

**SUPERIOR
ALTERNATIVE**
TO TRADITIONAL
VENTURE CAPITAL



Unique Approach

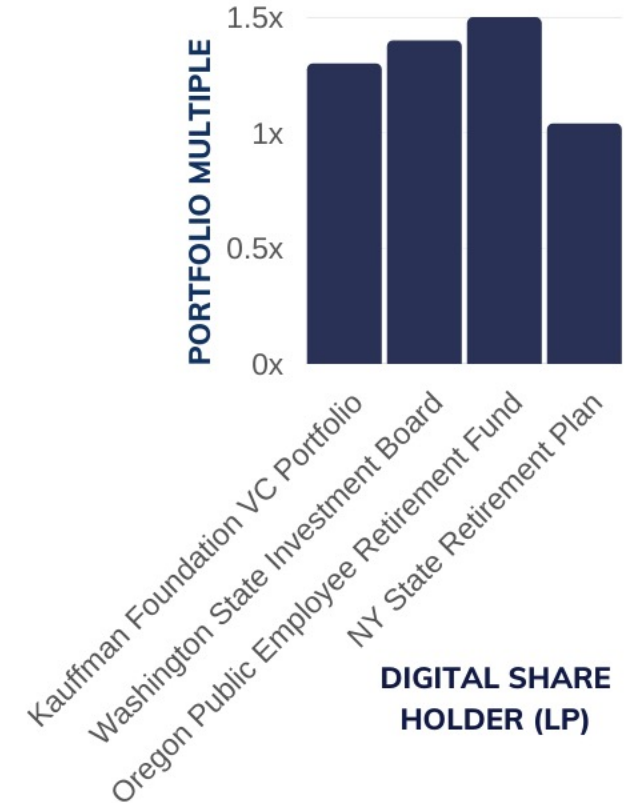
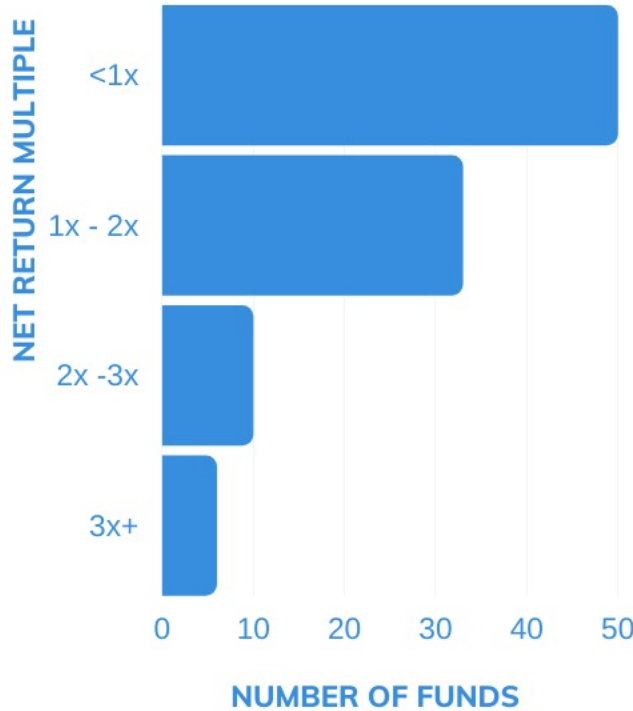
EDGE196's unique approach issues Digital Assets providing investors with diversification and liquidity while allowing startups to receive faster funding from one source.

Current Market Analysis

VC funds require a 3x return to achieve a venture rate of return.

