

**Is the only trusted
platform for trading
crypto-asset at the
best price.**

December 2018

TokenData

General Summary

Appendix Summary

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Crypto-assets are not an epiphenomenon

“ Bitcoin is a remarkable cryptographic achievement and the ability to create something that is not duplicable in the digital world has enormous value. ”

Eric Schmidt, ex-CEO of Google



“ The future of money is digital currency. ”

Bill Gates, ex-CEO of Microsoft

“ I do think Bitcoin is the first encrypted money that has the potential to do something like change the world. ”

Peter Thiel, Founder of The Founders Fund



“ Bitcoin gives us, for the first time, a way for one Internet user to transfer a unique piece of digital property to another Internet user, such that the transfer is guaranteed to be safe and secure, everyone knows that the transfer has taken place, and nobody can challenge the legitimacy of the transfer. The consequences of this breakthrough are hard to overstate. ”

Marc Andreessen, Founder of Andreessen Horowitz

A professionalized market with untapped potential

Market key facts

+650 hedges & VC

dedicated to crypto-asset
in december 2018



+1940 %

+1000 new assets in 2018

\$ 22 B raised



Securities Token market
estimated to \$ 7 Trillions business

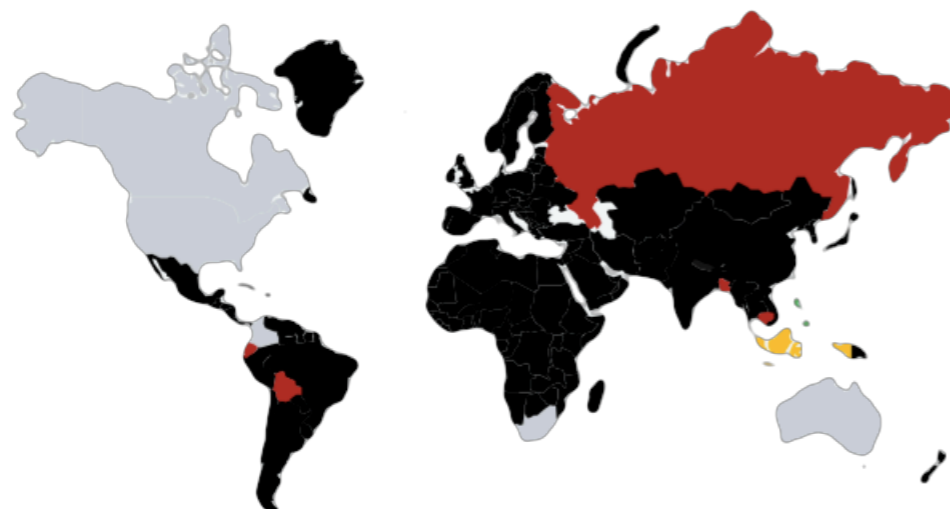
 **South China Morning Post**

Billion dollars companies

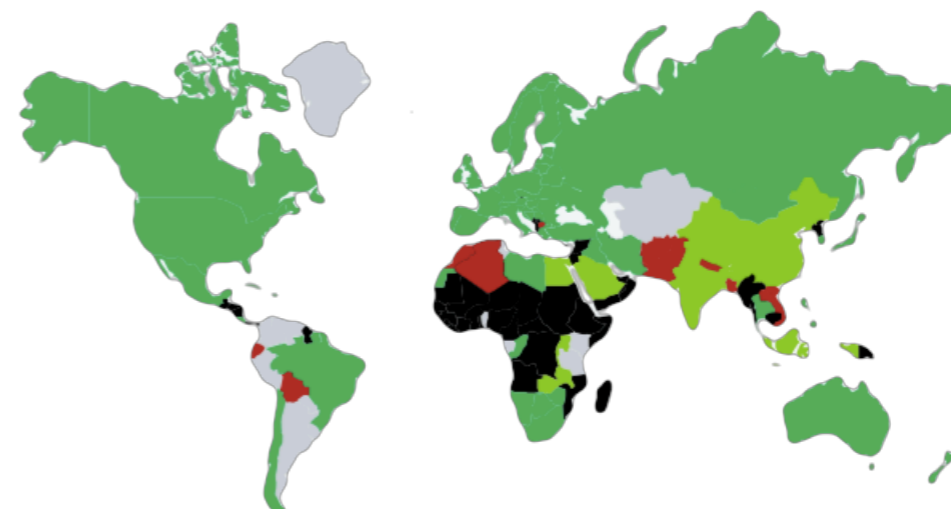
coinbase  CIRCLE **BINANCE**

Legal key facts

Digital Assets Regulation in 2016



Digital Assets Regulation in 2017



 Legal  Unregulated  Restricted  Illegal  Unknown

Why TokenData

Since the beginning of 2017

- The crypto-asset market has grown from less than 1000 assets to more than 2050 ; they compose more than 15 708 pairs.
- We have seen the creation of more than 200 crypto exchanges with an actual volume of over \$ 1000 Billions dollars by month.
- More 4500 ICO have been launched and 1278 ICO have raised \$ 22 B including \$5 B in 2017 and \$17 B in 2018.
- Many actors are born in the US like Coinbase, Circle, and in Asia with Binance.

And in Europe, nothing...

