MicroMoney
for People
BigData
for Business

Bringing 2 billion Unbanked into
The New Global Crypto Economy

proudly presented by: Sai Hnin Aung, Tetsuji Nagata, Anton Dziatkovskii, Yoshiyuki Taira, Yojiro Tsutsumi, Oknha Sorn Sokna, Pasan Madhawa Edussuriya, Fransiskus Djaka Purnama, July Phoo, Bhannathorn Sangsuk, Tin Htut Aung, Malsha Thilakarathne, Vivian Sukamto, Nikhole John Tecson De Vera, Aung Pyay Thein, Roel Wolfert, Xiaochen Zhang, Azam Shaghaghi and more than 50 members of our great MicroMoney Family.

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Abstract

There are still more than 2 billion unbanked people in the world. These people are excluded from the local and global economy as they still use cash and don't have access to basic financial services. Taking out a loan is a great challenge for them as well unless they obtain a credit history.

MicroMoney's mission is to solve this problem.

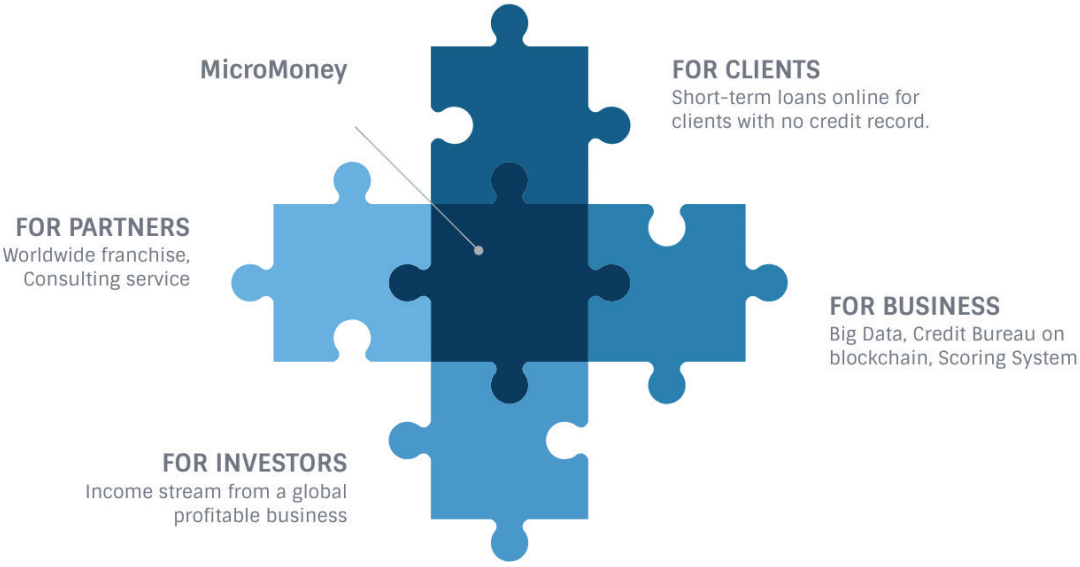
MicroMoney was established as a microfinance institution and has sharpened the business to become a decentralized Open Source Credit & Big Data Bureau on the Blockchain. Since 2015, we provide individuals and SMEs with short-term loans as the best solution for their financial needs. MicroMoney uses innovative risk scoring powered by artificial neural network.

In the long-run, we are able to help 2 billion unbanked and underbanked people to build a multi-purpose digital identity, creditworthiness, and financial reputation. Without borders or intermediaries. Our goal is to bring these people to the new global decentralized crypto economy.

At the same time, we aggregate large sets of data reflecting our customers' needs and their online behaviour. By sharing and exchanging this Big Data we thus enable banks, financial institutions, e-commerce, and retail businesses worldwide to efficiently scale. They will get access to new customers unserved before, reduce risks while expanding to new markets, and better understand their customers' needs.

Consider changing to:

Financial services for unbanked and underbanked, Big Data, Blockchain technology and A.I. scoring for business. All this combined with worldwide franchise constitute MicroMoney ecosystem.



Currently, MicroMoney is establishing new branches in Indonesia, Sri Lanka, and the Philippines. The next target countries are Vietnam, Malaysia, Singapore, Hong Kong, Nigeria, and China as a promising market. These branches will start operating in Q3 2017 - Q1 2018. For the purpose of further business expansion and developing new products, MicroMoney has decided to start a Token Distribution.

Introduction

According to a McKinsey Report, in 2010 2.5 billion adults, just over half of the world's adult population, did not use formal financial services to save or borrow. Despite the movement towards financial inclusiveness, in 2017 there are still about 2 billion people in the world without formal banking. That means they are forced to use cash in their daily life and have no chance to address their urgent needs by applying for banking services. Borrowing from friends and family is the most common source of urgent finances because their loan applications are hardly approved by banks. The reason is always the same: they have no credit history. Although financial organizations declare that there are fewer and fewer unbanked each year, those who remain in an unbanked or underbanked status do not have an easy way to solve their situation.

What are the trickiest things for banks to include such people into their customer base? Unbanked are profitable at large, but they involve higher risks and lower margins. Blockchain technology offers an answer to classical but outdated banking restrictions. It provides financial institutions with a way to increase market competition and to make a product revolution in financial services. The current situation enables and even forces all market players to provide fast and affordable services for the financially excluded worldwide.

Today we can say that savings and lending services constitute human rights. Moreover, financial services have become one of the main sources of income for state economies, encouraging the development of other industries. Providing the unbanked with access to wider financial opportunities means a higher standard of life globally: better education, medical care, establishing new small businesses, and improving the state's economy.

[1] http://mckinseyonsociety.com/downloads/reports/Economic-Development/Half_the_world_is_unbanked.pdf

Market Overview

Emerging markets show interesting statistics: they have a high percentage of the unbanked and underbanked, and a high penetration of Internet and mobile services at the same time.

Here are some examples of countries and regions demonstrating these trends:

Africa (population: 1.1 billion)

80% of the population does not have a bank account but 63 out of 100 people use mobile phones. Experts expect this factor to help solving the banking services availability problem as it provides an opportunity to unbanked individuals to access banking services via their mobile phones.

India (population: 1.3 billion)

Currently, India is the world's fastest growing Internet market with a user base growth of 51.9% in 2015. However, India's unbanked population would be the world's 7th-largest[2]. A report[3] prepared by PricewaterhouseCoopers in 2015 pointed out India's unbanked population that year to be 233 million.

China (population: 1.3 billion)

China has 731 million internet users with 53.1% of the population online. And 95% of users access the Internet from their phones. The country shows a fast development pace but still has 21% of the unbanked[4].

Pakistan (population: 193 million)

Pakistan showed 185% growth of mobile broadband users, but 100 million Pakistanis are still unbanked[5].

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2 https://scroll.in/article/822464/demonetisation-indias-unbanked-population-would-be-the-worlds-7th-largest-country

3 https://www.pwc.in/assets/pdfs/publications/2015/disrupting-cash-accelerating-electronic-payments-in-india.pdf

4 https://www.forbes.com/forbes/welcome/?toURL=https://www.forbes.com/sites/falgunidesai/2016/08/22/the-intersection-of-fi_tech-and-financial-inclusion-in-asia/&_efURL=&referrer=#ee1d4a51d893

5 http://www.worldbank.org/en/news/feature/2016/02/08/what-will-it-take-for-pakistan-to-achieve-financial-inclusio

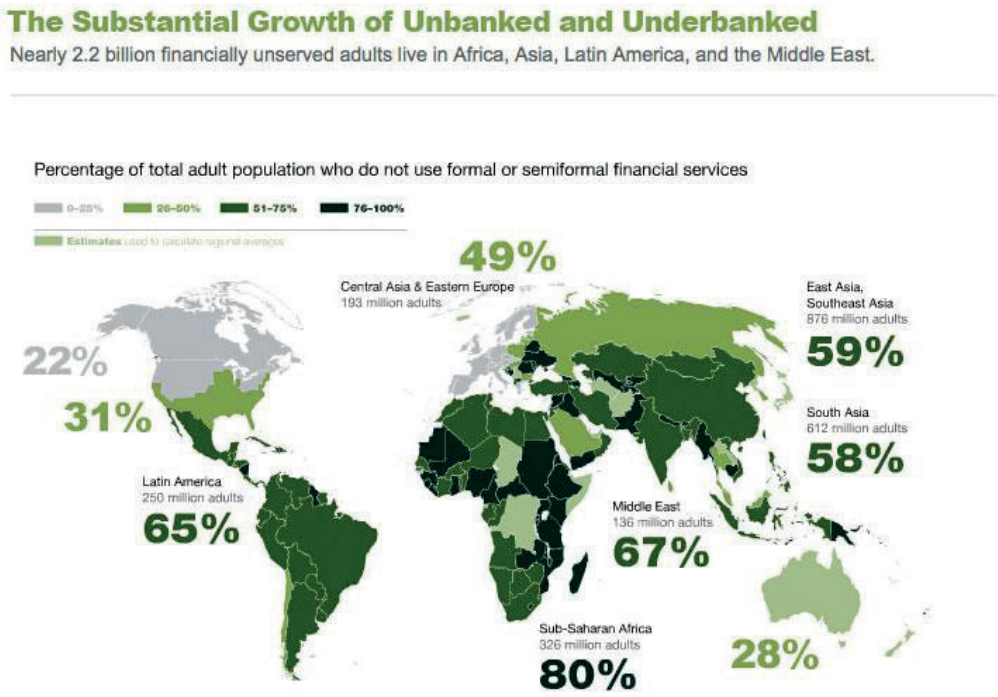
Southeast Asia (population: 800 million)

The Asian region overall is expected to be the world's fastest growing Internet region by 2020. It shows a growing amount of Internet users, extending mobile phones penetration and increasing usage of social networks.

According to Google and Temasek, by 2025 the South East Asian Internet economy is expected to reach USD 200 billion, strengthening its already strong and growing GDP of USD 2.5 trillion. With its mobile connection growth rate higher than the global average (124% vs. 103% respectively), and its Internet speed expected to reach the global average of 23.3 Mbps soon, the region's Internet industry is flourishing. Furthermore, as of January 2017, social media penetration of its member countries is high (statement out of the blue, needs supporting data).

At the same time, only 27% of the South East Asian population has a bank account. In poor countries like Cambodia, the numbers fall to about 5%. That corresponds to about 438 million unbanked in the region.

In Myanmar, the smartphone penetration stands at 58%, higher than the global average of 37% and the regional average of 47%. In the meantime, Myanmar has one of the lowest banking penetration rates in Asia, with over 85% of adults (aged 15+ years) unbanked. Central bank data suggests that outside Yangon city, the unbanked comprises more than 95% of the population, and only 1 million households have a credit card. As a result, 95% of a population of over 50 million depends on about 5,000 unofficial money lenders and "loan sharks".



Counting the world's unbanked | McKinsey & Company

The Global Problem

As people worldwide lack access to basic financial services, they have limited capacity to overcome poverty and to increase their living standards. That implies a lack of access to both banking services (loans, mortgages, or bank accounts) and access to all other services and opportunities. No credit history means limited access to banking services, which means no loans and, no credit history… However, there is hope to break this vicious circle.

There is a large percentage of unbanked individuals in the Asia-Pacific Region, which is now home to more than half of the world's internet users, 54% of the world's social media users, and 56% of all mobile social media users. This trend proves that although most Asian people may be unbanked, digital services and innovative solutions have improved people's lives. And we are here to help bring all those millions of people to the new global crypto economy.

Our Solution

Giving micro money to people

MicroMoney is a team of professionals experienced in working in emerging markets. There are 196 countries in the world, and 100 of those countries represent our target market. Who are our potential clients? They are more than 2 billion of unbanked people, they run cash-only households, have no credit history, have no debts, and widely use smartphones and Facebook. They are the so-called "blue collars" and "white collars", and SMEs. Their monthly income is around $200-500.

This implies a huge amount of new customers and we are here to bring them to the new global crypto economy.

In an emerging market, a smartphone can tell us everything we need about its owner, so that we can estimate his/her creditworthiness. **No joke, your smartphone knows you much better than even your best friend.**

So we made an app, which gathers 10,000 parameters. We analyze this Big Data using our AI Neural Network Scoring and this is enough to obtain a loan approval decision in just 15 seconds. Now, to borrow money using our app is as easy as to order an Uber. Of course, we are always improving the system too.

We realized that 90% of our customers take the first loan in their life. At the same time, we were overwhelmed by the idea: by providing money to people, we are not just helping to address daily needs. We are helping to create a digital financial identity, to build creditworthiness and reputation and to start their credit history.

And if we want to improve the lives of over two billion people, we must give them access to the global economy. How?

Building and Open Source Credit Bureau on Blockchain

Loans through smart contracts, transparent and reliable credit history. We must enable businesses to get access to our customers, offering them the best service possible.

Providing Big Data for Businesses

Our products represent a digital financial identity encrypted on the Blockchain and Big Data gathered from borrowers' smartphones. That Big Data of previously unserved customers becomes really useful for business: **people need money and services, while businesses need new customers.**

As you can see, we started as a company fully focused on micro-financing in the money lending industry, aiming to provide the best solution to individuals and SMEs. But nowadays we are proud to be a Fintech company, working towards the goal of global financial inclusion.

Since 2015, MicroMoney has been successfully operating in Cambodia. In 2016, we started in Myanmar and have since decided to expand worldwide. In 2017, MicroMoney established a back office in Thailand for the purpose of reducing operational costs and making further expansion in region: Philippines, Indonesia, Malaysia, Sri Lanka, Singapore, Hong Kong, China.

Expanding Worldwide

While considering scaling our product, we have identified100 most populated countries with billions of unbanked and a huge demand for our main solutions.

We took this idea from McDonald's and completely standardized and packed our business processes in our CRM system (BPM`Online). It is now a ready-to-go Franchise Financial Platform. Hence, expanding to new countries and opening new branches has been dramatically simplified.

Our Mission

- Solving hunger and poverty by providing unbanked people with the access to financial services and a possibility to build their first credit history on a Blockchain.
- Helping unbanked small entrepreneurs grow their businesses by offering them online loans.
- Enabling banks, financial companies, e-institutions, and retail businesses worldwide to efficiently scale and serve customers, who previously had no access to their services.
- Creating an extensive micro-financing ecosystem by providing our franchise to local partners.
- Raising financial awareness among our clients by offering consulting services and educational materials.
- Enabling Blockchain companies to efficiently scale their customer base by getting access to our open source Credit Bureau with millions of un(der)served people.
- Bringing financially excluded people to the new global crypto economy.

