



# MOXI

Made for gig life

Financial wellbeing for the growing Gig Economy

INVESTOR DECK

 Download on the  
App Store

[www.wehavemoxi.com](http://www.wehavemoxi.com)



# Freelancers (1 in 3 Americans) potentially face financial loss and anxiety due to the lack of tools to help them maintain stability

"Money stress is real, nobody likes money stress, it affects your mental health and your creativity. So if you want to be doing your best work, you shouldn't be worried when or if you'll be paid, how are you going to eat today - which a lot of artists struggle with, that's a reality of being any young creative."

- Bianca Allen, freelance designer



**Our focus is solving this critical painpoint:**

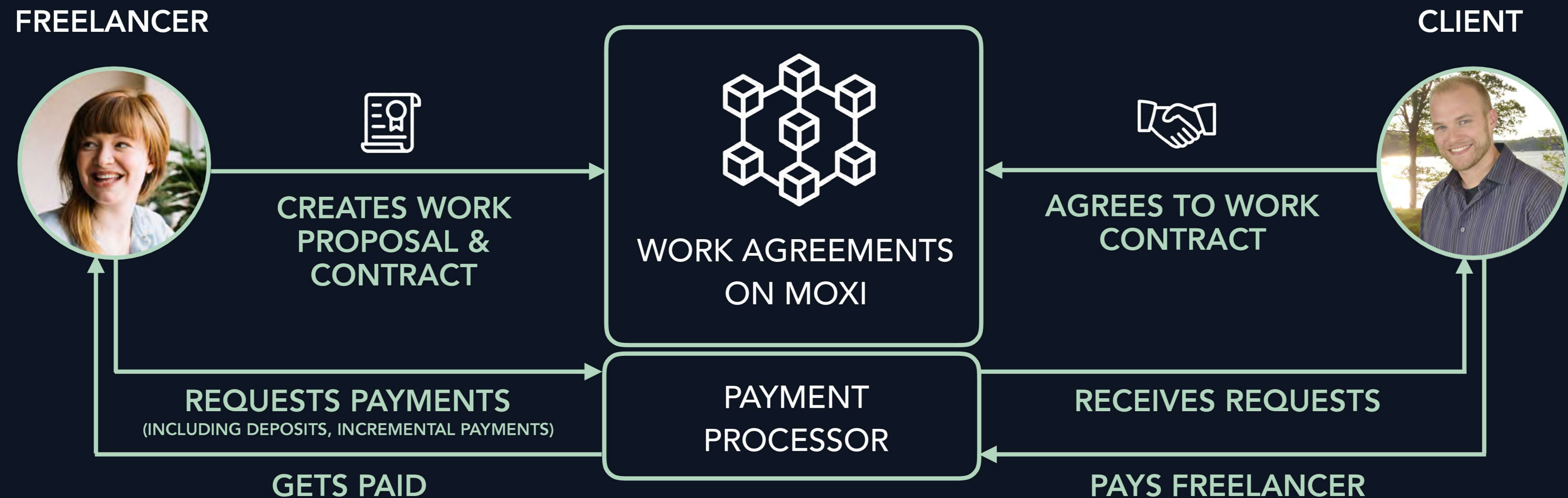
**Over 70% of freelancers have struggled to get paid for their work causing significant risk to their financial wellness**

Agreed work contracts for freelancers is a legal requirement in states such as NY. However, many freelancers are unaware or simply don't know how to legally protect themselves, resulting in potentially high risk of not getting paid or facing client disputes over work.



# The Moxi solution: Getting paid

An end-to-end seamless payment service that empowers freelancers to easily setup legally binding work agreements with their clients, smart contracts, and control over how they get paid in addition to fee charges.



