

MOONFARE

Democratizing Private Market Investing

Private Markets have outperformed public markets across all economic cycles

10-year annualized IRR for global buyout funds vs. US public market benchmark

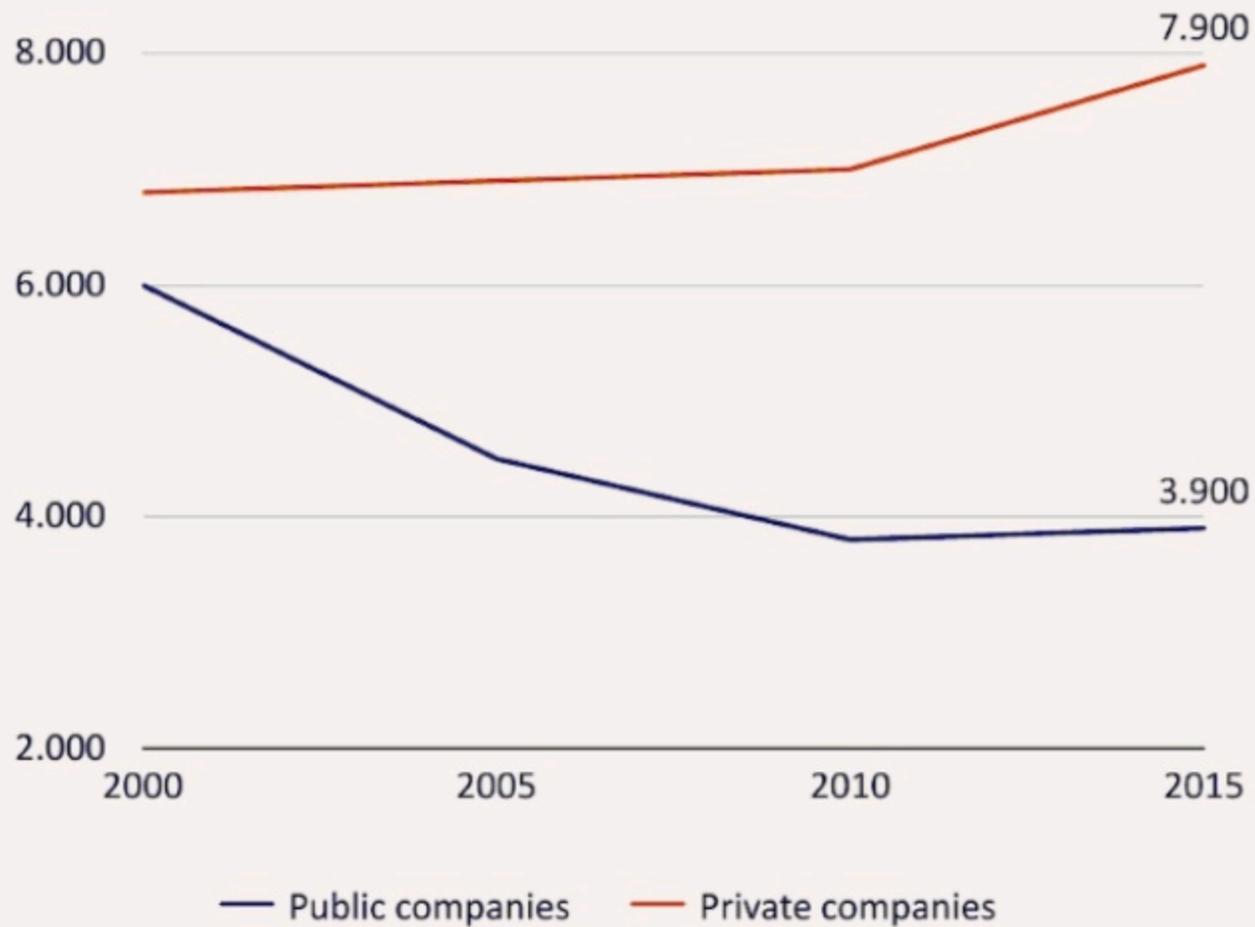


Note: PME is a public market equivalent based on the Long-Nickels methodology
Source: State Street Private Equity Index, cited in Bain 2020 Global Private Equity Report

The universe of privately held companies is steadily growing ...

