

Vertical

Analytics, Legal Tech,
Blockchain, E-Commerce,
Fintech, A.I.

Target market:

B2C (Business-to-Customer)

Stage

Seed: MVP available &
received first market feedback

Revenue-Stage:

Pre-Revenue

Investment sum:

1800000 EUR

Number of founders:

4

Founded in:

2018

Legal form:

Ltd.

HQ:

LONDON

Contact:

info@capmatcher.com

Global ideas (IP) exchange traded via NYSE: Minority Stake Investment Opportunity in a Analytics, Legal Tech, Blockchain, E-Commerce, Fintech, A.I.-Vertical

The goal of the startup is to become the primary global ideas exchange enabling global citizens to monetise their ideas (IP) to registered buyers. Ideas can also be traded 24/7 like the NYSE where fractional IP ownership is transferred to our coin. Citizens are motivated through IP currency, match ideas with machine learning algorithms and secure with blockchain. The most important key figures of this startup are included in this exposé. The questions were raised in a 60-minute process while the founders answered all questions.

General Business Model

Realization of profits: Sale of a digital product, Fees, Market place, Subscription, E-Commerce

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Product

Problem:

Protecting an idea usually requires capital to submit patents. Using Equity as a form of payment requires the formation of a legal entity. The activation energy, knowledge, and capital requirements are a barrier to the majority of inventors and entrepreneurs. 2.8 billion citizens do not have a platform where they can share their ideas, thoughts & feedback. 720 million employees share the same problem. Capturing ideas and feedback is difficult and very costly for organisations. Factor in the cost for inventors to then register an idea and take it to market, their dream becomes nearly impossible.

Solution:

Idea Exchange enabling consumers to trade ideas with fractional ownership. Idea platform where inventors can post their ideas, thoughts and feedback against their favourite brand, product or industry category and get rewarded if their idea is selected. Facilitate IP Provenance: Idea, Idea Journal, Fractional Ownership, Blockchain etc. Gamify The Experience: IP Currency, Hey Siri/Alexa/Google I have an idea, Experts, Public Voting etc. Validated Idea Network: Feasibility, Uniqueness, Followers & Likes.

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USPs:

- World-class management team with proven track-record and \$1.5 billion in exits.
- Idea Exchange: Potential 'Trillion Dollar' Market Capitalisation. 250 million+ global retail investors, 10 million global traders.
- Idea Platform: Potential 'Billions' in revenue.
- 4.2 billion internet users, 125 million companies with no formal idea platform.
- MVP built and successfully tested.
- Earnings: Yr2 \$54M USD, Yr3 \$3.7B USD
- Revenue Streams: 20+
- 24/7 trading of IP via fractional ownership investment.



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Market**Prioritized geographic market:**

USA

Market size (expected):

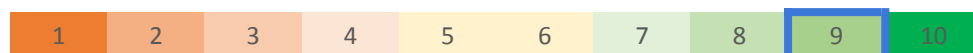
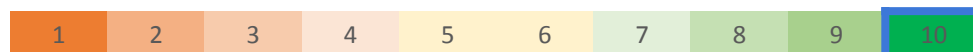
> 5 Bio. Euro

Market growth (expected):

1000%

Competitive environment:

Yes, few competitors.

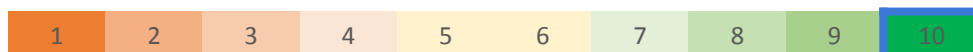
**Expected Switching Costs: 10****Financials**

According to the founders, the following sales and earning numbers were generated during the last three years.

Year	2016	2017	2018
Revenue	0	0	0
Profit	0	0	0

Scalability:

Opinion of the founders as to which degree costs increase in an increase of revenue. Low values values (bad scalability) indicate that costs grow linear or overproportional in terms of revenues.



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Team**Number of founders:**

4

Number of founders with a proven entrepreneurial background:

4

Total size of the team:

8

Background of the team:

Founder & CEO has been responsible for bringing on-board many global fortune brands, companies, organisations and NGO's over the past 20 years. Works closely with senior leadership teams from CEO through to transformation specialists, strategy experts, digital, marketing and innovation executives. Has previously worked in the United Kingdom, United States and Australia.

Acting CTO served as the President, CEO and CTO of WireCache Inc. & co-founded IPivot in 1997. Served as CTO for both IPivot and Intel, responsible for industry direction and creation of all networking products. Prior to IPivot, Chief Java Architect at NCR, creating the entire Java infrastructure attached to enterprise OLTP systems. The technologies & companies he has created have been acquired by a number of companies including Intel, Amazon, and Microsoft, totalling over \$1.5 Billion.

CCO & Co-Founder, internationally accomplished C-Level, BOD, Business Development Executive with over 25 years experience. Passionate about driving growth, innovation and performance, primarily in technology, energy and resource sector, offering outstanding presentation, communication and cross-cultural team management skills. High-energy, results-oriented leader with entrepreneurial attitude. Strong business development professional.

Business Advisor, Co-Founder is an experienced Managing Director with a demonstrated history of working in the management consulting industry. He is highly skilled in crisis, international project, operations & emergency management. Also has a proven, strong business development background & is currently a Board Member of Scout Security (ASX:SCT).

Business Advisor & Co-Founder advises CEOs and large incumbent companies how to embrace disruption and innovate like a start-up. Also advises founder entrepreneurs and social innovators leading disruption of incumbents. Regularly speaks & writes on leadership, innovation strategy and culture. Member of the global TED community and serve as Board member of The Women's Foundation in Hong Kong.

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Traction

1. MVP successfully developed and tested with 20x companies, prospects, advisors, third-parties etc.
2. World-Class Management Team created including our CTO who has already had \$1.5B USD in company exits with Amazon, Microsoft and Intel. We have also secured the number one IP Attorney in the U.S. as our global IP Advisor.
3. Information Memorandum and Term Sheet completed.
4. 30x Enterprise Companies ready to sign-up
5. Existing IP patents ready to be loaded onto the platform and exchange.
6. IP Architecture completed. Trademark. Patent Pending which will be finalised shortly.
7. Commitment from several Investors for Series A funding.
8. Secured our blockchain partner (Bernstein, Munich Germany).

Investment**Investment sum:**

1800000 EUR

Use of proceeds:

Expansion of the team, Improvement of the product, Sales, Marketing

Number of currently invested Business Angels oder VCs:

2

Preferred stake:

Minority Stake