



The First Decentralized Ecosystem To Easily Get Into The Security Token Offerings Market

One-Stop Shop: Incubation • Issuance • Compliance •
Fundraising • Governance • Tokenization • Trading

We're building a decentralized ecosystem
Aggregating, Standardizing & Digitizing
all **Processes & Services**
to facilitate STO market penetration!



Daniel VIEIRA Co-Founder & CEO

15 yrs experience in Tech Industry

4th Prize Winner (2017) - Honda Research Institute EU

Co-Founder ilycoach (2017)



FOUNDERS ENTREPRENEURIAL ACHIEVEMENTS TO DATE

- Startups founded: Ilycoach (2017), Techstars Digital (2015), Funanim (2012), Digitalement Correct (2013), FIVE (2017), Stackway Studio (2016).
- 4 EXITS: Funanim, Techstars Digital, DC & Stackway
- 2017 - 4th Prize Winner - Honda Research Institute EU
- Europe, Middle East, North Africa & Japan
- +30 Apps & Platforms Propelled
- IT Consultancy for large corporations and agencies



Initial coin offerings (ICOs) were all the rage in **2017-2018**, raising a massive **US\$5.6 billion and US\$8.27 billion (without unicorns)**. Unfortunately, like any other major technological breakthrough at the beginning, the ICO has led to excesses and abuses surfing on the model weaknesses; resulting in bans by many governments worldwide.

Meanwhile, started the emergence of the security token offerings (STOs), a market that's predicted to be worth **US\$10 trillion by 2020**. **The STOs market opens up many opportunities**, due to its size (public and private), sub-markets (issuance/tokenization, compliance, custody, fundraising, legal, trading...) but also the complexity of all its mechanisms.

The ICO flaws are solved by this new model (STO), but some advantages have been lost along the way, like the notion of **decentralization** or **access to services** provided by utility tokens. Moreover, the STO as well brings new issues to stakeholders, such as lack of standardization, procedures duration, **lack of interoperability between service providers (issuers, custodians, legal firms, compliance, exchanges...)** or **increase of costs**.

At Eqwity we are building **the easiest way to enter the STOs market**, thanks to a decentralized ecosystem aggregating, standardizing and digitizing all services. Then, we also aim **to bring back the notion of access to services** by introducing the **"STO Plus"**, a new **hybrid model** entitling to a **compliant security token** as well as an **utility token** for enjoying the services. Finally, the overall ecosystem is shaped to support blockchain companies at **each milestone of their life cycle** (incubation, issuance, compliance, fundraising, governance, tokenization and trading).

MARKET OPPORTUNITIES

FUNDRAISING MODELS

- **ICOs:**

- Scams, hacking, low post-ICO survival rate, no transparency, gov. bans...
- No Investor rights (voting, dividends).

- **STOs:**

- Complex mechanisms and procedures;
- No Access to Services (Utility Token).

COMPLIANCE

- All security token offerings need to be registered and approved at different places (SEC, ESMA, FCA, AMF,...);
- Lack of procedures standardization and digitization;
- Too expensive entry-ticket (200-500K\$) for blockchain startups.



SECURITY TOKEN ECOSYSTEM

- STOs market is still early-stage;
- Lack of interoperability between STOs market stakeholders;
- No liquidity/secondary market for tokenized assets within the industry;
- No infrastructure to facilitate blockchain startups get into STOs market.

