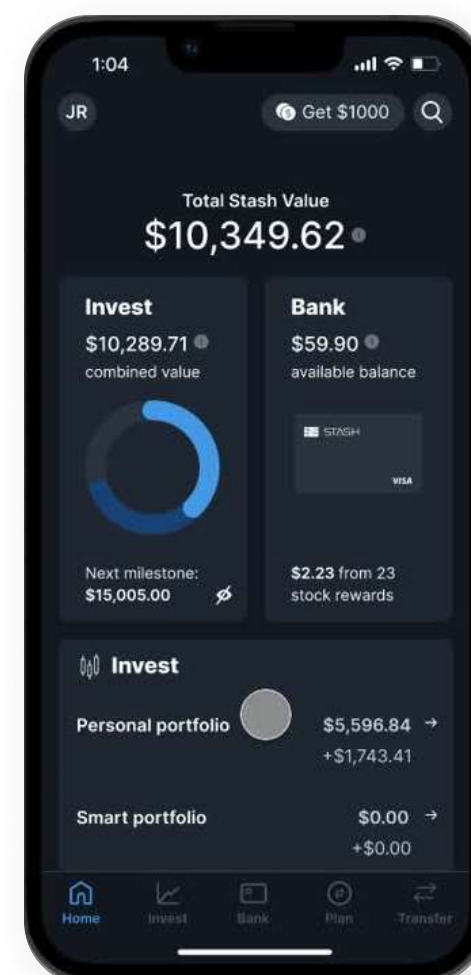
Acorns:

- Founded: 2012
- Users: Over 9,000,000
- Assets under management: Over \$6.17 billion
- Company valuation: \$1.9 billion
- Company revenue for 2022: \$309 million



Stash:

- Founded: 2015
- Users: Over 6,000,000
- Assets under management: Over \$3 billion
- Company valuation: \$1.4 billion
- Company revenue for 2022: \$125 million



Why will we be valued at >\$1,000,000,000?

1. The average revenue multiple in fintech projects = **x16**. Therefore, the annual revenue should be = **\$62.5 million**. To achieve such revenue, **we need to acquire 930,000 clients**. We will do this **within 5 years**.

2. **We are focused on acquiring competitors and other companies** that will strengthen our business and product infrastructure.

How do we plan to promote the application?



26 free courses on investments

cryptocurrency, and blockchain technologies within the application. Cards and quizzes. 7 minutes - average course completion time.



Bloggers

Demonstration of how they personally use our app. Main platforms: Instagram, Telegram, YouTube and TikTok.



Advertisement

targeted and contextual on the main sites of a particular market.



Affiliate Program

with a recurring payment from WISY revenue per user.



Media

Articles in top blogs, mentions in online news portals, podcasts, interviews, forums, speeches and the like.



Personal brand

founder on Telegram and Instagram to engage your audience more cheaply and increase conversions to app downloads.

