



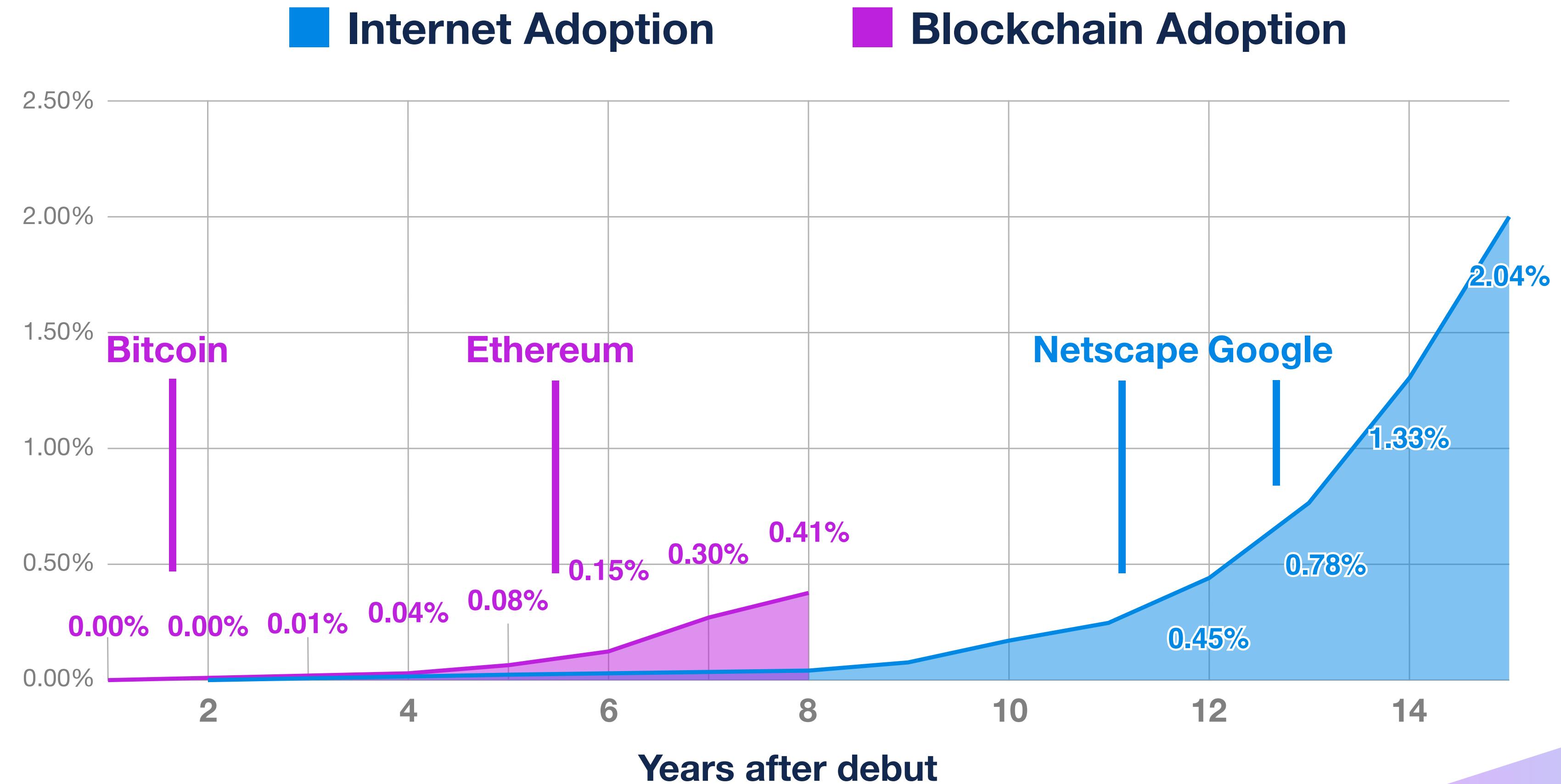
# Coinweb

**Names for blockchain** to make it more personal  
and more powerful.

# Blockchain is growing fast but it's not mainstream, yet.

Like other paradigm shifts – including the internet – **blockchain needs to evolve** to be **easier and more powerful** so it can scale.

That's our mission: to make blockchain **mainstream** by making it **more personal** and **more powerful**.



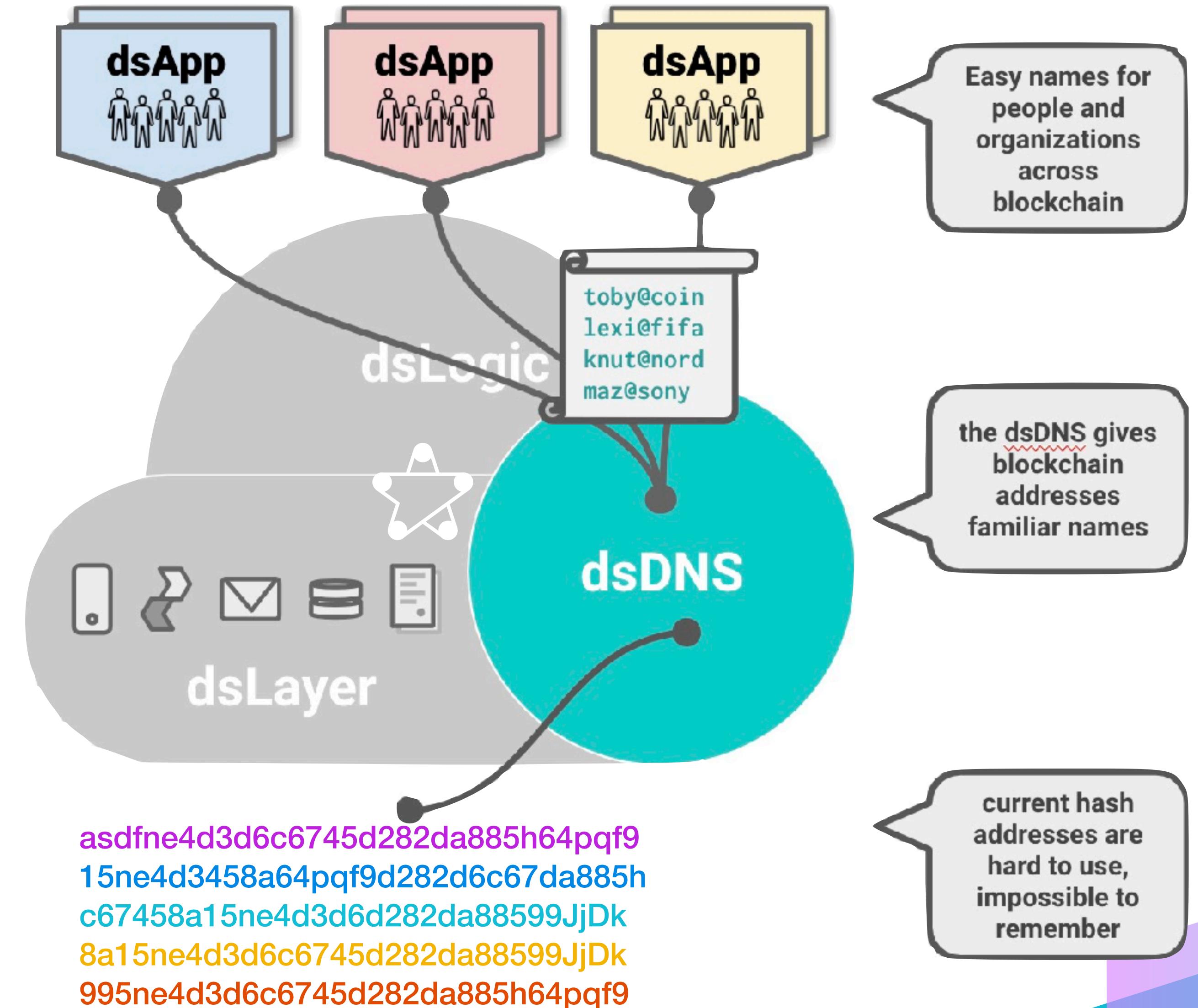
# Names make blockchain more personal.

