

Education Session

How to fundraise and what to consider?

25.01.2024 | 12.00-13.00



Julian
Liniger

Co-Founder and CEO
of Relai

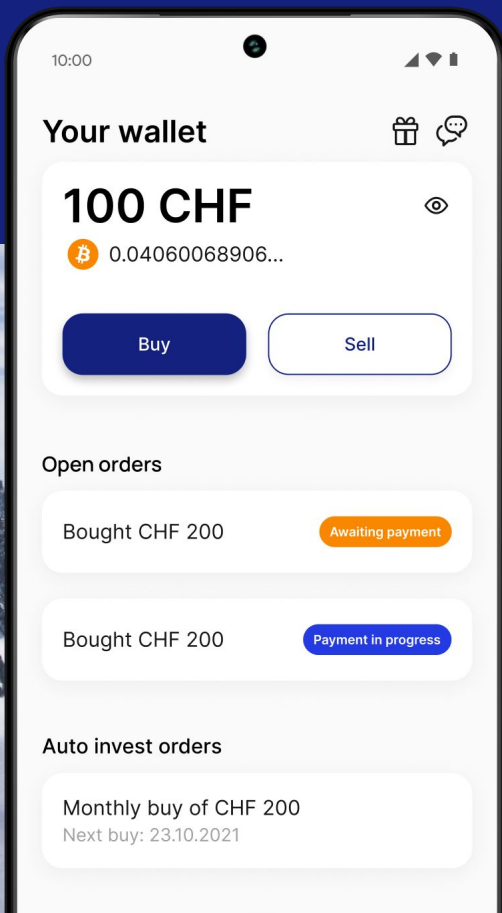


LET'S START WITH THE PITCH!

**It is the heart AND soul of
Fundraising!**

WHAT'S IN THE PITCH?

- **Bold Company Statement:** What is the startups name and why should investors know about it? → *CH vs. US!*
- **Vision / Mission / Purpose:** What does the team believe in and why is it worth getting up and taking risks every day? → *Missionary vs. Mercenary*
- **Problem + Solution:** What's the big problem in the market that is not yet addressed enough and how is this startup finally solving it? → *Peter Thiel*
- **Success:** What outstanding results have already been achieved? → *Sales*
- **Team:** Why is this the best group of people to work on that case? → *People*



EUROPE'S NR. 1 *BITCOIN* APP

Made in Switzerland 

 Relai_app

 Relai-app

 julian@relai.app

Relai

A wide-angle photograph of a snowy mountain range under a bright, cloudy sky. In the foreground, two skiers are ascending a steep, snow-covered slope. The skier in front is wearing dark gear and has a backpack, while the second skier is wearing a light-colored jacket and also has a backpack. Their shadows are cast long and dark on the snow. The background shows rolling snow-covered hills and distant mountain peaks.

**WE BELIEVE THAT
BITCOIN IS THE BEST
WAY TO SAVE MONEY**

**and everyone should have
easy access to it!**



**Only 4%
now own BTC**

PROBLEM: BUYING BTC IS HARD

- Tedious onboarding processes
- Complicated user interfaces
- Too many different assets
- Bad customer support
- 2-3 days to buy & hold bitcoin

Relai



Over 50%
will own **BTC**

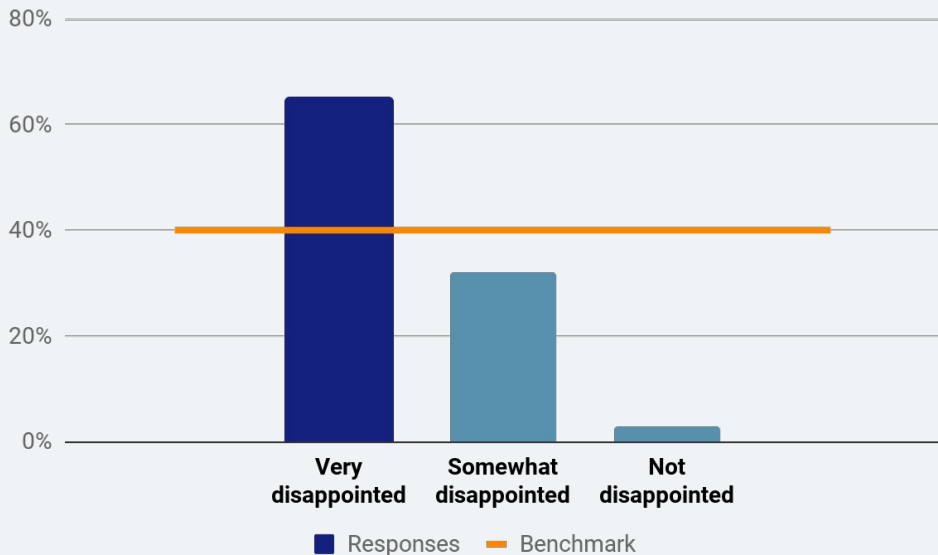
SOLUTION: **WE MAKE BTC** **SUPER EASY**

- 1 min to buy & hold bitcoin
- No registration or verification
- From €10 already and 24/7
- Auto-Invest plans
- Non-custodial bitcoin wallet

Relai

OUR USERS LOVE US

Q: How would you feel if you could no longer use Relai?



