



Julian Liniger
Co-Founder & CEO



RELAI

easy bitcoin investing



Relaich



Relai_ch



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Relai-ch



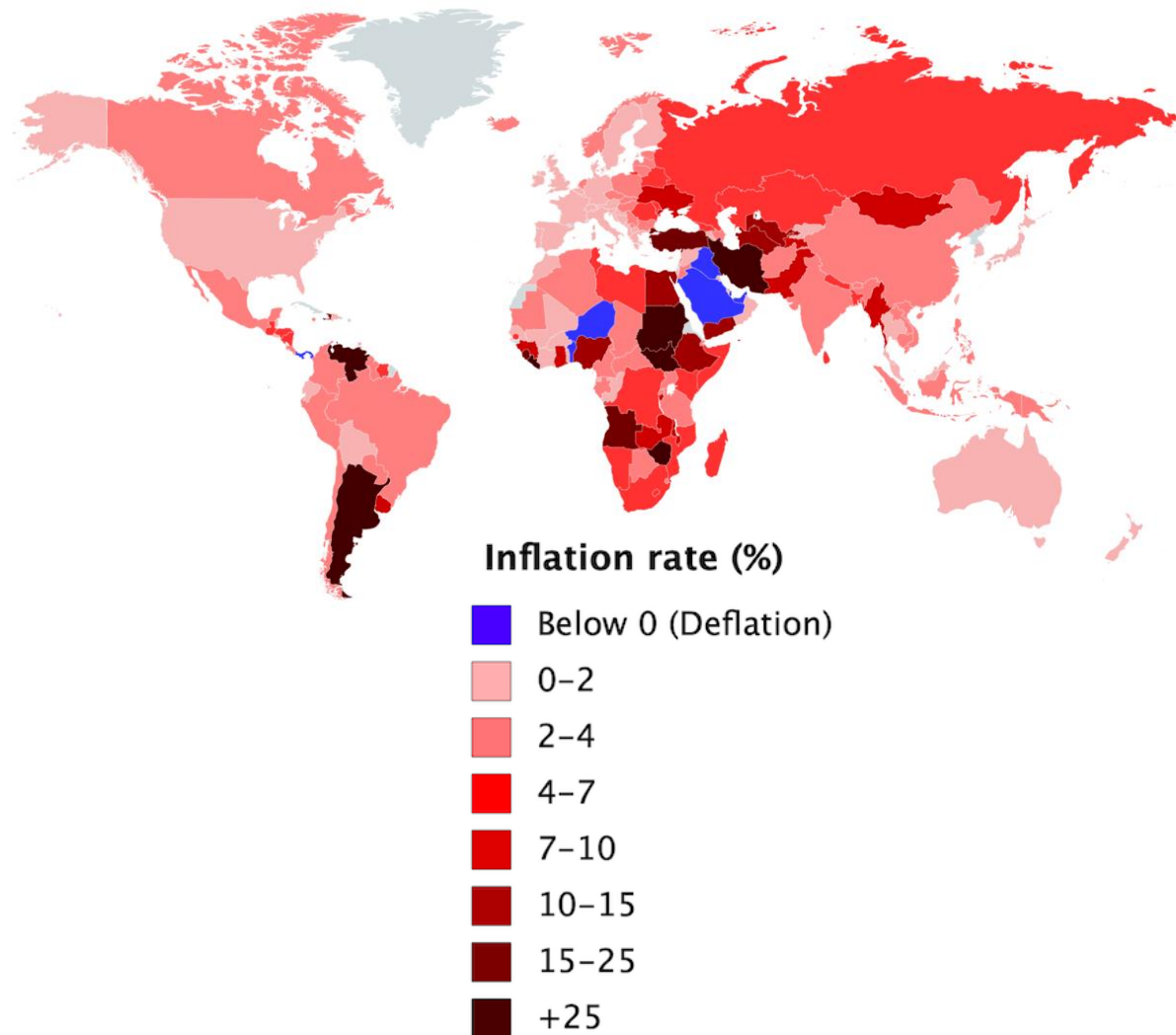
Relaich



sad truth

let's face it, our financial system is broken! 😞

- expansive monetary policy
- rising inflation
- devaluing currencies
- negative interest rates
- intransparent banking fees





investing

where do you put your money?



