



Full-Service Tokenization Platform

ABOUT US



Rooba envisions a financial market that is transparent, interoperable, liquid and efficient for all.

Rooba.Finance is an institutional grade asset management platform. We focus on tokenizing real world assets on the blockchain and enabling access to new markets for financial institutions while unlocking new financial opportunities through our on-chain real world asset ecosystem.

We call it Private Markets 2.0

The four pillars on which this is built are

1 **Unbroken Chain of Custody**

Establishing an unbroken chain of custody for real-world assets from off-chain to on-chain, ensuring the successful **transfer** of value, regulatory compliance, safekeeping and provenance.

2 **Tokenizing Assets**

By tokenizing assets with embedded identity, compliance and control, we are able to ensure the semi-fungible nature of assets while maintaining a high level of security thereby allowing stakeholders in financial markets to build confidence in their investments.

3 **Custom Workflows**

Securing tokens with an institutional-grade multi-sig vault and threshold-based approval mechanisms allows us to create custom workflows that provide an extra layer of security.

4 **Reduce Costs**

Through the creation of newer financial instruments, investors can unlock greater financial opportunities with minimal counterparty risks and increased efficiency, leading to reduced overall costs.



Srinivas L

Founder/CEO & CTO

- Ex Microsoft, McAfee, Research In Motion & Samsung. Cryptography expert, Sales & Leadership Experience
- Handled multi-ethnic teams and crypto/security projects in Europe, S Korea, N America & Middle East
- BE-Mech, VTU, Masters In Banking & Insurance, Annamalai.



Arjun Khazanchi

Cofounder / CLO

- 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
- BBA, LLB from Symbiosis Law School, Pune

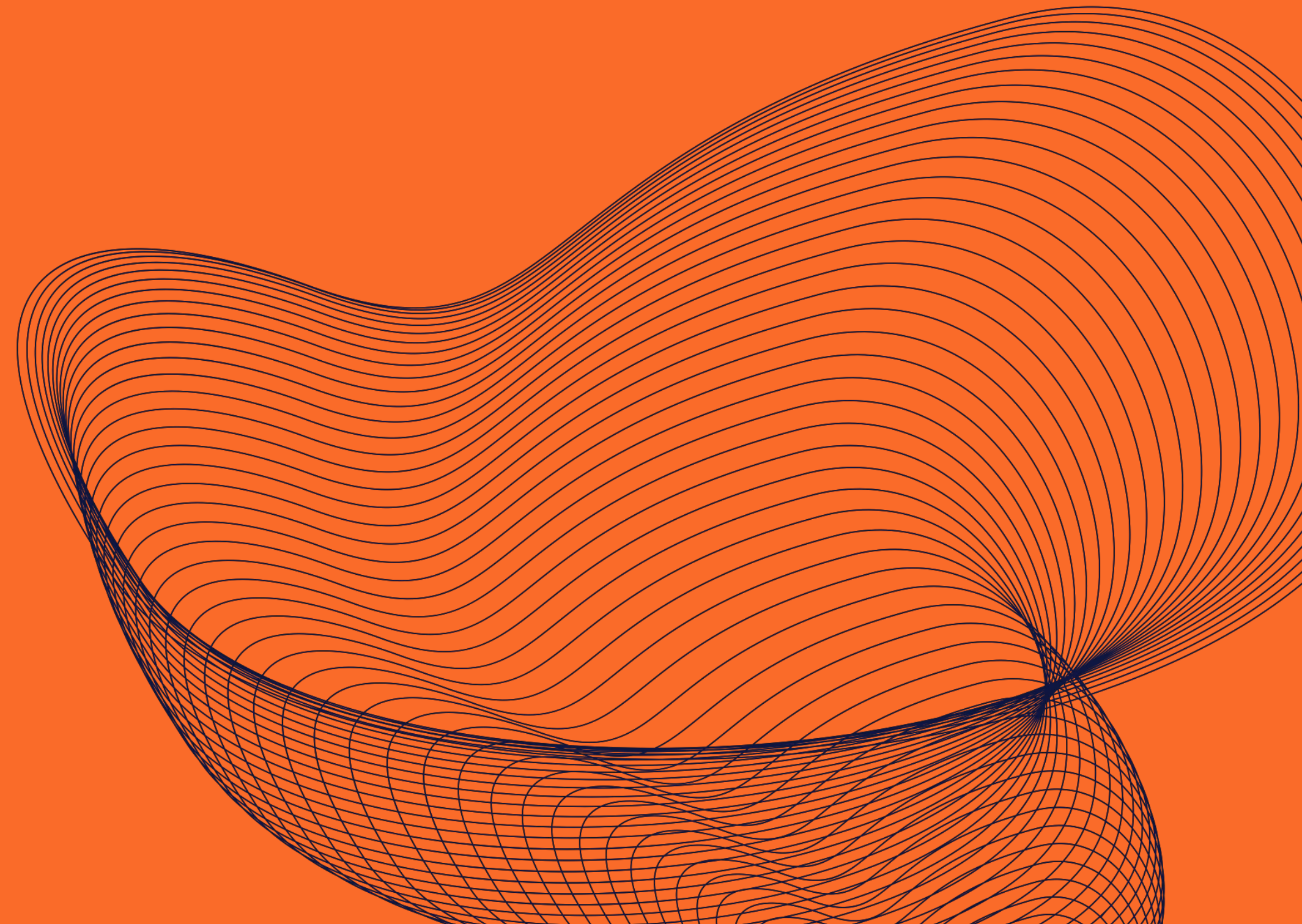
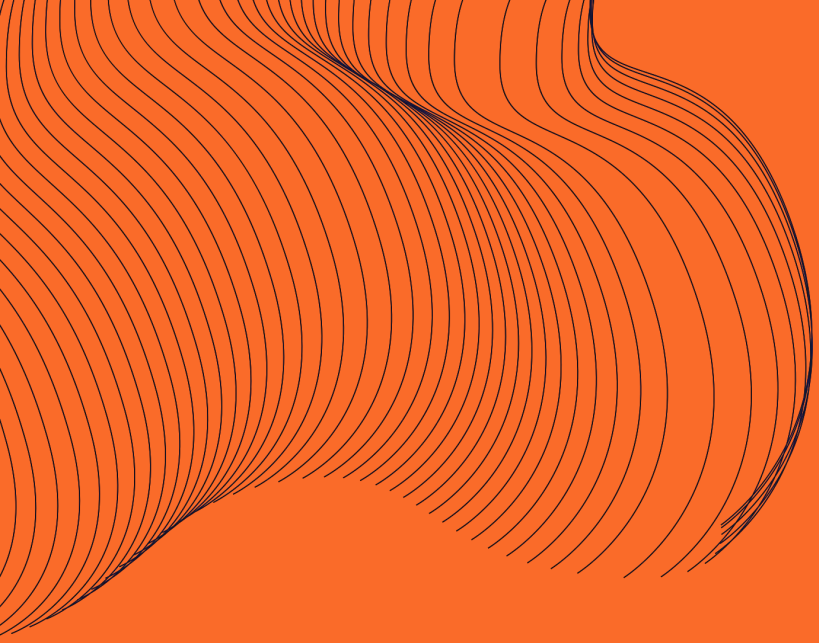
- **Founded in Aug 2020 in India as "Cymbient Technologies**

Private Limited"

- **Total Employees : 20**
- **Seed Round : \$1.3 Million**
- **Beta Launch: Oct 2022**



