

One Line Pitch: Greenbull, is developing a simple and easy access platform to help anyone to succeed with their trades and investments in the financial market with innovative and technological solutions.

Customers Needs: anyone is trying to optimize his/her time and money by investing in the financial market. However, (1) trusting the right company, (2) selecting winning strategies, (3) having an easy and simple access to the right trading platforms, information and technology in (4) a single one environment is challenging.

Products & Services: we praise transparency with no conflict of interest between our company and our clients. We provide (1) Greenbull Broker giving access to competitive investment brokerage solutions, (2) Greenbull Invest providing innovative and profitable investments solutions, (3) Greenbull X-Tra delivering unprecedented efficient trading tools.

Management Team: Saber Daboussi, Chairman – award-winning CEO from a leading Swiss investment brokerage firm bought by a major bank in Switzerland. Guillaume Monges, CEO/founder –started the Greenbull adventure in 2011 through financial markets and private equity activities. Olivier Faivre, COO – 30 years of experience in asset management for large financial institutions. Brice Roehrig, CMO – digital marketing master. Jean-Guillaume Deiss, Strategic Advisor –10 years of experience in sales and business development

Company Profite:

Greenbull Group Financial technology www.greenbull.world

Contact Person:

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Office Location:

Rue du commerce 4, Geneva, Switzerland

Financial Summarry:

Capital raised: 1.1mio Capital sought: 2mio

Target Market: with a global funding of 150 billions USD in the next 3 to 5 years, FinTech startups are disrupting the financial services industry.

Greenbull is a Swiss FinTech company which operates in the world's largest financial market with more than 5.5 trillions USD traded per day in 2015 that is expected to reach 7.8 trillions USD in 2019. Robo-advisors currently have 300 billions USD AuM that is expected to reach 2.2 trillions USD AuM by 2020 with more than 58% millennial's generation receptive to robo-advisory solutions.

Customers: essentially anyone between 18-50 years old, from European, Middle-East and Asian countries; who is or consider him/herself as: (algorithmic, FX, CFD, stock, social, professional) traders, investors and Millennial investors, tech-savvy customers, students, wealth and money managers, financial advisors, and anyone who has a particular interest in robots, technology and finance.

Sales/Marketing Strategy: we will use (1) digital marketing (corporate websites and landing pages, social media, SEO); (2) affiliate websites and (3) introducing brokers to generate leads and acquire customers. (4) Traditional sales and business development to convert leads, acquire and grow our clients base with a team of 25 salespeople to start with. (5) wealth and money managers will bring additional streams of income by trading and investing their clients money. We are also considering (6) Partnerships and Joint Ventures to leverage our lean business model, (7) multiple sales offices and/or (8) franchising to scale our business.

Business Model: lean and collaborative, we will mainly generate revenues from (1) brokerage fees (we charge our clients a commission for each trade they execute by providing them interbank liquidity and high execution through our trading platforms); and/or (2) management and success fees over our systems performance.

Competitors: Greenbull is the only fintech that offers both investment brokerage and asset management solutions in a single one environment. By putting ourselves in a comparable position for the investment brokerage, we compete with various firms such as Peperstone, Exness and Interactive Broker; Asset management services we compete with Wealthfront, Betterment.

Competitive advantage: for worldwide traders and investors who enjoy trading and investing, Greenbull is a financial technology company that provides instant and easy access to an all-in-one environment. Unlike traditional brokerage or asset management firms, Greenbull provides a combination of extraordinary conveniences, competitive pricing, complete transparency, and a selection of proprietary systems and technological solutions for them to succeed with their investments.

Funding and use of money: the funds will enable the company to (1) increase its sales force, (2) obtain additional licenses and (3) keep on developing new financial technological solutions.

	2017	2018	2019	2020	2021
Revenues	2'360'000.00	5'960'000.00	16'860'000.00	24'300'000.00	31'137'500.00
Expenses	2'898'780.00	5'564'514.00	12'783'123.20	16'034'085.40	20'224'402.07
EBITDA	-538'780.00	395'486.00	4'076'876.80	8'265'914.61	10'913'097.93