



INTRODUCING PHUNDEX

Creating an end-to-end digital pathway that supports collaboration between issuers, advisors, administrators, and investors, through the whole investment lifecycle

June 2021



THE CURRENT PROBLEM

Current processes to assemble and manage complex financial transactions are inefficient and costly, with considerable inherent operational risk

Co-ordination across the multiple stakeholders required to develop and administer investments is time-consuming



Data and documents are not stored in a central location accessible by all stakeholders



Highly manual processes using multiple tools is inefficient and slows down the route to market



Lack of controls for processes to manage key risks leads to increased operational risk

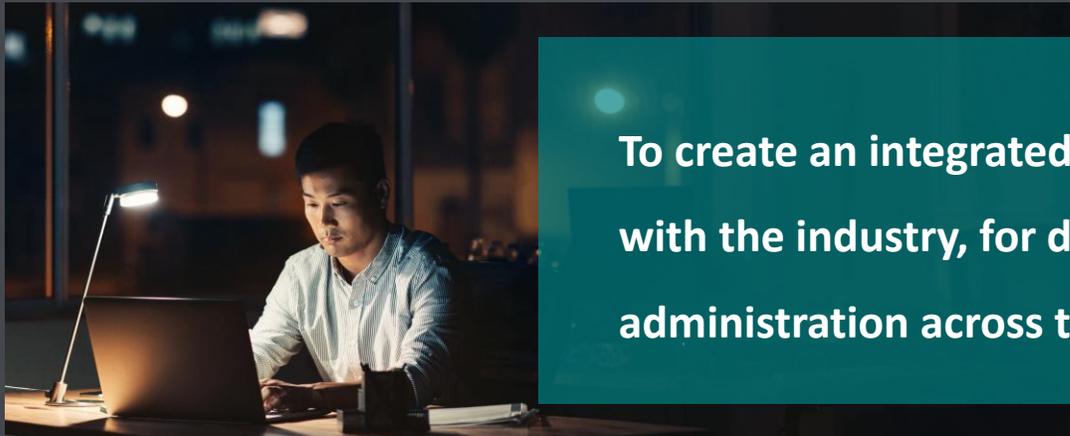


OUR VISION



To reduce the time and cost as well as the operational risks within the end-to-end investment process, through digital pathways that enhance collaboration

OUR MISSION



To create an integrated ecosystem, in collaboration with the industry, for digital origination and administration across the investment lifecycle

OUR SOLUTION

Phundex supports digital collaboration among issuers, advisors, administrators, investors and those with financing needs



Phundex – streamlining and simplifying transactions and processes in a central platform to improve efficiency, reduce operational risk and enable real-time collaboration across all stakeholders



Phundex – transaction management and administration based on fully customizable transaction pathways to support your processes
Controls aligned to processes to manage risks efficiently