The Capital Markets





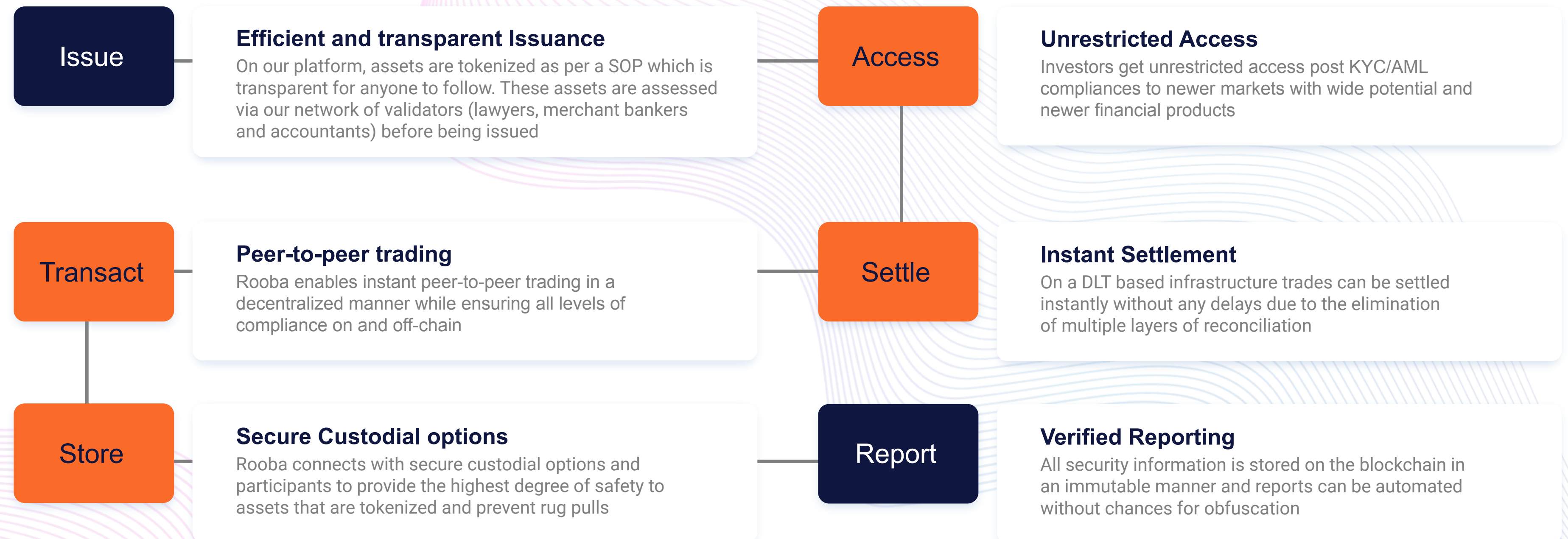
OUTDATED PRACTICES

TOKENIZATION AS A SOLUTION

Many countries are looking to tokenize their financial markets, opening up huge opportunities for digital assets.

BENEFITS OF TOKENIZATION RELATIVE TO PAPER SHARES

▲ Issuer ▲ Investor



A NEW TYPE OF INVESTMENT IS EMERGING

Demand for Tokenization continues to grow supported with regulators and institutional investors

ISSUANCE DRIVERS

Advantages over crypto



TOKEN VALUE

Tokenization allows for real-world assets to be brought onto the blockchain and allows for assets with an underlying value to be brought into De-Fi. This allows traditional assets to benefit from all the advantages that smart contracts and the blockchain bring.



INVESTOR PROTECTION

Tokenized assets have broadly been either classified into a specific asset class via Security token offering regulations or have been recognized as securities and carries with it the investor protection that such instruments require unlike cryptocurrencies.

Advantage over IPOs



ISSUER ACCESS

Digital assets enable more cost effective and reduced operational work as a result of automation thereby helping optimize costs and profitability in a highly competitive market.



PROGRAMMABLE BUILT-IN COMPLIANCE AT A TOKEN LEVEL

Programmable tokens enable compliant digital asset issuance, storage, and trade for real-world assets which are on-chain

Source: Public Disclosures, Quinlan & Associates analysis.



NOTABLE SECURITY TOKEN OFFERINGS (2018 -2021)

DESCRIPTION	ISSUER	CAPITAL(USD)
INX Ltd. also a blockchain-based trading platform issued an adjusted operating cashflow token on NASDAQ	INX	\$117M
Private markets investment firm Hamilton Lane is making three of its funds available via tokenized feeder funds as it expands access to the vehicles beyond just institutions.	Hamilton Lane	Total not public
Redswan tokenized \$ 2.2 Billion worth of Real Estate which includes apartments in California, New York, and Texas.	RED SWAN CRE MARKETPLACE	\$2.2B
JP Morgan intends to bring trillions of dollars worth of assets (e.g. US Treasury's,) into DeFi to be traded on an institutional level. JP's blockchain-based collateral settlement system sees \$350 billion in trading volume.	J.P.Morgan	\$350 B
Switzerland's regulator, FINMA, has been highly receptive towards digital assets. SDX was launched by the Six Group, the owner of the largest exchange in Switzerland, to enable a blockchain based exchange for debt and equity.	SDX SDX Digital Exchange	\$213M
JPMorgan's blockchain-based collateral settlement system that was extended last month to include tokenized versions of BlackRock's money market fund shares-Plans to bring in trillions	BlackRock	+1 Tr
JP Morgan used polygon to do its first De-fi trade Along with DBS Bank, and SBI Digital Asset Holdings, Onyx conducted live foreign exchange swaps of tokenized Japanese Yen and Singapore Dollars	Onyx	\$100K



INVESTOR PAIN POINTS

Retail investors also face a number of challenges when investing in financial markets: from limited product access to high transaction costs

Retail Investor

1

Opaque markets with information asymmetry

Retail investors may want to invest in up-and-coming companies, but cannot access these opportunities due to a lack of market infrastructure and a certain level of market opacity

2

Lack of innovation in financial markets

Bonds and other alternative assets are only accessible to high net worth ("HNWI") or institutional investors. The underlying assets use cases are still limited by the market infrastructure

3

Illiquidity

Retail investors have difficulties investing in up-and-coming startups due to a lack of liquidity and exit options.

Traditional Model

Multiple-Accounts & Fragmented Access



Retail Investor

Some investment products are only available to accredited investors



Traditional Exchange



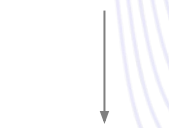
Alternative Market



Private Market



Retail Investor

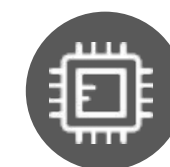


Exchange

Tokenization allows for more products to be accessible by retail investors



Traditional Product



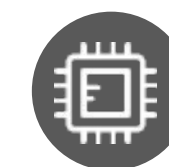
Alternative Product



Paper Shares



Traditional Product



Alternative Product



Paper Shares



DIGITAL ASSETS CAN ADDRESS THESE HURDLES

Delivering considerable benefits to both issuers and investors.

For Issuers



Accessible global markets

Using a secure public blockchain and enabling safe and compliant jurisdiction-specific tokenization, We can enable a global investor base to access global asset classes



Simplified Business Operations

With smart contracts and the blockchain, markets have the ability to become efficient in time, cost, and transparency.



Easy auditability

The markets become easily auditable and help reduce several costs associated with the legacy system and the high cost of intermediaries.

BENEFITS OF TOKENIZED ASSETS

For Investors



Access markets anytime anyday

Smart contract based infrastructure allows markets to be accessible 24*7 as no manual human inputs are required for enabling the trade



Instant Settlement

Traditional markets have a T+1/2 settlement time with additional fees, with the record-keeping left on a public blockchain the time to settle becomes T+0 with lower fees



Wider Product Suite

Markets that were traditionally illiquid become liquid with tokenization and the asset base can be traded efficiently. De-fi also enables a wide variety of financial products that can be traded.