In the crypto market, investors still lack the proper tools to process available information. They find themselves investing very large sums without the ability to conduct a thorough analysis of the company.

To make a great investment, you need the smart info at the right time.

+2050

crypto-assets

\$ 1000 B

monthly trade volume

+1940%

market growth
since 2017

\$ 22 B

raised funds
by ICO

TokenData is the first Multi-exchange platform to

EXTRACT

STORE

BUILD

an awesome datalake of crypto-assets to empower the decision maker.

MANAGE

EXECUTE

TokenData offers professional investors the ability to develop and execute their own valuation models on the market.

Unleash the power of the world's crypto data.

Our Platform

First platform created to extract, collect, evaluate and build undiscovered datasets in the crypto market.

Our ambition is to be the leading provider of economic, financial and alternative datasets for crypto-assets' managers, professional or institutional investors.

Connecting decision makers to a dynamic network of information, people and ideas ; TokenData quickly and accurately delivers business and financial information, news and insights around the world.

First trading terminal and API FIX connected with major exchanges without intermediary.

TRADING TERMINAL
20 MAJOR EXCHANGES

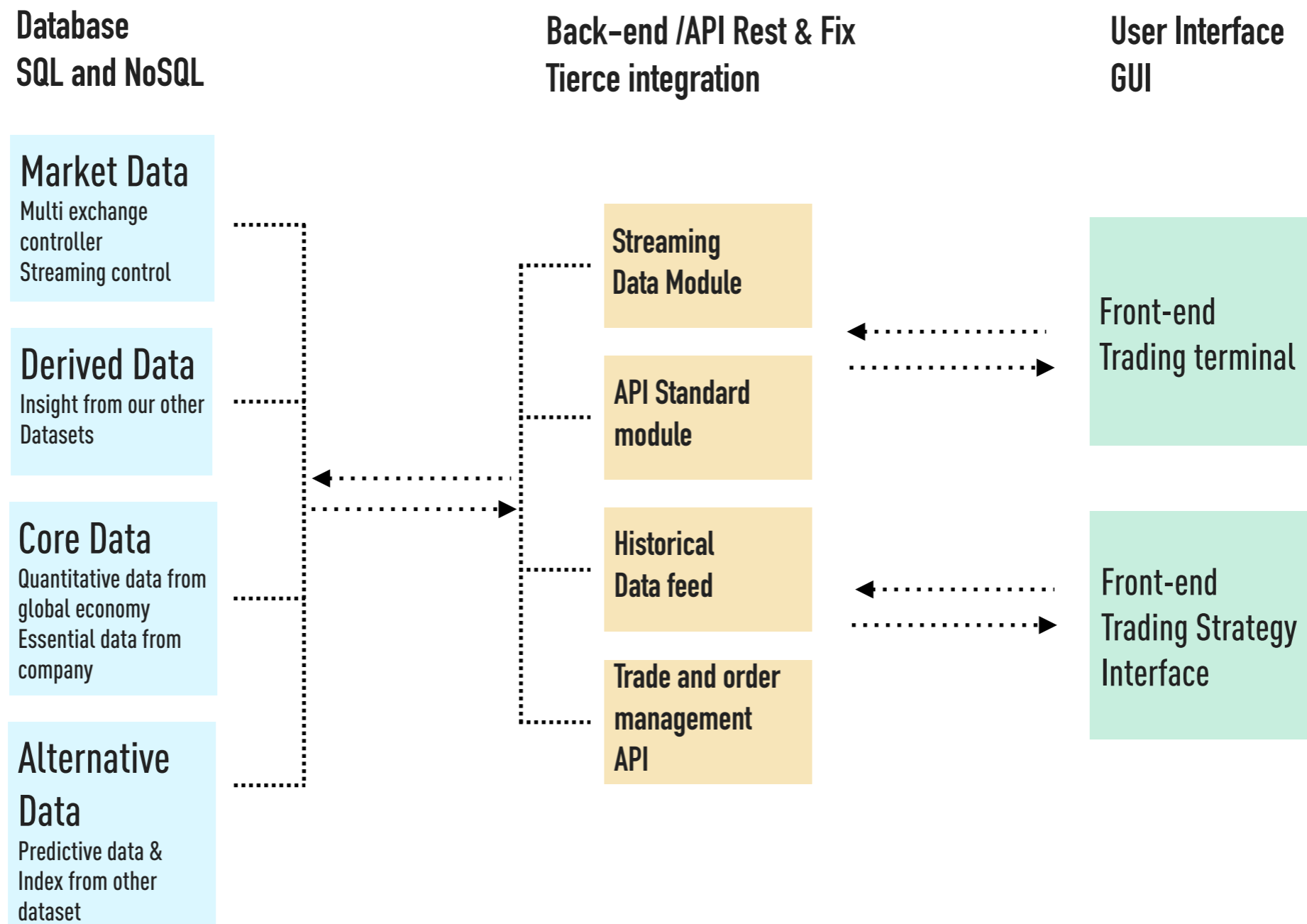
\$ 450 B Aggregated
volume by month

400 DIFFERENT
DATA SOURCES

2M DATA
COLLECTED PER DAY

We aim to become the central nervous system of a global crypto-asset management.

