



MONICO

PRESENTATION DECK
V3.3. SEPTEMBER 2018



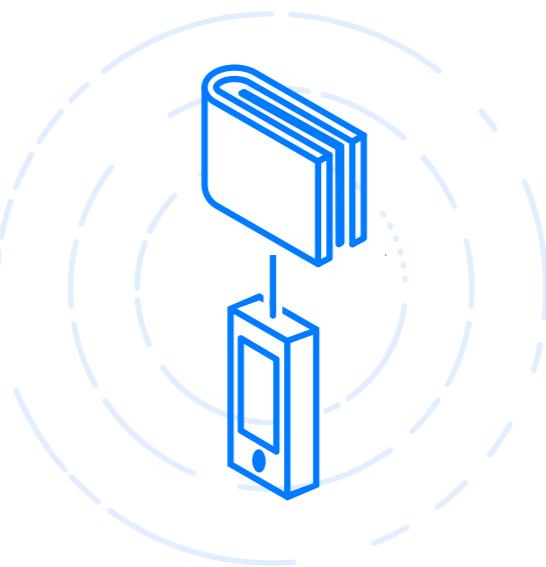
A mobile-first crypto-exchange platform
that empowers consumers to participate
in the token economy.



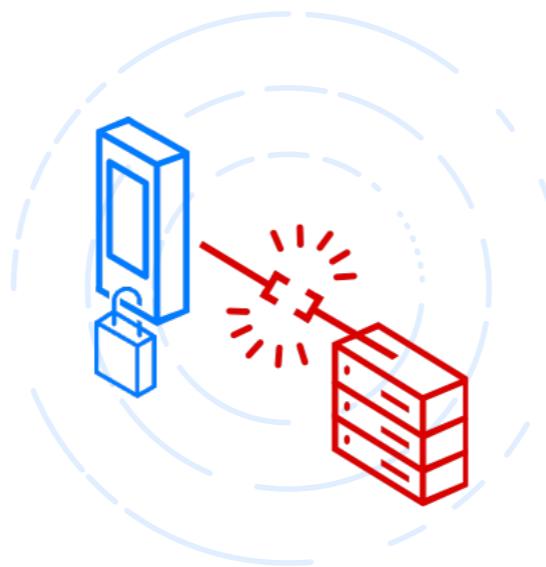


SECURITY

MOBILE AS A COLD WALLET



Wallets are stored on your phone,
not our servers



Wallets are safe if we get hacked
or go down



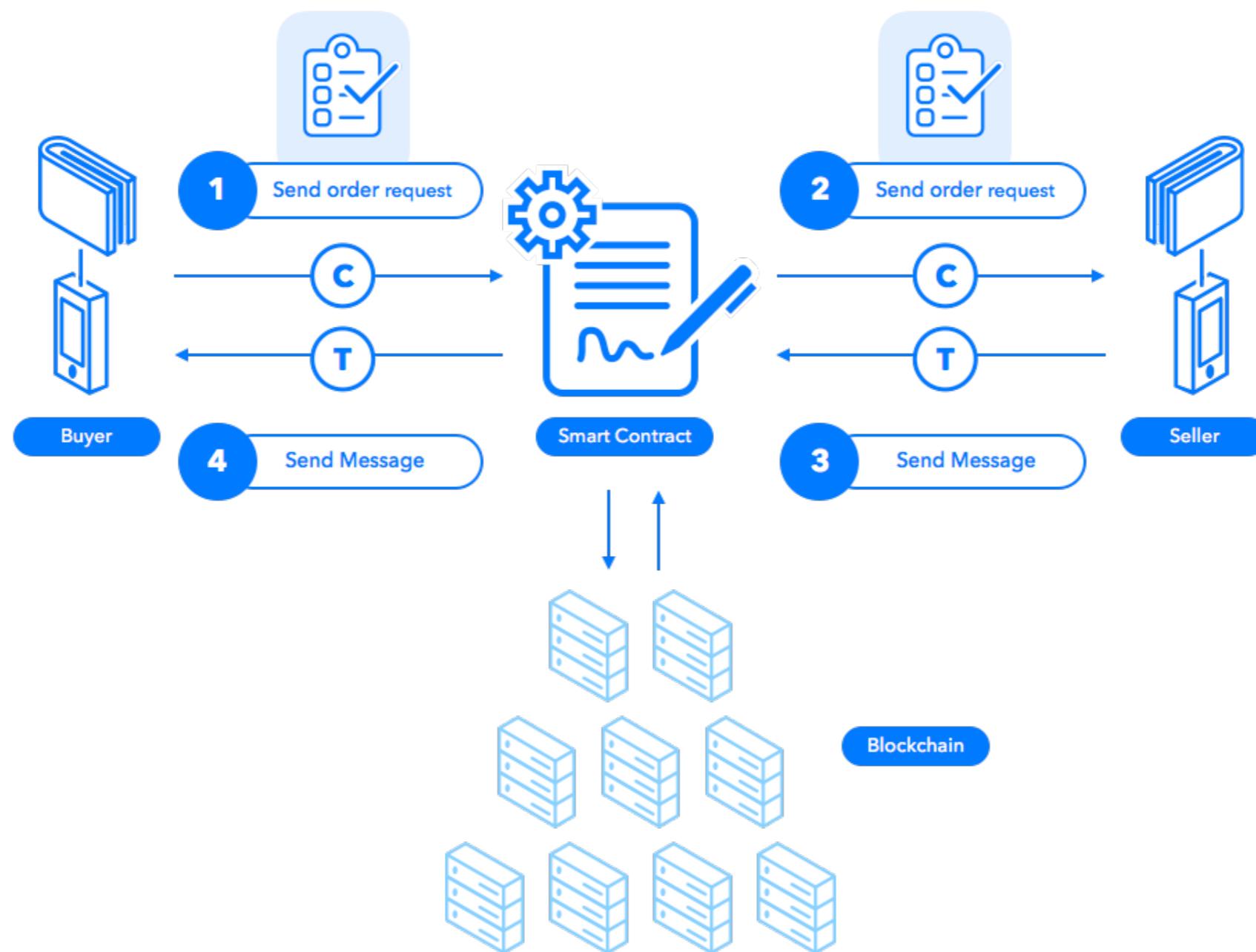
All transactions are safe on the
blockchain



