



MOONWHALE VENTURES

Blockchain Advisory and Investment Platform

Introduction: Moonwhale

2 Pillar Blockchain Advisory & Investment Platform | HQ Singapore



1

Enterprise Business Consulting & FinTech Startup Advisory

- Suitable for all MNC, SME and Listed Companies in Healthcare, Banks & Financial Institutions, Manufacturing & Automotive, Retails, Agriculture, Media & Entertainment, Transportation, Government
- Stay Competitive: Identify, Analyze and Implement Blockchain Technology to optimize your Value Chain (Supply Chain, Payments, Reward Schemes)
- Expand you Business: Tokenization (ie. Assets, Equity, Real Estate) via Security Token Offering (STO) or Implementation of an Utility for Token (ICO) as Alternative to traditional Growth-Financing

2

End-to-End Ecosystem for Funds and Investors

- Blockchain-based secure Asset Management and Investment Platform
- High-Growth Investment Opportunities in Early Stage / Seed Rounds for Big & Small Investors including Vetted Hard-Tech and FinTech Startups (STO/ ICO) and Crypto Algo-Bot Trading with Flexible Return- and Risk-based Bot Criteria
- Moonwhale active Fund Management, self-managed or automated asset allocation with Investment Protection & Risk Management (IPRM) by Burj Financial

Team & Advisors

USA to Asia, 300 Years of Experience in Financial Markets and Venture Building



Danny Christ

Co-Founder & CEO

Based in Kuala Lumpur (MY). 20+ years in IT, operations and supply chain. Blockchain consultant at GLG (US) and NSCS (Malaysia). MBA from Strathclyde Business School (UK).



Stefan Bergstroem

Co-Founder & Chairman

Based in Stockholm (SE). Experienced angel investor and serial entrepreneur. Invested in 18+ Tech-Startups. ICO Advisor and Blockchain Innovation Centre in the Nordics'.



Eike Schramm

COO

Based in Hamburg (GER). Entrepreneur, 4+ years exp. in Startups, M&A and VC. Previously VC at Deutsche Telekom Capital. MSc Finance from Cass Business School (UK).



Timo Trippler

CBD, ICO Advisor, Investment Acquisition

Based in Bonn (GER). ICO advisor and entrepreneur. 12+ years experience in financial transactions. Advised 20+ ICO projects and manages multiple crypto fund portfolios.



Shon Tran

Board Advisor, Industry and Investor Relations

Based in Houston (US). Venture and Angel Investor, and global M&A activities. Advisor and board member of multiple int. corporations. PhD in Behavioral Economics



Janet Lee

Board Advisor, Investment Acquisition

Based in Singapore (SG). Founder & CEO of Venture Capital Network, a financial service platform. 25+ years experience in the fields of wealth management & capital markets.



Iliya Zaki

Marketing and Community Manager

Based in Singapore (SG). Co-Founder, Music Composer, Marketing and Community Manager for Crypto Projects, Admin for DataDash, Master's Degree in Media Composition.



Konstantin Dimitrov

CTO, Enterprise Blockchain Solutions

Based in London (UK). Serial entrepreneur and founder of DICE project. 20+ years experience in IT and development incl. DLT. Masters in Computer Science and Engineering.



Stephan Horvath

Board Advisor, Strategy and Investor Relations

Based in Dubai (UAE). Partner at Burj Financial, investment advisory firm. 20+ years C-level exp. in consulting. Masters in Economics from Technical University of Stuttgart (GER).



Bram Weerts

Board Advisor

Based in Amsterdam (NL). Entrepreneur with a strong background in digital transformation and strategic consultancy. Worked with RWE, Dell & Gartner. Co-Founder of Kea Company.



Daniël de Blocq van Scheltinga

Board Advisor, Finance and Business Strategy

Based in Hong Kong (CH). Founder of Polarwide., financial advisory. Vast experience in corporate restructuring, finance and M&A. Master of Law from Leiden University (NL).



Samuel Bretzfeld

Board Advisor, Technology Development

Based in Los Angeles (US). CEO of bGlobal. Technology entrepreneur and investor with over 20 years of leadership experience working with global F500 enterprises.

