



Creat'or.

Elevating Equity Crowdfunding to New Heights

BUSINESS PLAN

www.creat-or.io



Executive Summary

Creator is an innovative, blockchain-based crowdfunding platform that aims to redefine the way businesses raise funds and how investors participate in these opportunities. Creator leverages the power of decentralized finance (DeFi) and tokenization to introduce a new paradigm in the crowdfunding sector, by offering the following unique selling points:

1

Democratic Investment Access:

Creator democratizes the investment process by providing a wide array of businesses, from startups to established entities, with the opportunity to raise funds, while also granting a broader pool of investors unprecedented access to investment opportunities that were traditionally limited to venture capital and high-net-worth individuals.

2

Tokenization:

By utilizing tokenization, Creator simplifies the investment process. Investors will receive tokens representing their investment in a business, which can potentially be traded or sold in a liquid market. This ease of transferability of assets represents a significant advantage over traditional crowdfunding models.

3

Decentralized Finance Integration:

As a part of the DeFi ecosystem, Creator allows businesses to benefit from the growing trend of decentralized finance. It offers a unique investment environment where investors can potentially earn yield on their investments in ways that traditional finance can't provide.

4

Robust Security & Compliance:

Leveraging blockchain technology, Creator ensures high standards of security and transparency. The immutability and traceability of blockchain transactions enhance accountability, while Creator's commitment to comply with regulatory frameworks protects users and adds credibility to the platform.

5

Efficient Vetting Process:

Creator prides itself on a comprehensive and efficient vetting process that ensures only legitimate and promising businesses are listed for crowdfunding. This protects investors from scam projects and maintains the platform's reputation for quality.

6

Community Engagement:

Creator fosters a community-driven environment. It empowers token holders by giving them a say in the platform's governance, including decisions on platform features, project listings, and future developments.

In summary, Creator unique blend of democratized access, tokenization, integration with DeFi, robust security, thorough vetting, and community engagement is poised to make it a disruptive player in the crowdfunding and blockchain landscape. Creator presents an exciting opportunity for businesses seeking innovative fundraising methods and investors looking for unique opportunities to participate in the next wave of business financing.

Market Analysis

Total Addressable Market

The Total Addressable Market for Creator would be the global crowdfunding market combined with the global cryptocurrency market.

As of 2021, the global crowdfunding market was valued at around USD 13.9 billion, projected to grow at a CAGR of 16% from 2021 to 2028, reaching an estimated value of USD 39.8 billion by 2028.

As for the cryptocurrency market, it has been growing at an unprecedented rate. As of May 2021, the global crypto market Creator reached an all-time high of over USD 2.5 trillion. Given the volatile nature of this market, it's difficult to project its size with high precision. However, it's evident that this market will continue its upward trajectory due to increasing mainstream adoption and institutional investment.

Thus, the TAM for Creator would be the sum of these two markets, signifying a multi-trillion-dollar market potential when fully realized.



Serviceable Addressable Market

The Serviceable Addressable Market for Creator would be the segment of the TAM that Creator can serve considering its unique blend of crowdfunding and cryptocurrency elements. While it's challenging to estimate the exact figure, the SAM would logically be a subset of businesses interested in crowdfunding and individuals or entities in the crypto market interested in such investment opportunities.

Given the rise of DeFi and growing interest in blockchain-based solutions from businesses, we could argue that a significant portion of both the crowdfunding and cryptocurrency markets could be interested in Creator unique value proposition. For a conservative estimate, we could consider Creator SAM to be about 1 - 2% of the TAM, translating to tens of billions of dollars.



Serviceable Obtainable Market

The Serviceable Obtainable Market for Creator would be the portion of the SAM that Creator can realistically Create in the short to medium term. This depends on factors like the marketing efforts, competition, platform features, regulatory environment, and market readiness for such a solution.

Given the novelty of Creator proposition and considering the typical market shares of platforms in similar markets, it's reasonable to assume that Creator might be able to Create about 0.1 - 0.5% of its SAM within the first few years. This still translates to a market size of hundreds of millions of dollars.



In conclusion, while these are estimated figures, they give a sense of the significant growth potential for Creator. The actual figures might be significantly higher or lower based on various market dynamics and how Creator's value proposition is received in the market. As such, these estimates should be updated regularly based on market research and platform performance data.

