MONICO

PRESENTATION DECK
V3.1 AUGUST 2018

MONICO

A mobile-first crypto-exchange platform that empowers consumers to participate in the token economy.

GET IT ON Google Play
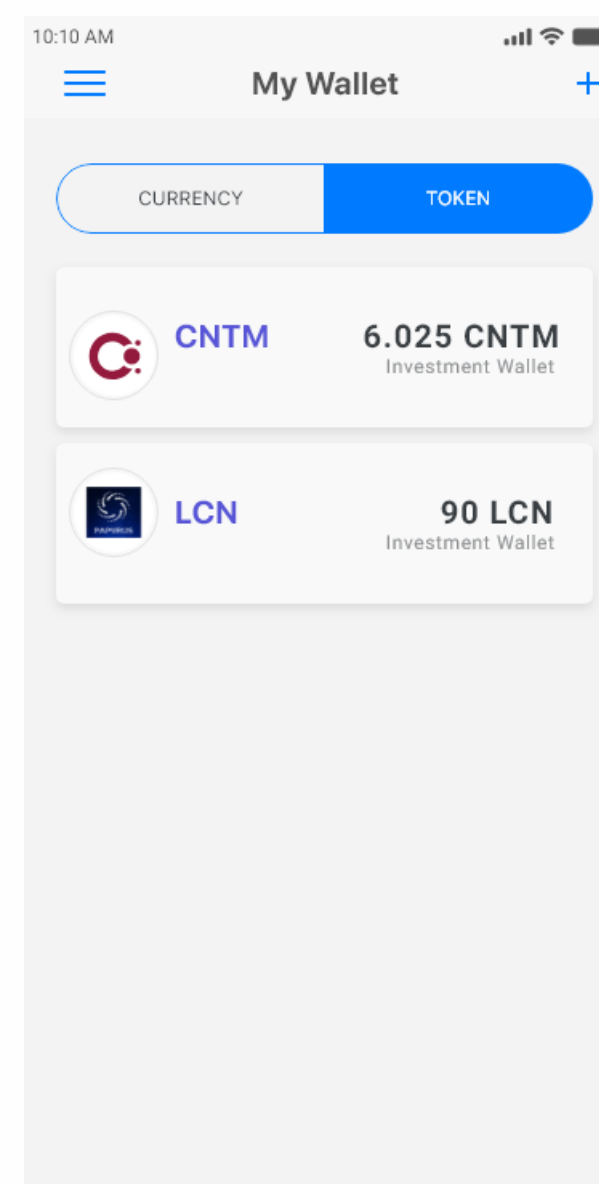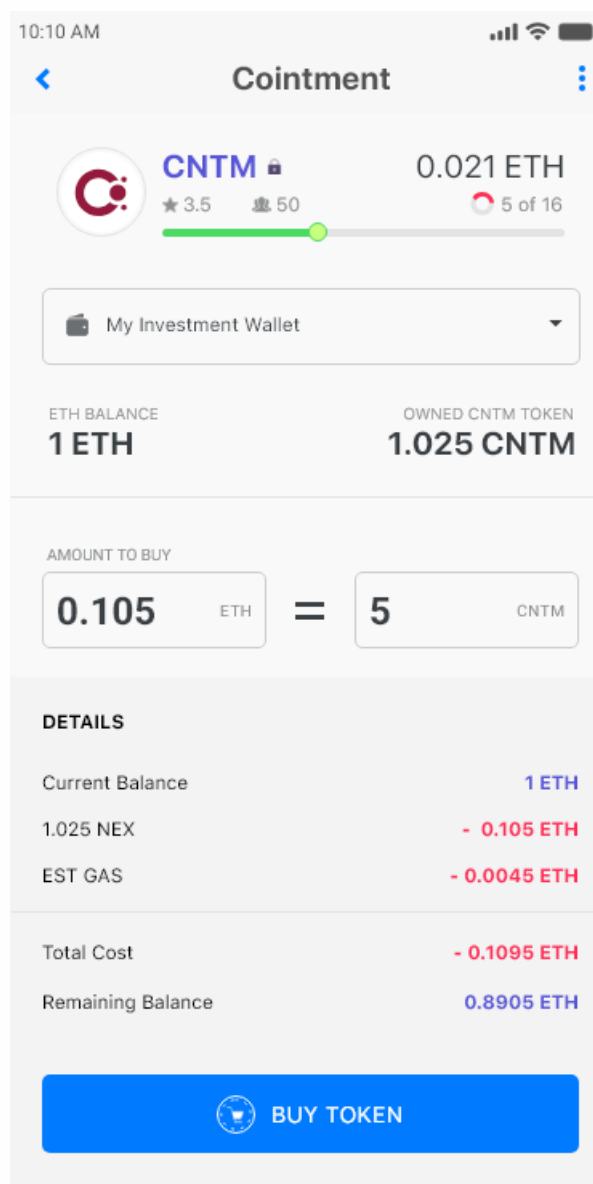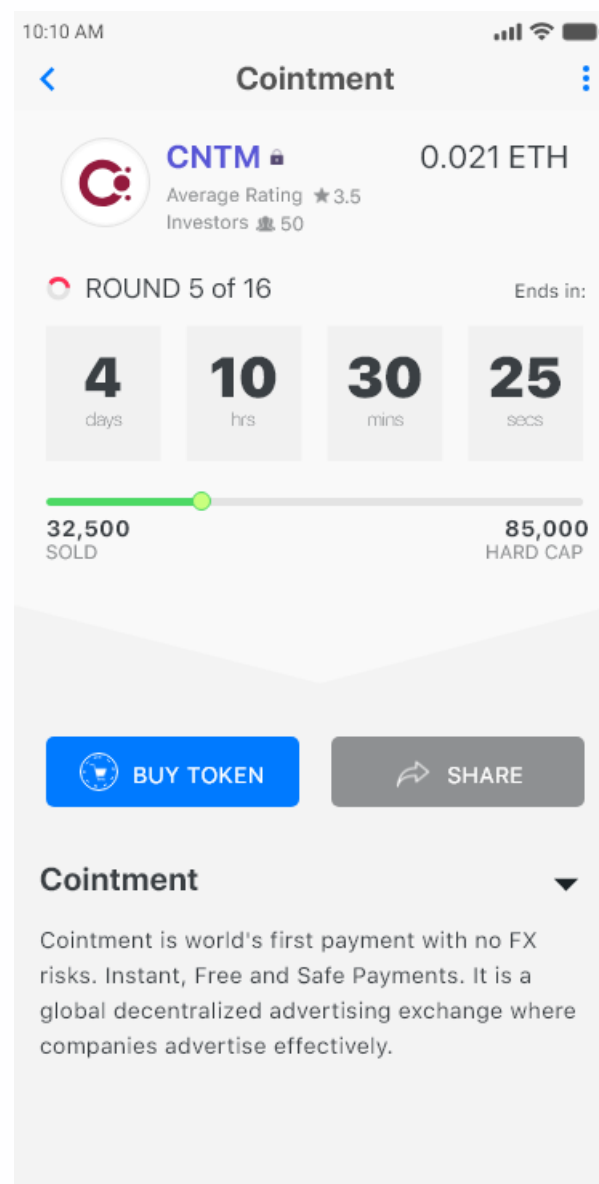
Download on the App Store