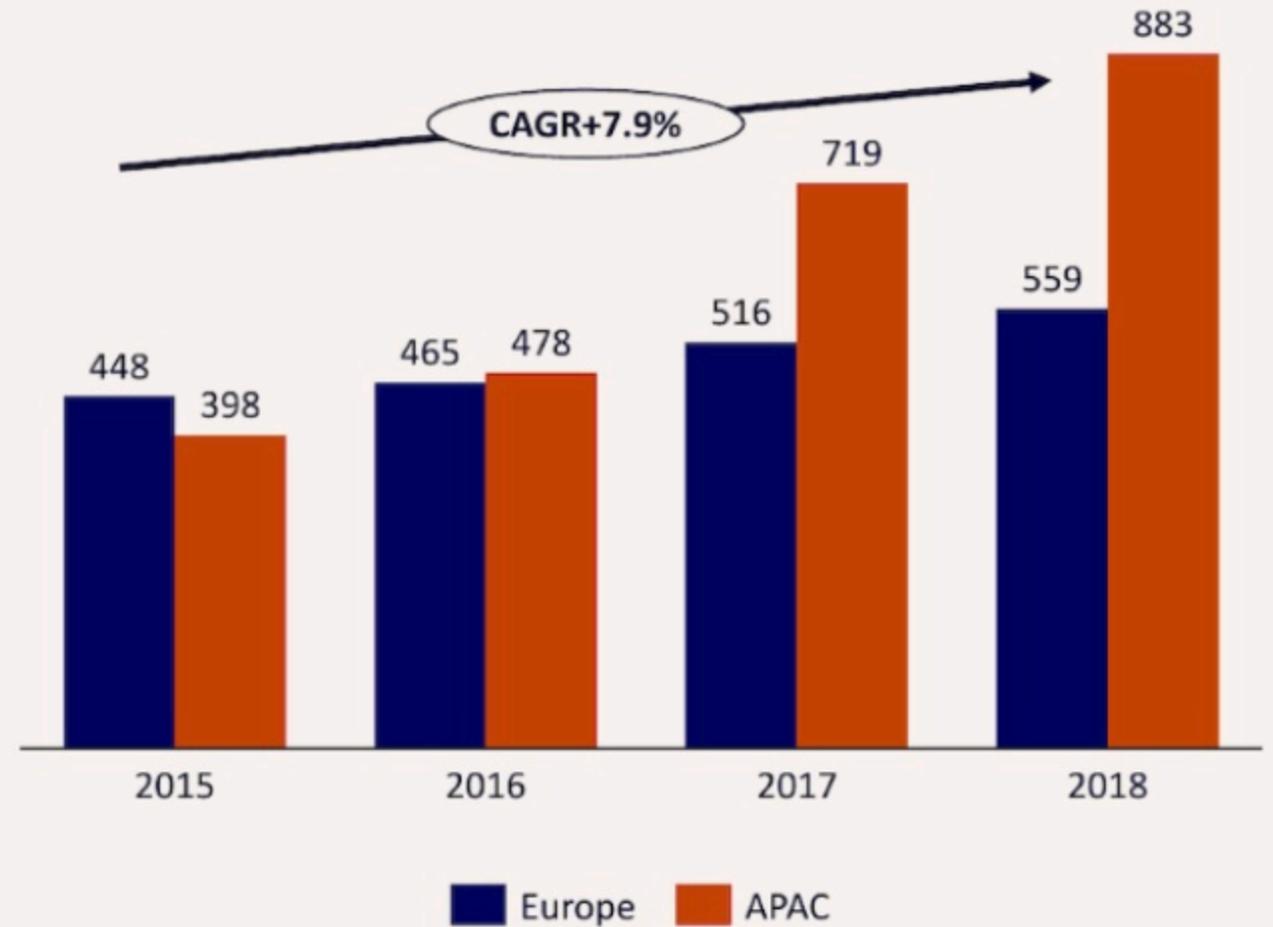
... leading to an all-time high in assets that are being managed by Private Equity companies

The divergence between listed and private companies in the US has increased in the past two decades ...