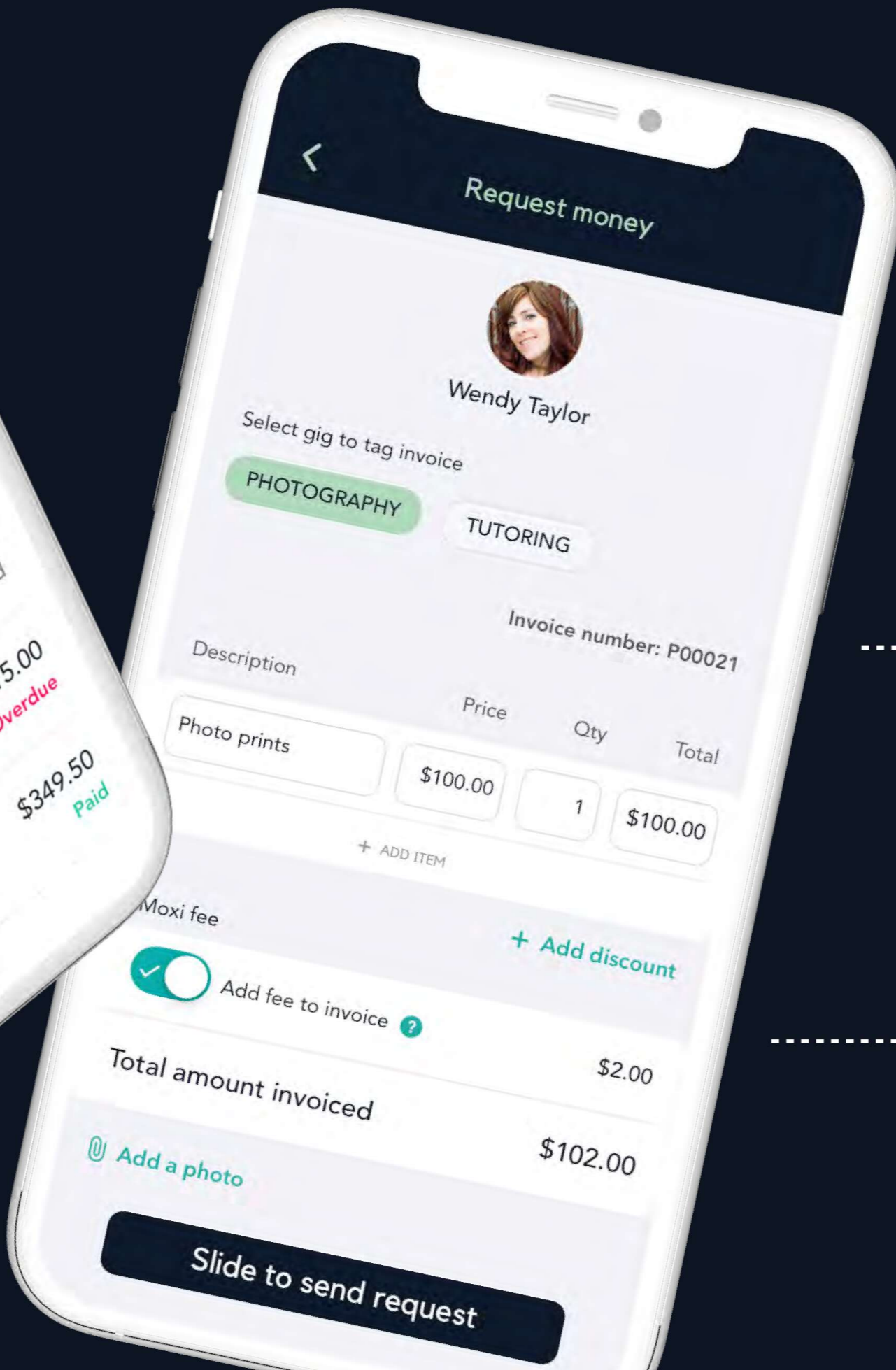
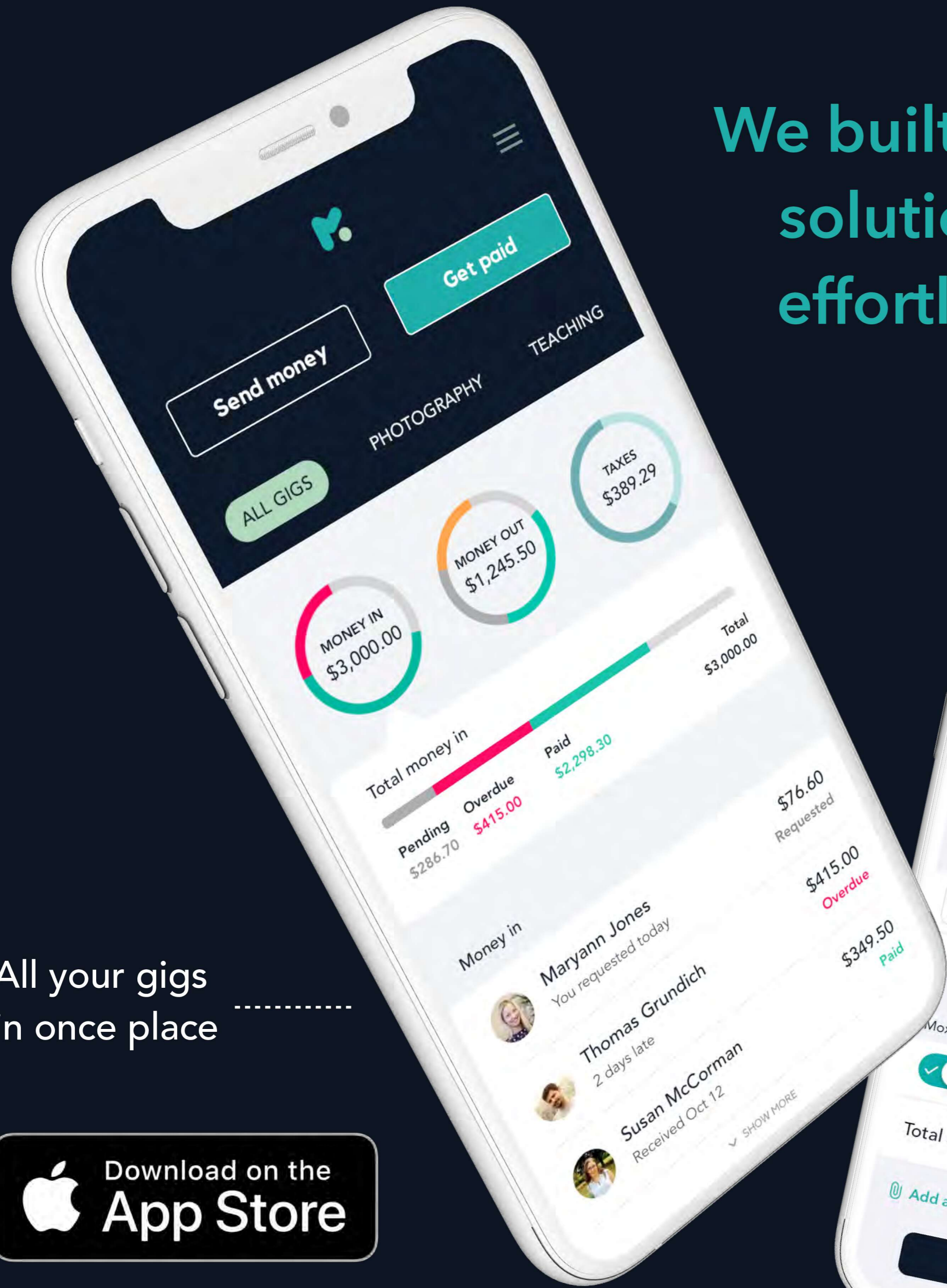