Today, you need a hash address like  
`8a15ne4d3d6c6745d282da885h64pqf9`  
 to send or receive coins. It's easy to  
 lose, you can't memorize it, and there's  
 no way to tell if it's genuine.

We know our friends by their names,  
 and the **DNS** lets us use names to send  
 email and visit websites.

We're building **friendly names for the  
 blockchain**. Coinweb's dsDNS makes  
 sending and receiving tokens as **easy  
 as email**.

And we're building it with **Paul  
 Mockapetris**, who invented the DNS.



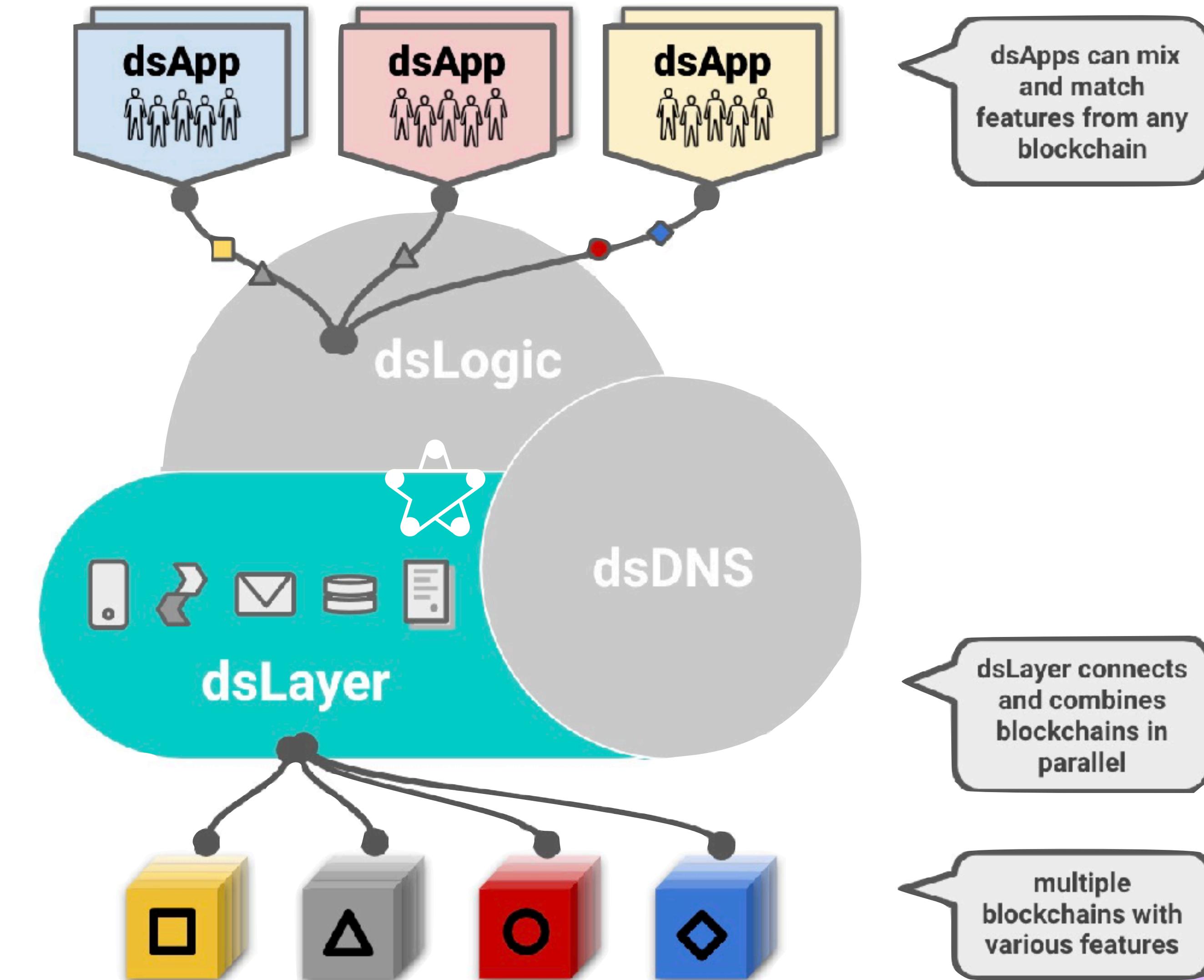
# We connect blockchains in parallel for more power.

There are thousands of blockchains, but they don't connect with each other, and they don't scale.

