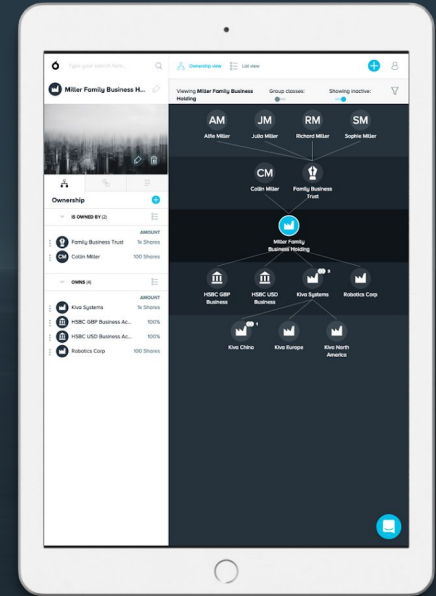
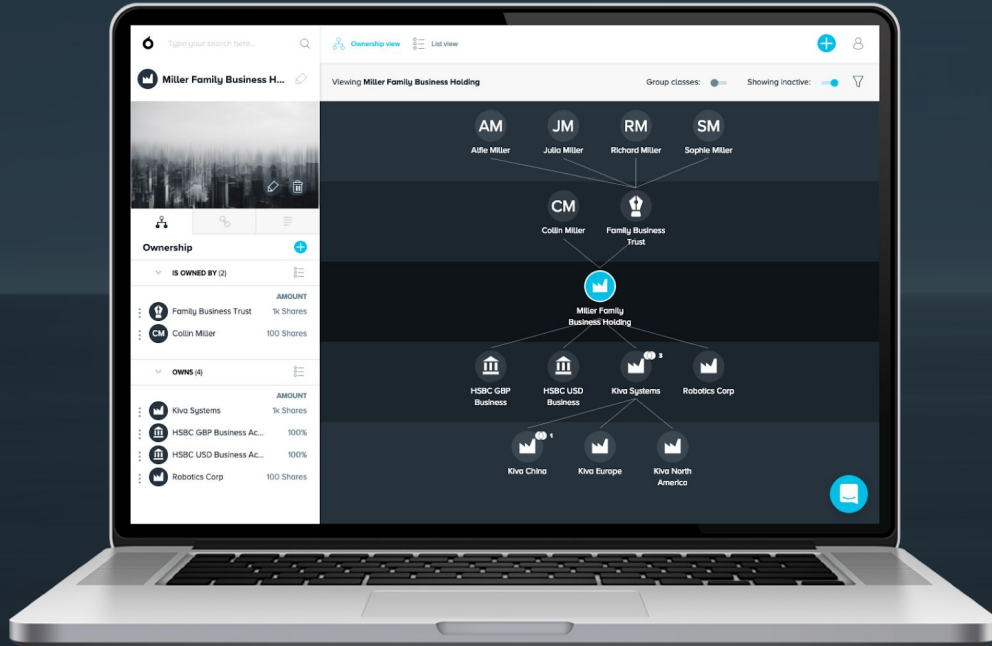


Meet Orca.

The collaboration suite for family offices, trusts and investment companies.



A tailor-made cloud for family offices, trusts and investment companies



Secure

Zero-knowledge so your privacy is guaranteed.

Neither Orca nor any unwanted third party can see or obtain your [sensitive data](#).



Intuitive

A simple, easy to maintain overview so you always have everything you need at hand.

All your legal entities, assets, liabilities, contacts & files in a single, secure place.



Collaborative

Built for sharing so you can be sure everyone has access to what they need to do their job.

Coordinate tasks and maintain control of your information at all times.

(What we do in 90 seconds: orca.xyz/intro-video)

Needed now more than ever

Privacy is important

People and companies increasingly demand privacy from service providers. Governments are creating additional privacy related legislation ([GDPR](#)).

The next generation of wealth is coming and wants digital solutions

14k+ individuals are due to transition USD 3.9 trillion (13% of world wealth) by 2026.*
The next gen wants convenient, personalised tech for their finances. They are used to this.