# The Moxi solution: Financial wellness

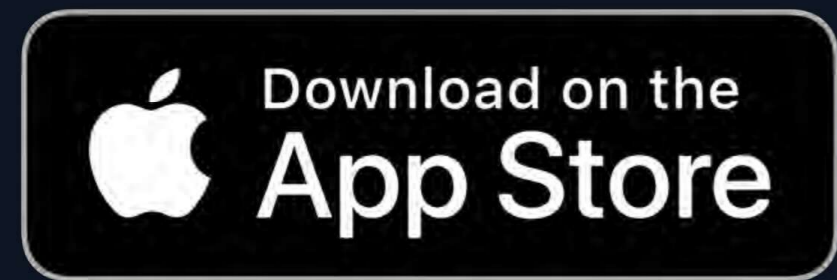
Getting paid is just part of the problem. We believe that providing a set of holistic tools will improve the productivity, happiness, and overall success of the freelancer community.



We built an app that provides freelancers with the solution to getting paid on time and maintain effortless financial wellbeing - all in one place



All your gigs  
in once place



Request and get  
paid for your work  
easily and securely

Send customized  
invoices in a flash

Control and  
transparency  
over fees



Get the app now



## How it all started...

While recently leading product design strategy for business banking at the largest U.S. bank, I came to realize that, due to innovation and legacy constraints, incumbent banks were unable to accommodate the needs of a large rapidly growing workforce, impacting 60 million Americans.

So I decided to start a new venture and launch an app called Moxi, to help the lives of millions of freelancers facing common financial challenges.



### **Evelyne Kanakis**



**CEO & CO-FOUNDER**

10+ years global fintech innovation



**HARVARD BUSINESS SCHOOL**

EMBA, Alumni '19



[Evelyne's LinkedIn profile](#)



# Introducing my founding team at Moxi, bringing diverse skills across the pillars of innovation, creativity, technology, operations, and business development.



**Matt Yeoh**  
**CTO**

Having spent 20 years building and innovating for leading technology companies, I believe in strong products and simple technology as enablers for the betterment of human lives.

 [Matt's LinkedIn profile](#)



**Andy Dalton**  
**Operations**

I caught the startup bug in Silicon Valley. Since then, I've had the opportunity to help innovative companies raise capital, negotiate game-changing contracts, and navigate complex legal hurdles.

