



i-cash

Executive Summary

June 2018

The Mission

The iCash Proof of Trust Protocol assures the validity of smart contract settlements

iCash Founder and CEO



Will McDonough has a track record of team building and managing some of the biggest brands and businesses in the world in public and private markets, across geographies. His proven capacity to bring unique asset class exposures to investors in liquid structures, and driving new frontiers from main street to wall street is unprecedented in current blockchain businesses.



New England
Patriots



MMG



A2



Avenue
Capital Group



Goldman
Sachs



Atlas Mara



iCash

iCash Team

An institutional team with institutional quality leadership, vision, and a track record of building and scaling businesses.



Ling Qing Meng
Chief Technology
Officer



Jonathan Malveaux
President



Magnus Sigurdsson
CIO / Head of
Treasury Management



Donald Payne
COO / CCO



Max Wolff
Chief Economist



John McDonough
Director of Strategic
Partnerships



Liz Lynch
Director of
Global Marketing



Nick Grosz
Community & Trading



Lily Fowle
Head of Bermuda
Operations



iCash Tech Team

iCash has partnered with Virtusa as our global consulting and digital engineering partner.



Div Prakash
Head of Delivery



Stephen Holmes
Blockchain SME



Archana Dixit
Blockchain Advisor



Niladri Bhandari
Blockchain Architect



Stephen Wood
Service Design SME



Mandana Dilmaghani
Service Design Lead



Prasanth Kancharla
Lead Business &
Technical Analyst



Global Consulting and Digital Engineering Partner

iCash's technical development is in partnership with the team at **Virtusa**, one of the world's fastest growing Engineering firms. Virtusa has extensive experience in building large scale platforms and revolutionary products with a strong focus on blockchain innovation.

With \$1.1 billion in revenue, 24,000 employees in 50 offices in Americas, Europe, Asia and Australia, Virtusa is the largest provider of Digital Transformation Services for NewYork Life and the number 1 Partner for JPM Chase in their Digital Program and Citi's Corporate Banking Portal (Citi Direct).

Working with 14 of the 30 top global banks has given Virtusa insight and experience with solving some of the most difficult challenges in software and blockchain development. Long standing relationships with blue chip clients across diverse sectors in multiple key markets, including Google, Comcast, JPM, Metlife, Allianz and many more, may aid in securing partnerships for additional uses of iCash's PoT protocol. Most recently Virtusa led the blockchain development efforts of JP Morgan and Comcast NBC's well regarded blockchain projects, and have taken on iCash as their first non fortune 100 client for blockchain development.

iCash Advisors

Institutional quality Advisory Board exploring sector opportunities to utilize and expand iCash and PoT Protocol.

