



YogaCoin

World's first Dividend-paying cryptocurrency dedicated to Wellness & Holistic
Backed-up by Real Estate

Decentralizing & Disrupting a \$2.7 Trillion market

www.yogacoin.tech

Global Wellness Market of \$2.7 Trillion



Source: Global Wellness Institute (2015)

The high potential of Wellness market



01	Number of Yoga practitioners average increase (USA) [1]	20% / year
02	Global Yoga market [2]	\$93 billion / year
03	Global Wellness tourism growth estimation [3]	9% / year
04	Wellness tourists spending compared to average [4]	+130%
05	Increase of Yoga products spending [5]	87% over the last 5 years
06	Organic food market growth (Europe) [6]	2-digits over the last 5 years

[1] Global Wellness Institute (2017). Global Wellness Economy Monitor.

[2] Yoga Alliance (2016). 2016 Yoga in America Study Conducted by Yoga Journal and Yoga Alliance.

[3] Statista (2018). Revenue of the yoga industry in the United States from 2012 to 2020 (in billion U.S. dollars).

[4] Global Wellness Institute (2013). The Global Wellness Tourism Economy.

[5] Channel Signal (2018). By The Numbers: The Growth of Yoga.

[6] The Research Institute of Organic Agriculture FiBL (2018). European organic market grew by double digits and organic area reached 13.5 million hectares in 2016.

The high potential of Blockchain market



- 01 The cryptocurrency market capitalization in January 2017 [1] \$18 billion
- 02 The cryptocurrency market capitalization in July 2018 [1] \$250 billion
- 03 Market capitalization prediction for the next 4-5 years [2] \$3 to \$5 trillion
- 04 Cryptocurrency market growth in the past 18 months +1400%
- 05 Estimated growth for the next 4-5 years +1200%

In June 2016, IMF published a report [3] in their quarterly magazine calling blockchain the internet of trust and how it will disrupt the internet, financial services industry and have its impact on the mankind.

In October 2017, the head of IMF told CNBC [4] that "we are about to see massive disruptions" due to cryptocurrencies and it's time to get serious about it.

[1] CoinMarketCap (2018). Real time data.

[2] Lester Coleman (2017). Cryptocurrencies could reach \$5 trillion in 5 years, says wall street billionaire bitcoin investor.

[3] Andreas Adriano and Hunter Monroe, IMF (2016). The internet of trust.

[4] Elizabeth Schulze, CNBC (2017). IMF's Lagarde says it's time to get serious about digital currency.

Challenges in the existing market



- 01 Lack of awareness of wrong lifestyle patterns
- 02 Frequent exposure to chemical medicine & pollution
- 03 There is no such Wellness center integrating everything in one location
- 04 Poor quality of yoga teaching due to lack of expertise
- 05 Centralization and possible counterfeiting of yoga teacher certificates
- 06 Scarce cash-flow for authentic Yoga, Meditation & Fitness teacher who are freelancers
- 07 Centralized & often corrupted charity funds

Our Solutions & Products



- 01 Cryptocurrency dedicated to Wellness
- 02 Mobile wallet app for making payments
- 03 Holistic all-in-one resorts
 - Yoga & Meditation
 - Ayurvedic Medicine
 - Holistic high quality training & courses
 - Green Energy & Self-Sufficiency
- 04 Decentralized Yoga Certifications
- 05 Decentralized Marketplace dedicated to Wellness
- 06 Decentralized Charity funds

