

soon™

Fully Automated Crypto Sweep Account



Y Combinator
Winter 2022



Powered By:



FortressTrust



PLAID

www.soon.app

CRYPTO INVESTING IS STRESSFUL, SO MOST PEOPLE ARE MISSING OUT ON THE OPPORTUNITY

74%

aren't investing in crypto
because it's too complicated,
difficult or risky*

84%

of americans have
never invested, traded
or owned crypto**



STRESS-FREE, FULLY-AUTOMATED CRYPTO INVESTING

Simple & Stress-Free



Soon removes the need to speculate or time the market. It's a simple solution that requires no effort from users.

Automated



Soon automates both the buying and selling of assets, providing end to end investing automation.

AI Boosted OpenAI



AI is utilized to enhance Soon's automated features to increase the chances that you will take advantage of your market gains.

Recession Resistant



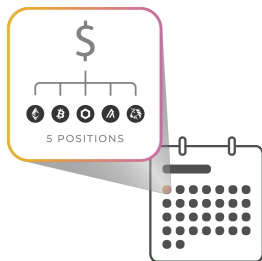
Soon's unique investing strategy keeps exposure to recession and inflation low while harnessing short-term volatility to generate strong returns.

FULLY-AUTOMATED INVESTING



Automated Portfolios

No complicated research, no speculation. Soon provides a standard portfolio for everyone.



Automated Buying

Soon automates the purchase of crypto investments by dollar-cost-averaging.



Automated Selling When you Spend

Soon automatically sells crypto gains when you spend to help cover your transactions. Earnings are sent directly back to your bank.



Automated Taxes

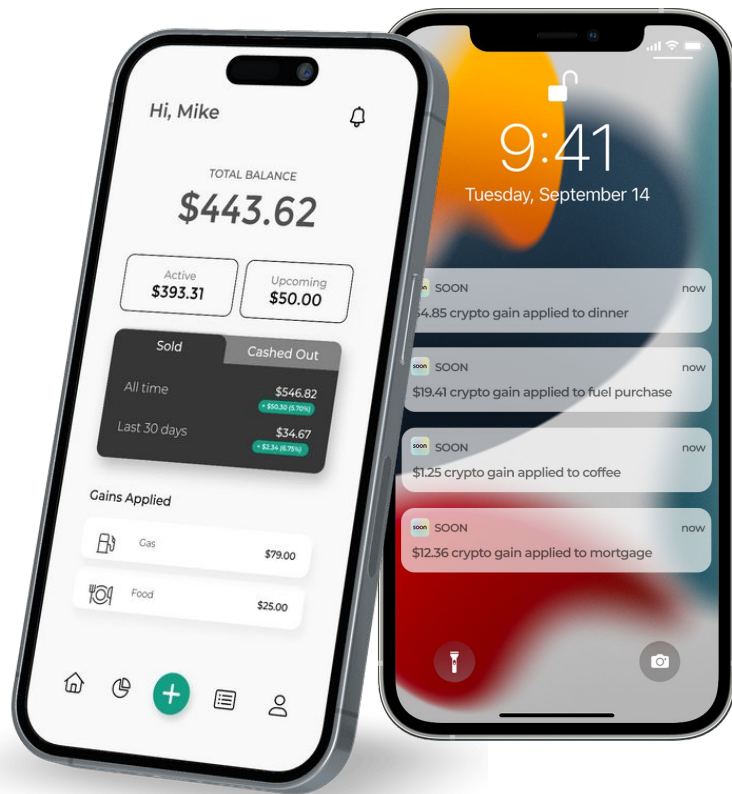
Soon automatically sets aside a portion of your earnings into a tax stash and helps you file your taxes.

