



MONICO

MOBILE DECENTRALIZED CRYPTO EXCHANGE

V3.4. NOVEMBER 2018

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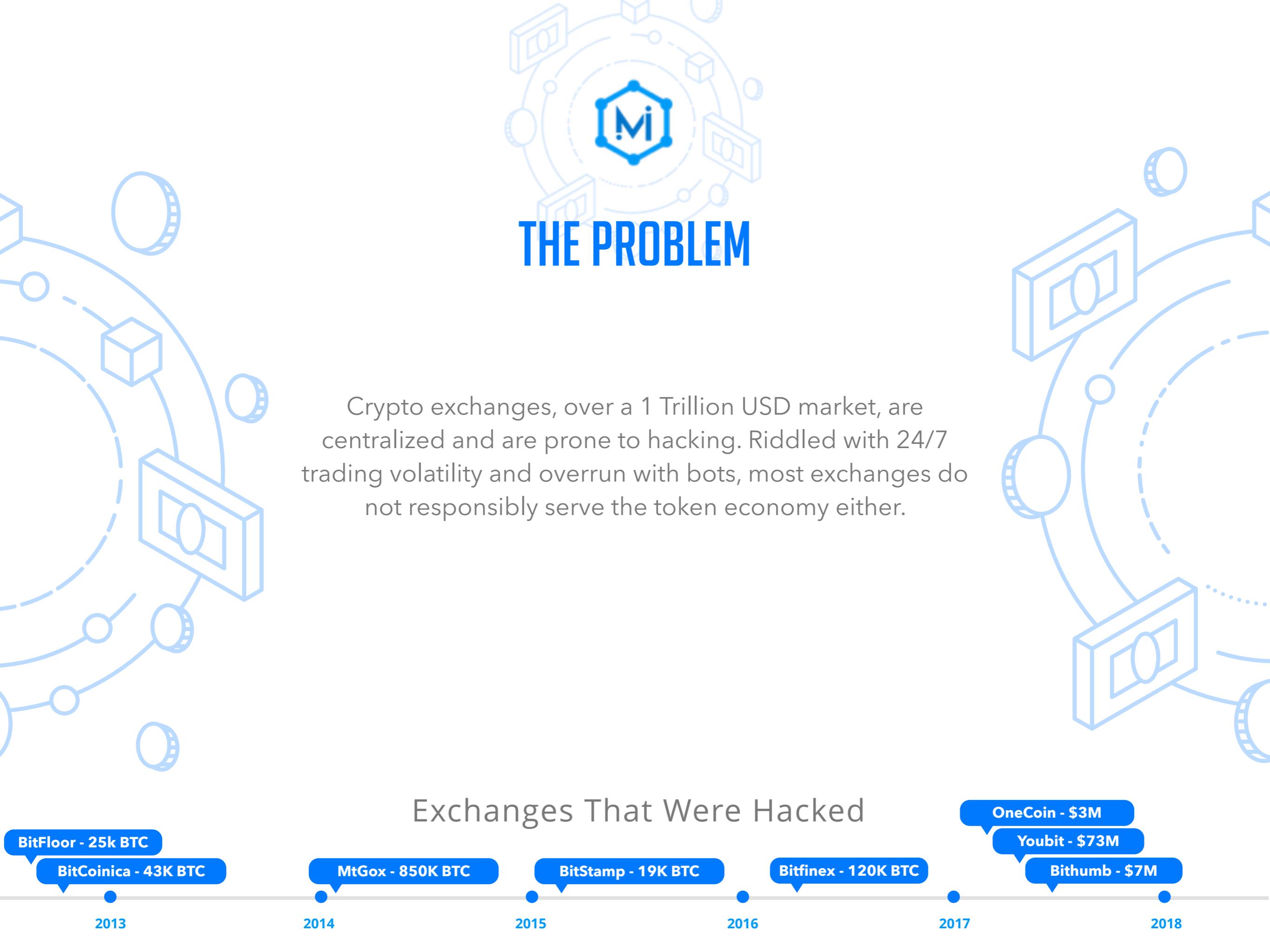
A mobile-first crypto-exchange platform  
that empowers consumers to participate  
in the token economy.





