

The logo for Rooba Finance is centered on a dark blue background with diagonal stripes. The word "ROOBA" is in a large, bold, orange-to-yellow gradient font. The letter "B" is replaced by a Bitcoin symbol. Below "ROOBA", the word "FINANCE" is written in a smaller, grey, sans-serif font. The background also features a faint hexagonal pattern on the left and several 3D geometric shapes (cubes, pyramids, and a cylinder) in teal and red colors scattered around.

ROOBA

FINANCE

Emerging \$300 Billion Market



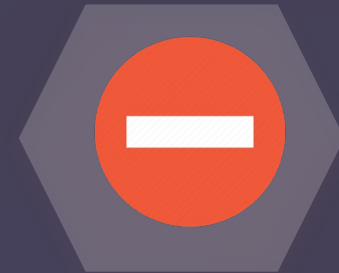
Hedge Funds

7.2% of Assets (\$312B)
in Crypto by 2026*



Institutional Crypto Market

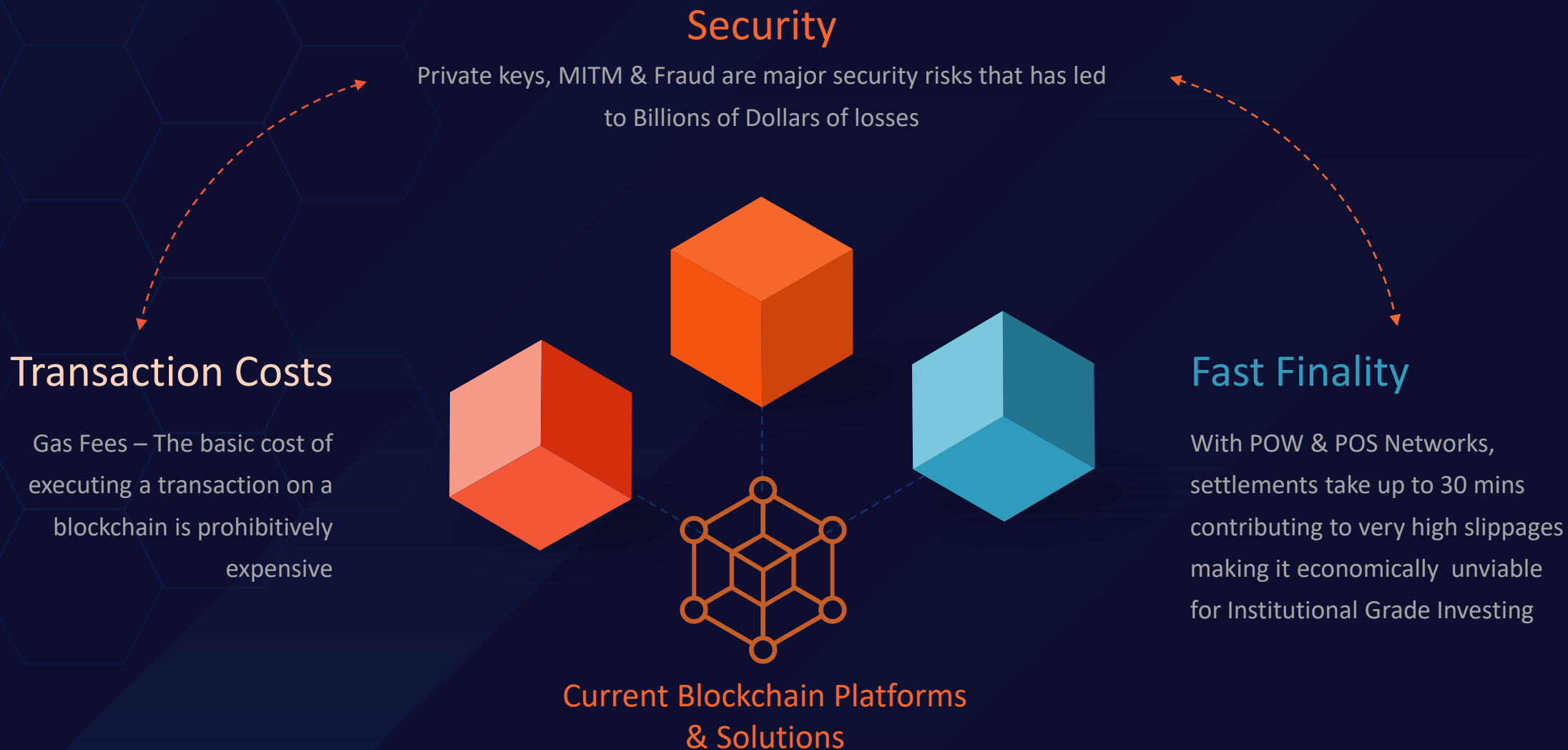
Existing trading platforms were
architected for the retail market.