SECURITY TOKEN ECOSYSTEM EQWITY POSITIONING

ACCELERATORS



DIGITAL ASSET EXCHANGES



GOVERNANCE/VOTING PLATFORM



SECURITY TOKEN ECOSYSTEM

STO+ Issuance



ISSUANCE

STO+ Compliance



COMPLIANCE/LEGAL

STO+ Custody

BROKER-DEALERS

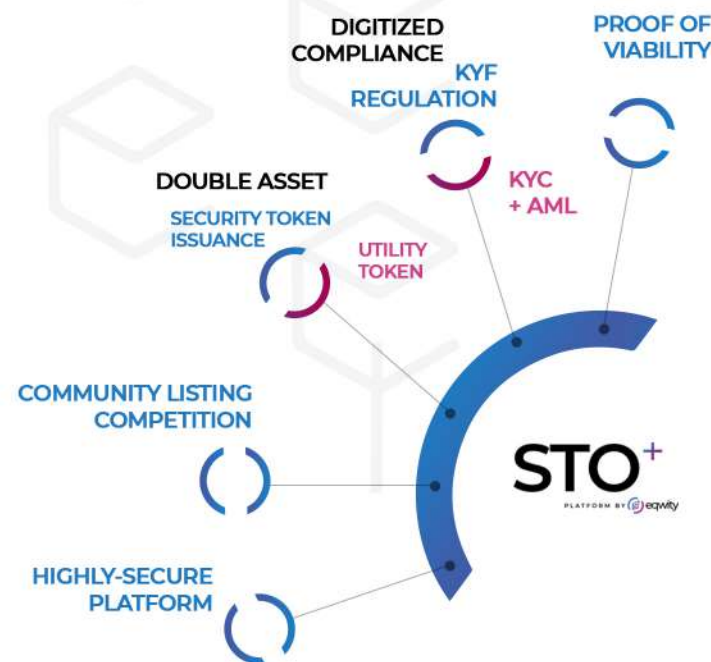


CUSTODY/TRUST



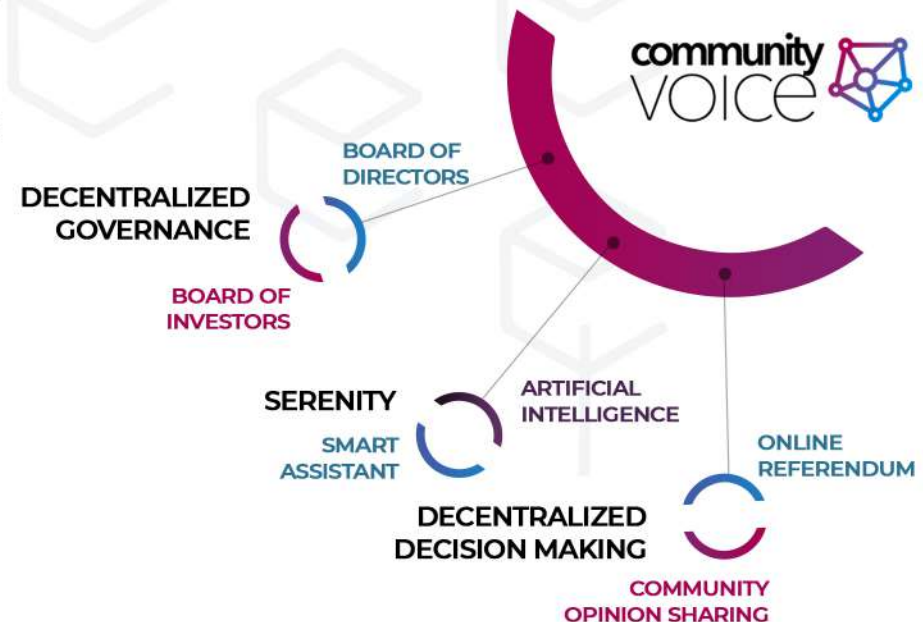
STO+ PLATFORM: First One-Stop Shop To Launch Easily a Security Token Offering

1. **STO Plus**: Compliant Security Token + Utility Token (Voting/Dividends Rights & Access to Services);
2. **Digitized Compliance** (Identity Contract [KYC/KYF] powered by ERC-725 & ERC-735 standards, Procedures Standardization, Service Providers Aggregation);
3. **Security Token Issuance** powered by ERC-1400 Protocol (compliant with both ERC-20 and ERC-777 standards);
4. **Proof of Viability**: first decentralized project audit model based on Cooperative Competition (powered by EOSIO Protocol);
5. **Community Listing Competition** (STO+ Public Offering Platform);
6. **Highly-Secure Platform** (CyberSecurity, Cyber Intelligence and Digital Assets Custody).

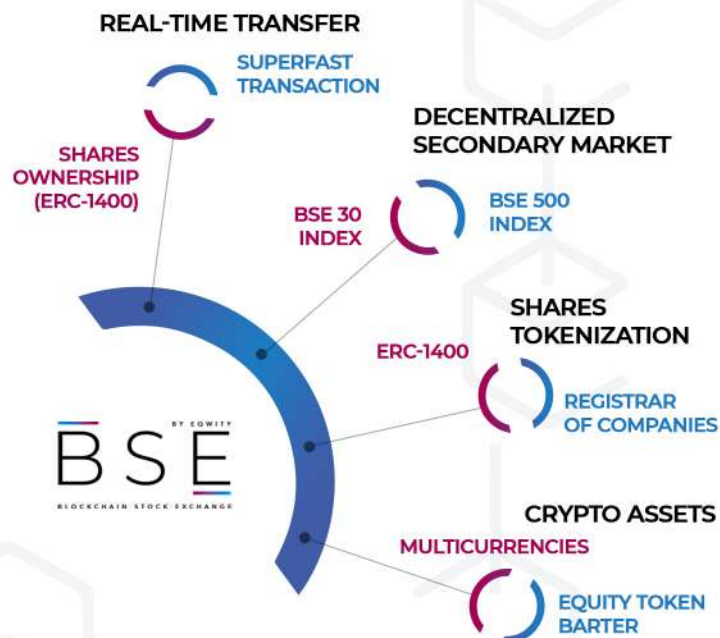


COMMUNITY VOICE: First Dapp For Blockchain Companies Governance

- 1. Shareholder Voting Right** (Governance Contract powered by ERC-1400 and ERC-20);
- 2. Decentralized Referendum** via Community Voice DApp;
- 3. Investors Opinion Sharing** on Non-Strategic Decisions (design, corporate identity, new service name...);
- 4. Decentralized Board of Investors** (Live Stream);
- 5. Community Listing Vote** (Project listing on STO+ Public Offering Platform);
- 6. Serenity Smart Assistant:** Artificial Intelligence for predicting and advising on shareholders decision impact.