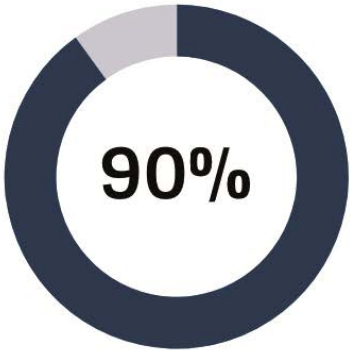
How does the MicroMoney Work?

Our History: Two years of hard work

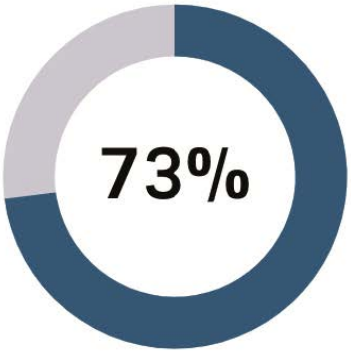
MicroMoney was established as a company focused on micro-financing in the money lending industry. We aim to provide the best solution to individuals and SMEs to meet their financial needs. MicroMoney is successfully operating in Cambodia, Myanmar, and Thailand, where our back office is located.

We provide customers with online loans without any collateral requirements. Clients can get the money by just filling in the application form on our mobile app. Using machine learning algorithms, we can approve a loan in just 15 seconds and are able to deliver the funds in 1 hour. After setting up our branch in Cambodia it took only 3 months to make the business profitable. Founded in 2016, MicroMoney Myanmar is equally showing stable performance growth.

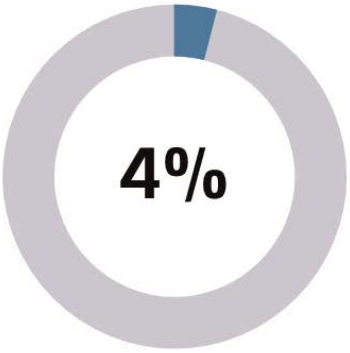
Two years of diligent work have resulted in a unique scoring technology, a wide network of business partners, and stable business growth. As for customer feedback, our Facebook page[6] reached more than 500 thousand followers, and our app[7] in Google Play has a customer rating of 4.8 out 5.



Took the first loan in their life



Took 2 loans or more



Took more than 15 loans

We have more 95,000 registered users, of which 90 percent took out the first loan in their life. About 73% got back to us for a second loan. Currently, our retention statistic show an average of 4.5 social/emergency loans per client.

[6] https://www.facebook.com/micromoneymyanmar/

[7] https://play.google.com/store/apps/details?id=mm.com.money&hl=en

We help our clients achieve their goals and deal with challenging life circumstances. To accomplish that, MicroMoney has formed a team of technical and business experts. We constantly update our financial products, produce educational content, and expand the business to new markets.

in December 2015, we issued 21 loans, only ~$800 in total. By the end of 2017, our disbursement volume will reach $4.9 million.

Two years of profitable business has proved the robustness of MicroMoney's existing business model. The behaviour of our customers shows that there's a high demand for micro-loans among individuals and SMEs who previously didn't have access to financial services.

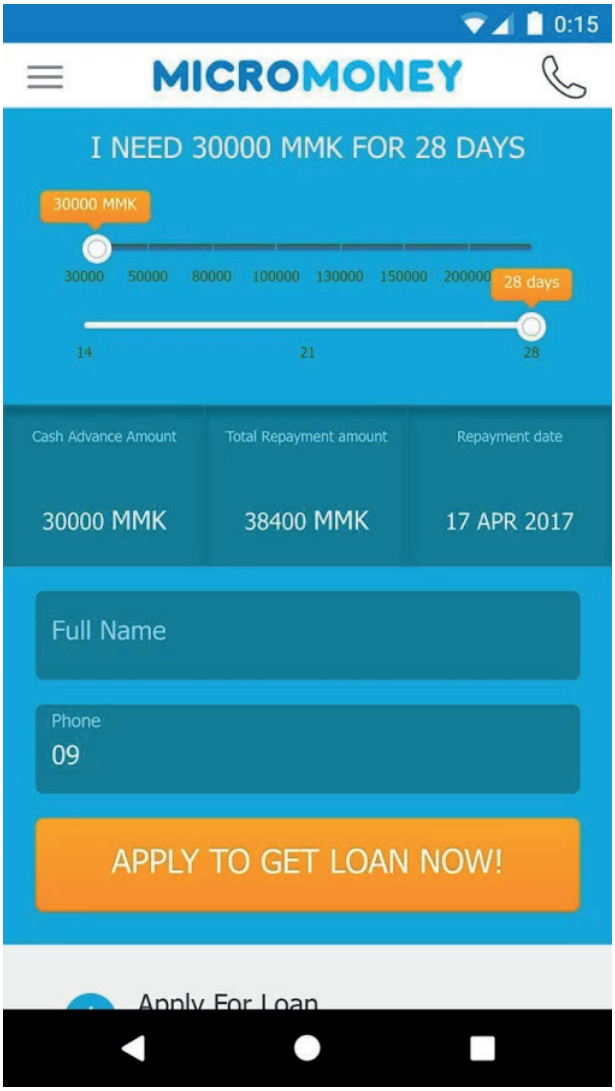
Performance Summary

Current Performance				Financial Projections		
	2015	2016	2017, EoY	2018	2019	2020
Unique registered customers	100	50,000	150,000	1 mln	5 mln	25 mln
Issued loans / credit records	21	11,040	70,000	400,000	3 mln	12 mln
Issued loans, USD	1,050	662,400	4,9 mln	40 mln	0.3 bln	1.2 bln
Total raised Funds, USD	30,000	950,000	1,85 mln (2017 Q3) + token offering			

Our Timeline

2015	2016	2017, Q3
IT		
Risk management system is developed. First Credit records ate gathered and stored in Excel.	Own CRM is developed. A predictive scoring system is developed.	Machine learning and AI is implemented. Credit Bureau development started.
OPERATIONS		
In-house call-centre is set up. 3 people in the team.	In-house debt collection agency is established. 35 people in the team.	Partnership agreements in Sri Lanka and Indonesia are signed. 85 people in the team. 7 different nationalities.
PRODUCT		
Social/Emergency Loans.	Connected to all major fi t payment systems.	Connected to the first c ypto cash e-wallets (by Everex).
APP		
Android App development started.	Android App is successfully launched. 20,000 unique registrations.	Android App updated. 10,000+ parameters are being gathered from borrowers' phones. Google Play rating reaches 4.7. 95,000 unique registrations.
CUSTOMERS FEEDBACK		
	1,000+ positive feedbacks.	500,000+ likes on Facebook.
BUSINESS EXPANSION		
Cambodia.	Myanmar.	Thailand (back office). Expansion to Indonesia, Philippines, and Sri Lanka is started.

Scoring App Powered by Artificial Neural Network



A borrower's smartphone is an efficient tool to check his creditworthiness.

Our technical experts have developed a unique scoring algorithm based on artificial intelligence and machine learning. By now, a precise prediction about the borrower's trustworthiness is made based on around 10,000 parameters collected and analyzed by an algorithm. We constantly improve the system to get more precise predictions. Given that the scoring system uses machine learning, the more data we collect, the better predictions we obtain from it.

As a result, **our system delivers a predictive score in accordance with the global FICO system**.

Once our app[8] is installed, the customer signs an agreement on personal data processing. In addition, to the data submitted on the form, the scoring system analyzes the user's behaviour during the application process, as well as his contact list, calls, SMS, web behaviour, etc. We also receive data from social networks used by a customer. Eventually, are able to we acquire a very detailed customer profile[9].

Through our use of the system, we are able to provide microloans to the unbanked and underbanked without a credit history, aggregating Big Data simultaneously.

We are seeing a strong market uptake for this type of Big Data analytics from the financial, e-commerce, insurance and telecom industries.

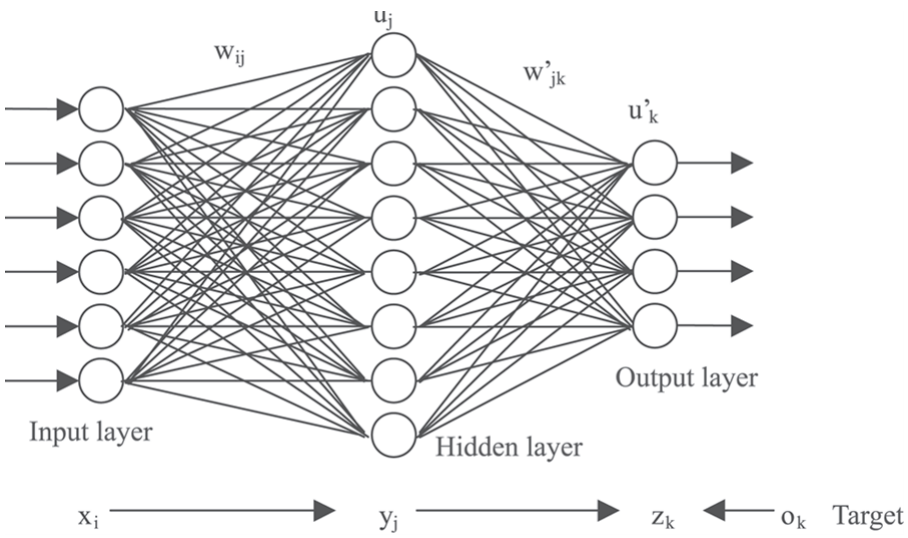
[8] https://play.google.com/store/apps/details?id=mm.com.money&hl=en

[9] We respect our clients' privacy and do not share or sell this information if permission was not granted by the client.

Some of the parameters we collect and analyze:

- how long does it take for the borrower to fill in each field;
- how many seconds he doubted when typing his home address;
- how many times he changed the salary field;
- at what time of the day or night the application was filed;
- what music is in his playlists;
- how long does this person use this smartphone;
- how often does the customer call relatives, and whom he calls;
- do we already have clients from his contact list, and what's their reputation.

Example of how we analyze Big Data by using Microsoft Azure Neural networks



NeuralNetwork, www.extremetech.com

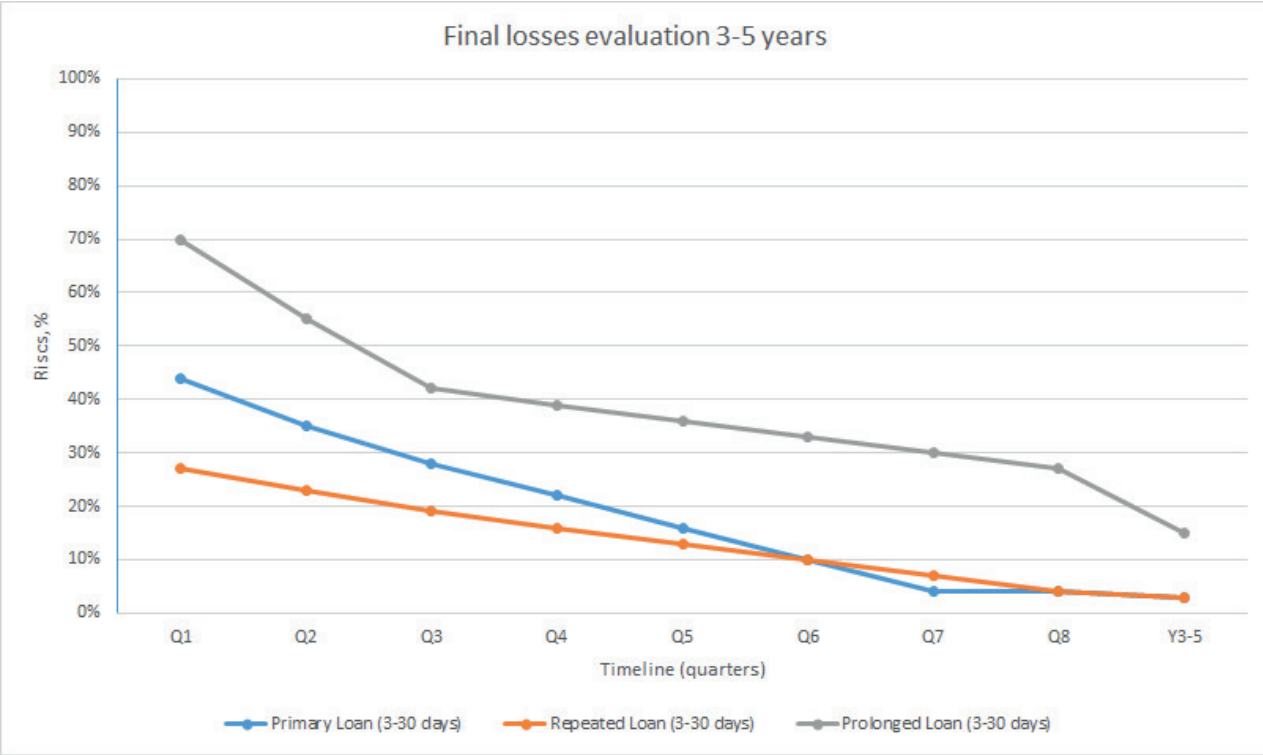
Neural Network predictive scoring gives MicroMoney a variety of advantages:

- Financial risks while working with new clients are drastically reduced. Scoring
- costs are one order less than those for traditional banks and MFIs.
- We are able to confidently work with any type of clients (including 2 billion of the unbanked, who have no credit record but are smartphone owners).
- While expanding to a totally new market, our risks are much lower compared to our potential competitors from the very first day of operations.
- Aggregated Big Data is useful for any other business: banks, financial companies, insurance, e-commerce, and retail.

Risks of loans non-payment

Our scoring algorithm is a self-learning system: the more loans we give out, the better its prediction works. Therefore, it significantly reduces the risk of loan non-repayment. With each new country launched, we gain access to huge data sets processed by our algorithm, improving it even more.

Approximate loss evaluation for 3-5 years on a new market, for overdue loans:



Approximate loss evaluation for 3-5 years on a new market:

The table shows approximate risks of non-repayment of a loan by category over time. As it can be seen, the longer the loan is overdue, the higher the risk of non-repayment. For the loans with no overdue payment ("0->3-30" lines in the table), the risk of non-repayment decreases from 44% (for first loans on a totally new market) to 3% in the third year of operation.

