



Platon Finance
CREATE THE FUTURE

A secure crypto-financial ecosystem

BUY STORE TRANSFER TRADE USE

Pitch deck

Agenda

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Pitch deck

Agenda

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Introduction to the digital world

Welcome to the modern digital world. The world where internet and IT lead, a world where people are hungry for technology improvement and development.

A year 2009 was written. Social networks began to rise, and the light met several terms – cryptocurrency, blockchain and Bitcoin.

They brought a fresh air to the constantly growing IT sector. Blockchain did a revolution in already known technology. Fast transactions, anonymity, decentralized and unique system opened the brand new world of cryptocurrencies that we are currently in.

Now, it's time to put it to a higher level where the security of the system, the trust of the people, and the usability of the digital currencies are the most important.



Problems of cryptocurrency technology

The arrival of the new unexamined blockchain technology and cryptocurrencies brought several main problems such as security, trust, usability and valuation that needed to be solved.

01

02

03

04

Trust

Currently there is no confidence in cryptocurrencies as a good investment or payment method.

Security

Digital wallets and exchanges suffer from lack of security and precaution against cyber attacks.

Usability

To the most of people, the cryptocurrencies are difficult to use.

Valuation

Transformation of the value of material assets into fully digital form is currently an unknown language.

Solutions

that our system brings you

Where is the problems, there is the solutions. Our unique ecosystem simply and efficiently solve the main issues the modern digital world suffer from by using unique and user-friendly technologies.



Trust

A cryptocurrency that will be insured by leading insurance company and have a real value.

Security

Development of new technology for higher security of digital wallets and exchanges in cooperation with leading security corporation.

Usability

One platform to study, buy, pay, trade and change the cryptocurrencies quickly and efficiently.

Valuation

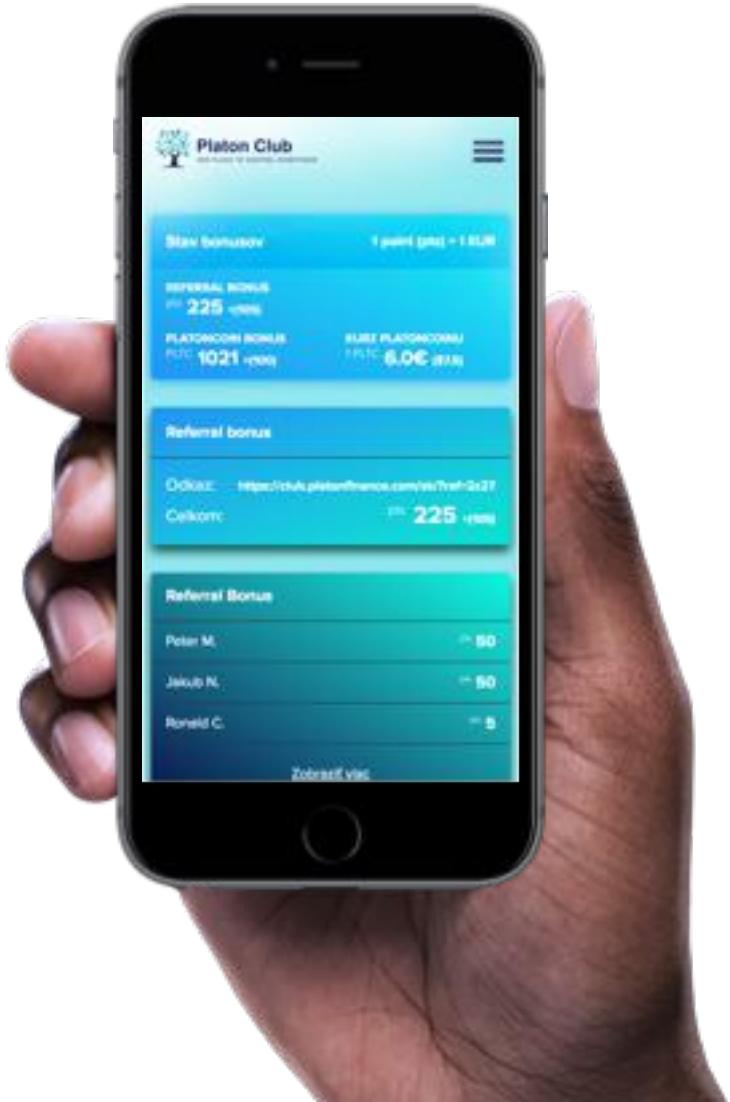
Unique technology which allows a digitalization of property in real time with high computing power.

