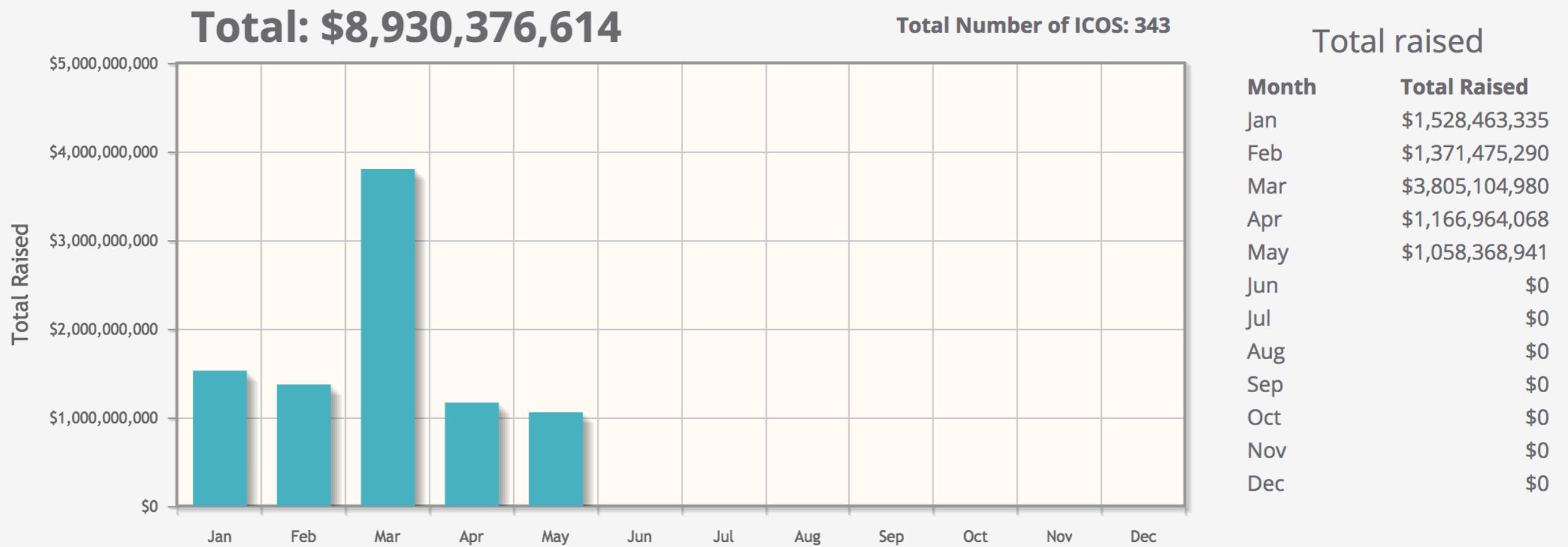


THE WORLD'S FIRST  
TOKEN EXCHANGE MOBILE APP



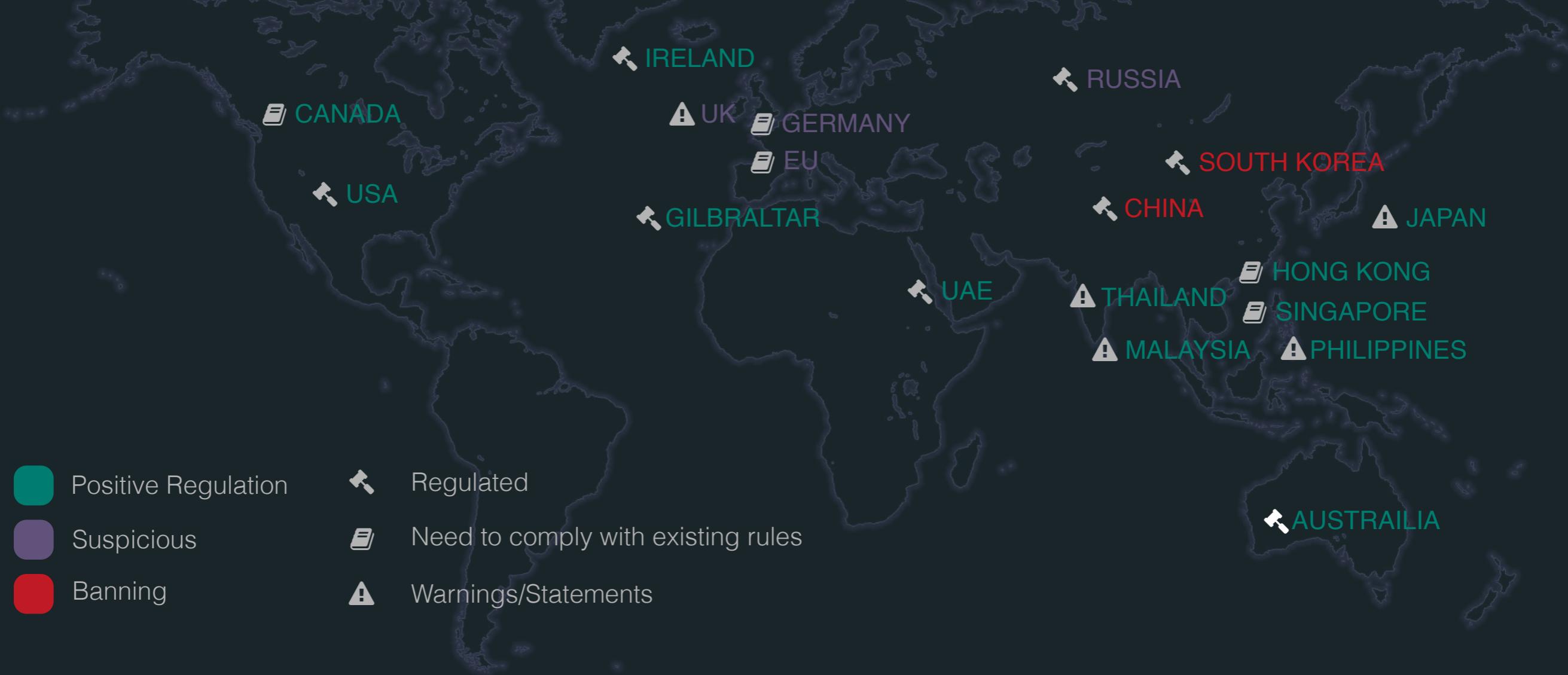


**In 2017, ICOs breached the 3 Billion USD mark.**  
**In 2018 it is estimated that ICOs will exceed 15 Billion USD.**





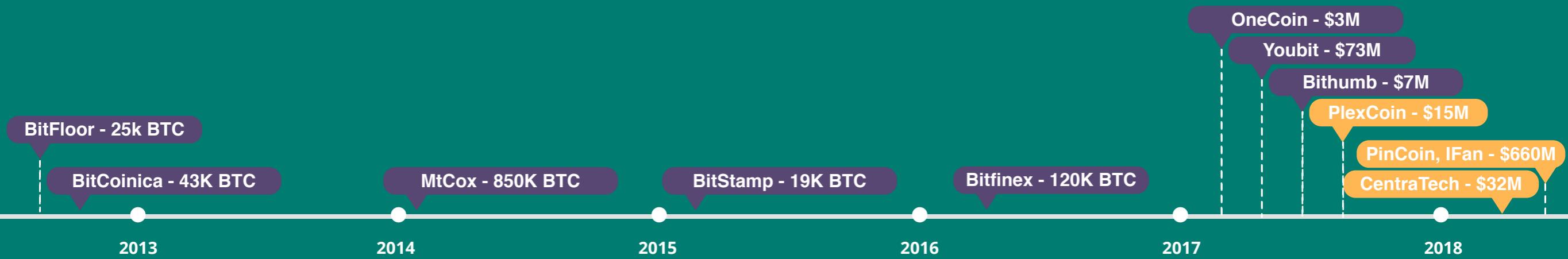
## ICO REGULATION APPROACH BY COUNTRIES



Countries have been overall **supportive** to ICOs and are in the middle of learning how to properly regulate them; differentiating between securities and utilities, responding to scams with the implementation of government-led compliance measures.