Competition Analysis

Direct Competitors:



Kickstarter

As one of the world's leading crowd funding platforms, Kickstarter has facilitated the funding of a vast range of projects, from tech innovations to artistic endeavours. However, it doesn't incorporate any blockchain or crypto element into its operations, thus presenting a differentiation opportunity for Creator.



Indiegogo

Indiegogo is another global crowd funding platform. While like Kickstarter in many ways, Indiegogo is more flexible in terms of funding models and has a wider international reach. Like Kickstarter, it does not currently use blockchain or cryptocurrency in its platform.



Patreon

Patreon has established a niche by offering a subscription-based crowd funding platform. Creators can get a consistent income from fans who wish to support them. Despite its unique funding model, it also does not employ blockchain or cryptocurrency technologies.

Blockchain-based Competitors:



Bitbond

Bitbond is a blockchain-based crowd funding platform that uses Bitcoin for transactions. Bitbond focuses on business lending, unlike Creator's proposed model, which focuses on broader crowdfunding.



Wefunder

Wefunder, a well-established crowd funding platform, has recently stepped into blockchain space, allowing investments to be made via Bitcoin. This move could make Wefunder a direct competitor to Creator.



Starbase

Starbase is a blockchain-based crowd funding platform that issues custom tokens for projects. It has a focus on tech projects, especially those related to blockchain and cryptocurrency.

Creator's Unique Selling Points:

Understanding the competition allows us to better define Creator's unique selling points:



Crypto-native Platform

Unlike traditional crowdfunding platforms, Creator is designed with the crypto ecosystem in mind. This focus can attract a specific subset of the market interested in the crypto space and ensure that Creator is designed to meet their needs.



Broad Scope

While some competitors focus on specific areas such as business lending or tech projects, Creator aims to provide a platform for a broad range of projects. This wider scope can appeal to a broader market.



Ease of Use

Creator plans to offer an interface that's intuitive for users, even if they're not familiar with crypto. This focus on user-friendliness can help Creator create a segment of the market interested in crypto but deterred by the complexity of many current platforms.



Security and Transparency

The use of blockchain technology in Creator can help to enhance security and transparency, two aspects that can be particularly appealing in the crowd funding space.

Remember, competitive analysis should be a continuous process. As the market evolves and new competitors emerge, Creator will need to reassess its positioning and unique selling points.

Marketing Strategy

Our marketing strategy for Creator aims to increase platform awareness and highlight our unique selling points, driving user engagement. Here's a brief rundown

Goals:

- Promote awareness about Creator among potential users and investors.
- Convey Creator unique selling points, including the crypto-native platform, broad scope, and secure, transparent operations.
- Drive platform usage and engagement.

Key Messages:

- Empowerment: Creator brings dreams to life through a secure, user-friendly platform.
- Broad Accessibility: Catering to everyone - from crypto experts to novices, and from tech innovators to artists.
- Innovation and Trust: Harnessing blockchain for increased transparency and security in crowd funding.

Marketing Channels:

- Social Media: Regular updates on platforms like Twitter, Facebook, LinkedIn, Instagram, and Reddit.
- Content Marketing: Blogs, podcasts, webinars, and whitepapers explaining platform benefits and offering tips for successful crowd funding.
- Email Marketing: A regular newsletter with updates, new campaigns, and platform features.
- PR and Media Outreach: Media coverage in crypto, tech, business, and mainstream media.
- Partnerships: Strategic partnerships with organizations in the crypto and crowdfunding space.
- Community Building: Building a community around Creator, such as a forum or Discord server.

The above strategies align with creator goal of accessibility and user-friendliness. The emphasis on security, transparency, and the benefits of blockchain technology reinforces Creator's commitment. Strategies will be regularly reviewed and adapted based on effectiveness and market changes.

Risk Analysis

A comprehensive risk analysis is crucial for any business, especially in an industry as volatile and rapidly evolving as the crypto sector.

Here is a possible risk analysis for Creator

1

Regulatory Risks: The crypto industry is subject to evolving regulatory environments across different jurisdictions. The lack of clear regulation or sudden policy changes could pose risks to creator operation.

Mitigation Plan: Creator will stay abreast of any potential regulatory changes in key markets and will retain legal counsel experienced in crypto regulation. It will also prioritize compliance and aim to work closely with regulators to ensure its operations meet any necessary requirements.

