



SUREFX

**THE DEFI CURRENCY HEDGING PROTOCOL
FOR EMERGING MARKETS**

Pitch Deck – Pre-seed round
November 2022



SUREFX

SureFX's mission is to help businesses that work with emerging markets' foreign currencies to protect themselves from exchange rate volatility.

Foreign currency hedging is an established business practice that has a huge market worldwide because it's used by businesses of all sizes.

How it works

Companies find a counterparty and **exchange currencies**.

They agree that at a specific date they will exchange back their currencies at a **fixed exchange rate**.

Both parties **"hedge" the exchange rate volatility** risk during the duration of their contract.

Companies pay the counterparty for this because they need **certainty about their finances** when dealing with business in foreign currencies.

Businesses that use it



USD \$176 billion hedged in 2021.



est. **USD \$2 billion** hedged in 2021.



Startups raised **USD \$1.9 billion** of debt in 2021, mostly all hedged.



Colombian flower export market size of **USD \$1.5 billion** in 2021, mostly all hedged.

Currently, this need is met by banks and fintechs that serve as counterparties to businesses, however they have several issues.

Problems with current solutions

Banks

- Require credit history.
- Take up company credit line.
- Refuse service to certain companies, like fintech lenders.

Both

- Require KYC.
- Slow capital movement.
- Siloed liquidity.
- Don't accept certain types of collateral.

Fintechs

- Charge up to 6.5% commission per contract.
- Require liquid collateral.

Enter



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We created a DeFi protocol that uses liquidity pools and local currency stablecoins so currency hedging is faster, cheaper, and more efficient for anyone, anywhere.

Blockchain technology was invented to set money free, that's why currency hedging is the perfect use case for it.

SureFX changes foreign currency hedging forever

75% less expensive than what other fintechs charge for the service today.

99% faster capital movement due to the instant nature of blockchain transactions.*

100% open to any legal business or individual, no KYC or credit history required.

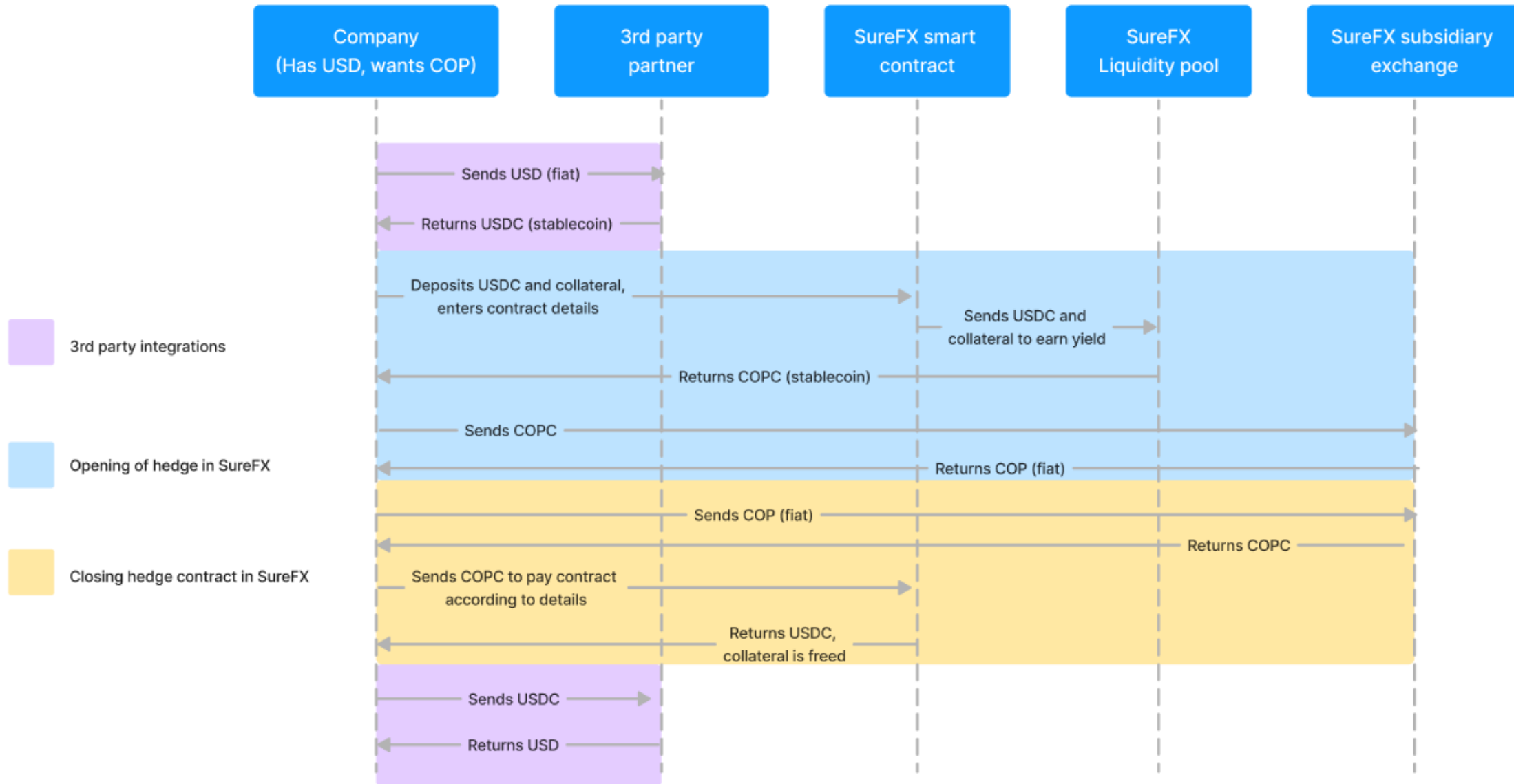
0% credit capacity taken up in every contract.

