



**First French regulated ICO Platform**

# FOUNDING TEAM

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Marien Irzykiewicz, CAIA  
*Founder & CEO*

Marien started his career as an analyst covering aviation financing and Oil & gas reserved based lending. After several years in asset management advisory and risk management, he joined NaPoleonX as CMO in June 2017 and oversaw the strategic development through launching the ICO. He is a CAIA member, Chartered Alternative Investment Analyst (the most recognized association covering mainly Hedge Funds, PE, VC) and has been dedicated to cryptocurrencies since 2013.



Laurent Bourquin  
*Founder & COO*

Former investment banking analyst from Top-tier EU banks, with an extensive knowledge of financment management and crypto-economics, Laurent is a crypto early bird, he lived between Europe and China as FinTech investment professional. He worked as COO of ORCA – An open banking regulated platform, merging conventional financial services with the crypto-ecosystem



Thibaut Ingelaere  
*Founder & CLO*

Attorney at the Barreau de Paris, Thibaut worked in law firm on several Fintech and European financial regulation problematics. At Renault Group, he collaborated on group's governance and AMF related challenges. In mid-2015, he joined MyCrowdCompany as Commercial Director to build the current French leader in B2B crowdfunding software, handling worldwide group innovation's programs such as LVMH, Thales, Schneider Electric.



Sylvain Laurent  
*CTO - Blockchain Engineer*

Formerly R&D Engineer at Hexaglobe, a french high availability content delivery company and core developer at NeuCoin a micro-transaction oriented alt-coin. He graduated from Epitech where he was part of LSE, a security laboratory and president of Prologin, a national development competition in France, he spent his last years focused on building services, prototypes, auditing and researching on next-generation blockchains.

## GENERAL STATEMENTS

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The concept of ICOs has emerged has **a new way of fundraising** involving blockchain technology, crypto-assets and cross-borders investment.

More than 2,000 projects have already raised **13 billions** of dollars since 2017 to build the blockchain economy which 7 billions since january 2018.

France have seen around 15 projects raising **90M€ since Q3 2017**.

France regulator AMF is about to publish a **propice ICO legal framework** to attract foreign projects.

## **PAINS**

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Marketing an ICO is becoming more and more expensive as more than **140 new ICO projects are running every month** and keep increasing

Targeting US and Chinese Investors is **risky and complex** for an ICO

**Only 32% of ICOS were successful** in March 18 and this number has been dropping for three months in a row.

**Market is getting educated** and investors are looking for more research and transparency before investing

## OPPORTUNITY

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With a success rate decreasing each month, reaching a community of investors **is the highest priority** for every ICO.

**Reaching EU Investors** is a common strategy for US and Chinese ICO

The median funds collected by all projects in march is **4.4M\$**

More than 200 hundreds private investors groups are currently running on telegram but user **experience is poor and deals unsecured.**

## VALUE PROPOSITION

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We aim to launch the first ICO Platform in France to :

**Host** projects from all over the world during their token sale (private presale – public presale – ICO)

**Build** the first european ICO investor/buyer community

**Offer** transparency and compliance for both projects and investors

**Propose** a unique experience for investors with exclusive deals, integrated due diligence and KYC process

# GO TO MARKET STRATEGY

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## Product strategy :

- Go live with a **whitelabel platform in the first place** from Particeep who is adapting their equity crowdfunding platform to crypto-environment allowing us to show up quickly as first movers and **highly fonctionnal product**
- **Low dev budget** needed in a short term (around 25K€)

## Legal strategy :

- We are running simultaneously discussion with **France, Switzerland, Luxembourg, Gibraltar** regulators in case of France will delay its regulation, we could start in another place
- We have already partnered with specialized attorney in regulatory and could assist ICOs on implementation in France/Europe and AMF Visa obtention

## Growth strategy :

- We are building a **referral program with syndicated pools** (already around 2000 opt-in investors to target for the launching of the platform)
- We have set a serie of **growth hacks on telegram** on a daily basis (20-30K Direct message, bulk-adding every week) and have manage to obtain a DB of ICO investors (around 50K) as well as cold mailing on targeted audience (around 25% opening on cold mails)
- We have constituted a **db of 350 crypto hedge funds** to join our private sale room

## Communication strategy :

- We are opening our social networks channels with one person dedicated full time on it mainly **targeting French, UK and EU market**.
- We have an opportunity to **co-host two major events** in Paris in Q3-Q4 2018
- We have already a solid **RP databasis** on both crypto and start-up environment

## ACHIEVEMENT

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Already 5 successful ICOs advised on both marketing, strategic advisory and investor relation. **About 35K€ in revenue** since January 18.