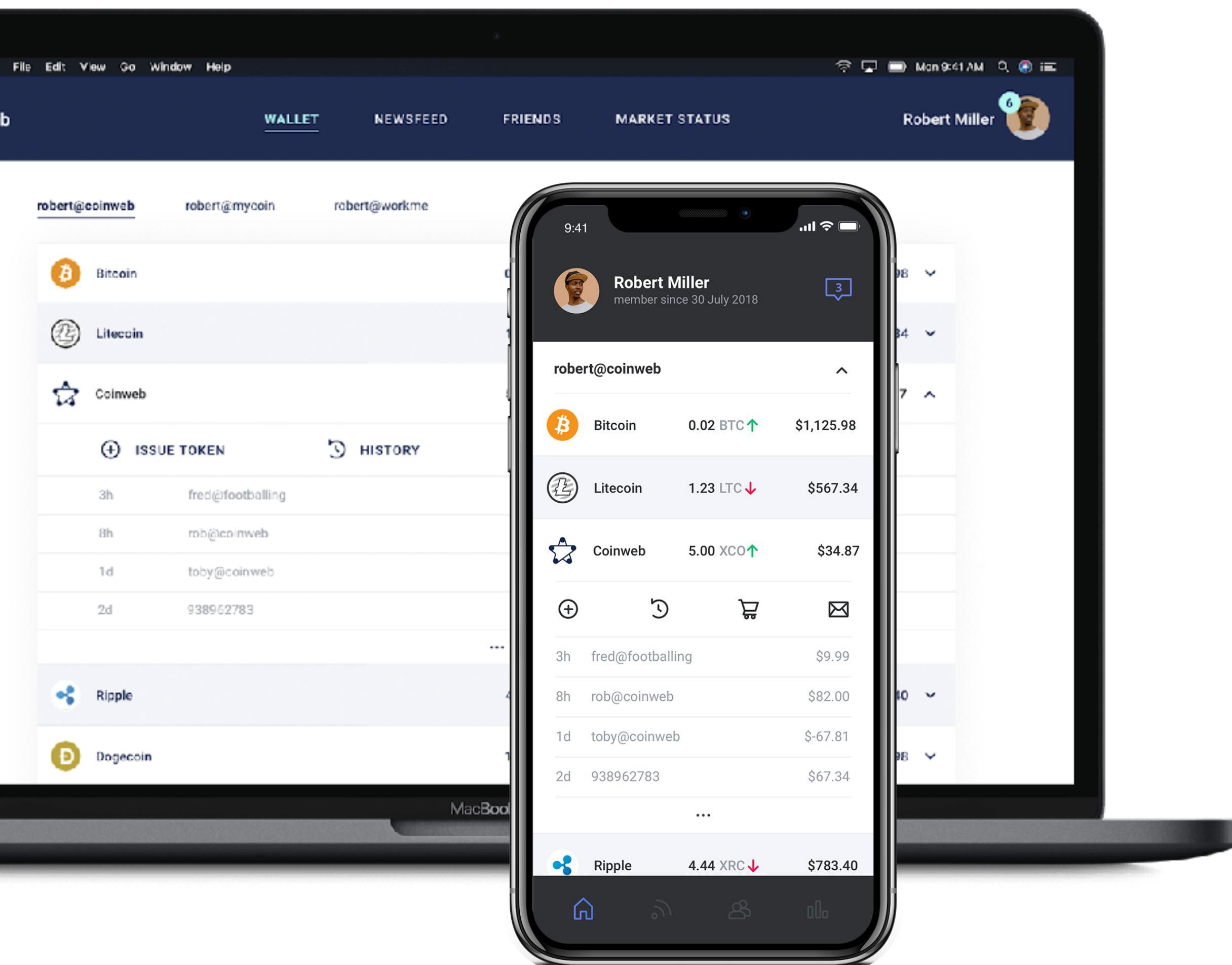
Our dsLayer and dsLogic framework **connect blockchains in parallel**, for more power. And for the first time, blockchain transactions can use parallel processing, even across blocks. We use the same framework to power our dsNames.

Now, **systems can scale** up across blockchains, while using the **best features of each**, with improved security.

It's a strong foundation for this new paradigm shift.

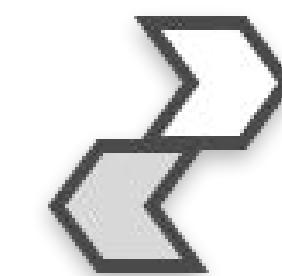


We make blockchain more personal and more powerful,  
to help make it mainstream.



### dsDNS

Names to make blockchain as easier and more personal



### dsExchange

Easily buy and sell tokens and add and withdraw cash



### dsLogic

Extensible framework for security and efficiency



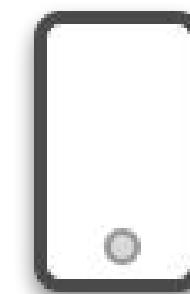
### dsContracts

Automated parallel processing across blockchains



### dsLayer

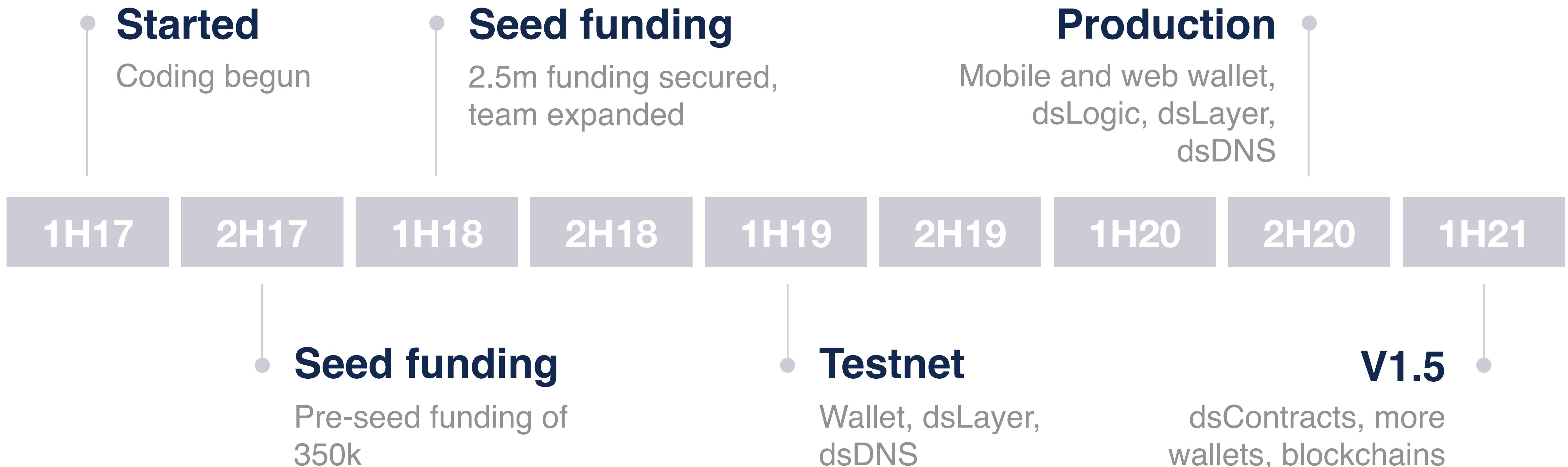
Connects blockchains in parallel for more power



### dsClients

All your tokens in one easy-to-use web or mobile multi-currency wallet

# Our code is running now, and there's more to come.



We have **real business model** and a long-term strategic plan.