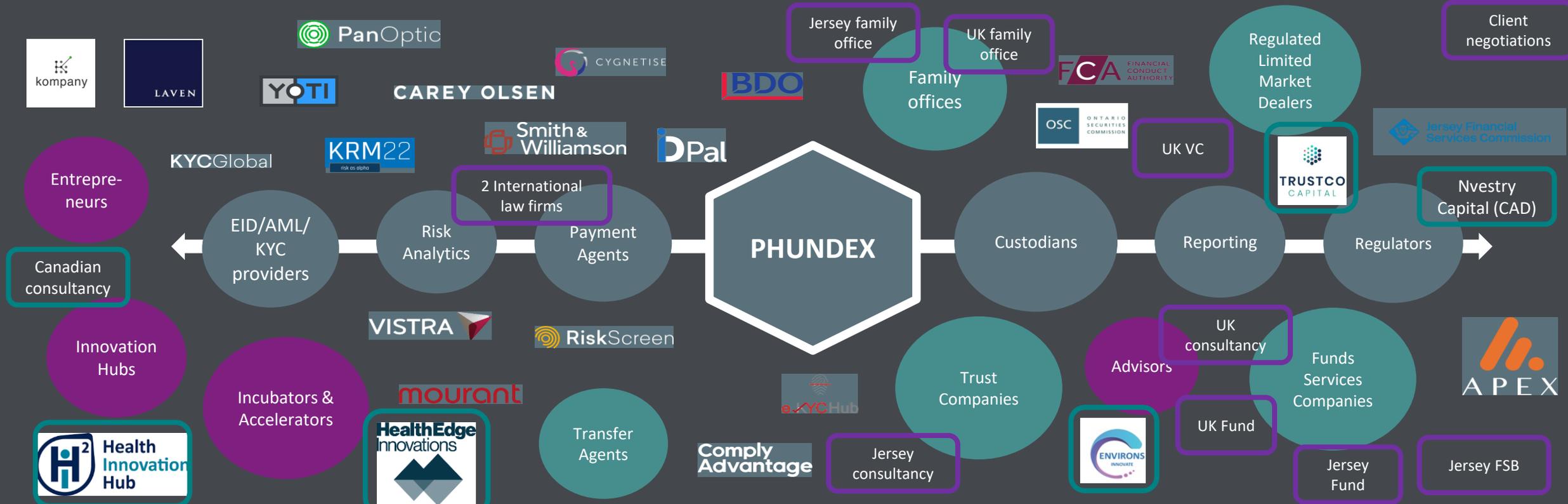


Phundex – a single source of data and documents. User permissions ensure each stakeholder has access to only the information they need, when they need it leading to improved due diligence and information governance



Data and documents captured as required for your processes, simplifying data gathering and analysis for reporting
Controls mapped to processes on a real time basis

THE PHUNDEX NETWORK



Innovation & Incubators Angel Investors & VC's

- Horizon Europe will invest €95.5B in research and innovation start-ups between 2021-2027
- There are +15K active government incubators, +10K accelerator programs and ~286K campus accelerators globally;
- In the US alone, the VC market's total funding hit \$130 Bn in 2020, a 14% YoY increase.

Family Offices & Advisors, Professional Services

- 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
- 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

- ~800 Funds with NAV £361 bn (Jersey) at June 2020
- ~832 Funds with NAV £246 bn (Guernsey) end 2020
- 486 regulated funds services business & 809 trust services businesses (Jersey)
- 686 investment licensees (Guernsey)

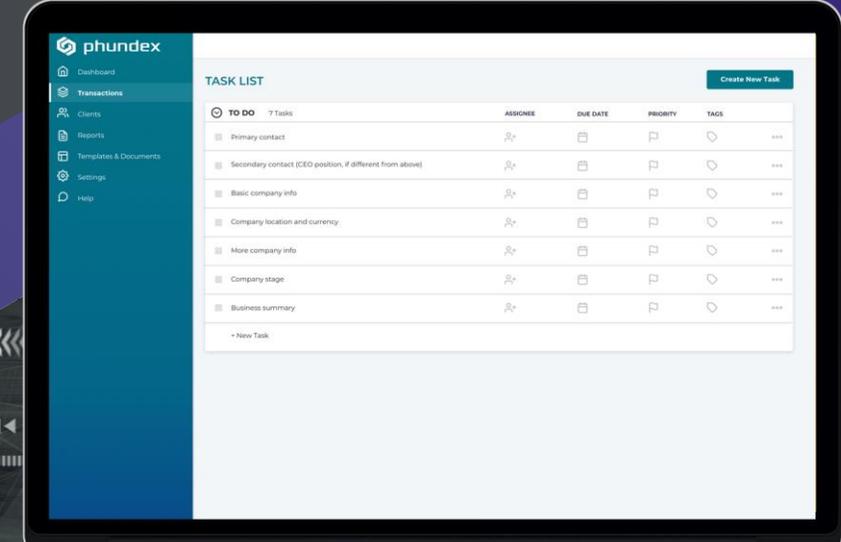
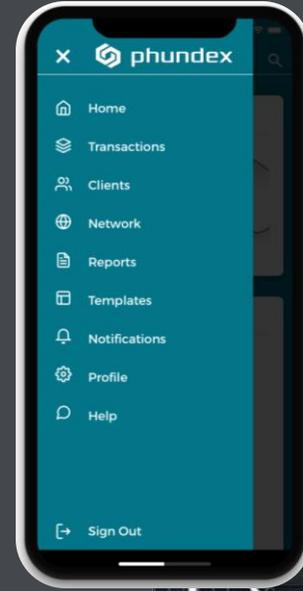
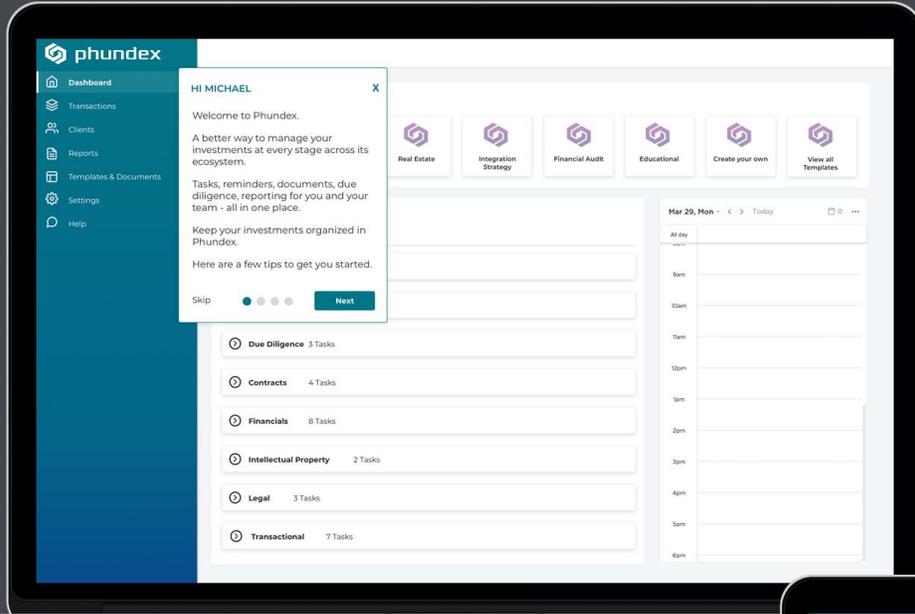
Phundex is a customizable SaaS platform that automates processes and enhances collaboration across the investment ecosystem.

