



# ROOTSFUNDING

EMPOWERING INVESTORS AND ENTREPRENEURS

Democratizing global access to private market capital, deal-flows and value-added services

# The Problem

- ❓ Fragmented, opaque private funding markets
- 👤ⓧ Limited investor-startup connections
- 👤ⓧ Limited resources for founders
- 🚫 Complex compliance requirements
- 📍 Geographical limitations for investors
- ⌚⚠️ Secondary market liquidity is limited and takes time



## Private Funding



Global Investors & Entrepreneurs



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# Our Solution

Introducing the world's first one-stop regulated global platform for the entire private funding lifecycle

## Global Connections

Startups, SMEs, investors, service providers worldwide

## Quality Dealflow

Vetted opportunities: incubators, accelerators, trade commissions, economic development orgs, etc.

## Value-added Services

Aggregator of service providers: legal, design, advisors, etc.

## Human + Technology as an ecosystem

Automation and AI with personalized service

# \$20T

## Global Private Markets by 2030

We aim to transact \$3B by 2030





# Key Platform Features



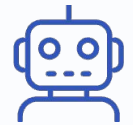
## Entrepreneur Onboarding

Quick, free profiling for startups



## Vetted Deal Flow

Quality opportunities with live dashboards



## AI-Enabled Matching

Custom dealflow suggestions



## Marketplace

Listings, term sheets, premium services



## Due Diligence

Data vaults, verification, KYC/AML



## Community

Demo days, networking, global conferences, hubs etc.

