

heleum

savings accelerator



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What's Broken?

Saving needs an upgrade.

We envision something easy, liquid, & high-growth.



Savings interest rates are too low.



Retirement accounts are not liquid.



Cryptocurrencies are risky and confusing.

Savings for the next generation.



How to Fix It

Can we raise interest rates?



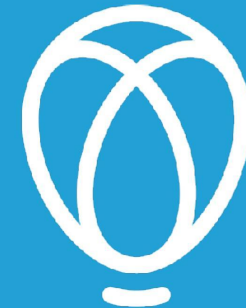
Can we make IRAs more liquid?



Can we automate crypto investing?



We partnered with Uphold.
They handle all our compliance needs.
We chose Uphold for their currency selection, security, and service.



uphold[®]



What is Heleum?

Heleum is a crypto savings app on the Uphold platform designed to help anyone get started with cryptocurrencies.

Users sign up, add funds, and our patent-pending algorithm divides their funds into lots we call “balloons”.

Balloons automatically move between national & cryptocurrencies for the most profit.

The screenshot shows the Heleum app interface. At the top, there is a menu icon, the Heleum logo, and a balance of \$2318.58 with a plus sign. Below this, there are two columns: 'Active Balloons' and 'Popped Balloons'. The 'Active Balloons' column lists Balloon 25 (Launched: 2017-12-01) with a value of -\$8.44 and Balloon 24 (Launched: 2017-11-30) with a value of +\$7.15. The 'Popped Balloons' column lists Balloon 21 (2017-11-25 to 2017-11-29) with a value of +\$13.22 and Balloon 20 (2017-11-23 to 2017-11-25) with a value of +\$23.04. Both popped balloons have a 'POPPED!' button next to them.

Active Balloons		Popped Balloons	
Balloon 25 Launched: 2017-12-01	-\$ 8.44	Balloon 21 2017-11-25 to 2017-11-29	+\$ 13.22 POPPED!
Balloon 24 Launched: 2017-11-30	+\$ 7.15	Balloon 20 2017-11-23 to 2017-11-25	+\$ 23.04 POPPED!



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How it Works

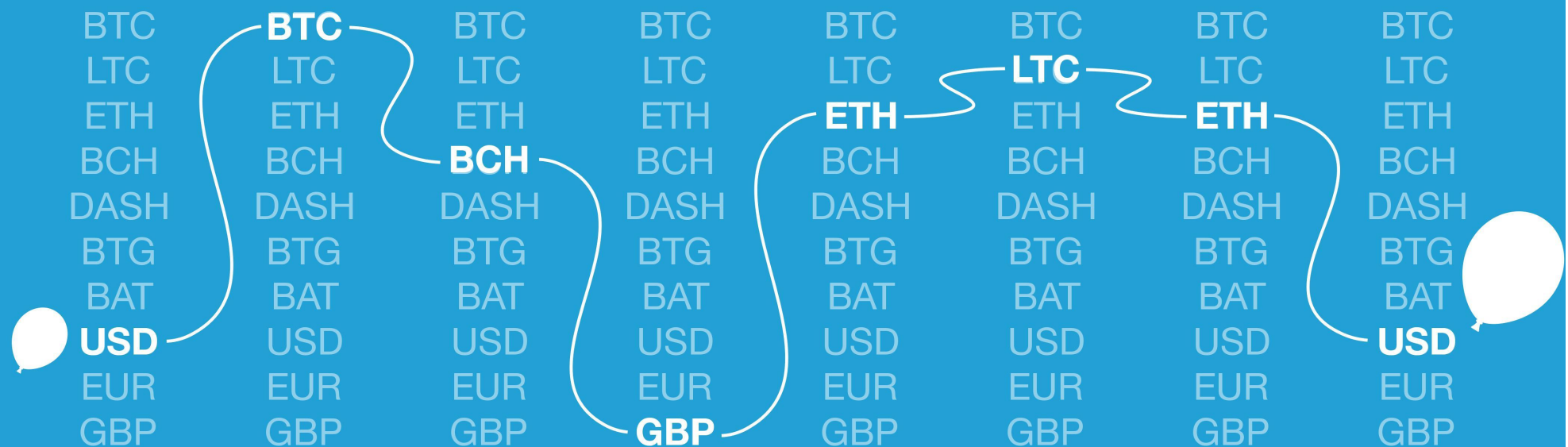
Mesh Trading:

