

## POWER LAUNCH MANIFESTO

The milestoneBased team has a ton of expertise launching and scaling blockchain projects; we've been behind many successful tokens and IDOs over the past five years. Our experience has taught us how important it is to build a loyal and engaged community of token holders that identify with the mission and have aligned interests for the long term. We've seen so many great projects fall victim to the wrong launch model, attracting private/pre-sale supporters primarily interested in quick price appreciation, resulting in selling pressure after the IDO.

It's painful to see a token price tumble from these fair weather supporters when you're just getting started, so we designed a new IDO strategy we called the **Power Launch**. It places power where it should be, in the hands of our token holders and user community, rewarding those that contribute early by adding value to the platform, in order to share in the upside of a growing network later.

### WHAT IS A POWER LAUNCH?

There are **no private sales, no pre-sales, and no artificial split of pricing** in our Power Launch. All token holders are equal and treated fairly in the spirit of a DAO. We give **power to the community** on an equal basis starting from the very beginning with reasons to hold the token. The only thing **we ask for is to add some value to our mission**.

Think of what kind of impact you can make, whether it's a valuable partnership that can extend our platform utility, or a like-minded YouTube influencer willing to communicate our opportunity and strategy for better milestone management to the world. Anything that makes the project intentions and vision even stronger counts.

### HOW CAN YOU ADD VALUE RIGHT NOW DURING OUR PRE- IDO?

Well, first of all- you can join us supporting a new **Sustainable Finance Movement**. The blockchain has all the benefits of equality, transparency and a host of others that will be a game changer when applied to the startup and funding ecosystem. Then next, here's some specific actions:

- **Your hustle to help us raise awareness about milestoneBased and tell our story around the world.** We'd like to share our vision to help crypto startups get the funding they need to grow, and help investors to streamline and improve collaboration with their portfolio of startups. **We want to make business and society better by fueling crypto startup growth via the power of blockchain and DAO.**
- **Partnerships where you can add to the functionality, utility or services as part of our platform.** If you are engaged in the blockchain or tech world or the startup and funding world, your understanding of the needs to help grow these businesses is paramount. **Tell us how you can add an important piece to milestoneBased with a partnership that helps our users.**

### HOW DO WE ALIGN INTERESTS AND SOLVE POST-IDO SELL PRESSURE?

1. As milestoneBased is a roadmap management platform, DAO participants are able to see and understand execution progress on a startup's milestones, hence are **more likely to hold than sell**. Token holders have an opportunity to add value through voting, and also get a sense of clarity and shared vision with the startup's goals.
2. Investor funds allocated to a startup's milestones are stored securely via an escrow smart contract without anyone having direct fund access. **Token holders can be assured startup teams will not run off with the funds**, while being more likely to support the startup's progress rather than sell at the first opportunity.

Our goal is to collect interested people and wallet addresses (securely held) as a proof of intention during our pre-IDO. So sign up now at [www.milestoneBased.com](http://www.milestoneBased.com)