## THE PROBLEM

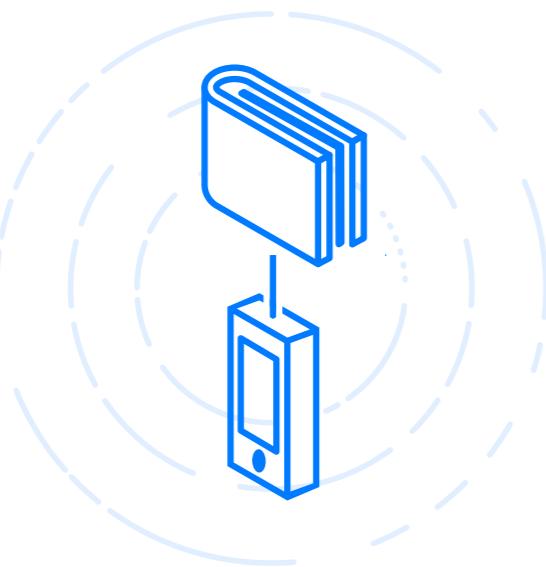
Crypto exchanges, over a 1 Trillion USD market, are centralized and are prone to hacking. Riddled with 24/7 trading volatility and overrun with bots, most exchanges do not responsibly serve the token economy either.



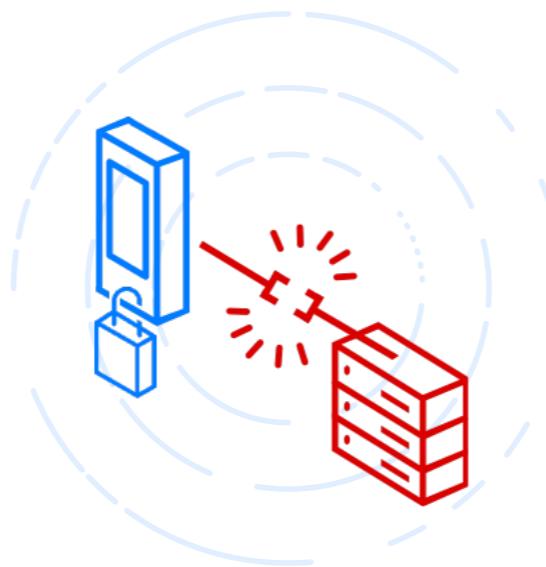


# UNDERLYING MAGIC

## 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



# VALUE PROPOSITION

## Decentralized Exchange

### COMMUNITY DRIVEN

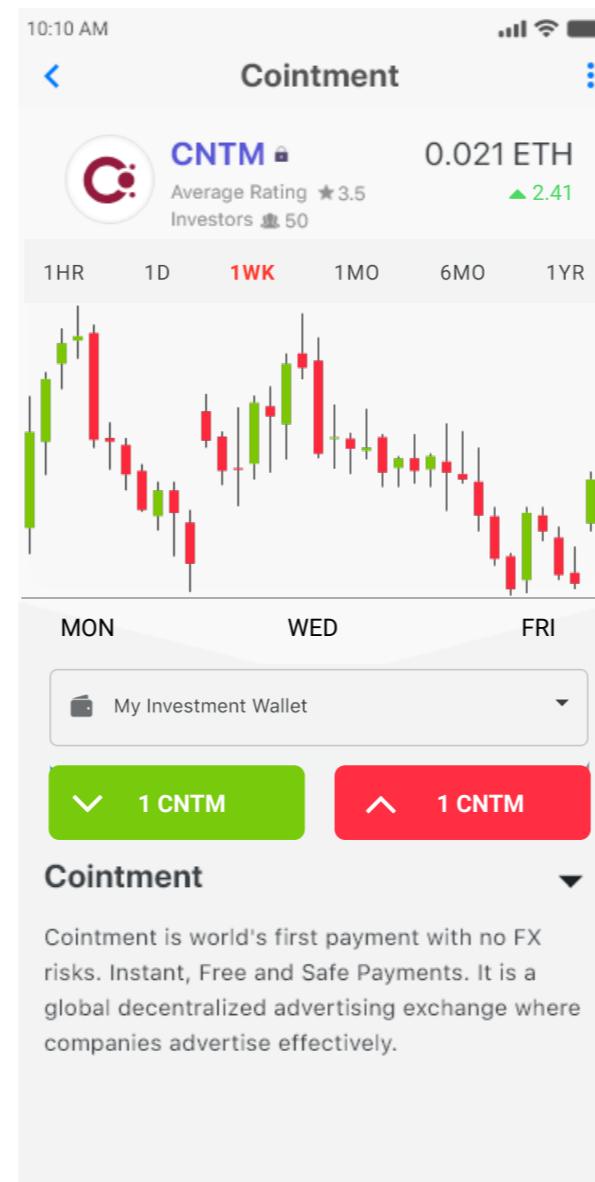
The Monico Ecosystem includes traders, investors, auditors and project owners working together.