Compare ALL combinations

Float from falling currencies
to rising currencies

8 Cryptocurrencies:

- BTC Bitcoin
- ETH Ethereum
- BCH Bitcoin Cash
- LTC Litecoin
- DASH Digital Cash
- BTG Bitcoin Gold
- BAT Basic Attention Token
- XRP Ripple





Performance

2017 Average Returns (Version 1 - Buy Low, Sell High)

Avg. Account Balance	Avg. Trade Gains	Avg Monthly Return %
\$1,193.35	\$95.23	7.98%

Version 2 - Released May 2018

Biggest upgrade in our 2-year development history:
switching from buy-low, sell-high to buy rising, sell falling.

We learned from the crash and developed Heleum to have better loss handling so users are protected from future drops.

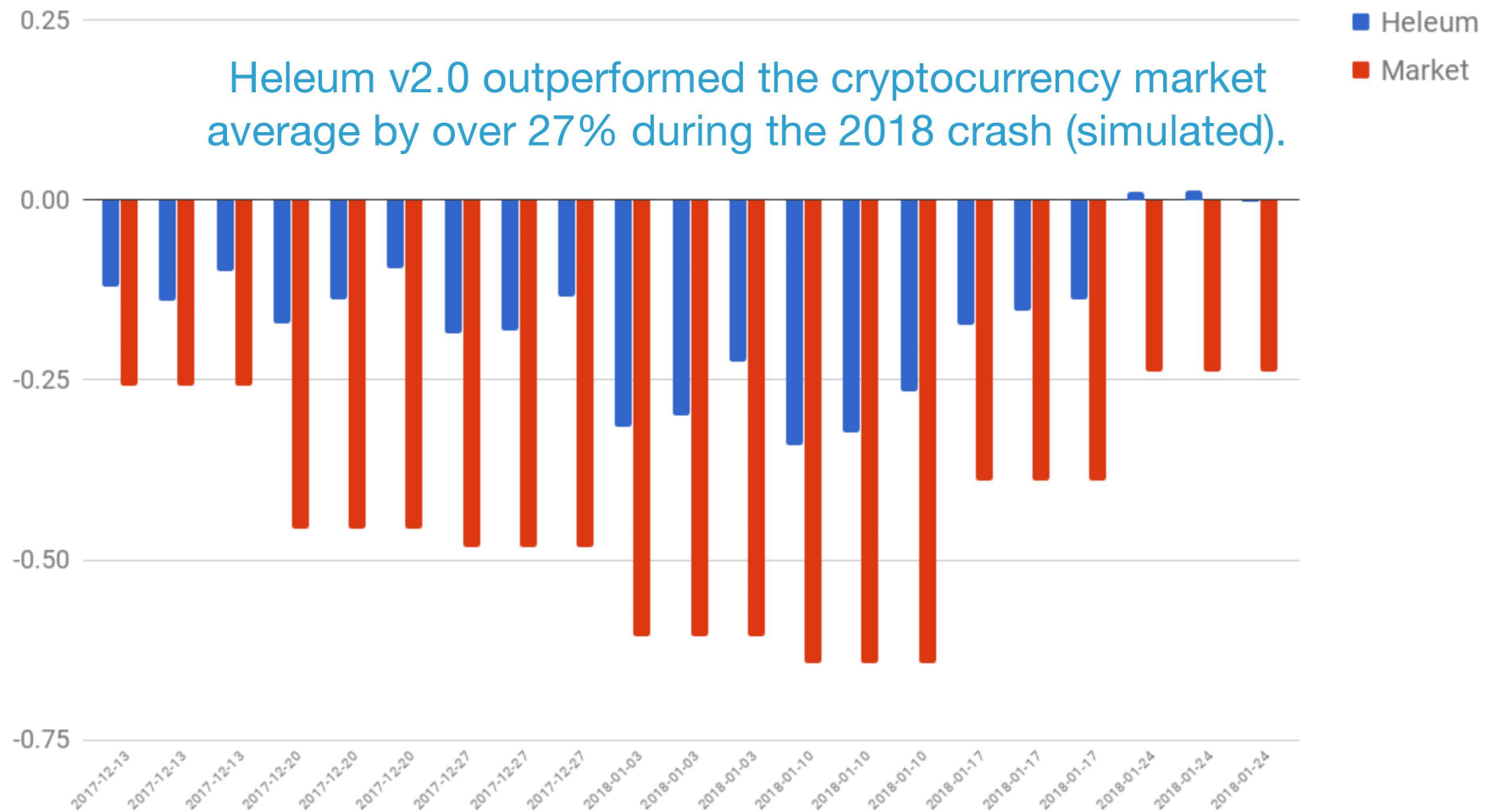


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Performance

Version 2 Simulated Returns

