

Pitch Deck

Kleoverse

The Platform of Work in Web3

Fall 2021

● Solution

The Platform of Work in Web3

Kleoverse Discovery

- The single source for open DAO & Web3 working opportunities

Kleoverse Profiles

- Web3-native professional portfolios consisting of objectively proven talent



**There is no good way for
signaling and discovering
talent in DAOs & Web3.**

Product

**Web App to gather
DAOs and their open
projects together**

MVP

**The platform of work
in Web3:**

- Organizing work and acquiring contributors
- Finding opportunities
- Proving talent objectively

Vision

● Go-To-Market

Target Audience

- Web3 talent – mostly developers – looking for projects to which contribute more deeply
 - Already actively engaging with crypto ecosystem and using blockchain applications but not working full-time in the field
- Help to build confidence to take the leap from Web2 to Web3

Strategies & Channels

- Content marketing:
 - Blog: Insightful content around Future of Work & Web3, helping also with SEO
 - Twitter: Insightful and promotional content from both company and founders' personal accounts
- SEO:
 - Rank highly on relevant informational keywords (blog)
 - Index Kleoverse Profiles to users' names on search engines
- Virality:
 - Viral campaign for claiming one's own Profile
 - Make Kleoverse Profiles visually impressive and easily shareable
 - Distinctive NFTs for showcasing skills in Kleoverse and in third-party showrooms
- Referral program:
 - To be launched in 11/2021

Revolutionize talent measurement & discovery on the web

● Users

Your website came during my search. An opportunity to learn and also earn. I'm super excited already, can't wait to be one of the pioneers in my country.

Kleoverse (from what I've heard) and the web3 ecosystem is like a kid discovering internet again. I haven't been there before.

Found out about it in a TG group and it seems to be exactly the kind of thing I've been looking for.

I have been contributing in many DAOs, and there's no way I get to showcase my work to future investors/employees. It's all over the place.

I think what you're doing is looking for a way to connect people who are interested in the same things.

We are already seeing love from our early community.

I want to work on interesting stuff and build a good work profile and I think Kleoverse is the place for that.

Looks amazing for many reasons, been thinking about creating something similar.

I've been looking for this!

Credentialing is a huge need in the Web3 space. We're looking for a composable solution for this.

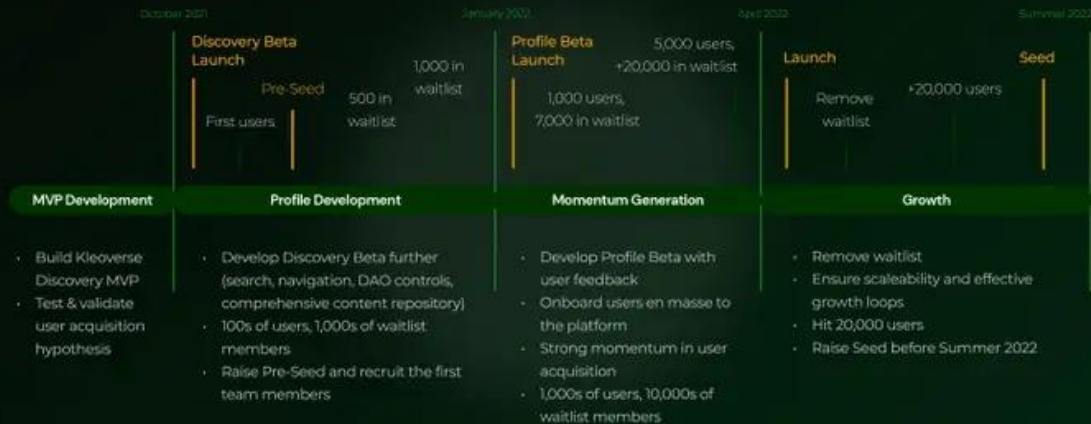
It's a really cool idea. I find having a central hub for open-source bounties and finding quality Web3 educational content. I hope I get an opportunity to contribute.

Future of work is remote, anon, and decentralized. Excited for the project potential.

You guys are saving me a ton of time. Your project, if it works could help me to get a job soon. I'm excited.

Feel stuck on how to build credibility as an anon without leaning on existing social capital.

Roadmap



● Team



Aleksi Loytynoja
Co-Founder, CEO

Experience

- Investment Manager and the First Employee at European VC Evil Growth Partners
- Sourced all EGP's portfolio companies, holding 3 Board/Observer seats
- Developed and ran programs under Finland's best startup accelerator Kluster
- Led team of +100 volunteers at the Europe's largest student enter. society Aaltoes

Unfair advantages

- Vast experience from building and designing growth flywheels across industries
- Exceptional ability to learn and deliver under pressure



Joni Karras
Co-Founder, CTO

Experience

- Machine Learning Engineer and the First Employee at Smartbi, a rising Nordic AI/ML agency
- External ML and Cloud consulting under his own company
- Built Bank of Finland's first cloud-based analytics framework

Unfair advantages

- Versatile background in app development and statistical modeling
- Strong interpersonal skills and team-building experience

Financials

We are raising an equity financing round of USD 1.2M.

