



**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**



**Zennon Kapron**



**Wulf Kaal**



**David Drake**



**Esteban van Goor**



**Trevor Basserbie**



**Richard Kastelein**

## 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



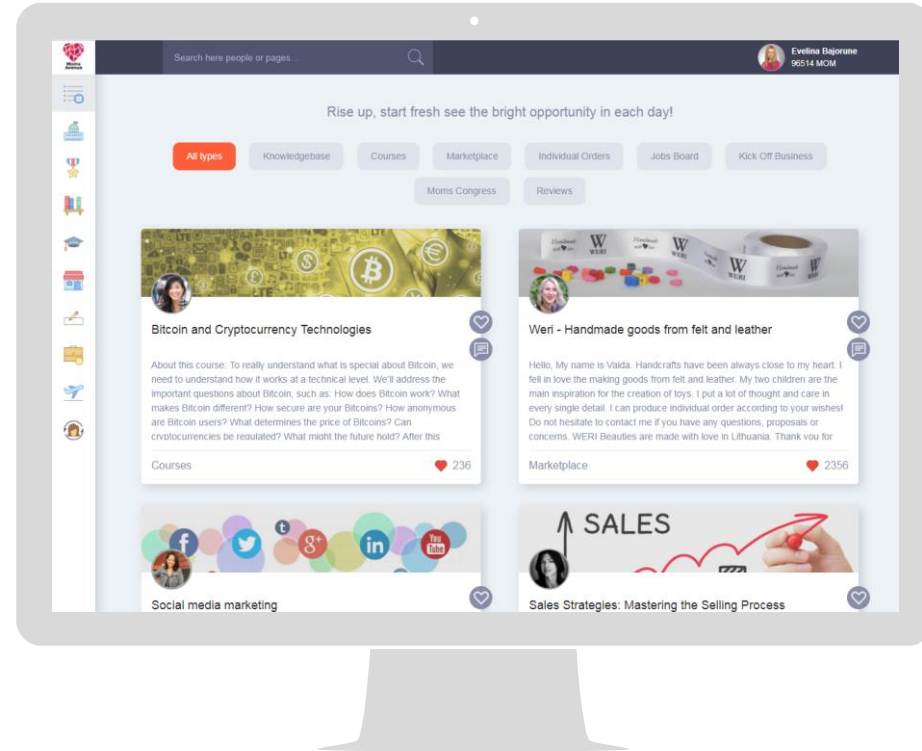
**Marketplace** – place to trade goods and services with a business automation, fraud prevention, and transparent governance.



**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**



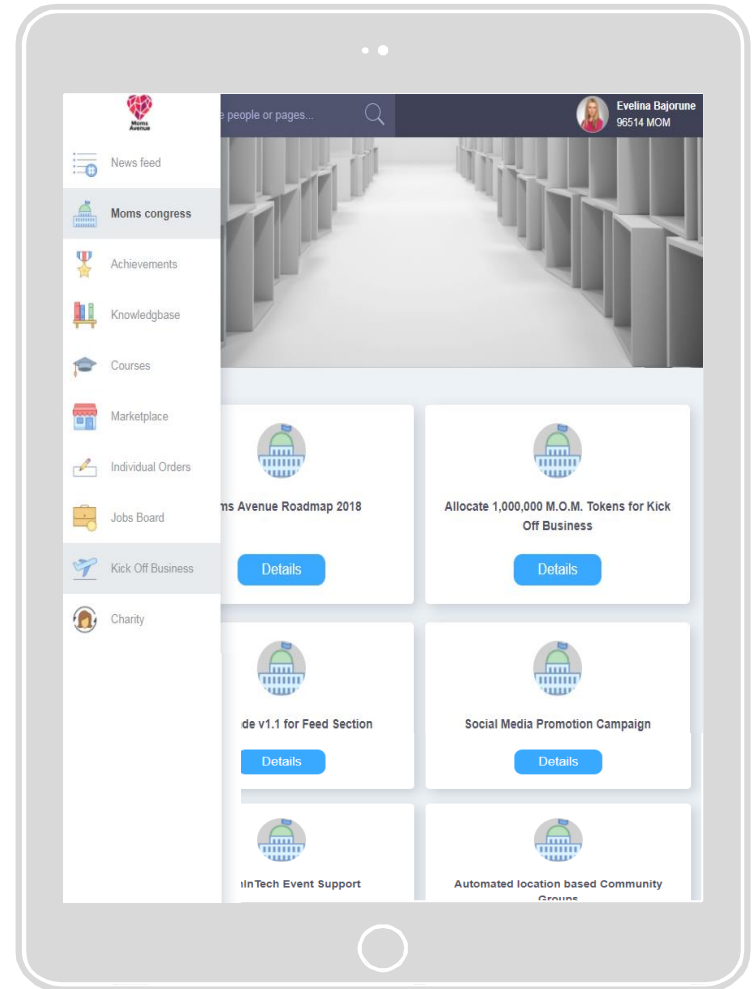
Uses M.O.M. tokens  
for **transparent  
rewards, ratings  
and payments**



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



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