**Who are we?**

Dear customer,

Digitalization has arrived and it is already affecting the way we do business in many aspects, no doubt it’s gonna stay and intensify in the years to come!

Product innovation and new business models leading to increased value and competition will follow in it’s footsteps.

The question is how do you keep on creating customer value and staying profitable under these circumstances?

We are dedicated to helping financial businesses develop digital, data-driven and automated e-Advice Solutions to achieve these objectives.

Our first launch is WAAP Solution which is a fully automated wealth management platform for the direct online usage of your investment customers.

The value of WAAP for end-users/B2C investment customers is significant:

* Low cost
* Optimized investments and diversification
* 100% tailor-made to individual investor profile
* Simple, transparant and in-compliance
* Easy access, user-friendly and convenient

Check out WAAP pretotype here! www.xxxxxx.com

We are looking for a comprehensive dialogue with interested custmers, about how our WAAP solution can be assigned on to new or existing business models and thereby becoming an import part of creating value to financial businesses and their customers going forward!

Please help us by choosing one or more of the below listed options:

* Signing up for an in-depth WAAP presentation meeting (1 hour)
* Getting a chance for communicating about WAAP on a phone meeting (20 minutes)
* Taking an online tour for more information on my own (password - pretotype)
* Answering a small questionaire about the WAAP solution (below)
* Replying by e-mail with free text and feedback (choose any mail of your choice)
* By calling one of the below listed direct phone numbers for direct dialogue

Many regards,

The Team

**The Team**

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Founder, Research & Investment developer

* Background in Research and Education combined with experience from Finance Industry
* Associate Professor at DTU, Chief Optimization Architect at Schantz and Senior Analyst in Nykredit
* Ph.D Applied Mathematics and Master of Science at Technical University of Denmark (DTU)
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**Michael Ringholm Sundgaard** – michael.sundgaard@xxxxx.com

Founder & Technology developer

* Background as IT Architect and IT Consultant from various assignments in the Financial Sector
* Managing Director at iHedge, Senior IT Architect at BEC and Senior IT Consultant at Nordea and Danske Bank
* BS Computer
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**Stig Andersen** – stig.andersen@xxxxx.com

Founder, Sales & Business Developer

* Backgound in Investment Banking and Wealth Management combined with Digital and IT Platform selling
* Regional Head, SVP in Saxo Bank Nordics, Head Business Development in HSH Nordbank, Head of Sales in LB Kiel and West LB and Portfolio Manager in BG Bank and Bikuben
* E\*MBA - Aarhus University, Graduate Diploma in Finance (HD) - CBS and Executive Programs from Stanford University
* Linkedin xxxxx