

mochi

PITCH DECK

Date: April 10, 2021

What's on the menu

- • • 3 VISION 17 USE OF FUNDS
- • • 4 PROBLEMS 18 ROADMAP
- • • 5 CHALLENGES 19 THE TEAM
- • • 6 WHAT WE BRING TO THE TABLE 23 ADVISORS
- • • 8 MOCHI MARKET SOLUTIONS 25 INVESTORS AND PARTNERS
- • • 9 BUSINESS MODEL 26 CONTACT US
- • • 10 MOCHI PLATTER
- • • 12 GO-TO MARKET STRATEGY
- • • 13 COMPETITIVE LANDSCAPE
- • • 14 TOKEN ECONOMY
- • • 15 TOKEN DISTRIBUTION
- • • 16 TOKEN RELEASE SCHEDULE

Vision

Mochi.Market envisions to be the multi-chain decentralized exchange ecosystem for non-fungible tokens (“NFT”).

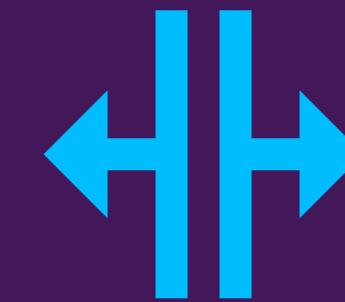
What the early NFT adopters are saying

Buying an NFT is expensive (high ticket size) and costly (high transaction fee)

Holding NFT is not profitable (not a yielding asset, no utility for NFTs)

It is difficult to sell an NFT (not enough liquidity)

Friction costs and untapped participants (lack of interoperability)



Users wanting to buy/sell

+

Lack of interoperability

=

Costly Transaction Fees

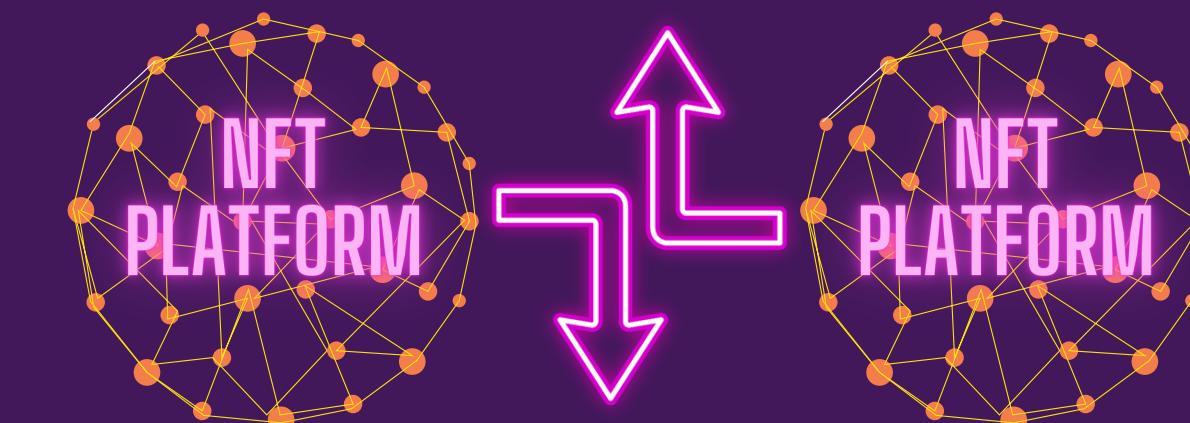
The main industry challenges

High transaction fees (on Ethereum)

Large ticket size

Illiquid assets

Interoperability of blockchain: lack of connectivity between NFT platforms



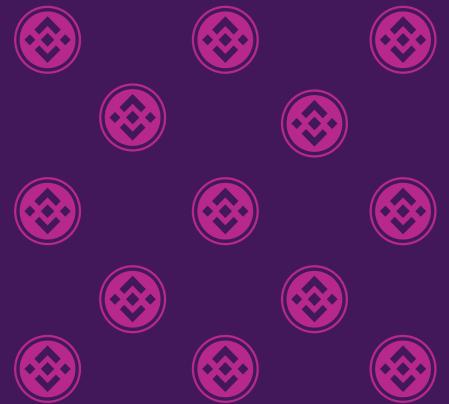
What we bring to the table

06

1

An economy where NFT want-to-owns do not feel being left out - Everyone can buy it:

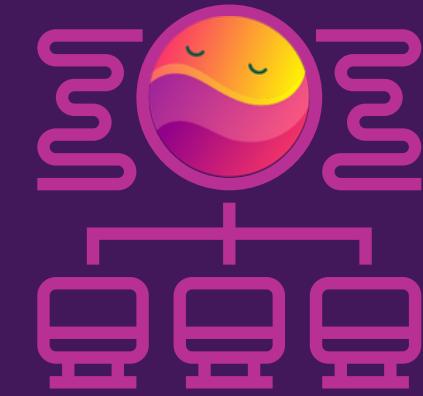
Fractionalization



Low transaction fee
options



Decentralized Exchange



2

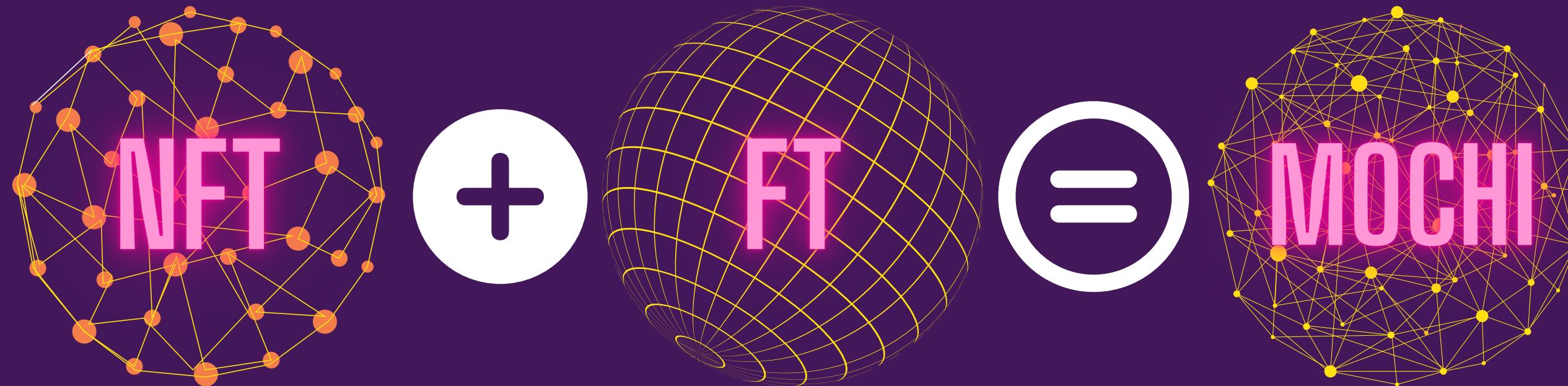
An economy where NFT holders do not feel being left out for holding NFT - Holding incentives:

- Lending
- Staking

07

3

An economy where NFT and Fungible tokens (“FT”) are seamlessly intersecting across multiple blockchains - Interoperability.



The Main Meal - Mochi Market Solutions

08



Mochi Marketplace

Where people can buy, sell, exchange peer-to-peer, lending, and borrow peer-to-peer through an exchange like a traditional exchange.

DEX Mochi DEX

Where users can use automated market making (“AMM”) mechanisms to exchange between FTs and NFTs on the same or cross-chains.



Mochi Integration

Provides a way to directly integrate with popular NFT platforms such as OpenSea or Rarible.



Mochi Rewards System

To increase user interaction in the Mochi Market ecosystem, there will be a lot of reward systems for users such as trading reward, referral, airdrop, lottery and NFT launchpad.



Mochi Earn

Providing Staking, Yield Farming programs so that users can earn passive profits by providing NFT and FT liquidity for the services of the Mochi Market ecosystem.



