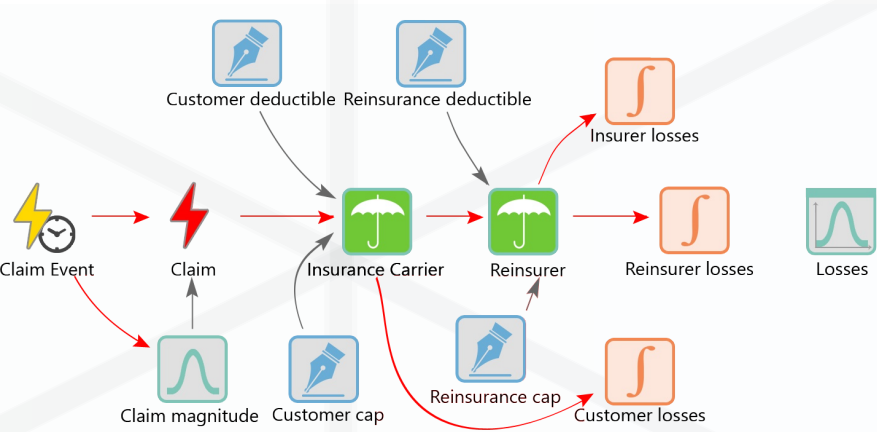# ASURE TOKEN SALE
INSURANCE FOR EVERYONE – WORLDWIDE

The first complete decentralized autonomous insurance organization. Asure is an infrastructure platform for smart insurance products built around openness, trust, and fairness. It offers fair prices, individual risk management, and is easy to use.

OUR VISION

We are deeply convinced, that people need a next-generation insurance so that they can enjoy their lives regardless of any risks or losses. We plan to give everyone access to fair and transparent insurance.

BUSINESS MODEL

At Asure, we use cutting-edge technologies in order to dramatically disrupt the insurance market and to lift them up to the Web 3.0. Apart from traditional insurance business models, the platform makes reinsurance a first-class citizen in the ecosystem. Customers can protect their own risks whereas investors can use reinsurance instruments to make profits without intermediates.

THE ASURE UTILITY TOKEN

Asure tokens with the short name "ASR" allow users to interact with the platform. We created a utility token with a deflation mechanism as suggested by Vitalik Buterin and extended it with a compensation mechanism.
Asure utilizes not only 'proof-of-stake', but 'proof-of-activity' algorithm as well, which is used to compensate the deflation and create a lucrative economic system.

TEAM

Paul Mizel, Founder, CEO
10+ years' experience in insurance, business development
www.linkedin.com/in/pmizel

Fabian Raetz, Founder, CTO
10+ years' experience in IT, enterprise software development
www.linkedin.com/in/fraetz

Gamal Schmuck, Founder, COO
5+ years' experience in enterprise project management organisation
www.linkedin.com/in/gschmuck

ADVISORS

Dirk Mettern, CEO
30+ years' experience in IT and Insurance Consulting
www.linkedin.com/in/dmattern

Alexander Böhner, CEO
15+ years' experience in insurance industry
www.linkedin.com/in/

Emanuel Kuceradis, CEO
15+ years' experience in IT especially in BigData solutions
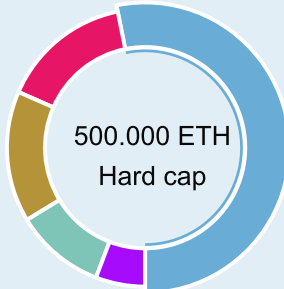*www.linkedin.com/in/dmattern*

OUR ROADMAP

Phase 0: Research in the blockchain field
2014 Research

Phase 1: Develop MVP
2018 Start

Phase 2: Develop platform and first products
2019 Develop

Phase 3: Launch platform and grow community
2020 Launch

Phase 4: Globalisation and product variety
2023 Operations

TOKEN SALE

Pre-Sale	Sep. 15, 2018
Main-Sale	Oct. 01, 2018
12.000 ASR Token sold at	1 ETH
Pre-sale Bonus	25%
Tokens created	10.000.000.000
Tokens for Sale	6.000.000.000
Hard cap	500.000 ETH

Unsold Tokens will be burned

CRYPTO ACCEPTANCE

ETH is the only cryptocurrency accepted during the token sale in exchange for ASR tokens. You will be required to have an Ethereum wallet to participate in the token sale.

TOKEN ALLOCATION

10.000.000.000
ASR Total

- 60% Token Pre/Main Sale
- 15% Team
- 15% Community & Expansion
- 5% Advisors
- 2% Bounty Programm

FUNDS ALLOCATION

500.000 ETH
Hard cap

- 55% Platform Development
- 15% Legal
- 15% Marketing
- 10% Tax
- 5% Office Expenses

ADDITIONAL INFORMATION

Resources for more information about the ASR Ecosystem and ASR token sale:

Token Sale   White Paper   Presentation