

PREPARED
BY

135
MADISON

Blackmar

A Digital Global Asset Management Platform
For High-net-worth Individuals



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Vision & Value Proposition

Transforming individual wealth management

Vision:

Blackmar will become the go-to platform for high-net-worth individuals (HNWI) to manage their wealth and assets, providing a seamless, personalized experience.

Value Proposition:

Our platform will provide a seamless, personalized experience for HNWI by leveraging technology and data to deliver tailored investment and wealth management solutions.

Problem

Problem:

- HNWI face complex challenges in managing their wealth and assets, often requiring multiple platforms and services.
- Aggregating wealth data from various sources is a significant challenge, leading to fragmented views of their portfolios.
- There is a growing demand for personalized wealth management solutions that can provide tailored advice and insights.
- Existing solutions are often expensive, complex, and lack the flexibility and scalability needed for HNWI.

Solution

Solution:

A cloud-based wealth management platform that will aggregate financial data from multiple sources and provide a seamless, personalized experience for HNWI.

Opportunity

According to the Wealth & High Net Worth Research 2018, the number of individuals with net assets of \$1M+ is expected to reach 1.2 billion by 2025, with a combined net worth of \$107.8T.

Key Market Opportunities:

- Currently, we have a direct impact of \$100 billion of assets under management (AUM) in the wealth management industry.
- HNWI are increasingly looking for digital wealth management solutions that can provide a seamless, personalized experience.
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Addressable Market

- According to the Wealth & High Net Worth Research 2018, the number of individuals with net assets of \$1M+ is expected to reach 1.2 billion by 2025, with a combined net worth of \$107.8T.
- The total addressable market (TAM) for this solution is \$107.8T, with a target market of \$10.78T.



How It Works

1. **Aggregation of Data:** The platform aggregates data from various sources, including bank accounts, investment accounts, and retirement accounts.
2. **Personalized Insights:** The platform provides personalized insights and recommendations based on the user's financial goals and risk tolerance.
3. **Investment Management:** The platform offers a range of investment options, including equity, fixed income, and alternative investments.
4. **Reporting and Analytics:** The platform provides comprehensive reporting and analytics, including portfolio performance, asset allocation, and tax optimization.
5. **Client Onboarding:** The platform offers a seamless, personalized onboarding experience for HNWI.
6. **Compliance and Security:** The platform ensures compliance with all relevant regulations and maintains the highest level of security.

Benefits

Benefits:

- HNWI can benefit from a seamless, personalized experience that provides a comprehensive view of their wealth and assets.
- The platform offers a range of investment options, including equity, fixed income, and alternative investments.
- The platform provides comprehensive reporting and analytics, including portfolio performance, asset allocation, and tax optimization.
- The platform ensures compliance with all relevant regulations and maintains the highest level of security.

Competitive Landscape



Go-to-market Strategy

Our go-to-market strategy focuses on building a strong relationship with HNWI and providing a seamless, personalized experience.

- Direct Sales:** We will hire a team of sales representatives to reach out to HNWI and provide a personalized onboarding experience.
- Partnerships:** We will partner with financial advisors and wealth management firms to provide a seamless, personalized experience.
- Referrals:** We will offer incentives to existing clients who refer new clients to the platform.
- Content Marketing:** We will create high-quality content, including blog posts, whitepapers, and webinars, to educate HNWI on the benefits of the platform.
- Events:** We will host exclusive events for HNWI, including conferences, seminars, and workshops.

Business Model

Our business model is based on a subscription fee structure, where HNWI pay a monthly fee to access the platform.

- Subscription Fee:** HNWI will pay a monthly fee of \$1,000 to access the platform.
- Additional Fees:** We will charge additional fees for certain services, such as investment management and reporting.
- Revenue:** Our revenue will be generated from the subscription fees and additional services.

Sources & Uses

Our sources of funds include HNWI, financial advisors, and wealth management firms.

Source	Amount	Use
HNWI	\$100M	Platform development and marketing
Financial advisors	\$50M	Platform development and marketing
Wealth management firms	\$50M	Platform development and marketing

Traction & Milestones

1. Platform launch in May 2020
2. Secure funding for the platform in May 2020
3. Launch MVP in August 2020
4. Complete onboarding process for HNWI by September 2020
5. Launch investment management platform by November 2020
6. Launch reporting and analytics platform by December 2020
7. Complete platform development by January 2021
8. Launch platform to HNWI by February 2021

Financial Projections

Our financial projections show a strong return on investment for HNWI.

Year	Revenue	Expenses	Profit
2020	\$100M	\$50M	\$50M
2021	\$200M	\$100M	\$100M
2022	\$400M	\$200M	\$200M

Future Opportunities

- 1. Expand the platform to include other financial services, such as insurance and estate planning.
- 2. Launch a mobile app to provide a seamless, personalized experience for HNWI.
- 3. Partner with other financial institutions to provide a seamless, personalized experience for HNWI.
- 4. Launch a new platform for HNWI to manage their wealth and assets.