2

Market Risks: Volatility is inherent in the cryptocurrency markets. Market downturns or drastic fluctuations in the value of cryptocurrencies could impact the success of projects funded through creator

Mitigation Plan: creator will educate its users about the potential risks and volatility associated with crypto investments. Diversification and a careful selection of projects will also be encouraged to minimize the risk associated with individual projects.

3

Technological Risks: creator relies on blockchain technology, which is still evolving. Technical glitches, security vulnerabilities, or scalability issues could pose significant challenges.

Mitigation Plan: creator will invest heavily in its technological infrastructure and will retain experienced blockchain developers to ensure the platform is robust, secure, and can scale effectively. Regular audits and penetration testing will also be conducted to uncover and rectify any security vulnerabilities.

4

Competition Risks: The space that creator operates in is likely to attract a high degree of competition, both from traditional crowdfunding platforms and other crypto-based platforms.

Mitigation Plan: creator will focus on continually improving its platform, offering unique selling points such as a broad scope of project types, a user-friendly interface, and strong community building. Regular market analysis will be carried out to stay ahead of competitors.

5

Adoption Risks: There may be reluctance or resistance from potential users due to lack of understanding or trust in cryptocurrencies and blockchain technology.

Mitigation Plan: creator will develop educational materials and resources to help onboard new users, breaking down complex concepts into digestible information. Creator will also strive to build trust through transparency, regular communication, and robust security measures.

1

Operational Plan

Project Sourcing and Vetting

Creator will implement a rigorous sourcing and vetting process to ensure only high-quality and credible projects get listed. creator will focus on a mix of established companies looking to raise funds via tokenization and new startups with unique and disruptive ideas. Projects will be assessed based on their business model, team, market potential, and risk factors.

- **Sourcing:** Creator will leverage industry networks, partnerships, and crypto forums to find potential projects. There will also be an open application process for businesses to submit their proposals directly.

- **Vetting:** The vetting process will involve a thorough review of the business's legal compliance, financial health, and overall viability. This will include verifying the team's credentials, conducting background checks, and assessing the potential market size and competition.

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2

Onboarding Process:

The onboarding process for new projects will be designed to be smooth and efficient. Upon passing the initial vetting process utilising our KYC partner 'Credas', projects will be guided through setting up their fundraising campaign.

- The project will first define their fundraising goals, token structure, and timeline.
- Creator will provide a user-friendly interface for businesses to upload their pitch, including their business plan, Tokenomics, team details, and promotional material.
- The Creator team will then review and approve the final listing before it goes live.

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3

Security and Compliance

Creator will implement stringent measures to ensure the security of funds and compliance with regulatory standards.

- **Security:** All transactions on the platform will be secured using blockchain technology, providing transparency and traceability. Creator will also implement robust cybersecurity measures, such as two-factor authentication, encryption, and regular security audits.

- **Compliance:** AP will work closely with legal experts to ensure its operations are in line with the latest regulatory standards. This includes Anti-Money Laundering (AML) and Know Your Customer (KYC) checks for all users.

This operational plan is designed to build a trustworthy and efficient platform for crypto crowdfunding, bringing benefits to both investors and businesses looking for funding. As the platform evolves, the plan will be revisited and optimized based on user feedback and industry trends.

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Financial Projections – ICO Tokens

Creator revenue generation will be based on a two-phase process:

Phase 1

Initial Token Sale:

The first phase of Creator revenue generation will come from the initial token sale. This sale is projected to yield \$4,403,600, with a total of 95,333,334 tokens available across various stages of the sale. The sale proceeds will be used to finance the development and launch of the crowd funding platform. The detailed token sale revenue breakdown is as follows:

Stage	Tokens	Price per Token (\$)	Total Amount (\$)
Beta	35,066,667	\$0.017	\$596,133.34
Stage 1	26,666,667	\$0.03	\$906,666.68
Stage 2	26,933,333	\$0.08	\$2,100,799.97
Stage 3	6,666,667	\$0.12	\$800,000.04

Full Tokenomics and a concise overview of the Creator Initial Token Offering (ICO) can be found on our website

www.creat-or.io

Phase 2

Creator Platform P & L:

Once the SaaS Platform is operational, the long-term revenue generation will stem from the following:

Listing Fees:

We will charge businesses a fee to list their projects on our platform, providing a consistent revenue stream as we increase the number of active campaigns.

