



“Contributing to a resilient and sustainable Australian financial services sector”

Purpose

We help Australian FinTechs fulfil their regulatory and commercial objectives.

Our goals:

- Provide high-quality advice and training.
- Be the "go to" professional services firm within our niche segments.
- Contribute to a resilient and sustainable Australian financial services sector.

Our Mission



As regulation and advisory specialists, our mission is to help FinTechs and ADIs fulfil their regulatory and commercial objectives.

Our Vision



To be the "go-to" professional services firm for Australian FinTechs and ADIs.

Key Insight Story

Australia has a highly regulated financial services sector.

Consulting services are expensive and often “out-of-reach” for Australian FinTech start-ups.

Australia’s stringent licensing requirements are often a barrier to entry.

Australian FinTechs often see regulatory compliance as a “necessary nuisance”.

Regulators vs. FinTechs: “Us and Them” mentality.

Regulatory breaches can be catastrophic for Australian FinTechs and the broader financial sector.





The Problem

FinTechs need to fulfil CPD requirements, especially if they are AFSL/ACL-holders or AUSTRAC reporting entities.



Why is this a problem?



Existing CPD training programs cater mainly to traditional financial services providers.


There is a gap in the market for CPD training programs that cater specifically to FinTechs..

Solution

Gen Advisory's online Learning Management System for Australian FinTechs

LMS website address: gen-advisory.com

Featured Courses



De-mystifying the
ACL application
process

De-mystifying the ACL applica...



General AML/CTF
obligations

General AML-CTF obligations



Introduction to
cyber security

Introduction to cyber-securit...



De-mystifying the
AFSL application
process

De-mystifying the AFSL applic...

Early registration: gen-advisory.com.au/training



Unique Selling Point

- Designed by experienced Australian financial services regulators.
- Practical and solutions-driven.
- Rather than merely being told what the existing rules are, FinTechs are being taught how to identify solutions and strategies for adherence.
- Incorporates the latest industry-leading RegTech solutions.

Addressable Market Opportunity

Gen Advisory will target both the FinTech and “traditional” markets simultaneously



Competitors

Incumbent One

Strengths:

Leading industry player.

Well-established.

Weaknesses:

Not designed specifically for FinTechs.

No training courses on AML-CTF.

Incumbent Two

Strengths:

Slowly gaining market share.

Weakness:

Not as well-known as “Incumbent One”.

Not designed specifically for FinTechs.

No training courses on AML-CTF.

Legal Firm One

Strengths:

Already have a niche client base.

Weakness:

Not designed specifically for FinTechs.

Expensive.

Basic user experience.

No training courses on AML-CTF.

Legal Firm Two

Strengths:

Already have a niche client base.

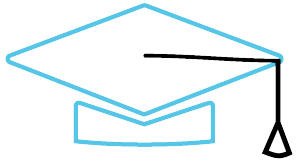
Weakness:

Content is not Australia-specific.

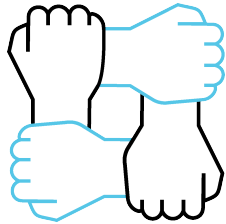
Not designed specifically for FinTechs.

No training courses on AML-CTF.

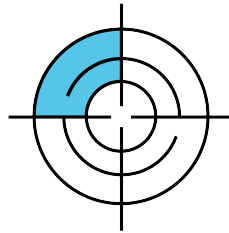
Our Competitive Advantage



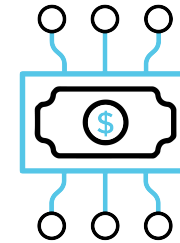
Designed by
experienced financial
services regulators



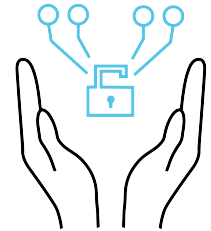
We are **supported** by
Stone and chalk and
FinTech Australia



We work closely with
FinTechs and are very
familiar with what their
training needs are



We can benefit from
cross-selling
opportunities between
our consulting and LMS
services



We present practical and
industry leading
RegTech solutions

Our Team

To view our team's full profiles, please visit:
gen-advisory.com.au/our-team



Michael Lukman

Founder & Managing Director

[View Michael's profile](#)



Scott Middleton

General Manager

[View Scott's profile](#)



Eleni Aroney

LMS Manager and Designer

[View Eleni's Profile](#)



Clement Fernandez

Licensing and Regulation Adviser

[View Clement's profile](#)



Fachry Alo

Technology Officer

[View Fachry's profile](#)