Coinweb is funded by two revenue streams:

**Registration for names**, paid by businesses and users, and cross chain transaction fees, paid by dsApps.

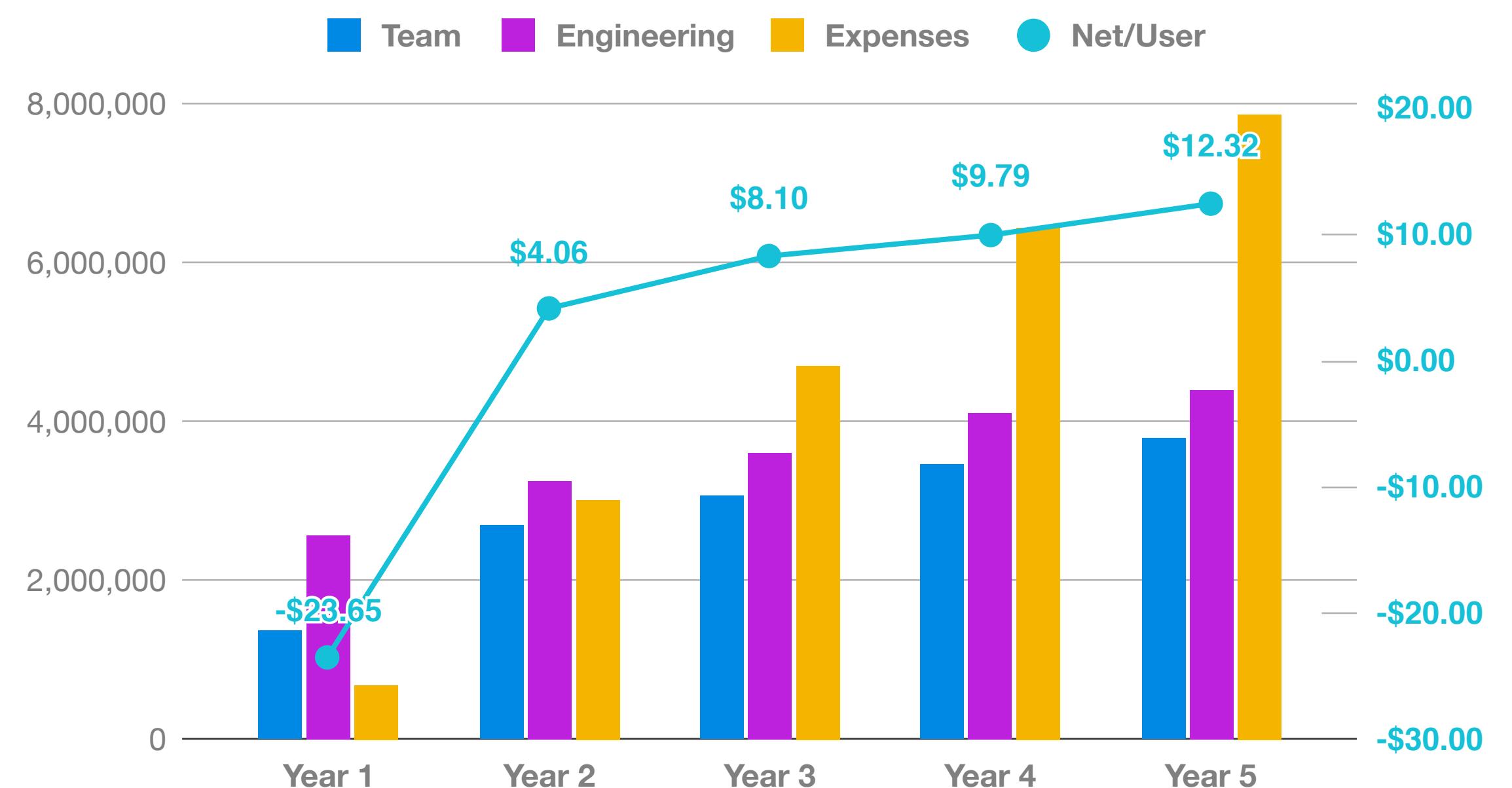
Both revenue streams benefit from **network effects**, and names in particular has an additional **gold-rush** quality as people move quickly to claim their names (internet domain registration was \$6b last year, just in the USA, and continues to grow).

This revenue and growth means we can **continue to invest** in development and innovation to maintain our leadership.