- Hard to achieve
- Estimated 5% of VC's pull this rate of return

Source : D. Mulcahy, B. Weeks, and H. Bradley, "We have met the enemy. . . and he is us: lessons from twenty years of the Kauffman foundation's investments in venture capital funds and the triumph of hope over experience", SSRN Electronic Journal (2012) 10.2139/ssrn.2053258



Problems in the Market



Need For Diverse Portfolios

Investors want to diversify their investment



Fragmented Market

Investors struggle to identify opportunities in early & growth stage companies



Limited Investor Access

Accredited investors only - Global investors excluded



Limited Liquidity

Restrictive liquidity with locked trading periods



High Barrier to Entry

High minimum investment amounts



Unrealized IRR

VC's make a lot of binary bets and are locked in until one makes it big



Portfolio Company Access

Limited access to significant portfolio solicitation



Lack of Transparency

Minimal (if any) LP involvement in deal selection and/or participation



Syndication Barrier

Startups must syndicate funds instead of closing with one check



Unreliable Deal Flow

Deal flow is often corrupt or missing elements, making due diligence hard

Our solution



Investors get early access
to innovative startups
with global portfolio
diversity



Promising startups get
funding, mentoring &
market access from one
single source



Sustainable, transparent,
accountable and secure
ecosystem

Solution Advantages



Digital Asset Economy

Digital assets powering
EDGE196.



Smart Contracts

Transparent & trust free
investments & transactions



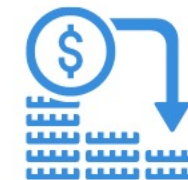
Deal Structuring

Three stages of rigorous
deal assessment



Risk Mitigation

Portfolio investments
distributed to mitigate
overall risk

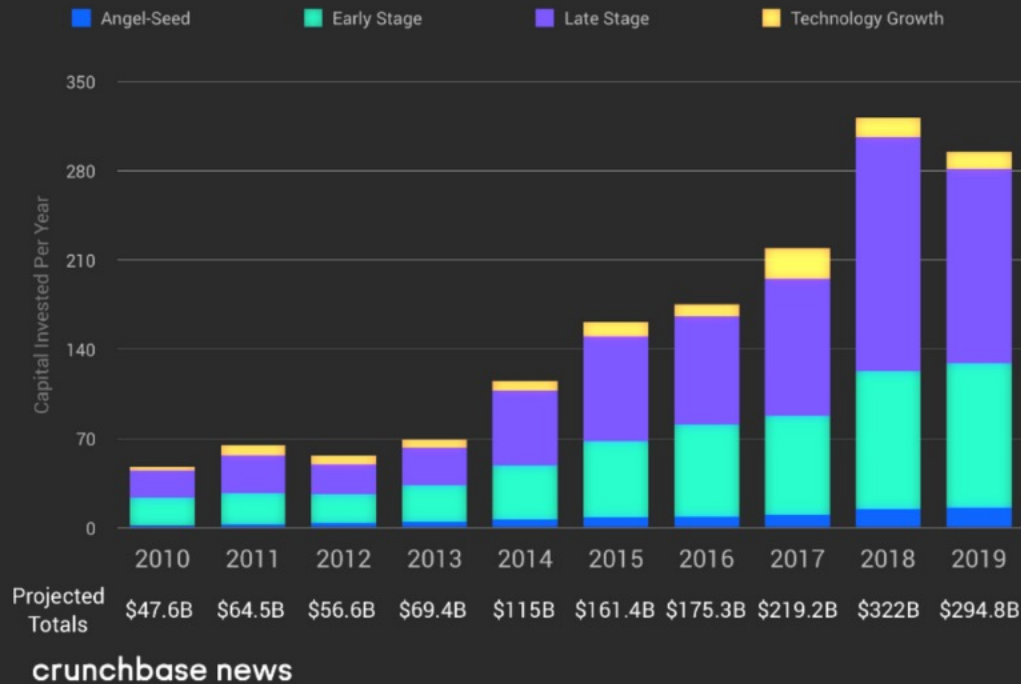


Liquidity

Enhanced liquidity via
secondary exchanges and
Universal Swap

Market Potential

Projected Global Venture Dollar Volume: 2010-2019



Global VC Market

\$294.8 Billion+ USD

Source: Crunchbase Q4/EOY2019
Venture Capital Report

EDGE196's Addressable Market

\$100 Billion USD

Source: EDGE196 Research

Reimagined VC Funding

Investors

What happens today

- Medium return comes with high risk
- No investors vote on individual investments
- Lack of liquidity

EDGE196 solution

- Full transparency
- Participation in investment rounds
- Enhanced liquidity
- Access to global deal flow

Startups

- Multi-party syndicated funding
- Lack of integrated mentorship
- Lack of market access
- Lack of consistent funding rounds

- Funding from one source
- Integrated mentorship
- Marketplace access
- Consistent funding support

Scalability

Current Direct Investment Model

Startups pitch multiple times.



