



Business Overview




**SATOSHI
TERMINAL**

Fintech Industrial Inc.

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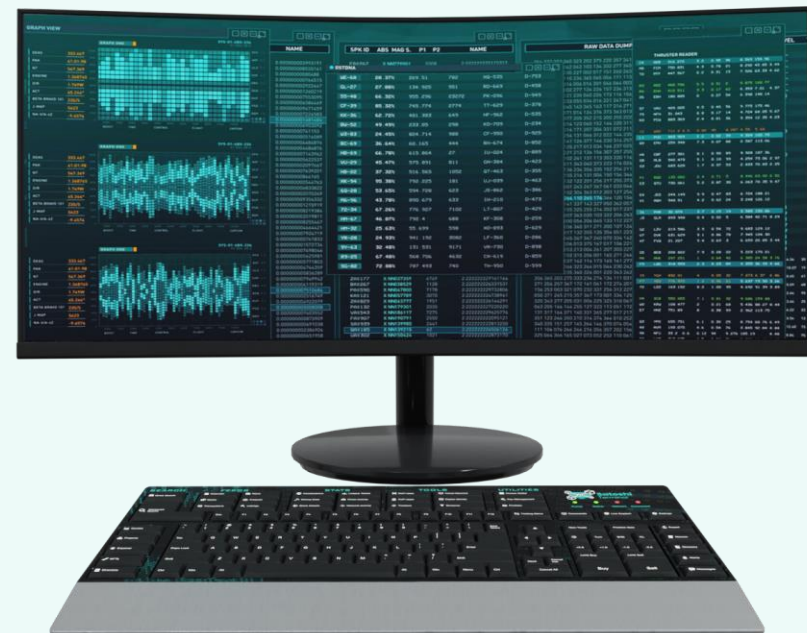
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Overview

The Satoshi Terminal is the first crypto research platform designed for Wall Street, engineered and designed by former Bloomberg Terminal engineers.

- *Institutional grade hardware*
- *Institutional tailored navigation*
- *World-class crypto market coverage*
- *Terminal-style commands*
- *Institutional quality interface*
- *Portfolio optimization tools*
- *Risk analytics for blockchain projects*
- *Institutional grade tools tailored for crypto*
- *Enhanced data delivery*
- *Comprehensive data libraries*



Crypto has an image problem

Billions are poured into cryptocurrency and blockchain companies by Wall Street. Yet, a less-than-positive perception of the industry remains a significant challenge. **We want to change that.**