Business Model

REVENUE MODEL

Platform Revenue

- Transaction fees incurred from market and swap transactions



TOKEN MODEL

Incentivize active participation through activities such as:

Governance:

- Voting
- Rewards

DeFi:

- Stake
- NFT Collateral

Engagement:

- Games
- Referral
- Events
- Airdrops



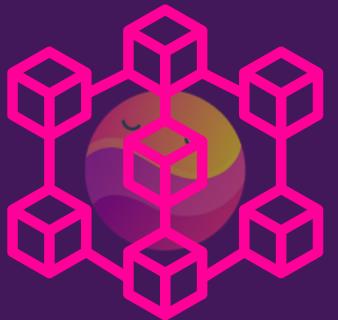
Mochi Platter

10

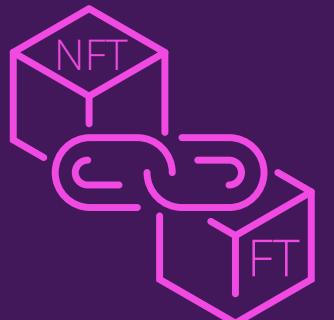
Mobile friendly UI/UX



Multi-chain \$MOMA token



Cross-chain Exchange NFTs with NFTs, NFTs with
NFTs + FT (fungible tokens)



Creators reward system



Referral program



Airdrop program



The lottery system



Mini-games



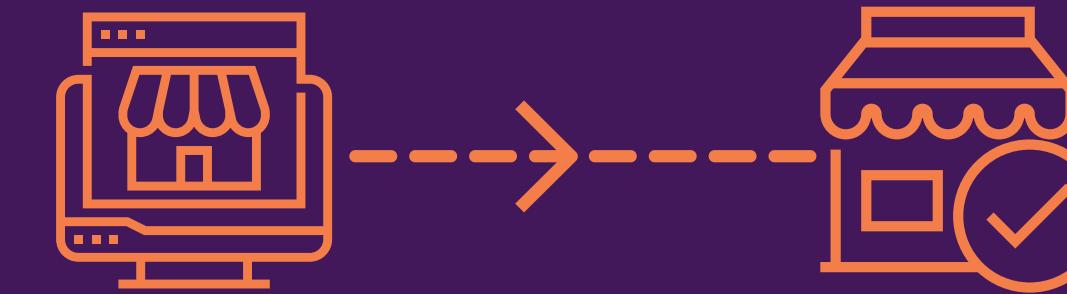
NFT mining



NFT staking, yield farming



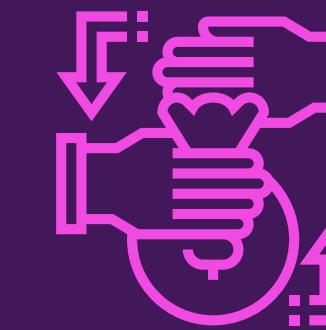
Integrate with other marketplaces such as OpenSea, Rarible



Fraud prevention by origin verification powered by blockchain technology



Allow users to lend NFTs, borrow tokens with NFT as collateral



Go-To Market Strategy

Given the recent global mainstream media and personalities spotlight on NFTs in general, Mochi.Market is well positioned to ride in the industry's growth by taking active part in solving some of the real problems and challenges that the industry face at the moment.

The main initial commercial focus is to connect DeFi and NFT, in so doing, leveraging the best of both worlds. Mochi.Market initially aims to solve three important current challenges: lack of liquidity in the NFT market, lack of monetization strategy for NFT holders during their holding period, and lack of cross-chain usage between NFTs and FTs.