Primary Loan	Loan overdue, days	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Y3-5
	0 -> 3-30	44%	35%	28%	22%	16%	10%	4%	4%	3%
	3-30 -> 31-60	90%	85%	80%	80%	75%	75%	70%	70%	65%
	31-60 -> 61-90	96%	96%	96%	96%	96%	96%	96%	96%	96%
	61-90 -> 90+	98%	98%	98%	98%	98%	98%	98%	98%	98%

Repeated Loan	Loan overdue, days	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Y3-5
	0 -> 3-30	27%	23%	19%	16%	13%	10%	7%	4%	3%
	3-30 -> 31-60	90%	85%	80%	80%	75%	75%	70%	70%	65%
	31-60 -> 61-90	96%	96%	96%	96%	96%	96%	96%	96%	96%
	61-90 -> 90+	98%	98%	98%	98%	98%	98%	98%	98%	98%
Prolonged Loan	**Loan overdue, days**	**Q1**	**Q2**	**Q3**	**Q4**	**Q5**	**Q6**	**Q7**	**Q8**	**Y3-5**
	0 -> 3-30	70%	55%	42%	39%	36%	33%	30%	27%	15%
	3-30 -> 31-60	90%	80%	80%	80%	75%	75%	70%	70%	65%
	31-60 -> 61-90	97%	97%	97%	97%	97%	97%	97%	97%	97%
	61-90 -> 90+	98%	98%	98%	98%	98%	98%	98%	98%	98%

The Values That We Provide

MicroMoney for Crypto Community: Developing a Crypto Ecosystem

According to our long-term strategy, we see MicroMoney as part of a crypto ecosystem.

Our goal is to enable Blockchain companies to efficiently scale their customer base by getting access to our open source credit bureau. Providing our partners with data on millions of un(der)served people, we are going to bring those customers to the new global crypto economy.

We are already working towards this goal. In August 2017, we signed a Memorandum of Understanding with Everex e-wallet (raisng more 60,000 ETH during their token distribution). Using Everex's e-wallet, we will start disbursing "crypto-cash", thus our customers will get their first loans in cryptocurrency (stable tokenized local currencies).

As a next step, we consider integrating with these high-tech products:

Everex	Cross-border payment system. Getting crypto-cash for our borrowers.
GOLEM	Decentralized supercomputer. Deploying AI for our scoring and risk analytics solutions.
Civic	To improve borrower's identification and verification.
Hive	Providing funding for our SME customers.
Tether	Alternative Payment system.
COSMOS	Network and framework for interoperability between blockchains.
Uport	Global, unified, sovereign customer identity system.
Sonm	Supercomputer. Deploying AI for our scoring and risk analytics solutions.
OmiseGo	Alternative Payment system and e-wallet.

MicroMoney for people: Providing Micro-loans and Creating Reliable Credit Histories

Immediate loans for 2 billion unbanked and underbanked

Problem

Depending on the country, it's hard or impossible to get unsecured loans for individuals without a credit record.

Solution

MicroMoney enables clients with no credit record to take out short-term loans.

Problem

To receive the loan in a bank or MFI, a long list of verific tion documents and collateral is required.

Solution

MicroMoney clients get immediate loans by applying online through a mobile app. No collateral or additional documents are required.

Market research shows that existing financial institutions in emerging Asian economies still cannot sufficiently address consumers' needs for short-term loans:

Banks:
Documents: ID + Family book + recommendation from police station + salary slips + recommendation from work. Collateral. Guarantor.

Micro Finance Companies:
Documents: ID + Family book / recommendation from police station / additional documents.
Collateral or Multi guarantors (group loans)

Pawnshops:
Documents: ID.
Collateral Guarantor: Needed (Gold, Electronics etc.).

Unofficial Money Lenders and Loan "sharks":
Documents: ID, Recommendation by existing client / Referral.
Collateral Guarantor: Negotiated.

Our products

Social/Emergency Loans (PDLs) and Installment Loans

- Loan tenor: 14, 21, 28 days; 2-3 months.
- Cost of a loan: No interest rate, fixed commission per day. In 85% of cases, the overpayment does not exceed 30% of loan amount.
- Loan amount: for first loans - just ~$23. The amount increases for the following loans. We teach our customers to borrow wisely. For example, not to borrow more than 20% of one's monthly income.
- Average loan amount: $23-250 for MM, KH, PH, ID, LK. For SG, HK, CH - may vary.
- No collateral.
- Time-to-money: immediate loans; decision on loan approval takes 15 seconds, money delivery occurs within 1 hour.
- Loan disbursement channel: 1st loan is disbursed through a domestic remittance or a bank account (also by teaching customers how to open a bank account). The following loans are disbursed through domestic remittance, bank accounts, and payment systems. We are going to implement Everex's e-wallet in order to, provide our customers with loans in cryptocash.
- Documents required: applying online. Loan approval is based on our own scoring algorithm (see respective paragraph for more details).

Loans for Small Entrepreneurs (SME Loans)

- Loan tenor: 2-3 months.
- Cost of a loan: competitive interest rate depending on business type.
- Loan amount: no more than 30% of SME's monthly turnover, $200-500.
- No collateral.
- Time-to-money: immediate loans; decision on loan approval takes 15 seconds, money delivery occurs within 1 hour.
- Loan disbursement channel: 1st loan is disbursed through a domestic remittance or a bank account (also by teaching customers how to open a bank account). The following loans are disbursed through domestic remittance, bank accounts, and payment systems. We are going to implement Everex's e-wallet in order to, provide our customers with loans in cryptocash.
- Documents required: Applying online. Loan approval is based on our own scoring algorithm (see respective paragraph for more details) + analyzing cash fl w of borrower.

Helping our clients to build a credit record for the future

Problem

Lack of a centralized credit records database, lack of Credit Bureaus in most Asian countries. Therefore, clients can't build their credit record for the future.

Solution

MicroMoney enables clients to build and secure their credit records for the future through a blockchain-based credit record database.

By 2014, only 12.6% of the adult population in Cambodia had a bank account or an account in any other financial institution, and at the same time according to The World Bank statistics, about 60% of the adult population reported not borrowing any money (by themselves or together with someone else) for any reason and from any source in the past 12 months. Similar statistics were demonstrated in Myanmar: 22.6% and 42.8% respectively. This means that 1 million people were either using unlicensed sources or receiving payday loans from pawn shops in cash. By doing so, they are not building their credit record, and, more importantly, their financial ecord will be totally lost simply by relocating to another town. MicroMoney provides each client with a scoring record using a global score, similar to "FICO". MicroMoney credit record database is being moved to the Blockchain, which guarantees safety and credibility of the information.

[10] http://databank.worldbank.org/data/reports.aspx?source=1228

First online-only company on the market

Problem

The overwhelming majority of Banks, MFIs, and pawn shops still operate offlin or partially offline.

Solution

MicroMoney grants short-term loans by using an online-only model with no paperwork in just 15 minutes.

The financial ma ket landscape in the Asia region clearly demonstrates its readiness for an online-only business model:

- Asia Pacific is a home to 3,8 billion people[11].
- According to Statista[12], smartphone penetration is going to reach 35% across Asia Pacific (1.3 billion sma tphones). At the same time, smartphone penetration in big cities and capitals has already reached 60% and keeps on increasing.
- An easy way to deliver and collect money due to well-developed and affordable money remittances with local payment systems. Banking payments are available for repayments as well.
- E-signing is recognized, thus all agreements may be executed online. It's possible to confirm identity and execute scoring online.
- There are no restrictions on digital advertisements for money lenders, which makes lead generation easier. We pay less than 1 USD for each reliable borrower!
- Simple legal setup. In the majority of countries licensing is very easy or not required for money lending as long as deposits are not taken. There are mostly no regulations about the loan amount, its terms, and effective interest rates.

[11] https://en.wikipedia.org/wiki/Asia-Pacifi

[12] https://www.statista.com/statistics/321490/smartphone-user-penetration-in-asia-pacific

Raising financial awareness

Problem

Unbanked and underbanked people are not familiar with types and conditions of financial services they may benefit from.

Solution

MicroMoney provides its clients with consulting services, explaining how to open a bank account or install an e-wallet.

According to The Global Findex Database[13], only 4% of the unbanked adults declare that they don't have a bank account because they just simply don't need one. 355 million people have a bank account and still transfer money in cash[14] within a country. MicroMoney call-center helps to open a bank account or install an e-wallet on the borrower's smartphone. Thanks to MicroMoney's consultants, thousands of customers have opened their first ever bank a count.

[13] http://documents.worldbank.org/curated/en/187761468179367706/pdf/WPS7255.pdf#page=3

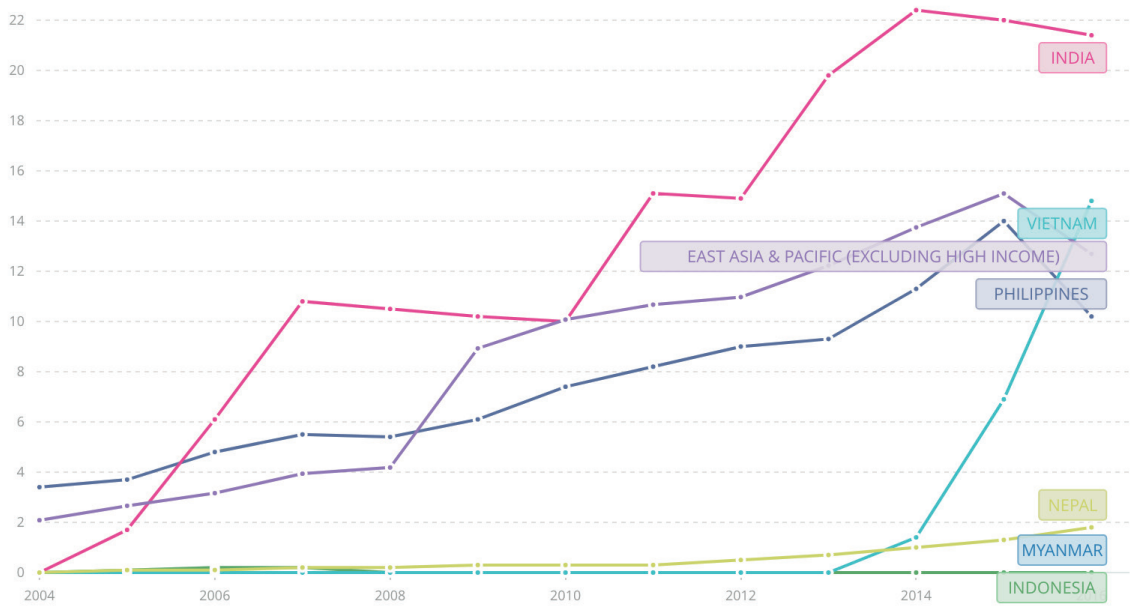
[14] http://www.worldbank.org/en/programs/globalfind x/infographics/infographic-global-find x-2014-financial-inclusio

MicroMoney for Business: Acquiring New Customers by Using our Big Data

Big Data & Credit Record Bureau on Blockchain

Even in countries with a developed lending market, credit bureau coverage remains low. For instance, in Indonesia, there are almost 10 thousand lending entities operating. Still, there are no countrywide credit bureaus. This inhibits market development and is detrimental for both business and customers.

According to The World Bank statistics[15], only 12.69% of the adult population with middle and low income is covered by a private credit bureau in Asia. There is still no coverage in some countries Myanmar and Indonesia.



Private credit bureau coverage (% of adults).

[15] http://data.worldbank.org/indicator/IC.CRD.PRVT.ZS?contextual=default&locations=MM-ID-PH-IN-VN-4E-NP

Problem

Establishing any financial business in Asia may be complicated because of high risks. Lack of credit bureaus inhibits market development and harms both businesses and end-customers.

Solution

MicroMoney is going to provide paid access* to collected credit records, and exchange data with business partners.

* In case borrower's permission is granted.

Big Data collected by MicroMoney may provide business value for banks and MFIs. It could be beneficial for e-commerce, telecom, and insurance industries as well. The data at MicroMoney's disposal helps to facilitate access to a new audience, segment potential customers by interests, and effectively target consumer offers. Thus, the business gets an opportunity to reduce risks, and MicroMoney customers receive more advantageous consumer offers.

Protection of personal information is our top priority. We respect our customers' personal data and never pass it to a third party without the customer's consent.

Market Uptake and Use Cases

We want to enable worldwide banks, financial companies, e-commerce, and retail businesses to efficiently scale and serve more customers, who had no access to their services before.

We want to enable Blockchain companies to efficiently scale their customer base by providing them with access to an open source credit bureau with millions of un(der)served people. We want those people to become a part of the new global decentralized crypto economy.

MicroMoney will provide access to its data through an API platform. Our technical expert team is constantly improving the algorithm that processes information. Within several months the entire pool of existing credit records will be moved the Blockchain. Therefore, the safety and reliability of the collected information will be guaranteed.

For now, we keep credit records and customer data in our Big Data Warehouses. The records will be transferred to a Blockchain ledger after the completion of the Token Distribution. Our goal is to make MicroMoney a decentralized database of credit records and Big Data Bureau on a Blockchain. Our technology will allow our partners to backup borrowers' personal data (e.g., credit records or any other data we get from their smartphones) in a secure, private, and anonymous manner.

Big Data for Banks

Banks are using extensive budgets to attract and verify their customers. According to our own sources among customer acquisition professionals, the average US bank pays from $10 to $100 to acquire and check each new customer, with prices in Europe being only slightly lower. Each time a bank sends a credit offer to its client (via SMS or e-mail), it is forced to pay a regular credit bureau, and therefore the cost of an issued loan grows. For MicroMoney, the cost of acquiring 1 reliable borrower is just $1 and banks can buy credit records from our Credit Bureau using our tokens.

Big Data for microfinance, finance, and insurance companies

Businesses may want to expand to countries, where we already operate. Still, they face high risks as there is no nationwide credit bureau. Therefore, the population of those countries represents a large grey zone for them.

Big Data for e-commerce, and retail businesses

We can help e-commerce and retail to get new customers from our database or to better understand what those new customers want. For example, we can determine from a client's Internet browsing history that he was looking for a baby stroller recently. Therefore e-commerce may offer him to buy diapers at the nearest shop.

