



Ad Tech B2B2C, Blockchain & Big Data

Allow every Digital Businesses to create their own



Businesses Contemporary Issue



BUSINESSES

The **5 main challenges** of any business are the following:

- Publicize and promote his business
- Stand out from other competitors
- Win the confidence of new customer
- Retain/Secure existing customers
- Engage publicly in CSR efforts

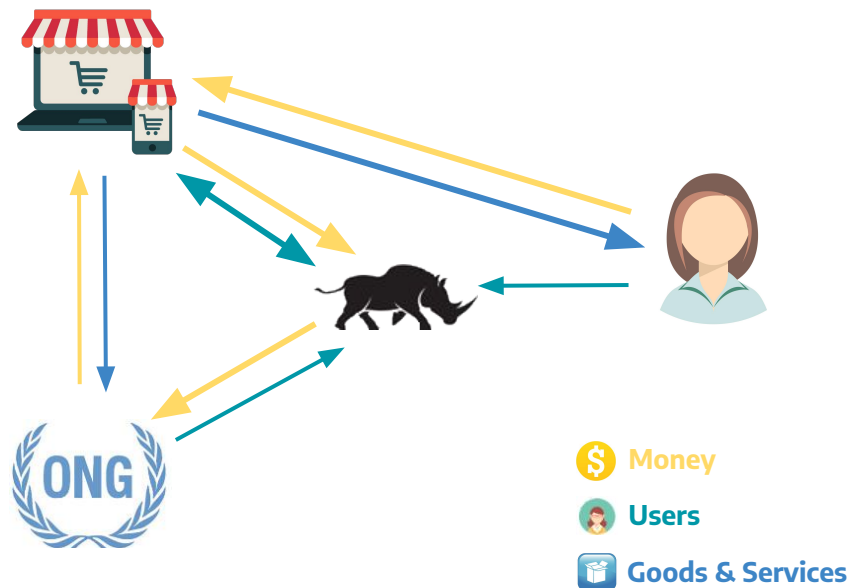


CONSUMERS (Millennials & GenZ)

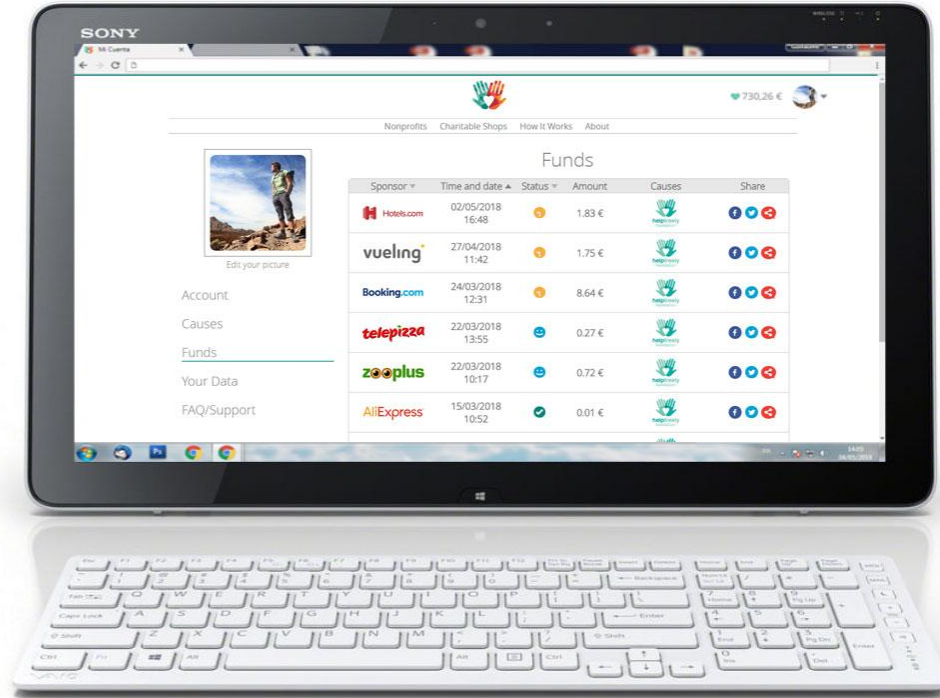
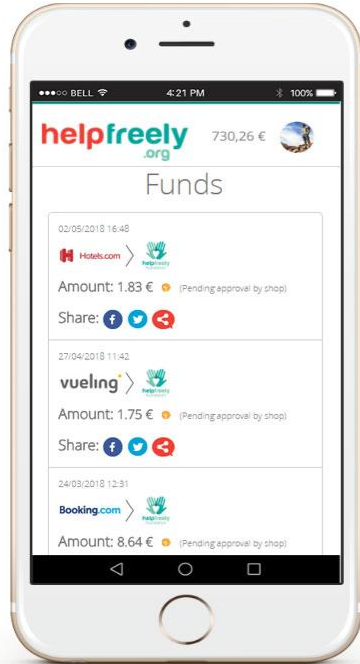
- By 2020, they will make up more than **60%** of all digital consumers.
- More than **90%** of them believe companies should help address social and environmental issues
- **76%** of them will refuse to purchase a company's products or services upon learning it supported an issue contrary to their beliefs.