Work is increasingly digital, distributed, complex, and constant

We need better tools to do our jobs and free up time for personal health and self-fulfillment. Productivity apps are even more important to people whose time is worth a lot.

*Preparing for Tomorrow: A Report on Family Wealth Transfer, Wealth X, 2016




A stand-alone offering

- 🔥 We are creating a new category.
- 🔥 Zero-knowledge systems exist, especially in the form of file storage providers and password managers.
- 🔥 Holistic reporting and management tools are aplenty...
- 🔥 ...and there are dedicated software solutions for governance.
- 🔥 However no one combines zero-knowledge with a simple yet powerful high-level overview tailored to support the interactions between family offices/trusts/investment companies and their beneficiaries and service providers.
- 🔥 Orca is an innovation.

In a league of our own



With a good head start

-  **We have a strong reputation in this closely connected market**
Orca is known and loved by 43 active clients + 13 commitments + >600 prospects.
All are excited to spread the word and will soon be incentivised to do so.
-  **We have significant technical barriers to entry**
Our zero-knowledge architecture is complex.
It would require significant skill and time for a new company to copy, and existing competitors would likely need to rebuild their core architecture (prohibitively expensive).
-  **We have started to add network effects**
The nature of Orca is collaboration.
The more users we have on the platform, the harder for new competitors to catch up.

A diverse and satisfied client base



“Orca gives us perfect strategic visibility whilst guaranteeing security & privacy.”

- Rembert Clüsener, Alexander Oetker & the A.O. Schifffahrt Team



“A birds-eye view of everything I need to make private decisions with confidence.”

- Markus Wintsch, CEO & Partner @ Swisspartners



“Orca ensures we have all the key information for investor reporting and KYC at hand.”

- Horst Bente, Member of the Adidas family and founder @ leAD Sports Accelerator



“Orca’s servicing ensures everything is in perfect order each time I login.”

- Rolf Schubiger, Serial Entrepreneur

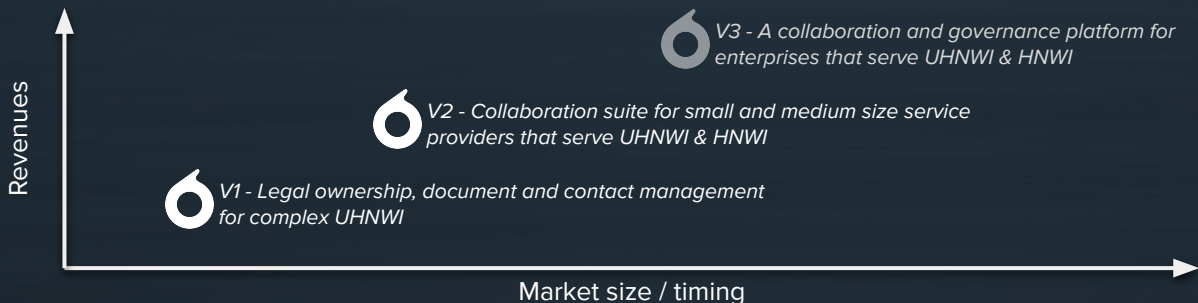


“Orca enables my family & business partners to understand the key elements of my projects.”

- Gregor Guggisberg, Collector & Investor

A significant total addressable market

- Everyone would benefit from a simple, secure, collaborative overview of their key financial information with tasks & actionable insights.
- Orca is not only for the 1%. We simply started with a low volume, high margin niche
 - to guarantee a quick time to market (we have unique access to UHNWIs),
 - to validate Orca is capable of supporting even the most complex requirements and
 - to generate revenues faster (UHNWIs have a high willingness to pay).
- But our vision is to evolve into much greater volume markets.



Our focus so far

We put the product first

🔥 85% of payroll = engineering.