Finder's Fees:

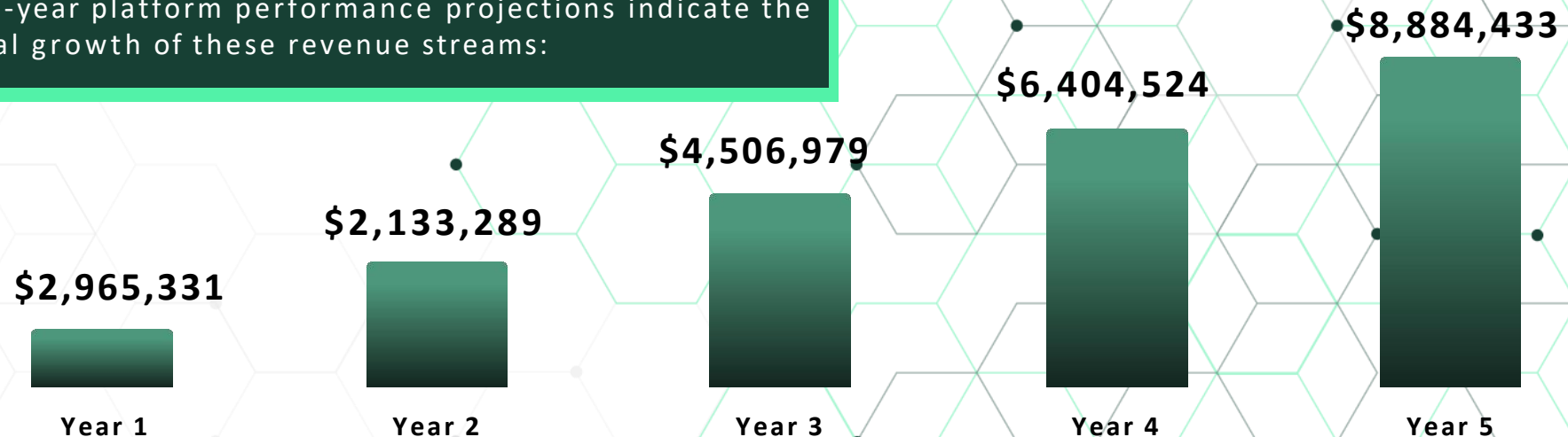
For each successful raise, Creator will charge a platform fee Ranging from 10% to 0% dependent on \$CRET Token holdings. This should pump demand for the \$CRET token and increase the token value.

Equity Stakes:

As part of the crowdfunding process, both Creator and investors will take an equity stake in the successful projects. These holdings provide a potential for future returns as these companies grow and become successful.

P & L

The five-year platform performance projections indicate the potential growth of these revenue streams:



This multi-stream revenue model not only ensures sustained operations but also aligns our financial interests with those of our users and investors, creating a win-win scenario. By creating diversified revenue streams, Creator ensures its financial stability and promotes a healthy, growing ecosystem for its users and investors.