90-Day Heleum Gain/Loss vs. Market Gain/Loss

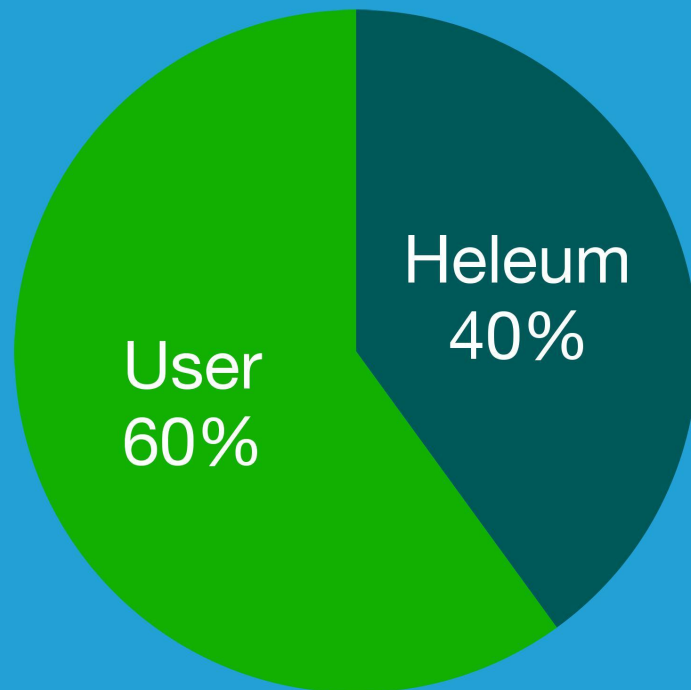




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Business Model

Share of Balloon Gains



Users can increase their share of gains by depositing funds and referring users

Account Boosts

- + 5% for adding \$1k
- + 10% for adding \$10k
- + 15% for adding \$100k
- + 20% for adding \$1M

Referral Boosts

- + 1% per active referral



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Our History

Development
begins on Uphold
2016

Heleum Web
App Released
Nov 2017

2012
Pace starts
researching
automated trading

Apr 2017
LLC formed
- Version 1
Released

Apr 2018
Seed Round
- Version 2
Released



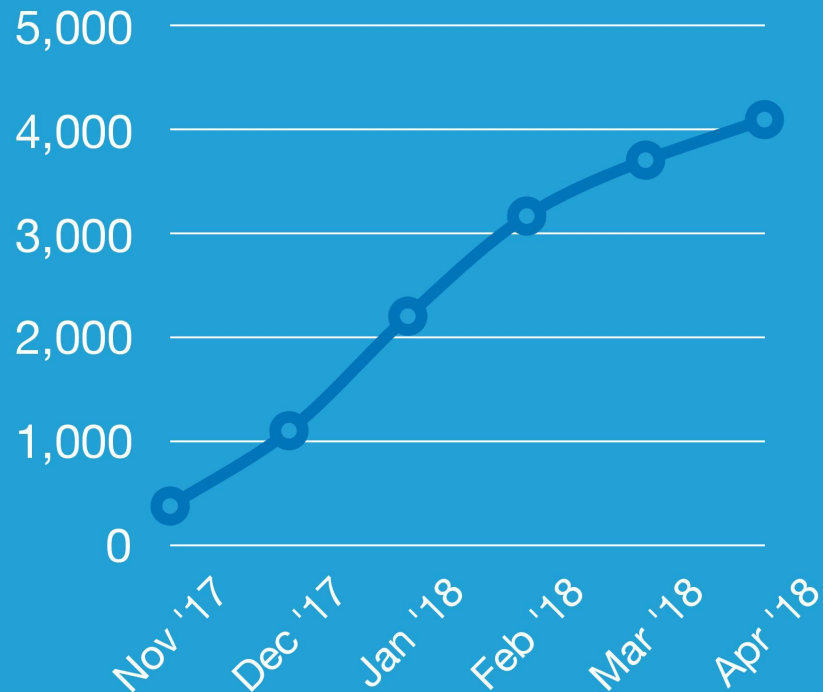
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Progress