### CROWDSALE FEATURES

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

### DECENTRALIZED TRADING

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



### COMPLETE KYC

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

### TRADING FEATURES

Stabilizing tokens with open and close times, margin trading and daily minimum and maximum caps.

### INTEROPERABILITY

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

Advanced Trading Features Also Included

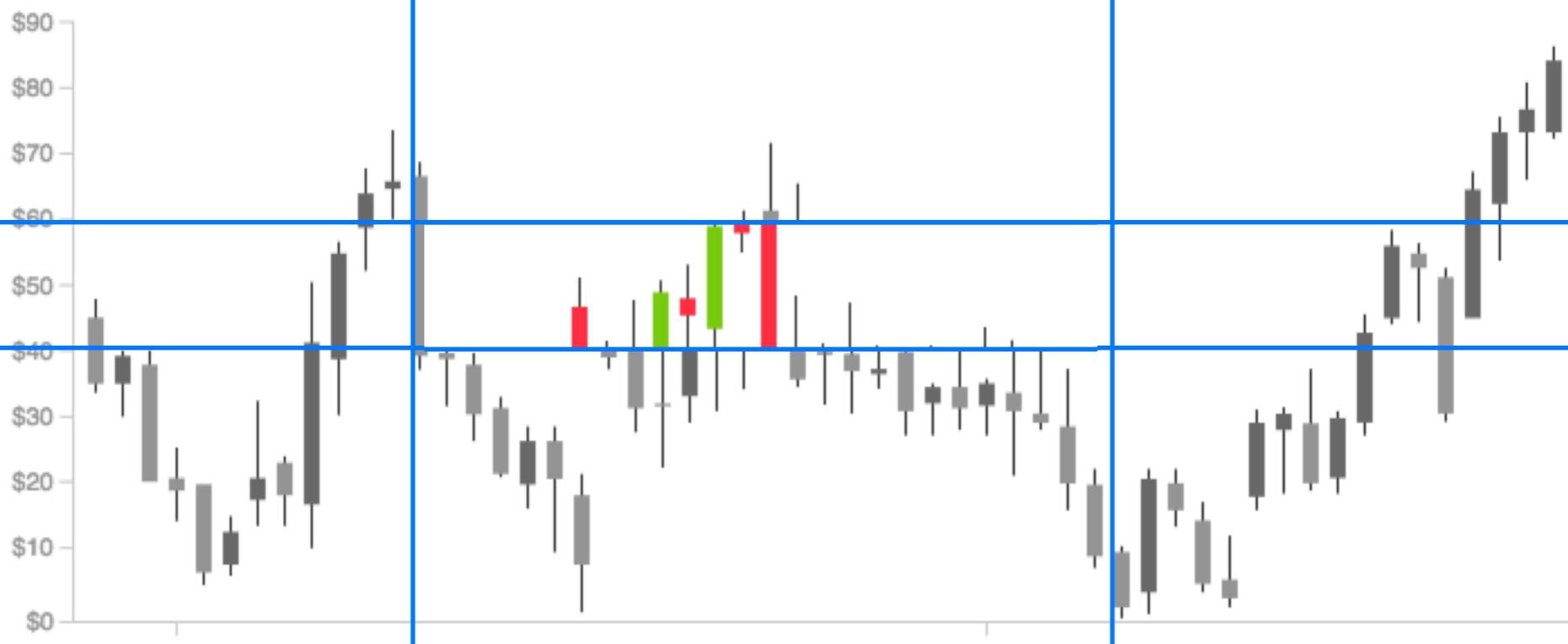


# DAILY RULES

To Stabilize Tokens

+10

-10



08:00

18:00



# BUSINESS MODEL

Exchange Fees - 0.1% Maker and Taker

**BITCOIN (BTC)**

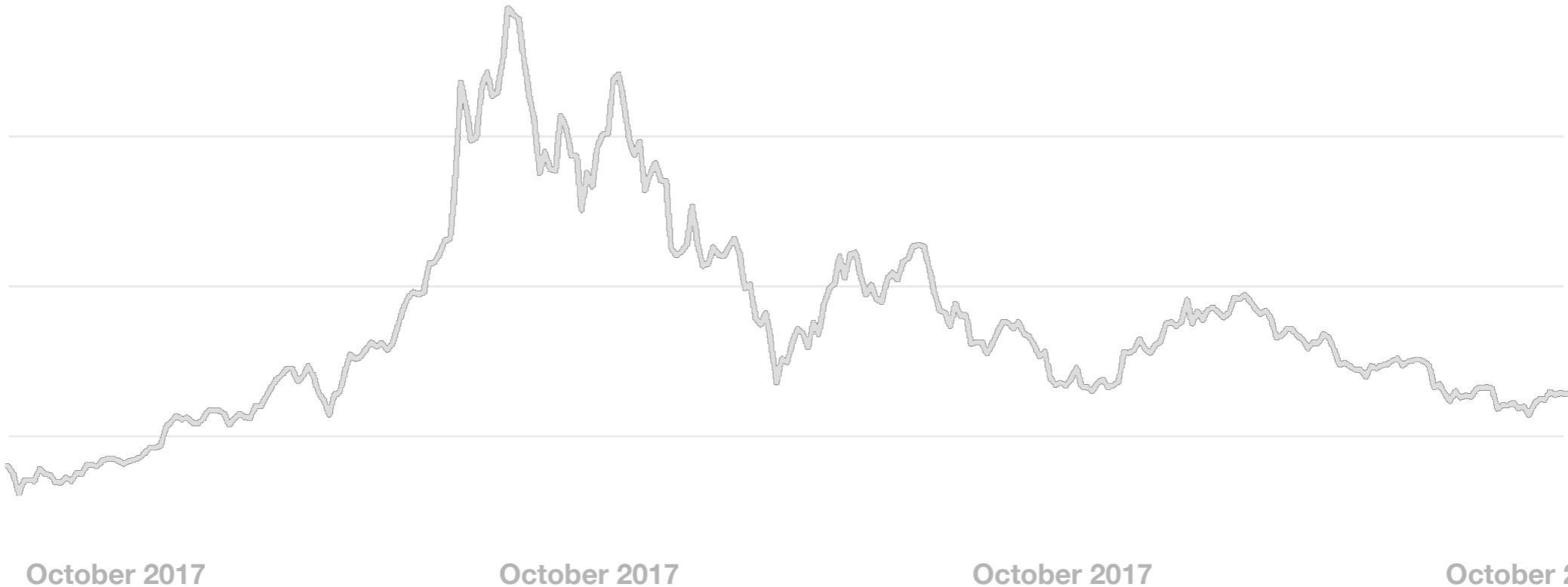
**6,281.36 USD**

20,000 USD

15,000 USD

10,000 USD

5,000 USD



October 2017

October 2017

October 2017

October 2017

## MARKET CAP

108,427,371,229 USD

## 24 HOUR TRADING VOLUME

4,731,455,339 USD

## 24 HOUR HIGH/LOW

6,234.99 USD / 6,401.09 USD

## Available Supply

17.3 Million / 21 Million



# MARKET SIZE

## The Top 10 Tokens in Performance

	Price (USD)	24H Trade Volume	Average Volume / Exchange	
ibox	Bibox Token	0.420	39,492,196	9,873,049
cm	CyberMiles	0.083	24,144,644	6,036,161
omg	OmiseGo	3.210	22,493,604	5,623,401
trc	TrueChain	0.557	21,067,417	5,266,854
dai	Dai	0.999	20,021,660	5,005,415
gt	Gift0	0.061	19,474,583	4,868,645
mtr	Mithril	0.254	11,105,335	2,776,333
holo	Holo	0.001	10,677,883	2,669,470
0x	0x	0.537	10,126,947	2,531,736
zilliqa	Zilliqa	0.033	9,346,027	2,336,506