... increasing the PE AUM to \$ 1,400bn in Europe and APAC in 2018, representing 42% of global PE AUM

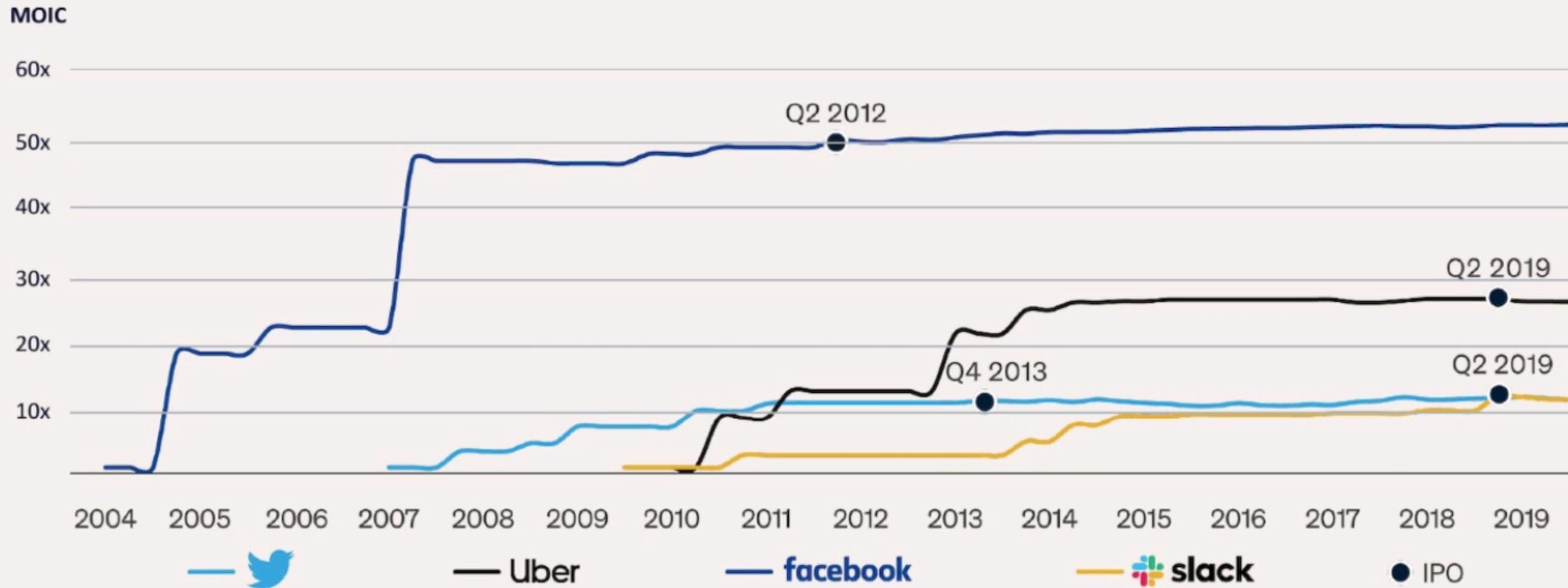
Private Equity Assets under Management (\$ bn)



Source: National Bureau of Economic Research (2020); PwC Private Equity Trend Report (2019); Bain Global Private Equity Report (2020); # of companies refers to US publicly listed companies vs. comparable US privately held businesses with more than \$ 200 m in revenues

Companies are staying private for much longer, with most value being captured pre-IPO

