

LOBBY |||

BUSINESS DECK

The platform for engaging crypto and blockchain supporters to impact the development of sound, limited and effective regulation.

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LOBBY III

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This document and other publicly available documents related to the project contain, and our representatives may from time to time make, forward-looking statements. Forward-looking statements can be identified by context and by words such as: "anticipate," "intend," "plan," "goal," "believe," "seek," "expect," "strategy," "future," "likely," "may," "should," "probably," "will," and similar words. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control.

Any forward-looking statement made by us in this document is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments, or otherwise. We would urge you to join our telegram and visit our website (<https://lobbytoken.io>) in order to be kept apprised of developments in this project.

**WE BELIEVE THAT CRYPTO AND DEFI
INNOVATION DEPENDS ON EDUCATING AND
SETTING THE STAGE FOR GLOBAL DISCUSSIONS.**



ELI FINKELMAN

Eli is an entrepreneur and innovator who has led the development of some of the most influential mobile apps and services in the world today. He has appeared as a technology expert on NBC Nightly News, and holds several telecommunications patents.

His most notable successes came at the helm of TelTech, a mobile telecom app developer, which Finkelman co-founded in 2004 with a close friend. Together, they bootstrapped their way from a basement startup to a case study in growth that was acquired by IAC in 2018. As CTO, Finkelman led the technological innovation that drove the company's breakout product, RoboKiller, a top-grossing mobile app that fights spam calls.

Remarkably, Finkelman's tenure at TelTech included leading the development of three other highly successful products in addition to RoboKiller: TrapCall is a patented technology that unmasks blocked calls and prevents harassment; TapeACall offers professionals and consumers the ability to record calls on iPhone; and SpoofCard--TelTech's first product--gives users the ability to protect their privacy and security by changing their Caller ID. The latter was one of the first 100 apps to be offered in the App Store.

In addition to TelTech, Finkelman co-founded TelAPI in August of 2012, a cloud communications platform as a service company. He served as CTO at TelAPI from 2012 until it was acquired by Avaya in March of 2016.



ABE ZEINES

Abe is an Angel Investor and Alternative Finance Incubator whose extensive history within the MCA industry has made him an authority in the Alternative Financing space.

Abe was the CEO and Co-Founder of Pearl Capital Business Funding before its sale to a multinational corporation netting profits in the tens of millions. As a pioneer in the Merchant Cash Advance industry, Abe is credited with introducing ACH debits which enabled merchants not traditionally using credit card processing to benefit from the burgeoning sector.

As an innovative strategist, Abe played a key role in launching Kings Cash Group and eventually guiding its subsequent merger with a large SEC registered MCA provider. Abe is also an investor, partner, and Board Member of NewCo Capital Group and Capytal.com.

Abe's extensive network in the sports entertainment arena and his relationship with HNWI has played a pivotal part in his subsequent role as the President of Luxemark Capital (now LM Capital Solutions), a syndication network that allows external participants to purchase an interest in the underlying assets of multiple MCA initiators.

He is a member of the board of The SPCC, a 501(c)6 organization. The organization is dues-driven by a group of investors, issuers, and vendors who recognize both the existing threats to the small and microcap industry at the federal level and the value of government relations and advocacy in mitigating those threats. The group is continuing to build relationships on Capitol Hill and educating members of congress and their staff about the issues impacting our industry.



JAMES LENHART

Founder of AllGeek Media, James Lenhart led the Sony Xperia campaign with Purple, Rock, Scissors, an award-winning digital creative agency, from Asia to the U.S. in 2013. James has been heavily involved in the creative and product strategies for several early-stage startups across the US, Australia, Canada, Hawaii, and Dubai.

As Director of Brand & Creative at TelTech, James and his team achieved the App of The Day award in Apple's app store for the award-winning RoboKiller app during 2019.

The following year, James joined Reserve Trust, a state chartered and regulated financial institution, where he worked closely with the CEO to create a strategy that led to the raising of \$5 million in a seed round for a product to connect banks to the Federal Reserve.

James's involvement with cryptocurrencies began in 2009, when he built a mining facility in Boulder, CO. that used hydroelectricity and ASIC machines to mine a variety of algorithms and coins.

He now lives in Puerto Rico and enjoys working on innovative products and spending time with his family.



JAYSON WINER

Jayson began his career on Wall Street managing a fund with \$400 million in AUM. He then went off on his own and founded Cypress Life Holdings, a privately owned international investment group that invests in many alternative asset classes. Jayson has a keen interest in the crypto world and wants to bridge the gap between decentralized finance and government. Jayson is now paving the way for better crypto regulations as part of his latest web3 project, Lobby Token.