Exchange mechanism

Any business user (for instance a bank or e-commerce company) can exchange his credit records for our credit records. Both parties profit from this transaction.

Market uptake is rising

We forecast high demand for our Big Data and credit records. We are developing an open source credit bureau where depersonalised data will be fully free of charge. Access to personalised information and AI Neural Networks Predictive Scoring will be granted on a paid basis (only if a customer agrees to share his personal data with third parties).

MicroMoney for Local Partners: Scaling Business Worldwide

Due to the experience in different local markets and comprehensive marketing and legal research, MicroMoney has developed algorithms for expanding the business to new countries. Currently, we are ready to start an international franchise.

Access to MicroMoney's financial and legal expertise will enable our potential partners to enter emerging markets worldwide.

We provide our franchise partners with all the necessary market research, risk management knowledge, scoring know-how, and detailed business plans to start their own profitable business.

What MicroMoney provides to its franchise:

Comprehensive legal and marketing research for a target country.

Proven business model, financial orecast and costs estimation.

Access to our neural network-based scoring system.

Expertise and scripts for customer care and debt collection.

Variety of consulting services while setting up.

We are proud to announce that two franchise contracts are already signed:

Mr Frans Purnama, a chairman of Indonesia Microfinance Association with 50,000,000 active borrowers, became our partner in Indonesia. Mr Madhawa Edussuriya, who is the owner of a large microfinance company Prosperous Capital & Credit Limited, became our partner in Sri Lanka.

In October 2017, we are going to sign a contract with Mr China Muoka, our new partner in Nigeria.

Combined Operation Diagram

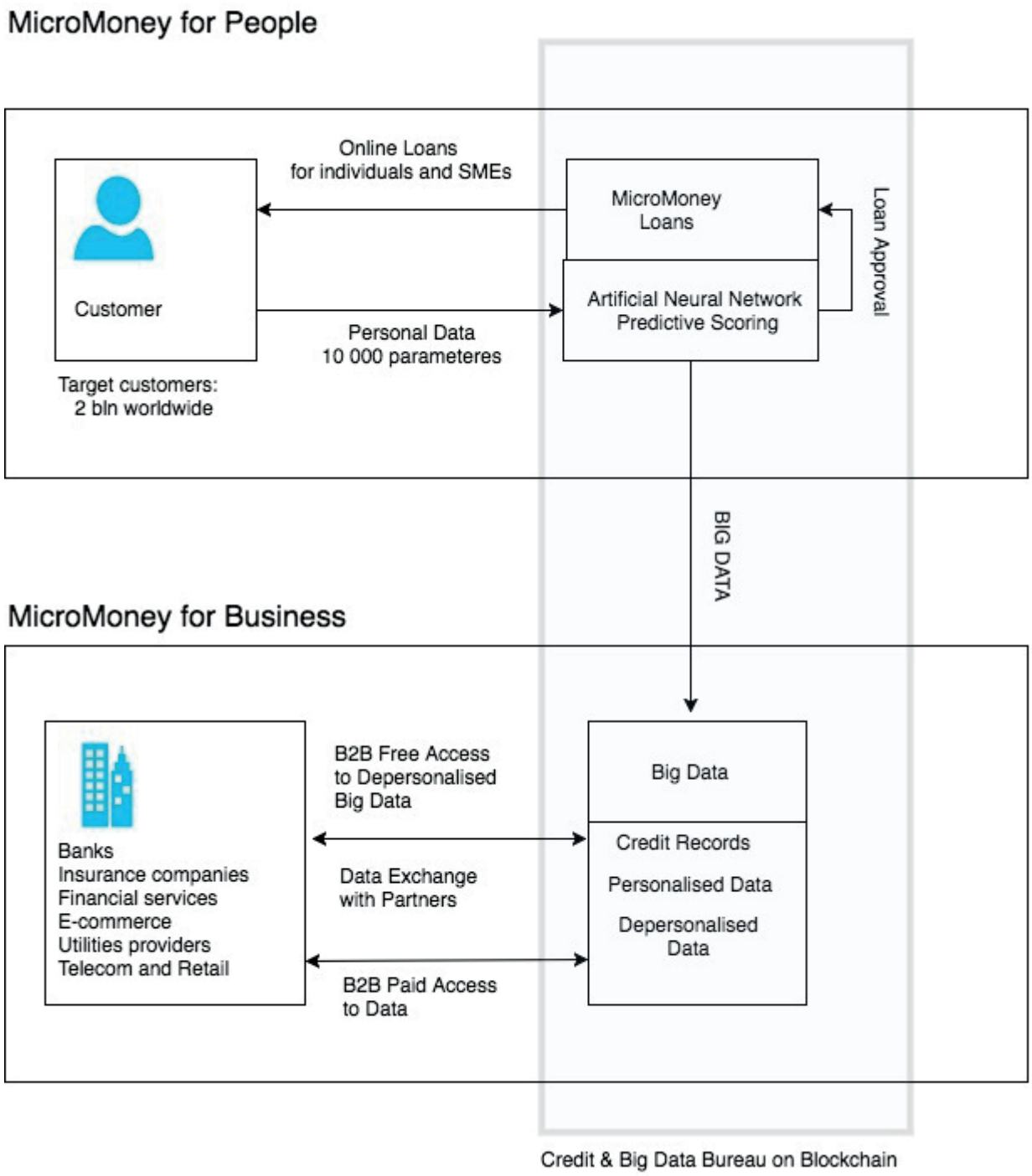


Figure shows MicroMoney's Operation Diagram.

Why Are We Starting a Token Distribution Campaign?

Expanding Worldwide, starting from Asia and Africa

MicroMoney is ready to enter 10 more markets. We have conducted all the necessary research and have made pre-agreements with our future local partners.

Given that we have all the needed knowledge and resources, we will scale our business to Indonesia, Sri Lanka, Philippines, Vietnam, Malaysia, Singapore, China, Hong Kong and Nigeria regardless of the Token Distribution results. Nonetheless, a successful Token Distribution campaign will allow us to speed up the planned expansion, capture additional markets, and develop our products and services more quickly.

General Investment Summary for Asia in 5 Years

Country statistics	VN	PH	ID	MY	CN	MM	LK	Total
Population, mln	91	101.9	255	31	1,376	51	21	1,926.9
GDP per capita (nominal), thousand USD	2.3	3.2	3.5	12.2	8.8	1.4	3.9	-
GDP per person employed, thousand USD	9.3	17.1	21.9	55.7	23.1	3.3	26	-
Labor force ratio	62%	63%	67%	66%	58,3%	68%	42%	-
Average monthly salary, USD	200	208	250	961	730	120	233	-
Smartphone penetration	20%	50%	25%	63%	56%	58%	41%	-
Bank account penetration	21%	27%	20%	66%	64.70%	5%	83%	-
Volume indicators (year 5)	**VN**	**PH**	**ID**	**MY**	**CN**	**MM**	**LK**	
Total								
Loans issued in year 5, thousand including prolongations	1,291	441	464	198	1,154	620	422	4,590
Loans issued per day in year 5 including prolongations	3,537	1,208	1,271	542	3,160	1,698	1,156	12,572
Investment parameters	**VN**	**PH**	**ID**	**MY**	**CN**	**MM**	**LK**	**Total**
Investment, mln USD	15.7	8.8	11	8.6	31.4	4.5	4.2	84.2
capex + opex	5.1	4.1	4.4	4.7	12.2	3.3	1.3	35.1
portfolio financin	10.6	4.8	6.6	3.9	3.4	1.1	2.8	33.2
Break-even period, months	15	20	20	18	25	22	17	137
Payback period, months	19	49	50	51	45	31	56	301
Revenue, (Year 5), mln USD	71	42.2	53.9	37.3	130	18.5	45	397.9
Profit before taxes, (Year 5), mln USD	**19**	**15.5**	**16.8**	**15.3**	**42**	**5.5**	**8.5**	**122.6**

Table shows General Investment Summary for Vietnam, Philippines, Indonesia, Malaysia, China, Myanmar and Sri Lanka respectively.

Business Expansion

Short-term Expansion Strategy

Country	Status	Approximate Launch Date
Myanmar	Successfully Operating	2015
https://github.com/micro-money/prime/tree/master/Countries%20Roadmap%20FULLY/!Myanmar		
Cambodia	Successfully Operating	2016
https://github.com/micro-money/prime/tree/master/Countries%20Roadmap%20FULLY/!Cambodia		
Thailand	Successfully Operating	2017
https://github.com/micro-money/prime/tree/master/Countries%20Roadmap%20FULLY/!Thailand		
Indonesia	Ready for Launch	2017 Q3
https://github.com/micro-money/prime/tree/master/Countries%20Roadmap%20FULLY/!Indonesia		
Sri Lanka	Ready for Launch	2017 Q3
https://github.com/micro-money/prime/tree/master/Countries%20Roadmap%20FULLY/!SriLanka		
Philippines	Ready for Launch	2017 Q3
https://github.com/micro-money/prime/tree/master/Countries%20Roadmap%20FULLY/!Philippines		
Nigeria	Pre-agreement with Local Partner is signed	2017 Q4
Business plan is developing		
Malaysia	Looking for local partners	2017 Q4
https://github.com/micro-money/prime/tree/master/Countries%20Roadmap%20FULLY/!Malaysia		
Singapore	Looking for local partners	2017 Q4
https://github.com/micro-money/prime/tree/master/Countries%20Roadmap%20FULLY/!Singapore		
Hong Kong	Looking for local partners	2018 Q1
https://github.com/micro-money/prime/tree/master/Countries%20Roadmap%20FULLY/!HongKong		
China	Looking for local partners	2018 Q1
https://github.com/micro-money/prime/tree/master/Countries%20Roadmap%20FULLY/!China		
Long-Term Expansion Strategy		
Taiwan South Korea	Looking for local partners	2018
India Africa region	Conducting Market and Legal Research	2018-2019
Latin America	Conducting Market and Legal Research	2019-2020

Core Milestones

USD 1,000,000 raised

Total serving market size: Potential market volume of unbanked and underbanked customers	IT	Scoring and Product	Customers Acquisition
400,000,000	Decentralised Credit Bureau on Blockchain is launched. Start of global expansion.	AI Neural Network scoring improvements. New financial products. Connection to crypto-cash e-wallets.	100,000 unique customers additionally acquired.

USD 5,000,000 raised

Total serving market size: Potential market volume of unbanked and underbanked customers	IT	Scoring and Product	Customers Acquisition
900,000,000	Risk management and Scoring systems are ready for local partners and as a White Label.	Start using decentralised AI Neural Networks.	300,000 unique customers additionally acquired.

USD 10,000,000 raised

Total serving market size: Potential market volume of unbanked and underbanked customers	IT	Scoring and Product	Customers Acquisition
1,400,000,000	Crypto Economy integration: all loans and payments are moved to Smart Contracts on Blockchain.	- Savings Deposits Services. - P2P lending platform development.	1,000,000 unique customers additionally acquired.

USD 15,000,000 raised

Total serving market size: Potential market volume of unbanked and underbanked customers	IT	Scoring and Product	Customers Acquisition
1,900,000,000	Online financial platform is ready for local partners and as a White Label.	Franchise marketplace and Crowdfunding platform are launched to help entrepreneurs with growing their business in undeveloped emerging markets.	5,000,000 unique customers additionally acquired.

USD 30,000,000 raised

Total serving market size: Potential market volume of unbanked and underbanked customers	IT	Scoring and Product	Customers Acquisition
2,000,000,000	Financial DAO. Fully decentralised autonomous organisation. Financial marketplace, Credit Histories & Big Data Bureau, Risk management and Scoring based on Artificial Neural Networks.	"Online Crypto Bank & Marketplace" Franchise is ready for local partners and as a White Label.	25,000,000 unique customers additionally acquired.

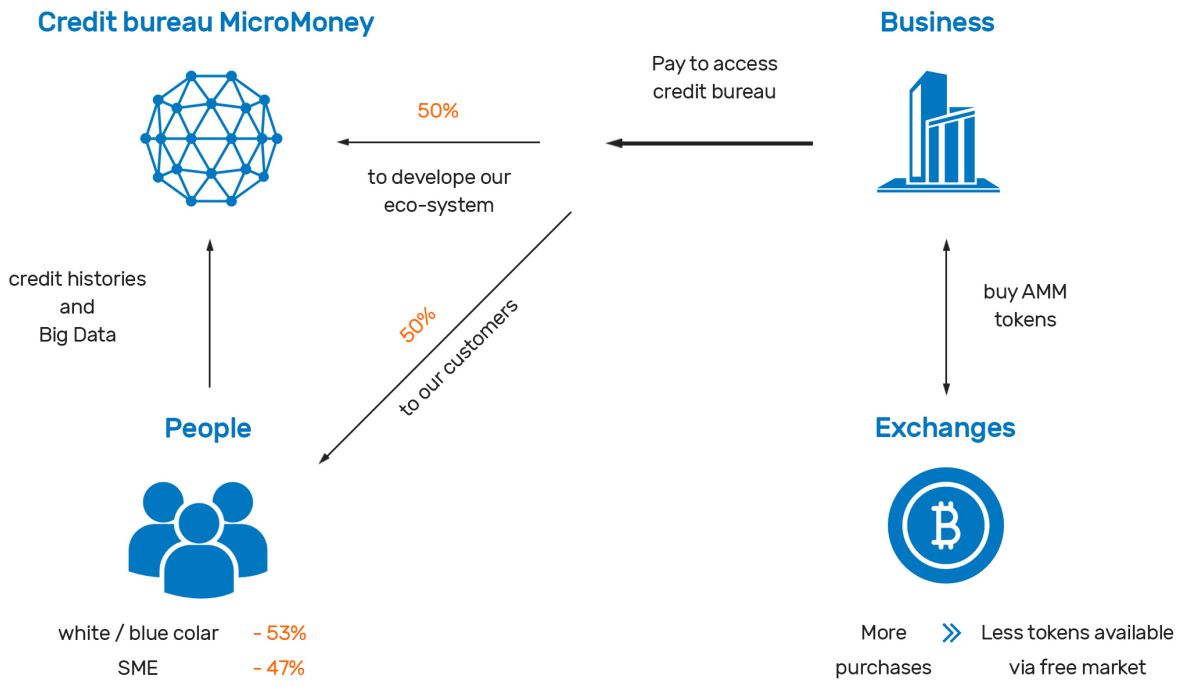
What is an AMM token:

The AMM token is based on a proven risk management and Big Data platform. The token is part of our ecosystem and is used within the platform in different ways. The token serves as the fuel of the MicroMoney ecosystem and has been designed so that our customers will want to use it frequently. It is a token that can and should be bought on exchanges at prevailing market prices.

