



# WeStart

## IS A PUBLIC VENTURE CAPITAL COMPANY

- We assist startups to find investment by creating an ecosystem where investors and entrepreneurs can easily and comfortably collaborate.
- Becoming the first investor in a startup, WeStart creates baseline capitalization and demonstrates a real commitment from a public company.
- With presence in 12 leading venture centers WeStart promotes portfolio projects to global investment community.



# PROBLEM



STARTUP

- lack of direct contact with investors
- lack of competencies in strategy, finance and project packaging
- lack of investor relations and public relations skills

Poor connection



INVESTOR

- Subjective/limited point of view
- Unwillingness to consider revolutionary or unheard of ideas
- Limited number of projects available for investment

Factors

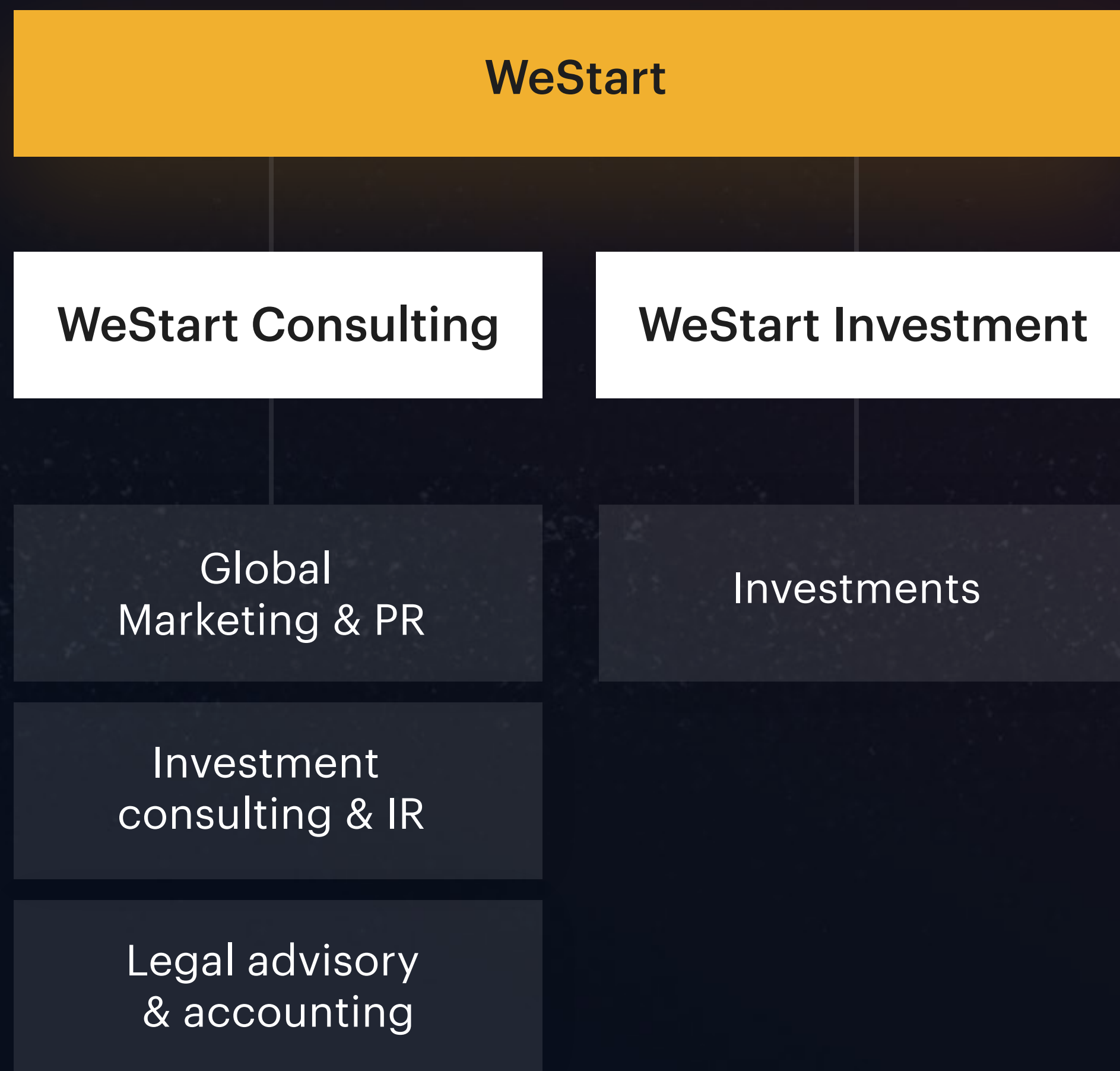
# SOLUTION



Startup Superstore, where every project is packaged and promoted in a right way and has its proper place on the shelf.



