

## FACT SHEET

**milestoneBased** dramatically improves post-funding management by using the power of blockchain DAO and smart contracts to shorten the path to growth and monetization for early-stage crypto investors and their startups.

### INVESTOR SUMMARY

- First to market leveraging a distributed ledger/ blockchain solution for more efficient post-funding management
- Experienced team of startup builders and thought leaders with deep networks in the blockchain ecosystem
- Blockchain MVP ready with an ability to onboard projects utilising “white glove” concierge service
- Meets the need of the crypto community that want to use blockchain-based solutions and help increase adoption

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### USE OF FUNDS:



Legal costs



Platform development



IDO liquidity



Sales and Marketing

### TARGET USERS & PROBLEM WE ARE SOLVING

Initially the Blockchain sector including VCs, Angel investors, and crypto startups is the target. Next we will go after all technology investors and startups.

Early stage investing is characterized by haphazard process, lack of transparency and accountability, not enough datapoints for desired insight, and inefficient collaboration between investors and startups; impeding optimized startup growth.

### TEAM

All Crypto Natives, Serial Startup Entrepreneurs, Industry Thought Leaders



**Hartej Sawney**  
Partnerships,  
CEO @Zokyo Ventures



**Ian Arden**  
Chairman & Co-founder.  
CEO@Appicature,  
CTO @Bridge Mutual



**Andrew Zubko**  
CTO & Co-founder,  
CTO @Appicature



**Ihor Savchuk**  
CEO  
Senior partner @Appicature

## OUR TECHNOLOGY

**milestoneBased** provides a unique funding management and accountability platform for investor and startup collaboration. It uses DAO (Decentralized Autonomous Organization) structure and escrow smart contract tools, to automate and improve post-funding management and a startup's milestone achievements.

Funding decisions and governance of the platform are executed by the investor community. Changes are made via voting protocols, no solo impact is possible to change a milestone or a roadmap. milestoneBased gives investors confidence, improved security, superior data-driven insights, and a faster path to monetization for their portfolio companies. Startup teams become more motivated and strengthen their performance, through a built-in knowledgebase and by focusing on the right milestones to optimize growth.

### BUSINESS & REVENUE MODEL

Up to the end of 2020, \$20 billion has been invested in crypto startups by VCs, Angels and other startup investors. In the first half of 2021, \$17 billion was invested in crypto Startups by VCs (source: Pitchbook)

Global VC investing grew by 4% in 2020, despite a global pandemic, to \$300B. The size of "seed funding" was \$3.3B which would include Angel investments. (source:Crunchbase)

Our business model takes a percentage of funding deployed for using our platform, so if we assume 1% of the crypto funding market then...

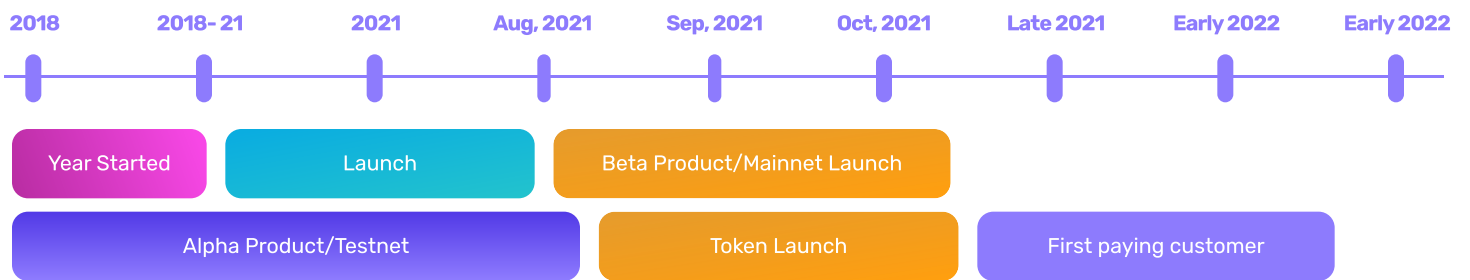
### MARKET SIZE

Over 7000 blockchain startup companies current listed on Crunchbase, 8722 investors that specialize in this space. Combined with companies/investors not listed here plus early-stage projects that are not listed anywhere yet- we believe our initial TAM is well over twice this number, at 30,000 investors and startups.

Crunchbase lists almost 700,000 tech startups and almost 200,000 investors, so we believe conservatively, our ultimate TAM is well over a million startups and investors.

### MILESTONES & ROADMAP

STAGE OF DEVELOPMENT: Launching Beta Version, Validating MVP Stage



### MILESTONEBASED METRICS

Total Token Supply					100,000,000		
Category	Allocation	Price	No Tokens	Value	Lock Period	Vesting (months)	Notes
Founders	13,00%		13,000,000		24 Months	44	5% per month starting month 25 onward
Team	12,00%		12,000,000		8 Months	28	5% per month starting month 9 onward
Operations	5,00%		5,000,000		3 Months	19	6,25% monthly starting month 4 onward
Marketing	5,00%		5,000,000		3 Months	19	6,25% monthly starting month 4 onward
Advisors	5,00%		5,000,000		2 Months	12	10% per month starting month 3 onward
Community rewards fund	5,00%		5,000,000		15 Days	52 weeks	15 days cliff then 2% weekly
Promotion rewards fund	5,00%		5,000,000		2 Months	22	5% monthly starting month 3 onward
Reserve	22,50%		22,500,000		6 Months	XX	MilestoneBased approach with according workplan
Seed Round	3,50%	\$0,1000	3,500,000	\$350,000,00	2 Months	12	10% per month starting month 3 onward
Private Round	2,75%	\$0,1300	2,750,000	\$357,500,00		10	10% at TGE and 10% per month afterwards
Public Round	1,25%	\$0,2000	1,250,000	\$250,000,00		5	20% at TGE and 20% per month afterwards
Staking Rewards	5,00%		5,000,000				
Exchange & Token Bridge Liquidity	15,00%		15,000,000				10% used at TGE and 90% Reserved for future listing & Bridging

100,0%

\$957,500,00

TGE Circulating Amount	TOKENS
Private Round	275,000
Public Round	250,000
	525,000

Exchanges
\$ 300,000

Market Cap @ TGE*
\$ 105,000

Hard Cap
\$ 957,500



\*Excluding DEX Liquidity