

Connect4B



**The global business social network for
HNWI* and UHNWI** business leaders**

“Engineered for business growth”

*** High Net Worth Individuals (more than 1€m investible assets)**

****Ultra High Net Worth Individuals (more than 30€m investible assets)**

Executive summary (1/2)



Connect4B is a closed **business social network** for the **19.9 million** HNWI who collectively own half of global assets. 85% of HNWI and UHNWI are business owners

Connect4B allows members to identify HNWI clients, customers, business partners, suppliers and distributors worldwide, and **instantly connect**

Connect4B enables members to conduct peer-to-peer business in a secure environment, based on KYC processes, blockchain and smart contract technologies

And via **Connect4B**, for the first time, advertisers can access the wealthiest global 1% who own 50% of the global assets without media wastage

Membership is free. The network is financed by advertising, business data and transaction-related revenues

The concept is unique. There are no competitors

Executive summary (2/2)

Background

Connect4B is an expansion of Econcast, the foremost exponent of HNWI marketing and research in Europe. Econcast has a track record of success with many of Europe's largest financial companies and comprehensive experience of managing all aspects of services marketing and sales strategy, both in Europe and globally. To build the **exclusive Connect4B member base**, membership acquisition methodologies have been developed and validated over the past 30 years, initially based on American Express card acquisition techniques. Since 2013, Econcast has conducted more than 500,000 interviews with business leaders in more than 53 markets. **The large number of successfully conducted interviews with this extremely difficult to reach audience, validates our member acquisition approach and the business model**

Products & services

Connecting HNWI business leaders with new clients, business partners, suppliers and distributors worldwide via “push” communication techniques. Processes are designed to grow members’ businesses in a safe environment via direct communication with other business leaders worldwide.

Competitive advantages

Proven ability to identify successful business leaders worldwide, acquisition techniques and a sustainable research-related dialogue. KYC-compliant on-boarding enables safe peer-to-peer business communication and FinTech transactions

Revenue sources

High end advertising, wealth management, corporate banking, products & services directed at HNWI & UHNWI, FinTech related products, market & economic research, sponsorship of economic research & premium subscriptions

Growth

After 48 months, assuming an investment of 100€m, will result in over 13 million members worldwide and revenue per month of 144€m. Alternative scenarios – based on an 10€m initial investment with no additional funding - produce less members, but comparable ROI's

Connect4B: the digitalization of Econcast

From Econcast

To Connect4B

Connect4B is an expansion of Econcast. After participants have taken part in the Econcast research, they are invited to join **Connect4B**. If they accept, we immediately upload their profile onto the **Connect4B** platform. On-boarding is automated and follows KYC-compliant regulations

- Econcast is the foremost HNWI and UHNWI marketing and research organization in Europe. Starting in 2010, Econcast has built a survey-based value exchange with HNWI business leaders designed to quantify business sentiment and forecast future business cycles worldwide
- We can forecast global economic developments with unparalleled accuracy. The data can be sliced at the continental, country, regional and industry levels or in any combination
- With a universe of over 260 million companies in our database, all relevant business leaders can be identified via our proprietary scoring models

- Our models locate over 19.9 million HNWI and UHNWI who can be recruited for economic and market research, and invited to join **Connect4B**
- Econcast will provide **Connect4B** with over 30 million business emails, enabling **Connect4B** members to identify and network with new clients, business partners, suppliers and distributors both locally and globally
- **Connect4B** members can also access Econcast research and customize the data according to their needs. Presenting the research results in this way enhances the forecasting ability and increasing the value exchange

Connect4B in numbers

We interpret and transform data into tailor-made insights to enable business leaders to make more educated decisions. And by streamlining logistic processes, Connect4B enables accelerated, sustainable business growth



19.9m

HNWI business leaders
identified worldwide



260m

Companies available
in our database



30m

Emails address



500k

Interviews collected with HNWI
business leaders to date



110k

Confirmed panel members



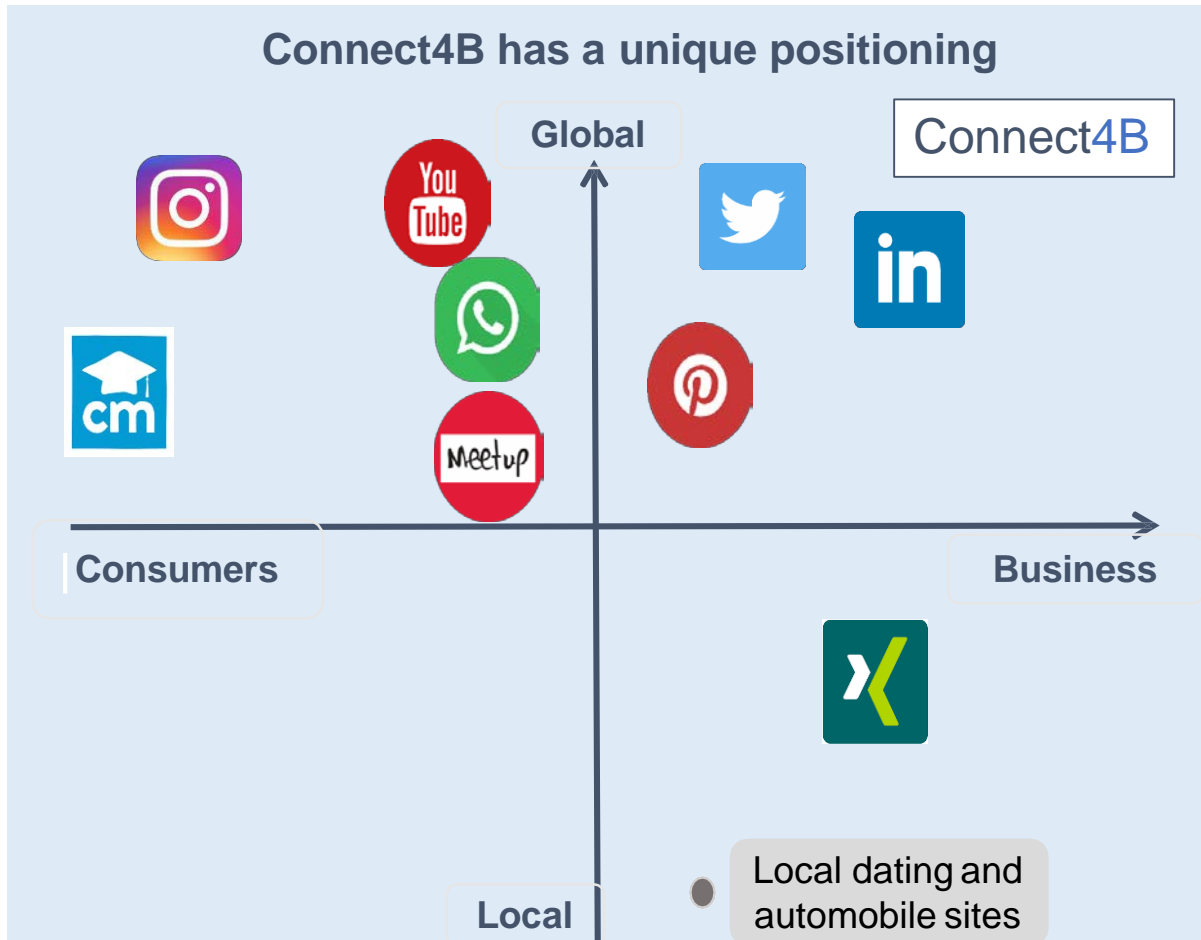
No.1

Networking platform

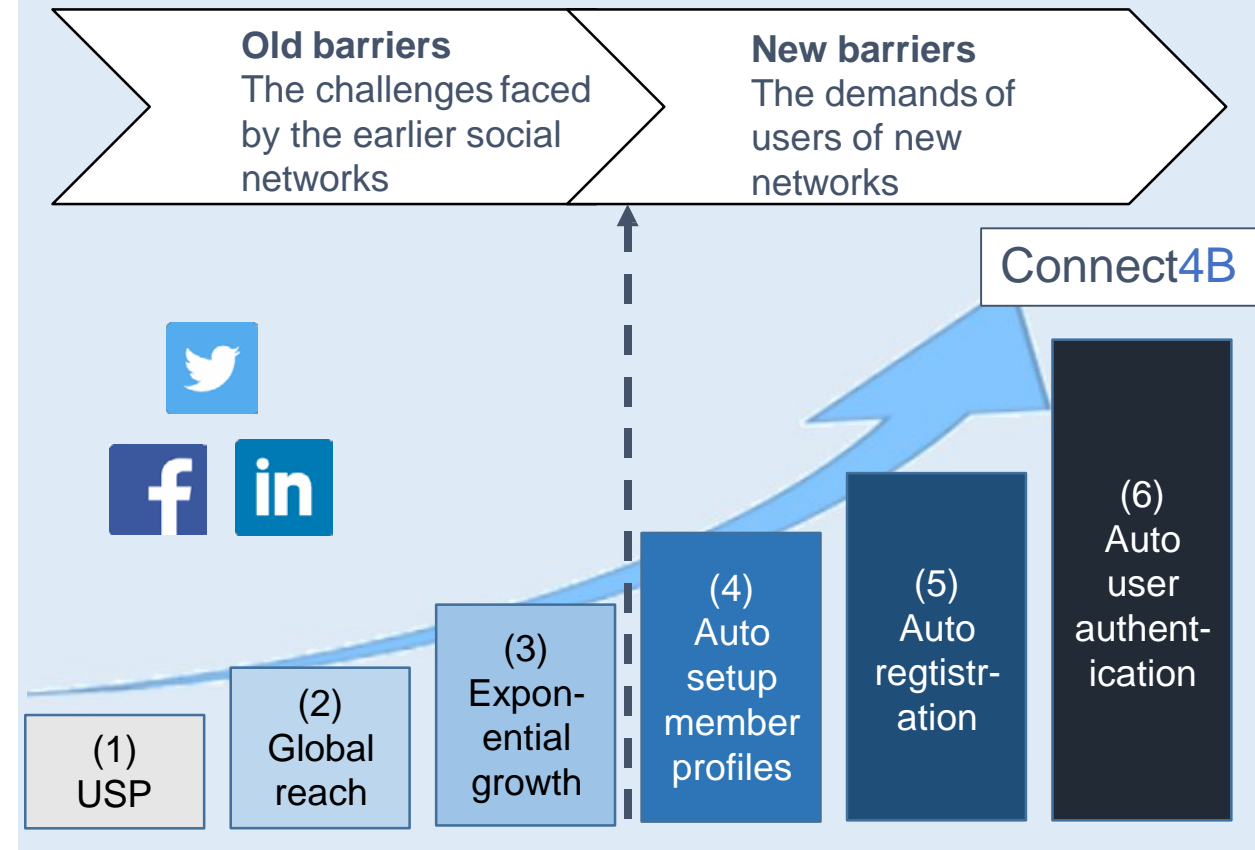
Member acquisition (1/4): barriers to entry & positioning

Connect4B's unique positioning and technological capabilities overcomes both the old and new barriers. We also eliminate all SPAM

