



GoldbAum

The Financial Research Technology Expert

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or get to know us in 59" 

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WATCH OUT!!!!

AUTOMATION = DANGER ?



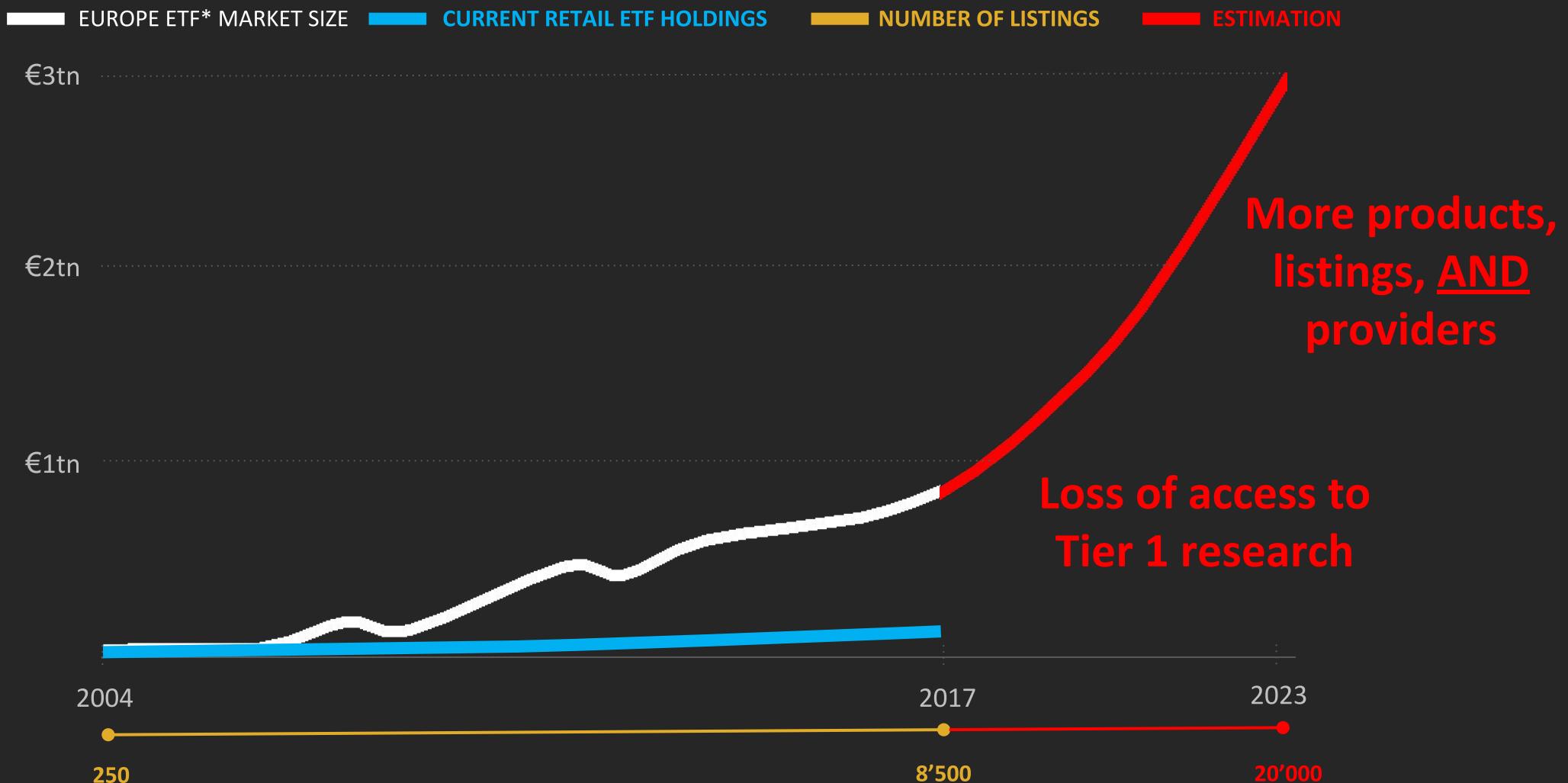
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Source: Outdated Automated Industrial Process from a derelict Blast Furnace located in Esch-sur-Alzette/Belval (Luxembourg)

