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# Pitch Deck Presentation

2025

Empowering Your Financial Future

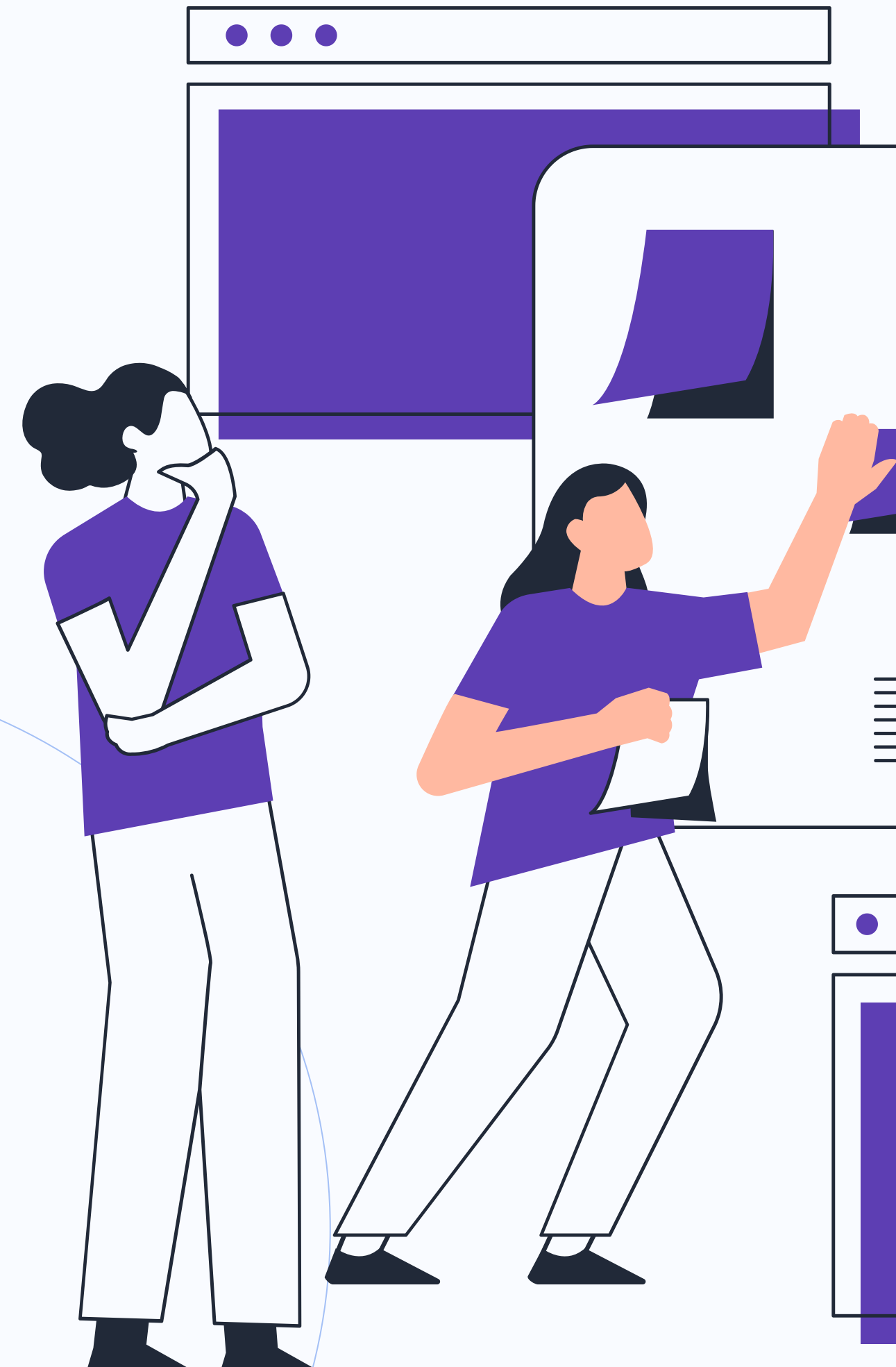


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# Problem Statement

## ★ The Crypto Exchange Challenge

### 1 Lack of Regulatory Compliance

Most crypto exchanges fail to meet MiCA regulations, making them risky for institutions and users.

