

**Revolut**  
personal money cloud

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# Problem

Spending and sending money abroad sucks



Expensive



Inconvenient



Sneaky

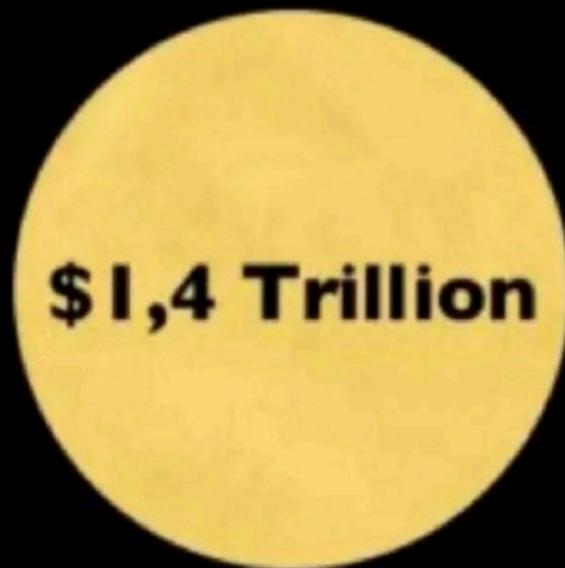


This industry is not disrupted yet.

# Market Size



Cross-currency transactions



Lost due to fees & spreads



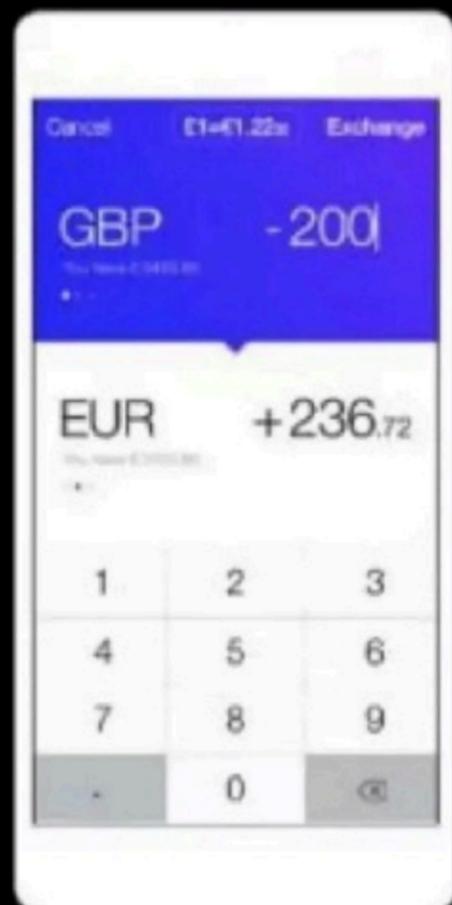
Travellers & Expats



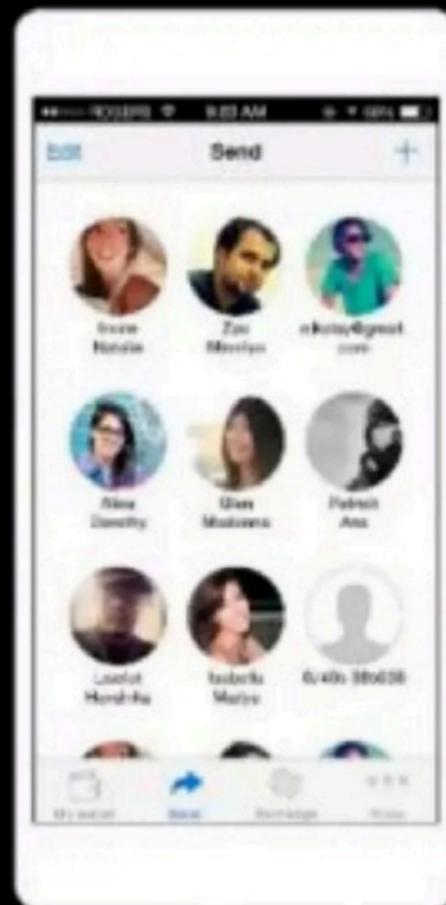
UK is initial target market:  
\$3bln market size & 60mln travelers