HOW IT WORKS

1 Browse Tokens

2 Choose a Token

3 Buy Tokens

4 Wallet Created

Screen 1 — Browse Tokens

10:10 AM

Token	Price	
CNTM 🔒 ★3.5 👥50	0.021 ETH	⏱ 5 of 16
LCN ★3.5	0.53 ETH	▼ 24.080
CNKD ★2.5	0.023 BTC	Starts in 2 days
KLCN 🔒 ★3.5 👥50	0.53 ETH	⏱ 5 of 16
LKL ★2.5	0.97 LTC	Starts in 10 days

Screen 2 — Cointment

10:10 AM

CNTM 🔒   0.021 ETH
Average Rating ★3.5
Investors 👥 50

⏱ ROUND 5 of 16   Ends in:

4 days   **10** hrs   **30** mins   **25** secs

32,500 SOLD   85,000 HARD CAP

🛒 BUY TOKEN   ↗ SHARE

Cointment ▾

Cointment is world's first payment with no FX risks. Instant, Free and Safe Payments. It is a global decentralized advertising exchange where companies advertise effectively.

Screen 3 — Cointment

10:10 AM

CNTM 🔒   0.021 ETH
★3.5 👥50   ⏱ 5 of 16

🔲 My Investment Wallet ▾

ETH BALANCE   OWNED CNTM TOKEN
1 ETH   **1.025 CNTM**

AMOUNT TO BUY

| 0.105 ETH | = | 5 CNTM |

DETAILS

Current Balance	1 ETH
1.025 NEX	- 0.105 ETH
EST GAS	- 0.0045 ETH
Total Cost	- 0.1095 ETH
Remaining Balance	0.8905 ETH