Vision

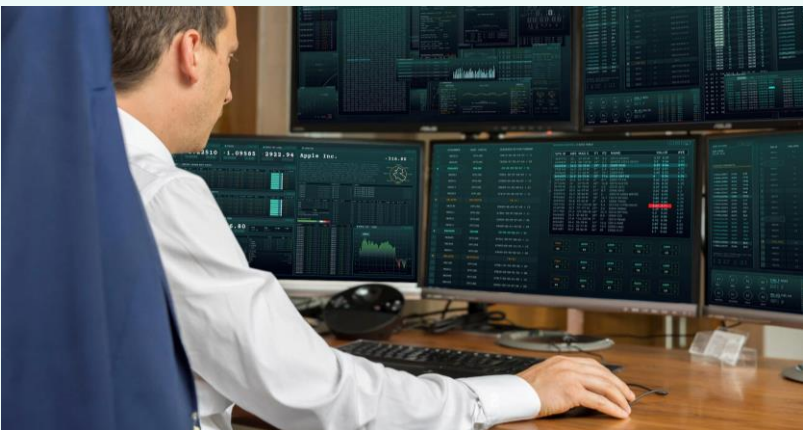
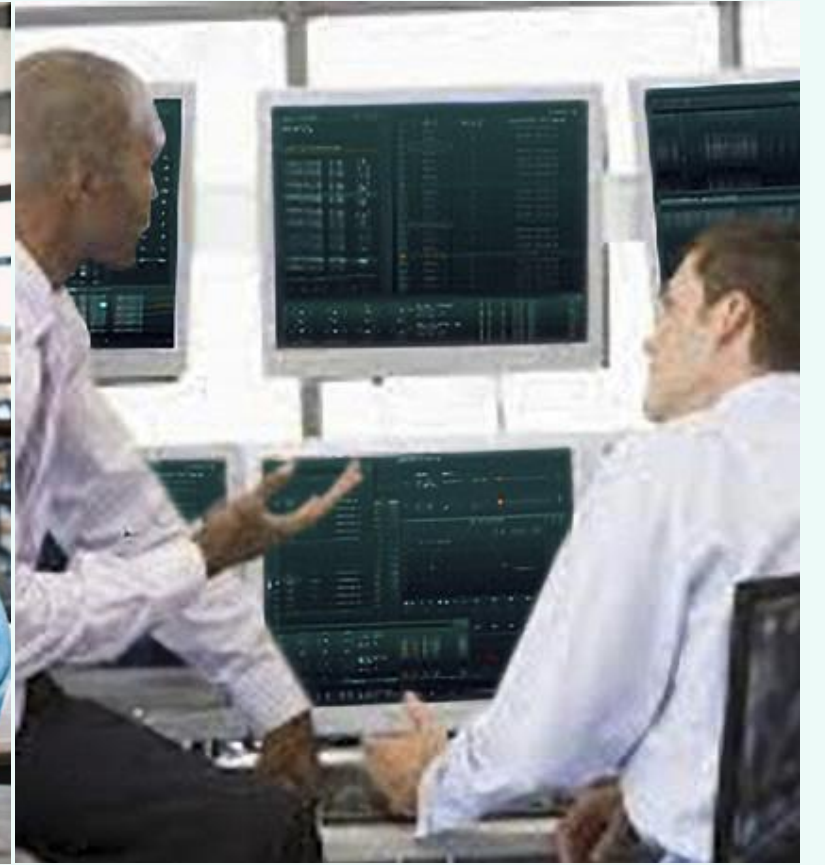
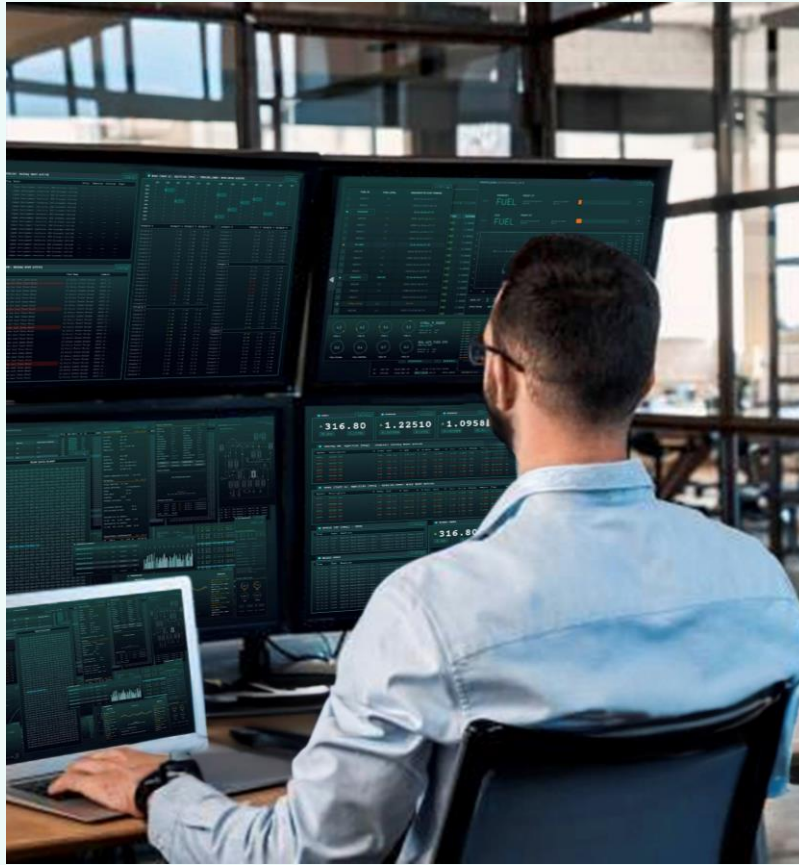
We want to change the negative perception of the crypto market to help start the next bull run.

Our vision is a reimagining of the industry in the eyes of Wall Street, the mass media and the financial regulators who inhibit blockchain's boundless potential.