YogaCoin

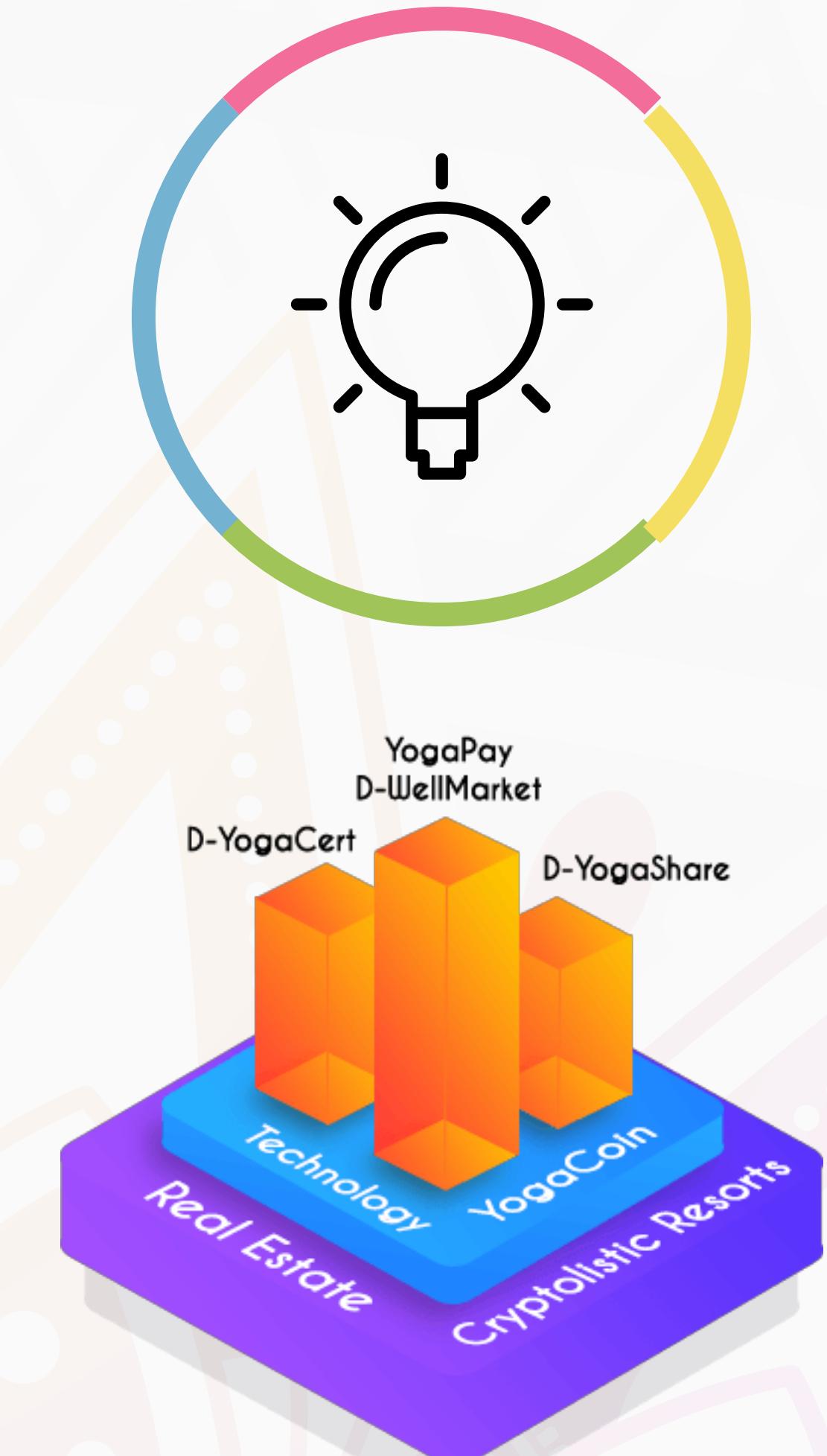
YogaPay

Cryptolicistic Resorts

D-YogaCert

D-WellMarket

D-YogaShare



A technological & real estate project



01

YogaCoin is a technology highly relying on blockchain at its core to create a complete ecosystem of technological solutions for the market of Wellness. We are releasing the cryptocurrency YogaCoin dedicated to Wellness which comes with YogaPay the mobile app.

02

YogaCoin involves the construction of the first Cryptolistic Resort on the island of Cyprus which will be the world's first Holistic center integrating in one single location the most advanced wisdom of ancient spiritual and medical traditions as well as state-of-the-art technologies.