🛒 BUY TOKEN

Screen 4 — My Wallet

10:10 AM

CURRENCY	TOKEN

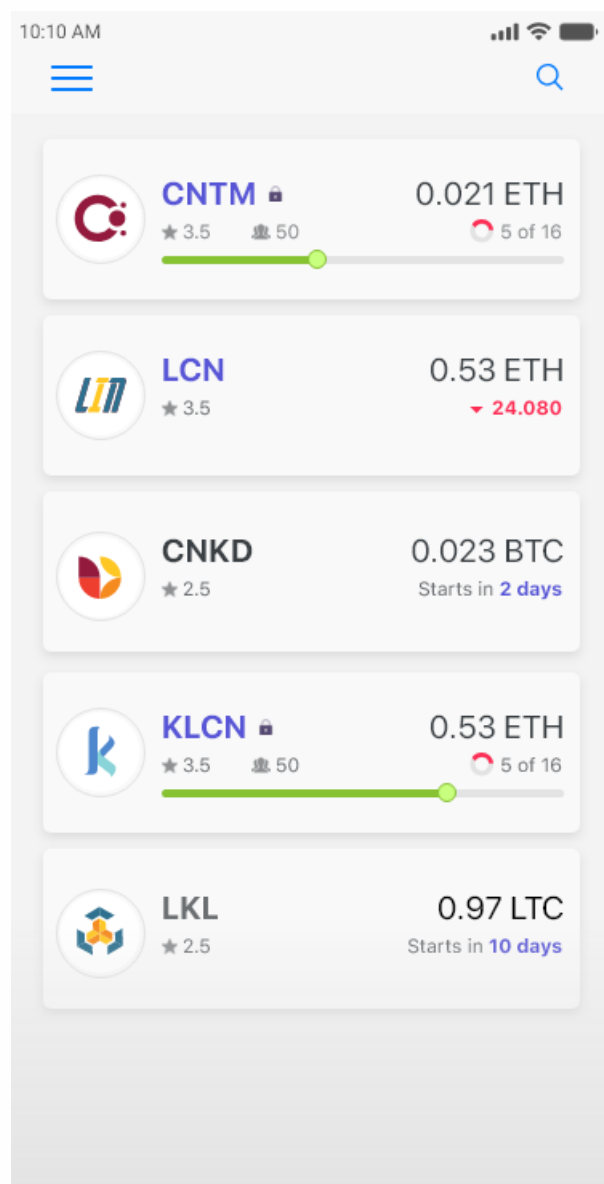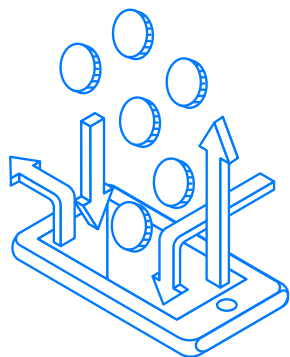| Token	Amount	
CNTM	6.025 CNTM	Investment Wallet
LCN	90 LCN	Investment Wallet

HIGHLIGHTS

EASILY BUY AND SELL TOKENS

Both in intial offerings and for trading in the mobile app.

COMPLETE KYC

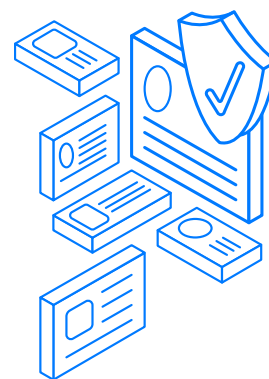Company information and business documents. Founders KYC, token design and smart contracts vetting.

CROWDSALE FEATURES INCLUDED

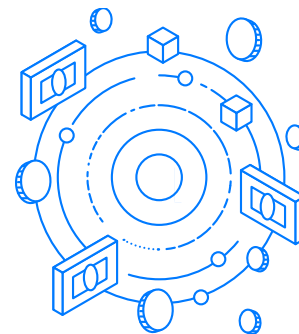KYC, 2FA, discount, Referral, and Round Management and Private Round Features. Of course admin and APIs as well.

MULTIPLE CRYPTOCURRENCIES

Accept payments from Bitcoin, Litecoin, Ethereum, Stellar, Monero, NEO, NEM, and Ripple.

DECENTRALIZED TRADING

Wallet information are never stored on servers and transact with multisig and smart contracts.

INTEROPERABILITY
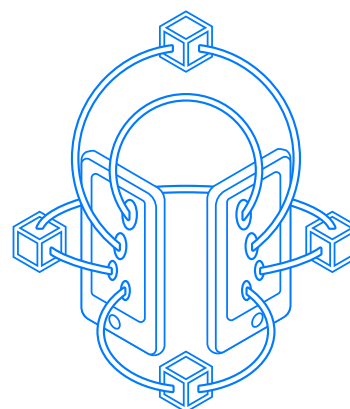
Not just ERC20. Monico also supports Stellar, NEM based tokens with more to come.