Our Answer - An “amazon**smile**” solution for Businesses

Businesses offer in exchange of purchasing their products or services, to allocate a sum of money to the Consumers' chosen Causes, without supposing an additional cost in the final price of their purchases.

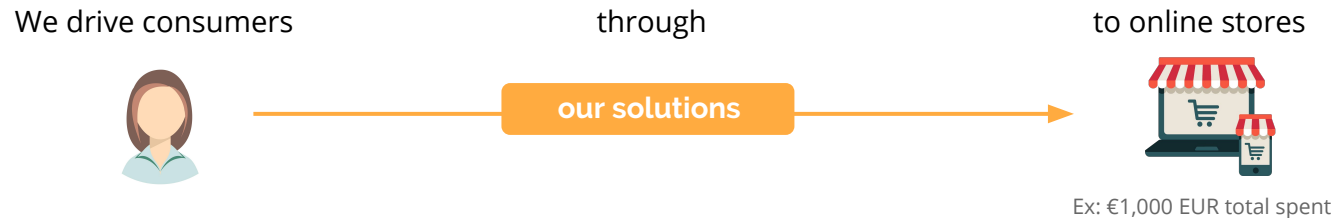


A Customer Loyalty Program

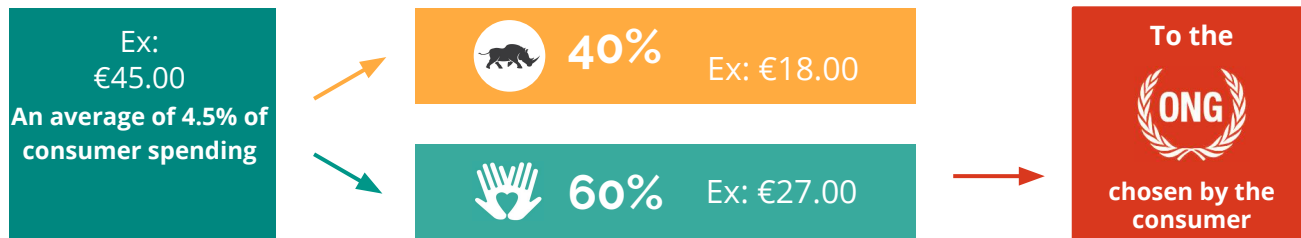


Business Model

We use an existing business model, generating our income through a **commission applied to purchases made by digital Consumers in our Partner Stores.**



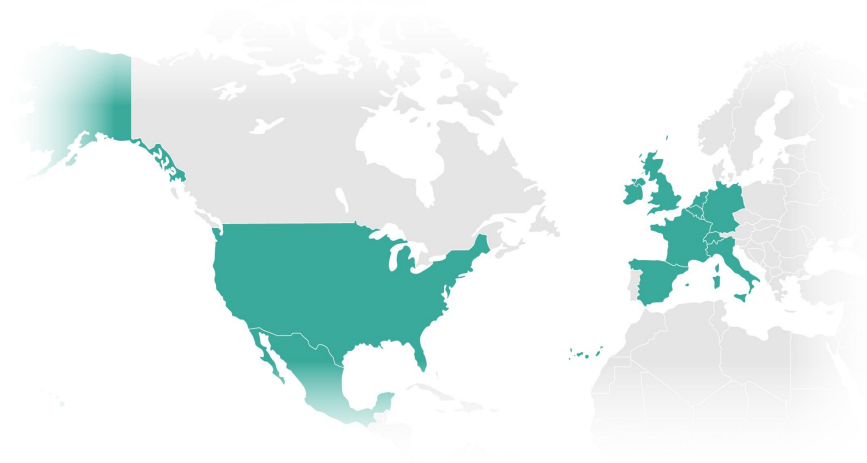
We apply a marketing fee



We re-distribute donations

Mercado Digital de más de 9 mil millones €

Our solution is available in **10 countries**, translated into **6 languages** and operating in **3 currencies** (€, \$, £).
Offering a **€9.3 billion market opportunity** based on our actual **"Average Revenue Per Active User"** of **€23.3 / year**