Initial Phase

- Mochi.Market launch
- DeFi and NFT focus
- Building market awareness and community

Development Phase

- Feature development.
- Beyond DeFi
- Cross chain capability

Expansion Phase

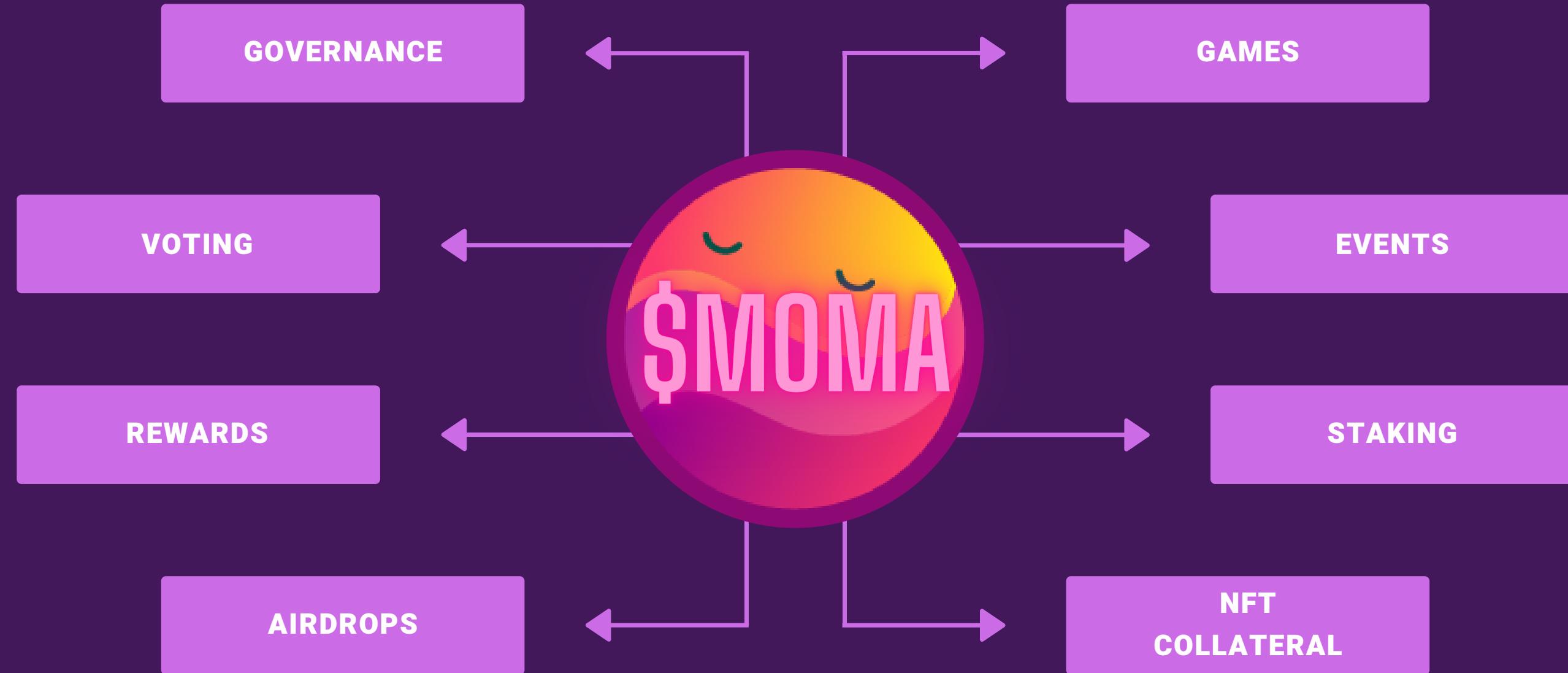
- User growth
- Integration
- Mass adoption and usage

