

A CRYPTO
ACCOUNTING AND
PAYMENT SOLUTION
FOR NONPROFITS



BixBeta

The Founders Are Uniquely Positioned



HARVARD
UNIVERSITY




Kate Koraia, MBA
CEO & Co-founder

Worked with 1000+ nonprofits worldwide for
15+ Years

Implemented 200+ ERP accounting
systems and 300+ B2B ledger solutions

Developed and led KPI's Sage Intact SaaS
product line to a 350% YoY growth state



**Goldman
Sachs**
J.P.Morgan

Morgan Stanley
 **Merrill Lynch**

Lev Selector, Ph.D.
CTO & Co-founder

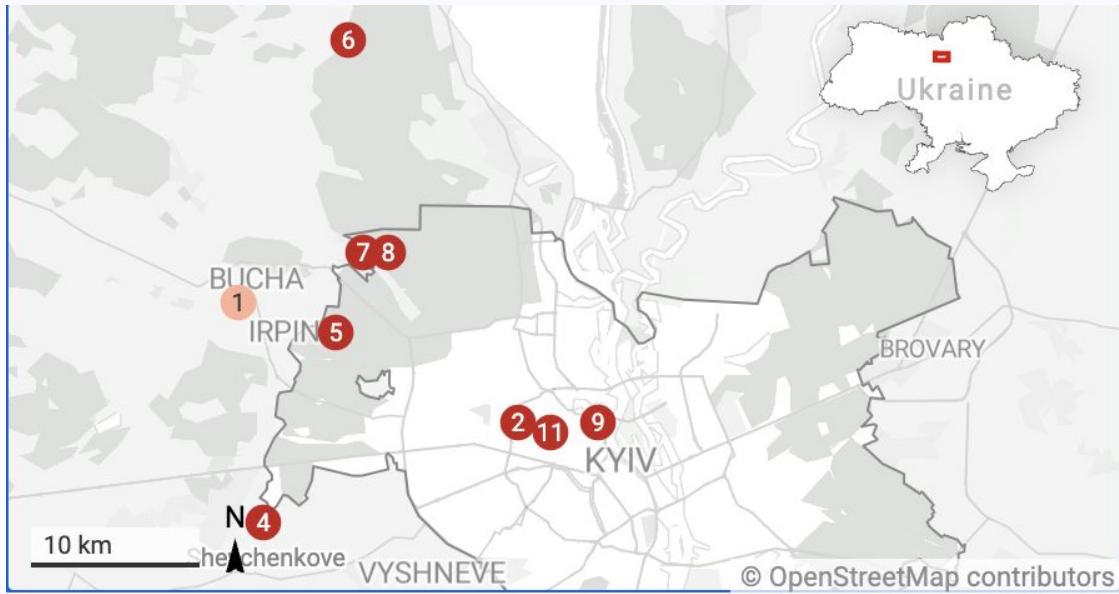
40 years experience in data science
and database management

Built accounting billing system at AppNexus
handling Billions of transactions for 2000
business clients and > \$100M per month

Proven track record of leading data
science teams of 20+ people

Customer Story

Every year, hundreds of journalists are attacked, imprisoned, or killed. For 40 years, "Customer" has been there to defend them and fight for press freedom



