

Company:

Bifrost Wealth Limited

Team:

Dino Ubatuba, CEO; Viktor Torstenius, COO; Antreas Pogiatzis, CTO; Lorenzo Berg, CFO; Zoe Balek, Business Developer; Martina Lofqvist, Software Developer

Web:

www.bifrostwealth.com

Value Proposition:

Bifrost Wealth is developing a tool to give wealth managers (WM) and assets managers (AM) the opportunity to digitalize and scale their businesses without having to develop the digital infrastructure themselves. The platform consists of three important activities:

- Find prospective clients (Marketing Tool) and onboard clients
- Match them to appropriate wealth managers (Matching Algorithm)
- Provides wealth managers with a trading platform to build model-portfolios

Through these features, the retail and mass affluent market to the wealth and assets managers is opened; taking away the burden of finding and onboarding the

clients. This is all done by processes automation which in turn allows managers to spend less time on time-consuming tasks and more time managing clients' wealth.

Customer Segments:

B2C: Retail and Mass Affluent Investors

B2B: Professionals – Wealth and Assets Managers

Market Traction:

Developing the MVP and plan to be able to launch it in the third quarter of 2019.

Funding Stage:

Seed

Funding & Investment to Date:

£0

Investment Sought:

£170,000

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