



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 SMEs & Start ups
- 🚫 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



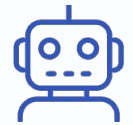
Entrepreneur Onboarding

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

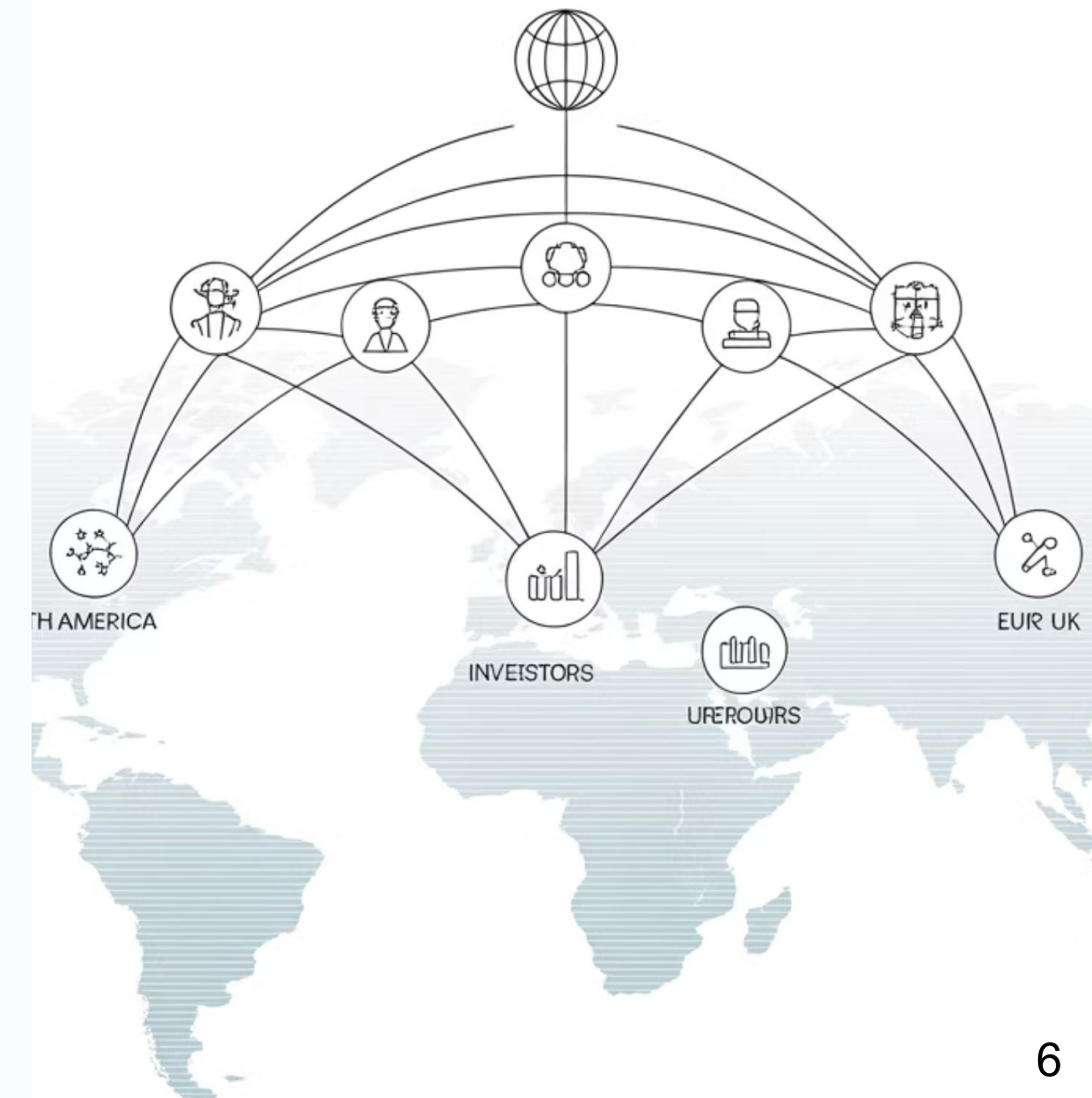
Demo days, networking, global conferences, hubs etc.