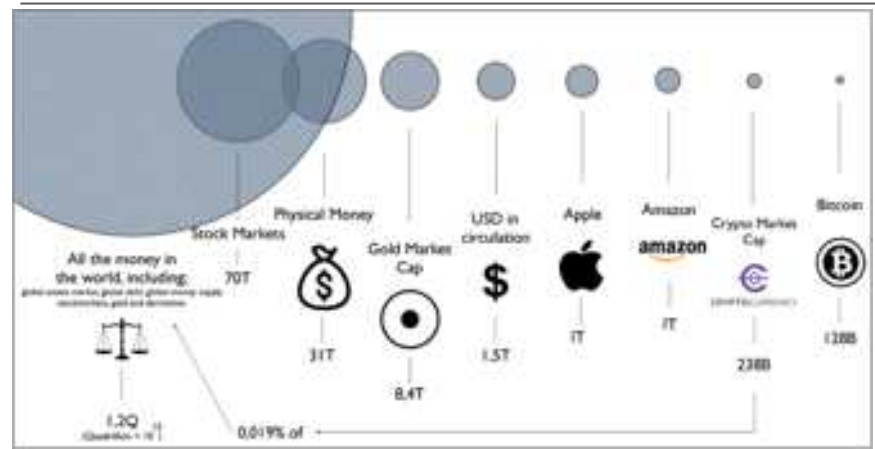
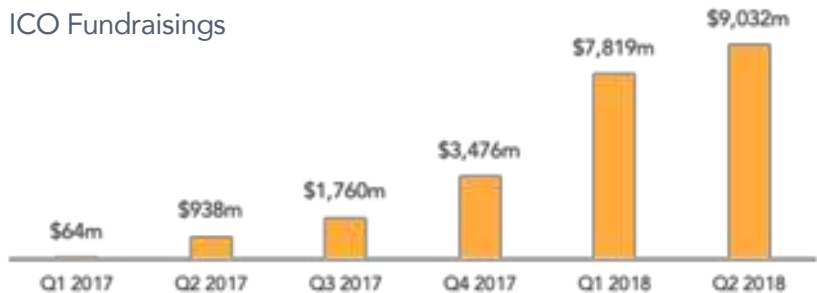


Market Opportunity

Crypto is Emerging as a New Asset Class

Strong growth in number of ICOs and funds raised. In 2017, 370+ ICOs raised \$6bn+, 2018YTD 770+ ICOs have raised \$16bn+

ICO Fundraisings



Crypto exchanges and investment platforms have experienced extreme user growth and can't keep up with demand

- Binance has quadrupled its user base from 2m (Jan-2018) to 9m (Jun-2018)
- Coinbase reached 10m users (Sep-2017) and doubled its users to 20m (May-2018), adding 50k users daily (June-2018)
- Bittrex, Bitfinex and CEX.io had to halt on-boarding of new users end of 2017 due to enormous registration demand

Crypto market is in early adoption phase and only contributes to 0,02% of all the money in the world

- Crypto market cap has already reached \$800bn+ with less than 1% of global population involved
- Institutional investors are sitting on the side-line with \$10bn+. High chance of ETF approval by SEC in 2019
- Traditional companies are entering the market today and will push high growth even further: IBM, Alibaba, Amazon, Microsoft, Fidelity, Yale Endowment, Venrock, Goldman Sachs

Market Opportunity

Blockchain Adoption is Happening



Everyone is a Tech Company

IN THE LAST 15 YEARS

52% of S&P 500 companies have disappeared



CB INSIGHTS

Source: WEBCAST, Richard M. Foster/Standard & Poor's

Who is Already Involved?