Raised \$1,000,000 million in crypto donations

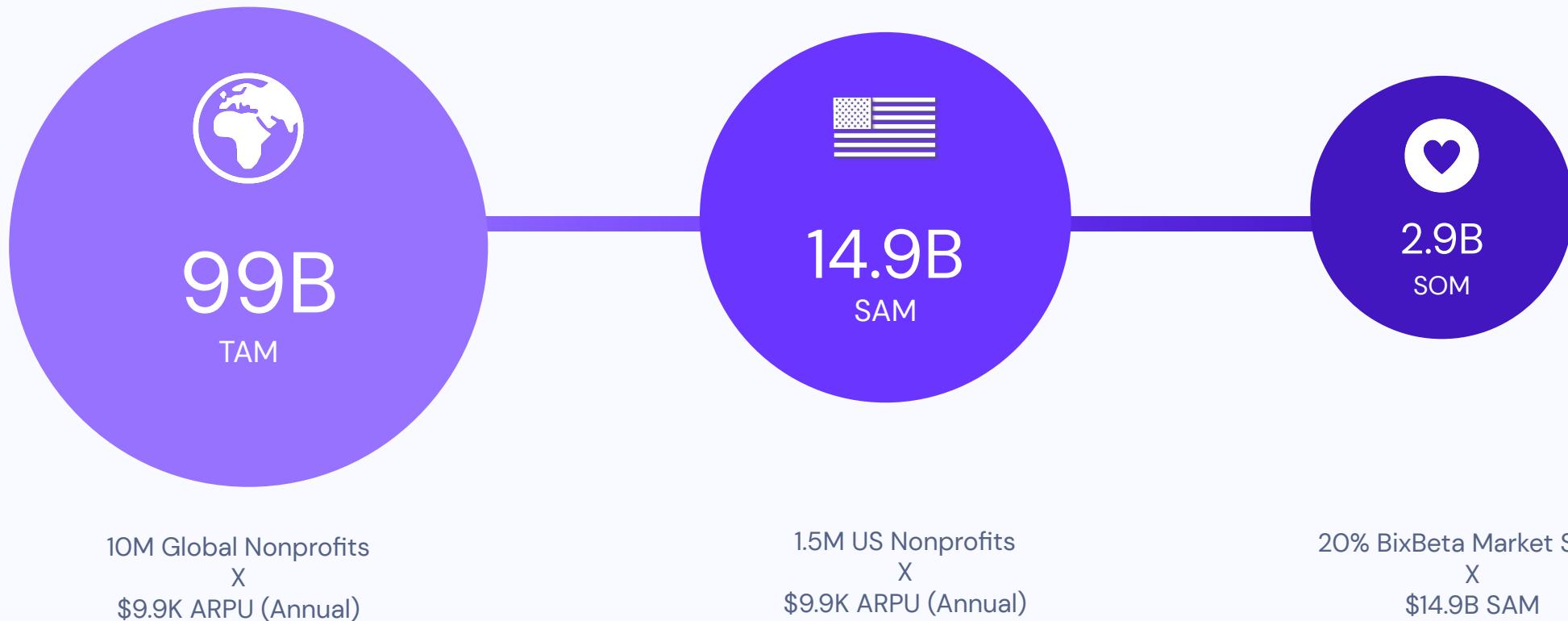
Started accepting crypto donations in November '21

Utilizing 3rd party vendor to convert crypto to USD

15% of giving revenue came from crypto donations

*The "numbers in red color" represent how many journalists were killed in Ukraine war-zone area in 2022

Market

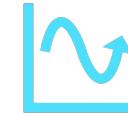


Problem

Nonprofits face too many obstacles when accepting crypto donations and have **no accounting** solution to track, reconcile and report on crypto transactions.



Complicated Set-Up



Crypto Volatility



Expensive Fiat Conversion



Lack of Security & Compliance



Knowledge Barrier



No Accounting Integration

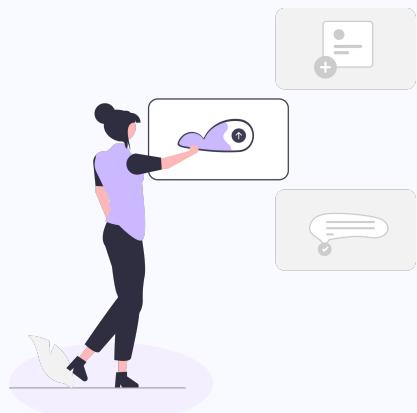
BixBeta is the Solution

The Unified Crypto Accounting and Payment Solution for Nonprofits

1

Pick Your Tool

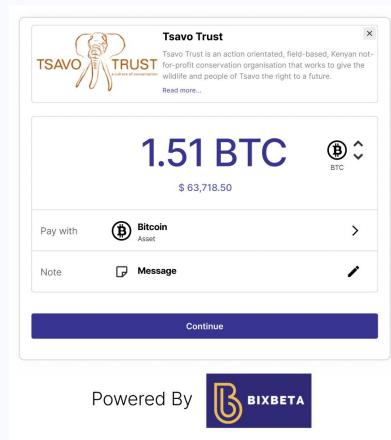
Generate a crypto donation button or a scannable QR code. Then embed it on your website for easy use.



2

Receive Donation

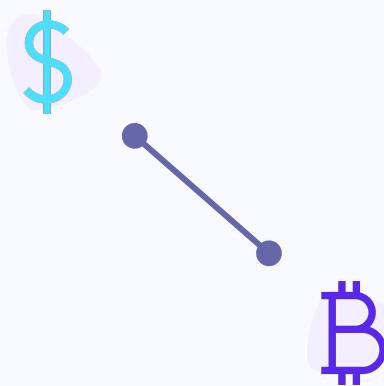
After following the button or QR-code, users can donate in the crypto of their choice.