Product

for simple and efficient use

Platon Club

Platon Club is a unique platform, where we educate and help people to understand cryptocurrency and blockchain. This platform is a main application where our users can control the whole digital world we bring to them.



E

Educate

Every user have access to education materials to gain knowledge about cryptocurrencies

C

Control

Control your finances from one place, one platform

P

Pay

We will provide a prepaid payment cards for every user of Platon Club

T

Trade

Every member learns how to trade the cryptocurrencies on exchanges

S

Support

If you become a part of our Platon Club family, you can also support innovative or charity projects

Platoncoin

one system, one token

Platoncoin is the main cryptocurrency of Platon Finance ecosystem based on Ethereum ERC20 token technology. Platoncoin is the key part of our ecosystem because its used as a...



Digital Asset

To profit from your investments and to rise the value of your property



Payment method

To buy goods and services in e-shops which are partnered with us



Insurance money

To buy insurance to secure tokens in our users' wallets



Platoncoin

one system, one token

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Transaction fee

To be used as a fees for transactions made via our wallets



Exchange to fiat money

To convert digital currency into fiat money through prepaid payment cards



Projects foundation

To fund innovative projects in IT, charity, environment, entertainment on our blockchain

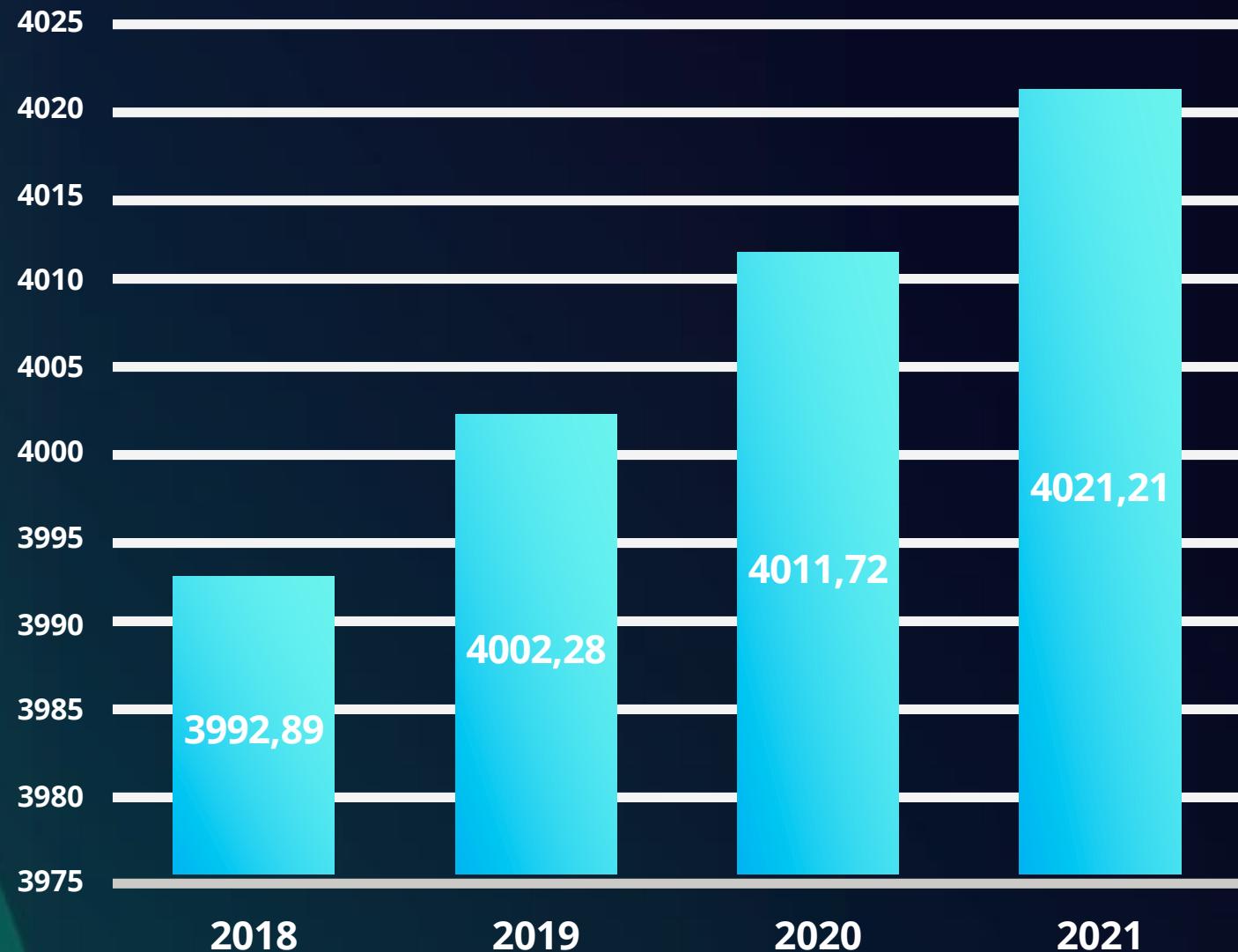


Market overview

market potential

