



**One Line Summary:**

Mira, is the Vanguard of crypto offering hassle-free and diversified crypto investments that offer the simplicity of an index fund

**Business Summary:**

Mira offers index tokens that provide a convenient and diversified investment options like an ETF in traditional finance. Customer funds are held by U.S. regulated custodians so you can rest easy knowing your funds are safe. With our indices, you to securely and easily access the growth potential of the crypto market without having to pick individual winners.

**Management:**

**Andrew Capasso (Co-founder/CEO)** Experience on Capitol Hill, political strategy, business development, and founding team for the American Blockchain initiative.

**Nirel Gershwind (CO-founder/CTO)** Experience at Lockheed Martin, academic research on blockchain technology, and investment management.

**Mike Wiczorek (CFO)**- VP at Blackrock and experience at PIMCO and Taco Bell Corporate

**Florian Knollman (CBO)** Experience in sales and public relations

**Arianna Daringa (Quant Analyst)** Experience in corporate finance as a Quanative Finance major

**Customer Problem:**

The demand for digital assets from both institutional and retail investors is skyrocketing but navigating the complex and overwhelming world of crypto investment is too complex. With over 20 thousand cryptos to choose from, many potential investors feeling unsure and overwhelmed. Mira is creating regulated indices that give you exposure to 10-50 cryptos in one click.

**Product/Services:**

Index tokens and investment management

**Target Market:** Institutions, new entrants who are new to digital assets, and users who have some exposure but want to “buy the market”.

**Customers:** Pre-revenue and pre-release

**Sales/Marketing Strategy:**

**International launch with a focus on South American, Africa, and SE Asia where crypto adoption is largest.**

**Business model:** B2B2C

**Competitors:**

Alongside crypto, Index Co-op, and Arch finance

**Company Profile:**

URL: mirafinance.io  
Industry: Digital Assets & Finance  
Employees: Five

**Contact:**

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**Financial Information:**

**Previous Capital:** \$130,000  
**Founders Investment:** \$5,000  
**Monthly burn Rate:** \$10,000  
**Pre Money valuation:** \$10 million

**Advisors:**

Shaillee Adinoff- Director of Business Development at Metamask/Consensus

Bill Kennard- Former EU ambassador and FTC chairman

Sam Thapaliya- Founder of the Zebec Protocol, a unicorn valued company eliminating bi-weekly pay with digital assets

**Investors:**

Cogitent Ventures  
Brilliance3.0 ventures  
Jump Capital (Grant)

