



ARTIZ

Financial Insights

The AZX / Artiz caps explained

In this document the soft and hard cap we've set for the AZX / Artiz token are explained. Although we know that it is not common use to explain in detail what a company is going to do with the money invested, we at Artizw want to be totally transparent to our investors.

Artiz is intended to be the most easy-to-use crypto exchange ever build. To reach this, Artiz needs a top of the notch development and marketing team.

Besides the fact that we have a great team, we have to keep in mind that the first two or maybe three years the income will not cover the costs. The founders will only be paid for the job they have, market conform, no more, no less.

After calculation and best effort estimates we came up with a budget for the upcoming two years. Artiz needs a minimum funding of 15 mln euro. That is the annual budget multiplied by 2 and another 2m for ICO hosting costs.



FOUNDERS

The founders of Artiz will not get paid from the ICO funds; Our investors are not investing in a founder's reward but instead the founders will be paid market conform for the job they fulfill in the organisation. For example; our lead developer is one of the founders and will be paid as a developer. The fact that he is one of the founders will not result in a higher salary.



3

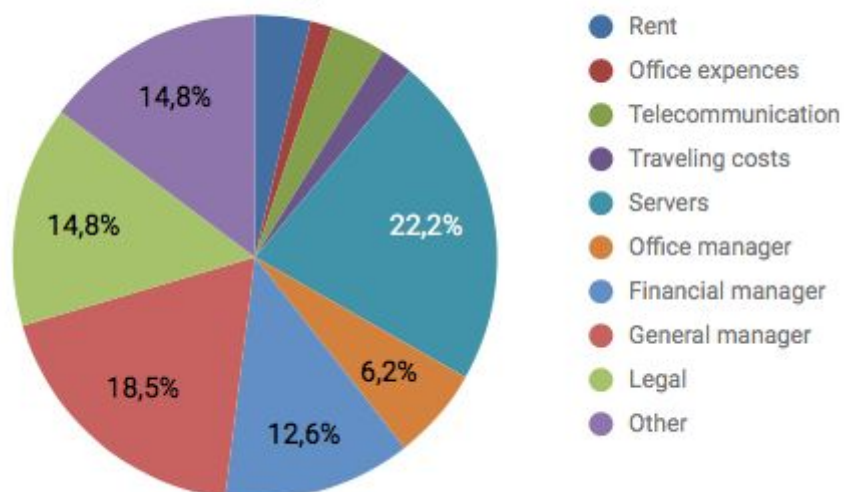
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FACILITY COSTS

Facility costs		
Rent	€	2.500,00
Office expences	€	1.000,00
Telecommunication	€	2.500,00
Traveling costs	€	1.500,00
Servers	€	15.000,00
Office manager	€	4.166,00
Financial manager	€	8.500,00
General manager	€	12.500,00
Legal	€	10.000,00
Other	€	10.000,00
Total facility costs	€	67.666,00 Month
	€	811.992,00 Year

Facility Cost Structure



4

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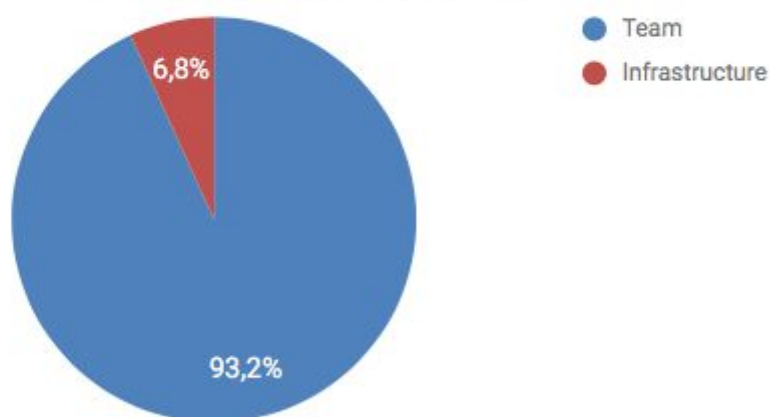
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CUSTOMER CARE