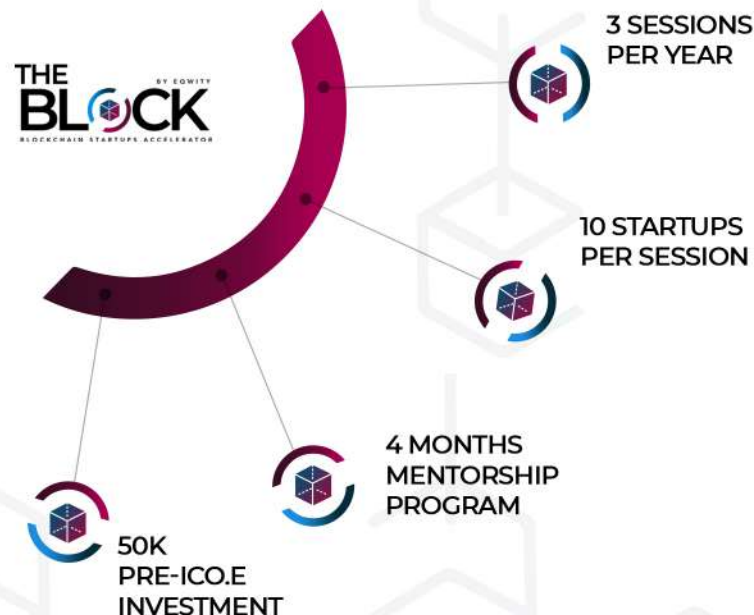


BLOCKCHAIN STOCK EXCHANGE: First Digital Asset Exchange Dedicated To Blockchain Companies



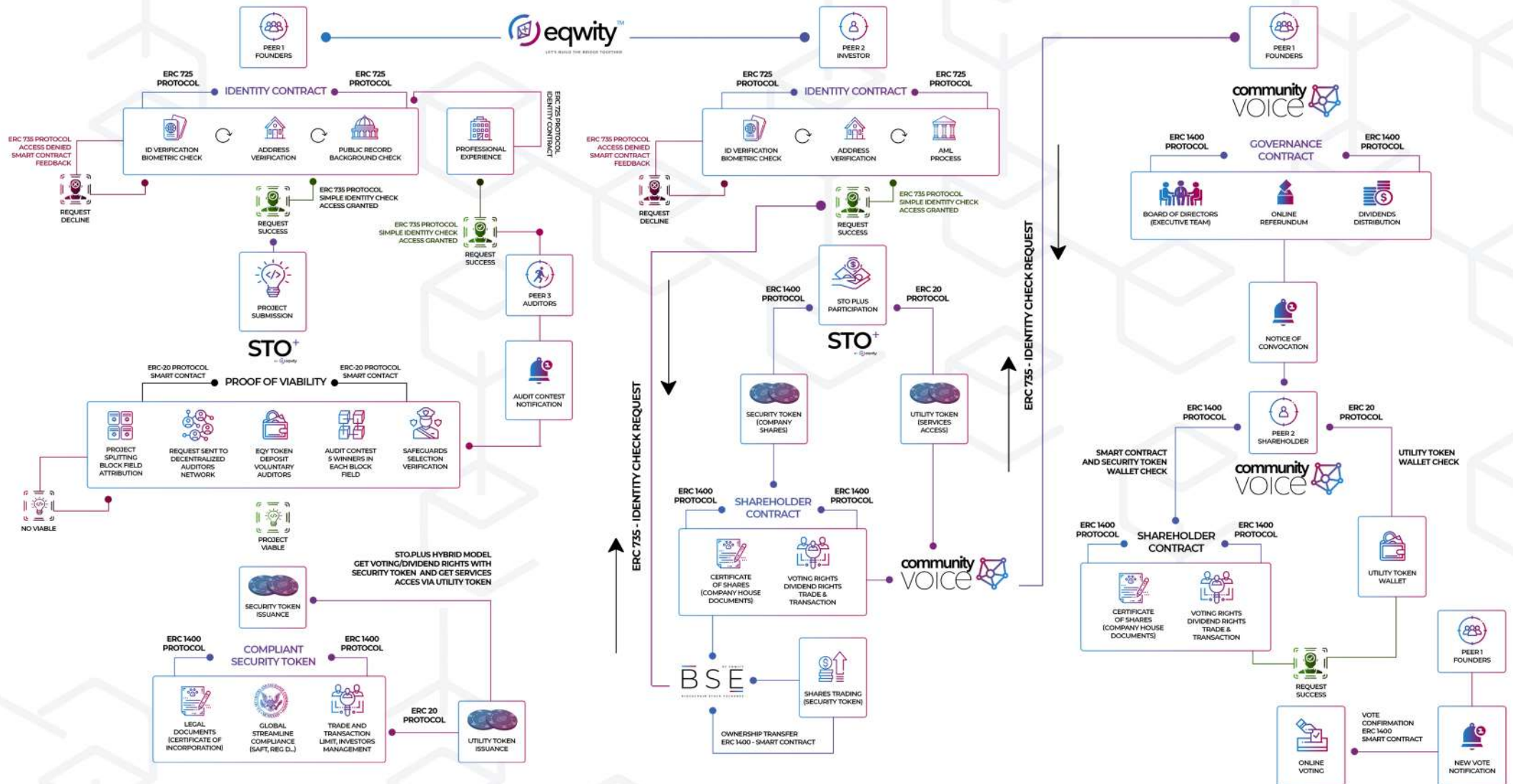
1. **Company Shares Tokenization** (powered by ERC-1400 Security Token Issuance);
2. **Secondary Market** for Digital Assets;
3. **Indexes:** **BSE30** for most capitalized blockchain companies and **BSE500** for most capitalized blockchain startups;
4. **Real-time transfer of ownership** (ERC-1400 - Smart Contract);
5. **24/7 Access** to global pools of capital;

THE BLOCK: First London based incubator for blockchain startups



1. Three sessions per year;
2. Ten startups per session;
3. Four months mentorship program;
4. \$50K Pre-STO+ Investment;
5. Integrated R&D Labs (In-house Patent Office);
- 6° Integrated in an overall ecosystem: Incubation → Compliance/Audit → Fundraising → Trading;
- 7° First International Reversed Program;