Mission

Our mission is to **help facilitate the next bull run for cryptocurrency through:**

- Creating a bridge between Wall Street and the crypto industry
- Enabling global adaption of cryptocurrency
- Converting reluctant investors into blockchain experts
- Bringing the world's first Bloomberg Terminal for crypto to the markets



Giving Wall Street a new perspective over crypto

The Bloomberg Terminal for Crypto

Our crypto research platform follows the same design, functionality, and structure as the Bloomberg Terminal.

The millions of investors familiar with it will finally see crypto the same way they see stocks and bonds.



Our Goals

01

Provide an innovative Terminal for Tracking an Innovative Industry

The world's first Bloomberg-terminal for crypto engineered in the blockchain sphere

Create a bridge between Wall Street and the crypto industry

By supplying institutional investors with familiar tools, technology, and interface styling to monitor developments in bitcoin and other currencies so they can capitalize on the increasing interest in these emerging markets

02

03

Convert reluctant investors into blockchain experts

By providing comprehensive coverage over all innovative blockchain projects, especially the ones solving major problems in society

04

Make cryptocurrency mainstream

By illuminating the world of blockchain, deconstructing its constraints and demonstrating its widespread capabilities and untapped potential

05

Facilitate the next bull run on cryptocurrency

By enabling Wall Street's reimagining of cryptocurrency investment as mainstream and normal

Our Product

Our Bloomberg reminiscent crypto research platform provides Wall Street a digital environment they are familiar with, allowing them to analyze crypto assets the same way they analyze stocks and bonds



Software

Satoshi Terminal Features Suite



Security key
& System



Portfolio Optimization
Tool



Risk Analytics For
Blockchain Projects



Comprehensive
Data Libraries



Command Function
System



News Monitor



Advanced
Analytics



Advanced
Assets Profiles



Advanced
Prior Monitor

Wall Street Level Market Coverage

The Satoshi Terminal will provide full market coverage of the global securities market – a primary need almost all of Wall Street relies heavily on. We also include crypto asset securities and full coverage of the blockchain markets

Stocks

Bonds

Funds

Derivatives

Commodities

Indices

Securitized
Assets

Currencies

Crypto
Assets

NFTs

Cryptocurrencies

Blockchain
Projects

Tokens

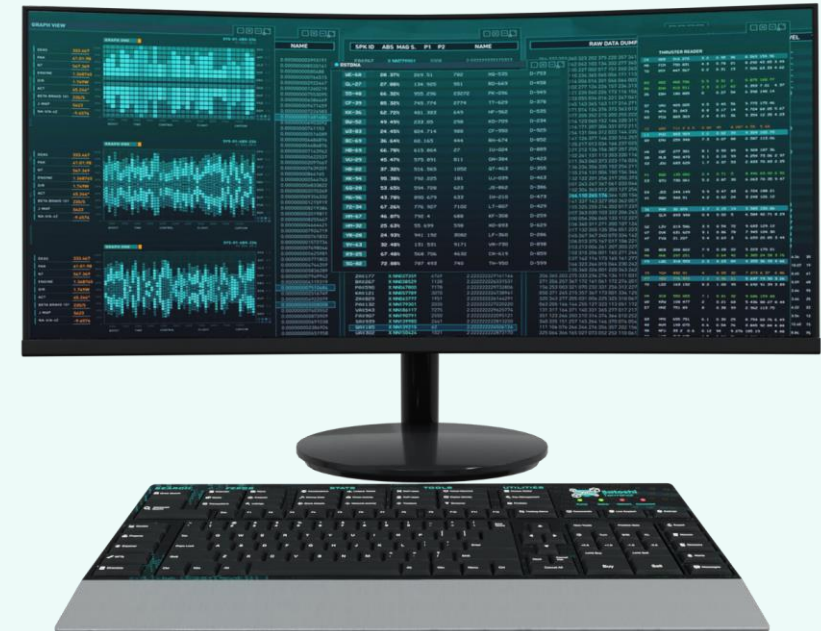
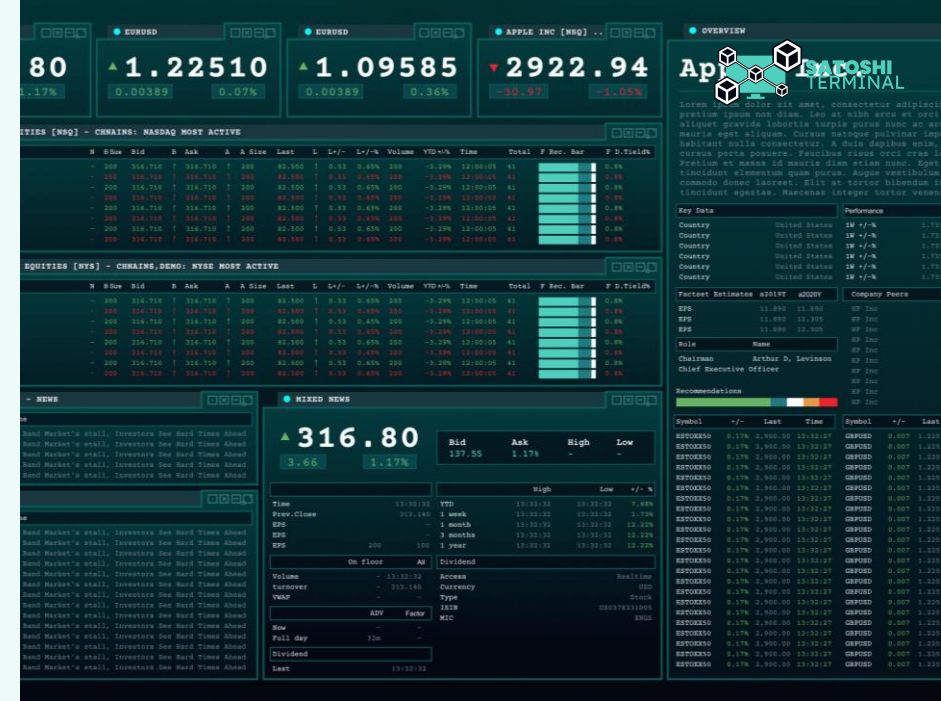
DeFi & CeFi

