

**marsan
exchange**

OUTLINE

- COMPANY
- FUTURE OF MONEY
- PROBLEMS
- THE SOLUTION
- FINANCIALS
- ROADMAP
- TEAM
- INVESTMENT & USE OF FUNDS

COMPANY

Marsan Exchange was founded in April 2020 to address a pressing market need: A customer-first crypto exchange reaching across Canada.

THE FUTURE OF MONEY



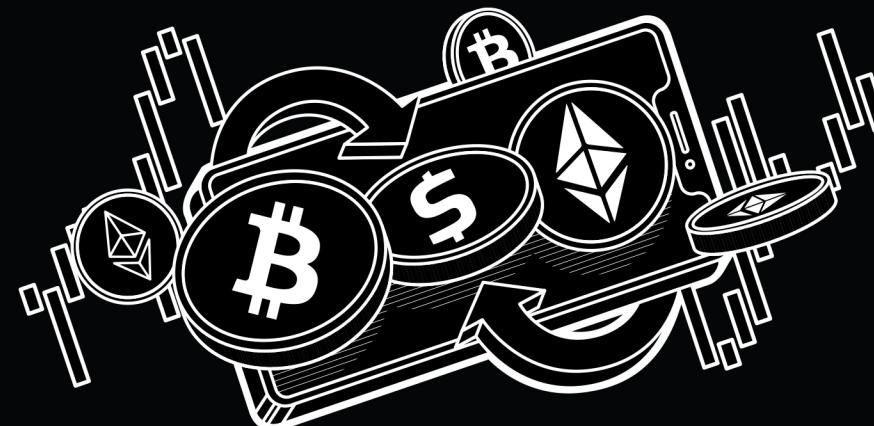
CASHLESS
SOCIETY



VIRTUAL
WALLETS



DIGITAL
OWNERSHIP



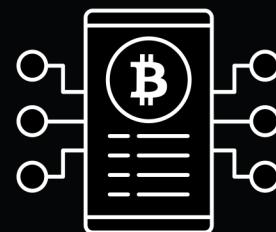
CRYPTOCURRENCIES

PROBLEMS

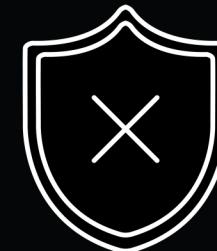
With current Canadian Crypto Exchanges.



OBSOLETE
TECH



UNREGULATED



NO PROTECTION



COMPLICATED
UX



NO CUSTOMER
SUPPORT

WE ARE THE SOLUTION

Marsan Exchange, an easy way to buy, sell, send and receive cryptocurrencies.



BEST
SUPPORT



FASTER



SAFER

FINANCIALS

Marsan Exchange transactions average of \$425,000 monthly, \$4.2M annually without the app released.



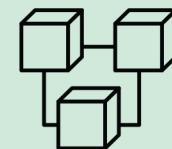
What we accomplished in our first 2 years:



INITIAL
FUNDING



REGULATORY
COMPLIANCE



TECH
DEVELOPMENT



CLIENTS
ACQUIRED

TEAM



**JOSHUA
BARTOE**

Angel Investor
& Advisor



**ANTOINE
MARSAN**

CEO & Founder

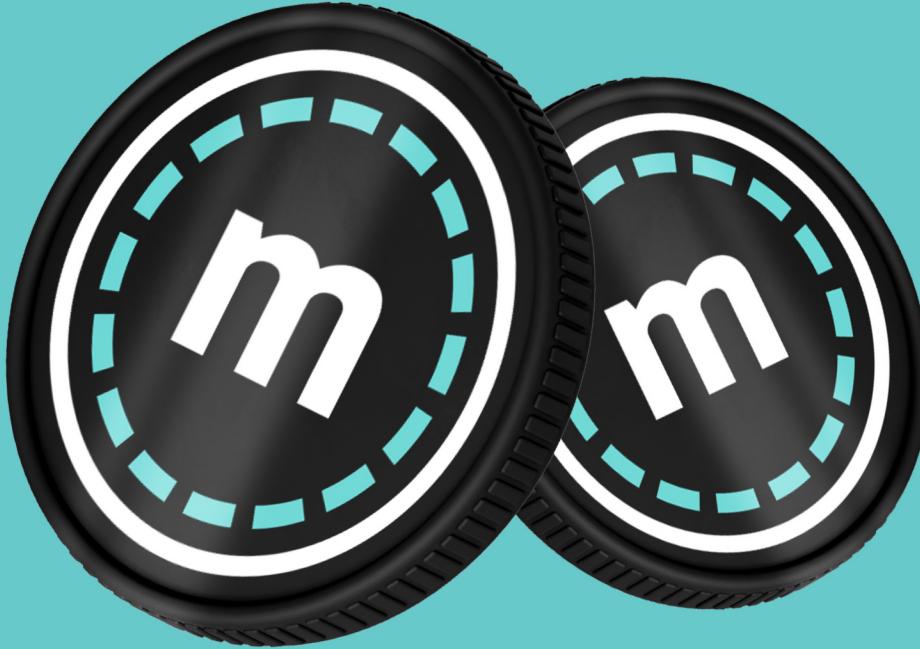
 AntoineMarsan_
 Antoinemarsan



**FELIPE
ROJAS**

Chief Marketing
Officer

Marsan Exchange Token (MRS)



A utility token allowing its holders to benefit from reduced transaction fees, from 3.82% to 0.1% depending on the discount tiers.