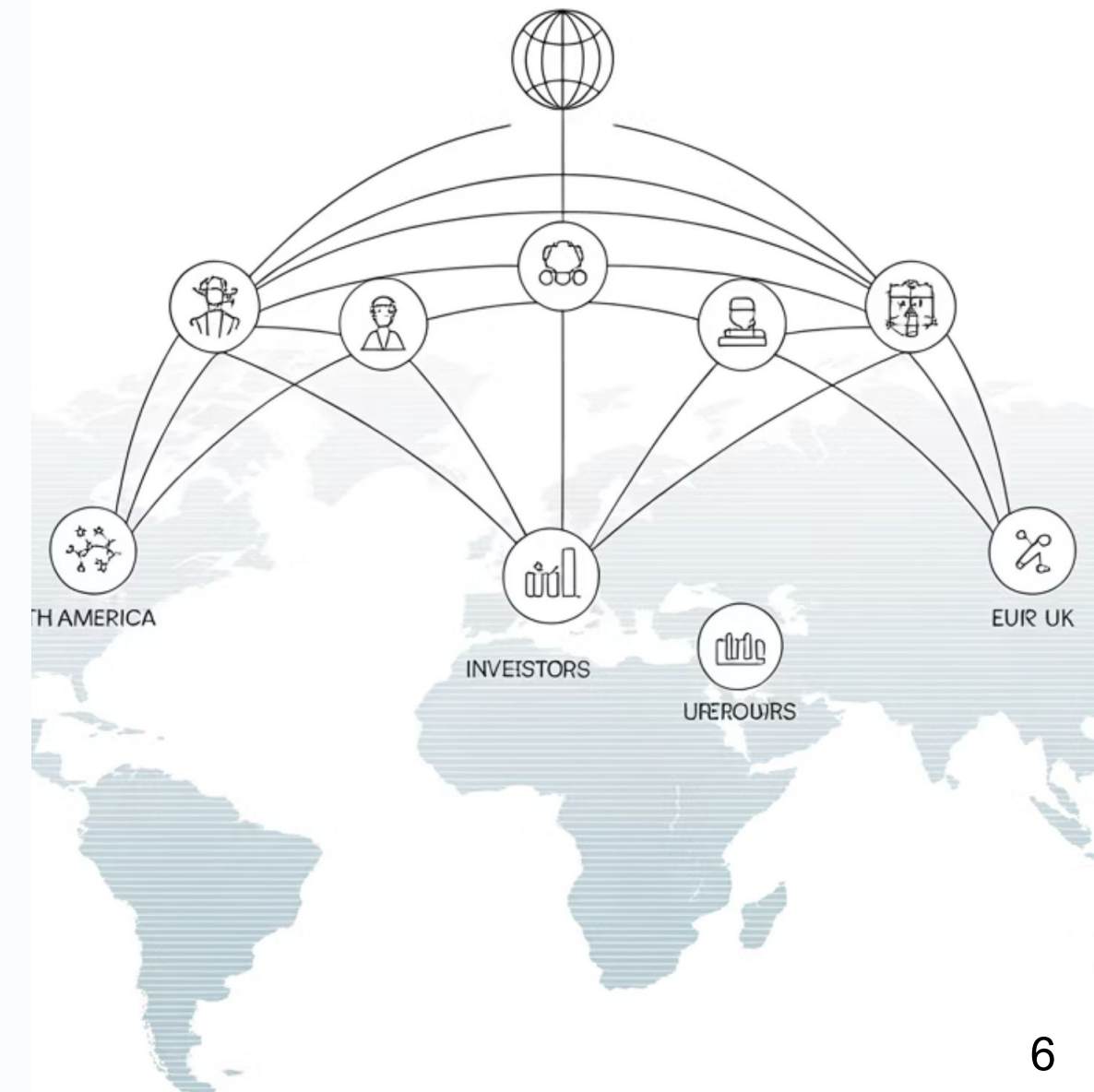


# The Roots Ecosystem



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## GLOBAL BUSINESS ECOSYSTEM



# World's First Global Financial Services Platform



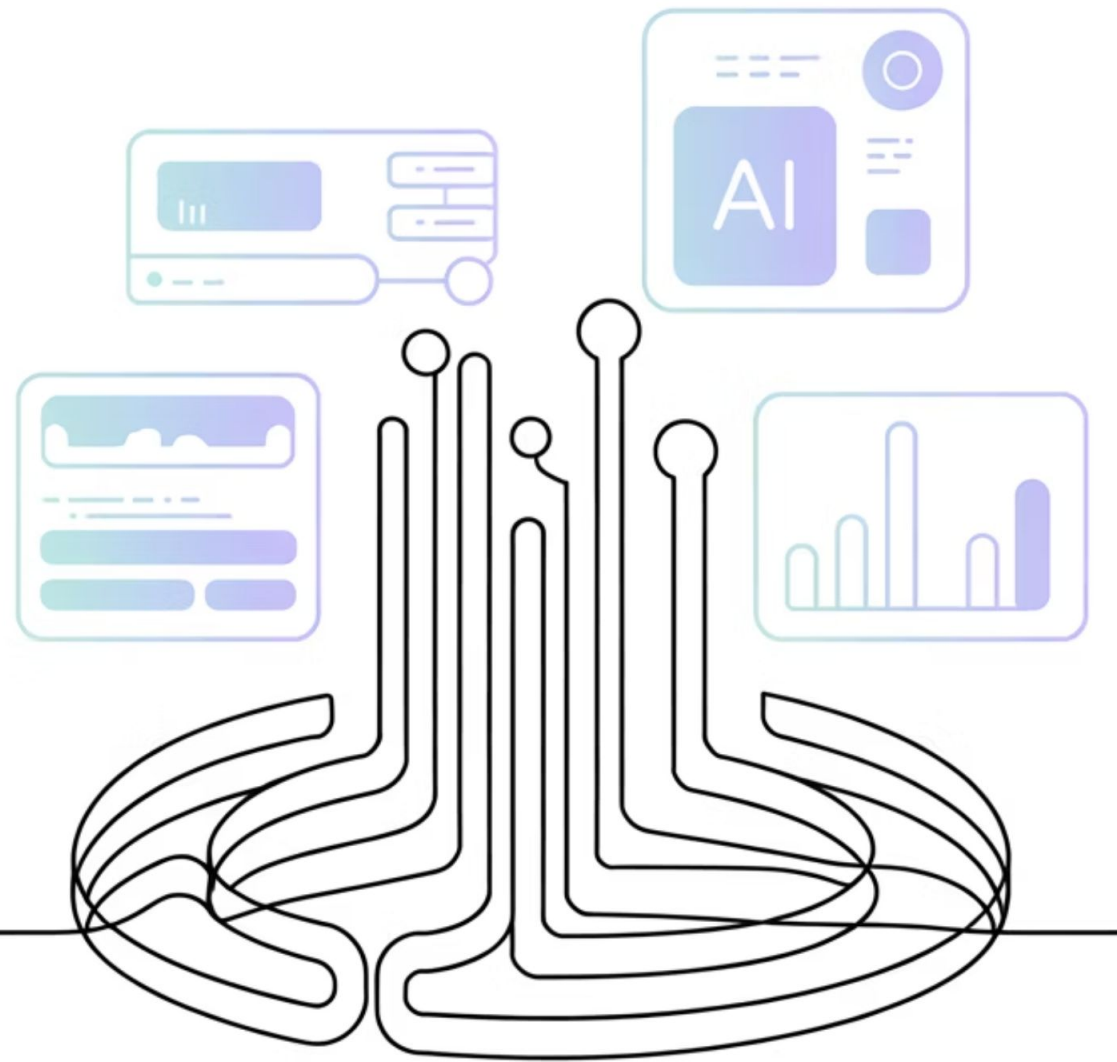
## Partners



AI-powered deal and investor matching

Public market best practices for private markets

# Our Technology Edge



Tech enabled cross-border investments (KYC/KYP/AML)