3

Automated Conversion and Bank Deposit

BixBeta converts the crypto donation into fiat money and deposits it in nonprofits' bank account



4

Tax Letter

After the donation, the donor automatically receives a tax acknowledgment letter.



Seamlessly Integrate to Current ERP Accounting Systems



Automation

Secure and automated consolidation on every crypto transaction



Metrics

Discover real-time insights across entities and projects



Cloud

Access any data from anywhere without full cloud and mobile integration

Crypto Transactions										Share
Account Title	Currency	Timestamp	Trade Type	Price	Quantity	Fee	Value	Transaction ID		
Donations Account	Bitcoin	1/1/2021 12:34:12	Donation	\$30,645.38	0.034532	\$32.63	\$1090.87	74de34393		
		1/3/2021 09:43:40	Donation	\$26,578.10	0.123409	\$98.07	\$3280.10	dw747gf484		
	Bitcoin Total				0.157941	\$130.70	\$4370.97			
	Cardano	5/6/2021 11:09:11	Donation	\$0.87	345.4510	\$8.99	\$309.53	12fn83b930		
		8/7/2021 11:11:07	Donation	\$.091	6780.3490	\$184.49	\$6664.13	838nd930		
	Cardano Total				7125.80	\$193.48	\$4370.97			
	Ethereum	9/6/2022 10:01:10	Donation	\$1,340.846	0.8745	\$36.05	\$1208.61	94820nn94		
Silicon Valley Bank Account	US Dollar (\$)	2/6/2021 06:01:10	Sell	\$1.00	50	\$0.00	\$50.00	587db93n0r		
		4/7/2021 10:00:88	Sell	\$1.00	768	\$0.00	\$768.00	4748h4r29h2		
		1/9/2022 23:01:10	Sell	\$1.00	510	\$0.00	\$510.00	48hbd90nb0		
		2/7/2022 11:00:88	Sell	\$1.00	79	\$0.00	\$79.00	4748h4r29h2		
		3/7/2022 11:11:88	Sell	\$1.00	80	\$0.00	\$80.00	73bf003n994		

BixBeta – The Blockchain Bridge

BixBeta is uniting the crypto and accounting spaces – possibly facilitating millions of transactions along the way.



Simplifying the Accounting Profession

BixBeta takes over all the transactional, granular accounting aspect of crypto transactions and enables accountants to take on more of an advisory role.



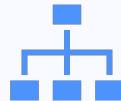
On-Chain Accounting

By utilizing the blockchain's data, we will be able to offer instant transaction settlement and recording.



Automation

BixBeta fully manages the manual accounting process for every crypto donation received by a CPA client.



Client Management

BixBeta allows CPA firms to manage crypto donations for all their clients within one centralized interface.



Security & Compliance

BixBeta adheres to the highest accounting and security regulations.