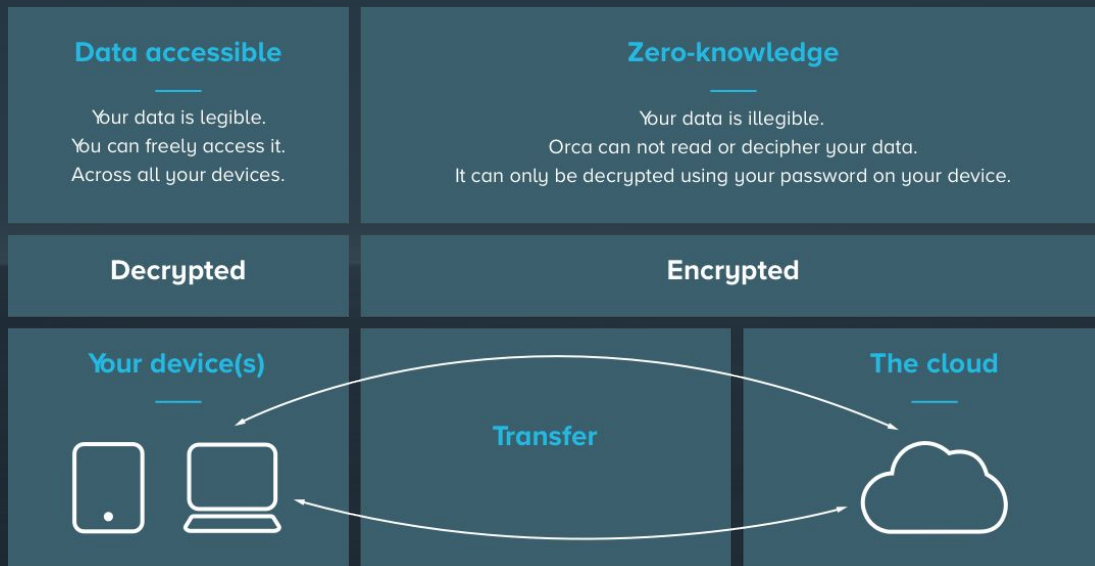
🔥 Product roadmap validated in 1000+ prospect meetings.

The collage displays several key features of the application:

- User Profile:** A profile card for John Miller with a search bar and navigation icons.
- Ownership Tree:** A hierarchical diagram showing ownership relationships between entities like Bank Account, Holding Company, and Portfolio Co. #2.
- Transaction History:** A table listing transactions with columns for Amount, Date, and Description.
- Ownership Detail:** A view showing John Miller owns 37% of a Holding Company, opened on 01.05.2017, with a total investment of EUR 62,000.
- Contact Lists:** Lists of linked contacts for users like Jackson Pollock and London House, including names and roles.
- Asset Lists:** Lists of linked assets for users like London House, including items like Proof of Provenance.pdf and AXA ART Insurance.pdf.

We proved the combination of zero-knowledge* and collaboration works

🔥 This is a big accomplishment.



*We guarantee privacy by ensuring all encryption and decryption of data takes place in your browser, all encryption and decryption of data is only possible with knowledge of your password and your password never leaves your browser.

We identified the right model



🔥 Now: SaaS + Servicing

Software starts at CHF 2,400 p.a. for a self-managed high-net-worth individual.
Up to CHF 100k+ p.a. for intermediaries managing hundreds of high-net-worth individuals.
Servicing is optional and priced on demand (onboarding support, trainings etc.).

🔥 In future: SaaS + Servicing + Intermediation

If Orca is about helping clients make the most of their service providers, we also want to help them connect with the best ones.
Brokering services from 3rd parties opens significant revenue potential.

(For more info on pricing: orca.xyz/pricing)

	Team comprehensive collaboration 	Enterprise maximum business value 
per user per year	CHF 2'400*	bespoke pricing
max. users	10	unlimited
per vault per year (1 included)	CHF 600*	bespoke pricing
max. vaults	20	unlimited

We've been capital efficient

🔥 **Funding to-date = CHF 1.1m**

From founding team and four existing clients.

🔥 **Realised revenues = CHF 210k**

ca CHF 175k annualised recurring revenue (software) +
ca CHF 35k servicing.

From 43 active clients.

🔥 **Unrealised revenues = CHF 45k**

From 13 verbal commitments.

