



IGNITE

CONTENTS

ABSTRACT	2
SECURITIES LAW POSITION	3
THE IGNITE DECENTRALISED SOLUTION	4
IGNITE RATINGS – Decentralisation and the Wisdom of the Crowd	5
Decentralising Incentivisation	5
Decentralising Expertise	5
Exploiting the HIVE - Cells	6
IGNITE RATINGS – In Practice	7
Step 1: Knowledge Share	7
Step 2: Review of Information	7
Step 3: Ratings Score	8
IGNITE INDICES – Swarm Theory in Action	9
Instant Reward, Reinvestment and Ignite MASTER INDEX Seeding	9
Reward Methodology	10
Closing the Loop	12
HIVE-Determined Index Structure	12
IGNITE MASTER INDEX – The Mechanics	14
How an Asset is Added to the Ignite MASTER INDEX	14
How an Asset is Removed from the Ignite MASTER INDEX	15
Reinvestment of Ignite MASTER INDEX Income	15
THE IGNITE FINANCIAL MODEL	16
Other Sources of Revenue	16
CRYPTOGRAPHIC AUDIT AND BACKEND	17
ASSETS AND PROOF OF SOLVENCY – Third Party Marketplaces and Exchanges	17
IGNITE TOKEN – Join the Revolution	18
Benefits of the IGNITE Token	18
The Ignite RATINGS Platform	18
The Ignite CARD	20
IGNITE TOKEN SALES	21
Presale Structure	21
Presale Discounts	21
Crowdsale Structure	21
Crowdsale Soft Cap and Soft Cap Discount	22
Distribution of Crowdsale Proceeds	23
Distribution of Follow-on Placement Proceeds	24
Distribution of Funds	25
IGNITE CROWDSALE TIMELINE AND PROJECT MILESTONES	26
FOUNDERS, DIRECTORS AND ADVISORS	28
IGNITE TEAM	29
IGNITE CORPORATE PARTNERS	38
LEGAL AND DISCLAIMER:	39

ABSTRACT

The rise of distributed ledger technologies and the advent of the "ICO" is helping start-ups obtain funding on a scale, and with a level of ease, that is previously unheard of – over \$3bn has been raised during 2017 alone¹. While the start-up space is welcoming of this new source of funding, and ICOs are helping to breathe life into some truly innovative projects, many ICOs are doomed to failure, either due to a lack of feasibility in the concept, or a lack of execution capability on the part of management.

The lack of regulatory oversight and the degree of anonymity afforded by decentralised blockchain technologies creates higher risks for investors looking to invest in the space, which gives rise to investor reluctance and, ultimately, reduced liquidity for those seeking funding.

In traditional financial markets, investors rely on the subjective opinions of centralised ratings agencies, who are directly incentivised by the issuers they are rating, to help them arrive at an investment decision. While some may find "expert opinion" helpful, this fundamentally flawed business model has had a considerable part to play in more than one financial collapse in the past few decades², and is so drastically misaligned with the ethos of transparency and decentralisation promoted by blockchain and distributed ledger technologies, as to be completely incompatible.

We are looking to propel business intelligence and information delivery into an exciting new world of cryptocurrency, collaboration, social networking and crowdsourcing.

Ignite RATINGS is building a fully decentralised and self-regulating ratings platform and linked investment index which provides the blockchain and distributed ledger industries with a sustainable source of reliable information on blockchain-based assets, and incentivises IGNITE token holders with a source of income from a diversified, crowd-managed index, linked to the highest-performing and highest-rated digital assets available.

But it does not stop there...once fully operational, we intend to deploy the Ignite technology stack to reinvent and redefine investor intelligence for almost every asset class available; each iteration giving rise to its own index and generating even more revenue opportunities for the Ignite community. Ignite is already working alongside major financial infrastructure businesses to develop and deliver a solution that has the potential to revolutionise the way the entire world rates and trades a variety of traditional assets, opening the door to a multi trillion-dollar industry.

You are Ignite. We are Ignite. Let's set the world on fire...

¹ <https://www.coinschedule.com/stats.php>

² <https://www.cfr.org>



SECURITIES LAW POSITION

IGNITE is not a security or an investment product.

Ignite is building a ratings and trade signals platform. The income component generated by the wider Ignite ecosystem is designed purely to be an incentivisation mechanism which encourages IGNT holders to continue to initiate and curate ratings on digital assets, and regulate the conduct of their peers via reputation management.

IGNT acts as proof-of-membership for a software platform that leverages a reward mechanism which, in turn, requires individual IGNT holders to actively participate in order to realise gains for themselves.

The element of participation and interaction required on the part of IGNT holders further assists IGNT to avoid classification as a security, pursuant to US securities laws, as it is much less likely to fail the "Howey Test". This is due to the fact that the requirement for active participation on the part of each IGNT holder considerably lessens any suggestion that an expectation of profits is dependent upon the actions and efforts of others. The Ignite RATINGS platform places the burden of generating "profits" squarely into the hands of IGNT holders themselves, and there is no expectation of profits for those IGNT holders who do not actively participate in the Ignite RATINGS process.

Please see our completed "["Securities Law Framework" self-assessment checklist for IGNT](#) for more information – this document has been produced as the result of an initiative between [Coinbase](#), [Coin Center](#), [Union Square Ventures](#) and [ConsenSys](#), and pursuant to the detailed legal advice of [Debevoise & Plimpton LLP](#).

The Coinbase logo is in blue lowercase letters. The Coin Center logo consists of an orange stylized 'C' icon followed by the words "COIN CENTER" in orange uppercase letters.

The Union Square Ventures logo is a white square containing the words "union square" stacked vertically above "ventures" in a green sans-serif font.

The ConsenSys logo features a circular emblem made of small dots forming a stylized 'C' shape, followed by the word "CONSENSYS" in a dark blue sans-serif font.

THE IGNITE DECENTRALISED SOLUTION

At Ignite, our mission is clear: we aim to completely disrupt and decentralise the traditional investment ratings process through borderless community, innovation, leveraging crowd-sourced cooperation and expertise, and the deployment of proprietary blockchain-based technologies.

The key components of the Ignite solution are:



IGNITE (IGNT) – our token. Token holders are members of the Ignite HIVE and are entitled to participate in the Ignite RATINGS programme, as well as benefit from the performance of the Ignite INDICES



IGNITE RATINGS – our decentralised, socially interactive, crowd-sourced ratings platform and performance-based ratings system



IGNITE HIVE – our collective consciousness, our hive mind. In participating in the Ignite RATINGS programme, token holders pool and share their knowledge, experience and opinions, leveraging collective intelligence for the benefit of all individuals



IGNITE INDICES – our decentralised, peer-reviewed and community-managed indices and investment vehicles, which are powered by, and directly linked to, the Ignite RATINGS platform

IGNITE RATINGS – Decentralisation and the Wisdom of the Crowd

Decentralising Incentivisation

THE PROBLEM: Two of the main drivers of the global financial collapse of 2008 were the industry's systemic reliance upon centralised ratings structures and a fundamentally flawed scheme of incentivisation for those agencies, whereby issuers themselves pay the credit ratings agencies to rate their securities. This is an antiquated system which creates its own demand and justifies the existence of the ratings agencies themselves.

THE IGNITE SOLUTION: Coupling a decentralised, incorruptible ratings structure with an incentive scheme which rewards the ratings body based directly on the performance of its highest-rated assets, drastically limits the amount, and impact, of questionable/false ratings, the likes of which caused the 2008 financial crisis. It is this principle which forms the backbone of the Ignite ecosystem, as the entire Ignite community would suffer financially by allowing poor and inaccurate ratings to influence the composition of the Ignite Indices. Accordingly, the Ignite RATINGS platform creates the world's first democratic, self-levelling and self-governing ratings system, fostering transparency, fairness and trust in the marketplace while driving sustainability for both existing, and future, digital and/or traditional assets.

Decentralising Expertise

One might speculate as to how a highly-specialised process such as investment ratings could be decentralised and, effectively, outsourced to the crowd; but we believe that, in casting a wider net, Ignite RATINGS manages to capture a much greater breadth AND depth of knowledge than any single analyst or algorithm is able to match. **We have created the HIVE.**

Ratings, by their nature, are highly subjective and dependent upon a variety of factors, including specialist knowledge at a number of levels and across multiple disciplines, professions, industry sectors, geographies, technologies etc. There is no "*one size fits all*" solution, and it should not be the case that the same metrics and criteria are routinely applied to each and every asset which is being subjected to the ratings process. That being said, it is possible to broadly define the sorts of questions that any ratings agency, and/or prospective investor, should be asking themselves when assessing any investment opportunity. It is by defining, and refining, these categories of questions that the Ignite RATINGS platform is able to learn and draw from the knowledge and opinion of the HIVE in determining an appropriate Ignite RATINGS score for an asset/issue:

FINANCIAL

The issuer's financial standing

- How will cash contributed be deployed?
- How will the issuer earn a profit?
- Does the white paper make sense financially based on the required capital raise?
- Is a return anticipated? How will this be realised?