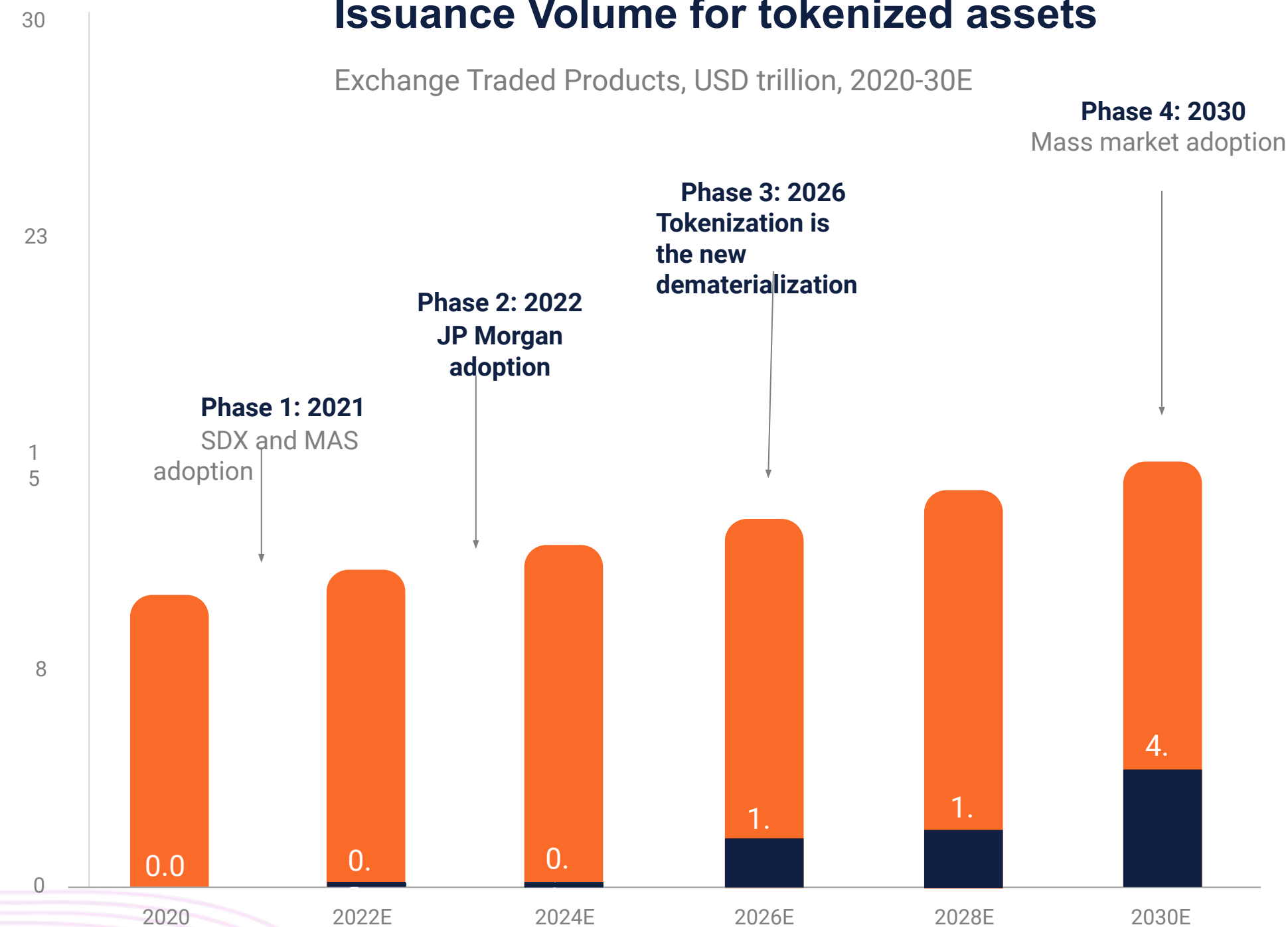


THE MARKET POTENTIAL FOR TOKENIZED ASSETS

According to BCG the market size for tokenized assets is estimated to be USD 16 Trillion by 2030.

