



**uShark**

*Lightpaper* 2022

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## LEGAL NOTICE



Purely informative document

The information on this whitepaper is not a recommendation of investment, financial advice, trading advice, or any kind of advice and should not be assumed like that.

### Disclaimer

Seek financial advice before making any investment decision. Ushark Token will not be responsible for investment decisions made by token buyers.



### Risk management

The Ushark project provides all startup information in as much detail as possible for your understanding and ease of navigation.

You understand that you are using the information provided in this whitepaper at your own risk.

### Ushark project rights

Ushark reserves the right to change and/or update any information in this document without prior notice.



## THE UNION OF TWO GREAT MARKETS

The digital revolution and the emergence of new markets driven by the internet age culminated in the creation of a business model that works by investing in innovative ideas and concepts in their early stages in order to make long-term profits. Then, disruptive companies were born with exponential growth that became true giants: [startups](#).

These companies explore innovative areas of a given sector and present accelerated growth due to the injection of contributions made by specialized investment funds.

However, [only 1 in 600,000](#) businesses manages to reach the unicorn startup mark, that is, to be valued at more than a billion dollars before going public on the stock exchanges.



## THE FINANCIAL REVOLUTION IN A SINGLE TOKEN

The USH makes possible a power never seen before, the **Sharkianverse indicator**. It is artificial intelligence capable of investigating macro and microeconomic factors of companies, tracing a behavioral analysis of all partners involved.

The data collected and evaluated through this exclusive technology makes the startups chosen for the Ushark portfolio more likely to be successful.

Ushark is **in more than 15 countries**, with a team of experts and hubs around the world that will provide companies to participate in the startup pool.

The USH will be governed by the governance model, in which token holders will enjoy voting power to define the priority of investments in startups.

Sharkians will have the opportunity to become one of the first investors in companies with the growing **power of more than 1000% per year**, as well as successful companies like Coinbase, Geek+, Airbnb, Nubank, and Uber.

## MISSION, VISION, AND VALUES

01

### MISSION

To democratize the investment market so that anyone can be an early investor in promising startups, revolutionizing the current blockchain crowdfunding and token ecosystem.

Ushark is a pioneer in the new way of investing, creating new businesses, and challenging large conventional investment funds.

02

### VISION

To be the biggest reference in the cryptocurrency market, a benchmark for investments in startups and applications in the real economy.

Ushark aims to become analogous to Nasdaq's role in the cryptocurrency world. A universal exchange with several companies around the world in angel, pre-seed, and seed stages, providing great opportunities for its investors.

03

### VALUES

Technology. Disruption. Democratization. Revolution. Transparency. Trust.

# Manifest



We believe that the most disruptive ideas in the world are still kept silent.

We believe that the crazy ones, in the near future, will be called geniuses.

We believe that there exists a hidden world where a thought outside of the box can change the reality of millions.

We believe in people, we believe that future business sharks can be tangible in the present.

We believe in values, in small actions that someday will be called legacy.

We have a plan and believe in competent leaders to execute their plan.

**WE TURN DARING DREAMERS INTO GAME CHANGERS.**

**UShark, unveiling a new horizon of blue oceans**



## INDUSTRIES WE INVEST IN

We focus on investing in technology companies with scalable and globally applicable solutions.

We believe in the impact that new technologies can have on humanity, so we want to support the internationalization of solutions, through powerful connections generated by our community.

Therefore, we decided to invest in categories such as Blockchain, Healthtechs, Big Data, Fintechs, Foodtechs, Agritech, and Energy techs in which technology and innovation offer a possibility for significant disruption and value creation.



### Blockchain

A Universe Of Possibilities. Bringing Security, Decentralization And Revolutionary Business Models.



### Foodtech

Discovering New Models In The Market That Compromise 10% Of GPG By Innovating In Sustainability, Health And Freshness.



### Fintech

Changing New Ways Of Finance Services And Creating Value-Added Solutions.



### BigData

The Heart Of All Business And Companies Decision. Improving The Current Business Models, Means, Be Ready For The Future.



### Healthyttech

Saving Lives And Creating Solutions With Technology. According To Forbes, A Market In Ascension That Will Skyrocket Above \$379B.



### Energytech

Creating solutions to protect the environment through clean and sustainable energy that does not emit pollutants that affect the atmosphere.



### Agritech

The revolution in the field through technology. Developing artificial intelligence, robotics, sensory devices and automation to increase production and maintain growth in agriculture and livestock.

## **Our geographic focus**

We have active investor communities in dozens of countries, so we can evaluate companies from any country as long as they have completed or are completing uShark partner acceleration programs.