🔥 **Low monthly burn**

Our burn rate is low: ca CHF 70k per month now (ca CHF 30k per month since inception).
This is exceptional considering the calibre of our 7.5 fte and that all are based in CH (excl 1).
We would only need to 5x realised revenues to cover current costs.

We assembled the core team

The right mix of passion and experience.
All the people we need to make it happen.

4 experienced co-founders*

Tomas Hurcik

Co-Founder & CEO

"If you can't explain it simply, you don't understand it well enough"
- Albert Einstein

in

Gregor Feichtinger

Co-Founder

"An investment in knowledge pays the best interest"
- Benjamin Franklin

in

Christoph Baumann

Co-Founder

"Small opportunities are often the beginning of great enterprises"
- Demosthenes

in

Branko Spasojevic

Co-Founder

"Security is always excessive until it's not enough"
- Robbie Sinclair

in

3 senior devs

Marin Liovic

Senior Developer

in

Jakub Wolny

Senior Developer

in

Johannes Brosi

Senior Developer

in

2 domain experts

Mariana Coehlo

Product Manager

in

Eduardo de Felipe

User Experience and Design

in

*Branko is part time. He is a senior security engineer at Google.

We gained the support of 6 seasoned advisors

All provide deep contextual expertise relevant to Orca.

Steve Micallef

Tech and security

Ex-head of cyber security at UBS.
Head IT and Security at Numbrs

[in](#)

Alexander Oetker

Fam. business and old economy

Independent ship owner and
shareholder in Dr. Oetker KG

Lonnie Howell

Banking and private equity

Ex-founder and CEO of Switzerland's
5th largest private bank (EFG Intl)

Jan Moermann

Family office and fintech

Trusted advisor to multiple
families and activist investor

[in](#)

