

The background of the slide is a photograph of a landscape. In the foreground, there is a dense forest of trees with green and yellow foliage. In the middle ground, several wind turbines are visible, standing on a hill. The sky is a mix of blue and white clouds. A dark grey rectangular box is overlaid on the top half of the image, containing white text.

Empowering Low-Wealth Investors to
Invest in a Sustainable Future
Together

inWEst

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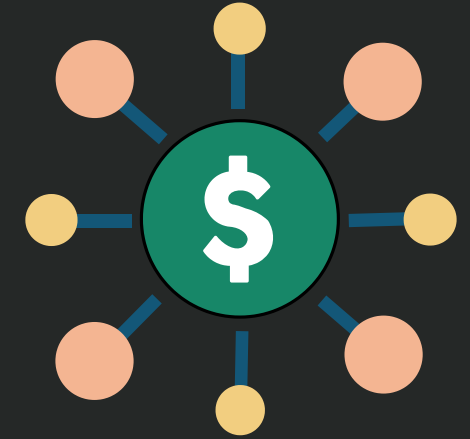
inWEst



Growing capital income
yet limited access to
financial markets



Need for change in
the economic
paradigm



Funding
challenges for
startups

**Before
inWEst**



inWEst

**Before
inWEst**

**After
inWEst**



Growing capital income
yet limited access to
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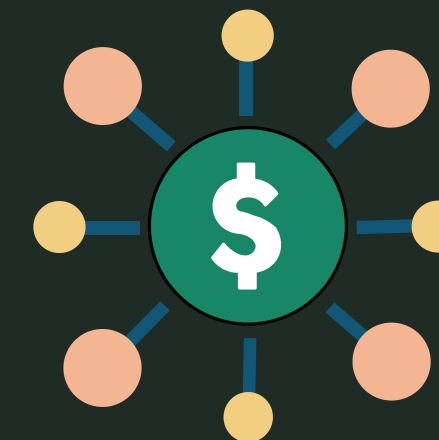
Joint funds
Pool the capital of
investors



Need for change in
the economic
paradigm



**From growth and profit-
oriented to
environmental care and
social well-being**



Funding
challenges for
startups



**Platform focused on
start-ups**
Community of users



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What is inWEst?