Connect4B has a unique positioning



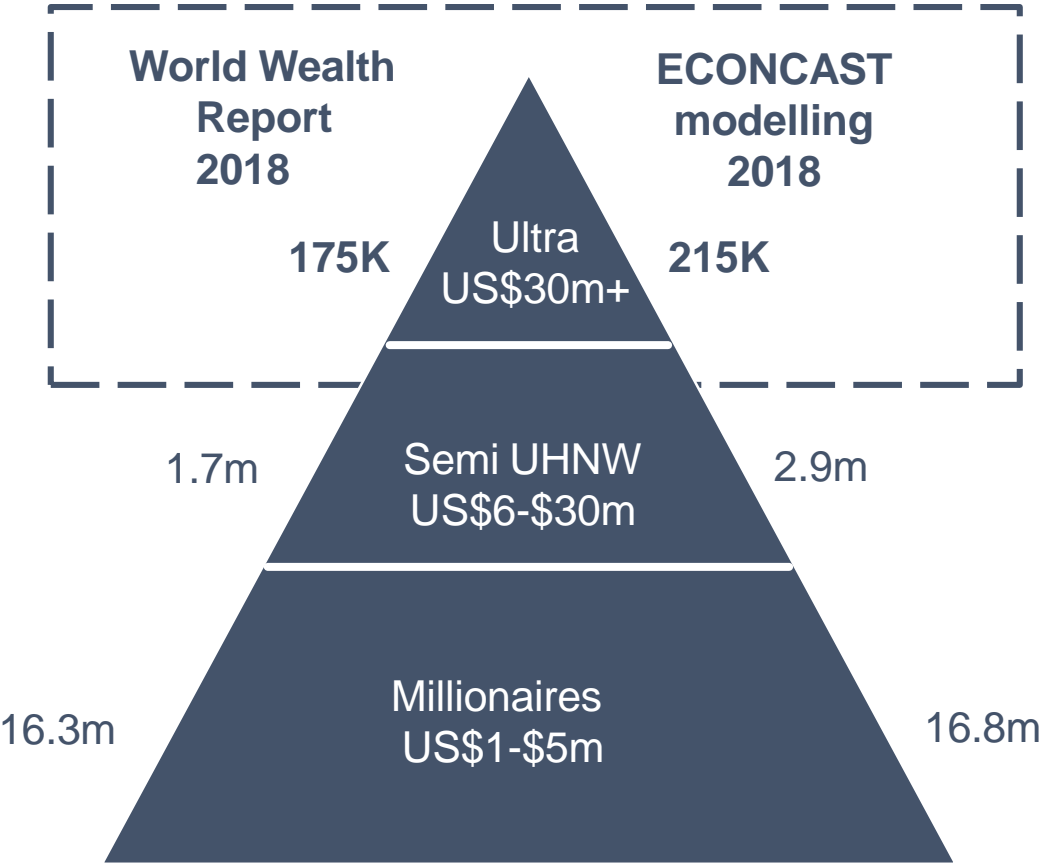
Connect4B overcomes all new barriers to entry



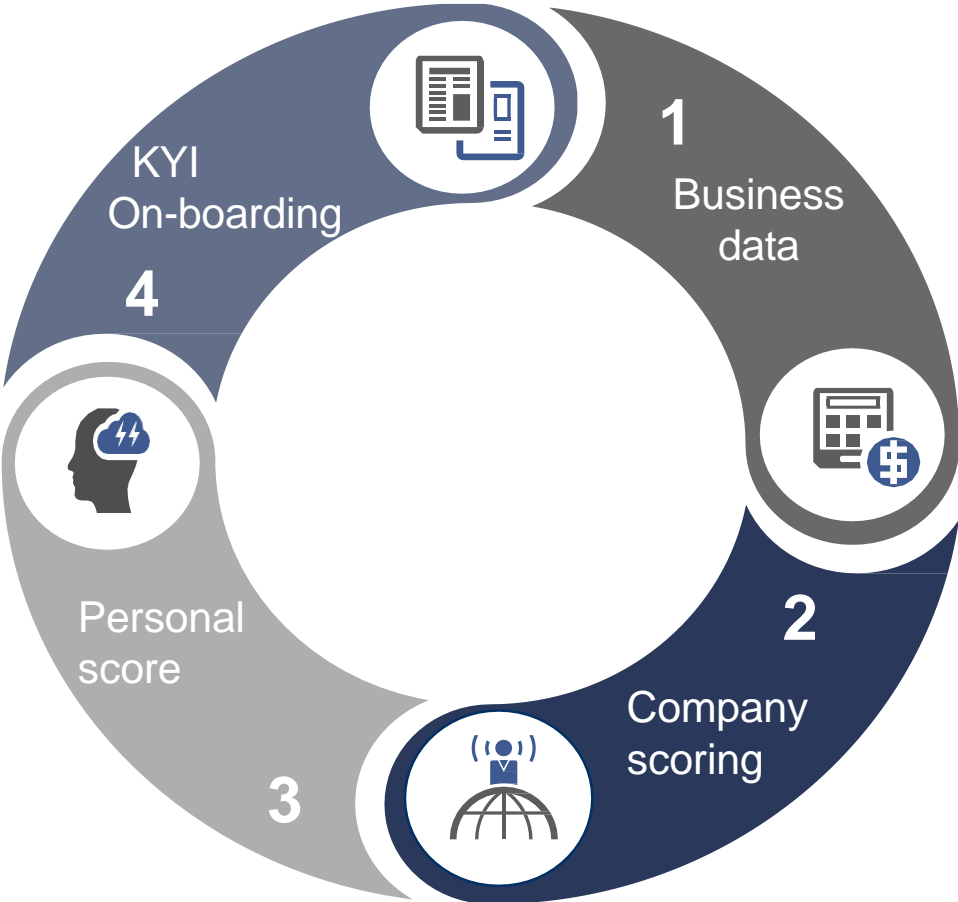
Member acquisition (2/4): identify business leaders

The World Wealth Report estimates the number of HNWI. Connect4B's counts are based on actual counts of the universe of successful leaders worldwide. Each of these individuals can be invited to become a Connect4B member

HNWI market size

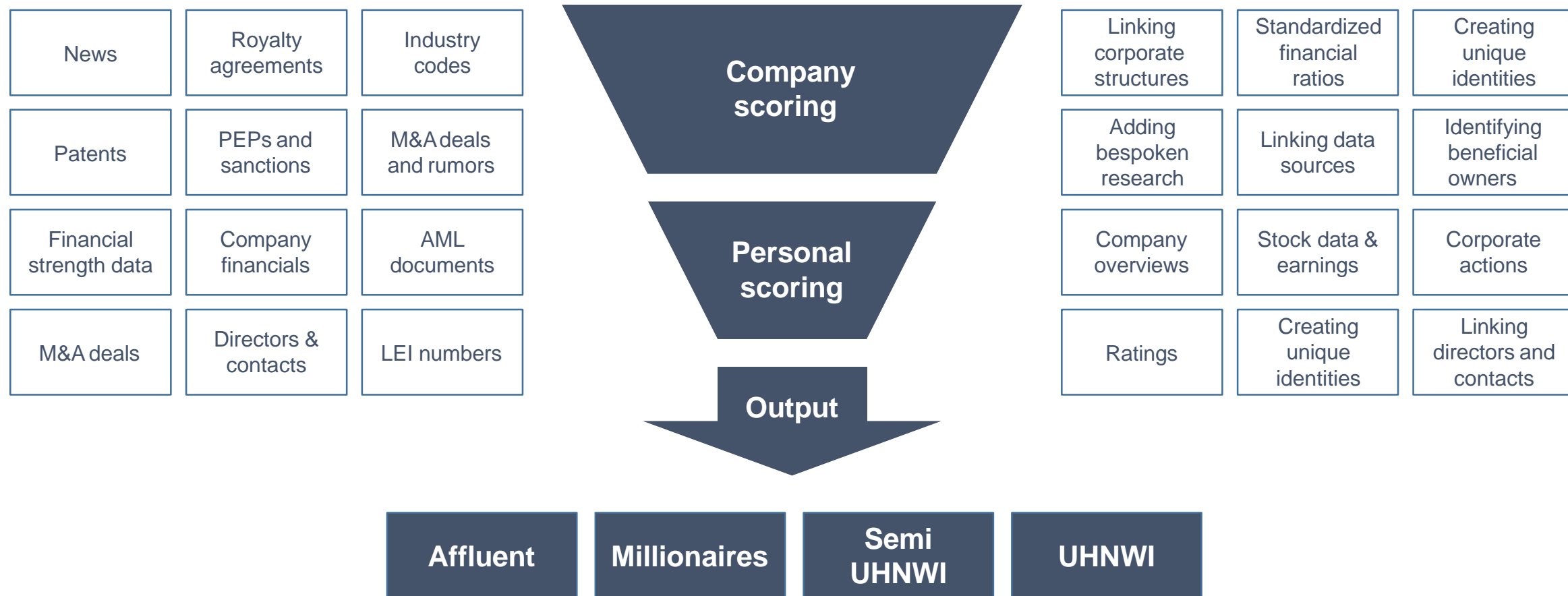


Member identification



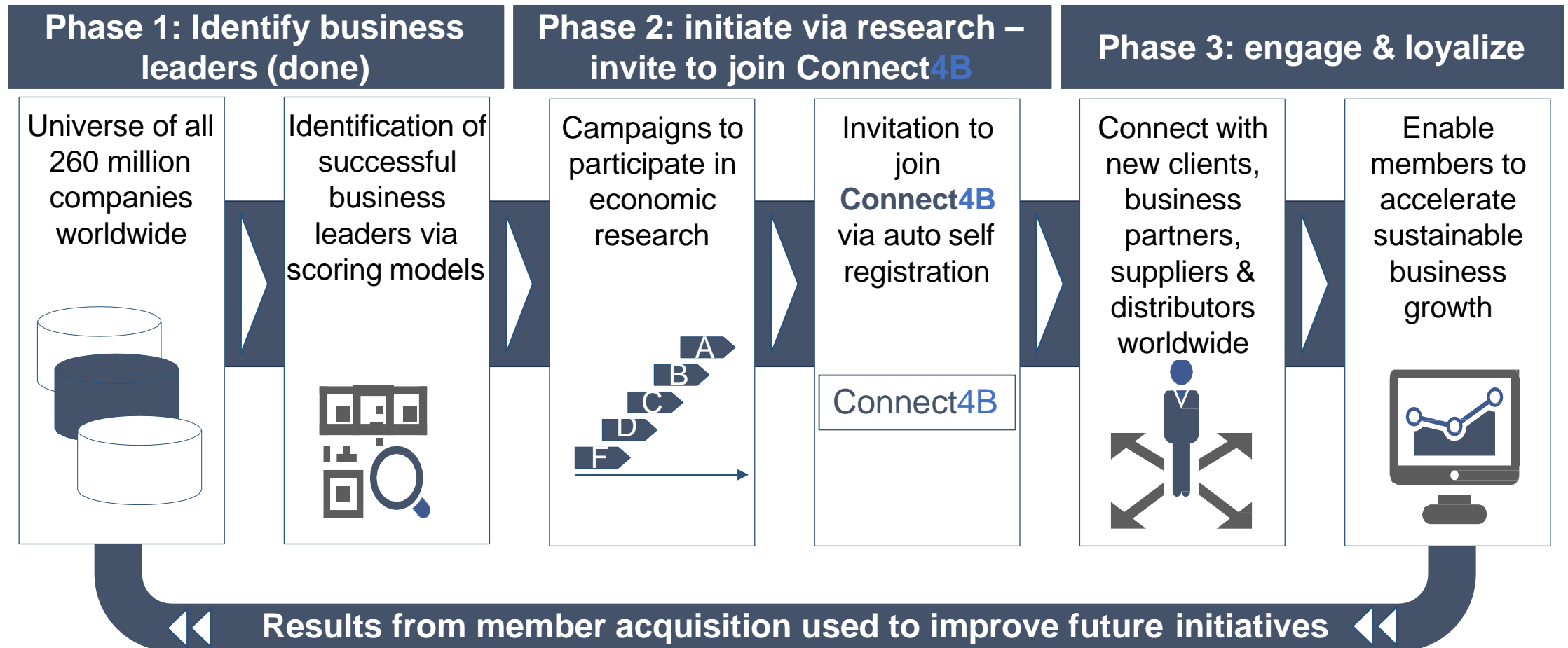
Member acquisition (3/4): massive business data