A TRUSTLESS PLATFORM

ZERO CENTRAL ESCROW

PEER-TO-PEER AND DECENTRALIZED



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

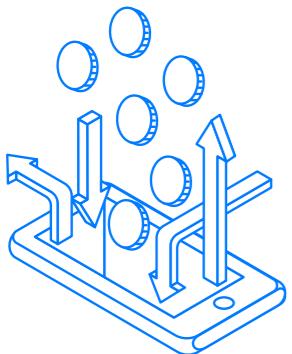
My Wallet

CURRENCY TOKEN

CNTM 6.025 CNTM Investment Wallet

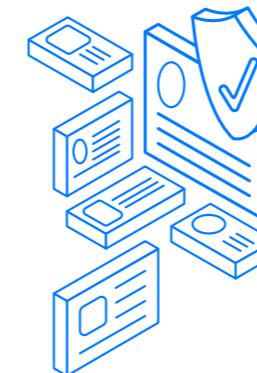
LCN 90 LCN Investment Wallet

TOKEN LISTING HIGHLIGHTS



EASILY BUY AND SELL TOKENS

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



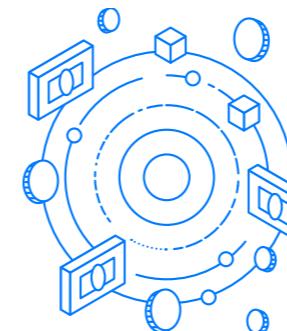
COMPLETE KYC