DEMAND

Demand or future demand for the product or service

- Does the project have long term viability?
- Does the world need this product?
- Does this project solve a problem?
- Is this project scalable?
- Is this project adaptable

ENVIRONMENTAL

Stability and growth of the environment in which the issuer operates

- Is the project operating in a growth industry, or one with the potential for growth?
- Does the industry have a strong outlook?
- What jurisdiction will the project operate out of?
- What regulatory, legal and/or operational hurdles does the project face?

EXECUTION

Team experience and reliability

- Who is behind the project?
- Do they have a history of execution?
- What have they accomplished?
- What expertise and skills sets do they have which are relevant to the project?
- Who is advising/assisting the project?

Ultimately, a variety of metrics can and should be used to gather sufficient information to reach a ratings conclusion. By decentralising this process, the expertise and skills sets of, potentially, millions of Ignite community members are able to be leveraged to positively influence a ratings outcome, working together as the Ignite HIVE. As ratings research and review is an ongoing and self-correcting process, both the Ignite HIVE and the wider market are afforded a real-time overview of the performance and condition of an asset.

Exploiting the HIVE - Cells

The HIVE architecture also permits the creation of private CELLS, whereby like-minded individuals, colleagues and/or friends can pool their knowledge and expertise for the benefit of the CELL and automatically execute a defined trading strategy, in specifically identified assets, at any number of connected exchanges.

IGNITE RATINGS – In Practice

The Ignite RATINGS system incorporates a simple 2-step process which generates a real-time rating of an existing or new issue.

Step 1: Knowledge Share – Both the issuer (where actively participating in the ratings process) and the Ignite HIVE are able to populate a community-accessible knowledge store with all available information regarding a particular issue/asset. Ignite HIVE members are encouraged to contribute their own research findings, and/or information sourced from third parties, to help support the ratings process.

Information is broadly separated into 4 categories: *Financial*, *Environmental*, *Demand* and *Execution*, with more granular sub-categories available for rating/review.

Step 2: Review of Information – Any eligible³ member of the Ignite HIVE who wishes to participate in the ratings process is able to review and grade as little, or as much, of the information available regarding an existing or upcoming issue as they wish. In turn, submitted content, information and ratings conclusions, and even Ignite HIVE members themselves, are subject to scrutiny, review and rating by their peers, the other members of the HIVE.

The Ignite solution aggregates all relevant ratings in real-time and awards the asset an Ignite RATINGS score (which continues to be variable over time). A high Ignite RATINGS score indicates that, in the opinion of the Ignite HIVE, highly reliable and verifiable information is available regarding a particular asset and that the asset has a reasonable prospect of succeeding in its stated endeavours, if any. Assets with a high score would typically be more transparent with the information they provide and, as such, issuers are incentivised to share as much information as possible with the Ignite community for review. Only those Ignite HIVE members who have actually reviewed the available information can participate in, and influence, the Ignite RATINGS score and we combine numerous technical solutions to prevent any attempts to manipulate the same.

Core to every aspect of the Ignite RATINGS system (and what works so effectively at combating manipulation and collusion) is the Ignite REPUTATION ENGINE, which dictates how much influence an individual may have on the overall ratings process and, consequently, how much reward they may receive for their interactions with the Ignite platform. We combine these proprietary technologies with other “off the shelf” anti-fraud tools, our own token-based verification

³ Eligibility is an important security feature of the Ignite RATINGS platform and is determined by the Ignite REPUTATION ENGINE with reference to a number of factors.

mechanism, and some good old-fashioned functional awkwardness, to help maintain the physical, technical and ethical integrity of the Ignite RATINGS system.

Step 3: Ratings Score – The compiled Ignite RATINGS scorecard uses an easy to understand "5 Star" grading scale to aggregate and represent the community's overall opinion of the issue:

- ★ ★ ★ ★ ★ **High quality proposal**
- ★ ★ ★ ★ ☆ **Above average proposal**
- ★ ★ ★ ☆ ☆ **Average proposal**
- ★ ★ ☆ ☆ ☆ **Below average proposal, high risk**
- ★ ☆ ☆ ☆ ☆ **Very low-quality proposal, very high risk, AVOID**

Once commenced, the ratings process remains ongoing indefinitely; thus an issue's Ignite RATINGS score continues to develop and update itself in real-time, as more and more information becomes available to the Ignite community as to how an issue is tracking against its stated objectives. The Ignite RATINGS score continues to be relevant throughout the lifecycle of an issue, informing and educating the Ignite community and the wider markets as a whole.

In considering an incentive scheme that would reward, engage and encourage our community members to continue to participate in the ratings process, it was imperative to us that they share in the successes that their combined wisdom and expertise support; and that any incentive should compel our community members to continue to influence and shape Ignite RATINGS for the benefit of all. **For this reason, we are creating the Ignite INDICES.**

IGNITE INDICES – Swarm Theory in Action

The Ignite crowdsale will not only enable us to bring the much-needed Ignite RATINGS platform to the masses, but will also provide Ignite with sufficient capital to seed the first Ignite INDEX, which we are calling the "Ignite MASTER INDEX" – a uniquely democratic and autonomous investment vehicle that feeds on the expertise, wisdom and acumen of the Ignite HIVE.

60% of the Ignite crowdsale capital contributions will be set aside for the purpose of seeding the Ignite MASTER INDEX which will, in turn, participate in the highest-rated issues as determined by the Ignite HIVE, via the Ignite RATINGS process. The Ignite MASTER INDEX is a key component of the Ignite ecosystem as it incentivises the Ignite HIVE, while providing a source of revenue for Ignite. The Ignite MASTER INDEX seed funding will be secured via a multi-signature wallet, of which an internationally-recognised professional services firm will be a custodian and signatory, and will only be available for deployment once the Ignite RATINGS platform is launched.

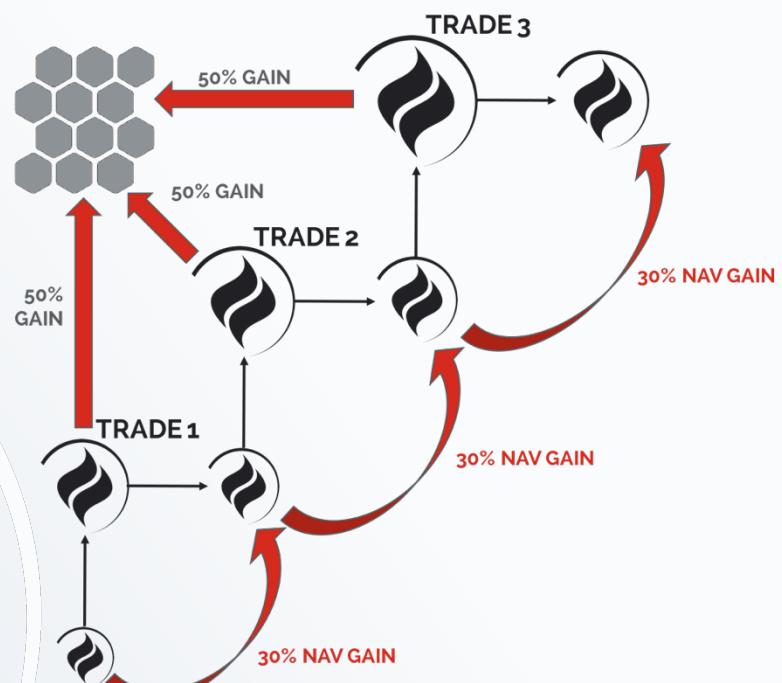
By participating in the Ignite RATINGS process, the Ignite HIVE provides automated "trading signals" to the Ignite MASTER INDEX and, in doing so, the HIVE decides whether and when a token should be added to the Ignite MASTER INDEX and funds be deployed. Due to its reliance on the HIVE's trading signals, the Ignite MASTER INDEX is completely directed and managed by the Ignite HIVE and is not subject to any external influence.

Instant Reward, Reinvestment and Ignite MASTER INDEX Seeding

As a reward for successfully lending their collective wisdom to the Ignite HIVE and powering the trading activity of the Ignite MASTER INDEX, IGNT holders are entitled to a performance fee which is equal to **50%** of any gains realised by the Ignite MASTER INDEX on trades executed upon the recommendation of the HIVE.

As we believe in the power of instant gratification and that quarterly, half-annually or annually distributed entitlements simply do not fit with the Ignite business model, we have decided that **100%** of the Ignite HIVE rewards should

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be made available to those IGNT holders who actively participate in the Ignite RATINGS process almost immediately, once trades are processed and confirmed by the respective blockchains and networks⁴. As such, every member of the Ignite HIVE is afforded a "real-time" view of the respective proportion of any Ignite HIVE proceeds that are available to them⁵, in either BTC or ETH, via their Ignite RATINGS wallet.

Should an IGNT holder not wish to participate in the Ignite RATINGS process, any rewards that would otherwise be due to them (see below) are added to the Ignite MASTER INDEX's deployable capital base, to help drive growth in the value of the Ignite MASTER INDEX, and the IGNITE token itself - ensuring that all IGNT holders are afforded the chance to benefit from the performance of the Ignite HIVE and the Ignite RATINGS process, whether or not they are active participants.