Business Model

Base Model

3% + 99¢

Per Crypto Transaction

Subscription Model

\$5,500 per year

Transaction discount and
extended functionality

Enterprise Model

Custom Contract

Complete product at set service
agreements

Path to \$100M Revenue by 2028

BixBeta receives \$30 for every \$1,000 donation

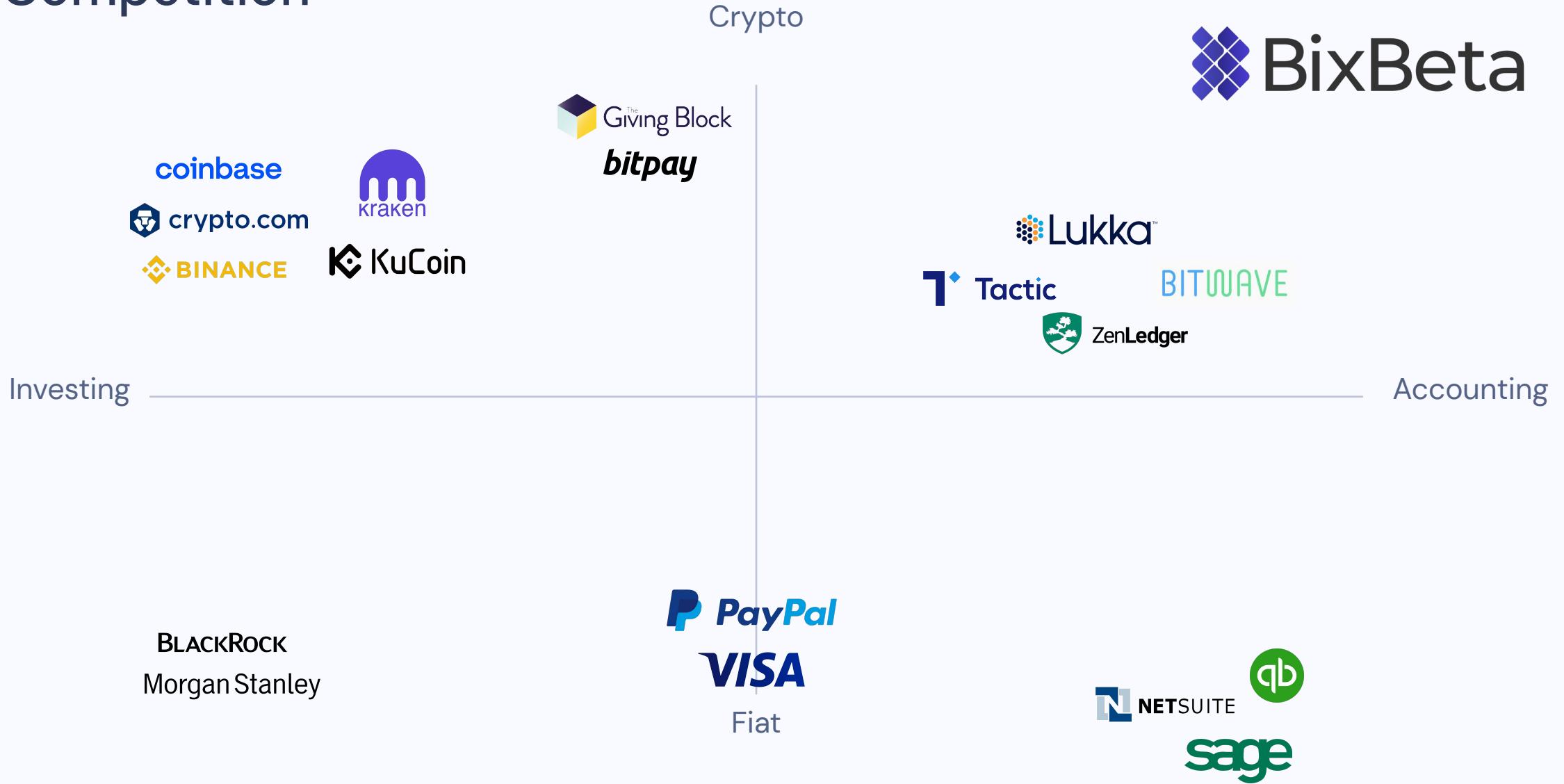
By 2028, there's an estimated \$16B in crypto donations* which equates to \$100M in revenue for BixBeta at 20% share*

SaaS revenue adds an additional \$2.7M in revenue (\$5.5K per nonprofit at 500 nonprofits)