Targets with the funding:

- Build Kleoverse Discovery a comprehensive source of DAOs and open Web3 projects
- Launch Kleoverse Profiles and attract high-quality early users
- Build a user base of 20,000 people by the end of H1/2022
- Create a strong momentum around Kleoverse to become a thought leader at the intersection of Future of Work & Web3



Recruitment plan:

Product

- 2-3 Full-Stack Developers
- 2-3 Blockchain Developers
- UI/UX Designer

Commercial

- Marketing Lead
- Content Creator
- Community Lead



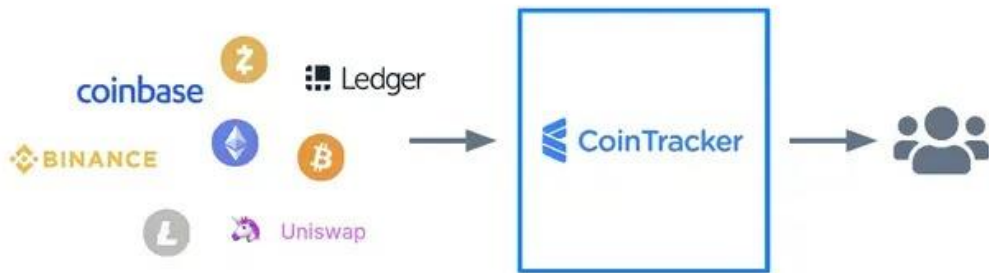
**Portfolio tracking and tax
compliance for cryptocurrency**

Problem: Complexity of crypto is exploding

- Every crypto sell and trade is a taxable transaction
- Usage across exchanges & wallets is accelerating
- 4 exchanges & wallets per CoinTracker user
- Users, exchanges and CPAs need this solved
- Tax compliance needs to increase from small minority to >90% in 2 years

Solution: Live portfolio & tax tracking year-round

- Year-round portfolio tracking is key to getting taxes right in crypto
- 100+ integrations, 10k+ crypto assets, wide-ranging use cases



X MAUs track their crypto portfolio year-round

- Live market value, ROI, transactions & taxes
- Daily email updates
- Mobile apps



4.8 stars | 4k+ ratings



4.5 stars | 1k+ ratings

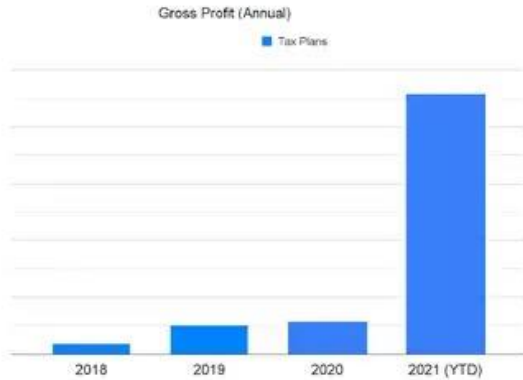


X tax users in 2021

- Accurate & optimized taxes with the click of a button
- Support US, UK, CA and AU
- Crypto is treated as a capital asset in most countries

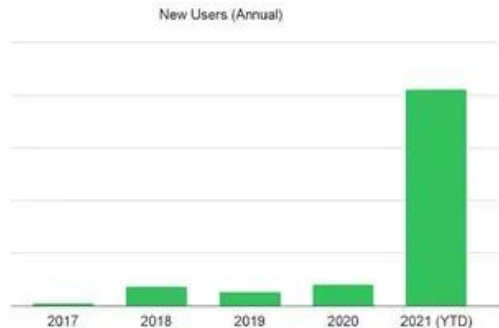


Gross profits are growing



User registrations are growing

- 2% of crypto assets globally tracked on CoinTracker
- Individuals: beginners, HODLers, enthusiasts, traders, miners / validators
- CPAs



We are building a world-class team & culture



Jon Lerner

Co-Founder, CEO

Founded \$100M / year
startup, eng @ Google

textnow

Google



UNIVERSITY OF
WATERLOO



Chandan Lodha

Co-Founder, President

Product @ Google
and Google[x]



Google



HARVARD
UNIVERSITY

Team of 20: COO, Head of Tax, Engineers, Design, Customer Support

We are profitable and have raised only \$2M to date

initialized()

Zach Perret
CEO, Plaid

Ryan Shea
Co-founder, Blockstack

coinbase

Balaji Srinivasan
Former CTO, Coinbase

Paul Buchheit
Creator of Gmail

 **Combinator**

Juan Benet
CEO, Protocol Labs

Alexis Ohanian
Co-founder, Reddit