Unsiload liquidity means that we can combine resources from different countries into a single protocol.

Flexible collateral allows companies to back up their contracts with several different types of assets.

**Current estimation, real-world performance may vary.*

This is how each player interacts in a hedging contract in SureFX.



Stablecoins are a key component SureFX, which is why it's built to offer its own solution and to be compatible with all others.



When a market, like Colombia, doesn't have a stablecoin, **we'll build our own.**

We will replicate the Circle - USDC model, where **every token is backed 1:1 and audited** in the traditional financial system, but in a decentralized way.



Because our protocol is Web3 and totally open, it will be **compatible with existing stablecoins.**

However, it will **only be compatible with established, trusted and reliable** stablecoins.



CBDCs, government issued stablecoins, are also on the way and **will compliment our business.**

We will be **compatible with future CBDCs** and once they launch, we will take advantage of that opportunity.

We combine Web3 and TradFi to build a stablecoin for each market that works with current regulation, is fully backed, and is also decentralized.

A **DAO** will control the subsidiary that trades each country's stablecoin, acting legally as the decision-makers of the company.

The **subsidiary's bylaws** direct it to **transmit the DAO's wishes** to a regulated trust.

The trust is **fully compliant with regulation and the only entity that can touch the funds** that back up the stablecoin.



This setup guarantees that all decisions regarding the fiat that backs up the stablecoin obey **a decentralized and transparent governance that complies with regulation.**

By combining stablecoins and our DeFi protocol, we can generate several different revenue streams.