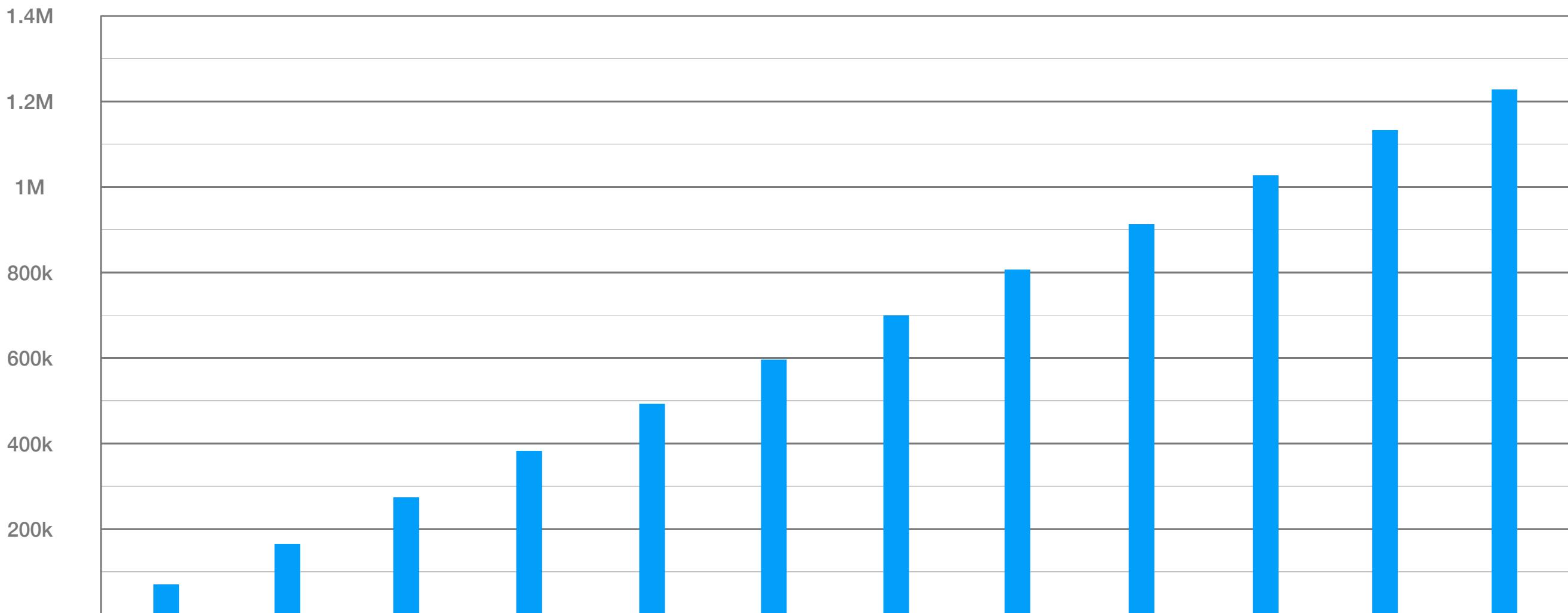
<b>Top 10 Tokens 24H Volume</b>	<b>187,950,296</b>	<b>46,987,570</b>
Top 200 Tokens 24H Volume	639,210,858	159,802,714
<b>Token Market Size (365 days)</b>	<b>233,311,963,170</b>	<b>58,327,990,792</b>
Average Exchange Rate	0.5%	0.5%
<b>Token Exchange Market Size</b>	<b>1,166,559,815</b>	<b>291,639,953</b>



