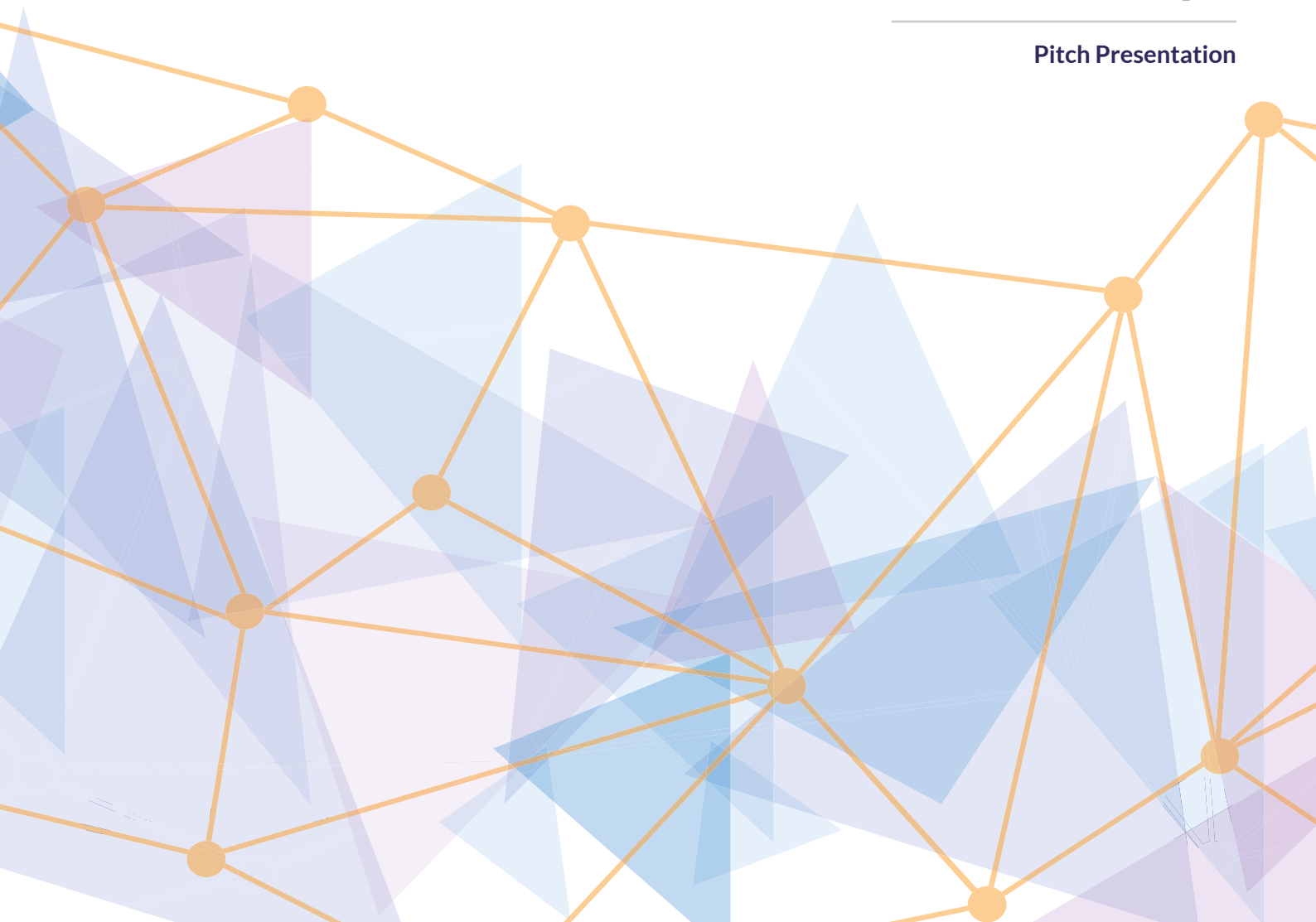




a new era for **SMART** startups

Pitch Presentation



Making Blockchain Technology accessible



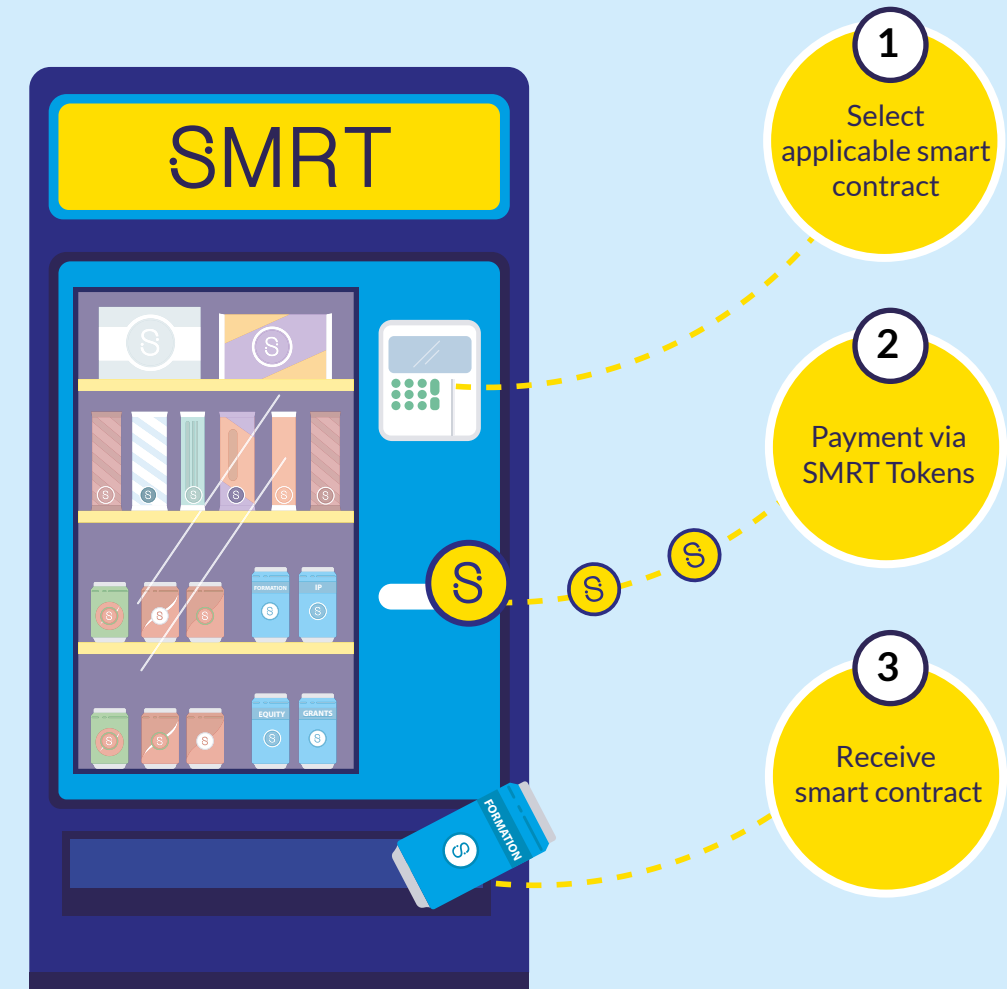
The startup economy is worth trillions of dollars but a large majority of these startups and small businesses do not yet have the resources or access to the technological advancements of blockchain technology and the benefits that smart contracts provide.

The Smart Startup Token (SMRT) is the gateway to smart contracts for startups and small businesses.

Think of a vending machine that dispenses templates of smart contracts with a row for business formation, a row for intellectual property, a row for funding, a row for trading etc. Choose your template, insert your token, and get going on filling in the contract or engaging an expert to help you.

The SMRT project is to create this vending machine and the user interface to turn the templates into executable contracts. We are focused on the clearly defined ecosystem of startups and small businesses, providing automatically enforced contracts that enable them to trade and function.