Competitive Landscape

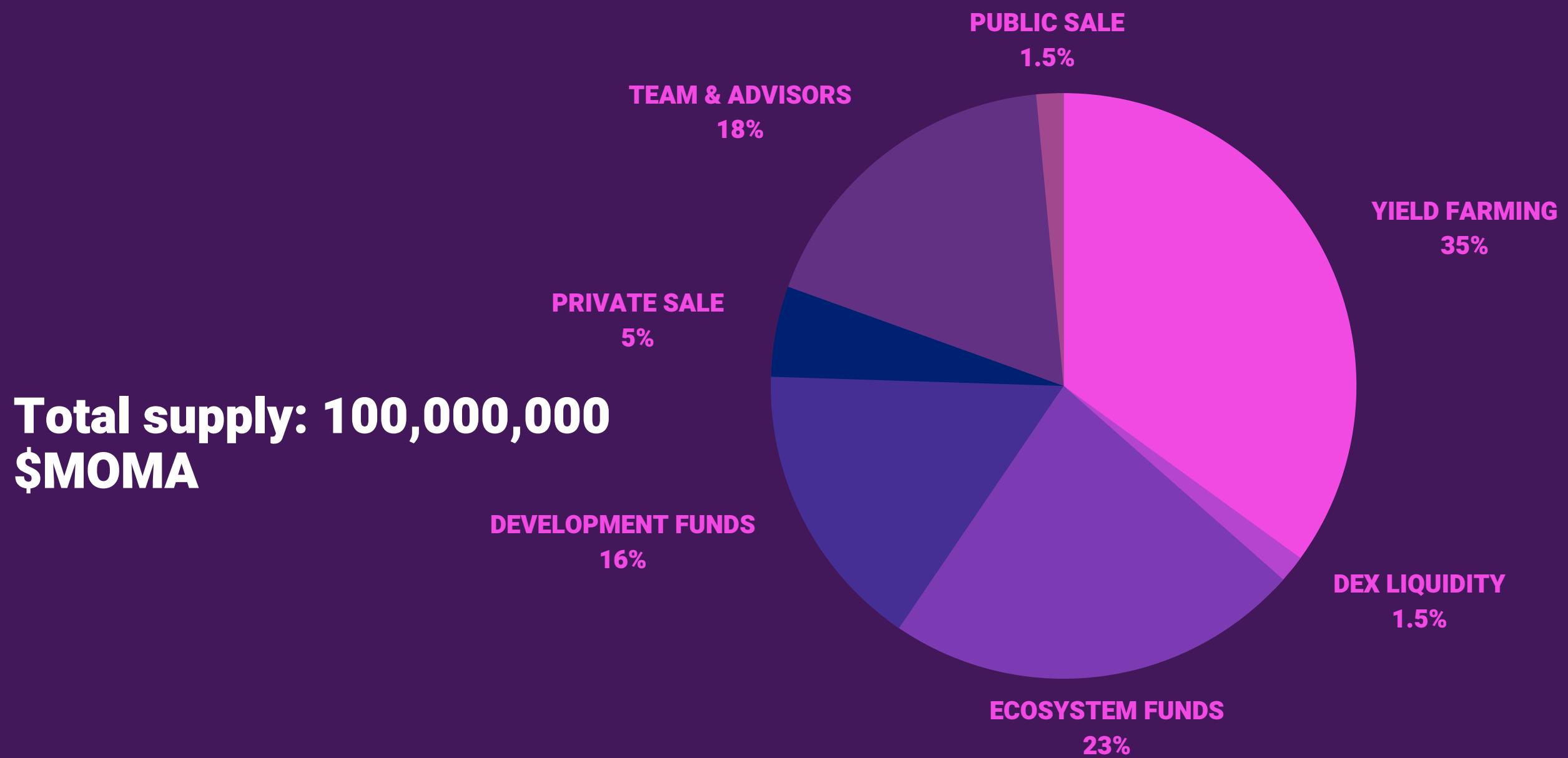
	Mochi	Daofi	NFT Protocol	NFTX	Bondly	NFT20
Multichain	Yes	Ethereum	Ethereum	Ethereum	Yes	?
DEX	Yes	Yes	Planned	No	Planned	Yes
DAO	Planned	Planned	Yes	Planned	N/A	No
Fractionalization	Yes	Yes (through fraction.art)	No	Yes (through index fund)	Planned	Yes
Users	Crypto and non-crypto users	Creators, investors	Applications, developers and collectors	NFT Investors to gain exposure to NFT market	Creators, fans, investors, collectors	Collectors, creators, investors
DeFi	Swap, Staking, Lending, Launchpad, Farm, NFT Reward	Crowdsale	Staking, Swap	Swap, Index fund, Farming	Launchpad, Staking, Swap	Swap, LP, Farm
Market Cap	\$714,893	\$20,503,568	\$15,068,256	\$69,268,597	\$115,035,741	\$29,674,650
Fully Diluted Valuation	\$10,000,000	\$39,239,277	\$33,216,088	\$107,201,400	\$589,447,915	\$52,150,595

