



The Operating System
of Finance

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Wall Street's application infrastructure has remained stagnant while Silicon Valley continues to innovate

Innovation Problem

Today, Wall Street lacks the basic foundation for innovation that has fueled growth in Silicon Valley – **a modern operating system**

	Wall Street	Silicon Valley
		
OS Update Frequency	5-7 Years	Annual
App Install Time	3-6 Months	Instant
App Update Frequency	6-12 Months	Monthly
Security	Manual Reviews	By Default
Interoperability	Bespoke Integrations	By Default

“Slow and inefficient software deployment processes cost financial services firms **\$1.5 billion annually.**”

- Greenwich Associates, February 22, 2018

Bleak Outlook

This intractable problem won't be solved by established operating systems for the foreseeable future – the industry can't afford to wait

Old Apps

Wall Street is dependent on old apps that require an old OS



Too Little ...

Windows 10 doesn't provide the needed OS capabilities



Released in July 2015

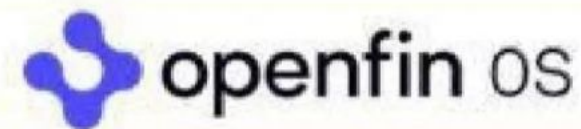
Too Late ...

Home users are already using Macs – industry apps are incompatible



Solution

The OpenFin operating system (OS) modernizes any desktop OS, fueling Wall Street innovation and enabling digital transformation



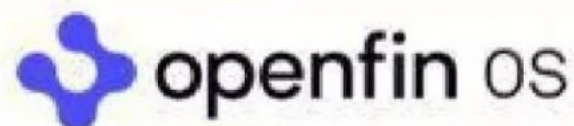
OS Update Frequency	3-4 Months
App Install Time	Instant
App Update Frequency	Anytime
Security	By Default
Interoperability	By Default



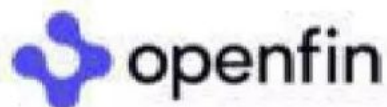
XP, 7, 8, 10

How It Works

OpenFin OS is built on Google Chromium. Apps are written in any HTML5 framework and run “outside the browser” with native app experience.