## Timelines of major **Token Heists** and **ICO Scams**



Many major advertising platforms like **Google**, **Facebook** and **Twitter** have been actively banning ICO promotions since January 2018. This is unfortunate for legitimate blockchain projects in search of capital to support their development efforts.



It will take about 500K USD to promote your token  
in order to raise between 10M to 100M USD.



**That is all to prove you are a real company and to legitimize  
your fund raise.**



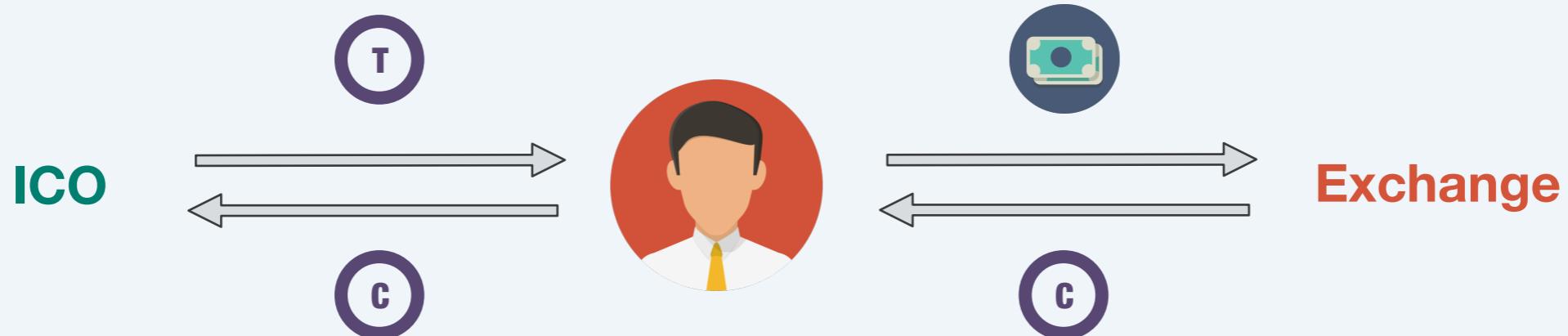
Consumers need to perform validity checks and relies on gut feeling.



???

