



MONICO

PRESENTATION DECK  
V3.3. SEPTEMBER 2018



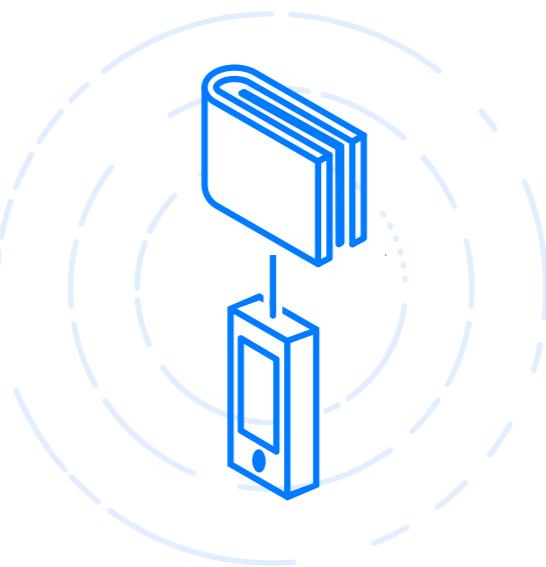
A mobile-first crypto-exchange platform  
that empowers consumers to participate  
in the token economy.



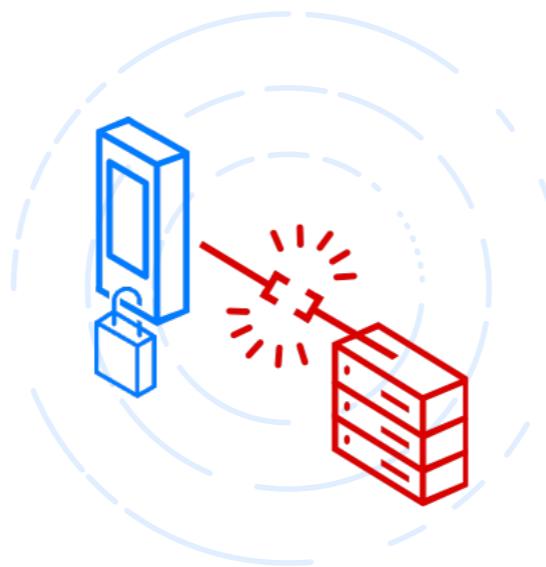


# SECURITY

## MOBILE AS A COLD WALLET



Wallets are stored on your phone,  
not our servers



Wallets are safe if we get hacked  
or go down



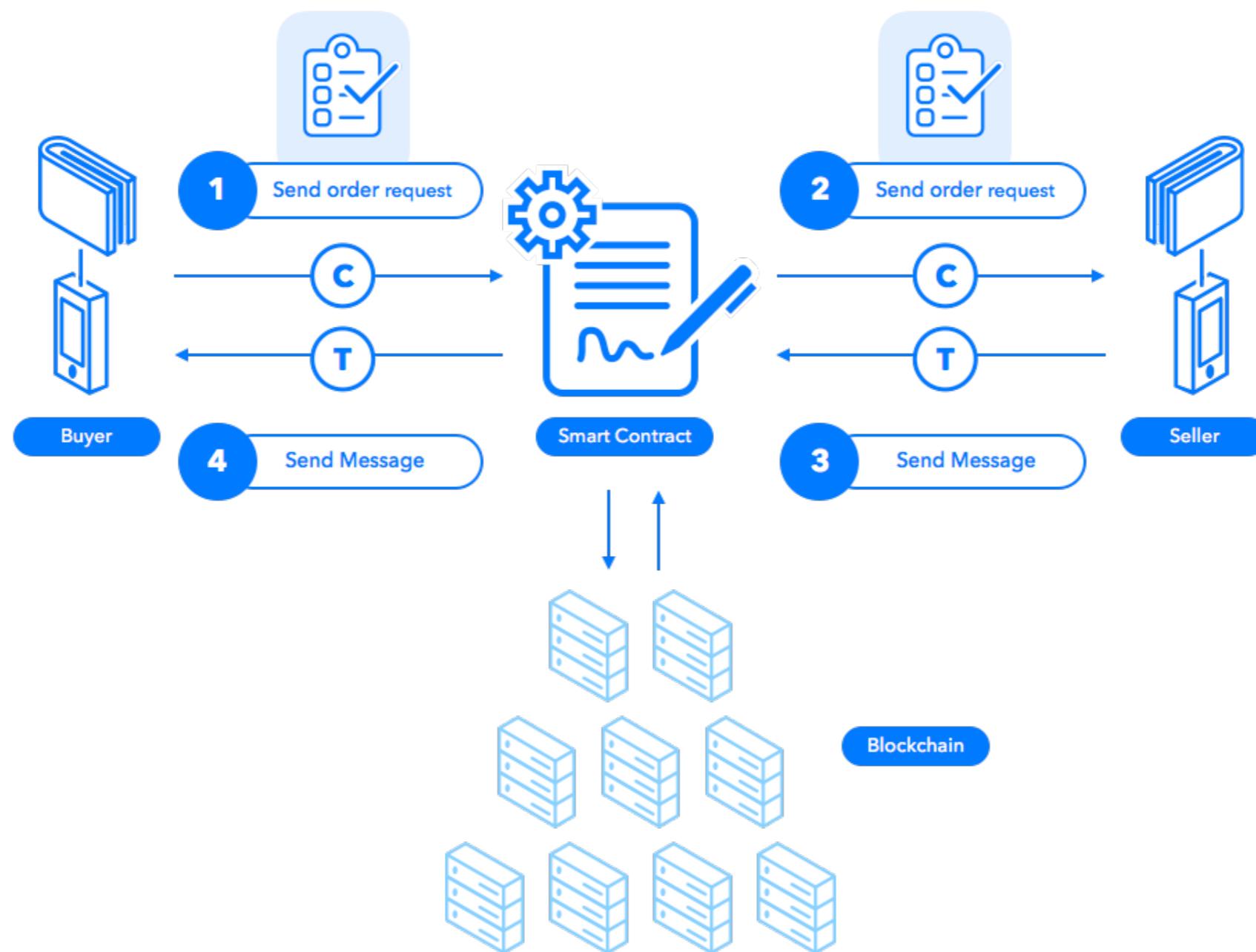
All transactions are safe on the  
blockchain



