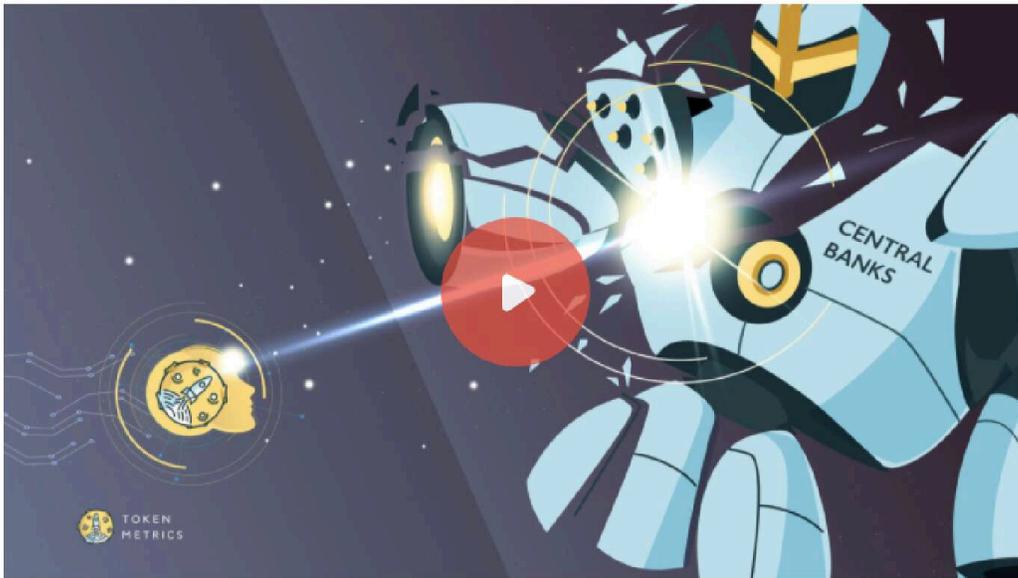


Token Metrics helps users build profitable crypto portfolios driven by the power of AI



Highlights

Highlights

- 1 35% Average Month-Over-Month Revenue Growth Since Inception
- 2 Over \$5.6 Million Annual Recurring Revenue
- 3 AI-Driven Crypto Indices, Trading Signals, Ratings, And Price Predictions
- 4 Token Metrics TV Subscribers Receive Daily Premium Crypto Content
- 5 Some of our affiliates include BitBoy Crypto, Crypto Love, Crypto Busy, and Brian Jung
- 6 Crypto Robo-Advisor In The Works (Subject To Regulatory Approval), and Brian Jung
- 6 Crypto Robo-Advisor In The Works (Subject To Regulatory Approval)

Our Team



Ian Balina

Ian Balina is a former IBM Watson Analytics evangelist. He has also built million dollar businesses from the ground up. Ian's appeared in The Wall Street Journal, Forbes, and CNBC for his work in crypto, investing, analytics, and entrepreneurship.

Before Token Metrics came along, retail investors were locked out of high-level tools that hedge funds use every day. We want to democratize powerful quantitative methods and AI technology to unleash financial empowerment for all humanity.



William Noble

Bill held consulting roles at Goldman Sachs, Charles Schwab, and Morgan Stanley, where he provided perspective on financial markets. He has also been recognized by Charlie Shrem for his ability to apply market knowledge to crypto.



Gurraj Sangha

Gurraj previously served as Head of Data Science, Risk, and Market Intelligence at State Street. He served as Chief Investment Strategist at a \$6 billion macro volatility hedge fund, CIO at a quant hedge fund and Investment Analyst at Goldman Sachs.



Sam Monac

Sam was the first employee at Token Metrics, joining Ian in 2017. He began his career at Liberty Mutual. At Token Metrics he has progressed from ICO Analyst to Director of Research, then Head of Investor Relations, and now COO.



Veera Budhi

Veera has built best-in-class products for Mastercard, AmeriLife, Centria Healthcare, Cummins, UBS, and Citibank. He's been featured in CIO Review and Forbes as a data and analytics expert. His background includes Saggezza, IBM, and Hortonworks.



Dylan Love

Dylan is the former Head of News for Cointelegraph. His work experience includes late-night television, technology journalism, and cryptocurrency investigation. His reporting appears in Business Insider, NBC News, and The Wall Street Journal.



Paul Doan

Paul worked as a data scientist for major companies like Morgan Stanley and Nephron. He's used his skills in finance, healthcare, entertainment, and more. Paul graduated from Columbia with a master's degree in operations research.



Saikiran Sagiraju

Sai brings 10 years of leadership and quality management experience from Amazon. He played a pivotal role in establishing the Amazon seller business.



Daniela L. Crompton

Daniela has held multiple leadership roles in marketing at major financial services companies including Citi and Morgan Stanley. She has implemented innovative

marketing strategies, driving significant asset growth, throughout bull and bear markets.