Kris Canekeratne

Founder & CEO Virtusa

Eric Solash

Marsh & McLennan

Paul Guthrie

Quantum Computing Solutions

Luis Gigliotti

Electronic Arts

Peter Knez

Fmr CIO - Blackrock

Sir Robin Jacob

Lead Patent Judge in UK

Emil Michael

Fmr Head of Business - Uber

Michael Cho

Kakao

Henry Chung

Draper Athena

Jonathan Lee

Yello Digital/ Icon/ Coinone

Charles Pyo

Tokenomia/ EOSScan.io

Ryan Uhr &

Richard Yun

Coinplug

Scott Walker

DNA Fund

Maja Vujinovic

Fmr CIO - GE Digital

UBER



BLACKROCK

virtusa®

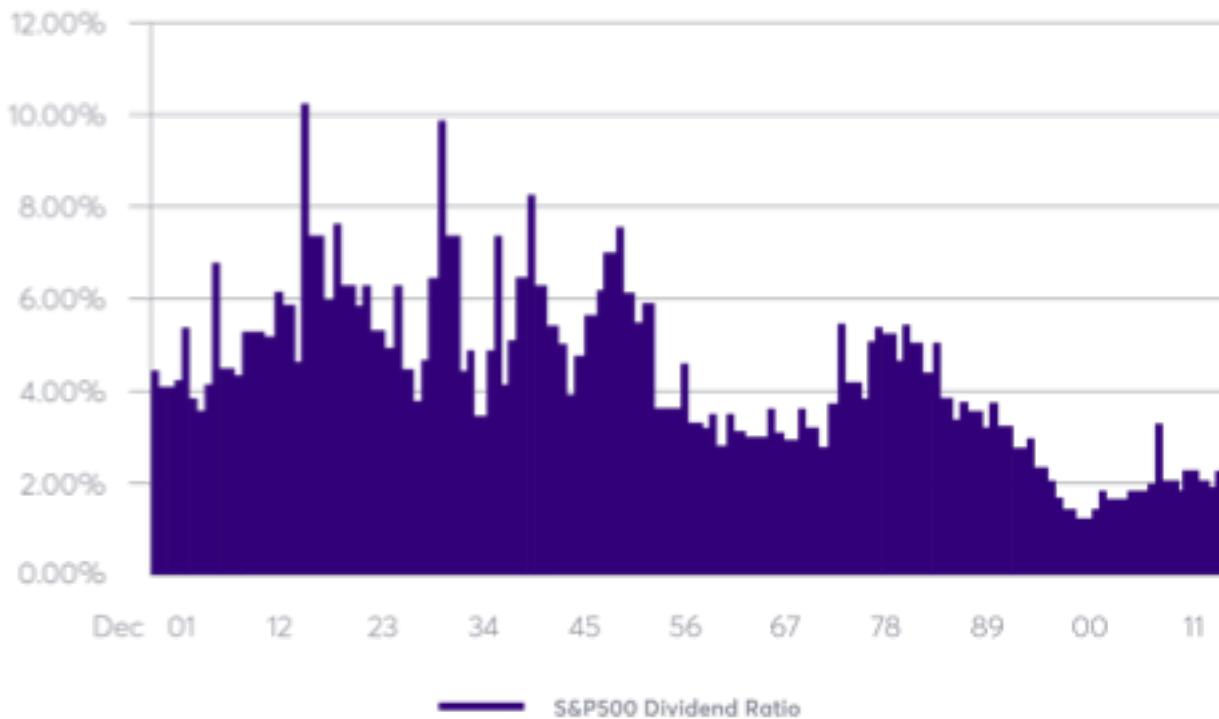


NASA



Stocks vs Tokens

S&P500 Dividend Ratio 1900-2018



1950: 7% Average Dividend & a vote in the direction of the business of the company.
2018: 2% Average Dividend & no vote

facebook

4X more users than shares

amazon

More members than shares

NETFLIX

More subscribers than shares

Google

2X more users than shares

twitter

17X more users than shares

- The days of buying stock for dividends and voting power in the business of the company are gone
- If today's top B2C companies tokenized their user base, they would have more demand for their tokens than they have shares outstanding

Token Offerings are Nothing New



SPECIAL PURPOSE ACQUISITION
COMPANY (SPAC)

- Write a **prospectus**
- Raise capital behind thesis
- Sell **shares** (create cash shell)
- Implement thesis with proceeds
- Build team
- Sell into capital markets

Stock



TOKEN OFFERING

- Write a **whitepaper**
- Raise capital behind thesis
- Sell **Tokens** (create cash shell)
- Implement thesis with proceeds
- Build team
- Sell into capital markets

Token

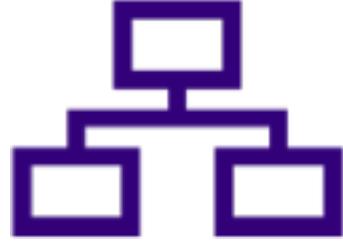
SAME KEYS TO SUCCESS

- Institutional Structure
- Regulatory Compliance
- Investor Liquidity

In 2014 McDonough co-founded Atlas Mara and took it public in the London Stock Exchange for \$825mm

In 2017 McDonough founded iCash

iCash Keys to Success



Institutional Structure

- Institutional quality team and partners
- Reg D Offering with vision towards an S-1 filing
- Chief Investment Officer in place for treasury management



Regulatory Compliance

- Selling to qualified buyers in accordance with SEC guidance
- Legal and Regulatory guidance in 20 Key Jurisdictions
- COO/Chief Compliance Officer in place



Investor Liquidity

- Best in Class Token Economics
- Registration under way with major global exchanges
- Rising demand for utility of platform and protocol

iCash Regulatory Approach

iCash works with legal and compliance counsels **Wilson Sonsini** and **Deloitte & Touche** to ensure compliance under current US and international law.





Technical Approach

Blockchain and Smart Contracts

- Blockchain creates decentralization
- Smart Contracts on the blockchain make the exchange of goods and services programmable
- BUT Smart Contracts ≠ Automation
- Smart Contracts mean decentralized execution will be carried out automatically in accordance with its inputs
- How do you ensure fairness when blockchain is irreversible and there is the potential for incorrect inputs?