We firmly believe in the enormous opportunity that the technology ecosystem presents in different regions of the world and in our ability to add significant value. It is an ecosystem in which we and our partners have been involved for more than 20 years as entrepreneurs, mentors and investors.

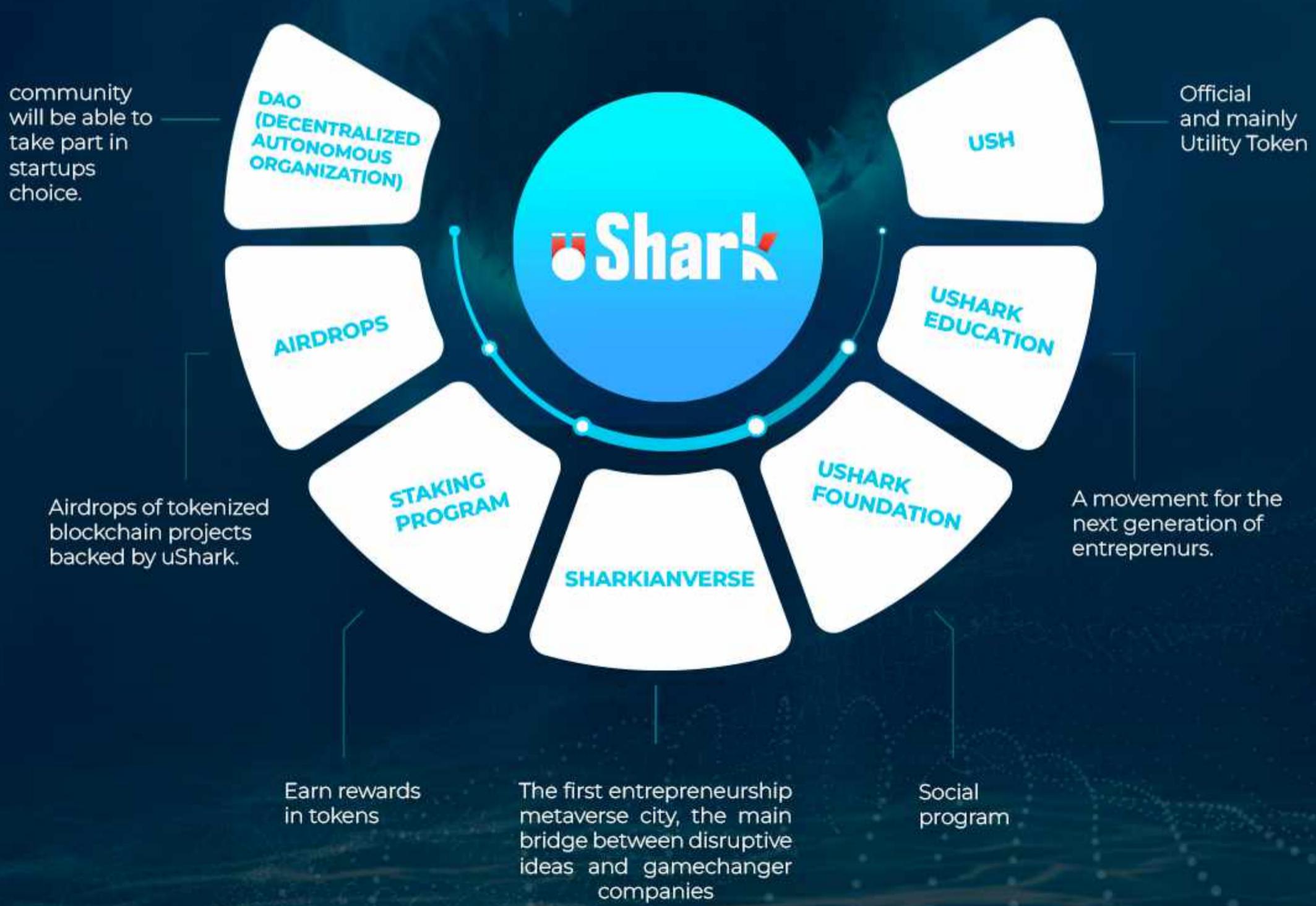
## **Entrepreneurs ideal profile we are looking for:**

We want to connect with visionary and inspiring founders who are honest, determined and purpose-driven. We want entrepreneurs who clearly know not only what they want to do, but especially why they want to do it.

We want those who always see positive things and possibilities, those who are tirelessly seeking the light of hope, defying all limits to disrupt society and change the world.

On a more personal level, we love founders who are inspirational, team-playing leaders with a mindset focused on the product and who dare to embrace the unknown.