Exit Strategy

- 1. Acquisition by a larger financial institution.
- 2. Initial public offering (IPO).
- 3. Strategic partnership with a financial institution.

Team

Matt Johnson
CEO

Mr. Johnson is a seasoned executive with over 15 years of experience in the financial services industry. He has a proven track record of building and leading successful teams, and he is passionate about creating a seamless, personalized experience for HNWI.

Sarah Johnson
COO

Ms. Johnson is a seasoned executive with over 10 years of experience in the financial services industry. She has a proven track record of building and leading successful teams, and she is passionate about creating a seamless, personalized experience for HNWI.

John Johnson
CTO

Mr. Johnson is a seasoned executive with over 10 years of experience in the financial services industry. He has a proven track record of building and leading successful teams, and he is passionate about creating a seamless, personalized experience for HNWI.

Jane Johnson
CFO

Ms. Johnson is a seasoned executive with over 10 years of experience in the financial services industry. She has a proven track record of building and leading successful teams, and she is passionate about creating a seamless, personalized experience for HNWI.

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17. Thank you!

Blackmar

Vision & Value Proposition

Traditional & virtual family office experience

Vision:

Blackmar will become the platform for high-net-worth individuals ("HNWI") to aggregate, analyze and report on their marketable and offline assets—think the Microsoft Office 365 and the UpWork for HNWI individuals.

Value Proposition:

Our platform will provide outsourced services for HNWIs by creating a full-scale **virtual office** experience to manage investments effectively and efficiently.



Blackmar

Problem

HNWI



Don't have access to technology and resources to manage portfolios in one place.



Aggregation is a challenge with multiple custodians and data sources in the financial world.



There is no existing community/network of HNWI investors globally.



Measuring performance across various portfolios and assets is quite complex.



Excel and spreadsheets are still the #1 tool to manage assets and it's very manual.

Blackmar

Solution

A cloud-based asset management platform that will **aggregate financial data** that can be shared with dedicated professionals on-demand, allowing us to become the **largest network of accredited investors** in the world.



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Opportunity

"According to the Wealth-X High Net Worth Handbook 2019, the number of individuals with net assets of \$1m → \$30m totaled 22.4 million in 2018, with a combined net worth of \$61.3trn."

Leverage Established Relationships:



Currently, we have a direct network of **59** family offices and **20 RIAs** to leverage and access **1,000+ HNWI** to become Blackmar's initial client base.



HNWI generally face same problems and it's a segmented market without real tech addressing their needs.



COVID-19 and the global credit crisis showed how many HNWI cannot rely on institutions and banks to protect them and to be transparent.



A growing segment of the HNWI market are becoming savvy investors without a solution addressing the end-user experience.

Blackmar

Addressable Market

According to the Wealth-X High Net Worth Handbook 2019, the number of individuals with net assets of \$1m → 30m totaled **22.4 million in 2018**

The new report reveals that this population rose by **1.9% to 22.4m** people in 2018 and is forecast to increase by another **6.2% over the next five years**.

TAM = \$61TR

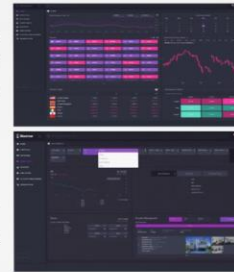
SAM = \$55BN
10% penetration rate

SOM = \$1.1BN+
2% penetration rate

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How It Works

- Aggregate all data:** using best-in-class data and feeds (IEXCloud, Electra Data, Plaid, etc.), see all financial information in one dashboard so users do not have to jump from website to website to check on their portfolios.
- Model it:** it's not just a matter of getting information in one place, but going all the way down to the transaction and tax lots to see the entire portfolio. Normalize the data across all sources.
- Do complex math:** once we have the data, we can calculate performance, risk, exposure and do analysis.
- Display intuitively:** show data efficiently, dynamically, and in a way that is going to be focused on end-user experience.
- Build open standards:** get good at integrating and unifying data constantly.
- Secure everything:** cybersecurity is central to our system and we will have pro-active security standards.



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Benefits

HNWI



Leverage institutional-level data and tools for their complex portfolios.



Access to financial and legal professionals in one place, without having to worry about the high cost of switching.



Normalized data on one platform, easing the complexities for HNWI for converting data across tools, even when they move away from the system.



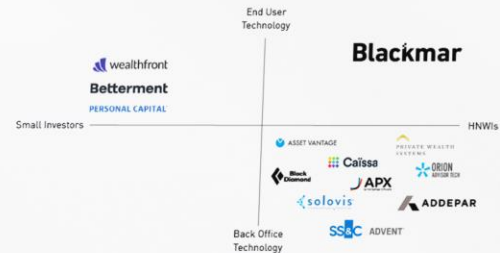
Stream-lined and integrated solution that links to a centralized platform for all workflows.