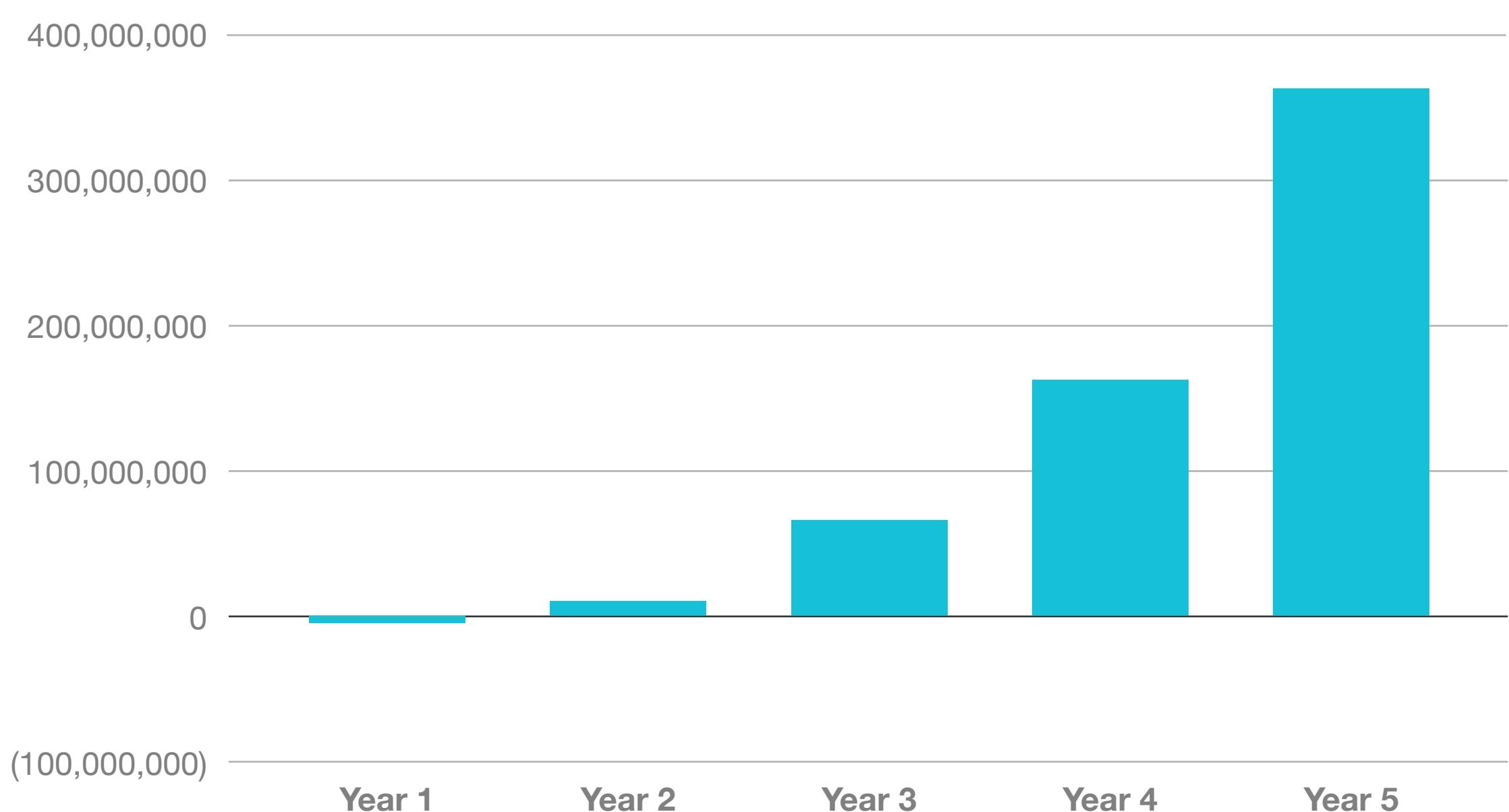


**Coinweb is funded for healthy growth and continued innovation.**

## OPEX and Net Revenue/User



## Profit



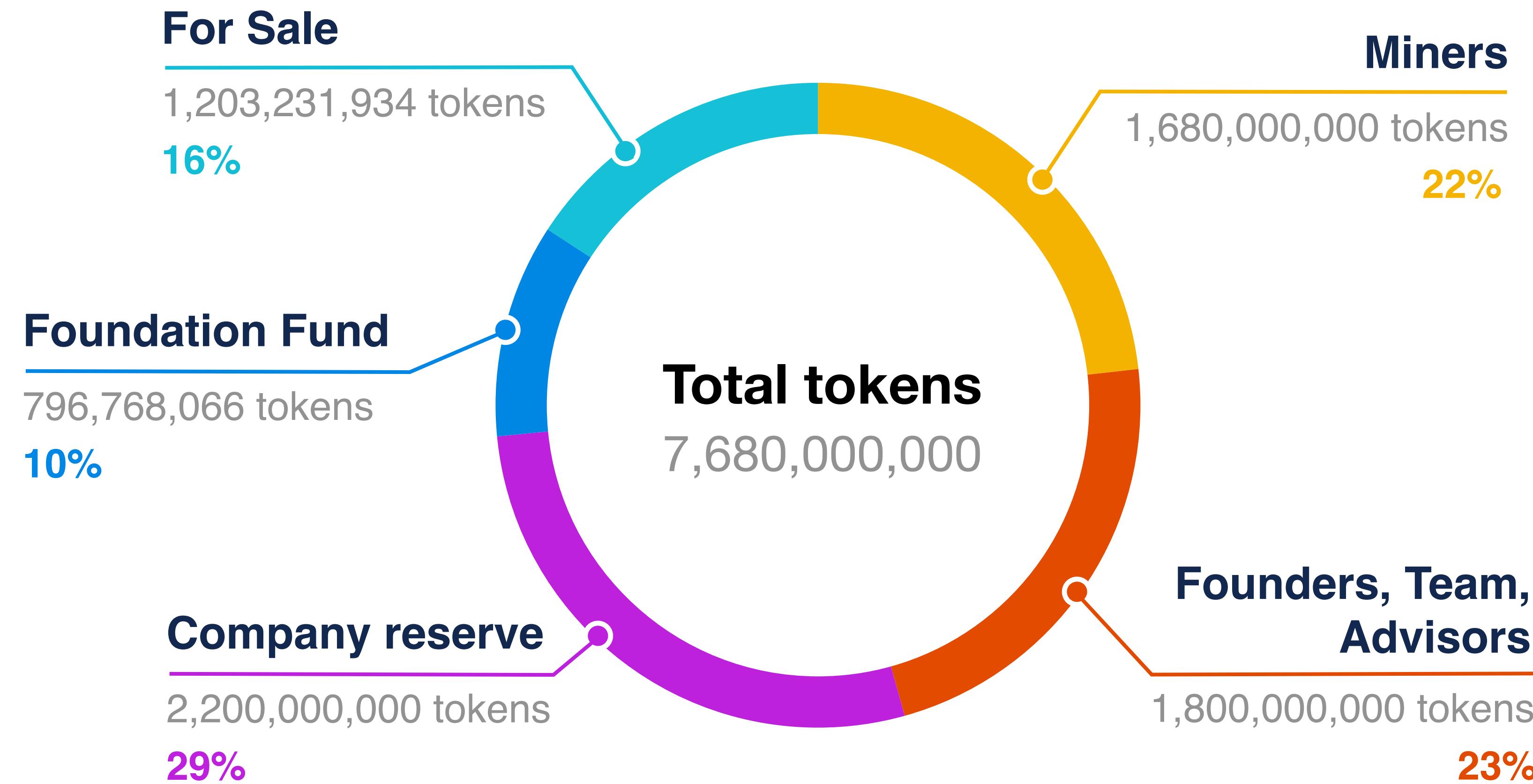
# Coinweb P&L.



Coinweb

<b>USD P&amp;L</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Revenue</b>	3,808,000	67,680,000	220,367,000	461,399,000	873,430,000
<b>Cost of Sales</b>	(3,274,000)	(47,250,000)	(140,890,000)	(282,839,000)	(494,969,000)
<b>Fee subsidy</b>	(671,125)	-	-	-	-
<b>Gross Profit</b>	(137,125)	20,430,000	79,477,000	178,560,000	378,461,000
<b>Gross Profit %</b>	-4%	30%	36%	39%	43%
<b>OPEX</b>	(4,673,960)	(9,060,584)	(11,464,807)	(14,126,131)	(16,150,406)
<b>Op profit</b>	<b>(4,811,085)</b>	<b>11,369,416</b>	<b>68,012,193</b>	<b>164,433,869</b>	<b>362,310,594</b>

# Token distribution.



**General time lock:** 5 year term with 10% released at main net launch and then every 30 days thereafter pro rata over the term

**Miners:** 10% token release per annum

# Tokenomics.

<b>Round</b>	<b>Tokens</b>	<b>Raise (USD)</b>	<b>Average token price</b>	<b>Lockup terms</b>	<b>% total</b>
Seed round A (tokens)	33,786,350	US\$67,573	0.0020	unlocked at TGE	0.4%
Seed round A (tokens)	68,960,451	US\$137,921	0.0020	unlocked at mainnet	0.9%
Seed round A2 (tokens)	50,024,992	US\$292,500	0.0058	unlocked at TGE	0.7%
Seed round B (tokens)	13,787,879	US\$182,000	0.0132	unlocked at TGE	0.2%
<b>Seed round (equity)</b>		<b>US\$2,372,367</b>			
Proposed public sale	307,200,000	US\$2,000,000	0.0065	unlocked at TGE	4.0%
Proposed private round	729,472,263	US\$4,000,000	0.0055	20% unlocked at TGE	9.5%
<b>For Sale total</b>					<b>15.7%</b>

Tokens in Circulation at TGE 729,472,263 7.2%

\*Public and Private sale figures are indicative and subject to change

# Our team has done it before.



Toby Gilbert  
**CEO**



Knut Arne Vinger  
**Chief Scientist**



Mike Conte  
**CTO**



Paul Mockapetris  
**CNS Director**



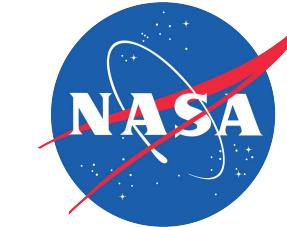
Alexander Kjeldaas  
**Architect**



Alejandro Duran-Palleras  
**Lead Developer**



Serial entrepreneur, founder and investor in multiple successful technology and telecom businesses after attending UCL. Toby has extensive experience operating in Africa and Asia.



