



TOPCOIN



A LOYALTY PLATFORM  
FOR DOMAIN NAMES  
& WEB SERVICES



Domain names are **highly commoditized**

- 339MM domain name registrations to date<sup>1</sup>
- Increasing 2.4% year over year<sup>1</sup>



Renewal rates reflect **low customer loyalty**

- Renewals are trending downward
- Decreased 1.9% last year<sup>2</sup>



Domain name services have **little differentiation**

- Registrars are in a race to the bottom
- E.g. GoDaddy, Name.com, NameCheap

1. [https://www.verisign.com/en\\_US/domain-names/dnib/index.xhtml](https://www.verisign.com/en_US/domain-names/dnib/index.xhtml)

2. [https://www.afnic.fr/medias/documents/etudes/Global\\_Domain\\_Name\\_Market\\_in\\_2017\\_FINAL.pdf](https://www.afnic.fr/medias/documents/etudes/Global_Domain_Name_Market_in_2017_FINAL.pdf)



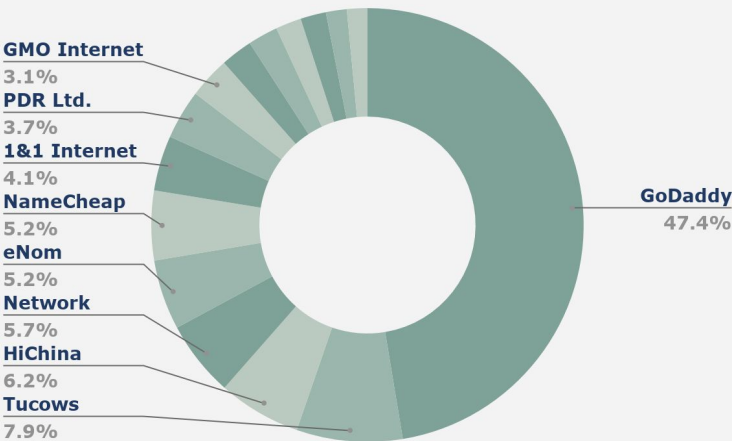
# Market Opportunity



## Domain Registrars

\$ 145B <sup>1</sup>

Estimated Market Value

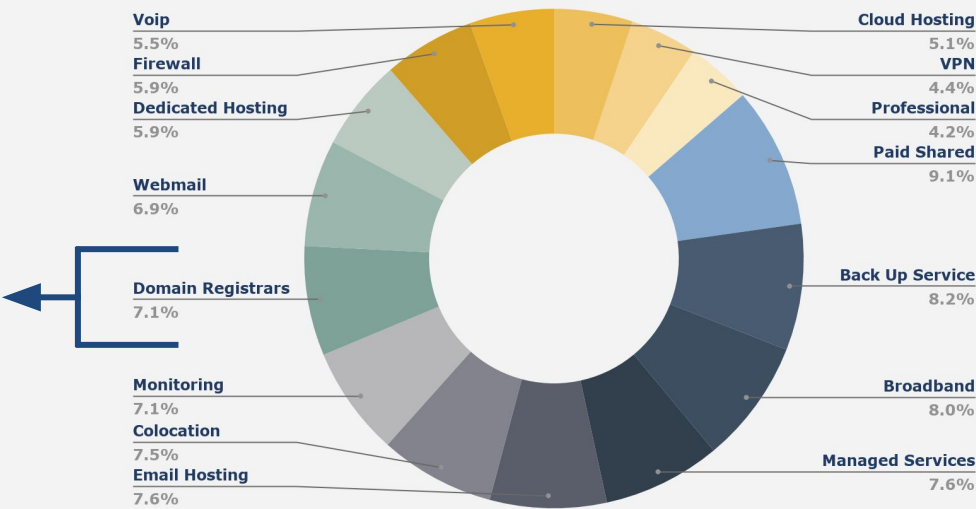


INITIAL MARKET FOCUS

## Web Services

\$ 2.2T <sup>2</sup>

Estimated Market Value



FUTURE MARKET FOCUS

1. <https://www.domainstate.com/top-registrars.html>

2. Estimated based upon market data

# Solution



Topcoin provides the benefits of a legacy loyalty program, **super-powered by blockchain technology**



Blockchain allows for a **cross-vendor loyalty network** across multiple web services, products and providers



A cross-vendor loyalty network **reduces the liability** of each individual company, while providing customers with better redemption availability and more options