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THE PROBLEM

MiFID II & Structural Market Changes > (Paid) Research

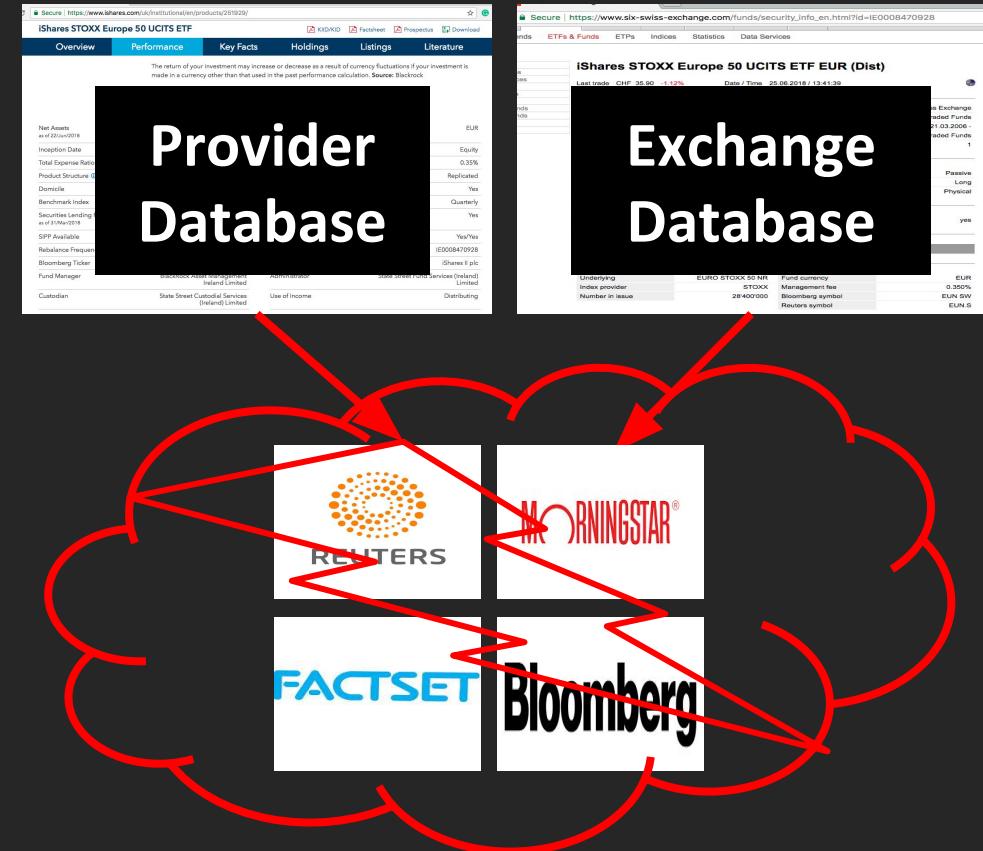


CURRENT SOLUTIONS

IT'S A MESS: Manual, Error-prone & Time-wasting

E00BGHQ0G80	NDEEWR	MSCI ACWI	XTRACKERS MSCI AC WORLD UCITS ETF 1C
E00BGHQ0G80	NDEEWR	MSCI ACWI	XTRACKERS MSCI AC WORLD UCITS ETF 1C
E00BGHQ0G80	NDEEWR	MSCI ACWI INVESTABLE MARKET	XTRACKERS MSCI AC WORLD UCITS ETF 1C
LU0274212538	FTSEMIBN	FTSE MIB	XTRACKERS FTSE MIB UCITS ETF 1D
LU0274212538	FTSEMIB	FTSE MIB	XTRACKERS FTSE MIB UCITS ETF 1D
LU0292109690	BXTRNIFT	S&P CNX NIFTY	XTRACKERS NIFTY 50 SWAP UCITS ETF 1C
LU0292109690	BXTRNIFT	S&P CNX NIFTY NSE 50	XTRACKERS NIFTY 50 SWAP UCITS ETF 1C
E0005042456	UKX	FTSE 100	ISHARES CORE FTSE 100 UCITS ETF GBP (DIST)
E0005042456	TUXXG	FTSE 100	ISHARES CORE FTSE 100 UCITS ETF GBP (DIST)
E0005042456	FTPTT100	FTSE 100	ISHARES CORE FTSE 100 UCITS ETF GBP (DIST)
E0005042456	TUIKG	FTSE 100	ISHARES CORE FTSE 100 UCITS ETF GBP (DIST)
E0008470928	SX5P	STOXX EUROPE 50	ISHARES STOXX EUROPE 50 UCITS ETF EUR (DIST)
E0008470928	SX5R	EURO STOXX 50	ISHARES STOXX EUROPE 50 UCITS ETF EUR (DIST)