# 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

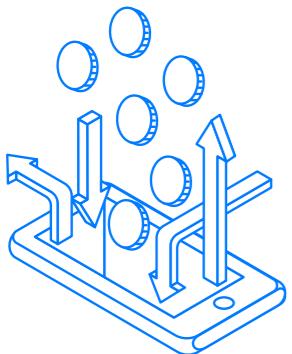
My Wallet

CURRENCY TOKEN

CNTM 6.025 CNTM Investment Wallet

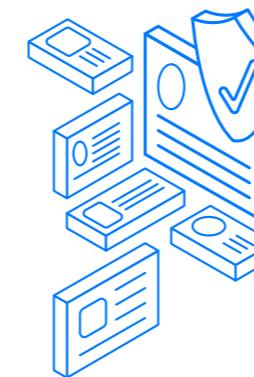
LCN 90 LCN Investment Wallet

# 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.



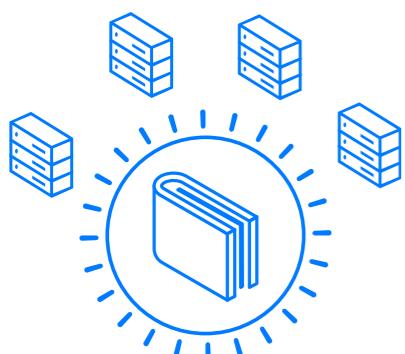
## CROWDSALE FEATURES INCLUDED

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



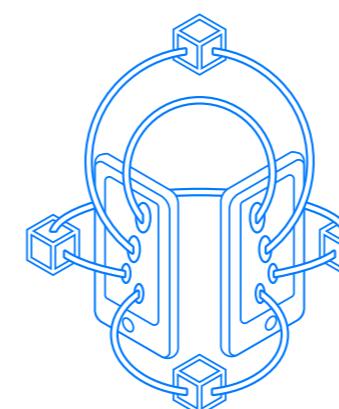
## MULTIPLE CRYPTOCURRENCIES

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



## DECENTRALIZED TRADING

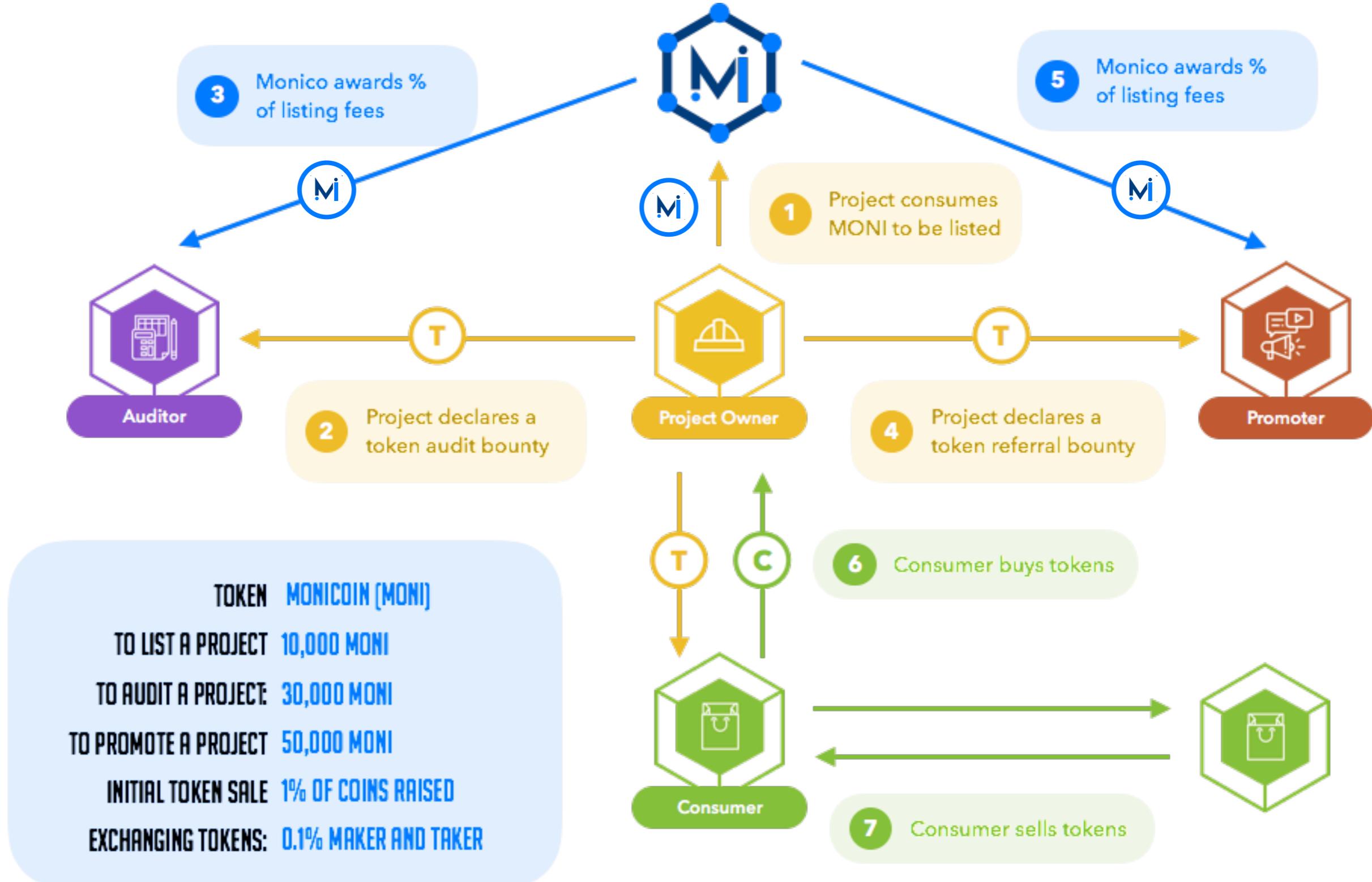
Wallet information are never stored on servers and transact with multisig and smart contracts.



## 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
<b>Listing</b>	✓ No Promotions	✓ Post ICO	✓	✓	✓
<b>Crowd Sale Abilities</b>	✓	✓	✗	✗	✓
<b>Exchange component</b>	✗	✗	✗	✗	✓
<b>Mobile version</b>	Responsive	Responsive	Responsive	✓	✓
<b>ERC20 Support</b>	✓	✓	✗	✓	✓
<b>Stellar Support</b>	✗	✗	✗	✗	✓
<b>NEM Support</b>	✗	✗	✗	✗	✓
<b>Waves Support</b>	✗	✓	✗	✗	✗
<b>Status</b>	Live	Development	Live	Beta	Development