The Roots Ecosystem



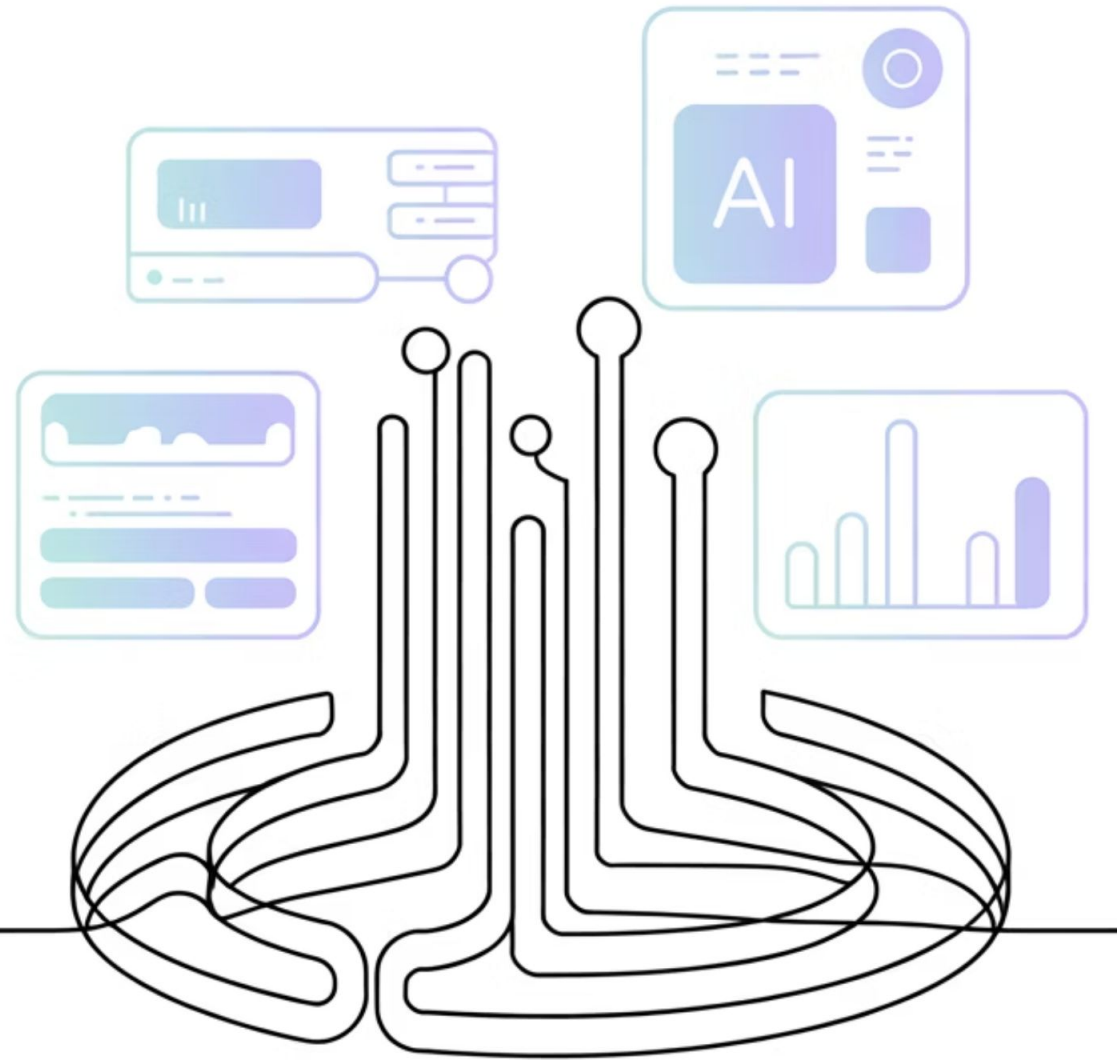
GLOBAL BUSINESS ECOSYSTEM



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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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World's First Global Financial Services Platform



Partners

r.c Ridgefield
Consulting

rise Created by
BARCLAYS

 **SULE**

LONDON
& PARTNERS

L39

Hawksford



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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