In addition to **100%** of the rewards that would otherwise be due to IGNT holders that do not participate in the Ignite RATINGS process, **30%** of any Ignite MASTER INDEX trading gains and **100%** of any income generated from assets held in the Ignite MASTER INDEX are added to the Ignite MASTER INDEX's deployable capital base. Structuring the Ignite MASTER INDEX for growth increases the income potential and, therefore, value of IGNT through actual performance, rather than market hype.

The remaining **20%** of Ignite INDEX trading gains are retained by Ignite (see below).

Reward Methodology

Distributions to individual members of the HIVE are made pursuant to a number of criteria which determine the proportion of a reward that that member should be entitled to, including:

1. **MINIMUM REWARD** – every IGNT token in issue is assigned a minimum reward value. If IGNT tokens are deployed as participation tokens within the Ignite RATINGS platform and a community member participates in the rating process for an asset that realises a gain when closed out, those minimum rewards will be taken into account for the purposes of calculating the total reward due to the token holder. If IGNT tokens are "passively" held, i.e. either not deployed as participation tokens within the Ignite RATINGS platform at all, or are deployed but the token holder does not participate in the ratings process for an asset that realises a gain, those minimum rewards to which the token holder might otherwise be entitled are added to the deployable capital base of the Ignite MASTER INDEX;

⁴ "Gains" are net receipts, after the deduction of exchange transaction fees and network fees etc.

⁵ Actual distributions vary according to a number of criteria, including: how active an individual is as a member of the Ignite RATINGS community, an individual's reputation within the Ignite RATINGS community, whether or not said individual actively participates in the Ignite RATINGS process, how well an individual's ratings track against the performance of the Ignite MASTER INDEX and, of course, how many IGNT the individual holds.

2. **PARTICIPATION (QUANTITATIVE)** – an IGNT token holder's interaction with the Ignite RATINGS platform, and their participation within the ratings process and wider community, has an effect on the total reward which an IGNT holder might otherwise be due. Both the nature of interactions, and the frequency of interactions are noted – the completion of numerous repetitive simple tasks may not have any bearing on the amount of reward to which a community member may otherwise be due, but the less frequent completion of more substantial tasks which have the potential to add greater value to the ratings process will do. This same logic also has a direct bearing on a community member's reputation and the amount of influence he/she may assert in the overall ratings process. Obviously, there is greater benefit to be had if those interactions relate to the asset which has realised a trading gain and generated a reward;

3. **PARTICIPATION (QUALITATIVE)** – more important than the amount of interaction an IGNT holder has with the Ignite RATINGS platform is the quality of that interaction in the context of its ability to add value to the ratings process. All community member interactions with the Ignite RATINGS platform are, themselves, subject to peer review from other community members. This accountability to the wider community builds trust and encourages the submission of well-researched, fair and high-quality opinions and content – it also directly affects a community member's reputation within the wider Ignite ecosystem and the amount of influence he/she is able to exert on the ratings process. High-quality submissions and interactions have an effect on the total reward to which an IGNT holder would otherwise be due;

4. **PERFORMANCE** – blurring the lines somewhat with qualitative participation is a participating IGNT holder's ratings performance relative to a gaining asset's trading performance. This is considered a separate criteria within the Ignite reward mechanism as quality submissions and performance are not inextricably linked, nor do low-quality submissions necessarily denote poor performance overall; sentiment can be expressed and can track accurately against an asset's performance without having to be supported with high-quality submissions – a lack of such submissions will, of course, affect a community member's reputation and influence and, also, the amount of reward to which he/she might otherwise be entitled; and

5. **HOLDING** – the final determinative factor in allocating rewards to individual community members is the amount of IGNT held on the Ignite RATINGS platform. In order to receive the maximum potential benefit, IGNT holders are encouraged to store as much of their IGNT as possible within the platform's integrated wallets. Not only does this provide the

means by which rewards can be weighted to reward those who are most committed to Ignite, it also promotes a healthy secondary market where demand should exceed supply.

Closing the Loop...

The beauty of the Ignite solution, is that the Ignite MASTER INDEX permits the wider Ignite ecosystem to "close the loop", in terms of ensuring that the Ignite community members are sufficiently incentivised as individuals for participating as worker units within the Ignite HIVE and for providing the wisdom upon which Ignite RATINGS is built.

We are creating a system the likes of which the financial ratings industry has never seen.

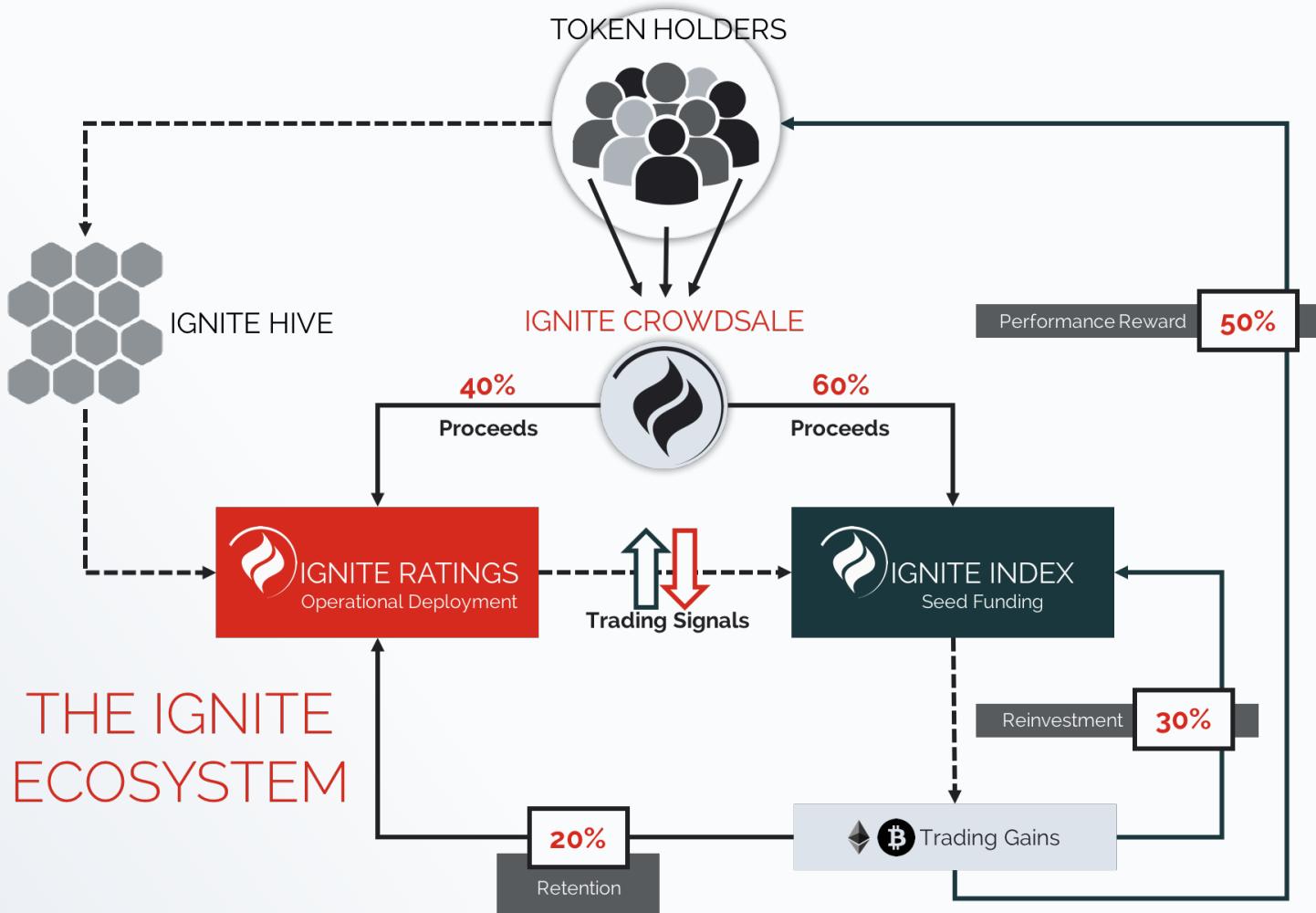
The Ignite HIVE (and consequently IGNT token holders) benefit from an asset-backed reward system, the value of which is inextricably linked to a diversified portfolio of the highest-rated digital assets, cryptocurrencies and tokens available on the market. Having a vested interest in the performance of the Ignite MASTER INDEX incentivises and encourages the Ignite community to critically review all issues/assets which are subjected to the Ignite RATINGS process, to rate honestly and, importantly, to continually monitor and reassess all Ignite RATINGS scores against real world performance.

HIVE-Determined Index Structure

The power lies with the HIVE to change the composition of the Ignite MASTER INDEX to ensure the inclusion within the index of a token that is performing, or is expected to perform, well – every Ignite community member is able to submit any issue to the Ignite HIVE for rating and consideration and, therefore, inclusion in the Ignite MASTER INDEX.

