



FLAMEBACK

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Pitch Deck Report



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Business Model

Flameback Capital is a venture capital and private equity firm founded in 2015. They specialize in investing in early-stage startups, particularly those in the technology sector, with the goal of helping them grow and succeed. They provide financial and strategic services such as due diligence, legal and accounting services, and access to their network of advisors and investors. They operate on a fee-based model, charging fees for their services and a management fee based on a percentage of their fund's assets under management, and have a team of experienced investment professionals.

LIACENSE



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- Flameback Capital is a registered investment advisor (RIA) licensed by the U.S. Securities and Exchange Commission (SEC) and various states which enables it to provide investment advisory services. The firm is subject to the Investment Advisers Act of 1940, which includes fiduciary duties, disclosure of conflicts of interest, and other standards of conduct. Flameback Capital is committed to providing clients with the highest quality of service and adhering to all applicable laws and regulations.





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ADVISORY

- Flameback Capital is a financial services provider offering investment advice and the implementation of investment strategies for clients to help them achieve their financial objectives. They create a customised portfolio tailored to the client's background, objectives, financial circumstances, return expectations, risk tolerance, and tax considerations, which includes traditional and alternative investments, as well as proprietary strategies. This implementation is done through their own tech platform and tie-ups with Smallcase and IFast. They also monitor performance through a live portfolio monitor and monthly statement, as well as providing portfolio rebalancing and tax loss harvesting.



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CONSULTING

This company can help clients develop investment strategies and the necessary tech infrastructure to implement them. They understand both the finance and tech worlds and have access to market and fundamental data. They can help with concept formulation, coding, backtesting, running simulations, integration, developing a platform, monitoring, and IP protection. The company also has a strict NDA policy to protect client materials.





SMALLCASE PORTFOLIO

Flameback Smallcase is a portfolio of stocks selected by Flameback Capital, an independent investment research and portfolio management firm. The portfolio is designed to provide investors with a diversified exposure to the Indian equity markets. The portfolio is composed of stocks across sectors and market capitalisations that are chosen based on Flameback Capital's proprietary analysis. The stocks are carefully selected to provide superior risk-adjusted returns over the long term.

FLAMEBACK'S SMALLCASE PORTFOLIO

	Strategy	2022 YTD	2021	2020	2019	2018
Flameback Large Cap Momentum	Equity	-1.09%	32.71%	13.41%	5.47%	12.00%
Flameback multi Cap Momentum	Equity	-5.43%	53.55%	28.03%	3.39%	-5.16%
India Healthcare Momentum	Equity	-17.93%	28.46%	52.46%	-2.27%	-5.35%
FERA Momentum	Equity	-9.28%	38.88%	14.47%	14.97%	1.93%
Financial Momentum	Equity	13.53%	47.89%	0.35%	24.58%	11.74%
cruise	Equity	-5.42%	69.31%	34.96%	-0.84%	-7.04%
velocity	Equity	57.07%	61.65%	111.25%	49.8%	58.62%
Rapdifire	Equity	-16.07	83.49%	55.98%	80.47%	21.73%
Multi Strategy	Equity	6.49	39.59%	19.19%	28.56%	23.95%



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TEAM

The Flameback team is comprised of experienced professionals with expertise in investing, technology, financial planning, and operations. Kishan Murjani Nair, CFA, is the Principal and Founder, Devesh Sati is the CTO, Daniel Savino is a Non-India Business Head, Mahesh Ranga senior Software Developer. Together, they bring extensive knowledge and diverse experience to create a comprehensive approach to investing.

US BUSINESS PLANS



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■ 1) US CTA Business Plans

This business plan outlines a strategy for managing investments in options and futures through separately licensed accounts with the CFTC. The business operations come at a relatively low cost and unique investment strategies are available for E-mini S&P 500, Nasdaq Futures and Options. The plan also includes the integration of CQG and other futures broker platforms, as well as a web login interface.