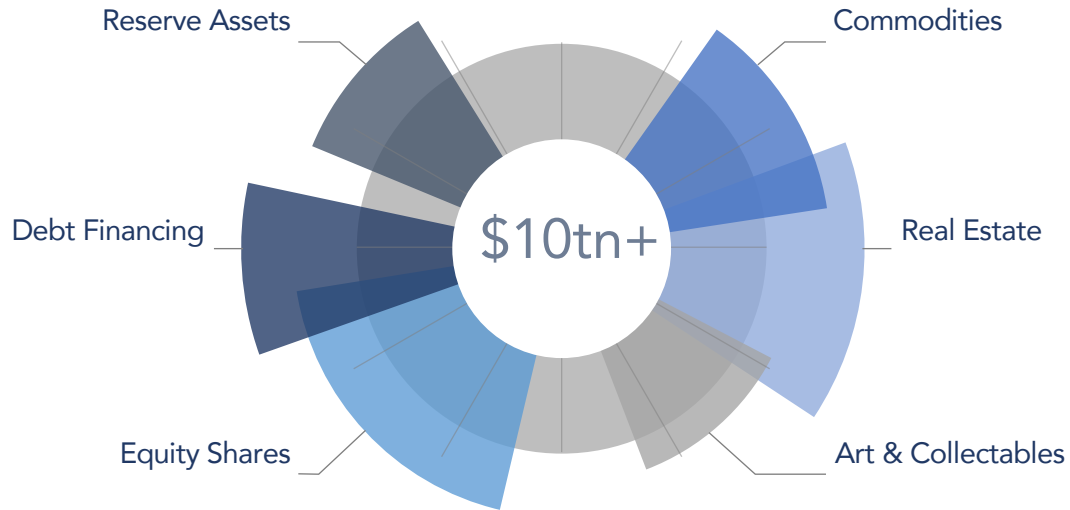
- Industrial and Commercial Bank of China filed patents using Blockchain technology to verify digital certificates instead of a trusted central authority
- Bank of America is working to automate the process of creating letters of credit
- Apple filed a patent for using Blockchain technology to timestamp data
- Royal Dutch Shell is working with BP to create an energy commodities platform
- Toyota Motor Corp is exploring how Blockchain could secure self-driving cars
- Samsung Electronics announced "Nexledger" platform for tracking global supply chains

Market Opportunity

Security Tokens



Security Tokenization is projected to become a Multi-Trillion Dollar Industry, set to Democratize Capital Markets and Transform Traditional Financing



Problems with Traditional Securities

- Often requires larger investment amounts
- Tied-up capital, especially in private placements like Venture Capital
- High costs due to complex fee structures for issuers and buyers of securities
- Access to significant funding only through institutional investors

Solutions through Security Tokenization

- Allows fractional ownership, leading to smaller requirement of investment amounts
- Tokens can be traded on secondary markets, providing much better liquidity to investors
- Low fee structures as regulatory compliance is incorporated on the blockchain and allows for automated processes (e.g. dividend events)
- Virtually everyone can participate, not limited to institutional investors which makes it easier for companies to raise funds

Blockchain Advisory and Investment Platform

The Synergy



Vetted ICO / STO Investments

- All investors can invest in fully vetted ICOs / STOs / DAICOs / ICCOs
- Hand-picked projects that we make available to investors through our due diligence process
- ICO Gems are high-value projects in early stage (Seed / Private Sales) and 'under the radar' that we can provide through our exclusive network
- Access to FinTech and Hard-Tech analysis and investment reports

- Earnings through commission fees and subscriptions

Crypto Bot Trading

- Retail investors can invest in 2 automatic trading bots to increase asset holdings
- An auto-trade bot will trade specific cryptocurrencies and earn money through market volatility leverage
- An arbitrage-trade bot will trade cryptocurrencies and earn money through arbitrage opportunities between different exchanges
- 3-months lock-up period with ability to re-invest and compound returns

- Earnings through profit-sharing

Crypto Fund Management

- Secure platform for blockchain and crypto fund management and investments (Equity / STO / ICO)
- Manage your own investments on our platform through bots and early-stage deals
- Active fund management for High-Net-Worth individuals and institutions (\$100k minimum invest)
- IPRM - Investment Protection and Risk Management