PRODUCT PERFORMANCE

Soon Returns: June - December

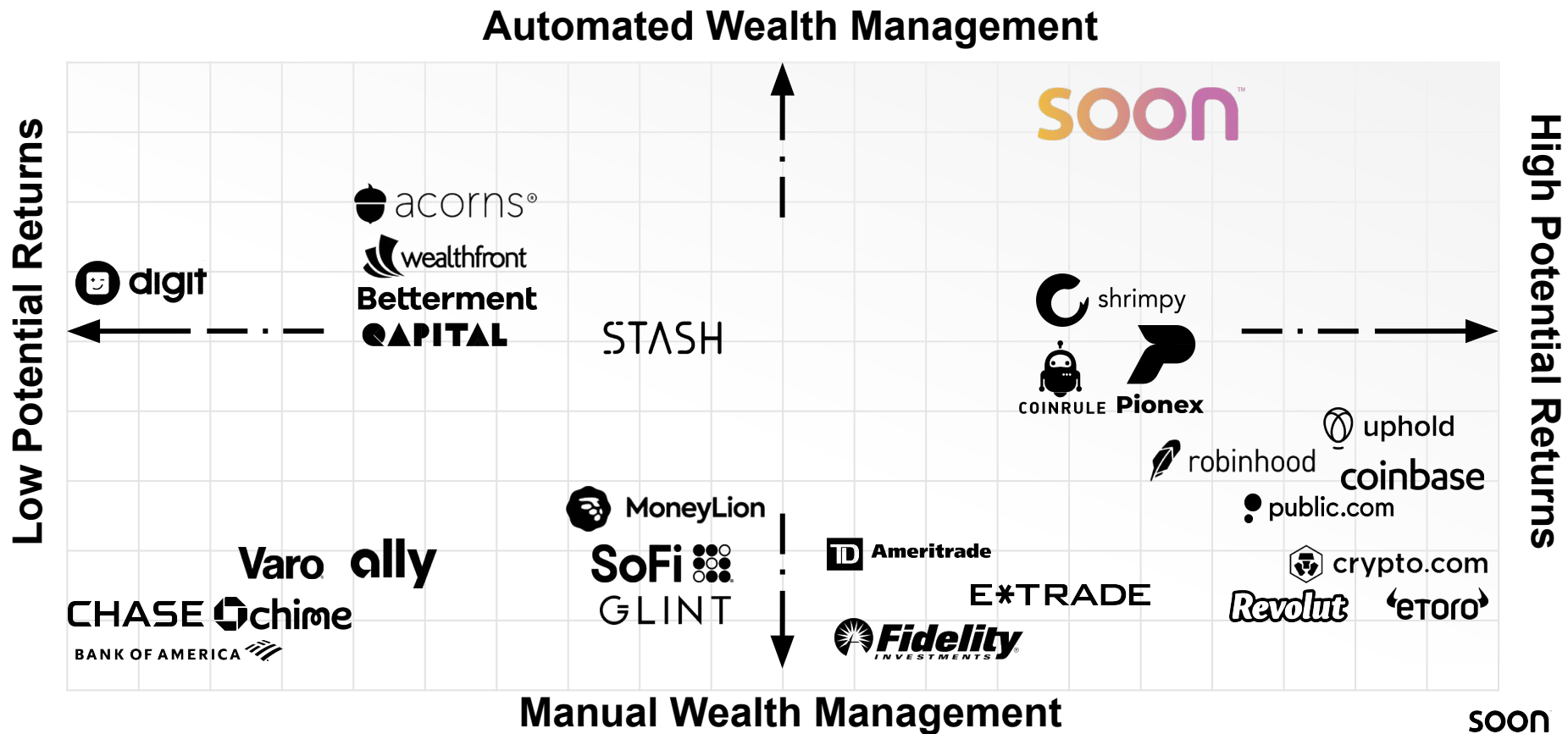
11.9% Avg Returns*

16 days Avg time to exit investment positions



* The percent return of total investments liquidated in the time period, including positions acquired in prior months

COMPETITIVE LANDSCAPE



MARKET SIZE

Total Available
Market*

72M

Millennials
in the US

Available
Spend*

\$2.4T

Total Millennial
Discretionary
Spend US

*Source: [Pew Research Center](#)

TARGET MARKET

Soon's Target
Segment***

33M

millennials

X
\$34k annual
discretionary spend
=

\$1.1T

Acquirable
Discretionary
Spend

Potential Annual
Gross Revenue

\$6.99/Monthly Fee
+
\$34K x 5%[†] Transfer Fees
=
~\$1784/user/year
X
33M MAU
=

\$59B

**Source: [Forbes.com](#), \$34K avg. discretionary spend X 72M millennials

***Source: 33m millennials w/\$15K+ in savings [Bank of America survey](#)

[†] 2.5% transfer fee in and out.