The AMM token provides multiple features within the MicroMoney's financing platform:

1. Partnership access - AMM ownership will give access to advanced platform's features. For more details, please see the MicroMoney Partnership Program section below.
2. Encouragement and rewards - First, borrowers in MicroMoney are rewarded with an AMM bonus for paying back their loans in time while delays cause the AMM bonus to decrease depending on the overdue time. Second, if a borrower has others vouching for him or her and all the payments are made in time, the co-signers will receive AMM tokens as a reward as well.
3. Every time MicroMoney receives a payment for personal details, credit history and Big Data, the customer will be rewarded with AMM tokens. This is part of the client's digital reputation. MicroMoney respects personal details of all our clients and will never disclose any information with third parties without consent from the client himself.
4. A collateral - AMM can be used as collateral to secure a loan application allowing customers to achieve the lower rates and the other possible privileges and discounts.
5. Getting payable access to customer big data & credit histories. Banks, financial and insurance companies, e-commerce, retail and telecom businesses should use tokens to pay for accessing personalised information in the Big Data & Credit Histories Bureau.
6. Getting payable access to the Decentralised A.I. Neural Network Scoring system. Banks, financial and insurance companies, e-commerce, retail and telecom businesses should use tokens to pay for the accessing Decentralised A.I. Neural Network Scoring system.
7. The right for any contribution to the system to support Sustainable Development Goals. We support SDG program of United Nations: No Poverty, Zero Hunger, Quality Education, Gender Equality, Decent Work and Economic Growth, Reducing Inequalities.

We can also say that AMM is a MicroMoney "in-game" token, and participants of the MicroMoney Ecosystem are rewarded for performing certain actions. Also, the token can be used to pay for and unlock certain in-game resources.



MicroMoney Partnership Program

Additionally, AMM tokens are a key component of MicroMoney's partnership model. Tokens represent the right to use the MicroMoney platform and access specific services and functions based on the number of tokens that are held in a partner's wallet. Tokenholders contribute to the development of the MicroMoney platform by way of donation during the initial token distribution because it is the only way to access and use the platform's various services. Customers who want to use MicroMoney's features should buy the token on exchanges at market prices.

Buying and holding AMM tokens provides the access access to a number of features within the MicroMoney platform. These features are described in the AMM Partnership Program Mechanism section below.

1. Franchise partnership - AMM ownership can allow tokenholders to become MicroMoney's partner in a specific country/region on an exclusive basis.
2. Access to the Decentralised A.I. Neural Network Scoring System - Banks, financial and insurance companies, e-commerce websites, retail outlets, telecommunication companies, and other corporates can access our Decentralised A.I. Neural Network Scoring system.
3. Access to customers' Big Data - Customers of our Big Data Bureau (banks, financial and insurance companies, e-commerce websites, retail outlets, telecommunication companies, and other corporates) can get access to customer data which can be mined.
4. Access to customers' Credit Histories Bureau - Banks, financial and insurance companies, e-commerce websites, retail outlets, telecommunication companies, and other corporates can get access to our Credit Histories Bureau.

AMM Partnership Program Mechanism

The sale and use of AMM tokens are structured in a way to encourage business stakeholders to buy and hold the tokens in relation to what each stakeholder wants to achieve with the MicroMoney platform. In this regard, AMM tokens can be thought of as in-app tokens which unlock specific features based on the quantity and the value of the tokens held by the token holders.

1. **Exclusive Partners** must buy and hold USD 100 000 worth of tokens.
   Exclusive Partners are given a specific territory on an exclusive basis in which they can operate a MicroMoney franchise. Exclusive Partnerships are limited to one per country or region. In addition, Exclusive Partners also have access to the full functionality of the MicroMoney platform.
2. **Strategic Partners** must buy and hold USD 15 000 worth of tokens.
   Strategic Partners are given access to the AI Neural Network and revolutionary Scoring System solution.
3. **Senior Partners** must buy and hold USD 10 000 worth of tokens.
   Senior Partners are given access access to the big data collected by MicroMoney for specific regions. Senior Partners do not get access to the AI Neural Network and Scoring System.
4. **Junior Partners** must buy and hold USD 5 000 worth of tokens.
   Junior partners are given access to the credit histories of national customers or other specific territories. Junior partners do not get access to the AI Neural Network, Scoring System, or big data.
5. **Partners** must buy and hold USD 500 worth of tokens.
   Partners are given access to the credit histories of local customers. Partners have no other access to the MicroMoney platform.

AMM Partnership Program Structure

Partnership Level	Required Contribution (in AMM Tokens)	Quantity per Country/Region (Anticipated)	Benefits
Exclusive Partner	USD 100 000	1	- Exclusive franchise - Full access to MicroMoney Platform
Strategic Partner	USD 15 000	10	- Access to AI Neural Network and Scoring System solution
Senior Partner	USD 10 000	20-70	- Access to Big Data and Credit Histories
Junior Partner	USD 5 000	50-100	- Access to Credit Histories (national level)
Partner	USD 500	> 200	- Access to Credit Histories (local level)

For example, let us look at a country like Vietnam. With a population of over 90 million people, the initial distribution of tokens is estimated to look something like this (assuming a token value of $1/AMM):

Partnership Level	Number	Number of Tokens	Token Value
Exclusive Partner	1	100 000	USD 100 000
Strategic Partner	10	150 000	USD 150 000
Senior Partner	50	500 000	USD 500 000
Junior Partner	75	375 000	USD 375 000
Partner	250	125 000	USD 125 000
Totals	**396**	**1 250 000**	**USD 1 250 000**

MicroMoney has designed its payment structure for services rendered to incentivise corporates to become partners of the MicroMoney ecosystem. Corporate Partners are still expected to pay for services rendered, but because of their commitment to MicroMoney, they receive a discount of up to 20% on those services if they pay in local currency.

Additionally, MicroMoney is prepared to provide a further discount of 20% to its Partners (10% for non-partners) in the event that invoices are paid for in AMM tokens. Not only does this provide a fiscal benefit to our clients, but this structure helps to increase the circulation of AMM tokens in the economy.

Services Payment Structure

Payment Method	Partner	Non-Partner
All Fiat	20%	0%
All AMM Tokens	40%	10%

AMM Provides Access for Technical Partners

MicroMoney's Artificial Neural Network Scoring System will eventually become an open source code. Programmers can further develop and refine the AINN code or build services that can be sold through MicroMoney's platform. Technical partners will be rewarded for their efforts by being paid in AMM tokens for refining the scoring system or by earning AMM tokens through a revenue share model for any services that they sell through the MicroMoney platform.

The sale and use of AMM tokens are structured in a way to encourage technical stakeholders to buy and use the tokens to access the platform's source code. AMM tokens can be thought of as in-app tokens which allow users to help develop the artificial intelligence programming that is the technical foundation for the MicroMoney platform. This will help expand the usage of MicroMoney's platform, its solutions, and its tokens. Additionally, this feature will provide goodwill because of the crypto community's involvement in the development of MicroMoney's software.

AMM is a Means of Payment

In addition to proving access to MicroMoney's various corporate and technical partners, AMM tokens can be used as a means of payment within the MicroMoney ecosystem. Using the earlier example, if MicroMoney charges a normal client $3,000 for the Big Data service in a specific region, a Strategic Partner or a Senior Partner, who have already bought and held the appropriate number of AMM tokens, would avail of the same service for $2,400. To pay for the services, the client or Partner could either pay in AMM or Fiat in local currency for the payment.

User Case Scenarios

Scenario 1 - MicroMoney Expands to Vietnam

With a population of over 90 million people, the initial distribution of tokens within MicroMoney's Partnership Model is estimated to look like this (assuming a token value of $1/AMM):

Partnership Level	Number	Number of Tokens	Token Value
Exclusive Partner	1	100,000 AMM	USD 100,000
Strategic Partner	10	150,000 AMM	USD 150,000
Senior Partner	50	500,000 AMM	USD 500,000
Junior Partner	75	375,000 AMM	USD 375,000
Partner	250	125,000 AMM	USD 125,000
Totals	**396**	**1,250,000 AMM**	**USD 1,250,000**

Each of these partners will have the appropriate levels of access to MicroMoney's features and services with a discount of 20-40%.

Scenario 2 - AMM Used as Payment Means

Looking at the same operation in Vietnam, let us assume that the following represents MicroMoney's business in a given quarter (assuming the token value has risen to $1.50/AMM):

Service*	Service Pricing	Number by Partners	Number by Non-Partners	Total (Partners)	Total (Non-Partners)	Total Bill (All Fiat after Discounts)	Total Bill (All AMM after Discounts)
AINN Scoring System	USD 5,000	100	50	USD 500,000	USD 250,000	USD 650,000	350,000 AMM
Big Data Access	USD 3,000	350	100	USD 1,050,000	USD 300,000	USD 1,140,000	600,000 AMM
Credit Histories (national)	USD 1,500	750	250	USD 1,125,00	USD 375,000	USD 1,275,000	675,000 AMM
Credit Histories (total)	USD 1,000	1,000	500	USD 1,000,000	USD 500,000	USD 1,300,000	700,000 AMM
Total				**USD 3,675,000**	**USD 1,425,000**	**USD 4,365,000**	**2,325,000 AMM**

* all numbers herein are hypothetical and for illustrative purposes only.

In this scenario, MicroMoney Vietnam has generated revenue of $5.1 million in one quarter (before all discounts) through the various services offered in the ecosystem. This money can be paid to MicroMoney Vietnam either through fiat (in local currency) or through AMM (at the prevailing market value, which we assumed was $1.50/token for the purpose of this example). If clients choose to pay their invoices in AMM, they will get a gross discount of nearly $2 million.

Scenario 3 - Example Charges for MicroMoney Services

All business clients (including partners) can buy MicroMoney's services and are required to pay for the those services. Partnership access to MicroMoney is granted when partners buy and hold AMM tokens. Partners automatically receive discounts on any services rendered. The table below illustrates a hypothetical fee structure for MicroMoney's services:

Service Rendered	Price* (Non-partner and paid in Fiat)	Price (Non-partner and paid in AMM)	Price (Partner and paid in Fiat)	Price (Partner and paid in AMM)
Big Data	USD 3 000	USD 2 700	USD 2 400	USD 1 800
AINN Scoring System	USD 5 000	USD 4 500	USD 4 000	USD 3 000
Credit Histories	USD 1 000	USD 900	USD 800	USD 400

*These prices are purely hypothetical for the purpose of this example and will depend on a variety of factors. Final prices will be determined by MicroMoney when they launch their services in each territory.

AMM Token Value Proposition

The AMM token is the key component of the company's lending services and the main tool of the MicroMoney's customers rewarding system.

Borrowers are rewarded with additional AMM tokens if they pay back the loan according to the lending contract conditions. In addition, users can vouch for the borrower with their own AMM tokens and in case the loan is paid back in time both the borrower and the vouching user are rewarded with AMM tokens.

Borrowers can also use AMM tokens as a form of collateral in order to potentially reduce interest rates. By holding and pledging AMM tokens, a borrower is signalling his intention to pay back the loan on time. For MicroMoney, the tokens mitigate default risks and allow for loan approvals and even lower interest rates. In case a borrower is unable to fulfill his obligations to MicroMoney, a smart contract calls up the tokens and they are transferred to MicroMoney.

Our management team has a development and expansion plan in place that indicates that MicroMoney will be operating in 47 countries within 5 years. By that time, we expect that 75% of our tokens will be held by our various partners. As MicroMoney's network and operations grows, we will need a greater number of partners to best represent each franchise within those countries. With an increasing number of partners, more tokens will have to be bought from the market. This will ensure that the value of AMM tokens will rise. With the simple example above, we have illustrated that each country will require a significant number of tokens in order for that country's operations to be well represented.

MicroMoney is operating in three countries today and has already signed agreements to expand to three new countries by the end of 2017 (Sri Lanka, Indonesia, and the Philippines). With 47 countries left to expand to by 2022, and after having already identified another 50 countries where MicroMoney can expand to in the next 10 years, it is clear to see there will be no shortage of demand for AMM tokens in the market for at least the next decade. People who participate in the initial token distribution will see an incredible rise in value of their tokens as MicroMoney continues its expansion efforts.

Token Distribution Structure

The MicroMoney Token distribution and the corresponding token creation process will be organized around smart contracts running on Ethereum.

Token name: AMM

Total TokenSupply: 60,000,000 AMM.
Tokens that are not sold during the Token Distribution will be destroyed.

Goals:
Minimum: $1 million. Maximum: $30 million.
If the Distribution campaign does not reach its minimal capital goal of $1 million, all funds will be returned automatically to the AMM holders by the Ethereum smart contract. **Initial rate:** Token price is locked to $1 per 1 AMM.

Token distribution:
Founders — 8%
Advisors — 4%
Bounty — 4%
Token buyers— 84%.

Time-bonuses for early Token buyers during the **Token Distribution** phase (extra tokens added to a purchase):
1 day — +25% bonus
2-7 day — +20% bonus
7-14 day — +10% bonus
14-21 day — +5% bonus

Bounty program (%X out of the bounty pool):
Facebook Campaign - 18%
Twitter Campaign - 18%
Bitcointalk Signatures Campaign - 20%
Bitcointalk Support Campaign - 20%
Publishing Campaign - 12%
Project Creative Support - 12%

The Reasons for Success and the Effect we will Achieve

Technologies are not able to earn money on their own but their users can.

When we are talking about access to lending, we do not mean the services: we keep in mind all the real problems people can solve with these tools. We want customers to confide technologies, banks to believe in customers, and customers to trust banks. All the tools we bring to the market help not only to make loan processes easier for financial organizations but also to remove barriers for the borrowers financially excluded. It is a Win-Win situation for banks reaching all the necessary data without huge expenses for the market research as well as for the customers achieving all the opportunities the market can offer while keeping their privacy secured.