STAN GREGOR

Stan Gregor is the CEO of Summit Financial LLC. As a senior executive with over 30 years of experience, Stan has operated in banking, private wealth management, investment management, fiduciary trust services, fixed income trading, investment banking, retirement services, insurance, financial planning, and public finance. He has also been involved in acquiring and integrating some of the largest and most complicated banking, wealth management, insurance, and capital markets businesses and cultures with a demonstrated track record of increasing productivity, profitability and shareholder value.

Most recently, Stan was the founder and co-CEO of Cantor Fitzgerald Wealth Partners (CFWP). Under his leadership, CFWP grew to over \$5 billion in assets in less than two years through several strategic acquisitions of RIA's, independent advisors, and wire house teams.

Prior to joining Cantor Fitzgerald, Stan was the Head of Wells Fargo Wealth Management -Eastern US Markets and President of Wachovia Wealth Markets. He provided executive leadership to the Eastern U.S. Markets and headed up the Wealth Insurance Division overseeing: the private bank, wealth brokerage, investment management, fiduciary trust services, financial planning, and insurance. Stan was responsible for leading nearly 5,000 team members generating revenues of \$2.5 billion with \$69 billion of investment fee-based AUM, \$19 billion of deposit balances, and \$16 billion of loans.

Prior to Wachovia, Stan was CEO of Commerce Capital Markets, where he directed private wealth management, brokerage, asset management, fixed income trading, derivatives, investment banking, retirement services, insurance, and public finance.

Subsequently, Stan was CEO of Quick and Reilly (Q&R) as one of the visionaries that transformed Q&R from a transactional discount broker to a full-service advisory company. When Q&R was acquired by Bank of America, Stan stayed on as co-CEO of Bank of America Investment Services until 2005.

Over nearly a decade at Citigroup, Stan had several senior executive level roles leading different divisions including consumer banking, private wealth management, and Citigroup as Northeast Group Executive Vice President.



DAVID FEIT

David is a CPA and a CGMA with over 35 years of experience in public accounting firms, private industry, and government. David's public accounting tenure spanned audit, tax and restructuring services in the firms of Ernst and Young, Grant Thornton and Eisner. In private industry David has served as CFO for growing privately held multinational corporations and as Controller/SVP Finance for publicly held multinational corporations reporting to the SEC. David also served in the Trump White House as CFO of the Executive Office of the President, a consolidation of the White house and eleven executive components.



JEFF BALLABON

As a government relations and communications consultant and political adviser, Ballabon has run his own companies. He was heavily involved with the election campaigns of George W. Bush and with the Bush administration. He has been involved as well in a number of House and Senate election campaigns, including John Ashcroft, Sam Brownback, Rick Santorum, and Bob Turner, and was a surrogate for the Mitt Romney campaign.



OSKAR KOWALSKI

Oskar is a serial entrepreneur with an extensive corporate background gained while spending the last decade in the finance sector. He is an avid early stage investor and currently holds equity in multiple ventures across a multitude of sectors such as Real Estate, Sports Management, MCA, and Auto Financing to name a few.

His 10 plus years of experience range from Investment Banking, Venture Capital, Private Equity, as well as Alternative Funding and Unsecured Capitalization. In 2017, he Co-Founded Luxemark Capital (now LM Capital Solutions), a leading MCA syndication network. Since inception the firm has been instrumental in providing over \$500 million worth of funding in the space on multiple levels. Luxemark Capital was acquired in February 2019 by CCUR Holdings (OTC: CCUR) in a multi-million dollar deal which was featured in international media outlets such as Yahoo Finance and the Associated Press. He is currently the Vice President of the company.

In 2020 during the start of the Covid-19 pandemic he partnered with international manufacturer Merchant Coterie which services Fortune 500 retailers to provide much needed medical equipment to government agencies and hospital chains. He was instrumental in garnering multi-million dollar contracts including the State of Florida and Temple University Hospital's to name a few.

In his latest endeavor he founded The Global Incubator, an accelerator for early stage projects in the Crypto, Tech, and Real Estate sectors with his work being featured in leading global media outlets such as Cheddar News, Forbes, and Sports Business. He is a senior advisor to Bezoge Earth (\$Bezoge), as well as the Lobby Token (\$LBY).

An avid philanthropist he currently sits on the board of the #99 Warren Sapp foundation created by the NFL Hall of Famer to provide support for underprivileged children.

Is a member of the Pulaski Association of Business and Professional Men and is a past recipient of the award for the Young Pole of the Year in Business by the Teraz Polska Foundation in association with the Government of the Republic of Poland.