More accurate idea of net worth and portfolio activity; less issues with fumbling around with custodian logins, stale values, and erroneous reports.

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Competitive Landscape



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Go-to-market Strategy

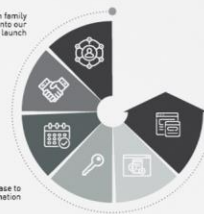
Leverage our knowledge and trusted reputation in the market to acquire first paying customers

Exploit our current connections with family offices and RIAs to bring HNWI onto our platform in our initial launch

Partner with advisors like SAK in our network, who currently provide virtual family office services but without a tech platform solution on which to increase client acquisition

Attend events such as Family Office Exchange and Family Office Club

Gain access to family office database to get potential client contact information



Optimize website's SEO with proper keyword density, blog content and other resources that are continuously updated to attract potential clients. Utilize tools like Optimizely to improve the sales funnel to increase conversion rates

Create paid acquisition (Google Adwords) campaigns as well as display advertising and retargeting to visitors on the website acquisition, display advertising and retargeting to visitors on the website

Blackmar

Business Model



Unlike our competitors, we incentivize users to add more assets on Blackmar's platform, not less, giving them a better and more accurate picture of their portfolios.



Focus on data-driven pricing vs AUM driven pricing (rows of data vs. value of single cell).



Value-add services can be provided on an hourly or project-basis, in addition to recurring subscription revenue model.

HNWI

\$18K per year
(billed monthly)

\$16K annually
(paid in advance)

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Sources & Uses

Money Raised To-date:

CEO & Founder has invested **\$300K** to-date for tech development and data licensing

Capital Raise:

Raising **\$1M** on a Safe Note with a **\$3M** valuation cap

Breakdown

Marketing
\$200K

Launch paid acquisition, SEO, sales team and partnership initiatives

Operations
\$300K

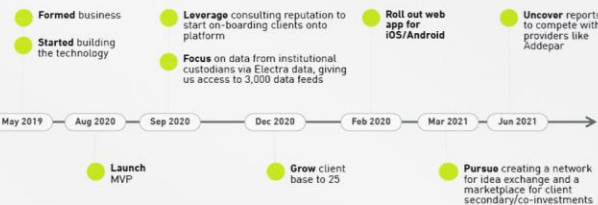
Make key management hires and further strengthen compliance

Technology
\$500K

Further develop technology based on client feedback

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Traction & Milestones



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Financial Projections

Leveraging our Knowledge and trusted name in the Industry



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Future Opportunities



Create an investment marketplace to allow for non-public investments across various asset types. This is not exclusive of robo-advisory sort of offerings for dormant cash positions to receive returns north of what they can get at banks for CDs.



Family offices will be a new vertical as the current offering's technology is antiquated and primarily done in Excel today.

- HNWI's penetration will dictate the software they prefer, if they're a part of a family office or decide to open one.
- Currently, the end-user experience for family offices is ignored.



Global expansion into Europe, South America, and Asia because these are growing HNWI markets and the same problems exist as those currently experienced by US HNWI's.

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Exit Strategy



CharlesSchwab



Blackmar

Team



Haik Sahakyan
Founder / CEO

He drives Blackmar's overall vision and strategy. Previously, he was a Deployment Manager for Adepar, in its New York office, working with clients in various profiles, requirements, and complexities.



Karen Nikoghosyan
CTO

He brings 10+ years of experience in developing large scale software, deployments and maintenance. His focus has been on solving big data problems across various industries such as ride sharing as well as proprietary trading platforms for alternative investments.

Advisors



David Perlman
Senior Vice President at Shepherd Kaplan Krochuk, LLC



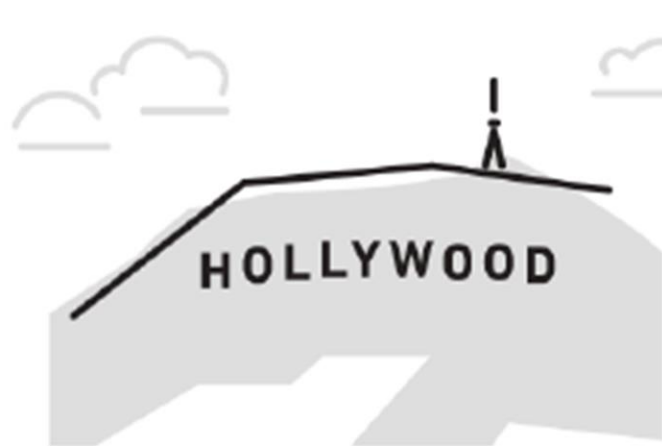
Robert Discolo
CEO/COO at River Partners Capital Management



Chris Moman
Founder & CEO at Summa Financial Technology

Blackmar

Thank You!



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