Our Solution One Terminal, Streaming, API



Our Business Model

Saas Solution Monthly Licence Plan

	Start	Academic	Enterprises
Monthly Price	From 100 \$	Free under conditions	From \$1 000
Trading terminal price	Fees up to 0,09 %*	X	Fees from 0,025 %*
API	Limited	Limited	Custom
Historical data	X	X	Option
Streaming module	X	X	Option
Financial Market Dataset	Limited	Full	Full
Core & Fondamental Dataset	Limited	Full	Full
Alpha & Alternative Dataset	X	X	Freemium

*Fee's on trading volume - Maker / Taker

Key Figures

400 000 Licences

Our target is the customers of « Bloom »



Bloom Market size: \$10 B

20 000 Licences

It is estimated that 5% of users will be positioned on crypto-asset, a potential market.



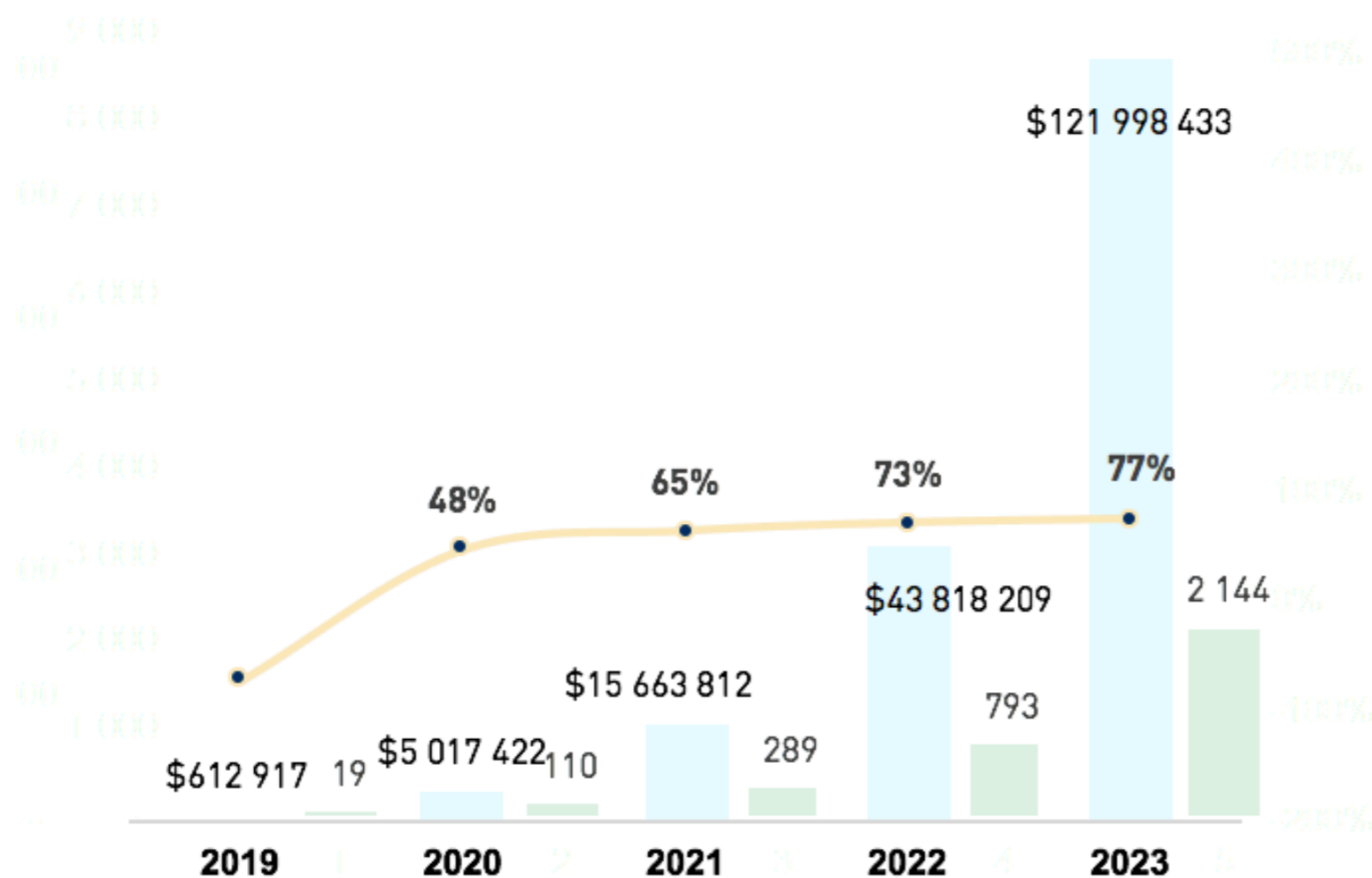
Potential Market size

2000 Licences

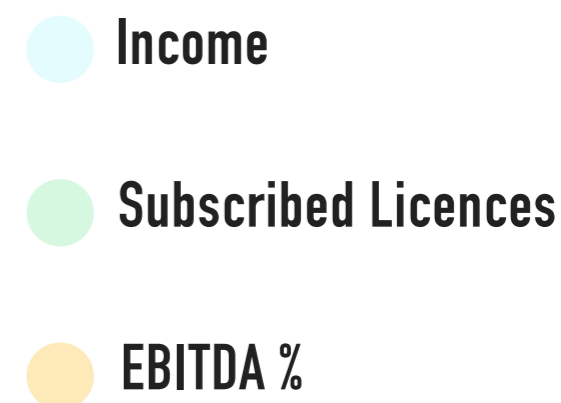
TokenData market share 10%



Our goal in 2023



P&L forecasts are based on \$1.5 M funding round



Millions Dollars Business P&L

Simplified P&L

	2019	2020	2021	2022	2023
Income	612 917	5 017 422	15 663 812	43 818 209	121 998 433
<i>Income growth</i>		<i>719%</i>	<i>212%</i>	<i>180%</i>	<i>178%</i>
Operational Costs	(661 677)	(1 578 942)	(3 038 588)	(5 605 195)	(11 211 138)
Sales Team	(136 719)	(498 348)	(1 176 047)	(2 494 198)	(6 057 839)
Marketing Team	(129 000)	(203 175)	(223 493)	(234 535)	(344 599)
Tech Team	(395 958)	(877 420)	(1 639 048)	(2 876 462)	(4 808 699)
Support / Customer Relation Team	(41 223)	(106 661)	(209 349)	(344 325)	(637 909)
Other Costs	(338 714)	(912 605)	(2 158 837)	(5 862 590)	(16 789 276)
Fixed costs	(70 563)	(180 595)	(318 873)	(523 569)	(913 263)
Communication	(15 323)	(225 784)	(1 018 148)	(3 724 548)	(12 809 835)
Travel & Entertainment expenses	(96 569)	(101 398)	(106 468)	(111 791)	(117 381)
Accounting & Legal Fees	(12 258)	(90 314)	(250 621)	(657 273)	(1 585 980)
Other Operating expenses	(144 000)	(314 514)	(464 728)	(845 409)	(1 362 818)
ICO Structuring fees	-	-	-	-	-
EBITDA	(428 698)	2 419 214	10 257 038	32 006 099	93 360 110
<i>EBITDA margin</i>	<i>-70%</i>	<i>48%</i>	<i>65%</i>	<i>73%</i>	<i>77%</i>
Income tax	-	(667 560)	(1 230 845)	(3 840 732)	(11 203 213)
NET PROFIT	(428 698)	2 180 352	9 026 193	28 165 367	82 156 897
<i>Net Profit margin</i>	<i>-70%</i>	<i>43%</i>	<i>58%</i>	<i>64%</i>	<i>67%</i>
Number of user/licence	19	110	289	793	2 144

P&L forecasts based on \$1.5 M funding round
Detail revenu by user in appendix

Security Token Offering Proposal

\$ 12 M

funding target

TokenData targeted \$ 12M in order to deploy his solution and open offices in US/ASIA/EMEA.

OPERATION DETAILS

- Type of investment: Security Token
- SEC Registration, Reg D rule 506 (c)
- Amount of token: 3,1 Billion
- **Nominal Value: \$ 0,017**
- Type of token: Dividend/share profit