ALBERT M. GAIFI

Albert is a proven enterprise-building Founder and CEO in the FinTech and Alternative Financing space. Albert has facilitated cross- functional collaboration of these respective markets, while implementing commercial strategies that reflected emerging market trends. As the Co-Founder and Managing Partner of Kings Cash Group, Albert oversaw the company's exponential growth and subsequent merger with a large SEC registered MCA provider. Albert currently serves as the CEO of a US based alternative funding provider while maintaining an active role as an advisor and board member of an Australia based FinTech lender.



MICHAEL GLOVASKI

It began at Deutsch Advertising New York when Michael Glovaski worked on the iconic launch of IKEA in America as one of famed adman Donny Deutsch's team creative.

During his three-year tenure there as Art Director, Michael learned from the best in the advertising business working on multi-million dollar campaigns for fashion labels as Louis Vuitton, Swatch, British Knights and "People First" Presidential Campaign for Clinton/Gore.

His next step in Manhattan was Creative Director at Euro RSCG/Havas where he had a string of successful campaigns for name brands Philips Electronics, Lean Cuisine, Coppertone, Dr.Scholl's, Ambien, Claritin and Subway.

As the Worldwide Creative Director for Samsung's Global Brand, Michael led the creative team that developed brand strategy and development for the 2004 Olympic Games in Athens, Greece. He then worked on the Samsung NFL Partnership featuring four legendary NFL quarterbacks and Samsung's award winning "Chairman" advertising campaign. After helping Samsung reach \$79.6 billion in global sales in 2005, Michael developed an integrated mobile phone advertising and branding campaign that boosted Samsung's 2006 mobile phones sales to a new record of \$118 million.

Michael's award-winning commercials and campaigns include Subway Eat Fresh, Philips Electronics "Getting Better," Dan Marino-Samsung NFL, Samsung Olympics or Claritin "Clear." In print, Michael's adwork has appeared in The New York Times, Adweek, Black Book, Advertising Age, Photo District News, ADDY Awards and Creative Ad Review. In 2005, he received Wired Magazine's prestigious Diamond Award for Best Corporate Campaign for his stellar work on Samsung.

Throughout his notable career, Michael has worked with some of the world's greatest visionaries – Annie Leibowitz, Albert Watson, Guzman, Walter Chin, Tarsem, Gerard de Thame and Jerry Bruckheimer.

In 2013 Michael launched, Glo Creative, a young, innovative Advertising & PR agency in Miami's downtown design district. With an enviable roster of international luxe brands from Poltrona Frau, SPI International, Global Empowerment Mission, Ferretti Yachts, Christopher Designs, Storica Wines to HR Pharmaceuticals.



MEIR COHEN

Meir Cohen is an innovator whose disruptive technologies and inventions have forever changed the telecommunications industry. As co-founder and CEO of TelTech Systems, Cohen created groundbreaking mobile applications, including RoboKiller, the massively successful service that has helped millions of Americans protect themselves from annoying and sometimes dangerous spam calls. Ultimately, RoboKiller's breakout success story led to the company's acquisition by media giant, IAC (NASDAQ: IAC) in late 2018.

TelTech's journey began in 2005 when Cohen convinced a close friend to join him in an upstart technology venture. From a basement startup, the two young entrepreneurs built SpoofCard, one of the first 100 mobile apps in the App Store, then followed up that initial success with the development of TrapCall, a unique privacy app which unmasks blocked calls, and TapeACall which offers professionals and consumers the ability to record calls on iPhone.

Under his leadership, TelTech's products grew into globally recognized brands and were featured by major media outlets including the New York Times, NBC Nightly News, and Good Morning America.

Cohen also built a cloud communications platform as a service company called TelAPI, which was acquired by Avaya in 2016, and also successfully sold SpoofCard to Momentum Technologies in 2019.

With more than a dozen patents in his portfolio, broad experience developing and growing startups, and his ever-present passion for finding elegant solutions to complex problems, Cohen moved on from TelTech in 2019 to start Disrupt Ventures LLC, a firm that invests in disruptive technology start-ups, Blockchain and Cryptocurrency. Outside of his technology interests, Cohen also invests in commercial and multi-family real estate properties.

In addition to his business ventures, Cohen is also passionate about giving back to his community and supporting worthy organizations. He lends his leadership and problem-solving skills as a board member for several not-for-profit organizations and is a member and occasional presenter for the Secret Service Electronic Crimes Task Force.

Never known to shy away from a challenge, Cohen ran two successful election campaigns and served for four years as Fire Commissioner of the Lakewood NJ Fire Department.