### 2 Limited Fiat On-Ramps

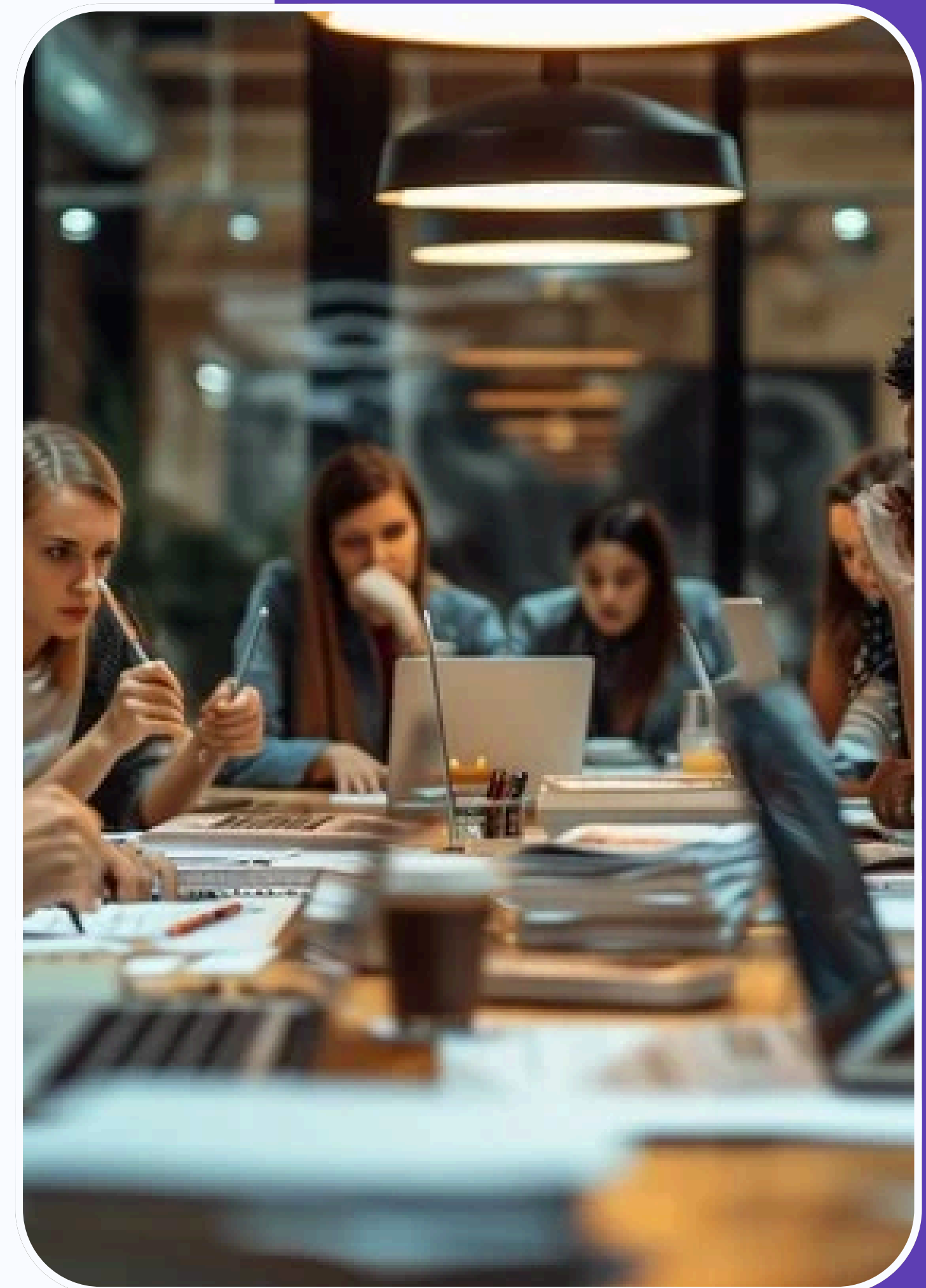
Users struggle to deposit and withdraw fiat due to weak banking partnerships.

