

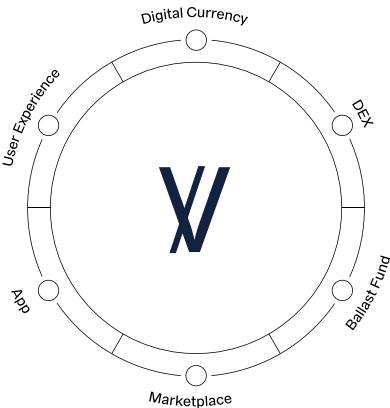
**"We're fast approaching an era of economic liberation."**

— Christian Goodell, Founder

**How can we transition into a global society that puts what really matters in life—true value—front and center?** By creating an economy that circulates and strengthens what creates real and lasting wealth. That's an economy that works for all, restores our capacity to focus on what actually matters in life, and allows us to care for our fellow inhabitants on this planet. A truly healthy global economy requires a way to circulate value that works for everyone. That's Valeo.

### About Valeo

Valeo is ethically sound, technically sound, economically sound digital money for the 21st century. From our perspective, it takes six integrated components to create a truly healthy circulatory ecosystem for value:



#### A Digital Currency



Valeo offers a steadfast, reliable, functional currency that preserves purchasing power, providing the foundation for a value- and values-based economy.

#### A Decentralized Exchange (DEX)



Our fully transparent, over-collateralized DEX operates on a set of hard rules rather than human error (or greed).

#### A Ballast Fund



Our ballast fund assures invulnerability to financial panics and provides a buffer to ensure the Valeo ecosystem remains balanced and protected.

#### A Marketplace



Our ecosystem includes a marketplace where the Valeo currency can be spent on real-world goods and services.

#### A Mobile App



The Valeo app simplifies the circulation of value, namely: acquisition, exchange, sending, receiving, and spending of the currency.

#### A Stellar Customer Experience



Ease-of-use and human-to-human support are prioritized for all Valeo clients: savers and spenders, as well as our merchants, affiliates, developers, and investors.

### Market

Valeo takes a deliberate, phased-in approach to three main market sectors over three years: phase one addresses the stablecoin market; in phases two and three we enter cross-border remittances and retail commerce.

What AOL was to Web 1.0. What Facebook was to Web 2.0. **It's time to build for Web 3.0.**

## Business Model

Our financial model builds both company asset value and cash flow steadily over 5 years, creating a solid and lasting company with a large, high-value network. We build company asset value by sales of the Valeo currency and network effects. Additionally, 8 revenue streams create cash flow for operations: swap fees, transaction fees, POS revenue split, retail store markup, marketplace vendor fees, affiliate revenue, market gains from our protocol-owned liquidity, and ballast fund portfolio income.

## Projections

For digital currency systems, we're past the early adopters and well into the early majority phase, with forecasts predicting half the world on mobile wallets by 2024. The urgency of global need for a sound money transfer system makes our offer very timely indeed; we anticipate rapid uptake of a utilitarian value conveyance device that preserves purchasing power like Valeo, once people realize what it can do for them.

## Team

**Christian Goodell**

Founder &amp; CEO

Christian is an innovative, proven entrepreneur who has applied his acumen to the transformation of commerce.

**Roy Cammarano**

President

Roy is a seasoned career President and CEO who has served on the Board of Directors of five Inc. 500 companies.

**Irene Katzela**

Chief Technology Officer

Irene is one of Canada's leading systems experts, and a phenomenal tech team builder and leader.

**Anouk Pinchetti**

Currency Design Specialist

Anouk is a well-recognized expert in currency design in Australia.

**Branden Spikes**

IT and Security

Branden built the IT and security systems for PayPal, Tesla and SpaceX.

**Matthew Walker**

Olsen Law Firm Legal Team

Olsen drafted the legislative frameworks for digital assets for Wyoming.

We're looking for partners who want to work with us to introduce a serious solution to the current problem of money.

### Path Forward

We're years in development and post-pivot, with our solution fully developed and 6 months or less to launch. The opportunity is immediate. Financials are available on request. Please inform us of your interest.

### Website

<http://valeo.money>

### For more info:

[hello@valeo.money](mailto:hello@valeo.money)

Thank you for your interest in Valeo.

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