Based on available statistics and predictions for 2018 to 2021 is obvious growth of population together with the growth of the amount of people connected to the internet. For 2021 is predicted that almost 4021,21 mil. of people will have an active access to the internet.

Prediction of total internet users (in mil.)



Market overview

competition

Currently there exist almost 1605 tradable cryptocurrencies that can be competitive with our Platoncoin, but if we look at the business model and strategy, the main competition we have is in 4 currencies that are listed in TOP 10. We are talking about Bitcoin, Ethereum, EOS and Stellar.

These 4 have common vision and it's to develop efficient and usable ecosystem based on blockchain that will be the leader on the market.

Bitcoin
BTC

Market capitalization
in May 2018:

\$115,817,169,553.00

Ethereum
ETH

Market capitalization
in May 2018:

\$53,663,908,498.00

EOS
EOS

Market capitalization
in May 2018:

\$9,587,724,187.00

Stellar
XLM

Market capitalization
in May 2018:

\$4,412,700,623.00

Market overview

pluses

Our ecosystem have several strengths that give our unique project competitive edge and an opportunity to engage in a global cryptocurrency market.

Platon Blockchain

Insured wallet

Secured ecosystem

Prepaid payment cards

Market overview

pluses

Our ecosystem have several strengths that give our unique project competitive edge and an opportunity to engage in a global cryptocurrency market.

Digital valuation
of material property

Platon Club
user-friendly platform

Market overview

minuses

Thanks to our simple and sophisticated solution, we have only one weakness, which will be solved soon.

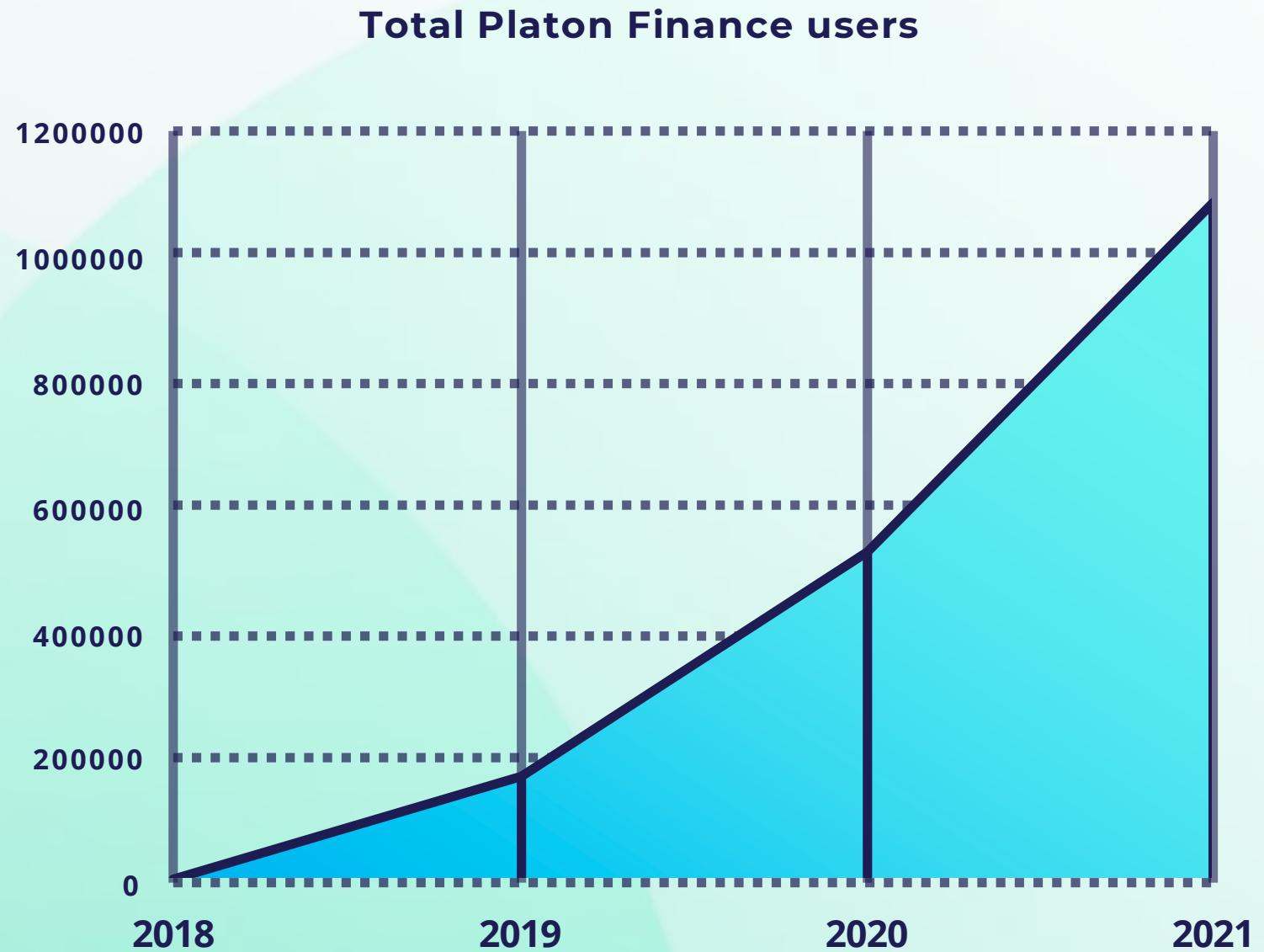
Project is currently
in beta-testing process