CORE BLOCKCHAIN TECHNOLOGIES



- Researches & Project Conceptualization (H1 2018)
- Core Team, Advisory Board & Developers Squad lined up (Q3 2018)
- Pre-STO Seed Investment (Aug 2018)
- Eqwity Ltd. established in London - UK (Sept 2018)
- +10 Partnerships signed for cooperative collaboration (Q4 2018)
- UX/UI Web & Mobile - STO+ Public Offering Platform (Feb 2019)
- STO+ Beta version ready (Q3 2019)

- Global Public Equities Market - **\$79.22 trillion**
World Bank - 2018
- Global Private Equities Market - **\$750 billion**
McKinsey - 2018
- STOs market predicted to be worth some **US\$10 trillion by 2020**.
Fintech News - Security Token Offerings – the next Multi-Billion Dollar Market in 2019?
- The global RegTech market is expected to grow from **USD 4.3 billion in 2018 to USD 12.3 billion by 2023 (main driver: compliance costs increase)**
Research and Markets - Global RegTech Market Forecast to 2023
- **5-10% of funds** raised via public offerings are spent on costs related to the issuance of securities, including those related to regulatory compliance
PricewaterhouseCoopers - 2016
- Global Secondary Market transaction costs are estimated to be at least **US \$250 billion**
World Exchanges - 2016

BUSINESS GROWTH DRIVERS

STO+ PLATFORM



- STO+ Fundraising Success Fee
- STO+ Trading (Collected Tokens)
- STO+ Securities Issuance/Compliance
- STO+ Project Audit (Proof-of-Viability)
- STO+ Premium Marketing Services

BLOCKCHAIN STOCK EXCHANGE



- BSE Listing Fee (STO+ Projects)
- BSE Listing Fee (External Projects)
- BSE Transaction Fee
- BSE Advertising Income

THE BLOCK



- The Block Fundraising Success Fee (Post Incubation)
- The Block Trading (Collected Tokens)
- The Block Project Exit (Collected Shares)

ISSUANCE/COMPLIANCE PLATFORM



NETKI

JUMIO[®]



VERTALO

OUR ADVANTAGE :

- Full Digitized & Standardized Processes
- Integrated Decentralized Project Audit (PoV)
- Automated Smart Contract Issuance
- Easiest-to-Use Platform (UX/UI)

FUNDRAISING PLATFORM



YOUTOKEN



starbase



KICKICO
BETA



WeiFund

OUR ADVANTAGE :

- Integrating a new Hybrid STO Standard (Security Token Offering + Utility Token [Access to Services])
- First Security Token Public Offering Platform in the Market
- Automated Digital Asset Listing on BSE (Liquidity)

DIGITAL ASSETS EXCHANGE

stellar x

CEZEX
CEZA DIGITAL ASSET EXCHANGE

 **OpenFinance**
NETWORK

tZERO

 **EMPLUM**

GBX
GLOBAL BLOCKCHAIN EXCHANGE

SIX

OUR ADVANTAGE :

- Integrated Asset Tokenization System (ERC-1400)
- BSE500 - Dedicated Index for Blockchain Startups
- Introducing Live Barter of Digital Assets

BLOCKCHAIN INCUBATOR

 **DC** BLOCKCHAIN
CENTER

 **BINANCE**
LABS

CATENA
CAPITAL

 **ASIA**
BLOCKCHAIN
ACCELERATOR

OUR ADVANTAGE :

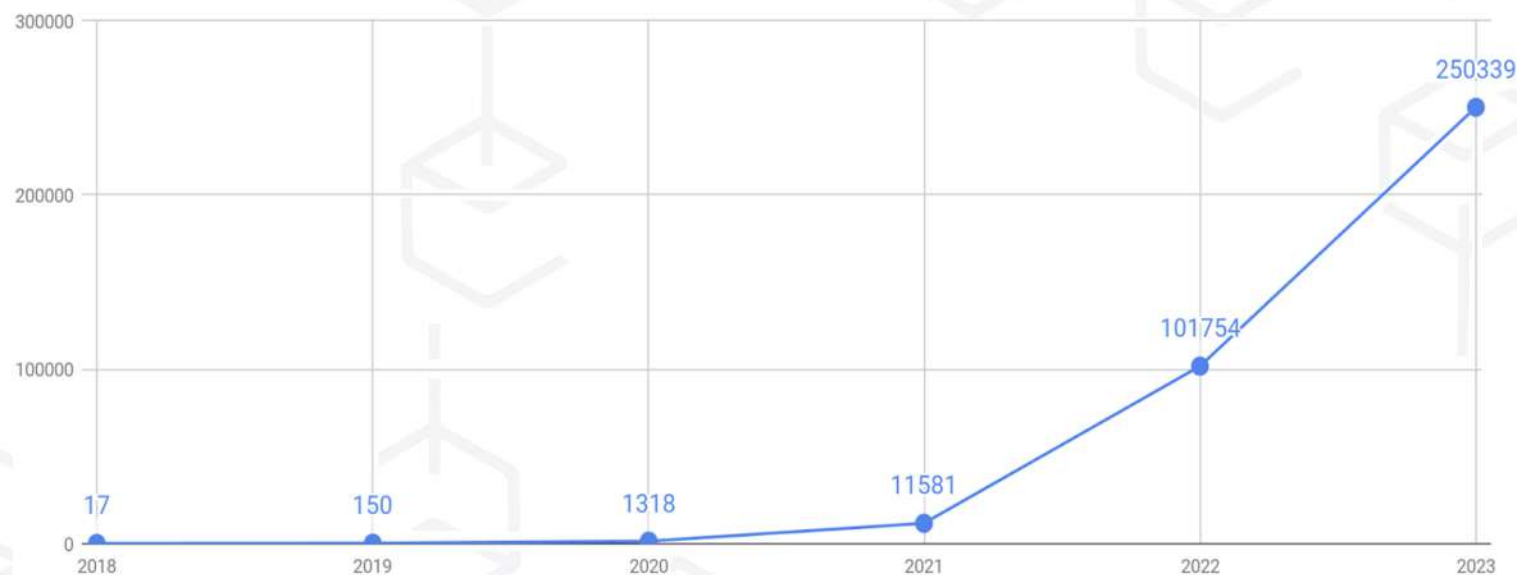
- First Incubator for propelling STO/STO+ Projects
- Integrated in a Global Ecosystem (Incubation → Issuance/Compliance → Fundraising → Trading)
- Integrated R&D Labs (In-house Patent Office)
- First International Reversed Program

