



Blockchain powered deal platform

# Let me introduce myself!

---



Alexander Zelinsky

[alex@velvet.li](mailto:alex@velvet.li)  
+371 20470482  
[www.zelinskis.com](http://www.zelinskis.com)

## Profile

- Serial entrepreneur
- Experienced traveler
- Generator and executor of ideas
- Benelux observer

## Currently

- CEO @ **Velvet & Velvet Finance** - blockchain powered deal platform / the unique financial service provider
- Adviser of Creative Business Incubator @ Riseba University

## Previously

- Partner @ **FiveConsult** (legal services)
- CEO @ **Rention** (smart city startup)
- Co-Founder @ **Riga Tech Park** (NGO)
- CTO @ **Startup Europe Week** (NGO)
- Cyber Guard @ **National Guard of Latvia**
- CTO @ **Digital SMS** (mobile marketing)



# Neo-bank - trend of 22nd century

---



Revolut

paySera



Точка

банк для предпринимателей



Atom bank

TOUCH BANK



monzo



Рокетбанк



talkbank



velvet.li

# What is Velvet?

Velvet is a one of **first global solutions** for **online identifications, payments** and **controlling of the process** in any cross-border online transaction.

With Velvet, it's now possible to do an entire deal from A to Z, including paperwork, online via your secure escrow account.

The screenshot shows the Velvet 'DEALS' interface. On the left is a dark sidebar with navigation options: Dashboard, Offers (highlighted), Profile, Edit profile, and Log Out. The main content area is titled 'DEALS' and contains an 'Offers' table and a list of steps.

Offers	
Name	Standard deal #3
Description	Sample Terms and Conditions Template Sample Terms and Condition
Total sum	99.99
Money received	Received

Below the table is a list of steps:

- Step #1 (users)
- Step #2 (files)
- Step #3 (banks)
- Step #4 (other)





# Awards

---



**menorca  
millennials**



velvet.li



# Why you need this?

---

- **IDENTIFICATION:** All parties related to the specific transfer of goods are identified will level of a private individual responsible, background checks are completed (PEP, sanction lists, criminal offenses) to ensure you work with the right person.
- **TRANSPARENCY:** Buyers can see where they stand in the transaction at any given step. They see if payment is pending, accepted, if the product is issued, or any other status.
- **IMMUTABLE RECORDS:** Transaction details cannot be altered, making it the most secure and trustworthy solution for both small and large deals.
- **SWIFT OWNERSHIP:** The transfer of the product or service is smoothly done with the help of a built-in escrow platform if needed.
- **WORLDWIDE SERVICE:** Independent of geography, Velvet provides secure transactions to buying and selling parties, regardless of their geographical location.



# Possible areas of usage

---

Logistics

E-commerce

Government

Company shares

Cards

**Real estate**

Individual  
transactions

Integrations



# Market Segment

---

## Real Estate

- €95.7 billion - Investment volume in 12 biggest cities across EU in 2016
- €190.3 billion - Property transactions in Europe in 2017 - highest since pre-crisis

## E-residency

- 54k e-residents
- 6.8k new companies in 11 weeks
- 29% in age of 31-40
- top countries by company opening: Ukraine, Germany, Russia, Finland, Turkey

## CRMs

### Wordpress:

- 19.7 million downloads
- 27% of worldwide sites
- 33.5% of CRM market globally





# Business model

---

0.5 - 2.5%

Commissions from  
each transaction  
via Velvet

Amount depends from  
type of transactions  
per customer and  
their complexity

250 - 1500e

Average “cheque” from  
one customer maintenance  
fees per month.

This total is from  
fees from SEPA/SWIFT  
transactions and account  
maintenance



# Status

---

- Payment license in the UK - **filled & in progress**
- Pre-approved EMI license in Lithuania - **filled & progress**
- **Escrow product ready** (API + web-interface)
- Multiple **global testing partners** agreed
- **Requests for services** from real estate, governmental and business across EU & Asia
- International **team in place** (management, IT development, data protection, AML, sales) - mainly out-sourced



# Thank you!

---



Alexander Zelinsky

[alex@velvet.li](mailto:alex@velvet.li)

+371 20470482

[www.zelinskis.com](http://www.zelinskis.com)

velvet.li