MEIR HURWITZ

Meir is a Venture Capitalist and FinTech Entrepreneur whose role as an early innovator in the Alternative Financing industry has cemented his position as a fundamental part of the sector as it exists today. Meir's influence can be traced back to the sector's earliest days, while serving as the Director of Sales and Marketing for the first large Alternative Funding company.

As the Co-Founder of Pearl Capital Business Funding, he led the company's subsequent acquisition to a multinational corporation netting profits in the tens of millions. The story garnered heavyweight international media coverage from the likes of The Business Insider.

Meir was an angel investor in Kings Cash Group and continues to build his portfolio of innovative and profitable ventures while serving as a Primary Investor and Board Member of NewCo Capital Group, Capytal.com and Melbourne based Bizcap.

Meir also provides guidance as a premier business-strategy consultant for tech startups including the shopping app, ScreenShop (acquired by Snapchat in 2020). The story of Screenshopp was featured by globally renowned media such as Forbes.



MICHAEL OURABAH

Chief Executive Officer and Founder at BSO
Director and Founder at Carinae Crypto
Corporate Development at Bezoge Earth

Michael is BSO's Chief Executive Officer and Founder, starting the company in 2004 with his business partner, Charles Antoine Beyney.

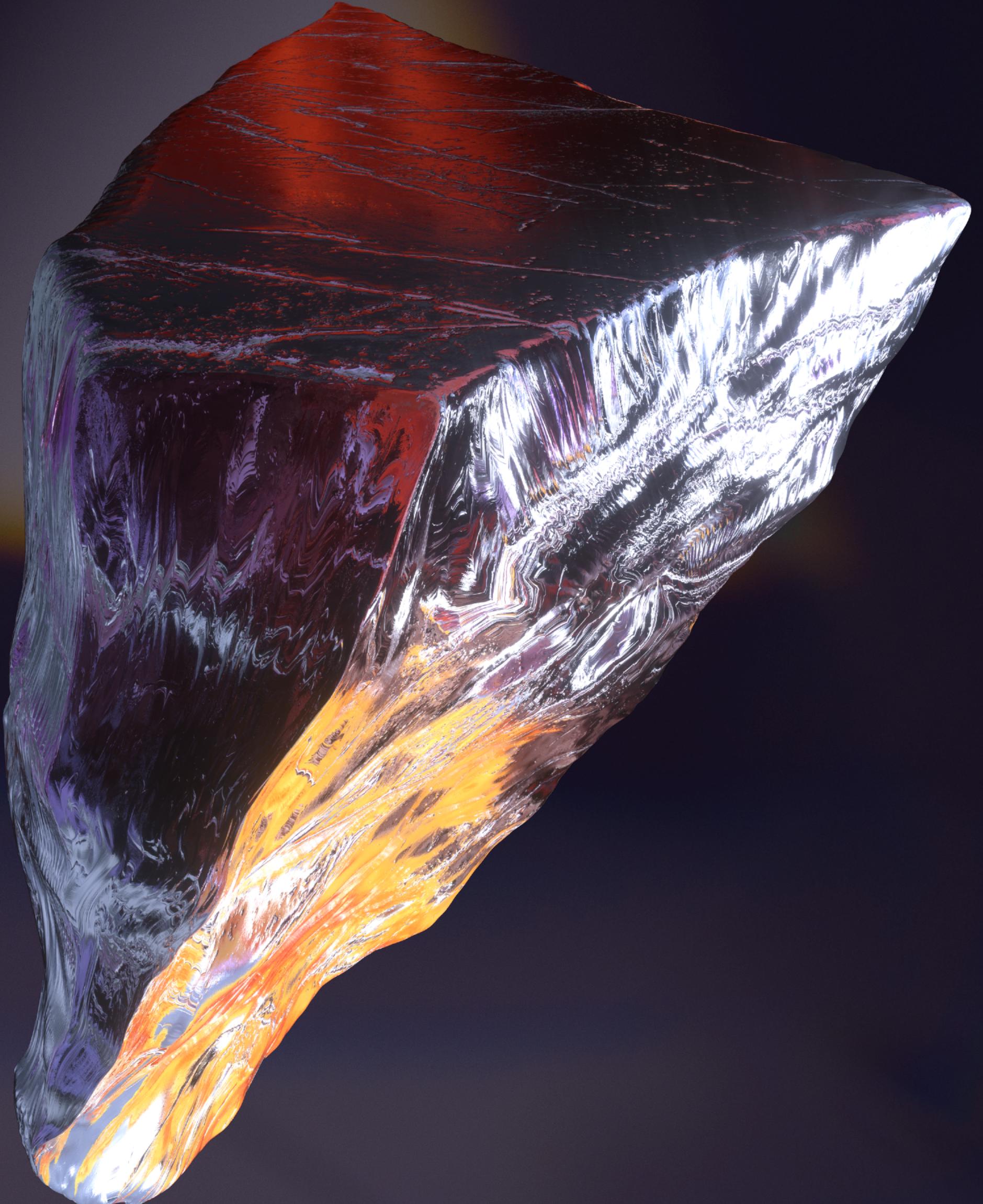
Michael is responsible for all aspects of BSO's business globally. During his more than 15 years building the organization, Michael has demonstrated a fresh approach to leadership in the telecommunications industry. He created BSO from humble beginnings when studying for a master's degree in computer science and had one clear aim in mind: to build an international, ultra-high-performance network with client satisfaction at its core.

