



Nikolay Storonsky
+44 7807 212181
nikolay@revolut.com

Problem

Spending and sending money abroad sucks



Expensive



Inconvenient



Sneaky



This industry is not disrupted yet.

Market Size



Cross-currency transactions

\$1,4 Trillion



Lost due to fees & spreads

\$60 Bln



Travellers & Expats

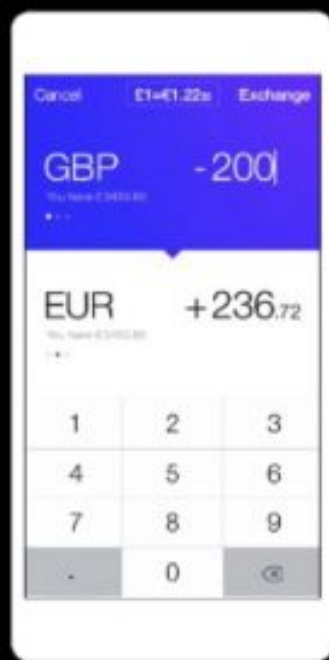
1.5 Bln+



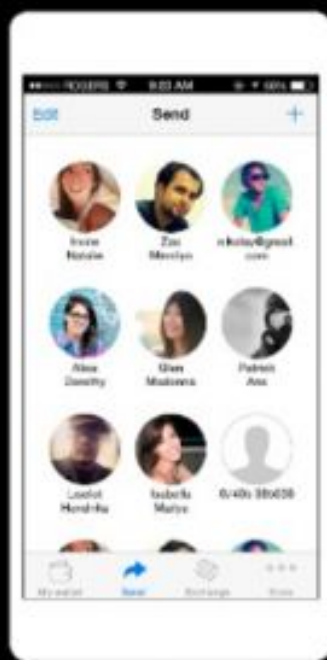
UK is initial target market:
\$3bln market size & 60mln travelers

Solution

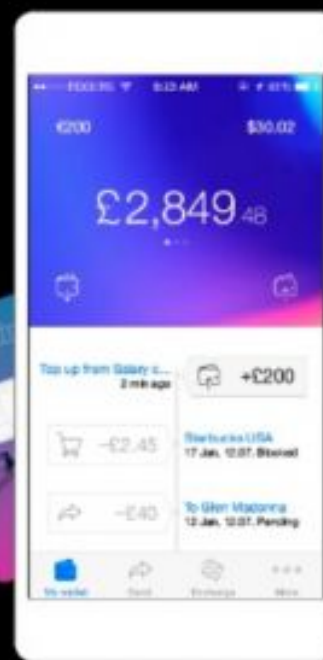
 Exchange



 Send



 Spend



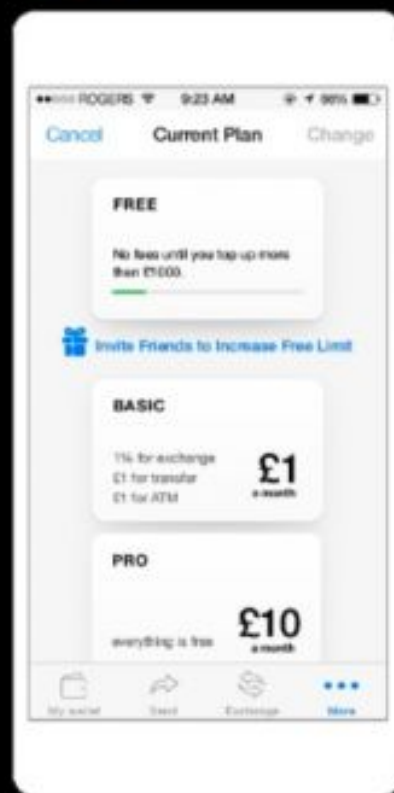
1-minute explanatory video <https://revolut.com>

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



3 BEARDS



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
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.	✓		✓	✓

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

Why we are better



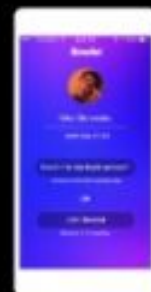
Interbank Rates



Freemium Model



Viral Features



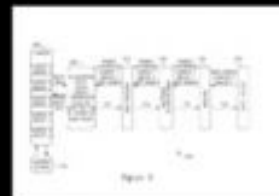
Easy-To-Use



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
GROSS REVENUES:					
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
Total Revenues	£690,000	£2,430,000	£5,670,000	£10,530,000	£17,010,000
Transaction Costs:					
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
Total Direct Costs	£461,650	£1,369,650	£2,225,650	£3,149,650	£4,381,650
Gross Profit	£228,350	£1,060,350	£3,444,350	£7,380,350	£12,628,350
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
Net Profit (Loss)	-£321,650	-£39,650	£1,244,350	£3,580,350	£8,228,350



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