Entry Barriers

Institutional Crypto Trading faces Security and
Market Conditions issues in an evolving and
ambiguous regulatory environment.**

The Trilemma of Institutional Adoption of Web3





Crypto Attacks

(That Rooba Could Have Prevented)



PolyNetwork Attack
\$610 Million
Date: Aug 2021



Coincheck Exchange Attack
\$534 Million
Date: Jan 2018



KUCOIN Exchange Attack
\$281 Million
Date: Sept 2020



BitMart Exchange
\$196 Million
Date: Dec 2021



BHX De-Fi
\$139 Million
Date: Nov 2021



Vulcan Forget MktPlace
\$135 Million
Date: Dec 2021



C.R.E.A.M Finance
\$130 Million
Date: Oct 2021



BitFinex Exchange Attack
\$60 Million
Date: May 2016



UPBit Exchange Attack
\$45 Million
Date: Nov 2019



Binance Exchange Attack
\$40 Million
Date: May 2019

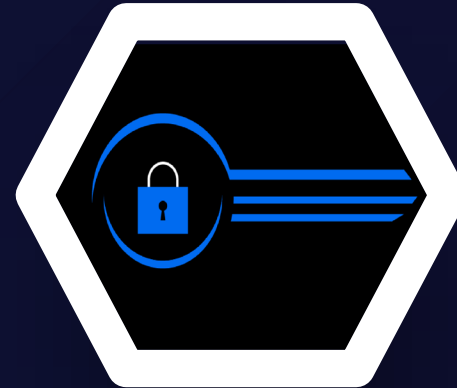
..and many more

THE SAGA OF THE PRIVATE KEY!

Private Keys is the main attack vector in the Blockchain Ecosystem

*“Hackers were able to drain \$196 million of crypto from crypto exchange BitMart by **stealing a private key** that opened two hot wallets, BitMart CEO Sheldon Xia tweeted”*

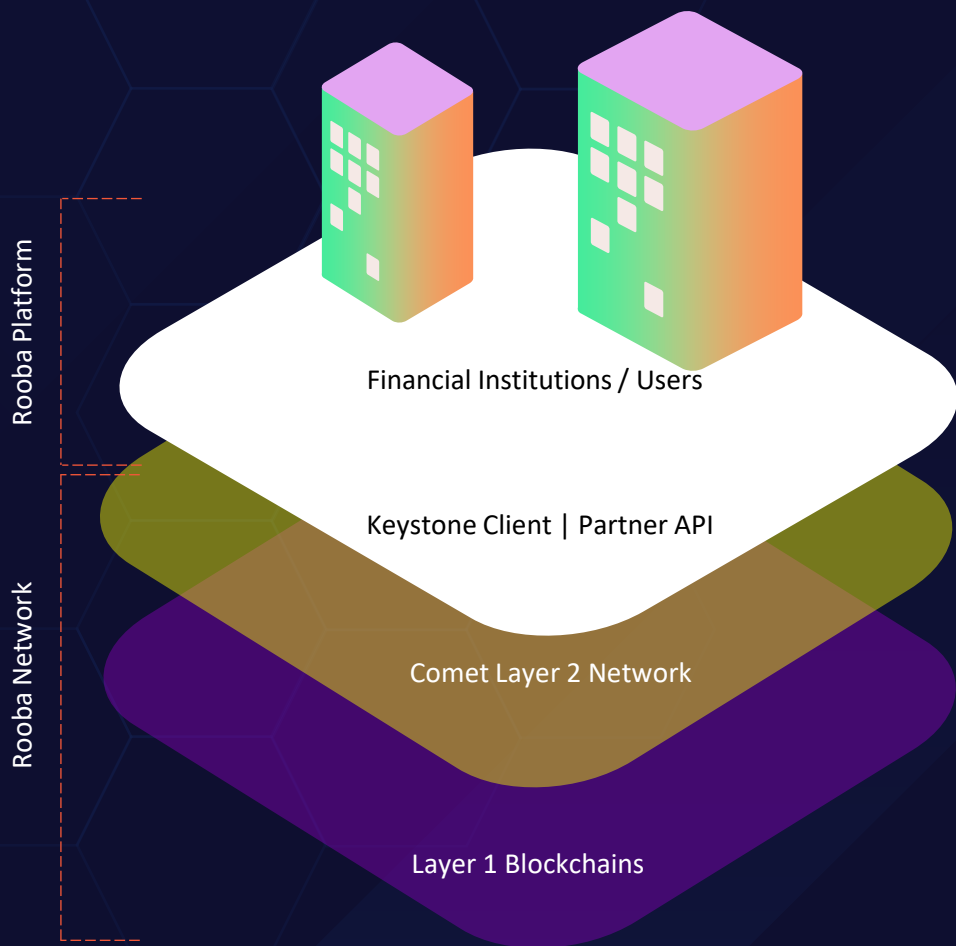
*“The attacker who hacked more than \$600 million from the China-based Poly Network platform has released the **private key** for the remaining \$141 million of the stolen cryptocurrency”*