 [Andy's LinkedIn profile](#)



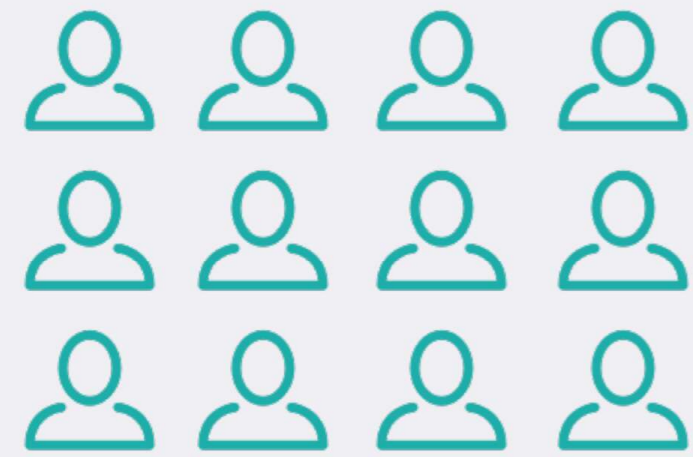
**Laura Kimmel**  
**Creative Director**

Having spent over 15 years in the gig economy as a freelance creative, I want to empower freelancers to reach their full potential by focusing on what they love instead of worrying about money.

 [Laura's LinkedIn profile](#)



# The growing Gig Economy



There are about

**60 million**  
freelancers  
today

(1 in 3 Americans)



**\$1.3 trillion**  
revenue

generated for the  
U.S. economy by  
independent workers

equal to about 6.7 percent  
of U.S. GDP (2017)

# Our focus on the creative economy

Creative freelancers experience the  
highest anxiety around the lack  
financial tools due to the  
unpredictability of their work.

