ASA.GOLD INVESTORS PITCH DECK

GOLD TOKENIZATION PLATFORM WITH PUBLICLY AUDITABLE GOLD RESERVES

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ASA.GOLD MISSION

Let's give gold investors web3 features

- Transaction finality **faster then using credit card**

- Generate yield using staking or other DeFi products

- Self custody – your keys, your assets

- Fractionable – usable for micropayments solutions

- Almost **zero transaction costs**

FOUNDERS

Team leader: **Ludovit Scholtz**, Based in Prague

- Relay node runner, founder of the vote coin project, AWallet, and big Algorand maximalist.

COO: **Olga Scholtz**, Based in Prague

- Olga have experience in management and business operation.

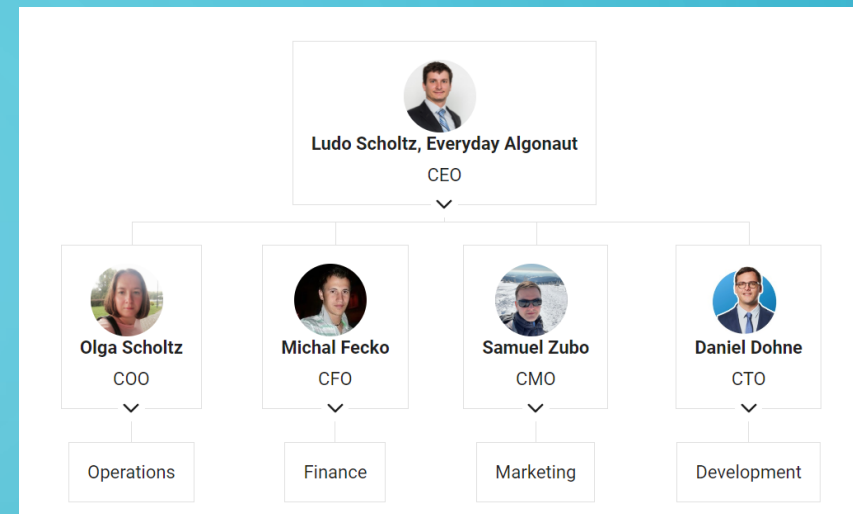CFO: **Michal Fečko**, Based in Switzerland

- Mike is commodities trader with interest in energy markets and gold.

CMO: **Samuel Zubo**, Based in Prague

- Samo is owner of multiple eshops and knows the best marketing strategies to sell the products online.

CTO: **Daniel Dohne**, Based in Switzerland

- Daniel is expert in multiple blockchain technologies and is CEO of Aramid.Finace - bridge between algorand, near, polygon, aurora, and ETH.

TRUST – PUBLICLY AUDITABLE RESERVES

- How can public know the reserves of the gold token is really backed by real gold?
  - Let's make all reserves public – everybody can see the weight of gold in reserves
  - Let's give each coin or ingot serial number and issue a NFT for it
  - Let's allow anybody to buy or sell any gold coin NFT
  - Let's allow parcel delivery for NFT owner

OUR SOLUTION – ONCHAIN GOLD E-SHOP

- Gold token
  - Can be bought using bank transfer (SEPA onramp)
  - Can be bought or sell using the Algorand's DeFi using DEX aggregator Folks Router

- Gold coin NFT
  - If NFT is in the state Sale from reserve, it can be purchased only if gold token is burned
  - Secondary marketplace – Owner of the NFT can sell it at our platform
  - Withdrawal/Deposit option – Owner of the NFT can take it out from the smart contract and sell it at any of the Algorand's NFT marketplaces
  - Parcel delivery – Owner of the NFT can request parcel delivery (at start we can do only EU)

MARKET OPPORTUNITY

- As of July 2023, it's estimated that the entire value of all the gold ever mined is around $12.25 trillion. In contrast, the overall market cap for bitcoin is roughly $569 billion. Source - https://money.com/gold-vs-bitcoin/

- We can make crypto generation invest into tokenized gold instead of tangible gold

- Tokenized gold investment may be good opportunity for hedging against the crypto bear market

