



**Moms
Avenue**

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Introduction



Women entrepreneurship is on the rise. Between 2015 and 2016 it increased by 10% compared to 5% increase in men entrepreneurship globally. However, in the rise of digital transformation and blockchain revolution less than 4% of crypto market participants are women.

Moms Avenue is the world's first blockchain-powered, reward-based social entrepreneurship platform designed to change that. Think about it as Women Community, Turbo Etsy and Entrepreneurship Lessons merged by decentralised blockchain technology.

Team



Evelina Bajorune
Founder and CEO



Milda Maslauskaitė
Business development



Egle Deksnys
Communications



Loreta Dailidone
Community manager



Marius Bajorunas
Smart contracts



Kestutis Bajorunas
Product development



Vincentas Vitkauskas
Business development



Mari Luukkainen
Growth Marketing

Advisors



Navroop K. Sahdev



Vilma Misiukoniene



Asta Sendonaris



Wulf Kaal



David Drake



Esteban van Goor



Zennon Kapron



Trevor Basserbie



Martynas Savickas



Richard Kastelein

Legal



Company registered in Estonia.



Team located in Lithuania.

EU

Official confirmation of compliance with EU law from The Lithuanian Central Bank.



Platform to be launched globally.

The Market



Reasons for the increase in women entrepreneurship:

- Marketplace trends
- Expanding financing options, including the rise of venture-backed funds led by women
- Greater access to mentors and role models

Yet, 72% of business women say lack of access to capital was the biggest challenge to do business.

Target customers:

- Women doing online retail business
- Women purchasing online
- Aspiring female entrepreneurs

Our competitive advantages:

- First movers
- Women are uniting into business and blockchain communities around the world
- We are creating global platform uniting all those communities from greater women empowerment

\$18 Trillion

Global women income by 2018

\$220 Billion

Online retailing market of which 40%
purchases are done by women

The Solution



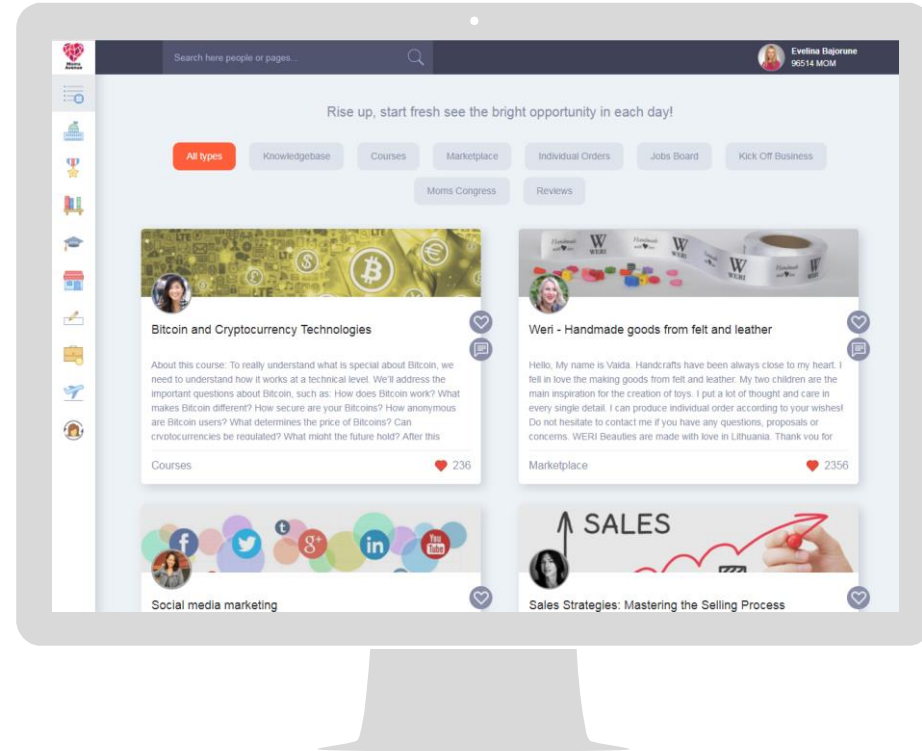
Marketplace – place to trade goods and services with a business automation, fraud prevention, and transparent governance.



Training - all the necessary know-how on business management and blockchain technology. Default training courses will be outsourced while the community will expand the rest.



Business accelerator - toolset for users to receive full support at each startup or venture phase. From starting and scaling business to advising and investing in other ventures.