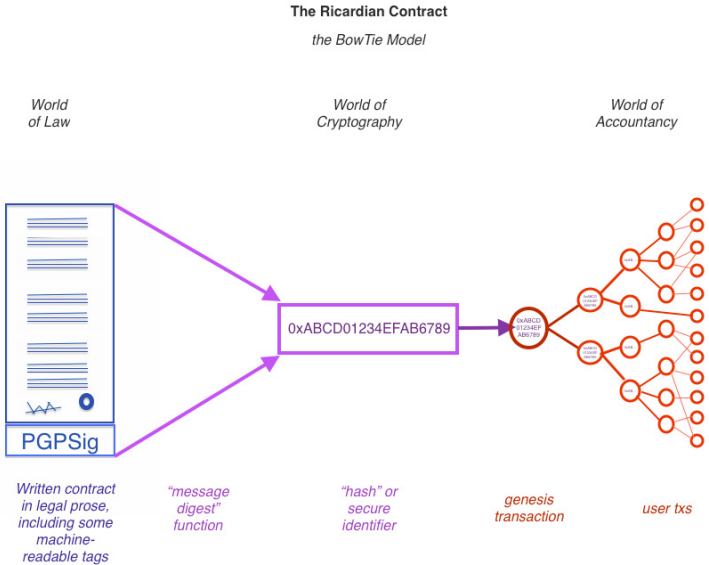
The rows in our vending machine that are likely to utilise the most SMRT tokens will be the finance agreements such as peer to peer lending and equity, also the trading agreements between the seller and buyer. These will be sold in bundles and enable businesses to create automatically enforced agreements in much the same way as centralised and decentralised marketplaces enable trade. Our smart contracts will reduce friction, costs and facilitate enforcement of these agreements and trade.



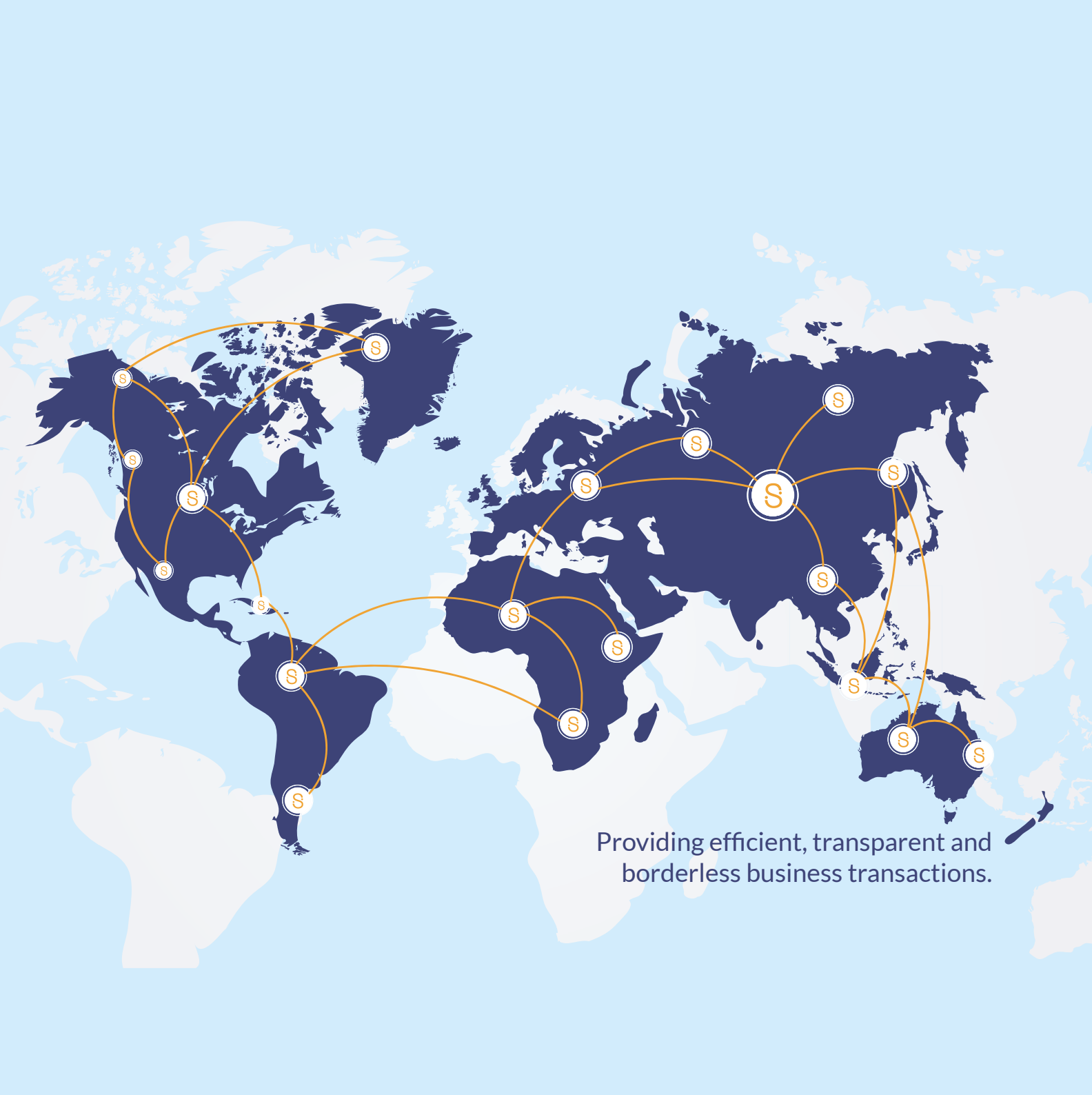
The SMRT "Vending Machine"