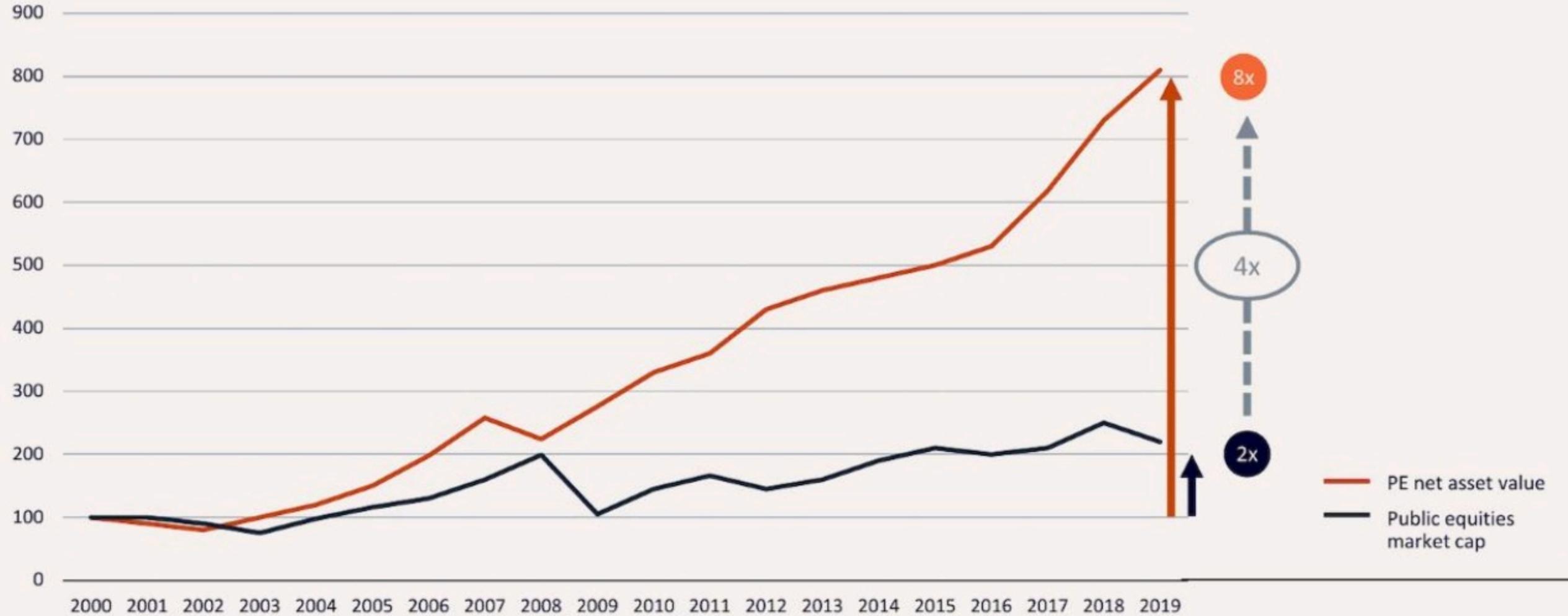
Investment performance of high-profile tech companies during the last decade (MOIC over time)



Comment: Hypothetical Multiple on Invested Capital (MOIC) across time for seed round investments in Twitter, Uber, Facebook, Slack held until end of Q1 2020
Source: Crunchbase, Craft, and Startup Ranking, April 2020; Post IPO share price data sourced from Yahoo Finance