300K App Downloads



100K Active Users



20K Active Referrers



“Excellent” on Trustpilot



4.6 Stars on App Store



4.6 Stars on Play Store

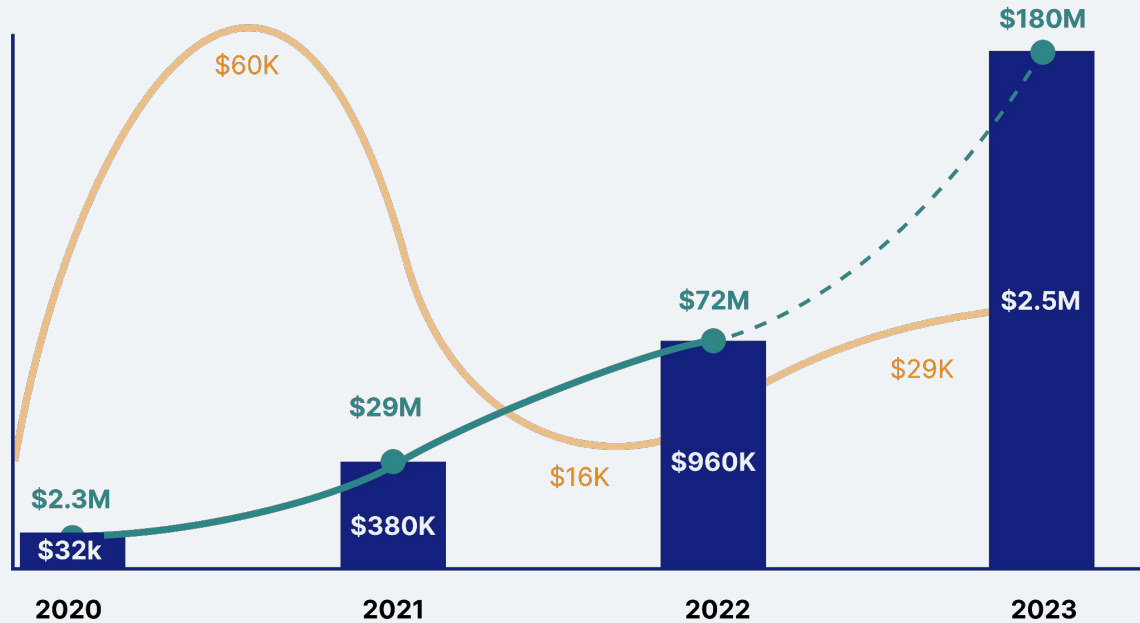
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SUCCESS

+150%
Growth YoY

+20%
Growth MoM

\$6M
Run Rate



■ REVENUE

● VOLUME

🪙 BITCOIN PRICE

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LEADERSHIP TEAM

(21 FTEs in total)

CTO

**ADEM
BILICAN**



- **PhD in Informatics**
- Mobile Blockchain Engineer since 2016
- Founded & led his own software agency

CFO

**PATRIK
GILLI**



- **Ex-Rothschild CFO**
- Certified Public Accountant (PwC)
- MSc in Banking & Finance
- 15 years of Experience as CFO from start-ups to listed companies
- Ex-PwC Manager



CEO

**JULIAN
LINIGER**

- **Forbes 30 Under 30**
- Serial Entrepreneur
- MSc in Business Administration

CMO

**IMO
BÁBICS**



- **Ex-Bitpanda CMO**
- BSc in Business & Marketing
- 15 years of Experience in B2C Marketing
- Ex-Universal Pictures





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**IT'S ALL ABOUT YOUR
JOURNEY!**

**The perfect process only
exists in textbooks!**

THE IDEAL WORLD

 Funding Round	Pre-Seed	Seed	Series A	Series B	Series C
 Stage Focus	Proof of Concept/ Prototype	Product to the Market	Revenue Growth	Growth	Large Scale Expansions
 Common Elements of Growth	Validating & Iterating	Market Entry, First Sales	Development, Operations, Branding & Marketing	Hiring, Market Expansion	International Markets
 Amount of Investment	10k – 300k €	100k – 1M €	10M €	15M – 25 €	≈ 50M €