# USHARK ECOSYSTEM



## HOW IT WORKS

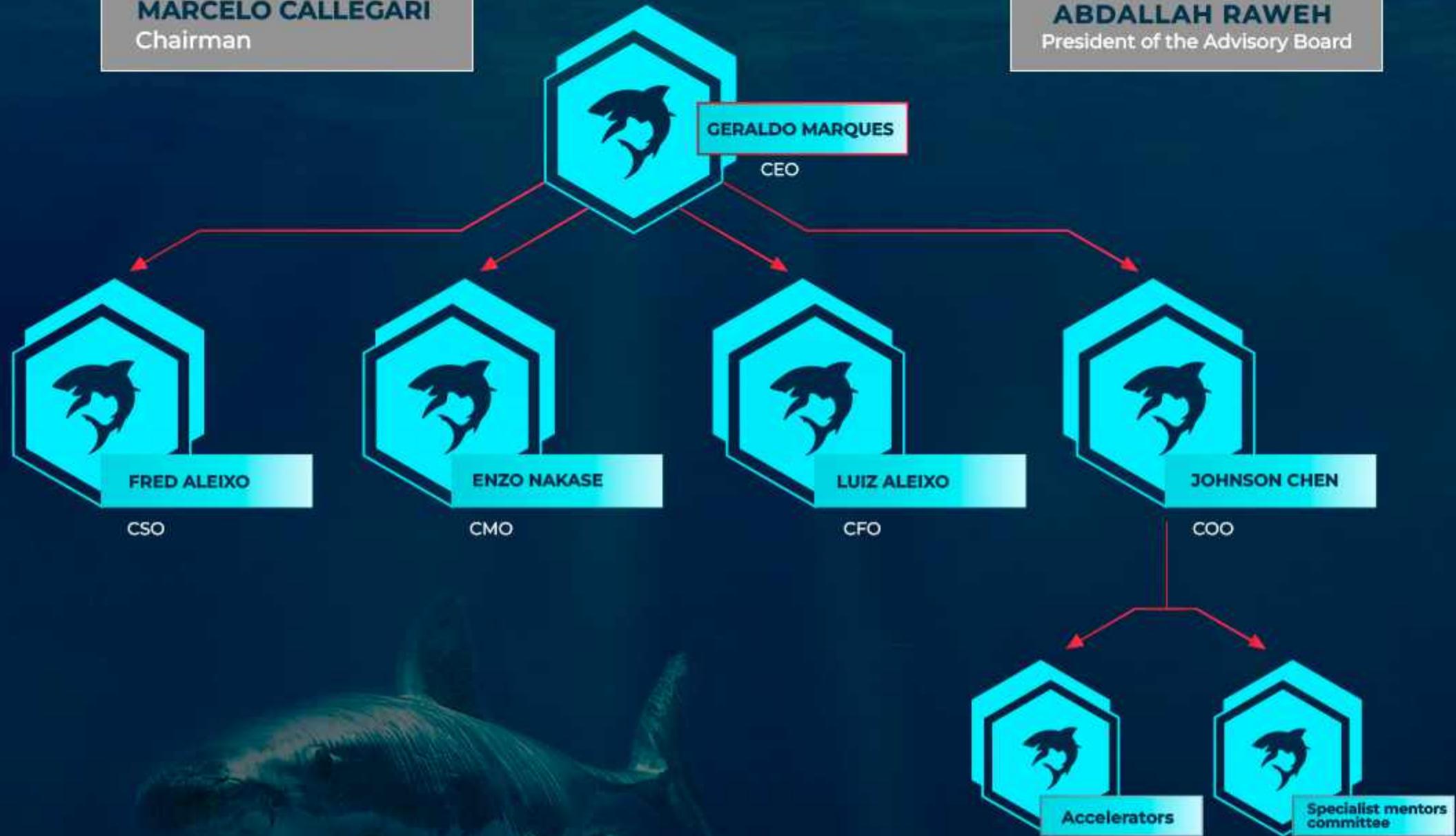


- 1 Ushark issues the token
- 2 Investors buy USH (via bitcoin) through the platform
- 3 The funds are allocated in an investment fund in United States
- 4 Hubs plug startups into our platform
- 5 The community of Ushark members votes to prioritize investments in startups
- 6 With the result published on a blockchain, the United States fund invests in startups
- 7 Startups that received investments periodically report their results to the community
- 8 Ushark receives profits, dividends, or exit from startups
- 9 We buy back the tokens on the exchange and burn the USH, making the asset scarce and deflationary
- 10 The scarcity of the asset can generate a great appreciation of the token, allowing future rounds in new pools of startups

# GOVERNANCE

MARCELO CALLEGARI  
Chairman

ABDALLAH RAWEH  
President of the Advisory Board



## SELECTION STEPS



## USHARK GOVERNANCE FLUX

STARTUP POOL

SELECTION OF PARTNERS AND ADVISORS

GOVERNANCE BOARD, REVIEW, AND APPROVAL

COMMUNITY VOTE ON THE PRIORITY OF STARTUPS THAT WILL RECEIVE INVESTMENTS

USHARK FUND IN UNITED STATES INVESTS IN STARTUPS

ACCELERATION OF STARTUPS

## UShark Utility Token

uShark token has a range of utilities including purchase of products and services by uShark startups. Our ecosystem has focus both on b2b( business to business) and b2c (business to customers), ranging from retails to users.

uShark ecosystem in short term will allow users to stake \$USH for future airdrops of projects developed by uShark labs.