Issuance Volume for tokenized assets

Exchange Traded Products, USD trillion, 2020-30E



0.04%

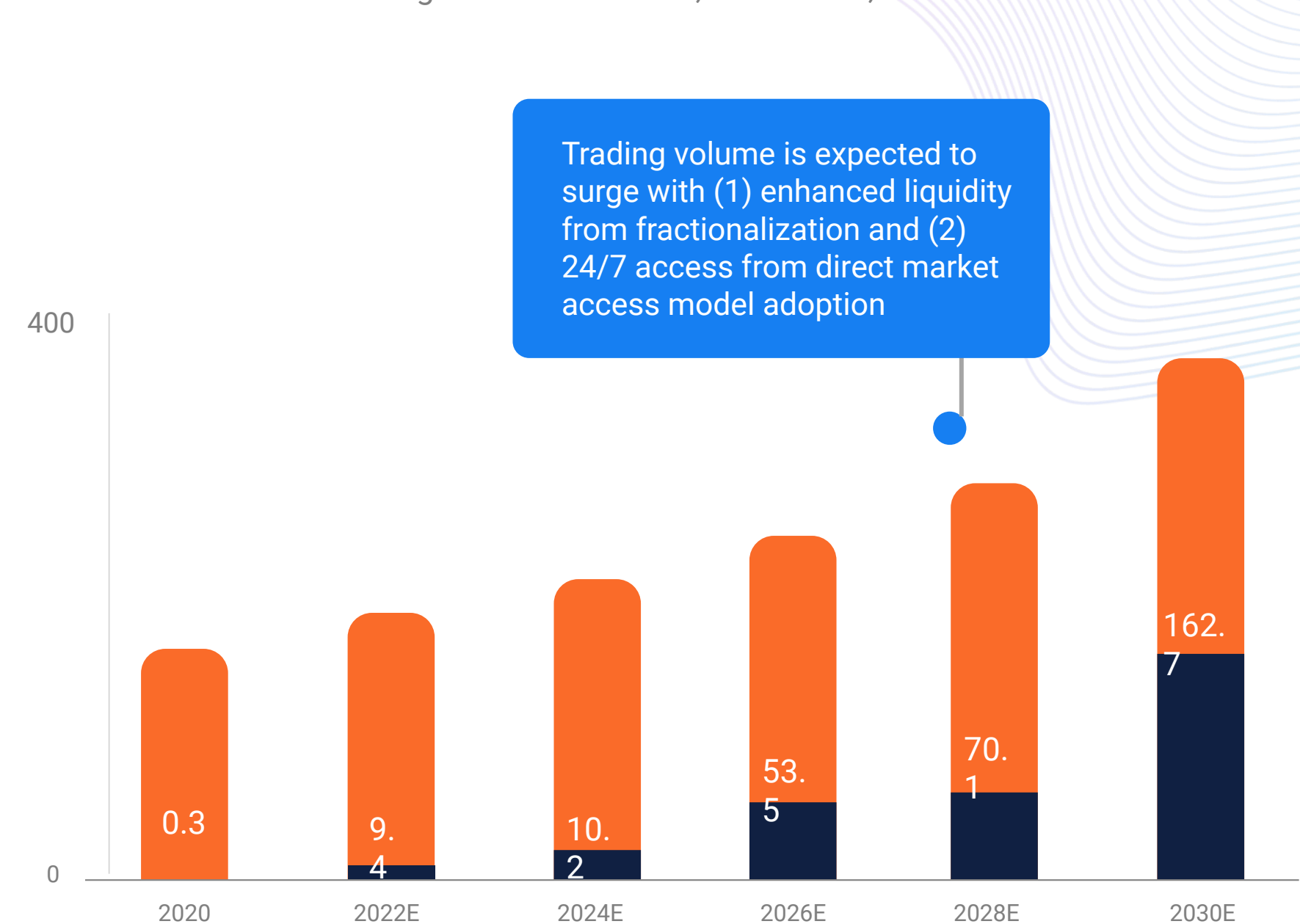
2020 Market Share

27.4%

2030E Market Share

Trading Volume for tokenized assets

Exchange Traded Products, USD trillion, 2020-30E



0.19%

2020 Market Share

42.9%

2030E Market Share

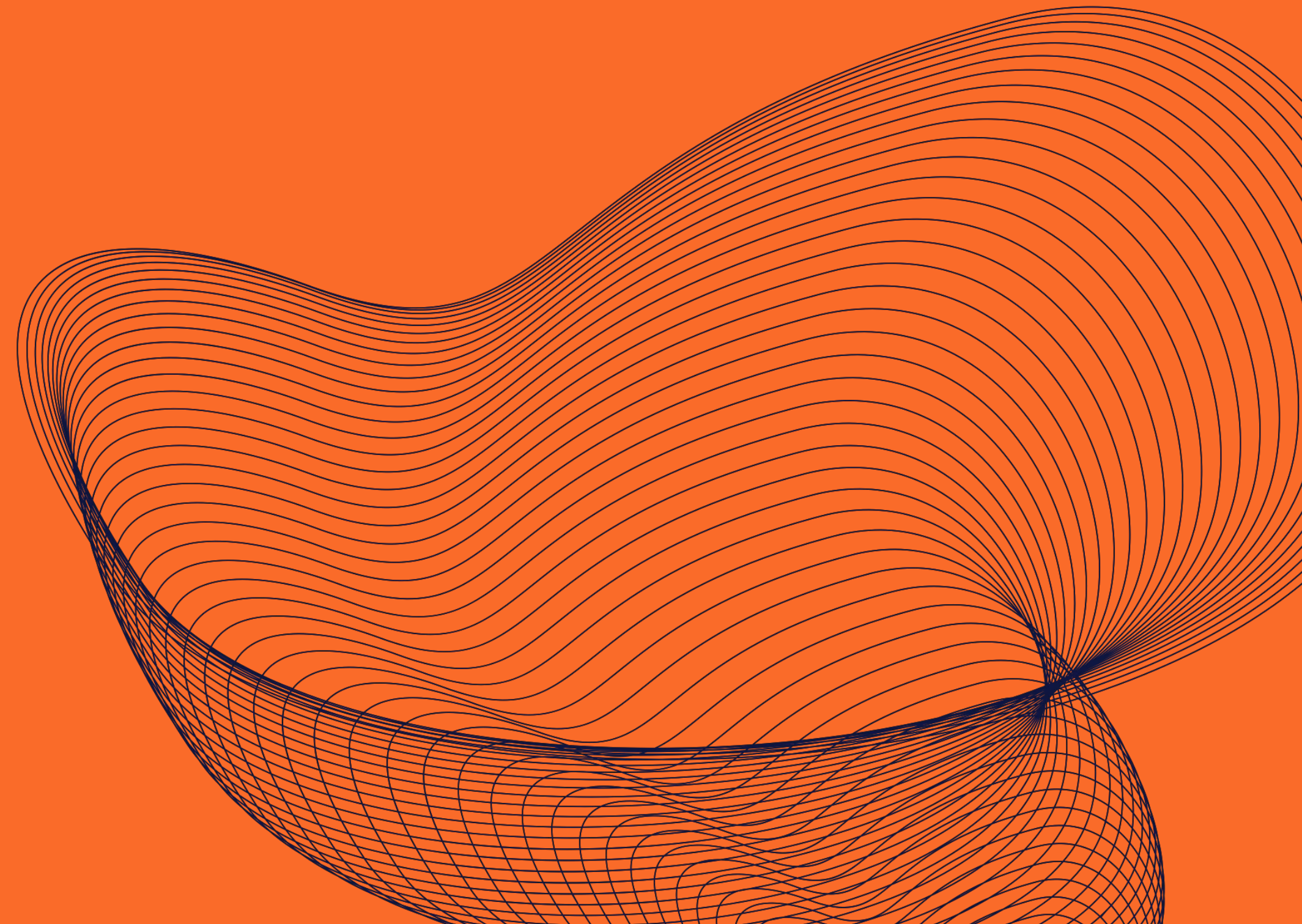
Note: Issuance and Trading volume do not include over-the-counter products. Source: Dealogic, World Federation of Exchanges, Quinlan & Associates estimates.

Traditional Securities Market

Security Tokens Market



Rooba Platform



THE PRODUCT



Rooba Guild

First Decentralized Real World
Asset Validator network



Rooba Mint

Tokenization engine with an
unbroken chain of custody
from off-chain to on-chain



Rooba Vault

Workflow based Institutional
grade multi-sig, Smart
Contract based self custody
solution



Rooba Trade Center

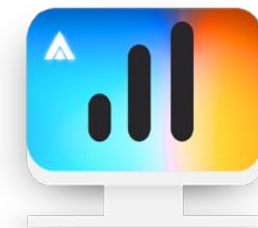
Institutional Grade Token
Exchange with Transfer Agent
feature for compliance





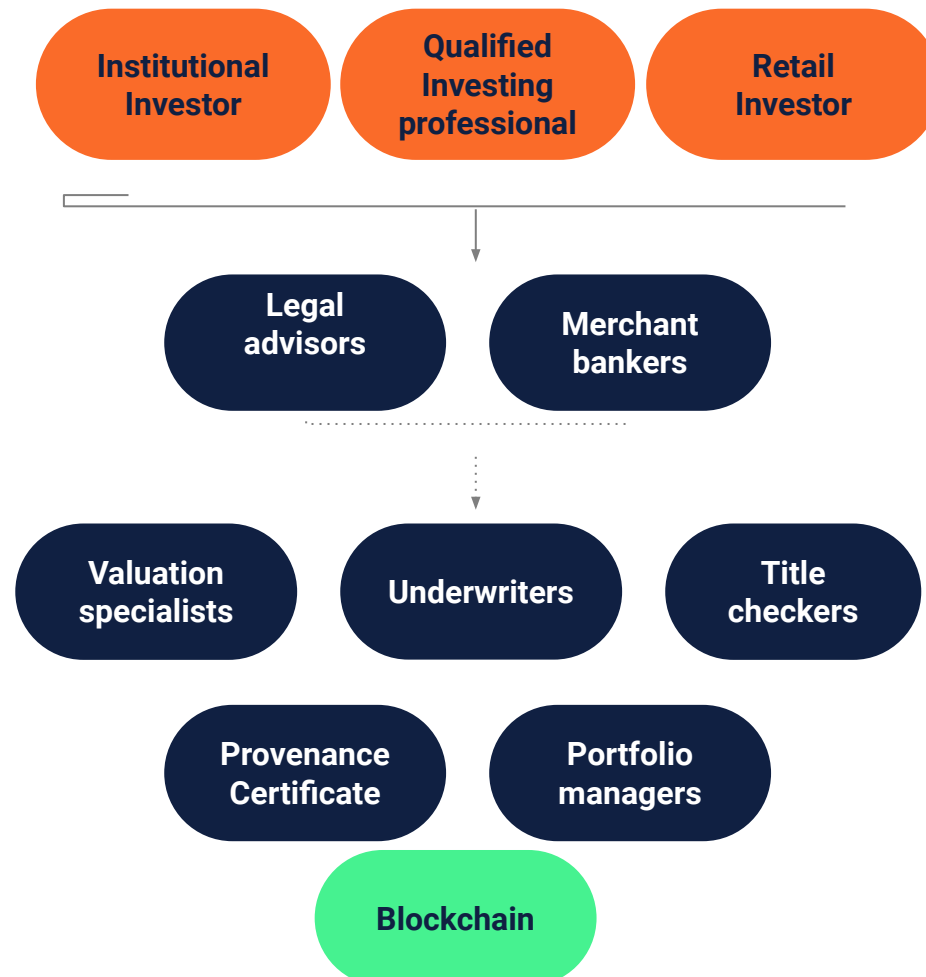
ROOBA PLATFORM OFFERINGS

Regulatory compliance enforceable digital asset platform to value, assess, issue, trade, and unlock value from any asset class. We use blockchain technology to tokenize real-world assets for trading as digital assets and unlocking new possibilities using De-fi



