

WhiskyInBlock

Investing in whisky with ease



Whisky Casks are the most resilient & profitable luxury asset - *322% value rising*

(gold is just 153%)*

The challenging nature of investing in whisky casks is what stops investors

Cask selection

requires specific knowledge

High entry ticket

makes it impossible to invest in a portion of a cask

Exit strategy

and profitability forecast are challenging

The market

is fragmented due to large number of intermediaries





WhiskyInBlock marketplace eases investing

Each cask represented on the platform has its unique NFT

Investors can invest in a whole cask or purchase a portion of a cask

And benefit from the price rise due to whisky aging

Full & partial ownership

makes investing
affordable for every
investor

Absolute transparency

on whisky origin and
each transaction

Clear exit strategy

reselling NFTs or
through whisky bottling

Business Model

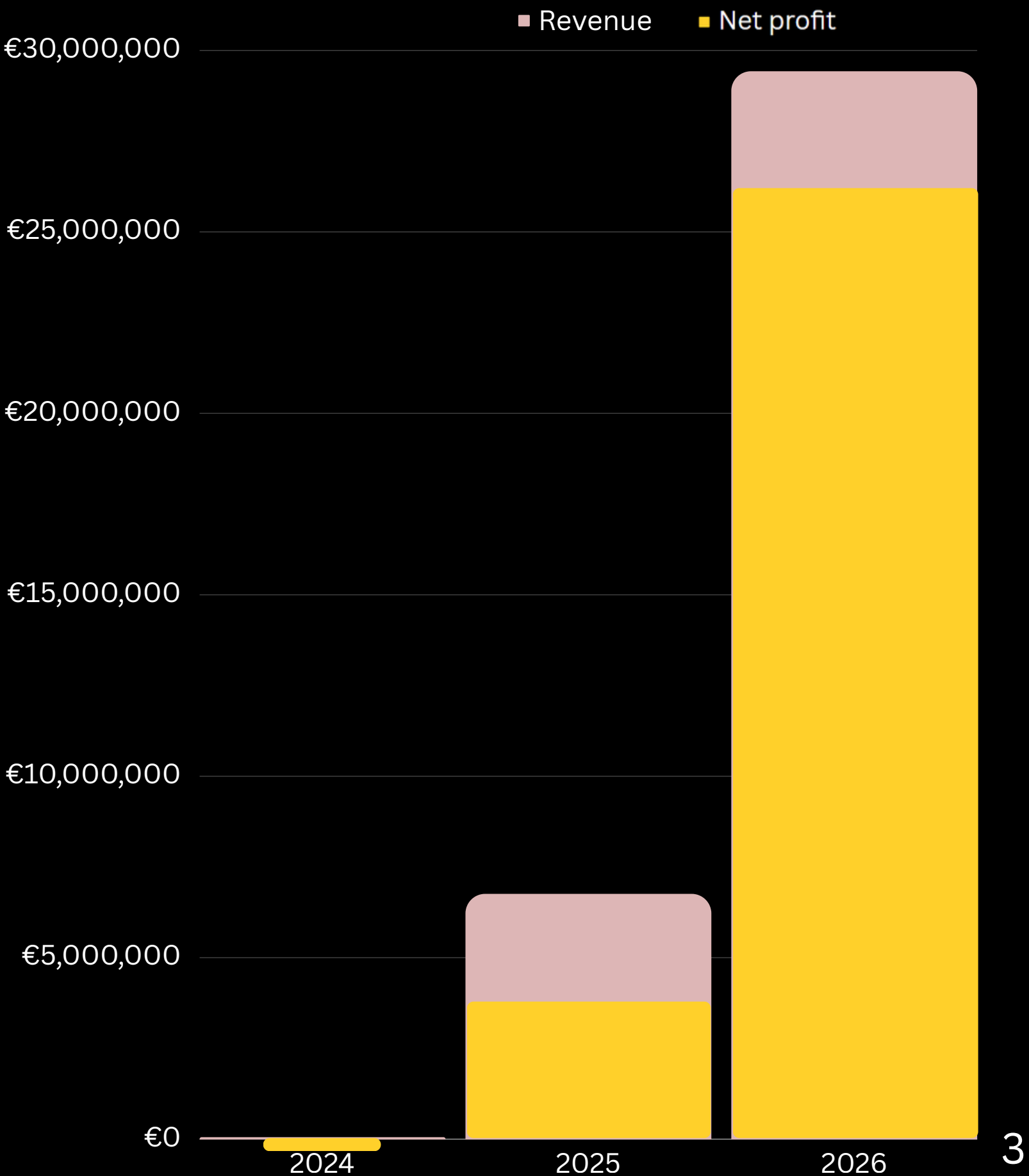
We take percentage from each transaction:

- 22% from the sale whisky at the production stage
- 2.5% from Secondary resales

Over the next 3 years we're planning to achieve *over €36M of revenue (cumulatively)*

On average each cask is €5,115

Our full financial projections are [here](#)