USE OF FUNDS

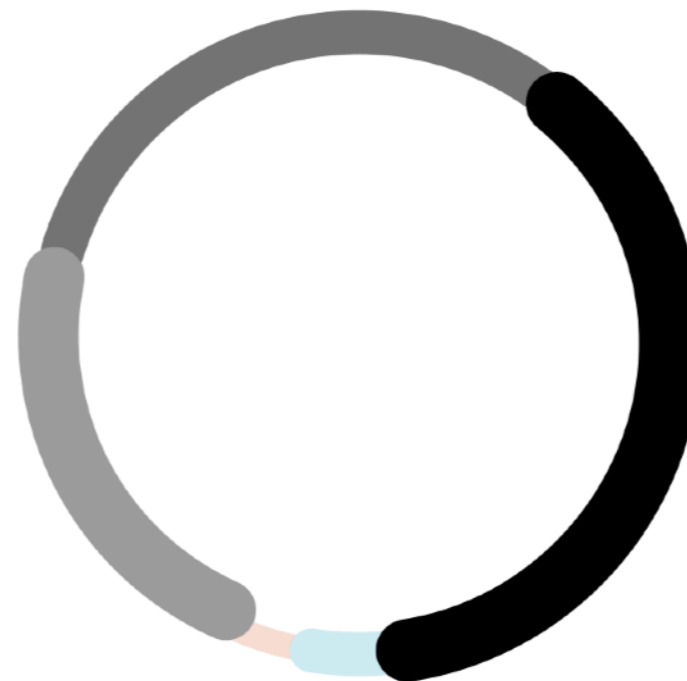
37% Tech

40% Sales

3% Marketing

3% Support

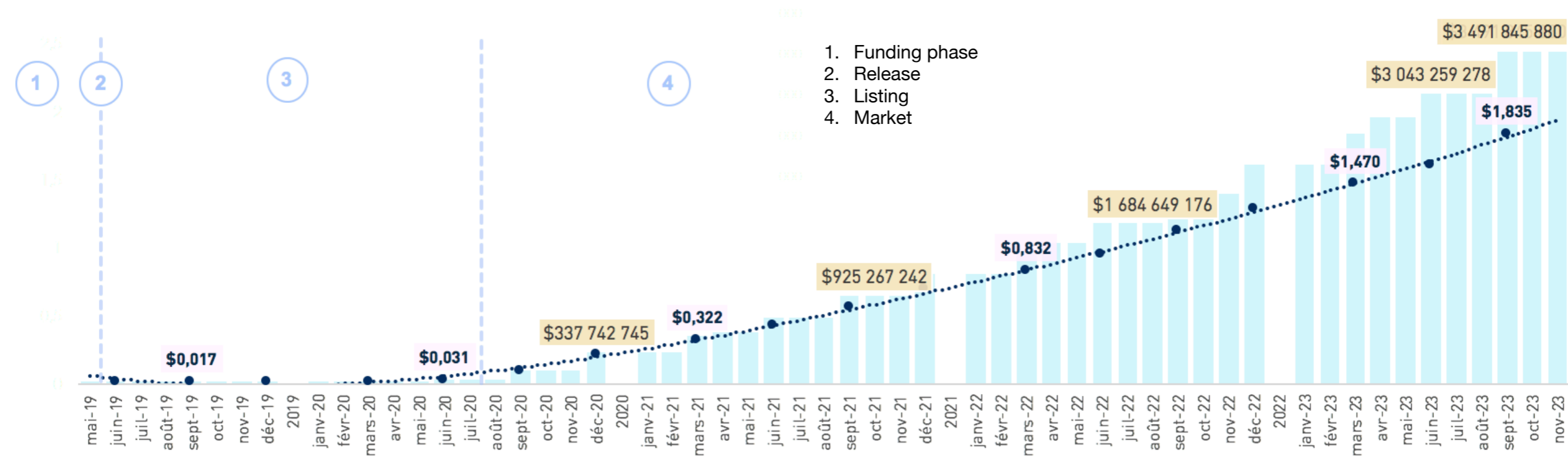
17% Office structure



TDA is a company incorporated under the laws of Switzerland. The funds will be releasable in successive instalments during the development of the project based on a financial road map approved by a majority of the members of the Board of Directors.

[More info about Token Sale detail](#)