ICO ICO ICO  
ICO ICO  
ICO ICO ICO

**And it is still a tedious process to acquire the tokens.**





**Monico is a mobile application where blockchain projects can be listed, crowd fund and rely on continuous financial liquidity.**





# MONICO

## HOW IT WORKS

1

### Browse Projects

iPhone 10:15 PM

UBTU 0.53 ETH ★ 5.5 240k 5 of 16

BLKY 1.244 ETH ▲ 0.005 545

DYU 0.001 ETH ▼ 0.005 2.56 2M

IGRM 0.33 ETH ★ 10 24M Starts in 30 Days

SHRP 0.59 ETH 1K 1 of 16

GRM 0.33 ETH ▲ 24.080 8.94 34

GRM 0.33 ETH 0.00

[Browse](#) [Wallets](#) [Settings](#)

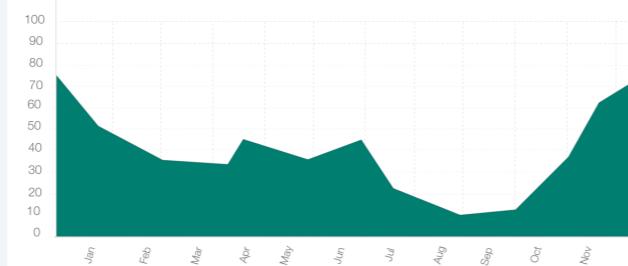
2

### Choose a Project

iPhone 10:15 PM

UBTU 0.53 ETH ★ 5.5 240k 5 of 16

39 09 07 38 Days Hours Minutes Seconds



This text is meant to be treated as fine print. This text is meant to be treated as fine print. This text is meant to be treated as fine print. This text is meant to be treated as fine print.

**Founders**

John Doe CEO <a href="#">in</a> <a href="#">f</a>	James Doe CEO <a href="#">in</a> <a href="#">f</a>
---	--

[Browse](#) [Wallets](#) [Settings](#)

3

### Buy Tokens

iPhone 10:15 PM

Place Order

Sell	Buy
UBTU 0.53 ETH	
TOKENS 20	
WALLET My ETH Wallet	
My ETH Wallet 14.0345 ETH	
20 UBTU Tokens - 10.6000 ETH	
Gas - 0.00045 ETH	

**3.4300 ETH**

[Browse](#) [Wallets](#) [Settings](#)

4

### Wallet Created

iPhone 10:15 PM

My Wallets

Coins	Tokens
20 UBTU ★ 5.5 240k 5 of 16 ~12.72 ETH	
128.000004 DYU ★ 2.56 2M ~0.128 ETH ▼ 0.005	
1000.000005 GRM ★ 8.94 34 ~330 ETH ▲ 24.080	

[Browse](#) [Wallets](#) [Settings](#)



# HIGHLIGHTS



## Easily Buy and Sell Tokens

Both in initial offerings and for trading in the mobile app.



## Complete KYC

Company Information and business documents. Founders KYC, token design and smart contracts vetting.



## Crowdsale Features Included

KYC, 2FA, Discount, Referral and Round Management and Private Round Features. Of course admin and APIs as well.



## Multi Cryptocurrency Support

Accept payments from Bitcoin, Litecoin, Ethereum, Stellar, Monero, NEO, NEM and Ripple



## Decentralized Trading

Wallet information are never stored on servers and transact with multisig and smart contracts

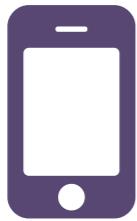


## Interoperability

Not just ERC20. Monico also supports Stellar, NEM based tokens with more to come.



