

# THE CROWD NETWORK

TOKENIZED  
EQUITY OFFERINGS

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A decentralized network protocol  
for issuing and managing tokenized equity offerings  
of SMEs, Start-ups and Real Estate Projects.

# Team

## PROVEN TEAM



**Daniel Horak**

Managing Director Marketing & Sales



**Paul Pöltner**

Managing Director Business Development, IT & Finance



**Karin Turki**

Chief Marketing Officer



**Blaž Jamšek**

Legal Advisor

## DEVELOPERS



**Andreas Heissenberger**

Chief Information Officer



**Igor Veličković**

Managing Director CONDA Development Services



**Nebojsa Nikolic**

Developer



**Andreas Petersson**

Blockchain Enabler & Technical Advisor  
Capacity Blockchain Solutions GmbH

[And 25 more people...!](#)

# Team

## PARTNERS & ADVISORS



**Jürgen Hoebarth**

Tokenization Adviser & Expert



**RIAT**

Audit & Research Advisor Research Institute for Future  
Cryptoeconomics



**Daniel Pichler**

Cryptoeconomics Researcher

## CONDA EQUITY INVESTORS



**Hermann Hauser**

Serial Entrepreneur & Business Angel



**Niko Alm**

Serial Entrepreneur & Business Angel



**startup300**

Business Angel Syndicate, 100+ members

# Our Evolution



# Our Traction

**> 22 MIO. EURO**

TRANSACTION VOLUME ON  
CONDA PLATFORMS

> 18,000 transactions

Largest campaign: €3 mio

Fastest campaign: €1.5  
mio in 24 hours

**> 10,000**

INVESTORS

From 26 countries

> € 1,200 average  
investment

> 25% returning investors

**> 30,000**

REGISTERED USERS

> 18,000 Facebook fans

> 20,000 e-mail  
newsletter subscribers

**About 100**

FUNDED PROJECTS

> 3,000  
Applications

**8**

WHITE LABEL  
PLATFORMS



# Current Status



## SMEs, Start-ups & Small- and Medium-sized Real Estate Projects

- **Too expensive & complex to** launch own token via ICO
- **Too expensive** to tokenize part of equity on their own
- Insufficient resources to develop instruments for interest & general payments



## Crowd Financing Platforms

- **No standardization**
- **No ecosystem**
- **No regulatory-compliant framework**
- Insufficient resources to develop individual tokenized private equity instruments