Similarly, it is for the HIVE alone to decide the appropriate time to close out a gaining trade. Due to the limited exposure that the Ignite MASTER INDEX will have to each individual asset (see below), it is anticipated that any trades not yet realising a gain will simply be held.

Every Ignite community member is empowered as an integral part of the Ignite HIVE.



THE IGNITE ECOSYSTEM

We anticipate that the Ignite **MASTER INDEX** will be the first of many indices powered by the Ignite **RATINGS** platform.

While the Ignite **MASTER INDEX** is intended only to hold digital assets, subsequent indices will be established that hold all manner of tradeable assets according to variable risk profiles – e.g. *Ignite Real Estate (High Risk) Index, Ignite Real Estate (Low Risk) Index, Ignite Stocks and Shares Index, Ignite FX Index, Ignite Private Equities Index etc.*

Each subsequent Index will be seeded via its own crowdsale, with the Ignite **MASTER INDEX** enjoying access to very preferential, early access/pre-crowdsale pricing, thus further enabling growth in the value of the Ignite **MASTER INDEX** and the original **IGNITE** token over time.

IGNITE MASTER INDEX – The Mechanics

The Ignite MASTER INDEX is designed to be composed of:

Max. 90%	Tokens of the highest-rated assets, per Ignite RATINGS
Min. 5%	ETH
Min. 5%	BTC ⁶



How an Asset is Added to the Ignite MASTER INDEX:

Following the close of the Ignite crowdsale, the Ignite MASTER INDEX will be composed, initially, of 50% BTC and 50% ETH. Once the Ignite RATINGS platform is launched, eligible IGNT holders will immediately be able to participate in the ratings process for existing and upcoming issues as part of the Ignite HIVE.

As issues are rated, those that meet the eligibility requirements will be added to the Ignite MASTER INDEX and an investment will be made of **up to 1%** of the current net asset value of the Ignite MASTER INDEX. It is anticipated that the initial Ignite MASTER INDEX will not invest in any issue with an Ignite RATINGS score of less than 3.5 stars (the mechanics may be subject to change), but for those that surpass that, an investment will be made which is directly proportional to the issue's Ignite RATINGS score. Subsequent Ignite Indices will use variable acceptable ratings thresholds according to their desired risk profile.

Example In the event that the Ignite MASTER INDEX has \$10,000,000 in investable assets; a maximum of \$100,000 would be available to invest in the "NEWCOIN" issue as follows:

★ ★ ★ ★ ★	\$100,000
★ ★ ★ ★ ☆	\$90,000
★ ★ ★ ★ ☆	\$80,000
★ ★ ★ ★ ☆	\$70,000
★ ★ ★ ☆ ☆	NIL

⁶ "Liquid" assets may be held in currencies other than BTC and ETH, from time to time, depending on volatility and market conditions. It is intended that a minimum of 10% of the Ignite MASTER INDEX be readily deployable by being held in the form of recognised, established and readily tradeable currency.

How an Asset is Removed from the Ignite MASTER INDEX:

Automatic removal – If an asset's Ignite RATINGS score falls below **3.5 stars** for a sustained period of time, but the Ignite MASTER INDEX's open position for that asset remains profitable, it will be automatically removed from the Ignite MASTER INDEX and its tokens sold. A ratings score may fall due to an issue underperforming against expectations and its being downgraded by the Ignite HIVE, or its ratings score may fall due to ratings atrophy, i.e. should the issue not be receiving a sufficient number of favourable, new ratings.

Community removal for cause – Any eligible Ignite community member is able to initiate the removal of an issue from the Ignite MASTER INDEX, regardless of its Ignite RATINGS score, by requesting the HIVE to vote on its removal for cause. If sufficiently supported by other eligible members of the community, the issue will be removed from the Ignite MASTER INDEX and its tokens sold.

Community trading – Any eligible Ignite community member is able to suggest to the Ignite HIVE that an asset's open position be closed in order to realise a gain. The proposition is then available for all eligible Ignite HIVE members to agree or disagree with. Until a proposed trade is actually executed, a HIVE member is entirely free to change their stance on the suggested transaction. Throughout this process the Ignite DETERMINATION ENGINE is continually aggregating each participating HIVE member's appetite for proceeding with the suggested transaction. In the event that the decision event horizon is reached, the proposed transaction will be executed.

Upon liquidation of tokens, any funds returning to the Ignite MASTER INDEX pools of BTC and ETH are immediately available for deployment by the Ignite MASTER INDEX.

Reinvestment of Ignite MASTER INDEX Income

Many digital assets offer subscribers a financial return, either via a revenue share, or a dividend. Any income generated by the holdings of the Ignite MASTER INDEX will be added to the Ignite MASTER INDEX liquidity base to encourage perpetual capital growth and increase the net asset value of the Ignite MASTER INDEX.

THE IGNITE FINANCIAL MODEL

Core to the Ignite business model is that it receives no revenue for providing ratings. Instead, its "income" is wholly dependent upon the performance of the Ignite HIVE and the Ignite MASTER INDEX.

While 50% of any trading gains realised by the Ignite MASTER INDEX is paid to the Ignite HIVE by way of performance fee, and a further 30% added to the Ignite MASTER INDEX liquidity base by way of reinvestment, **20%** is retained by Ignite and payable immediately from the gains of the Ignite MASTER INDEX.

These gains cover the ongoing development, provision and upkeep of Ignite's proprietary software solutions to both the Ignite RATINGS platform and the Ignite INDICES, as well as Ignite's day-to-day operations generally. A solid stream of trading profits permits our business to be fully self-sustaining from launch, while ensuring that we are able to recruit and retain top talent, continually develop and improve our software, add new services and generally improve the Ignite ecosystem for the benefit of our backers – the Ignite community.

As Ignite's retentions are dependent upon the liquidation of holdings within the Ignite MASTER INDEX, and as such liquidity events are entirely in the hands of the Ignite HIVE and cannot be predicted, provision has been made for Ignite to raise additional working capital, as needed, through follow-on secondary offerings.

40,000,000 IGNT tokens will be held back from the IGNT crowdsale and will be locked-up for a minimum of 12 months. Thereafter, Ignite may offer for sale to existing token holders first, no more than 2,000,000 IGNT (total) per quarter – any secondary offerings of IGNT not taken up by existing token holders may, subsequently, be offered by IGNT to the secondary market. **20%** of any capital raised in this way will be distributed to Ignite to be deployed by way of operating capital, while **80%** will be distributed to the Ignite MASTER INDEX and added to its deployable capital base.

Other Sources of Revenue

Initially, all Ignite RATINGS scores will be freely available via the Ignite RATINGS website and mobile applications, and will be distributed to partners of Ignite via API; in time, Ignite would like to make enhanced versions of this data available commercially via a subscription service. IGNT holders will never have to pay to access any of the Ignite products or services, however it is anticipated that non-token holders will be required to pay to access certain features of the Ignite platform.

CRYPTOGRAPHIC AUDIT AND BACKEND

The key to any decentralised process is trust and transparency. Being based on blockchain and distributed ledger technologies, Ignite's software solutions are built from the ground up to be entirely transparent – every transaction, every interaction, every rating, every trade, every decision.

Working alongside industry-leaders and innovators, such as Medici Ventures, and tZERO, we are developing a fully auditable real-time solution which timestamps, tracks, and records ratings and trading activity made on behalf of the Ignite MASTER INDEX.

As the trading of the Ignite MASTER INDEX is automated on the basis of signals provided by the Ignite HIVE, transparency is as important to us, as it is our community of members.

Upon close of the crowdsale, the Ignite smart contract will deliver tokens to investors and establish the Ignite MASTER INDEX.

Elements of the Ignite platform which are anticipated to be fully verifiable and auditable include:

1. Trading log of the Ignite MASTER INDEX – timestamp, pricing, verification of delivery;
2. Real-time accuracy of Ignite RATINGS scores – every rating is timestamped and associated with an individual Ignite wallet ID;
3. Confirmation of investable assets;
4. Confirmation of current investments;
5. History of Ignite RATINGS; and
6. Automation of trading activity.

ASSETS AND PROOF OF SOLVENCY – Third Party Marketplaces and Exchanges

It is expected that the Ignite index will acquire tokens from a number of sources, including on the open market, during ICO processes, and/or during pre-ICO processes. In those cases where Ignite transacts with a third-party marketplace, we insist on only dealing with exchanges that implement Proof of Solvency (PoS) standards, as cold storage reserves can be audited.