Phase 3

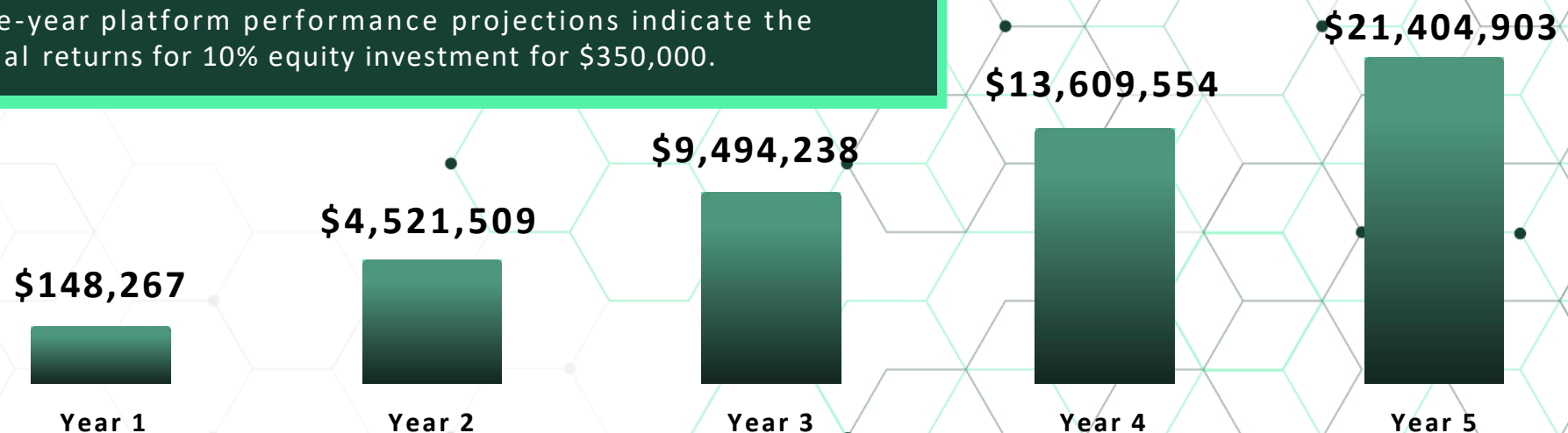
Investor Potential Return

A full 5-year financial projection for Creator is below along with potential returns of equity investor on relevant terms.

COMPANY VALUATION	PE RATIO	20			
	EBITDA	P&L	DIVS	EXIT VALUE	
YEAR 1	\$2,965,331	\$2,965,331	\$1,482,665	\$59,306,610	
YEAR 2	\$2,133,289	\$2,133,289	\$1,066,644	\$42,665,776	
YEAR 3	\$4,506,979	\$4,506,979	\$2,253,490	\$90,139,584	
YEAR 4	\$6,404,524	\$6,404,524	\$3,202,262	\$128,090,478	
YEAR 5	\$8,884,433	\$8,884,433	\$4,442,216	\$201,601,757	

Potential Returns for Exit Including Dividends

The five-year platform performance projections indicate the potential returns for 10% equity investment for \$350,000.



10% equity is offered for \$350,000 investment, this can be fractionalised from amounts as low as \$10,000, unlike other equity investments you will be able to offer your equity for re-sale on our Creator platform, giving you flexibility to unlock your investment at any time.

Exit Strategy

An integral part of any investment is understanding the potential exit strategy. As part of our vision, we have considered various exit strategies for the Creator (Creator), each with their unique benefits. These strategies provide promising avenues for liquidity and potential return on investment for our stakeholders:



Initial Public Offering (IPO)

As Creator grows and establishes itself as a leading platform in the blockchain-based crowdfunding industry, an Initial Public Offering (IPO) could be a feasible option. This would provide liquidity for early investors and raise additional Capital for the expansion of our services. Based on our projections, we estimate that this could happen within 5-7 years, depending on market conditions and the company's growth trajectory. The projected exit values based on EBITDA are impressive.



Acquisition

Another possible exit strategy could be through an acquisition by a larger tech or financial company looking to enter or expand their presence in the blockchain and crowd funding space. With our unique technology, established user base, and robust market position, Creator would make an attractive acquisition target for firms seeking to enhance their portfolio and expand their reach within the sector.



Merger

Merging with another player in the crowd funding or blockchain industry could be another viable exit strategy. A merger would allow us to share resources, expand our user base, and enhance our technological capabilities, potentially yielding increased value for our investors.



Creator Trader

Investors into Creator can cash-out of their equity position by utilising the secondary trading platform on the website, enabling early exit of equity position if required, this applies to all investors in companies via the platform.

Please note that these are potential exit strategies, and the actual route will depend on a variety of factors including market conditions, Creator's growth trajectory, and investor preferences at the time. As with all investments, it's crucial for investors to understand the inherent risks and not base their decisions solely on exit potential. However, our strategic planning and robust projected growth signal strong potential for a beneficial exit strategy.



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Contact Us

For more information about the Creator project, or if you're an investor interested in exploring our unique blockchain-based crowdfunding platform, we encourage you to reach out directly to our project leader, Peter Parsons.

Peter Parsons

Project Lead

Mobile

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Email

info@creat-or.io

Peter would be more than happy to discuss Creator's vision, our roadmap, or answer any questions you might have about our unique selling points, market strategy, operational plans, or financial projections.

We believe in the transformative power of blockchain technology, and we're excited about the potential of Creator to redefine crowdfunding. Reach out to us today to learn more about how you can be a part of this groundbreaking project.

We look forward to hearing from you and exploring the possibilities that our partnership can bring.