Investors perform due diligence on the startup.



Investors buy interest in the startup company.

Digital Assets Investment Model

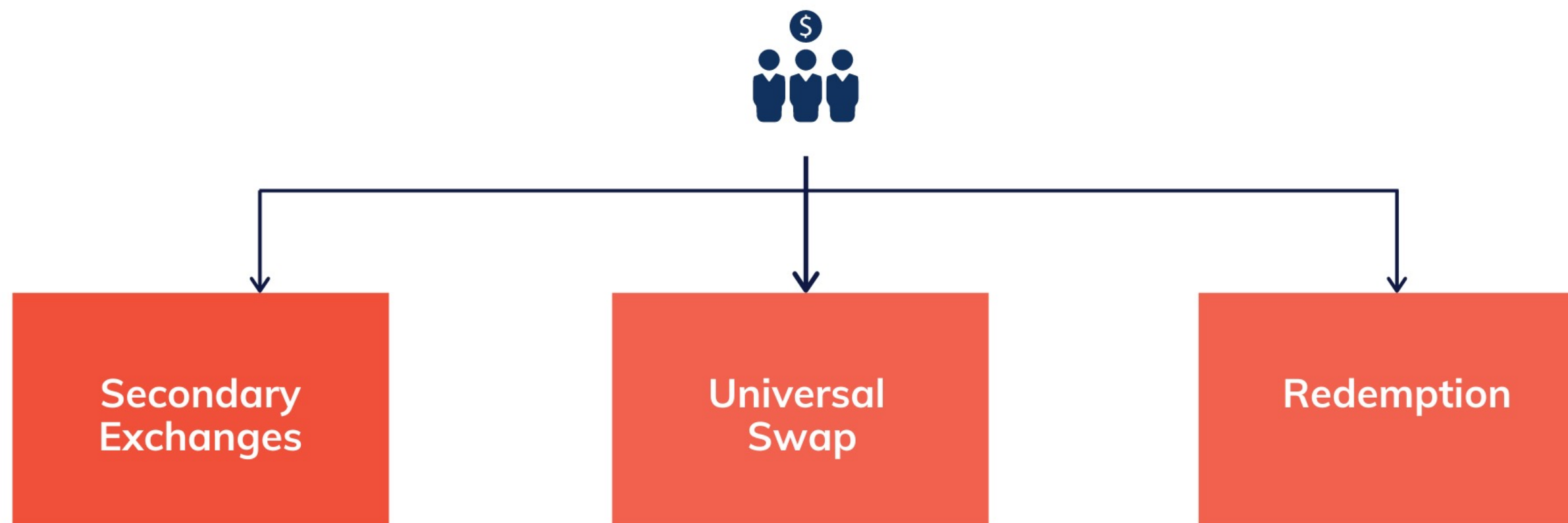
Unlimited number of startups can submit their profiles for investment.



Qualified companies receive quick funding.



Investors can buy EDGE-X digital assets and have enhanced liquidity options via secondary exchanges and Universal Swap.



