iugu

financial infrastructure in the cloud

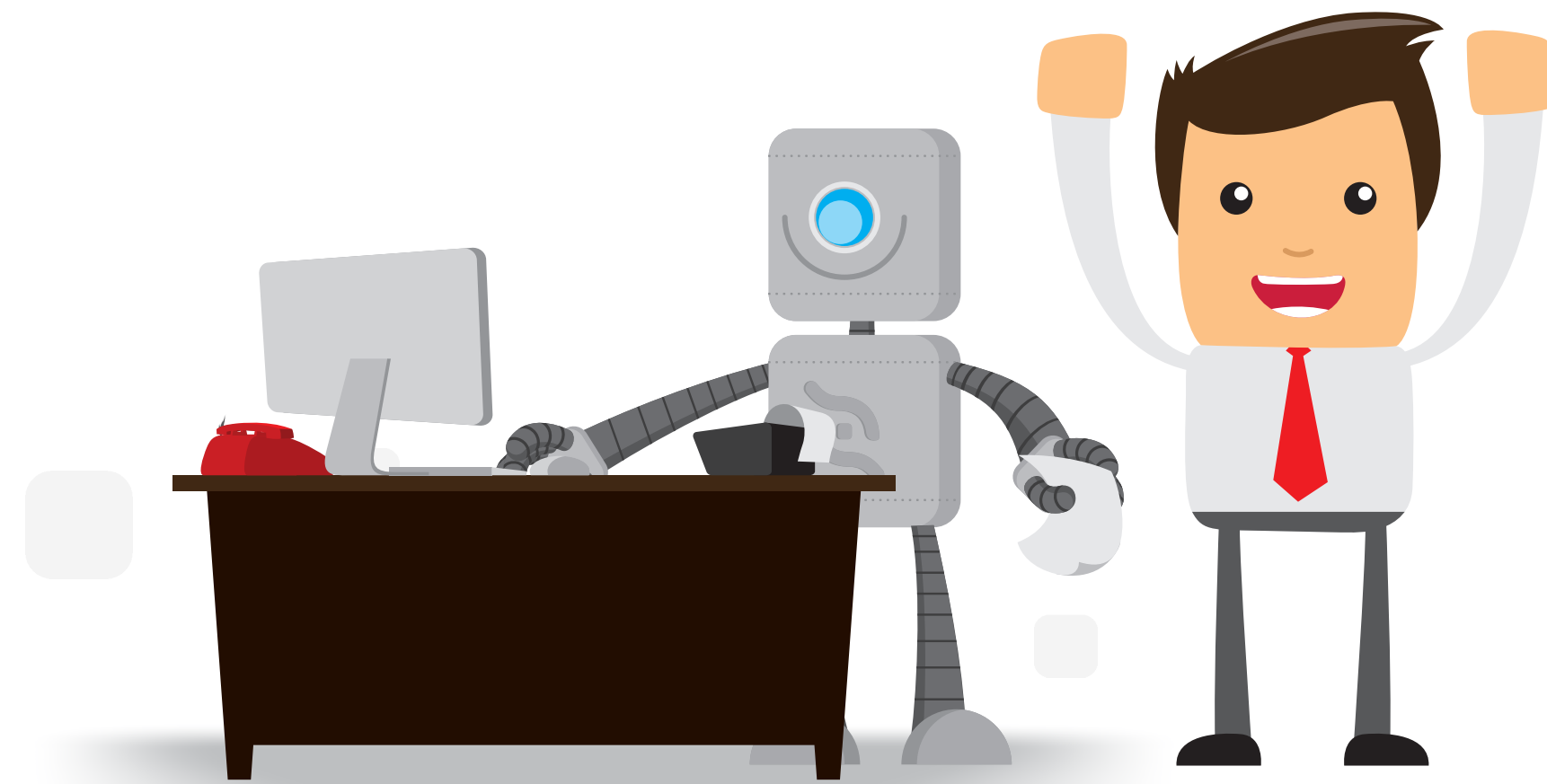All values in Brazilian Reais (BRL)

Problem

- Process charges
- Make payments
- Negotiate working capital
- Negotiate rates
- Default rates
- Generate reports
- Track metrics