### 3 CEX vs. DEX Trade-off

Users must choose between centralized security and decentralized control, but there's no hybrid solution.

### 4 High Trading Fees & Poor Transparency

Many platforms charge hidden fees and lack institutional-grade services.



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# Our Solution

## ✦ How PyroWorld Fixes These Problems

### ✓ Hybrid Crypto Exchange

- Users get the security of a centralized exchange and the privacy of a decentralized swap in one platform.
- No more choosing between regulation and full control—PyroWorld offers both.

### ✓ Fiat On-Ramps & Banking Integrations

- Direct partnerships with Nuvei & Januar Bank allow for instant deposits & withdrawals in fiat (EUR, USD, etc.).
- Supports Apple Pay, SEPA, SWIFT, and credit cards for easy transactions.

### ✓ MiCA-Ready & Regulatory Aligned

- Unlike competitors, PyroWorld is aligning with MiCA regulations early, making it the go-to exchange for institutional traders.

### ✓ Multi-Service Ecosystem

- PyroX - Hybrid Crypto Exchange (spot trading & fiat on/off-ramps).
- PyroSwap - Decentralized swaps for fast, anonymous trading.
- PyroDesk - OTC trading for high-volume transactions.



# Market Opportunity

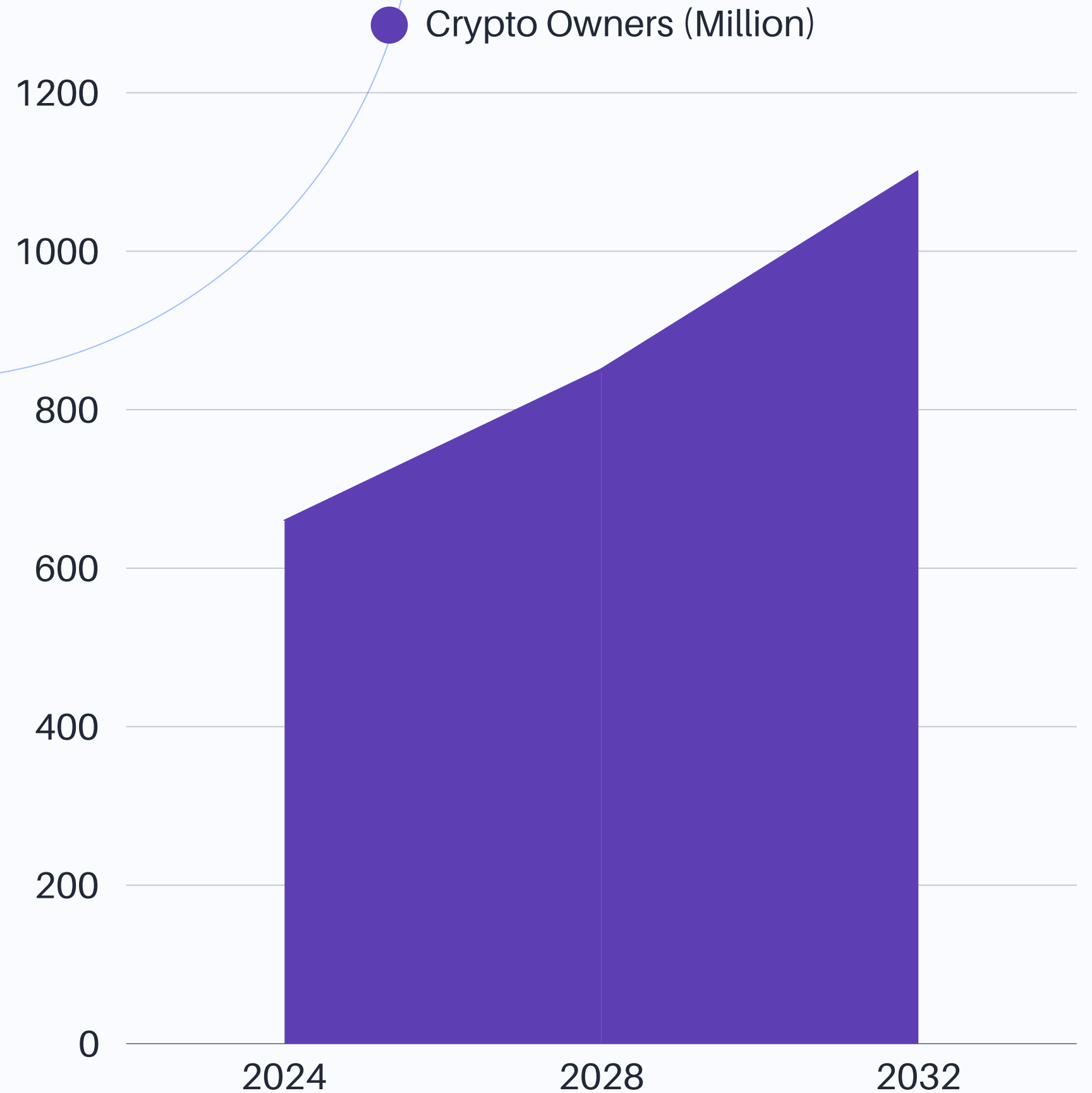
## ★ The Growing Demand for Regulated Crypto Exchange