*“Japanese exchange Bitpoint was hit by hackers on July 12. An estimated \$28 million of BTC, XRP, ETH, BCH, and LTC were stolen-about 75% of which belonged to Bitpoint customers. The exchange said **unauthorized access to the private keys** of its hot wallets facilitated the theft.”*

*“Bitfinex utilized BitGo software as part of its security solution even as at the time of the attack. The bitcoin exchange lost nearly \$70 million worth of bitcoin to hackers. BitGo was not itself hacked, but processed withdrawal requests from the hacker, **who had obtained access to Bitfinex's keys**”*

“Approximately 20% of all Bitcoins are lost due to lost private keys, which represents a range of between 68,110 and 92,855 Bitcoin that are recoverable — or between \$3.6 and \$4.2 billion”



Rooba delivers a Groundbreaking approach to Digital Asset Trading, Blockchain Security, Compliance & Fast Finality.

The Rooba Platform is powered by the Rooba Network as an all-encompassing solution for trading that enables institutional clients to:

- Create Approval Workflows & Configurations.
- Create, Back test and execute profitable Trades.
- Access Defi pools, Liquidity Pools and Market Makers.
- Comply with the existing and upcoming regulations (For Ex. FATF Travel Rule Compliance).

The Rooba Network is a global cloud, Layer 2 infrastructure that replaces the Private Keys that manage custodial wallets with a military-grade secure network that is FIPS 140-2 L3 compliant and:

- Drives on/off-chain transaction costs down by ~90%.
- Provides lightning-fast settlements that gives unprecedented level of fast finality.
- Provides Multi Chain Interoperability.



Rooba's Growth Potential

Market Capitalization Using Rooba Platform

Institutional Adoption

Military Grade Security, Lightning Speed, Fast Finality, Atomic Swaps & Trading Center with Regulatory Compliance will help Institutions adopt Crypto as an Asset Class

\$300 B

Web3 Space

Highly Secure & Low-Cost Transactions can enable the entire ecosystem to access and build the Web3 economy

\$2.5 T

TradeFi Transformation

The Comet network provides a significant opportunity for Traditional Finance to mature. The next Robinhood, Webull, Ishare can come on to the Rooba Network and build new-age financial products

\$ 500 T

Roadmap & Timelines



Competitive Landscape

			
Year of Inception	2018	2019	2021
Current Valuation	\$8 Billion	\$460 Million	\$6
Last Raise	\$550M / Series E	\$80 Million (Series A)	NA
Platform	Custodial Services Via MPC Wallets / Trading Platform	Layer 2, Consensus Based MPC Nodes	Layer 2, Private Keyless Blockchain / Trading Platform
Strengths	<ul style="list-style-type: none"> • One of the First to provide MPC Wallets in Custodial Services. • Excellent Business Team. • 20+ Chains and 1000+ Assets support. 	<ul style="list-style-type: none"> • First Consensus based protocol and layer 2 chain. • HSM based validator and MPC nodes. 	<ul style="list-style-type: none"> • Air Gapped Enterprise network with HSM based Multi-Sig Algorithm. • Low latency network for exceeding 100K TPS & Fast Finality. • Experienced Global Business team
Weakness	<ul style="list-style-type: none"> • MPC Wallets are also prone to attacks. • Sued for locking out \$70M due to a private key backup error. 	<ul style="list-style-type: none"> • Too much focus on Security and not on feature sets. Limits adoption. • Wallets & Nodes are connected with the protocol thereby not eliminating the risk entirely. • Too Many Iterations and no business mindset hence not many customers onboarded 	<ul style="list-style-type: none"> • Initial phases of development. • Yet to get traction in the market.