WISY Business Model

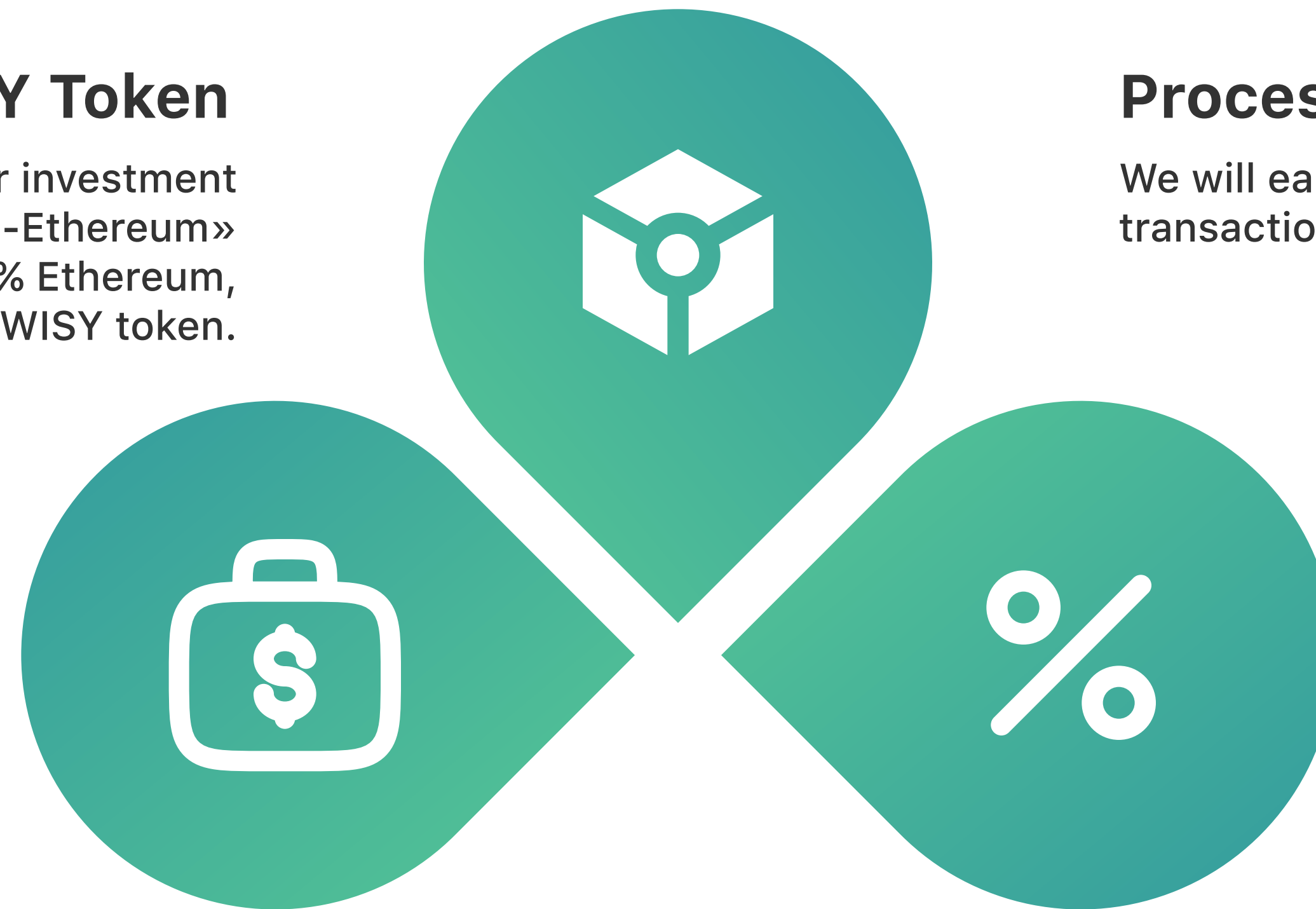


WISY Token

The WISY token will be added to our investment strategies. For example, the «Bitcoin-Ethereum» strategy will consist of 49% Bitcoin, 49% Ethereum, and 2% WISY token.

Processing Fee

We will earn up to 3.5% from each regular transaction made with the user's bank card.



Asset Income

Additional income from client assets, such as staking.

Roadmap



- Prototype
- Start of pre-seed round
- Company registration

Q1 2023:

Q2 2023:

- App development
- Continuation of pre-seed round

- Web Summit
- 1000+ leads in the waiting list
- Integration with Gate and KuCoin exchanges
- Index strategies

Q3 2023:

Q4 2023:

- App Store and Google Play moderation
- Web Summit exhibition (Lisbon, November 13-16)
- App testing
- Completion of pre-seed round

Roadmap:



- 3,000+ clients
- WISY token
- Launch of the affiliate program

Q1 2024:

Q2 2024:

- 6,000+ clients
- Seed round

Q3 2024:

- 14,000+ clients
- Integration with top 5 exchanges

Q4 2024:

- Series A round
- 20,000+ clients
- Non-custodial asset storage

WISY Founders:



Yaroslav Gordov

Marketing, fundraising



Evgeny Porokhov

Product, development

Entrepreneurial experience - **DS Consulting company.**

Key metrics:

2019

year of foundation

490+

financial consultants
(company agents)

2 700+

high-net-worth
families under
management

\$31 400 000

assets under
management

Team:



Sergey Chervyakov

CTO, Development

Expert in creating IT and Digital products



Erke

Project Manager

Project manager with 5 years of experience, specializing in the banking sector



Roman Kamaldinov

Lawyer

Expert in structuring digital businesses



Kristina Bychina

Business Assistant

5 years of experience as a business assistant and project manager in various projects

Advisors:



Alexander Ivanov

CEO of Axevil Capital fund




Bogdan Savin

CEO of «DaoStar Gaming»

Among our investors:



Roman Laylin
Financial Consultant
 @RomanLaylin




Arthur Bikkulov
Best Financial Advisor
of 2021 and 2022
 @ArturBikkulov




Irina Nizamutdinova
Founder of Family Office
Women Wealth International
 @irinaprofinance




Lina Baikulova
Hypnocoach
 t.me/start2days




Max Riterman
Investor, yachtsman,
traveler
 @Maxsailing34




Mikhail Shindler
CEO of "Territory of
Finance," Head of Impact
Capital Fund
 @mikhail_shindler




Maxim Kolyasnikov
Founder of Cashflow
Entrepreneurs Club in Bali
 @KolyasnikovMaxim




Oksana Salkova
Financial Consultant
 @okssalkova




Pavel Chechnev
Investor
 @chechnevp




Dmitry Bashkirev
Practicing Investor
 @Bashkirev_capital



Svetlana Cherkasova
Independent
Financial Advisor
 @finvesta21




Mikhail Sharov
Entrepreneur
 @Mikhail906



Alexey Shefer
Expert in family
wealth management
 @AlekseyShefer




Julia Mikhailova
Owner of
an accounting company
 @bisnesvkayf



Evgeny Vershinin
Investor, Entrepreneur



Alexander Ivanov
CEO of Axevil Capital Fund
 <https://axevil.com>

Fundraising



Pre-seed

\$500 000

Q1 2023 – Q4 2023

Key Milestones:

☐ Product Development

☐ Marketing

☐ Legal Structure

☐ 3000+ clients

Goal: Achieve a valuation of >\$10 million by the seed round.

Contacts



**Co-founder
Yaroslav Gordov:**



Telegram:

@yaroslav1077

**Want more
materials?**



Website

wisemoney.com