Tech pioneer and early blockchain adopter. University of Oslo, Knut's thesis was published by NASA and the US Department of Defense. Knut has worked extensively in telecoms.



Experienced and accomplished tech executive, Mike has led the Excel, Office, Entertainment, Shopping groups for Microsoft. He's the founder of several startups and former CEO of Musiwave.



Inventor of the DNS, father of the internet. He's held key positions at Salesforce, Oracle, and DARPA, and chaired the IETF. He remains an active and sought-after expert and speaker.



AI, blockchain and security expert, Alexander has held key positions at Google and FAST. He developed the crypto library for the linux kernel and contributed to the Bitcoin core.



Alejandro created the Haskell bitcoin library and the TxOcean bitcoin mixer, and has experience with AI and distributed systems.

Our team has deep experience in blockchain and global-scale platforms, with decades of successful leadership at Microsoft, Google, Cisco, Oracle, and Bitcoin. We've designed and delivered products which are used by hundreds of millions of people all over the world every day.

# Our team has done it before.



**Paul Davis**



After MIT, Paul became the first Windows Evangelist for Microsoft, reporting to Steve Ballmer. He led Microsoft Mac Word and has served as a technical leader and CTO for startups.



**Justin Banon**



Graduate of Imperial College London, Justin has led billion dollar global loyalty platforms and is a blockchain strategy advisor to the CCEG UN Blockchain Lab.



**Christopher Darnell**



A 20 year technology veteran, Chris has held leading finance roles for Microsoft Cloud, Office 365 and Xbox. Chris is a graduate of the University of Chicago and USC, and startup board member.



**Chris Blackhurst**



**INDEPENDENT**

Former Editor of The Independent and the London Evening Standard, Chris is an accomplished and award-winning journalist, columnist and TV presenter. Chris is graduate of Cambridge University, Law.



**John Hunter Maxwell**

**PRUDENTIAL**

A leader at Xerox, CEO of Provincial Group, Executive Director of Prudential Group, Royal Sun Alliance Insurance, London Finance & Investment, Diageo; Chair of Institute of Advanced Motorists and a graduate of the University of Edinburgh.



**Tom Yoritaka**



Harvard educated, Tom is the former Global MD of Corporate Venturing at Cisco Systems, working early stage startups innovating in IoT, AI big, data, cloud, cybersecurity and blockchain. Formerly Yahoo, BCG and Microsoft.

participate in blockchain as payments identifier like TimG. Addresses are now more secure, validate and audit.

With the Coinweb the blockchain is names-like pd. significantly improves and convenience makes a more po

IT'S DANGEROUS ALONE - TAKE  
We at Coinweb are making blockchain, making it easier to share the world you. I recommend being in the blockchain community to keep up with the latest tools and technologies for periodic meetings to learn more about https://coinweb.h

ONAL AND CONNECTED  
Adoption of blockchain helps bring the blockchain community together and should be a core goal of all market participants. At Coinweb, we are building two super technologies to accelerate mass adoption of blockchain technology, by making crypto currencies, by making blockchains more personal and user friendly.

Hyperlayer enables blockchain platforms to interoperate across different blockchains. Each blockchain has unique operational characteristics: scalability in speed, security, cost, etc.

Paul Davis was an early pioneer of Microsoft Windows and Macintosh. He is currently Director for Coinweb.



Coinweb

# We've been recognized for our innovation.

IT IS VITAL TO USE  
BLOCKCHAIN FOR  
THE RIGHT PROJECTS.

Blockchain is great for the right applications and delivers splendidly on its core propositions, which are principally immutability and transparency. Immutability means that information written to a blockchain can never be changed, and transparency means that information written to the blockchain is available to everyone.

These two performance characteristics bring great value to a variety of uses: banking, supply chain management, peer value transfer, identity management, notarizing, etc. So used properly, in the right situation, blockchain is an awesome technology that practically works magic - but, how does one decide on the right situation to add blockchain tech to a project?

"You Don't Need a Blockchain" (look it up online) is a concise interactive tool to help managers consider whether to employ blockchain in a project. The presentation appears a bit flippant, but the logic behind the tool is sound: it's based on the deeper US Department of Commerce document, "Blockchain Technology Overview". Managers planning to incorporate

The image shows three mobile phone screens side-by-side, each displaying a news article. The first screen is from 'THE FINTECH TIMES' with the headline 'CoinWeb: "We are helping to make the blockchain accessible for everyone"'. The second screen is from 'CITYA.M.' with the headline 'Applying Blockchain? Don't waste your time!'. The third screen is from 'TIMES OF MALTA' with the headline 'Toby Gilbert, Founder & CEO of CoinWeb, on why mass-adoption is the key to blockchain changing the world'.

**THE FINTECH TIMES Article:**

**CITYA.M. Article:**

**TIMES OF MALTA Article:**

**Forbes THE FINTECH TIMES CITYA.M. CRYPTO A.M. TIMES OF MALTA**

# It's time to make blockchain mainstream.

Coinweb is **unique**.

We are **building names** for **blockchain** based on a **powerful platform** with a **strong team** that has **done it before**. We'll make blockchain more personal and more powerful.



We have a **real business** model and a long-term **strategic** plan.

Want to read more? Visit  
[www.coinweb.io](http://www.coinweb.io) or contact us at  
[investor@coinweb.io](mailto:investor@coinweb.io)

# Coinweb

# Appendices.

# The market agrees: blockchain has a bright future.

Blockchain is a profound new platform, with **huge potential**.

Visionary companies are **investing in blockchain today**, but they face challenges because it is still **early in the adoption curve**.

<b>eCommerce</b>	 <b>Tencent 腾讯</b>	Track luxury goods, generate invoices and tax reports.
<b>Supply Chain</b>		Track movements of products and shipments, settle customer disputes and provide original provenance.
<b>Data Protection</b>		Timestamp data, enhance cloud service security and user privacy.
<b>Transportation</b>		Enhance autonomous driving technology.
<b>Data Integrity</b>		Manage flight data and verify traveler identity.
<b>Healthcare</b>		Enable accurate insurance filings and patient medical data, and improve doctors directories.
<b>Payments</b>		Provide low fee, cross-border payments.