An investment platform

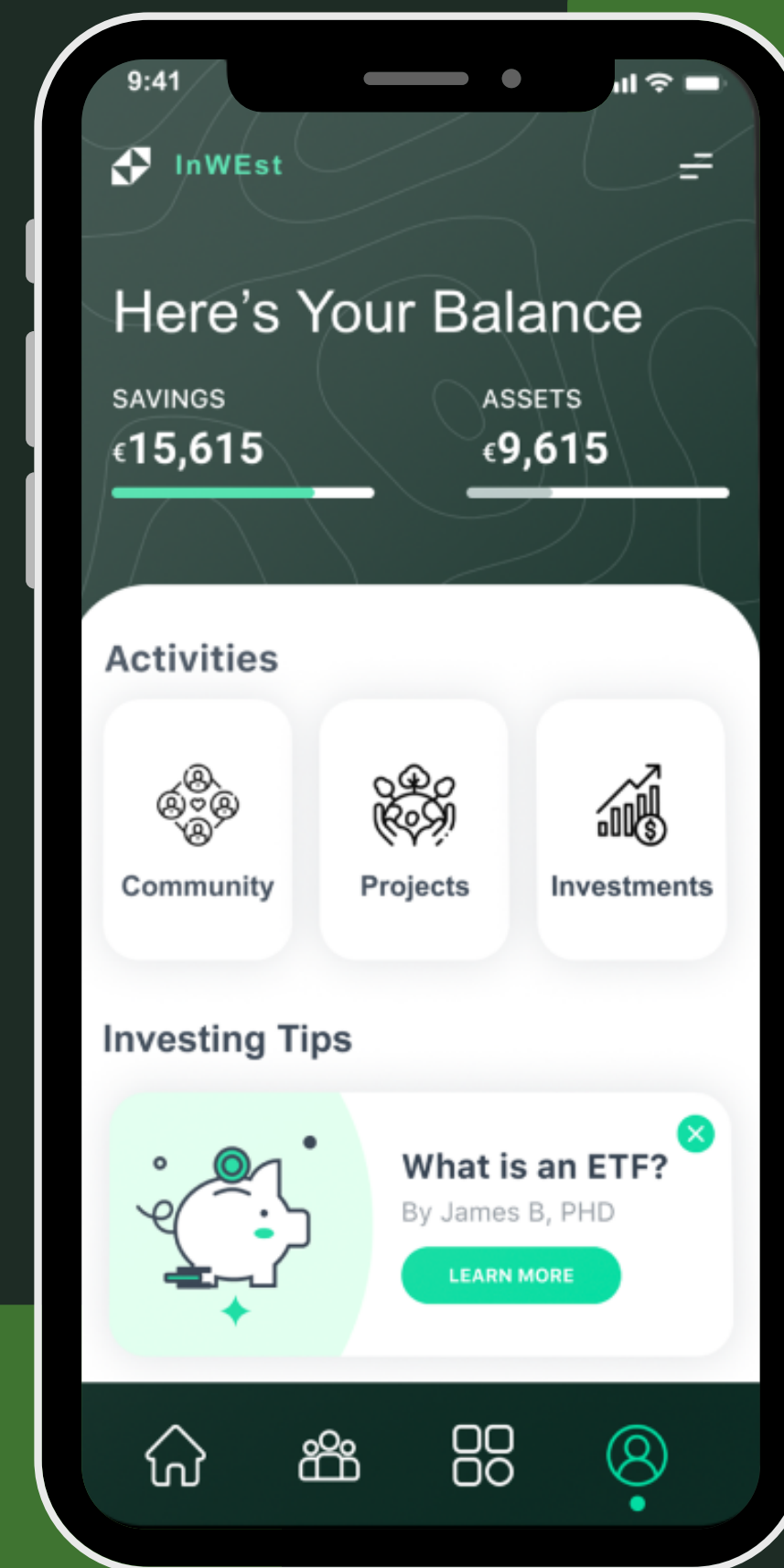
Who?

Low-wealth investors & Sustainable start-ups

How?

Be part of the financial community






























—○ Perform significant joint investments together





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Five categories to compare

	 FUNDERBEAM			Revolut	
Blockchain					
Sustainable					
Joint Funds					
Community					
Interaction					



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inWEst provides transparent joint funds within a community

	 FUNDERBEAM			Revolut		inWEst
Blockchain						
Sustainable						
Joint Funds						
Community						
Interaction						



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Investors want to use their money to have an impact

Age: 28

Profession: Designer

Motivation:

Wants to engage in sustainable projects and save money wisely.

Challenges:

Does not have high wealth and lacks financial knowledge.





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Investors decides what account option suits them best

Revenue stream



Free basic
account

Premium account
€5.99 per month



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To contribute to a sustainable future, start-ups need funds

Age: 36

Profession: CEO of EcoVadis,
sustainable start-up

Motivation:

Needs more funds for growing.

Challenges:

Lack of financial management and
resources.





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Start-ups find like-minded people and a strong community at inWEst

Revenue stream

2% retained on
the investment
rounds

Fixed investment
round fee of
€500





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Our team is built of five students with diverse backgrounds



Jacopo
CEO

Financial
Manager



Aleksandra
COO

AI, Back-end
Developer



Iris
CIO

UI/UX
Manager



Raluca
CTO

App,
Front-end
Developer



Johanna
CMO

Sustainability
Manager



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Eight key activities make our business model work



Evaluation of start-ups
as potential clients



Maintain partnerships
and collaborations



Marketing and
outreach strategy



Facilitate the
investment process



Cultivating a network
of likeminded people



Ensure legal and
regulatory compliance



Providing educational
material



Post-investment
support



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Our three revenue sources lead to positive FCF from year 3