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



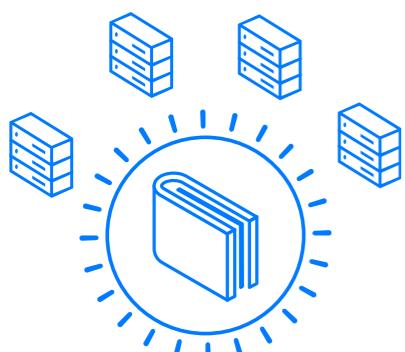
CROWDSALE FEATURES INCLUDED

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



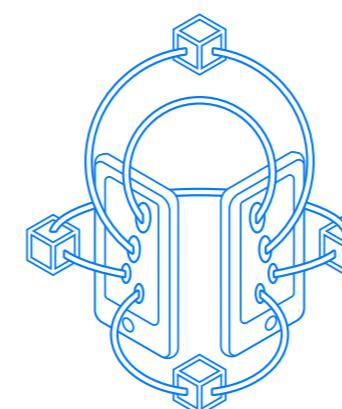
MULTIPLE CRYPTOCURRENCIES

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



DECENTRALIZED TRADING

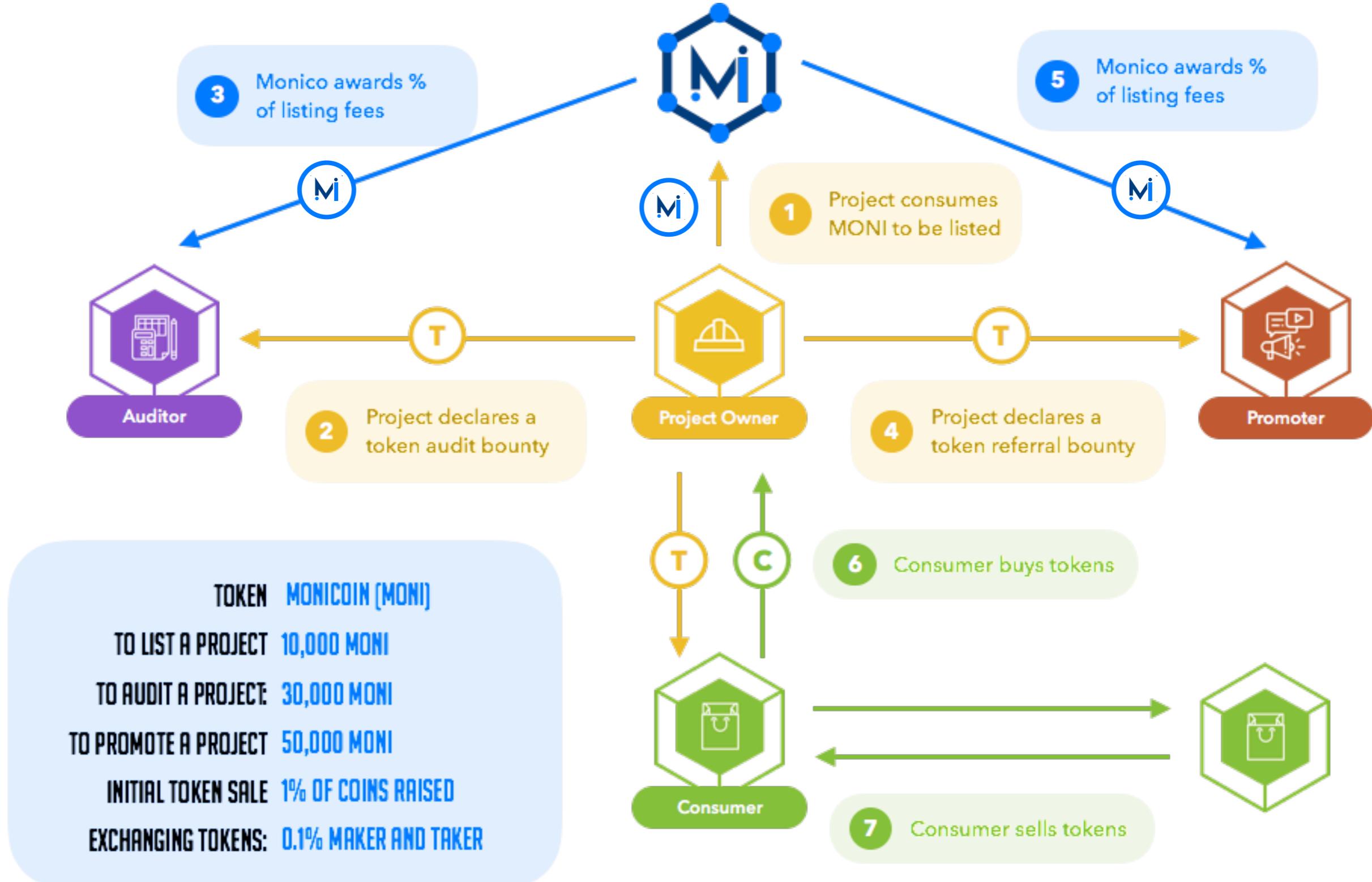
Wallet information are never stored on servers and transact with multisig and smart contracts.