■ 2) US RIA Business Plan

This business plan outlines the development of a Robo Advisory platform, using Algo Strategies for everyday investors. The platform will apply as an ‘internet advisor’ to the SEC and will provide separately managed investment accounts with low minimum investment amounts. The investment strategies employed will be algo-based and rigorously tested before being deployed. A multi-strategy approach will be used to diversify and balance overall performance, and the platform will integrate various brokers such as Interactive Brokers, TD Ameritrade and Alpaca.

1) US CTA Business Plans



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Flameback Capital is an Indian entity who formed a subsidiary in the US as the name of the Flameback CTA LLC/ C Corp with CTA registration under CFTC.

This business plan outlines a strategy for managing investments in options and futures through separately licensed accounts with the CFTC. The business operations come at a relatively low cost and unique investment strategies are available for E-mini S&P 500, Nasdaq Futures and Options. The plan also includes the integration of CQG and other futures broker platforms, as well as a web login interface.

US STRATEGIES IN THE WORK



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Strategy Name	Futures Rapidfire	ES Futures Velocity
Description	Long/Short Strategy that is designed to capture the last leg of intraday strong momentum in S&P 500 future contracts.	Long/short strategy that is trading round the clock to capture short term trends in E-Mini S&P 500 contracts
Asset Class	Micro/E-Mini S&P 500 Futures	Micro/E-Mini S&P 500 Futures
Registration	CTA	CTA
BackTest Period	Jan 2022 – Jan 2023	3 Jan 202 – 20 Jan 2023
Performance	36.08%	21.26%
Total Trades	134	48
Winning Trades %	50.00%	47.92%
Average Win % to Avg loss %	0.35% to -0.17%	0.68% to -0.19%

Timeline of US CTA Business



April 2023 -

1. Integrate CQG Investment platform and start live testing of our strategies
2. Onboard 1-3 test accounts.

July 2023 -

1. Apply to CFTC for CTA Registration
2. BETA Test the App

Aug 2023 -

1. Obtain the registration From CFTC.
2. Reaching out to third party distributors.

March 2024 –

Hit an AUM of about \$1.5 million

Timeline of US CTA Business



Dec 2024 –

1. Reach an AUM of about \$3 million.
2. Marketing Roadshow to meet distributors and clients.

Dec 2025 –

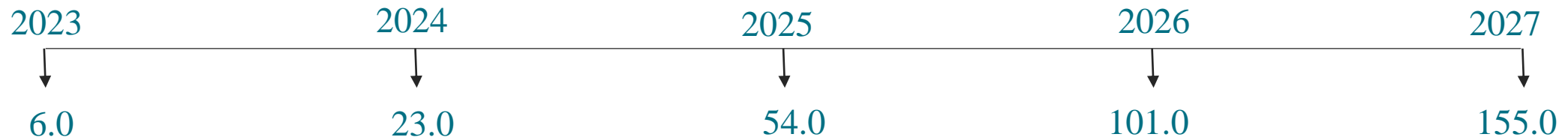
1. Reach an AUM of \$8 million
2. Performance, distribution and client relationship management.

Dec 2028 –

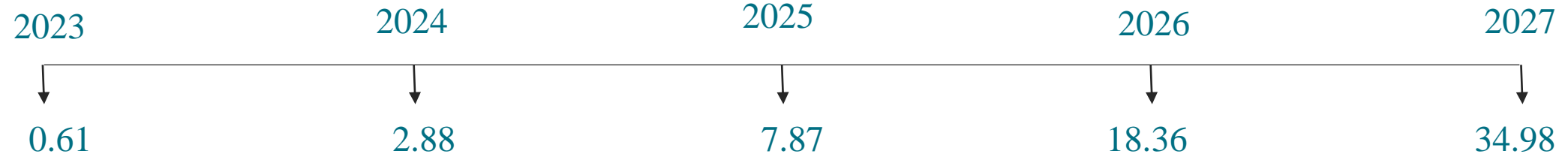
Reach an AUM Target of \$35-40 million and And star looking for an exit.