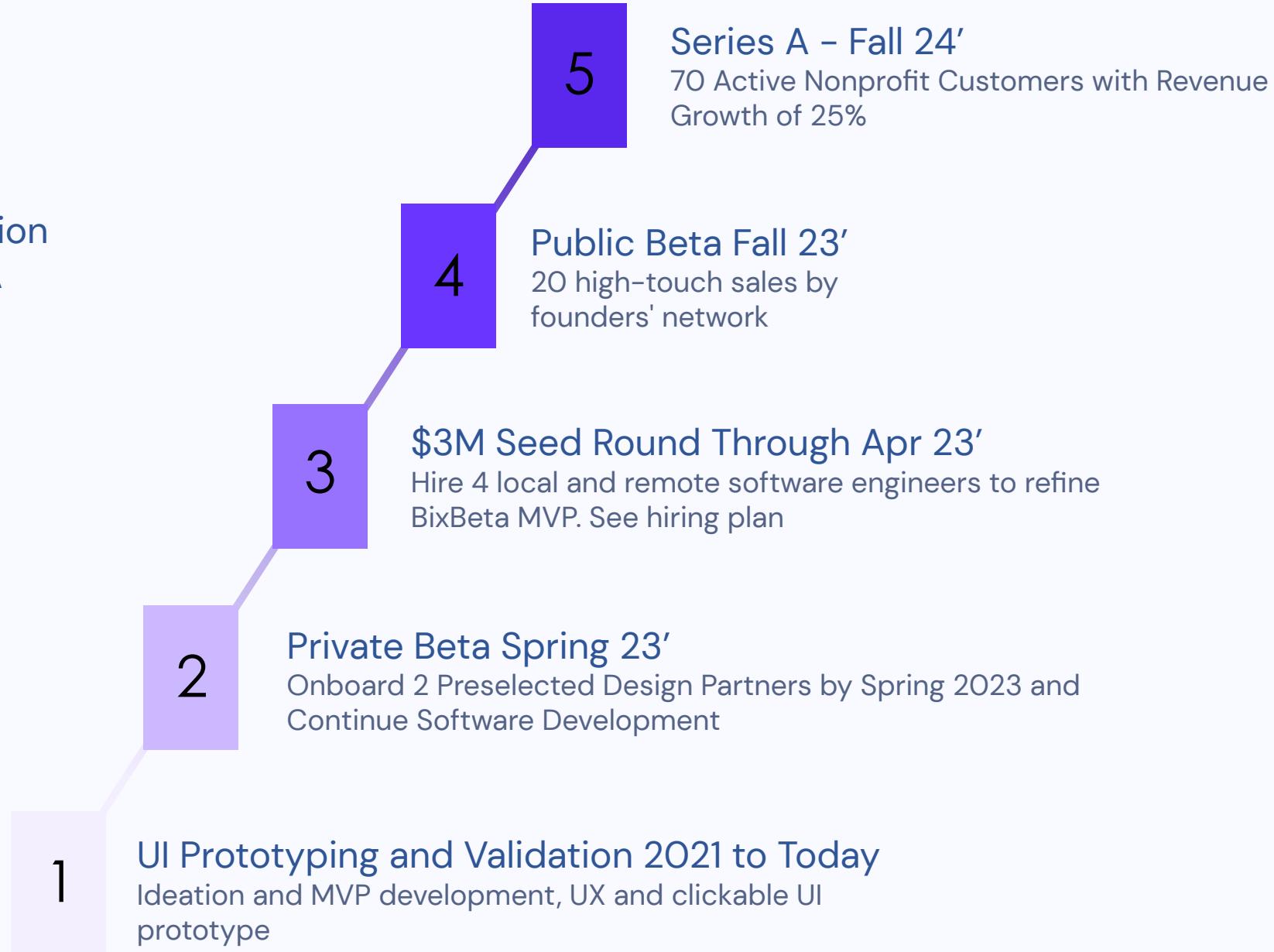
* In 2021, there was \$485 Billion donated in USD [Source], and \$330 Million was requested to be donated in crypto. [Source:] The average crypto donations are growing over 1000% from 2020 to 2021. YoY [Source:]