# PROJECTIONS

## Listing Just One Token per Week

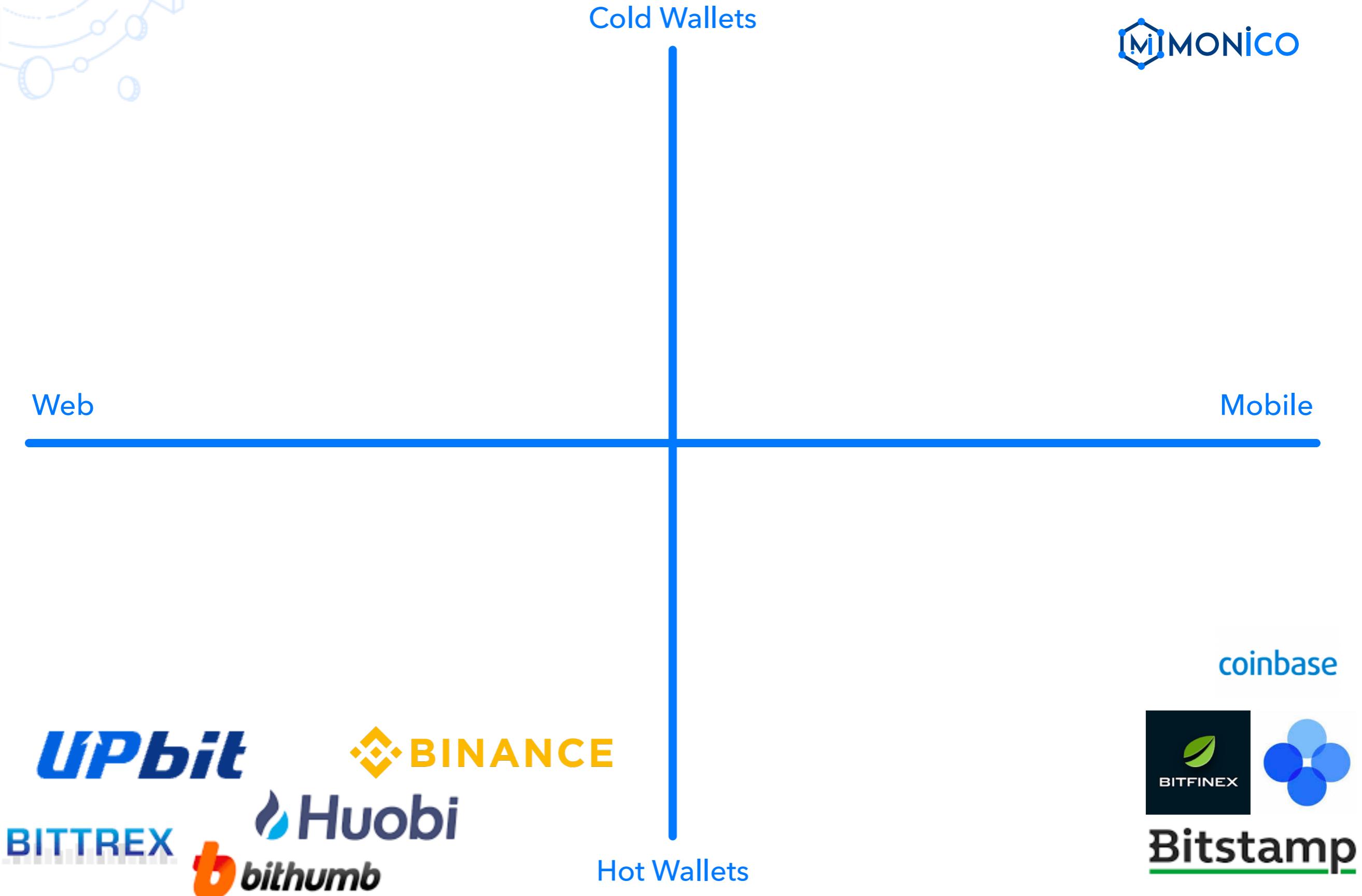
Transaction Revenues



	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12
Count	66,500	172,900	279,300	385,700	492,100	598,500	704,900	811,300	917,700	1,024,100	1,130,500	1,236,900



# EXCHANGE LANDSCAPE





# MONICO LEAD



**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.

<https://www.linkedin.com/in/christian-blanquera-bb072838/>



**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.

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**Ralph Muncada**

One of the few people in SEA that extensively practice [data driven marketing](#). Ralph's latest exploits includes bringing Jobayan to [500k unique visits](#) in less than [120 days](#).

<https://www.linkedin.com/in/ralph-muncada-a5302960/>



**Rico Maglyon**

More than a full stack, Rico is one of the few [blockchain practitioners](#) located in the Philippines designing and building [ERC](#), [Stellar](#) and [Hyperledger](#) systems

<https://www.linkedin.com/in/federicomaglayon/>



**Clark Galgo**

Clark has designed and built [server architectures](#) for some of the largest companies in SEA and has helped 3 startups technically scale their infra [all the way to acquisitions](#).

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# MONICO TEAM



**Ciara Estavillo**

Mobile Developer

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Mobile Developer

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**Michael Ragaas**

Blockchain Developer

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Full Stack Developer

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UI/UX Designer

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**Jamie Ozaki**

Branding & Creative Lead

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**Charles Zamora**

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**April Sacil**

Full Stack Developer

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**Joanna Defensor**

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# MONICO ADVISORS



**Sir Henry Lim Bon Leong**

Sterling Group of Companies

Investor, acquirer and executive advisor, Sir Henry is the chairman of one of the [largest private conglomerates](#) in Southeast Asia.