Michael's hands-on management approach ensures BSO stays true to his founding vision. A technologist at heart, Michael inspires the team through his love of engineering and problem-solving, unique leadership attributes that help BSO maintain its leading position in global connectivity, hosting and cloud services.

Michael holds a master's degree in computer science from EPITECH University and is a dedicated Paris-Saint-Germain football fan.

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PARTNERSHIPS



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Small in nature, our three-partner firm allows us to give our clients the attention they deserve to maximize their achievements. Our diverse nature and flexibility enable us to excel in representing a variety of clients including Fortune 500 companies, major trade associations, and small emerging high-tech companies. At Polaris, we are committed to leveraging close relationships with key legislators and staff, maintaining a deep understanding of the legislative process, and forging unique strategic partnerships to build coalitions to influence and advance a legislative and regulatory agenda. Each client receives the same level of exemplary personal service; we don't go home until the job is done.

LOBBY GROUP PARTNER

Will accept a portion of \$LBY token as payment for services rendered



Glo Creative is an advanced team of experienced advertising agency talent, who deliver top caliber work without the New York agency price tag. We work across 360° platforms, including Digital, Social Media, Print, Broadcast, and PR.

LOBBY MEDIA PARTNER**KING & SPALDING**

King & Spalding helps leading companies advance complex business interests in more than 160 countries. Working across a highly integrated platform of more than 1,200 lawyers in 22 offices globally, we deliver tailored commercial solutions through world-class offerings and an uncompromising approach to quality and service.

PRIMARY LEGAL PARTNER

Our mission from the start was clear: help clients win government business and influence public policy with targeted and effective advocacy and communications strategies. PSG has assisted organizations in building and maintaining strategic relationships, educating stakeholders, communicating value in products and services and developing public policy that advances the mutual interests of its clients and their public sector partners.

