(Warm Network Feedback Draft)

ArCa

SME Capital Markets

The Situation

Small-Medium Enterprises (SMEs) account for 50% of the world's $117 trillion GDP as of 2025 (United Nations)

SMEs = $59 trillion market capitalization looking for capital markets inclusion

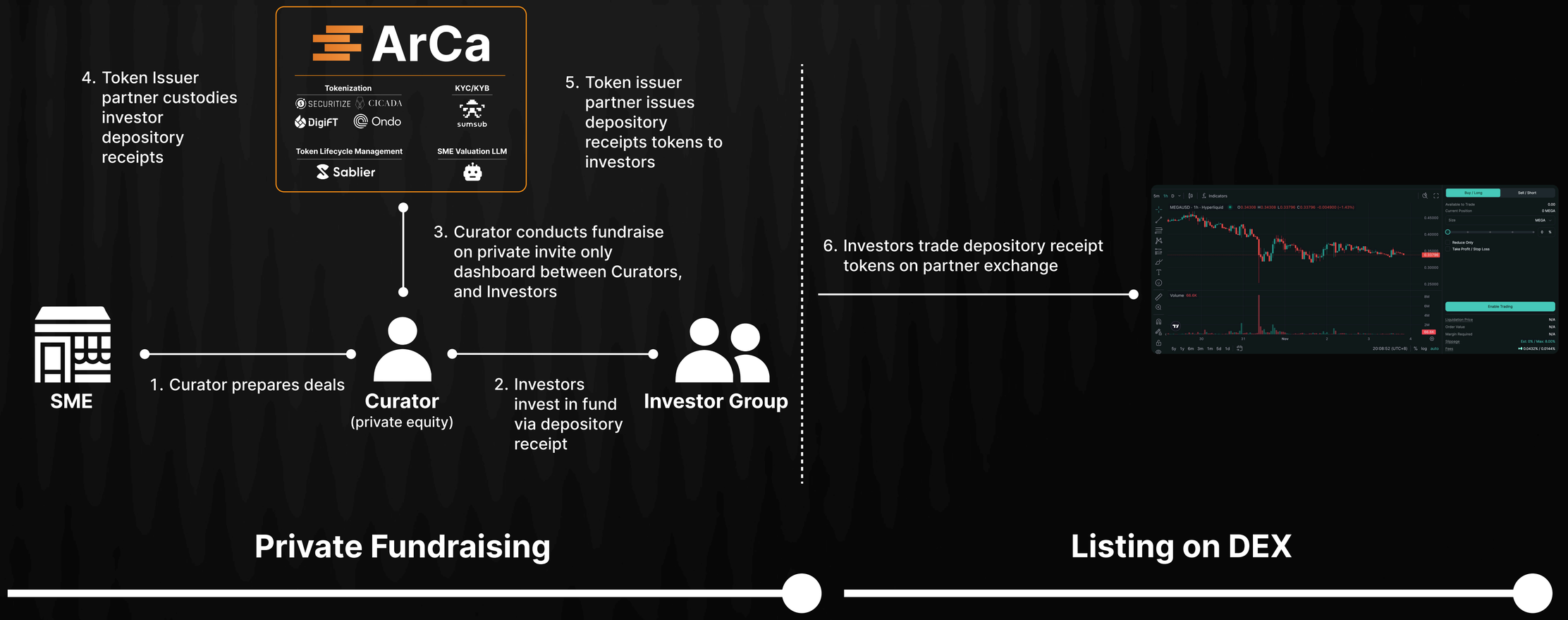
The Problem

SMEs have difficulty raising money, because their revenue valuation is difficult to audit in a scalable way

But what if SMEs had a price discovery venue to value their P/E ratios just like publicly listed companies on stock markets?