MARKET MAKER COST STRUCTURE

| ACH Transfer In | Buy | Sell | ACH Transfer Out |
|--------------------|------------------------|------------------------|---------------------|
| 1.99% Fee | 3.99% Market Spread | 3.99% Market Spread | 1.99% Fee |

12% Revenue on movement of every dollar

UNIT ECONOMICS (During Soon Beta)

Registered Users

1080

Transfer Orders

~\$130K

Trade Orders

~\$264K

Acquirable
Revenue

~\$14K

MRPU

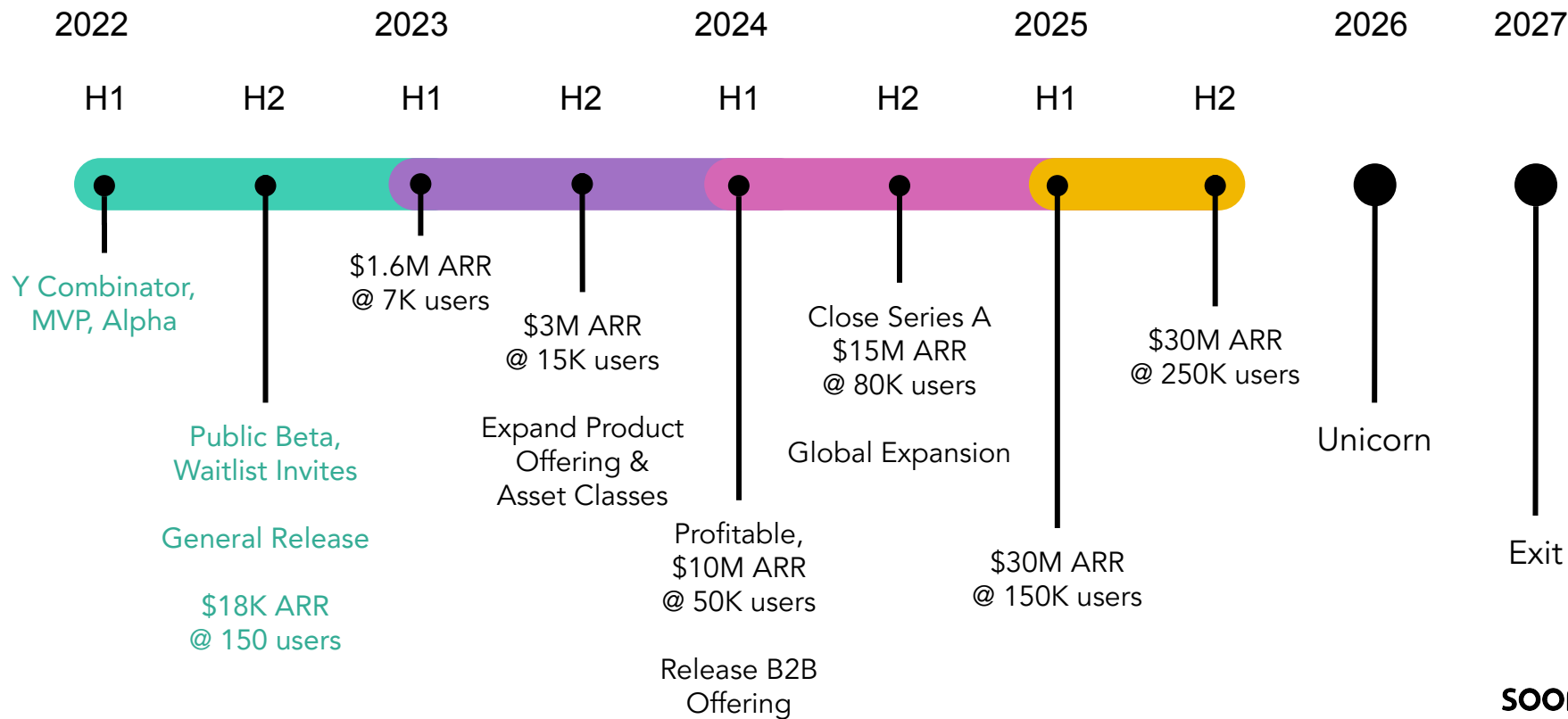
~\$15

CAC Payback*

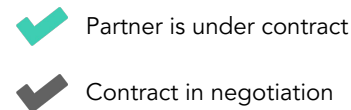
~3 mo.