The global cryptocurrency market reached \$3.91 trillion in 2024, with projections to surpass \$6.3 trillion by 2032 (CAGR: 9.7%). This growth is fueled by institutional adoption, regulatory clarity (MiCA), and rising retail participation.

Today, 659 million people own crypto, a 13% increase in 2024 alone, with adoption expected to exceed 1.1 billion by 2032. As regulation reshapes the industry, compliant exchanges like PyroWorld are positioned to lead the next wave of institutional and retail adoption.

**Crypto Owners in 2024:**

**659M**



# Business Model

## Sustainable and Scalable Approach



### Revenue Streams

PyroWorld generates revenue through a diversified and scalable model:

- Trading Fees - Competitive fees on spot trades, swaps, and OTC transactions.
- Fiat On/Off-Ramps - Fees on bank transfers, Apple Pay, and credit card deposits/withdrawals.
- OTC Desk Services - Personalized high-volume trading with institutional pricing.



### Pricing Strategy

Designed for mass adoption and institutional growth:

- Tiered Fee Model - Lower fees for high-volume traders and institutional clients.
- Zero Gas Fees on PyroSwap - Users enjoy low-cost, efficient transactions.
- OTC & Institutional Discounts - Preferred rates for large-scale investors.



### Customer Retention

PyroWorld focuses on long-term user engagement through:

- Seamless User Experience - Fast onboarding, intuitive UI, and 24/7 support.
- Exclusive Features - VIP perks, staking rewards, and institutional benefits.
- Regulatory Compliance - MiCA-Ready platform builds trust with investors and institutions.

# Competitive Analysis

Standing Out in the Market



## Personalized Services

PyroWorld provides tailored solutions for retail and institutional clients, offering OTC trading, fiat integrations, and regulatory compliance that most exchanges lack.



## Technology Integration

Unlike competitors, PyroWorld features a hybrid exchange model, seamlessly combining centralized security with decentralized freedom, while integrating fiat payments (SEPA, SWIFT, Apple Pay).



## Customer Approach

We prioritize fast onboarding, 24/7 multilingual support, and transparent fee structures, ensuring a user-first experience compared to outdated competitors.



## Unique Selling Proposition

PyroWorld bridges traditional finance with crypto, leveraging MiCA compliance, strong banking partnerships, and innovative trading solutions to attract both retail users and institutions.