*Market cap and valuation figures are as of 10 April 2021

Token Economy



Token Distribution



Initial Market Status

- Initial Circulating supply: 8,648,933
- Initial Market Cap (include liquidity): \$864,893
- Initial Market Cap (exclude liquidity): \$714,893

Token Release Schedule

TOKEN SALES	TOTAL %	TOKENS SOLD	TOKEN PRICE	VESTING PERIOD	UNLOCK AT IDO	
PRIVATE	5.00%	5,000,000	0.1	0	100%	
PUBLIC OFFERING	1.5%	1,500,000	0.1	0	100%	
OTHER ALLOCATIONS	TOTAL %	TOTAL TOKENS	FULL LOCK DURATION (M)	VESTING PERIOD (M)	UNLOCKED AT IDO	SUBSEQUENT MONTH UNLOCK RATE (UNLOCKED DAILY)
TEAM & ADVISORS	18.0%	18,000,000	12	24	0%	8.33%
DEVELOPMENT FUNDS	16.0%	16,000,000	0	60	1.66%	1.66%
ECOSYSTEM FUNDS	23.0%	23,000,000	0	60	1.66%	1.66%
STAKING REWARDS	35.0%	35,000,000	0	0	0%	0%
TYPE	TOTAL %	TOKENS	UNLOCK AT IDO			
INITIAL DEX LIQUIDITY	1.5%	1,500,000	100%			