THE REAL WORLD

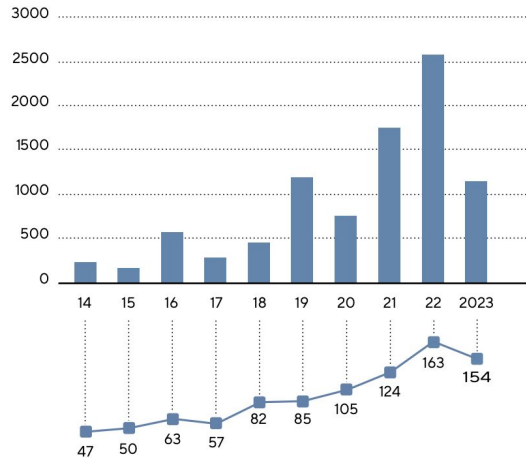
Pre-Pre-Seed	Pre-Seed	Seed	Crowdfunding	Seed Extension	Pre-Series A
Proof of Concept	Minimum Viable Product	First Traction and Growth	Good Traction & Community	Product Expansion	Market Expansion
Founding Angel Investors	Angel Investors and Friends	Venture Capital Investors	Angel and Retail Investors	Venture Capital Investors	Venture and Angel Investors
\$20k	\$300k	\$2.7m	\$2m	\$2.5m	\$2.5m

THE VC MARKET

Investments

Investments in Swiss start-ups
in first half of year

Invested capital (CHF m)



Financing
rounds

In the first six months of 2023, Swiss start-ups generated CHF 1,195.5 million in 154 financing rounds. Although this **invested capital decreased by 54% compared with the previous year**, the number of financing rounds fell by only 5% to 154.

However, the stability of in terms of financing rounds should not be overestimated. The relatively stable number is probably due not least to the fact that start-ups closed rounds after the first commitments from investors in order to rule out the risk that they might pull out. For example, instead of a series A round, this resulted in a seed plus round, a pre-series A round and the first closing of a series A round. This led to a stable number of rounds overall, but fewer than last year. Accordingly, the median across all financing rounds fell from CHF 3 million to CHF 2.48 million.

In addition to this broad-based decline, top investments were also significantly smaller. In the first six months of 2022, CHF 1.133 billion francs went to the three largest rounds - similar to the amount invested in all financing rounds in 2023. In comparison, only CHF 331 million went to the three largest rounds in 2023.

MY LEARNINGS AFTER 3 YEARS AND \$10M OF FUNDRAISING!

**Trust & embrace the process, once you
start it will never end.**



WHAT YOU SHOULD DO!

- **Take Responsibility as CEO:** It is your job to keep the company financed, assume no one will help you with that! → Vision, People, Cash
- **Network, Network, Network:** Build a great investor network through meetings and personal branding! → *What you know vs. Who you know*
- **Never give up:** Always keep going, even if you don't need money right now, after the round is before the round! → *You only lose if you quit*

WHAT YOU SHOULD NOT DO!

- **Raise Money from the wrong Investors:** Easier said than done, but always make sure Investors are a good fit to your team! → *It's like a marriage*
- **Compromise your Principles:** Don't change your values, beliefs and strategies just to win an investor! → *Strong characters always win*
- **Focus on Cost Savings:** Grow your revenues to 7 digits before you think about profitability! → *Gotta spend money to make money*

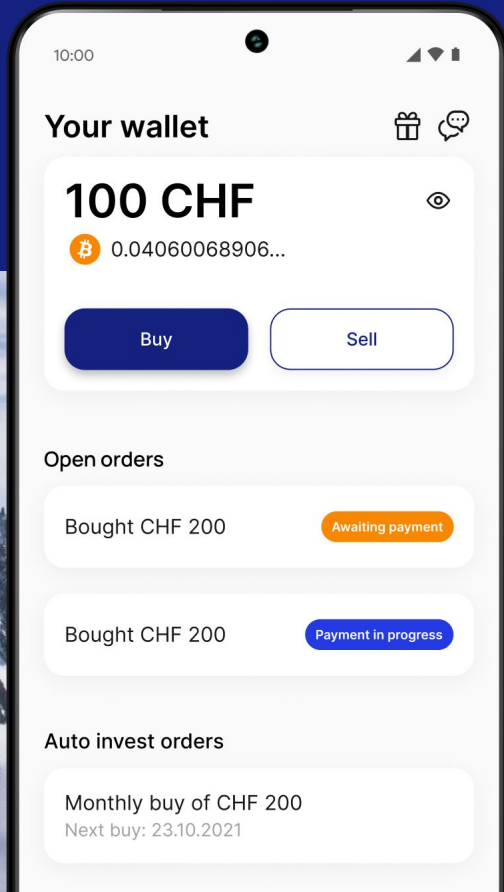


**ANY
QUESTIONS?**



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TAKE CONTROL OF *YOUR* FUTURE



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