Solution

We offer a platform that solves the problems
within the following 3 categories
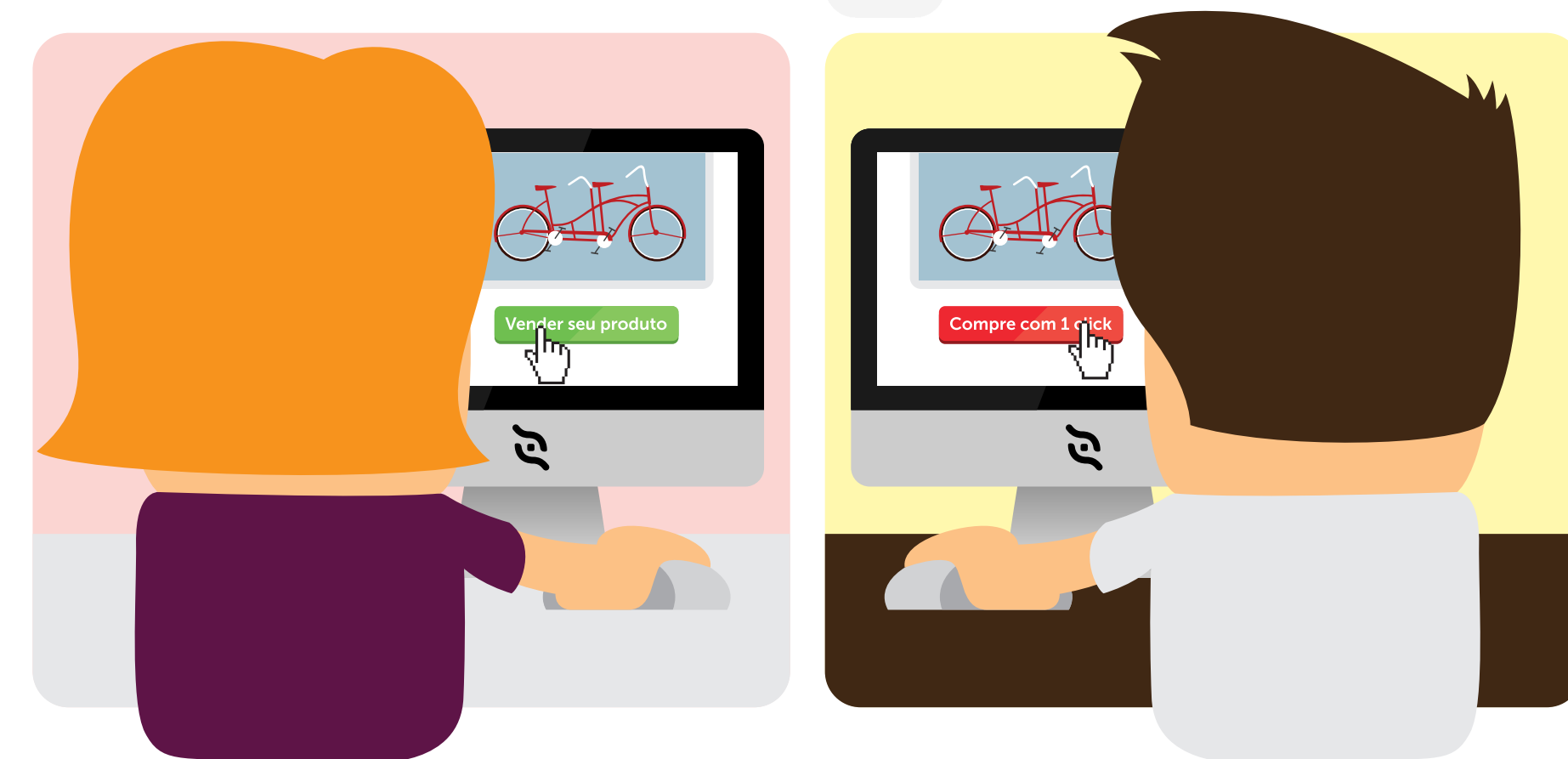
Charge/payment