# Solution

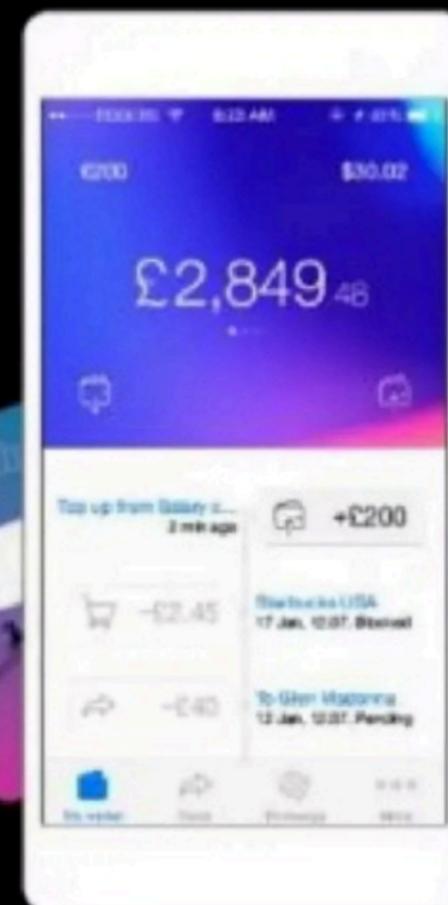
 Exchange



 Send



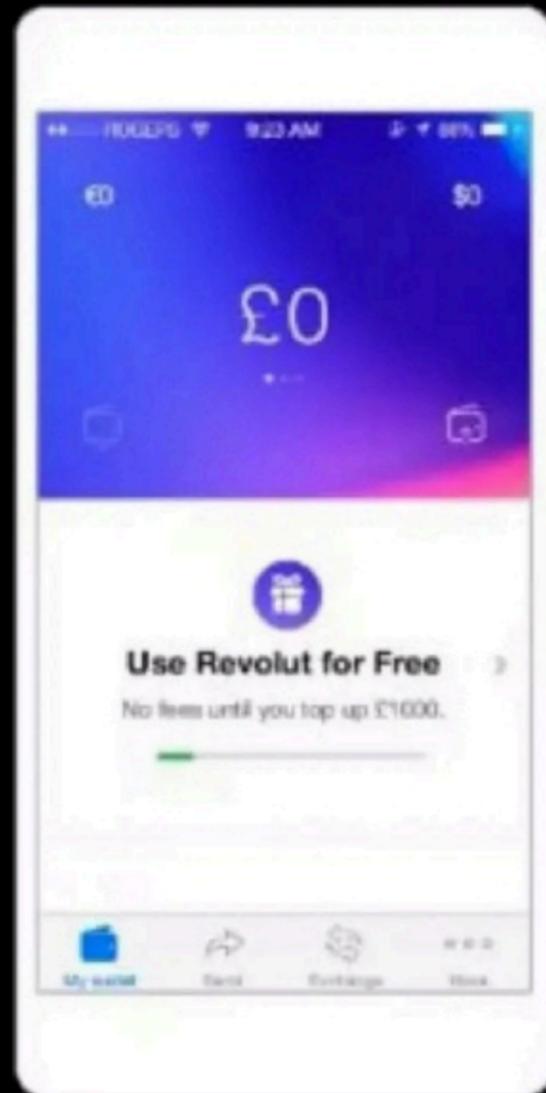
 Spend



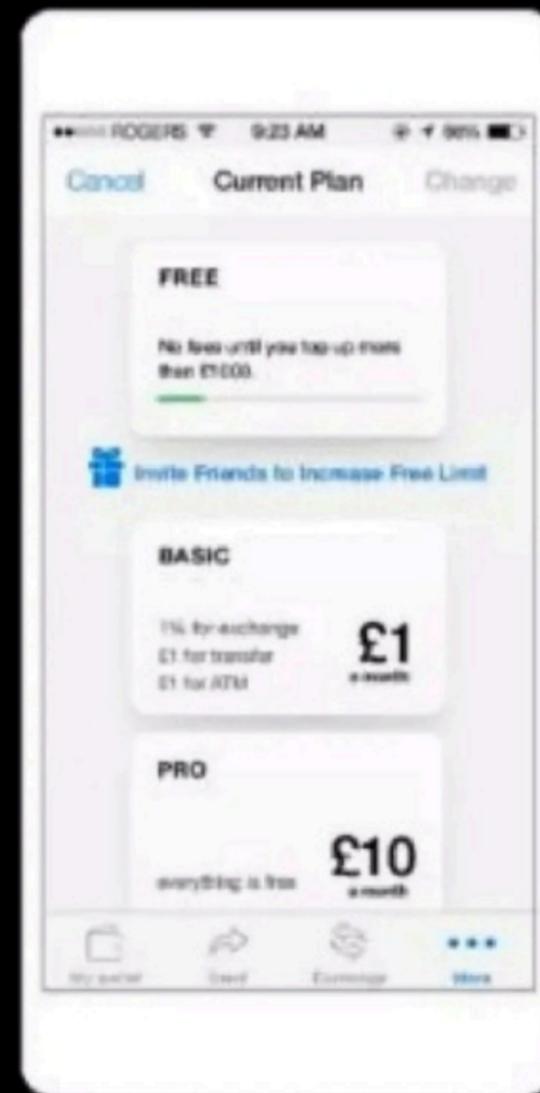
1-minute explanatory video <https://revolut.com>

# Business model

 **Freemium**



 **Viral**

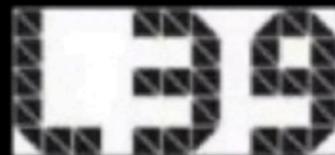


- free currency exchange & money transfers up to £500
- if you need more, invite friends or choose one of the pricing plans
- download the app, receive money instantly & get rewarded

# Marketing

Early Adopters  
(80k+)

TECH  
CITY



Events  