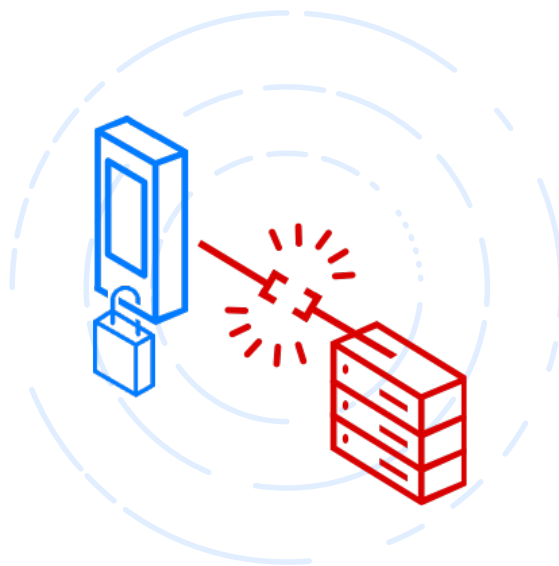# SECURITY

MOBILE AS A COLD WALLET

Wallets are stored on your phone, not our servers

Wallets are safe if we get hacked or go down

All transactions are safe on the blockchain

A TRUSTLESS PLATFORM

MULTISIG SMART CONTRACTS

PEER-TO-PEER AND DECENTRALIZED

Buyer

1 Send order request

C

T

4 Send Message

Smart Contract

2 Send order request

C

T

3 Send Message

Seller
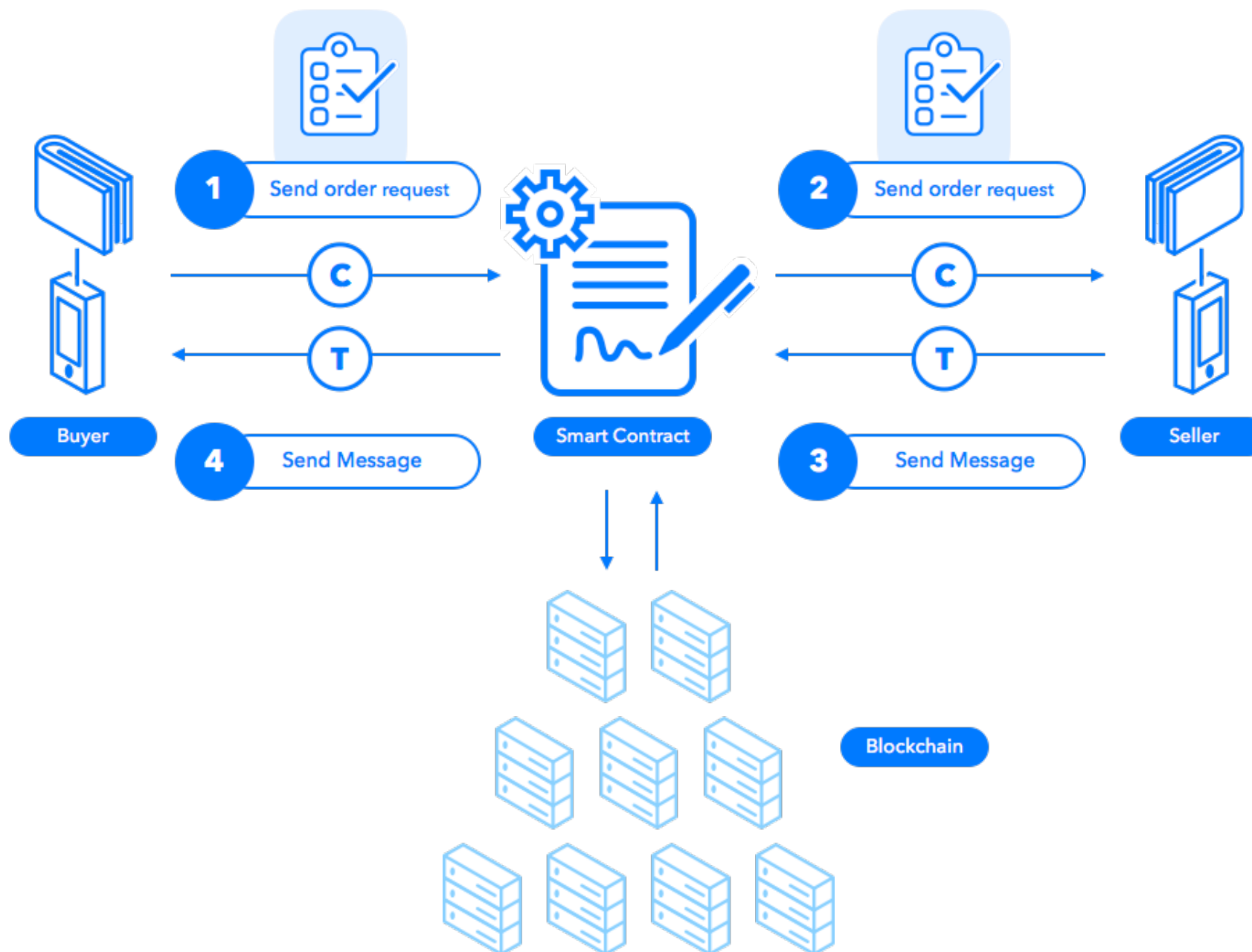
Blockchain

DESIGNED FOR THE CRYPTO ECOSYSTEM

Project Owner

1. List projects
2. Promotes projects
3. Authorize tokens
4. Sells tokens

Work on blockchain related projects

Auditor

1. Audits projects
2. Generates reports
3. Rates projects
4. Earns tokens

Analyze blockchain projects

Promoter

1. Creates networks
2. Advertises projects
3. Refers consumers
4. Earns tokens

Refer token sales

Consumer

1. Search projects
2. Review reports
3. Review statistics
4. Trades tokens

Actively buy and sell tokens

BUILDING A TRUSTED ENVIRONMENT

OVER A TRUSTLESS PLATFORM

Auditor

2. Audits projects
3. Generates report

Promoter

4. Promotes projects
5. Refers project

Project Owner

1. List projects

Consumer

6. Buys token
7. Sells token

KYC KYC KYC KYC

TOKEN UTILITY

Monico awards % of listing fees — 3

5 — Monico awards % of listing fees

1 Project consumes MONI to be listed

Auditor

Project Owner

Promoter

2 Project declares a token audit bounty

4 Project declares a token referral bounty

6 Consumer buys tokens

Consumer

7 Consumer sells tokens

TOKEN	MONICOIN (MONI)
TO LIST A PROJECT	10,000 MONI
TO AUDIT A PROJECT:	30,000 MONI
TO PROMOTE A PROJECT	50,000 MONI
INITIAL TOKEN SALE	1% OF COINS RAISED
EXCHANGING TOKENS:	0.1% MAKER AND TAKER