IGNITE TOKEN – Join the Revolution

Benefits of the IGNITE Token

IGNT is a utility token. It is the means by which a member of the Ignite community may validate his/her Ignite RATINGS account, participate in the Ignite RATINGS process and have access to exclusive features of the Ignite RATINGS platform. IGNT provides a variety of benefits to the holder:

1. **Income potential** – every IGNT holder is eligible to receive a share of the trading gains of the Ignite MASTER INDEX by participating in the Ignite RATINGS process. Should an IGNT holder not wish to participate in the Ignite RATINGS process, any rewards that would otherwise be due to them are added to the Ignite MASTER INDEX's deployable capital base, to help drive growth and the value of IGNT – ensuring that all IGNT holders benefit;
2. **Ignite MASTER INDEX growth** – in addition to 100% of the rewards that would otherwise be due to IGNT holders that do not participate in the Ignite RATINGS process, 30% of all trading gains and 100% of any income generated from assets held in the Ignite MASTER INDEX are added to the Ignite MASTER INDEX's deployable capital base. Structuring the Ignite MASTER INDEX for growth increases the income potential and, therefore, value of IGNT through actual performance, rather than market hype; and
3. **Ratings platform and trading suite** – in addition to providing a decentralised ratings resource for digital assets, the Ignite RATINGS platform will also function as a full trading suite, designed to enhance the active trader's profits.



The Ignite RATINGS Platform

The Ignite RATINGS platform will provide IGNT holders with access to:

1. **Real-time ratings** – generated by the Ignite HIVE. IGNT holders can take advantage of real-time trading opportunities and, eventually (subject to the necessary regulatory clearance and/or licensing), execute trades directly from the Ignite RATINGS platform via Ignite's trade routing solution;
2. **Ratings for upcoming ICOs** – generated by the Ignite HIVE...buy into the facts, avoid the hype;
3. **Ongoing ratings and progress reports for existing ICOs and altcoins** – generated and maintained by the Ignite HIVE;
4. **Charting** – real-time pricing of all listed digital assets;

5. **Third party news feeds and business intelligence** – aggregated information from popular news outlets;
6. **The Ignite MASTER INDEX** – community members can review the composition of the MASTER INDEX and its deployable funds and interact directly with it, recommending trades, putting material changes to the community etc.;
7. **Technical analysis (future feature)** – IGNT holders will be able to design, build and share their own TA tools;
8. **Independent trading (future feature, subject to regulatory clearance/licensing)** – using Ignite's unique trade routing technology, IGNT holders will be able to deposit funds and trade directly with a number of market-leading exchanges, always receiving the best possible price and without having to leave the Ignite ecosystem;
9. **Automatic arbitrage (future feature)** – having specified the desired criteria, IGNT holders can take advantage of Ignite's trade routing technology to automatically benefit from arbitrage opportunities, as and when they occur; and
10. **Paper trading (future feature)** – IGNT holders will be able to paper trade and test strategies in real-time via Ignite's trade routing technology.



IGNITE RATINGS DRAFT WHITE PAPER – CONFIDENTIAL, SUBJECT TO CHANGE, NOT FOR CIRCULATION
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The Ignite CARD

Ignite has partnered with an industry-leading payment card provider to manufacture and distribute Ignite debit cards, which will allow IGNT holders to easily spend their rewards wherever they are in the world⁷.



Once our partner has approved an application for an Ignite CARD, IGNT holders will be able to transfer any rewards earned from their participation in the Ignite RATINGS programme directly to their Ignite CARD.

The Ignite CARD is not likely to be available upon launch of the Ignite RATINGS platform, but it is a feature that we would hope to be able to introduce at the earliest possible opportunity.

In the absence of an Ignite CARD, Ignite's community members are free to transfer their rewards to the BTC or ETH wallet of their choosing, for no more than the standard networks fees.

⁷ Initially available to residents of the EU only, but rolling out worldwide shortly thereafter.

IGNITE TOKEN SALES

Presale Structure

Presale dates	15 December 2017
IGNT available	2,500,000
Minimum contribution	10 ETH
Maximum contribution	1,000 ETH

Presale Discounts

Tier 1	10 ETH minimum contribution	12% discount	0.00587 ETH per IGNT (effective)
Tier 2	100 ETH minimum contribution	25% discount	0.00500 ETH per IGNT (effective)
Tier 3	500 ETH minimum contribution*	35% discount	0.00433 per IGNT (effective)

*Tier 3 subject to 3-month lockup period

Crowdsale Structure

Crowdsale dates	15 January 2018 – 28 February 2018
Total IGNT minted	60,000,000 IGNT*
IGNT available	8,000,000 IGNT TOTAL (including ALL presales and retentions for staff/partner incentives)
Price	
15 January – 29 January	0.00600 ETH (1 ETH = 166.67 IGNT)
29 January – 5 February	0.00613 ETH (1 ETH = 163.13 IGNT)
5 February – 12 February	0.00627 ETH (1 ETH = 159.49 IGNT)
12 February – 19 February	0.00640 ETH (1 ETH = 156.25 IGNT)
19 February – 26 February	0.00653 ETH (1 ETH = 153.14 IGNT)
26 February onwards	0.00667 ETH (1 ETH = 149.93 IGNT)
Maximum contribution	1,000 ETH
Additional information	<ul style="list-style-type: none"> - 200,000 IGNT tokens (2.5%) will be made available for community outreach/bounty programmes. - 2,000,000 IGNT tokens (25%) will be made available as incentives for community members, staff and partners and, in the case of staff and partners, will be subject to a 24-month lockup period. - These amounts are already reserved and included in the 8,000,000 IGNT offering.

*The remaining **52,000,000 IGNT** will be locked up for a period of 12 months from the close of the crowdsale. Ignite may elect to distribute proportions of the retained IGNT to its existing token holders by way of secondary offering to help meet the ongoing capital needs of Ignite and the Ignite MASTER INDEX (see below). Secondary offerings will be limited to lots of 2,000,000 IGNT, with no more than one placement being made per quarter.

Crowdsale Soft Cap and Soft Cap Discount

Soft cap dates	15 – 16 January 2018 (first 24 hours of the Ignite Crowdsale)
Soft cap amount	750,000 IGNT
Soft cap minimum contribution	1 ETH
Soft cap maximum contribution	5 ETH
Soft cap discount	10%
Soft cap price	0.006 ETH
Eligibility	With only 1,000 soft cap contribution slots of 5 ETH available, participation will be decided on a first come, first served basis.



Any IGNITE tokens that remain unsold as at the end of the crowdsale will be added to the 52,000,000 IGNT not being offered for sale via the crowdsale and will be locked up for a period of 12 months. Retained tokens may be deployed by Ignite in a number of ways, including:

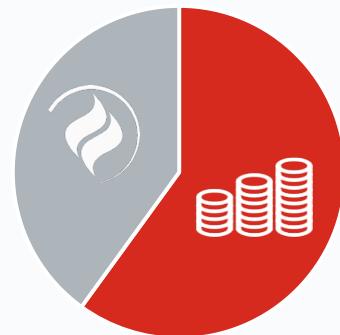
1. Ignite may sell additional IGNT via secondary offerings to its existing token holders, not selling more than 2,000,000 IGNT per quarter. Further, any tokens available, but not sold, via a secondary offering may be freely offered for sale by Ignite on the secondary market. **80%** of the proceeds of sale from any secondary offering/sale will be added to the deployable capital base of the Ignite MASTER INDEX, **20%** will be retained by Ignite to help meet operational expenses;

2. Ignite may distribute retained tokens to its community members as additional rewards or bonuses for certain actions or promotions; and/or

3. Ignite may distribute retained tokens by way of further incentive for marketing and promotional efforts.

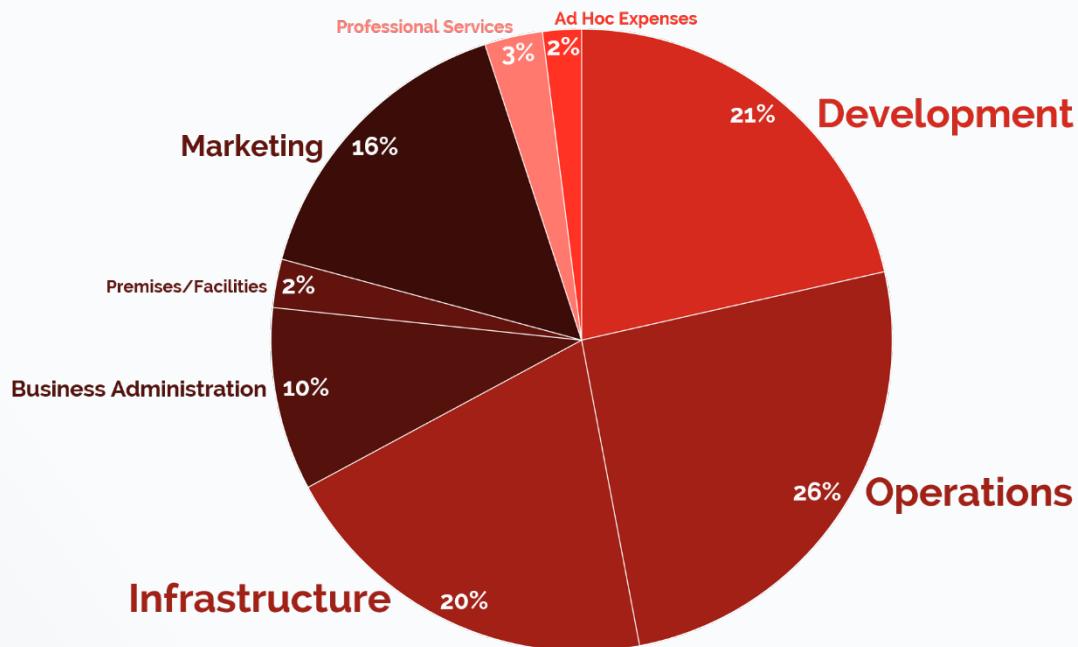
Distribution of CrowdSale Proceeds

Unlike most ICOs or crowdsales where 100% of the capital raised disappears into the operating accounts of the business, a **minimum of 60%** of Ignite crowdSale contributions will be securely set aside and used solely for the purpose of seeding the Ignite MASTER INDEX. In addition, **100%** of any revenue generated by the Ignite INDEX's holdings will be added to the Index's liquidity base. The Ignite INDEX seed funding will be secured via a multi-signature wallet, of which an internationally-recognised professional services firm will be a custodian and signatory, and will only be available for deployment once the Ignite RATINGS platform is launched.