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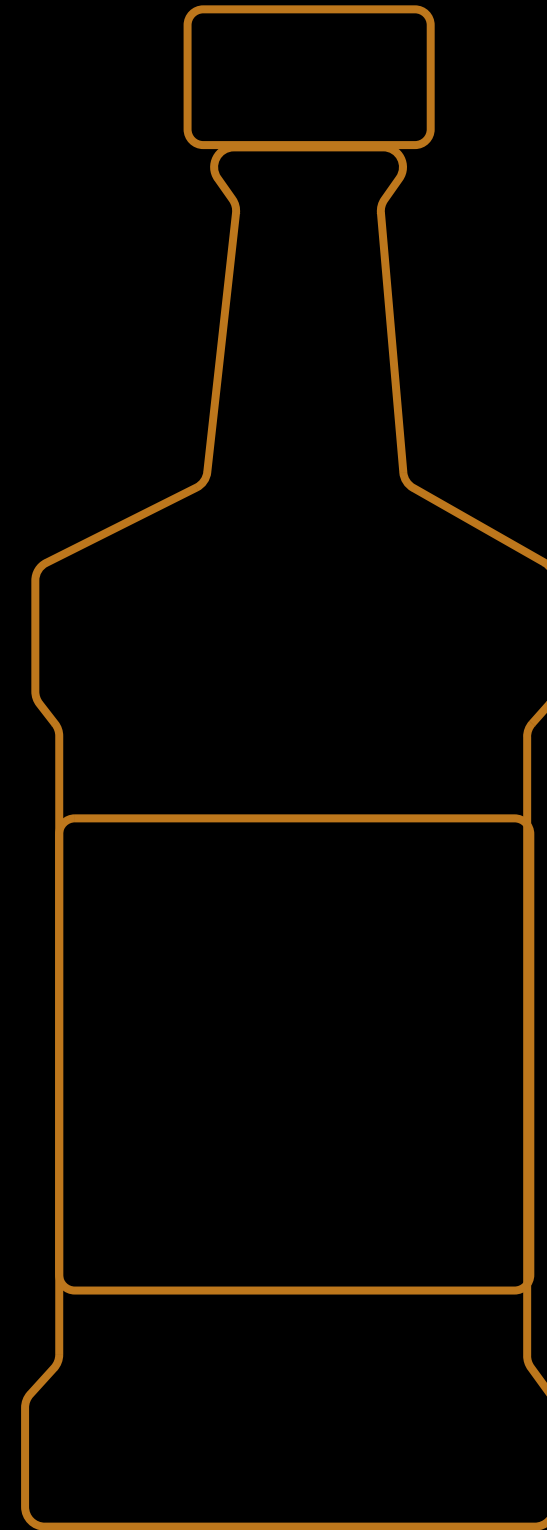
Market

£6.2B

is the global market value of whisky in 2022

37%

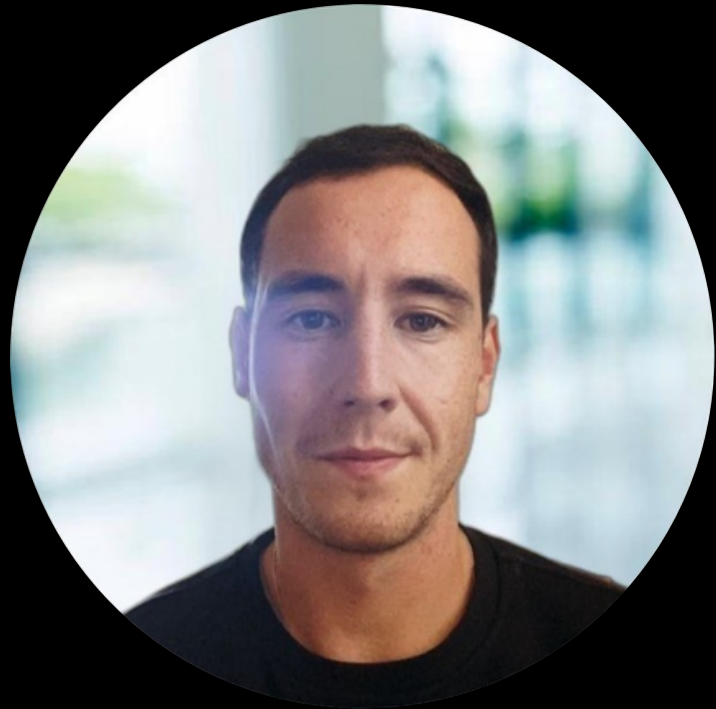
growth compared to 2021



53

BOTTLES OF
SCOTCH
WHISKY
EXPORTED
EVERY SECOND

Our team combines expertise in whisky business, software development, and marketing



Emil Tlyashov 

CEO

10 years in B2B sales
and business development



Andrey Romanov 

Co-founder

15 years in the whisky
business:
bottling, distribution,
and investment



Dmitry Kolomiets 

Co-founder

5 years in crypto tech
as CTO and marketer



Nikita Ruban 

CMO

13 years as CMO
in Ad and Tech companies

We're raising **€900k** to hit the following milestones:

**Project concept
development**

**Completion of
project
development**

**6.2K casks sold
8.8K users
€3M net profit**

**€36M cumulative
revenue**



Funds allocation

Product development
44%

Marketing
39%

Other
17%



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<https://calendly.com>