Retention

Metrics

Business' target

SaaS and e-commerce

Marketplaces

Subscriptions

Apps

Clients

200+ startups are using **iugu**

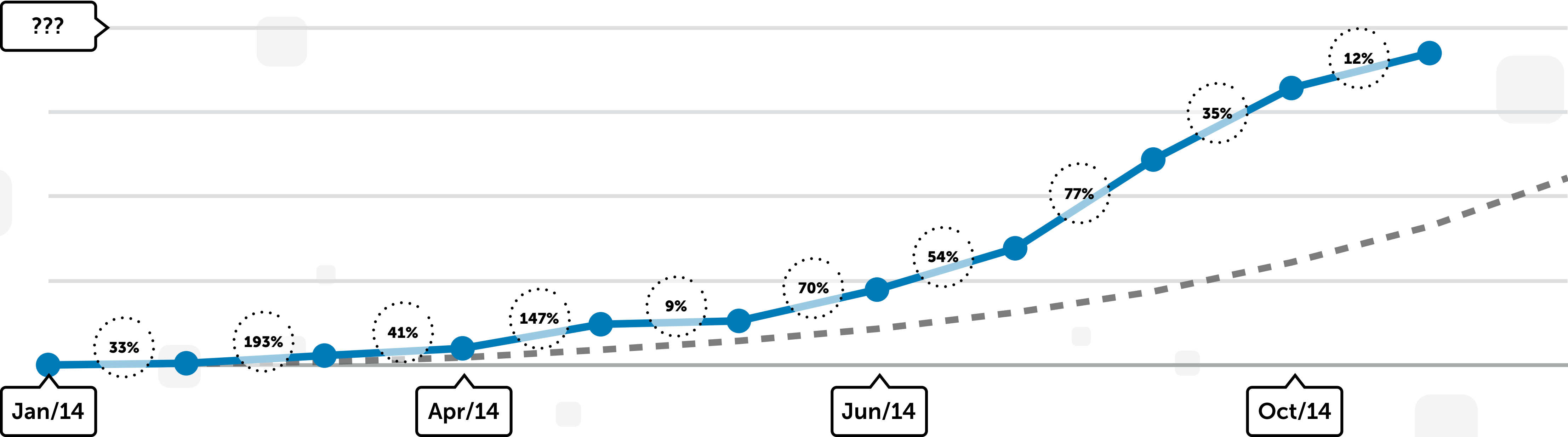|		
BIG CASE #1	BIG CASE #2	BIG CASE #3
BIG CASE #4	BIG CASE #5	BIG CASE #6
BIG CASE #7	BIG CASE #8	BIG CASE #9

Average ACV

Annual Contract Value

R$ 8.0k

This slide and the next are track record slide. You can use KPIs here.

Track record

Growing average of 10% per week since
public launch in November 2013

● Achieved   - - - Proposed

???