INTEROPERABILITY

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

TOKEN LISTING UTILITY





TOKEN LISTING MARKET SIZE



Crypto Market Cap 2018



The ICO Market 2018



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



TOKEN LISTING 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



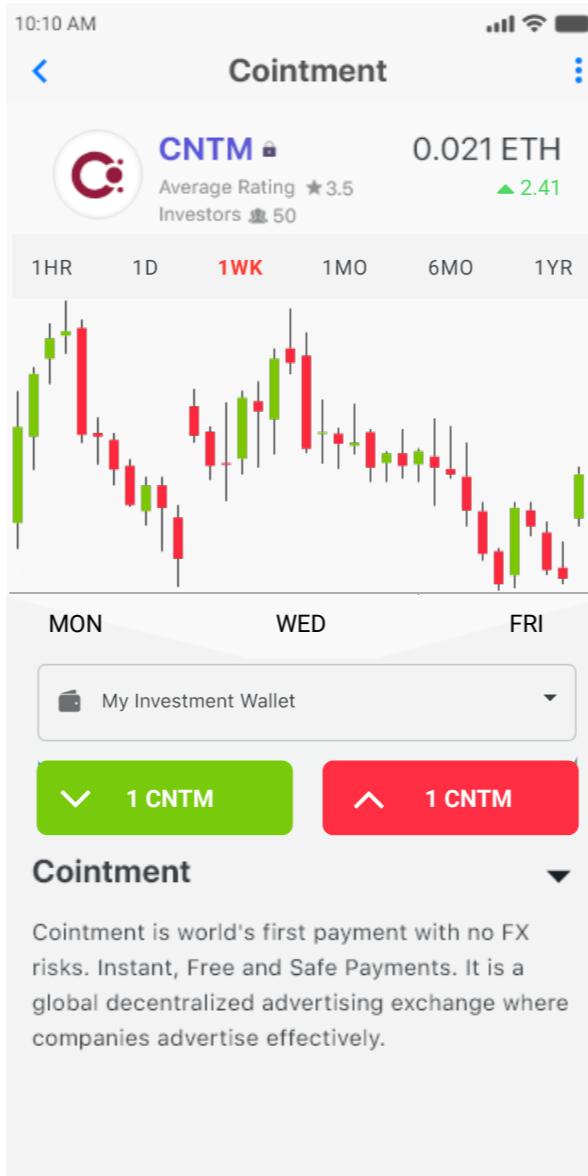
MONI-DEX

A Decentralized Exchange For Traders on the Go

Analyze Trading Patterns

Quickly Buy Tokens

Discounted when using MONI 



View the Current Value

Quickly Sell Tokens

Advanced Trading Features Also Included

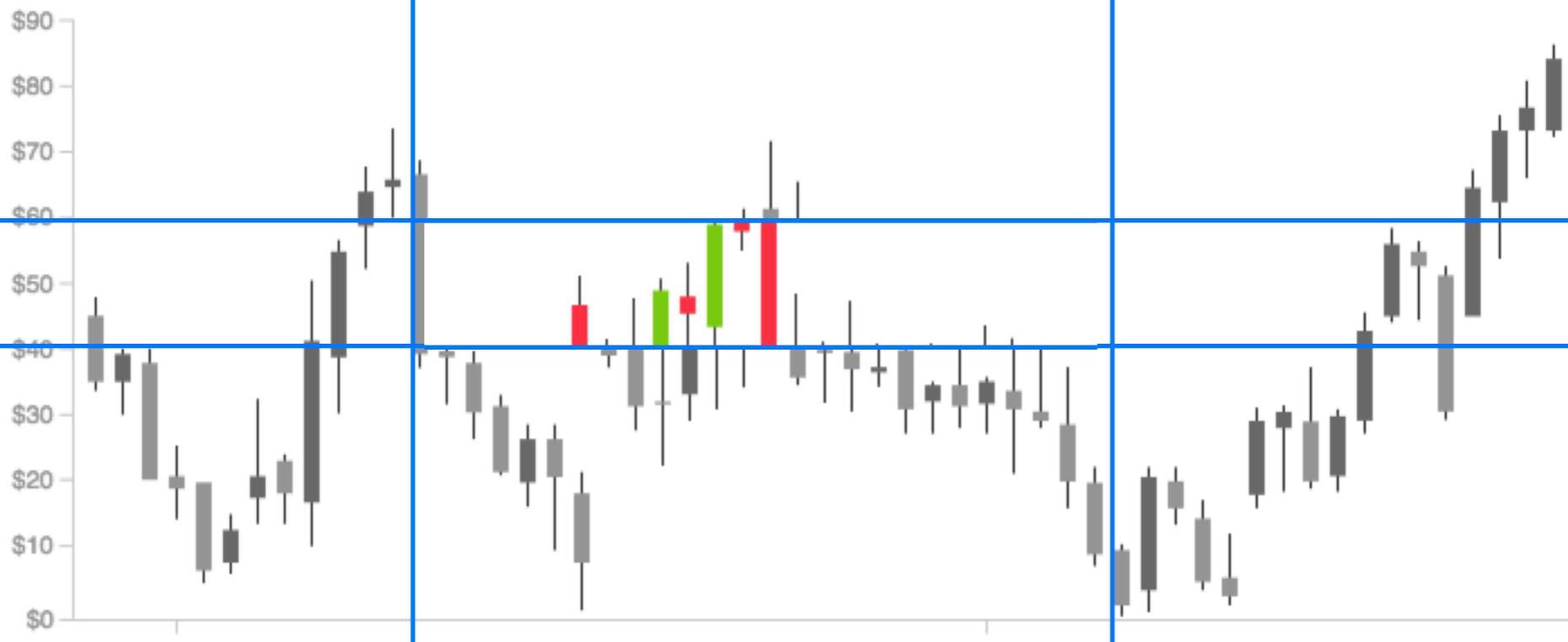


DAILY RULES

To Stabilize Tokens

+10

-10



08:00

18:00



