

The logo consists of the word "DUEDEX" in white, uppercase, sans-serif font, centered within a solid orange rounded rectangle.

DUEDEX

Chatbots to answer investors' questions about listed companies

Problem

- No easy way for investors to learn about a business in a sector they are not familiar with.
- High reliance on research reports from financial analysts, which often are not available for small & mid cap companies (market capitalisation < 10bn eur).
- Access to management or investor relation officers for meeting is a finite and expensive resource allocated carefully.
- MIFID 2 regulation is expected to reduce the amount of companies covered by financial analysts. Investor Relation Officers at companies are likely to be the ones filling the gap. They need new tools to share knowledge about their business at scale.

Solution

Using chatbots to facilitate the discovery of the business to investors

Rocket corporation			
<div></div> <div></div> <div></div> <div></div> <div></div> <div>Type here.....</div>	Current Price		€102.80
	share volume daily avg	1,108,514	
	Shares (in million)	428.44	
	Marketcap	44,044.0	
	Debt	16,877.8	
	Cash	895.0	
	EBITDA - LTM	5,061.6	
	EBIT - LTM	3,298.4	
	Earnings - LTM	1,980.5	
	Dividends - LTM	1,011.1	
	Book value -LTM	16,769.3	
		Valuation Ratios (LTM)	
		EV/Ebitda	11.9
		EV/Ebit	18.3
		P/E	22.4
		P/B	2.6
		Dividend Yield (in %)	2.3
		Net Debt / Ebitda	3.2
		Growth rates (5y CAGR)	
		Revenues	4.64%
		EPS	3.43%
		BVPS	9.23%
		Profitability	
		ROE	12.58%
		ROCE	7.80%
		Top shareholders	
		BlackRocks Institutional Trust	5.03%
		The Vanguard group	2.27%
		Norges Bank Investment Mgm	1.42%
		Amundi Asset management	0.99%
		MFS investment manager	0.80%
		BlackRocjs Advisors	0.74%
		EBITDA - LTM	5,061.6
		EBIT - LTM	3,298.4
		Earnings - LTM	1,980.5
		Dividends - LTM	1,011.1
		Book value -LTM	16,769.3

- Providing investors with effortless and immediate access to the information that matter to them.
- Increasing company's chance to be looked at by reducing time and friction of due diligence.
- Low cost solution to reach out to a large investor base and raise company's profile from investors' community
- improve communication with data collected on investors' profile, queries and concerns about the business

Market overview

10k

Small & mid cap companies
in West Europe + USA + Canada

\$350k

average investor relation budget
for small & mid cap companies
excluding IR staff cost

2

average team size of investor relation
Investor Relation Officer's salary: \$180,000

Scalability:

- 80% of investors' questions are the same whatever the business. Only the answers varies.
- We can use the same bot's template for all the businesses with minor adjustments from one business to another.
- After launching their bot, companies can request tailor made add-on to our standard's bot for a fee, making our service more sticky.

How it works

- Companies add & update onto the platform the content for the bot's answers.
- Chatbots are published on our platform with market and financial data on the companies
- We are like a Facebook messenger specialized in investor relation's bots
- Investors can see in their account their chats history with all the different bots.
- Companies can embed their chatbot onto their corporate website.

Pricing model

we charge companies a monthly subscription:

€1,500

monthly subscription

Standard bot capabilities

100,000 queries per months from investors (€0.005 per extra query)

Unlimited access to financial & market data

monitoring of bot performance and training AI if necessary

€2,500

one-off fee per add -on

Tailor-made solution to add new questions to standard bot

Proof of Concept

Lessons learned from prototype

- Basic prototype tested with more than 20 professional investors / financial analysts.
- Despite the limited capabilities of this bots, investors confirm its potential to make due diligence faster and easier.
- Great insight on investor's requests and collection of data for A.I. training
- In the process of signing the first 5 clients for a trial period
- <http://duedix.com/demo>

Marketing strategy

Launching

- Starting with 5 companies **under the radar** of investment community with great **potential for revaluation** once investor get the opportunity to discover them
- Marketing campaign
 - Ads in **financial & business press**.
 - Invite **financial analysts** to test the bots, with the objective they write research report on these companies
 - Publish on **investment recommendation blogs** about those companies and include link to duedix platform.
- Measure traction and show case those **exceptional metrics** to get the next 100 clients.

Partnership

- **digital solution providers** to IRO (corporate website, webcast, newswire...): **EQS group** or **Nasdaq**
- **IR consultants**
- **Stock exchanges** looking to increase trading volume on small capitalisation stocks

Revenues target in 5 years

€27M

15% market penetration
(=1,500 clients)

Founder

Jean-Romain Chancel, 37 (Founder, CEO), has 11-year experience in the financial industry, including 5 years managing a family office investing in listed companies. He has studied hundreds of companies and carried many due diligences. He has experienced first-hand the need for a platform like duedix and provide domain expertise in the development and training of the bot.

Funding

we are raising €300,000 seed capital for the development of the platform and 1 year of operations

Platform development

€120,000

Website Design (UX/UI)	€10,000
Platform Development	€30,000
Template bot development	€50,000
Legal fees	€10,000
Cash buffer	€20,000

1Y operational costs

€180,000

Market data	€30,000
Salary CEO	€50,000
Salary business development	€50,000
Accounting & admin	€25,000
Marketing budget	€25,000

Financial forecast

in EUR	Y1	Y2	Y3
customers	20	100	400
revenues	360,000	1,800,000	7,200,000
API (AI + market data)	90,000	330,000	1,250,000
salaries	90,000	550,000	1,300,000
advertising & marketing	30,000	300,000	500,000
administrative expenses	42,500	118,000	319,000
EBITDA	107,500	502,000	3,831,000
<i>Ebitda margin</i>	<i>30%</i>	<i>28%</i>	<i>53%</i>
tax @20%	21,500	100,400	766,200
capex	120,000	0	0
financing	300,000	0	0
cash balance	266,000	401,600	3,064,800

Key investment considerations

- A scalable business with recurring revenues and low capital requirement to develop technology and acquire customers
- Confirmed interest from market participants
- First mover advantage
- Good timing to launch our product, as MIFID 2 regulation is expected to profoundly disrupt how investors access information on listed companies.
- SEIS eligible : up to 72.5% tax relief on invested amounts for UK residents.