- First All-in-One Ecosystem (STO Market)
- STO+ (Hybrid STO Standard)
- Full Digitized & Standardized Compliance Processes
- Decentralized Project Audit (Proof of Viability)
- Integrated Digital Assets Exchange (Liquidity)
- Decentralized Governance DApp
- Serenity A.I - Smart Assistant (Artificial Intelligence)
- In-house Blockchain Startups Accelerator

COMPLIANCE

- 5-10% of funds raised via public offerings are spent on costs related to the issuance of securities, including those related to regulatory compliance (PwC - 2016)
- 3% managed by Eqwity -> **\$7.5B Eqwity market cap (Year 5)**

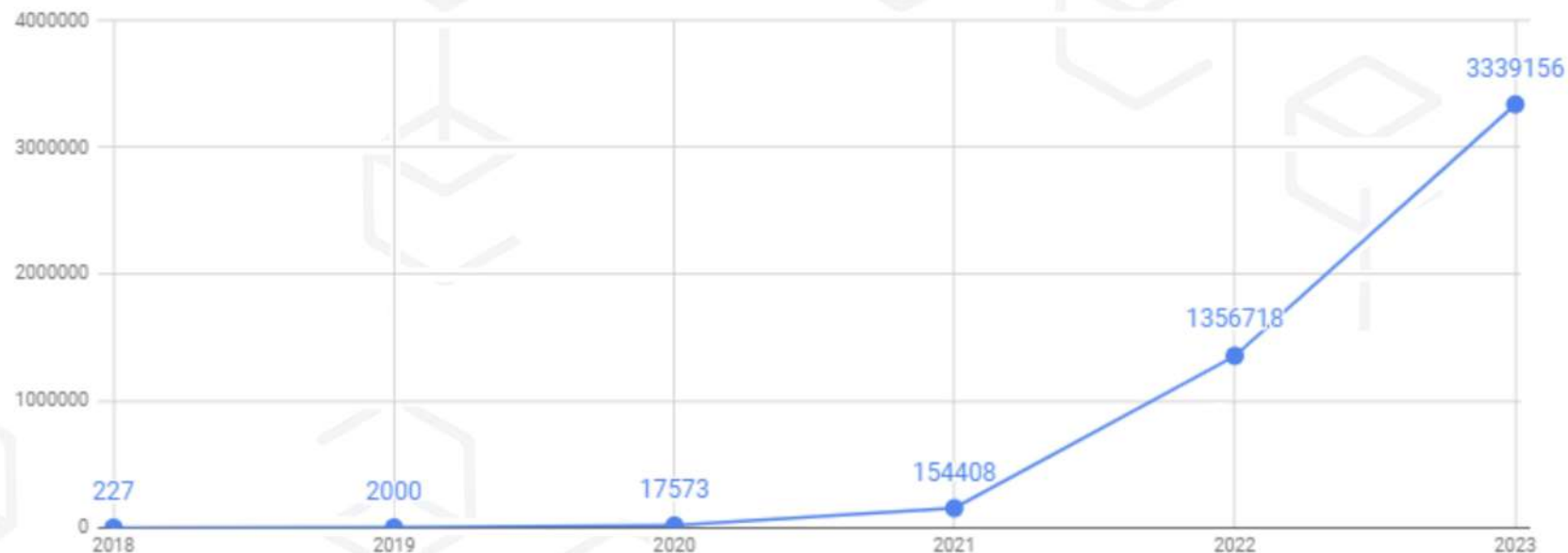
[Forecasts] STOs - Securities Issuance/Compliance Market (\$ Millions)



FUNDRAISING

- \$12.43B Total funds raised by blockchain startups in 2018 (ICOs/STOs/VCs)
- \$227.62M Total funds raised through STOs in 2018
- 1% raised via Eqwity -> **\$33.4B Eqwity market cap (Year 5)**