KEYS ARE STORED ON PHONES



KEYS ARE NOT STORED ON SERVERS



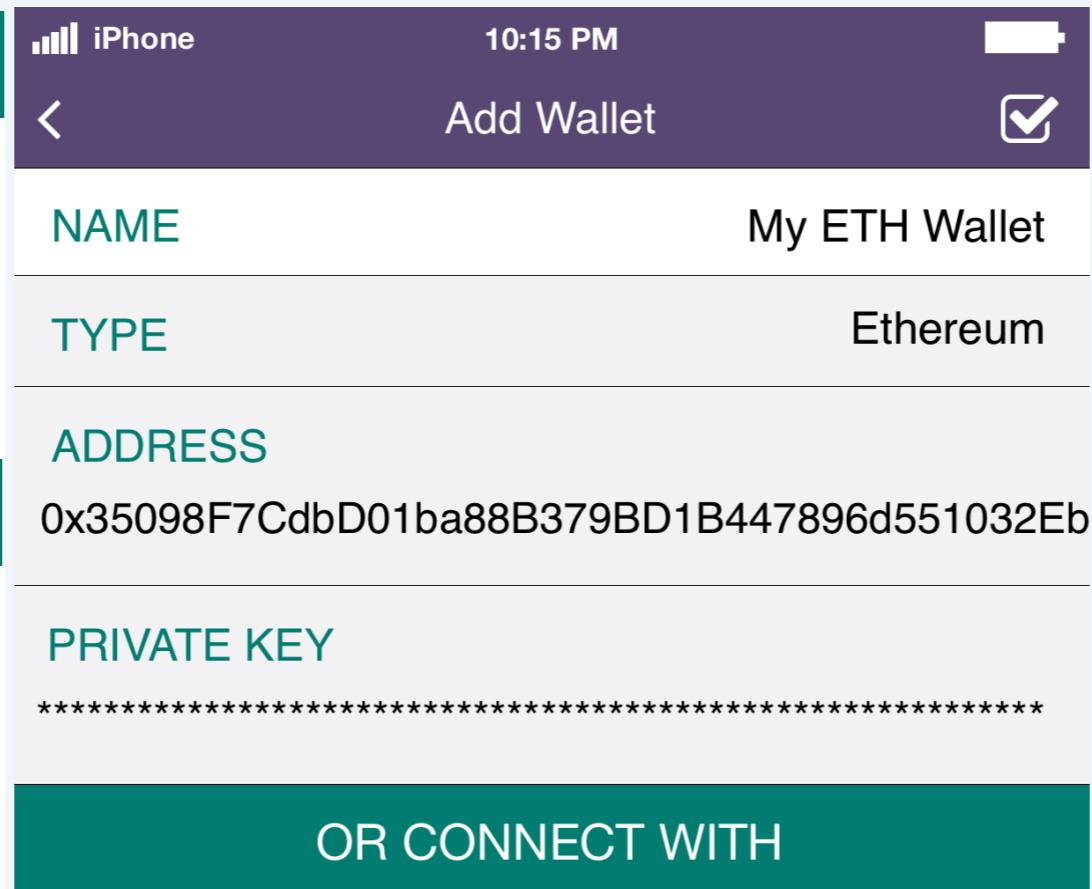
Touch ID

Touch ID for "Auth"

Are you the device owner?