Fitria Susanti

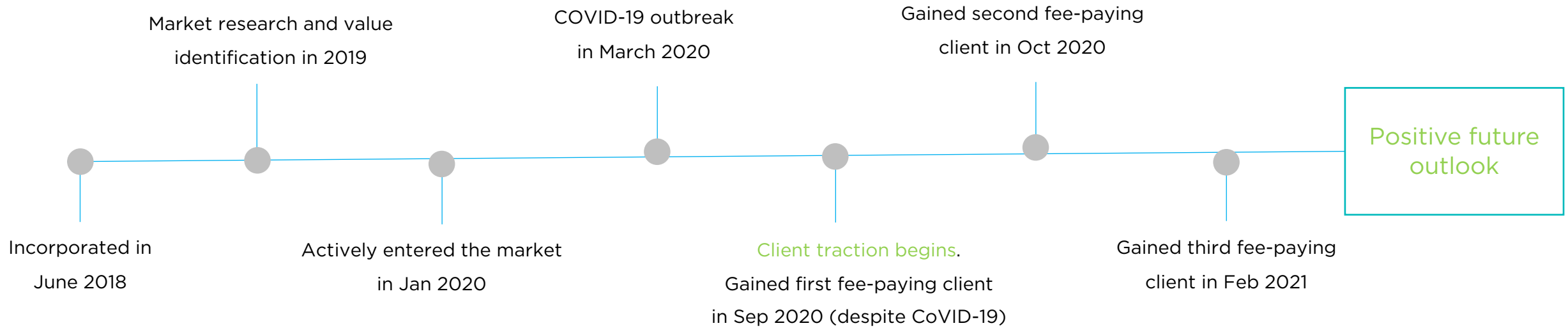
LMS Administrator and Research Analyst

[View Fitria's profile](#)



Traction

Timeline - Gen Advisory



For our LMS platform

Confirmed

Paytron



Prospective

Various FinTech Australia and Stone & Chalk members

Financial Projections

	2022 FY	2023 FY	2024 FY
Users (FinTech Sector)	147	162	178
Users (Traditional Sector)	519	613	674
Revenue	\$563K	\$3.2M	\$3.5M
Net Income	\$257K	\$2.7M	\$3.0M

Key Assumptions

Target market share:

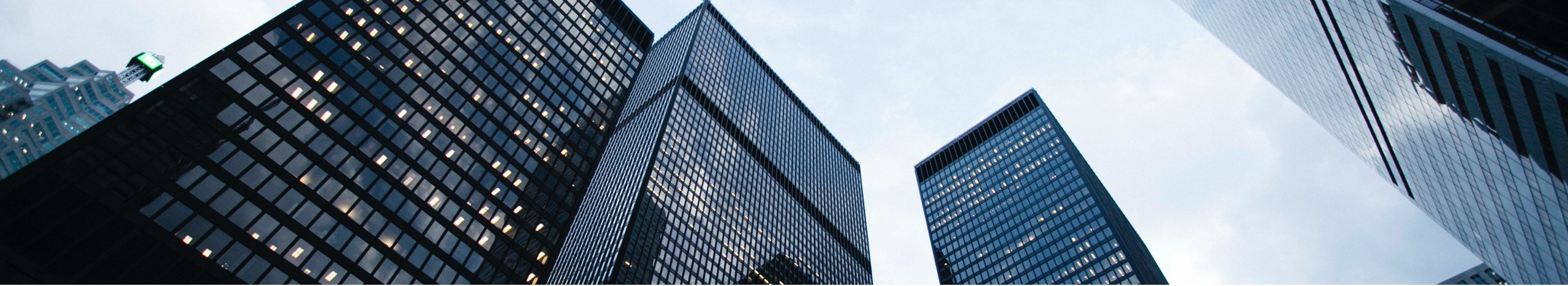
- FinTech sector: 10%.
- “Traditional” sector: 5%.

Market growth rate:

- FinTech sector: 10% p.a. in Years 2 and 3.
- “Traditional” sector: 5% p.a. in Years 2 and 3.

Capital Raise

Angel round: Raising A\$150,000



Purpose of funding

- Create exciting and visually-engaging LMS content.
- Retain and attract the best talent.
- Enable Gen Advisory to meet increased client demand arising from the recent recovery in the Australian economy.

Use of funds

LMS

Training content production: \$50,000.

Team

Salaries and working capital (5 months): \$100,000.

Further information



[Corporate Video](#)



[Website](#)



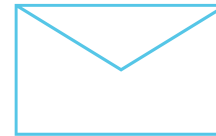
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Let's talk



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