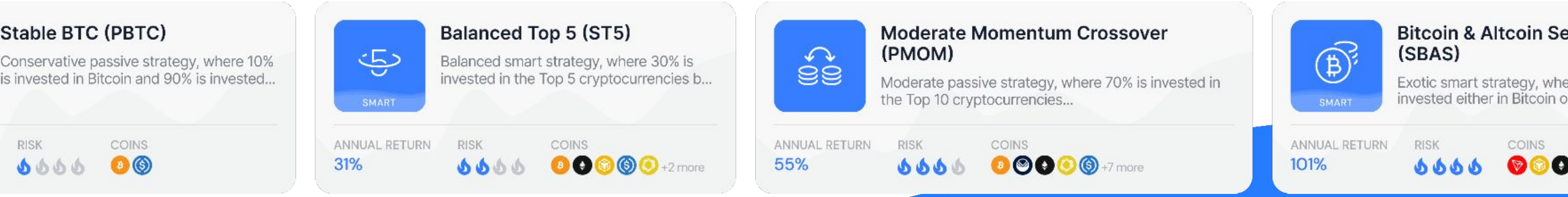
veli

Digital asset indexes 2.0
API for investment platforms



Team

Our team has extensive experience in building tech startups and scaling crypto unicorns

Founding team

Stevan

CEO | stevan@veliapp.io

bitpanda KRIPTOMAT

• Quant • Head of BizDev in a crypto unicorn

• Led institutional sales team • 5 years in banking

Marko

CTO | marko@veliapp.io

SONY

• Serial entrepreneur • CTO in multiple startups

• Built and scaled tech teams from 0-30 people

Employees

Pavle
Research

Nikola
Chief of Staff

Vladimir
Customer success

Teodora
Design

Nikola
QA

Miodrag
Payment Operations

Contractors

Aleksandar
Backend

Djurica
Backend

Antonio
Sales

Jelena
Frontend

Traction

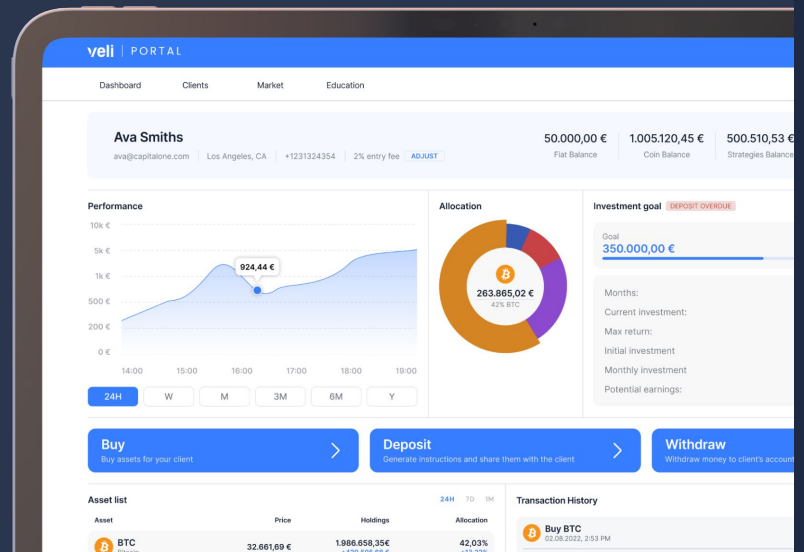
How did we realize that there's an even bigger opportunity in offering indexes via API to crypto brokers?

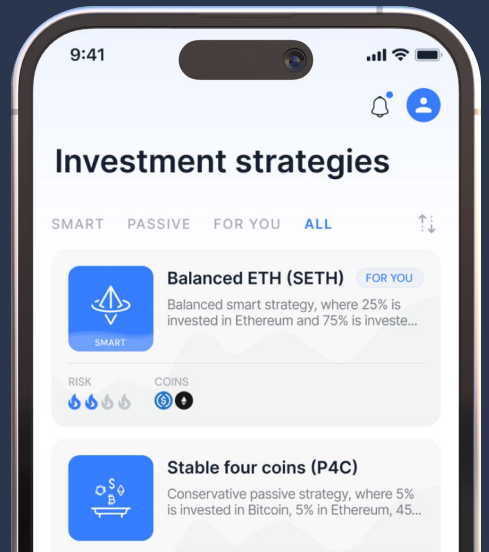
€530k

Revenue last 12m

80%

was from crypto indexes





Problem

Crypto brokers business model is highly dependent on market conditions

60% of users are **inactive**, they just buy and hold

80% **Drop in** trade volume and **revenue** during market slowdowns

Idle AUM on which they pay **high custody costs**

Solution

Crypto indexes which allow for 1-click investing in a diversified crypto portfolio