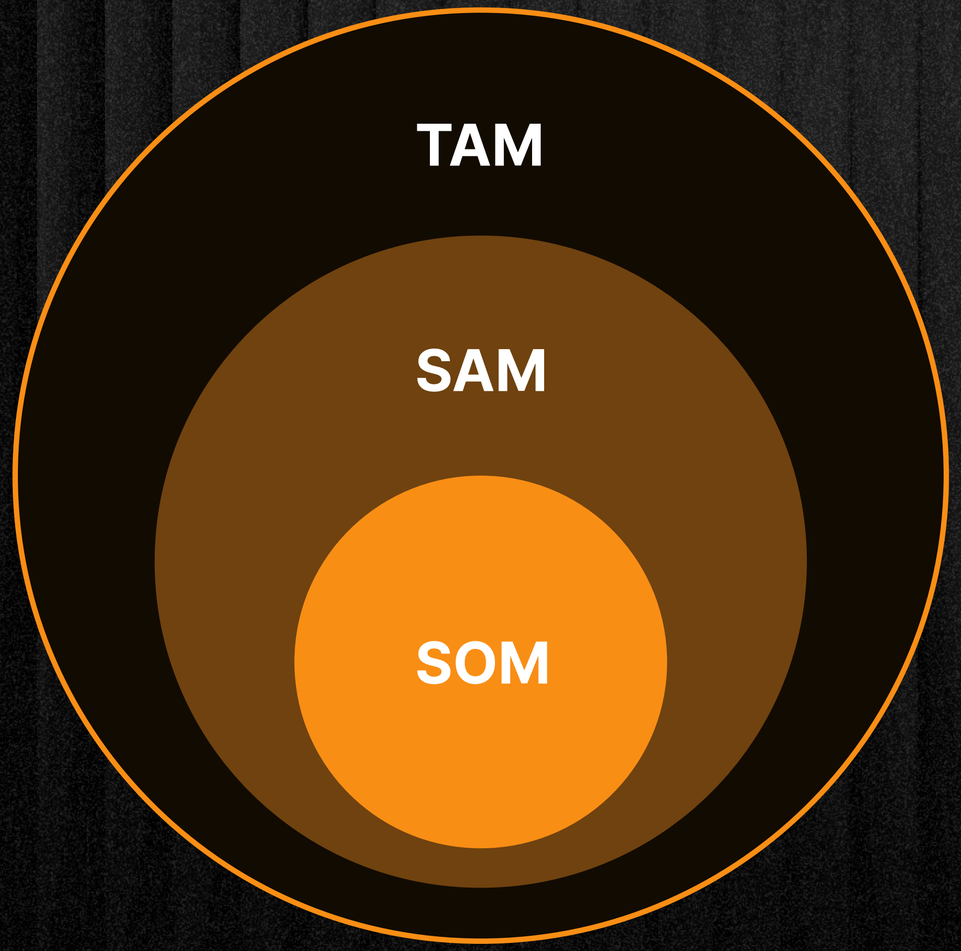
The Solution

The world's first SME capital market for any business of any size



Private Fundraising + Launchpad + Trading on Decentralized Exchange (DEX)

Market Size



TAM ~ $59 trillion total SME mcap looking for capital markets

SAM ~ $24 trillion total SME mcap in emerging markets

SOM ~ $5.7 trillion SME mcap experiencing a financing gap in emerging markets

Why Now

Tokenized Equities are the next onchain asset class after $300B stablecoin market, but everyone is focused on already publicly traded companies (only half of the world's businesses)

Coinbase's $300M acquisition of Echo.xyz is precedent for a short-medium term exit path for an onchain capital formation play

Crypto Capital Markets have raised $ billions on syndicated funding models - exactly the same funding journey that SMEs use to raise from friends and family

DEXs exist now which allows us to bootstrap post launch trading on SME tokens

Our own Search Fund has developed an SME Valuation Methodology that we will provide to Curators