A **maximum of 40%** of Ignite crowdSale contributions, will be used for the development of the Ignite RATINGS platform, and Ignite operating costs generally – this figure will be capped at a **maximum of \$7m USD**. These funds provide the necessary capital to deploy and market the Ignite RATINGS platform, as well as a level of operational reserves that Ignite is able to rely upon while revenue potential builds. Operational funds are held in a multi-signature wallet, of which an internationally-recognised professional services firm will be a custodian and signatory, and only deployed in tranches if the signatory is satisfied that both the level and direction of audited spending is appropriate and reasonable; further, all information regarding the deployment of operational capital prior to the launch of the Ignite RATINGS platform, and our auditor's written assurances regarding the same, will be made publicly available via the Ignite RATINGS website. Once the Ignite RATINGS platform has launched, all remaining operational funds are immediately available to Ignite and deployable as Ignite sees fit.

Once the \$7m cap is hit, any additional crowdSale proceeds originally reserved for operational expenses will be added to the deployable capital base of the Ignite MASTER INDEX.



Distribution of Follow-on Placement Proceeds



80% of Ignite private placement contributions will be immediately added to the liquidity base of the Ignite MASTER INDEX.

20% of Ignite private placement contributions will be added to Ignite's operational capital reserves and will be immediately available to Ignite and deployable as Ignite sees fit.



Distribution of Funds

Funds raised for the Ignite MASTER INDEX will be held in ETH and BTC until the Ignite RATINGS platform is ready for deployment. Following deployment, Ignite MASTER INDEX funds will be distributed across a number of secure wallets and exchanges, facilitating ease and speed of trade execution, and maximising access to liquidity – all completely transparent and all fully auditable using any appropriate blockchain explorer.

Developed in conjunction with our industry-leading technology partner, tZERO, Ignite's on-off blockchain solutions will be able to provide IGNT holders with a detailed overview of the distributions and holdings of the Ignite MASTER INDEX in real time.

Retentions on trading gains will be distributed to Ignite upon the close of every gaining trade of the Ignite MASTER INDEX and will be payable from the Ignite MASTER INDEX's reserves of ETH and BTC. The Ignite INDEX automatically rebases itself to maintain a minimum of **5%** of its assets in ETH and **5%** in BTC.

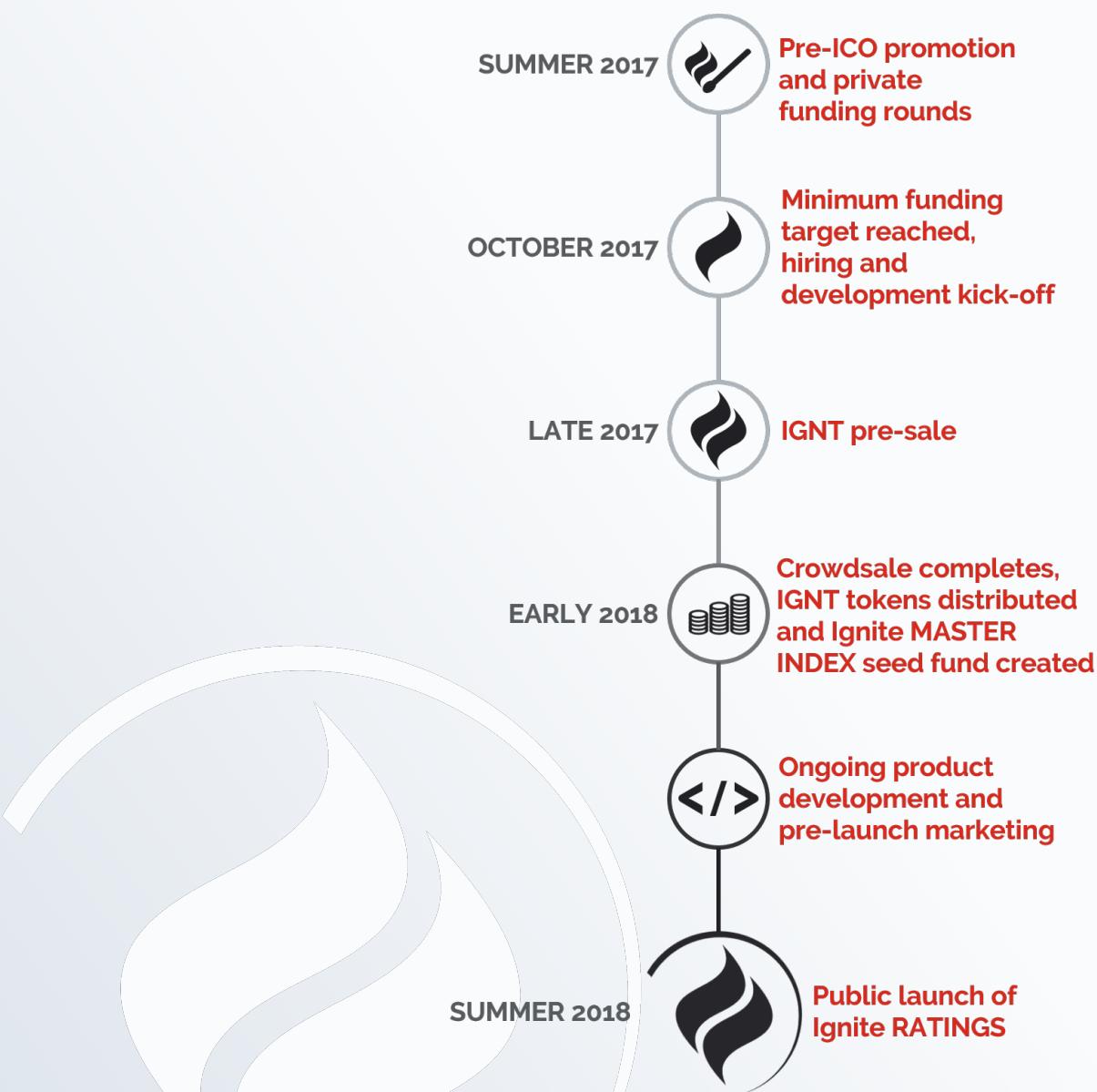
IGNT is NOT a share or security. IGNITE tokens do not entitle the holder to any ownership, equity or control in Ignite and its associated companies, the Ignite RATINGS platform, the Ignite INDICES or the intellectual property and assets of any of them.

IGNITE CROWDSALE TIMELINE AND PROJECT MILESTONES

We are passionate about the product we are creating and excited to learn if it will disrupt the status quo as much as we believe it will.

Ignite's management team are committed to launching the Ignite ecosystem at the earliest opportunity but, as with all new technology, the development phase is of the utmost importance and the length of time required to perfect the core code and functionality of the Ignite RATINGS platform is very difficult to predict.

We expect to make the launch version of the Ignite RATINGS platform and Ignite INDEX available to IGNT holders within 6 to 9 months of raising the minimum capital required.