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



192 EXCHANGEABLE TOKENS

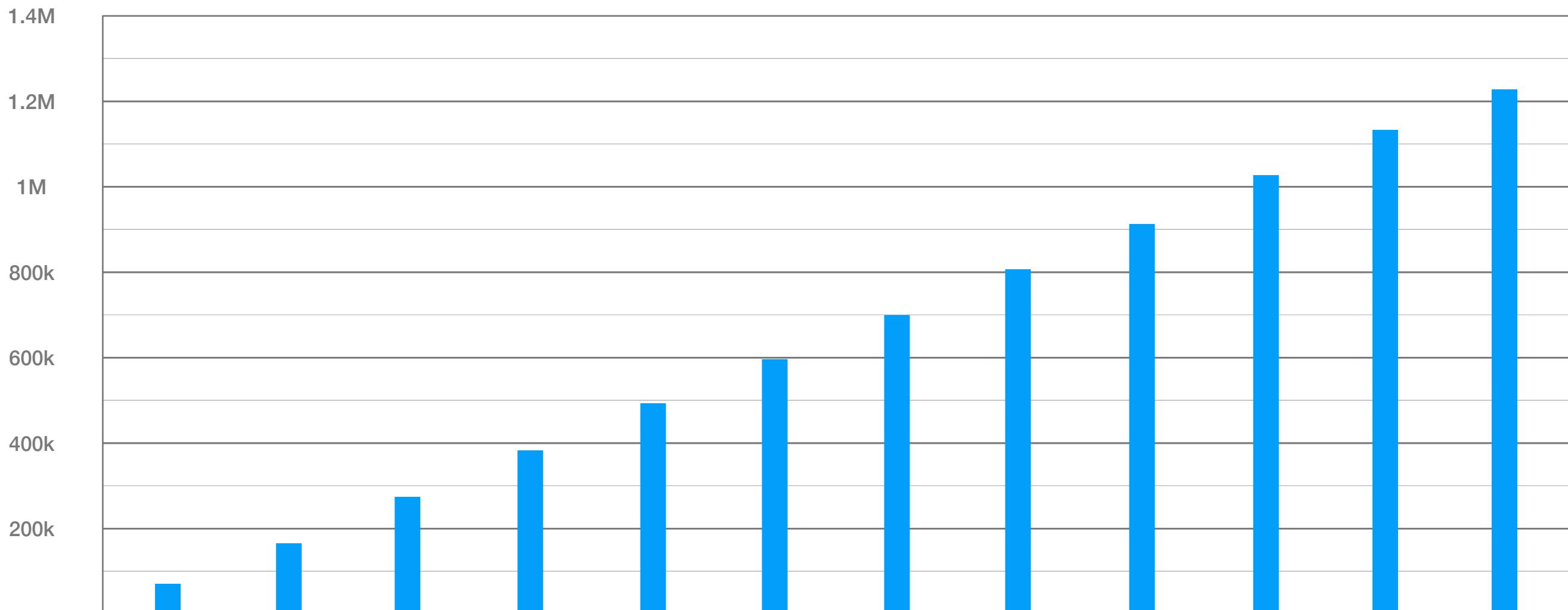
The Top 10 Tokens in Performance

		Price (USD)	Total Volume 24H (USD)	Exchange Volume 24H (USD)
铸造	Bibox Token	0.420	39,492,196	9,873,049
车票	CyberMiles	0.083	24,144,644	6,036,161
GO	OmiseGo	3.210	22,493,604	5,623,401
鑽石	TrueChain	0.557	21,067,417	5,266,854
币印	Dai	0.999	20,021,660	5,005,415
礼品	Gifto	0.061	19,474,583	4,868,645
mithril	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
Total Daily Volume			187,950,296	46,987,570
192 Token Daily Volume			639,210,858	159,802,714
Token Market Size			233,311,963,170	58,327,990,792
Token Exchange Market Size			1,166,559,815	291,639,953