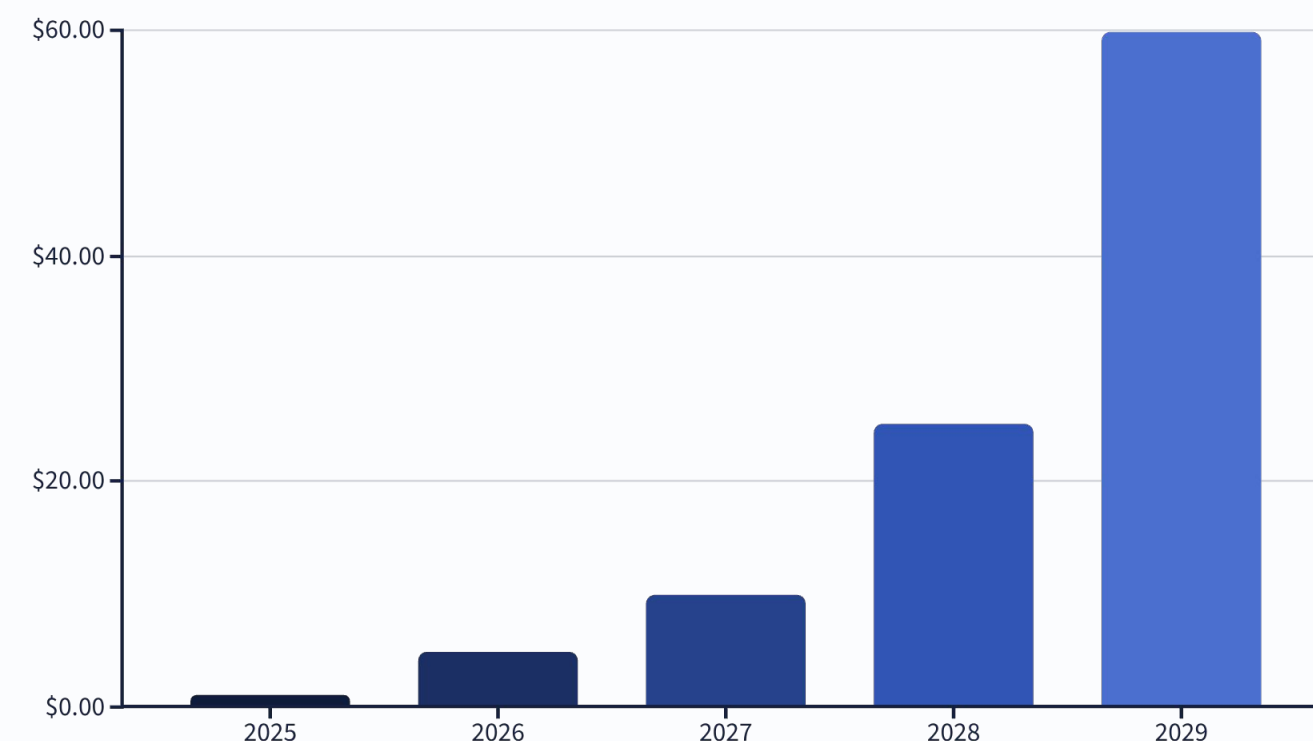
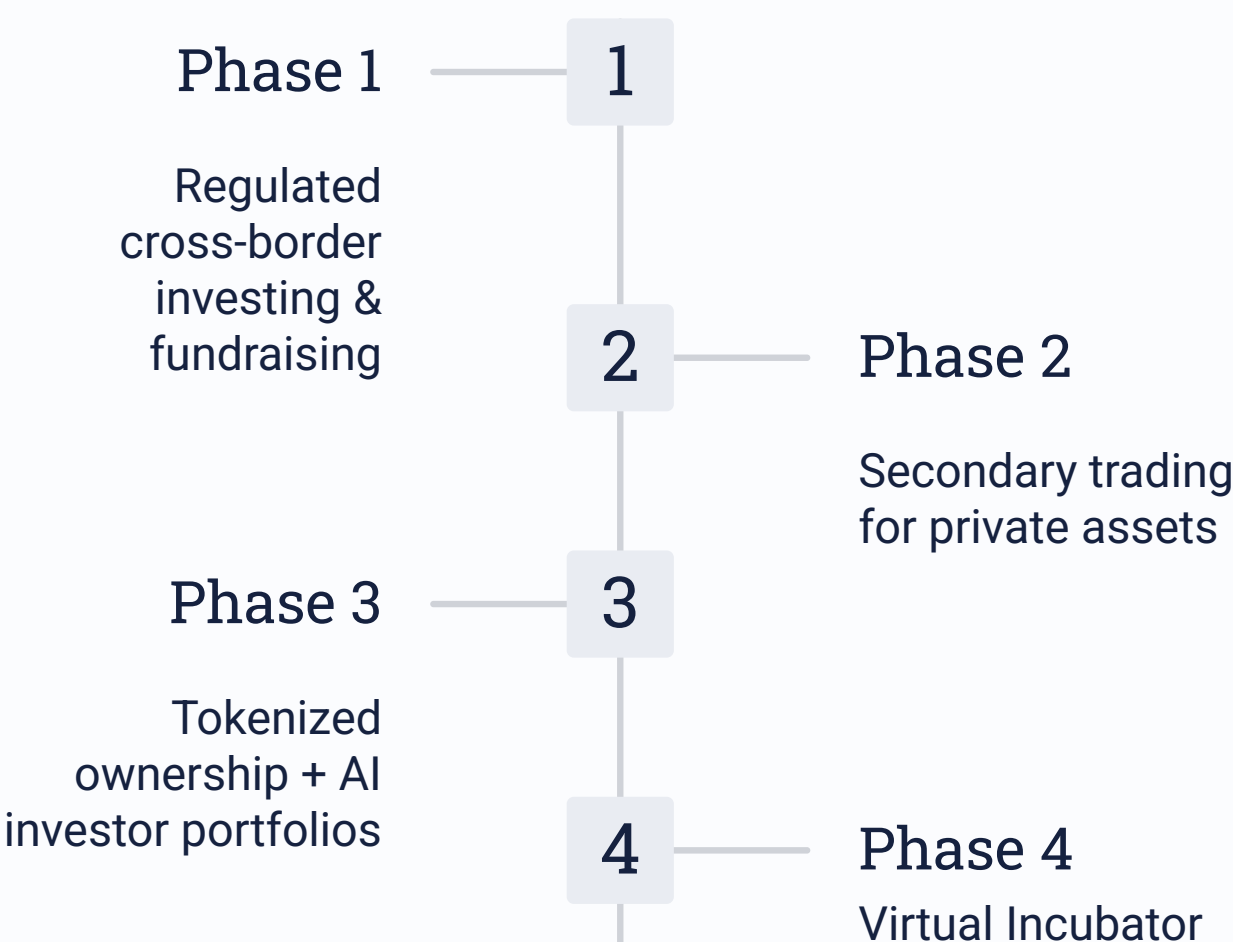
Conferences, expos, demo days



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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