Market strategy

target group

The target group of Platon Finance is made by common users with access to the internet.

Year	Market share	Total PF users
2018	0.000030 %	11,979
2019	0.000430 %	172,098
2020	0.001300 %	521,524
2021	0.002700 %	1,085,727



Business model ecosystem

Platon Finance is a crypto-financial ecosystem based on blockchain technology which connects classic fiat money market with modern digital currencies via its own cryptocurrency - Platoncoin.



Business model

ecosystem

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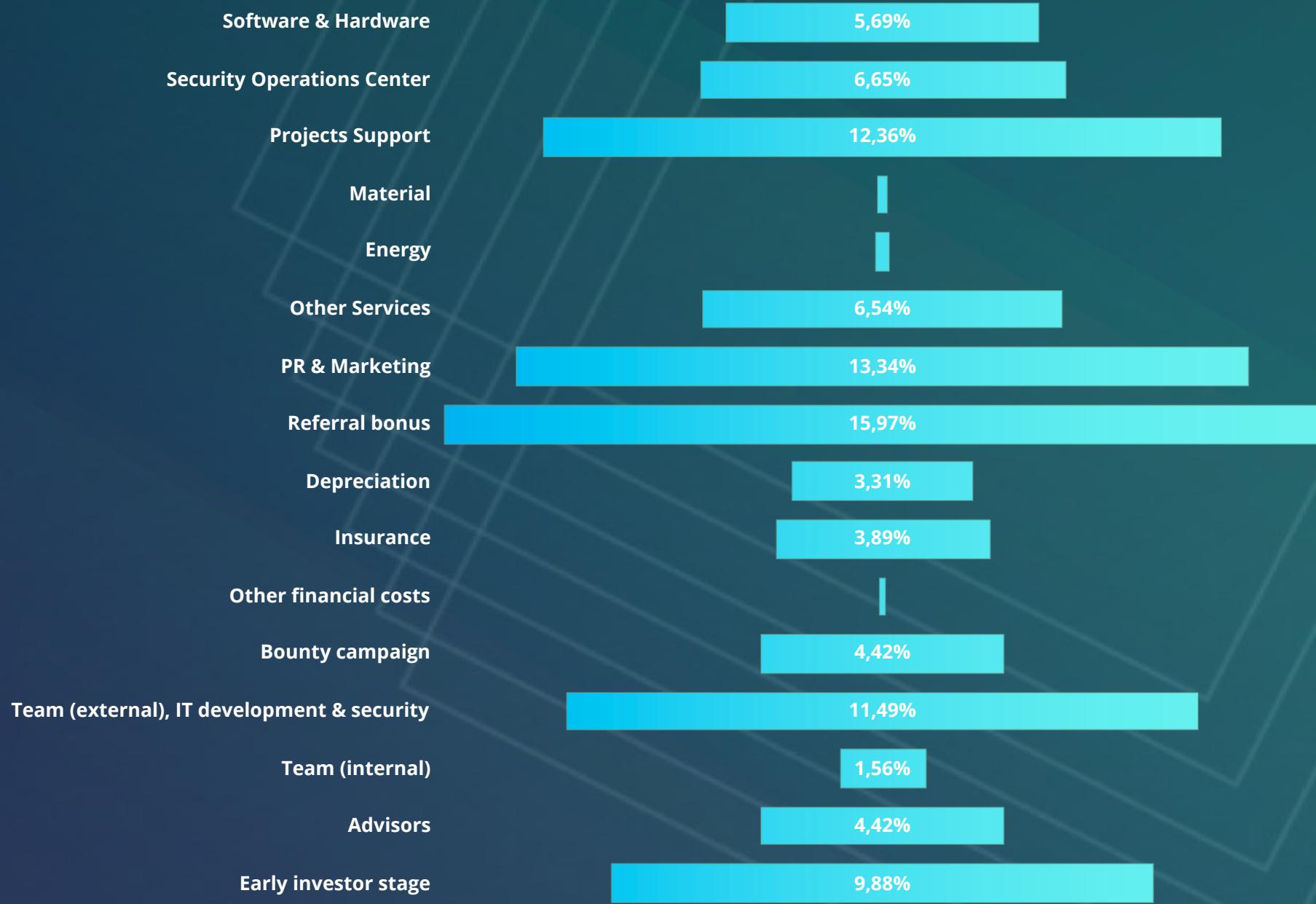
Financial Forecast