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# Market Strategy

## ★ Strategic Market Penetration

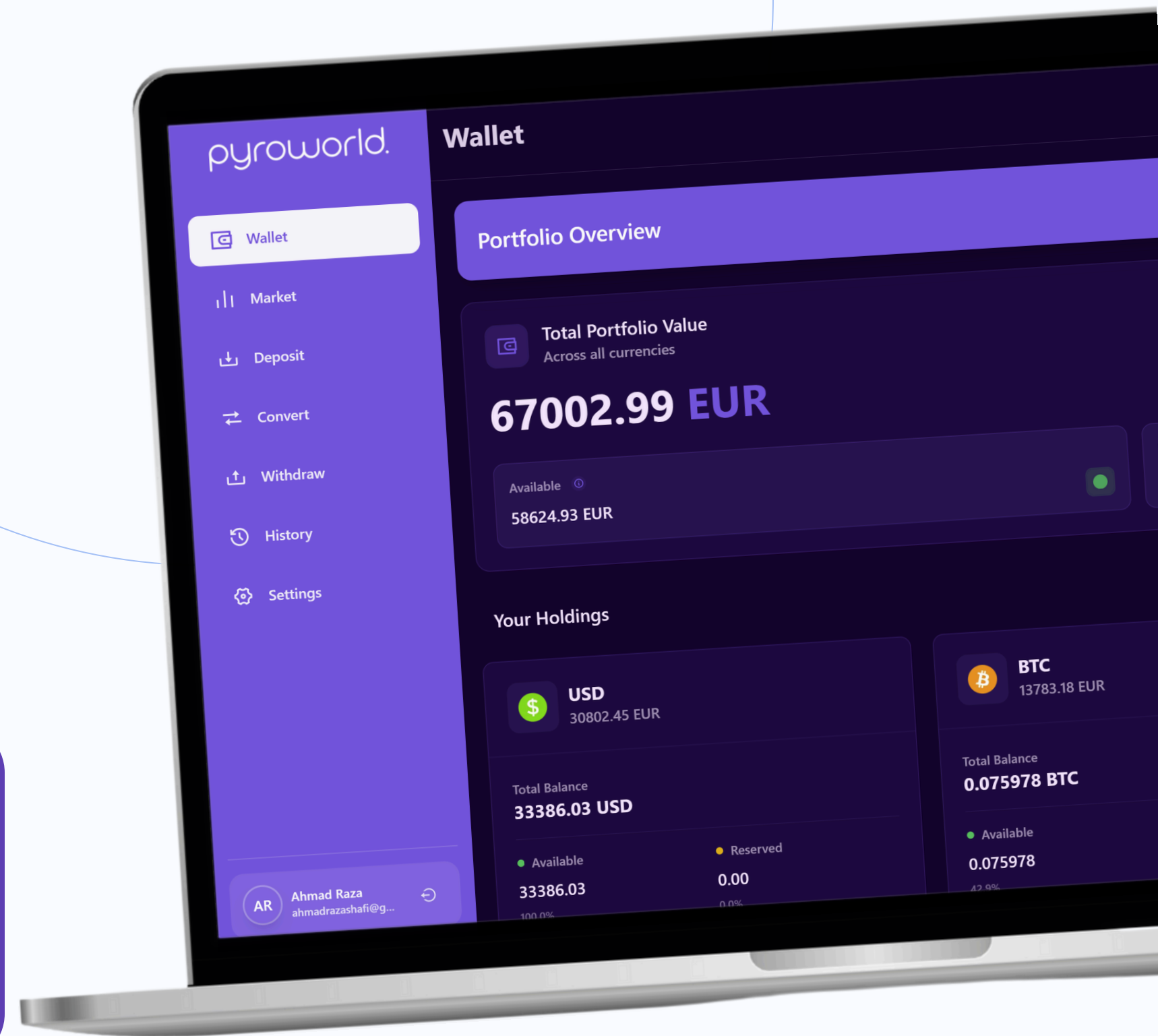
PyroWorld's market strategy is built on regulatory compliance, seamless user experience, and strategic partnerships. By leveraging MiCA regulations and fiat integration, we attract both retail users and institutional investors. Our multi-channel approach ensures global market penetration while reinforcing trust and credibility in the crypto space.

### Marketing Channels

Our growth is fueled by targeted advertising, influencer collaborations, and community-driven campaigns. Through Google Ads, Twitter/X, Meta, and affiliate programs, we enhance brand visibility while fostering a strong, engaged user base.

### Customer Acquisition

We prioritize user growth through strategic banking partnerships, exclusive early adopter benefits, and institutional onboarding. PyroWorld's low fees, staking rewards, and premium trading services ensure long-term retention and trust from high-value customers.