EXCHANGE PROJECTIONS

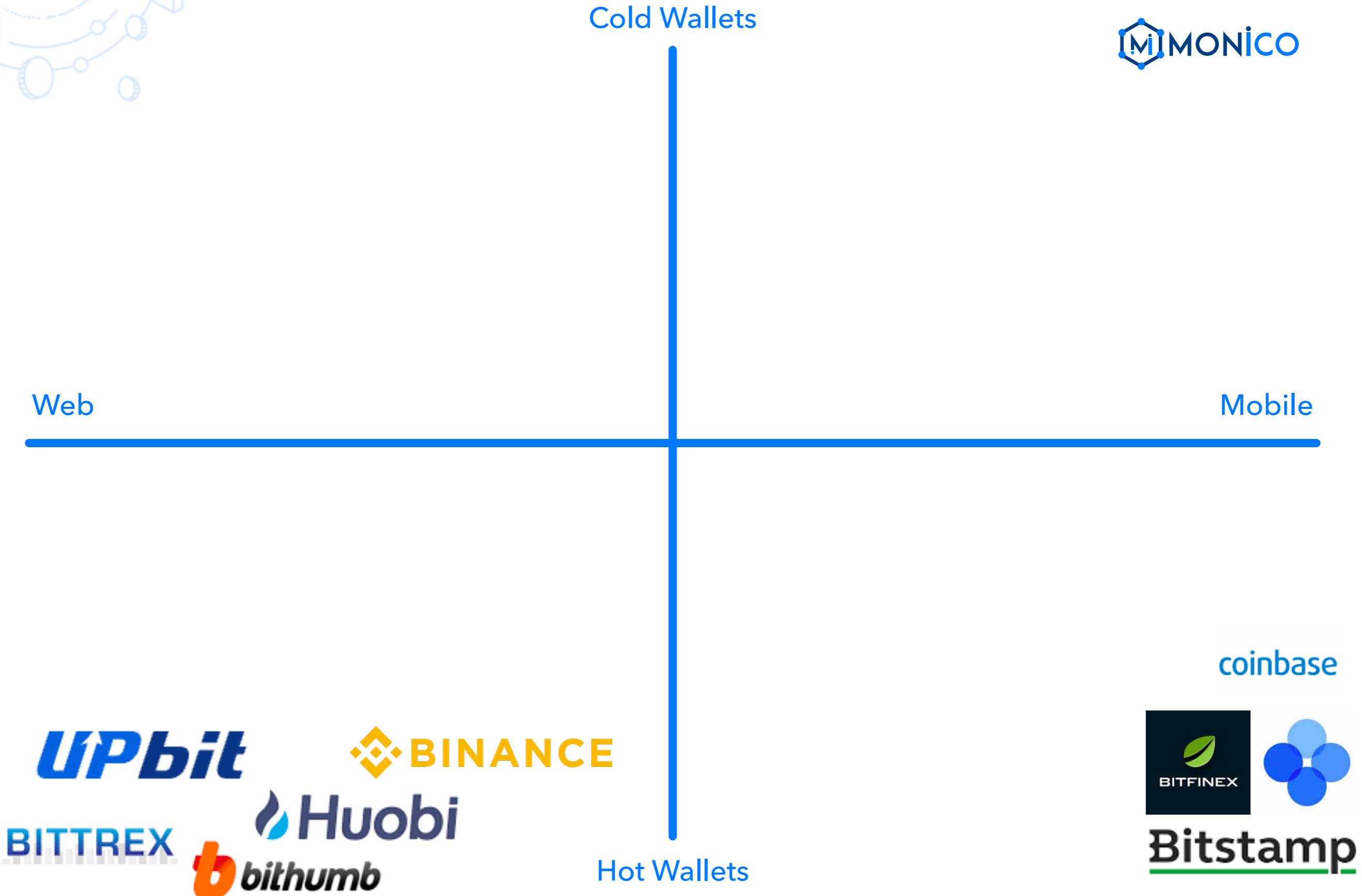
Transaction Revenues



	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





OMNICHANNEL TOKEN CONSUMPTION

The screenshots show the Cointment app interface. The left screenshot shows a list of products with their prices in CNTM tokens. The right screenshot shows a detailed view of a product selection screen.

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:

- My Investment Wallet
- BUY NOW

Add Custom Products
and Services

Customize Fields
Needed Per Item

0.2% Conversion Fee + 0.5% Transaction Fee



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-blanchera-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.

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



Michael Montoya

A recent [blockchain](#) influencer in the Philippines, proven [business development](#) and networking abilities Michael demonstrates successes in e-learning and travel.