Smart Contracts automate the enforcement of commercial agreements by transferring digital assets such as digital money, updating accounts and recording key evidence or transactions on a blockchain. This means that the parties specified do not need to trust each other to carry out the agreement, the smart contract automates it.

The type of smart contract we will be offering are Ricardian contracts which combine smart software contract code with a natural language contract so that interpretation and ambiguous situations such as human errors, unanticipated circumstances and cross border disputes can be resolved. Many of our smart contracts will additionally be supported by a separate dispute resolution contract, involving arbitration which is recognised internationally and enforced in national or state courts.



Source: <https://commons.wikimedia.org/wiki/File:RC-bow-tie.png> Author: Artied



Our smart contract templates will cover basic contractual areas that startups and small businesses encounter such as shareholder and intellectual property agreements. More excitingly however, they will also cover finance and trading agreements in the way the Ethereum blockchain was originally designed for. Peer to Peer finance, in lending and equity, of the type Funding Circle and CrowdCube participate in, can be rolled into smart contracts.

Established trading marketplaces such as eBay or Gumtree could benefit enormously from our smart contracts, as buyers and sellers will have automatically enforced agreements to transfer money for goods. They also open the way for many more new decentralised marketplaces, where the smart contracts are the enforcements of trade. Small businesses would be able to buy bundles of our smart contract templates to facilitate their sell/buy trades.

The Smart Startup Company and SMRT token team are highly skilled and experienced in running successful businesses. They have a wide variety of talent, connections and expertise in blockchain, AI, entrepreneurship, funding, intellectual property, government and regulation. Giving SMRT a very solid base.

Some team members are working in an advisory capacity, while holding down high profile jobs in industry, government and academia. Others are working full time to build the infrastructure of a world leading company. Upon completion of the ICO, the team will be expanding to bring onboard in-house software developers, lawyers and finance specialists, building an internal infrastructure and one to manage our partners.



Simon Krystman
Entrepreneur and Founder



Prof Alan Barrell
Alternative Finance, Formerly
Entrepreneur in Residence
Judge Business School



Dr Syed Kamall, MEP
Government and Regulation



Prof Glen Parry
Blockchain and ICO



Kelsey Paulding
ICO and Regulation



Flint Sperber
Economic Model



John Nevard
Intellectual Property



Maria Kolitsida
Artificial Intelligence



David Blair
Legal, Compliance and
Regulation Advisor



Anne Cantelo
PR and Communications

The core of our company is the marriage of legal agreements with blockchain software code, supported by data science and AI. Our key partners represent this core and employ leading practitioners in their respective domains.

Blockchain, financial software development and emerging technology.



DataArt

We are partnering with DataArt to deliver our technical architecture and our suite of SMRT smart contracts.

www.dataart.com

Legal, commercial, intellectual property and technology.



Shoosmiths

We are partnering with Shoosmiths to deliver the legal agreements and contracts side of our smart contracts.

www.shoosmiths.co.uk

Artificial Intelligence and Data Science.