Costs

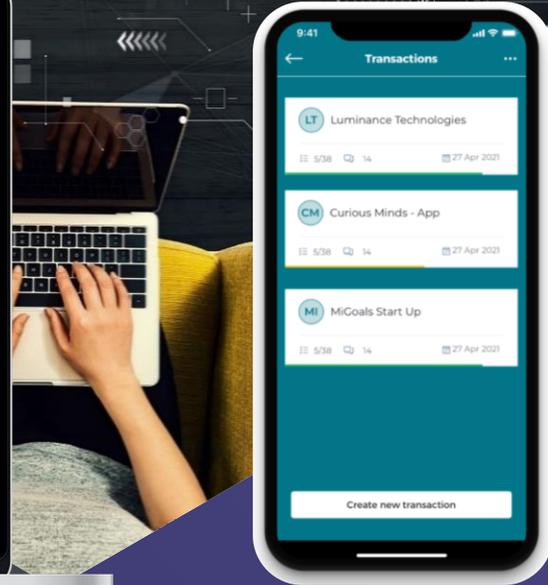
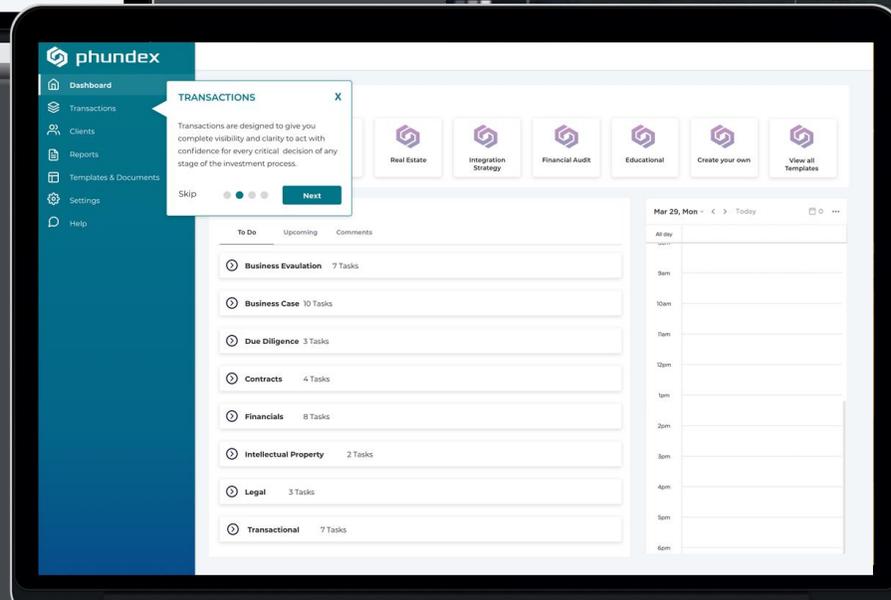
- Sliding scale onboarding fee + licensed user and data volume subscription
- Customization available for specific client requested api's
- Customisation available for transaction and process pathways by arrangement