From 400 users to 4000 in 6 months

\$2.75M in active user deposits

User Growth



Announcing:

- v2.0 Launch May 2018
- iOS & Android November 2018

Future Projects:

- More currencies & code upgrades
- Expanding to other asset classes
- Integrate with retirement plans

This slide reflects management's current views with respect to future events based on information currently available and is subject to risks and uncertainties. This slide is meant for illustrative purposes and does not represent guarantees of future results, levels of activity, performance, or achievements.



Competitors

Digital
Currencies



FLPBIT



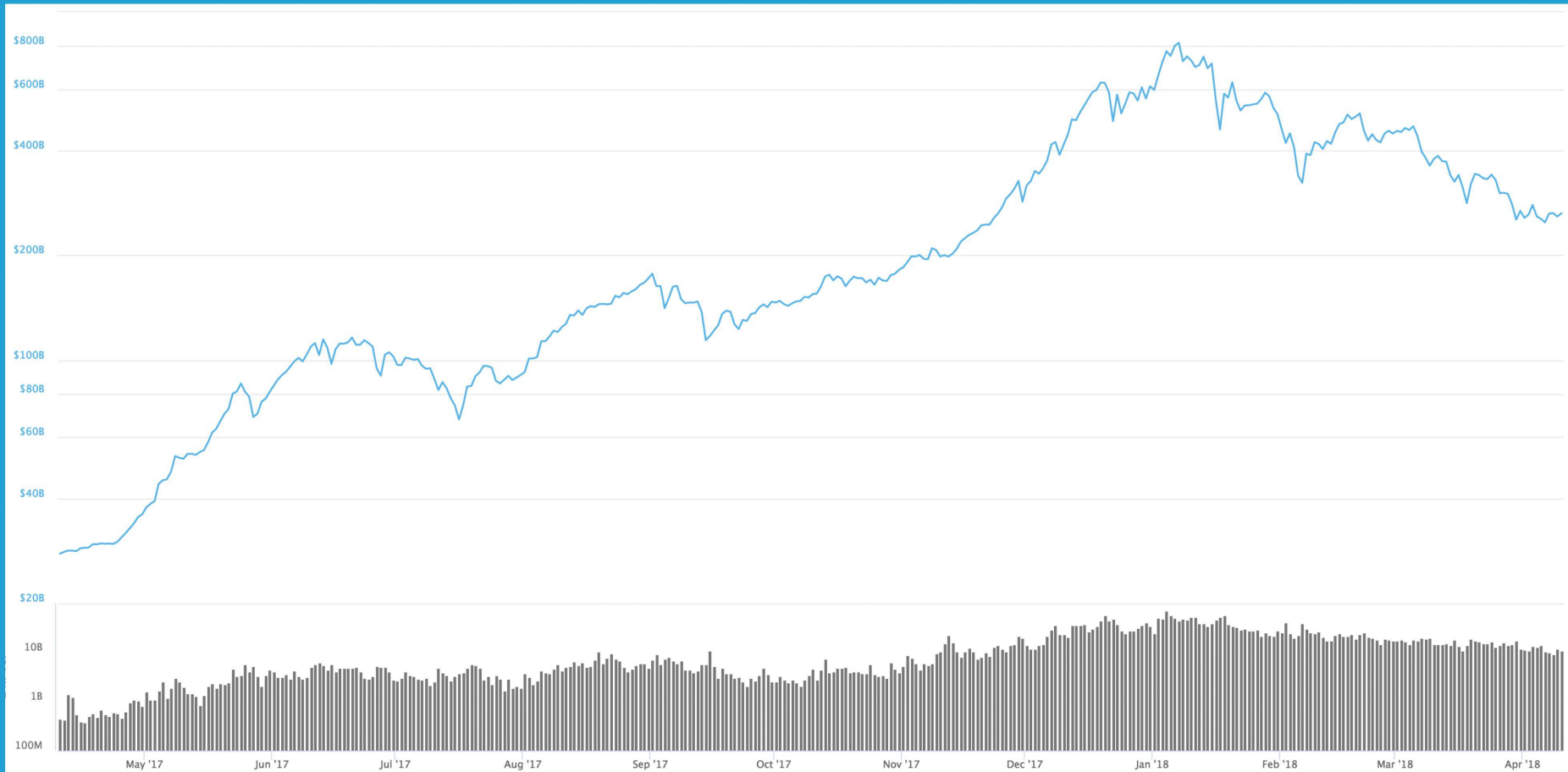
Automation

This slide represents management opinion and is meant for illustrative purposes. It does not represent the scope of competition in the marketplace, nor does it represent guarantees of future results, levels of activity, performance, or achievements.



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Market Size



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The Team



Pace Ellsworth
CEO

7 years of fintech, management, and marketing experience.

The decision-maker.



Taylor Ellsworth
CTO