Enter Password

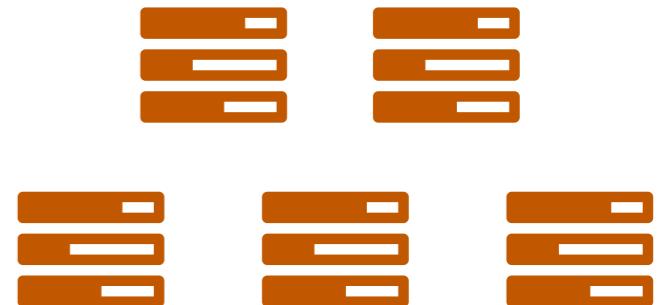
Cancel



ALL KEYS SAFE



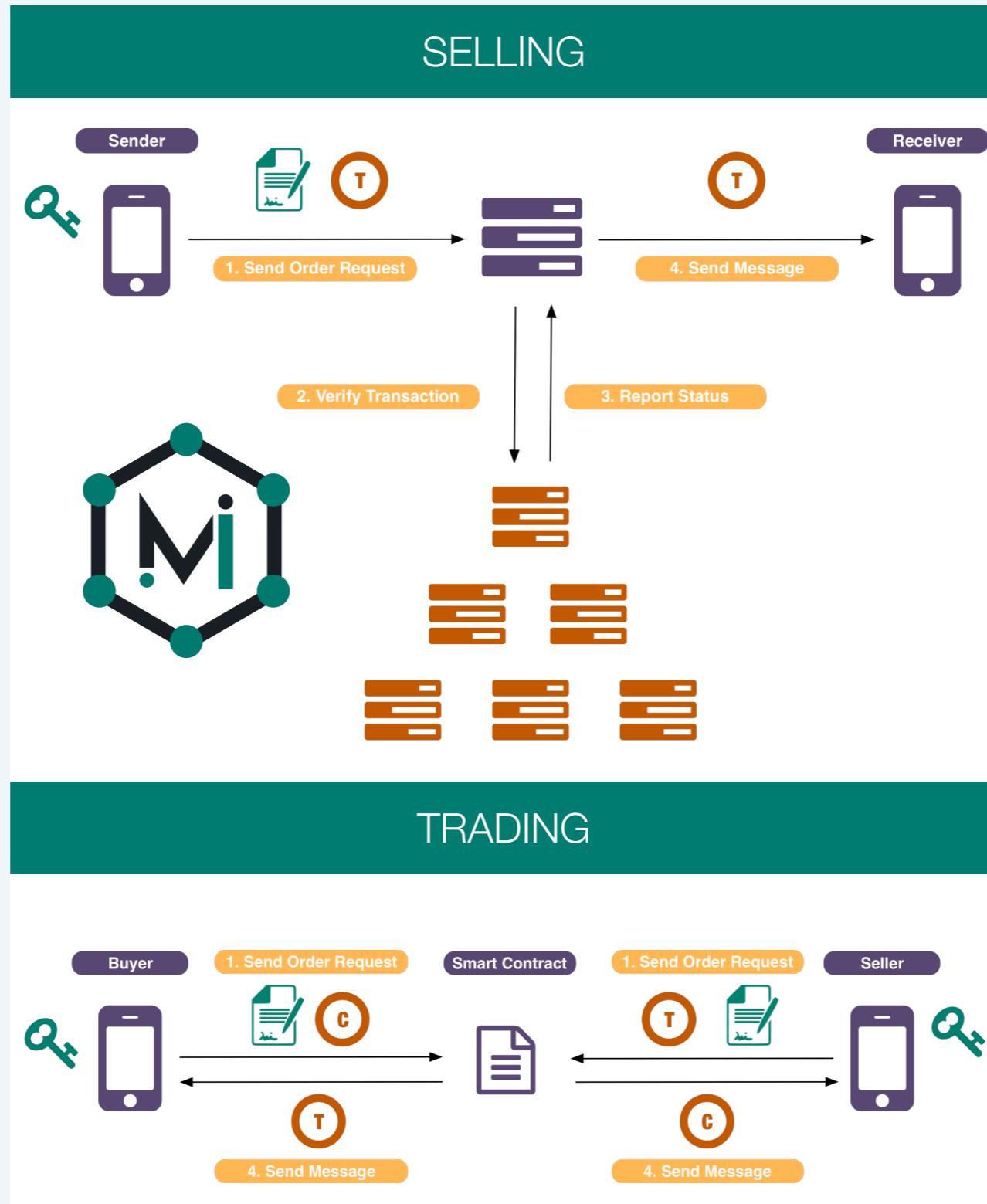
ALL TRANSACTIONS SAFE



# A TRUSTLESS PLATFORM

## MULTISIG SMART CONTRACTS

### PEER-TO-PEER AND DECENTRALIZED



# DESIGNED FOR THE CRYPTO ECOSYSTEM

## Project Owner



People that are working on blockchain related projects

## Auditor



People that analyze blockchain projects