- Earnings through management fees and profit-sharing

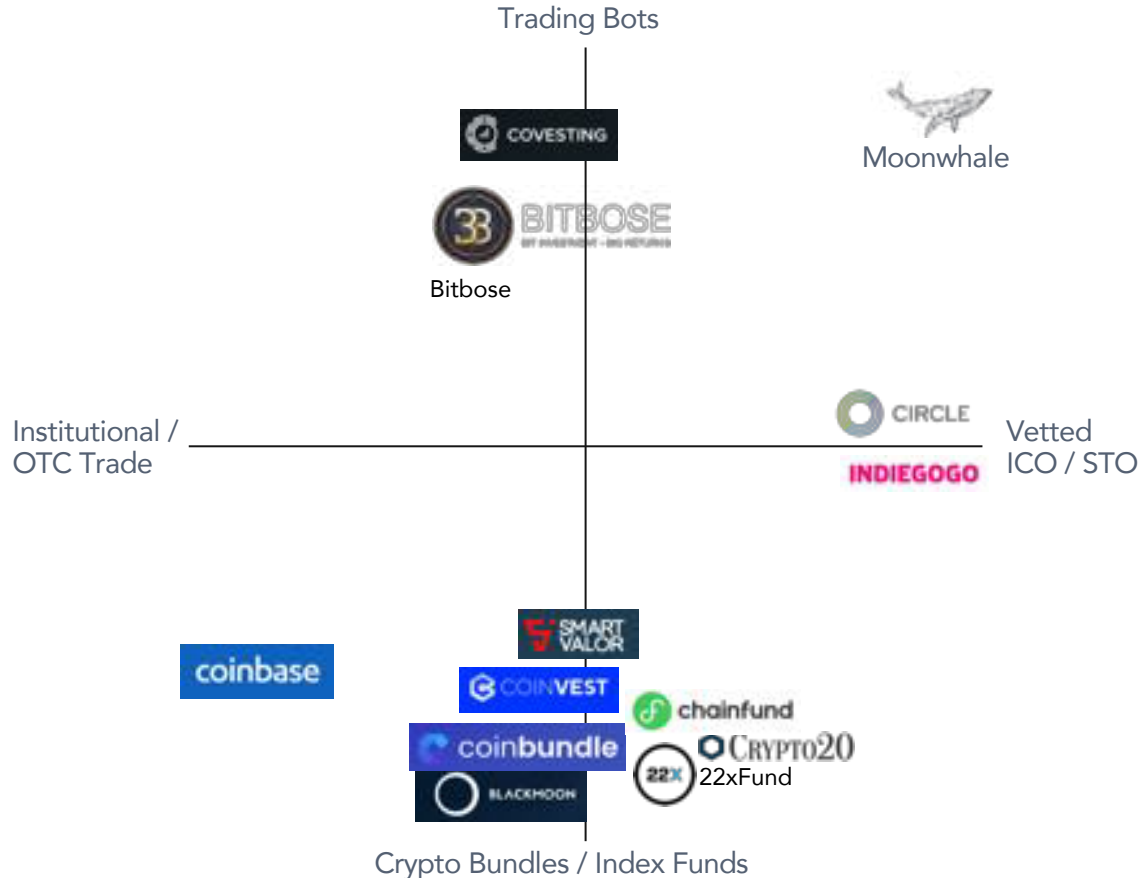
Competency: Enterprise Business Consulting & FinTech Startup Advisory

Moonwhale's Startup Advisory and Corporate Business Consulting is our Core Business which enables us to offer unique projects to Institutional and Common Investors, Funds, LP and VC. We support Expansion for Existing Businesses, and complete go-to-market Executions for Startups incl. fundraising & partnership development, token economics and marketing.