Increase LTV, earn up to
20% on idle AUM annually

Activate dormant users

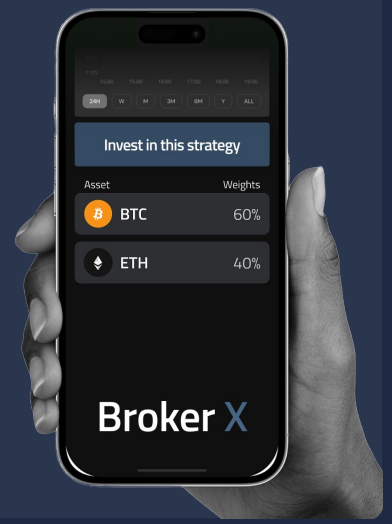
Auto rebalancing to
generate **stable income**

Product

Brokers can have crypto indexes without the hassle of managing them

Buying/selling

User invests 1000 € on broker's platform



We receive anonymized request via API

We send the order via API to buy individual coins

BTC	600 €
ETH	400 €

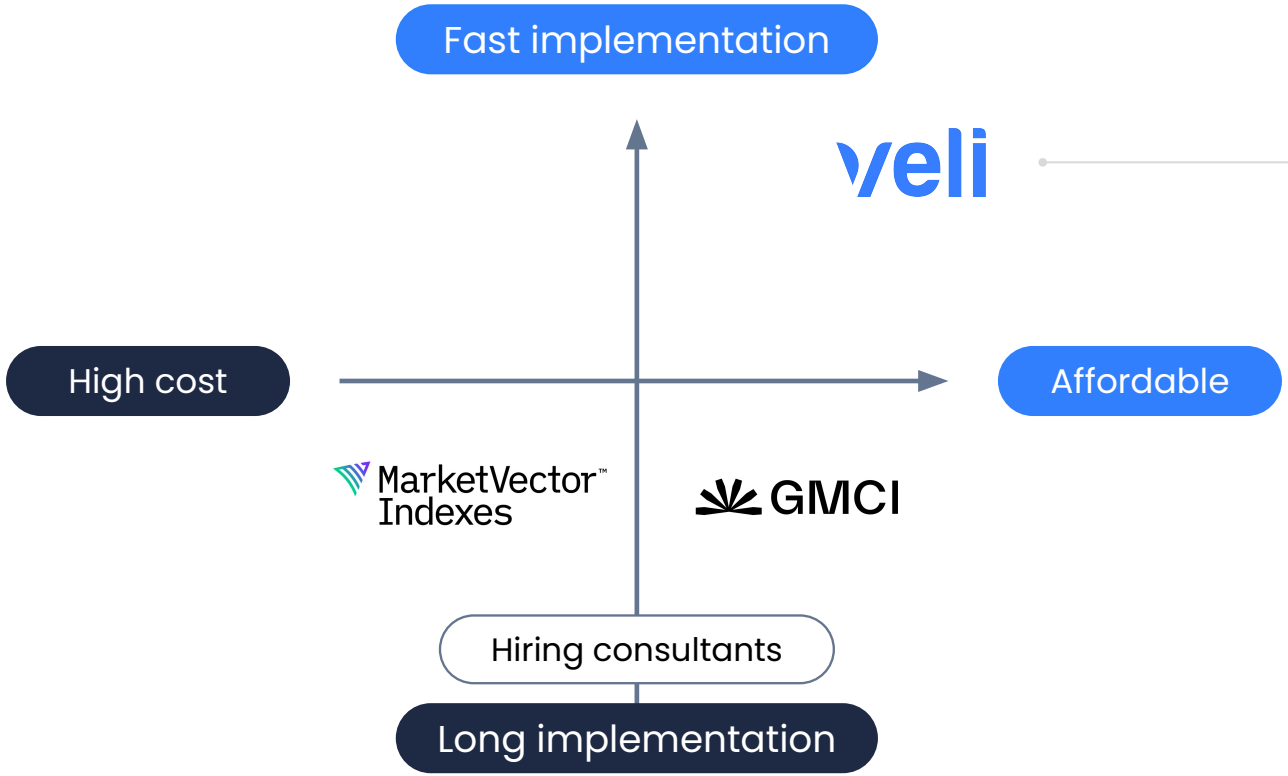
Rebalancing

Once a month, we not only rebalance the index but also portfolios of each individual user.