TOKEN SALE MARKET SIZE

Estonia
122.6m USD
16 projects

UK
99.7m USD
26 projects

USA
583.8m USD
59 projects

Cayman Islands
96.5m USD
9 projects

Gibraltar
133.7 USD
6 projects

Switzerland
268.2m USD
14 projects

China
202.1m USD
9 projects

Singapore
468.1m USD
34 projects

Hong Kong
82.1m USD
13 projects

BVI
158.5 USD
5 projects

Australia
30m USD
6 projects

450B USD
Crypto Market Cap 2018

15B USD
The ICO Market 2018

600M USD
ICO Marketing 2018

Calculations based on the average 500kUSD budget
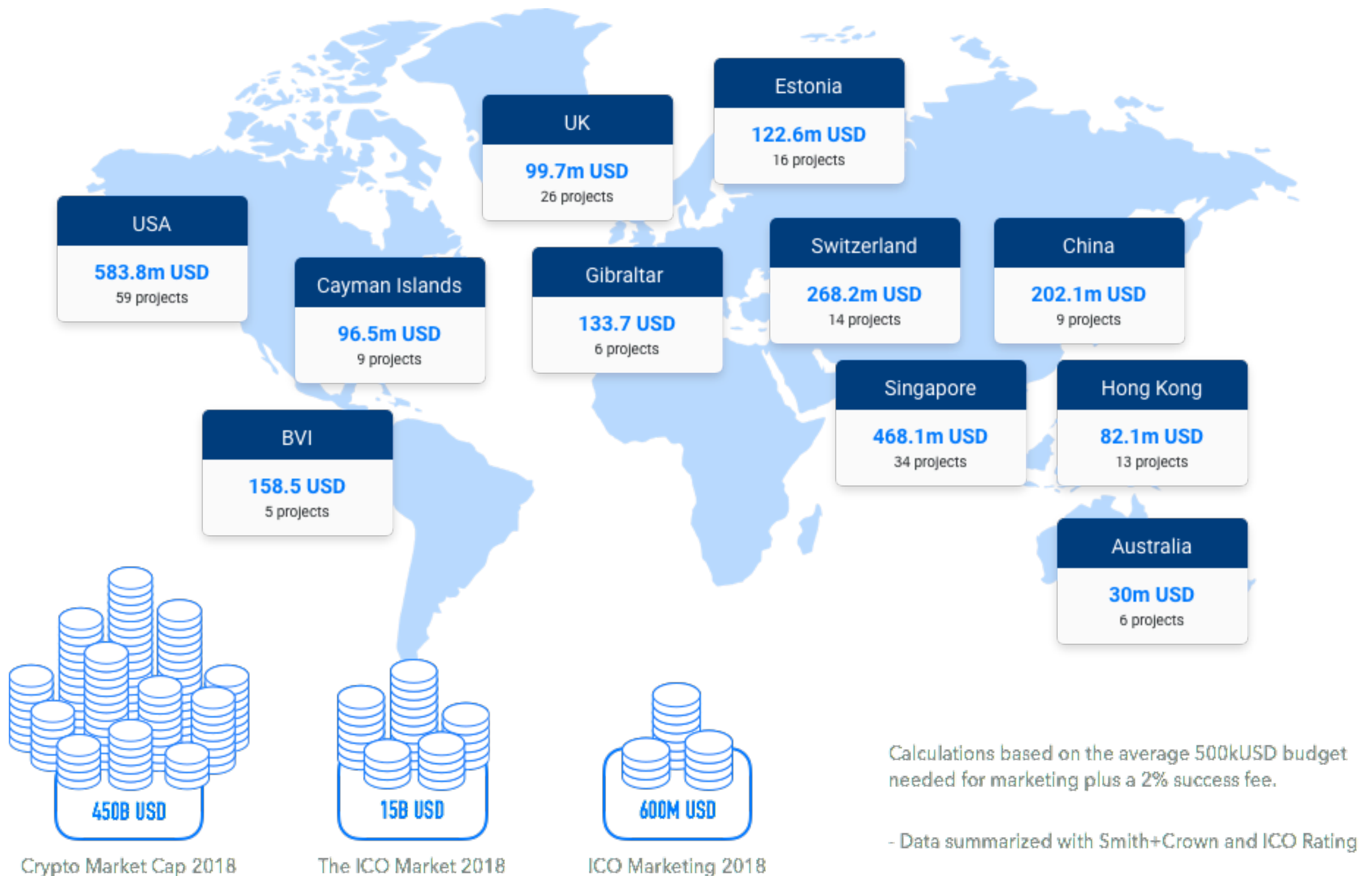needed for marketing plus a 2% success fee.

- Data summarized with Smith+Crown and ICO Rating
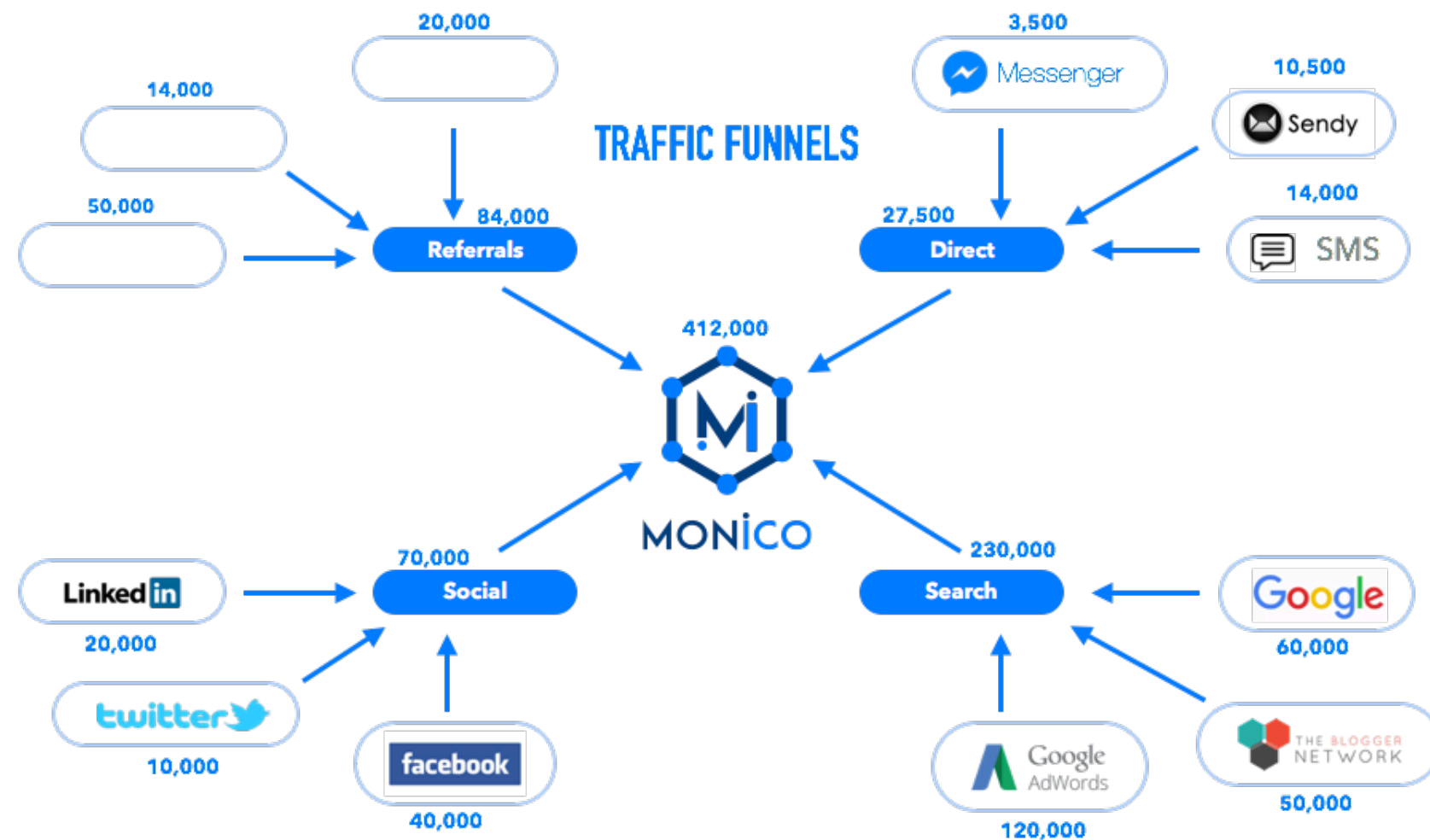
DATA DRIVEN MARKETING SIGNALS