Our DAO voting platform also takes places as an inclusive space where all our holders will be able to pick their most favorite startups to be invested in by uShark LP.



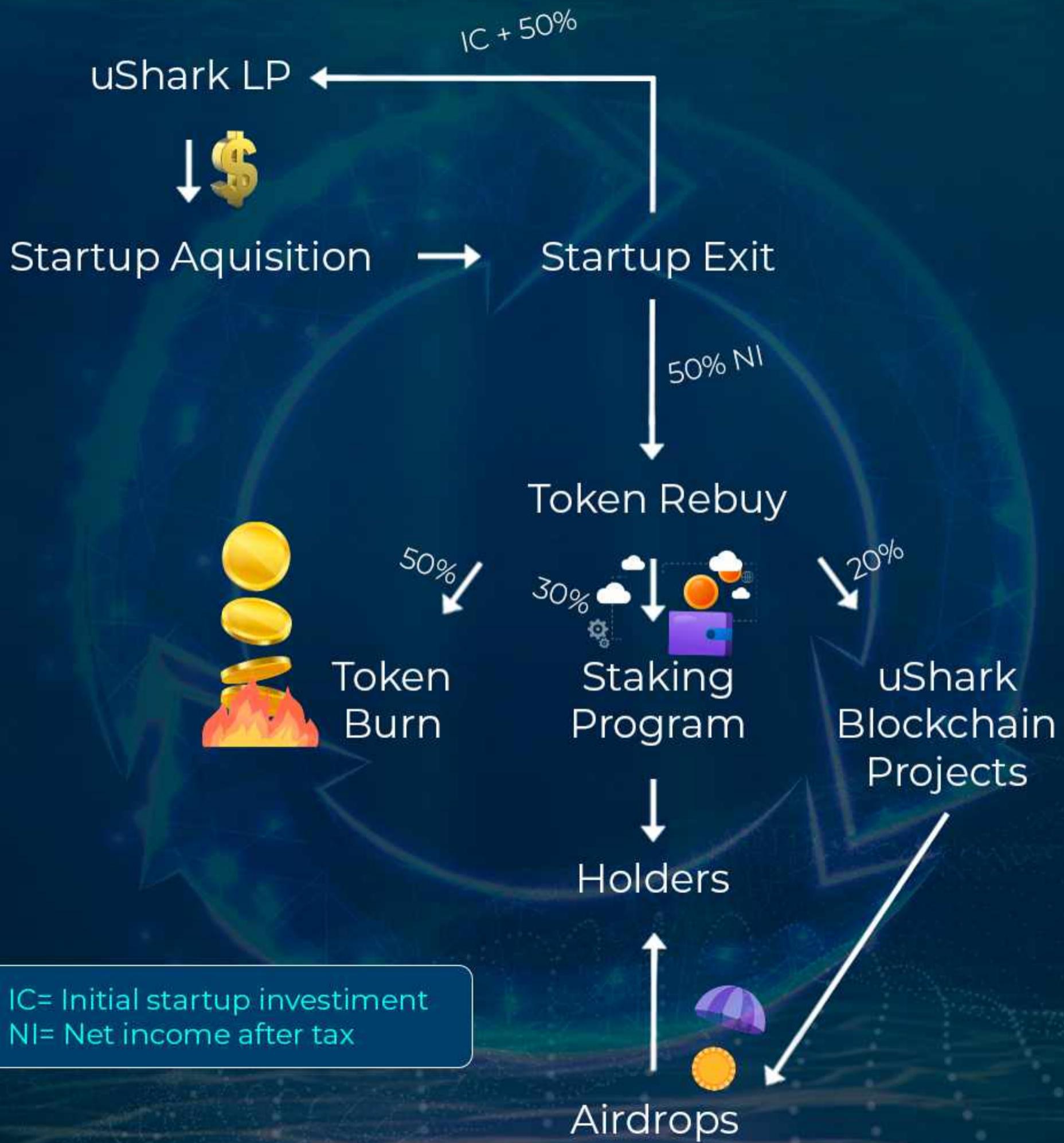
## DECENTRALIZED AUTONOMOUS ORGANIZATIONS (DAO)

**Sharkians** have voting power, playing an important role in decisions about the next steps of the ecosystem. All community members can be elected to choose the next startup with great growth potential.