- gold?
- stocks?
- bonds?
- real estate?
- **bitcoin?**

2020 Year-To-Date Performance		📊
Bitcoin	+28%	
Gold (GC00)	+12%	
Stocks (S&P 500)	-6%	
Corporate Bonds (HYG)	-7%	
Real Estate (DWRTF)	-23%	
Commodities (CRB)	-31%	
Oil (CL1)	-48%	

Performance based on May 27, 2020



problem

let's be honest, investing in bitcoin is a pain! 🤔

- tedious onboardings
- manual processes
- confusing interfaces
- complicated jargon

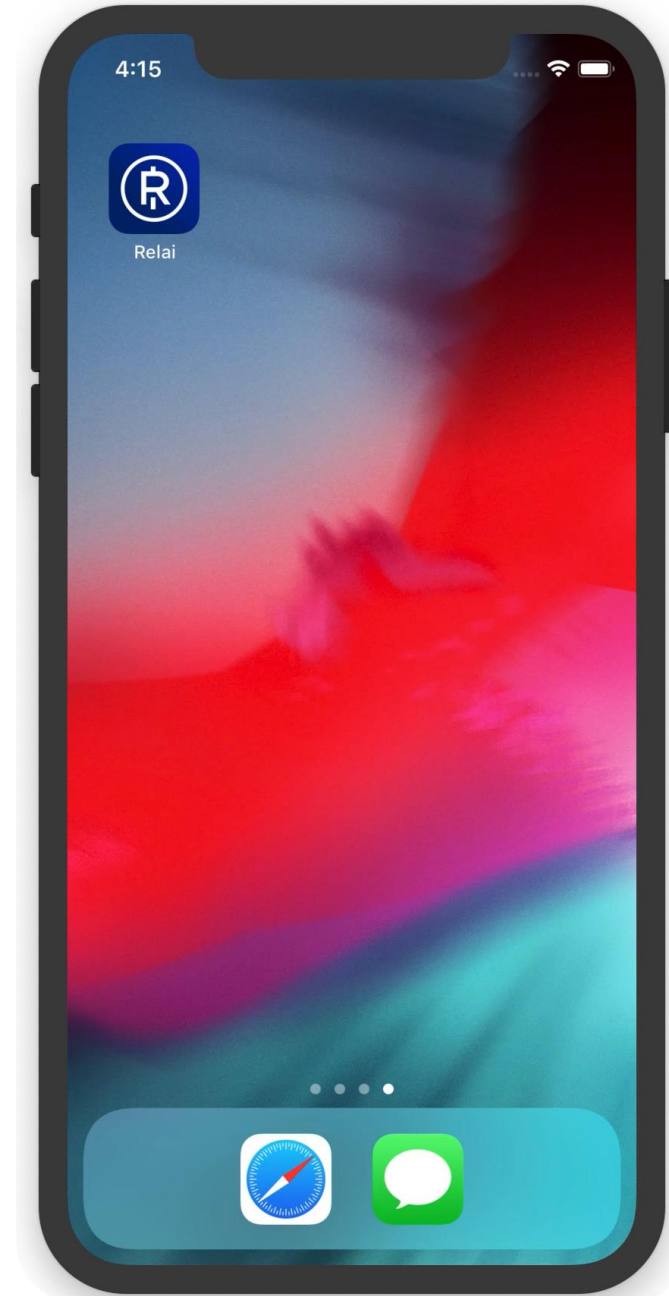




solution

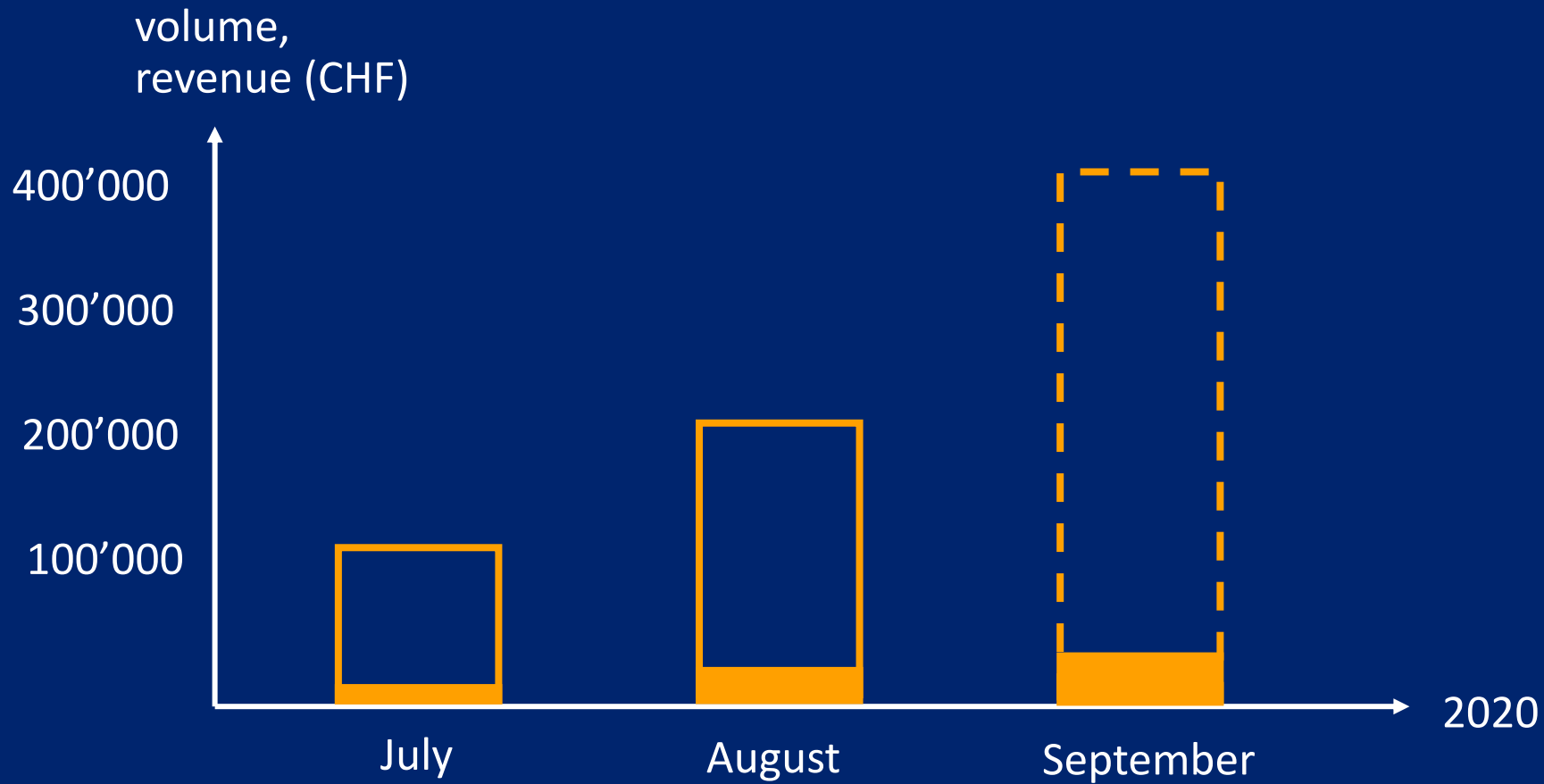
the world's easiest bitcoin app
made in Switzerland!CH

- mobile
- in 1 minute
- no account
- no registration
- no deposit
- start with \$10





numbers



1'500
Downloads

300'000
CHF invested

2'000
CHF revenue



team

we've put together an experienced team of entrepreneurs! 🧐



Julian Liniger
CEO, ex Raiffeisen



Adem Bilican
CTO, PhD Uni Bern



Stefaan Ponnet
Dev, ex Swarm City



Lars Diener-Kimmich
Angel, ex Swisscom



Nick Haller
Angel, ex Mobiliar



Bernd Lapp
Advisor, ex Ethereum Fnd.