capex & opex % structure

	2018	2019	2020	2021	4 Yrs. Av.
Software & Hardware	11.77 %	4.58 %	3.60 %	2.80 %	5.69 %
Security Operations Center	1.39 %	22.80 %	1.20 %	1.20 %	6.65 %
Projects Support	7.47 %	18.18 %	13.40 %	10.40 %	12.36 %
Material	0.38 %	0.09 %	0.10 %	0.10 %	0.17 %
Energy	0.39 %	0.12 %	0.20 %	0.20 %	0.23 %
Other Services	15.65 %	3.52 %	3.30 %	3.70 %	6.54 %
PR & Marketing	4.50 %	11.45 %	13.00 %	24.40 %	13.34 %
Referral bonus	18.24 %	5.35 %	21.33 %	18.97 %	15.97 %
Depreciation	2.35 %	3.50 %	3.70 %	3.70 %	3.31 %
Insurance	6.76 %	2.79 %	3.20 %	2.80 %	3.89 %
Other financial costs	0.33 %	0.09 %	0.10 %	0.00 %	0.13 %
Bounty campaign	5.36 %	3.51 %	4.70 %	4.10 %	4.42 %
Team (external), IT development & security	18.11 %	10.14 %	10.00 %	7.70 %	11.49 %
Team (internal)	1.95 %	1.60 %	1.50 %	1.20 %	1.56 %
Advisors	5.36 %	3.51 %	4.66 %	4.15 %	4.42 %
Early investor stage	0.00 %	8.77 %	16.19 %	14.57 %	9.88 %
	100.00 %	100.00 %	100.00 %	100.00 %	100.00 %