### DAO Flow:

- 1. Users will need to have a minimum amount of USH (which will be announced later on the CEX listing) - except for private investors and ICO in the first round of investment.**
- 2. Brainstorming a potential startup in its early stage (optional).**
- 3. The selected company will be reviewed by the Ushark governance board.**
- 4. Choose from community suggestions and startups selected by our advisors and partners.**
- 5. When approved by the board, the startup pool will be eligible for community voting.**
- 6. Result of voting and investment.**

## USHARK CYCLE



## UShark Investment Cycle

Aiming to build a solid ecosystem between venture capital and crypto market, uShark token mechanism envision the harmony between a sustainable company of real world assets investments and a solid growth of our sharkians community.

- 1. uShark LP invests in a startup**
- 2. Startup Acquisition**
- 3. Startup reports profit, dividends or exit**
- 4. 50% of all net income returns to uShark LP funds**
- 5. The other 50% is distributed between token burn mechanism, staking programs and uShark blockchain projects (airdrops)**

As in the same time this cycle attends to mutual benefits for our holders based on a deflationary token model, our mechanism and investment thesis also consists in a solid growth of uShark LP funds providing a sustainable cash flow for new market investments opportunities and future rounds of startups.

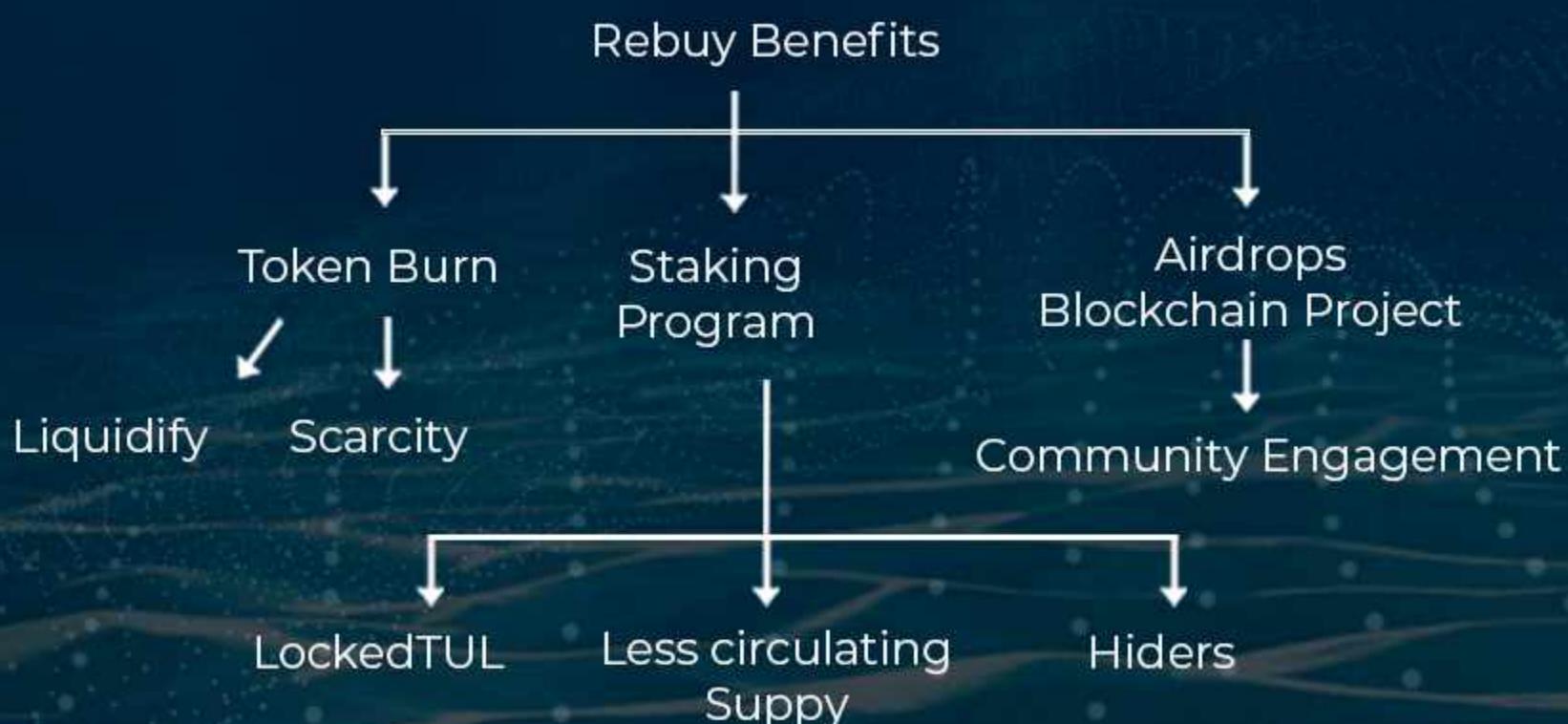
## BUYBACK MECHANISM

The buyback mechanism was designed to provide sustainability to the Ushark ecosystem and continuously add value to community members, in line with our values and short, medium, and long-term planning.

