



#### About Us

### Welcome To Cow Level

Cow Level AG is a Swiss holding company, investing in the booming online videogame sector. Our main focus centres on the gaming community. Our highest priority is the FIPME software – the First International Play Money Exchange. FIPME has developed a next-generation disruptive virtual asset exchange to help online video game players easily and securely value and trade their in-game virtual money, items and services between games worlds or for cash.

[Read More](#)

## Our Passions

### Gaming

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[Read More](#)

### Investing

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[Become a Member](#)


## BECOME A SHAREHOLDER:

## GET INVOLVED

Own a part of the future of gaming – pledge your support and take an ownership stake as we drive forward the launch of FIPME, and other projects in the future!

FIPME has just finished a two year development sprint, the product is ready and Cow Level is selling shares to raise the final money needed to fund the worldwide launch and the development of the trading ecosystem. We firmly believe FIPME is going to be huge!

You can get involved and help make this happen by buying shares in our private share sale. Our shares are tokenized blockchain shares issued by Daura.ch, the digital share platform for Swiss SME powered by Swisscom.




### STARTUP FUNDRAISING

ONE PAGER


### INTRODUCTION

Cow Level AG is a Swiss company investing in the booming videogame sector. Our highest priority is the **FIPME software**, the first automated peer-to-peer exchange.



### FUNDING

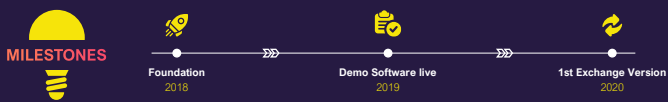
- Funding requirement - \$1.6 Million



### FUNDRAISING GOALS

- to further develop exchange, intensify advertising, SM activities & the company setup, including hire new staff

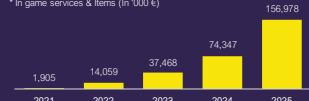
### MILESTONES



- Foundation 2018
- Demo Software live 2019
- 1st Exchange Version 2020

### EXPECTED REVENUE


\* In game services & items (in '000 €)



Year	Expected Revenue (in '000 €)
2021	1,905
2022	14,059
2023	37,468
2024	74,347
2025	156,978


### PRODUCT BENEFITS

- Fully functioning 2-way exchange 3.0.
- Automated matching algorithm & market analytics
- Suitable for private and business customers
- Trading virtual goods fast & efficiently



### MARKET POTENTIAL


- Gamers:** >3 B gamers worldwide
- Publishers:** thousands worldwide
- Existing shops:** tens of thousands
- 2-way international Exchanges:** 0




### THE TEAM

Name	Role
Boris Obodda	Co-Founder
Stefan Kaemper	Co-Founder
Alexandra Serebrennikova	Marketing Manager
Benjamin Kratsch	Business Development
Sarah Nguyen	Influencer Management
Martin Duncanson	Digital Growth Strategist

### PARTNER WITH US

 Blegistrasse 1, 6343 Rotkreuz, Switzerland

 [info@cowlevel.ch](mailto:info@cowlevel.ch)



Boris Obodda

Co-Founder, Managing Partner

Boris lives exchange trading since pre-electronic times and online gaming from the very beginning, and is perfectly competent in both worlds. He was one of the top electricity trader in EU with over \$1bn under management and a bookrunner at Germany's 3rd biggest utility. He also became the 2nd richest gamer in Everquest 2, one of the richest gamer in WoW, and a leader of 80 people guild. Now he spends all of his time building FIPME to improve the lives of his fellow gamers.



Stefan Kaemper

Co-Founder, Managing Partner

Stefan is a pioneer in electronic trading with 15+ years of experience and a developer of various complex trading systems. He is also former Head of Technical Trading for an investment boutique responsible for the largest turnover at EUREX exchange. After a successful exit from the previous startup with Boris, he got passionate about gaming again and decided to build FIPME together.



Benjamin Kratsch

Business Development

Benjamin is a journalist, storytelling, social media and marketing expert with 10 years of experience in the games business. He has worked for brands like Red Bull & McLaren and built editorial platforms for corporations like NBC Universal kickstarting their own esports league on national TV. Now he helps FIPME to gain traction with the community and secure partnerships with top players of the gaming world.



Alexandra Serebrennikova

Marketing Manager

Alexandra created and implemented marketing, PR, and fundraising strategies for 6 international early-stage IT startups. She also helped raise several million dollars in funding and secured key partnerships for her previous clients, while playing WoW in her free time. Now she is helping FIPME to receive the necessary funding, test our Beta, and build a marketing strategy.



Martin Duncanson

Digital Growth Strategist

Martin is a digital growth expert and marketing data hoarder. Over his 14 years in marketing he has been responsible for helping multiple businesses build effective digital advertising campaigns that have driven exponential growth. He got into marketing by accident, and previously had traded financial markets as a futures trader on Marex Spectron's London trading floor, experience which gives him a unique perspective and understanding of FIPME's business goals.



Text and links from [www.fipme.net](http://www.fipme.net)

## RECENT POSTS



The History and the Team Behind FiPME: Interview with Founders, Part 1



The Ingame Items Market is Broken... But Here's How it Can Be Fixed



Why the Ingame Items Market is Broken: a Gamer's and Trader's



What Types of Downloadable Ingame Content Are There and Why

[VIEW MORE](#)

## OUR PORTFOLIO



[www.fipme.de](http://www.fipme.de)



**b-chain**  
advisory

[www.b-chain.com](http://www.b-chain.com)

## FREQUENTLY ASKED QUESTIONS

What are tokenised shares?



What is the link between FiPME



What is FiPME?



What is Cow Level AG



Medium post  
(<https://f1pme.medium.com>)

[www.Cowlevel.ch](http://www.Cowlevel.ch)

### Get In Involved:

NAME :  PHONE :

EMAIL :

MESSAGE :

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