LOBBY GROUP PARTNER

Will accept 100% of \$LBY token as payment for services rendered



Glo represents these companies



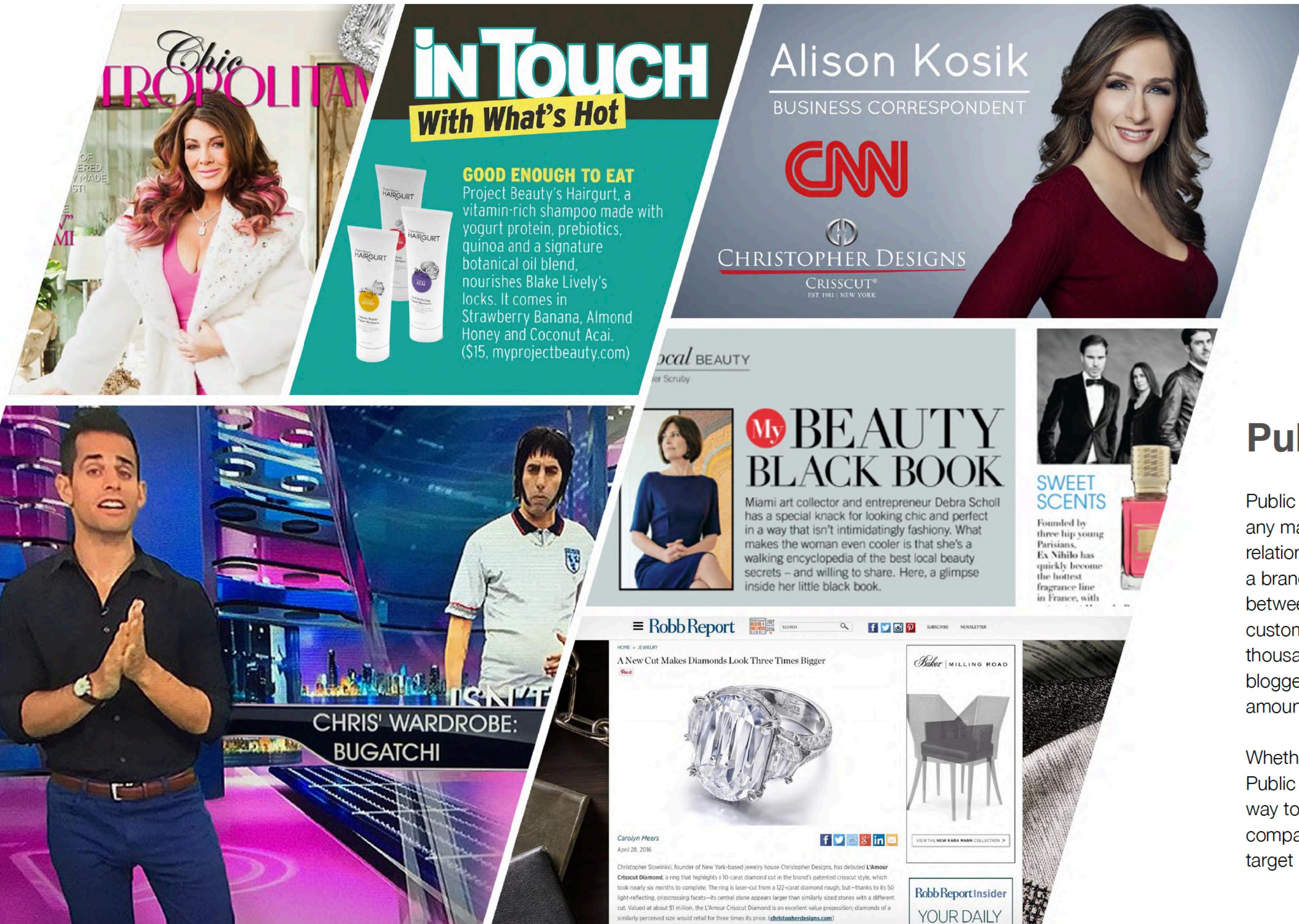
BUGATCHI

Kodak



PAST CLIENTS





Public Relations

Public Relations is a critical component of any marketing plan. An effective public relations campaign helps define the image of a brand, and creates a positive relationship between your company and the customer. Glo Creative works with thousands of top-tier editors, stylists, bloggers, and writers to garner the maximum amount of exposure and brand recognition.

Whether it is B2B, or Direct-to-Consumer, Public Relations is the most cost-effective way to get the word out about your company, products and services to your target audience.

THE PROBLEM

THERE ISN'T ENOUGH TRANSPARENCY IN FUNDING FOR LOBBYING
EFFORTS THAT HELP THE CRYPTO INDUSTRY.