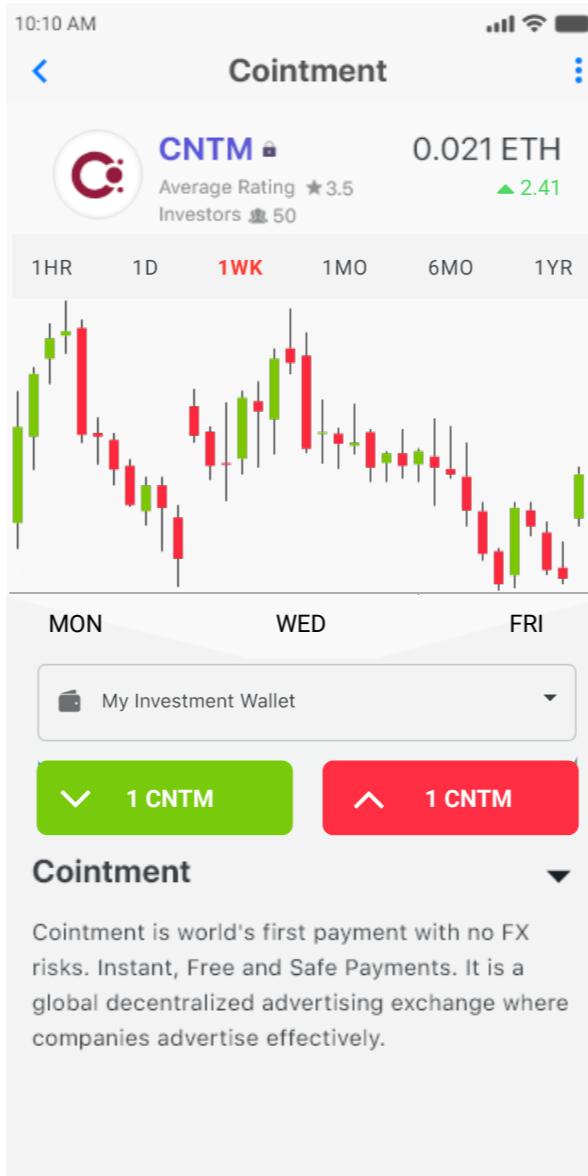
# MONI-DEX

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

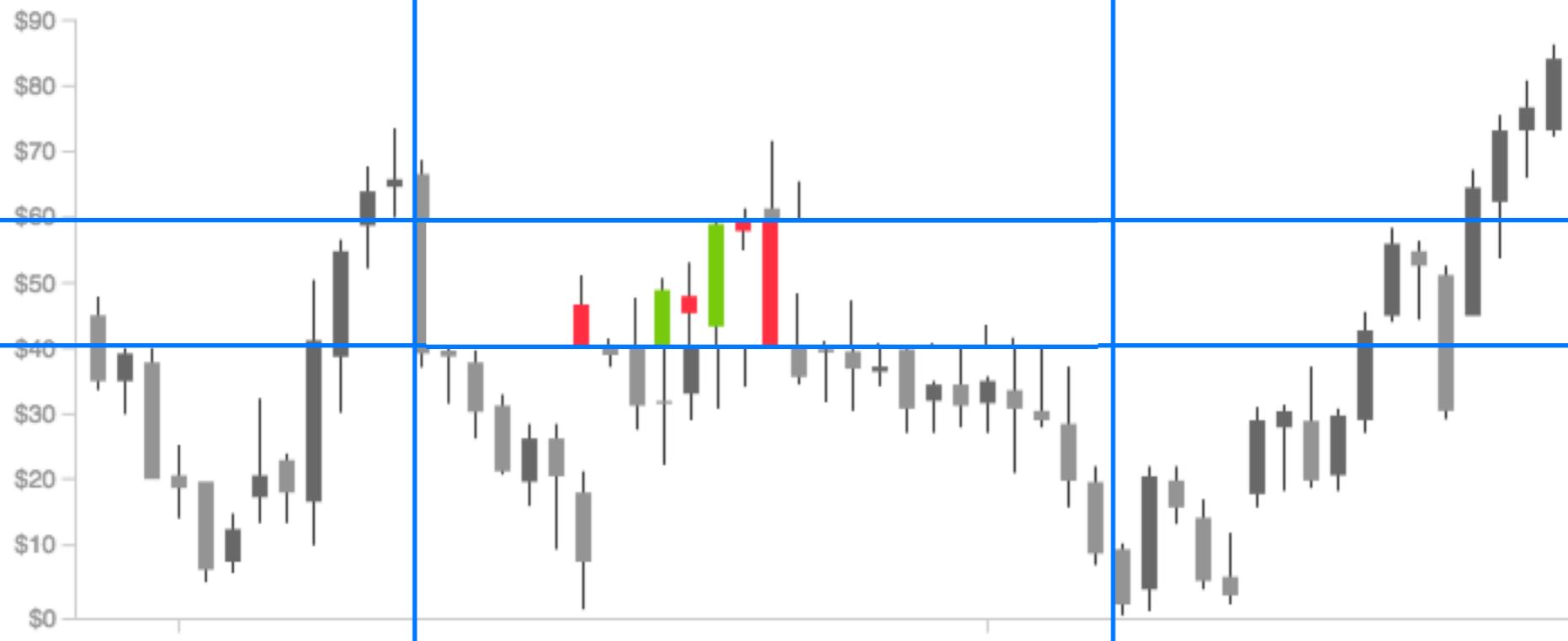


# DAILY RULES

To Stabilize Tokens

+10

-10



08:00

18:00



# EXCHANGE FEES

0.1% Maker and Taker

## BITCOIN (BTC)

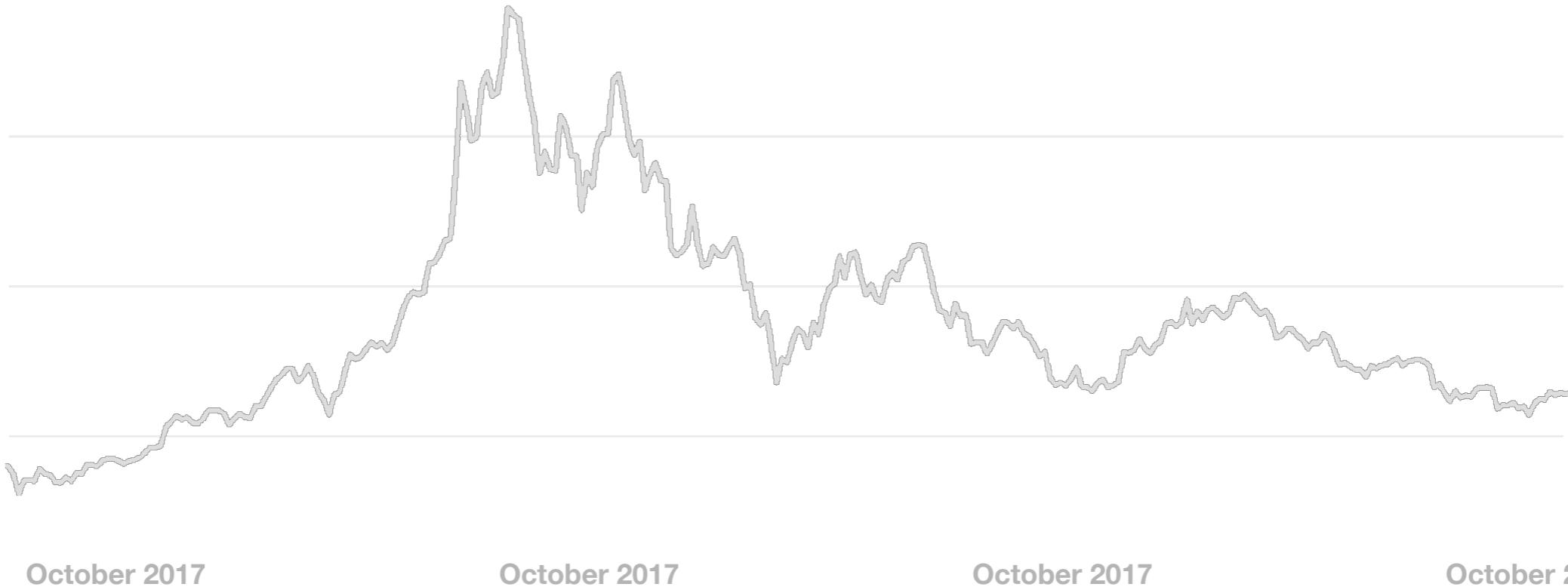
6,281.36 USD

