

## What we do

Wealthsimple is Canada's fastest growing **online investment manager**. We target **young professionals** that want a **smarter and simpler way to invest** their savings.

We invest clients' assets in a **fully-diversified portfolio** based on their risk profile. We use technology to simplify the entire investing experience, from account opening to reporting via **web or mobile**.

We charge **35-50 bps on assets** (a lot less than everyone else) and service accounts from **\$5,000 to millions**.

Our team includes tech and finance icons **Prof. Eric Kirzner, Joe Canavan, Roger Martin, David Ossip, and Dan Debow**.

# Team



**Michael Katcher, Founder & CEO**

- Head of Ancestry Canada
- Marketing and Product, 1000memories
- McKinsey & Co. financial services
- "Mover of the Month" by Financial Post



**Dave Nugent, COO & CCO**

- Investment Advisor, RBC DS, shared \$300M took
- Canadian Investment Manager (CIM)
- President of Student Council, Huron



**Rusty Adler, Designer**

- Co-founder, 1000memories, YC alumni
- Wieden+Kennedy creative
- Launched award winning campaigns for Apple, Levi's, Focus Features



**Alex Rescansu, Marketing Director**

- Director of Marketing, Conversion Media, Powered by Search
- Founder, Marketers without Borders, Marketers Unbound



**Kayla Wilson, Associate Wealth Concierge**

- Sales assistant at Raymond James
- Business Marketing at George Brown
- Canadian Securities Course Candidate



**Brett Huneycutt, COO**

- Co-founder, 1000memories, YC alumni
- Director of Product, Ancestry, Stripe
- McKinsey & Co. financial services
- Rhodes Scholar



**Bruno Vivet, CTO (pending)**

- Founder, Genius Scan, mobile scanning app with 5M downloads and 2M MAUs
- Engineer, 1000memories, Ancestry, Amazon
- MS in Computer Science



**Peter Graham, Engineer**

- Engineer, 1000memories, Ancestry
- Mobile developer at AOL Pro in Tokyo
- Computer Science at Colby College



**Kate Murphy, Engineer**

- Hacker School and HackLabTD
- Loves Learning Code
- Engineer, Virgin mobile, Korad Group



**Huda Idress, UX Designer**

- First designer, Wattpad
- Lead designer, Wive Accounting

## Advisors



**Joe Cameron, Advisor**

- Former CEO, Assante Wealth Management
- Founder, Synergy and GT Global



**Roger Martin, Advisor**

- Former Dean, Rotman Business School
- Former co-head of Monitor Company



**Prof. Eric Kirzies, Investment Committee**

- Chair in Value Investing at Rotman
- Author of 13 books on investment finance
- Founder of the Easy Chair Portfolio



**Christian Lissonde**

- Managing Partner, Impression Ventures
- Managing Director, Next36 Ventures



**David Ostap, Advisor**

- CEO, Constan HCM
- Founder of Dayforce and Workbrain



**Dan Debow, Advisor**

- SVP at Salesforce.com
- Co-Founder, Blythe (acquired in 2012)



**Bryan Kaufman, Advisor**

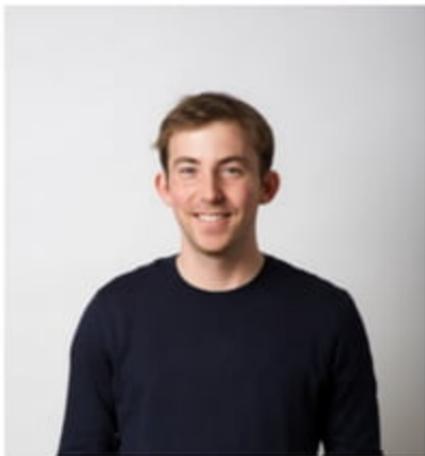
- Managing Partner, Impression Ventures
- Former Managing Partner, Bryker Capital



**Andrew O'Stauz**

- President, Storym
- Former COO, Top Hat, Top Project

## About me



Mike Katchen, @mkatchen

- Wealthsimple
- Ancestry.com
- 1000memories
- McKinsey

In May, we raised a \$2MM seed round. It took us 2.5 weeks to raise from 15 investors. Here are a few tips based on what I think we did right.