Connect4B wealth scoring models are based on mining and analyzing more than 300 business, ownership, personal, financial and other variables



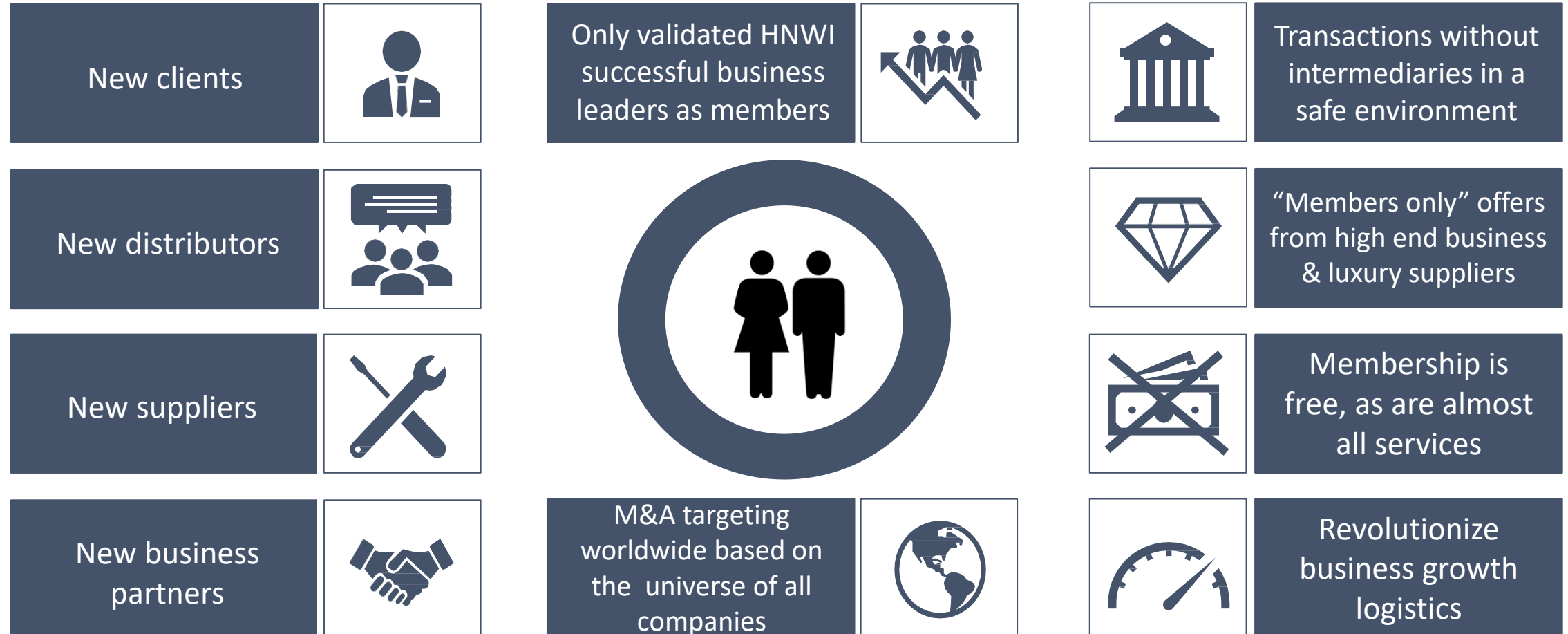
Member acquisition (4/4): process overview

Acquiring and engaging members is segmented into 3 phases



Member benefits (1/3): revolutionize growth logistics

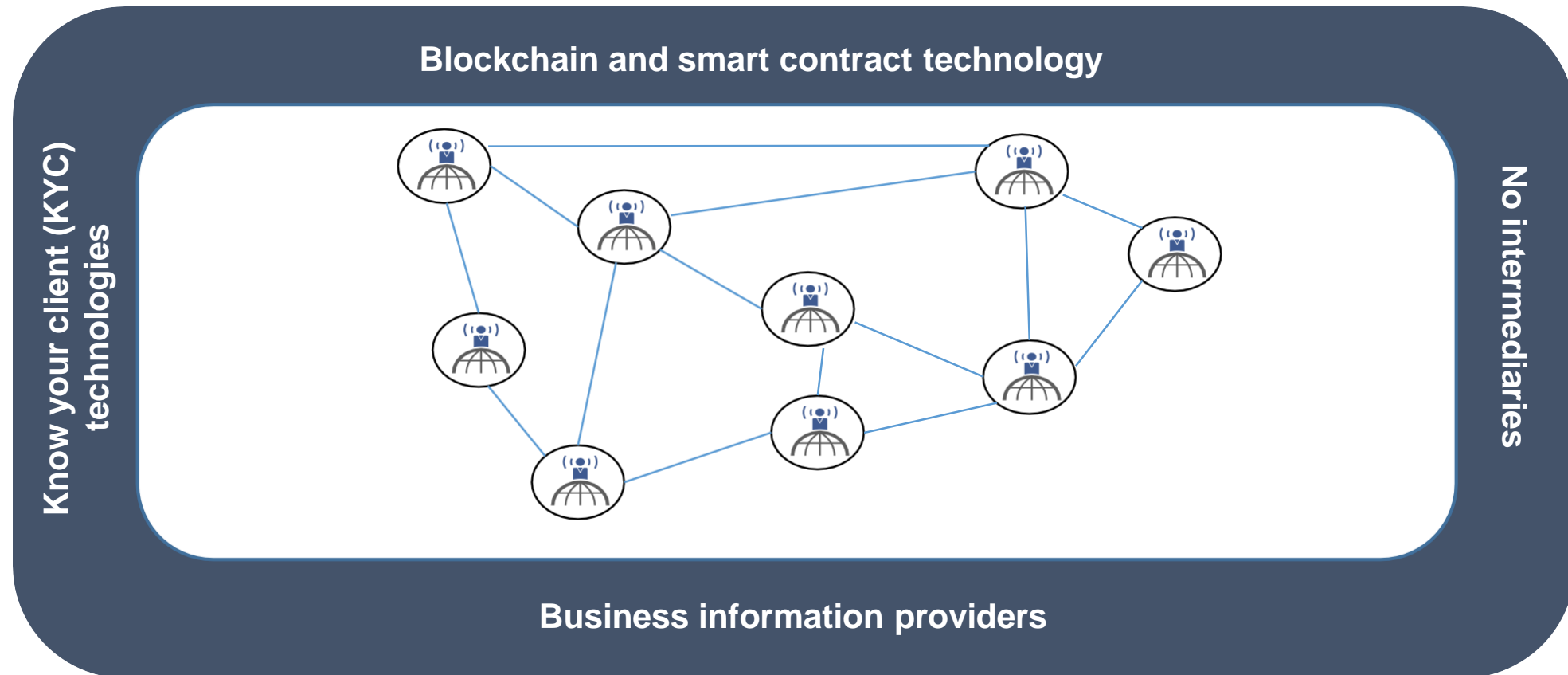
Membership is free to qualified HNWI & UHNWI business leaders, as are almost all services



Member benefits (2/3): blockchain and smart contracts

Blockchain and smart contract technology will allow members to conduct business worldwide, without intermediaries, in a safe environment with unprecedented efficiency

Connect4B network = increased business growth efficiency



Member benefits (3/3): connect, transact and grow

Understanding business needs and stakeholder expectations and delivering topline insights in almost real-time

Intellectual

All team members have extensive experience and have gained a deep-understanding of issues and challenges business owners are facing

Financial capital

Should the current agreement hold, we are confident that we can generate revenue to sustain the full development of the platform for a go live in Q2 2020

Core database

The existing structure merely needs technical implementation. With our experience and 3rd party investment we will achieve this in 3 months

Experience

With our deep understanding and extensive experience we are able to ensure a smooth development and generate the required initial traffic

Human

Given the client-centricity of our model, both members as well as clients will experience a new type of partnership that will foster exponential growth

Pre-screening

All participants are verified and a wealth business data is readily available upon onboarding

Top level research

Relevant conjunctural and business insights will be provided to members at no extra cost via our platform

Data security

State of the art security guaranteeing data integrity and safety

Core partnerships

Preferred access to wealth managers and events with leading companies in the finance and high end luxury sectors



Networking platform

One of a kind comprehensive B2B insights exchange platform with integrated marketplace



Due diligence

Based on massive data, proprietary modeling and screening



In depth customized business reports

At market and industry level, including market sizing, competitor and vertical analysis



Relevant tailor made offerings

Including exclusive access to high wealth managers and luxury brands



Trusted connections

Connect, transact and grow your business success in one place. Easily find new partners and clients

Make educated decisions

Gain free access to relevant insights collected directly from you and your peers in real time

Events and offers

Tailored directly to meet both your private needs as well as your business requirements

Enjoy Connect4B offerings


Membership is rewarded with in depth reports and analysis


Social networking


Interact with like-minded people and participate in our forum to increase your visibility


Enabling better business decisions and accelerated growth


Member landing page



My Network



My Market



Notifications



Messaging


Clients



Suppliers



Finance



M&A


Add contacts




Profile




 Friends

 90% Activity


Share an article, photo, or idea



 Start a post


Newsfeed


04-19-2019



19 Beispiele für außergewöhnliches Newsletter-Design


Bildergalerie: Gutes Newsletter-Design gehört zu den wichtigsten Kniffen für erfolgreiches E-Mail Marketing. Diese Beispiele liefern Inspiration.






Paid Media als Instrument in Krisenzeiten


Ratgeber: Kritische Schlagzeilen, tobende Social-Media-Follower und skeptische Nachfragen von Kunden: Krisen stoßen Unternehmen in Sachen Kommunikation häufig vor Herausforderungen. Weil organische Kanäle hier oft an ihre Grenzen stoßen, lautet das Erfolgsrezept Paid Media. Hier kommt es aber darauf an, die richtige Klaviatur zu beherrschen.






Diese 5 B2B-Influencer-Typen stellen das Influencer-Marketing auf den Kopf

Ratgeber: „People influence people“ – Im B2C-Bereich ist die Zusammenarbeit mit Influencern gang und gäbe. So setzen nach einer Umfrage des BVDW 59 Prozent der Unternehmen auf die Kooperation mit den Meinungsmachern, weitere 24 Prozent prüfen den Einsatz.