US CTA Financial Projections

Total Client Projection of US CTA Business Plan (In Millions)

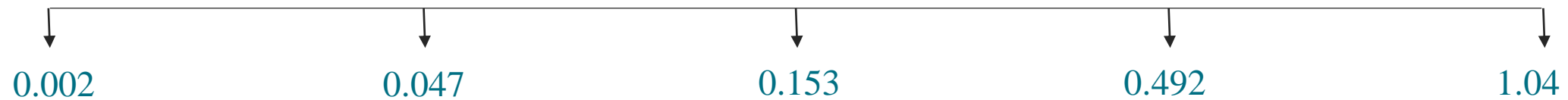


Total Projected AUM of US CTA Business Plan (In Millions)



US CTA Financial Projections

Total Revenue Projection of US CTA Business Plan (In Millions)



Total Projected Operating Income of US CTA Business Plan (In Millions)



TRACTION

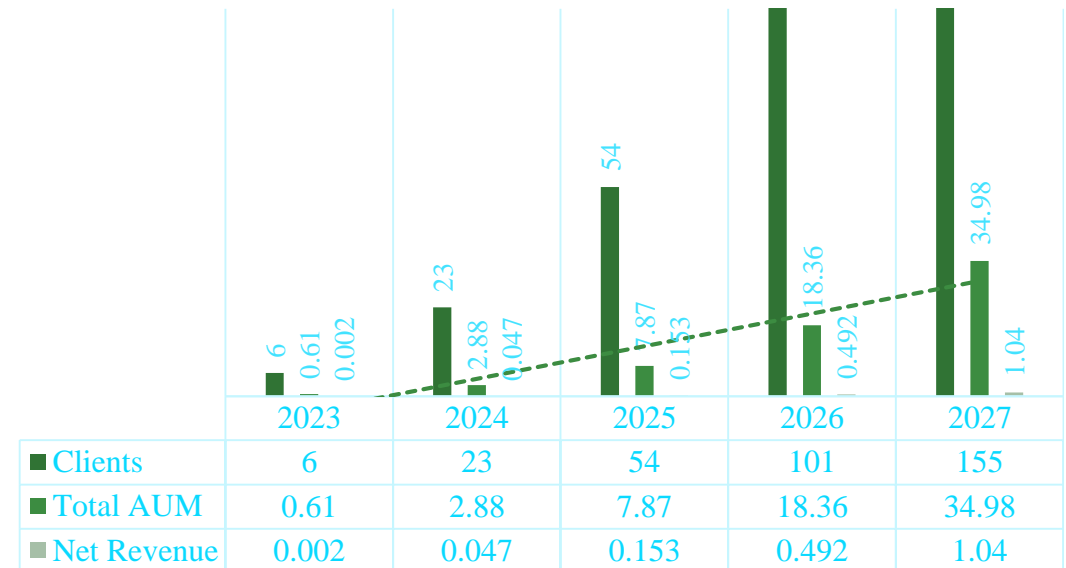


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Key Metrics

	Clients	Total AUM	Net Revenue
2023	6.0	0.61	0.002
2024	23.0	2.88	0.047
2025	54.0	7.87	0.153
2026	101.0	18.36	0.492
2027	155.0	34.98	1.04

Revenue by Year



US RIA Business Plan



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Flameback Capital Pvt. Ltd. is an Indian entity who formed a subsidiary in the US as the name of the Flameback Capital Advisors LLC/ C Corp with RIA registration under SEC.

Flameback Capital is an American Robo-Advisory platform that seeks to provide everyday investors with access to algorithmic investment strategies tailored to their financial profiles. The firm is applying to the SEC as an 'internet advisor' and offers separate managed investment accounts with low minimum investment amounts. All investment strategies are algo-based and are tested rigorously before deployment, with a multi-strategy approach taken to diversify and balance performance. The platform will also integrate with many brokers such as Interactive Brokers, TD Ameritrade, and Alpaca.