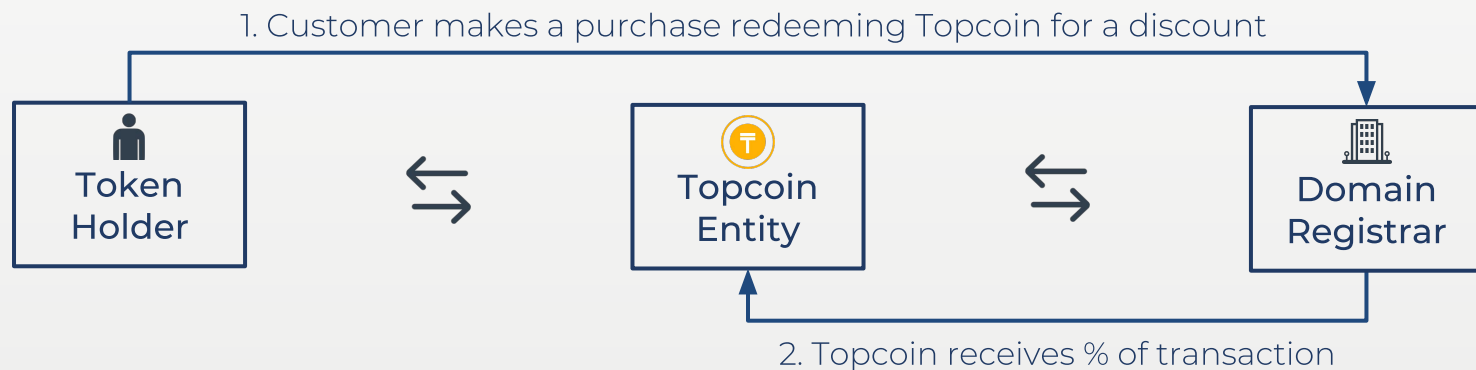




## Token Sale Phases



## Transaction fees





# Road Map



## Development

Launch  
loyalty  
platform



Relaunch on  
blockchain



Integrate  
mobile  
wallet app



Q1 2019

Launch  
side-chain  
prototype



Q2 2019

Integrate web  
hosting and SSL  
platforms



Q3 2019

Merchant  
partner API  
libraries



Q4 2019

## Marketing

Announce  
merchant  
partners



Reach  
20,000  
accounts



New  
merchant  
integrations



Q1 2019

Community  
building



Q2 2019

Public  
sale



Q3 2019

Listing on  
exchange  
platforms

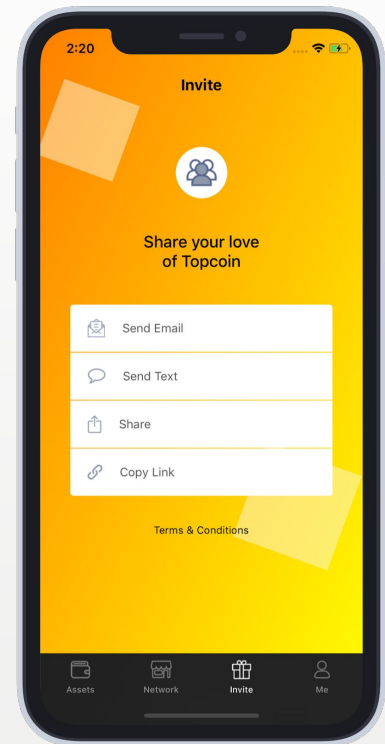
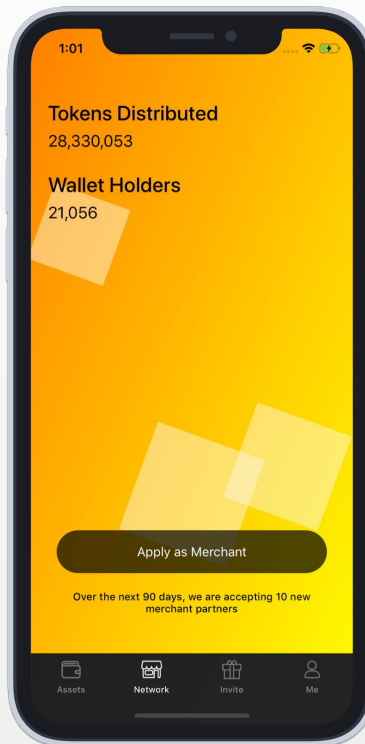
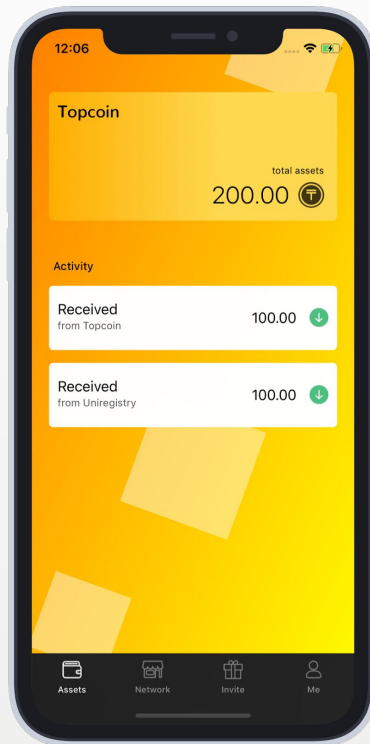