## Promoter



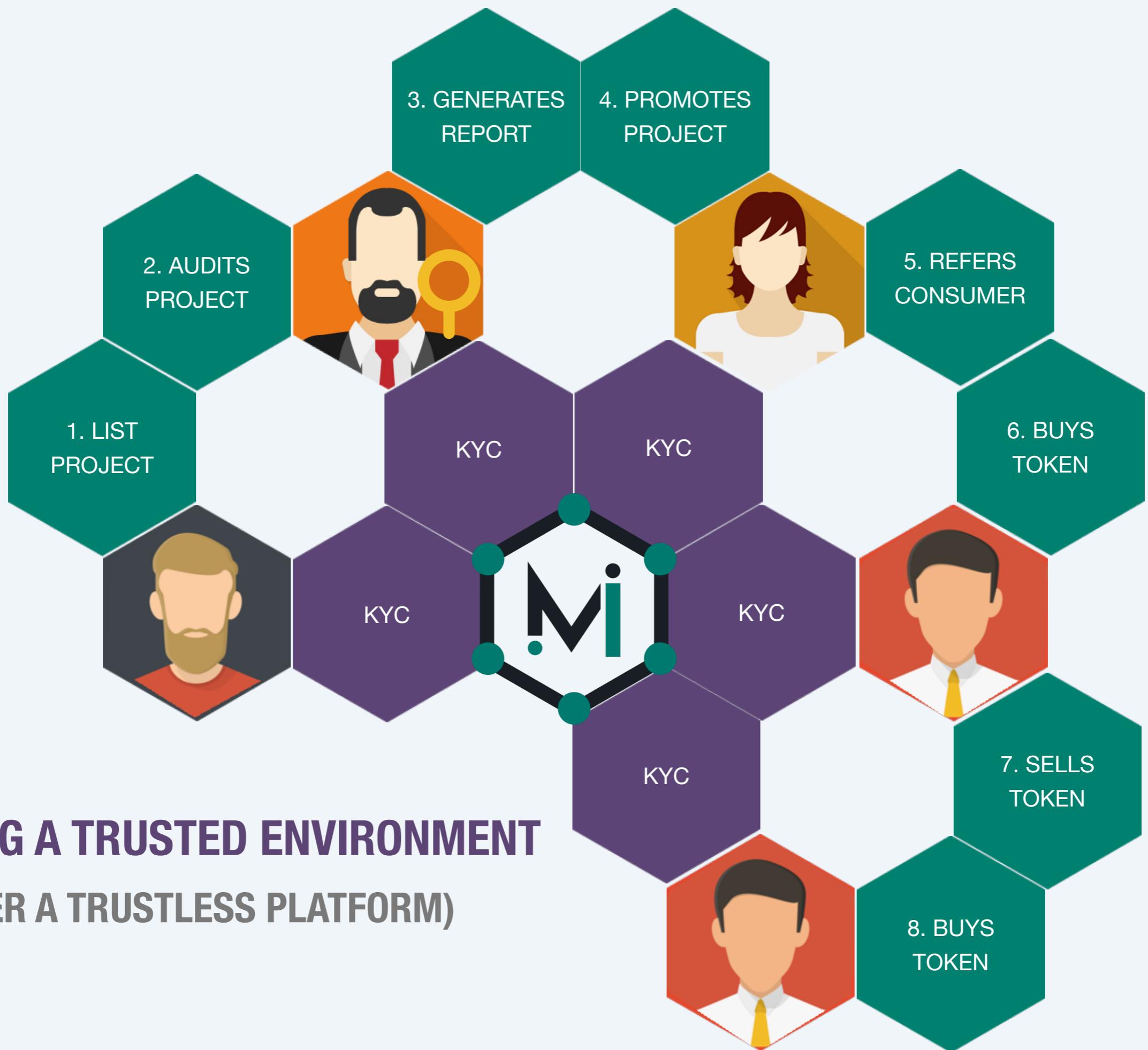
People that refer token sales



## Consumer

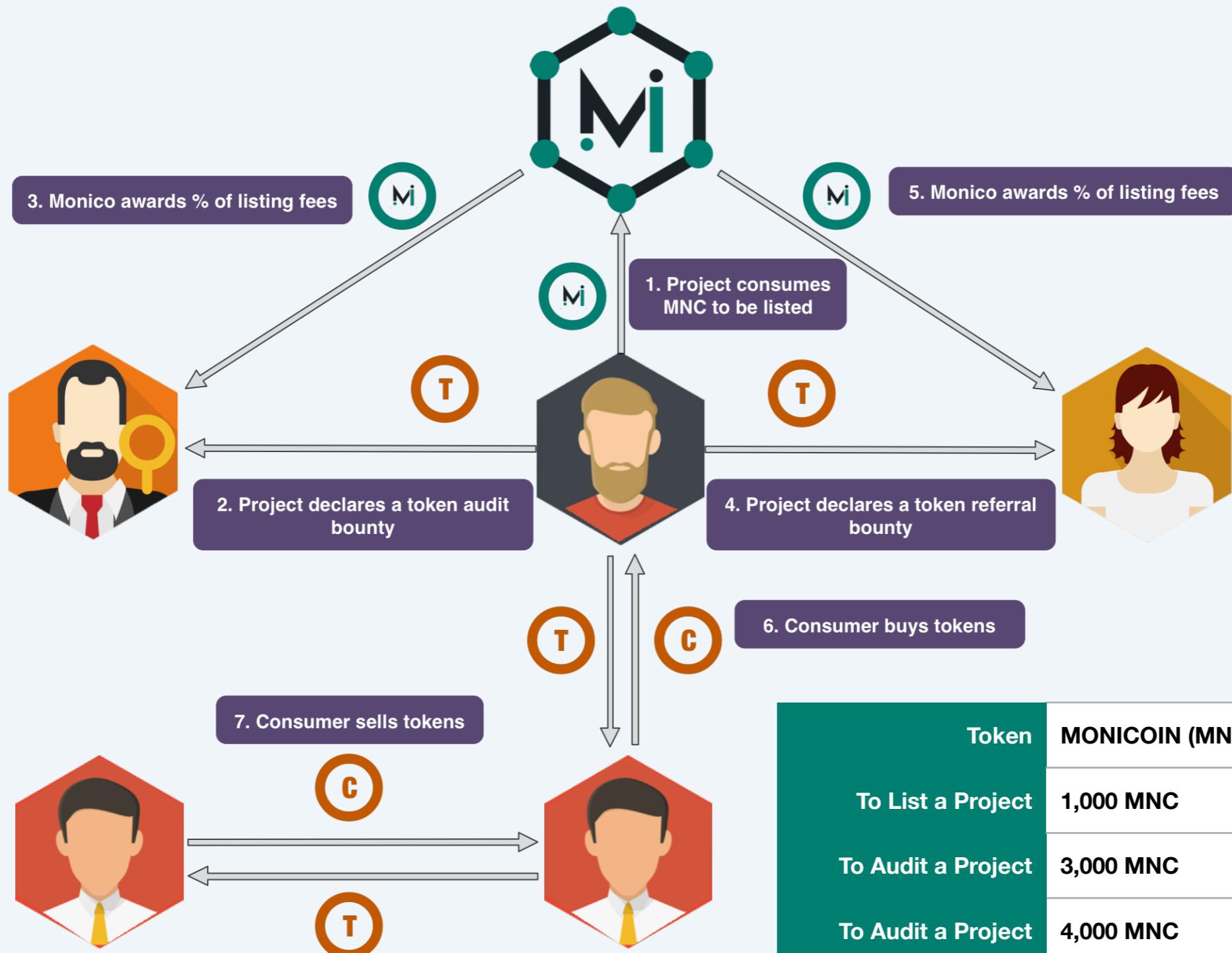


People that actively buy and sell tokens



**BUILDING A TRUSTED ENVIRONMENT  
(OVER A TRUSTLESS PLATFORM)**

# TOKEN UTILITY



Token	MONICOIN (MNC)
To List a Project	1,000 MNC
To Audit a Project	3,000 MNC
To Audit a Project	4,000 MNC
Initial Token Sale	1% of Coins Raised
Exchanging Tokens	0.1% Maker and Taker