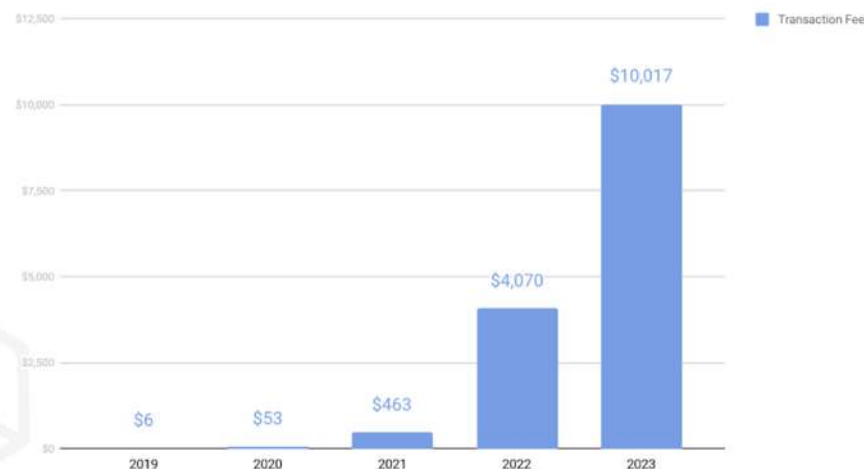
[Forecasts] STOs Market Growth (\$ Millions)



DIGITAL ASSET EXCHANGE

- 99% of global equities are listed in public markets =>
Global Public Equities Market - US \$79.22 trillion (World Bank - 2018) / Global Private Equities Market - 750B\$ (McKinsey - 2018)
- The costs of transacting on secondary markets vary widely, ranging from 0.25% to 3% of the total trade amount (World Exchanges - 2016)
- Global Secondary Market transaction costs are estimated to be at least US \$250 billion (World Exchanges - 2016)
- 5% traded on BSE -> **\$50B Eqwity market cap on Digital Assets Secondary Market (Year 5)**

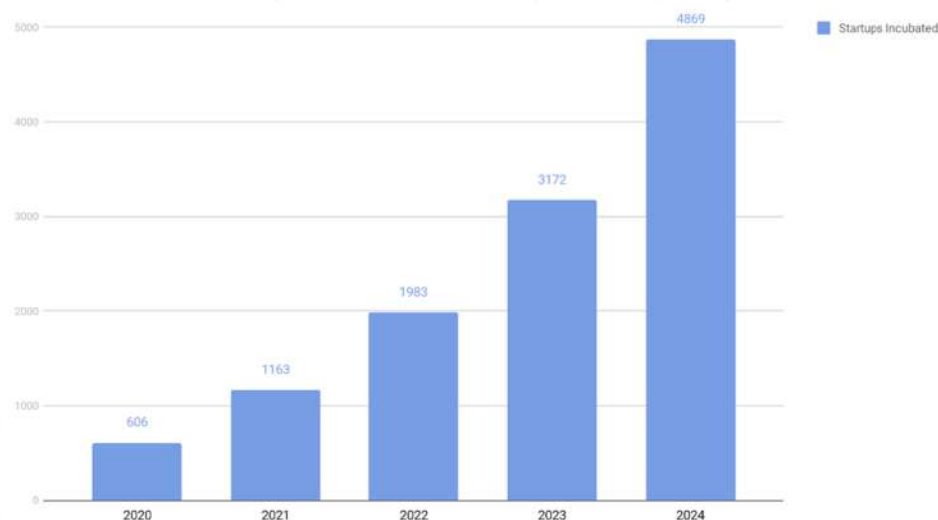
[Forecasts] Digital Asset Exchanges Market - Transaction Fees Value (\$ Millions)



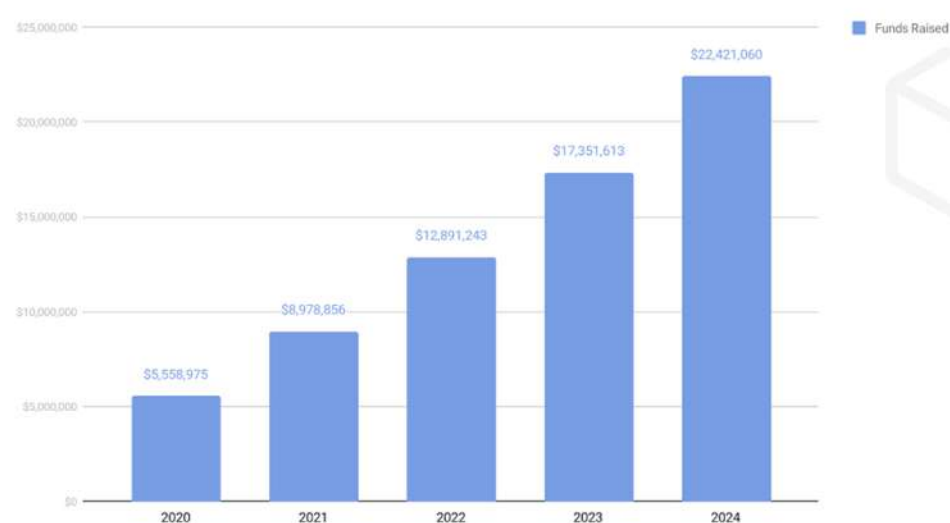
INCUBATORS

- \$206.74M Total Investment worldwide (Gust - 2016)
- \$11,305 startups incubated by 579 accelerator programs (Gust - 2016)
- [Projected] 2% Blockchain Startups incubated in 2020.
- 5% incubated at The Block -> **30 Startups incubated by Eqwity (2021)**