Q4 2019

# Wallet App



**Topcoin Rewards** is a light mobile app, providing users with a secure and simple portal to utilize Topcoin



# Marketing & Sales



## Phase 1

Token Launch

**20k+**

Token Holders

Merchant  
Integration

**1+**

Merchant Partner



COMPLETE



## Phase 2

Pre ICO Sale

**100k+**

Token Holders

Limited  
merchant sale

**10+**

Merchant Partners

**1+**

Merchant Coalition



## Phase 3

Public Sale

**1MM+**

Token Holders

Expanded  
merchant sale

**30+**

Merchant Partners

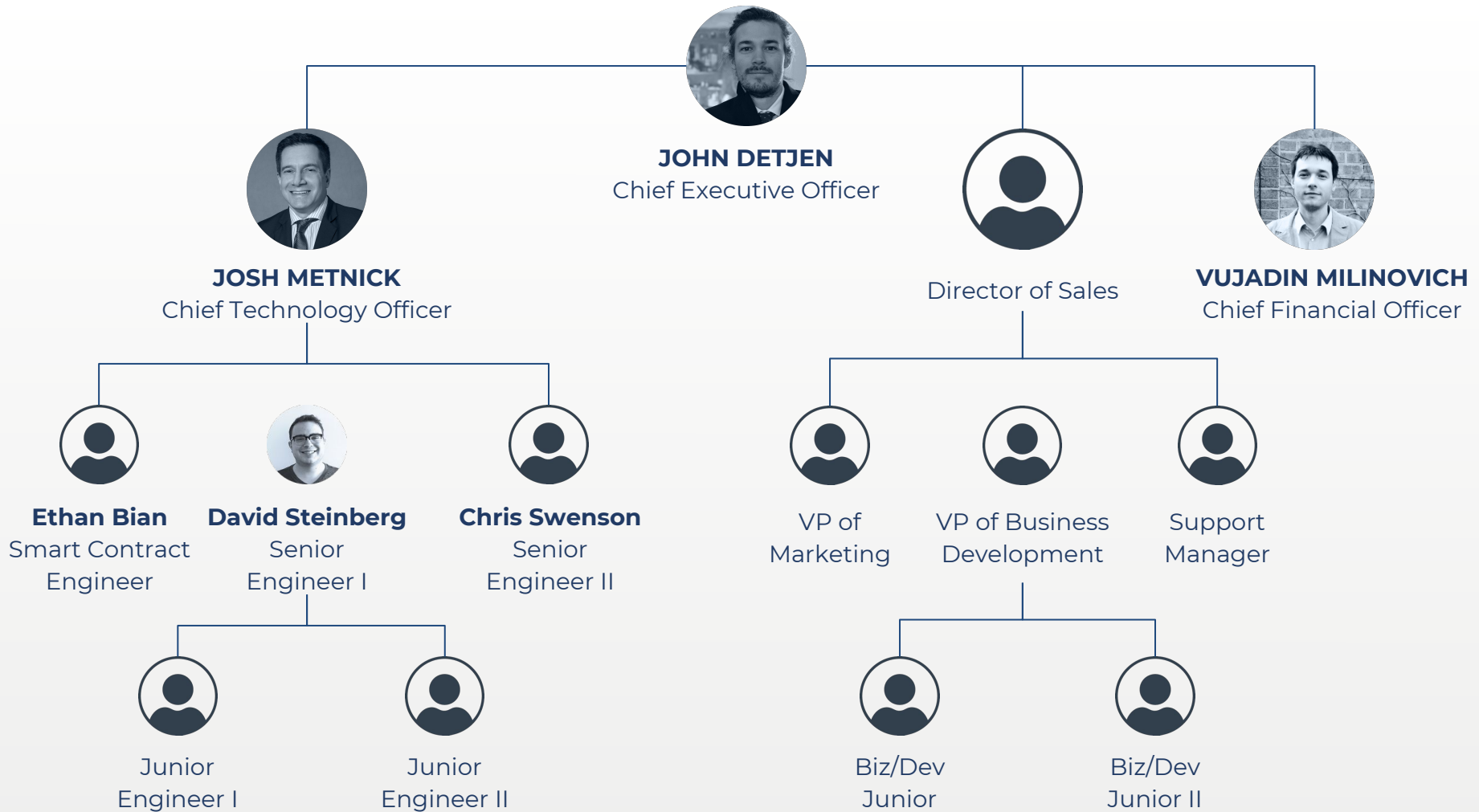
**3+**

Merchant Coalition





# Operations Team





# Founder & Advisory Team



**MICHAEL BLEND**

Founder, Topcoin

**JOSH JONES**

Founder, Topcoin

**FRANK SCHILLING**

CEO, Uni

**AMMAR KUBBA**

CEO, afterTHOUGHT

**JOSH METNICK**

Founder, Navier

**PATRICK CARLETON**

El Toro



## **JOHN DETJEN**

Chief Executive Officer

John is an expert at management and development. He is a founding member of Thinkböks LLC where he was responsible for capital fundraising, business development, project management, iOS and Android development. John successfully developed branding, copyright and trademark protection for Thinkböks. He negotiated terms for fundraising, equity structures, licensing, and hiring. John is a member of 1871, Chicago's hub for digital entrepreneurs.



## JOSH METNICK

Chief Technology Officer

In 1994, Josh co-founded American Information Systems (AIS) in Chicago, IL -- one of the first Internet Service Providers in the USA. AIS grew to become the largest business ISP in Chicago, and was acquired by Exodus Communications (formerly NASDAQ: EXDS), and ultimately by CenturyLink (NYSE: CTL), an S&P 500 component company). Josh is an expert at transforming systems from legacy to bleeding-edge, and is an inventor or co-inventor on over a dozen granted and pending software patents in the blockchain space. While CTO at the Chicago Sun-Times, Josh oversaw the world's first bitcoin paywall implementation in early 2014. Over 2015 and 2016, Josh recruited an R&D team of twenty Ethereum engineers, and built the world's first Ethereum-based gift-card processing network. Josh earned his B.S. in Finance in 1996 from the University of Illinois Champaign-Urbana, where he concurrently graduated from the UIUC Flight School (Illinois Institute of Aviation).

**VUJADIN MILINOVICH**

Chief Financial Officer