Several hundreds of cost effective, between US$20 - 200, highly measurable marketing experiments and growth hacks targeting thousands of cohorts in ten thousands of campaigns

TRAFFIC FUNNELS

20,000

14,000

50,000

84,000
Referrals

3,500
Messenger

10,500
Sendy

14,000
SMS

27,500
Direct

412,000

MONICO

70,000
Social

230,000
Search

Linked in
20,000

twitter
10,000

facebook
40,000

Google
60,000

Google AdWords
120,000

THE BLOGGER NETWORK
50,000

Cohort 1.1.0
- Participant
- Never downloaded

Cohort 1.2.0
- Participant
- Downloaded App
- Never Signed up

Cohort 1.3.0
- Participant
- Downloaded App
- Signed up
- No Wallets

Cohort 1.4.0
- Participant
- Downloaded App
- Signed up
- Hass Wallet/s
- No Profile info (KYC1)

Cohort 1.4.0
- Participant
- Downloaded App
- Signed up
- Hass Wallet/s
- No Profile info (KYC1)

ICO PLATFORM LANDSCAPE

	ICO BOX	Blockstarter	TokenDesk	Zilla	Monico
Listing	✔ No Promotions	✔ Post ICO	✔	✔	✔
Crowd Sale Abilities	✔	✔	✘	✘	✔
Exchange component	✘	✘	✘	✘	✔
Mobile version	Responsive	Responsive	Responsive	✔	✔
ERC20 Support	✔	✔	✘	✔	✔
Stellar Support	✘	✘	✘	✘	✔
NEM Support	✘	✘	✘	✘	✔
Waves Support	✘	✔	✘	✘	✘
Status	Live	Development	Live	Beta	Development

MONICO TEAM

Chris Blanquera

A startup veteran, with 2 exits in his career. An advocate of the Startup Community in SEA, mentoring over 20 startups and has invested in over 30 ICOs so far.

Edgar Illaga

A seasoned technologist, Ed resides on the compliance board of PADCDI, an association in the Philippines helping the SEC and BSP regulate tokens and crypto exchanges.

Ralph Muncada

One of the few individuals in SEA that extensively practice data driven marketing. Ralph's latest exploits includes bringing Jobayan.com to 500k unique visits in less than 120 days.

Rico Maglyon

More than a full stack, Rico is one of the few blockchain practioners located in the Philippines designing and building ERC, Stellar and Hyperledger systems

Clark Galgo

Clark has designed and built server architectures for some of the largest companies in SEA and has helped 2 startups technically scale their infra all the way to acquisitions.

ROADMAP

CONCEPTUAL MVP LAUNCH
ico.openovate.com

DEVELOPMENT STARTS
Mobile, web, and serverops

IOS RELEASE
Beta release in both iOS and Android. App Store and Play Store accepted. Featuring selling tokens, KYC and vetted projects

FIRST MAJOR RELEASE
In both iOS and Android. Projects can now use the web to sign up, list their projects and use services. API access will be available.

