



**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 Bassarabie**

Legal



Company registered in Estonia.



Team located in Lithuania.

EU

Official evaluation 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



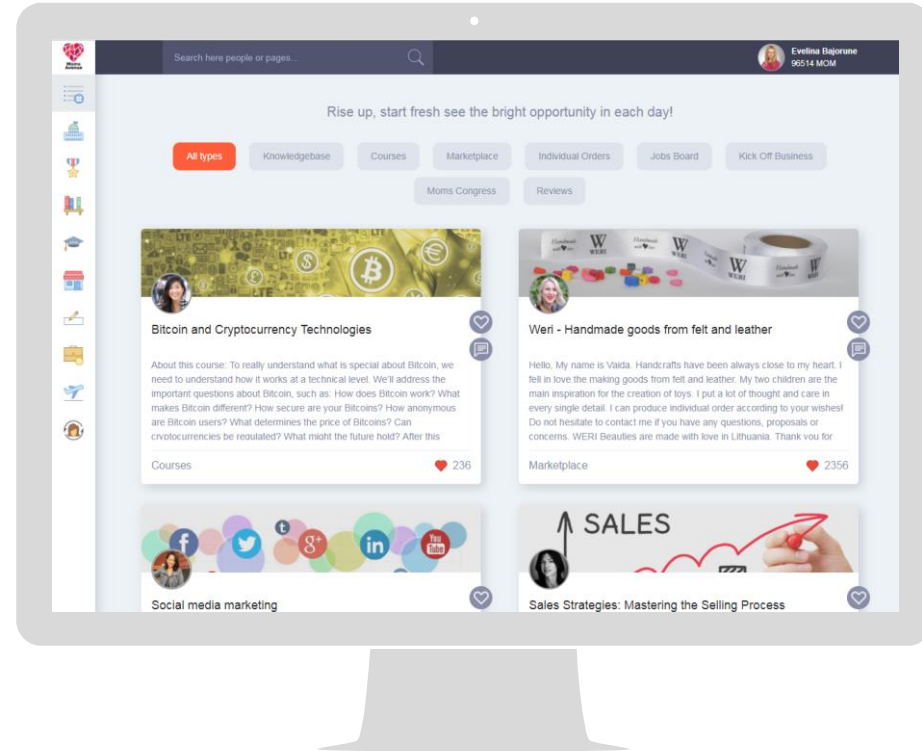
**Marketplace** – place to trade goods and services with a business automation, fraud prevention, and transparent governance.



**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**



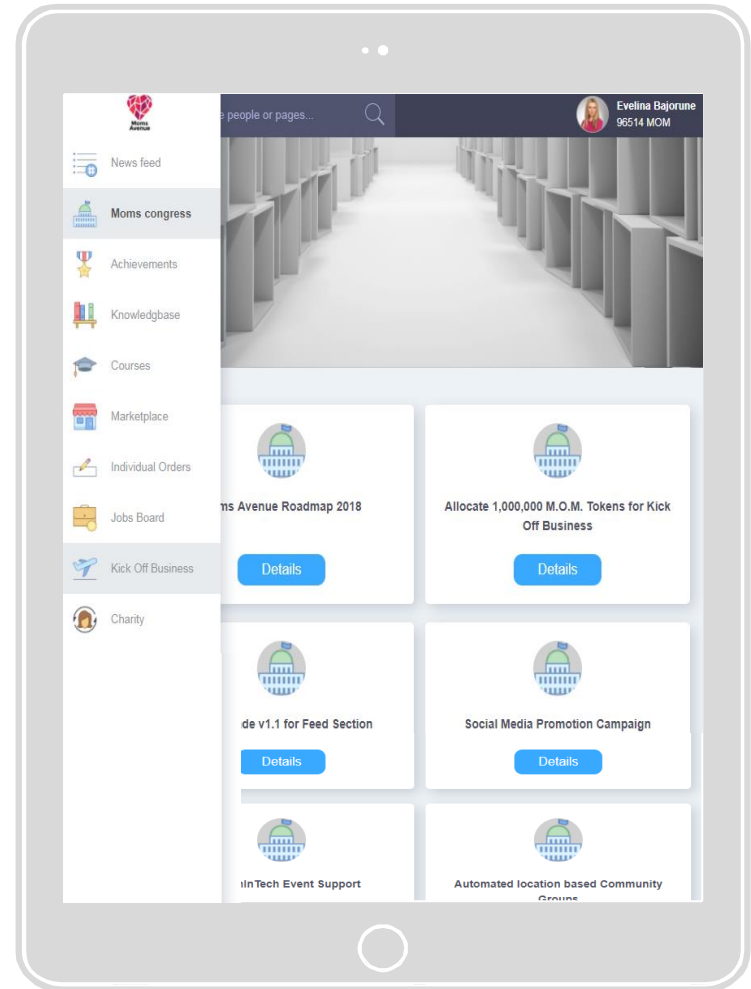
Uses M.O.M. tokens for **transparent rewards, ratings** and payments



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



## Partners & Members:

- 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 7000+ Telegram group members, 7600+ Twitter and 1500+ Facebook followers



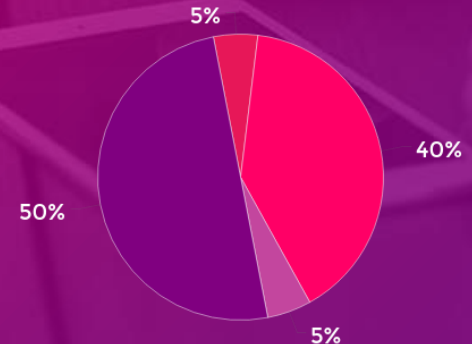
## 50% Tokens for Community Development:

- 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
- ✕ • 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

## KYC

Required

## 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](mailto:hi@momsavenue.com)



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