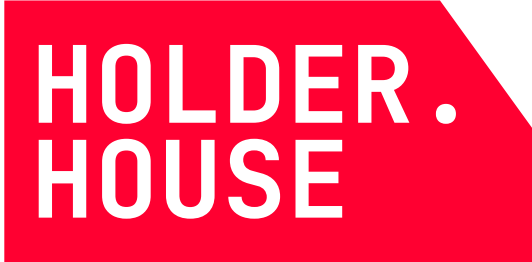


🔓 UNLOCKING OTC MARKET FOR ENTERPRISE



Holder House is a white-label platform that unlocks the OTC market, guiding investors from asset sourcing to secondary market sales. It ensures participant security, reduces barriers to premium deals through syndication, and simplifies the entire process

By streamlining operations and enhancing liquidity, Holder House empowers investors to focus on growth while providing secure, compliant access to high-value opportunities.

KEY PROBLEMS

- 1. The OTC market is **chaotic**, despite many promising assets
- 2. **High entry barriers** block access to attractive investment deals
- 3. **Low activity** in illiquid assets

KEY SOLUTIONS

- 1. A user-friendly platform with **white-label solutions and legal compliance** for secure asset trading
- 2. Democratizing access to high-value opportunities **through syndicates**
- 3. **Simplified buying and selling processes** to enhance asset liquidity

GO-TO-MARKET

TARGET AUDIENCE	CHANNELS
VC funds	Direct sales proved
Community VCs (invest DAOs, Syndicates, etc.)	Affiliate program proved
	On-line and off-line events proved
Invest clubs	Build a brand (X, LinkedIn, Farcaster)
	Marketing campaigns (X, LinkedIn, DeBank, email)
	Outsource lead generation (LinkedIn)

NEXT STEPS

Landing page	Platform prototype	Marketplace beta	Prototype redesign	MVP release
launched ↗	launched ↗	in 2 weeks*	in 3 weeks*	in 8 weeks*

OPPORTUNITY

Stage	Pre-Seed
Investment opportunity	\$500K

MARKET SIZE

Annual Web3 VC Secondaries	\$3B+
Annual VC Secondaries	\$115B+
Annual VC Deals	\$340B+

REVENUE MODEL

Fees
Subscription
Freemium
Paid add-ons

Ready to discuss?
Pick a slot!



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