Suchmaschinenmarketing: Mit diesen 6 SEO/SEA-Tipps erhöhst du die Conversion-Rate

Ratgeber: Search-Engine-Optimization (SEO) und Search-Engine-Advertising (SEA) sind mehr als das bloße Jonglieren mit Keywords. Mit diesen Tricks steigern Unternehmen die Effizienz ihres


Crackdown auf den Suchmaschinen-Schrott

Events


Add to your feed




+ Follow




+ Follow



+ Follow




+ Follow





+ Follow


My website





'My Market' section



My Network



My Market



Notifications



Messaging



Clients


Suppliers


Finance


M&A


Add contacts

 Search...

Initial search criteria

Location

Company Name

Industry

Contact

Ownership

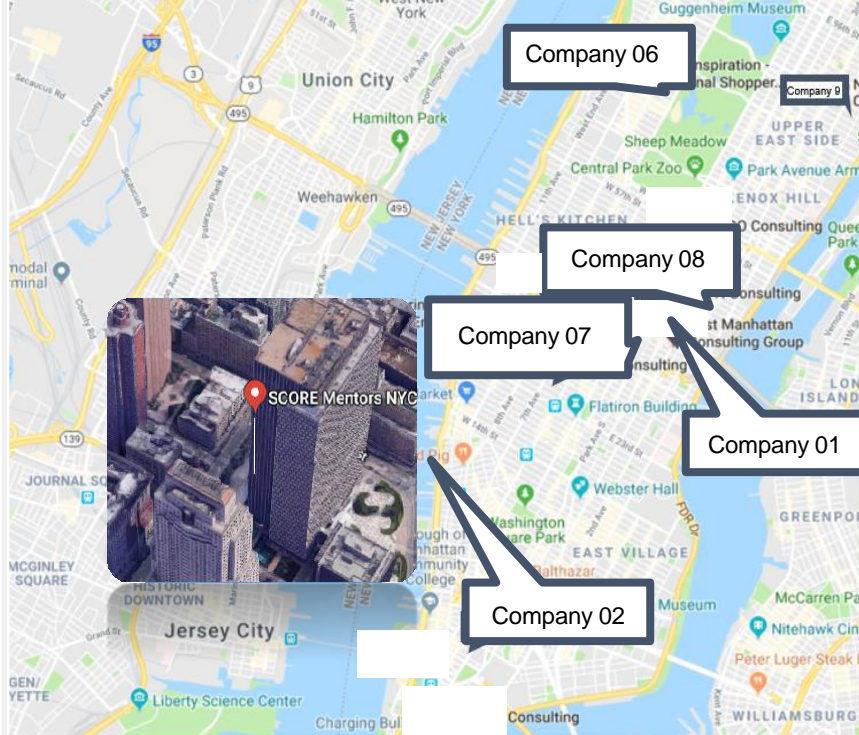
Directors

Financial Data

Employees

Property

Interest Entities



consulting Manhattan

Bewertung mindestens
4.5 ★★★★★

First Manhattan Consulting Group
5,0 ★★★★★ (1)
Berater · 605 3rd Ave Floor 37
Company 8

Stride Consulting
4,7 ★★★★★ (7)
Berater · 127 W 26th St #1201
Öffnet um 09:00
Company 6

MindStorm Strategic Consulting
5,0 ★★★★★ (1)
Unternehmensberater · 17 State St Suite 4000
Öffnet um 08:30
Company 1

Feng Shui Manhattan New York
5,0 ★★★★★ (7)
Feng-Shui-Berater · 545 8th Ave
Öffnet um 07:00
Company 7

23 January 2020

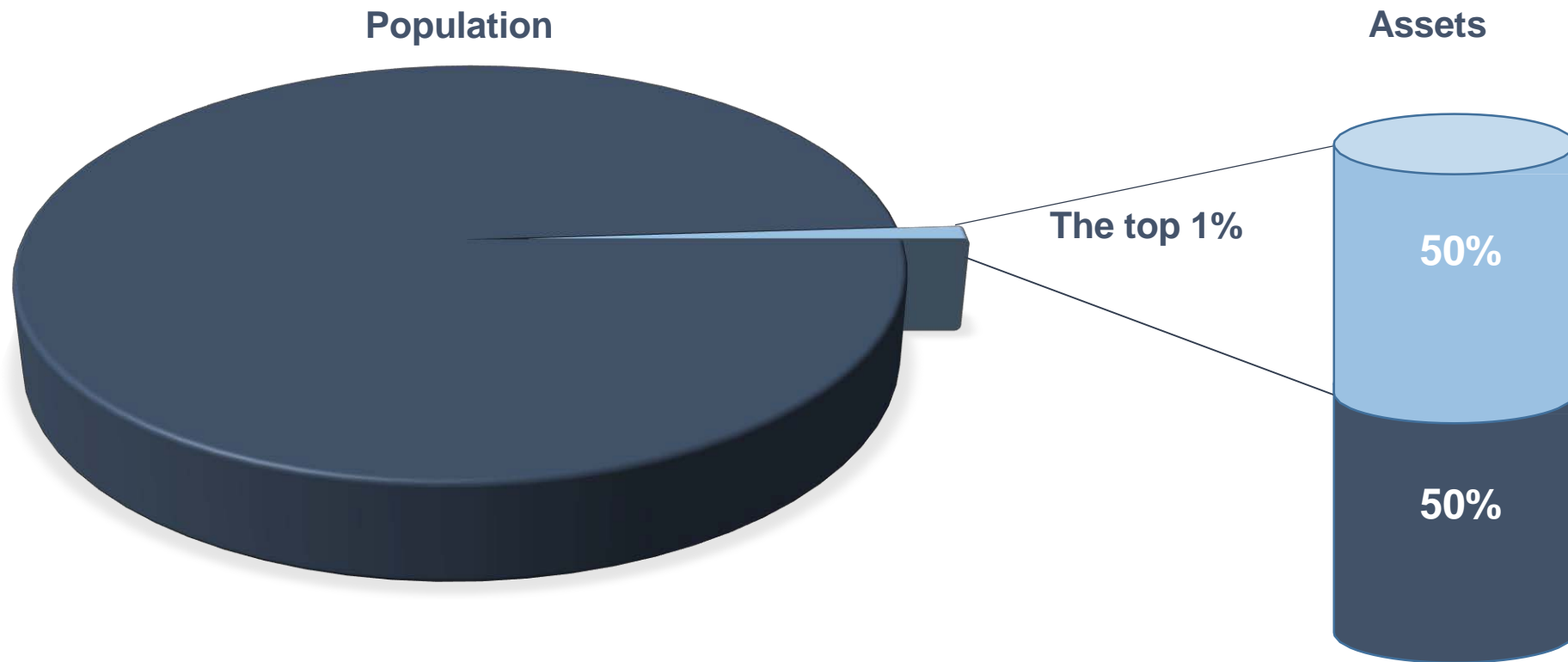
♥ Connect4B 2020 Version 1.0

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Advertiser benefits (1/2): pinpoint HNWI & UHNWI

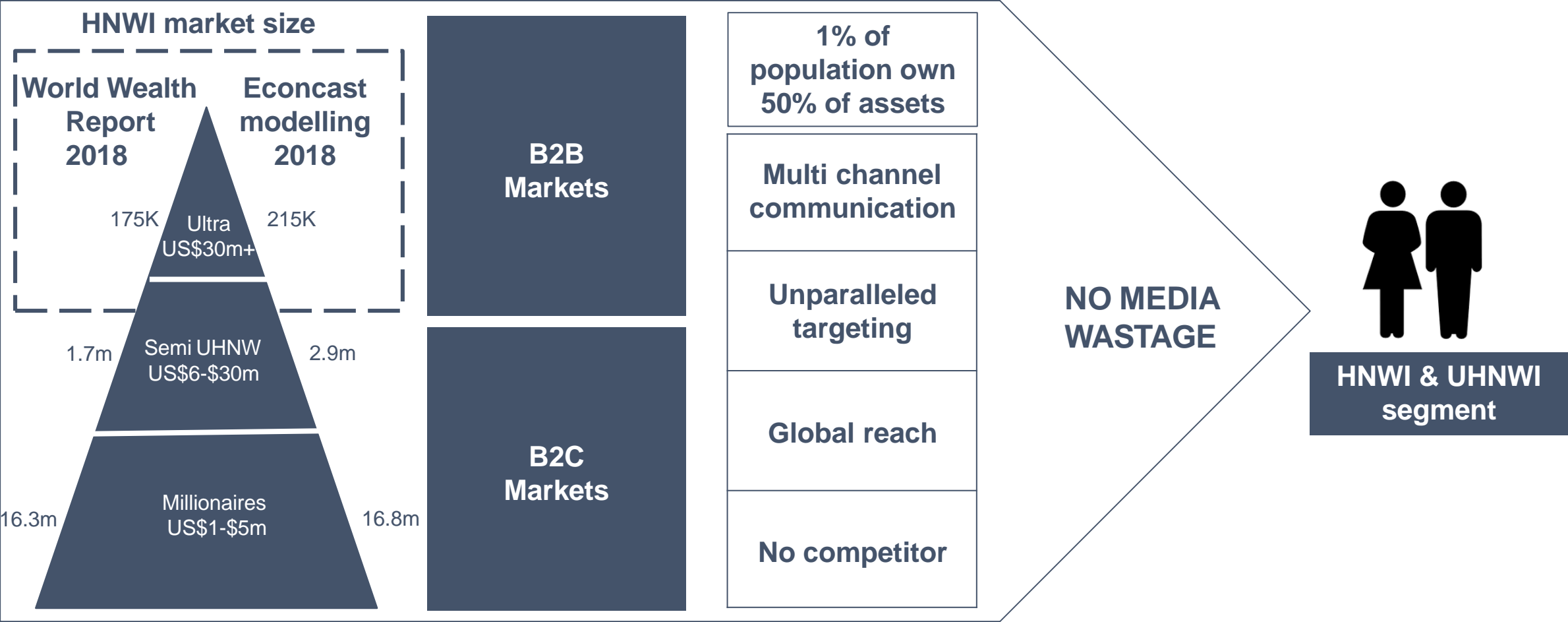
Wealth is highly concentrated to a small percentage of the global population