Competition

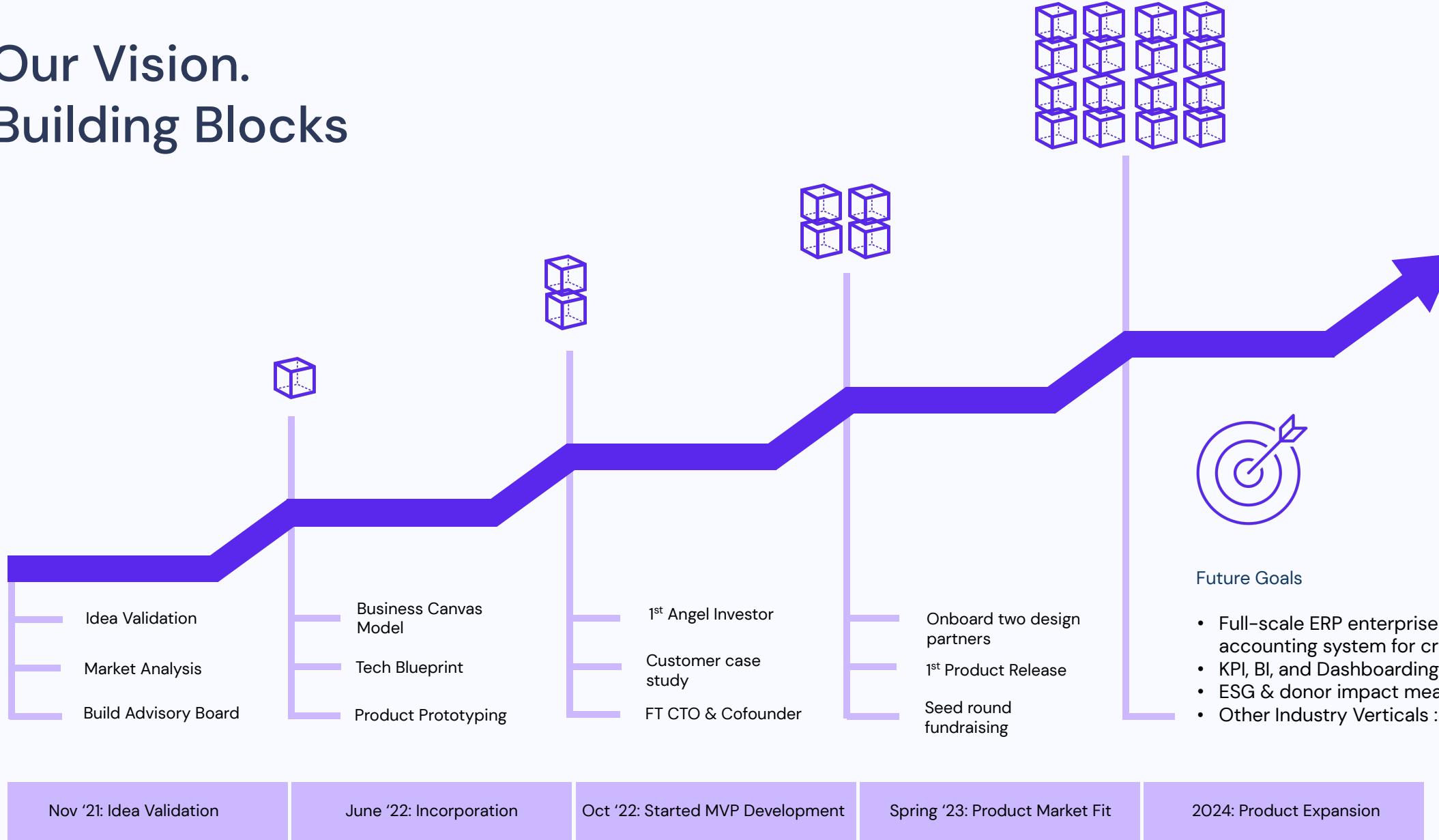


BixBeta Milestones

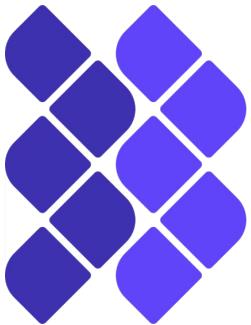
\$3M to get to
Market Fit & Fraction
Ready for Series A