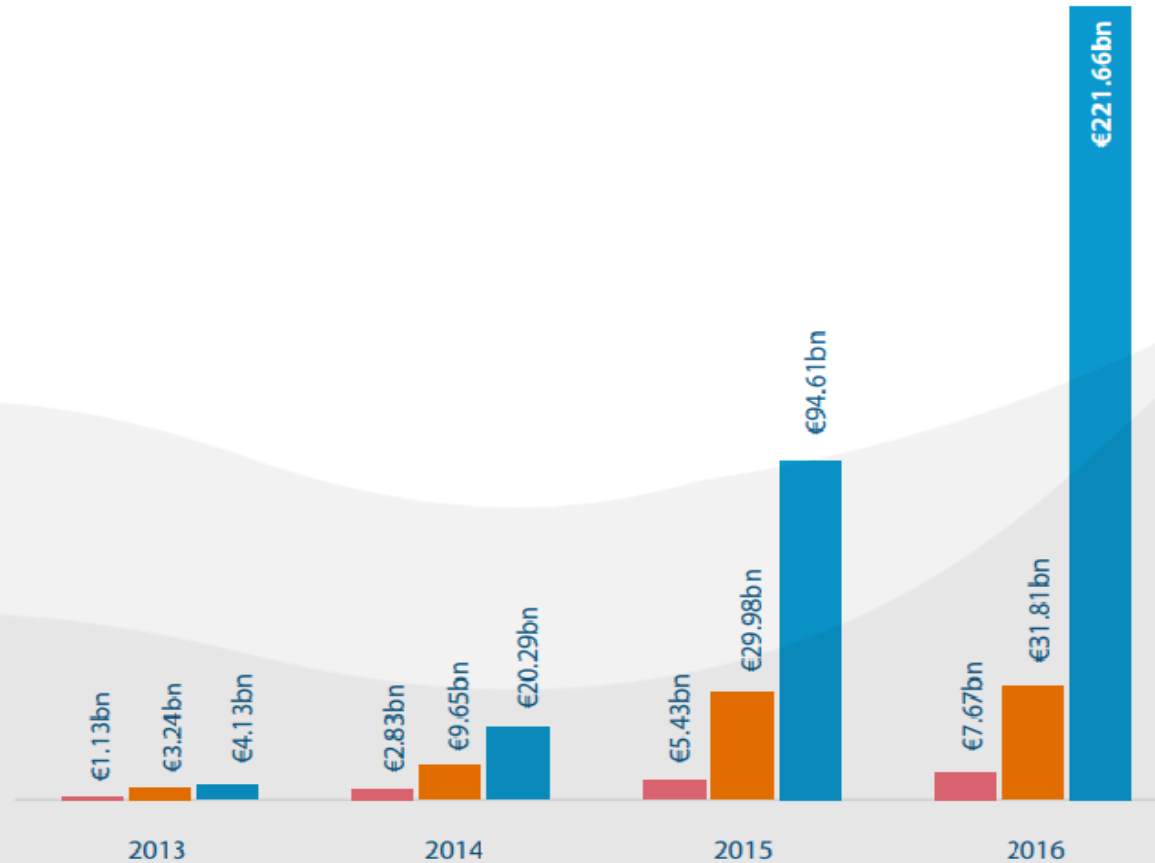


## Investors

- Investments not easily transferable or tradable on current platforms
- **Lack of transparency & security**
- Slow processing times due to middlemen

# Global Region Online Alternative Finance Market

Figure 4: Regional Online Alternative Finance Market Volumes 2013-2015 (€ EUR)



Source: EXPANDING HORIZONS THE 3rd EUROPEAN ALTERNATIVE FINANCE INDUSTRY REPORT

# CONDA's CRWD Network



## SMEs, Start-ups & Small- and Medium-sized Real Estate Projects

- **Automated** creation of tokenized private equity instruments
- Crowd sale infrastructure
- Clearing system
- Trading system



## Crowd Financing Platforms

- White-label solutions on blockchain
- **Decentralized & tokenized** private equity creator & management system
- Crowd sale infrastructure
- Clearing system



## Investors

- Clearing system – **whitelisting only happens once**
- Investment process
- Encrypted private equity instruments are stored & tradable within CONDA's ecosystem



# The CRWD Network



## White-label Partners

White-label partners can effortlessly present companies from other countries on their platform using the infrastructure, without having to handle different currencies or small transaction fees, and automatically get their reward in CRWD Tokens.



## Investors

Investors can transfer alternative investments and to buy add-ons on the platform using CRWD Tokens.

Investors will receive CRWD Tokens as a reward for their activities on the platform, such as giving expert feedback to the companies presenting their campaigns.