- \$25.4M market cap in 3 weeks.
 - 2000 holders.
 - Achieved straightly word of mouth by our clients.

Unfortunately, a staff member approached different promoters without my knowledge. The main promoter sold all his tokens in one transaction. This created panic selling. MRS token lost 60% of value overnight. AMF opened an investigation.



Executive actions

- Immediately fired the staff member.
- Hired a PR firm.
- Completely rebranded.
- Increased our number of users.
- Strengthen our community.

No charges filed by AMF. Blocking order will expire on July 12 2022.



ROADMAP



MVP



MARKETING



PARTNERSHIP



LAUNCH EXCHANGE
APP TO THE PUBLIC



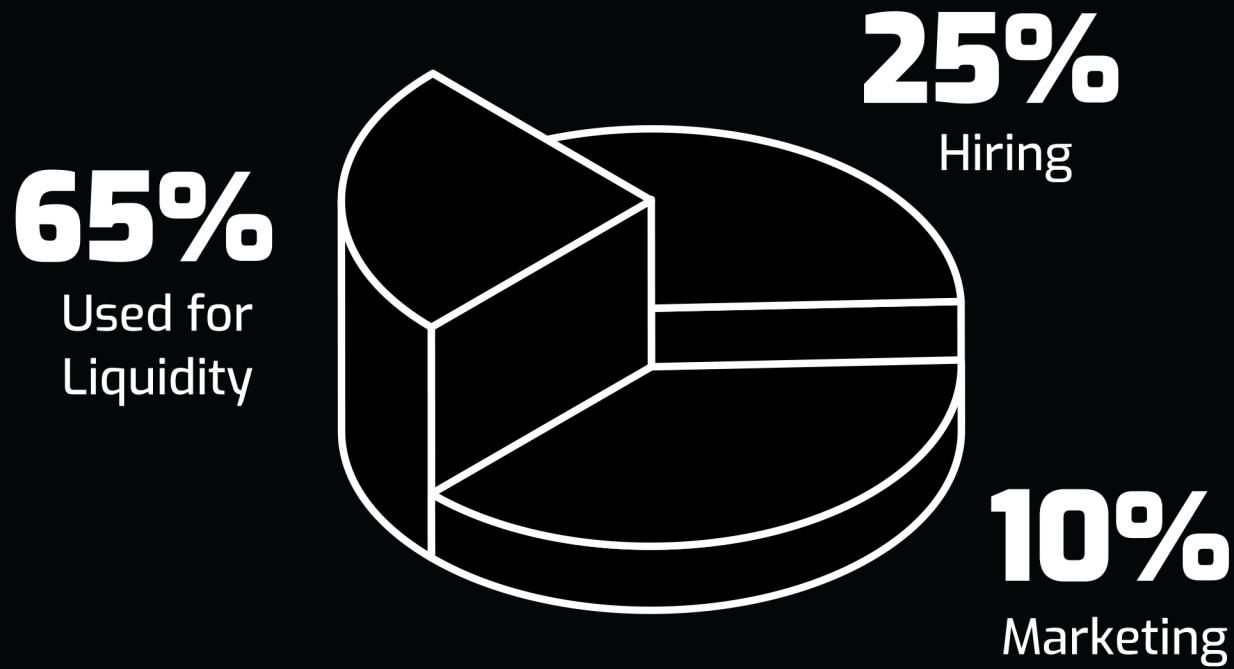
App release
July 2022



Release of the app will increase our transaction volume 5 to 10 times in the next 12 months.



INVESTMENT & USE OF FUNDS



The raise: \$1M on a \$10M pre-money valuation.



LIQUIDITY

Daily transaction volume of \$500k necessitates \$325k fiat & \$325k crypto (1/2 Ethereum and 1/2 Bitcoin)

$500k \times 0.035 = \$17.5k$ daily profit

$17.5k \times 365 = \$6.4M$ annualized profit



HIRING

- Backend engineer \$63.2K
 - UX Specialist \$90.1K
 - Compliance Officer: \$68.3K
 - Customer service representative: \$36.2K
 - Social media manager : \$47.5K
 - Prevention to Retention Bonus: \$12.9K
-

\$250K

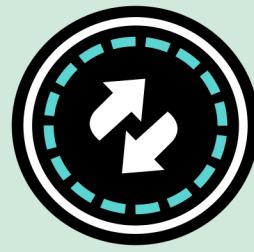


MARKETING

- Search engine optimization : \$7.2k
 - Pay-per-click advertising: \$30k
 - Content marketing: \$24k
 - Social media marketing: \$6k
 - Website design: \$10k
 - Email marketing: \$6k
 - Community events: \$16.8k
-

\$100K





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