Our Vision. Building Blocks

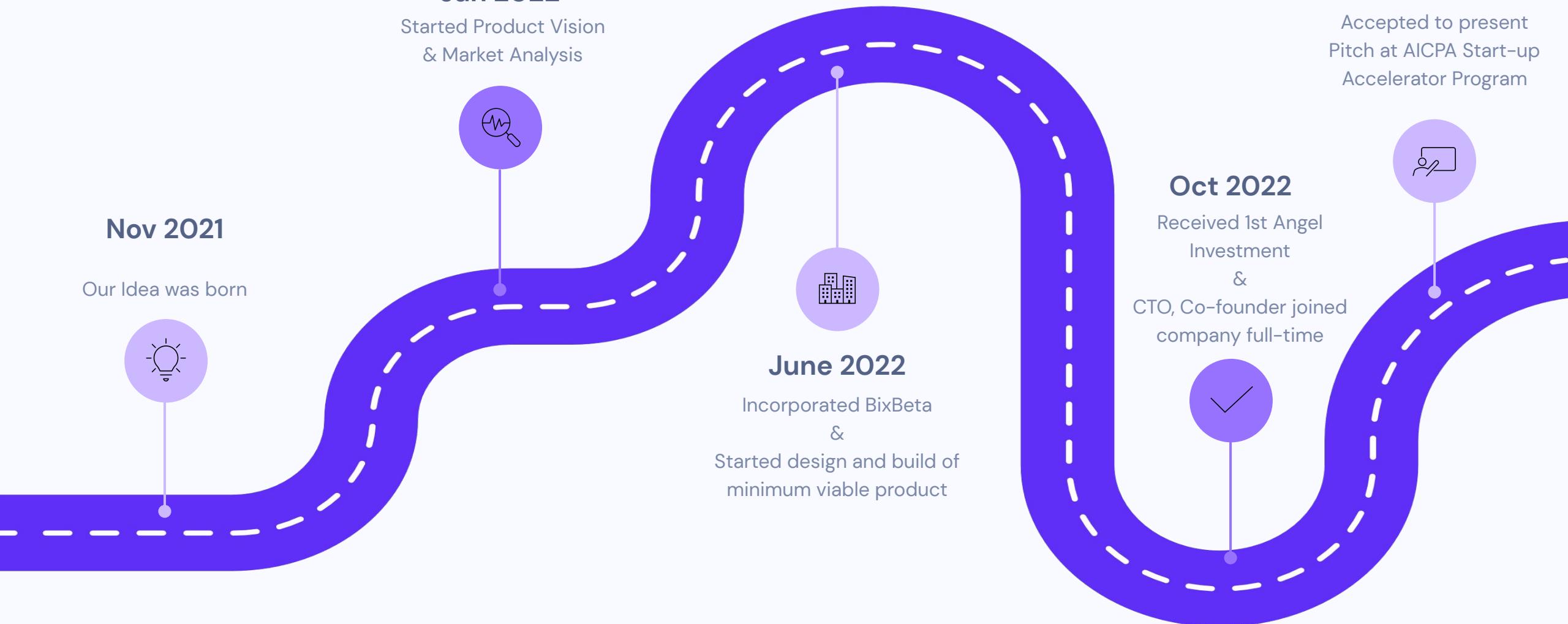


Thank you!