Asset	Allocation	Asset	Allocation
BTC	50%	BTC	40%
ETH	30%	SOL	40%
SOL	20%	ETH	20%

Competition

Regular index providers just stream portfolio weights. We take care of everything! And we do it faster and are more affordable



- Live in 1 month
- Takes care of the entire buy/sell/rebalance process
- Revenue share

Business model

Veli takes up to 20% revenue share from fees which brokers charge on crypto indexes

Calculator →

User count	Average investment per user	Strategy
300.000	1.000 €	CT10

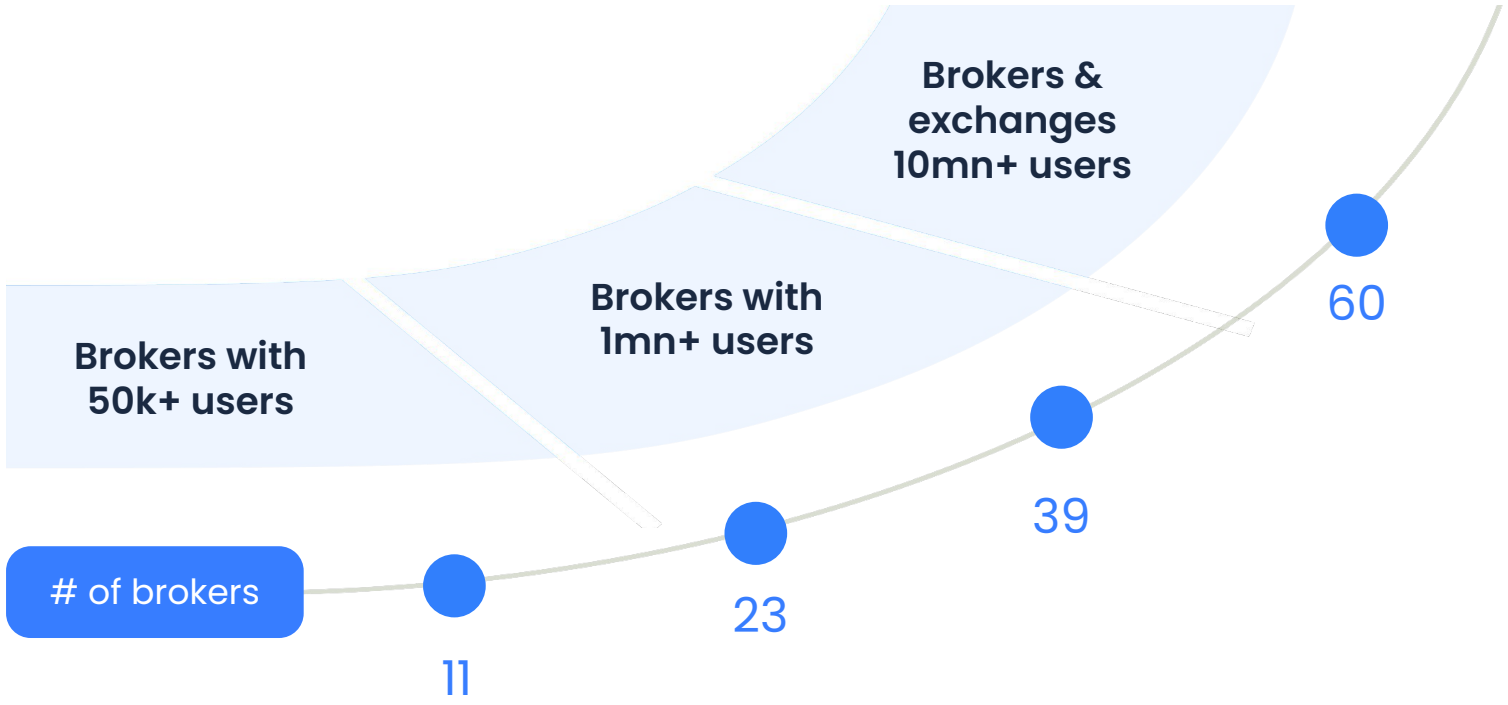
Entry fee	AUM fee	Performance fee	Rebalancing fee
1.5 %	1 %	15 %	0.3 %
(0-5%)	(0-2,5%)	(0-30%)	(0-2%)

Potential revenue	Veli's fee
60.144.220,81 €	6.014.422,08 €

Average crypto broker with 300k users can bring Veli **millions in annual revenue**

Market

There are 650mn crypto users worldwide, served by 1000 crypto exchange and brokers