The top 1% of the world's population owns 50% of total global assets



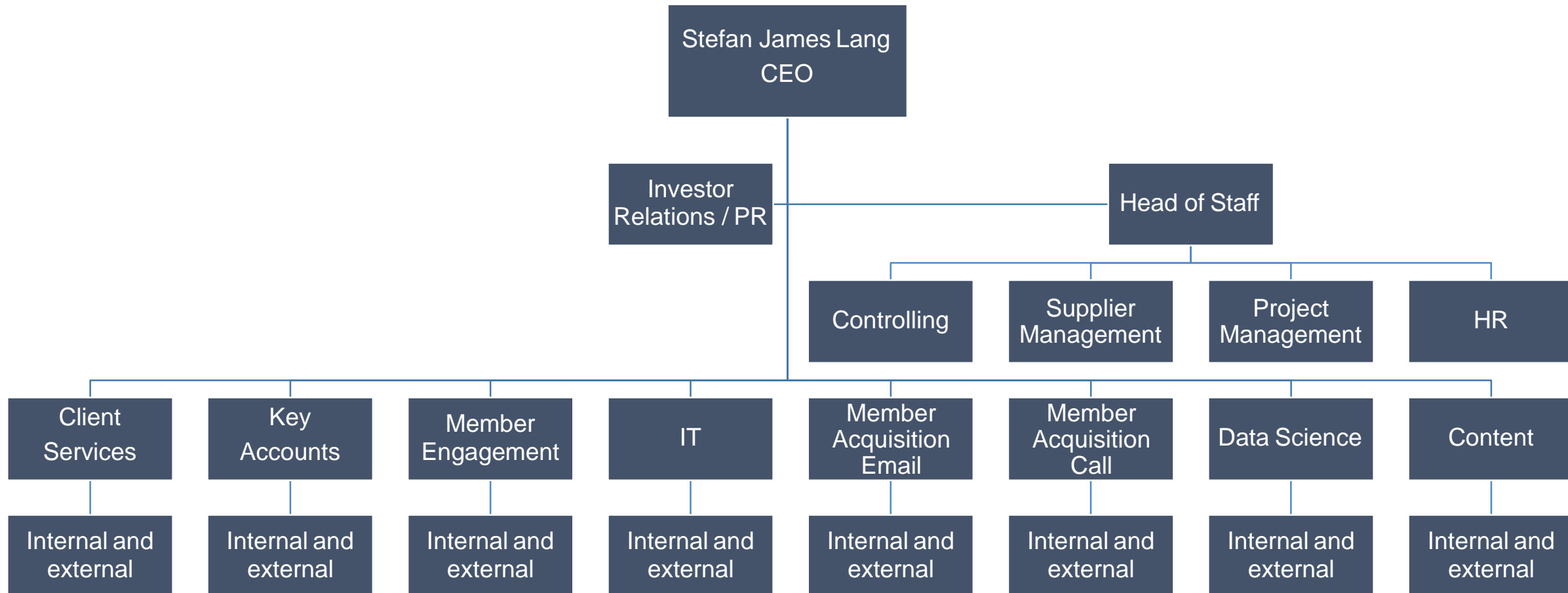
Advertiser benefits (2/2): no media wastage

Connect4B is the first and only media that can reach this segment without media wastage both for B2C and B2B markets



Connect4B organization overview

Target organization within 12 months. Personnel for many positions are already identified



Connect4B advisors & associates (1/3)



Markus Diethelm
UBS Group General Counsel



Boris Collardi
Partner & Shareholder
Pictet; former CEO Julius Bär



Stefan James Lang
CEO, Owner & Founder **Connect4B** and
Econcast; former Director at Credit Suisse,
BMW & American Express



Frank Keller
Head Business Development &
Team Head Emerging Asia
Julius Bär



Greg Handrick
Lippincott Senior Partner &
Head of EMEA;
former partner Prophet



Christian Engels
Head IT Postbank & Deutsche
Bank; former Partner
Accenture



Jan Egbert Sturm
Director KOF
Swiss Economic
Institute at the ETH Zurich



Gian Rossi
Former CEO Julius Baer
Switzerland; now
private investor



Dr. Peter Schaumberger
Managing Director
GEPA FAIRTRADE



Michael Conrad
President Berlin School of
Creative Leadership; former
chief creative officer Leo
Burnett Worldwide 18 / 33

Connect4B advisors & associates (2/3)



John Steward
Head U.S. Bank;
former President
American Express



Simona Gatti
Director Banca Euromobiliare;
former consultant



Crispin Davis
COO Chief Risk Officer,
Credit Suisse



Dr. Hendrik Fuegemann
Partner Copenhagen
Economics; former NERA
Economic Consulting



Dirk Witmer
WM Vice Chairmen Office -
Client and Corporate
Development / Special
Projects UBS Switzerland



Dr. Alexander Vögele
Chairman Advisory Board
NERA Economic Consulting



Dr. Stephan Thaler
CEO Swiss Life Investment
Foundation



Otto Rathsmann
Partner Sthim Kommunikation & IR;
former CFO
GE & Cabelcom



Dr. Sarah Gelper
Professor and
Econometrician,
Eindhoven University



Jonathan Harman
Change Leader & Customer
Experience Expert;
former managing director of
media Royal Mail Group

Connect4B advisors & associates (3/3)



Ole A. Wassermann
Managing Owner
Wassermann Consulting



Marco Stettler
Head Operations
JK Development; Global Media
Expert



Werner Bittner
Global Advertising
& Media Consultant; former MD
Y&R, BBDO & JW Thompson



Sarah Loessner
Global digital marketing
specialist; former Manager
Muthmedia



Frank Jesse
Head of Strategy
Visa Europe; former Head of
Mercedes Card



Christian Fassbender
Head Key Account
Universität St. Gallen;
former Director UBS



Chris Hallatt Wells
Consultant; former
Marketing Manager
Linklaters & Gide Loyrette
Nouel



Yi Yuan
Former MBA Frankfurt School of
Finance; now
product manager China





















Guido Scarfo
MD Scarfilm;
former Director American
Express



Paulo Scarfo
Director & Cinematographer
Scarfilm

Connect4B associated companies

Connect4B: milestones

1988 - 2004

Stefan James Lang

Background: American Express, Marketing Director Europe & Head of Members Acquisition; BMW Financial Services, Europe Head Online Banking; Credit Suisse Private, Marketing Director Europe and Asia

2005 - 2009

Marketing and client acquisition consulting: Dresdner Bank; Commerzbank; Deutsche Bank; Wunderman; and Hutchison Telekom

2010 - 2019

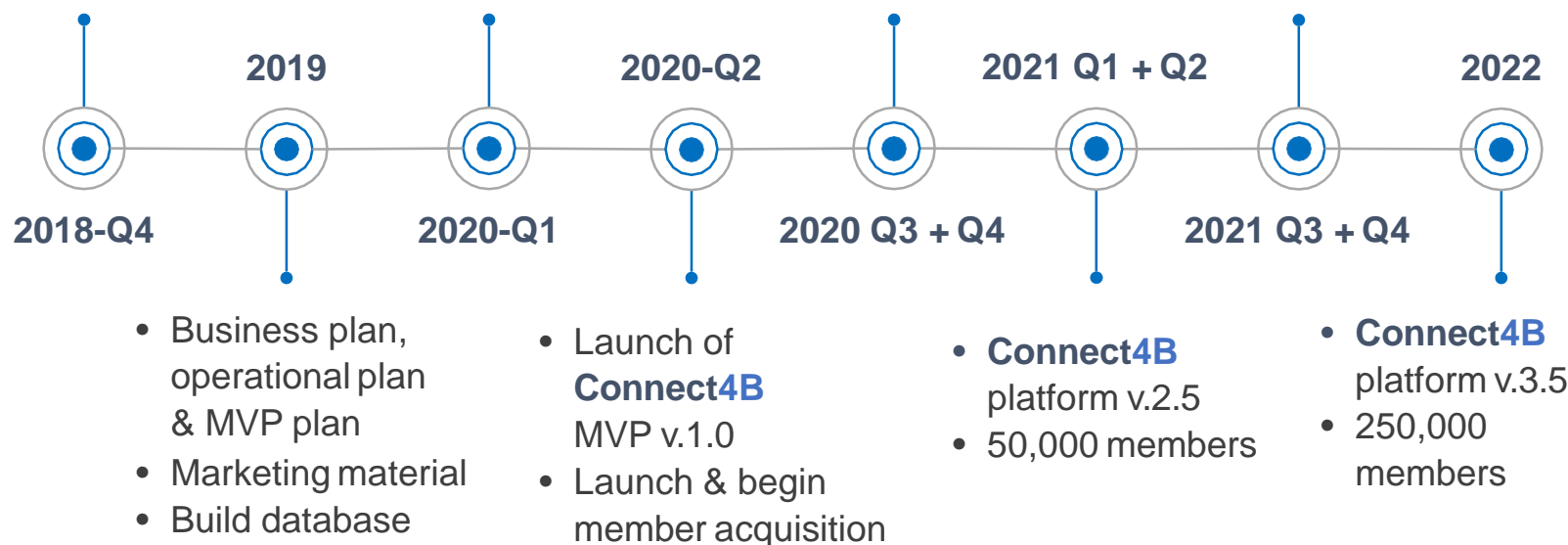
Founded Econcast (EUWIFO AG), initially to generate HNWI leads for private banks; launch of Business Expectation Survey; conducted over 500,000 interviews in 53 markets; gained insights into HNWI and successful business owners world wide

- Decision to found **Connect4B**

- Secure investors
- Secure employees

- Launch of **Connect4B** v.2.0
- Step up member acquisition processes
- Expand organization

- **Connect4B** platform v.3
- 100,000 members



Financials (1/6): investment scenarios

We have three initial investment scenarios: **GROWTH**, **VALUE** & **BASE**. **GROWTH** assumes initial funding of 100 €m. Both **VALUE** and **BASE** assume a 10 €m investment, but with different degrees of member acquisition success

Scenario assumptions

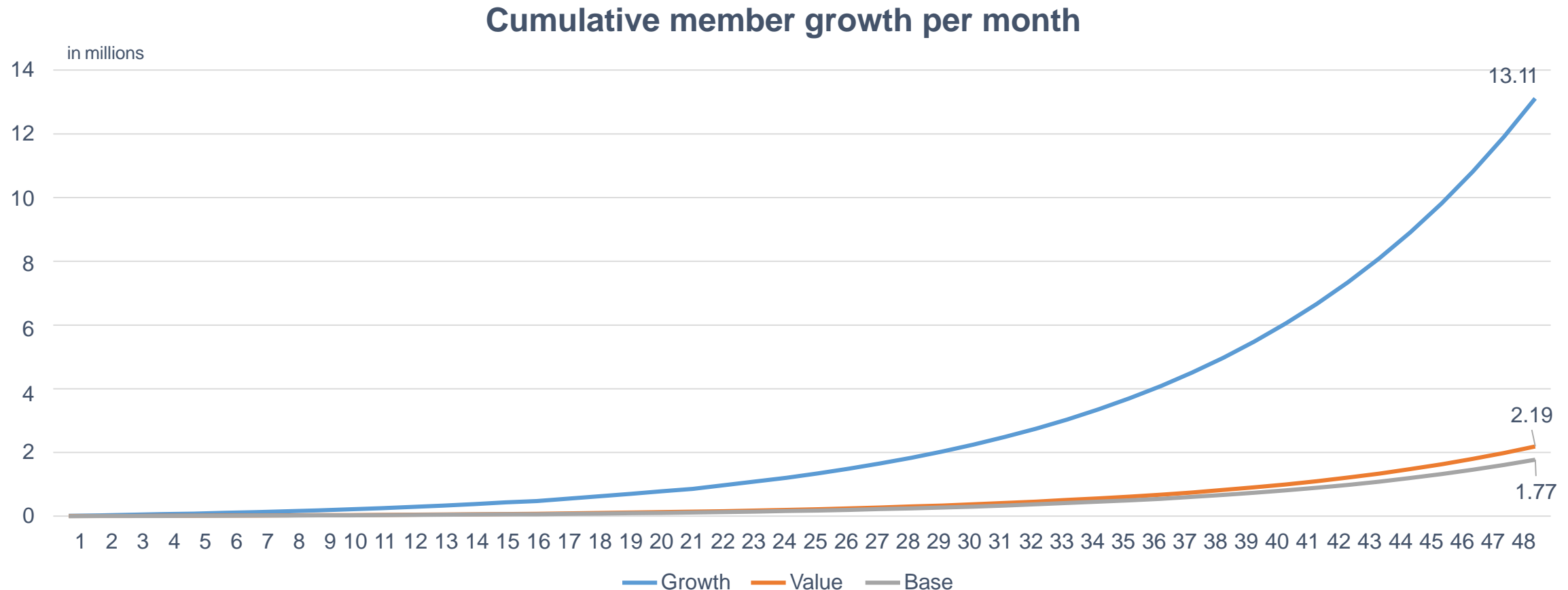
	(1) GROWTH	(2) VALUE	(3) BASE
Investment €millions	100 €m	10 €m	10 €m
Member acquisition investment	90 €m	From cashflow	From cashflow
Member acquisition success	25%*	25%*	12.25%**