LOBBY DAO HAS

A FOUNDATION

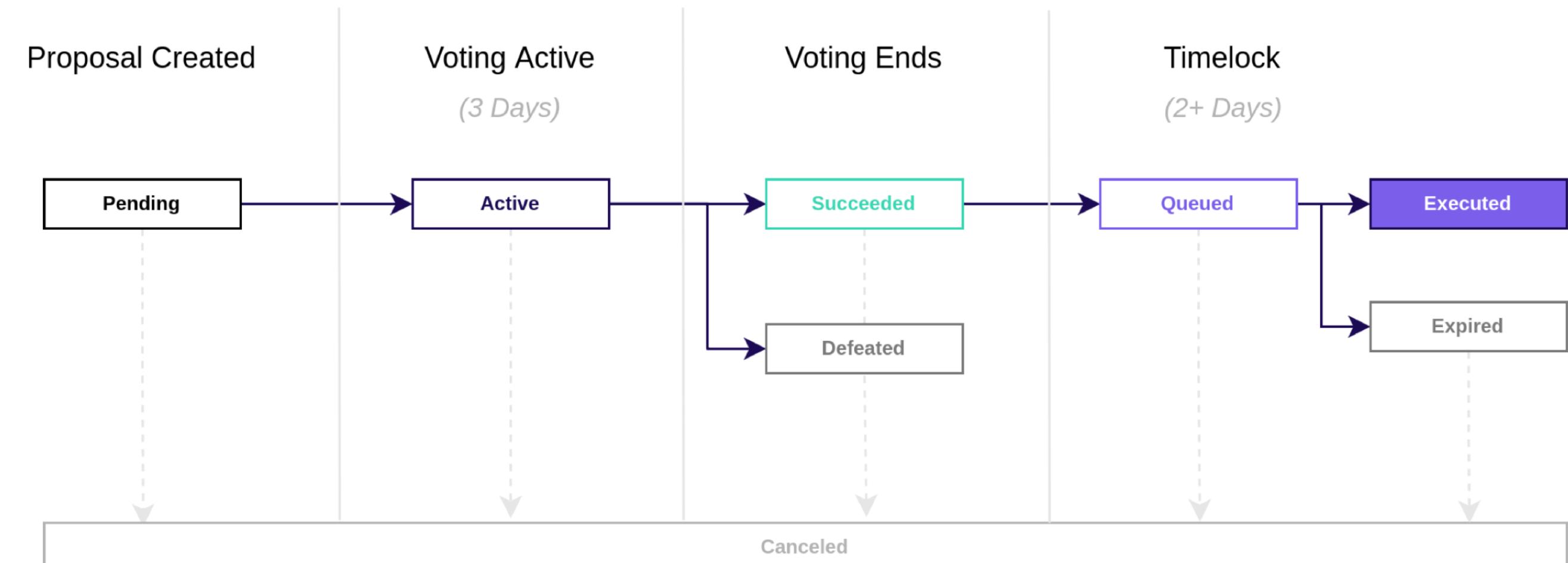
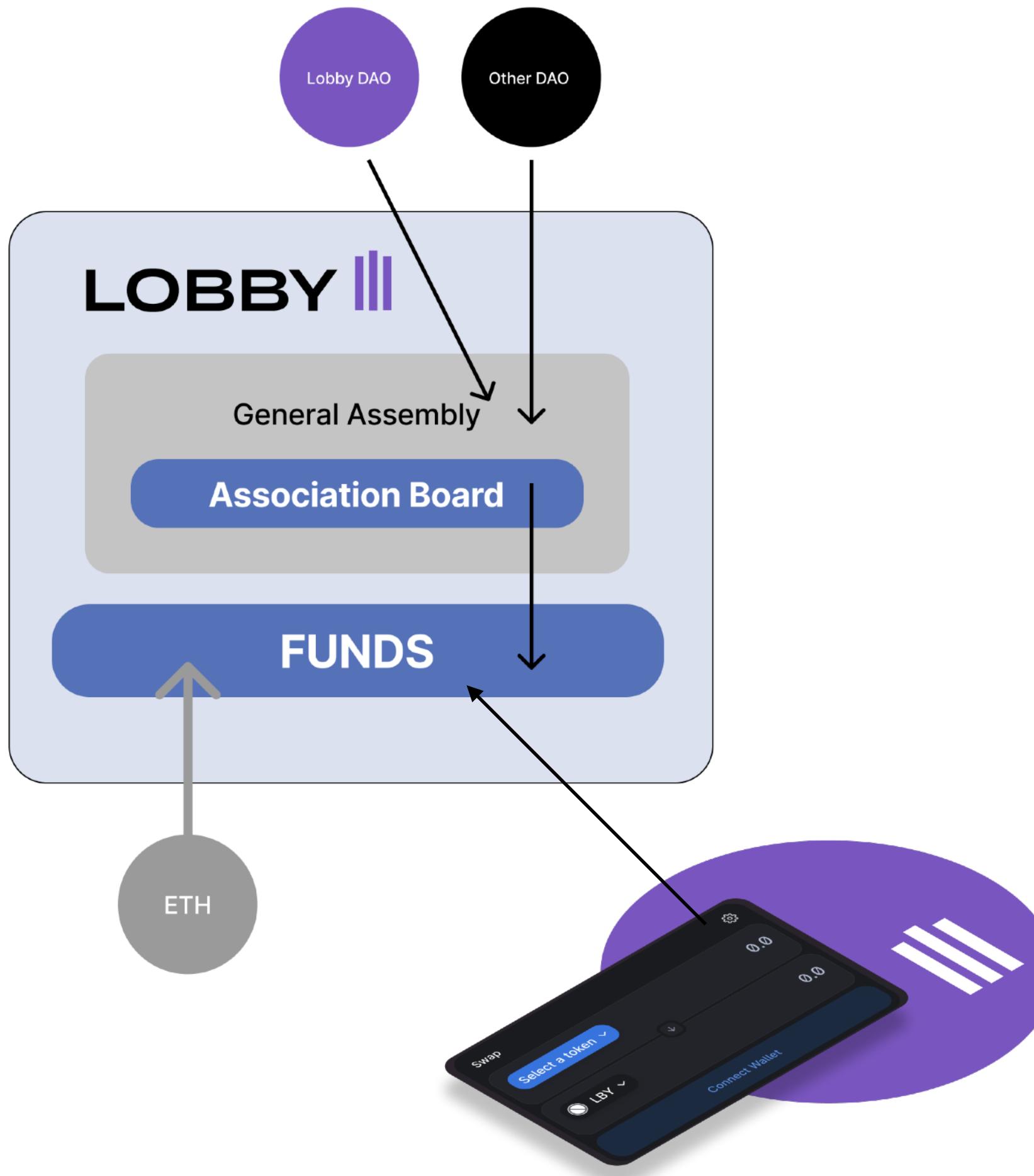
A COMMUNITY