May 2018

October 2018

December 2018

April 2019

April 2018

July 2018

November 2018

February 2019

PLANNING
Feedback, technical design, financial planning, marketing approaches and documentation

TOKEN SALE BEGINS
Alpha release available for Android which includes wallets, project listings, and purchasing tokens

PARTNERSHIPS AND INTEGRATIONS
In various listing websites, crypto-wallet mobile apps, social and blogging networks, and other referral websutes. Slight market push.

MAJOR EXCHANGE LISTING
And expanding projects around Southeast Asia by complying with government associations

TOKEN SALE SUMMARY

Discounted platform features and services

Transaction fees are consumable with MNC tokens

Trade MONI on the Monico app as well as secondary markets

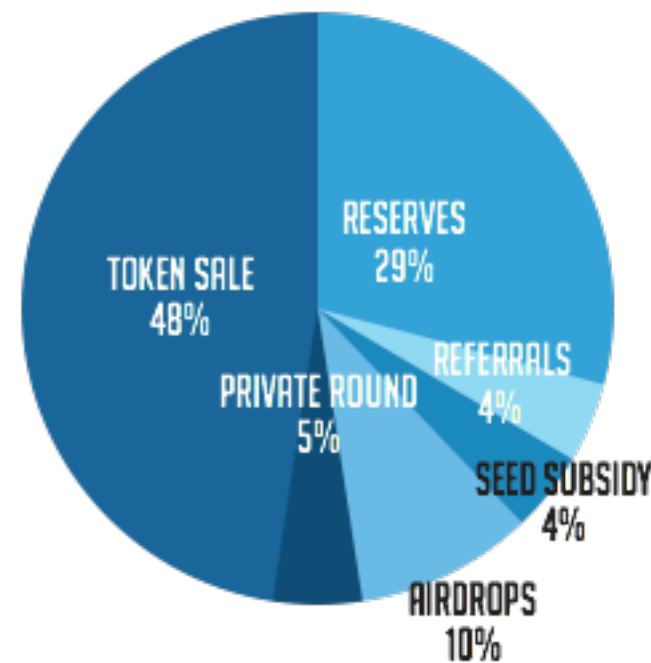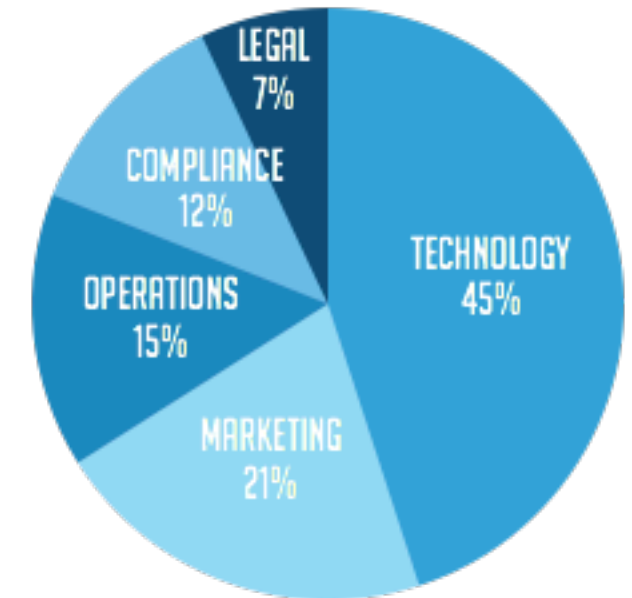|	
Token name	Monicoin
Token symbol	MONI
Token type	Ethereum ERC20
Total tokens authorized	100,000,000
Total allocated for sale	50,000,000
Soft cap	1,000,000
Price during sale	1,000 MONI = 1ETH
Accepted payments	ETH
Referral bonus	5-15% of MONI purchased by referred
Rounds	1 Private round + 4 public rounds
Start date	October 2018
Official Website	https://moni.co/

TOKEN DISTRIBUTION

TOKEN SALE 48%
RESERVES 29%
PRIVATE ROUND 5%
REFERRALS 4%
SEED SUBSIDY 4%
AIRDROPS 10%

FUND USAGE

LEGAL 7%
COMPLIANCE 12%
OPERATIONS 15%
TECHNOLOGY 45%
MARKETING 21%

Round Name	Hard Cap	Discount	Duration
Round A	10,000,000	35% off	1 weeks
Round B	10,000,000	25% off	1 weeks
Round C	10,000,000	15% off	2 weeks
Round D	15,000,000	None	2 weeks