- We can make people accept tokenized gold instead of fiat currency when buying products or services

TOKENOMICS – ASA.GOLD

- Minting – Can be minted only up to the sum of gold in gold reserves - https://www.asa.gold/proof-of-reserve

- Burning – When user buys the gold coin NFT in the eshop, smart contract ensures that the gold token is returned back to the reserves (burned)

- The price of gold token is fixed to global gold price

  - People can do arbitrages

  - We do market interventions to keep the market price stability

- We have issued MiCA compliant whitepaper - https://www.asa.gold/gold.pdf

TOKENOMICS - GOLDDAO

- GoldDAO is governance token

- We are using the VoteCoin onchain voting standard which allows fractionable delegation of the voting power and encrypted voting

- Price is fixed in the range 0,9 USD to 1,00 USD
  - If price goes above, we sell the token to the public through AMMs
  - If price goes below, we buy the token

- Founders keep management control – see part C , point 7 in the whitepaper

- DAO manages its accounts - https://bff.asa.gold/api/v1/dao-managed-accounts

- We have issued MiCA compliant whitepaper - https://www.asa.gold/dao.pdf

PROJECT PROGRESS

- Future progress can be tracked at https://www.asa.gold/about-asa-gold

- Oct 19th – We created vue3 authentication component

- Oct 21st – Domain has been registered

- Oct 26th – Folks router implemented for swapping Gold, Algorand, USDc and BTC

- Nov 1st – Email templates, small algo airdrop on email verification

- Nov 5th – E-Shop smart contract finished with unit tests

- Nov 6th – NPM package published

- Nov 12th – E-Shop is working including secondary marketplace

- Nov 14th – Tokens mainnet launch

- Nov 15th – Liquidity added to the AMM pools

COMPETETIVE LANDSCAPE

- Onchain competitors are Meld, PAX, XAUt, ..
  - Our competitive advantage is
    - The publicly auditable proof of real gold reserves
    - Marketplace which provides additional source of income

- Non blockchain competitors – E-Shops with gold, banks, minting places
  - Our competetive advantage is the trusted gold token which allows
    - Monetizing gold while preserving the gold value
    - Ability to do micro payments with gold
    - Self custody – your keys, your crypto

FINANCIAL OUTLOOK

- Initial gold reserves (12 coins) have been purchased for 6 717,50 €

- Initial liquidity at AMM:
  - ~1k EURS with 17 g of gold
  - ~2k USD worth of VoteCoin with 32 g of gold
  - ~1890 GoldDAO with 30 g of gold
  - ~1500 GoldDAO with 1500 USDC
  - ~1000 algo with 2 g of gold
  - ~1000 algo with 140 GoldDAO

- Current TVL (snapshot on Nov 20, 2023)
  - Gold token: 10 916 USD TVL
  - GoldDAO token: 7 649 USD TVL

- If we place within top 3 places in build a bull hackathon, each founder receives $1000 for his work

- If we place in top 2 places, the rest of the hackathon price will be dedicated to increase the gold liquidity and boost the business

- Founders do not take salaries but are incentivized by DAO token distribution

- We have profitable business plan from day 1

- Infrastructure as well business plan is scalable infinitely. With threshold 5M EUR gold reserves we will have more strict MiCA compliance regulation

HELP US

- Community
  - Please start using the gold backed by real reserves where you can easily verify it

- Competition
  - Let's cooperate – We are open to enlist other gold tokens in our smart contract if you are ok with publishing list of your reserves

- Expert Algorand governors (xGovs)
  - Please vote for #80 – Concentrated liquidity AMM and #90 AWallet payment scheduler so that anybody can do periodic purchase of the gold token and we can quote prices on better price range

- Investors
  - We will be happy if you support us. We can offer you any number of GoldDAO token for price 1 USD

CONTACT US

- Web: www.asa.gold

- Join our discord: https://discord.gg/8m4KTcVSH9

- Telegram: https://t.me/AsaRealGold

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Ludo Scholtz, Everyday Algonaut

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