Revolut

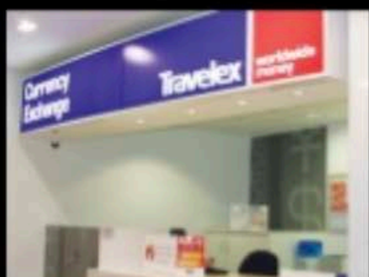
personal money cloud

Nikolay Storonsky
+44 7807 212181
nikolay@revolut.com

Problem

Spending and sending money abroad sucks

Expensive



Inconvenient

Sneaky

→ This industry is not disrupted yet.

Market Size

Cross-currency transactions

$1,4 Trillion

Lost due to fees & spreads

$60 Bln

Travellers & Expats

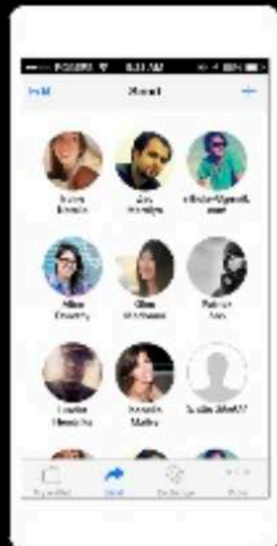
1.5 Bln+

UK is initial target market:
$3bln market size & 60mln travelers

Solution

Exchange

Send

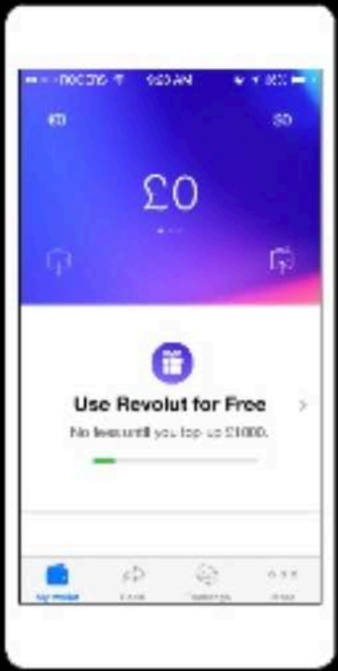


Spend

1-minute explanatory video https://revolut.com

Business model

Freemium



Viral

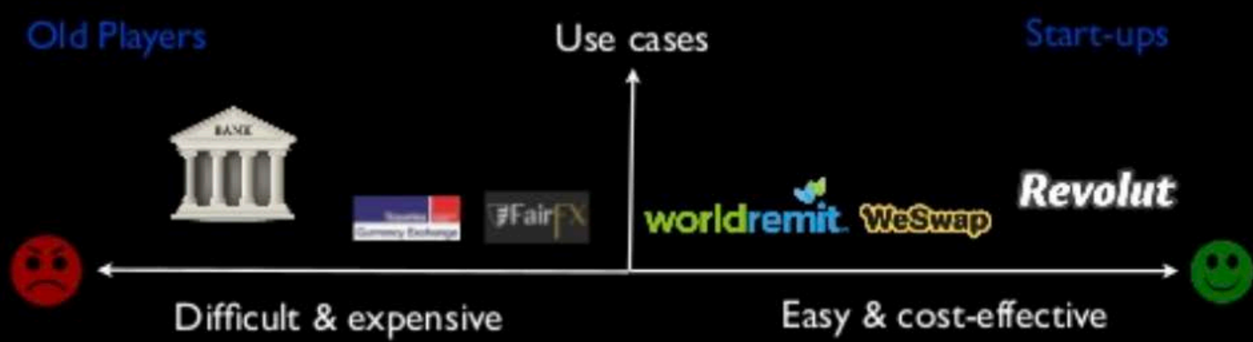
- free currency exchange & money transfers up to £500
- if you need more, invite friends or choose one of the pricing plans
- download the app, receive money instantly & get rewarded

Marketing

Early Adopters (80k+)	Events (1m+)	Partnerships (10m+)	Hacks (?)

➔ Initially, we target London Tech City with 80k members through start-up communities.