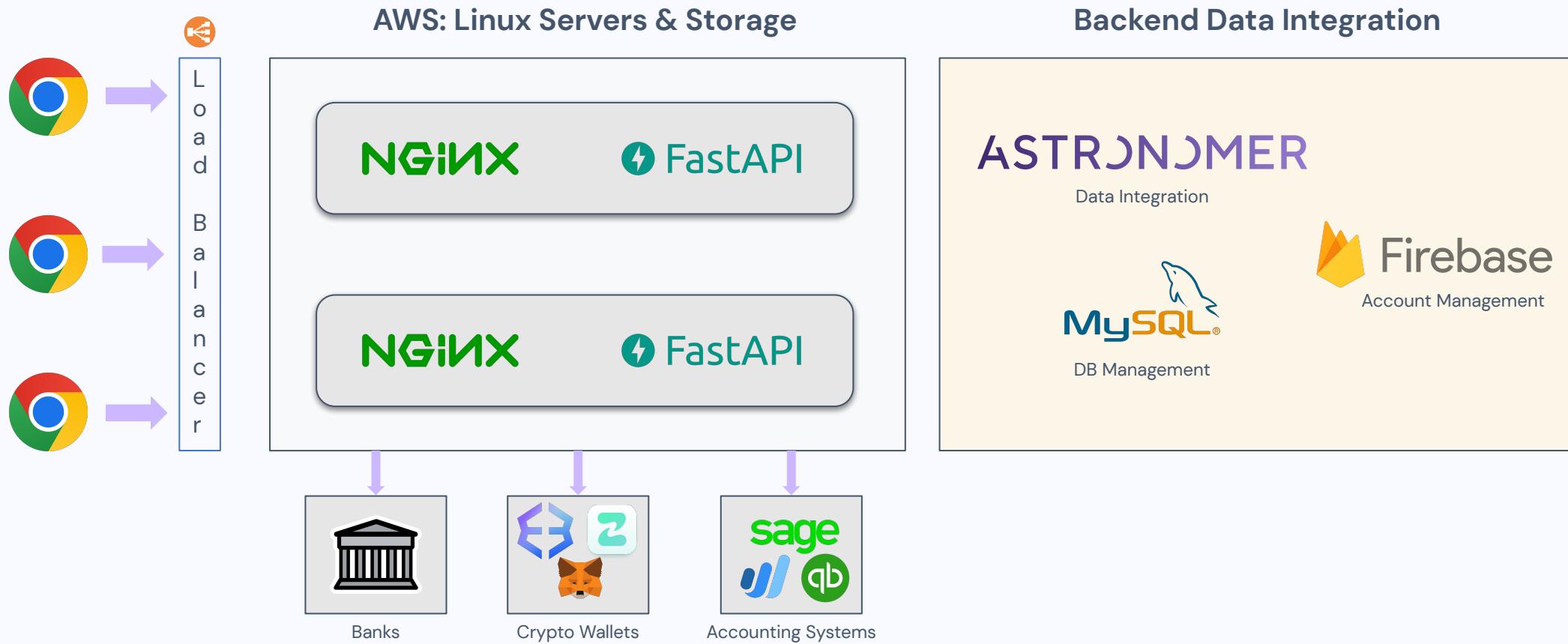


Appendix

The BixBeta Company Roadmap



Tech Stack



Financials

Financial Projection						
BixBeta	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	
# of Nonprofit Client	13	70	126	212	308	
# of Transactions	15,600	84,000	151,200	254,400	369,600	
Revenue	\$ 117,426	\$ 1,952,190	\$ 5,479,816	\$ 21,724,864	\$ 50,326,660	
Transaction Fees Revenue	117,386	1,753,267	4,930,216	19,142,964	46,352,460	
SaaS Revenue	40	198,923	549,600	2,581,900	3,974,200	
Cost of Revenue	37,542	161,438	385,925	1,378,415	3,112,515	
Gross Profit	79,884	1,790,752	5,093,891	20,346,449	47,214,145	
OPEX	2,076,498	3,847,635	5,685,249	10,201,494	16,849,560	
Personnel	1,642,708	2,929,167	3,991,667	5,522,917	6,872,917	
Research & Development	30,000	30,000	30,000	30,000	243,843	
Sales & Marketing	329,820	629,748	1,169,481	3,101,445	6,477,111	
General & Admin	68,098	161,111	220,110	460,889	739,356	
Other	5,871	97,609	273,991	1,086,243	2,516,333	
EBITDA	(1,996,614)	(2,056,883)	(591,357)	10,144,955	30,364,584	

Vision

Our vision is to empower every business by embracing emerging technologies, such as the blockchain ledger, to provide an increased positive economic and social value to the world.



Mission Statement

Our mission is to create a transparent blockchain and crypto-accessible ecosystem where nonprofits, donors, fundraiser professionals, and accountants will have one single source of truth to share.

Core Values



Teamwork



Ambition



Boldness



Honesty



Loyalty

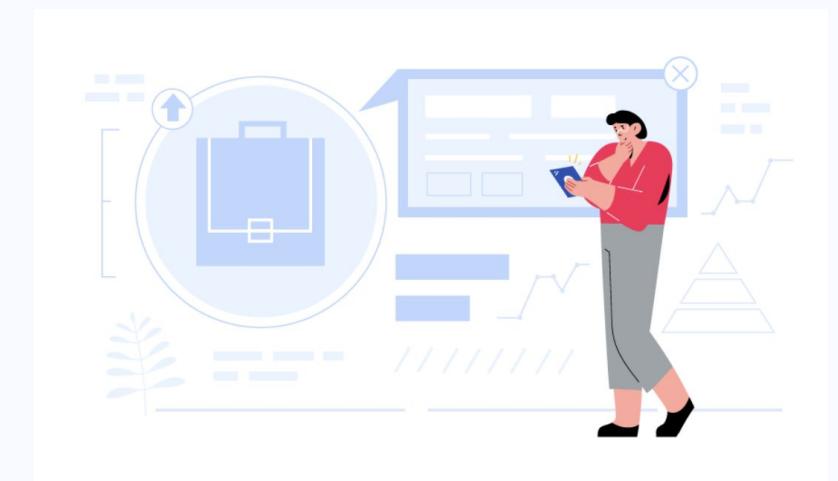


Fun

Value Proposition

BixBeta helps nonprofits to increase their revenue and impact by accepting crypto donations.

On top of that, we've also automated the entire accounting process so nonprofit leaders can focus on the things that truly matter and accountants can take on more of an advisory role.



How We'll Win

Strategic Partners

See appendix for more details



coinbase

Annual Forecast	2023	2024	2025	2026	2027
New Customers	13	63	93	213	393

Key Drivers & Assumptions

Monthly Active Referral Partners	2 → 100 (scales over 5 years)
Monthly New Leads per Partner	3 → 10 (scales over 5 years)
Customer Conversion Rate	50%

Product Vision

Crypto donations are the new status quo in the Nonprofit sector