Our addressable  
market in New York

1.3 million  
total skilled freelancers

313,000  
creative freelancers

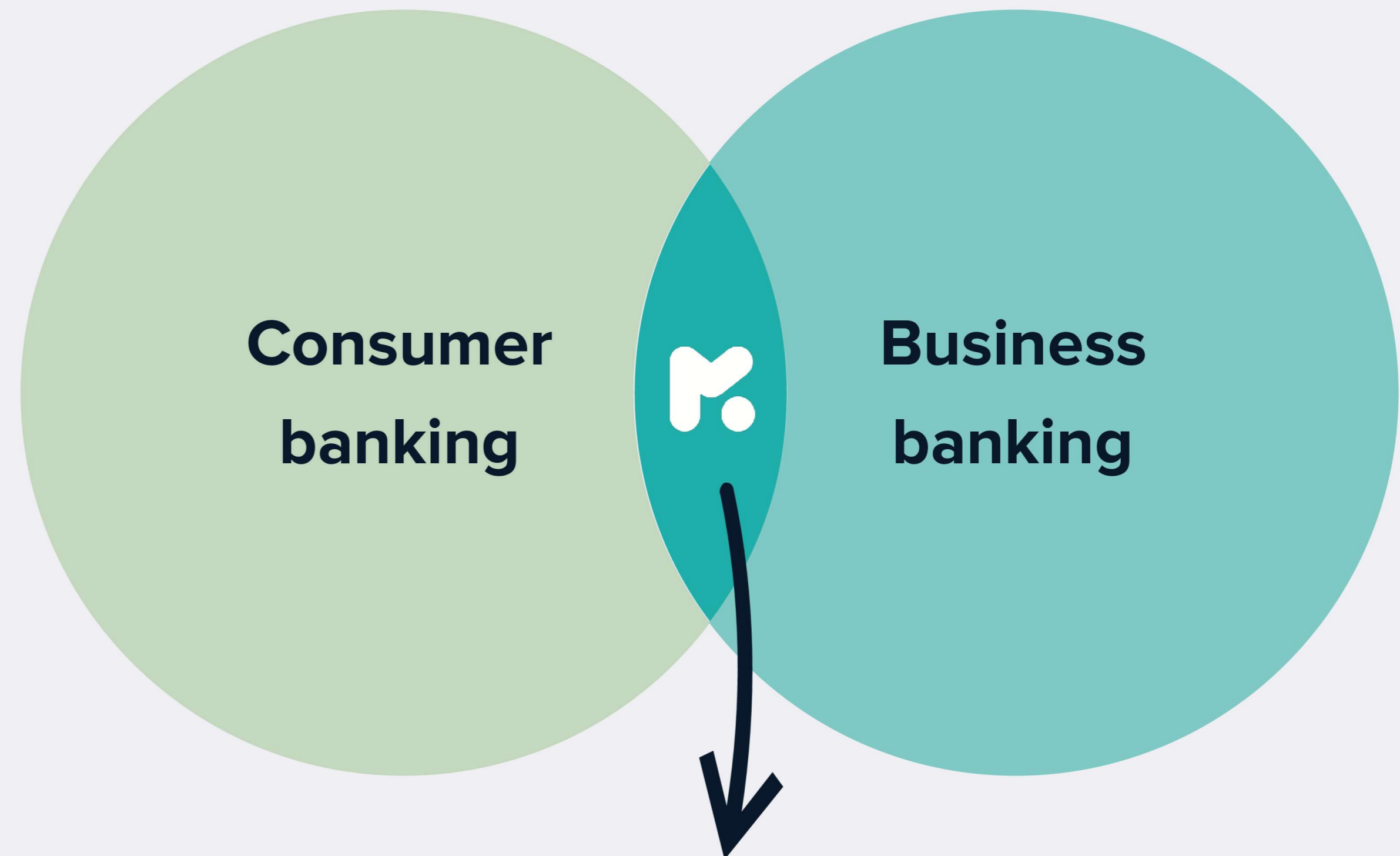
**\$9.4 billion**  
annual earnings





## Our unique market positioning

The financial services landscape today consists of two traditional segments consumer and business banking. The gig economy, in particular creative freelancers, tend to have the mindset of a consumer, but require jobs to be done that fall under typical business banking. This gap in the market is where Moxi will be focusing its opportunity to provide tailored services within the Gig Economy.



**A new hybrid customer segment with unmet needs is a market opportunity for Moxi**



## ATTENTION

## CONSIDERATION

## DECISION

## COMMITMENT

### PARTNERSHIPS WITH INDUSTRY ASSOCIATIONS

Partnering with associations representing targeting market segments, reaching out to their freelance members, providing financial advice and promoting Moxi

### GUERRILLA MARKETING

Creatively immersing ourselves and positioning the Moxi brand within our target demographic. Viral content to push social media attention.

### SOCIAL MEDIA, CONTENT, INFLUENCER MARKETING

Promoting content that provides relatable, informative and authentic content to freelancers.

### OFFER FEE-FREE FOR NEW CUSTOMERS

Offer signup promotions, first number of payments fee-free

### CUSTOMER SUPPORT

Provide easy on-boarding and friendly, helpful customer support

### ORGANIC NETWORK EFFECTS

Encouraging payers to download and signup to Moxi

### PROVIDING EDUCATION

Providing content and education on business related information.

