



An Introduction to Phundex Limited

The Current Problem

Current processes to assemble and manage complex financial transactions are inefficient and costly, giving rise to considerable operational risks.

Ensuring data integrity, effective communication, and getting the mundane tasks of administration and reporting right amongst internal and external stakeholders are all common pain points:

1. Coordination across the multiple stakeholders required to develop and administer investments is time-consuming;
2. Data and documents are not stored in a central location accessible by all shareholders;
3. Highly manual processes using multiple tools are inefficient and slow down the route to market; and
4. Lack of streamlined processes and coordination lead to increased operational risk.
5. Controls to manage critical risks not directly aligned to processes; detailed procedures manuals not aligned to crucial controls and daily operations, leading to manual work to document rules against procedures

Our Vision & Mission

Our Vision is to reduce the time and cost, and operational risks within the end-to-end investment process through digital pathways that enhance collaboration.

Our Mission is to create an integrated ecosystem, in collaboration with the industry, for digital origination and administration across the investment lifecycle.

The Phundex Solution

Phundex streamlines and simplifies transactions and processes in a central platform. This improves efficiency and reduces operational risk. It also enables real-time collaboration between issuers, advisors, administrators, and investors, through the whole investment lifecycle. Customers use fully customisable transaction pathways to structure their process and transaction management and administration. Data and documents are added as specific tasks for processes and controls, simplifying data gathering and analysis for reporting. In addition, user permissions ensure each stakeholder has access to only the information they need, when they need it, leading to improved due diligence and information governance.

Market Opportunity

Our initial focus is on the following target markets, although the Platform's functionality extends beyond the investment marketplace.

VC's and Family Offices

- The VC market's total funding hit \$130 Bn in 2020, a 14% YoY increase in the US alone.
- The Family Office market revenue was \$11B in 2019 and will reach \$16.7B in 2025, with a CAGR of 7.09% during 2020-2025

Professional Services

- The global professional services market size is expected to grow from **\$5.03 trillion in 2020 to \$5.43 trillion in 2021** at a compound annual growth rate (CAGR) of **7%**.

Funds & Fund Administration

- In Jersey and Guernsey alone, there are ~800 Funds with NAV of £361 bn (Jersey) at June 2020 and ~832 Funds with NAV of £246 bn (Guernsey) at the end of 2020, 486 regulated funds services business & 809 trust services businesses Jersey), and 686 investment licensees (Guernsey)

Innovation Hubs and Incubators

- There are +15K active government incubators, +10K accelerator programs and ~286K campus accelerators globally;
- Horizon Europe has committed to invest Euro 95.5 Bn in research and innovation start-ups between 2021 and 2027

Go-to-Market Strategy

We focus on B2B customers in the financial and professional services fields first, where we have extensive experience. Our team, advisors and partners have a vast network of potential clients across these user types. In addition to targeted prospective client lists, we focus our sales, marketing and social media campaigns on our designated target markets and how they can benefit by using Phundex. We will focus on the online marketing campaign and direct email contacts with our existing client network across the various user groups.

Revenue Model

Phundex is a SaaS product, generating revenue through onboarding and licensing fees. Phundex customers will pay an upfront one-time onboarding fee to Phundex, varying from 1,000 to 4,000 pounds sterling per client. Licence fees are forecast to be 50 pounds sterling monthly for each user on the Phundex Platform, with a minimum number of 5 users per client, increasing in scale dependent on the subscription category.

Investor opportunity

In research and development for the past two years, our Founder has provided the initial funding for Phundex. In addition, we recently negotiated loan financing to commence the build of Phundex 1.0.

We are now looking for £1.5m/ USD2m for the next 12 months (Horizon 1), enabling us to build out Phundex 1.0, the initial build of our highly extensible Platform with some integration features. We are working with Foundational Clients to enhance the functionality of the existing beta platform and focus on user experience and reporting requirements. A further £1.5 m/USD2m for the subsequent 12-month period (Horizon 2) will enable us to develop additional functionality, API connectivity and an enhanced reporting capability, all as add-ons to upsell to clients. The Founder has a flexible approach to the form of investment, including debt, equity, partnership and joint venture opportunities.

For More Information

For a detailed investor pack and to discuss partnership and investment opportunities in Phundex, please contact Heather-Anne Hubbell, CEO at Phundex Limited +44 791 935 2548 or heather-anne@phundex.com.