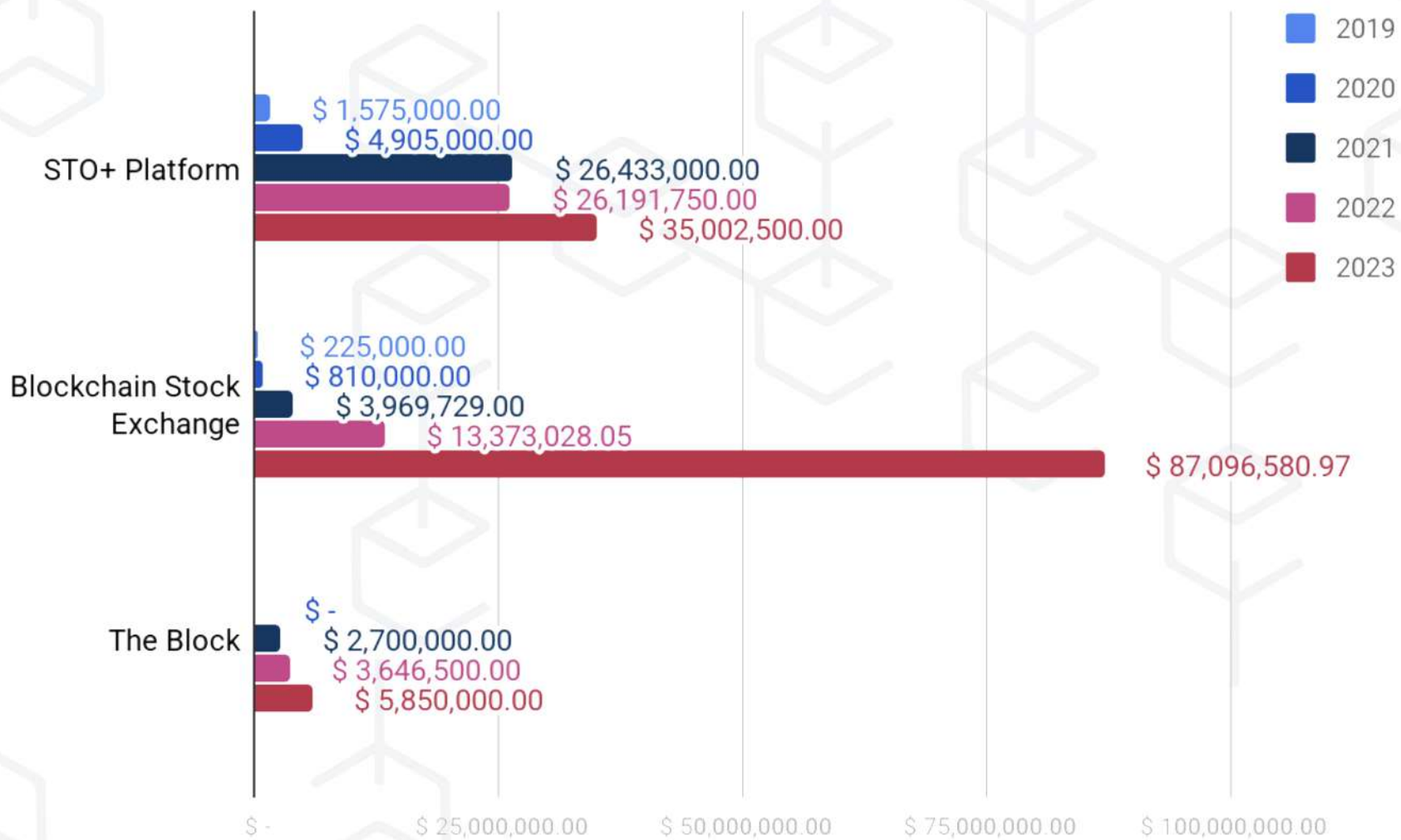
[Forecasts] Blockchain Startups Incubators Market - Startups Incubated (Volume)



[Forecasts] Blockchain Startups Incubators Market - Funds Raised (\$)



GROSS PROFIT FORECAST



- **STO+ Platform** - Beta Release
- **Community Voice** - Beta Release
- **STO+ Platform** - V1.0 Release
- **Community Voice** - V1.0 Release
- **Blockchain Stock Exchange** - Beta Version
- **Blockchain Stock Exchange** - V1.0 Release
- **The Block** - Opening Ceremony

Q3 2019

Q4 2019

Q4 2019

Q1 2020

Q2 2020

Q3 2020

Q4 2020

MARKETING STRATEGY



Strategic Partnerships



Influencer Marketing



PR Campaigns



Event Participation



Social Media Community



Content Marketing



Video Marketing



Advertising Campaigns



Retargeting



Email Marketing

FUNDING REQUEST

- **SOFT CAP**

- STO+ Public Offering Platform (Web/Mobile)
- STO+ Issuance/Compliance Platform (Web)
- STO+ Proof of Viability Network

- **HARD CAP**

- Community Voice DApp (Web/Mobile)
- Serenity A.I. - Smart Assistant
- Blockchain Stock Exchange (Web/Mobile)