Brainpool

We are partnering with these leading AI and Data Science specialists and engineers to deliver true innovation to smart contracts.

www.brainpool.ai

Token Sale Summary

Name: Smart Startup Token (SMRT)

Token Standard: ERC20

Blockchain: Ethereum

Pre-ICO Hardcap: 90 million SMRT

Crowdsale Hardcap: 210 million SMRT

Pre-ICO Start: Saturday 24th March 2018 2pm UTC

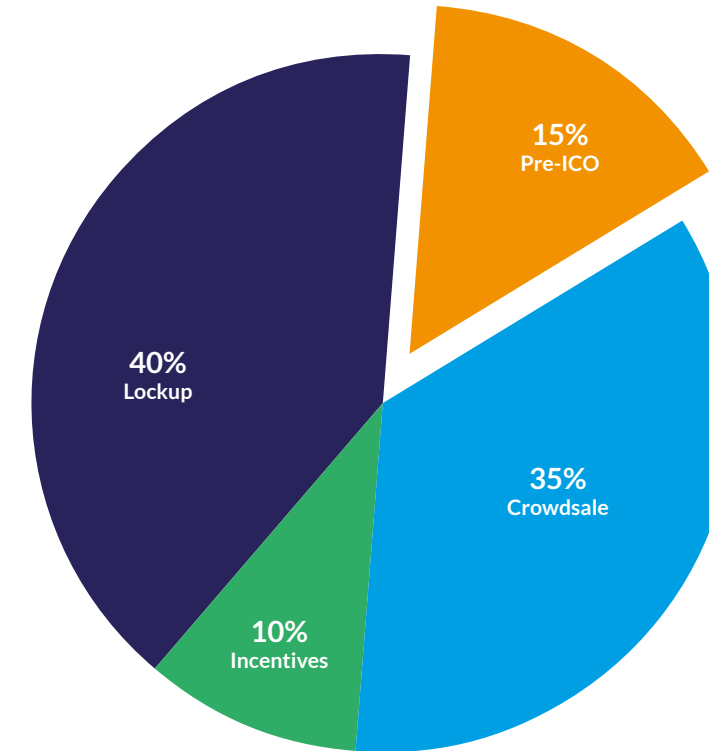
Pre-ICO End: Saturday 21st April 2018 2pm UTC

Contribution Details: available on <https://smartstartuptoken.tech>

Accepted Currencies:



Fiat Bank Transfers for the Pre-ICO are also accepted.



Pre-ICO - 15%

For early contributors who will receive a 50% token bonus.

Crowdsale - 35%

Launching in Q4.

10% - Incentives

Incentives, bounties and exchange deals.

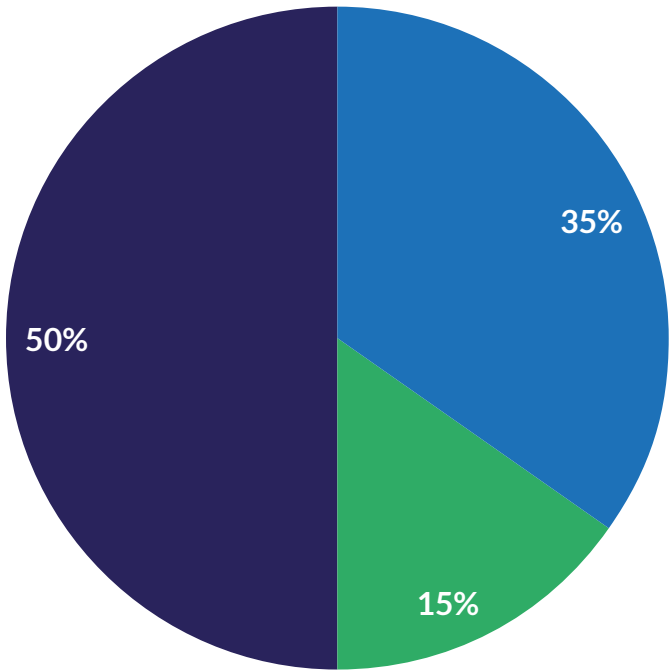
40% - Lockup

Reserved for business growth, locked until April 2020.

What happens if the hardcaps are not achieved?