# THE TOKEN SALE MARKET SIZE

Major Token Raises Across the World During 2018 and Just in Q1

USA  
**583.8m USD**  
59 projects

UK  
**99.7m USD**  
26 projects

Cayman Islands  
**96.5m USD**  
9 projects

BVI  
**158.5m USD**  
5 projects

Estonia  
**122.6m USD**  
16 projects

Switzerland  
**268.2m USD**  
14 projects

China  
**202.1m USD**  
9 projects

Singapore  
**468.1m USD**  
34 projects

Hong Kong  
**82.1m USD**  
13 projects

Australia  
**30m USD**  
6 projects

**450B USD**

Crypto Market Cap  
**2018**

**15B USD**

The ICO Market  
**2018**

**600m USD**

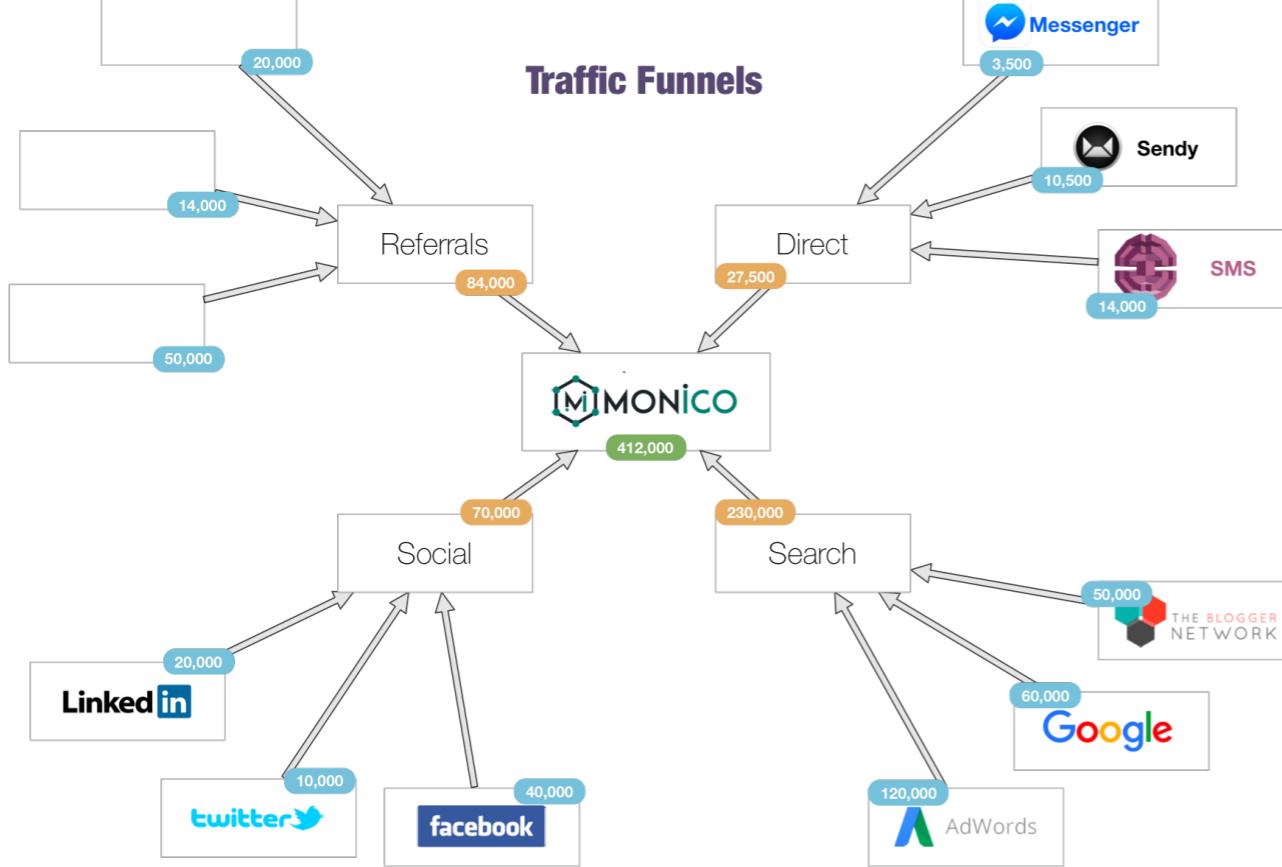
ICO Marketing  
**2018**

*Calculations based on the average 500k USD budget  
needed for marketing plus a 2% success fee.  
- Data summarized with Smith+Crown and ICO Rating*



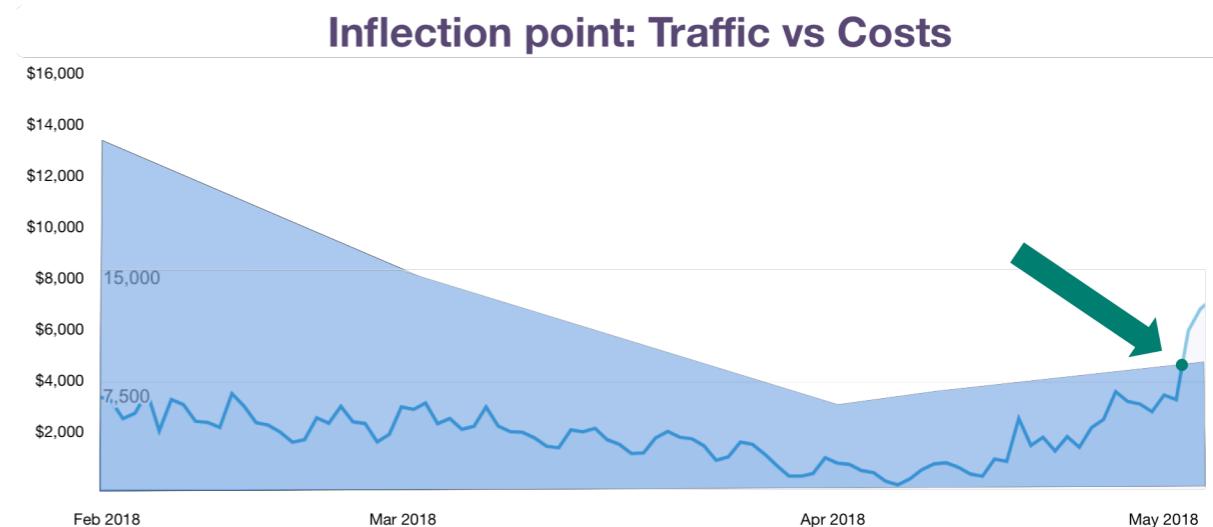
# Data Driven Digital Marketing Signals

Several 100s of cost effective, between 20-200 USD, highly measurable marketing experiments and growth hacks targeting 1,000s of cohorts in 10,000s of campaigns