Chain & Network
Activity

This means Bloomberg terminal users will be able to research crypto the same way – and through a very similar platform – as they research stocks and bonds.

A Wall Street-Tailored Interface

Also designed by former Bloomberg Terminal engineers, our user-interface allows large investors to navigate the blockchain markets from an environment they are familiar with



Hardware

The blockchain keyboard is a custom keyboard that can be used with the software.

- Same functionality as the Bloomberg Terminal keyboard
- Keys to accommodate crypto and blockchain research
- Instant access to the cryptocurrency industry and the blockchain universe
- Institutional grade hardware, extensive hotkey selection, and enhanced connectivity

The World's First Blockchain Keyboard



Bloomberg Terminal Keyboard for comparison

Bloomberg's



Tailored for quick access to Stocks, Bonds, and Derivatives

Satoshi's



Tailored for quick access to Stocks, Bonds, Derivatives, **Crypto Assets**, **Blockchain Projects**, and more

Pricing Strategy

We can provide an industry low price of

\$840 Annually per User Subscription

Our hardware (blockchain keyboard + monitor hardware) is still in the planning stage.

Once we have completed prototyping, we will pursue a strategic partnership with a peripherals manufacturer to facilitate a highly-afford one-time price for the hardware.

Affordability solution for 2 major markets

Wall Street *-can save a fortune*

Our industry low price can save institutional investors thousands each month by switching to us instead of the Bloomberg Terminal.

Emerging Markets *- an affordable solution*

For financial institutions in parts of the world for which high-demand services have previously been cost prohibitive allow them to gain access to the crypto asset market and blockchain industry which creates more liquidity in the crypto market.

The affordability of our solution will enable us to maximize our business potential in two market segments.

Opportunity to expose crypto to millions of new investors

Industry standard

\$2250 monthly

Less than 1/10 of investors can afford expert-level coverage



Satoshi Terminal

\$70 monthly

All investors can afford expert-level coverage



Through our affordable Bloomberg Terminal alternative, we can provide an outlet enabling millions of investors in emerging markets to be directly exposed to crypto and blockchain markets.

Introducing Crypto to the Emerging Markets

This pricing strategy is designed to capture entire untapped markets by making the Satoshi Terminal affordable for millions of investors in regions of the world that are unable to afford the highly desired 'full market coverage', exclusively provided by the unaffordable Bloomberg Terminal.

