

Finoa

Profile

Sector: **FinTech**
 Type of product: **Software**
 Foundation Year: **2018**
 Team size: **10**
 Funds Raised: **€250k**
(additional €1.5m committed)
 Monthly Expenses: **~€30k**
 Pre-Money Valuation: **€10mn**
 Funds needed: **€2-2.5mn**

Metrics

- Signed Letter of Intents (LOIs) from Asset Managers worth ~€20mn of Assets under Custody (AuC)
- ~€40mn of AuC in Sales pipeline until end of 2019

Team



Henrik Gebbing
Co-Founder & MD



Christopher May
Co-Founder & MD



Matthias Albrecht
CTO



Thomas Zimmer
CIO



Nelson Macchi
Bus. Dev.

Contact

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Finoa is the financial services company in the era of blockchain-based "Digital Assets"

We help institutional investors unlock the full potential of this new asset class, by offering a fully digital, smartphone-controlled custody solution based on banking-grade infrastructure.

Problem

Safeguarding Digital Assets today remains a daunting **task for institutional investors**. Due to their sophisticated and complex technological structure, Digital Assets are **subject to numerous risks** and the result of which is funds being lost, stolen, or compromised, with no guarantee of recovery.

Solution

Finoa has developed a **fully digital, smartphone-controlled custody solution** for Blockchain-based Digital Assets tailored to institutional customers and HNWI, **fully PSD2 and EBICS compliant**, providing a frictionless experience for asset safeguarding and servicing, **on a banking-grade infrastructure**.

Product

Our custody solution is currently unique in the market and institutional investors would find a **trusted "go-to-partner"** in Finoa with our **distinctive features**:



Fully digital, smartphone-controlled interface



Proven, high-security banking technology



State-of-the-art hardware security modules by Hardware-Partner Utimaco



"M-of-N" Approval Rules/Limits for Governance - Multi-Signature Processing

Market

- **Financial asset tokenization** showing a market volume of **\$24trn by 2027** – following WEF expectations
- The **revenue market for custody and brokerage** alone is expected to grow to **\$67bn by 2027** – with majority from North America and Europe

Source: [Finoa Research](#)

Business Model

Our business model mirrors the traditional financial system, as we **charge 35bps custodial fee on the total AuC**.

Our Ecosystem



Roadmap