Phundex 1.0 preview



- Beta platform complete
- Phundex 1.0 in build mode
- September Release
- Regular client prioritized enhancements throughout 2022



SaaS

OUR DEVELOPMENT, MANAGEMENT & ADVISORY TEAM



Heather-Anne Hubbell, CEO

- Founder, designed original concept for Phundex
- Assessment of requirements for regulated clients
- Regulatory, client and partner liaison
- Product Owner

<https://www.linkedin.com/in/heatherannehubbell/>



**Gailina Liew
Governance Advisor**

- Review of Data governance requirements and decisions regarding data storage locations
- Business approach validation
- Overall governance validation and verification

[Gailina Liew | LinkedIn](#)



**Ellen Davis
Operational Risk Advisor**

- Operational Risk assessment and functional requirements
- Recommendations on data room requirements
- input into design & governance of template documents

[Ellen Davis | LinkedIn](#)



**Brian Lynn
Technical Advisor**

- Guidance on SaaS models & FinTech business approach
- Review of overall investor & client approaches
- Analytics guidance

[Brian Lynn | LinkedIn](#)



**Jouni Sarjanen
Advisor to CEO**

- Review & sign off of Strategic architecture Design
- Strategic Technology Advisor
- Funding Strategy Advisor to CEO

<https://www.linkedin.com/in/jounisarjanen/>



**Peter Ritchie,
CFO & CRO**

- Designed Financial Governance Model
- Developed 5 year forecasting model
- Built financial valuation model
- Annual Financial Management

<https://www.linkedin.com/in/peterhritchie/>



**Jay Jolliffe
Head of Innovation (interim)**

- Co-developed innovation management process
- Contractual negotiations with co-creator incubator client
- Venture developer and innovation management research and competitor analysis & design

<https://www.linkedin.com/in/jay-jolliffe-36a8a1150/>



**David Kelly,
Analytics**

- Designed Beta analytics & platform requirements
- Developed data and user permissions requirements
- Developed and tested beta platform requirements
- Analytic expert consultant

<https://www.linkedin.com/in/davidkerrkelly/>



**Joseph Ferenbok
Innovation Advisor**

- Innovation Management System Requirements
- Incubator & Innovation pathway design
- Translational research to commercialisation process

[Joseph Ferenbok, PhD | LinkedIn](#)



**Andrew Tiernan
Strategy (Interim)**

- Designed strategy and commercialisation approach
- Validation of Phundex concept in Australian and Asia markets
- Located Technology Partner
- Interim Product Owner

<https://www.linkedin.com/in/andrew-tiernan-%E9%99%B3%E9%B5%AC%E9%A1%AF-93635516/>

OUR PARTNERS

Phundex is also building an extensive Partner Network



DB Results

Technical Partner



Digital Business specialists with expertise in the complexities and challenges businesses face today, delivering solutions that drive successful results.

goWorkhorse

Beta Platform Technical Partner



Workhorse partnered with us to develop the Phundex beta platform, which it continues to support

Environs Group

Commercial Marketing Partner

Co-creator client of Beta Platform- administration and due diligence

Commercial partner for innovation and innovation sale



Image Matters

Brand & Marketing Partner



Based in Jersey, Channel Islands, Image Matters is a full-service digital marketing and design agency. Working with clients as a partner to grow business.

Additional Partners

We are currently completing documentation or in negotiations with technical suppliers and professional & commercial partners

Health Edge Innovations

Innovation/Incubator & Health Partner

Co-creator client for innovation management and incubator clients

Commercial partner for innovation sales





phundex

For a demo of Phundex, contact: admin@phundex.com

To subscribe to our newsletters and announcements, it's: hello@phundex.com

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