End-to-end digital workflows (Paperwork, Compliance, Payments, Legal, Tax)

AI-powered deal and investor matching

Live reporting dashboards & analytics

Centralized Data Hub with Blockchain security



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# Competitive Advantage

## Most Democratized Global Platform

Primary and secondary markets

## Integrated Compliance

KYC, AML, audits built-in

## Full Lifecycle Support

From onboarding to exit

Competitor	Limitation
AngelList/SeedInvest	Local, no secondary market
Republic	Crowdfunding-first, not cross-border
Forge/EquityZen	Late-stage only

**Roots Edge:** First **global + regulated** platform for primary & secondary markets, dealflows, value-added services.

# Revenue Streams

## Onboarding Fee

\$3,000-\$50,000 per deal

## Capital Raise Fee

4-7% depending on deal size

## Value-Added Services

Referrals, premium services, subscriptions

## Platform & AUM Fees

30% platform fee, 1% of AUM (2027)

# Go-to-Market Strategy



## Community Building

Virtual and in-person hubs,  
ambassador program



## Strategic Partnerships

Incubators, accelerators, embassies



## Events & Thought Leadership

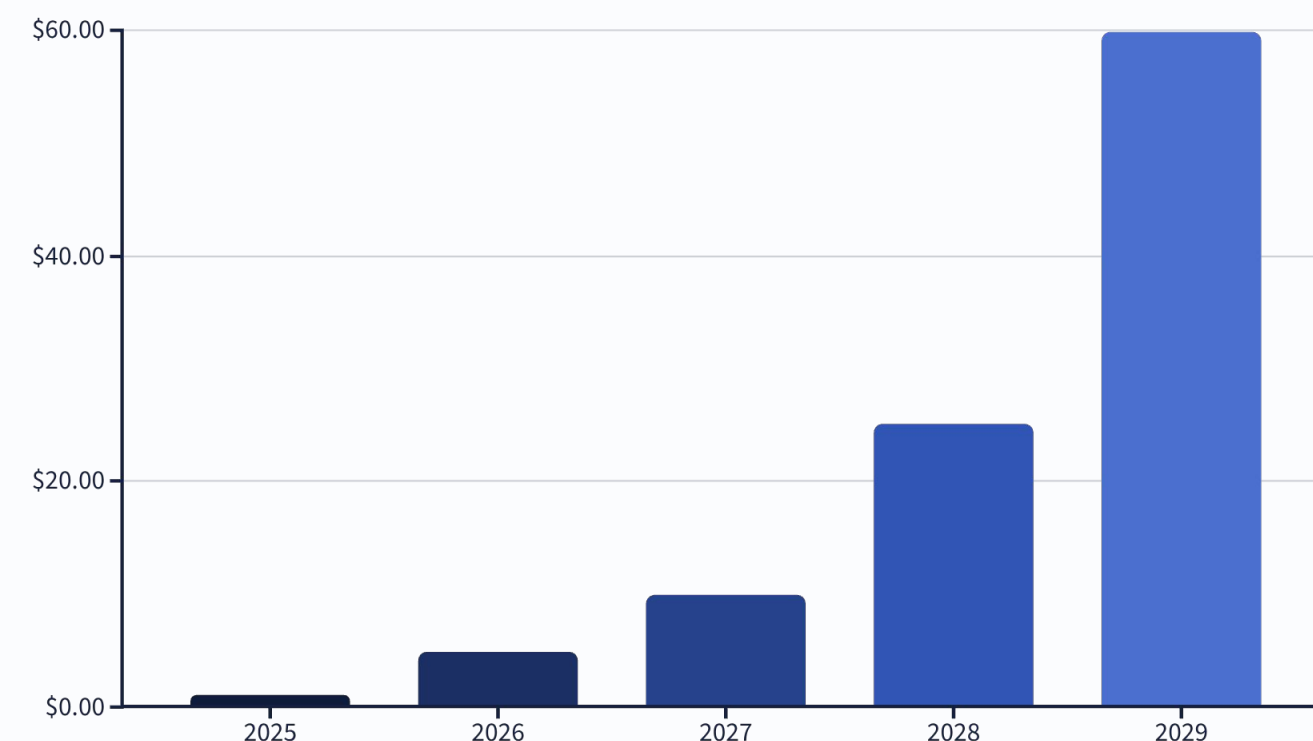
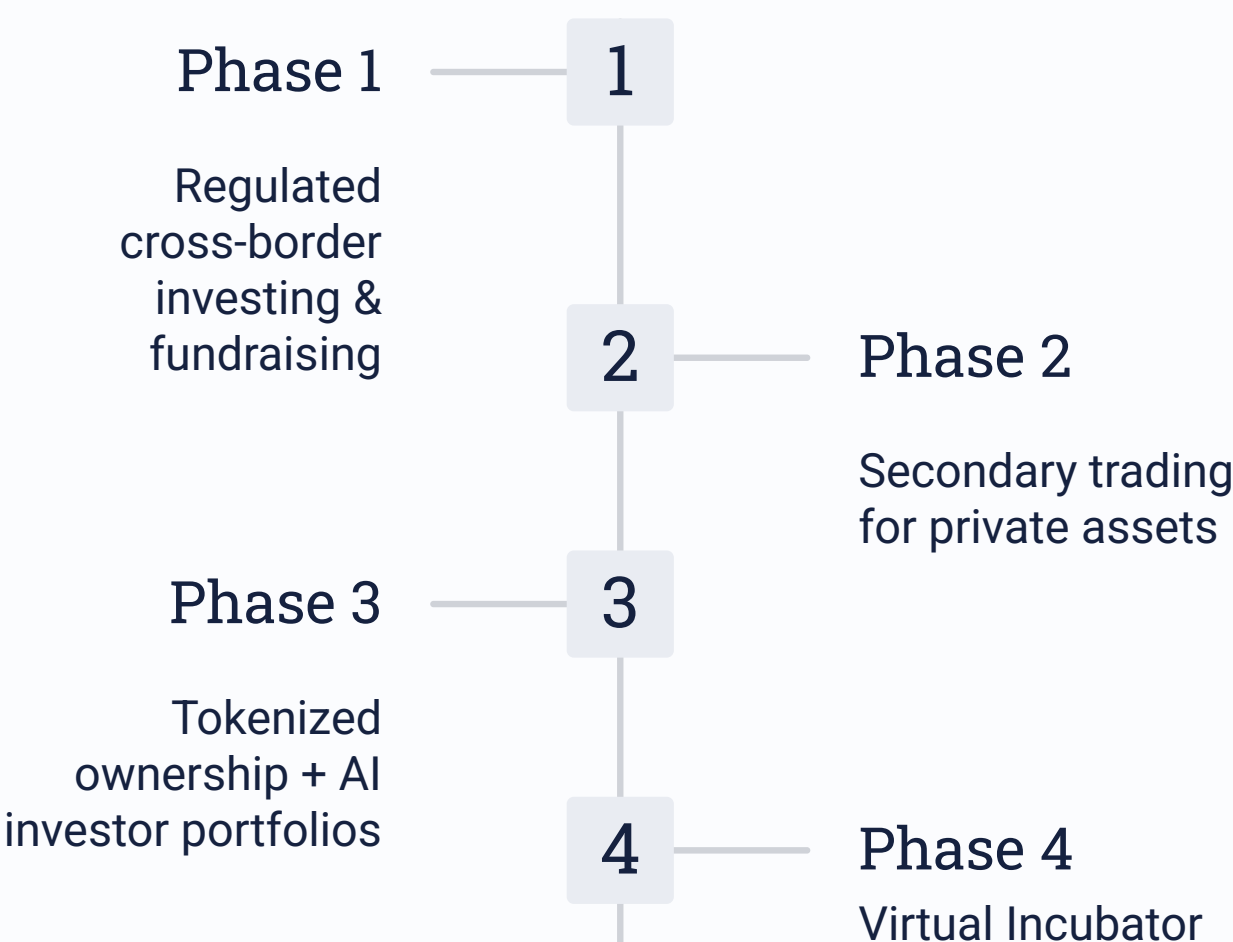
Conferences, expos, demo days



**Initial Pipeline:** \$3.5M raise generating \$175K revenue in first 6 months



# Product & Revenue Roadmap



# Funding Round

**\$5M**

Raising at  
\$30M valuation cap

**\$1.5M**

Invested so far  
\$1M self-funded + \$500K F&F

Use of proceeds: Technology development, licensing, team growth, global launch

**Join us in democratizing global private market access**







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