

## 2 Broke guys

Victor Trokoudes, Co-founder & CEO



- #5 TransferWise: Head of International
- Harvard (BSc), INSEAD (MBA)



Alex Michael, Co-founder & CTO



- Engineer #5, Tictail Payments leads
- Imperial College London (MEng)



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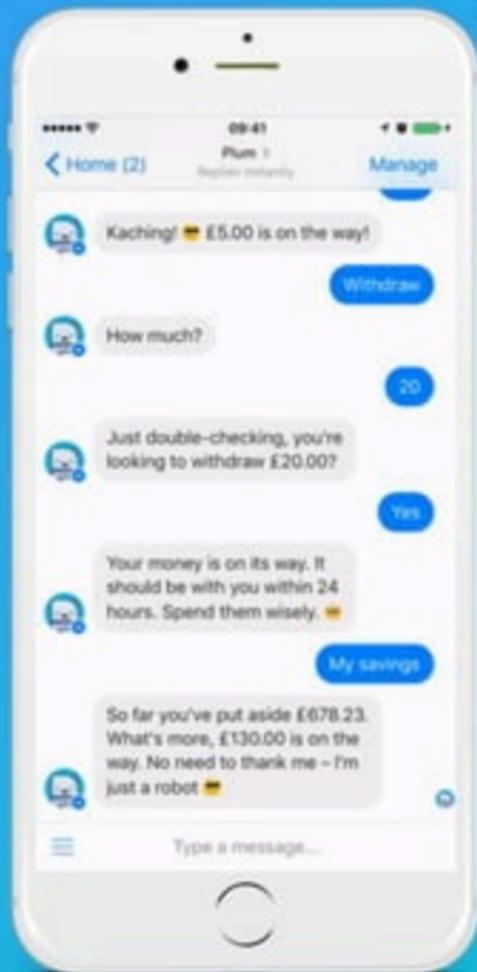


*Power of Nudge: Enabling people to make decisions  
that make them better off.*

*Richard Thaler  
Nobel Economics winner, 2017*

# Meet Plum

*A Chatbot that uses AI to manage peoples money the way they should...*



## In Europe

**100m**

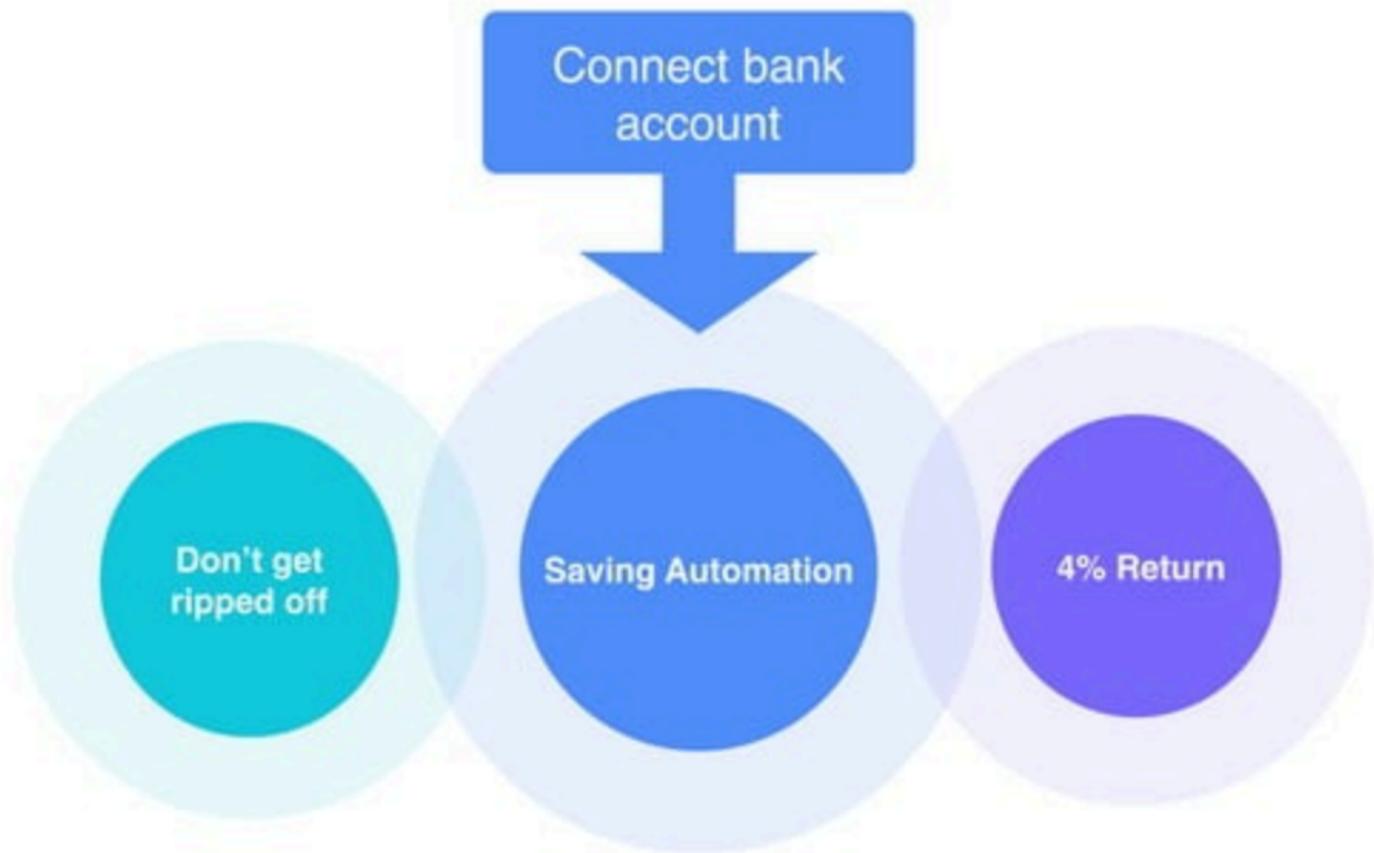
< 3 months in  
savings

**\$120<sub>b</sub>**

n  
Overspent on  
bills

**97%**

savings earn  
< inflation



**20%**

**MoM user growth**

**50%**

**MoM in Savings**



**“I will spend my prize money as  
irrationally as possible.” - Thaler**

**\$1.8m Raised to date**



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