Michael Steiger

Wealth structuring

Co-Owner and CEO of Jura Trust AG,
a large fiduciary in Liechtenstein

Mitch Hatscher

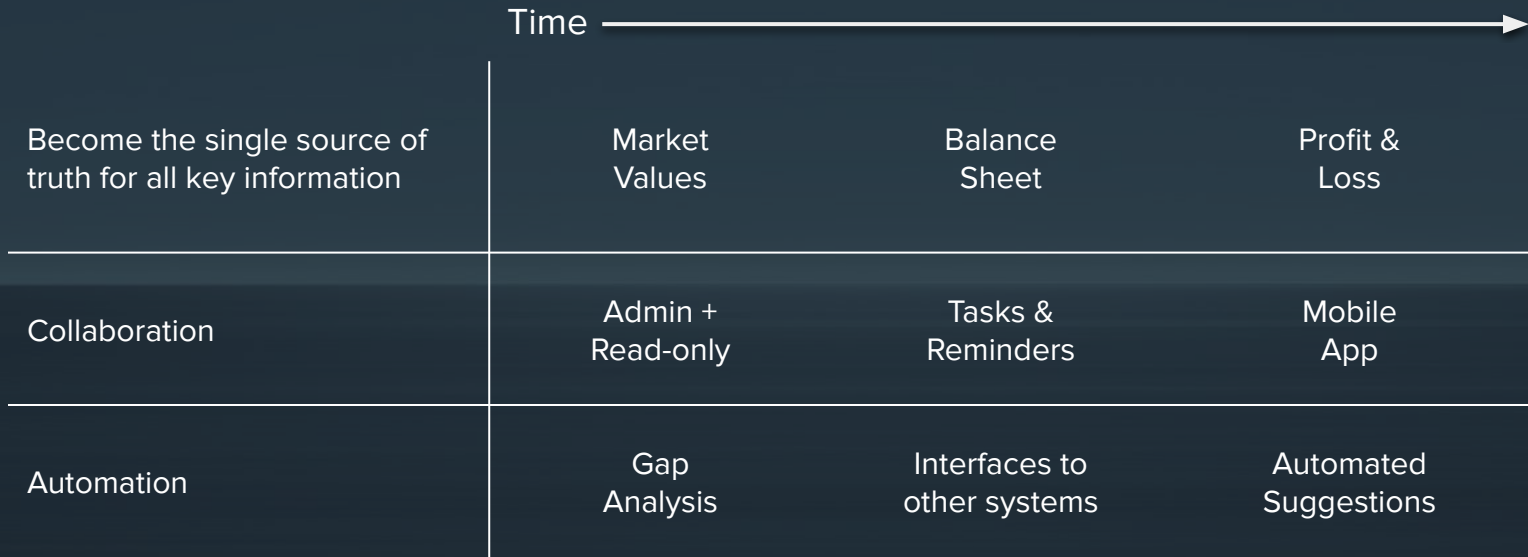
User experience

Senior UX designers @ Google
(GMail, Google Calendar, ...)

[in](#)

Raising Pre-Series A

The product roadmap is clear



Potential outcomes



Best case

Becomes market leader for the exchange of complex, sensitive information between enterprises and wealthy clients (multi-family offices, trusts, law firms, banks, tax advisors).
CHF 100m+ ARR.



Realistic success case

Becomes one of the top client facing solutions for governance and high-level reporting for small and medium size family offices, trusts & investment companies.
CHF 20m+ ARR.



Conservative case

Remains a niche product for wealthy private clients.
CHF 5m+ ARR (sustainable profitability).

Even in the conservative-case scenario we break-even by mid 2022

Revenues

100% growth p.a. is conservative considering

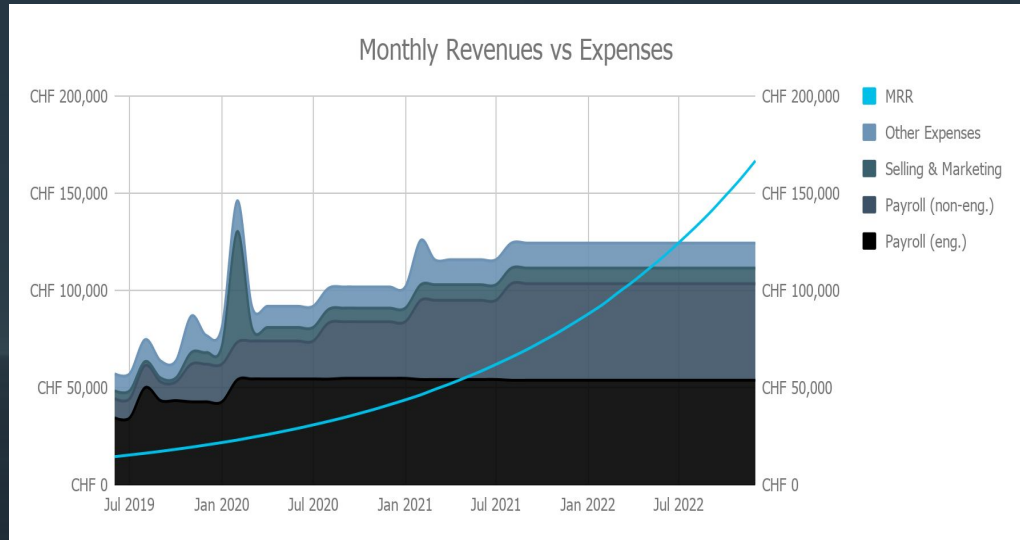
- our current trajectory,
- strong pipeline (>600 prospects engaged and excited),
- increase in marketing efforts, and
- upcoming referral program.

Expenses

We only increase costs slightly:

- hire 2 more developers (for speed and business continuity),
- get external validation for our security implementation, and
- hire 2 customer success managers.

(MRR = monthly recurring revenues, ARR = annual recurring revenues)



	2020	2021	2022
ARR	CHF 500k	CHF 1m	CHF 2.1m
FTE	10.5	11.5	11.5

Funding

Seed Investment

Dec 2017

CHF 1m



Pre-Series A

July 2019

up to CHF 1m



Series A

tbd

Led by 4 existing clients.

Led by existing clients,
existing investors and
chosen prospects.

Thank You!