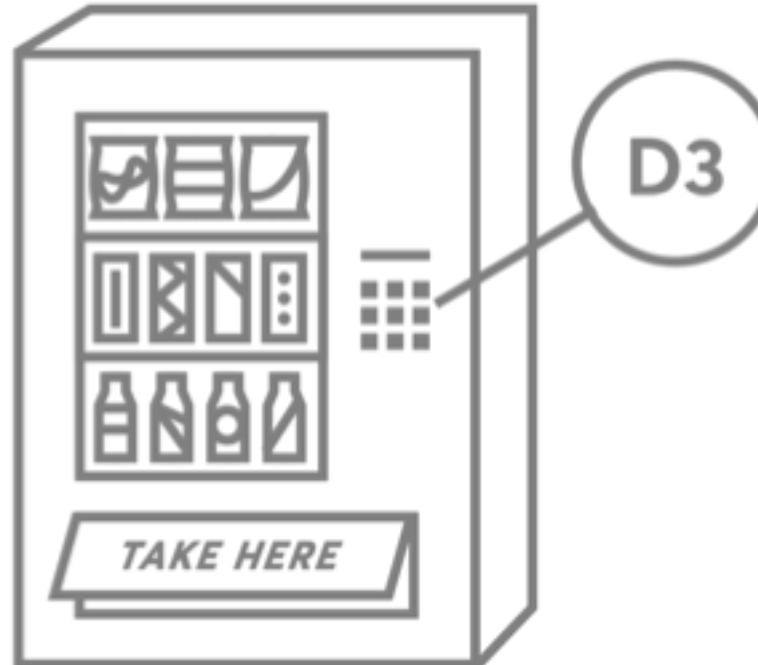


The Issues with the Indelible Ledger

The Vending Machine was the first retail application of the Smart Contract

If you...

Input D3 for Potato Chips



But Instead received Snickers Bar

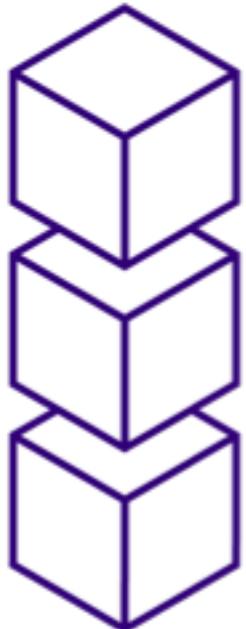
Would you ever use that vending machine again?

How would you contest that settlement?

How do you ensure fairness when Blockchain is irreversible and there is the potential for incorrect settlements?

Trust by computation CAN result in correct execution but incorrect input

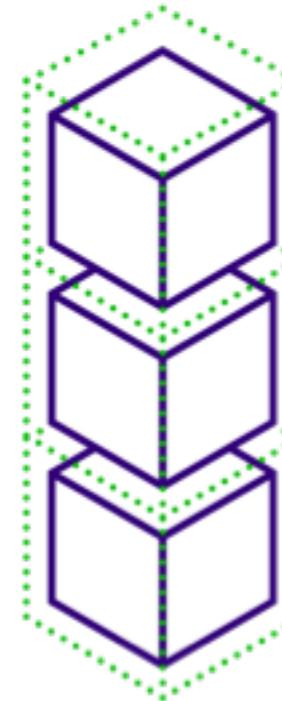
PROOF OF WORK & PROOF OF STAKE BASED SYSTEMS



"Proof of Work" and "Proof of Stake" cannot detect incoming data anomalies

- Blockchain offers immutability of computation and immutability of data
- There is **no mechanism** to identify **rogue data** coming from trusted source
- With the irreversible nature of the blockchain, this creates risk

PROOF OF TRUST BASED SYSTEMS



- A separate **layer of trust** ensures that the data is reliable
- The applicability of smart contracts multiplies with existence of such a layer
- Proof of Trust adds protection against rogue or incorrect data/inputs
- Proof of Trust validates data/inputs

iCash Bridges the Divide

Blockchain purists
preach “trustless”



The iCash Proof of Trust Protocol provides arbitration and validation optionality to Smart Contract settlements