# Financial Projections

## Projected Financial Performance

PyroWorld is designed for high-growth scalability, leveraging regulatory compliance, strategic partnerships, and a diverse revenue model. With an expanding user base and increased institutional adoption, revenue projections indicate steady growth in both transaction volume and platform fees over the next five years.



### Operational expenses

Efficient cost management ensures profitability, with controlled expenses in platform development, regulatory compliance, and infrastructure scaling to support rapid growth.

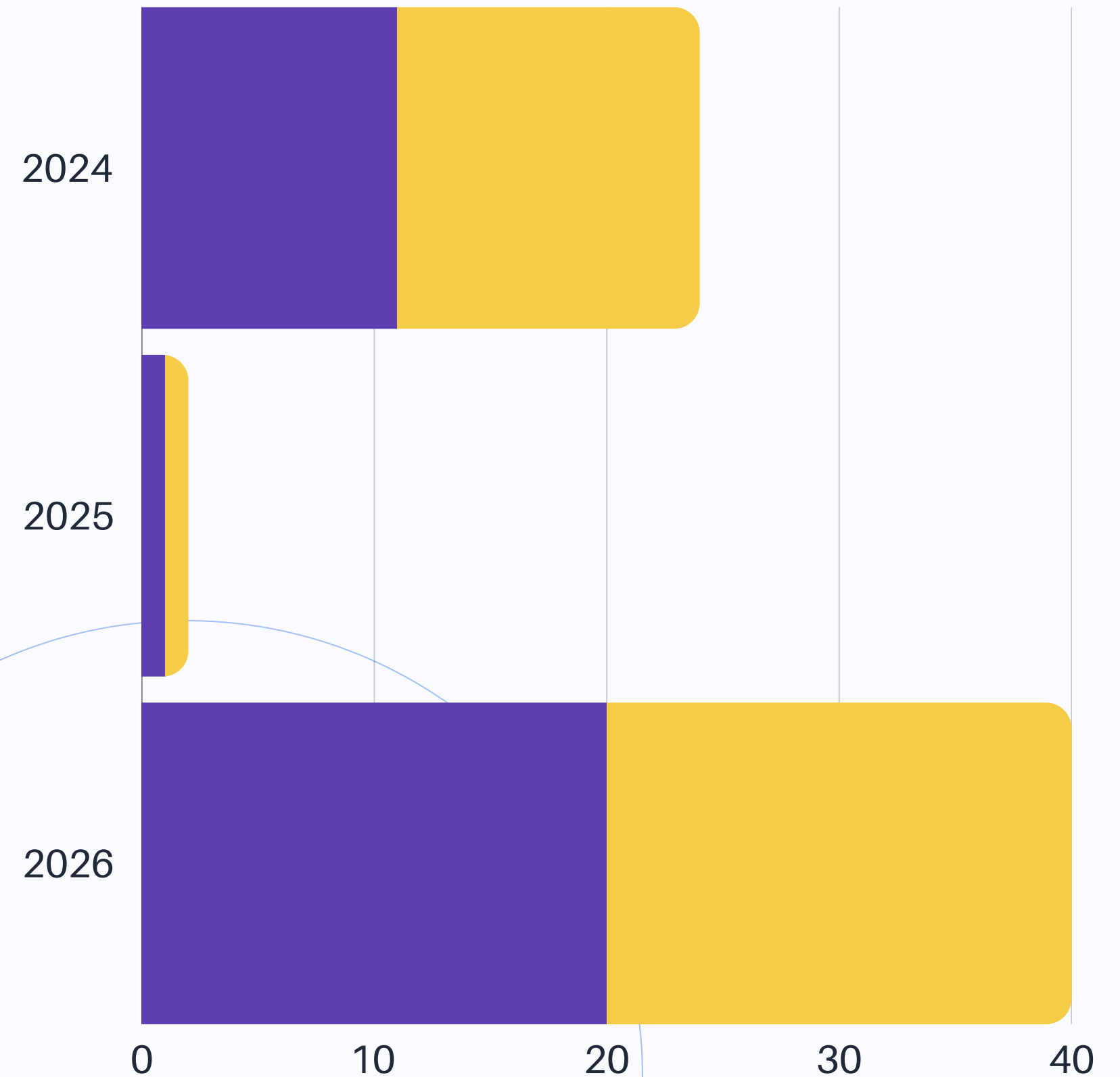


### Marketing budgets

Targeted investments in digital campaigns, influencer partnerships, and strategic collaborations will fuel brand awareness and accelerate user acquisition across key markets.