As MicroMoney builds the decentralised Big Data & Credit Bureau, the ambitious and wide-range blockchain project, the company is able to change the emerging markets' finances allowing to cut the cost heavily and to make lending services available for 2 billion of unbanked people worldwide for the first time in their lives.

We accept credit availability as the part of human rights for people to be educated, to get medical care, to create own businesses, and to improve quality of life.

A way to well-being

Two billion of the untapped adult population globally can obtain the same market opportunities as the "banked" people have right now. What kind of technologies can do it? These are neural networks, blockchain, AI, mobile scoring and Big Data. The thing is that almost a population of a large country – 2 billion – can live happier than before with the help of the aforesaid technologies.

A way to inclusion

To be included in the financial system and to improve life quality, people need just two things - access to the available funds and the tools to receive this access. Here is MicroMoney to help both with the access and the tools.

Leadership Team

Founders

Sai Hnin Aung, Co-founder, Operations Director

Serial Entrepreneur, experienced business development professional, investor, strategic leader, and executive with 18+ years of experience in microfinance & financial services, new loan products initiative, risk management, business start-up, financial analysis. 2 years in recent blockchain development, enthusiast and online lending professional for Asia markets. Master's degrees from Asian Institute of Technology and the Earth Institute, Columbia University.

https://www.linkedin.com/in/sai-hnin-aung-03528b24/

Anton Dzyatkovskiy, Co-founder, IT & Scoring

A successful entrepreneur, strong negotiator, and creative expert in marketing. Passionate and hardworking business leader with more than 13 years of experience in different positions within FinTech, Retail, and E-Commerce. Experienced in expanding financial businesses to totally new markets.

http://linkedin.com/in/anton-dzyatkovski-47012a95

Oknha Sorn Sokna, SONATRA Group, Cambodia, Shareholder

Adviser for Cambodia financial sector of Prime Minister of Cambodia Mr Hun Sen. Oknha Sorn Sokna has the highest social rank called "Oknha" among Cambodian citizens. He is one of the founders of SOKIMEX GROUP, a large conglomerate company that focuses on the oil industry as well as a vice president of Cambodia Chambers of Commerce which is similar to Japan Business Federation (日本経団連). In 2010, he launched Sonatra Group, operating a variety of services such as banking, securities, investment, construction, auditing, and accounting. He is also the main shareholder of Sokha Hotel Co., Ltd from SOKIMEX GROUP.

https://www.facebook.com/profil .php?id=100004311285567

Tetsuji Nagata San, East Wing Capital, Shareholder

Starting a financial ca eer in 1988 at Sanyo Securities (Japan), Mr Nagata has been engaged in a variety of business activities for 7 years, earned a lot of valuable experience and showed excellent performance. He worked as Head of Sales at Bloomberg L.P. (Tokyo) where he dedicated himself to sales activities with his customary ability and market analysis from 1995 to 2006. In 2006, he founded East Wing Asset Management LLP now reorganized as East Wing Consultancy Pte. Ltd., with current investments amounting to over 20 million USD. In 2010, Mr Nagata founded East Wing ASA Capital Pte. Ltd as a Managing Director. He also runs Sonatra Microfinan e Institution PLC and Sonatra Construction Co., Ltd, a Cambodia-based financial ompany, as a CEO. In August 2013, together with other partners, he founded Nexasia Capital Pte. Ltd. Mr Nagata holds an MBA at Thunderbird, the Garvin School.

https://www.linkedin.com/in/tetsuji-nagata-89075847/

Mr Yoshiyuki Taira, Grand Corporation Osaka, Shareholder

Grand Corporation Osaka. Japan, Director of Grand Corporation Osaka

Mr Yojiro Tsutsumi, Grand Corporation Osaka, Shareholder

Grand Corporation Osaka. Japan, Director of Grand Corporation Osaka

Management Team

Pasan Madhawa Edussuriya, Director for MicroMoney Sri Lanka

A Fellow of Micro Finance Association in the UK – FMA (UK) and has more than 15 years of experience in Finance Industry in a capacity of various senior management positions with many challenging achievements. He started his career at HNB Grameen (former Ceylinco Grameen Group) in 2002. He also served for a short stint at NWS Holdings, an Organic Tea and Teak plantation company as a Director / Chief Executive Officer in 2009. And then, joined Commercial Credit and Finance PLC (CCL) in 2009. Madhawa was a General Manager in Nation Lanka Finance PLC (NLF) in 2011. Madhawa currently serves for One Asia Investment Partners (OAIP), Sri Lanka as a Director. He is currently a Founder and Managing Director of Prosperous Capital & Credit Limited in Sri Lanka and also a Director of Micromoney Lanka.
https://www.linkedin.com/in/madhawa-edussuriya-91139148/

China Muoka, Director for Micromoney Nigeria

Mr. China, an Experienced Recruiter with 8+ years of sourcing and recruiting in Technology, Health, Finance, Media, Publishing and Sports. He has diverse knowledge working in an agency and also on the corporate client side. Very experienced in resume sourcing/mining, X-raying, Boolean searches and Developing strategies for staffing hard to fill positions. He has start served in NY staff search in 2011.He also joined The Ladders as contract corporate recruiter. He has been Senior Talent Acquisition Specialist in CBS Corporation and then Town Square Media as Talent Acquisition Manger. 2015 to 2016, he joined Business Insider and Mic as a lead technology recruiter. He is currently as director of Micromoney Nigeria and the president of Afrofinancial in financing industry.
https://www.linkedin.com/in/chinap/

July Phoo, COO MicroMoney Myanmar

Expertise in managing of operation process. She was a warehouse in charge and accountant in IQ Vision. From 2011 to 2014, joined in biggest petroleum corporation (Max Energy Myanmar Co., Ltd) as a station leader. She was an operation manager in one of the largest Telecom company in Myanmar (Horizon Telecom International Co., Ltd). She is now working in Micromoney Myanmar as a Chief Operation Officer since Sep 2016. Experienced in Sale Management, Warehouse Management, Accounting, HR Management & Business Management by Effectively & Efficiently with over 8 years of experiences in Trading and Telecommunication Industries. Have got the Higher National Diploma from Wise College and Co-operatives of Ministry of Co-Operatives. She has achieved BA from Taung Guu University.
https://www.linkedin.com/in/july-phoo-76712a142/

Bhannathorn Sangsuk, GM MicroMoney Thailand

Fiat has over 27 years of professional experience in several industries across different countries such as Sweden, Japan, Thailand and Singapore. Her areas of expertise are in finance, contracts & agreements, logistics and budget planning. She has worked with multinational companies including Panasonic, Ohlins, Miyoshi and Katata among others. Over the years she's managed a total of USD300M business operations.

Currently, she serves as the General Manager for Micromoney Thailand, she oversees the entire operations of our Bangkok office. Also, she is the President and co-founder of Midnight Accounting and Law firm also based in Bangkok. Fiat also served as an instructor in Bangkok Business College for undergrad students taking up management courses.

She also holds several bachelor's degrees under her belt in economics from Srinakarin Wiroj Prasarnmit University and accounting from University of Thailand Chamber of Commerce, an associate's degree in Law (Thailand) from Thammasart University and an MBA in Innovation degree from Ramkhamhang University.

https://www.linkedin.com/in/bhannathorn-sangsuk-55b75014a/

Tin Htut Aung, IT MicroMoney Myanmar

Mr. Tin Htut Aung has over 5 years of Information technology experience in Thailand and Myanmar. He professionalizes in various IT career such as Web Design & Software Engineering, A+ Hardware, VOIP, GSM Gateways, and reporting IBM Congos. He served in Ma Pu Chute Co., Ltd as a Database Management Manager in 2011. He joined Empress Led as a team leader. From 2013 to feb1017, he served Excel United International Co., Ltd as a IT Manager in Bangkok. Now He currently base in MicroMoney Myanmar and serving for all branches of MicroMoney International.

https://www.linkedin.com/in/tin-htut-aung-b845b4135/

Malsha Thilakarathne, Operations Manager MicroMoney Sri Lanka

More than 8 years of experience in Banking & Finance Industry in a capacity of various Credit positions with many challenging achievements. She started her career at Nations Trust Bank (One of the leading private Bank in Sri Lanka) in 2009. She served as Credit Coordinator, Credit Officer, Credit Executive until 2016 May. And then, joined to Prosperous Capital and Credit Ltd as Credit Coordinator to Managing Director.
https://www.linkedin.com/in/malsha-thilakarathne-094a2314a/

Vivian Sukamto, Operations Manager MicroMoney Indonesia

Self-motivated and dedicated individual who likes challenges in work. Vivian has strong leadership, good analytical skill and problem-solving skills. She is highly adaptable to new environment and able to work very well both individually and within a team. She also able to work under great deal of pressure and able to multi-task well. She was graduated from National Cheng Kung University (Taiwan) with a master degree in Business Administration. She has 5 years B2B/ Corporate sales experience within international financial service companies (both traditional and tech-based): 2 years at HSBC Indonesia as Product Sales Manager, 1 year at Chinatrust Taiwan as Assistant Sales Manager and was working as Corporate Sales Manager at Truemoney Indonesia (a fintech subsidiary of Charoen Pokphand). She is currently serving in MicroMoney Indonesia.
https://www.linkedin.com/in/vivian-sukamto-9811024a/

Sendy Inka Casella, Country Representative MicroMoney Indonesia

Previously, she worked for Indonesia Benelux Chamber of Commerce, EU-Indonesia Business Network, Rabobank Indonesia, and La Maison des Vins PUR in France. In addition, she is currently active in Women Startup Community in Bangkok. She also serves as a country representative in MicroMoney Indonesia.
https://www.linkedin.com/in/sendy-inka-casella-06075914a/

Nikhole John Tecson De Vera, Country Representative MicroMoney Philippines

A quality assurance professional, with over 9 years of professional experience across several industries in business process outsourcing, e-commerce, telecom and health & fitness, catering to a diverse pool of clients from ASEAN, Europe, Australia and Americas. His areas of expertise are in marketing, training, customer experience, business process improvement and quality assurance. He has worked in Manila and Singapore throughout his career. Also, he is a nature advocate by being a volunteer member of Haribon Foundation Philippines and was a relief operations volunteer of the Philippine Red Cross. He holds a Bachelor's degree in Marketing from Far Eastern University in Manila.
https://www.linkedin.com/in/nikhole-dv-a9875814a/

Aung Pyay Thein, HR MicroMoney Myanmar

Experienced Human Resources Manager with a demonstrated history of working in the Hotels and Tourism, real estate, and financing industry. Experienced over 7 years of own business in construction management in real estate field before 2011. He got over 4 years' experience of HR wisdom as an assistant admin and HR Manager of Marlow Navigation Co., Ltd in 2011. He's got Human Resource professionalism in KMA Hotel Group and ASA microfinance Myanmar Co., Ltd as a Human Recourses Manager from 2014 to 2016. He is currently in MicroMoney International Pte Ltd. He holds the Certificate of Attendance two years at Taylor's College Malaysia (American Degree Program, Business Administration) and also got Advance Diploma and Higher Diploma in Business Management from University of Cambridge.
https://www.linkedin.com/in/aung-pyay-thein-49621a57/

Vladimir Sumarokov, A.I. Neural Network & CRM developer

A.I. Neural Network & CRM developer
Vladimir works as a CEO and Product Owner of all projects developed by Simple Logic Solutions Company. He worked as an IT director for retail trading (home electronics) network in Russia for 13 years. He was an executive director for Automotive service and trading network for 3 years. He specializes in creating and automating workflows.
Since 2015 Simple Logic Solutions Company has been using BPMonline CRM platform in business tasks. This is a very flexible platform, giving unlimited possibilities in customization and integration. That allows to quickly and flexibly apply any new technologies and third-party services, such as messaging services, machine learning and etc.
https://www.linkedin.com/in/vladimir-sumarokov-37740278/

Advisory Board

Roel Wolfert, Advisor

Bankor, Visa, Qoin, University of California, Berkeley, Haas School of Business

Rotterdam Area, Netherlands

Roel Wolfert is a senior executive in the FinTech world, with positions at VGRIP, QOIN and Bancor. He has more than 20 years of global experience in the world of banking and payments having worked on all continents on key industry initiatives including SEPA, CLS, Contactless, mobile and Blockchain. Roel has a passion for Value Management , Innovation and new Business Models. He has an Executive degree in Innovation from the Haas School of Business at UC Berkeley and an MBA in economics from Maastricht University.

https://www.linkedin.com/in/roelwolfert/

Xiaochen Zhang, UN Digital Economy, Advisor

Xiaocheh Zhang brings more than 16 years of thought leadership and global experience to build impactful solutions and enable innovative ideas in North America, Africa, Latin America, Europe, and Asia. FinTech4Good introduces cutting edge fintech and blockchain solutions to emerging markets through incubation, acceleration, and investment. In working with partners, FinTech4Good launched Insurance Blockchain Lab, Inclusive Finance Blockchain Lab, and Smart City Blockchain Lab. He also serves as a founding partner of New Development Ventures, on the Crowdfunding. Judge-China Big Data FinTech Award.

https://www.linkedin.com/in/cmyidea/

Ben Theobald, Partner in Latin America

Online Entrepreneur, Consultant & Investor (Blockchain - Lisk - NEO - Ethereum technology investment)
Of Dutch-British origin. I have been investing, advising and helping startups around the globe. The past 5 years I have been located in Brazil where I have mainly worked with online marketing projects. The last 2 years I have focused myself on Blockchain technology and have analyzed various ICOs on how to commercialize their ideas. With my huge network of contacts in the online marketing industry. I am able to introduce potential ICOs to massive targeted audiences.

https://www.linkedin.com/in/bentheobaldbrasil/

Tomoaki Sato, Advisor, Blockchain engineer

Starbase, Smart Contract Japan

While looking for a possibility to apply Bitcoin in Islamic finance, he did a thorough research into the nature of Bitcoin. Eventually, Mr Sato found himself strongly attracted to the technology and the philosophy of decentralisation. He held weekly meetups and conferences in Japan founded a consulting company there. Later, Mr Sato quit the company and started Starbase, token funding & payment platform, with an idea to make the innovative blockchain infrastructure, "Internet of Value", available for everyone. Mr Sato's idea is to give more opportunities to innovative projects that don't know about ICO and blockchain technology.

https://www.linkedin.com/in/tomoaki-sato-086a0555/

Saumil Kohl, Advisor, Co-founder of Bitindia - Blockchain Exchange & Wallet

Experienced Co-Founder with a demonstrated history of working in the Information Technology & Services industry. Skilled in Capital funds, Venture Capital, Business Development, Cryptocurrency, Business Strategy, and Leadership. Strong entrepreneurship professional with good schooling, a Commerce Bachelors Degree from Panjab University- One of the top universities in India, a Master of Business Administration - MBA focused in Managing and Leading in a Global Environment, from Alliance Manchester Business School. Currently co-founder for Bitindia – blockchain wallet & a crypto exchange for the streets of India and Applancer - a research & review firm focused on Blockchain Developers, ICO Projects & Software Developers.

https://www.linkedin.com/in/saumil-kohli-118434bb/

Karen New, Advisor

CEO, Omnitoons Pte. Ltd. OmiseGo (raised $25 mln usd) Advocate. Singapore.

