



Series A Investment Opportunity

September, 2021



The #1 Crypto IRA Software Platform

**Addressing Multi-Trillion Dollar Alternatives
Market Opportunity**

**With Simple, Secure, Low-Cost,
Tax-Advantaged Solutions***



About iTrustCapital

iTrustCapital is a leading software platform that allows clients to buy and sell cryptocurrencies and precious metals in real-time, 24/7, through their tax-advantaged* individual retirement accounts (IRAs).

Launched in 2019, the company's proprietary platform services tens of thousands of clients seeking to diversify their portfolio from the traditional financial system and take more direct control of their retirement assets.

*Some taxes and conditions may apply

Company Details

Location: Long Beach, CA

Founded: 2018

Employees: 60

Category: FinTech, Blockchain

Technology/Service: Proprietary Crypto IRA Software Platform

Website: www.itrustcapital.com

IR Contact: Kevin Maloney k.maloney@itrustcapital.com

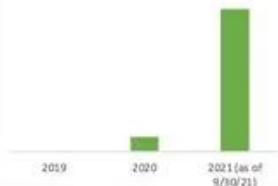
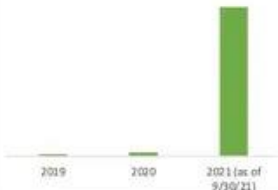
Company Highlights / Key Metrics (as of 9/30/21)

- ❖ Bootstrapped From Inception
- ❖ Highly Profitable, Experiencing Exponential Growth
- ❖ Excellent 4.6 Star TrustPilot Rating (>1,400 Reviews)
- ❖ 20+ Cryptocurrency Options Available
- ❖ 18K Active Monthly Clients
- ❖ Average Account Size >\$80k
- ❖ \$3B Total Transaction Volume

Market Opportunity

- ❖ ~\$12T US IRA Assets*
- ❖ 60M US Households reported owned IRAs**
- ❖ Average US IRA balance is about \$157,000*
- ❖ >20M Active US Crypto Investors (14% of US population)
- ❖ Number of self-directed retirement accounts nationwide increased 3x from 2017-2020***

*ICI, **IRS Data, ***US General Accounting Office

Active Monthly Clients**Transaction Volume**



Competitive Landscape

- ❖ iTrustCapital created a best in class software platform combining excellent client service with the lowest fees among other tax-advantaged* crypto IRA providers
- ❖ Large crypto exchanges (ex: Binance & Coinbase) do not offer tax-advantaged* investing options through individual retirement accounts



Our Vision

To inspire, empower, and provide secure access to millions of investors who would like to participate in the economic growth that a blockchain future holds, leveraging a low-cost, user-friendly software platform to build a highly valued company with profitable growth.

Growth Metrics YoY (as of 9/30/21)

Revenue: +3,296%

Transaction Volume: +3,781%

Assets on Platform: +2,180%

Accounts Created: +950%

Funded Accounts: +844%

Business Model / Revenue Streams



\$29.95 / Month Account Fee



CRYPTO 1%
Trade Fee



GOLD \$50
Over Spot Per Ounce



SILVER \$2.50
Over Spot Per Ounce

Wholesale spot



ITrustCapital Advantages and Benefits

- Crypto IRA Software Platform Offering 24/7 Access
- Buy & Sell Cryptocurrencies and Precious Metals
- Simplifies Intimidating / Complex Process
- Industry Leading Custody / Wallet Providers
- Institutional Custody / Secure Storage
- Simple, Safe, Secure, Compliant, Tech Support

ITrustCapital Provides

- Settlement, Secure Storage / Custody of Assets, IRS/Tax Reporting, and Compliance
- Seamless Onboarding and Facilitation of IRA Transfer, Rollover, or Contribution
- Platform Maintenance, Ongoing Regulatory Compliance, Excellent Client Service

Financing

Seeking \$100M Growth Equity

Use of Proceeds

Client Acquisition
Team Expansion

Technology
Strategic M&A

**We Are The #1 Crypto IRA Software Platform In North America
Disrupting The Multi-Trillion-Dollar Alternatives Investment Market**

Leveraging a proven and highly profitable business model.



TODD SOUTHWICK
CEO / Co-Founder

Co-founder of 3 startups in technology and media sectors over the last 15 years; expertise in software, Biz Dev, capital raising. BA, UCLA



BLAKE SKADRON
President / Co-Founder

Director of sales at leading precious metals firm. Grew revenue from \$15M to \$86M from 2014-2016. 4th company in the alternative investment space.



TREVER GREGORY
CMO

Fmr VP, Marketing at Rakuten; Led rebrand of \$12B/Yr business (Ebates to Rakuten), while increasing brand equity & gaining 10M+ customers.



JONATHAN NUNGARAY
CTO

Fmr Lead Software Architect for a leading publicly traded consumer real estate search platform and app. Led dev strategy during 3x market cap growth phase.



RICH HAUSCHILD
COO

Fmr SVP of Technology at PIMCO; Developed trading systems that processed 1M+ trades/day. BS Science S. Illinois U, Mathematics, Computer Science



KEVIN MALONEY
SVP, Corp Development / IR

Fmr Compliance Officer and Principal at PIMCO; Oversaw fund compliance and regulatory matters. Serial entrepreneur, operator, investor. BA, UC Irvine; MBA, Pepperdine



TIM SHALER, ADVISOR
Chief Economist, Fmr SVP PM at PIMCO

Fmr SVP Portfolio Manager at PIMCO; Professor, Trader. BS, Business; MS, Russian & Eurasian Studies; MBA Chicago

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