

The background of the slide is a solid yellow color. Overlaid on this background are several gold coins. The coins are arranged in a way that some are in the foreground and others are behind them, creating a sense of depth. The top surface of the coins is embossed with the Bitcoin logo, which consists of a square with a vertical line through it. The words "BITCOIN" and "100% DIGITAL" are also visible on the coins. The text "Pitch Deck" is written in a bold, yellow, sans-serif font across a black horizontal bar that spans the width of the slide.

**Pitch Deck**

**CRC**

# Opportunity



Due to the latest breakthroughs in blockchain technology and its increased adoption over the last 12 months, there is an ever-increasing interest in using ICOs a form of fundraising for new projects. In 2018 alone, the amount raised by ICOs has exceeded \$5.8bn

USD Raised by ICOs in 2017 - Monthly Totals



# Challenges



**Fundraising via an ICO provides more flexibility and many additional benefits when compared to traditional financing, but there are challenges for both the company initiating the ICO, as well for the investors looking to participate:**

## Company Side

1. Technological challenges as ICOs require specialized knowledge about cryptography, cyber security, algorithms and hardware architecture.
2. A fast changing legal framework and international discrepancies.
3. Required knowledge in Crypto Economics and connections to a Partner Network.
4. Specialized Marketing knowledge is also required in addition to traditional techniques

## Investor Side

1. Often difficult to find ICO opportunities, as well as to properly evaluate potential and risk
2. Extensive fraud risks are due to lack of trusted entities and due diligence (e.g. ICO run by the same entity as the company looking for investment)
3. Legal Investment and Tax environment

# Value Proposition



**CrowdCoin Ltd is supporting companies in creating the right incentive structures and will provide services to investors via the CrowdCoin Platform**

## For companies

1. End to end fundraising via ICO
2. Advisory on Tech
3. Advisory on legal
4. Advisory on Crypto economics
5. Excellence Network of knowledge & business relations
6. Marketing service specialized on Crypto Environment
7. Listing support

## For Investors

1. Possibility to invest into ICOs via the CrowdCoin Platform
2. Providing information about the ICO companies e.g. founder identities, due diligence, sorting and finding
3. Verification of identities of project leaders, to prevent ID theft for fraudulent purposes
4. Ensuring a continuous communication flow from company to public

# Why CrowdCoin ?



- CrowdCoin has launched its own Blockchain/Coin which has now been operational for over 5 months
- We have created a specialised network within the BlockChain industry for technical, legal and specialised marketing services as well as providing support to the wider field of crypto-economics.
- CrowdCoin has launched the MVP of the platform, for public evaluation. This has lead to many requests for support from projects and companies to use our platform to launch new ICOs.
- From this list, we have selected the best 3 candidates to help co-launch our platform officially.



# Business Model & Main Revenue Streams







- Pre ICO Service charge for support and advisory services, which provides revenue in exchange for technical and marketing support.
- 10% Stake of ICO volume paid in Cryptocurrencies, Tokens and Fiat Currency, meaning that the platform directly profits from use
- CrowdCoin Coins themselves will be involved in the ICO process as one of the transaction mediums. This allows the platform to generate more income, as investors will convert fiat currency into our proprietary crypto in order to participate in ICOs.



# Competition & Analysis



Company	Reach/Area	Service Sophistication to Companies	Secondary Market	Accessibility to all Investor Groups
 CrowdCoin	UK + Global	High	Yes	Yes
 KICKICO	Russia	Basic	Yes	Yes
 ICO FUNDING	Spain	Basic	Yes	Yes
 crowdcube	UK	Medium	In Progress	Yes
<b>KICKSTARTER</b>	Global	Basic	No	Yes
<b>Traditional Project Financing</b>	Global	High	No	No

## Main Revenue Sources:

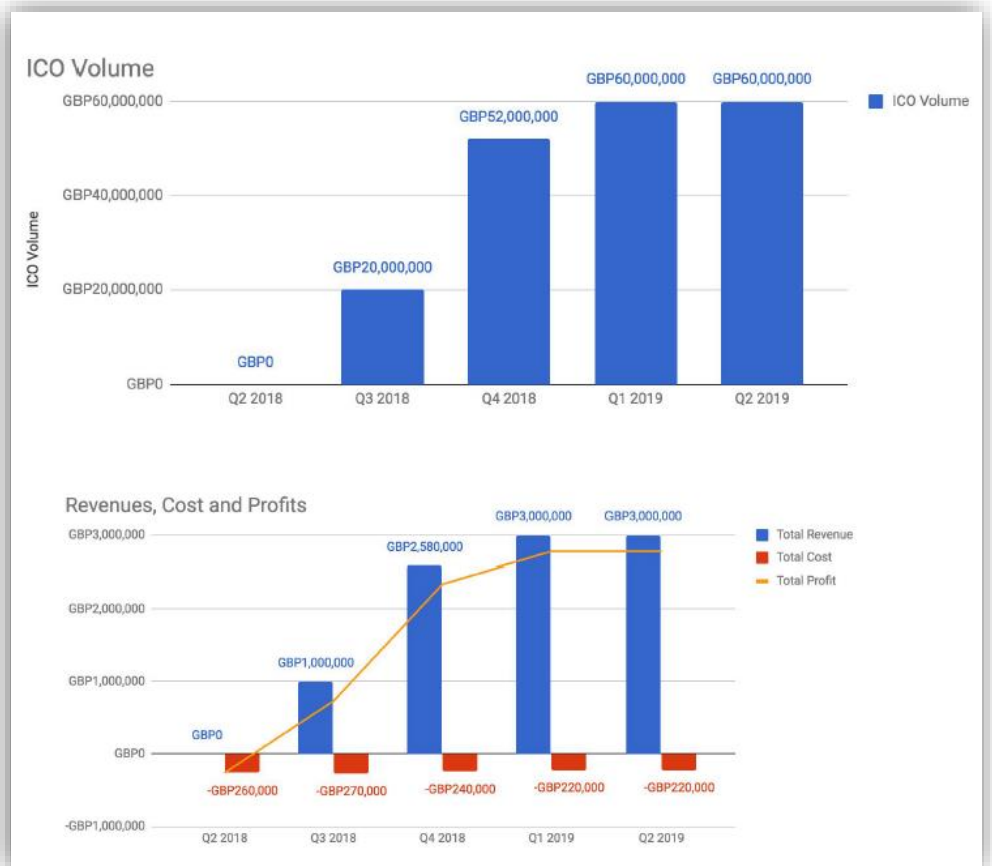
1. Upfront payment for services & advisory for each individual ICO
2. From Launch (July) one ICO is to be hosted every 4 weeks with an average valuation of £10M per ICO.