Monetization Model



Platform Access Fee (Subscription)

Initial onboarding & access to various services provided on the platform



Assets Under Protection

Monthly charges for the total assets under custodial protection by the platform calculated at 0.5 basis Points



Transaction Fees

Charged per transaction executed on the platform & aims to be 90% cheaper than existing solutions

Revenue Projections (in \$M)

Year	2023	2024	2025
No of Clients	25	100	500
Platform Access Fee	0.625	1.875	10.625
Total Assets Under Protection(AUP)	250	2000	12500
AUP Fee (0.5 Basis Points)	0.15	1.2	7.5
Platform Transaction Value	6000	9600	900000
Transaction Fees (0.15 Basis Points)	0.09	1.44	13.5
Total Platform Revenue	0.865	4.515	31.625

The Leadership Team



Srinivas Lingamuthu

Chief Executive Officer

Ex Director of Security – APAC For BlackBerry, Ex Head of Samsung Knox Platform for India. Cryptography & Security Expert with 22 Years of Experience with McAfee, Microsoft, Nevis Networks & Dell. Co-founded 72 Networks – A successful Pan India Rural Commerce Company.



Arjun Khazanchi

Chief Legal Officer

Experienced legal counsel in the field of Fintech, Cross Border Transactions, Blockchain and have represented large institutions and governments including the Reserve Bank of India around highly regulated industries & jurisprudence



Sinisha Patkovic

CIO

Former ISARA & BlackBerry Executive, advisor to Fortune 1000 CIOs/CISOs and NATO Industry Association. Expertise in scale up of global operations, Go-To-Market, Channel Sales, Post-Quantum Security, Lawful Interception & Privacy.



Amol Pethkar

CPO – Blockchain & Ecosystem

Former VP - Engineering from Fortune 500 Global Investment Banks (BNY Mellon, Deutsche Bank, Morgan Stanley). Blockchain Leader for Banking Transformation. Executive education in 'Blockchain and Digital Transformation' from Massachusetts Institute of Technology (MIT), USA



Umesh Sinha

CPO - TRADING PLATFORM

IIT-Kharagpur. Ex CTO of CoinTribe, VP – Engineering of India's Leading Insurance Trading Firm – Policy Bazar and Lead Engineer @ Expedia.

Advisory Team



Dr. Alok Nath De

Chief Advisor

Executive Consulting Director & ex-CTO, Samsung India | Adjunct Prof. IISc | Deep-Tech Start-up Mentor-Investor | ex-MD, ST-Ericsson | FNAE, FIE, FIETE. IIT-Kharagpur, IISc, Ph.D. from McGill University.



Dr. Gourinath Banda

Technical Advisory

Certified I4.0 Assessor and Blockchain Sol. Architect
Associate Professor in CSE, IIT Indore
Prev: Chief Engineer @Samsung(R&D), Scientist Fellow @ National Aerospace Labs India
PhD- Computer Science, MSEngg-Mechatronics, Btech.
Industry Expert on Blockchain and Kernel Crypto & OS



Dave Pryce

Global Regulatory Affairs

Former VP Global Government Affairs at BlackBerry and D2L,
VP International Markets at Canopy Growth Corp |
Expert in new market entry, government and regulatory affairs, including data and security regulations.



Devi Prasad Choudhury

Financial Advisory

Finance Shared Services | Blockchain Futurist| Ex-CEO Crypto exchange| Ex-Infosys, ICICI Bank| Visiting Faculty - IIMC(Blockchain & Crypto Assets)| IIMB Alumni

Thank You!

For More Details, Please Contact



Srinivas L
Founder & CEO
Rooba.Finance
Cymbient Technologies Private Limited

Srini@Rooba.Finance | +91-9999502000 | www.Rooba.Finance