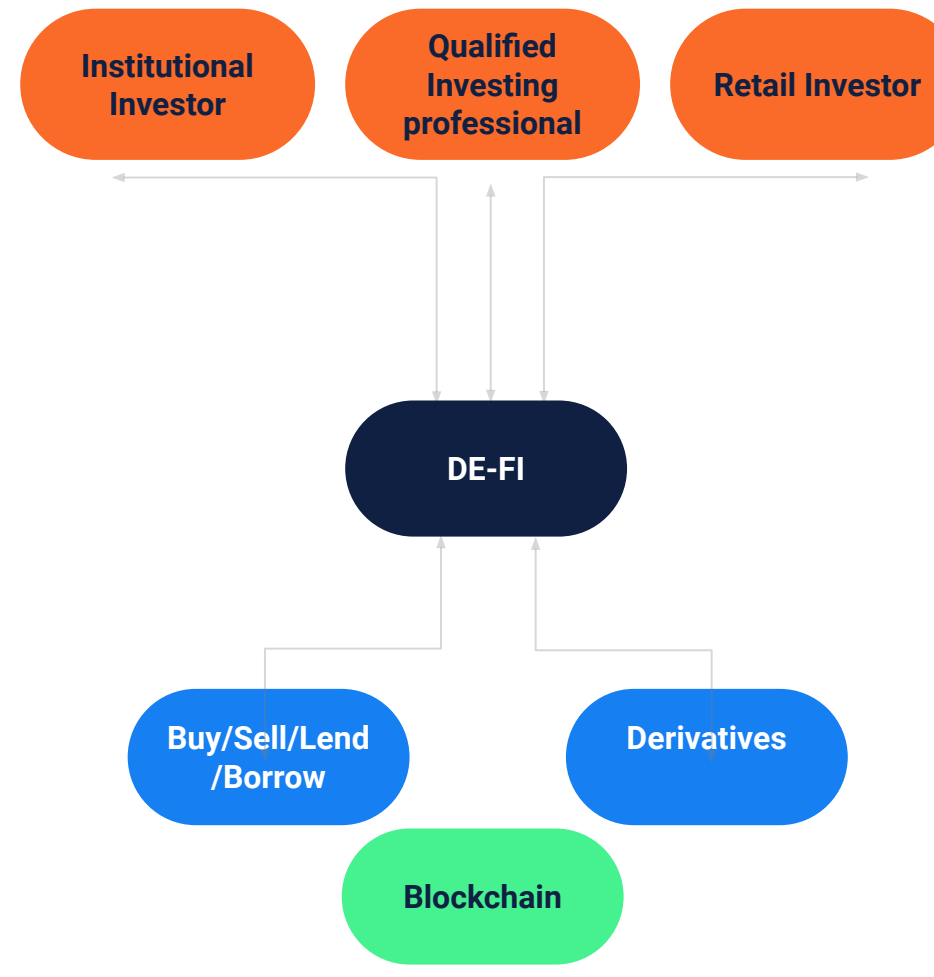
Rooba Guild & Mint

A fully digital decentralized valuation platform and Tokenization engine on ERC 3643



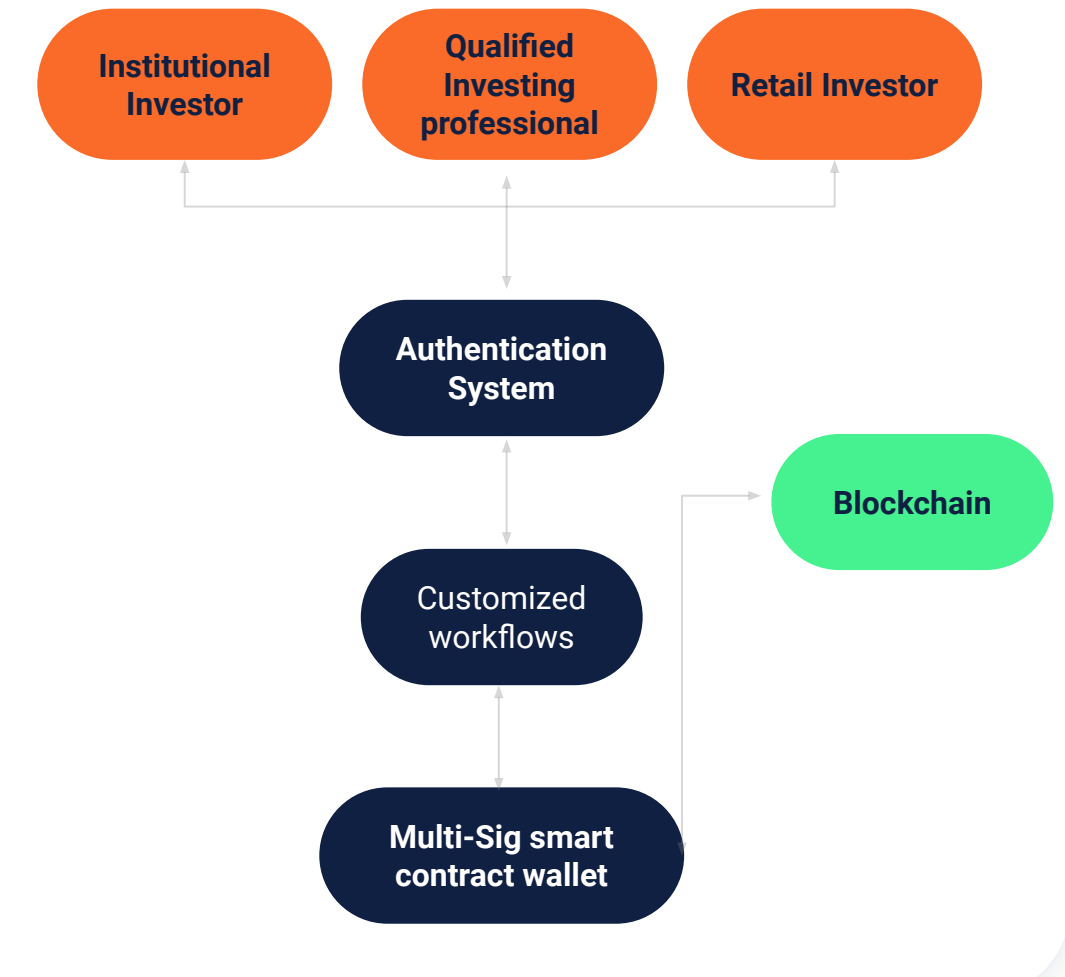
Rooba Trade Center

Enabling trade of digital assets on a single platform as well as connectivity to other exchanges



Rooba Vault

Regulatory-compliance enforceable custody service, protecting client assets against external threats





ROOBA VAULT

We provide digital asset custody services for investors via Rooba Vault in order to help guard their assets, by providing an additional layer of security for the Rooba Trade Center

Benefits of on-chain custody

EXTERNAL THREAT

- 1 CYBER ATTACK**
With no single point of attack, a complete failure is severely mitigated from taking place on our financial infrastructure
- 2 IDENTITY THEFT**
Chances of custodians approving transactions with mistaken identities is a possibility that is removed on our platform.