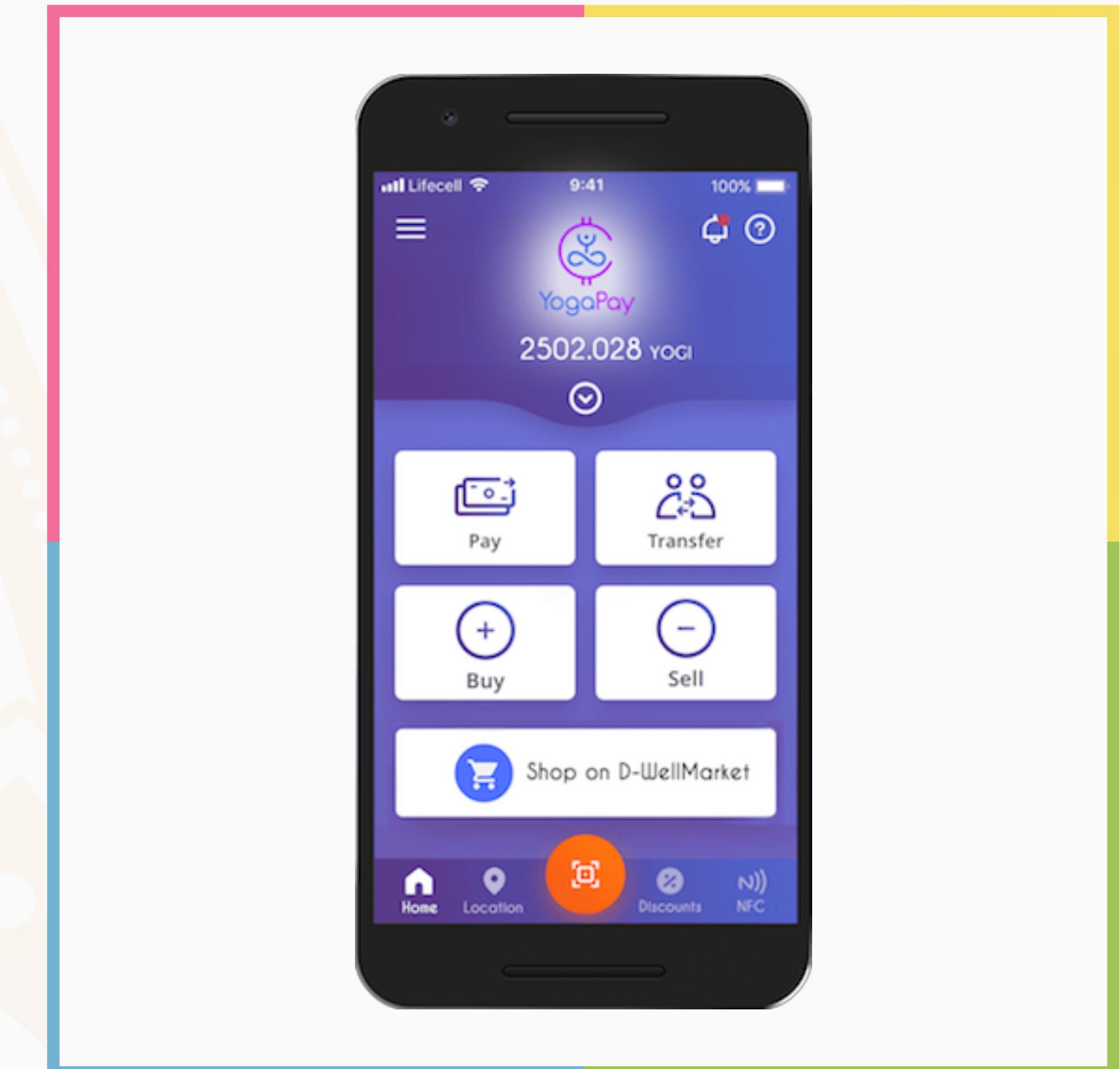
Life can only be understood backwards;
but it must be lived forwards.