A PATH

A DAO
GOVERNANCE
PLATFORM

ADDENDUM

FUNDING STRUCTURE & PROCESS



ROADMAP

Quarter	Tasks
Q4 2021	Launch Community, Launch ERC-20 Token, Entity Formation, Legal Advisory Staff, Build Advisory and Management Team, Develop Lobby DAO, Develop Voting Strategies + Types, Gnosis Safe Setup, Community Discussion Board
Q1 2022	Enzyme Treasury Integration, First Grant Issued, Fiat Onboarding Ramp, EZ-Uni Smart Contract Development, 5 Successful Proposals, Renounce Contract Ownership, Lobby Gear Merch Store
Q2 2022	Nationwide Awareness Campaign, 10 Successful Proposals, Development of Additional DAO use-cases
Q3 2022	+ Add a card
Q4 2022	+ Add a card

January - March

- Stand-up the PAC and 501(c)4 organization
- Raise funds for PAC and 501(c)4
- Develop and messaging and grassroots strategy for the C4
- Develop a political giving strategy for the PAC and individual investors
- Engage grassroots and PR support for PAC and C4
- Leverage NC relationships to educate key Members of Congress from NC

April – November

- Participate in political events and activities with target members of Congress
- Build grassroots network to influence policy and political objectives
- Engage C4 in messaging in target districts and races
- Engage in direct lobbying of key members of Congress

December-January

- Assess lay-of-the-land post-election
- Develop list of key members and map to Lobby network
- Engage in pre-session activities to meet members who will lead key committees and lead their respective chambers

The U.S. Congress and state legislatures are charged with establishing the legal framework (“rules of the road”) for every commercial venture. Laws enacted by legislative bodies require administrative regulators to write rules intended to implement the laws as written. Judiciaries exist to adjudicate whether or not laws are constitutional and whether implementing regulations align with the letter of the law and the intent of the legislative body which established the public policy.

It all begins in the legislative branch. In our Representative Republic, elected officials are the first line of action in the development of public policy. Legislative bodies enact. Regulatory bodies enforce. Proactively defining, and then providing education about the appropriate framework for sound public policy is an important component of any democratic government. Doing so effectively is critical to the success of any policy initiative.

At their core, elected officials are politicians. Politicians respond to three things: sound policy ideas (which will depend on one’s political perspective), the views of the constituencies they represent, and the money that helps elect them. Not necessarily in that order.

REAL OR PERCEIVED THREATS OF CRYPTOCURRENCIES

- Used to finance illegal activities
- Used by rogue governments to avoid financial sanctions
- Used to finance terrorism
- Lack consumer protections such as FDIC insurance
- Lack consumer disclosures about financial risk
- Lack disclosure about ownership
- Transactions are expensive and unregulated
- Crypto is too volatile to operate unregulated
- Crypto exchanges are similar to fiat currency exchanges, yet are largely unregulated
- Many crypto projects lack financial or business fundamentals that underly any proposed value
- Crypto enables tax avoidance
- Exchanges do not meet the same safety and soundness requirements as regulated financial institutions
- Crypto networks subject to hacking without protections for consumers

The crypto and blockchain communities have responded quickly to the threats posed by regulators and legislators over the past two years. Trade organizations have been created, funded and staffed. Proposed policies are being developed and socialized with Members of Congress by individual companies and trade groups with the help of outside lobbyists. Of the three areas of activity, policy development is becoming well established.

The highest value Lobby can create in support of sound policy objectives is in the two other categories. Lobby can be a strong grassroots and political network that supports the adoption of sound crypto policies and oppose policy proposals that would harm the advancement of this industry and the full development of Web 3.0. Lobby can reach retail investors and bring them into the policy engagement process. It can create and deploy a grassroots communications and political giving structure that support sound policy through the establishment and funding of organization focused on educating and recruiting U.S. crypto investors and deploying political giving strategies that support crypto advocates in Washington.

Lobby can be the platform to raise funds and awareness, and be the rallying organization to deliver the voice of crypto investors to their elected representatives. To do this, Lobby should create a Federal Political Action Committee, and a 501(c)4 social welfare organization. These organizations will be the conduits for political and grassroots engagement with Members of Congress regarding crypto legislation.