The developed method has three fronts, allocating the repurchased tokens to: \$USH burning, rewards through the staking program, and airdrops from projects tokenized by uShark.

The distribution will obey the following rule:

50% for token burning  
30% for the staking program  
20% for airdrops from uShark projects



## BURNING TOKENS MECHANISM

A portion of the net income obtained by Ushark is used to repurchase a specified amount of USH for the purpose of burning its assets, reducing its supply, and valuing the token.

The community will be informed about token rebuy and burning events.

In cases of investment in Sharkianverse projects, users will receive airdrops when the project reaches any of the milestones previously defined by the board.



A total of 25% of all net income obtained by uShark is used to repurchase a specified amount of USH for **the purpose of burning its assets, reducing its supply, and valuing the token.**

The community will be informed quarterly about token rebuy and burning events.

There will be three types of burns mechanism:

**Automatically Burn** - Revenue generated by transaction fees in our NFT Marketplace

**Periodically Burn** - Reports of dividends and profit by any company in our portfolio.

**Massive burn** - Startup exit cash out. When uShark sells their ownership of the company.



## AIRDROPS - PROJECTS BACKED BY uSHARK

The project has a technology and research team focused both on the creation of new solutions in the blockchain network and on the reinvention of sectors already consolidated through WEB 3.0.



A portion of the Ushark LP fund will be allocated to the development of new tokenized projects, whether carried out in partnerships with already consolidated companies, or 100% developed by the company.



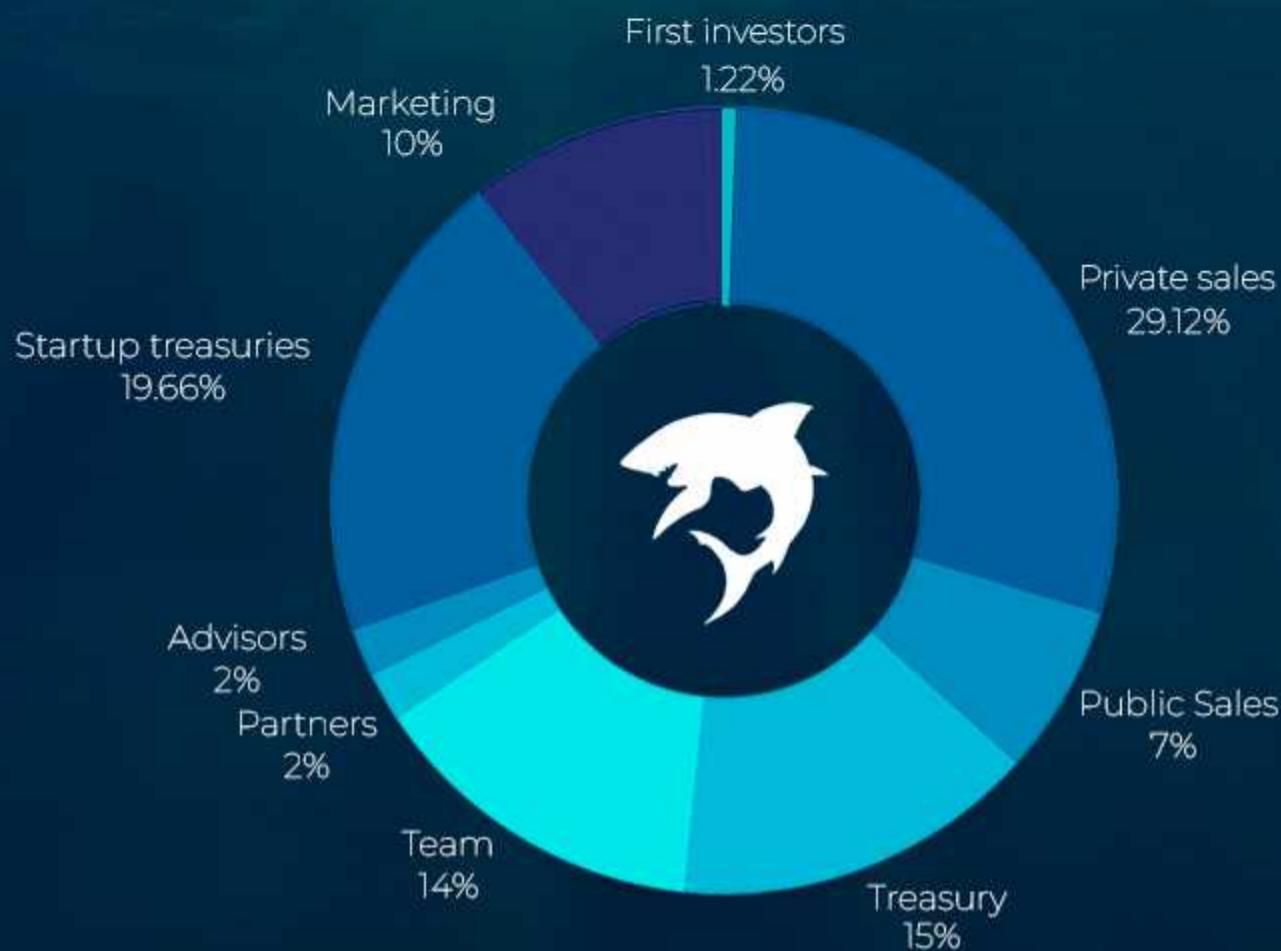
Our holders will be rewarded throughout their trajectory with airdrops with several benefits arising from the utility of the tokens, besides their market value.