### PRODUCT UPDATES

Offering high value features and compelling user experience

### INVITE ONLY EVENTS

Loyal customers invited to attend exclusive Moxi partnered events

### REFERRAL PROGRAM

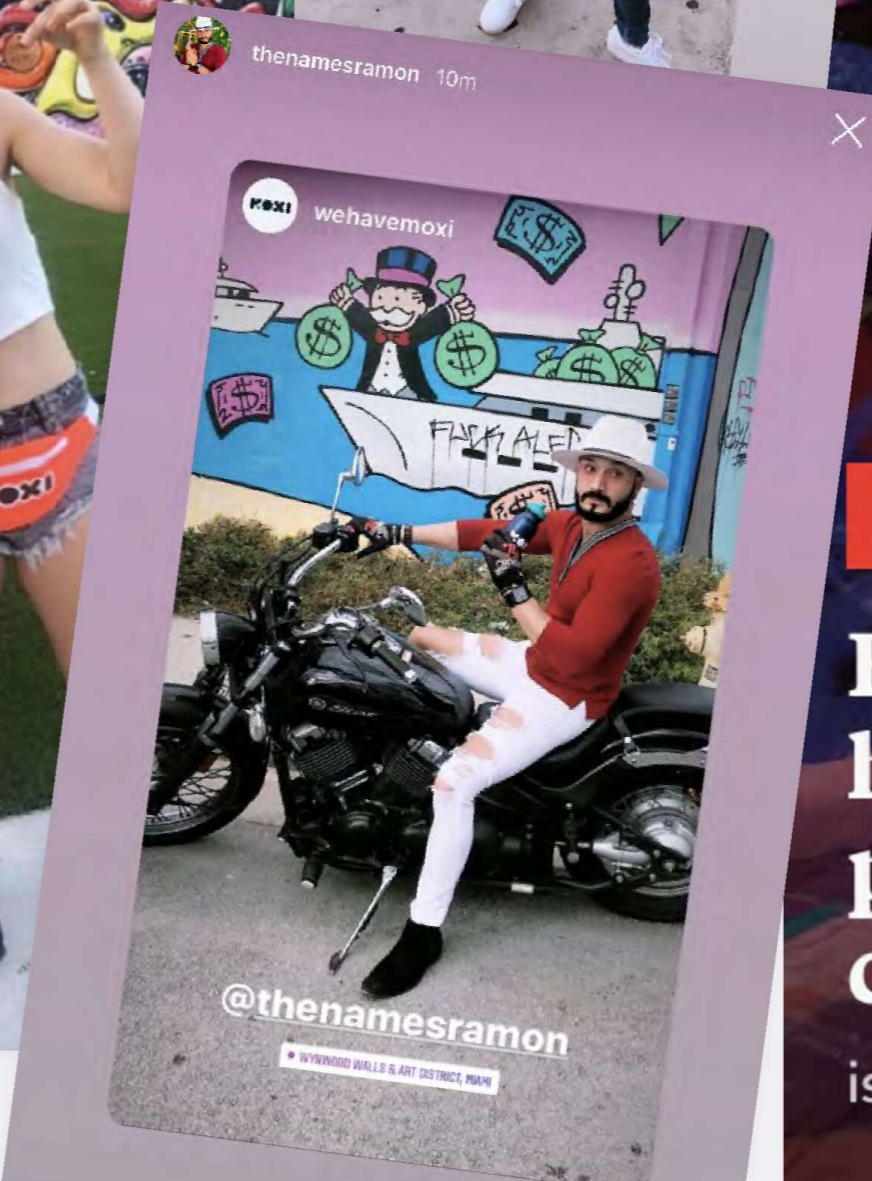
Rewards for referring new users

# Market outreach at Art Basel Miami

Our guerrilla marketing approach at Art Basel during Dec 2019, involved reaching out and interacting with 100's of creatives. The experience validated our belief that authentic immersion and connecting with the community will provide us with competitive advantage and user growth.

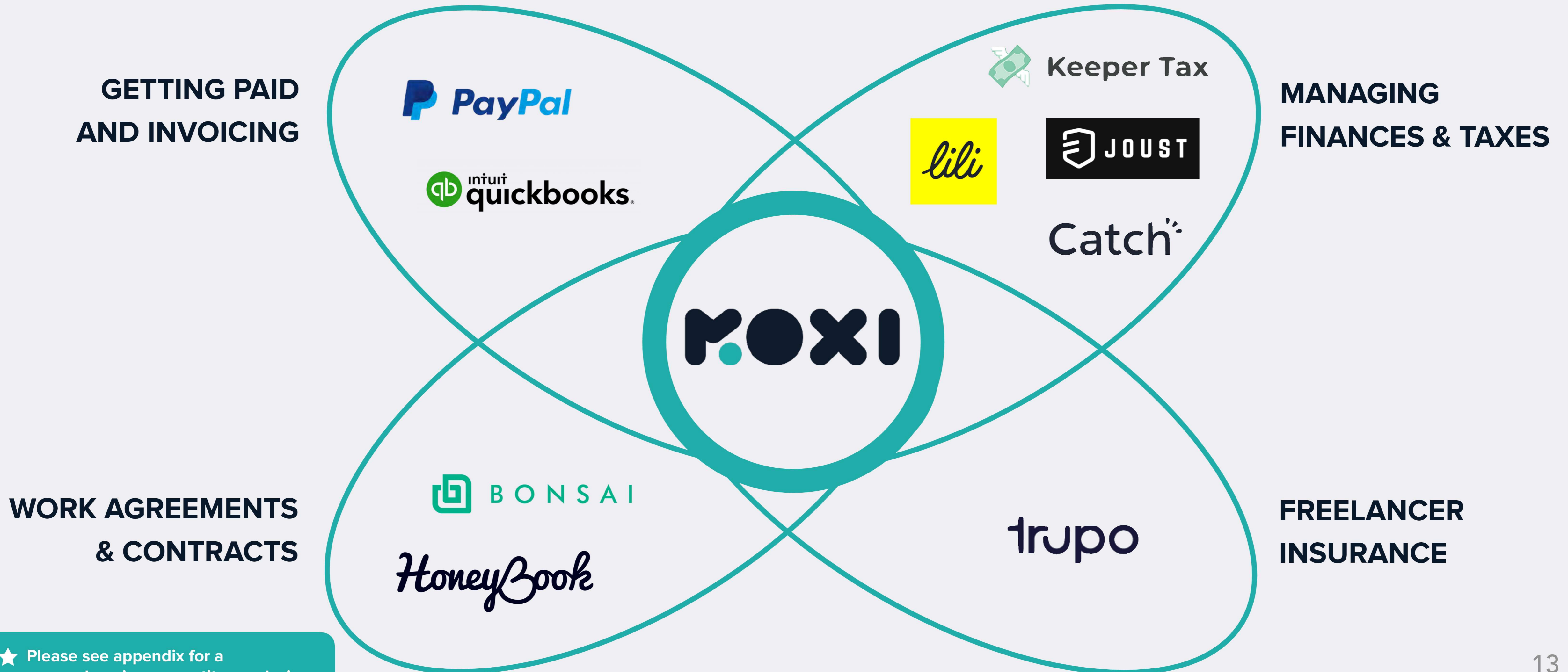


 [Click to view video on YouTube](#)