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

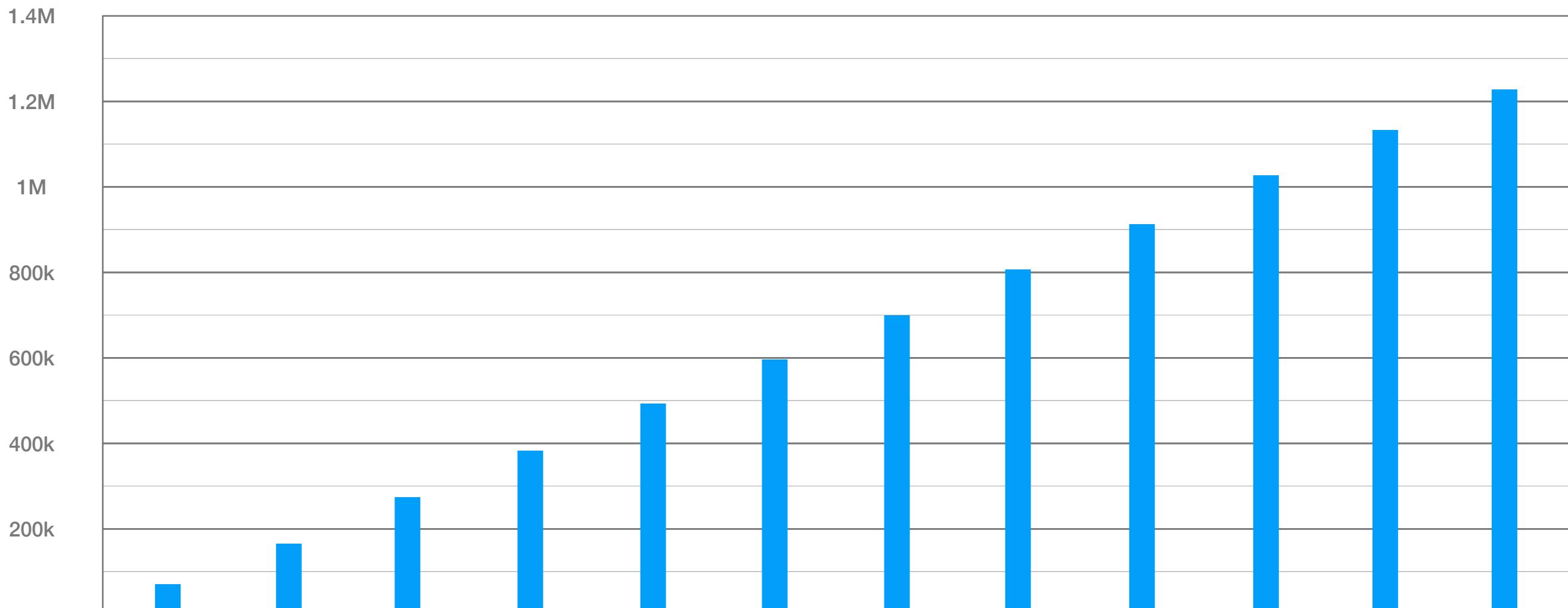
## The Top 10 Tokens in Performance

		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

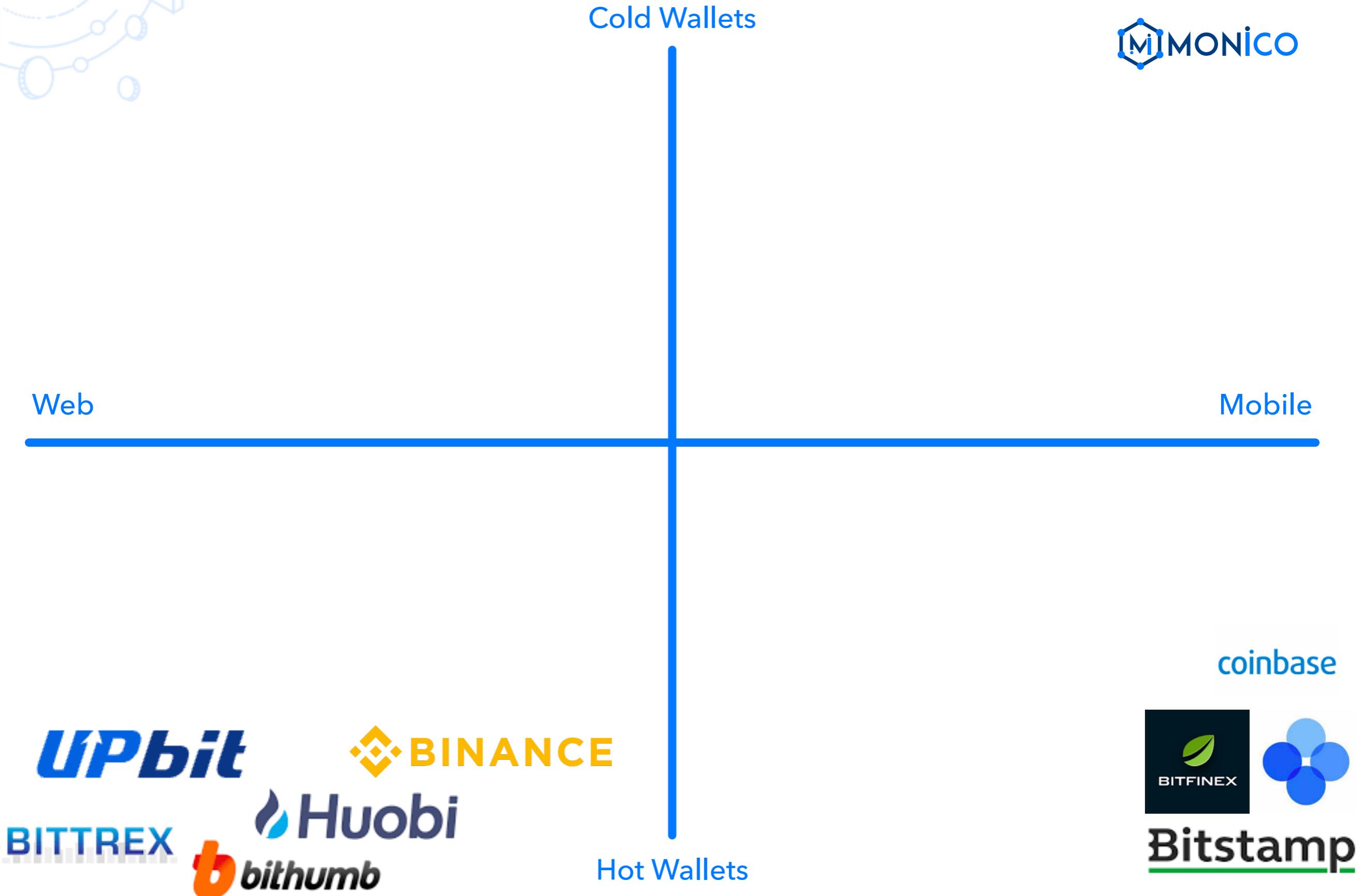
Transaction Revenues



	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. 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



# 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.

<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

<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](#).

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



# MONICO TEAM



**Ciara Estavillo**

Mobile Developer

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



**Joni Jimenez**

Mobile Developer

<https://www.linkedin.com/in/joni-jimenez-085b57105/>



**Michael Ragaas**

Blockchain Developer

<https://www.linkedin.com/in/michael-jhon-raagas-20185176/>



**Manly Candelieria**

Full Stack Developer

[https://www.linkedin.com/in/manly-cederlandaria-98953373/](https://www.linkedin.com/in/manly-candelieria-98953373/)