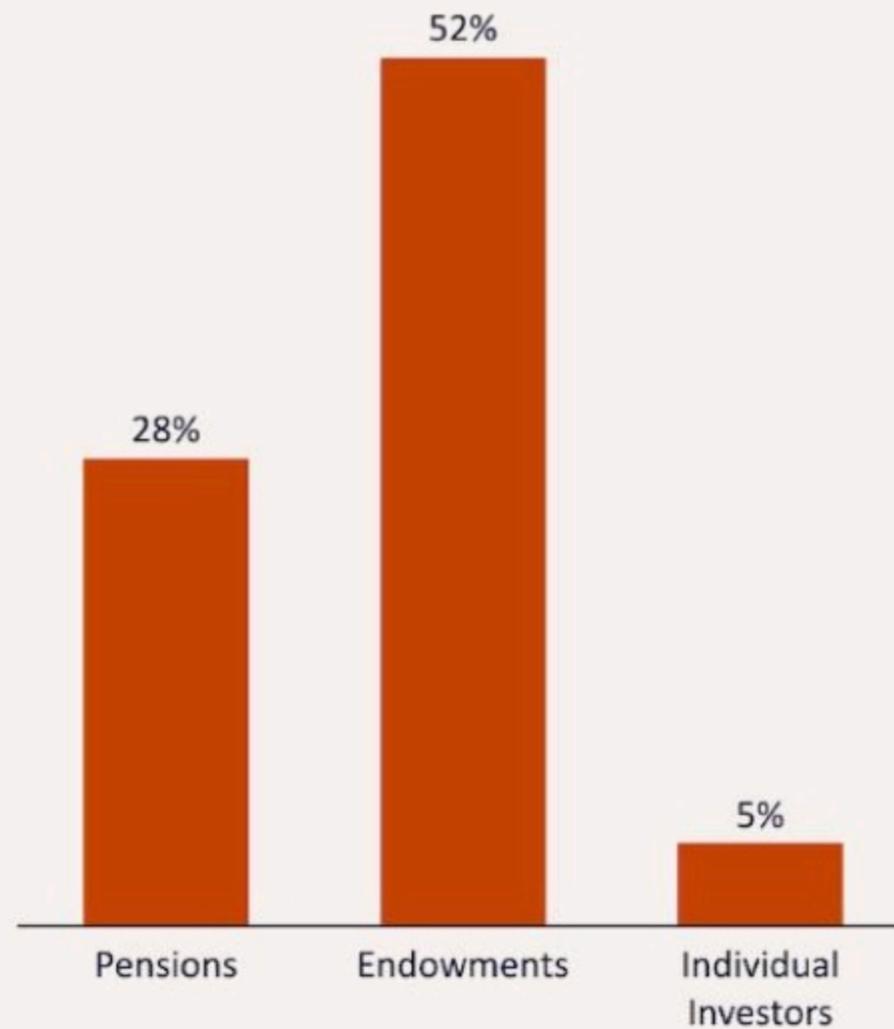
Since 2000, buyout asset value has grown 4 times faster than public equity market capitalization

Global buy out net asset value and public equities market capitalization: indexed to the year 2000



Note: Buyout net asset value based on unrealized value.
Source: McKinsey & Company and Bain, World Bank, Preqin

While institutional investors are taking advantage of this mega trend, individual investors are largely left out
Exposure to Private Markets investments of different investor classes (as % of total assets)



- Institutional investors are investing substantially more in Private Equity and other Private Markets assets compared to High Net Worth Individuals
- Individual investors exposure to Private Markets is limited, mainly for two reasons:
 1. Lack of professional asset allocation / education
 2. Lack of access to high quality supply

Private Markets go retail ...

“As early as 2023, 50% of Blackstone’s
AUM are expected to come from retail”

Blackstone

April 2019, Bloomberg News

Moonfare connects the dots with a unique digital value proposition

Moonfare takes investing into private markets into the digital age



Moonfare delivers its value proposition through two distinct channels



1. B2C Business: Moonfare Direct

- Completely digital process from registration to investing for end-customers
 - Leveraging Moonfare's digital marketing excellence and network effects
-



2. B2B2C Business: Partnerships

- Standard to custom solutions for private wealth management institutions and their clients
 - Leveraging Moonfare's operating and tech know-how to connect and to onboard partners
-