Vujadin is an expert at management, having held transformative, operational roles at Chicago.com, Wyvern, and the Chicago Sun-Times. Vujadin leads Topcoin's core operations, from human resources to finance.

**Ethan Bian**

Smart Contract Engineer

Ethan has previously done research at the MIT Media Lab on design, information networks, and natural language algorithms. He has been in the cryptocurrency space for over 6 years. At Topcoin, Ethan focuses on strategy and modeling of cryptocurrency economics.



**David Steinberg**  
Senior Engineer I

David has previously worked at IHS Markit, where he was a leader in the deployment of developer infrastructure and operations for software in the oil industry. David has been in the cryptocurrency space since 2011, and currently serves as a Senior Engineer for software and hardware operations at Topcoin.



**Chris Swenson**  
Senior Engineer II

Chris is a software systems and full-stack developer. He graduated from Stanford University in 2018 with a Bachelor of Science degree in Computer Science, concentrating in Software Systems. He worked at Intertrust Technologies in Sunnyvale, California from 2010 to 2013 and Looker Data Sciences in Santa Cruz, California, from 2014 to 2017. Chris is interested in software systems design, cryptography, and computer security.

## Token Traction

# 21k+

Wallet holders  
on network

## Partner Traction

# 100+

Top-level domains  
integrated

## Topcoin Circulation

# 28MM+

Tokens distributed  
within ecosystem

# Financials & Use



	2019	2020	2021	2022	2023
Revenue	200,000	1,000,000	7,250,000 <sup>1</sup>	18,750,000 <sup>1</sup>	39,000,000 <sup>1</sup>
Users	100,000	1,000,000	5,000,000	15,000,000	30,000,000
Merchants	10	100	500	1,500	3,000

1. Includes new merchant fees

Expenses					
Management	166,500	416,300	637,200	703,800	792,600
Development	421,800	868,1750	1,253,388	1,696,715	4,098,670
Marketing / Biz Dev	399,800	1,021,700	2,832,500	8,876,900	15,642,000
General Operating	560,000 <sup>2</sup>	490,000	1,370,000	2,950,000	7,250,000
<b>Total Expenses</b>	<b>1,548,100</b>	<b>2,796,175</b>	<b>6,093,088</b>	<b>14,227,415</b>	<b>27,784,070</b>

2. Includes legal/professional fees from restructuring

Net Profit	(1,348,100)	(1,796,175)	1,156,911	4,522,584	11,215,929
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# Fundraise



Topcoin is raising \$2.5MM to reach 50,000,000 transactions on the Topcoin network

**2.5MM**

Seed Round

**10MM**

Post Money Valuation

**25%**

Equity