INTERNAL THREAT

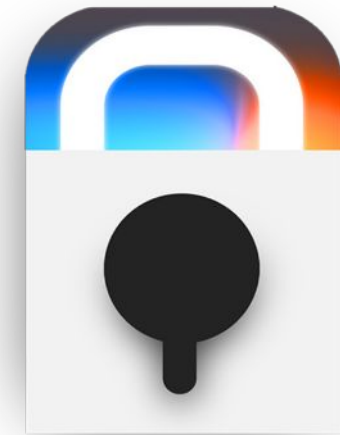
- 3 HUMAN ERROR**
Legacy financial infrastructure requires multiple levels of reconciliation and manual processes which are replaced by smart contract logic on our platform
- 4 POTENTIAL INTERNAL THEFT**
Internal theft is a key risk, given account and security key information is all stored and managed and shared between multiple trusted parties. Our multisig wallets remove this threat vector.



KYC/KYB/AML compliant



Authentication System



ROOBA VAULT



Smart contract based Multi-Sig wallet



Blockchain Network

Security

Multi-factor Authentication
Hardware Security Module

Designed to eliminate the human factor

Assurance

Compliance, KYC / AML checks on each account

Four-eyes validation process

Multi-signatory access and permission levels

Flexibility

Customized policies for each wallet

24/7 access to transactions

User rights customised to meet specific needs

Experience

Fully integrated with the Rooba Trade Center

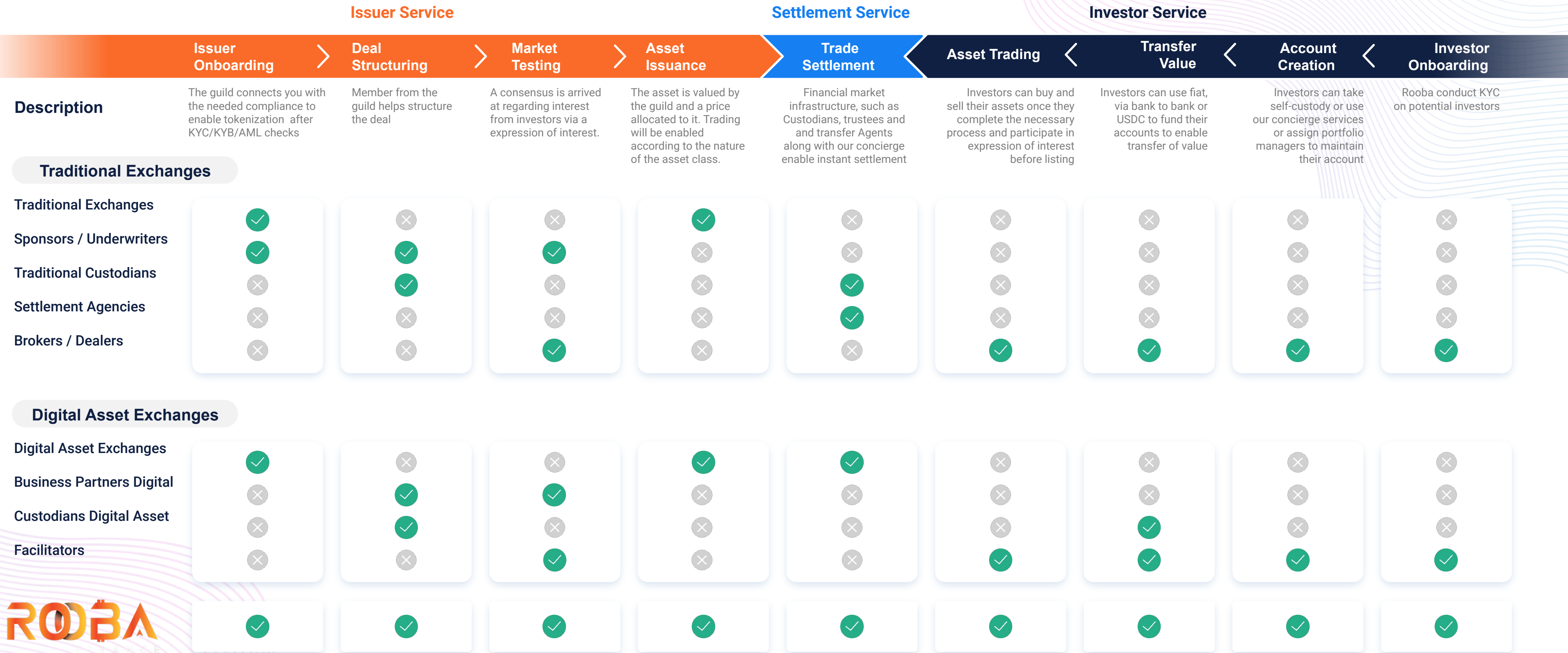
Customer service during Asian business hours

Experienced staff with operational expertise



ROOBA – AN END-TO-END SERVICE FULFILMENT

We offer issuers and investors with end-to-end fulfillment, creating a seamless user experience across the entire value chain [+ RM]





ROOBA OFFERS THE LARGEST PRODUCT SUITE

Rooba Exchange provides the most comprehensive market access and supports the largest product suite

	NYSE	LUXEMBOURG STOCK EXCHANGE	coinbase	BINANCE	Fireblocks	copper	TAURUS	SDX	OASIS PRO	S	tokeny	J.P.Morgan	ROOBA FINANCE
Securities Market	Public Market	✓	✓	✗	✗	✗	✗	✓	✗	✗	✗	✓	✓
	Private Market	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓
Product Offering	Traditional Assets	✓	✓	—	—	—	—	✓	—	—	✓	✓	✓
	Alternative Assets	✓	✓	—	—	—	—	✓	—	—	✓	✓	✓
	Crypto Currency	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Tokenization	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Custody	✗	✗	—	—	✗	✗	—	✗	—	—	—	—
	Trade	✗	✗	✓	✓	✓	✓	✗	✗	✗	✗	✓	✓
	Valuation	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓
Financial Instrument	Direct Ownership	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Contractual Obligation	✓	✓	—	—	✓	✓	✓	✓	✓	✓	✓	✓
	Cryptocurrency	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Fiat	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	CBDC	✗	✓	✗	✗	✗	✗	✓	✓	✗	✗	✓	✓
Asset Form	Digital Rep	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓
	Digital Native	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Market Place	Buy/Sell	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓
	Lend/Borrow	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓
	Derivatives	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓
	CFDs	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓

Key Features

- Trade in the public and private market
- Trading for accredited investors
- Issue and trade traditional assets
- Issue and trade alternative assets
- Directly trade cryptocurrencies
- Rooba can offer securities that represent contractual obligations
- Rooba has the ability to handle digital representations of a physical share
- Rooba supports fully digital-native shares
- No major financial market infrastructure is required