Moonfare makes an illiquid asset class liquid



Traditional model

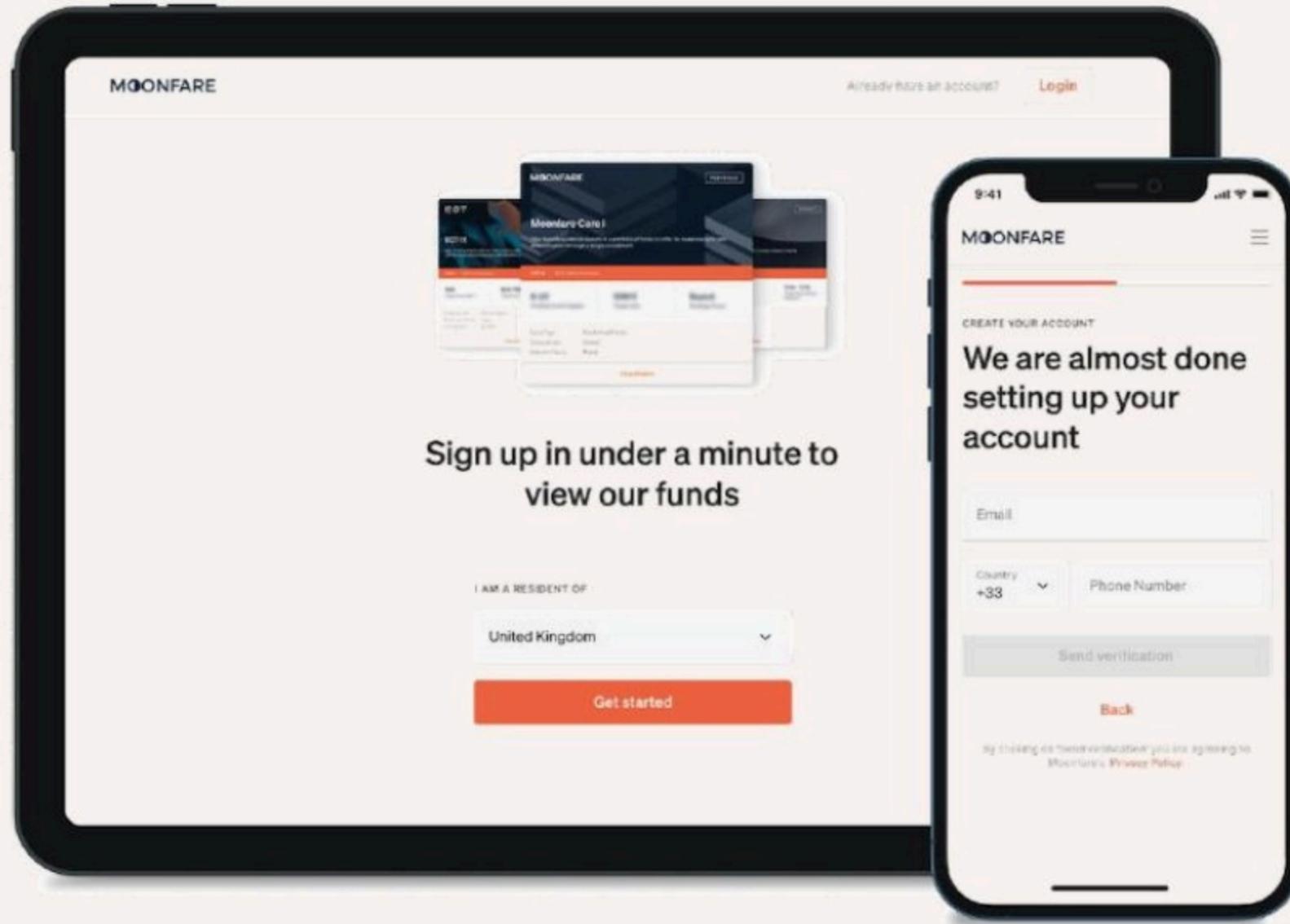
Limited liquidity, as determined by the fund lifecycle, with investor funds typically locked up for up to 10 years



Moonfare's model

Moonfare has created a digital secondary marketplace to allow investors to buy and sell funds throughout a fund's lifecycle

"Easy to access" – Start investing into private equity from anywhere, at anytime

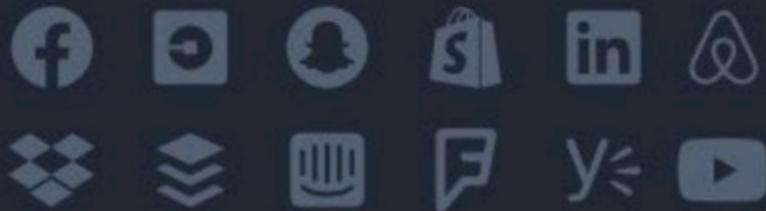


NO BARRIER TO ENTRY

Anyone can sign up by providing email address, phone number and password

PLATFORM AGNOSTIC

Application works on desktop, tablet and mobile devices



Browse the best pitch deck examples.

Brought to you by bestpitchdeck.com — the world's largest library of pitch decks: hundreds of winning presentations from leading startups, updated every week.

[Read more →](#)

Follow us [@pitchdecks](#)    