Karen New is an adventurous person who is passionate towards Information technology. At 22, she started an Internet software company that serves all the 3 ISP in Singapore. She loves to ride on trend and moved from Internet to Mobile development. Now, riding on the blockchain technology revolution. She was intrigued by this technology as well as the revolution it will bring. Her journey to invest in blockchain tokens begins and she shared her experience with a book "New Assets".

https://www.linkedin.com/in/karennew/

Alex Norta, Advisor, blockchain scientist

Agrello, Qtum. Estonia

Alex Norta,Tallinn Technology University, Estonia: Alex Norta is currently a research member at the Faculty of Informatics/TTU and was earlier a researcher at the Oulu University Secure-Programming Group (OUSPG) after having been a post-doctoral researcher at the University of Helsinki, Finland. He received his MSc degree (2001) from the Johannes Kepler University of Linz, Austria and his PhD degree (2007) from the Eindhoven University of Technology, The Netherlands. His PhD thesis was partly financed by the IST project CrossWork, in which he focused on developing the eSourcing concept for dynamic inter-organizational business process collaboration. His research interests include business-process collaboration, workflow management, e-business transactions, service-oriented computing, software architectures and software engineering, ontologies, mashups, social web. At the IEEE EDOC'12-conference, Alex won the best-paper award for his full research paper with the title "Inter-enterprise business transaction management in open service ecosystems".

https://www.linkedin.com/in/alexnorta/

Charles Leslie, Advisor, Blockchain engineer

COO of Starbase, Japan

https://www.linkedin.com/in/charlesleslie/

Eduard Dzhamgaryan, Payment Advisor

Entrepreneur, ICO Business Analyst, Adviser – ICObox, Founder of GMPay, Blockchain and Cryptocurrency Enthusiast

https://www.linkedin.com/in/eduard-dzhamgaryan-a0719351/

Azam Shaghaghi, Strategy Advisor

BMO - Bank of Montreal, Space Tourism Society Canada

Azam Shaghaghi is known as a disruptive entrepreneur in the non-profit sector and works in the financial industry as an analyst. Her focus is on (fintech) how to capitalize on technology disruption, innovations and positive impacts. Escalating corporate competitiveness and revenue enhancement with venture capital is her priority for hedge funds and private equity investments sector. Azam is also a contributing author to the Hu ngton Post, STEM Magazine, and Blockchain Magazine.

https://www.linkedin.com/in/azam-shaghaghi-23969014/

Pak Loong Chan, Senior Software Engineer at HSBC

Hong Kong and Shanghai Banking Corporation (HSBC)
A Technologist, who have 13 years of working experiences in different fields of Information Technology industries, but specialising in Banking related system especially in Money Transfer and Payment.
https://www.linkedin.com/in/pakloongchan/

Nehemia Kramer, Ethereum early-stage investor

BankEx, Blockchain consortiums. NY, USA
https://www.linkedin.com/in/nehemiakramer/

Naru Julia, Agrello, Japan

Ambassador in Japan
Enthusiastic and committed translator and event producer for crpyto and blockchain related events. Marketed, translated, and recruited investors in Japan for the Agrello Asia tour; raising $10M for the Agrello platform. Over 10 years of experience in promoting and translating products and services, initiating sales, and improving and maintaining client relationships. Previous experience includes marketing and translating for Panasonic etc.

Albi Rodriguez Jaramillo, Partner in Latin America

laudox.com. Latin America. Peru
Albi Rodriguez Jaramillo has been dedicated the last seventeen years to the study and implementation of Financial Inclusion models. He holds a Juris Doctor Degree from the Universidad Católica Andrés Bello and a Master Degree in Microfinance and Social Development from Universidad de Alcalá de Henares. He is an active and well-known supporter of Blockchain implementations within the Legal and Fintech community.
https://www.linkedin.com/in/albi-rodriguez-jaramillo-67413b21/

Andrey Kopysov, Software Engineer

Facebook, London, UK
https://www.linkedin.com/in/yaski/

Sergey Sergienko, Advisor

Chronobank, Australia
https://www.linkedin.com/in/sergeisergienko/

Howard H. Kim, Advisor

Chairman and CEO JYC Holdings
Mr. Kim has had an illustrious and prosperous career having held various key executive management positions for several high-tech corporations. He was responsible for successfully establishing and growing their presence in the Asia-Pacific market. A veteran in the communications industry for more than 30 years, he has left an indelible mark on the companies he's aided in marketing high-tech startups to successfully penetrate into the Asia-Pacific region. Mr. Kim led Sycamore Networks in developing its market presence in the Asia-Pacific region, while serving as its Managing Director of Asia-Pacific Operation. Prior to that, Mr. Kim has served as the Vice President and General Manager of Asia-Pacific Operations for Hypercom Network Systems, and as Regional Director of Sales of Asia-Pacific Operations for Cascade Communications (Lucent). He has also served in various sales, marketing and technical positions with some of the leading communications and networking companies, including, StrataCom (Cisco), Ungermann-Bass (UB Networks), Compression Labs, California Microwave, and GTE Corporation (Sprint Communications). Mr. Kim is a Limited Partner with strategic and financial influence with Storm Ventures, Telesoft Partners and Granite Global Ventures. He is also involved in Private Equity funds focusing on project financing of several leisure and entertainment projects throughout Asia Pacific Region. Mr. Kim holds a BS in Electrical Engineering from Texas A&M University, and an MBA from the University of Phoenix.
https://www.linkedin.com/in/howard-h-kim-a9b37a1/

Matthias Forsingdal, Advisor

Digital Finance Solutions at Telindus

Matthias is business developer for Telindus, a Luxembourg-based company that offers Cloud and Telecom services to businesses and is now expanding in the Fintech sector by developing digital solutions with the use of Blockchain technology, including digital KYC onboarding and account reconciliation. Matthias has an engineering background and a broad experience in operations, business intelligence and finance. Before joining Telindus, he spent several years in the aerospace industry and then moved to Big Tech working for notable companies like Apple and Amazon to increase his understanding about the latest technological advances and how data can be leveraged to improve society across the world.

As a Blockchain evangelist and passionate about the application of this novel technology, he spends most of his time learning about new innovative developments and working on solutions aimed at improving costly and time-consuming processes for businesses and customers alike in the financial industry.

https://www.linkedin.com/in/mforsingdal/

Jack Huang, Advisor

UN (United Nations), Thailand

https://www.linkedin.com/in/jack-huang-69433974/

Sergei Kovalev, Advisor

12 years of sales and online marketing experience. The founder of startups of genetic engineering. Philanthropist. CEO programs to conserve the population of rare and endangered species of wild animals. Promotes the idea of charity and social responsibility among the blockchain community.

https://www.facebook.com/sunseeker.sergey

Partners

Our backers

- Sonatra Capital
- Grand Corporation Osaka
- EastWing Capital
- Prosperous Capital & Credit Limited, Sri-Lanka
- Indonesia Microfinance Association (IMA)
- Africa Blockchain Alliance

Whose ideas we confess or in collaboration with:

BPM	online CRM
Ambisafe	technical partner
ICObox	technical partner
Grameen Bank	Bangladesh
Berwin Leighton Paisner	Myanmar
Microsoft Azure Neural Networks	
Google cloud platform	
Applancer blockchain	
Hyperledger	blockchain media
OmiseGo	Thailand, raised $25mln during ICO
OK Dollar	Myanmar
KBZ	Myanmar
AYA	Myanmar
CB Bank	Myanmar
TRUE money	Thailand, Myanmar, Cambo
WING	Cambo
Mykyat	Myanmar
AYANNAH	Philippines
INSTAREM	Singapore
Ali Pay	China

WeChat Pay	China
Bank Rakyat Indonesia	Indonesia
Bank Mandiri Rp	Indonesia
Bank Central Asia	Indonesia
AmanaBank	Sri Lanka
Axis Bank Ltd	Sri Lanka
Bank of Ceylon	Sri Lanka
Banco De oro	Philippines
MetroBank	Philippines
BPI	Philippines
KICKICO	

Conclusion

MicroMoney launched its first p oduct in 2015, well in advance of announcing the token sale.

Micromoney has a strong management team, worthy partners in respective countries with all necessary licenses to operate this business, 2 years proven track record in Cambodia and Myanmar, and reliable investors who already invested in MicroMoney more than $1.8 mln.

In this document, MicroMoney conveyed a bigger vision and presented a solution that uses blockchain technologies to make financial se vices more accessible for people and connect this transparent recognised customers base to different businesses (banks, MFIs, e-commerce, retail, insurance).

We are proud to be a part of the community working on financial inclusion or the 2 billion people. Our ultimate goal is to increase the standard of living in emerging countries.

Annex

Annex #1.

Links to Business Plans, and Financial Model

Countries Roadmap BRIEFLY

https://github.com/micro-money/prime/tree/master/11%20Countries%20Roadmap%20BRIEFLY

Countries Roadmap FULLY

https://github.com/micro-money/prime/tree/master/Countries%20Roadmap%20FULLY

Lending in all countries Baker_McKenzie REPORT

https://github.com/micro-money/prime/tree/master/Lending%20in%20all%20countries%20Baker_McKenzie%20REPORT

Annex #2.

Investment Summaries by Country

China

Investments, thousand USD	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Portfolio investments	4,114	7,160	3,941	36	0	15,252
OPEX and CAPEX investments	3,075	3,422	0	0	0	6,497
Total investments	**7,190**	**10,582**	**3,941**	**36**	**0**	**21,749**

Volume indicators	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Number of loans issued, thousand	71	371	714	1,096	1,195	3,447
Amount disbursed, thousand USD	11,613	53,022	97,001	145,070	152,229	458,935
Net portfolio (EoY), thousand USD	3,246	9,304	16,507	21,824	22,148	22,148
P&L, thousand USD	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Total**
Revenue	2,905	18,603	37,831	60,346	67,452	187,137
Provisions	-2,630	-11,254	-18,742	-25,387	-27,293	-85,307
Variable costs	-1,838	-7,762	-11,640	-16,304	-17,175	-54,719
Marketing acquisition costs	-641	-2,354	-3,627	-4,658	-4,526	-15,806
Salary (variable part)	-604	-2,568	-3,717	-5,090	-5,523	-17,502
Other variable costs	-426	-1,774	-2,128	-3,099	-3,260	-10,687
VAT	-166	-1,066	-2,168	-3,458	-3,865	-10,724
Fixed costs	**-1,607**	**-3,203**	**-3,202**	**-3,307**	**-3,268**	**-14,586**
Salary (fi ed part)	-895	-2,036	-2,036	-2,036	-2,036	-9,039
Other G&A expenses	-712	-1,167	-1,166	-1,271	-1,232	-5,548
One-off xpenses	-211	0	0	0	0	-211
Net profit before taxes	**-3,381**	**-3,616**	**4,247**	**15,348**	**19,717**	**32,314**
Terminal value						**96,103**
ROE (annualized)						**59%**
ROAA (yearly)	**-208%**	**-58%**	**33%**	**63%**	**67%**	**29%**

Myanmar

Investments, thousand USD	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Portfolio investments	1,007	1,946	438	64	0	3,455
OPEX and CAPEX investments	1,208	245	90	0	0	1,543
Total investments	**2,215**	**2,191**	**529**	**64**	**0**	**4,998**
Volume indicators	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Total**
Number of loans issued, thousand	30	173	351	520	620	1,694
Amount disbursed, thousand USD	2,484	14,095	28,198	41,569	49,284	135,630
Net portfolio (EoY), thousand USD	612	2,059	3,634	5,000	5,348	16,652
P&L, thousandd USD	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Total**
Revenue	626	4,517	9,871	15,179	18,603	48,797
Provisions	-543	-2,703	-4,965	-6,636	-7,914	-22,762
Variable costs	-510	-1,272	-2,337	-3,400	-3,979	-11,498
Marketing acquisition costs	-369	-608	-1,112	-1,577	-1,775	-5,441
Salary (variable part)	-94	-340	-548	-781	-927	-2,690
Other variable costs	-40	-199	-359	-530	-631	-1,759
VAT	-7	-126	-318	-512	-645	-1,608
Fixed costs	**-956**	**-1,069**	**-1,004**	**-1,127**	**-1,170**	**-5,327**
Salary (fi ed part)	-682	-701	-588	-713	-793	-3,476
Other G&A expenses	-275	-369	-416	-414	-377	-1,851
One-off xpenses	-57	-17	-17	-17	-17	-126
Net profit before taxes	**-1,441**	**-545**	**1,548**	**3,999**	**5,523**	**9,084**
Terminal value						**25,063**
ROE (annualized)						**61%**
ROAA (yearly)	**-235%**	**-41%**	**54%**	**71%**	**80%**	**51%**

Break-even period – 21 months
Self-capitalization period –29 months
Payback period – 58 months
Total investments – $5.0M
Unoptimized Yr5 corporate tax – $1.4M
Terminal Value – $25.1M (Gordon growth model with discount factor 15% and growth rate 0%)

Indonesia

Investment summary	Timeline						
thousand USD	Q4'2015	Year 1	Year 2	Year 3	Year 4	Year 5*	Total
investments	201	6,663	3,590	576	0	0	11,030
Total investments	**201**	**6,663**	**3,590**	**576**	**0**	**0**	**11,030**
Number of loans issued (thsd)	0.02	41	151	286	408	464	1,350
Amount disbursed	3	8,438	32,726	63,401	91,682	105,535	301,786
Net portfolio (EoY)	1	2,148	6,155	10,837	14,555	15,708	15,708
Revenue	0	2,782	14,095	29,528	44,915	53,942	145,262
One-off xpenses	0	-908	0	-27	0	0	-935
Net profit after taxes	**-198**	**-3,491**	**744**	**4,508**	**9,144**	**12,807**	**23,512**
ROE (yearly)	**-197%**	**-91%**	**8%**	**40%**	**78%**	**110%**	**51%**
ROAA (yearly)		**-184%**	**12%**	**42%**	**60%**	**73%**	**39%**

* - normalized year with no growth

Break-even period – 20 months.
Payback period – 50 months.
Maximum investments from – $11.0M.

