


Tokenise Your Assets

Crypto crowdfunding platform

Primary issuance & secondary trading

Digital footprint – a token of your assets



working service
or product

Utility token

financial or
tangible asset

Security token

idea of a future
product or service

Hybrid token







ICO TOTAL
(\$)
RAISED

> 20 B

TOTAL ICO
PROJECTS

5 198

TOP ICO
JURISDICTIONS

-  US 728
-  UK 454
-  SG 437
-  RU 328
-  EE 263
-  CH 252

ALL-TIME (\$)
BIGGEST ICOs

-  EOS - 4.2b
-  TaTaTu - 575m
-  Dragon - 320m
-  Hdac - 258m
-  Filecoin - 257m
-  Tezos - 232m
-  Paragon - 183m

Global phenomenon



Unprecedented global reach



regional

investment

supply

A typical public token sale commands on average
from 3 000 to 10 000 contributors
from 50 - 150 countries

**Demand for global investment opportunities
is greater than regional supply**

global
investment
demand

Nothing ventured – nothing gained

- ◉ **Show the world your project exists**
- ◉ **Build a global community**
- ◉ **Benefit from inadvertent marketing campaign**
- ◉ **Ensure compliance for sustainability**
- ◉ **Offer your investors secondary marketplace**



Winners take it all



STORJ



golem
ethereum

 BINANCE

ipopulous

swarm.city

E O S™



 CARDANO

 IOTA

 brave

Evolution in capital markets

Publicani

Public fundraising
& trading

390 BC

Securities Act

Resulting from the
1929 Wall Street
crash, USA

(law) 1933

Crowdfunding

Kickstarter

One of the
first crowdfunding
platforms 2009, USA

(law) 2012

ICO

Mastercoin

The first initial coin
offering, crypto-
crowdfunding

2013

STO

Security token
offering
history in the making

2018...today



The only way is the compliant way

#TokeniseYourAssets



When any asset becomes a digital & immutable proof of ownership

Democratic access for everyone
to participate in the growth of
the global economy



Advantages for token issuers

Access

Benefit from unparalleled access to global audience and investor base

Possibilities

Ability to tokenise both the existing securities as well as a future product or service

Liquidity

Innovative proof of ownership and transfer of value technology

Affordable

Lower global barriers of entry, less legal hassle and more measured costs



What are your alternatives?

IPO

Not applicable to early startups – only mature companies, it is expensive and time consuming

PE/VC

Over-sized loss of equity, diminished management control

DEBT

High interest rates on repayment, usually private collateral or guarantor

Bottom line: distracting, time-consuming and expensive



Allow YOU to focus on YOUR business

**100%
devotion**

**Windfall
capitalisation**

**Community
expansion**

**Saving time &
resources**



You run your business, while we run your race

ONBOARDING

- KYC/AML profiling
- Live ID verification
- PEP and sanction lists scan
- DLT transaction check
- Source of funds verification
- Address whitelisting
- Investor accreditation

BACKOFFICE

- All-in-one dashboard
- User management
- Investor profiles
- Programs & campaigns
- Multi cryptocurrency wallet
- Affiliate participation view
- On-demand reports

BLOCKCHAIN

- STO implementation
- Security token smart contract
- Utility token smart contract
- Crypto funds escrow/custody
- Multisig cold/hot wallet
- Multi cryptocurrency support

ONGOING

- Participant onboarding
- KYC/AML compliance
- Advisory
- Token transfer agency
- Secondary P2P trading
- Dividends & announcements
- Voting & corporate actions

Do you qualify?

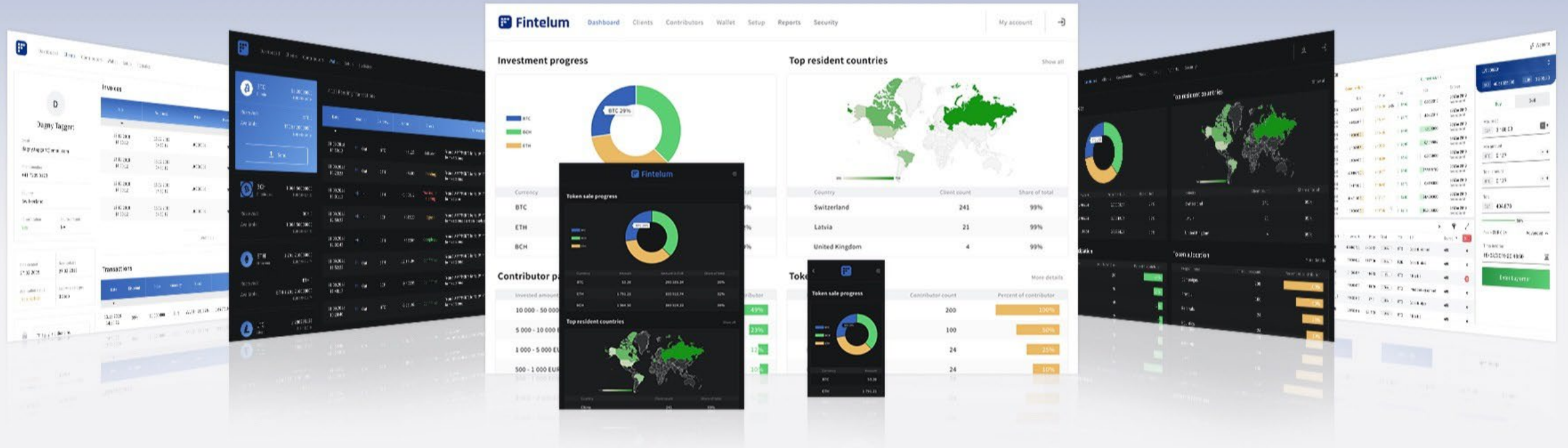
- You have an idea
- You have a team
- You have a proof of concept
- You have a minimum viable product
- You have an existing business
- Your business has paying clients
- You have tried attracting venture capital
- You have tried crowdfunding or ICO in the past
- You find it difficult to promote your product / idea

If you score 2/9 – you need to
contact us





Request a demo



Contact us: tokenise@fintelum.com



We are here to serve you

By advancing tokenisation of assets and businesses, we are precipitating the change in the capital markets and financial industry as a whole



Liza Aizupiete
Managing Director, Fintelum



This is the beginning

#TokeniseYourAssets