+400 Millions digitales Consumers



+4 Millions Nonprofit organizations



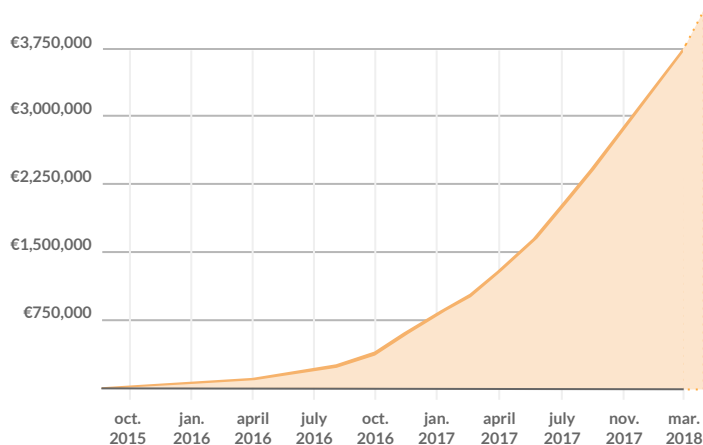
+30,000 digital Stores

Key Performance Indicators

More than **45,000 users**, **+1,000 shops** and **+4,000 organizations** are registered on our platform.
Resulting over **75,000 sales transactions made** totaling more than **€4,200,000.00 EUR** partners' sales value.

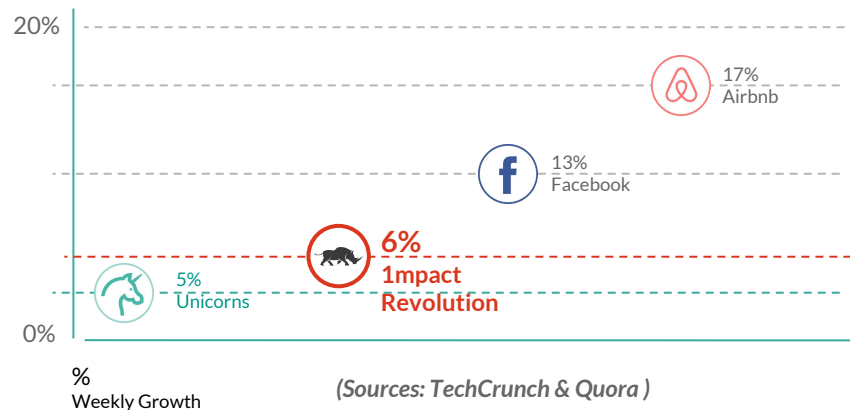
Volume of sales of products & services

The last 2 years we have grown at an average of 6% weekly



Comparison with some Unicorns

American VC's consider >5% a unicorn growth.



Scalability to the Conventional Market

We want to become the “UBERsmile” of the Offline purchases

Accessing through our mobile App to the conventional market, being **15x more important than the online market**; allowing us to grow our market opportunity by +1,400%, going from a market of 9,3 billion euros (Online) to a total market of **more than 150 billion euros** (Online + Offline)

Ex : Restaurants - Auto Repairs - Supermarkets
Gas Stations - Hairdressers - Pharmacies, etc.