**4 deals are still in presale** and we have exclusivity on it.

Around **600 investors already** subscribe to receive our ICO deals.

Waiting list of more **than 10 ICOs** (Siglo, Liberland, BlueFrontiers, Worldopoly, Ubiatar...)

Negotiated Licence with **D10e conference** to co-host Paris Blockchain conference in December.  
Proposition of co-hosting **Huobi Paris Conference** (2<sup>nd</sup> worldwide crypto-exchange) with ICO Rating.

Strategic partnership with **D10e, AFGC, ICO Rating and syndicated pools** (telegram private investor groups).



## COMPETITIVE ADVANTAGE

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Founding team has experienced ICO as core team members (**NapoleonX, Orca Alliance, Neucoin**) and get expertise on crowd mechanisms (**MyCrowdCompany**)

**Running discussions** to become the first AMF regulated platform

High visibility and current **leading position** as ICO Advisors on France market

ICO projects from US and China are **looking for European Investors**

**France attractiveness** of upcoming legal framework

# COMPETITIVE LANDSCAPE

## ICO Rating



Beta

Whitepaper

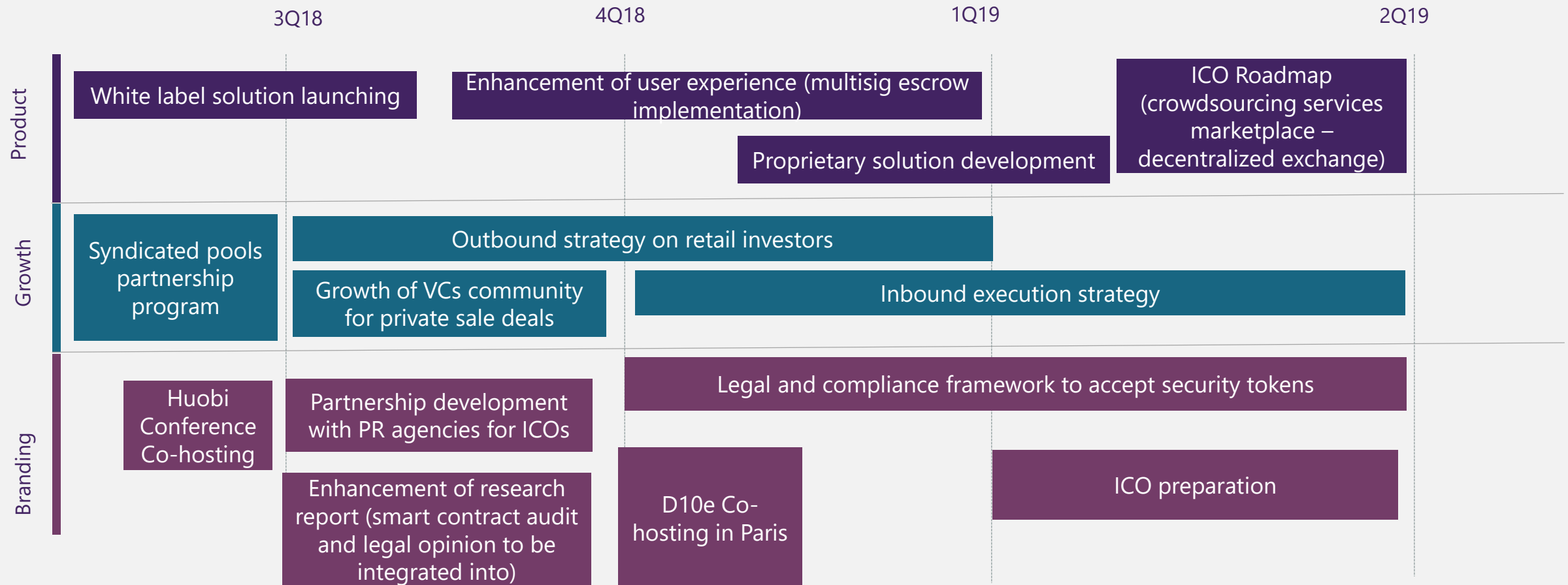
Service launched

## Crowdfunding platform



# ROADMAP

## How are we going forward with Blockpulse?



# BUSINESS MODEL

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Business model is separate in two main pillars :