E0008470928	SX5R	STOXX EUROPE 50	ISHARES STOXX EUROPE 50 UCITS ETF EUR (DIST)
E0008470928	SX5R		ISHARES STOXX EUROPE 50 UCITS ETF EUR (DIST)
E0031442068	SPX		ISHARES S&P 500 UCITS ETF USD (DIST)
E0031442068	SPTR500N		ISHARES S&P 500 UCITS ETF USD (DIST)
E0031442068	SPTR500N		ISHARES S&P 500 UCITS ETF USD (DIST)
E0031442068	SPTR500N		ISHARES S&P 500 UCITS ETF USD (DIST)
E0008471009	SX5E		ISHARES EURO STOXX 50 UCITS ETF EUR (DIST)
E0008471009	SX5T		ISHARES S&P 500 UCITS ETF USD (DIST)
E0008471009	SX5T		ISHARES S&P 500 UCITS ETF USD (DIST)
E0008471009	SX5T	EURO STOXX 50	ISHARES S&P 500 UCITS ETF USD (DIST)
E0031442068	SPX	S&P 500	ISHARES S&P 500 UCITS ETF USD (DIST)
E0031442068	SPTR500N	S&P 500	ISHARES S&P 500 UCITS ETF USD (DIST)
E0031442068	SPTR500N	S&P 500	ISHARES S&P 500 UCITS ETF USD (DIST)
E0031442068	SPTR500N	S&P 500	ISHARES S&P 500 UCITS ETF USD (DIST)
E0032895042	IBOVIG	Market iBoxx USD Liquid Investment Grade TR Index	ISHARES USD CORPORATE BOND UCITS ETF USD (ACC)

Current tool-setup for
BANK/AM/HF/INSURANCE



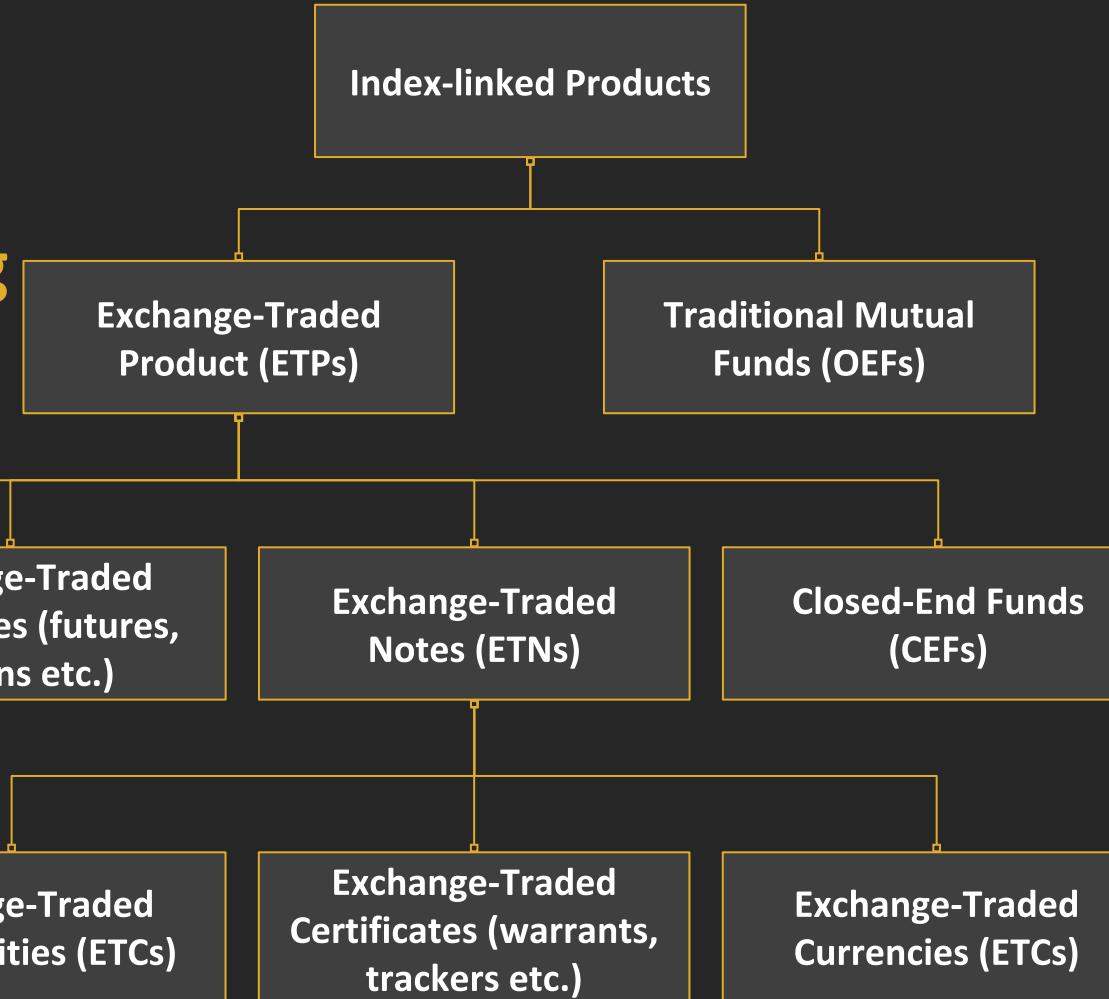
1/3 of all ETF listings, in Europe, have business-critical static & dynamic data errors*