Regions for easy exposure to crypto markets

Competitive Analysis

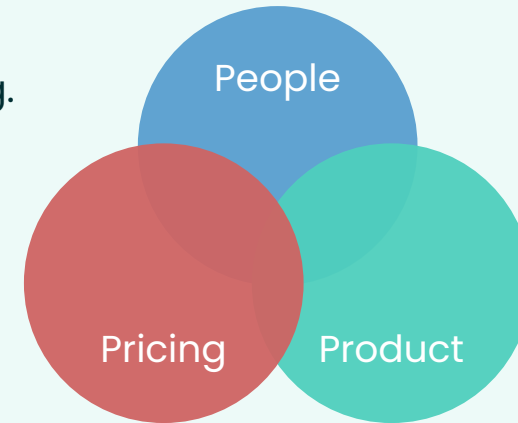
We will be the **first financial software platform** that provides an **equivalent level of industry coverage** and similar features and functionality as the Bloomberg Terminal.

We are not looking to compete with the Bloomberg company. Instead, we want to corner the market of investment firms that can't afford their exclusive service, by providing a similar level of service for a fraction of the price.



Competitive Edge

The strength of our offering is found in our people, our product, and our pricing. Together, they offer a solution that cannot be matched by industry peers.



We will be able to outperform any potential competitor due to the collective advantage of the following:

Our former Bloomberg Terminal engineers

Our unrivaled coverage of the crypto market

Our platform's exclusive features

Our platform as a centralized source of cryptocurrency coverage

Our platform's institutionally tailored interface






Our industry low pricing



Competitive Landscape - Features


Our competition falls into two categories: 1) Existing solutions for crypto asset coverage 2) Existing Wall Street solutions.

Feature comparison to competitors providing crypto asset coverage

Bloomberg Terminal (core features)					
Full Market Coverage	✓		✓		
Terminal Station	✓	✓			
Security Key and System	✓	✓			
Trading Keyboard	✓				
Institutional Grade Interface	✓		✓		
Command Function System	✓				
Advanced Analytics	✓		✓	✓	✓
Advanced Asset Profiles	✓		✓		
Portfolio Optimization Tools	✓				
Advanced Price Monitor	✓	✓	✓	✓	
News Aggregator	✓	✓	✓	✓	✓
Advanced Visualizations	✓		✓	✓	

Competitive Landscape - Pricing

Pricing vs Attribute comparison with existing Wall Street platforms

Market Research Platform		Bloomberg Terminal	Factset	Capital IQ	Refinitiv	MSCI	Quandl	YCharts	Sentio	Xignite
Annual Pricing	\$840	\$27,000	\$12,000	\$13,000	\$22,000	\$7,500	\$35,000	\$6,000	\$12,600	\$17,000
Key Attributes	First crypto terminal - Industry low prices	Market leader - lacks crypto coverage	Bloomberg Terminal alternatives, lacks full coverage over crypto assets and blockchain							
Market Share	n/a	68.7%	7.9%	2.3%	11.2%	5.6%	>1%	>1%	>1%	>1%

Sales Strategy



Sales Team



Our sales team includes a **seasoned sales associate** with responsibility to:

- find any investment bank
- contact their corporate communications to arrange a meeting with the department manager to discuss a potential demo meeting.



Our sales pitch is enhanced by our ability to provide an indispensable service at an industry **low price**.



Customer Acquisition Strategy

After the completion of our minimally viable product (MVP) and beta testing

For meetings that involve potential clients retaining branch licenses of over 20 users (\$840*20)

Our sales associates will **schedule demo meetings over zoom with prospective clients.**

The Sales Director will be in attendance to accommodate questions.

Every member of our sales team will be empowered to deal with our customers' requests in such a way that no customer will be dissatisfied.

Problem solving will be encouraged throughout the organization.



Customer Acquisition Tactics

We will utilize the following techniques to turn prospects into customers:



Free Demo
Appointment
over Zoom



Free 30-day trial
for all licenses



Customer
Support staff
assigned for any
orders
(\$10,000+)



Team
onboarding
Support



Dedicated
Customer
Success
Manager

Identified User Prospects

We currently have **1,032 user prospects** on our waiting which is composed of highly interested professionals who work in financial markets in various capacities:

Institutional Investors

Investment Banker

Broker Dealers

Retail Traders

Hedge Fund Associates

Private Equity
Associates

Financial Advisers

Portfolio Managers

Family Office Associates

Private Investors

Commercial Bankers

Venture Capitalists

C-Suite or Executives

Fintech Startups

Professional Traders

Market Analysts

Financial Journalists

Accountants/CPAs



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