



# Demand Derivatives

## Corporate Info

Founded: Aug 2017  
Industry: Financial Technology  
Sub-Industry: Markets and Trading  
Structure: C-Corp.

## Funding Required

Stage: Series A  
Amount: \$6m  
Goal of Funds: Launch Exchange  
Use of Funds: Regulatory, IP, Tech, and Marketing  
Prior Rounds: \$4m  
Valuation: \$35m Pre-Money

## Market Size (exchange revenues)

TAM: \$94b (2021 global)  
SAM: \$23b (2021 U.S.)  
SOM: \$1.3b (5yr projected)

## Directors

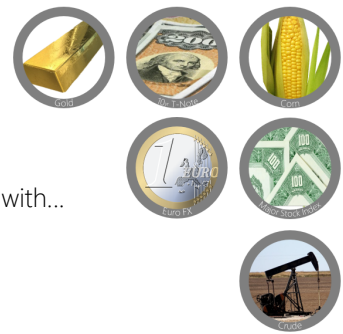
Richard Heckinger — Former FED Official and CEO of Hong Kong Exchange  
Jerome Johnson — Former executive at BATS and MIAX exchanges

## Adviser

Andrew Kumiega — Professor and consultant for many hedge funds, market makers, and clearing organizations

## Description

Revolutionary Futures Exchange and Clearing House to Trade the World's Major Assets in a Creative New Way\*



## Problems

Current exchanges using 150-year-old instrument designs with...

- Unlimited risk
- Overnight clearing
- No global equity index solutions
- No daily options
- No realized volatility instruments

## Solutions

Proprietary, IP-protected designs...

- **RealLimit™** — Limited risk on all exchange positions
- **RealClear™** — Instant clearing
- **RealGlobe™** — World index exchange
- **RealDay™** — Delayed strike daily options
- **RealVol®** — Realized volatility products

## Competitors

- **CME Group** for the top six underlying assets
- **OCC** for securities-options clearing
- **Cboe** for volatility products
- All global options exchanges for options trading
- All global futures exchanges for country equity indices

## Our Advantages

- 97% less costly to build (\$1b est. → \$25m est.)
- 80% less costly to operate (\$0.67 CME actual → \$0.14 internal estimate per contract)
- Much less risky for traders (no default risk)
- Much less risky for the exchange (no credit extended)
- Eliminates systemic risks in the global financial system (due to derivatives)
- High leverage (about double the leverage of existing exchange products)

## Early Traction

- Partnered with **GMEX GROUP**
- LOI with options exchange for clearing (our first large-scale customer)
- Agreements in place with **Bloomberg®** and **Nasdaq** for index distribution
- Licensing agreement with **BOX™** for securities
- Custodial account with **US Bancorp** Asset Management, Inc. housing traders' collateral
- Agreement with **ICE DATA SERVICES** to distribute RealBOT™ market data

## Team

All team members have over 25 years' experience in derivatives and markets



Robert Krause, CEO — CME, Morgan Stanley, Event Capital



Donald Schlesinger, President — Morgan Stanley



Wendy Robinson, General Counsel — CFTC, EF Hutton, Paine Webber

Demand Derivatives  
99 Wall Street, Suite 3901, New York, NY 10005  
dd@demandderivatives.com  
1-888-865-9267  
demandderivatives.com

\* Upon CFTC and SEC approval