* We cover the following sources: AMUNDI, BNPPARIBAS, BORSA ITALIANA, COMSTAGE, DEUTSCHE BOERSE, DWS, INVESCO, ISHARES, LYXOR, NYSE Euronext, SIX SWISS, SPDR, UBS, VANGUARD

Cloud-Based Research-as-a-Service (B2B) powered by Machine Learning and Serverless Computing

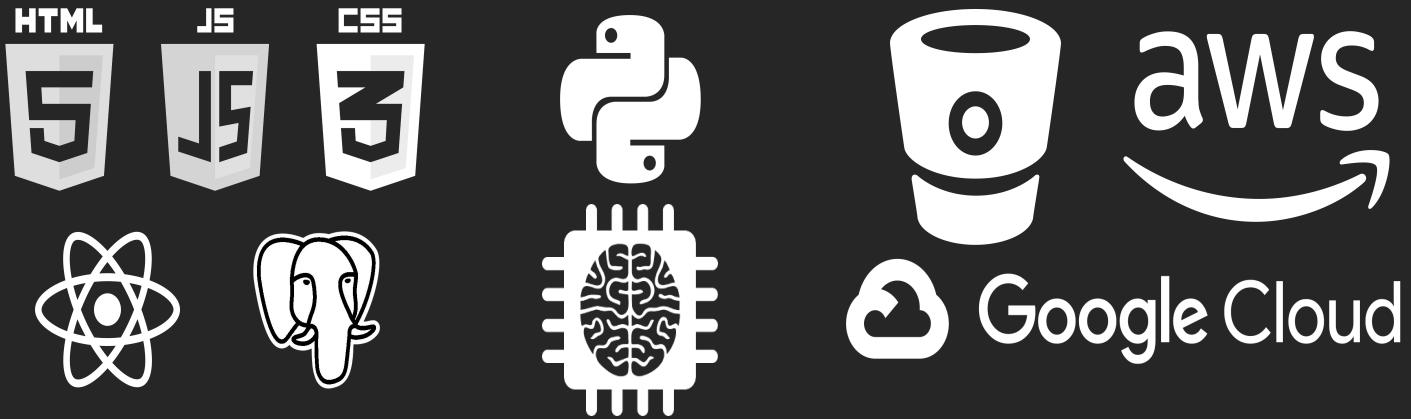
100% reliable Data fuelling Deep Diving Analytics



OUR PRODUCT

Latest Beta Version (Lite)

Tech
Stack:



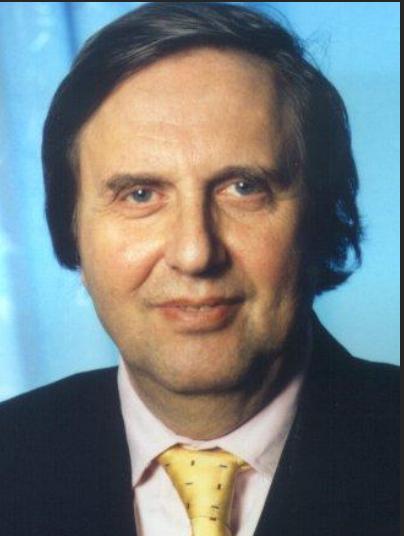
Click anywhere
to watch a 20" demo ➤



Goldbaum

WHO WE ARE

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GO-TO-MARKET STRATEGY

Leverage existing Network

Geography	BENELUX, DE, FR, UK, CH	BENELUX, DE, FR, UK, CH	BENELUX, DE, FR, UK, CH	EUROPE	EUROPE
Date	Oct-2018	Jan-2019	Apr-2019	Aug-2019	Nov-2019
Users	Analysts & Money Managers	Analysts & Money Managers	Money Managers & Advisors	Money Managers & Advisors	All
#Users	200	250	100	150	750
Deliverable	BETA v2: GOLDBAUM LITE	PRODUCT: GOLDBAUM LITE	BETA: GOLDBAUM PLUS	PRODUCT: GOLDBAUM PLUS	UPGRADE TO ENTERPRISE SOLUTIONS



MARKET SIZE

12 billions€ by 2023

Top-Down Estimation	Exemple	Volume	Value (Volume x Sales in billion€)
Global Market Opportunity	# Finance Professionals in the World impacted by Big Data & AI/ML	1'200'000	100
Opportunity in Target Geographic Area	# Of those are based in Europe	400'000	30
Opportunity for Target Users	Desired Financial Markets & Product Coverage	240'000	18
Market share	FinTech & Cloud Adopters	156'000	12



THE COMPETITION

GOLDBAUM: Automation, Cost-Efficiency & Digital Integration

Competition Dimensions	Google Finance, Yahoo Finance	Bloomberg, Factset, Reuters	JP Morgan or Citi Research Portail	Boursorama, Plus500, TrackInsight	GOLDBAUM
Data Sourcing	+	+	+	+	+
Market Analytics & Modeling	-	+	+	-	+
Product Screening	+	+	+	+	+
Multi-dimensional Comparison	-	+	-	-	+
Compliant & Suitable Selection	-	-	-	-	+
Research-driven Recommendation	-	-	-	-	+

- Missing

+ Low Quality

+ High to Superior Quality

OUR BUSINESS MODEL

Subscription-based for our 2 Products

LITE

Functionalities

- ONE Product Research*
- ONE Profile/Strategy
- Coverage of ETFs, ETCs, and ETDs
- No API



- **299€ on-boarding fee**
- **599€ per month****
- **Enterprise: 5 for 3**

PLUS

Functionalities

- Same as Lite, inside ONE portfolio
- Beta-exposure monitoring & optimisation
- Optional: API



- **699€ on-boarding fee**
- **3'999€ per month****
- **Enterprise: 3 for 2**

USE OF FUNDS

Raising 1MM€



We've burnt 6'250
€ per month since
February 2018

Luxembourg's state could
finance 40-50% of our R&D
costs in a non-dilutive way
(Luxinnovation)

We need to hire top talent and bring
our beta to market in the next 9-12
Months



CAP TABLE

25K€ Love Money, 50K€ Pre-Seed

Round	Date	Instrument	Investor	Amount (in €)	Capital Shares (in %)
Love Money	March 2018	Cash-Advance	Valerian BRANCO	20'000	-
Love Money	November 2018	Cash-Advance	Marco MATERAZZI	5'000	-
Pre-Seed	February 2018	First Equity Issue	Valerian BRANCO	35'000	70
Pre-Seed	February 2018	First Equity Issue	Marco MATERAZZI	10'000	20
Pre-Seed	February 2018	First Equity Issue	Yves DESCHENEAUX	5'000	10

GOLDBAUM was incorporated as a limited liability company named
SEVENTY NINE THREE LUXEMBOURG S.A.
on the 28th of February 2018 in Luxembourg.

TRADE REGISTRY NO. : B222631

BUSINESS LICENSE NO. : 10092945 / 0

INTERNATIONAL VAT NO. : LU30207206



Goldbaum

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Member