## Main Costs over next 5 Quarters:

1. Platform development (ca. 500k)
2. Cyber Security and Pentesting (ca. 400k)
3. External legal advisory costs (ca. 70k)
4. Marketing costs for the platform (ca. 105k)
5. Operations (ca. 110k)

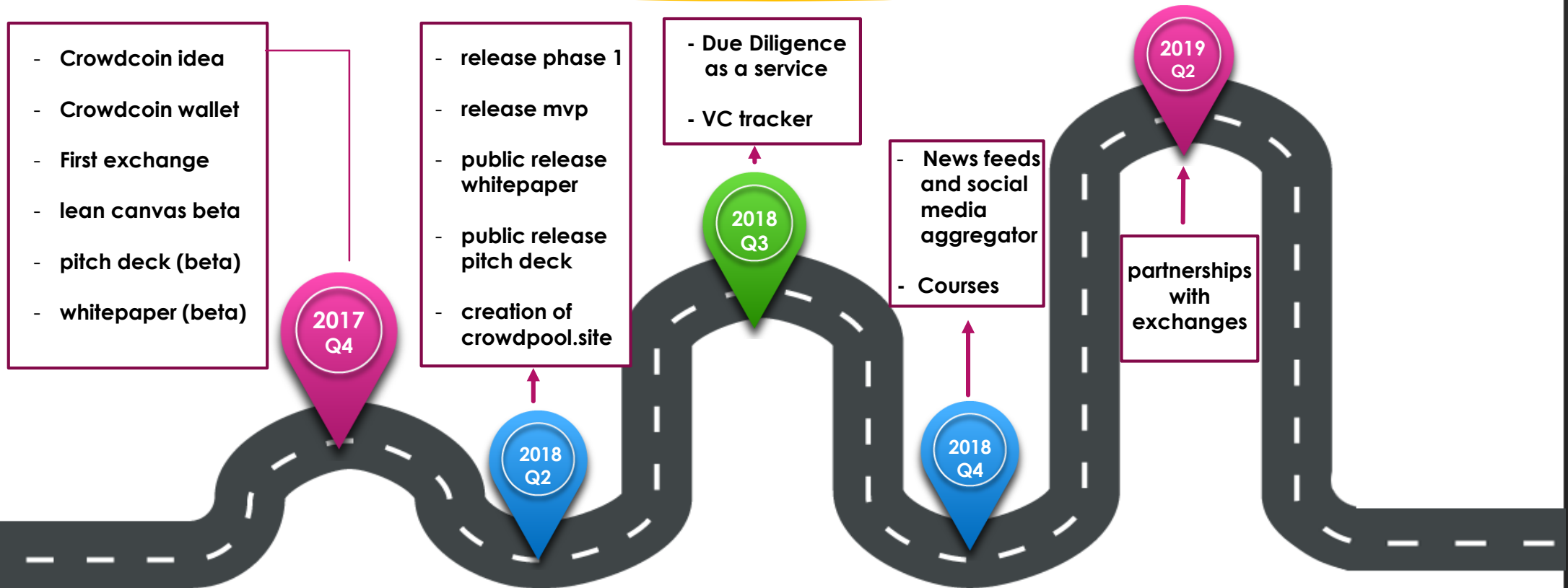
**Investment:** Crowdcoin is seeking a private equity investment of £1m at a valuation of £10m post-money to cover upfront costs incurred during development and to provide stability during the coming 12 months of operation.

# Financials & Investment





# Current Status & Timeline



# Creation Of Future Value



**After launching the platform and stabilizing the ICO business, the platform is looking to Extend itself and to become a place where investors can dive into the crypto world, and become part of one of the most exciting areas of investment in the world.**

**This will require CrowdCoin to explore:**

- Due Diligence Extension
- Crypto Analytics and News services
- Educational Resources
- Partnerships with Exchanges to diversify the business

# Development Team



**Luca Paterlini**



BlockChain  
Development

**Alberto Tartaglione**



Platform  
Development

**Jonathan Patton**



Community  
Management

**Chris Barrett**



Communications

**Daniel Jones**



Team Member  
Marketing