Financial Forecast

capex & opex % structure



Tokenomics

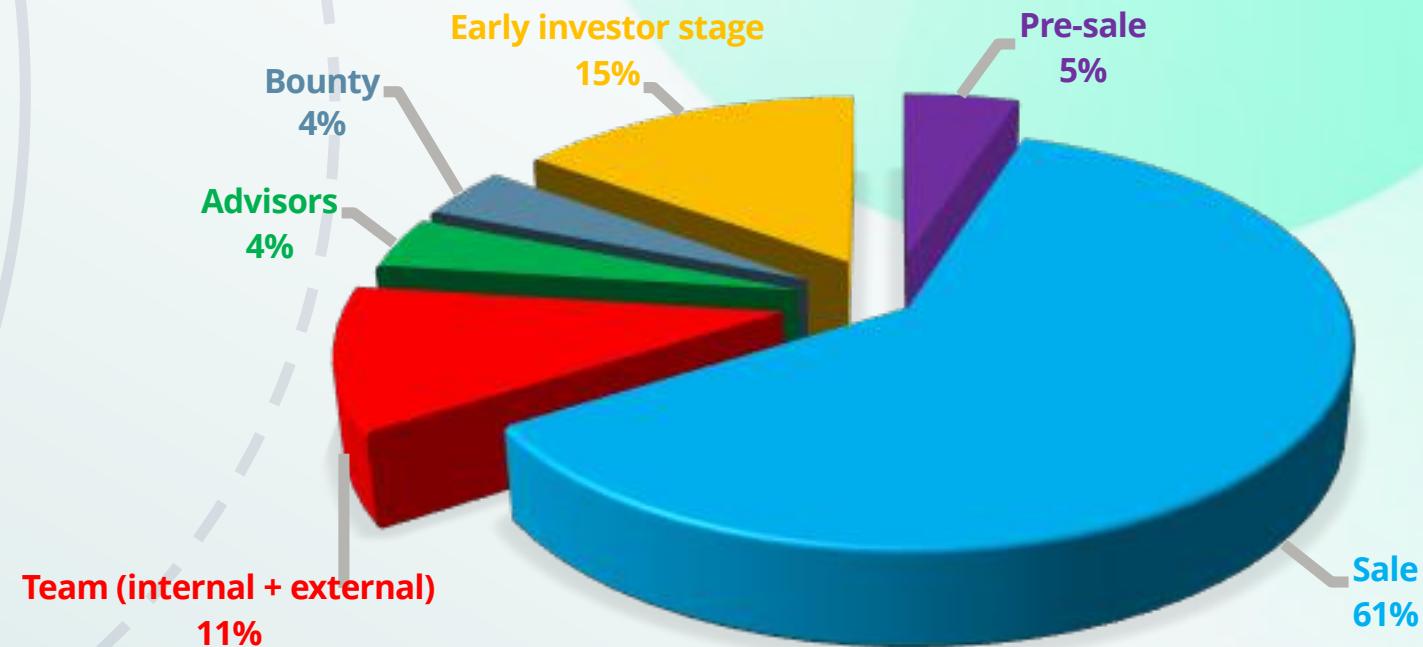
token allocation

The main token of Platon Finance ecosystem is Platoncoin (PLTC). Total amount of issued tokens is 21 millions and the pre-sale price starts at 6.00 €.

Token is divided into pre-sale, sale, team, advisors, bounty campaign and owner of Platon Finance in the following scheme.

Name of Token	Platoncoin
Ticker	PLTC
Total Issued	21,000,000.00
Pre-Sale Price	6.00 € (\$7.50)

Item	Percentage	Platoncoin (PLTC)
Pre-sale	5.00 %	1,050,000.00
Sale	61.00 %	12,810,000.00
Team (internal + external)	11.00 %	2,310,000.00
Advisors	4.00 %	840,000.00
Bounty	4.00 %	840,000.00
Early investor stage	15.00 %	3,150,000.00



Roadmap

of our successful
journey

Q2, 2018

- Update of corporate identity
- Redesign of Platon Finance website
- Update and improvement of Platon Club
- Update of all materials
- Change to Ethereum ERC20 token technology

Q3 2018

- Secured and insured Platon Wallet
- Prepaid payment cards
- Platon Business Platform

Q4 2018

- Listing on exchange
- Launch of Platon Retail Platform
- Launch of platondev.com – website for developers
- Support of 1st project

Q1 2019

- Launch of Platon Club App (iOS & Android)
- Beginning of development of Security Operations Center
- Support 2nd project

Team

in unity is strength



Daniel Tanner
Co-Founder & CEO



Julie Tanner
Co-Founder & CMO



Aravinda Babu
Blockchain Advisor



Alfred Paulovic
Financial & Insurance
Advisor

Team

in unity is strength



Maros Khula

Director for Research
& Development



Ondrej Vacha

Social Media
Marketer



Lucas Cervigni

International Business
Development Advisor



Josef Koukolicek

PR communication

Contact



info@platonfinance.com



www.platonfinance.com



fb.com/platonfinance



tl.me/platonfinance



tw.com/platonfinance



ln.com/platonfinance



Platon Finance
CREATE THE FUTURE