Sri Lanka

Investments, thousand USD	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Portfolio investments	1,295	1,430	126	0	0	2,851
OPEX and CAPEX investments	1,148	161	0	0	0	1,309
Total investments	**2,444**	**1,591**	**126**	**0**	**0**	**4,161**

Volume indicators	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Number of loans issued, thousand	32	158	264	362	422	1,238
Amount disbursed, thousand USD	3,088	15,408	25,527	34,957	40,642	119,622
Net portfolio (EoY), thousand USD	789	2,054	3,163	4,146	4,410	14,561
P&L, thousand USD	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Total**
Revenue	810	5,328	9,502	13,431	16,034	45,105
Provisions	-659	-2,931	-4,479	-5,540	-6,472	-20,081
Variable costs	-563	-1,407	-2,256	-3,096	-3,606	-10,929
Marketing acquisition costs	-385	-527	-815	-1,087	-1,206	-4,020
Salary (variable part)	-127	-388	-516	-680	-796	-2,506
Other variable costs	-20	-69	-96	-128	-148	-462
VAT	-32	-424	-829	-1,200	-1,456	-3,941
Fixed costs	**-1,016**	**-1,125**	**-1,036**	**-1,141**	**-1,171**	**-5,490**
Salary (fi ed part)	-709	-807	-726	-826	-886	-3,954
Other G&A expenses	-307	-318	-310	-315	-286	-1,536
One-off xpenses	-49	-15	-15	-15	-15	-109
Net profit before taxes	**-1,476**	**-151**	**1,715**	**3,639**	**4,769**	**8,496**
Terminal value						**20,968**
ROE (annualized)						**60%**
ROAA (yearly)	**-187%**	**-11%**	**64%**	**72%**	**80%**	**51%**

Break-even period – 17 months
Self-capitalization period –26 months
Payback period – 56 months
Total investments from – $4.2M
Unoptimized Yr5 corporate tax – $1.3M
Terminal Value – $21.0M (Gordon growth model with discount factor 15% and growth rate 0%)

Malaysia

thousand USD	Year 1	Year 2	Year 3	Year 4	Year 5*	Total
investments	4,639	3,674	249	0	0	8,563
Total investments	**4,639**	**3,674**	**249**	**0**	**0**	**8,563**
Number of loans issued (thousand)	9	47	89	141	198	483
Amount disbursed	3,661	20,510	41,989	68,739	98,463	233,361
Net portfolio (EoY)	1,160	3,529	6,114	9,813	13,503	13,503
Revenue	700	7,059	15,496	25,452	37,314	86,021
One-off xpenses	-567	0	0	0	0	-567
Net profit after taxes	**-2,907**	**-1,171**	**3,705**	**6,774**	**11,440**	**17,840**
ROE (yearly)	**-113%**	**-17%**	**41%**	**75%**	**126%**	**51%**
ROAA (yearly)	**-261%**	**-34%**	**60%**	**69%**	**81%**	**42%**

Break-even period – 18 months.
Payback period – 51 months.
Maximum investments from – $8.6M.

Hong Kong

	Crowdfunding	Initial Public Offering	Funds	Debt Securities
Targeted investor	Public Investors	Public Investors	Public Investors	Public Investors
	Professional	Professional	Professional	Professional Investors
	Investors	Investors	Investors	
1) Pre-requisites / requirements for company & 2) average time for administration processing / application assessment / application approval	Partner with SFC licensed AMC (1 month) OR obtain	Positive cash fl w from business of >$2.58 million for 2 consecutive years	Partner with SFC licensed AMC (1 month) OR obtain	Company net assets >
	SFC licenses, application approval time (6 months)	Capitalization >	SFC licenses, application approval time (6 months)	$12.9 million
		$12.9 million		Audited account for latest 2 years
		Appl appr time by hkex (4 months)		Application approval time (<1 month)
Platform	Equity Crowdfunding / P2P Lending	Hong Kong Stock Exchange	AMC	Hong Kong Stock Exchange / personal network**
Tool	Shares / Debts	Shares	Unit Trust	Debt Securities (e.g. debentures, bonds, notes)
	Must be approved by SFC (2 months)	Must be approved by SFC (2 months)	Must be approved by SFC (2 months)	Must be approved by SFC (<1 month)
Advertisement materials & avg. approval time	Must be approved by SFC (1 month)	Must be approved by SFC (1 month)	Must be approved by SFC (1 month)	Must be approved by SFC (<1 month)
	Min 4 months Max 9 months+	7 months+	Min 4 months Max 9 months+	<3 months

The optimal ways to attract Investments is directly from personal network / through the partnership with AMC

Source of information

www.sfc.hk

www.hkex.com.hk

**In case debt securities are not listed on Hong Kong Stock Exchange, still can be issued through a personal network. Processing time will take more than 3 months. Regulations referred to www.cr.gov.hk/en/companies_ordinance/docs/part7-e.pdf

Thailand

Parameters	Thai Commercial Bank	Specialized Financial Institutions	Personal Loan Company	Nano-Finance Company	Pawnshop	P2P (No license yet)
Main purpose	Full range lending for corporate & personal lending	State-owned 1) promoting economic development 2) supporting investment	Medium to long term loan	Granting loan to grass root class	Secured loans with items of personal property used as collateral	Unsecured loan to SME
Minimum paid-up capitalization	N/A	N/A	USD 1.39 million	USD 1.39 million	USD 0.1 million	USD 0.15 million
Max foreign capital share	<50%	<50%	<50%	<50%	<50%	Thai incorporated company
	List 3 Business	List 3 Business	List 3 Business	List 3 Business	List 3 Business	
Interest cap	N/A	N/A	Max EIR 28% include Coll fee	Max EIR 36% include Collection fee	Max 24% (LA < $57)	N/A
					Max 15% (LA > $57)	
Regulator	Ministry of Finance	Ministry of Finance	Ministry of Finance	Ministry of Finance	Pawnshop Committee	Bank of Thailand
	The Bank of Thailand	The Bank of Thailand	The Bank of Thailand	The Bank of Thailand		Securities & Exchange Commission
Tenure for getting license	N/A	N/A	60 days to approve by regulators	60 days to approve by regulators	45 days to approve by regulator	SEC Office (Form 35-FP)
Number of active licenses	30	8	35	21	598	0

It is possible for foreign company to incorporate a subsidiary company
in Source: https://www.bot.or.th/English/FinancialInstitutions/FIStructure/Pages/default.aspx

Singapore

Thousand USD	Year 1	Year 2	Year 3	Year 4	Year 5*	Total
Investments	3,131	5,980	115	0	0	9,226
Total investments	**3,131**	**5,980**	**115**	**0**	**0**	**9,226**
Number of loans issued (thousand)	1	27	51	62	67	208
Amount disbursed	1,684	37,647	70,956	86,158	93,142	289,586
Net portfolio (EoY)	759	6,363	9,097	10,702	11,019	11,019
Revenue	348	10,255	21,070	26,065	28,512	86,250
One-off xpenses	-1,113	0	0	0	0	-1,113
Net profit after taxes	**-1,141**	**205**	**4,617**	**6,876**	**8,050**	**18,607**
ROE (yearly)	**-65%**	**3%**	**48%**	**72%**	**84%**	**53%**
ROAA (yearly)	**-97%**	**4%**	**47%**	**57%**	**61%**	**39%**

* - normalized year with no new clients growth

Break-even period – 18 months

Payback period – 29 months

Maximum investments from shareholder – 9.2 mln USD

Philippines

Investments, thousand USD	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Portfolio investments	931	600	177	0	0	1,709
OPEX and CAPEX investments	753	182	0	0	0	935
Total investments	**1,684**	**783**	**177**	**0**	**0**	**2,644**
Volume indicators	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Total**
Number of loans issued, thousand	30	173	351	520	620	1,694
Amount disbursed, thousand USD	2,484	14,095	28,198	41,569	49,284	135,630
Net portfolio (EoY), thousand USD	680	2,287	4,038	5,555	5,942	18,503
P&L, thousand USD	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Total**
Revenue	970	6,573	14,074	21,442	26,094	69,152
Provisions	-604	-3,003	-5,517	-7,373	-8,793	-25,291
Variable costs	-358	-1,264	-2,319	-3,372	-3,947	-11,261
Marketing acquisition costs	-221	-608	-1,112	-1,577	-1,775	-5,293
Salary (variable part)	-93	-352	-571	-812	-963-2,790	
Other variable costs	-33	-155	-268	-393	-466	-1,316
VAT	-11	-149	-368	-591	-743	-1,862
Fixed costs	**-830**	**-1,012**	**-1,070**	**-1,288**	**-1,383**	**-5,582**
Salary (fi ed part)	-545	-619	-617	-833	-970	-3,585
Other G&A expenses One-off expenses	-284	-393	-454	-454	-412	-1,998
	-16	-16	-16	-16	-16	-79
Net profit before taxes	**-838**	**1,278**	**5,152**	**9,393**	**11,955**	**26,939**
Terminal value						**56,916**
ROE (annualized)						**134%**
ROAA (yearly)	**-123%**	**76%**	**122%**	**147%**	**156%**	**138%**

Break-even period – 12 months
Self-capitalization period – 18 months
Payback period – 38 months

Cambodia

Thousand USD	Year 1	Year 2	Year 3	Year 4	Year 5*	Total
Investments	205	1,184	662	268	0	2,318
Total investments	**205**	**1,184**	**662**	**268**	**0**	**2,318**
Number of loans issued (thousand)	5,6	36	72	144	288	546
Amount disbursed	540	3,423	7,684	13,871	19,182	44,700
Net portfolio (EoY)	135	663	1,424	2,425	3,078	3,078
Revenue	738	1,508	3,581	6,812	10,104	22,743
Net profit after taxes	**-120**	**-696**	**609**	**1,553**	**2,990**	**10,739**
ROE (yearly)	**-7%**	**-16%**	**11%**	**25%**	**49%**	**50%**
ROAA (yearly)	**-13%**	**-28%**	**14%**	**23%**	**32%**	**37%**

Break-even period – 18 months.
Payback period – 51 months.
Maximum investments from – $2.3Million.

Vietnam

Parameter	Bank	Finance company (FC)	Microfinance institution (MFI)	Public credit fund (PCF)	Pawnshop (PS)	Peer-to-peer platform (p2p)
Main purpose	Full-range banking activity for retail and corporate banking	Specialized form for specific consumer finan e activity	Specialized form for microfinan e activity – work with mass segment	Specialized self-steered form for small size consumer finan e and SME activity	Collateralized loan granting	Facilitating individual investors and borrowers to find each other, make credit decision and process loan granting
Regulator	State Bank of Vietnam (SBV)	State Bank of Vietnam (SBV)	State Bank of Vietnam (SBV)	Local authorities	City/Province people committee, Local police	-
Min.capital requirements	$150M	$25M	$250K*	From $5K for every ward (limited geo coverage)	$0,1K	$0,1K
Max. foreign capital share	100%	100%	49%	0%	0%	100%
Possibility to grant loans to individuals	Yes, all the products	Yes, all the products	Yes, except credit cards	Yes, except credit cards	Yes, collateralized loans only	Yes (via individual investors)
Possibility to collect deposits from individuals	Yes	Yes (requires additional SBV decision)	Yes (requires additional SBV decision)	Yes (from members only)	No	Yes (in the form of attracting individual investors)
Comments		Specified y SBV form for conducting ("risky") consumer finan e business. Number of licenses issued currently is limited	Social, Charity fund or other NGO required being one of the obligatory founders of MFI with min.25% share	Min. number of members 30, all VN citizens. All members have equal voting rights in determining PCF management and policy. PCF is allowed to work in specific district only	The license can be issued to the local citizen only. Recent tightening requirements have been issued in 2016.	There is no specific li ense required for conducting a P2P activity. The P2P platform itself can be organized in the form of a usual legal entity with "Financial consultancy" scope of activity.

It is possible for foreign company to incorporate a subsidiary company
in Source: https://www.bot.or.th/English/FinancialInstitutions/FIStructure/Pages/default.aspx

Annex #3. Legal Notice

You are only allowed to purchase AMM tokens if and by buying AMM tokens you covenant, represent, and warrant that you are neither a u.s., Republic of Singapore and Republic of China citizen or permanent resident of the United States, Republic of Singapore and Republic of China, nor do you have a primary residence or domicile in the United States, including Puerto Rico, the U.S. Virgin Islands, Republic of Singapore and Republic of China, and any other possessions of the United States, Republic of Singapore and Republic of China. In order to buy AMM tokens and by buying AMM tokens you covenant, represent, and warrant that none of the owners of the company, of which you are an authorized officer, are U.S., Republic of Singapore and Republic of China citizen or permanent resident of the United States, Republic of Singapore and Republic of China, nor do you have a primary residence or domicile in the United States, including Puerto Rico, the U.S. Virgin Islands, Republic of Singapore and Republic of China, and any other possessions of the United States, Republic of Singapore and Republic of China.

Annex #4. DISCLAIMER

The company will not support or otherwise facilitate any secondary trading or external valuation of Tokens.

MicroMoney is a registered legal body staying within the bounds of the law in each country we operate.

Company Name: MICROMONEY Company Limited
Company Registration Number: 778(FC)/2016-2017(YGN), Incorporated in the Republic of the Union of Myanmar
Office: 1406(A), 14th Floor, Sakura Tower, 339 Bogyoke Aung San Road, Kyauktadar Township, Yangon, Myanmar

Company Name: MICROMONEY Thailand
Tax no. 0105560121681
36/73 PS Tower Floor 21, Sukhumvit 21 (Asoke) Klongtoeynuea, Wattana, Bangkok 10110

In cases of variation, the English version shall prevail.

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