## TOKEN ECONOMY P.1

ROUND	TOKENS	TOKEN BONUS	SUPPLY	TOKEN PRICE	TOTAL TOKENS
First investors	-	-	1.22%	-	-
1st Round	180M	54M	5,2%	\$0.015	234M
2nd Round	200M	50M	5,56%	\$0.015	250M
3rd Round	220M	44M	5,87%	\$0.015	264M
4th Round	240M	36M	6,13%	\$0.015	276M
5th Round	250M	26M	6,36%	\$0.015	286M
Final Round	300M	15M	7%	\$0.015	315M

## TOKEN ECONOMY P.2



<b>First investors</b>	<b>1.22%</b>	
<b>Private sales</b>	<b>29.12%</b>	5% on the listing, 15% on the distribution 2,3,4,5, 20% on the distribution 6 and 15% on the distribution 7
<b>Public Sales</b>	<b>7%</b>	
<b>Treasury</b>	<b>15%</b>	Unlocked as needed according to DAO, at least 6 months of lock up. Afterwards, maximum of 5% of all treasury tokens per DAO ( application cases: sharkianverse built, new blockchain technologies and
<b>Team</b>	<b>14%</b>	unlocked on the first release at 6 months and then linearly released at 24 months
<b>Partners</b>	<b>2%</b>	unlocked on the first release at 3 months and then linearly released at 12 months
<b>Advisors</b>	<b>2%</b>	unlocked on the first release at 6 months and then linearly released at 12 months
<b>Startup treasuries</b>	<b>19.66%</b>	At least 6 months of lock up. Afterwards, maximum of 10% of total startups treasury tokens for future investments rounds and new startups acquisitions in a period of 6 months.
<b>Marketing</b>	<b>10%</b>	unlocked on the first release at 6 months and then linearly released at 6 months

### **uShark Treasury**

uShark treasury will be designed only in three applications and managed by our board:

**Marketing campaigns** - in order to promote a solid growth of community and new holders.

**Metaverse application** - Investments in technological areas of company, bringing competitive advantages for our ecosystem.

**Blockchain projects tokenized by uShark** - Build and develop new tokens are one of pillars of uShark ecosystem. Looking for new holders airdrops and expanding USH market share.

## Startups treasuries

First of all it's important to notice that uShark business plan is based on a long term vision for at least next 10 years. So, for our holders there are some key points to understand about this market and token mechanism:

- Cash Flow is king
- Our main idea is to reach at least a 300 startups portfolio in the following years.
- Startups invested by uShark LP in phases angel , seed and series A will go for next funding rounds. In this moment, it's important for uShark to be capitalized as it may be a new business opportunity.
- All startups treasury release will be communicated to community and investments reported through a diligence.
- uShark is committed to follow the vesting period, respecting the maximum amount per time of investment.

In summary, whether in traditional market venture capital just fundraises more money from their clientes, uShark has their own treasury to manage and report for community new acquisitions and movements. Looking for a democratic and transparent model, our decentralized autonomous organization (DAO) has an important role in future company decisions.

**Note:** There is no possibility uShark releases tokens different from tokenomics vesting period. uShark fight for democracy and transparency, honor our words is a sine qua non value.