RIA Marketing Strategy

Step: 1 Build a Great Product	Step : 2 Build a Sales Funnel	Step : 3 Sales Follow up	Step : 4 Growing Client Relationships
<p>For us, a great robo-advisory investment app needs to be interesting, Intuitive, seamless, easy to understand, robust, credible</p>	<p>Grow your audience via generating signups and leads through Google and Facebook marketing.</p>	<p>A sales team that can follow up leads to convert to paying customers</p>	<p>Building trust and credibility with the client, to give them confidence to invest additional sums and refer friends.</p>
<p>Start with a great version 1 and incrementally keep improving</p>	<p>Spend about \$2000 a month and slowly raise spends to about \$10,000-\$12,000 a month in</p>	<p>Based in Philippines and India, spend about \$2000 a month on this and incrementally leads.</p>	<p>Delivering satisfactory investment performance, frequent engagement and prompt support.</p>

Timeline of US RIA Business Plan

April 2023 -

1. Incorporate a Subsidiary in the US and apply to Sec to Register as an RIA July 2023
2. Work on App and Strategy Development

July 2023 -

1. Obtain approval from SEC
2. BETA Test the App

Aug 2023 -

1. Launch the Robo-advisory app
2. Start our marketing engine.

March 2024 –

Reach an AUM of \$ 5 million with 80 clients.



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Timeline of US RIA Business Plan

Dec 2024 –

1. A target of \$16 million in AUM.
2. Rev up our marketing engine.

Dec 2025 –

1. Hit a target of \$ 55-60 million
2. Entirely focused on constantly delivering a better experience and growing our audience.

Dec 2028 –

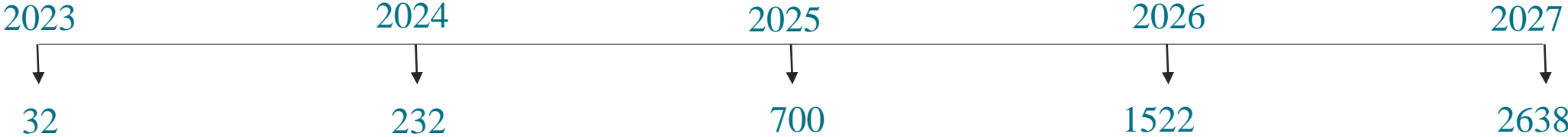
\$300+ million in assets And start looking for an exit



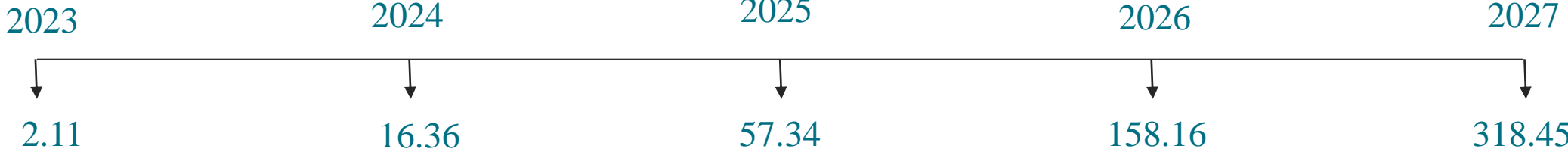
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US RIA Financial Projections

Total Client Projection of US RIA Business Plan (In Millions)



Total Projected AUM of US RIA Business Plan (In Millions)



US RIA Financial Projections

Total Revenue Projection of US RIA Business Plan (In Millions)



Total Projected Operating Income of US RIA Business Plan (In Millions)