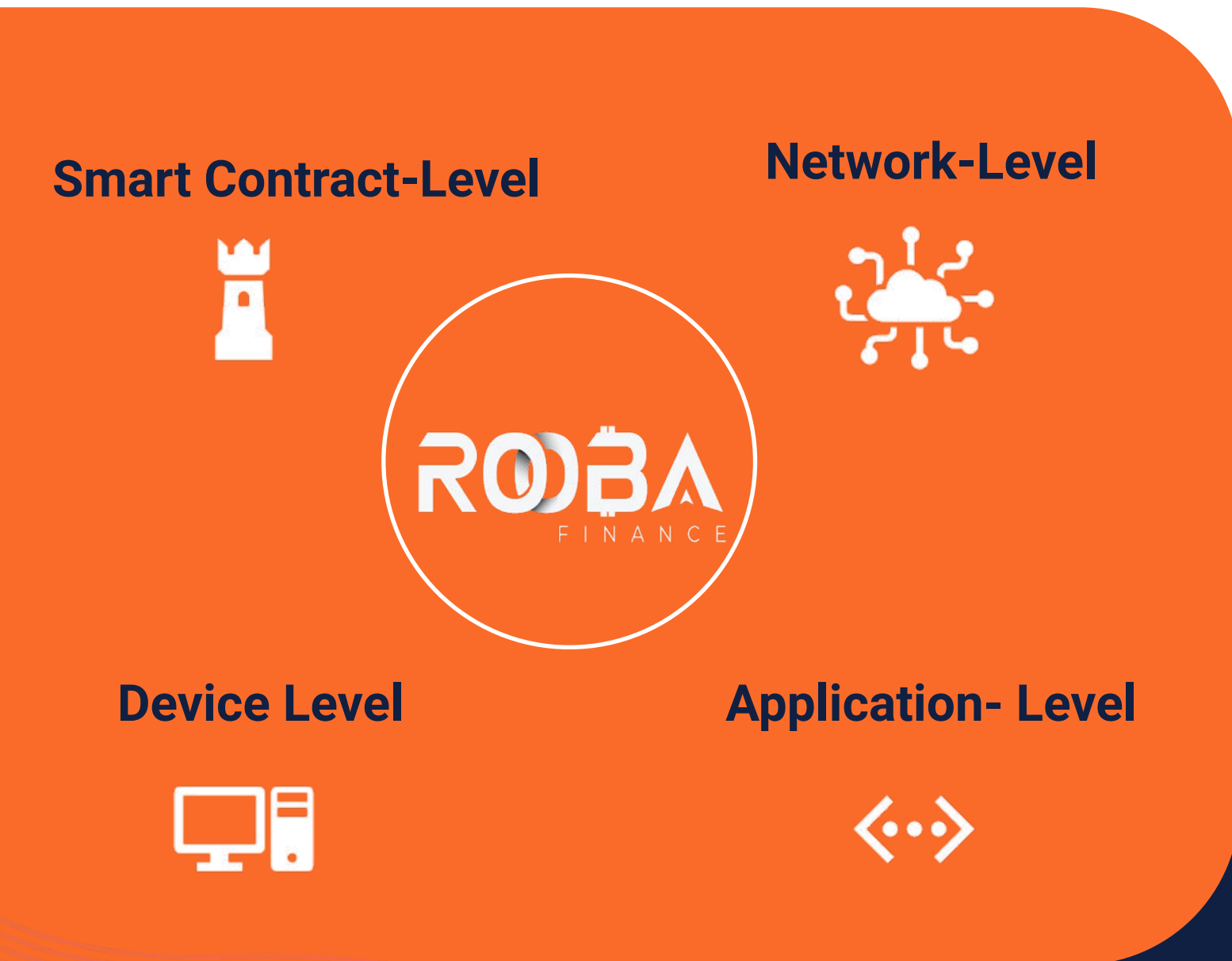
- ✓ Applicable
- Dependent
- ✗ Inapplicable

Source: Company websites



PROTECTING OUR STAKEHOLDERS - PHYSICAL SECURITY & CYBERSECURITY

We have robust physical and cybersecurity measures in place to ensure complete protection of our stakeholder interests

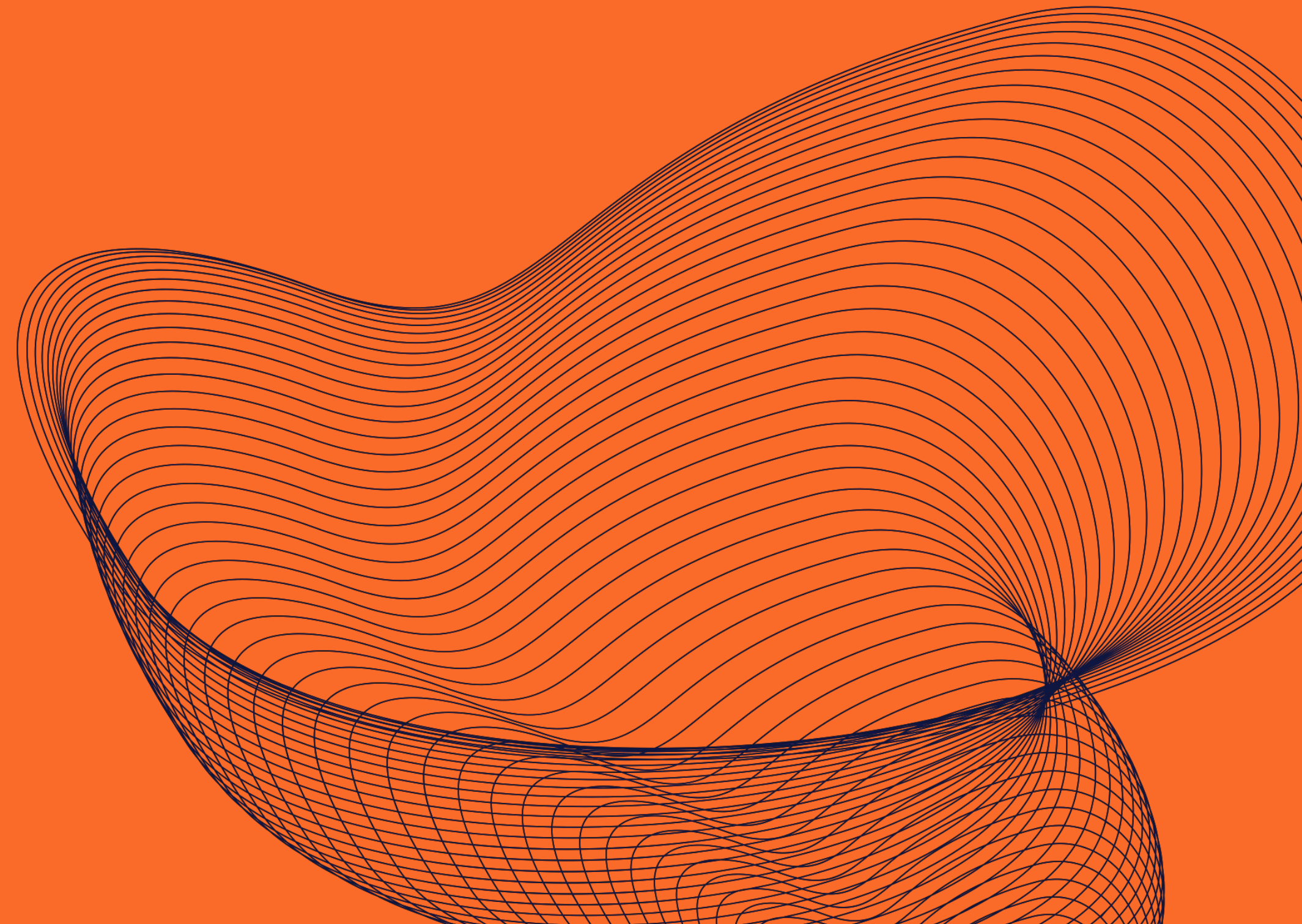
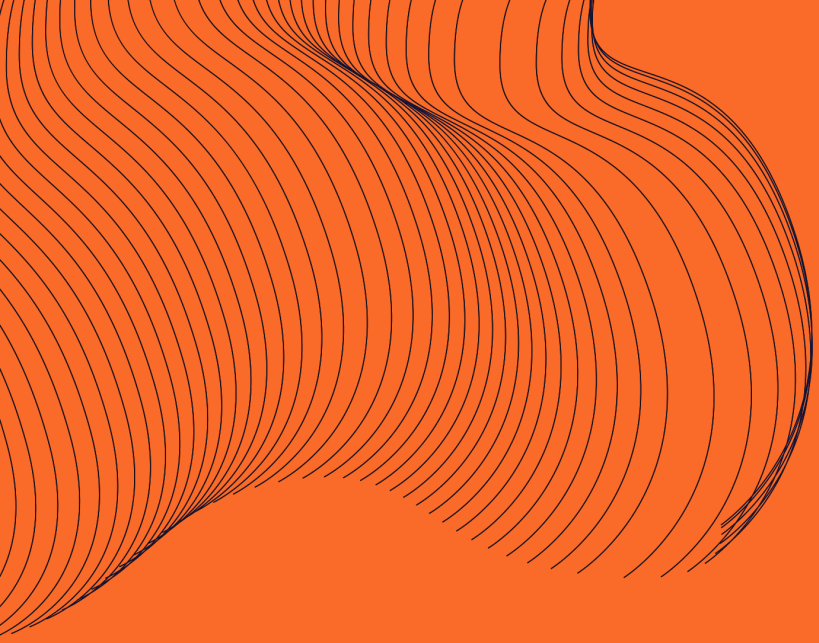


