

Executive Summary v6

1. Financial products for homeowners living in selected houses. See: [Albani.finance](https://albani.finance)
2. **ELEVATOR PITCH:** Fintech solutions enabling homeowners to secure next property for lowest price before selling through own Estate Agent for highest (gap in the market).
3. Core Product: insurance type proposition (we do not buy their house).
4. Not a regulated mortgage contract.
5. Houses: £250K > £500K and £500K > £700K.
6. 418,000 UK annual sales (Opportunity) / Core Proposition: 878 sales (0.21% Opportunity).
7. B2B2C to Estate Agents and B2C to homeowners.
8. Positive Market Research / No obvious competitors / Strong USPs and Barriers to Entry.
9. Growth through national rollout and overseas franchising.
10. £5M (Restricted Sales) > £44M (Core Proposition) required to finance business.
11. Turnover Y1 £2.4M > £24.2M
12. Operating Profit (EBIT): 130% / £1.3M > 138% / £23M.
13. 74% Proposed Investor Profit Share.
14. Simple Return Y2 on investment 25% > 38%.
15. Secured / RICS Valuations / High Quality Assets / Financial Guarantee.
16. First through the door for stakeholder product and services.
17. Albani Limited (Fintech / startup) / Authorised and Regulated by the FCA: Reference No. 457682.
18. Anthony Apponyi - CEO + Founder (40+ years residential property experience)
19. See: [JV Proposal Pitch Deck](#)

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