*Assuming a \$50 CAC

ROADMAP & PROJECTIONS



GO-TO-MARKET STRATEGY



| Tactic | Strategic Partner |  | Description |
|-----------------------------|--|---|---|
| Word of Mouth Marketing |  Ant Money |  | Ant Money has 500,000 users who refer apps for stock rewards. |
| Bank & Credit Union Members |  |  | Asa is a platform that connects fintechs with hundreds of thousands of members of banks and credit unions for a revenue share and zero CAC. |
| Influencers & Affiliates |  |  | With Impact we can run campaigns with affiliates and influencers. |
| Crowdfund Campaign |  |  | Negotiating with all 3 platforms to select one, each have over 1M retail investors for self-funded user acquisition. |
| Merchant Match |  |  | Start will provide a matching investment for their merchant clients who invest with Soon. |
| Digital Marketing |  |  | Webinauts provides paid ads, SEO, and other marketing services. |

SEED ROUND

Seed Raised to Date

\$1.5M

Currently Raising

\$500K

Led by:



Combinator

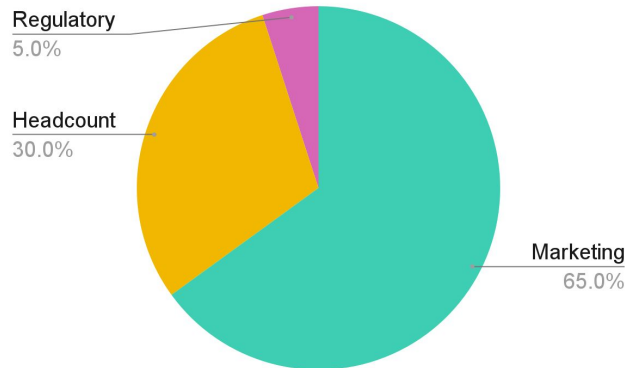
Goodwater



SOMACAPITAL



DRAGON
CAPITAL



FOUNDING TEAM

MIKE SHATTUCK

Michael@soon.app

Mike is a seasoned technologist, with 15 years of experience in software engineering.



vivint.



PLURALSIGHT

AARON BYLUND

Aaron@soon.app

Aaron has 14 years of experience in digital marketing, communications, management and corporate strategy.



NU
SKIN®

clear
center™

ADVISORY TEAM



JASON GARCIA

Head of Capital, Mercury,
SVP, Silicon Valley Bank

Talented connector and leader across multiple verticals in the finance sector. Strong experience in investment banking and fintech.

Advising Soon on platform partnerships & fundraising.



CYNTHIA SMITH

COO, MetaBank
EVP, Zions Bank

Top 25 most powerful women in banking. 20+ years of payments experience. Pioneer of leading-edge payment solutions.



BRIAN NELSON

Founder, ExTech
Connector, OG Crypto

Brian is a respected crypto thought leaders. He is also one of the most connected people in the OG and current crypto industry.

Advising Soon on partnerships and go-to-market strategy.



GRAHAM MCMULLEN

Founder &
Connector

Experienced CEO in the tech space for more than 30 yrs. Founded and exited 6 IT Services Businesses.

Advising Soon on fundraising and growth.



SCOTT PAUL

Founder, Woolly
Founder, Instafluence

Scott has exited 4 companies, including one acquisition by Disney, and personally invested in 14 companies through his firm Hyperactive Capital.

Advising Soon on influencer marketing & fundraising.

OUR ASK

Help Soon accomplish our goal of bringing 100 million people into investing.

- Help us develop product partnerships
- Help us develop strategies and partnerships to accelerate customer acquisition
- Invest in our company
- Provide mentoring and advice

Thank You!

soon[™]

Lehi, Utah, USA (Silicon Slopes)

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