Søren Kierkegaard

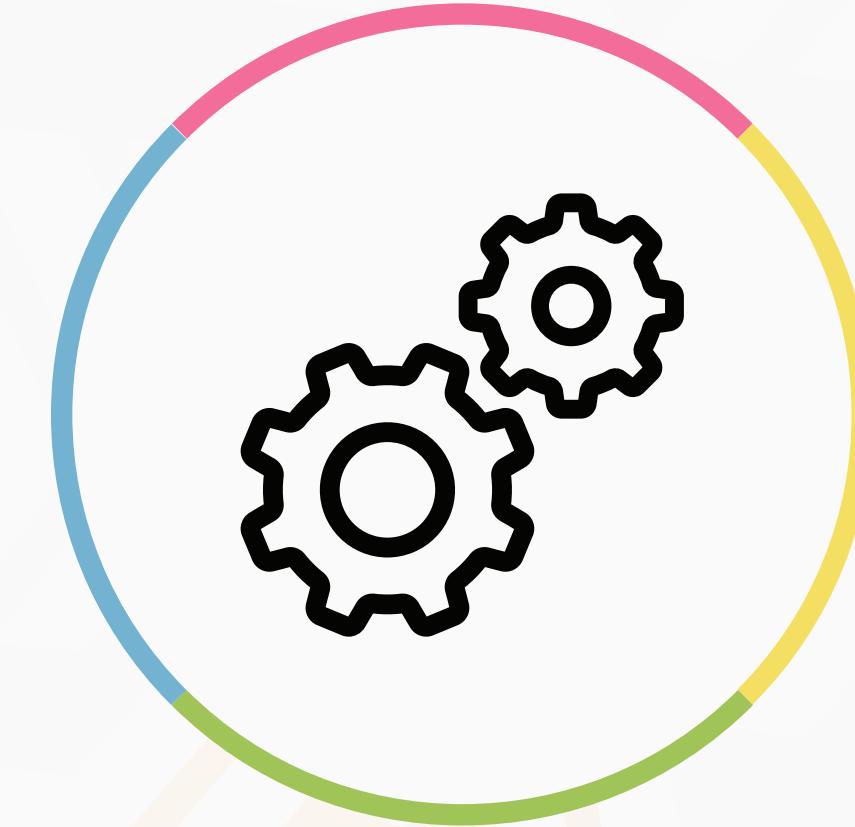
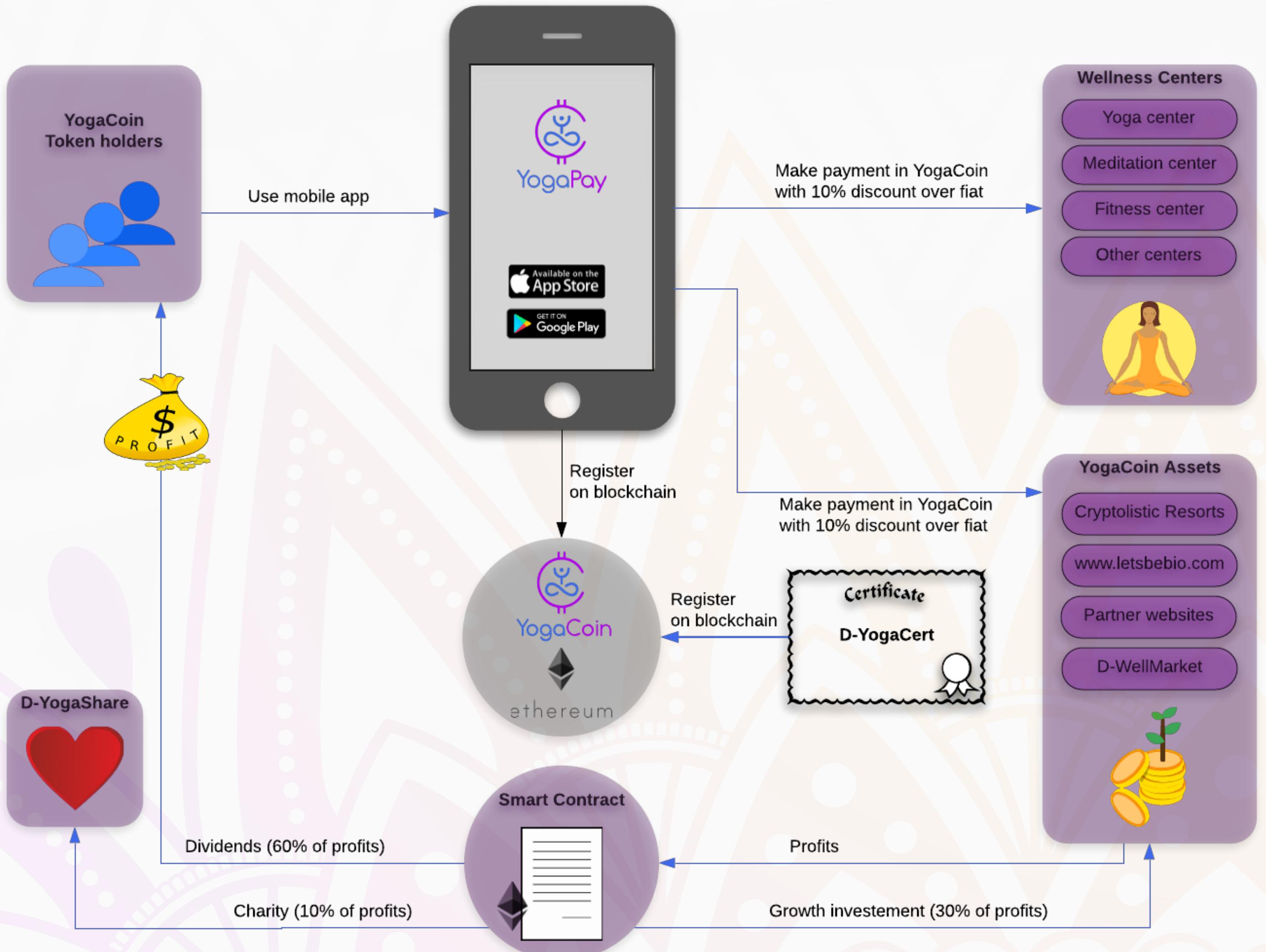
YogaCoin Platform Architecture: overview

- 01 Development of the YogaCoin cryptocurrency (Ethereum token)
- 02 Development of plugins for the major E-Commerce platforms to ease adoption of YogaCoin by our partners
- 03 Development of YogaPay, a mobile wallet app for making & receiving payments in YogaCoin with following features:
 - Pay to YogaCoin partners for wellness services
 - Receive payments in YogaCoin from clients
 - Buy YogaCoin from EUR / USD
 - Sell YogaCoin to EUR / USD
 - Buy wellness-related products
 - Locate partners accepting YogaCoin

It's not a faith in technology. It's faith in people.
Steve Jobs



YogaCoin Platform Architecture: details



YogaCoin is a ERC223 Token

The tokens we are using for YogaCoin are based on the public Ethereum blockchain. We are using ERC223 token standard which is an updated version of the ERC20 standard. ERC223 handles the transaction problem that occurs in ERC20, allows rolling back transactions and saves the token from being locked which is a major progress and gives all the required safety for users

Cryptolistic Resort Architecture: overview



All-in-one Holistic Resort

A decentralized Holistic resort will be built on the beautiful island of Cyprus.