		PHASE 1 INCEPTION AND FUND-RAISE	PHASE 2 PRE-LAUNCH DEVELOPMENT	PHASE 3 TECHNOLOGY DEPLOYMENT	PHASE 4 INSTITUTIONAL MIGRATION
	Q1	INITIAL CONCEPT AND PRODUCT SKELETON			
2017	Q2	WHITE PAPER DRAFTING AND ADVISOR CONSULTATION KEY PARTNERSHIPS IDENTIFIED AND HEADS OF TERMS ESTABLISHED			
	Q3	EARLY STAGE PRIVATE INVESTMENT TECHNOLOGY TEAM BUILD OUT AND DEVELOPMENT KICK-OFF	PRODUCT WIREFRAMING AND REQUIREMENTS SPECIFICATION		
	Q4	SMART CONTRACT AUDIT IGNITE PRE-SALE	DEVELOPMENT SPRINTS		
	Q1	IGNITE CROWDSALE DISTRIBUTION OF IGNT TO CONTRIBUTORS SEEDING OF IGNITE MASTER INDEX	IGNX LISTING ON EXCHANGES DEPLOY ALPHA IGNITE RATINGS PLATFORM FOR TESTING		
	Q2		DEVELOPMENT SPRINTS	DEPLOY BETA IGNITE RATINGS PLATFORM FOR TESTING	
2018	Q3			DEPLOY IGNITE RATINGS RELEASE CANDIDATE DEPLOY iOS AND ANDROID APPS LAUNCH IGNITE CARD (DEBIT CARD)	DISTRIBUTE IGNITE RATINGS DATA FEED VIA API TO PARTNERS, EXCHANGES, NEWS OUTLETS, TRADING PLATFORMS ETC. COMMENCE DEVELOPMENT OF IGNITE TRADING PLATFORM
	Q4				LAUNCH REGULATED FUND – CROWDSALE INITIATE INSTITUTIONAL INVESTOR PROGRAMME WITH tZERO AND GIBRALTAR BLOCKCHAIN EXCHANGE DEPLOY TRADE EXECUTION SOLUTION FOR PRIVATE ACCOUNTS INTEGRATION OF IGNITE TRADING AND RATINGS PLATFORMS

FOUNDERS, DIRECTORS AND ADVISORS

Ignite's management team is based out of its World Trade Center headquarters in Gibraltar, and is comprised of experienced professionals with backgrounds in legal and financial services, institutional trading, technology and online communities. Ignite's founders have worked together for many years on several successful endeavours and maintain an excellent working relationship and enviable track record of vision, innovation, execution and commitment. The Ignite team is passionate about the future of blockchain and distributed ledger technologies and their potential to disrupt and revolutionise, not just finance as we know it, but the world as a whole.

Ignite intends to operate their platform through an affiliated company, Petlan Limited (a company incorporated under the laws of Gibraltar). Gibraltar is the only jurisdiction in the world that has, as yet, introduced regulations relating to Distributed Ledger Technology. The Ignite team wishes to operate to the highest standards of compliance and regulation and, as such, Petlan Limited will engage leading Gibraltar counsel to assist it with the Gibraltar licensing process under the Financial Services (Investments and Fiduciary Services) Act of Gibraltar and the compliance by Petlan Limited with the DLT Providers' Regulations 2017.

IGNITE TEAM



DAMON BARNARD ESQ

Director - Operations, Legal, Compliance



Damon is a seasoned C-level executive and respected professional advisor in the technology and start-up space. Damon is an English-qualified corporate lawyer, specialising in M&A, intellectual property, regulatory affairs and technology law. Having been at the forefront of the highly technical online gaming industry for many years, and having played a significant role in its consolidation, Damon was appointed as General Counsel and Executive Director to one of the world's largest online gaming communities in 2013, and was instrumental in its sale to an industry giant for a significant 8-figure sum. Most recently, Damon has served as COO to a leading group of technology and Internet infrastructure companies, and CEO to one of its leading brands – successfully growing the business from nothing to one of the largest within its industry in just 2 years.

Damon has a BA Honours degree in Business Management and Information technology from the University of Manchester, and Postgraduate Diplomas in Law and Legal Practice from the University of Law. Damon is most at home behind a Gibson Explorer, or the wheel of a race car.

CHRISTOPHER COUSINS

Director - Strategy, Revenue, Marketing



Christopher began his financial career over 14 years ago learning to trade equities and S&P futures to supplement his income during university. His ability to analyse opportunities and trade profitably allowed him the freedom to pursue a variety of entrepreneurial opportunities.

As the years progressed Christopher continued as an equities trader for a private investment group, trading over \$20m at his discretion. After moving to Europe in 2010, Christopher continued his career as a buy side trade and acquisitions consultant for privately managed funds. In 2015 Christopher joined a leading group of technology and Internet infrastructure companies as the group's CRO. Christopher is a true entrepreneur, having launched several successful businesses, including his award-winning (deservedly so!) Thai restaurant.

Christopher has a BA in Accounting and Finance from Saint Joseph's University. When not working tirelessly in the office, Christopher enjoys water sports, extreme skiing, downhill mountain biking, and other adrenaline-fuelled activities. Yes, we took out life insurance...



JOANNAH BARNARD FCA, *Finance and Professional Services*

Joannah is a chartered accountant and a Fellow of the Institute of Chartered Accountants of England and Wales.



Having qualified with PricewaterhouseCoopers in the UK, Joannah made a move into industry with one of the UK's largest media groups. Subsequently, Joannah established and headed up the entire finance function of a group of highly profitable technology businesses in Gibraltar, serving as Executive Director and CFO. Joannah was instrumental to the sale of the group's core business for a significant 8-figure sum in late 2013. Most recently, Joannah has served as COO of a large multinational law firm headquartered in Gibraltar.

Joannah has a first-class BA Honours degree in Business Management and Information Technology from the University of Manchester. Joannah is the only person we know who still uses a good old-fashioned Filofax, and more than likely keeps the company in business with all the inserts she goes through. Oh, and don't dare move anything on her desk. Ever.

OLIVER SMITH, *Legal and Compliance*

Oliver cut his legal teeth training with the Investment Funds Team at Hassans International Law Firm before moving in-house with a leading group of technology and infrastructure companies. The last three years has seen him gain widespread experience in all areas of legal practice from intellectual property, financial services, dispute resolution, employment, compliance, and technology law. His day to day duties have included managing the legal affairs of a regulated Gibraltar Experienced Investor Fund, and working closely with organisations such as the Gibraltar Financial Services Commission, and the Internet Corporation of Assigned Names and Numbers on compliance and regulatory matters.



Oliver has a BA Honours degree in Law from the University of Birmingham, and qualified as a barrister following successful completion of his Bar Professional Training Course at the University of Law London.

In his free time, he is most likely to be found acting as a legal advisor to early stage start-ups, cycling, or climbing a boulder on a hilltop somewhere in the countryside. It is universally agreed that Oliver has the best hairline in the office.

**PAUL MORGAN, Technology – Technical Architect**

Paul has been involved with leading edge development for over 20 years and has been an early adopter of major advances in technology during this period. Specialising in the finance and insurance sectors, Paul has played a leading role in the defining and planning of complex secure systems, not only to serve current requirements but also ensuring future-proofing as businesses continue to develop and expand.

Paul has enjoyed a variety of technical roles including Project Management, Business Analysis and currently Chief Technical Architect, supported with extensive commercial experience with Agile, Paul has been instrumental in the success of many major projects. With the ability to understand complex requirements and simplify, be proactive and communicate efficiently during projects, this has given Paul an exceptional reputation in the industry.

CRAIG JOHN, Technology – Developer, Network Security

Stemming from a keen interest in digital forensics and network security, from a .NET application developer and penetration tester, Craig's career gained traction with his ability to combine business logic with secure modern technology. To date, Craig has successfully designed and delivered over 120+ secure web and mobile business applications, across a diverse range of commercial sectors including insurance and finance. With his background in security, Craig takes a keen interest in refining coding standards and testing methodologies to ensure developers are knowledgeable and follow stringent coding standards that, where applicable, comply with ISO27001, data protection and PCI DSS security standards.

With a continued interest in leading edge technology, Craig has seen the successful implementation of many teams of technical experts in artificial intelligence, robotic process automation and blockchain technology, with the objective to continue to enhance ability to deliver innovative, intelligent and highly secure commercial solutions to market.



MATTHEW GUY, Technology – Solutions Architect



Matthew has a wealth of experience in IT and software and continues to have a hands-on approach to application development. For over 25 years, Matthew has worked on a wide-ranging line-of-business applications across a number of commercial sectors . Matthew is technically skilled in technologies such as SQL Server, C#, .NET, Visual Basic, ASP.NET, Azure, Solidity and other blockchain technologies.

Previous projects include leveraging Microsoft's Azure Cloud architecture to service secure commercial Solidity contracts over the Ethereum blockchain. With a refined focus on emerging technologies, Matthew is known as the "technical brain" in the industry and plays a key part in maximising the successes of solutions in the market.

ADAM BUJEGA, Technology - Developer



Adam has over 12 years' experience in the software development industry playing a key role in the development and successful delivery of over 45 innovative insurance and finance sector solutions.



Adam likes to promote a hands-on approach to the development lifecycle and regularly improves efficiency in deliverables through sharing his experience and knowledge of the sector with the technical team. Adam's strength is in customer engagement and his experience in the finance sector helps shape business requirements by promoting modern solutions through a phased technical strategy.

Adam has been successful in maintaining project budgets and ensuring standards and deliverables meet client technical specifications. Adam's greatest success to date was the delivery of a £1m+ suite of PCI DSS compliant travel insurance products to the market on time and under budget.



RICHARD DAVIES, Technology – Developer and UX Designer

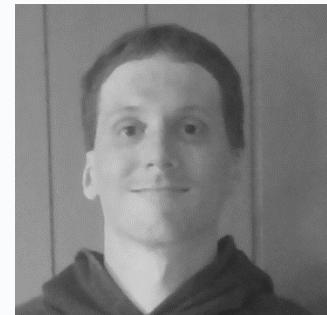
Richard is a skilled and experienced developer with a vast knowledge of a variety of development languages. Richard has more than 14 years of experience in the software industry working on enterprise level, web based solutions for large commercial and secure government based contracts.