Pitch



IAN BALINA
Founder and CEO

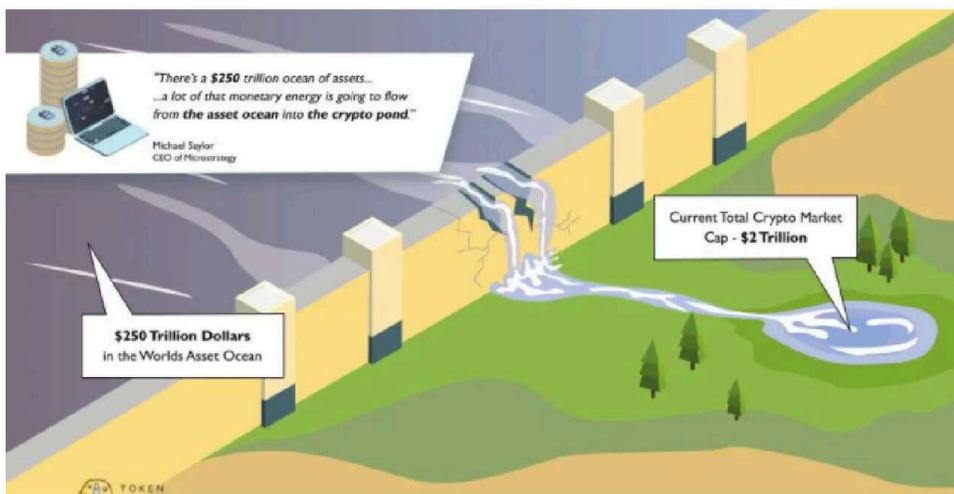
EXPERIENCE
4 Years on the IBM Watson Team

RESULTS
Used Data and Analytics to Turn \$20K into \$5M in Crypto Assets

FOLLOWING
Over 1 Million People Viewed Ian's Work in January 2018 Alone

TOKEN METRICS

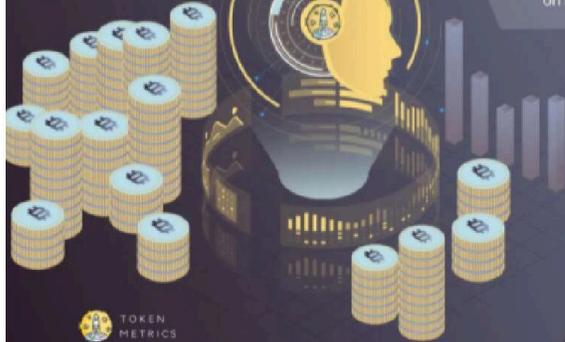
A slide featuring a portrait of Ian Balina, a man with glasses in a blue suit. To the right of the portrait are three white boxes containing text about his experience, results, and following. The Token Metrics logo is at the bottom right.



THE BIG IDEA

The Token Metrics AI Engine analyzes the cryptocurrency market 24/7/365 to automatically capitalize on its volatility...

...so you don't have to.



THE PROBLEM

PROBLEM 1
HOW TO START INVESTING IN CRYPTO

PROBLEM 2
INFORMATION OVERLOAD

PROBLEM 3
PROFITING FROM CRYPTO



OUR SOLUTION

BIG DATA

The AI Engine analyzes more data in a single day than a human being could hope to analyze in a lifetime...



...then feeds optimized portfolios to crypto investors.



2 BUSINESS MODELS:

<p>CURRENT</p> <p>#1 SAAS PLATFORM + Token Metrics TV</p> <hr/> <p>HODLer - \$359.99/year Investor - \$899.99/year Professional - \$3,599.99/year</p>	<p>PLANNED</p> <p>#2 ROBO-ADVISOR</p> <hr/> <p>2% Management Fee (Subject to Regulatory Approval)</p>
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SUBSCRIPTION PRICING

Business Model 1
Software as a Service

 <p>HODLer Plan \$29.99/month with an annual plan</p> <ul style="list-style-type: none"> AI Crypto Indices (Portfolios) Private Investor Newsletter Portfolio Tracking and Signals Top 100 Market Cap Ratings Token Metrics TV 	 <p>Investors Plan \$74.99/month with an annual plan</p> <ul style="list-style-type: none"> All the HODLer Plan features Daily AI Price Predictions Email Alerts Top 500 Market Cap Ratings 	 <p>Professional Plan \$299.99/month with an annual plan</p> <ul style="list-style-type: none"> All the Investor Plan Features Private Global Investor Network Weekly Private Investor Webinar SMS Alerts 6,000+ Market Cap Ratings
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Token Metrics TV

Included with all plans





Future Business Model 2

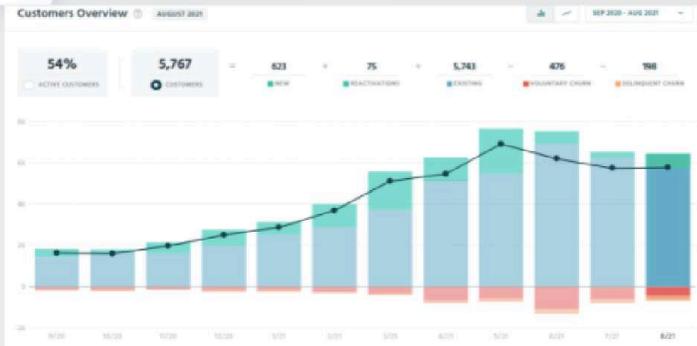
(Pending approval)

Robo-Advisor Process

- INVESTING**
1. INDEX SELECTION
A person is shown selecting an index from a board with categories like Custom, Market, Utilities, Tech, S&P, Health, Energy, and Commodities.
- ALLOCATION**
2. A robo-advisor character is shown at a computer screen displaying various investment options and charts.
- RETURNS**
3. A person is shown holding a large stack of money, representing the returns from the investment.