Target achieved \$ 12 M Fund Forecast 2023



Hypothesis: Marketcapitalisaton = PER x Forecast EBITDA Annualized

TokenData is the next European billions dollars company

\$ 3,5 B
2023 Market Cap

Private Sale Proposal until 31/01/2019

\$ 500k invest

&

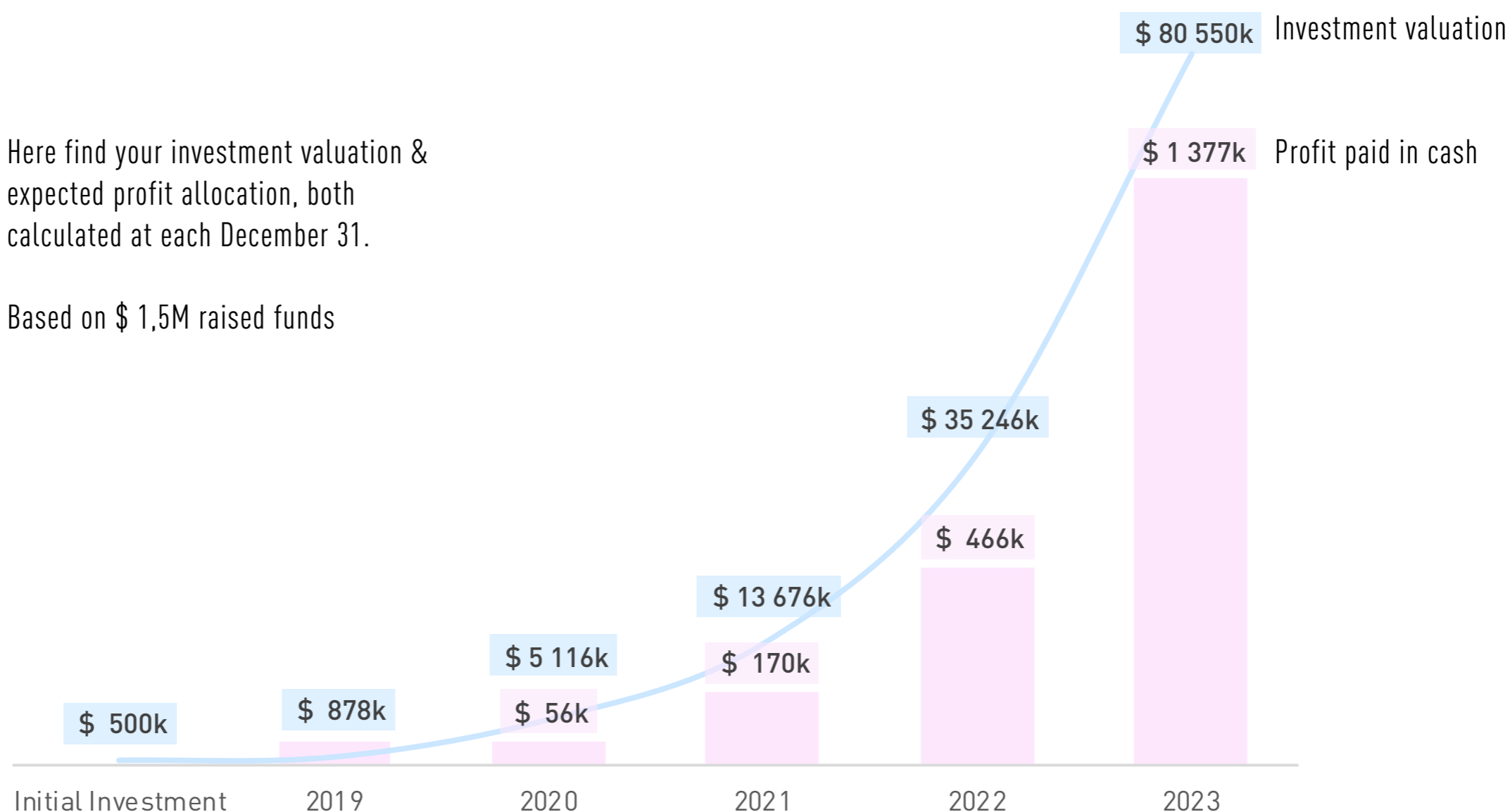
75% bonus

=

Net IRR 176%

Here find your investment valuation & expected profit allocation, both calculated at each December 31.

Based on \$ 1,5M raised funds



A project led by an Amazing Experienced Team



Alexis Berthoud
Co-Founder & CEO

Engineer graduate in Computer science and Finance Ecole des Mines and Paris Dauphine University

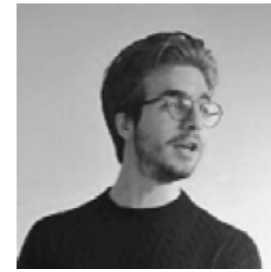
He has a 10 years background in Entrepreneurship, Sales, Investment Banking and Industry. Passionate about startups and disruptive digital innovations, he has managed during previous company a high-level team to increase revenue from 0 to up to 12M€. He also founded CINQS - acquired on December 2016 by Chabé Group (Europe leader in private chauffeurs).



Agathe Jambu-Merlin
Co-Founder & Chief Economics Officer

Graduate in Data science and Finance Stanford and Paris Sorbonne University graduate.

Full stack data scientist with strong interests in Machine Learning & Quantitative Finance. Her work involves a mix of coding, research and writing through a combination of structured thinking and transforming ideas into empirically-informed decisions.



Ethan Sebban
Chief Data Officer

Graduated in Finance and Computer Science, Paris Dauphine University.

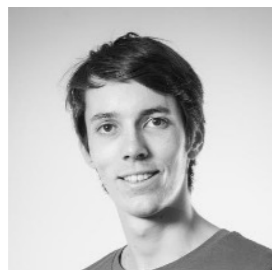
Ex-CTO for CINQS. Founder of many project like Drop Feature by Techcrunch. He launched his first app for iOS at age 16 and he is a early bitcoin investor in 2013. Back end and product design specialist, he is passionate about Start-up, Data and Finance.



Steed Monteiro
Chief Agile Officer

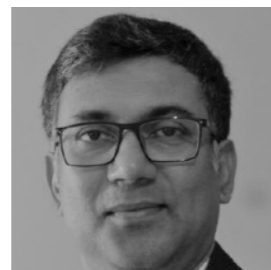
Graduated in Computer Science, Paris Jussieu University.

Ex-CTO and french ProductHunt leader, he has a 10 years background in Entrepreneurship. Passionate about Start-up and Disruptive Digital Innovations. He is also « agile développement » coach.



Yann Pringault

