

Digital Finance SOWISE



STARTUP CREATION: SOWISE (FRANCE)
PARTNERS: University of Rennes 1 (France),
GFT Italia (Italy), Degetel (France)



The market-place for unlisted companies

In response to the lack of liquidity in the unlisted companies' shares, Sowise develops a digital platform enabling, as a first step, managers to offer their employee shareholders the opportunity to buy or sell their shares.

Developed in a SaaS mode, SOWISE is an "individual stock exchange" system, fully customizable according to different criteria, set by its managers. It allows the acquisition or sale of unlisted company shares. The V1 will be accessible to employee shareholders and the V2 will be open to the large public (2021). Sowise operates based on one-off "liquidity events" via a digitized OTC trading process.

It boosts employee shareholding, facilitates the transfer of family businesses and stimulates individual shareholding in a simple and secure environment.



Competitive Advantages

- Sowise provides a liquidity solution for companies which cannot or do not want to go public.
- Sowise creates for each client an individual electronic platform, exclusively dedicated to the trading of securities issued by Sowise's corporate clients ; each CEO defines his own criteria
- The Sowise solution is much cheaper than being listed on a stock exchange
- This kind of private market rules out any market risk, compared to worldwide stock exchanges
- The fully digitized solution is very easy to use for the company's CEO as well as for the investor



Target Markets

- Direct Employee Share Ownership in European SMEs
- European family-owned SMEs which face a liquidity or a transmission topic
- SMEs which need to solve a minority shareholder's exit or to reorganize their capital



Status/ Traction

- MVP completed in June, beta test campaign until October and product launch in November
- EIT Consortium partners : DEGETEL and GFT Italia



Road Map

November 2020

- V1 launch to employee shareholders

October 2021

- V2 launch to public shareholders

2023

- early international development



Leveraged Technologies

Unlike usual stock markets, Sowise provides customized markets. Sowise is composed of three major trading algorithms: one dedicated to compute a market price indicator, another to match buy and sell orders and the last one to establish the final price for the transaction. These innovating algorithms let Sowise provide a full customisable private market exchange for each company. The settlement & delivery will hold on blockchain (share register) and smart contracts (shareholders agreements).



Contact



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Sowise is a startup created by the PMEx innovation activity, proudly supported by EIT Digital.

EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile 12-month projects called innovation activities. These activities are embedded in EIT Digital's European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.