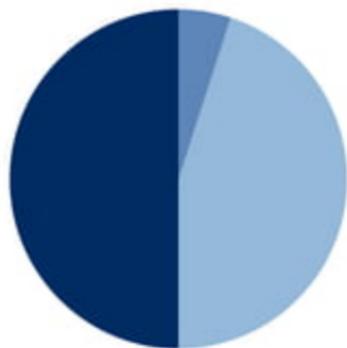
**Table stakes for seed rounds:**

1. Good idea (in a massive market)
2. Killer team

## Tip #1: Find your lead investor early.

Investors follow the herd. They care more about who else is investing than what you do as a company. Don't go broad until you have your lead lined up.

How investors make decisions



- Business plan
- Team
- Other investors

**Tip #1: Find your lead investor early.**

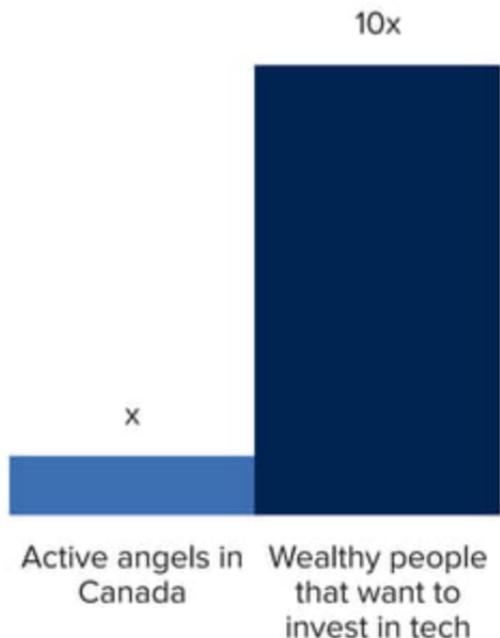


Joe Canavan

- Former CEO, Assante
- Founder, Synergy & GT Global
- "Person of Influence of the Decade"

## Tip #2: Your angel investors don't have to be in tech.

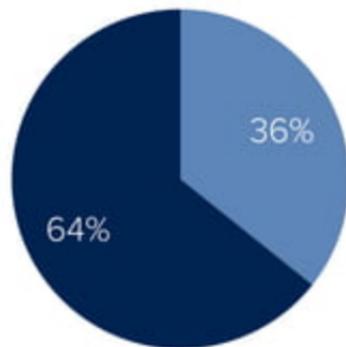
Don't limit your search to active tech angels. Think more broadly about who would support your company.



## Tip #2: Your angel investors don't have to be in tech.

Think broadly about your ideal investors. "Smart money" can make a big difference.

Wealthsimple investors come from...



- Tech
- Finance

### **Tip #3: Most decks suck - make yours good.**

A compelling deck is short, clear, and well designed.

Tell your story in 4-5 pages:

- (1) what you do
- (2) market size
- (3) team
- (4) growth plan
- (5) competition

Wealthsimple is Canada's fastest growing online investment manager. We make smart investing easy, low-cost, and transparent.

## The investment industry is transforming

### Industry transformations by decade

1980s

**Mutual funds** transform the way investors save for retirement

1990s

**Discount brokerage** creates an easy, low cost solution for DIY investors

2000s

**ETFs** become a credible, low-cost, liquid alternative to mutual funds

2010s

**Online solutions** democratize access to sophisticated investment management

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## The product

### SMART INVESTING

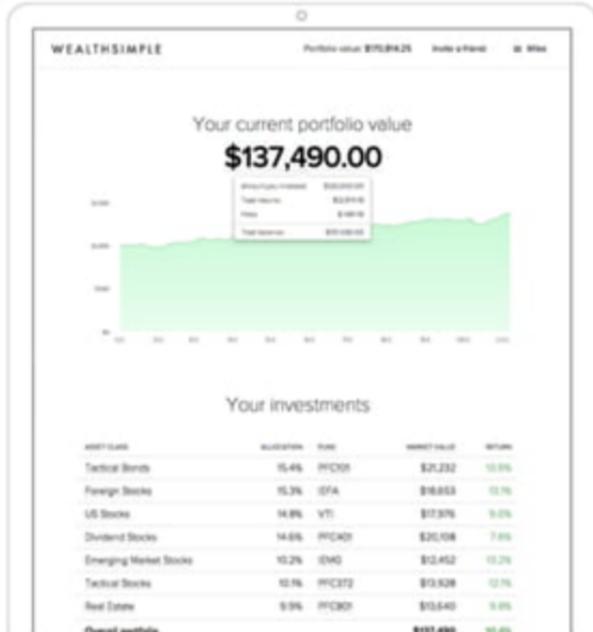
We build clients fully-diversified portfolios tailored to their risk profile and investment goals.