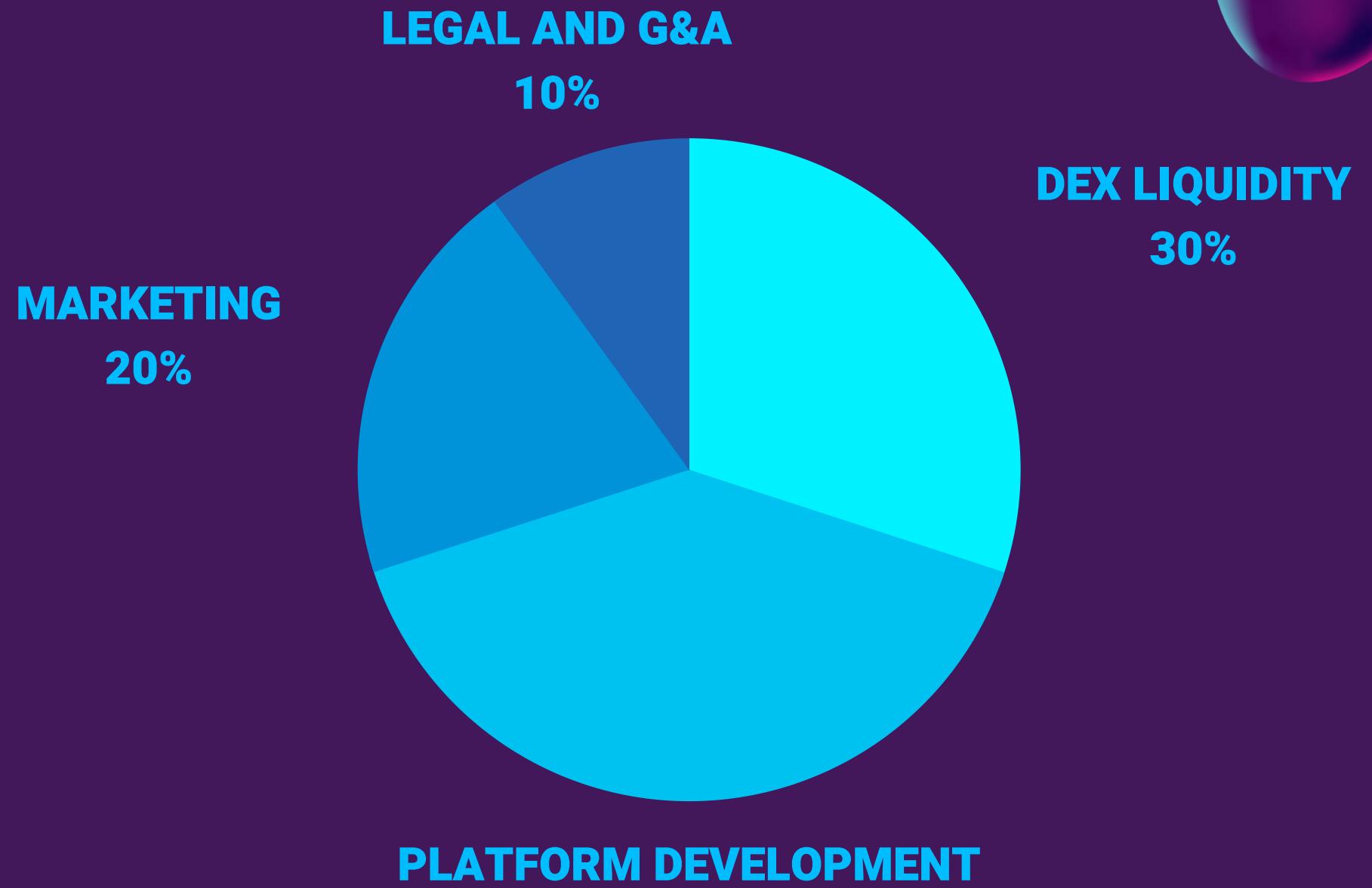
Use Of Funds

- 40% of the funds will be used to support the Platform development

- 20% for marketing actions such as partnerships, awareness and go-to market strategy

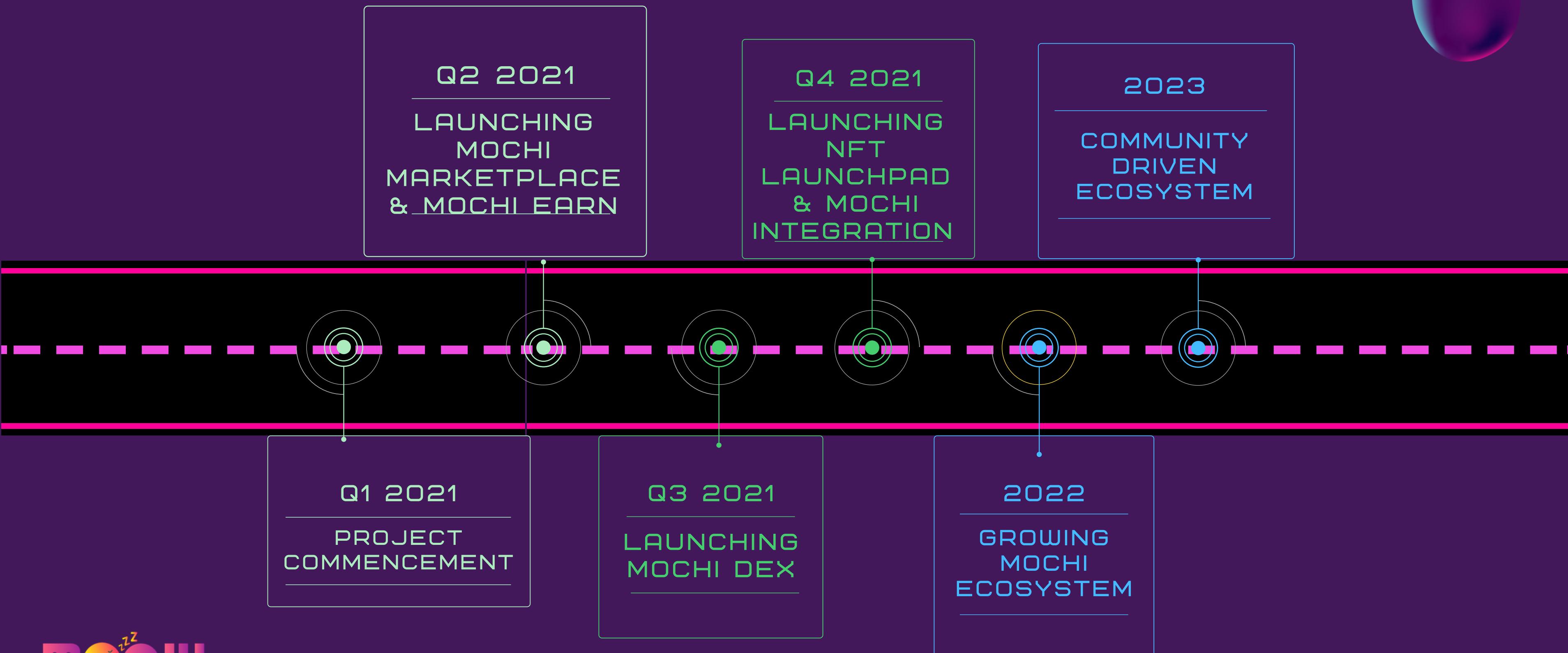
- 30% of funds will be used to provide liquidity to DEX and other exchanges