# Moxi has unique market positioning providing a consolidated solution for all four freelancer survival points



★ Please see appendix for a comprehensive competitor analysis

VALUE PROPOSITION: MOXI (BETA) VS COMPETITORS



MOST IMPORTANT ATTRIBUTES FOR FREELANCERS

Empowering freelancers to get paid for work

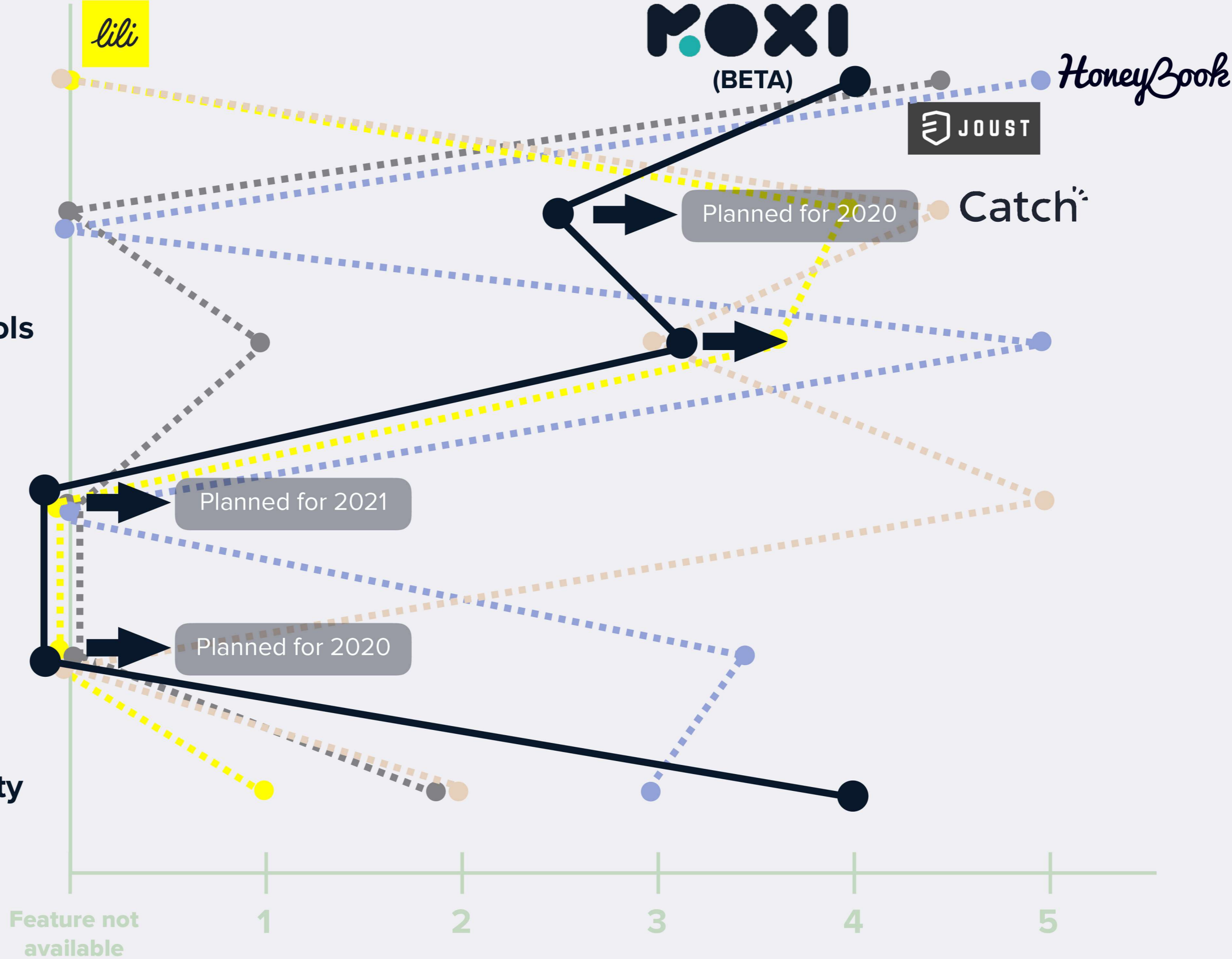
Managing and saving for tax

Intuitive financial management tools tailored for creative freelancers

Bespoke benefits for freelancers (ie. Health insurance)

Tools and services to legally bind work agreements (contracts, etc)

Integrated and engaged community (cultural credibility)



WORST

BEST



**H1 2020**

**Beta launch**

- > Make & receive payments
- > Generate invoicing
- > Send payment reminders
- > Create and manage gigs

**Pre launch**

- > Beta users feedback improvements
- > Advanced fee structure
- > Customized for consumer finances
- > Streamlined KYC onboarding