Competitive Landscape

Investment Platform

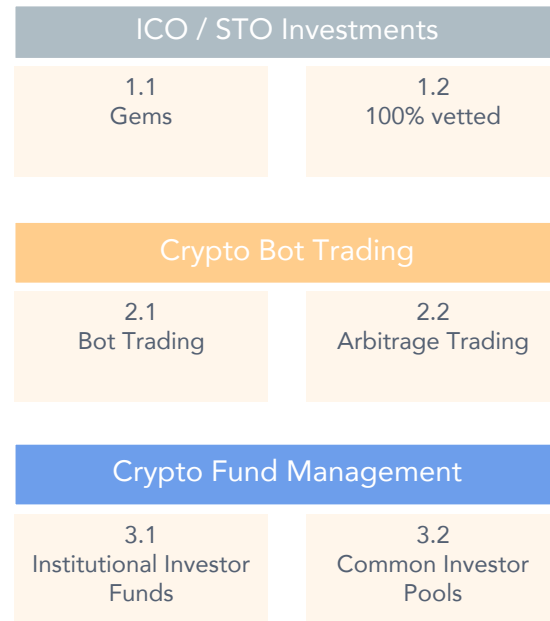
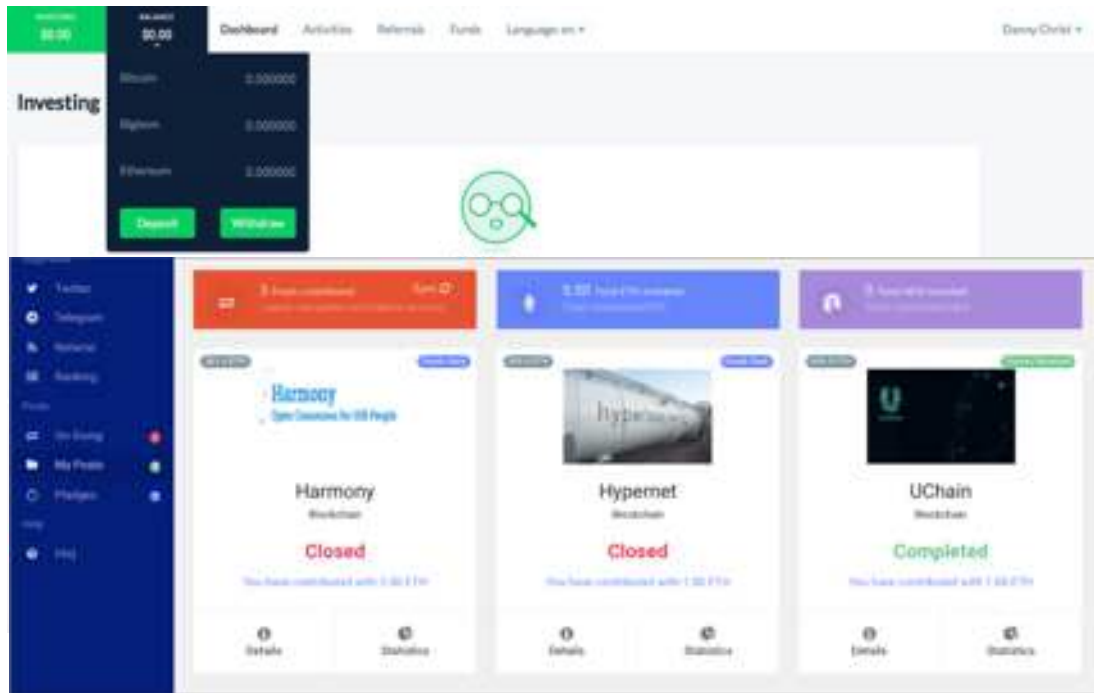


Moonwhale Key Differentiation

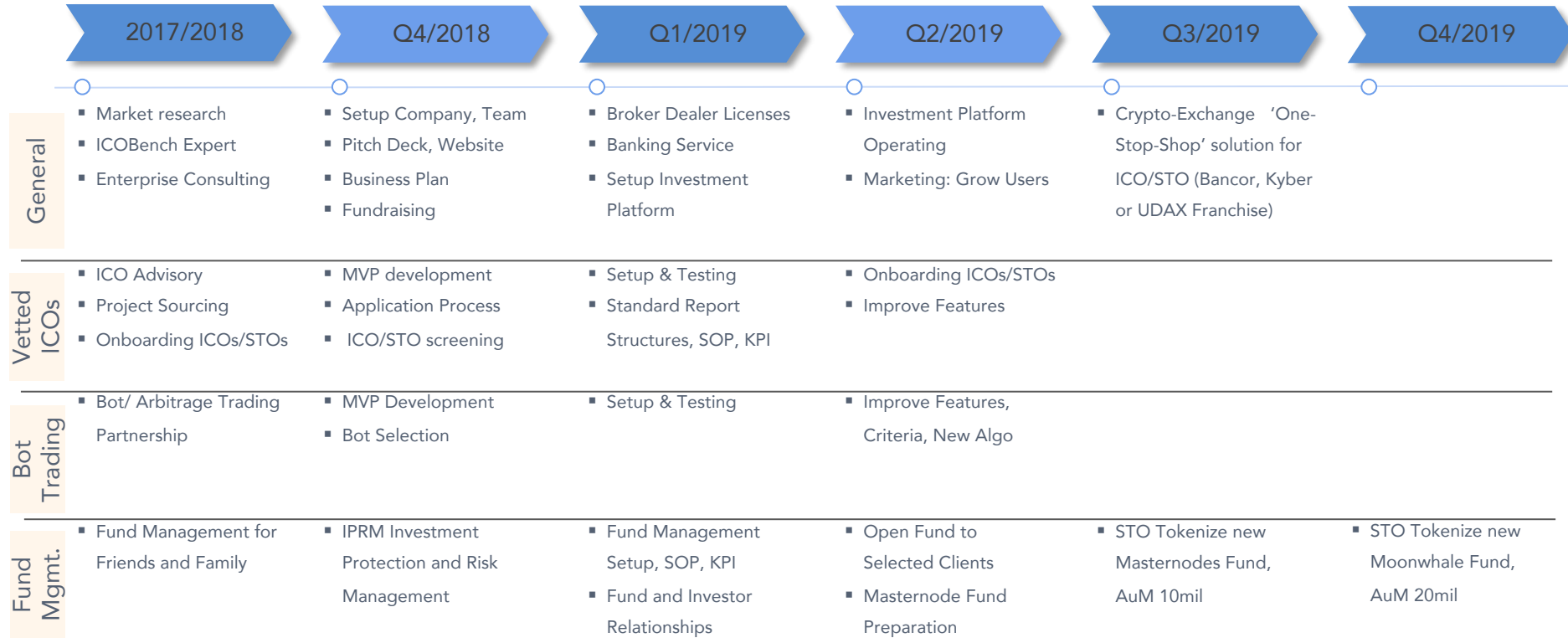
- Providing a safe and intuitive investment environment for both active (vetted ICOs) and passive (bots) investment vehicles
- Vetted ICOs are higher risk strategies with strong upside potential due to real business case and zero-scam proof – today not yet available in the market
- Trading Bots are lower risk strategies which also perform well in bear markets - today barely accessible to retail investors
- Most investment platforms focus on crypto bundles, which do not create competitive advantages – easy to replicate
- Crypto Bundles / Index Funds currently have significant downfalls due to high positive correlation, resulting in poor performance during bear cycles

