



## Making Crypto Assets a part of every Portfolio

Global First - **Crypto Assets Platform** - The On-ramp bridge for Traditional investors into Crypto Investments.

Backed by key members of the Crypto and Startup community

### Anchor Investors (Syndicate)

- Rahul Dalmia** | Ex-JP Morgan | First investor in MATIC (Polygon)
- Pritam Dutta** | Global Director, Fintech | ET-CIO | Anheuser-Busch InBev
- Gaurav Dahake** | CEO | Bitbns Crypto Exchange
- Chandan Kumar** | Head - Client Development | Bitbns Crypto Exchange
- Lisa Feher** | CPO | Apollo.io
- Suresh Chivukula** | Digital Transformation | Ogilvy
- Saravana Bhaskar** | Founder & MD | SaveDesk
- Ashish Agarwal** | CEO | Enzyme Tech Park
- LPA Ventures** | Private Equity

**CN-We:** The world's first Pure Crypto Wealth Team.

**Vision:** Ushering in the era of crypto participation.

**Market Landscape:** Over \$1 trillion in crypto asset investment products across cryptocurrencies, tokens, DeFi, GamingFi, NFTs, Metaverse Collectives and Tokenized Assets.

“That existential threat of Bitcoin not being real is gone. Every institution in the world is participating and so, it is an asset class”  
– **Mike Novogratz** | **Galaxy Digital Holdings**

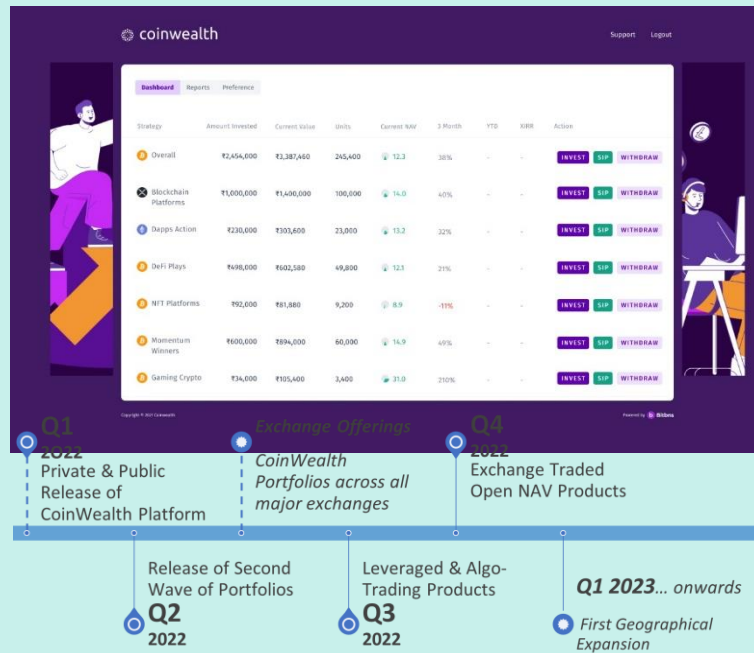
**Website:** <http://coinwealth.capital>

**Business Plan:** [https://coinwealth.in/download\\_business\\_plan\\_deck](https://coinwealth.in/download_business_plan_deck)

**Project Status** – Exp. date of public launch: **1st March 2022.**

Integrations are underway with different crypto exchanges.

Team of 6-active members and a 7-member advisory board.



**Business Model** - CA - Exchanges, Distributorship, Direct Selling

**Revenue Model** - A mix of AUM fees, Performance Fees, Issuance Revenue and Share of returns – aligned with investors

**Team** - Founded by veterans from the investment management industry, CoinWealth will help align the world of crypto assets to the traditional investor.

**Rajesh Arjunal Jaisingh** | COO @ Weinvest  
Ex-PubMatic | Ex-HSBC | Ex-Lehman Brothers | ISB  
<https://www.linkedin.com/in/rajeshaj/>

**Rajesh V.** | Co-Founder  
Ex-We Invest | Ex-Scripbox | Ex-Accord Fintech | Christ College  
<https://www.linkedin.com/in/rajeshv5/>

**Sushanth Gowda** | Co-Founder  
Ex-Weinvest | Ex-Cerner | VTU  
<https://www.linkedin.com/in/sushanth-gowda/>

### Advisors



**Financing Sought** – From Web3 Active VC | Investors  
\$3.5 million | Commitments/Raised: \$0.5 million + Token Sale Estimate: \$0.35 million | Founders’ AUM Commitments: \$0.5 mn

Year	Clients	Avg AUM	Gross revenue	Net income
2022	10,000	\$27 million	\$0.5 mn	<\$2.5 mn>
2023	20,000	\$500 million	\$13 mn	<\$1.0 mn>
2024	60,000	\$1 billion	\$30 mn	\$1.0 mn
2025	100,000	\$2 billion	\$75 mn	\$6.0 mn

**Summary** - Global \$1 trillion Market ready for disruption | Investment Products & Technology Team + Crypto-native Expertise | Significant new revenue streams with sustainable long-term advantages | One-stop shop for new financial product developments | Fast evolving platform integrated into the ecosystem from day-one | Path to Crypto Investment Bank.

## MANAGED CRYPTO ASSETS – GLOBAL OVERVIEW

<p><b>\$3000 B+</b></p> <p>Listed Crypto Assets</p> <p>All inclusive market</p> <p>Total Addressable Market</p> <p>Global Size</p> <p>Growing fast...</p>	<p><b>\$1000 B+</b></p> <p>Managed Assets</p> <p>Selectively Inclusive market</p> <p>Serviceable Available Market</p> <p>33% of total Market Size</p> <p>Higher in Developed Economies</p>	<p><b>\$60 B</b></p> <p>Very few competitors</p> <p>Specifically targeted market</p> <p>Serviceable Obtainable Market</p> <p>Corporate, HNI &amp; Retail</p> <p>Corner 3-9% of total market</p>
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**Problem** - Traditional Investors trying to figure out Crypto assets

**Solution** - Platform that leverages existing investment habits to bridge gaps & unique research methodologies to discover value.

**Timing** - Regulations clarified by governments worldwide.

### Competitive Advantage

- Mix of Investment Mgmt. + Tech background + 3 years of crypto-native investing exposure
- It takes a village to seek, research, track and find the right crypto assets for different crypto portfolio needs.

**Unique Crypto Research Approach:** Our team ensures that all key factors are ranked on scorecards, fundamentals verified, and news streams checked before picking the most promising projects or investments.

### Products

- Segmented Portfolios (Managed Cryptofolios)
- Portfolio Management Services for HNIs
- SIP in Segmented Portfolios
- Fixed Income Programs (DeFi & Lending)
- High Risk: Leveraged & Algo-Trading
- Special Situations: ICOs, IDOs, IEOs, Collective Buying

### Competition

- Large Scale ETFs/Trusts: DCG-Grayscale, Bitwise
- Institutional Asset Managers: Pantera
- Startups: Invictus; Arca; Sheesha.io; Nu.Fi; Crypto Investment entities within exchanges & DeFi Protocols