

PRESENTATION

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# CURATE

Fashion discovery curator utilising Blockchain tech

# WHAT IS CURATE

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## **FASHION DISRUPTION**

Curate is a style discovery decentralized app (DApp) i.e 'blockchain smart contract enabled' platform, which rewards you with digital tokens in the form of BTC, ETH and our own CUR8 tokens in return for users curating fashion styles.

# THE PROBLEM

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## NO SINGLE POINT OF CALL

Online fashion ideas are unnavigable and not individualised

## IN-PERSONAL

Online retailers lack community feedback and fresh inspiration

## LACK OF TRUST

Online retailing is plagued with fake reviews and testimonials

# THE SOLUTION

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## ONE STOP DISCOVERY PLATFORM

Curate offers a one stop discovery platform for luxury fashion

## PERSONAL AND REWARDING

Get inspired and rewarded for your activity with digital tokens

## TRUSTWORTHY

Community driven leveraging blockchain tech and smart contracts

# MARKET OPPORTUNITY

**The online clothing market grew at twice the rate of the women's equivalent last year**

**The clothing market is estimated to have grown by 2.8% in 2018 to hit \$25 billion, compared with the 1.3% rise seen in the women's market, analysts confirmed**

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**Source: Mintel research 2018**

# 25\$ BILLION

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ONLINE CLOTHES SALES 2019

# 330\$ BILLION

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CRYPTO MARKET CAP 2019



# Token Economics

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- ① CUR8 TOKEN SYMBOL
- ① ERC20 UTILITY TOKEN
- ① HARD CAP \$10,000,000
- ① 100 MILLION SUPPLY
- ① \$0.10 PER TOKEN
- ① IEO 1ST AUG 2019

# HOW IT WORKS

## CONTENT CREATION

Fashion brands and retailers have partnered up with Curate to showoff their latest styles, raise brand awareness and increase their online sales

## VOTING AND CURATING

In return, Curate provides a trustless platform allowing users to feedback a curated collection of fashion styles for the community to discover.

## PURCHASE

To put simply, Fashion brands partner up with Curate and we pass on the rewards to the curators and discoverer's.

## TECHNOLOGY

ER20 enhances token liquidity with reduced risk of contract breaking whilst providing a uniform and fast transaction. We are: Decentralised. Web 3.0. Open Source.



# THE JOURNEY

Q2 2019

Pre-IEO crowd fund  
Approved to list on 2  
exchanges

Q3 2019

IEO Launch on P2PB2B  
Private-alpha launch

Q1 2020

2nd IEO listing starts  
Public-beta launch

**LET'S CONNECT**

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