Main Street and Wall Street require checks and balances

The blessings and the curses of blockchain

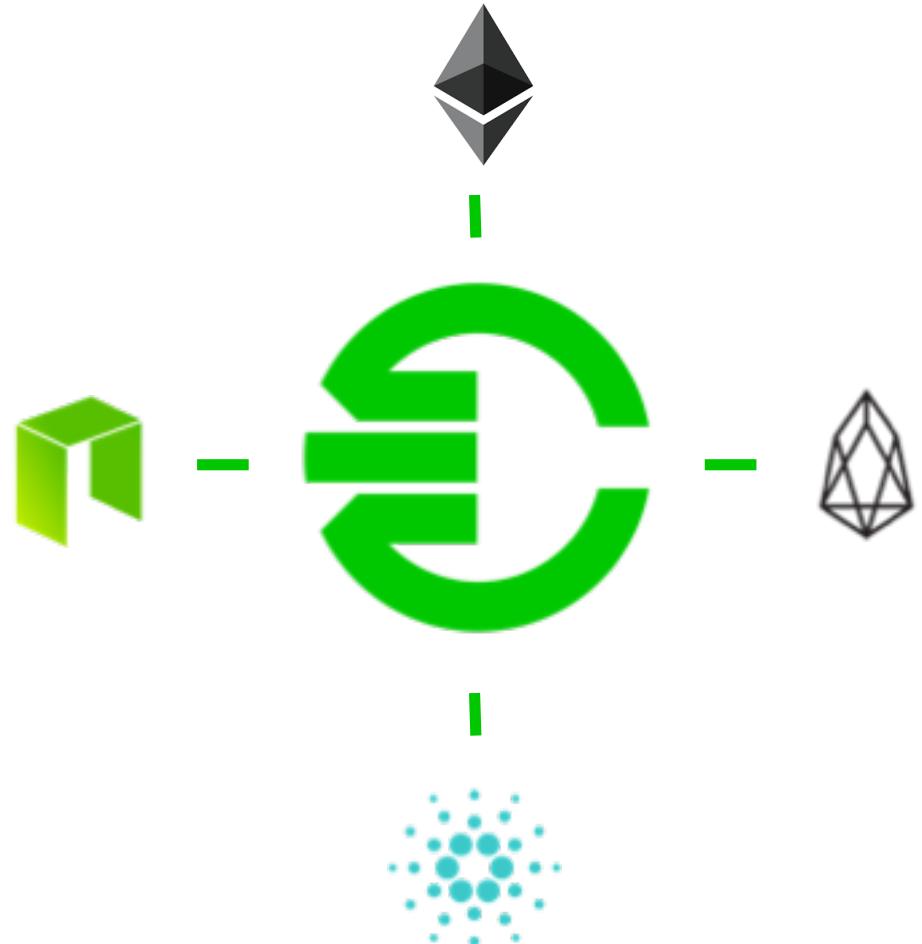
THE GIFT	THE CURSE	PROOF OF TRUST
Decentralized	Unaccountable	Trusted Arbitration
Incorruptible	Irreversible	Ability to Contest
Distributed	No recourse against inaccuracy	Reputation Ratings on Delegates

iCash is Building on Multiple Blockchains

Would you invest in an app that only built on one operating system?



- iCash is building on multiple blockchains, not dependent on any one platform's potential success or scale
- This chain agnostic approach broadens reach to **user** community
- This chain agnostic approach broadens reach to **developer** community
- Proof of Trust is planning to build on Ethereum, EOS, Cardano, and Hashgraph at launch



Why the Blockchain is Big News



VISA, CITI, AND NASDAQ

To modernize, streamline and simplify its administrative functions, NASDAQ has recently invested more than \$100 million in implementing this new tech across the world's second largest exchange.