Demelza Hays
Advisor, Cointelegraph



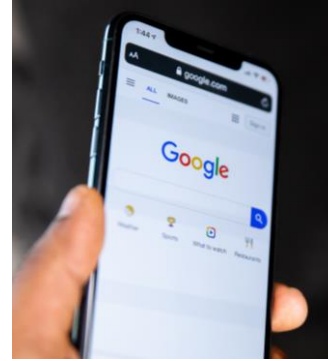
Alexis Roussel
Advisor, ex Bity



founder story

I was sick and tired of the painful bitcoin investing process! 🤨

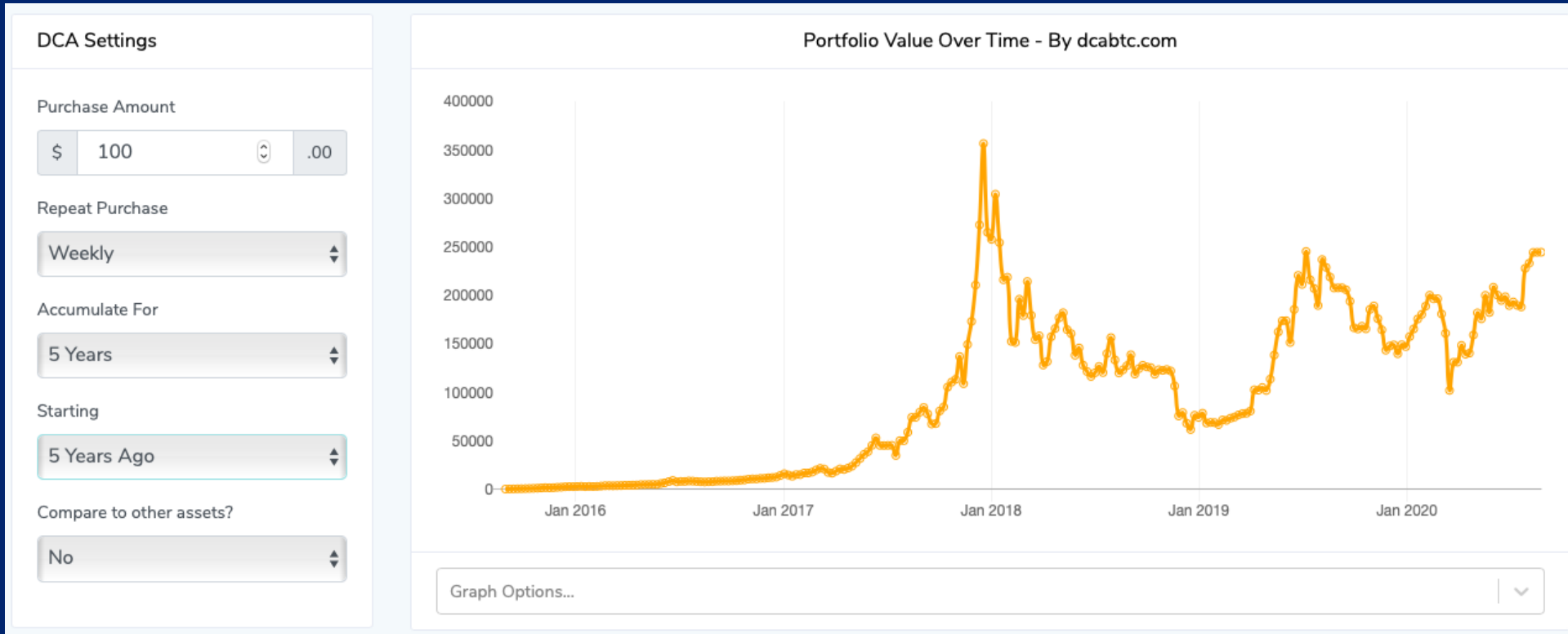
- cumbersome onboarding
- complex user interfaces
- confusing processes
- no automated investing
- no easy app to refer





Dollar Cost Averaging (DCA)

Automatically buy more when price is low and buy less when price is high!



No discipline

No research

No emotions

Buying \$100 of Bitcoin every week for 5 years would have turned \$26,100 into \$244,407 (+836%)



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