Richard has had a strong influence in defining the technical approach and architecture of over 30 line-of-business solutions in banking and insurance and is currently focussed on bringing innovation through intelligent products to the finance sector. Richard is heavily involved in the development of web and mobile-enabled blockchain products and solutions in the utilities and finance sector – believing that this technology will redefine such solutions going forward, Richard is taking steered focus in encapsulating this technology into future commercial solutions.

EVAN HALL, Digital Marketing



Evan Hall is an accomplished interdisciplinarian in the world of information technology and digital marketing, having worked as a Systems/Network Administrator, IT Consultant and Digital Marketing Consultant over the past 15 years. Evan is credited on numerous hit video game titles along with several other software titles, has founded 3 companies of his own, and, over the past 2 years has ventured heavily into the fields of virtual reality and cryptocurrency.



In 2008, Evan founded whitehat i.t., a now highly reputable boutique technical provider, delivering web services such as Web Design, Web Development and Web Marketing. whitehat i.t now has over 50 clients worldwide and is a recognised Google Partner, managing a USD 2 million+ advertising budget per annum. whitehat i.t has also developed 50+ websites for clients over the past 5 years.

In early 2017, Evan partnered with Alistair Doulin (another Ignite team member) to create Future VR, an interactive 3D development company specializing in lead to market VR scenes for property developers. Future VR is one of the first companies to bring such high level VR technology to market in Australia.

In June of 2017, Evan formed a crypto advisory board, Wolf Crypto, made up of 20+ worldwide, hand-picked high profile/high net worth investors and advisors. Wolf Crypto provides crypto related advisory services to ICOs, other advisory boards and investors in general.

Evan has a Bachelor of Screen Production from Griffith University, is a Microsoft MCP and MCSA and is also a recognized Google Specialist, with qualifications across Analytics, AdWords, YouTube and Search/Display marketing. He holds a large and diverse cryptocurrency portfolio (having first purchased Bitcoin on VirWox in 2011) along with a lifelong passion for anything related to technology!



"PEERCHEMIST", Technology



Peerchemist is a respected member of the cryptocurrency community.

Since 2016, he has been the Project Lead on Peercoin, the first blockchain project to implement Proof of Stake (PoS), and is in charge of its current and future development. In addition, he invented the PeerAssets token protocol – a highly efficient, blockchain agnostic protocol designed to facilitate secure P2P transactions involving assets, and is lead developer at the named project with ~1200 contributions in the last year to relevant github.

Peerchemist strives to enhance the cryptocurrency community by increasing real-life use cases like tokenisation of tangible assets and blockchain-based governance and organisation, which is what Ignite RATINGS is all about. His experience in advising blockchain-based start-ups lends a strong presence to any project, including Ignite RATINGS where Peerchemist will share his knowledge and experience with the development team, and be continuously present as advisor in the project.

ALISTAIR DOULIN, Technology

Alistair is a software development veteran with over 15 years' experience. His software has been installed on millions of devices around the world including mobile, desktop and game console. He has spent the last 7 years as CTO of a software consulting company which specialises in blockchain technologies, virtual reality and video games.



Alistair began his software engineering career as a 3D graphics programmer where he created hit titles such as Battlestar Galactica and the Battle Group series. He then moved onto web development and now focusses on blockchain technologies for a number of cryptocurrency projects. In 2017 Alistair became an advisor to a number of high-profile ICOs. He brings his technical knowledge and experience to guide software development teams on best practices in blockchain development as well as the optimum way to integrate existing centralised platforms into the decentralised world of cryptocurrencies. Alistair has a passion for software architecture, risk mitigation and project management helping software teams succeed on and off the blockchain.

Alistair holds a Bachelor of Information Technology (with distinction) from Queensland University of Technology. He is a Microsoft Certified Professional as well as a Certified Scrum Master.

Alistair began investing in cryptocurrencies in 2012 and has been mining Ethereum since 2016. He has recently taken up a position on the advisory board at Wolf Crypto, a team of 20+ hand-picked high profile and high net worth investors and advisors.



JOE CAMMARATA, Technology

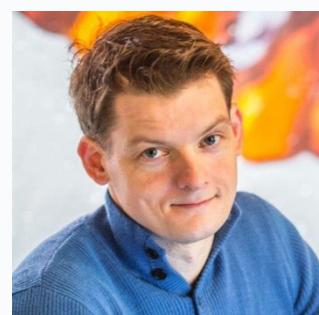
Joe currently serves as President of TZERO, a global leader in blockchain technology, distributed ledgers, and private market exchanges. TZERO is a key technology partner of Ignite.

Joe began his career in the financial industry over 20 years ago and has been instrumental in the use of electronic trading to effect industry wide company launches, efficiencies and changes – including the Island ECN, Datek Online, and Sonic . He began his career at Datek where he pioneered NASDAQ market orders. While at Datek he developed an internal cross that would eventually become the Island ECN. He then joined and orchestrated the growth of Datek Online – which was sold to Ameritrade, for just under \$1.4 billion. As co-founder and CEO of Sonic Trading he architected the system that would serve as its core product. Recognized for its innovative query handling, superior market data processing, and all-around reliability, the Sonic system served more than twenty-four Institutional clients and Broker/Dealers before being acquired in 2004 by the Bank of New York.

After the acquisition, he served as Managing Director for BNY Brokerage and its spin-off BNY ConvergEx as the head of Electronic Trading and Strategic Planning and Development. In 2010 he purchased the broker dealer assets of the defunct Order Execution Services Holdings, Inc. As President and CEO he has launched a broker-dealer routing system, SpeedRoute and an ATS, Pro Securities. SpeedRoute is currently routing for some of the largest Banks, Broker Dealers and Stock Exchanges in the United States and has plans for continued growth across a robust product suite.

PETUR EYTHORSSON, Security

Pétur is a data protection and security expert with 18 years' experience in advising corporations in the enterprise sector as well as government agencies.

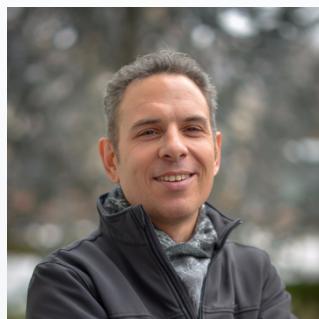


Pétur focuses on market analytics and acts as a technical strategist for leading vendors in data protection and security fields on resiliency-related subjects.

Techincal author, university lecturer and current Member of IBM's Advisory Council, Pétur is one of only 80 "Certified Advanced Certified Security Master" worldwide.

As a leading expert in his field, Pétur advises Ignite on best practices when it comes to software security and data handling and is responsible for ensuring that the Ignite RATINGS platform is being built with security as its main priority.

Pétur is an experienced cryptocurrency trader and early stage contributor to several high profile ICO projects.



LORIEN NEWMAN, *Marketing and Investor Outreach*



Lorien is a 20 year veteran of online marketing and advertising, who has more recently turned to sharing his experience, strategy and knowledge with the cryptocurrency world, both as advisor and investor. Lorien provides extensive, in-depth and analytical advice and insight at all levels and has previously supported projects such as Monetha, Ignite, LeverJ, Uledger and others, helping them to raise tens of millions of Euros in funding.

KLAJDI "KAL" CIRAKU, *Investor Outreach*



Klajdi studied as an Engineer of Industrial Design at the Technological Institute of Kozani and started his first successful business venture while still at school at the age of 21. Later, he co-founded Harbour a governance protocol built on the Ethereum ecosystem. He has been involved in several projects as an advisor or early investor.



ISABELLE LUO, *Investor Outreach (APAC)*



Isabelle is Ignite's Chinese crypto community expert and is in charge of managing Ignite's opportunities in the far east. As a long time Gibraltar resident she has worked with Chris and Damon for many years helping to develop and grow a marketplace for digital assets in the APAC regions – and blown past all sales expectations in the process!

Isabelle is a graduate in Business Administration from the University of Leicester (UK) and grew up in the beautiful city of Chengdu, China – in her spare time, Isabelle likes playing mahjong, watching tennis and making money in the digital asset space, in which she has rapidly become something of an expert.

ASHISH GIANANI, Advisor – Capital Markets

Ashish is a Chartered MCSI with experience as a regulated financial services professional in the UK and in India. He began his financial career with the Tata group and then went to work for PwC in London - before moving to investment management for private bank clients. He managed \$200 million in client assets at Citibank in 2015 before moving to Gibraltar, where he is currently the Portfolio Manager for a family office and independent asset manager, Atlantic Capital Limited.



Ash is a key player in the Gibraltar start-up community, co-founder of the Futureday incubator and is currently a co-director of Startup Grind's local Gibraltar chapter. He has been connecting Gibraltar with innovation and investment hubs internationally for many years.

Ash has a BA in Maths and a Masters in International Business.

He believes in being a team player - as a midfielder in football and hockey teams, middle order batsman in cricket and in the middle of the court in racket sports...you get the idea.



IGNITE CORPORATE PARTNERS



WOLFCRYPTO
INTELLIGENCE TRADED

Ignite Ratings

c/o Petlan Limited
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Gibraltar GX11 1AA

Contact details: info@igniteratings.com



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