Ecosystem



Global Marketplace



Market Intelligence



Researchers & Scientists



Design Thinking



Media



Innovation Labs



Expert Advisors



Mentors



Investors



Events



Human Resources



Legal Advisors



Digital Marketing



Technical Teams



Blockchain



IOT & Hardware



Government



Corporate



Incubators



Accelerators



Web Developers



Service Providers

Profit Sources



Issuance Fee

EDGE196 earns a small percentage of all EDGE-X issued

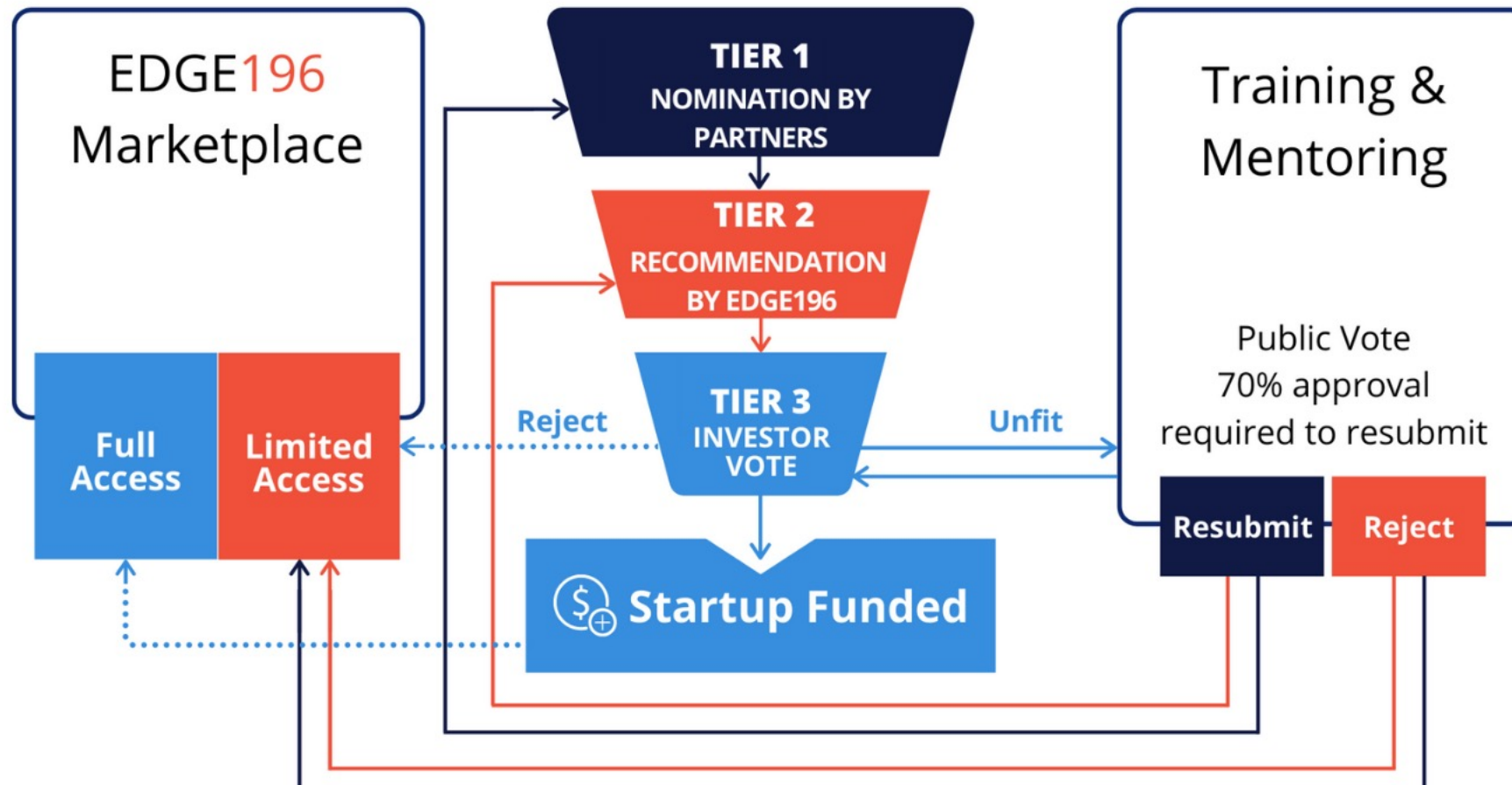


Startup Performance

EDGE196's value and earnings increase based on startup portfolio performance and appreciation

Deep Due Diligence

Each startup goes through 3 tiers of assessment & comprehensive review





Liquidity Flow



EDGE-X Digital Assets



EDGE-X

EDGE-X is a digital asset, which acts as a liquidity bridge or transfer of value between assets on the Ethereum network, other blockchains, and secondary markets. It allows investors to convert digital assets to EDGE-X.