Fullstack Developer
42 School Graduate



Partha Sen

Senior Data Scientist
MBA Graduate in finance
National Institute of Technology



Yijing Li

Junior Data Scientist
Master Student of Biostatistics
University of California



Max Huang

Senior Data Scientist
PhD Hamburg University of Technology



Jonathan Nabais

Marketing Specialist
MBA in Digital Strategy
Golden Gate University

CONTACT

TokenData

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Appendix **More About Us**

TokenData is the first platform that builds and executes professional investment decisions, relying on an awesome crypto-assets datalake.

With the Brooklyn Project in 2015, everything we knew collapsed. We then dove into the Blockchain and the Ethereum protocol: a new world was opening its doors to us.

We started to follow and support all the extraordinary programs that began to unravel in 2016. The rocket was launched, and more and more companies started to raise funds through ICOs. Due to the impossibility to support all new promising projects, we had to start collecting data for evaluation purposes.

At this point, traditional methods of analysis we used to know could not apply any longer.

Cryptosphere stakeholders are very different from traditional investors and have different decision-making behaviors.

We focused on Big Data methodology and Artificial Intelligence, the most efficient technologies for understanding those circles. We have collected a great deal of data on the crypto-assets ecosystem.

We developed a platform, offering reliable, complete datasets and improved new indicators to empower our clients. A whole new level of decision-making technology was born for professional investors. We provide investors with the best technology through our trading terminal.

As Bloomberg's "Bloom" did in the 90's for traditional markets, our box delivers billions of reliable datas through streaming canals as well as FIX APIs.

As of date, we collect more than 2 billions datas every day and we are able to share with our users 150 fundamental variables about crypto-assets companies as well as financial datas (historical & current) from more than 40 crypto exchanges.