Before deploying similar centers in the most heavenly places on earth, this will be our first step to build a Holistic resort in Cyprus.

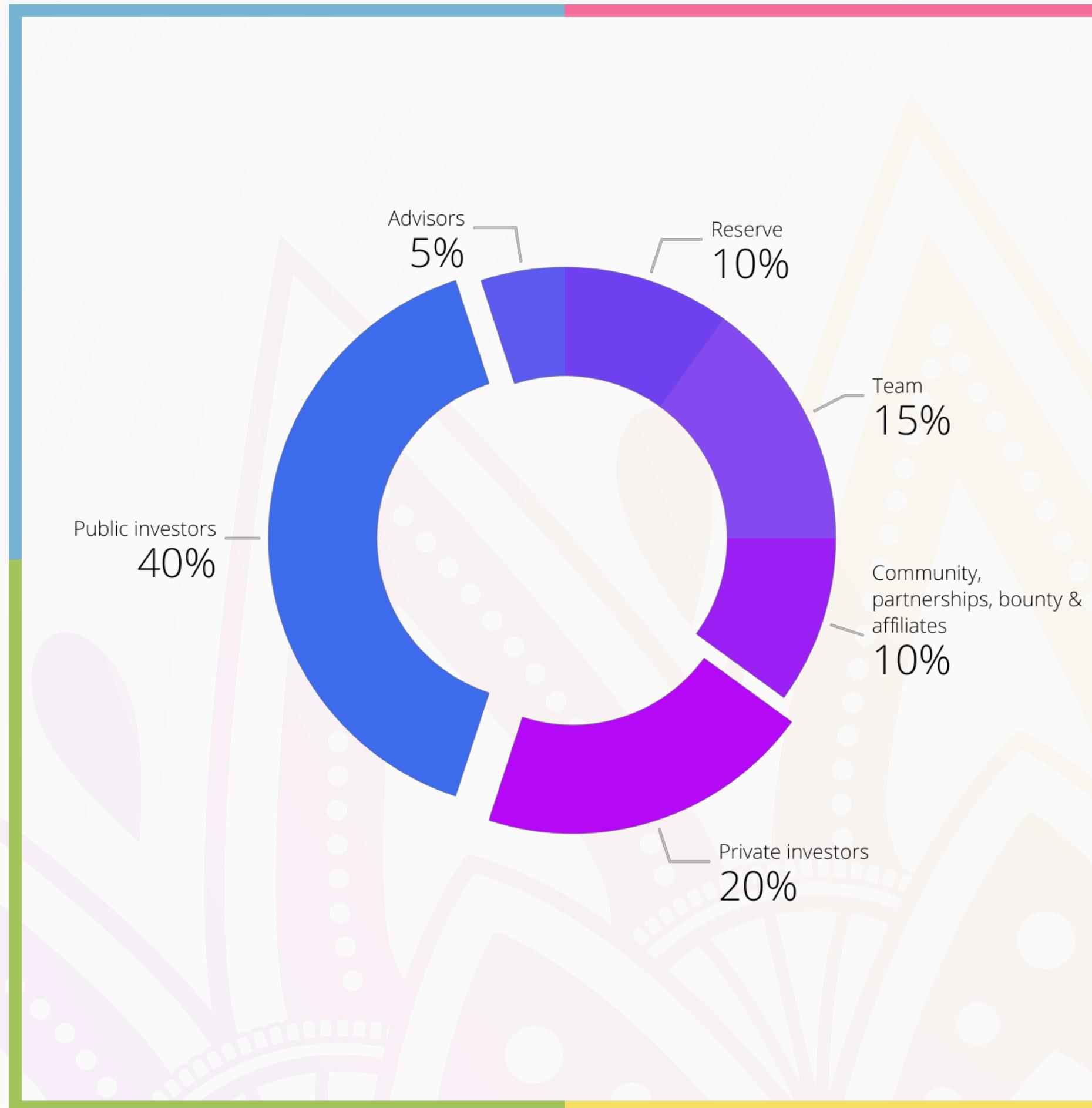
Why Cyprus Island ?