- **EXTENDED CAP**

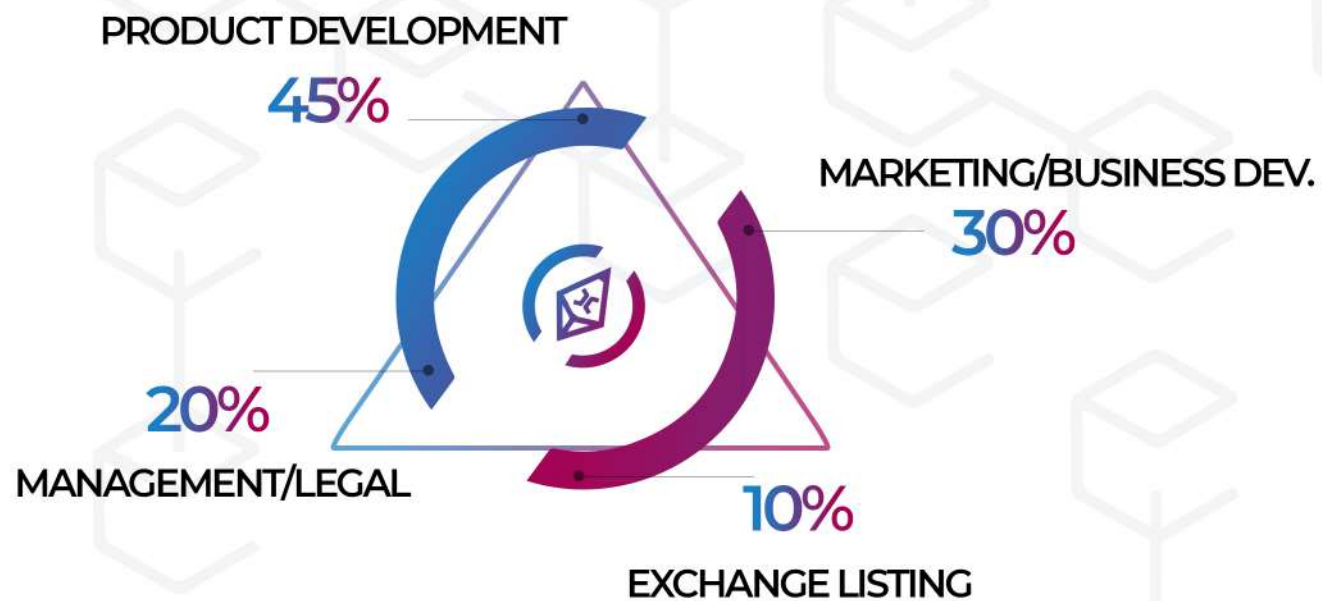
- The Block - Incubator Full Setup
- The Block - First Pre-STO+ Investments

\$6,000,000

\$16,000,000

\$30,000,000

BUDGET ALLOCATION



- +100 years experience in IT Development & Digital
- Founded six companies in the past decade
- IT Development, Digital, AI and Blockchain experts



CEO / CO-FOUNDER
DANIEL VIEIRA



COO
**LAURENT
GARROUSTE**



CTO
VICTOR PEREIRA



CMO
LAETITIA BERTHET



CPO
NICHOLAS NGAC



FINANCIAL CONTROLLER
FREDERIK PARAISO



GILLES BONNEVEAU
**PARTNERSHIP
MANAGER**



ROMAIN MELIS
PR MANAGER



**SOPHIE PEREIRA
DE BRITO**
**SENIOR UX/UI
DESIGNER**



GUILHEM LALAIN
**BUSINESS
DEVELOPMENT
MANAGER**



BRUNA POLLONI CRUZ
DIGITAL ANALYST

**Top experts in blockchain, finance, A.I., IT and industries
exploring the use of blockchain technology**



RICHARD SHIBI

Blockchain
Innovation Director of
Aryxe Group,
Founder of PureGo,
Mentor and Venture
Capitalist.



DR. JANE THOMASON

Founder Blockchain
Quantum Impact, Top
10 Digital Frontier
Women, Recognised in
Forbes Magazine (2018)
as Blockchain's Leading
Social Development
Evangelist.



JESUS SOLER PUEBLA

+20 years experience
as Lawyer/Attorney,
Professor of Law at
Blockchain Institute &
Technology (BIT).



CARLO BUONPANE

Top ICO Advisor &
Expert | Blockchain
Consultant | Crypto
Investor | Digital
Evangelist.



DAYDINE TOYBOU

Experienced Financial
Auditor/Controller at
KPMG Canada, Former
Mazars Luxembourg |
Blockchain Enthusiast.



MAMADOU SOW

Co-founder Cleora
Consulting and Treetelco
(fintech startup), +10
years experience as
BI/Data Security, Former
Oracle.

**Top experts in blockchain, finance, A.I., IT and industries
exploring the use of blockchain technology**



JEROME CALMETTES

Co-Founder & CEO at Abundys Capital, +20 years experience in Wealth Management, Investment, Consultancy, Financial Analysis.



FRANCK LALOUP

Co-Founder Gemini X, Founder FIVE S.A, Stackway Studio, TechstarsDigital and Funanim. +15 years IT Project management, A.I. Expert & Blockchain Consultant.



JEAN CHANAY

AML and Regulatory Policy, Risk & Compliance / KYC & AML Consultant.



DIAWO KEBE

Co-Founder Gemini X, Founder Digitalement Correct, Gold Wings Consulting, +10 years Digital/Marketing, Growth Hacking Expert & Blockchain Consultant.



THEY'RE BUILDING IT
WITH US



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Make sure you read and understand also our Whitepaper and any other documents (including all disclaimers and warnings), as published on our website www.eqwity.co.uk (and as they may be amended from time to time)."