

MONACO INNOVATORS • 2019 INVESTMENT GUIDE

Forbes

MONACO

**MONACO
CASINO
IN SPACE**

MONTE CARLO'S
NEW
NEIGHBORHOOD
FOR ULTRA-RICH
.....

SHIRLEY BASSEY
LICENSED
TO THRILL
.....

WHISKY'S
"WELL-KEPT
SECRET"
.....

YOUTUBE
RICHEST
7-YEAR-OLD

CHIEF NAVIGATOR
SIR STELIOS HAJI-IOANNOU
THE MAN BEHIND EASYJET
AND MONACO'S GIVING PLEDGE

FEBRUARY/MARCH 2019

M 31766 - 2 - F : €9 - RD



Benelux: €9.50

LeaderBoard

MONACOTECH



KeeSystem

Founder: Pierre-Alexandre Rousselot

Nationality: French

Employees: 16

Hires in Monaco: 16

Start date: 2009

Funds raised: **\$350,000**

DESIGNED BY PRIVATE BANKERS,

KeeSystem is a fintech company that helps independent asset managers and Family Offices develop their activities. Its solution, KeeSense, lightens the complexity of the financial and legal environment by enabling wealth management firms to connect to the players of private management—custodian banks, regulatory authorities, auditors, and of course, their clients—via an innovative communications platform. Wealth management firms are interconnected with their upstream custodian banks and push the consolidated data to their clients, while client data is collected and reported to regulatory authorities. No data lost, all is valued.

The digitalization and automation of some low value-added wealth management tasks, such as compliance controls, brings considerable time and costs savings. However, beyond technological innovation, KeeSystem integrates an economic dimension to its innovation. By being able to interconnect with over 120 custodian banks, KeeSense ensures its clients can manage their assets, regardless of the custodian concerned. It eliminates the risk

of loss of clients' portfolios when merging with another management firm or hiring a former private banker, two of the preferred growth strategies for asset management companies. At the same time, KeeSense enables new clients to be integrated, making it easier for asset management firms to acquire new clients and generate additional revenue streams quickly.

Based in Monaco, KeeSystem is part of the MonacoTech acceleration program.

3-year vision: We aim to double our client base, and to achieve our goal of +100% annual revenue. Our goal is also to strengthen our position in Switzerland and Luxembourg. On the innovation side, we want to integrate BI, AI and blockchain to our solutions.

What is the company's competitive advantage? Why will it be sustained? We are a problem-solving company that addresses the specific issues faced by our Family Office clients. For example, we've developed a wireframe that allows the platform to import positions and transactions from private banks, and from any kind of investment class, from anywhere in the world. We have links with more than 120 custodians from all major financial locations in Europe, Asia, America, and the Middle East.

Our workplace innovation platform provides a global solution for independent asset managers and Family Offices and allows us to be agile and flexible, at an adjusted cost.



YouStock

Founders: Alexis Bouresche, Jacopo Marzocco

Nationality: Monegasque

Employees: 18

Hires in Monaco: 18

Start date: February 2015

Funds raised: €740,000

Turnover: **€600,000**

YOUSTOCK HAS REVOLUTIONIZED the storage industry as a whole by adding new on-demand services and improving customer experience. Unlike traditional self-storage businesses that simply provide a fixed space to store goods that clients have to pack, transport, and unload themselves, YouStock provides services that allow clients to store items without moving from their home.

Through YouStock's website, users can have their items picked up, packed up and catalogued on their online inventory before being delivered to storage within a day of booking.

YouStock only charge per cubic meter, meaning clients only pay for the real volume they store, whereas at self-storage centers the client is charged for a fixed rate even if the entire space available isn't used.

3-year vision: To become the Pan-European leading physical storage all-in services company targeting an MRR growth of 500% over the next 3 years with an expected annual revenue of €7 million.

What is the biggest risk to the company?

Rapid growth. Because the business model is structurally different from any other storage providers, the company offers a very attractive, premium quality service and it is developing aggressively. From eight employees only six months ago, YouStock currently employs 18 people full-time.