Customercare costs

Team	€ 688.000,00	year
Infrastructur	€ 50.000,00	year
Totaal	€ 738.000,00	

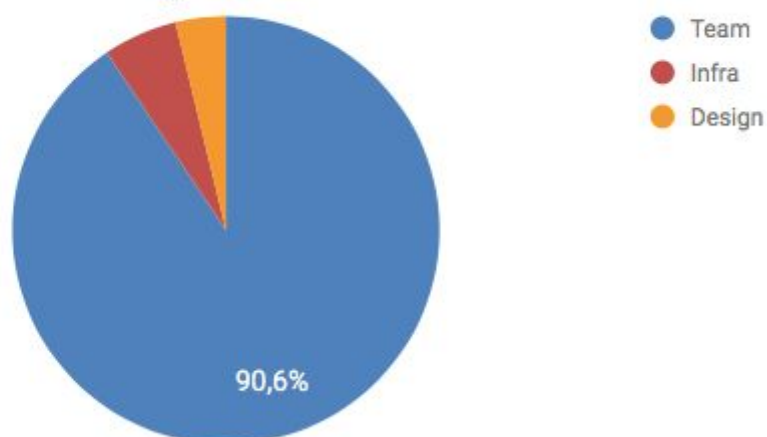
Customer Care Structure



DEVELOPMENT

Development costs		
Team	€ 161.000,00	
Infra	€ 10.000,00	
Design	€ 6.750,00	
Total development	€ 177.750,00	Month
	€ 2.133.000,00	Year

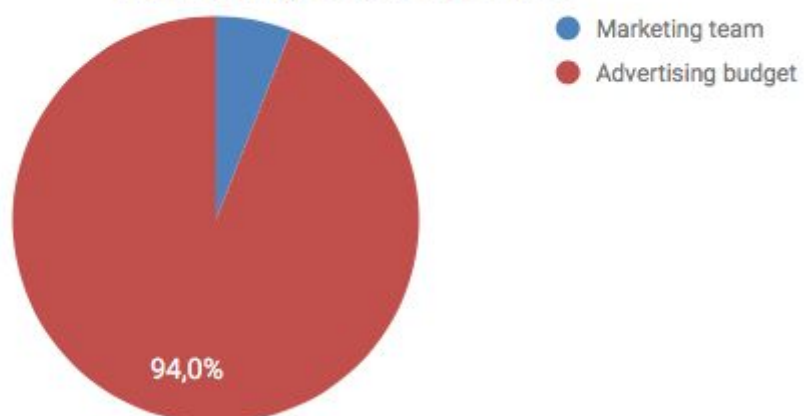
Development cost structure



MARKETING

Marketing costs		
Marketing team	€	19.250,00
Advertising budget	€	300.000,00
Total	€	<u>319.250,00</u>
		Month
	€	3.831.000,00
		Year

Marketing Cost Structure

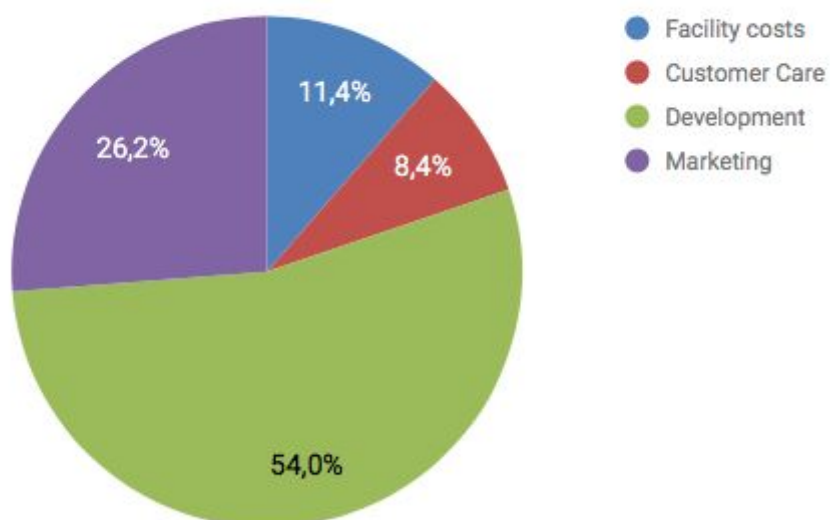


TOTAL

Annual financial planning Artiz

Facility costs	€ 811.992,00
Customer Care	€ 594.000,00
Development	€ 3.831.000,00
Marketing	€ 1.863.000,00
Founders	€ -
Total costs	€ 7.099.992,00

Cost structure Artiz



8

ARTIZ

Financial Insights