### SIMPLE EXPERIENCE

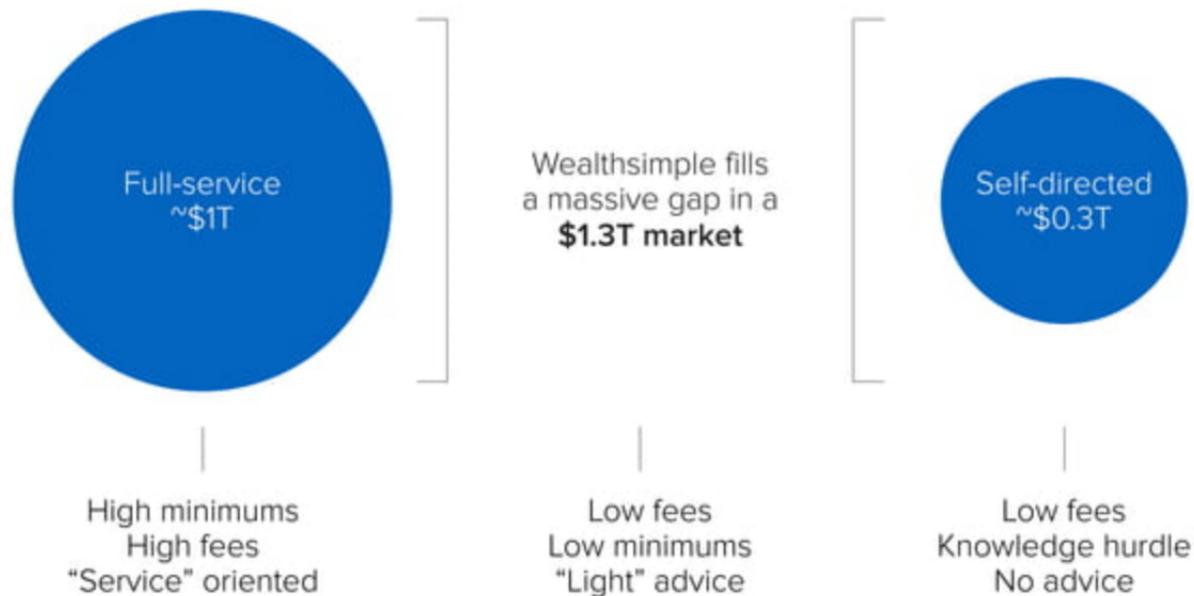
We simplify the entire experience from account opening to reporting via web or mobile.

### DEDICATED SUPPORTED

We offer the support you need, when you want it via dedicated Wealth Concierge professionals.

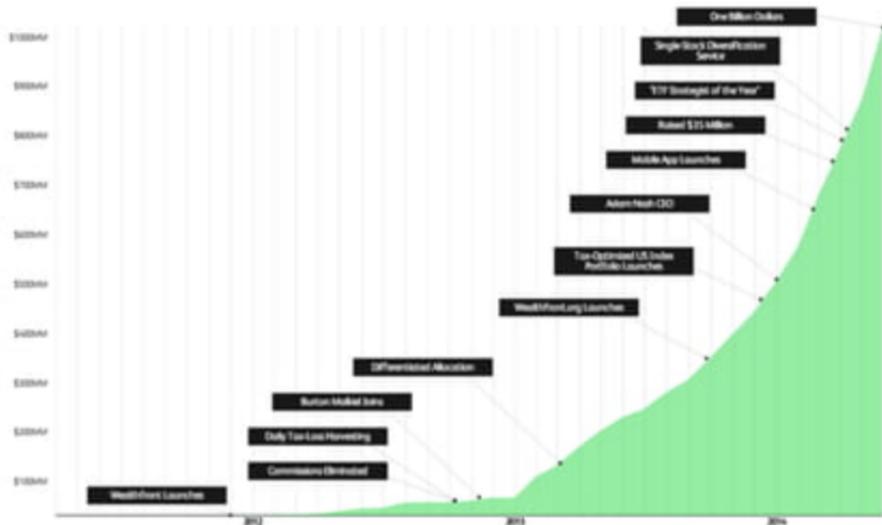


## The Canadian market opportunity



## US CASE EXAMPLE

### Wealthfront: \$0 to \$1B in 2 years



- US market leader for online “light advice”
- Added >\$1B in 2014: now at almost \$2B
- One of several US players with >\$500MM in assets