12%

35%

77%

54%

70%

9%

147%

41%

193%

33%

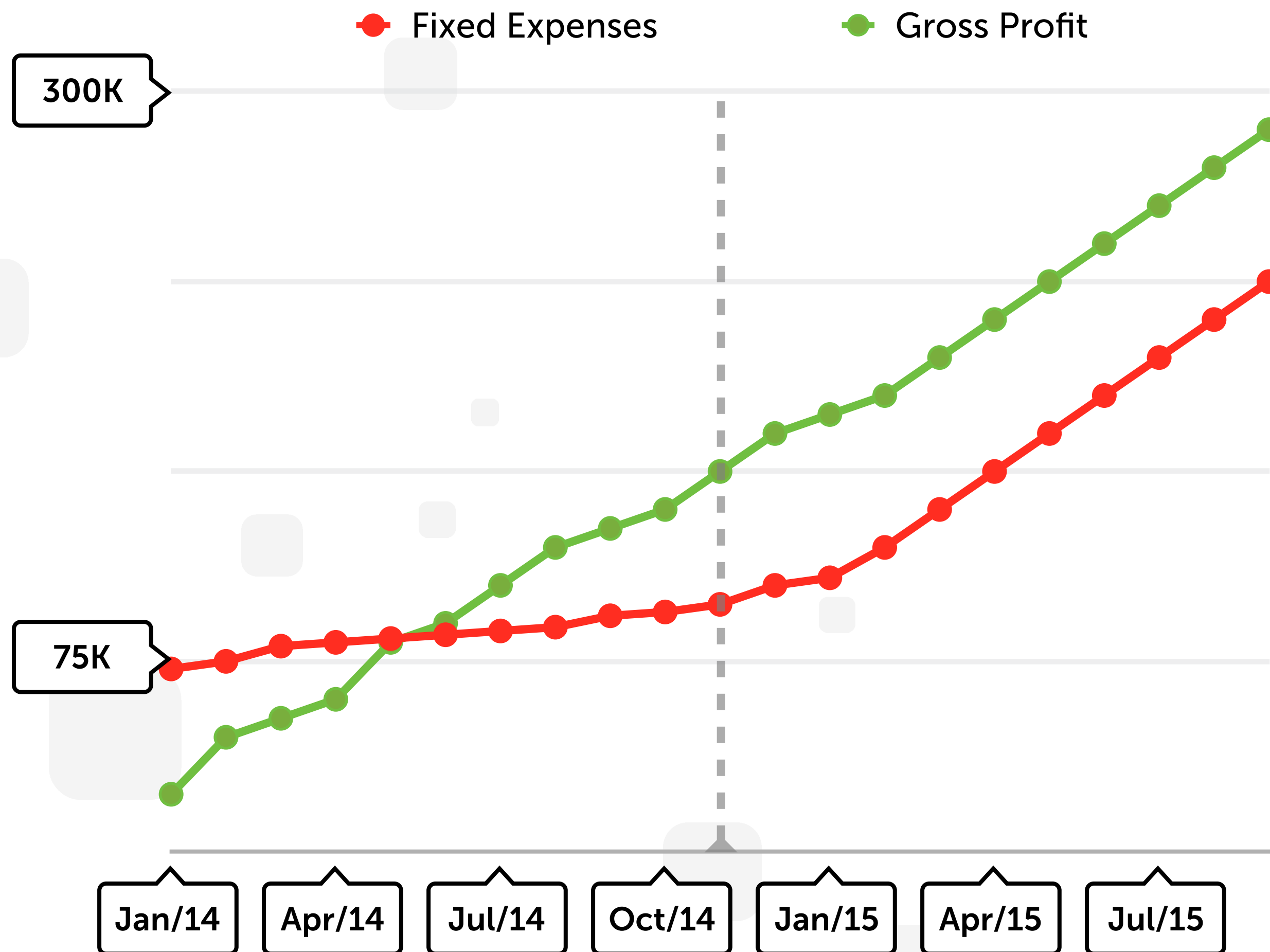Jan/14

Apr/14

Jun/14

Oct/14

Highlight #1

Highlight #2

Highlight #3

Highlight #4

Highlight #5

Revenue growth

Exceptional growth with managed expenses,
marketing and cost of acquisition optimizations

● Fixed Expenses   ● Gross Profit

300K

75K

Jan/14   Apr/14   Jul/14   Oct/14   Jan/15   Apr/15   Jul/15

current
burn rate
0K

gross profit
2015
~0M

- Highlight #1
- Highlight #2
- Highlight #3

Market size

??? — CAGR 15%

TRANSACTIONS VOLUME
Total Available Market

??? — **VOLUME ON INTERNET**
Serviceable Available Market

??? — **SERVICES & APPS**
Serviceable Obtainable Market

Market Size and CAGR from ABECS and Banks Public data.