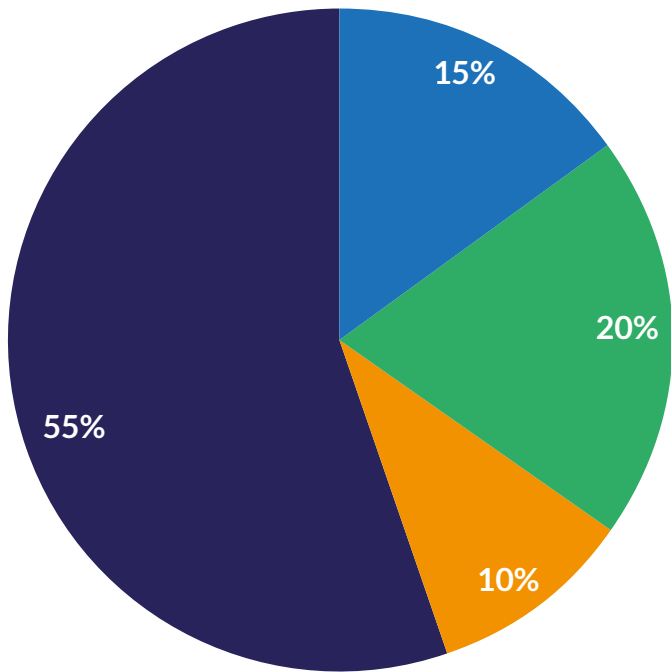
Our ICO is structured to ensure that the allocated percentages are reached by the end of the token sale regardless of the number of tokens purchased. This guarantees there are no excess additional tokens in circulation. It also ensures that the Pre-ICO and Crowdsale contributors will retain an overall 50% of the tokens regardless of the outcome of the hardcaps.

The opportunity is to become the market-leader in a trillion-dollar market and hence the overriding strategy is to produce the best smart contracts platform supported by an infrastructure to deliver and execute the contracts. Underlying all of this is our customer acquisition strategy which will be by far our largest expenditure and challenge. Our financial summary below, showing the distribution of funds, supports this strategy.



Pre-ICO Fund Distribution

- Team, Operations and Legal – 35%
- Prototype – 15%
- Crowdsale Marketing – 50%



Crowdsale Fund Distribution

- Operations – 15%
- Platform Design and Development – 20%
- Contingency – 10%
- Marketing – 55%



Pre-ICO contributors will receive an additional 50% token bonus
Start: 24th March 2018 - 2pm UTC
End: 21st April 2018 - 2pm UTC

Visit smartstartuptoken.tech
and **join the Pre-ICO**

IMPORTANT: PLEASE READ THE FOLLOWING DISCLAIMER IN FULL

The sale (“Token Sale”) by Smart Startup Ltd. (England and Wales Company Registration Number: 11138923) (“Token Issuer”) of the Smart Startup Token (“SMRT Tokens”) is only intended for, made to or directed at, only certain persons. Moreover, this document is not a prospectus or offer document of any sort and is not intended to constitute an offer of securities of any form, units in a business trust, units in a collective investment scheme or any other form of investment, or a solicitation for any form of investment in any jurisdiction. No regulatory authority has examined or approved of any of the information set out in this document. This document has not been registered with any regulatory authority in any jurisdiction.

References in this document to “we” or “us” refers to the Token Issuer and “our” shall be construed accordingly. “You” refers to any person accessing, perusing or reviewing this document and “your” shall be construed accordingly.

By accessing and/or accepting possession of any information in this document or such part thereof (as the case may be), you represent and warrant to Token Issuer that:

- (a) you are not located in the People’s Republic of China and you are not a citizen or resident (tax or otherwise) of, or domiciled in, the People’s Republic of China;
- (b) you are not located in the United States of America and you are not a citizen, resident (tax or otherwise) or green card holder of, or domiciled in, the United States of America;
- (c) you are not located in a jurisdiction where the Token Sale is prohibited, restricted or unauthorized in any form or manner whether in full or in part under its laws, regulatory requirements or rules;
- (d) you agree to be bound by the limitations and restrictions described herein; and
- (e) you acknowledge that this document has been prepared for delivery to you so as to assist you in making a decision as to whether to purchase the SMRT Tokens.

(f) you acknowledge that this document may be updated as required and the updated version will supersede any prior versions. The latest documentation will always be available on <https://smartstartuptoken.tech>.

The information set out in this document is for information purposes only and does not constitute any form of financial or other advice and should not be relied on or treated as a substitute for specific advice relevant to particular circumstances and is not intended to be relied upon by you in making (or refraining from making) any specific decisions.

IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).



a new era for **SMART** startups

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twitter: twitter.com/SmrtToken | **telegram:** TBC