(1m+)



German Fest

Partnerships  
(10m+)

Booking.com



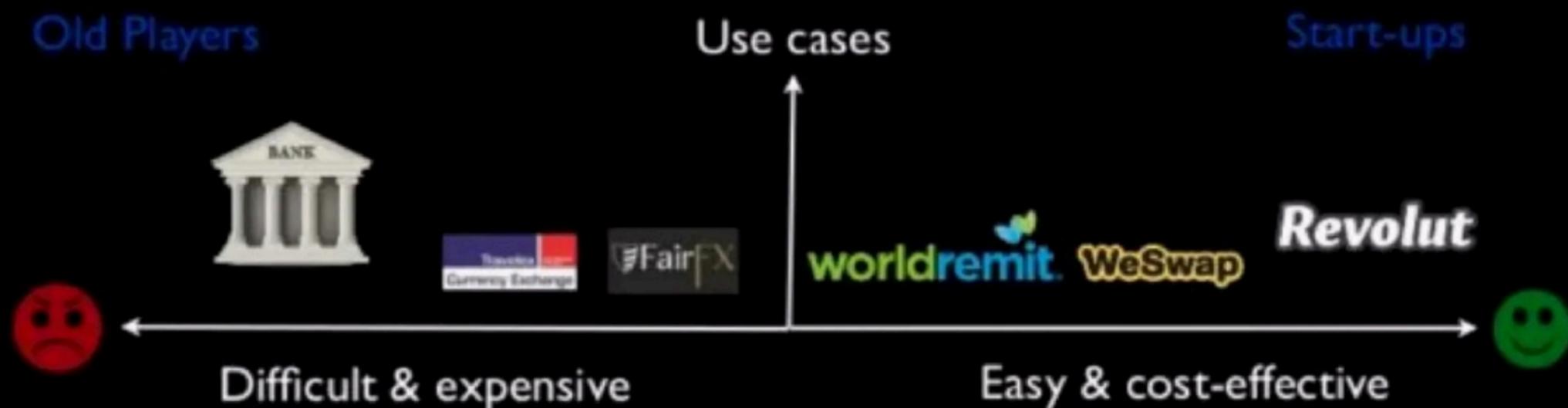
KAYAK

Hacks  
(?)



Initially, we target London Tech City with 80k members through start-up communities.

# Competition



## Example of use cases:

I go to US. Cash is inconvenient, cards are costly.

I want to send \$ instantly without complicated IBANs.

I want to have Euros without Euro bank account.

I want to exchange money instantly, not in 1-3 days.

I want to transfer at the exchange rate that is now.

**Revolut**

**WeSwap**

worldremit.