- 01 Adequate sun light and regular wind which are perfect for green energy
- 02 Clean sea and beautiful landscape of nature, mountains and rivers
- 03 English-speaking environment
- 04 Dynamic business environment offering all the infrastructures
- 05 Highly crypto-friendly country for regulation & taxation
- 06 Easily accessible from anywhere in the world
- 07 Great growth potential for Tourism in the next years

*Look deep into nature,
and then you will understand everything better.
Albert Einstein*



Token Economics



Long name of the token	YogaCoin
Short name of the token	YOGI
Circulating supply	100 million tokens
Available for private sale	20 million tokens at \$0.25
Available for public sale (pre-ICO)	10 million tokens at \$0.35
Available for public sale (ICO)	30 million tokens at \$0.55
Hard cap for private sale	\$5 million
Hard cap for public sale	\$20 million

Escrow account

All funds are locked in an escrow account following this program:

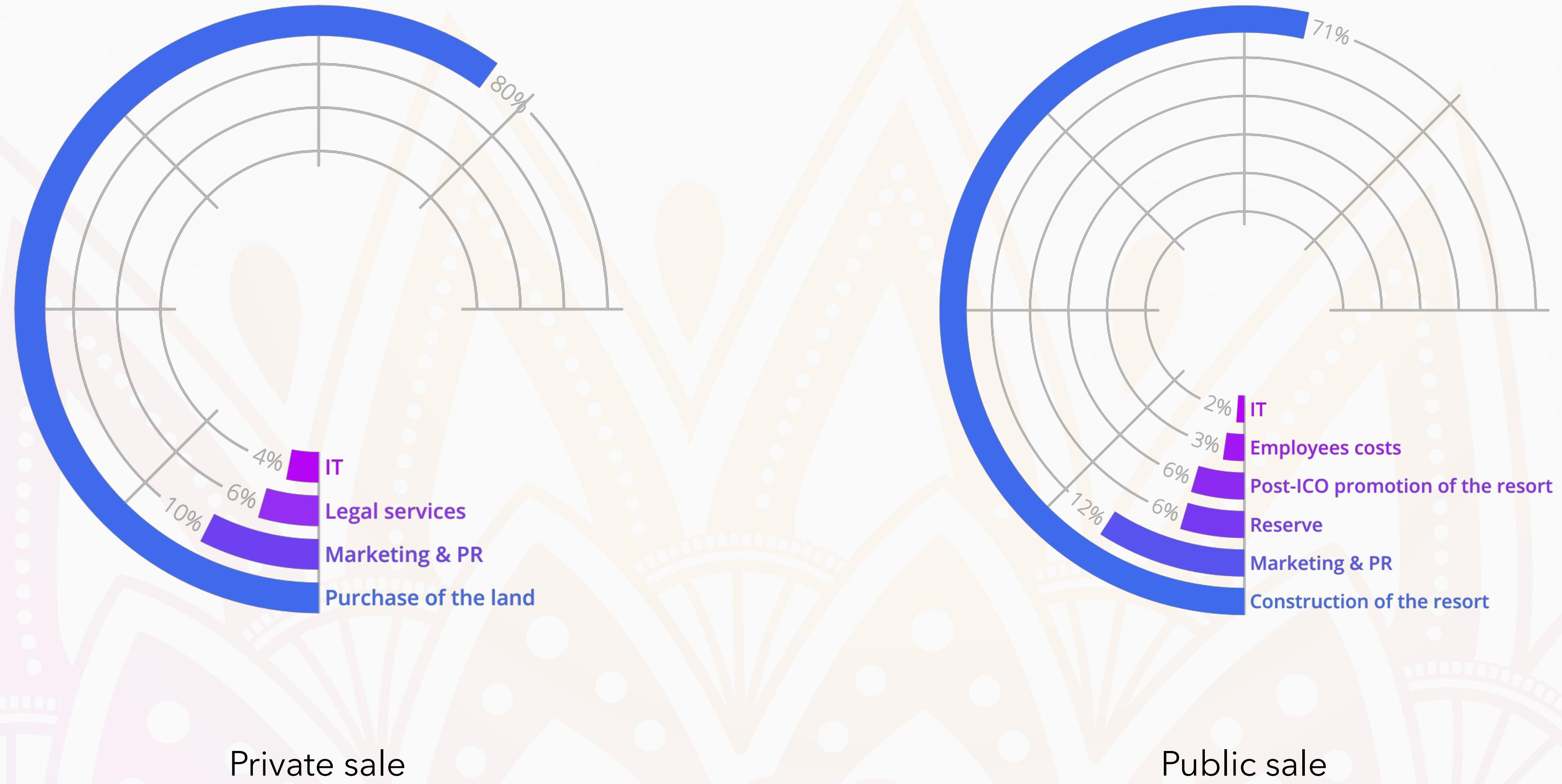
- ★ Team: 6 months after ICO and then 12.5% every three months
- ★ Advisors: 20% at ICO, 40% after 3 months, 40% after 6 months
- ★ Reserves: 1 year after ICO

All funds contributed in cryptocurrencies during the YogaCoin token sale will be held in escrow in a multi-signature wallet. Keys will be held by Acintya Global Holdings SAS and one of the "Big Four" legal companies with whom we are currently in discussion. The multi-signature escrow wallet requires three signatures to move the funds: one from the third-party Legal and two from Acintya Global Holdings SAS.