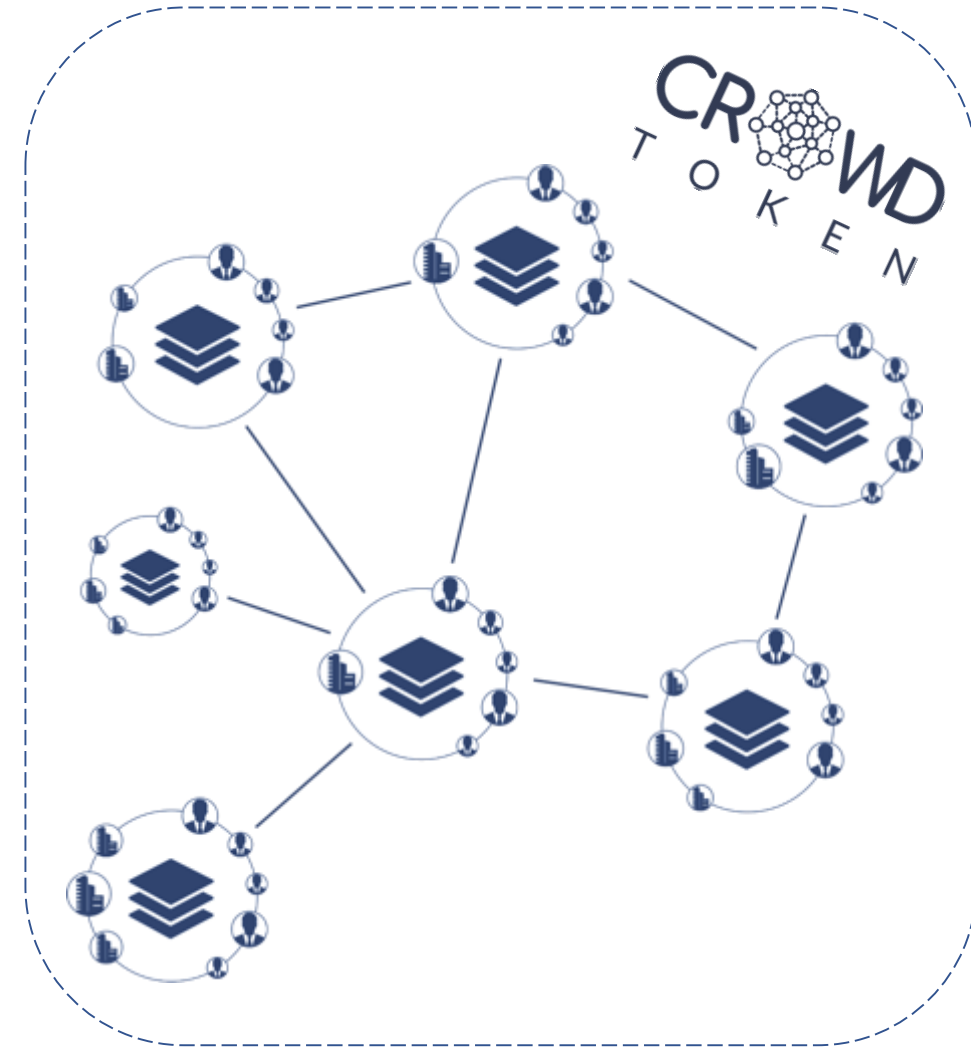
## Companies

Companies can pay for consulting during the set-up and execution of the crowdfunding campaign with CRWD Token.

Companies can purchase the maintenance of their investment, including paying interests, voting, or sending messages.



*Decentralized, Interconnected,  
Community-Driven, Transparent,  
No Intermediaries Needed*



# The CRWD Token

The **CRWD Token** is the core of all transactions and acts as fuel to the **CRWD Network**.

Because the CRWD Token is needed to participate in the CONDA blockchain-supported network, it is also mandatory for the successful buying and selling of investments, and for maintaining all the positive aspects that blockchain brings to the table: transparency, security, and decentralization.



“

*The token is required for CONDA's diverse business services as well as for paying the fees thereby incurred. By contrast, investing in the projects processed on CONDA is still made in the respective national currency, e.g. in Euro.*

”

# Our Competitive Advantage

Features	CONDA Decentralized crowdfinancing clearing system	Neufund Decentralized crowdfinancing clearing system	KICKICO ICO crowdfunding	Wish Finance Lending	Cofound.it Accelerator ICO	KICKSTARTER Crowd Funding	Bank To The Future Crowd Investing
First Project on the platform	2013	Not Started	2017	Not Started	2017	2009	2010
Already funded for companies	€22 Million	Not Started	Data not Published	Not Started	Data not Published	€2.883.367.000	€224,018,467
Investment projects fully selected/managed by community and partners	✓	✗	✗	✗	✗	✗	✗
Crowd-powered selection process	✓	✗	✗	✗	✗	✗	✗
Decentralized ecosystem for other platforms	✓	✗	✗	✓	✗	✗	✗
Fully API-driven	✓	✗	✗	✓	✗	✗	✗
Multi-client white-label platform on top	✓	✗	✗	✗	✗	✗	✗
Support for counterparty tokens (Company/Equity token for participation in companies)	✓	✓		✓	✗	✗	✗

Status Dec. 2017

# CRWD Network Benefits



## SMEs, Start-ups & Small- and Medium-sized Real Estate Projects

- **Standardized** solutions to manage tokenized private equity instruments
- “Single click” interest payouts
- Legally-compliant