** based on Econcast historic member acquisition data: 50% of interviews result in a new member sign up and 50% of new members are active*

*** assuming 35% interviews result in new member sign up and 35% of new members are active*

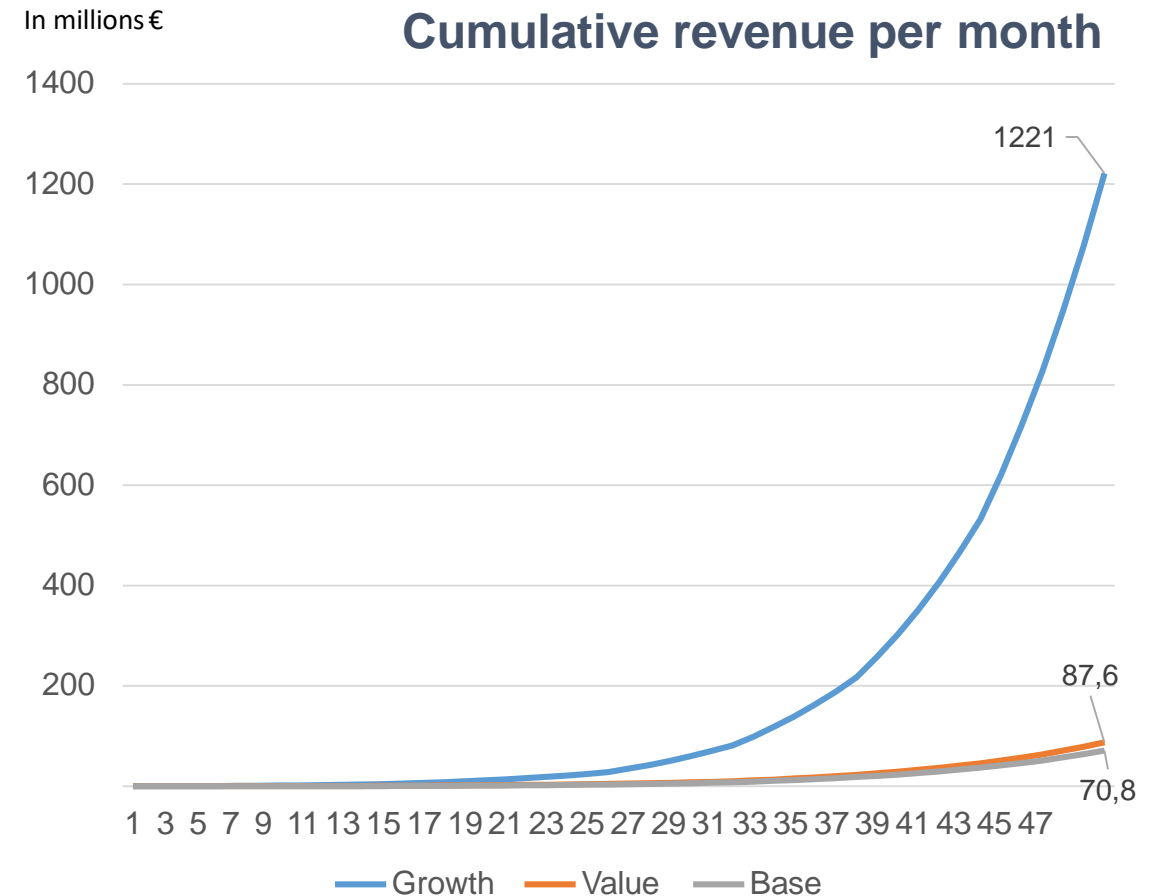
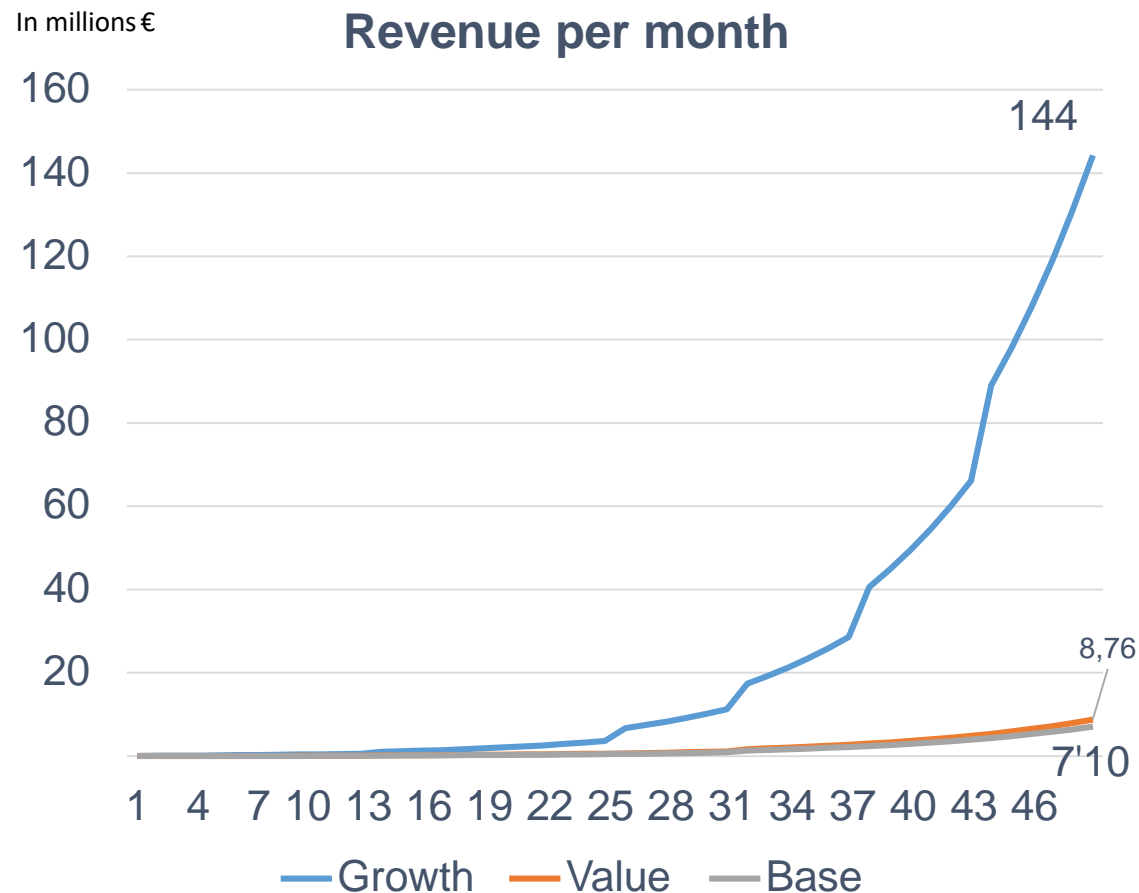
Financials (2/6): membership growth

GROWTH assumes 50k interviews per month 25% of interviews result in active members and each active member generates 1.2 new members per year