[https://en.wikipedia.org/wiki/Henry\\_Lim\\_Bon\\_Liong](https://en.wikipedia.org/wiki/Henry_Lim_Bon_Liong)



**Jojo Flores**

Plug and Play Tech Center

Silicon Valley VC, Angel and Advisor, Jojo helped guide hundreds of companies in [growth, funding and exits](#) all around the US and Asia.

<https://www.linkedin.com/in/jojof/>



**Anderson Tan**

Alpha | Omega Capital

Anderson is a [successful entrepreneur](#) and [super angel investor](#) of popular companies like DocuSign, Cloudera, Snapchat, Pinterest, Lyft, and SpaceX.

<https://www.linkedin.com/in/andersontan/>



**Jay Fajardo**

Launch Garage

Technoprenuer and Founder of one of the largest and [successful incubators](#) in the Philippines, Jay has expertise in [blockchain](#) and [token sale](#) platforms.

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**Brad Geiser**

GeiserMaclang

Leading [social marketer](#) and [PR expert](#), Brad has been in the background of many [blockchain advocacies in SEA](#), connecting thought leaders.

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**Paul Pajo**

Smart Communications

Paul is the current Head of Partnerships and a [developer evangelist](#) deep into [blockchain economies](#) and [exchange protocols](#) worldwide.

<https://www.linkedin.com/in/paulpajo/>



IN ASSOCIATION WITH



Philippine Association  
for Digital Commerce  
and Decentralized Industries



GEISERMACLANG

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W

YUSARN AUDREY



# ROADMAP





# RAISE EXPENSE REQUIREMENTS

## Traditional Seed Round and Series A

SEED ROUND EXPENSES	COST (USD)
Incorporation	4,137.25
Legal	1,000.00
Underwriting	100,000.00
Exchange Development	16,823.53
PR & Marketing	100,000.00
Platform	172,549.02
<b>Subtotal</b>	<b>394,392.16</b>

SERIES A EXPENSES	COST (USD)	CAPITALIZATION (USD)
EMI License	29,411.76	2,941,176.47
VCE License	29,411.76	196,078.43
ICO License	9,803.92	
CE License	9,803.92	1,960,784.31
<b>Subtotal</b>	<b>78,431.37</b>	<b>5,098,039.22</b>



by: Techcelerator Pre Ltd  
Singapore, 201836059G  
Contact: chris@moni.co

Available on iOS and Android BETA



# HOW TOKEN LISTING WORKS



Browse Tokens

10:10 AM

Currency: ETH

Search:

1 CNTM ★ 3.5 0.021 ETH 5 of 16

2 LCN ★ 3.5 0.53 ETH - 24.080

3 CNKD ★ 2.5 0.023 BTC Starts in 2 days

4 KLCN ★ 3.5 0.53 ETH 5 of 16

5 LKL ★ 2.5 0.97 LTC Starts in 10 days



Choose a Token

10:10 AM

Cointment

CNTM ★ 3.5 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.



Buy Tokens

10:10 AM

Cointment

CNTM ★ 3.5 0.021 ETH 5 of 16

My Investment Wallet

ETH BALANCE 1 ETH OWNED CNTM TOKEN 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**



Wallet Created

10:10 AM

My Wallet

CURRENCY TOKEN

CNTM 6.025 CNTM Investment Wallet

LCN 90 LCN Investment Wallet



## OMNICHANNEL TOKEN CONSUMPTION

The screenshots show the Cointment app interface. The left screenshot shows a list of products with their prices in CNTM. The right screenshot shows a detailed view of a product with customization options and a purchase summary.

**Left Screenshot (List View):**

Product	Price (CNTM)
Iced Latte	10 CNTM
Americano	7 CNTM
Mocha Frappacino	15 CNTM
Iced Chai	12 CNTM
Cheese Cake	19 CNTM

**Right Screenshot (Detail View - Iced Latte):**

Category	Value
TOKEN	CNTM
SHOP	0.021 ETH
SIZE	TALL
FLAVOR	VANILLA
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

**Buttons:** BUY NOW

Add Custom Products  
and Services

Customize Fields  
Needed Per Item

0.2% Conversion Fee + 0.5% Transaction Fee