**Crisanto Baquiran Jr**

UI/UX Designer

<https://www.linkedin.com/in/crisanton-baquiran-jr-08278380/>



**Jamie Ozaki**

Branding & Creative Lead

<https://www.linkedin.com/in/jamie-ozaki-24a50937/>



**Charles Zamora**

Blockchain Developer

<https://www.linkedin.com/in/charles-zamora-77625990/>



**April Sacil**

Full Stack Developer

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



**Cyril Ibude**

Community Manager

<https://www.facebook.com/ibude.chuks>



**Joseph Fedelino**

Project Manager

<https://www.linkedin.com/in/joseph-fidelino-424b11106/>



**Mark Marmol**

Quality Assurance

<https://www.linkedin.com/in/mark-joseph-marmol-b97070141/>



**Joanna Defensor**

Operations

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



# 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

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

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



**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/>



**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/andersontan/>



IN ASSOCIATION WITH



Philippine Association  
for Digital Commerce  
and Decentralized Industries



GEISERMACLANG

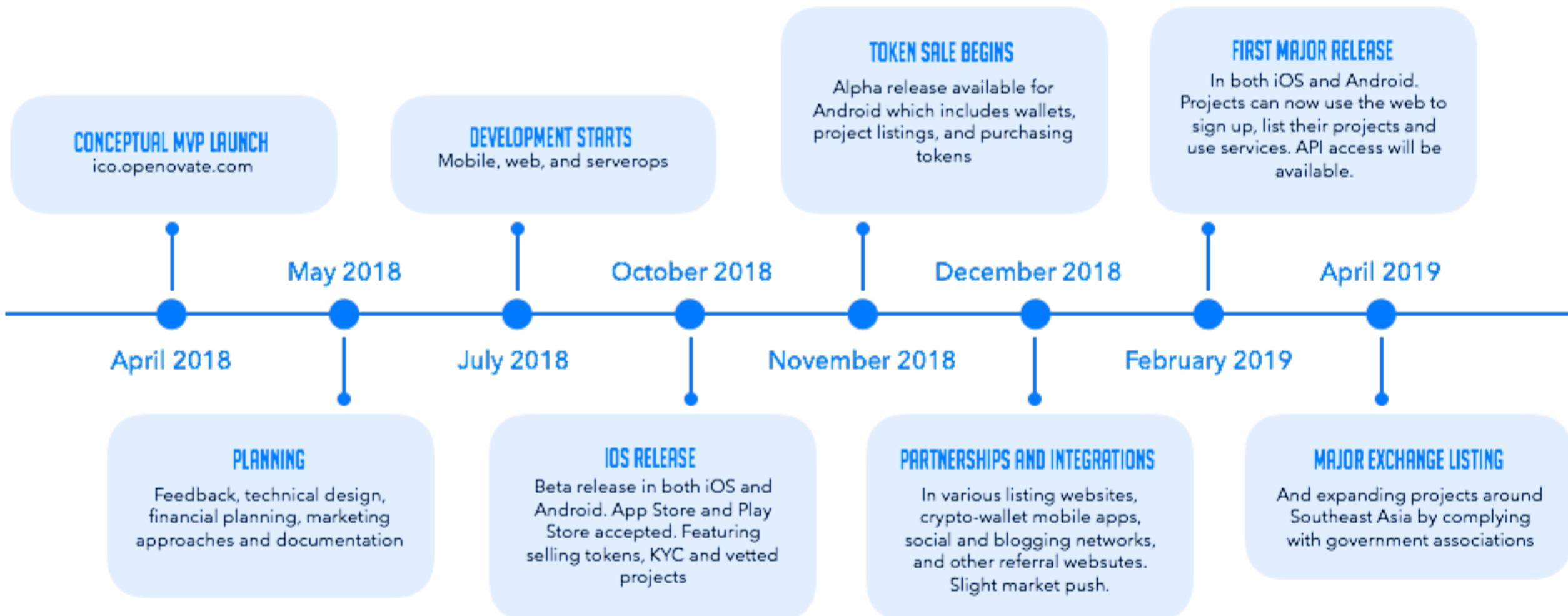
GORRICETA  
GORRICETA AFRICA CAUTON & SAAVEDRA

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>



# 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**

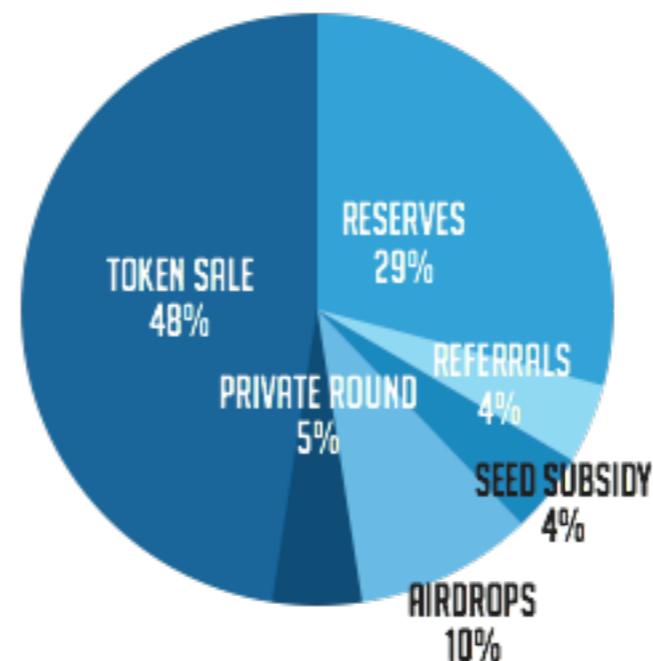
Referral bonus **5-15% of MONI purchased by referred**

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

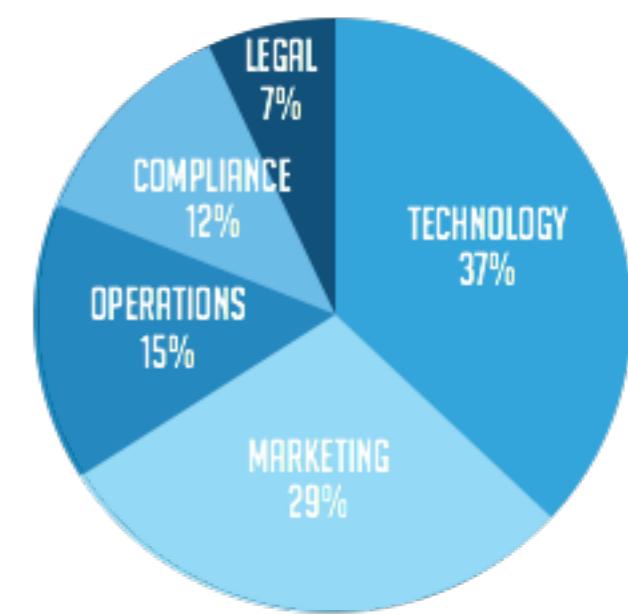
Start date **October 2018**

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

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