## Crowd Financing Platforms

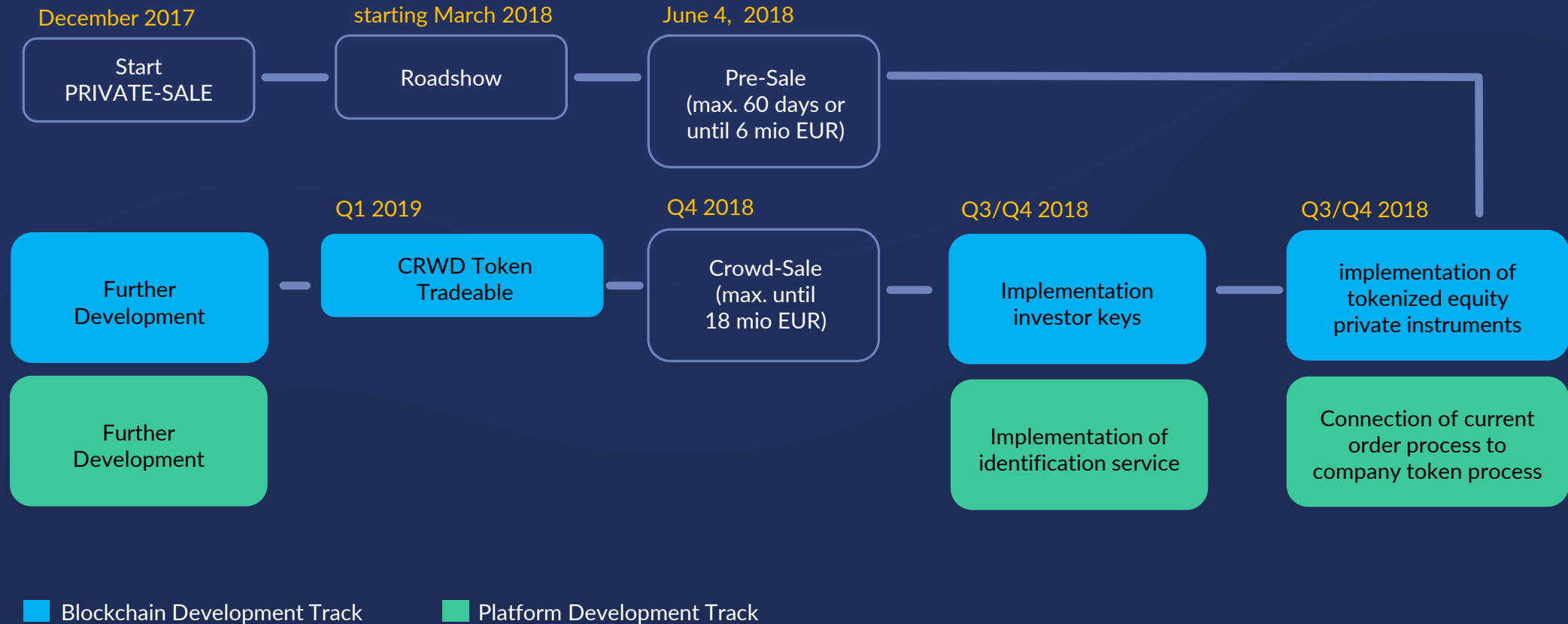
- **Standardized and regulatory-compliant framework**
- Ability to share resources, contracts, and assets & reach larger crowds via the ecosystem
- “Single click” interest payouts



## Investors

- Investments are easy tradeable and transferable
- **Full transparency**
- **High transaction security**
- Fast & easy access to investment opportunities throughout a vast network

# Go to Market



# Token Distribution



CONDA will create up-to **45,000,000** CRWD Tokens.

Up-to **22,500,000** CRWD Tokens will be sold during the ICO.

In total, **50%** of the tokens will be distributed during the ICO (which includes both tokens sold and bonus tokens distributed). After the crowd sale, unsold tokens will be burned.

**Soft cap** 1,000,000 EUR  
**Hard cap Pre-Sale** 6,000,000 EUR  
**Hard cap** 18,000,000 EUR

# THANK YOU!

Web: [ico.conda.online](http://ico.conda.online)

>> Light paper <<

>> White paper <<

Email: [team@conda.eu](mailto:team@conda.eu)