**Cohort Example**

Token Sale Participants	Monday	Tuesday	Wednesday	Thursday	Friday
Cohort 1.1.0 - Participant - Never Downloaded	Cohort 1.2.0 - Participant - Downloaded App - Never Signed Up	Cohort 1.3.0 - Participant - Downloaded App - Signed Up - No Wallet/s	Cohort 1.4.0 - Participant - Downloaded App - Signed Up - Has Wallet/s	Cohort 1.4.0 - Participant - Downloaded App - Signed Up - Has Wallet/s	Cohort 1.4.0 - Participant - Downloaded App - Signed Up - Has Wallet/s - Has profile info (KYC1) - Has not uploaded ID (KYC2)
Cohort 2.1.0 - Company - Never Signed Up	Cohort 2.2.0 - Company - Signed Up - Never Created Project	Cohort 2.3.0 - Company - Signed Up - Created Project - Did not upload documents	Cohort 2.4.0 - Company - Signed Up - Created Project - Uploaded documents - Did not link wallet	Cohort 2.4.0 - Company - Signed Up - Created Project - Uploaded documents - Linked wallet - Did not submit team	





# The ICO Platform Landscape

	ICO Box	Blockstarter	TokenDesk	Zilla	Monico
<b>Listing</b>	Yes, No promotion	Yes, Only Post ICO	Yes	Yes	Yes
<b>Crowd Sale Abilities</b>	Yes	Yes	No	No	Yes
<b>Exchange Component</b>	No	No	No	No	Yes
<b>Mobile Version</b>	Responsive	Responsive	Responsive	Native App	Native App
<b>ERC20 Support</b>	Yes	Yes	No	Yes	Yes
<b>Stellar Support</b>	No	No	No	No	Yes
<b>NEM Support</b>	No	No	No	No	Yes
<b>Waves Support</b>	No	Yes	No	No	No
<b>Status</b>	Live	Development	Live	BETA	Development



# ROADMAP





# TOKEN SALE SUMMARY

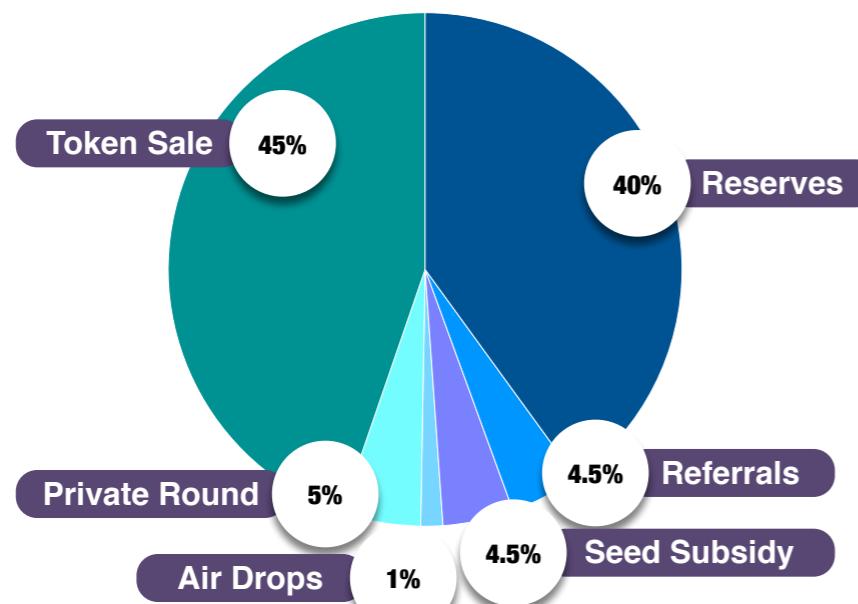
Token Name	Monicoin
Token Symbol	MNC
Token Type	Ethereum ERC20
Total Tokens Authorized	10,000,000
Tokens Allocated for Sale	5,000,000
Soft Cap	100,000
Price During Sale	100 MNC = 1 ETH
Accepted Payments	ETH
Referral Bonus	5% of MNC purchased by referred
Rounds	Private Round + 4 Public Rounds
Start Date	August 2018

## HIGHLIGHTS

- Discounted platform features and services
- Transaction fees are consumable with MNC tokens
- Trade MNC on the Monico app as well as secondary markets

Round Name	Hard Cap	Discount	Duration
Round A	1,000,000	35% off	1 Week
Round B	1,000,000	25% off	1 Week
Round C	1,000,000	15% off	2 Weeks
Round D	1,500,000	None	2 Weeks

## TOKEN DISTRIBUTION



## FUND USE