- 10% of funds will be used for Legal, general and administrative expenses



ROADMAP

18



The Team



Sophia Ho

CO-FOUNDER & CEO

Sophia is an experienced management consultant and business executive turned blockchain entrepreneur and has consulted various token-based startups in the areas of token business model, business strategies, and marketing.



Kevin Do

CO-FOUNDER & CTO

Kevin is a full-stack engineer with 10 years of experience. Working in the game development field for 4 years before moving to blockchain development in 2016 and acting as the leader of the blockchain research and development lab of a big company.

**Charles Tran**

CO-FOUNDER & CPO

**Nolan Ngo**

CO-FOUNDER & DEV

Blockchain engineer with 3 years of experience. After years of research, he has been involved in building NFTs products since and DeFi with numerous blockchain hackathons awards.

Blockchain engineer with 2 years of experience. Strong knowledge about frontend development and design.

**Taio Newgate**

CO-FOUNDER & DEV

**Roberto Le**

CO-FOUNDER & DEV

**Elio Tan**

CO-FOUNDER & DEV

Blockchain Engineer with 2 years of experience and has experience working in system design, web app, a mobile app with Flutter, and IoT system.

Blockchain Engineer with 2 years of experience. He joined many projects on Ethereum, Quorum, EOS, Cosmos, and TomoChain.

Blockchain Engineer with 2 years of experience. He graduated from Hanoi University of Science and Technology and has strong skills in smart contract design and development.



Andrew Fennell

BDM & COMMUNITY MANAGER

Andrew comes with over 12 years of experience in sales methodologies, relationship building, account management and marketing. He found the love for cryptocurrency in 2016 and has been helping several projects since.

Advisors



Matthijs van Driel
ADVISOR

Founder of Magnus Capital since 2017. Advisor at several DeFi startups. Previously quant trader at equity trading firm.



Oliver Nguyen
ADVISOR

Founder of Raptor Capital. Oliver has years of experience in the blockchain industry as an angel investor and project advisor. Oliver brings a large network of industry experts who have brought success to well-known projects in the crypto field.



Hatu Sheikh
ADVISOR

Co-founder of DAO Maker and advisor to Orion, Hord, and LOC.



Anirban Saha

PRODUCT ADVISOR

Anir is the Co-founder & Head of Investments of Greenleaf Finance. He is an expert at connecting the dots in the blockchain space. Being a foundation node partner of Harmony and experienced in building unique usage models around NFT. Anir is a specialist in shaping crypto products.



Lester Lim

ADVISOR

Lester is the Founder of X21 Digital. He has incubated and advised great projects via his immense resources & connections in the blockchain space. He is also Incubator/Strategic Advisor to Blank wallet, Pinknode, Plethori, PolkaFoundry, Oddz, DAOventures, and more.

Investors And Partners



BTX.
Capital



Connect With Mochi



Website - <https://mochi.market/>



Telegram - https://t.me/mochi_market



Twitter - <https://twitter.com/MarketMochi>

For investment and partnership opportunities



Telegram - <https://t.me/shhcrypto>



Email - sophia@mochilab.org