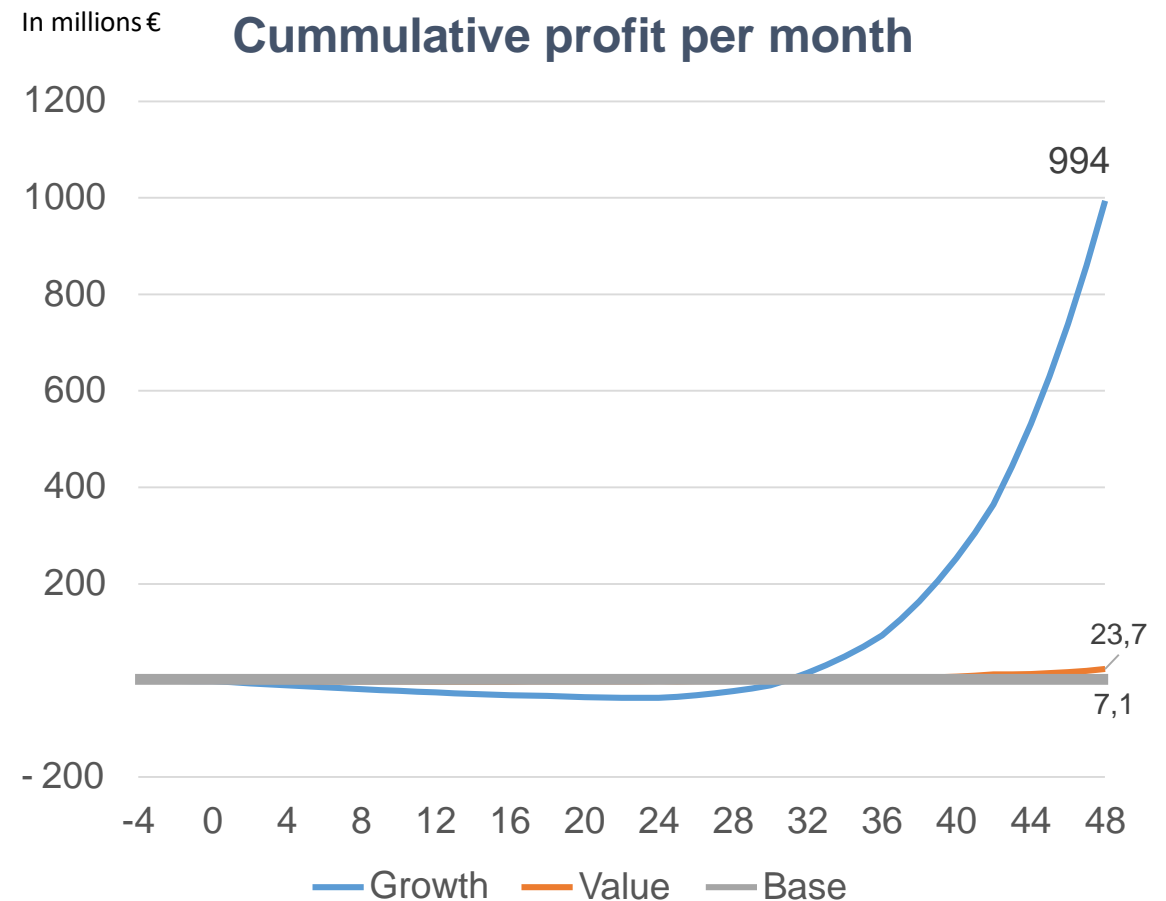
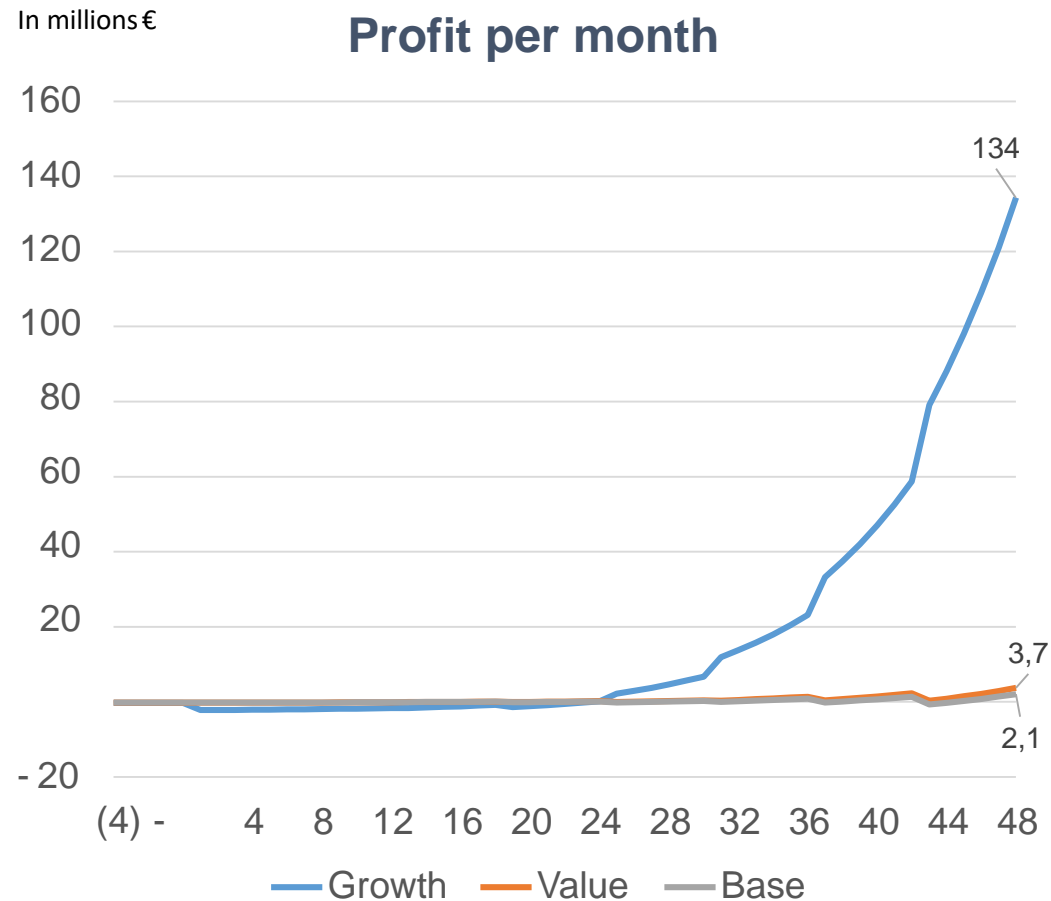
Financials (3/6): revenue

Based on 4€ revenue per active member per month, increasing stepwise to 11€ In comparison, Facebook generates US\$2 per member per month, including active members, non active members and multiple accounts



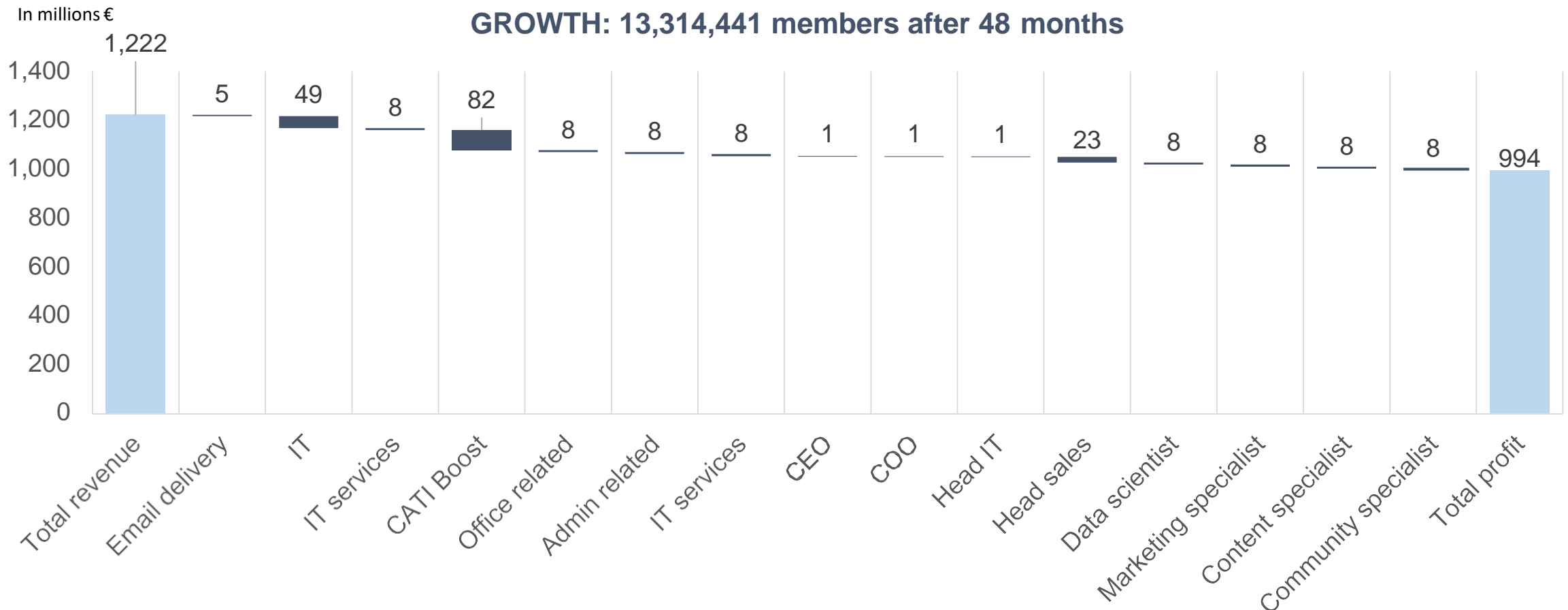
Financials (4/6): profit per month

Profit per month is based on reasonable cost assumptions. Client acquisition is the largest cost position - 82 €m in GROWTH



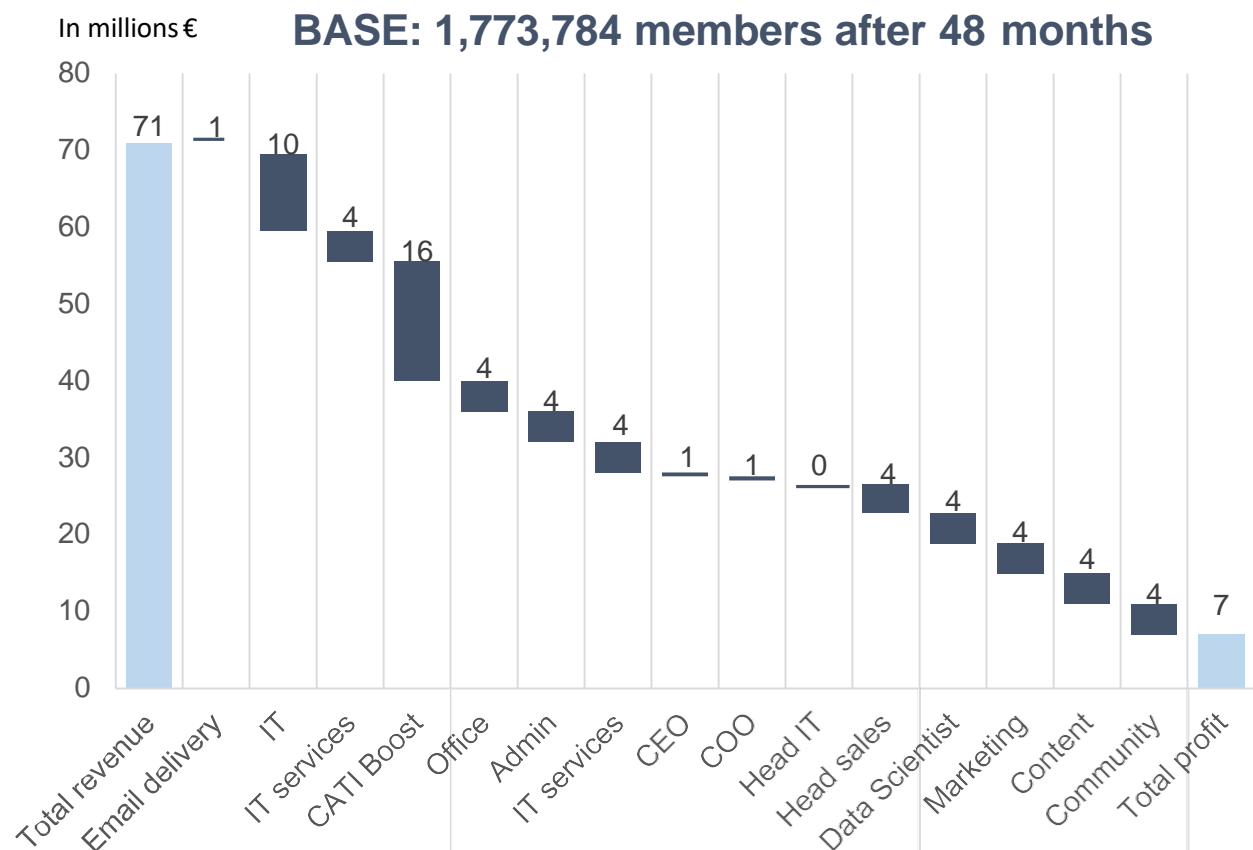
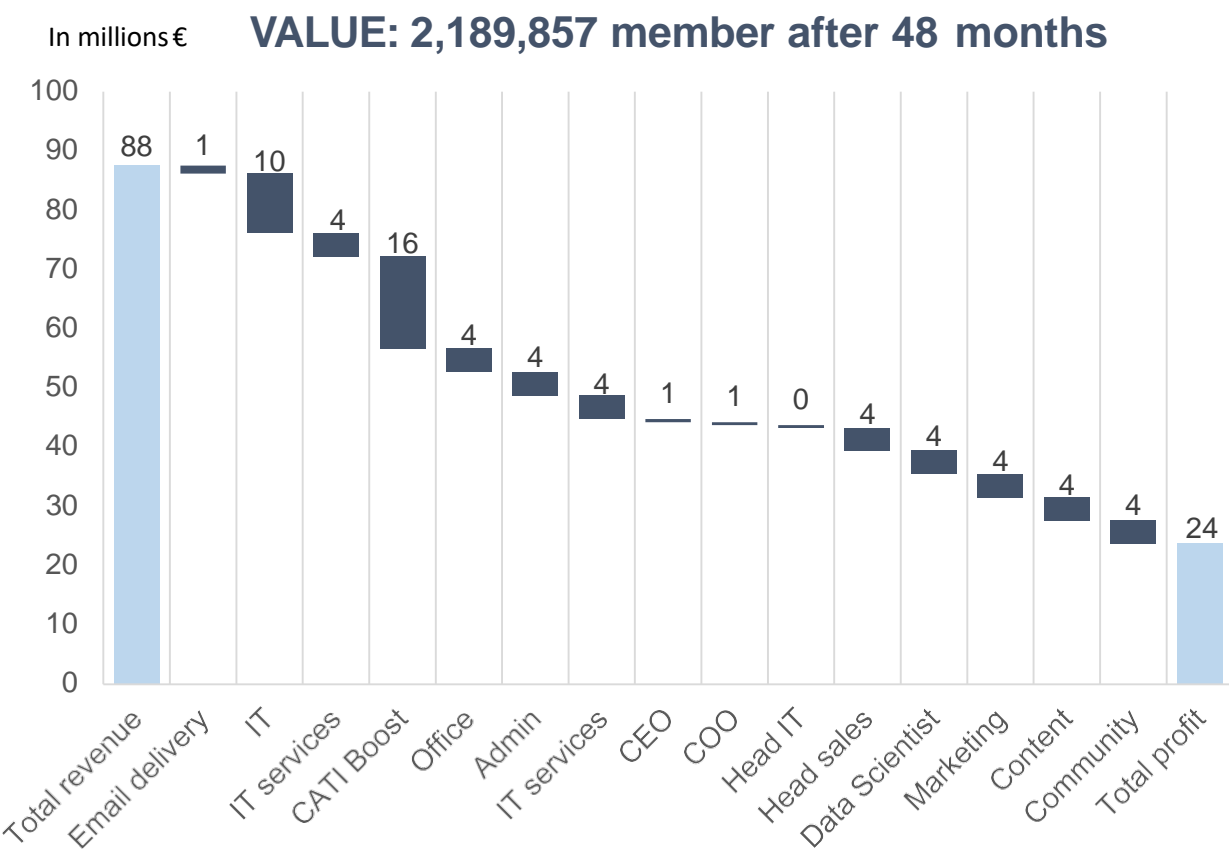
Financials (5/6): expenditure with 100 €m investment