Competitive Landscape

Enabler: Automated Dealflow with a Large Lending Partner

- Pre qualified dealflow at scale
- SME specific valuation methodology
- 100s of SMEs deals a month
- Average size of SME: $5M yearly cash revenue

Business Model

Private Fundraising

- 10% on any capital raised (5% to platform, 5% to curator)
- No fees for Investors

Post Launch Trading

- Lifetime trading fee (0.3% per trade) split with Curator (0.15% to platform, 0.15% to Curator)

Subscriptions

- Curator subscriptions for KYC/KYB + token lifecycle management services
- Proprietary SME Valuation Model for Curators

GTM

Profitable from day 1

Scale our existing search fund into a private equity fund (the First Curator <> Investor Group)

POC: Pre Seed - Seed (H1 '26)

B2B:
Fintech lenders, fundraising platforms will resell our end to end capital markets infra

Scale: Series A ++ (~2027), or acq by Coinbase/others.

MVP: Seed - Series A (H2 '26)

Acquire More SME portcos

- On the ground: via partnerships with SME fintech service providers
- SME broker networks
- Online: ecomm sector
- Institutional: RWA/securities issuers for tokenization

Compliance Strategy

[Legal Opinions In Progress]
ArCa does not issue securities. It simply matches Curators to Investor Groups for private fundraising. ArCa then provides platform services to Curators to enable their fundraising activities.

ArCa may be viewed as a digital asset platform that provides Virtual Asset Service Provider (VASP) services to Curators. It partners with licensed securities token issuers who hold depository receipts as collateral on behalf of Curators and Investors.

The Curator is a private equity or search fund that sources dealflow for their follow on investors and brings these deals to market using the ArCa platform.

Pre Seed - Seed

Acquire legal opinions in each relevant jurisdiction (Q4 ‘25)

Seed - Series A

Begin application as Virtual Asset Service Provider (DPT in SG or offshore equiv.) (H1 ‘26)

Series A onwards

Complete VASP Registration (H1 ‘27)

Founding Team

- Forex, stablecoin and commodities markets w/ Balancer & Berachain ~ $700M+ vol in 2025
- Built offshore synthetic Philippine Peso stablecoin (acquired, #1 in PHP stablecoin cross border volume)

Chris Verceles, CEO

Prev led tokenized securities @ Asian Development Bank

Ex ConsenSys Engineer

Built compliant stablecoin for top 10 PH commercial bank

Andrew Nossiter, COO

Ops & Strategy leadership roles in Fintech startups across SE Asia and Silicon Valley

Ex CoinsPH, Ex Eco

Launched first crypto Visa debit card in US

Andrei Simion, CTO

Ex ConsenSys Engineer

Built stablecoin for top 10 PH commercial bank

Ex Smart Contract Auditor

Use of Funds

- Scale our Fund (already acq 2 SMEs), provides downside protection
- Launch our first portcos on ArCa
- Acquire a VASP license in SG for our commercial entity

Investors get:

- Exposure to high cash flow businesses
- Priority access on all ArCa dealflow
- Downside protection via cash flow holdings in fund

Today

An Emerging Market Private Equity Fund

Tomorrow

The Alternative Global Stock Market for Any Business (“SME Capital Markets”)

Thank You

We appreciate your time and look forward to sharing more

Email: team@ar-ca.org

Demo App: https://ar-ca.org
(pw: arcafriendsfeedback2025)

Join us In building the capital market for the rest of the world!

ArCa

Appendix

Background Info

This deck assumes the reader is familiar with the ff concepts:

- Internet Capital Markets (this article is helpful)
- Difficulties of Small-Medium Enterprises (SMEs) in accessing liquidity and loans, specifically in Asia Pacific regions
- Private fundraising / syndicated fundrasing platforms like echo.xyz, legion.cc
- Decentralized Exchanges (DEXs), think: no barrier to listing, permissionless trading platform. Examples: hyperliquid.xyz, gmx.io, jup.ag/perps