The value of EDGE-X is based on the Liquidity Reserve and ongoing demand. EDGE-X can also be used within the EDGE196 Global Marketplace to render services and to enable the global ecosystem.

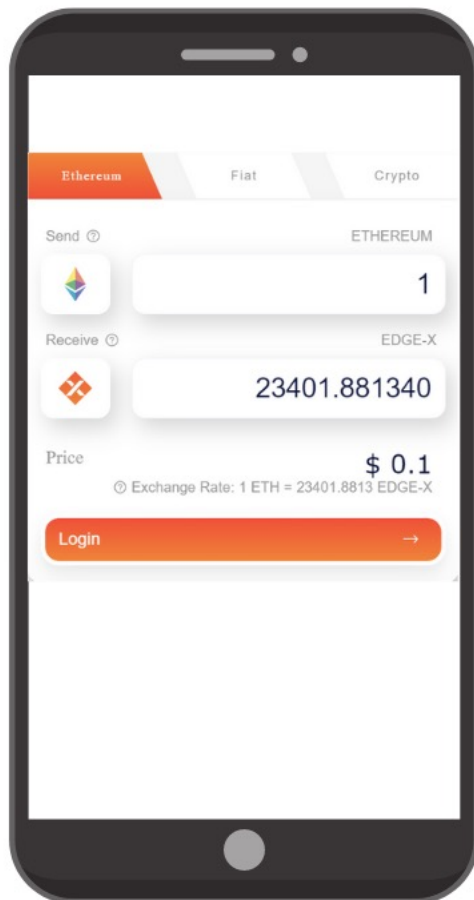


EDGE-Q

EDGE-Q is a digital asset which tracks the performance of EDGE196's investment portfolio and will gain value based on the portfolio's valuation.

Essentially, EDGE-Q represents equity in the EDGE196 company.

Universal Swap



EDGE196 has implemented a Universal Swap system which provides investors with a decentralized digital asset-swap option for EDGE-X and other digital assets.

These trades are only for whitelisted wallet holders that will have to be approved by EDGE196 for KYC and AML regulatory requirements and subject to other regulations on a country-by-country basis. Should a receiving wallet not be on the whitelist, the transaction will fail to complete.

Events

EDGE196 events are a major part of connecting investors with highly promising startups through a range of hackathons and global competitions.

Our events will provide investors and partners a first look at potential unicorns.

**One million
dollars awarded
to winner of
Fintech Global
Startup
Challenge**



Capital Raising



MOMENTUM SALES

EDGE-X is sold via a simplified pool structure (with bonus incentives) where the investors can purchase EDGE-X through multiple crypto and fiat options



EXCHANGES

Primary and secondary market engagement on major exchanges



GENESIS OFFER

EDGE-X tokens will be available to investors and crypto enthusiasts at a fixed price per EDGE-X

Roadmap

	2017	2018	2019	2020	2021	2022
Q1	EDGE196 technology team built. Alpha version of EDGE196 launched.	Organized global startup challenge 100+ participants. Invested in Chitmonks.	Invested in UBIShares.	Launched NRISI. Invested in Tazwiz and Mobiepay.	Development, auditing and testing of EDGE-X. Wallet and multichain integration.	Forge partnerships with banks and financial institutions. Acquire broker-dealer license
Q2	Alpha version of EDGE196 mobile app launched.	Fintech Grand Finale with 20 finalists. Invested in Jointer.	Expanded Asian ecosystem.	Invested in Iuzet and Blockchain196.	Launch Marketplace v1.0. EDGE-X full launch for non-US investors.	Launch in-house projects empowering the whole ecosystem.
Q3	EDGE196 global startup challenge 2017: Fintech category.	Invested in Startupp. Expanded European ecosystem.	Launched Generation Heights.	EDGE-X token designed and built. Invested in Archax and Crypto196..	Launch Tech196, Yoganations v1.0	Future tech projects. Establish a digital bank.
Q4	Invested in DHI Labs and BlogBing.	Invested in Funding Tree and Hackmania.	Invested in TQMR.	Asia Blockchain and Fintech startup competition. Added ecosystem partners.	Integrate EquityUp into marketplace. Launch Yoganations v2.0 and Marketplace 2.0	Global Grand Investment Summit.