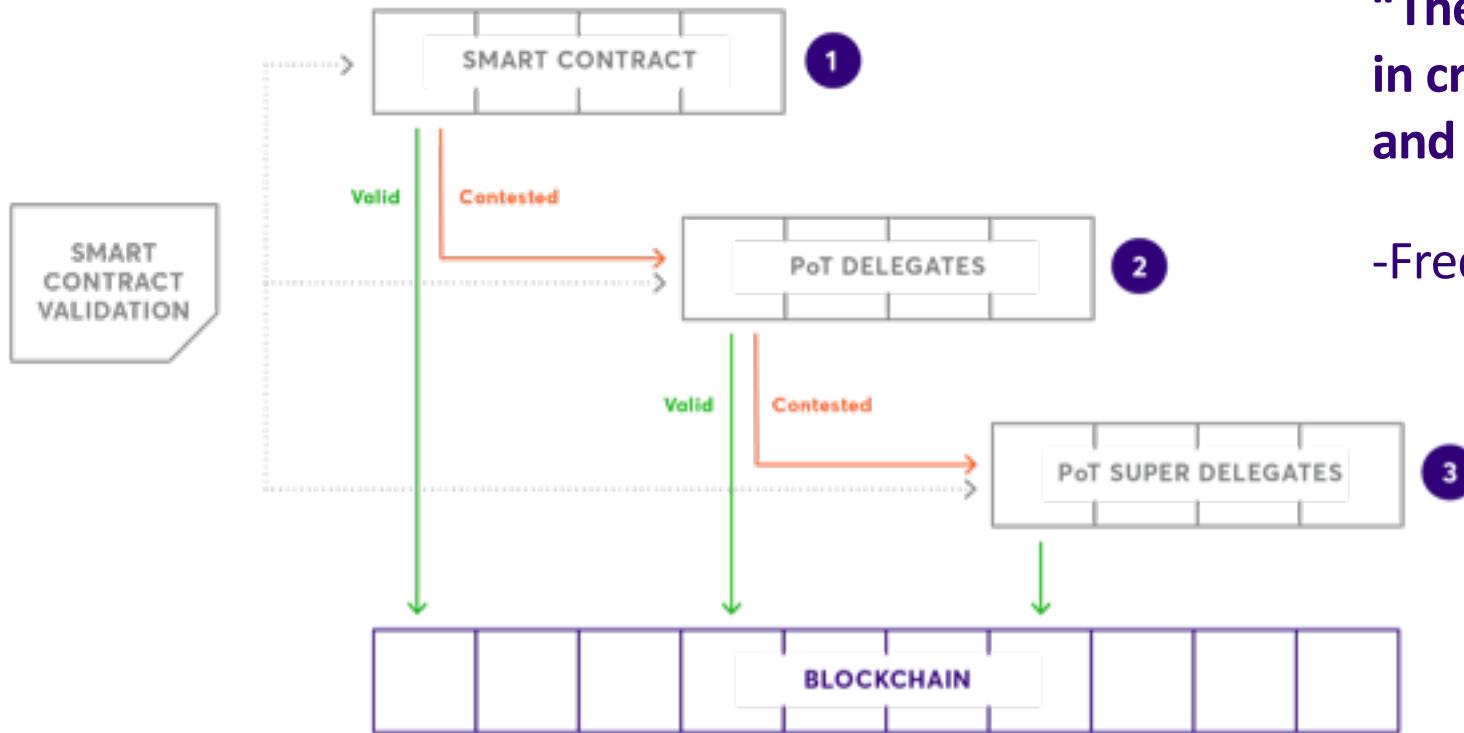
UBS BANK

Swiss banking giant, UBS, is a big believer in the power of distributed ledgers to redefine finance. The bank has opened a research facility in London aimed at driving distributed ledgers mainstream.

ENTREPRENEURS

Visionaries like Apple's Steve Wozniak, entrepreneur Jeremy Allaire and Virgin's Richard Branson are investing millions in this new technology. They are among the first to see how valuable distributed ledgers are about to become.

PoT (Proof-of-Trust Protocol)