<https://www.linkedin.com/in/michael-alexander-montoya/>



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

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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



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Full Stack Developer

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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



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.

<https://www.linkedin.com/in/brad-geiser-6b98904b/>



IN ASSOCIATION WITH



Philippine Association
for Digital Commerce
and Decentralized Industries



GEISERMACLANG

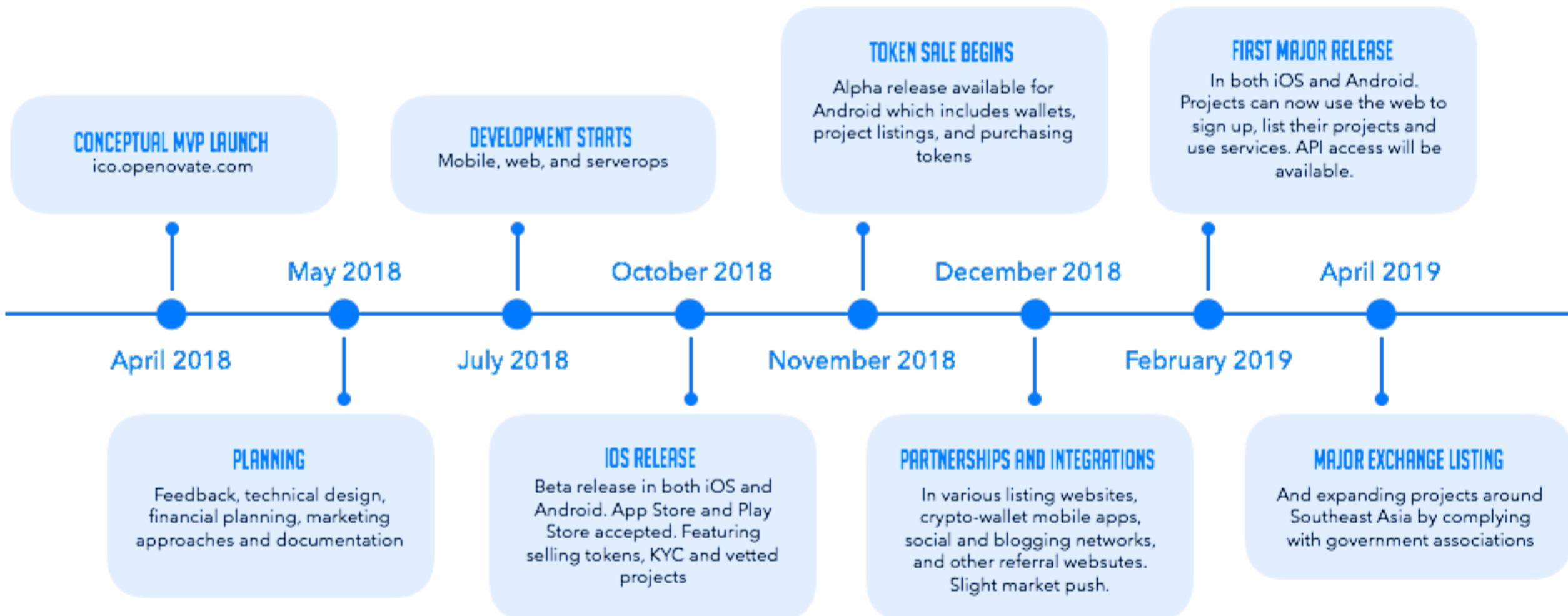
GORRICETA
GORRICETA AFRICA CAUTON & SAAVEDRA

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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
Subtotal	394,392.16