If Connect4B achieves the target investment of 100 €m GROWTH can be actualised



Financials (6/6): expenditure with 10 €m investment

VALUE and BASE assume a lower level of initial funding. VALUE member acquisition is based on Econcast historic data. BASE assumes less effective member acquisition



Valuation Connect4B (1/3): model for social media

Facebook's value per member is derived by dividing market capitalization by the total number of members*. Given a revenue of \$20 per member, Facebook's valuation is 14 times its annual revenue

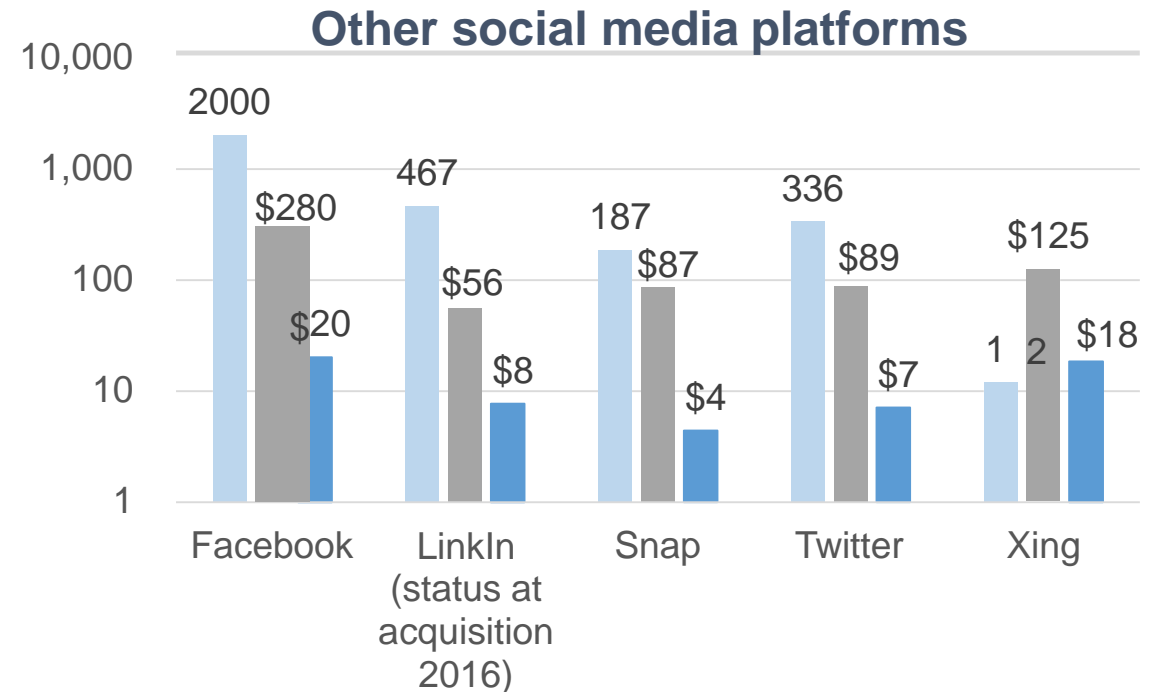
Deriving a value for Connect4B:

Number of members	13.314 million**
Revenue per member per year	132€***
Estimated valuation	25.9€billion

* Facebook's 2018 annual report claims 2 billion members. We believe this includes active & inactive accounts, members with multiple accounts and automated SPAM accounts. **Connect4B's** financial model only counts active accounts

** After 48 months. Assuming 50% of invitations are accepted and 50% of accounts are active

*** Conservative estimate



■ Members (Millions) ■ Market cap per member****
■ Revenue per member****

****Based in 2018 official figures and assuming \$ / € parity

Valuation Connect4B (2/3): forecast after 48 months

After 48 months and a 100 €million investment – 82% utilized for member acquisition - Connect4B will provide a solid ROI for investors

(1) Active members	(2) Revenue per member per year	(3) NPV per member	(4) Valuation of Connect4B (millions)	(5) Investment (millions)	(6) ROI
1,000,000	132 €	1,848 €	1,848 €	10 €	18480%
2,000,000	132 €	1,848 €	3,696 €	20 €	18480%
3,000,000	132 €	1,848 €	5,544 €	30 €	18480%
4,000,000	132 €	1,848 €	7,392 €	40 €	18480%
5,000,000	132 €	1,848 €	9,240 €	50 €	18480%
6,000,000	132 €	1,848 €	11,088 €	60 €	18480%
7,000,000	132 €	1,848 €	12,936 €	70 €	18480%
8,000,000	132 €	1,848 €	14,784 €	80 €	18480%
9,000,000	132 €	1,848 €	16,632 €	90 €	18480%
10,000,000	132 €	1,848 €	18,480 €	100 €	18480%
11,000,000	132 €	1,848 €	20,328 €	100 €	20328%
12,000,000	132 €	1,848 €	22,176 €	100 €	22176%
13,000,000	132 €	1,848 €	24,024 €	100 €	24024%
14,000,000	132 €	1,848 €	25,872 €	100 €	25872%

(1)Active members: 50% active rate. Facebook does not differ between active and not active

(2)Revenue per member per year: this is an extremely conservative assumption

(3)Value per member: using 14 times annual revenue multiplier as Facebook

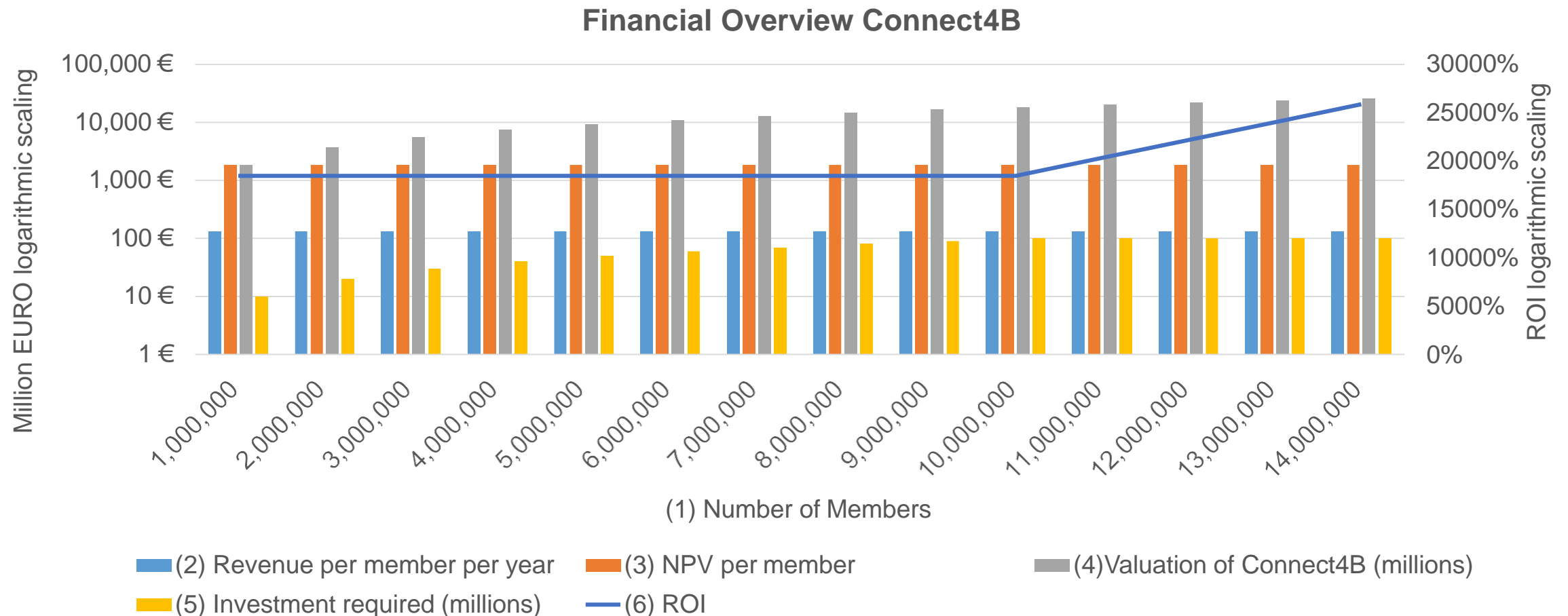
(4)Value of Connect4B in millions: number of members multiplied by value per member

(5)Investment required in millions: required primarily for initial client acquisition

(6)ROI: (4) Valuation of Connect4B divided by (5) Investment

Valuation of Connect4B (3/3)

After 48 months and 100€m investment - primarily used for member acquisition - Connect4B will provide a solid ROI for investors



Sources of financing

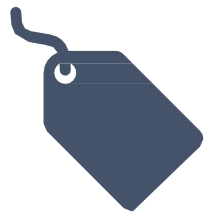
Tokens via an ICO



Convertible bonds



Tokens via an IEO



Potentially equity



Thank you

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