● Trade Volume (Millions)

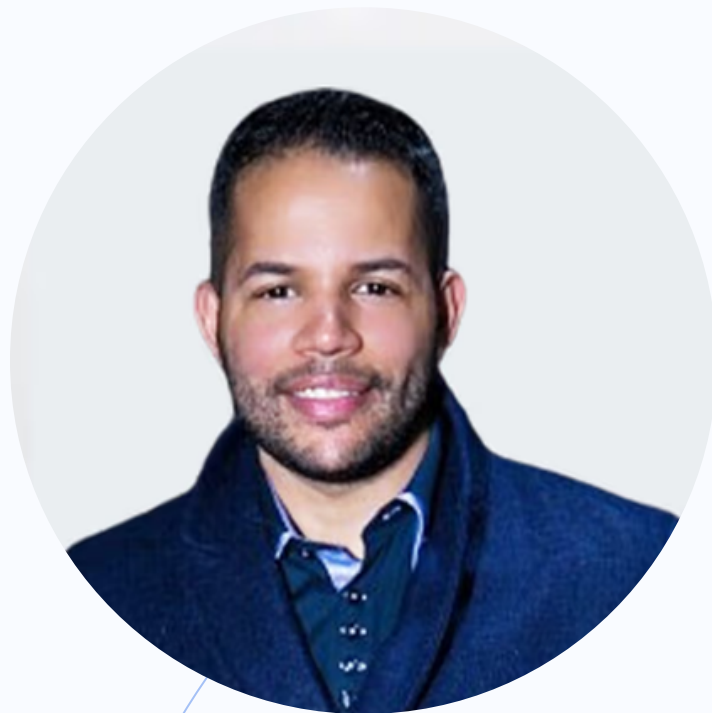
● Users (Hundreds)





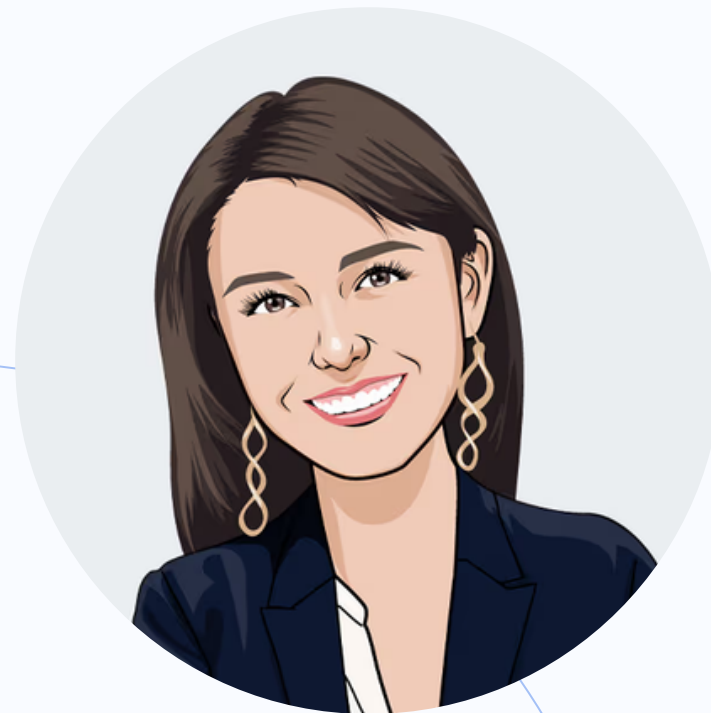
# Our Team

Meet Our Expert Team



**Josua Richard Weber**

Ceo & Founder



**Destiny A. Mendez**

COO



**Ahmad Raza**

Software Developer



**Radim Pesak**

AML Officer

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# Thank You So Much

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