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
Subtotal	78,431.37	5,098,039.22



TOKEN SALE

After the traditional seed round

- 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 **Monico**

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**

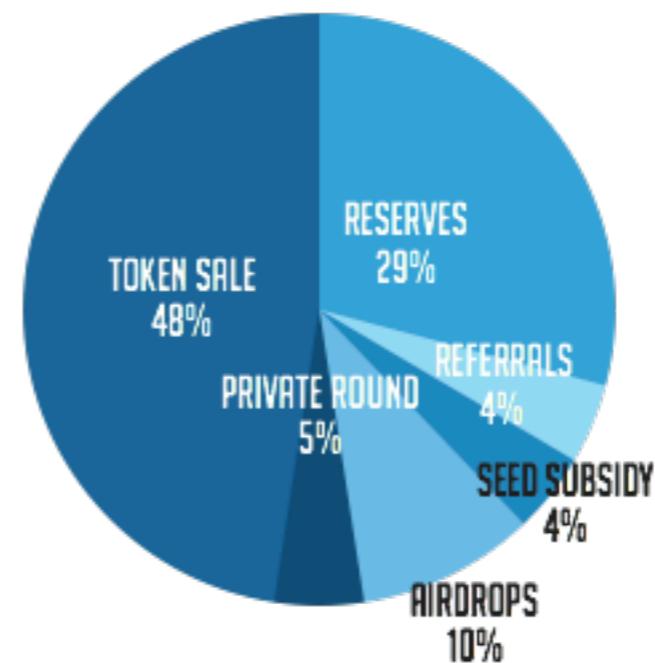
Referral bonus **5-15% of MONI purchased by referred**

Rounds **1 Private round + 4 public rounds**

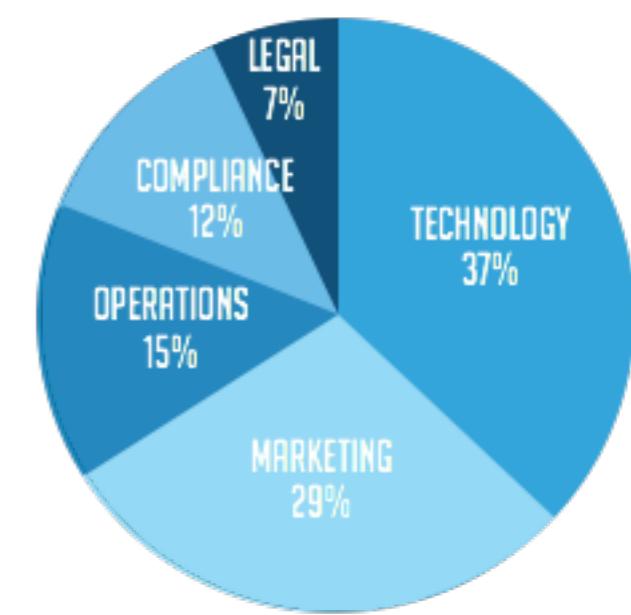
Start date **October 2018**

Official Website <https://moni.co/>

TOKEN DISTRIBUTION



FUND USAGE



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



POST ICO EXPENSES

	Q1	Q2	Q3	Q4	YTD
Salaries & Wages	22,844.00	38,663.00	64,097.00	96,250.00	221,854.00
Benefits & Allowances	1,903.67	3,221.92	5,341.42	8,020.83	18,487.83
Rent & Electric	15,882.25	15,882.25	15,882.25	15,882.25	63,529.00
Phone & Internet	6,382.25	6,382.25	6,382.25	6,382.25	25,529.00
Online & Servers	66,939.00	87,448.00	102,010.00	121,929.00	378,326.00
Advertising & Promotions	160,821.00	143,821.00	126,821.00	109,821.00	592,284.00
Legal & Advisory	30,000.00	30,000.00	30,000.00	30,000.00	120,000.00
3rd Party & Services	70,442.00	94,884.00	110,105.00	110,105.00	385,536.00
Office & Administration	4,876.00	4,876.00	4,876.00	4,876.00	19,504.00
Taxes & Licenses	16,041.67	16,041.67	16,041.67	16,041.67	64,166.68