TRACTION

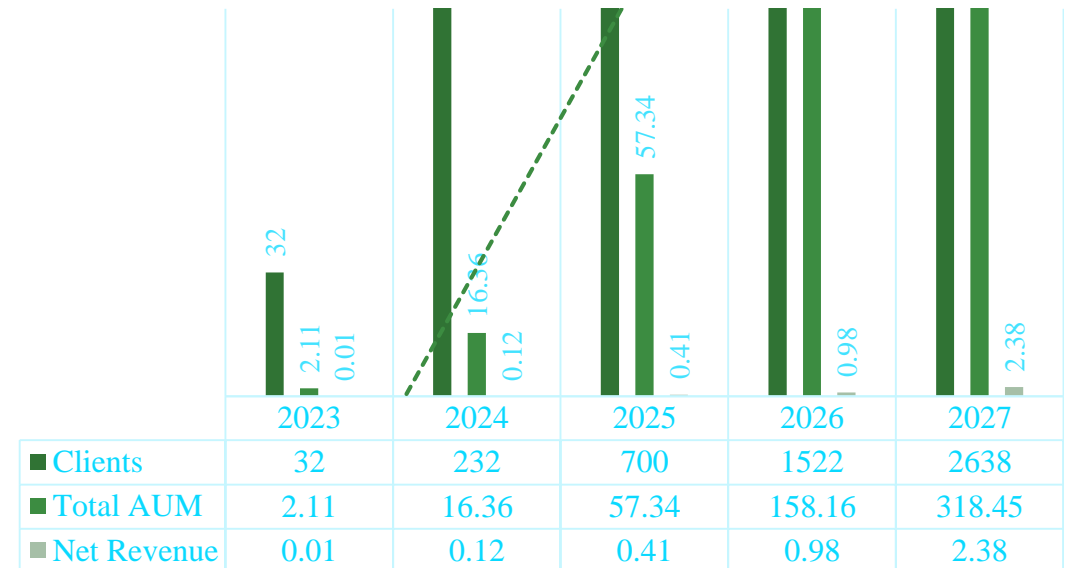


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Key Metrics

	Clients	Total AUM	Net Revenue
2023	32	2.11	0.01
2024	232	16.36	0.12
2025	700	57.34	0.41
2026	1522	158.16	0.98
2027	2638	318.45	2.38

Revenue by Year



VALUATION



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Comparable Company Analysis

We are comparing comparable business analyses between Flameback Capital and a freshly formed assets management organisation for accurate valuation.

1) **Rheaply, Inc. – sustainable asset management startup**

Rheaply, Inc. is a sustainable asset management startup founded in 2019. Based in Chicago, Rheaply focuses on creating efficient ways to track, share, and manage assets in a way that is both cost-effective and environmentally-friendly. The company offers a web-based platform that facilitates asset tracking, inventory management, and asset sharing, as well as a mobile app for asset tracking in the field.

Rheaply, Inc. manage the Asset of \$32.8 Million as Assets Under Management & expected firm valuation is \$80-\$120 Million Minimum.

VALUATION



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Comparable Company Analysis

2) Util Asset Management

Util Asset Management is a full-service asset management firm offering its clients a suite of services including portfolio management, asset allocation, and financial planning. With offices located in New York City, Los Angeles, and San Francisco, Util has a nationwide presence and is committed to helping its clients reach their financial goals.

According to Dealroom.co, Util manage the Asset of \$8.1 Million as Assets Under Management & estimated firm valuation is \$36 Million.

VALUATION



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Comparable Company Analysis

3) Flameback Capital

A venture capital and private equity business called Flameback Capital was established in 2015. With the intention of assisting them in growing and succeeding, they specialise in investing in early-stage entrepreneurs, particularly those in the technology industry. They offer access to their network of investors and consultants as well as financial and strategic services like due diligence, legal and accounting support, and due diligence. They have a staff of skilled investing professionals, operate on a fee-based business model, and charge fees for their services as well as a management fee based on a portion of the assets they manage for their fund.

Flameback Capital manage the Asset of more than \$5 Million as Assets Under Management (AUM).

VALUATION



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Comparable Company Analysis

Conclusion

Every corporation with Assets Under Management received a valuation ranging from **5x to 7x** the value of such assets.

The AUM managed by Flameback Capital is greater than **\$5 million**. In the upcoming years, Flameback Capital's AUM will increase.

Flameback Capital will receive a **\$35–\$40 Million** valuation after the **Post IPO**.



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**THANK
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Phone:

Email:

Website:

www.flamebackcapital.com

Disclaimer



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Sources



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- 1) www.flamebackcapital.com
- 2) Dealroom.co