# WHO ARE WE?



- ✓ Fund is traded on the US stock market
- ✓ Targeting a portfolio of 400 startups the first year
- ✓ Standardized approach to investments and project packaging
- ✓ First investor in startups
- ✓ Startup market cap growth trigger
- ✓ Direct connections with more than 800 VCs and private investors worldwide
- ✓ Presence in 12 leading venture centers
- ✓ WeStart market cap grows due to aggressive business development and attraction of investors
- ✓ Each startup gets substantial benefits from WeStart market cap growth by being a holder of its shares

# WORLDWIDE PRESENCE



- |                 |             |
|-----------------|-------------|
| ○ San Francisco | ○ Tel Aviv  |
| ○ New York      | ○ Bangalore |
| ○ London        | ○ Hong-Kong |
| ○ Zurich        | ○ Seoul     |
| ○ Berlin        | ○ Tokyo     |
| ○ Moscow        | ○ Singapore |

## Entering WeStart ecosystem the startup gets:

- |  |  |
|--|--|
| ✓ Global presence: offices in 12 leading venture centers                             | ✓ Participation or representation in the largest international and local conferences |
| ✓ Local professional IR-representatives in each country where WeStart has a presence | ✓ Constant portfolio rotation and local roadshows                                    |



## INVESTMENTS



## GLOBAL MARKETING & PR



## INVESTMENT CONSULTING & IR



## LEGAL ADVISORY & ACCOUNTING

WESTART acquires a minority stake in a startup and becomes the first investor, thus setting initial share price and indicating the interest from a public company. Startup receives shares in WeStart a publicly traded company.

### Value for portfolio companies :



Ownership in a US public company



Initial valuation of the startup



Raising awareness and publicity of the startup



Growth of the startup's market capitalization through WeStart's shares in addition to its own growth



Marketability of WeStart shares (buyback and public stock trading)



Ability to use WeStart's shares as a collateral in deals





## INVESTMENTS



## GLOBAL MARKETING & PR



## INVESTMENT CONSULTING & IR



## LEGAL ADVISORY & ACCOUNTING



Monthly news alerts



Promotional activities (YouTube) – interviews, video presentations



Interviews with founders and teams, preparation of PR-materials and press releases



Portfolio project co-marketing



Monthly online reviews and print media coverage in target regions



Assistance with branding and general presentations



Regular publication of the startup directory with details to be presented to potential investors



Free participations in high-profile media coverage of WeStart's quarterly investment conferences



SMM

### Value for portfolio companies :

Each startup joins our marketing and PR platform and gets worldwide promotion during the entire period of being part of WeStart. Including publications, SMM, presence in investment project directory, participation in WeStart events



## INVESTMENTS



We maintain business relations with 800+ venture funds and private investors around the world



Arranging regular Investor meetings in all main startup hotspots of the world



Assistance in formulation of investment proposals, financial modeling



Investor matching



Creation of investment proposals and financial models



Deal structuring



Presentation of your project or startup before investors



Closing of the investment deal

### Value for portfolio companies :

Professional project packaging; attracting investments through individual contacts and participation in WeStart's investment conferences. Startup presentation is carried out by professional salesmen. Support and assistance with negotiations.