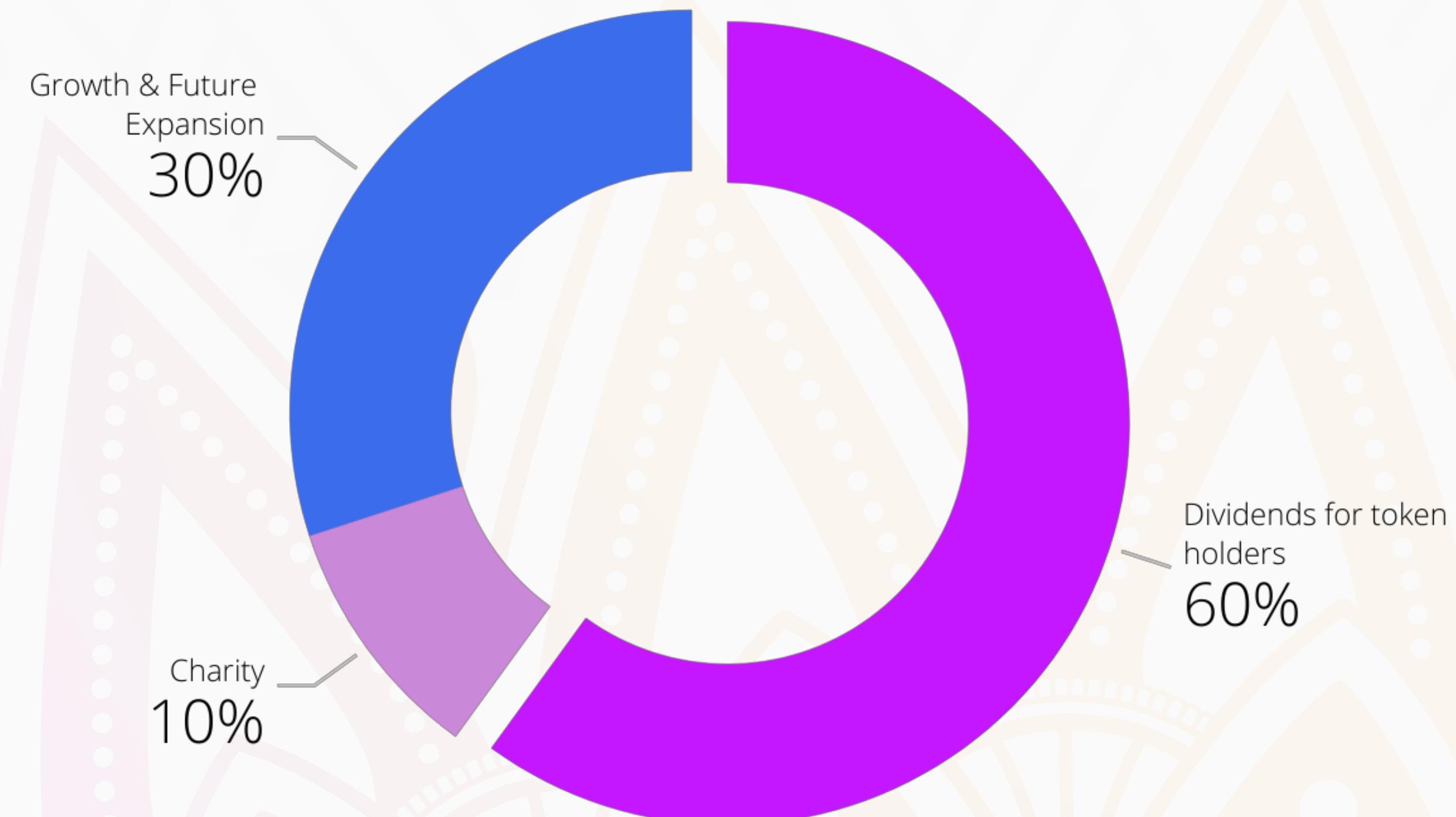
Moving the funds will be possible upon fulfilling the terms set forth in the Escrow Agreement in which case the escrow agent and Acintya Global Holdings SAS would release the proceeds from YogaCoin token sale.