SureFX earns revenue through three channels

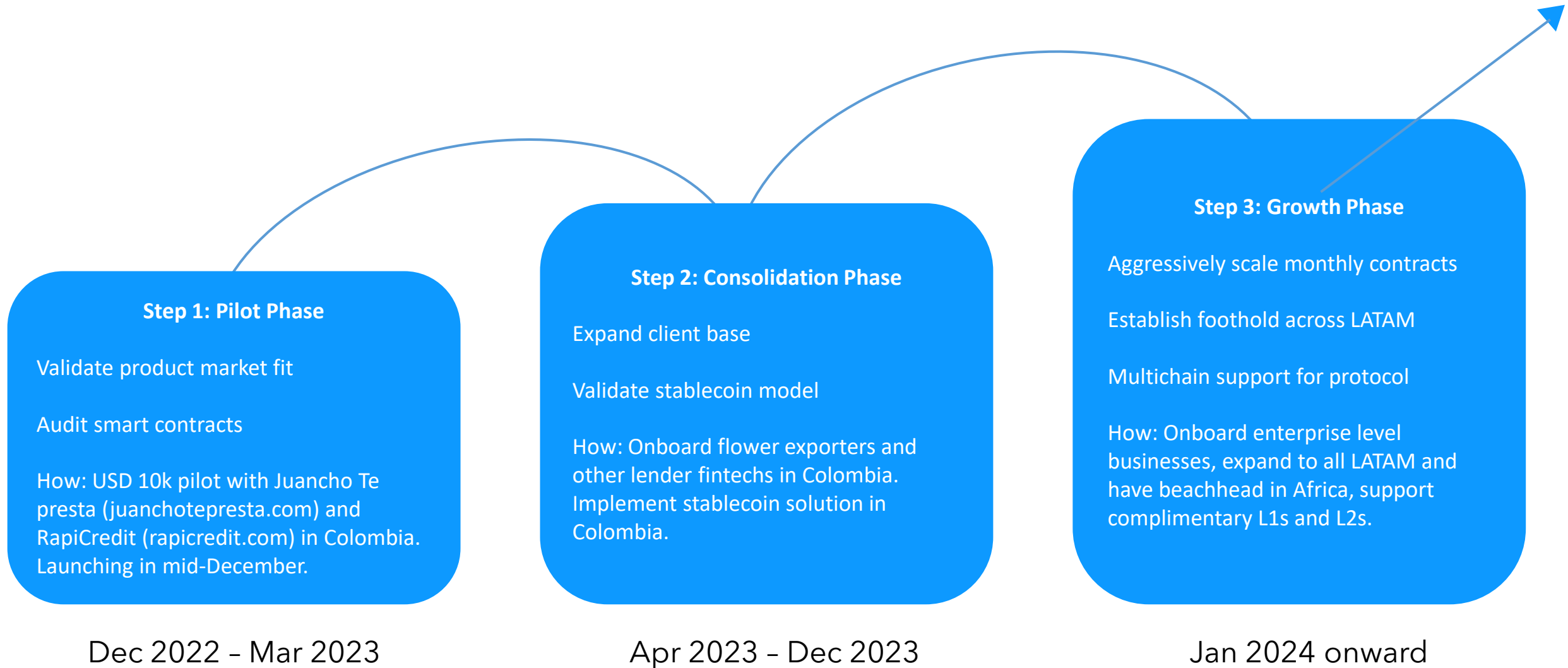


Earn a **1.6% commission** from the total of every contract opened.

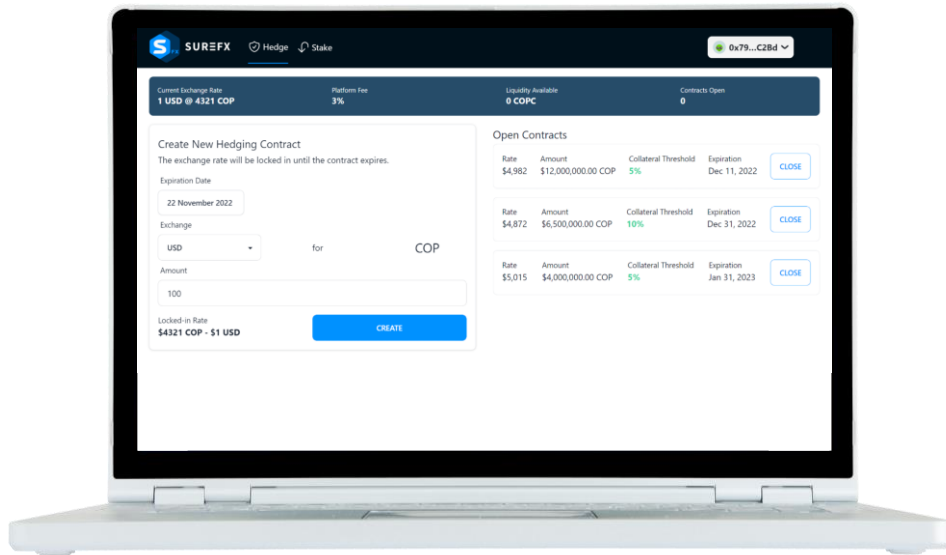
Keep a percentage of the **yield generated from locked user assets** during contract duration.

Keep a percentage of the **interests generated from the fiat** that backs up our stablecoins.

Here's how we plan to go to market with SureFX.



Phase 1 has already begun: we have a working prototype that we'll test with two key partners.



Protocol prototype and initial smart contracts are deployed and ready on the testnet. The product will be ready for real-world trial by December 2022.

Each of our partners has around USD \$2M in hedging contracts monthly. We will start with two contracts valued at USD \$5,000.

We're confident we can do this because we have a team with the proven skills, experience, track record, and determination.



Luis Iregui
Co-founder & CEO

- Serial entrepreneur
- 15 years experience leading startups
- 7 years of experience in fintech
- Co-founded and built a bank in Colombia from scratch



Wesley Smith
Co-Founder and CTO

- Blockchain engineer
- Led local and remote teams in Los Angeles, India, and China
- 5 years experience developing in Web3
- Built a centralized crypto exchange and DeFi arbitrage bot from scratch

SureFX has also convinced some of LATAM'S best entrepreneurs to back the project with their advice and active participation

BOARD MEMBER



Rappi

Felipe Villamarín
Co-founder

ADVISOR BOARD



Lucas Llinás
COO/Co-founder



facebook

José Torres
Stanford Fellow
Skadden/Facebook lawyer



Enrique Villamarín
CEO/Co-founder

Now we invite you to participate in our pre-seed round and help us change currency hedging forever.

ASK

Investment vehicle:

- SAFE

Target raise:

- USD \$1M

ALLOCATION

75% product and tech

10% Operation

15% Sales and marketing



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THANK YOU

Contact: luis@surefx.xyz

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