Team



Dr. Jay Patel
Founder & CEO



Mohit Shrivastav
Asset Management



Amit Singh Gohil
Operations



Jigish Dharaiya
Compliance



Rayaan Arif
Asset Management



Kamal Patel
Operations



Jerry Francese
Advisor



Deepak Sharma
Investments



Anand Sanghvi
Deal Flow



Albert Balderas
Operations



Harish Mamtani
Advisor



Daniel Sloan
Investments



Uday Molugu
Deal Flow



Alex Man
Operations



Nikolas Joyce
Advisor

Team



Andy Chopra

Outreach



Heather Leighton

Outreach



Andrew Higdon

Technology



Sudip Chakraborty

Outreach



Parth Divariya

Technology



Neeraj Satija

Technology



Mahesh Sashital

Technology

DISCLAIMER

THIS IS NOT AN OFFER TO PURCHASE OR SELL SECURITIES

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FORWARD LOOKING STATEMENTS

This Confidential Information Memorandum contains "forward-looking statements." These forward-looking statements are based on the Company management's reasonable expectations and assumptions as of the date of this presentation regarding important risk factors. We have based these forward-looking statements on our current expectations and projections about future events. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by such forward-looking statements. We cannot guarantee and do not guarantee future results, levels of activity, performance, or achievements. DIGITAL ASSETS ARE EXTREMELY HIGH-RISK INVESTMENTS. ONLY INVESTORS WHO ARE ABLE TO BEAR THE RISK OF LOSS OF THEIR ENTIRE INVESTMENT SHOULD CONSIDER PURCHASING DIGITAL ASSETS. BEFORE MAKING A DECISION TO PURCHASE DIGITAL ASSETS, YOU SHOULD CAREFULLY CONSIDER THE RISKS TOGETHER WITH THE OTHER INFORMATION CONTAINED IN THE EDGE196 DIGITAL ASSET PURCHASE AGREEMENT AND THE OFFERING MEMORANDUM.

TENOR OF OFFERING

We believe that under US law, EDGE-Q will be treated as a security for purposes of the U.S. Securities Act of 1933, as amended (the "Securities Act"). We have structured our EDGE-X offering to be treated as a "utility token" or "payment token" not subject to regulation under the Securities Act. We believe that each of EDGE-Q and EDGE-X would receive similar treatment in other jurisdictions. Please be advised, however, that none of the U.S. Securities and Exchange Commission (the "SEC"), any U.S. state securities regulator or any regulatory authority from any other jurisdiction has opined on the tenor of EDGE-Q or EDGE-X as a security or utility token, respectively. None of the SEC, any state securities regulator or any other regulatory authority has approved or disapproved EDGE-Q or EDGE-X (the "Units") or determined If this Confidential Information Memorandum ("CIM") is truthful or complete. In making a decision to acquire either Unit, you must rely on your own examination of EDGE196, and the terms and conditions of the Units, including the merits and risks involved. None of the SEC, any state securities regulator or any other regulatory authority has approved or disapproved the Units. Any representation contrary to the foregoing statements is a criminal offence. YOU MAY BE REQUIRED TO BEAR THE FINANCIAL RISKS OF AN INVESTMENT IN EDGE-Q and EDGE-X FOR AN INDEFINITE PERIOD OF TIME.



EDGE196TM

THINK GLOBAL • GO GLOBAL



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