Token allocation



Profits sharing



Dividends-paying token

Tokens give yearly dividends to the token holders which corresponds to 60% of the profits generated. The revenue that will be generated from the business will be shared among the token holders via the YogaCoin tokens through a Smart Contract.

Expenses



- ★ Water and utilities charges.
- ★ Maintenance fees for solar panels and buildings.
- ★ Full-time employees.
- ★ Marketing, promotional activities and advertisement.
- ★ IT costs (maintenance, hardware, hosting, licenses).

Tax haven & Crypto heaven

Cyprus is a tax haven and also a crypto-friendly country. Registration of the company in Cyprus is trouble free and taxes are around 12.5% only which is small as compared to other countries. The tax on plus-value related to cryptocurrencies is as low as 0% which makes it not only a tax haven but also a crypto heaven.

Sources of revenue (first 5 years)

- ★ One 200 hours yoga teacher training course
- ★ One 200 hours meditation teacher training course
- ★ One 3 weeks intensive Ayurvedic course
- ★ One visitor program
- ★ One day pass
- ★ Ayurvedic Natural Therapy Center treatment, consultation, massages
- ★ Hosting in tents
- ★ Festival
- ★ Merchandise shops
- ★ Online merchandise shops and through YogaCoin app
- ★ Tourism (going around the island to visit touristic places, beaches, etc.)
- ★ Advertisement from brands inside the resort
- ★ Rental of some parts of the restaurant by brands providing their own food
- ★ Existing www.letsbebio.com e-commerce website which will evolve in 2020 to D-WellMarket, a decentralized marketplace dedicated to Wellness



Extra sources of revenue (after 2023)

- ★ Scaling up through the construction of new Cryptolistic Resorts around the world by replicating the same model
- ★ Organic Wine (5 years gap between plantation of vines and first production)
- ★ Affiliate partnerships with airlines, transports and local tourism companies



Core team



Guruprasad VENKATESHA
Chief Executive Officer & Co-Founder

[✉ guruprasad@yogacoin.tech](mailto:guruprasad@yogacoin.tech)

15+ years experience in Finance & Business
25+ years of yoga practice / 15+ years of yoga teaching
Serial Entrepreneur, Youngest CEO at 16 in Bangalore
BE / Ramaiah Institute of Technology (India)



Erwan ROUZEL
Chief Technology Officer & Co-Founder

[✉ erwan@yogacoin.tech](mailto:erwan@yogacoin.tech)

15+ years experience in IT
15+ years of yoga practice / 5+ years of yoga teaching
Started coding at the age of 8
Master degree in Engineering / Télécom Bretagne
Advanced Master degree / Ecole Centrale Paris



Julie KELLEY
Chief Financial Officer

[✉ julie@yogacoin.tech](mailto:julie@yogacoin.tech)

30+ years experience in Finance & Business
20+ years experience in Construction & Real Estate
Founder & Principal of Aerial Design & Build (NYC)
Founder of Let's be S.M.A.R.T. non-profit organization
B.A.Sc. in Alternative Medicine / Summa Cum Laude



Core team



Mikhail SHALDAEV
Chief Strategy Officer

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5+ years experience in Engineering & Geology
Selected as talented student for Total Summer School
Master degree in Engineering / IFP School Paris



Mark MOLNAR
Head of Property Management

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10+ years of experience in Entrepreneurship
5+ years of experience in Real Estate
Featured as a Top 10 World's best Real Estate Broker
Founder & CEO of Let Buy Mark Real Estate



Déborah ROUZEL
General Manager & Co-Founder

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20+ years experience in Social Working & Therapy
10+ years of yoga practice, 2+ years of yoga teaching
Government-delivered Certificate of Social Worker
Certificate of Art Therapy

Advisors



Joseph ROUZEL
Expert in Psychology & Psychoanalysis

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50+ years experience in Psychology, Psychoanalysis & Social Work
Founder & Director of the European Institute Psychoanalysis and Social Work
Writer of 22 books and thousands of articles
Post-graduate diploma / Ecole des Hautes Etudes en Sciences Sociales



Patrick DUCOURNAU
Expert in Wine Making & Business Strategy

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25+ years experience in Business & Wine Making
Founder & ex-CEO of Vivelys
Creator of the patented innovative process of micro-oxygenation
Self-educated



Advisors



Mika de Brito
Lead Yoga Teacher

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20+ years experience in Yoga Teaching & Music
Founder of the Yoga Lab - Yoga in sound immersion
Writer of the book « Yoga, 100 postures, a whole philosophy »



Dr. Shankar
Lead Ayurvedic Teacher

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15+ years experience in Ayurvedic Medicine
Associate Professor & Reader in College, Hospital & Research Center

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