➤ **Consulting fees :**

- Analysis and consulting business before promoting project (4k€ including extensive due diligence with analysis around legal, business, concept, tech/blockchain)
- Marketing and PR services from our network

➤ **Referral fees :**

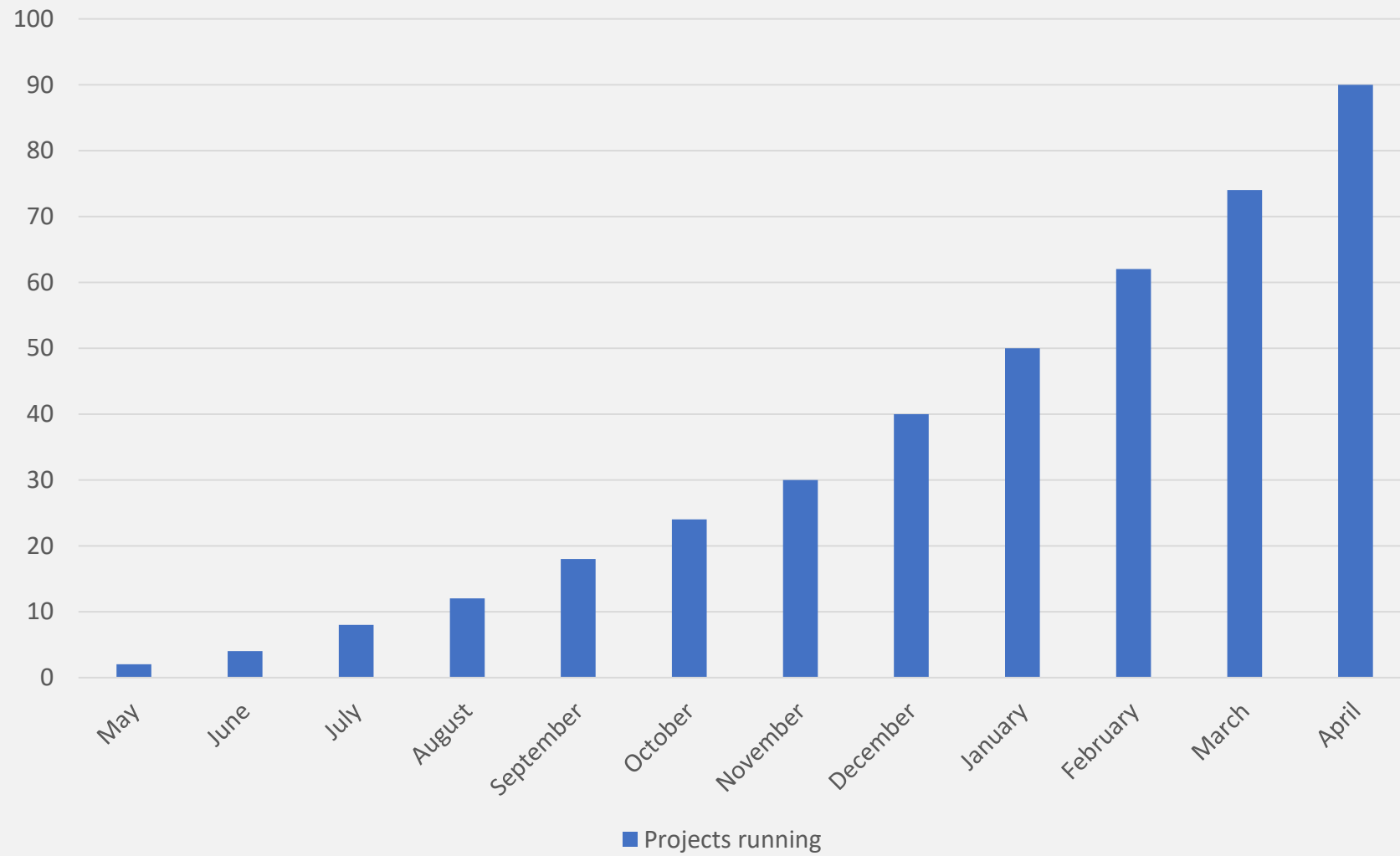
- Private sale deals with VC after performed due diligence before promoting project on the platform with referral fees around 5%
- Private presale for platform members with 10 to 15% fees