Competitor landscape

Advanced
Support

Competitor #A

Competitor #C

Only
transactions

Value added
services

Competitor #B

Basic
Support
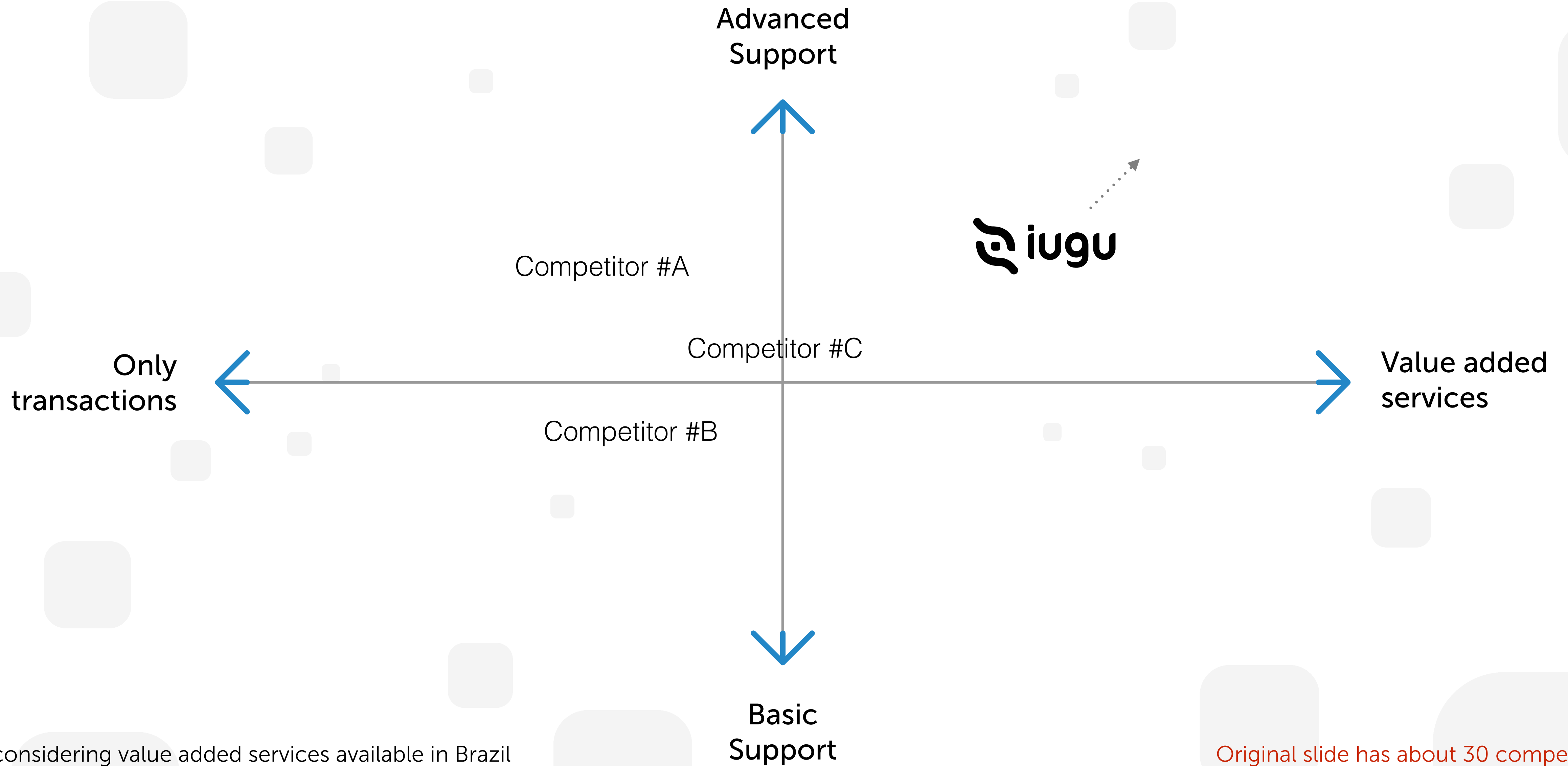
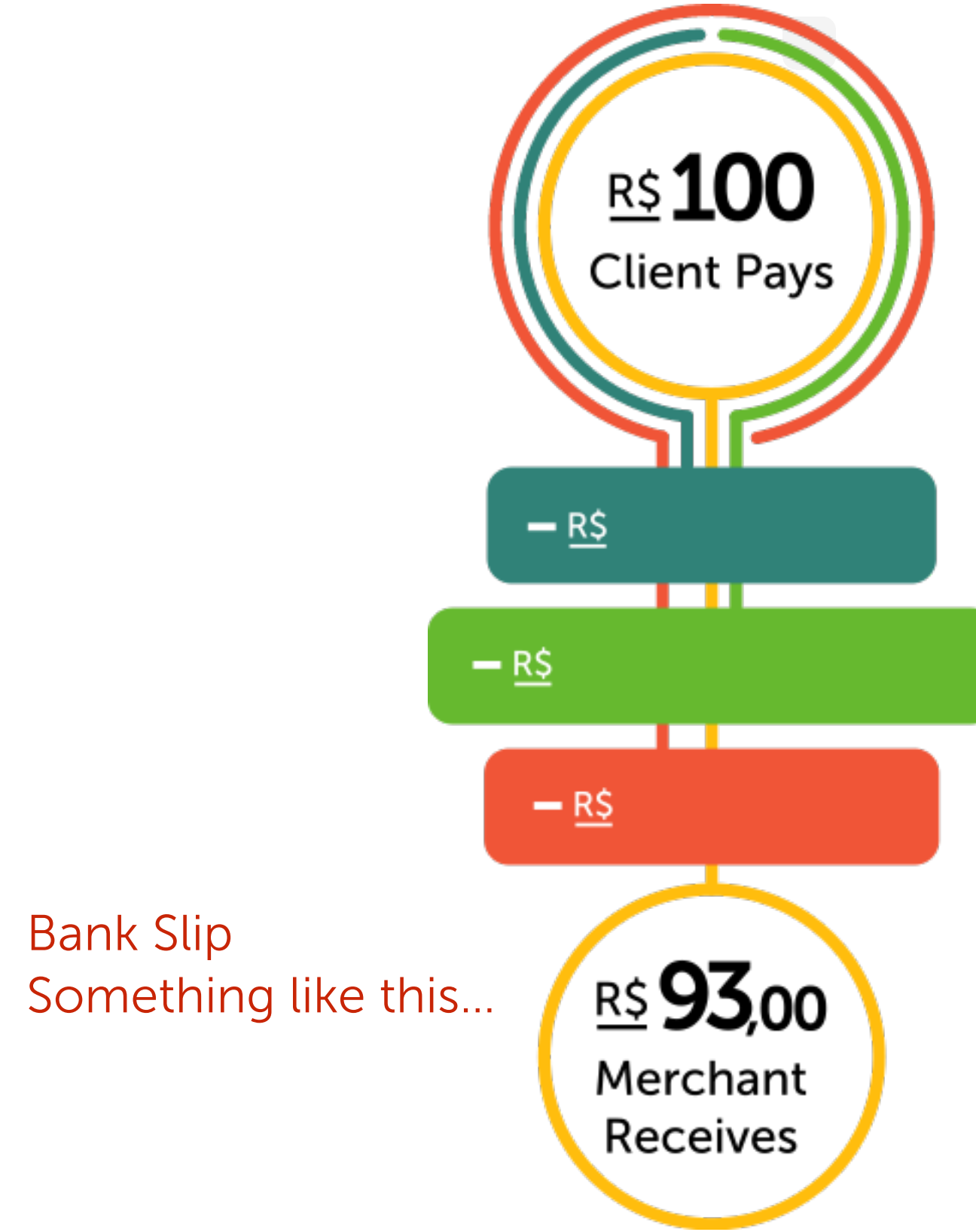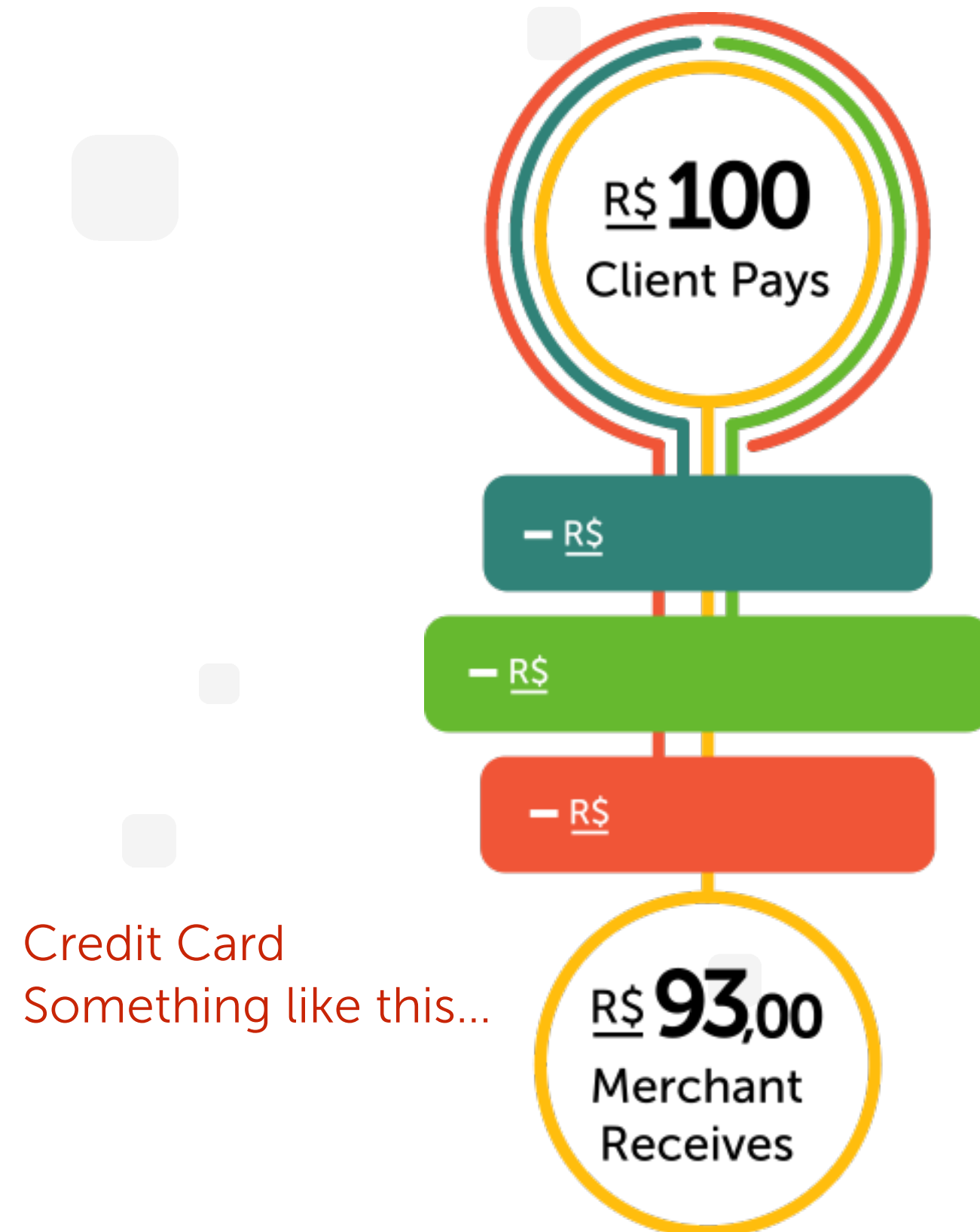Only considering value added services available in Brazil