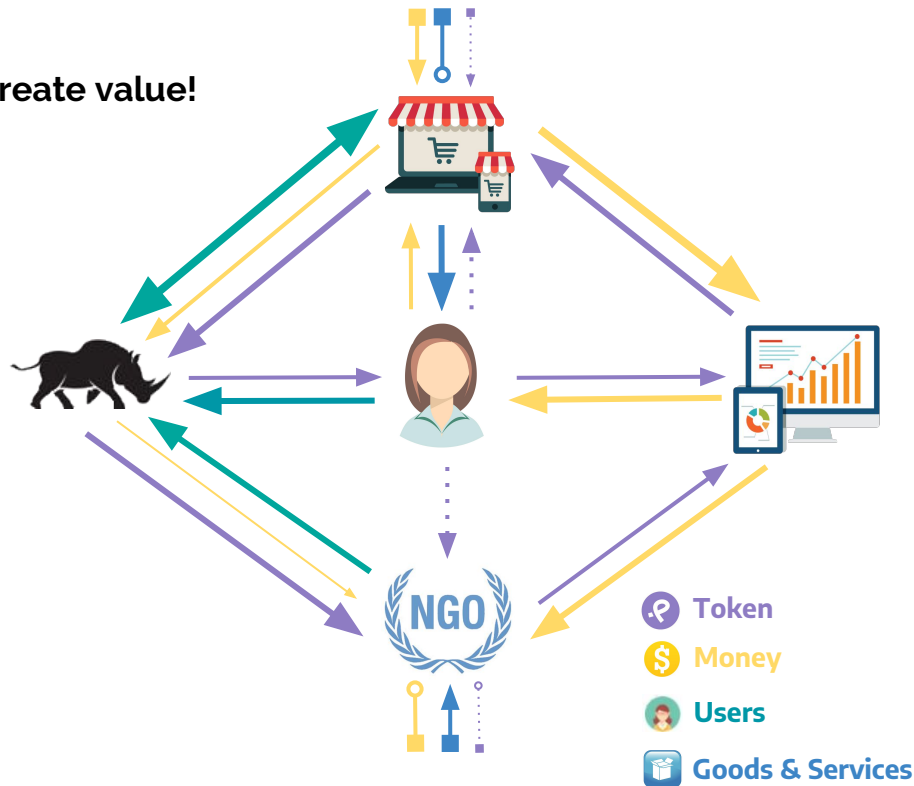


Scalability through Tokenization

A successful token needs **SUPPLY** and **DEMAND** to create value!

By tokenizing our solutions with our own **Utility Token** Pledge[®], created on the Ethereum Blockchain ; we will instantly **Supply tens of thousands of Consumers and Organizations** in exchange for bringing new users and purchasing goods & services in our Partner shops.

Therefore, these **Partner shops will create a growing Demand** in the "Exchanges" to make use of our solutions. Therefore, as the network grows, **the value of the token would rise** with the increasing demand and advertisement value of our community.



Competitors & Differentiation

Our competitors are limited to their respective local online markets. Currently, **we are the only ones to offer a global solution** with a clear vision to **adapt it to the conventional market** (offline).



We are in the ZEC, a low tax area with a reduced tax rate of **4% on Corporation Tax**, with total legal and fiscal security, being **authorized by the European Commission and Spanish Economic and Fiscal Regime**.

A Professional Team



Guillaume is an Expert in Digital Marketing & Entrepreneurship granted with +17 years of successful professional experience and multimillion-dollar returns in the digital marketing industry. Professional Skills: Entrepreneurship, Company Management, Overall Digital Marketing Knowledge (Affiliate Marketing, Cause-Related Marketing, Email Marketing, Search Engine Marketing, Social Media Marketing & Mobile Marketing etc...) Analytics & SEO



Eduardo is Full Stack Developer - Specialist in Django/Python, PHP, HTML5 , CSS3 / LESS, Javascript/Jquery, AngularJS - Database expert (Mysql, Postgres, SqlServer...) Other skills : SAI / UPS, PowerShell, LDAP, LOPD, Linux, Microsoft Windows , shell scripting, Powershell & Visual Basic...



Filippo have a demonstrated history of working in the internet and nonprofit industry. **High skilled in UI/UX, Advertising, Graphic Design**, Fundraising and Events. **Strong media and communication professional** with a Master of Arts on Advertising and Communication from European Design Institute.

... And 6 more high skilled professionals individuals in the digital industry.

Investment Proposal

We need €500,000 in funding, allowing us to accelerate our growth investing in the development of our mobile App and the Tokenization of our solutions.

Return hypothesis for every €10,000 invested:

We anticipate providing our investors a return greater than 9% of the amount invested from the first year (2018), a return greater than 35% in 2019 and in case of a possible exit in 2020, an **annual IRR greater than 150% can be obtained for their 3 years of investment.**

Investment	Number of shares	Distributable profits (2018)	Distributable profits (2019)	Exit (2020)	Annual IRR
Capital share	5,000	€937,50	€3.750	€150,000	<u>154,92%</u>
Additional free benefit Token Pledge©	Plg: €0.02 500,000 Plg	Plg: €0.04 €40,000	Plg: €0.08 €80,000	Plg: €0.16 €160,000	221,31%

Why invest with us?

We offer a "**Double performance**" investment scheme (Annual distributable profits + Tokens Pledge©)

This is an opportunity to **invest in a "Billion dollar"** digital consumer **industry**.

We already monetize our technology, we just need to grow to become someday a "**Unicorn**".

Useful information for investors: We reached a preliminary agreement with SODECAN (Public Investment Company co-financed by the Government of the Canary Islands and the European Union) consisting of SODECAN co-investing this round, financing up to 100% of the amount invested by new shareholders (limited to a maximum of €500,000). Providing an additional guarantee for anyone interested in investing in our company.



1mpact Revolution

C/ Luis Morote 6 - 6°
35007 Las Palmas de Gran Canaria
Spain - E.U.

invest@1mpactrevolution.com

Tel. +34 828 065 841



"Full investor deck" disponible under request, contact-us!