The Solution



Directly connects
entrepreneurs and
consumer into a
network



Overcomes
distributor
domination



Reinvests into
community,
platform and token
ecosystem



Driven by
**freemium
business model**



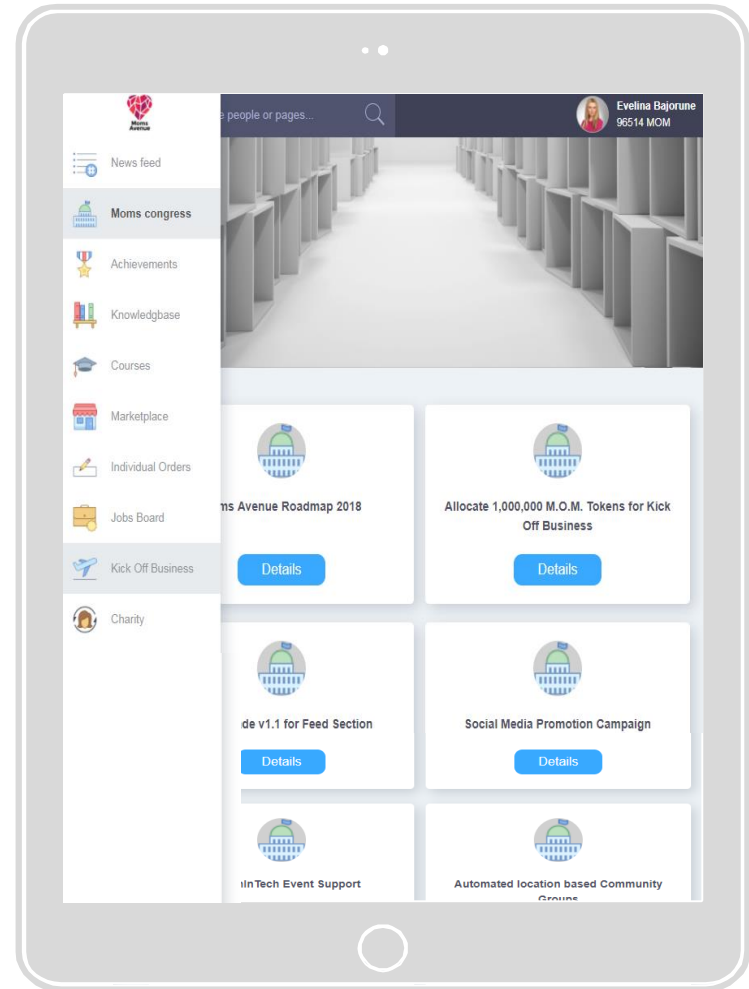
Uses M.O.M. tokens
for **transparent
rewards, ratings
and payments**



Social
Entrepreneurship
DAO – **Moms
Congress**



Built on **Software as a
Services (SaaS)**
architecture principles



Application examples



Creates video training



Gets rated by the community



Gets rewarded with tokens



Spends tokens for goods and services in the marketplace



Writes business plans



Receives tokens for services



Buys services from the platform to scale business



Finds coworkers, promotes services, etc.



Has a business idea



Gets know-how in Training section



Completes a task, delivers work in Jobs Board section



Receives tokens



Spends tokens to develop business idea



Gets seed funds to implement business idea



Pitches idea in Business Accelerator



The Business Model



Freemium services

Service / Package	Free	Standard	Premium
Standard listing	x	x	x
Top listing		x	x
Branded templates in marketplace		x	x
Promotions in jobs board and marketplace			x
Advanced features			x

Fees from transactions in marketplace



Token Distribution & Traction



Partnership with:

- European Social Entrepreneurship and Innovative Studies Institute
- Women @ Community
- Miss Blockchain community
- Enterprise Ethereum Alliance
- The Bitcoin Foundation

Community:

- 1000 newsletter subscribers.
- More than 8000 Airdrop participants.
- More than 6300 Telegram group members, 6800+ Twitter and 1500 Facebook followers



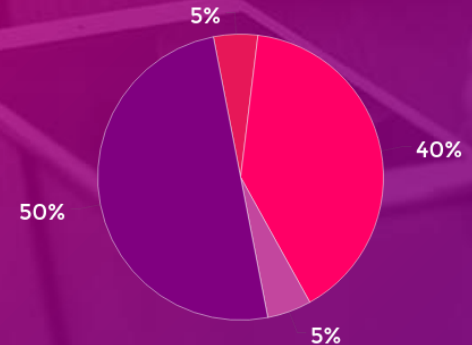
50% Tokens for Community Development:

- Through smart contracts only
- Used for community development only
- NOT listed on Exchange
- Not more than 20% used in 12 months period
- Balanced using supply and demand principles
- Accessible via Moms Avenue platform only

40% for preICO and ICO.

5% Team. Locked for 12 months.

5% Advisors.



The Marketing Plan



November
2017

Start of
January
2018

End of
January
2018

February
2018



- Airdrop and Bounty campaigns for early community members to build Telegram group as the primary communication channel
- Advertising in social media channels, engaging BitcoinTalk group before pre-ICO
- Whitelist for early birds of preICO



- Partnering with PR/Marketing agency before ICO.



- Partnership with existing women communities and organizations around the world with free token package proposition for their members
- Engaging communities of field experts that could act as role models/consultants/advisors to the businesses within Moms Avenue



- Making road trips in the most important destinations for women in tech communities
- Participating in relevant conferences, discussion panels, and meetups

The Financials



Pre-ICO

2000 ETH during Pre-ICO.

- 40% for technical development of MVP - enrollment, testing and release
- 20% Conferences and communities - engagement with blockchain communities and investors
- 25% Marketing - cost-efficient user acquisition. Our target before ICO is at least 5000 MVP registered users
- 15% Administration, legal and operations - Upfront payments before ICO for IT security services, KYC, banking accounts, exchanges listing fees

ICO

Goal €20.000.000

Hard cap is €45.000.000

- 50% Development – creation of functionality, testing and release to the community
- 30% Marketing and sales - cost-efficient marketing efforts keeping user acquisition costs one of the lowest in the industry
- 10% Admin and operations – applied Lean startup principles to ensure smooth operations and organizational expansion
- 5% Legal - compliance with regulations
- 5% Contingency - on-hold funds for *force majeure*.

The Crowd Sale



Total Token Supply

2,200,000,000 MOM

Total Crowdsale Token Supply

880,000,000 MOM

Pricing

Pre-ICO - 50% BONUS

ICO Week 1 - 15% BONUS

ICO Week 2 - 10% BONUS

ICO Week 3 - 5% BONUS

Token Type

Utility

Pre-ICO

Token Supply – 20,000,000 MOM

Goal - 2,000 ETH

Start - December 11th, 2017

End - December 25th, 2017

KYC

Required

ICO

ICO

Token Supply - 860,000,000 MOM

Hard Cap - 45,000,000 EUR

Smart Contract

[Github](#)

For investment terms outside of the above, please contact hi@momsavenue.com



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