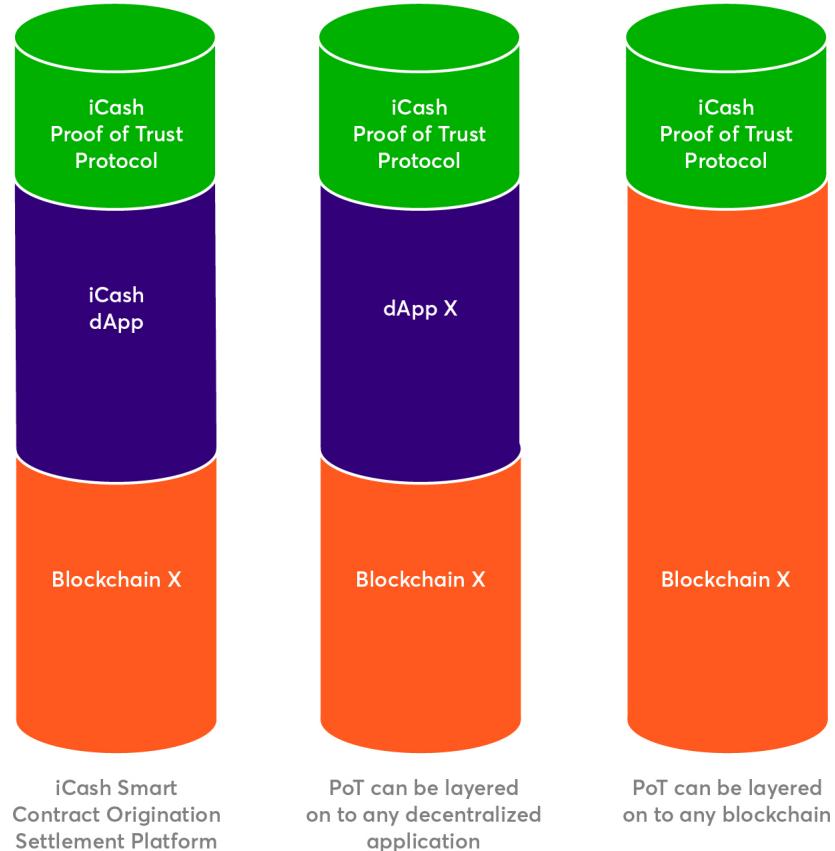


“The biggest challenge facing projects in cryptos is blockchain governance, and the scalability of governance”

-Fred Ehrsam, Co-Founder of Coinbase

PoT creates a method for scalability of the governance and validation/dispute of transactions via its single delegate confirmation method.

Blockchain, Smart Contracts, and iCash



The iCash Proof of Trust Protocol allows for institutions to transact with greater confidence on the blockchain

- The best business applications of blockchain are Smart Contracts
- Institutions require checks and balances ahead of irreversible blockchain entries
- The Proof of Trust protocol can be imbedded on any blockchain, and in any dApp, to assure Smart Contract settlement validity

Future Insurability of Blockchain Transactions

By creating the capacity to assure the accuracy of Smart Contracts validation, iCash creates the possibility of insuring Smart Contract settlement.

If Smart Contracts are insurable – requiring the **iCash Proof of Trust Protocol** – the number of potential Fortune 500 users of the blockchain is multiplied.



Extension and Applications of iCash

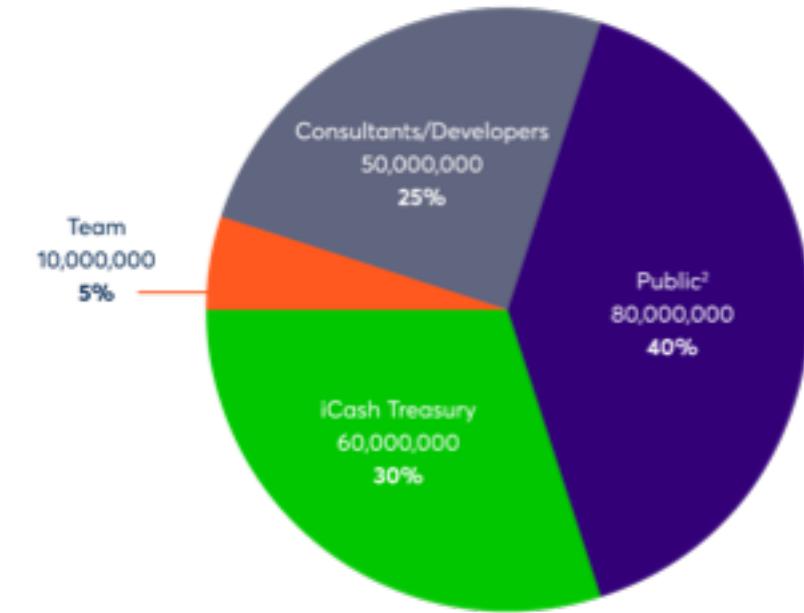
The PoT protocol adds assurance to accurate settlements via smart contracts for any live verifiable event



Technical and Business Details

Token Sale Details

Token Allocation		
Amount Raised	Price per Token	Tokens Sold
\$35mm US	50c	70mm tokens
\$5.625mm US	75c	7.5mm tokens
\$2.5mm US	\$1	2.5mm tokens



iCash is selling 200mm tokens in their initial offering. Of those 200mm, 80mm will be sold to the public.

Subsequent releases of tranches will be tied to the same dispersion, and only done so when iCash expands into new sectors or geographies.

iCash's Global Opportunity



70 Patents & Trademarks across 100 countries

US, UK, Korea, Japan, Hong Kong, Israel, Russia, UAE, France, Canada, Luxembourg, Saudi Arabia, Australia, South Africa, Poland, Singapore, Germany, Ireland, India, Switzerland, etc.

Roadmap