4 years as a software engineer. CS major at SVU.

The coder.



David Hamaker
Tech Support

6 years Operational Support. Full Stack Ruby Developer.

The Dave.



Dan Pratt
CMO

5 years experience in online teaching and cryptocurrency experience.

The marketer.



Ben Pratt
CIO

6 years as an Electronics and Data Engineer. MA in Physics.

The database guy.



Morgan Aldous
Events

15 years experience building relationships between small businesses.

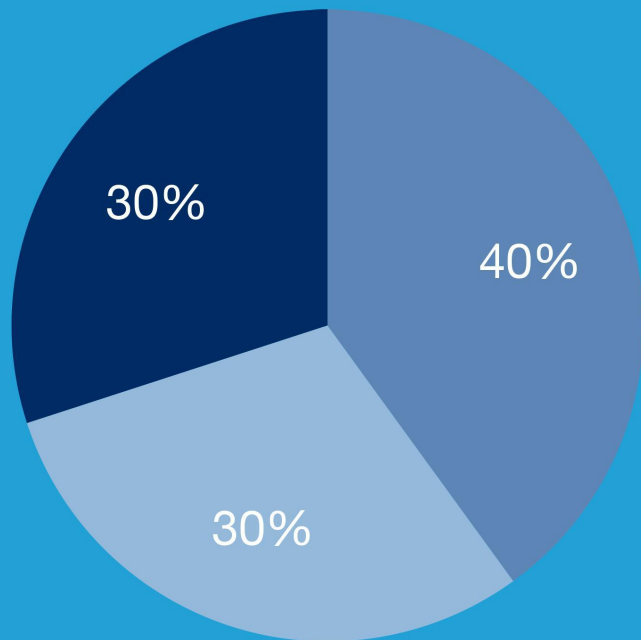
The networker.



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Use of Proceeds

- Algorithm
- Product
- Marketing



Algorithm

- Better analytics tools
- New software engineers

Product

- New UX/UI Engineer
- Mobile app development

Marketing

- Affiliate marketing
- PPC Campaigns



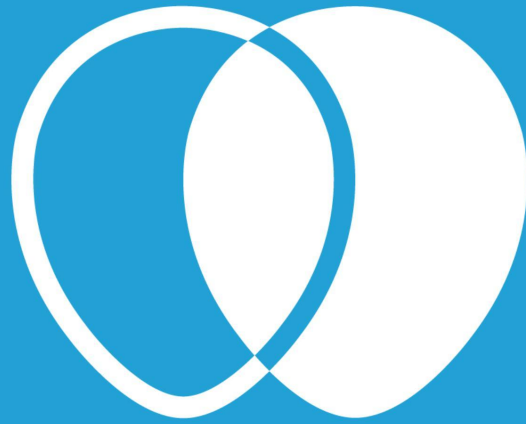
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The Mission

**Protect users from volatile markets
so new investors can profit, too**

The Vision

**Automate consumer finance so
people can do what they love**



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let your money move you

Pace Ellsworth

Heleum CEO

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