Appendix **Crypto-Asset Market**



2013
Marketcap

17 000 M\$



2017
Marketcap

300 000 M\$



2025*
Marketcap

5 500 000 M\$

Appendix **Income Details**

Which market share account for
\$ 323M, \$ 100M, \$ 10M annual turnover ?

Case	Years	Day
1/	\$ 323M	\$ 884k
2/	\$ 100M	\$ 273k
3/	\$ 10M	\$ 27k

We are going to calculate the equivalent volume on our
terminal by day to achieve our target:

Case	Daily volume	Market share 2018	Market share 2023
1/	\$ 3,5B	10%	0,7%
2/	\$ 1B	2,8%	0,195%
3/	\$ 108M	0,28%	0,019%

Based on the following hypothesis

- In 2018 the market size \$200B ; volume is \$ 1050B by month Or \$ 35B by day
- In 2023 the market size \$3000B* ; volume is \$ 15 750B by month Or \$ 525B by day

The fee value on trading volume is of 0.025%,

If we target \$ 323M in 2023, this turnover is equivalent to 0,7% to market daily volume exchange on our platform.

Appendix **Competitive Analysis**

Parameter	TokenData	Coinbase Pro	Binance	Circle
Monthly Volume	\$ 500B	\$ 4B	\$ 20B	\$ 1,4B
Market	+10 000	26	395	114
Broker licence	Soon	Yes	None	Yes
Data provider	Yes	X	X	X
Fees	0,025%	0,3%	0,1%	0,15%
Fix API	Yes	Yes	X	X
Users	BtoB	BtoC	BtoC	BtoC & B
Asset management	X	Yes	Yes	Yes
Valuation 2018	\$ 12 Millions	\$ 8 Billions	\$ 10 Billions	\$ 3 Billions

Appendix **Product Fit**

Technologies

Bloomberg

Core Data and Content

Historical Market

Trade Data

Historical Market

Insight Data by A.I

On progress on finance
market side project

Execute & Order

Live

TokenData

Crypto-Assets

Crypto-Assets

Core Techno

Soon

Appendix Terminal



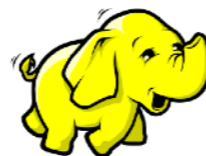
Appendix **Technological Stack**

Languages React, Python, Scala, R, JavaScript.

Libraries NumPy, SciPy, Pandas, Scikit-learn, Matplotlib, Seaborn, Keras, Theano, Xgboost.

Algos Regressions, Clusters, ARIMA, XGBoost, Decision Tree, Random Forest, Deep Learning, Support Vector Machine

Infrastructures Django/Flask/Tornado, TensorFlow, Postgres, MongoDB, Redis, Google Cloud, Hadoop, Spark, Kubernetes.



Appendix **Data Hierarchy**

Core

Essential financial and economic data, from the PNL to the team conducting the project. We get those data by vectorizing the White Papers in order to transform them into exploitable measures. The datasets into this category helps analyze the company on its fundamentals and are essential to understand what are its taking and ending. Core data are the principal source of information when deciding if a project is viable and if it will reach its goals. We daily collect more than 2M data to enrich our Data Lake.

Examples: middle term sales objectives, localisation of the company, sector of activity, number of resources in the tech department, and so on.

Market

Our Tradebook offers a way to actively manage complex trading strategies in more than 50 global crypto-exchanges. It consists of both historical data and on-going ones, used for a wide range of applications such as training and backtesting automated trading systems and strategies, getting investment insights ... We'll soon provide users with a single platform that uses quantitative data models and analytic-driven selection to route orders to a suite of destinations, empowering traders to optimize execution.

Examples: BTC/ETH prices on 5 mins time range over the 10 biggest exchanges, Simple Floating Averages at 10, 30 and 50 days, Commodity Channel Index ...

Alternative

Our Data Lake is continuously improved by the creation of alpha sources, the most valuable source of information in today's data driven world. With the power of Machine Learning algorithms, we're able to create new indicators to be used in decision models, in order for our users to get unfair advantages toward their concurrents.

Examples: scam index that determines if an ICO project is going to be a fraud, risk index to evaluate the speculative risk associated with a token ...

Appendix Data Set Example

Data Set Overview

Bitfinex Trade Data/BTC	
Delivery Frequency	1 min, 5 min, 15 minutes, 1h, 4h, 1 day, 1 week, 1 month, 3 months
Data Frequency	1 min, 5 min, 15 minutes, 1h, 4h, 1 day, 1 week, 1 month, 3 months
History	3 years
Coverage	All
License	Pricing
Type	Time-Series API

Data Visualization Extract

24H Frequency	High	Low	Mid	Last	Bid	Ask	Volume
2017-09-04	0.0742	0.0717	0.0730	0.0730	0.0730	0.0730	51 710
2017-09-05	0.0746	0.0681	0.0720	0.0719	0.0719	0.0720	84 772
2017-09-06	0.0765	0.0662	0.0711		0.0710	0.0711	119,726

Order Book Extract

ID	Date	Price	Amount	Sell
62267457	1504569600000	4,207.50	0.021177920	TRUE
62267463	1504569600000	4,207.60	0.086978790	TRUE
62267475	15045601000	4,207.60	0.117168150	TRUE