3 revenue sources

Retained **2%** on investment rounds

Fixed fee of **€500** per investment round

Premium account monthly subscription fee **€5.99**

Assumptions

65% of the active users will invest and 15% will purchase Premium account

Investors will invest €500 on a yearly average

Investment rounds will gather on average €250000

Expected growth

10% user base monthly growth in Year 2

Positive FCF from Year 3

Costs growth rate smaller than revenue growth



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Six main fields of expenses define our cost structure

**Tech
infrastructure
outsourced**

**Salaries
new hirings
from year 2**

**Office rental
starting from
year 2**

**Legal
consultancy
outsourced**

**Marketing
social network
and events**

**Financial consulting
first outsourced,
in-house from year
3**



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A SWOT analysis has been performed

S

Financial interactive community
Use of blockchain
Financial inclusivity

W

Risk of not achieving
investment goals because
of low-wealth investors

O

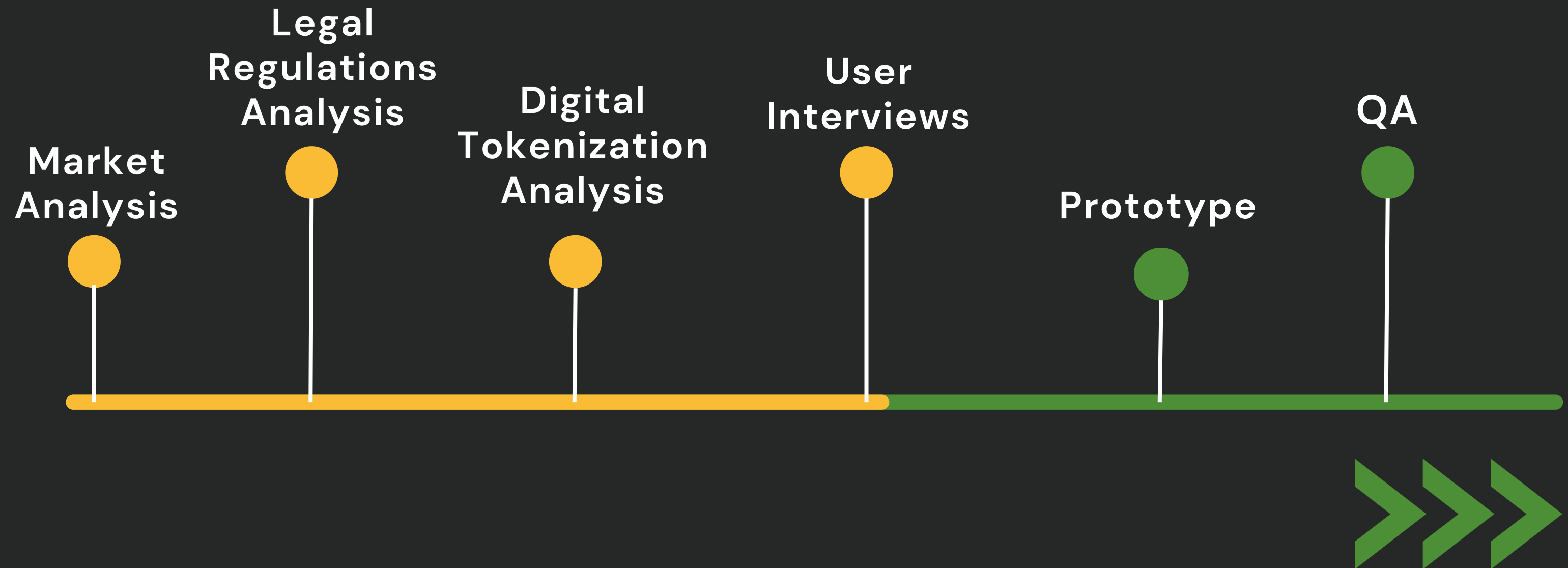
Trend in sustainable investing
Fast technological developments
Blockchain in early stage

T

Regulations in blockchain,
agreements, tax policies are new
and changing per country
Economic and market fluctuations



The implementation follows a defined process of six steps



Seed investment of
€70.000
in Year 1 to cover more than
half of the costs
+
Friends, Family, and Fools



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WE is more powerful than I

LET'S

inWEst