# GOALS

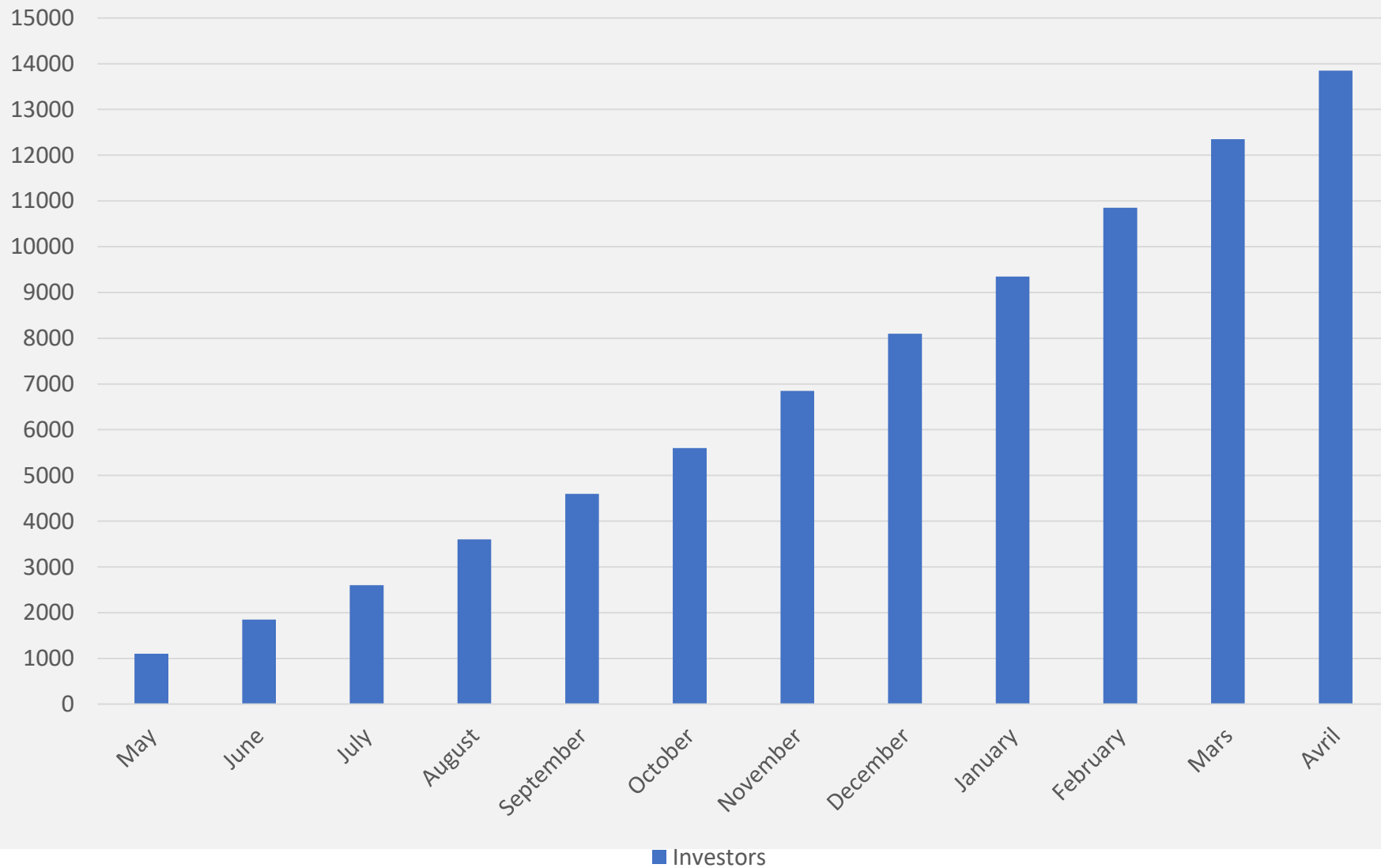
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1. Becoming a standard for legitimate ICO token presale
2. Building the first european ICO investor platform
3. Impose a sustainable token to govern transaction within the community (ICO Roadmap to be disclosed soon)