Original slide has about 30 competitors

Business model

Fee over transactions

R$**100**
Client Pays

— R$

— R$

— R$

Credit Card
Something like this...

R$**93**,00
Merchant
Receives

R$**100**
Client Pays
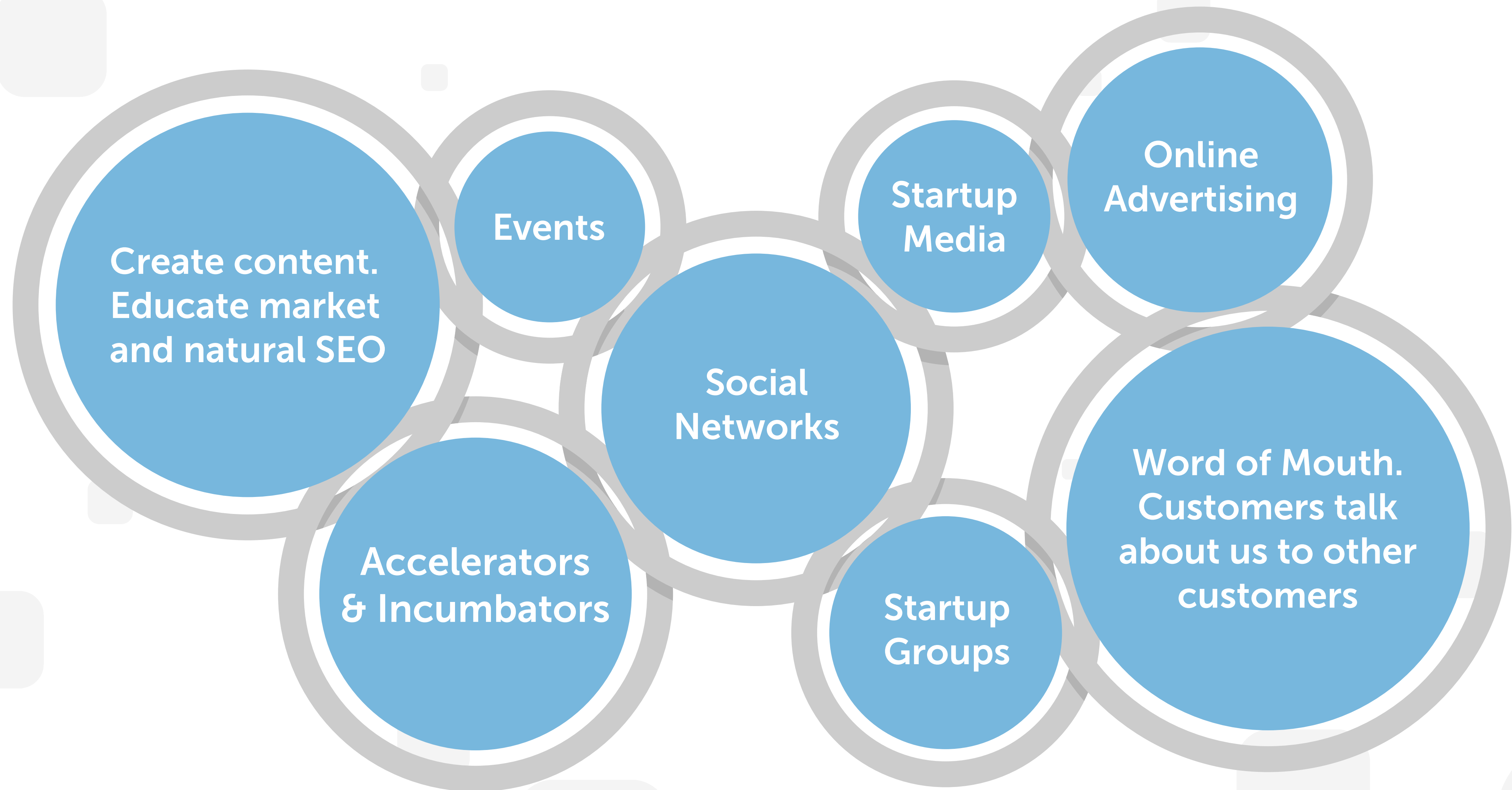
— R$

— R$

— R$

Bank Slip
Something like this...

R$**93**,00
Merchant
Receives

Original slide has a nice graphical explanation

Marketing strategy

Team

Patrick Negri - CEO

Seasoned Brazilian Serial Entrepreneur. Founder at @iugu. Strong background in tech industry, high scalability and large scale services.

Marcelo Paez - COO

Operations and Management. Founder at @iugu. Strong ERP and problem solving background. Worked as a consultant at several multinational companies in Brazil and abroad.

Rosi Rodrigues

Product Evangelist @iugu. Strong background in operations and business development. Director @ABStartups fostering the Brazilian startup ecosystem.