Test	List of Tests	ROOBAs Test Result
Smart Contract Audit	<ul style="list-style-type: none"> Automated Tools testing Line Coverage Manual Testing Vulnerability Assessments 	
Network Penetration Test	<ul style="list-style-type: none"> Detection of network and system level vulnerabilities Identification of incorrect configurations and settings Identify vulnerability of wireless networks Fraudulent services Lack of strong passwords, and weak protocols 	
Device Penetration Test	<ul style="list-style-type: none"> Identification of application-level deficiencies Fake requests Use of malicious scripts Violation of session management 	
Application Penetration Test	<ul style="list-style-type: none"> Detection of hardware and software deficiencies Weak passwords Identification of insecure protocols, APIs, and channels Configuration violation 	

Rooba will conduct VAPT on a regular basis to ensure issuers and investors are continually protected from both internal and external threats



Issuer Services





ROOBA IS OPEN TO ALL!

Rooba delivers a comprehensive suite of tools, together with in-depth expertise, in offering a full-suite of services to issuers, supporting clients across their entire journey towards a private or public offering

Potential Issuers

Rooba.Finance's full stack tokenization platform allows the widest potential issuers with various asset classes on our platform



Illiquid Asset Holders

Traditionally illiquid assets, such as valuable artwork, can be fractionalized, digitized, and listed on the Rooba Exchange



Pre-IPO Companies

Large corporates that are already eligible for an Initial Public Offering can be listed on the Rooba Exchange's Main Board (public market)



Small / Medium Cap Companies

Companies that own illiquid physical paper shares can leverage our technology solutions to list on the Rooba Exchange's Private Market



Funds / Investment Vehicles

Diverse investment vehicles, such as mutual funds, hedge funds, REITs, or close-ended funds can be listed to offer liquidity to investors



HOW TO GET LISTED

Our comprehensive listing requirements for tokenization ensure we list only the highest quality assets.

		Rooba	Competitor	Description
Guild	Provenance Checks	✓	✗	Guild is a decentralized marketplace for service providers that do title checks, provenance checks, encumbrance checks, and valuation reports
	Encumbrance Checks	✓	✗	
	Valuation Report	✓	✓	
Off-Chain Custody	KYC/KYB/AML checks	✓	✓	All external and physical world contracts are required to establish the unbroken chain of custody from off-chain to on-chain.
	Physical Custody of asset (3 rd Party)	✓	✗	
	Anti Rugpool protection mechanism	✓	✗	
On Chain Custody	Multi-Sig wallets	✓	✓	Tokens will be self-custodied by the user in his multi-sig contract. A MultiSig contract is a digital wallet that operates with multi-signature addresses.
	Self Custody	✓	✓	
	Custodial	✓	✓	
Tokenization	Generation of tokens	✓	✓	Tokenization on the platform enables issuers to fractionalize illiquid assets such as real estate, bonds, funds, private market securities, and commodities.
Defi	Buy/sell	✓	✓	De-fi and blockchain technology have brought tangible benefits to the financial industry by providing a safe, transparent, and efficient way to access structured financial products without intermediaries.
	Lend/borrow	✓	✗	
	Derivatives	✓	✗	

DIGITAL REPRESENTATION & DIGITAL NATIVE FORMS



TRADITIONAL ASSETS

Rooba is capable of listing and trading traditional investment assets, such as equities and debt



ALTERNATIVE ASSETS

Rooba is capable of holding and listing alternative instruments, such as real estate, funds, commodities and art



DIGITAL ASSETS

With blockchain integration, Rooba allows investors to trade publicly-listed digital assets



Applicable



Inapplicable



THE TIMELINE

You will be assigned a Project Manager to help you with the journey to market

Public Listing

Project Management

Post - Listing Management

Preparation
90-120 days

Review & Approval
30+ days

Marketing /
Distribution*
60-90 days

Trading & Token Management

Private Listing

Project Management

Post - Listing Management

Preparation
30-45 days

Review & Approval
15 days

Marketing /
Distribution*
30-60 days

Trading & Token Management

- Engage Rooba and independent partners from the guild Corporate
- Structuring/Restructuring
- Corporate Due Diligence
- KYC/KYB

- Pre-listing Marketing
- Investor Onboarding
- Expression of interest
- Tokenization
- Management of Listing Process

- Capitalization Table Management
- Token Management

*The amount of time allocated to marketing will depend on whether there is an offering



OUR FEES & REBATES

All professional services may be managed by Rooba, Rooba’s affiliated companies, and other service providers of choice. Rebates may be offered to issuers to help offset listing and issuance fees.

In USD	Description	Real estate	Debt	Equity	Commodities
Issuance Fee	<ol style="list-style-type: none"> 1. Company/Entity Incorporation & Setup 2. Template Legal Documentation 3. Token Creation 4. Investor Onboarding & Fund Collection 5. Token Issuance & Cap Table creation 	*Price on request	*Price on request	*Price on request	
Listing Fee	Fee charged on capital raised Managing the end-to-end process of listing, including Advisory services, Investor onboarding, and Trade execution services	0.75% of raise	0.75% of raise	0.75% of raise	
Transaction Fee	Cost of transactions on the Rooba network		*Price on request	*Price on request	
Ongoing Listing Fee	Trading support, Investor Relations, Rooba website presence and Community Engagement, and Cap Table Management	*Price on request	*Price on request	*Price on request	*Price on request

TRACTION



Gold

Working with one of the largest fully integrated gold financial services company to issue Gold Backed Tokens with utilities for institutions on a custom built De-fi Platform from Singapore

~\$500M



Investment DAO

A Membership based Global Investment DAO for HNI/UHNI to access tokenized Real World Asset investment opportunities in a safe and secure environment.

~\$25M



International Fintech Sandbox

Advanced stages for Approval to operate from International Financial Centers Authority in India, which provides regulatory exemption and international client access.



High End Luxury

Tokenized High End Luxury Property for fractional Investing in Gurgaon, India.

~\$70M

Current active engagement at various levels :





BENEFITS OF LISTING ON ROOBA

Listing on Rooba offers a wide variety of benefits to the issuers, delivering a more affordable and efficient issuance experience

Benefits to the Issuers



Lower Issuance Cost

Digital assets are less reliant on intermediaries, making the issuance and investment process faster and cheaper than traditional securities



Efficient Operations

Digital assets enable widespread process automation, removing most of the paperwork and inefficiencies in the traditional investment market



Global Investor Access

Anyone can invest in digital assets without friction through Rooba Exchange, regardless of their current location or citizenship, and with lower investment threshold as long as they are allowed by their local regulations



Transparency

Digital assets are checked for compliance with local securities laws and disclosure standards, providing protection and transparency to issuers and investors



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