# Key milestones.

Date	Milestone	Notes
<b>1Q2017</b>	Founded	Coinweb co-founded by Knut Vigner (Chief Scientist) to further the Counterparty project, an early effort to exchange tokens, extended to include Hyperlayer and CNS.
<b>2Q2017</b>	Development	Coding begins on the Coinweb platform.
<b>3Q2017</b>	Pre-seed funding	Coinweb raises £150k as pre-seed funding.
<b>1Q2018</b>	Team growth	Toby Gilbert joins the effort to expand and uplevel the team and connect it with key stakeholders.
<b>2Q2018</b>	Seed funding	Toby leads a new seed investment round of £1.8M and becomes CEO.
<b>2H2018</b>	Key Hires, website	Toby recruits senior leaders from Microsoft, Google, and Cisco. Website and social media engagement launched.
<b>1H2019</b>	Testnet, 360A, awareness	Testnet live. Heads of terms agreed with key 360A companies. Events and roadshows build awareness.

# Progress to date.

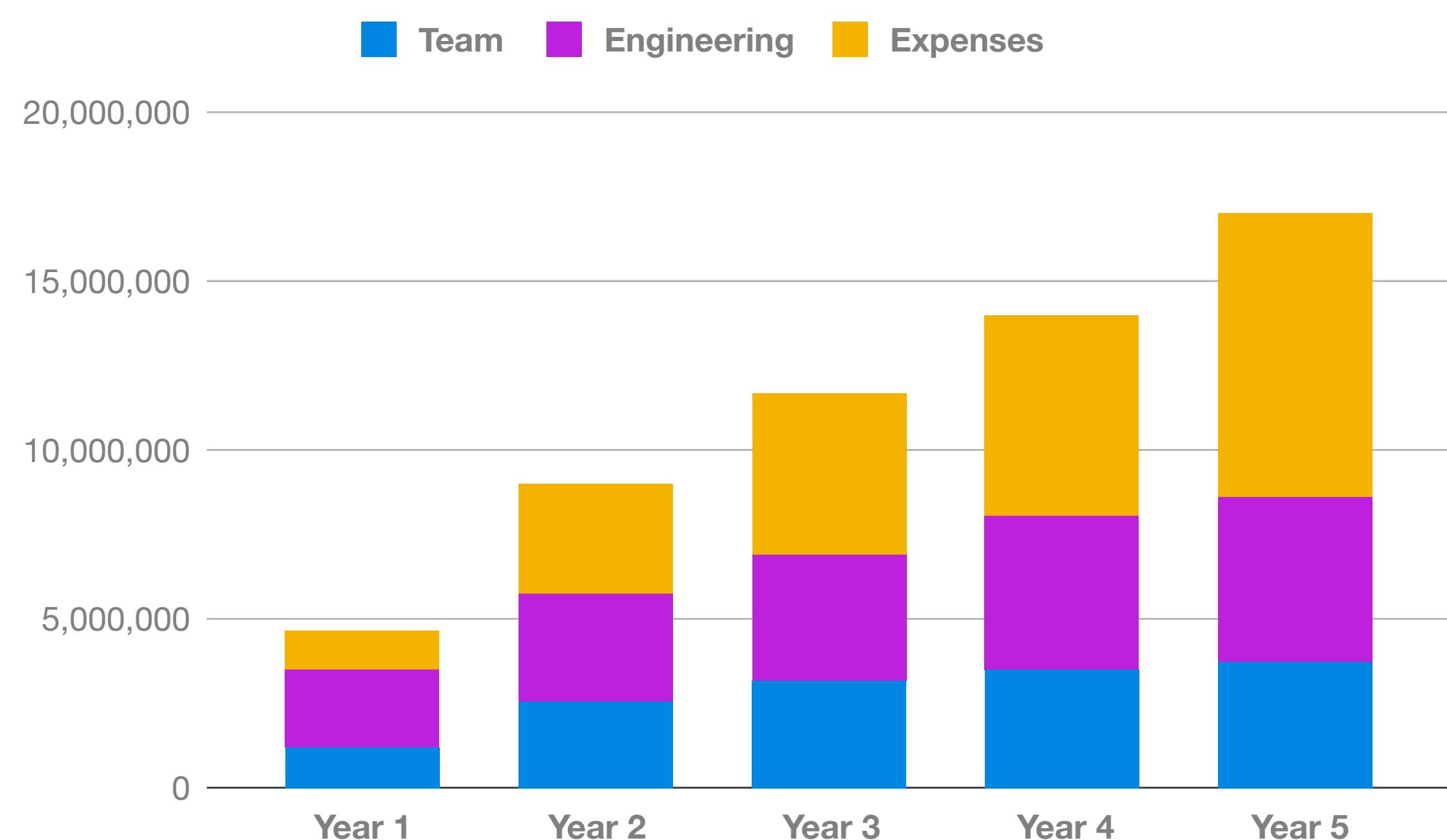
Date	Milestone	Notes	%	status
<b>3Q2017</b>	Coding started	Planned platform includes dsLayer and dsDNS	100%	complete
<b>4Q2017</b>	Anchored to Litecoin	Litecoin chosen as anchor chain, first transactions recorded	100%	complete
<b>1Q2018</b>	Coinweb Node	Broadcaster/bridge, cross chain compatibility for BTC, ETH, LTC	90%	in development
<b>2Q2018</b>	Seed funding	Recapitalization and new CEO, team expanded	100%	complete
<b>3Q2018</b>	dsLayer, Web dsClient	Working version of dsLayer, wallet on Web	60%	in development
<b>4Q2018</b>	Mobile dsClient	Wallet build on iOS and Android	70%	in development
<b>1Q2019</b>	Testnet/Alpha	Accessible from outside dev environment; major functionality working	50%	in development