# UShARK ROAD MAP

**Q3**

- uShark DAO platform launch
- First DAO community vote in order to decide priority of startups investments
- First listing on CEX
- Announcement partnership DMCC and FDI

**Q4**

- New CEX listing
- Event hosted by uShark in Dubai partnering with DMCC
- uShark launchpad and incubator program
- First investments in startups voted by community
- Strategic partnerships and advisors announcement

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**Q1 & Q2**

- Global Application for startups in the 2nd pool of uShark round of investments
- uShark NFT platform - beta version
- uShark platform update 2.0: startups report implementation and metrics
- Startups report

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**Q3 & Q4**

- First airdrop of projects launched by uShark incubator program
- Staking program
- 2nd round of startups Investments

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## **SHARKIANVERSE**

### **TRANSFORMING THE FUTURE INTO THE NOW**

**Shakianverse is a project that in the next 3 years will make the future tangible and transform the world of cryptocurrencies, startups, and the metaverse.**

**The project has a technology team focused on creating disruptive universes with real-world applications and solutions to global problems.**

#### **The Sharkianverse Universe of Possibilities**

**Sharkian's exclusive technology is perfect for the development of different projects in different niche industries and, therefore, the Sharkianverse production will be constantly evolving, with new realities being created. In this way, this document will be updated as new projects emerge.**

**Ushark will build a head office exclusively dedicated to the development of startups, creating the main city of metaverse focused on entrepreneurship and investments.**

**In addition, the largest online platform for financial education will be founded, creating the possibility for Sharkians to brainstorm, and network, a time in which large projects can be designed, resulting in promising companies within the global economy.**

**BE A SHARK**

## **Diffused power in the hands of the people**

Ushark is an innovative business model that proposes to change the market status quo in a universe where Sharkians become major investors, allowing them to have returns according to the growth of the startup portfolio.

### One of the most impactful NGOs in the world

Ushark is driven by the desire to transform lives through entrepreneurship and technology around the world. Therefore, we want to provide knowledge and opportunities to needy people.

The Sharkians will not just profit while investing in the next giants of the market, the new Ushark era has a purpose that transcends just financial gain, helping disadvantaged people to acquire a sharp mind for entrepreneurship and for the great opportunities of the global economy.

The foundation offers an exclusive method that will drive the future of work through knowledge on financial education, encouraging learners to think and to be great entrepreneurs.

We believe that encouraging entrepreneurship is allowing individual dreams to come true in a community context, a place where everyone contributes to the achievement of this goal.

We are from the era of excellence and innovation, we help ordinary and economically vulnerable people to become great investors in the market.

## UShark Education: Impacting Future Generations Through Entrepreneurship

uShark wants to provide a universe of opportunities for young people through education, improving their entrepreneurial skills through technology, and developing revolutionary business ideas that aim to achieve profound social change for our world.



Education is the key to creating future leaders, and uShark aims to promote an inclusive and equitable environment where young people will be prepared to meet the challenges of an entrepreneurial career.

We will offer a team of great entrepreneurs around the world with know-how in developing innovative businesses to volunteer in our community.



We are much more than a project, our mission is to create a movement that will impact the generation that will be the future of tomorrow.

## USHARK GROWTH PLAN

The USH project aims to be a long-term sustainable multi-investor company. In addition to all the startups that are already on the radar of Harvard Angels and partner hubs, the Sharkian team is constantly looking for new opportunities and market trends for the coming years.

Ushark is committed to continuing to build a huge community, aiming to spread the legacy of making anyone become an early investor in companies with disruptive business models, even without any prior knowledge of the area.

## SHARKIANS - COUNT ON US

In the coming years, Ushark has a long-term roadmap that includes the possibility for entrepreneurs to present their projects to the world on a startup launchpad, supported globally by successful entrepreneurs.

Ushark seeks the best opportunities in the market, and Sharkians will be rewarded for their work in consolidating a **united and engaged community**.

A historic milestone in the global investment market with the purpose of balancing the differences that the traditional market brings between large and small investors.

## PARTNERSHIPS



**FORTUNE**  
ISRAEL

LATAM STARTUPS



## FOUNDERS



MARCELO CALLEGARI  
**President  
of the Council  
Administrative**



GERALDO MARQUES  
**Founder & CEO**



ENZO NAKASE  
**Co-Founder & CMO**



FRED ALEIXO  
**Co-Founder & CSO**



LUIZ ALEIXO  
**Co-Founder & COO**



ABDALLAH RAWEH ALQADASI  
**President  
of the Advisory  
Board**

## ADVISORS



**Kiran Govindaraju**



**Fahad Al Gergawi**



**Thiago Leite**



**Beatriz Zanatelli**



**Bruno tonheta**



**Gabriel Serpa**



**Shai Hod**