Alexandre Paez

Software Engineer at @iugu. Pragmatic programmer with focus on Rails, continuous development and getting work done.
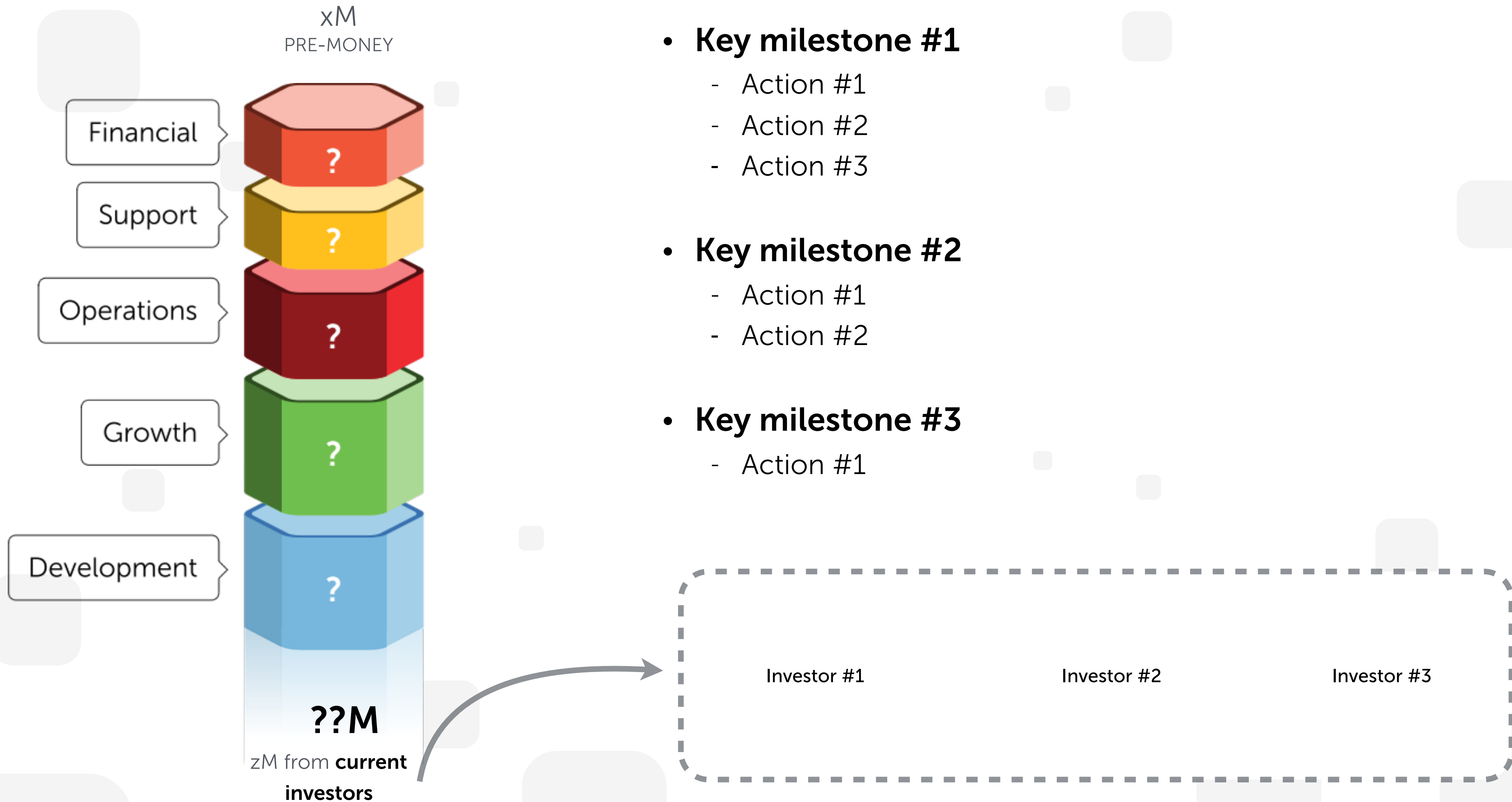
Brayan Di Palma

Software Engineer at @iugu. Researcher and general problem solving mindset.

Giovani Alves

Designer at @iugu. Branding, graphic designer, artist and technology enthusiast.

Investment and key milestones

xM
PRE-MONEY

Financial

Support

Operations

Growth

Development

??M

zM from **current investors**

- **Key milestone #1**
  - Action #1
  - Action #2
  - Action #3

- **Key milestone #2**
  - Action #1
  - Action #2

- **Key milestone #3**
  - Action #1

Investor #1   Investor #2   Investor #3

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CEO name
address@example.com
+55 DDD PHONE