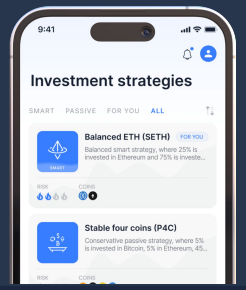


Revenue	€1,62m	€6.55m	€30.52m	€57.42m
Year	2026	2027	2028	2029

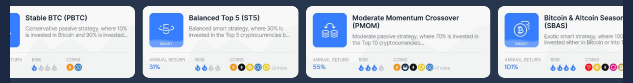
Roadmap

We have proven that our crypto indexes work. Now we plan to enhance them with AI and offer them in the TradFi and DeFi world

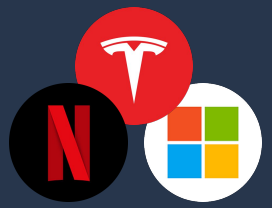
Mobile app
2023



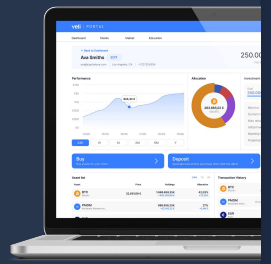
Strategies via API & MiCa regulation
2025



TradFI
2027



Financial advisor portal
2024



AI
2026

DeFI
2028

The Ask

With €530k revenue last 12m and 2 clients signed for the new revenue stream, we are raising funds to get to €2mn in revenue

€2mn

Size of the **Seed round**

Funds usage:

- Obtain **MiCA** and **BMR licenses**
- Hire **additional team members** in tech and compliance
- Audit, **security** standards
- Future **product development**

VCs

OMORIKA VENTURES

40PLUS capital

Angels

BH BUSINESS ANGEL NETWORK

F87

ZEPHYR ANGELS

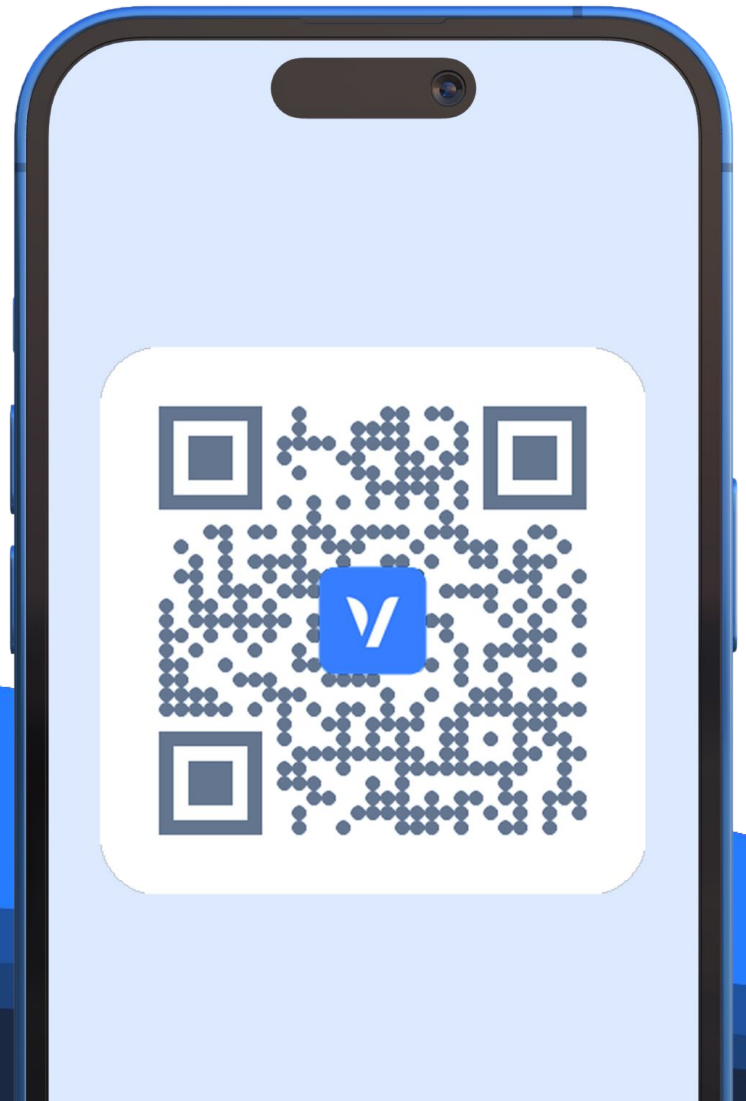
DSI Business Angel Network

Accelerators

kat_pult
Matching **€300k**

Tenity
Invest up to **€300k**

PLUGANDPLAY
Invest up to **€150k**



Thank you for your interest!

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