FairFX



The only product that solves the full cycle of a customer pain.

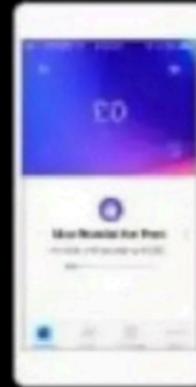
# Why we are better



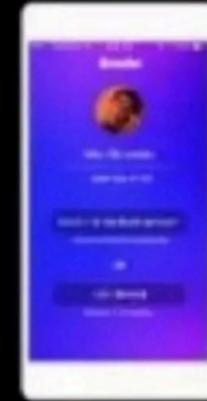
Interbank Rates



Freemium Model



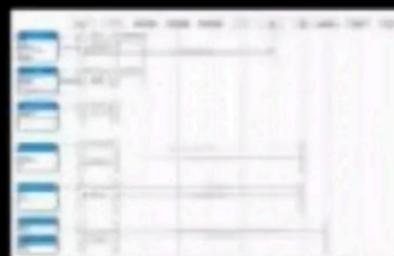
Viral Features



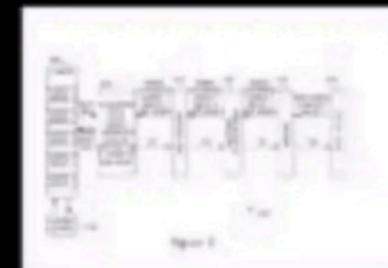
Easy-To-Use



Own Infrastructure



Patent Pending



# Traction



4.8k pre-product subscribers within one month



9 deals including MasterCard for implementation



Finalist at Finovate Europe

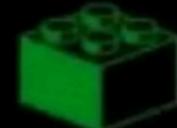
# Projections & Our Ask

KEY SUMMARY DATA	Year 1	Year 2	Year 3	Year 4	Year 5
Newly Acquired Customers	20,000	40,000	80,000	120,000	160,000
Total Number of Customers	20,000	60,000	140,000	260,000	420,000
Paying Customers	5,000	18,000	42,000	78,000	126,000
Average Annual Top-Up	£5,000	£5,000	£5,000	£5,000	£5,000
<b>GROSS REVENUES:</b>					
Use/Non-Use of Card	Year 1	Year 2	Year 3	Year 4	Year 4
1. Interchange Revenue	£90,000	£270,000	£630,000	£1,170,000	£1,890,000
2. Subscription Revenue	£600,000	£2,160,000	£5,040,000	£9,360,000	£15,120,000
<b>Total Revenues</b>	<b>£690,000</b>	<b>£2,430,000</b>	<b>£5,670,000</b>	<b>£10,530,000</b>	<b>£17,010,000</b>
<b>Transaction Costs:</b>					
1. Transaction Costs	£60,000	£180,000	£420,000	£420,000	£420,000
2. ATM Costs	£60,000	£180,000	£420,000	£780,000	£1,260,000
3. Load Costs	£84,000	£252,000	£588,000	£1,092,000	£1,764,000
4. Foreign Exchange Costs	£10,000	£30,000	£70,000	£130,000	£210,000
5. Bank out Costs	£240,000	£720,000	£720,000	£720,000	£720,000
6. Settlement Costs	£7,650	£7,650	£7,650	£7,650	£7,650
<b>Total Direct Costs</b>	<b>£461,650</b>	<b>£1,369,650</b>	<b>£2,225,650</b>	<b>£3,149,650</b>	<b>£4,381,650</b>
<b>Gross Profit</b>	<b>£228,350</b>	<b>£1,060,350</b>	<b>£3,444,350</b>	<b>£7,380,350</b>	<b>£12,628,350</b>
Total Operating Expenses	£250,000	£500,000	£1,000,000	£2,000,000	£2,000,000
User Acquisition Expenses	£300,000	£600,000	£1,200,000	£1,800,000	£2,400,000
<b>Net Profit (Loss)</b>	<b>-£321,650</b>	<b>-£39,650</b>	<b>£1,244,350</b>	<b>£3,580,350</b>	<b>£8,228,350</b>



We need £1.5m to make it happen.

# Use of funds

 **Build** a Team (3 developers, designer & marketer)

 **Fund** Freemium model to 60,000 MAU's

 **Prepare** model for a big £££ series A round