# RUNNING ICOS FORECAST



# INVESTORS ACQUISITION FORECAST



# TURNOVER FORECAST

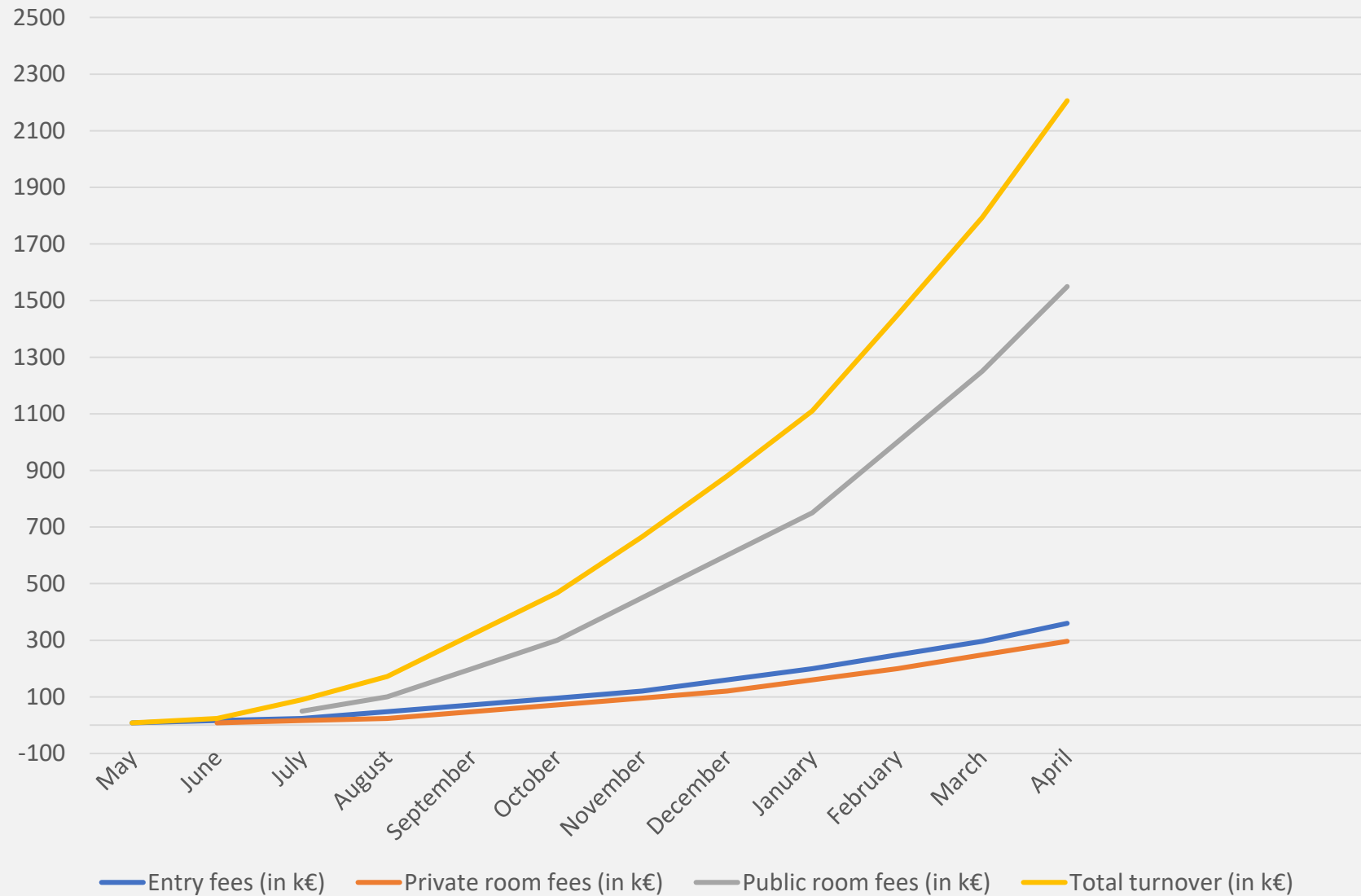
Revenue forecast hypothesis :

4K€ upfront per project for running.

5% fee on an average of 80K€ invested in each project on private sale before publishing projects on the platform.

10% fee on an average of 250K€ invested in each project while running on the platform (presale phase).

Estimated turnover on 12 months : 9.1M€





# CASH PLAN

Our cash plan to reach our goals is as exposed :

We have already **120K€ funding** from our team and love money.

We would reach **break even between july and august** and will start making **profit from august**.

We are currently working with Sogedev for BPI assistance on a 1:1 ratio **govt help to unlock 120K€**.

We are now **looking for 200K€** to smooth the growth and kickstart the launching of the platform with **pre-money valuation of 1.5M€**.