Competition

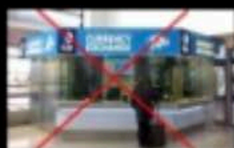


Example of use cases:	Revolut	WeSwap	worldremit	FairFX
I go to US. Cash is inconvenient, cards are costly.	✓	✓		
I want to send $ instantly without complicated IBANs.	✓			
I want to have Euros without Euro bank account.	✓			
I want to exchange money instantly, not in 1-3 days.	✓			
I want to transfer at the exchange rate that is now.	✓		✓	✓

→ The only product that solves the full cycle of a customer pain.

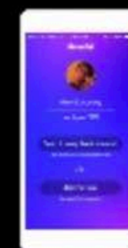
Why we are better

Interbank Rates

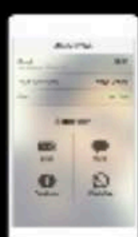


Freemium Model

Viral Features

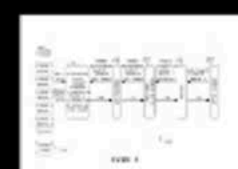


Easy-To-Use



Own Infrastructure

Patent Pending



Traction

4.8k pre-product subscribers within one month

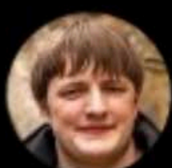
9 deals including MasterCard for implementation

Finalist at Finovate Europe

Team

CEO - Nikolay Storonsky, former trading @
Credit-Suisse & Lehman Brothers

CTO - Vlad Yatsenko, former development @
Credit-Suisse & Deutsche Bank



VP Development - Tom Reay, development @
Expedia & Ocado

Short movie about us: http://vimeo.com/114599259

Projections & Our Ask

KEY SUMMARY DATA	Year 1	Year 2	Year 3	Year 4	Year 5
Newly Acquired Customers	20,000	40,000	80,000	120,000	160,000
Total Number of Customers	20,000	60,000	140,000	260,000	420,000
Paying Customers	5,000	18,000	42,000	78,000	126,000
Average Annual Top-Up	£5,000	£5,000	£5,000	£5,000	£5,000

GROSS REVENUES:					
Use/Non-Use of Card	Year 1	Year 2	Year 3	Year 4	Year 4
1. Interchange Revenue	£90,000	£270,000	£630,000	£1,170,000	£1,890,000
2. Subscription Revenue	£600,000	£2,160,000	£5,040,000	£9,360,000	£15,120,000
Total Revenues	**£690,000**	**£2,430,000**	**£5,670,000**	**£10,530,000**	**£17,010,000**
Transaction Costs:					
1. Transaction Costs	£60,000	£180,000	£420,000	£420,000	£420,000
2. ATM Costs	£60,000	£180,000	£420,000	£780,000	£1,260,000
3. Load Costs	£84,000	£252,000	£588,000	£1,092,000	£1,764,000
4. Foreign Exchange Costs	£10,000	£30,000	£70,000	£130,000	£210,000
5. Bank out Costs	£240,000	£720,000	£720,000	£720,000	£720,000
6. Settlement Costs	£7,650	£7,650	£7,650	£7,650	£7,650
Total Direct Costs	£461,650	£1,369,650	£2,225,650	£3,149,650	£4,381,650
Gross Profit	**£228,350**	**£1,060,350**	**£3,444,350**	**£7,380,350**	**£12,628,350**
Total Operating Expenses	£250,000	£500,000	£1,000,000	£2,000,000	£2,000,000
	£550,000	£1,100,000	£2,200,000	£3,800,000	£4,400,000
User Acquisition Expenses	£300,000	£600,000	£1,200,000	£1,800,000	£2,400,000
Net Profit (Loss)	**-£321,650**	**-£39,650**	**£1,244,350**	**£3,580,350**	**£8,228,350**

➔ We need £1.5m to make it happen.

Use of funds

- Build a Team (3 developers, designer & marketer)
- Fund Freemium model to 60,000 MAU's
- Prepare model for a big £££ series A round