## GLOBAL MARKETING & PR



## INVESTMENT CONSULTING & IR



## LEGAL ADVISORY & ACCOUNTING





## INVESTMENTS



Legal assistance in opening a company in the target jurisdiction



Opening of a Bank account



Tax optimization



Accounting record maintenance and financial reporting Transaction support



Transaction support



## GLOBAL MARKETING & PR



## INVESTMENT CONSULTING & IR



## LEGAL ADVISORY & ACCOUNTING

### Value for portfolio companies:

Centralized legal and accounting support

# INDUSTRY FOCUS

BioTech

Marketplaces  
and exchanges

FinTech

Cloud computing  
and data storage

Blockchain

AdTech

SaaS / PaaS

Internet of things

Robotics

Cybersecurity

Artificial intelligence

Telecommunications

Big data analysis

VR / AR

Computer  
and mobile games

Cybersports

Mobile Health

Manufacturing

# INVESTMENT CRITERIA



Belief in your startup and willingness to take on risk



Outstanding project team



A well thought out idea or an existing prototype



Already has sales or starting within 2 years



Achievable amount of business  
-\$5+Mln per year, cashflow in 3-5 years



Lack of substantial legal and financial obligations



Lack of tax issues



Patents or other forms of IP protection in key markets

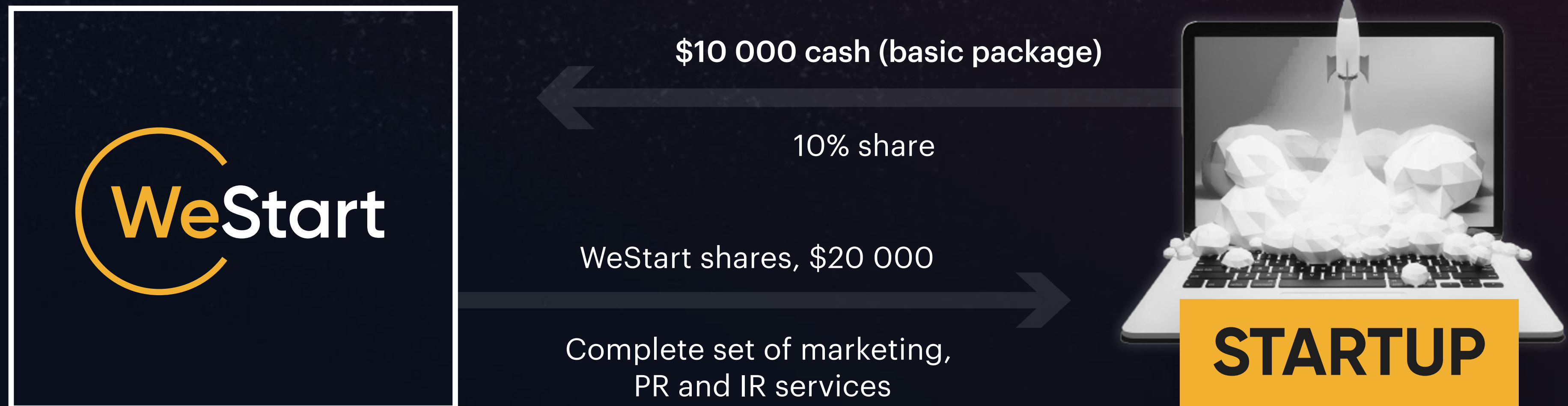


Transparent business model and international development potential

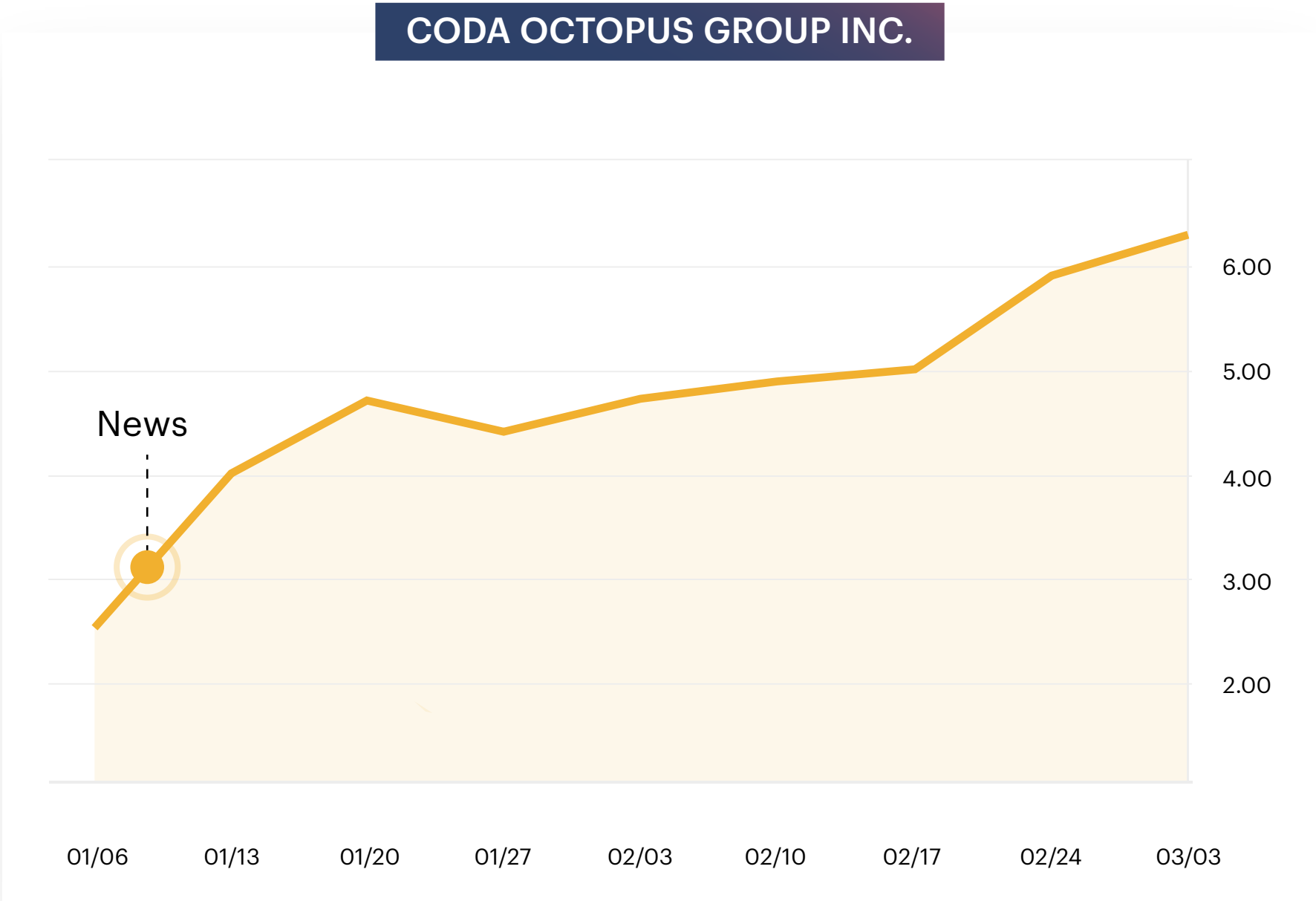


# OUR BUSINESS MODEL

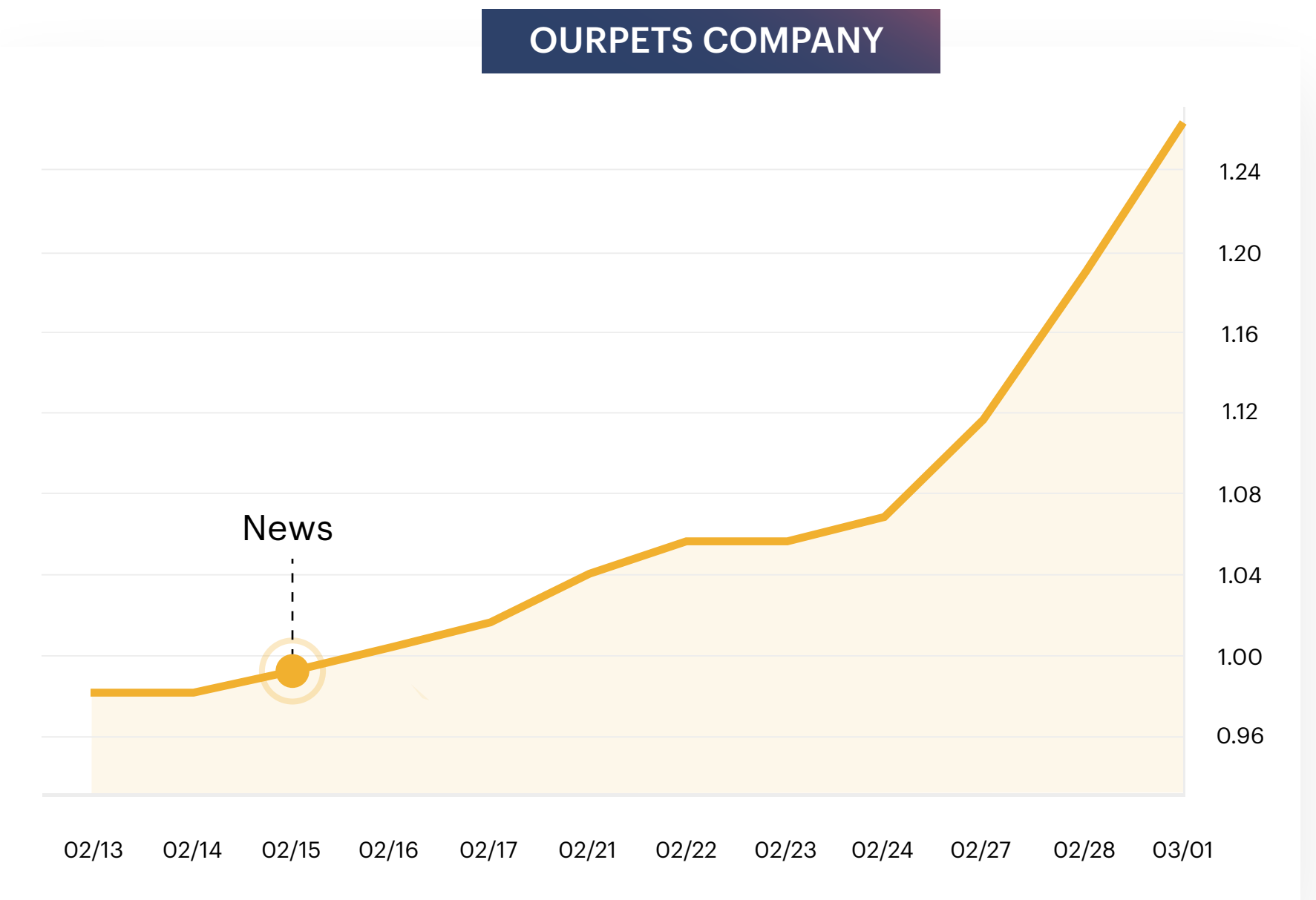
- ✓ Startup gets \$20,000 worth of WeStart common shares with a substantial market price growth potential
- ✓ WeStart shares are listed at the US stock market. They increase in price due to active PR and constant portfolio growth
- ✓ Startup capitalization depends on WeStart share market price and grows alongside it
- ✓ In the frame of basic package WeStart assists in navigating the complexities of marketing, PR and IR.



# NEWS IMPACT ON STOCK VALUE



[www.bloomberg.com/quote/CODA:US](http://www.bloomberg.com/quote/CODA:US)  
Article: World Patent Ratings, website at [www.worldpatentratings.com](http://www.worldpatentratings.com)  
MIAMI BEACH, FLORIDA. (PRWEB) JANUARY 03, 2017



[www.otcmarkets.com/stock/OPCO/overview](http://www.otcmarkets.com/stock/OPCO/overview)  
Article: OurPet's Company Retains Alpha IR Group as Investor Relations Counsel.  
Feb. 15, 2017 // GlobeNewswire, a Nasdaq company ([www.globenewswire.com](http://www.globenewswire.com))

# EXAMPLES OF COMPANY'S GROWTH

companies on OTCmarket

Blackboxstocks Inc.:BLBX



Tinley Beverage Co, Inc.: TNYBF



Hemp, Inc.: HEMP





# HOW IT WORKS

- ✓ Budget is formed from WeStart's startup investment portfolio
- ✓ Each startup gets substantial promotional and growth advantage due to effect of co-promotion as well as potential synergies between projects
- ✓ Every new investor in any startup in WeStart portfolio increases the capitalization of each startup as the holder of WeStart shares.



# INVESTMENT IN WESTART



## Investments in WeStart shares

- The opportunity to buy shares at their initial price with large growth potential
- Risk diversification by effectively investing in a wide portfolio of startups
- Right of first refusal
- We offer the possibility to buy traded shares in cryptocurrency



## Direct investments in startup

- Voting capital, potential of exit with large profits
- WeStart share co-ownership with the startup.
- The capitalization of the startup grows with WeStart stock value
- Becoming a member of our vibrant community of business angels
- Opportunity to exit through the developing WeStart ecosystem.