Appendix Road Map

Project & Business

Chapter 0 - Genesis

- Creation of a platform
- FundRaising - Private / Public ICO
- Token Generation Event
- Strategy development plan
 - Monopoly Market
- Team rewarded at turnover growth

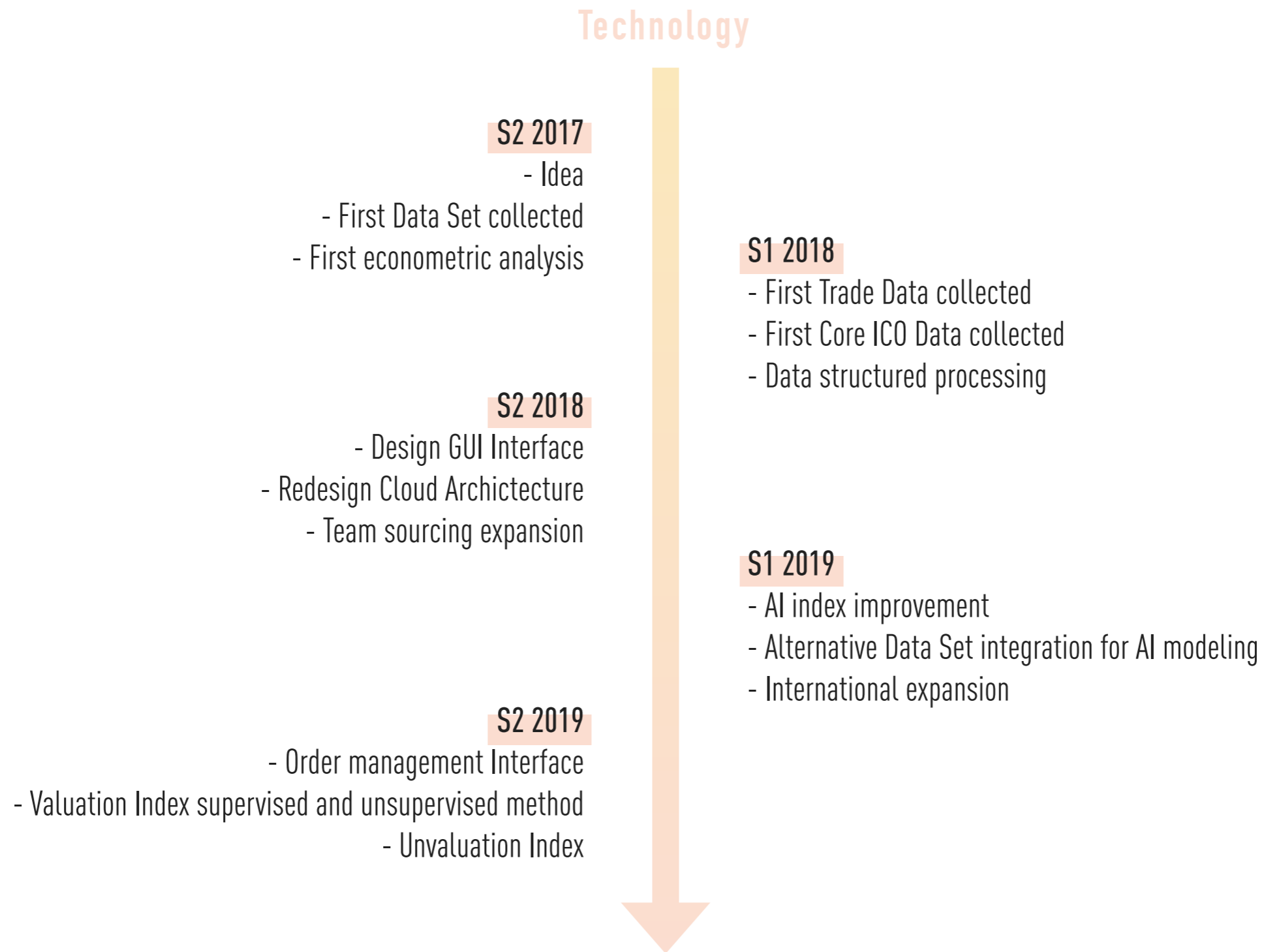
Chapter 1 - Orbital

- Token Listing on Top 5 exchange
- Structured training plan for 2019 sales team
- Governing council, member recruitment
- Enlargement to the traditional AI companies market
- Order & execution management

Chapter 2 - Lazarus

- Visualization and dashboard solution
- Development of local headquarters
 - ASIE / USA / EUROPE
 - 2019/2020

Appendix Road Map



Appendix **Company**

The Company

TokenData is a corporation (under swiss law) with registered number CHE -370 159 54

Head Office: 10 rue Chantepoulet, 1201 Geneva.

Main activity: The provision of IT services and more specifically machine learning techniques, in the sector of business performance evaluation on the blockchain market and abroad.

The Legals Advisors

LAWYERS :

Structuring and ICO specialist - Sophie Vermeille
FINMA specialist - Nicolas Rouillier - [SwissLegal.ch](https://www.swisslegal.ch)

Tax - Isabelle Chauvet

IT and Intellectual property - Emilie De Vaucresson

FINMA process: TokenData is a Swiss company, fully compliant with authorities

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