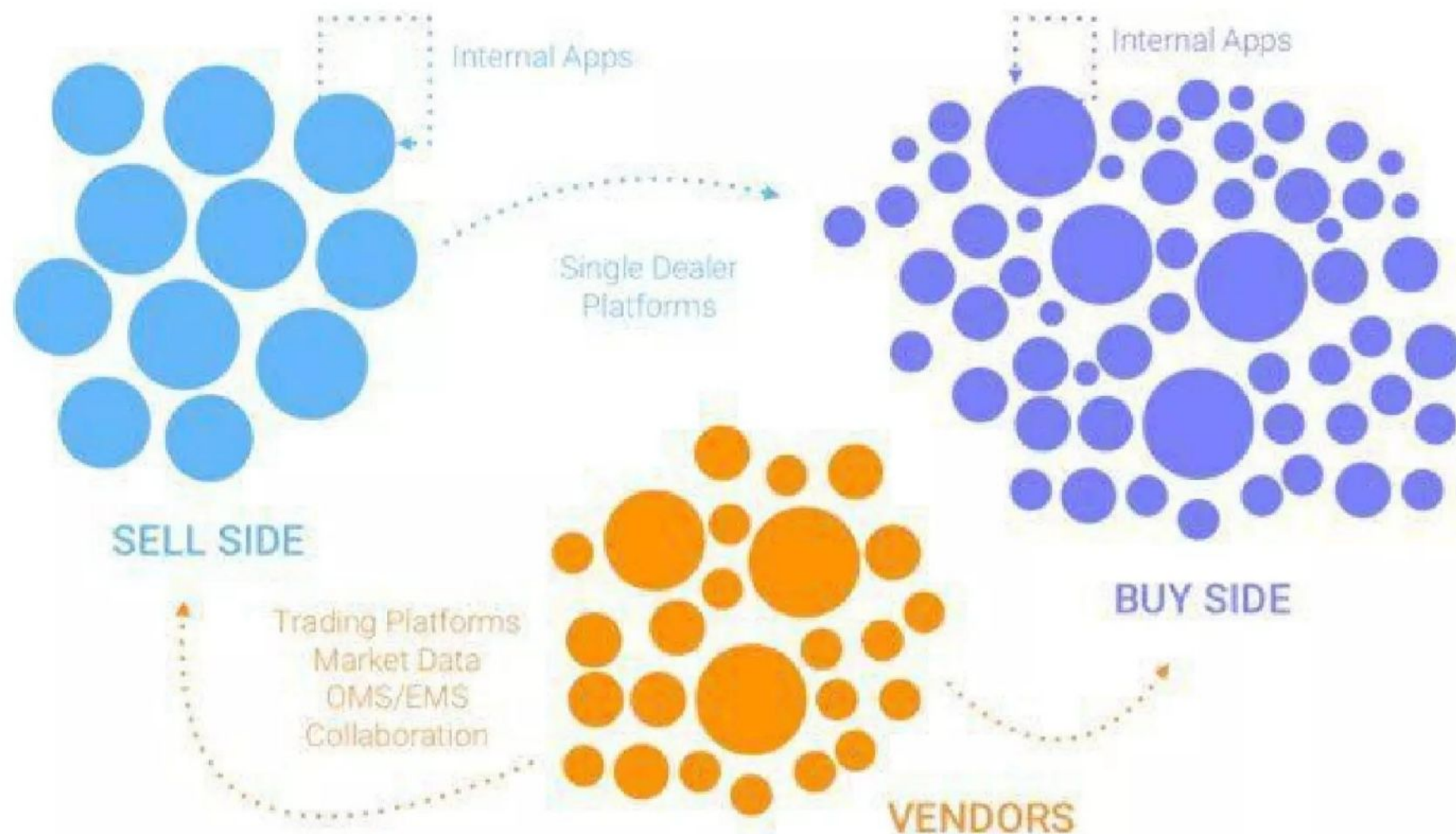


XP, 7, 8, 10



Network Effect

We have significant network effects. Firms choose OpenFin for interoperability with the existing OpenFin app ecosystem.



We've already done much of the hard work by achieving a critical mass of industry adoption

Digital Transformation

Clients are using OpenFin to build the next generation digital experience



Curated App Stores

A tailored app ecosystem based on user personas to unify apps and simplify discovery

Workflow Automation

Apps seamlessly connect via a local message bus, enabling context and data sharing

Workspace Management

An integrated workspace across all apps, simplifying setup and re-storing of window layouts

Legacy Tech Migration

Older technologies can be integrated into the workspace today and migrated over time

Deployment

OpenFin OS is already deployed at **over 1500 banks** and buy-side firms

Powering 1000+ applications

Used by the largest industry players through to the newest of FinTech innovators

In over 60 countries

Diverse application owners means an equally diverse set of global end users worldwide

With over 95% first time install success rate

Architecture security design enables instant app delivery

Tailored deployment strategies

Deployment strategy planning and 24/7 support

Deployment Examples

- Large UK Bank FX platform deployed to over 5,000 users across 50 countries
- New corporate bond platform deployed to over 200 buy-side institutions with 95% first time install success

Team

We have built an incredible team with backing from many of the most respected investors in FinTech

Executive Team



Mazy Dar
CEO



Chuck Doerr
President and COO



Adam Toms
CEO Europe



Nick Kolba
CTO

Board



Matt Harris
Bain Capital



Mark Yallop
Independent



Paul Walker
Independent



Mike McFadgen
NEX Euclid

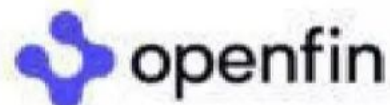
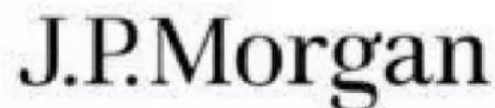


Dinkar Jetley
Pivot



Tom Miglis
Nyca

Investors



But we're just getting started and see huge opportunity
inside capital markets and beyond

Total Addressable Market

Desktop opportunities are diverse across many industries



Use of Series C Funds

New capital will focus on broader penetration within Capital Markets and expansion to adjacent financial market segments

Maximize Client Opportunities

Our existing clients are growing fast. We will be hiring account managers, support and deployment specialists to support them.

Serve Broader Customer Base

Smaller banks and buy-side are asking for OpenFin "out of the box". New design and engineering hires will deliver this.

Product Expansion

We have a rich product roadmap with exciting new features such as advanced notifications, voice, data privacy and cloud services. We will be hiring more engineers to execute on this.

Regional Expansion

New sales team members will execute on opportunities in Continental Europe and Asia. Marketing and other supporting distribution roles will be proportionally increased.

Adjacent Segments in Finance

We see clear opportunities in other areas of Financial Services, particularly Wealth Management and Insurance. Additional team members will tackle this.

Expand Operations

Given our growth, we need to scale our operations team accordingly, this means hires for Legal, HR and Finance.



Move Fast. Break Nothing.

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