**H2 2020**

**Official launch**

- > Project proposals
- > Work agreements
- > Request deposit and setup auto payments
- > Bank accounts transaction feed
- > Share gigs (team gigs)

**Tax integration**

- > Advanced tax calculations
- > Tax return service

**PIPELINE 2021**

**Insurance and funds**

- > Health insurance
- > Business insurance
- > Disability insurance
- > Retirement funds
- > Merchant cash advance

**Tools for small business (LLC)**

- > Customized payment tools for small business needs
- > Batch payments for paying gig workers

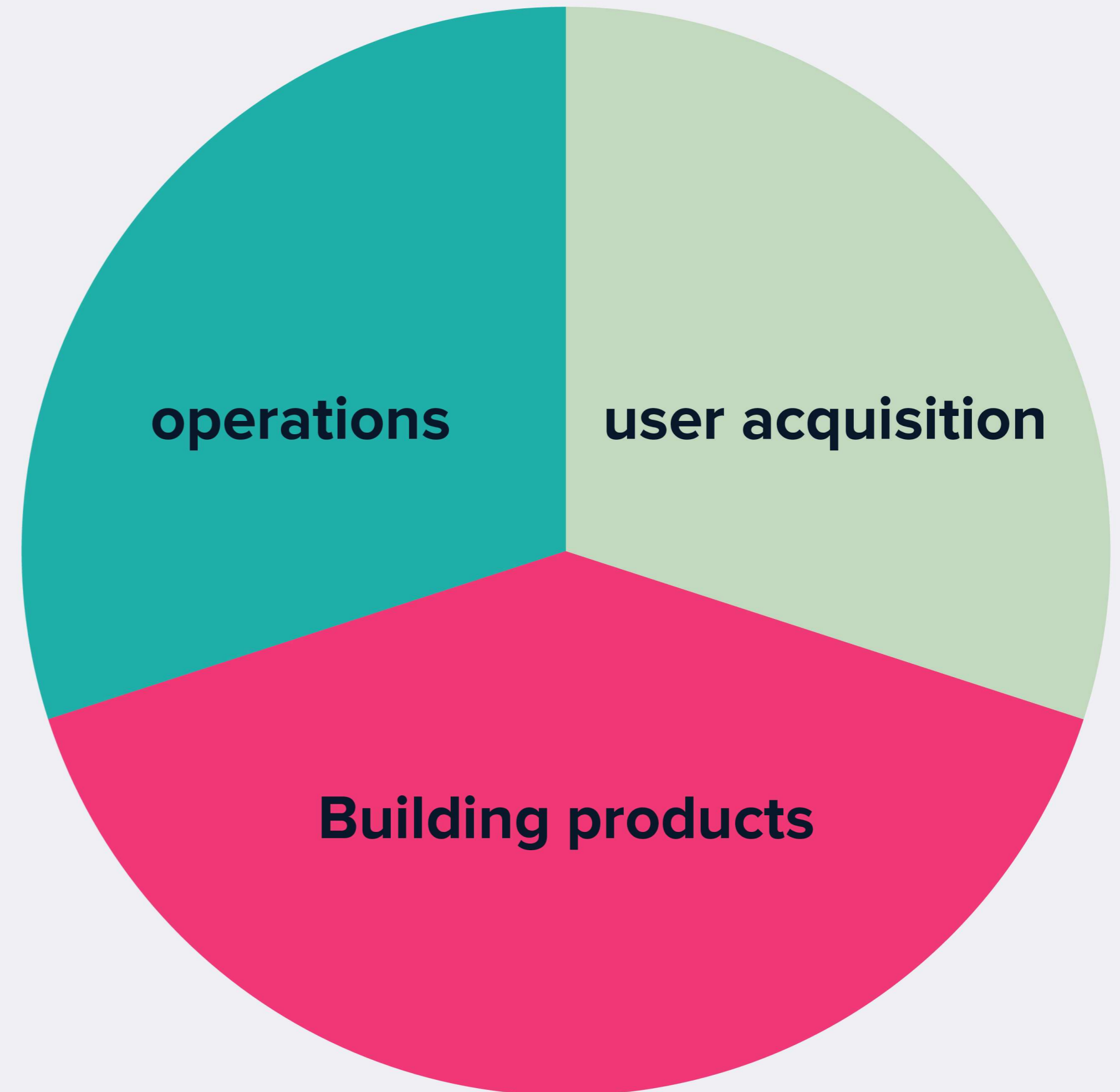
**Community collaboration**

- > Community marketplace
- > Gig posting and seeking



## How we will use your investment

- So far, we have raised \$150k to launch our app, start acquiring users, and establish our business model
- We are now raising additional funding to scale our user acquisition and build on our core offering





**27 Ventures** | creators of **MOXI**

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@wehavemoxi