TRACTION

\$0 to \$5.6 Million Annual Recurring Revenue in 1.5 years



Customer Overview - August 2021

ALL-STAR TEAM



Ian Balina
Founder & CEO



Bill Noble
Chief Technical Analyst



Sam Monac
Chief Operations Officer



Gurraj Sangha
Chief Quantitative Investment Officer



Veera Budhi
Chief Technology Officer



Daniela Crompton
Chief Marketing Officer



Paul Dean
Machine Learning Engineer



Saikiran Sagiraju
Chief Customer Officer

PAST EXPERIENCE:

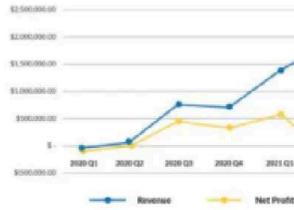


COMPETITION



FINANCIALS

Revenue



	2020 Q2	2020 Q3	2020 Q4	2021 Q1	2021 Q2
Revenue	\$105,571	\$771,118	\$752,044	\$1,378,408	\$1,498,896
Cost of Goods Sold	\$9,702	\$308,368	\$54,466	\$144,580	\$448,863
Gross Profit	\$95,869	\$462,750	\$697,578	\$1,233,828	\$1,050,033
Expense					
Labor	\$37,418	\$126,082	\$239,092	\$440,561	\$954,030
Marketing	\$0	\$25,349	\$33,468	\$30,967	\$61,857
Marketing	\$9,989	\$15,529	\$27,852	\$42,910	\$131,254
General Cost	\$29,702	\$64,868	\$78,905	\$118,265	\$444,461
Total Expense	\$77,110	\$221,831	\$379,478	\$632,706	\$1,995,542
Earning Before Taxes	\$18,757	\$440,919	\$318,158	\$601,122	-\$537,509
Taxes	\$1,156	\$778	\$147	\$10,538	\$28,483
Net Profit	\$17,601	\$440,540	\$318,011	\$590,584	-\$565,992



VALUATION

Robo-advisor peers: Wealthfront and Betterment
 Crypto peers: Coinbase and Binance
 SaaS peers: Bloomberg and Morningstar
 Our peer group median Implied P/S is 25

We included a **25.7%** discount because we are a startup. This applied a 18.57 multiple to our GAAP Revenue, bringing Token Metrics' valuation to \$80 million.

COMPS ANALYSIS

Company	2020 Revenue (\$M)	Market Cap / Valuation (\$M)	Implied P/S
Morningstar	\$1,148	\$10,080	5.07
Betterment (2020)	\$50	\$800	16.00
Bruce	\$650	\$16,000	23.85
Wealthfront (2018)	\$30	\$500	16.67
Bloomberg	\$10,000	\$22,500	2.25
Coinbase	\$1,140	\$4,380	4.72
Robinhood (2016)	\$33	\$225	7.26
Wells Fargo	\$5	\$684	136.80
FTX	\$85	\$3,500	41.18
Block	\$4	\$150	35.23

COMPS ESTIMATE

Trailing 12 month GAAP Revenue	\$4,011,875
Peer median P/S multiple	25
Start-up discount (%)	30.4%
Adjusted P/S multiple	17.35
Company value	\$69,586,000



FUNDRAISING

TO ACHIEVE OUR MISSION OF ECONOMIC EMPOWERMENT FOR ALL HUMANITY, WE ARE RAISING CAPITAL TO FUND THE NEXT STAGE OF OUR GROWTH.

REG CF TARGET RAISE:

\$4,000,000 USD for 4.71% equity pre-money



EXIT STRATEGY

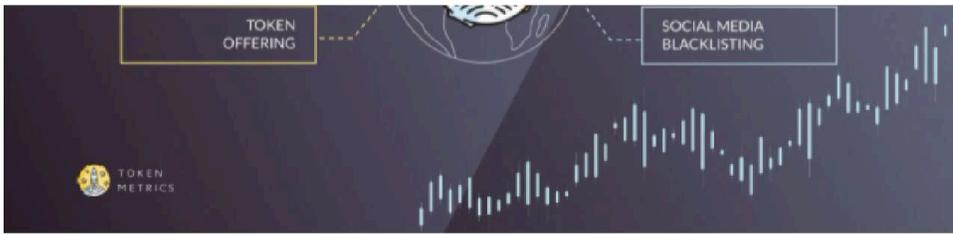
INITIAL PUBLIC OFFERING

RISKS

LEGAL AND REGULATORY

ECONOMIC DOWNTURN





(Our exit strategy is a projection, and is not guaranteed)



Downloads

IAN INTERVIEW V3.mp4