# Progress to date.

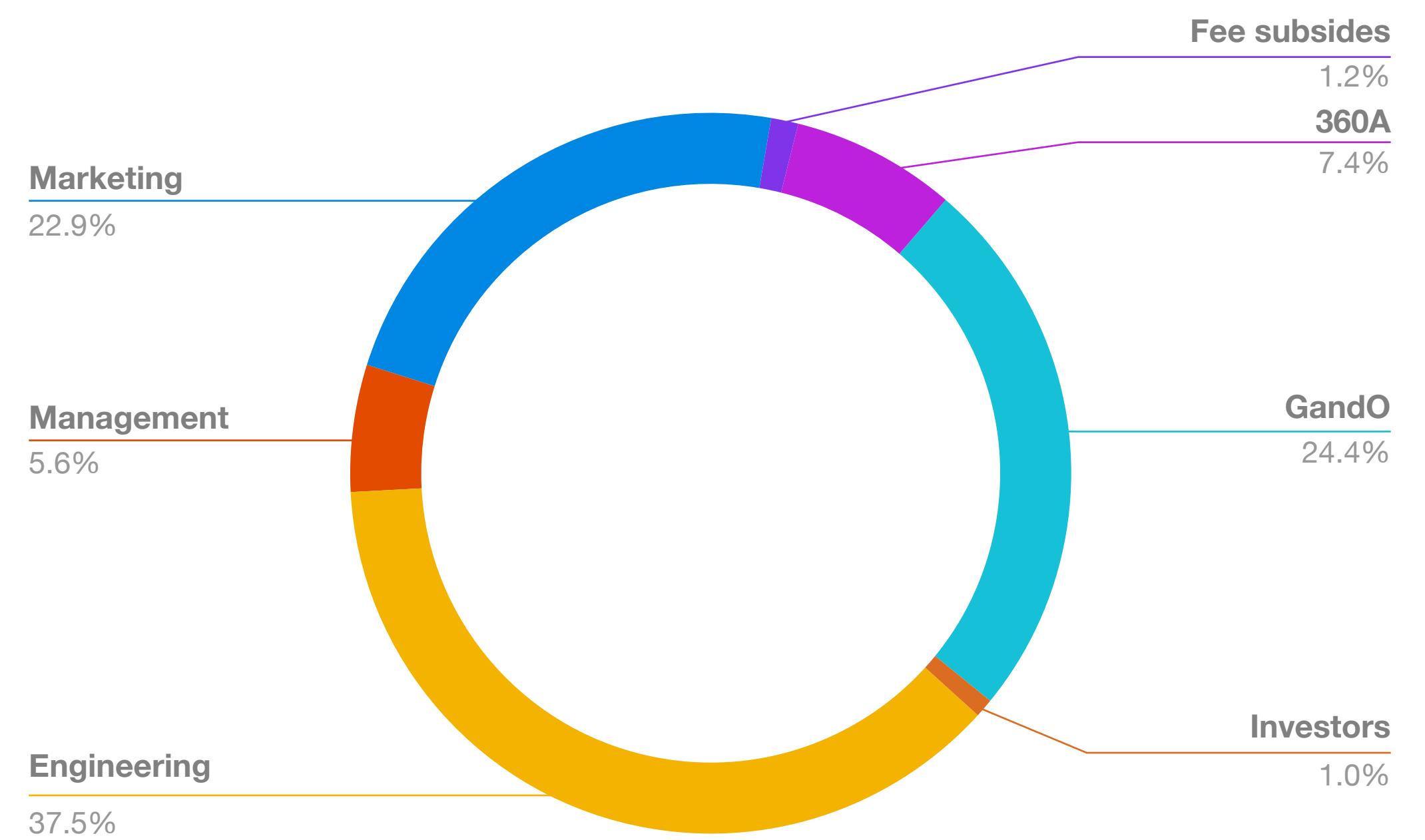
Date	Milestone	Notes	%	status
2Q2019	dsExchange, dsContracts	Distributed token exchange working across chains/tokens	40%	in development
3Q2019	dsContracts	Cross-blockchain contracts	30%	in development
4Q2019	dsDNS, dsLogic	Cross-blockchain names, secure logical framework	10%	in development
1Q2020	Ingress/egress	Cash in/cash out in local markets, localization		planned
1Q2020	dsNames marketplace	Name registrar, renewals and transfers, secondary market		planned
2Q2020	Social Wallet	Friend and offer feeds, token promotions, user tokens, more chains		planned
3Q2020	Base chain expansion	Multiple anchor chain support for more scalability, dGraphs		planned
4Q2020	Testnet, beta	Region 1 beta		planned
1Q2021	Pilot	Region 1 pilot with select partners, live traffic, QA and improvements		planned
2Q2021	Production/Token release	Externally available and XCO tokens traded publicly in Region 1		planned
3Q2021	Region 2	Language localization, cash in/cash out in local markets, local features		planned
4Q2021	Region 3	Language localization, cash in/cash out in local markets, local features		planned
1Q2022	Region 4	Language localization, cash in/cash out in local markets, local features		planned

# Use of funds.

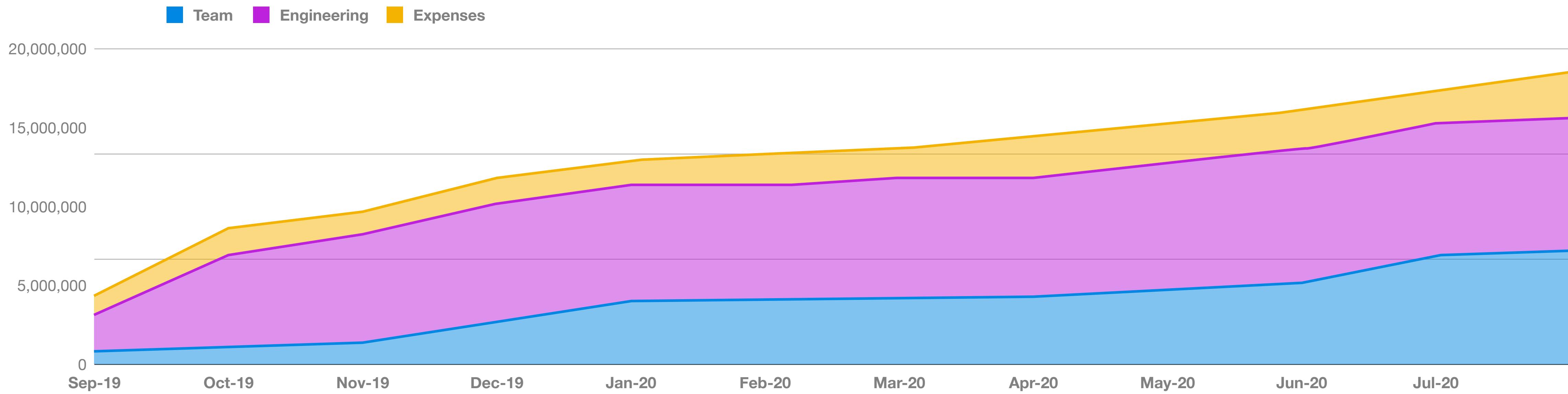
## Team, Engineering and Expenses



## 5-year use of funds



## Total OPEX, Year 1



### Total OPEX

Expense	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1
	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20
/month	128,063	254,450	287,218	357,930	387,523	401,123	407,793	431,409	456,108	483,996	522,775	555,571
<b>Total</b>	128,063	382,513	669,731	1,027,660	1,415,183	1,816,307	2,224,100	2,655,509	3,111,617	3,595,613	4,118,388	4,673,960
<b>Team</b>	25,000	30,500	41,000	83,500	118,000	118,000	121,500	125,000	145,500	155,000	203,500	211,000
<b>Engineering</b>	70,000	178,000	205,000	223,000	223,000	223,000	235,000	235,000	235,000	253,000	253,000	253,000
<b>Expenses</b>	33,063	45,950	41,218	51,430	46,523	60,123	51,293	71,409	75,608	75,996	66,275	91,571

# Our platform brings blockchain to businesses, and their users to us.

We partner with successful **businesses** who want to use the blockchain.

They gain **time-to-market** from our expert advisors and the Coinweb platform. Their customers use our names and our framework.

Their success in turn drives **adoption, usage** and **scale** for us, a benefit for us and for them – and for our investors.

We already have agreements with candidates which represent over **\$1b** in book value and more than **100M users**.

Our effort is led by the former MD of Cisco's Incubator program, [Tom Yoritaka](#).