Intuitive Interface

Investment Platform

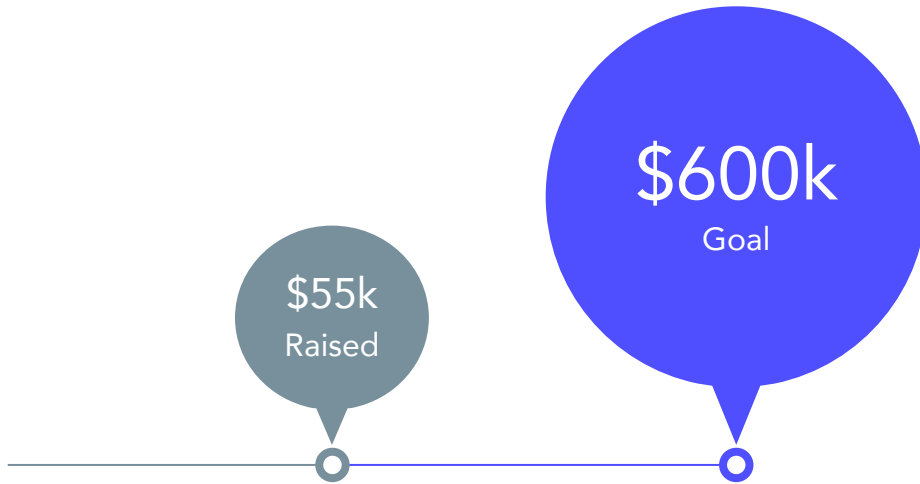


Roadmap



Equity Investment Opportunity

We are Seeking \$600k Seed Capital



- Team Expansion \$150k
- Platform Development \$100k
- ICO / Trading Liquidity Pool \$100k
- Licenses (Dealer Broker, Asset Mgmt.) \$250k

Financial Summary



Financial Targets: Year 3

\$35m
Net Revenues

70%
EBITDA Margin

100k
Users: Investment Platform

\$140m
Valuation: 4x Revenue Multiple

25x
ROI: Your Investment Today

P&L	Q1-19	Q2-19	Q3-19	Q4-19	2019F	2020F	2021F
Total Net Revenues	\$39,000	\$66,549	\$214,266	\$542,432	\$862,246	\$7,918,121	\$34,565,703
% Growth period		71%	222%	153%		818%	337%
Consultancy & Advisory	\$39,000	\$57,000	\$160,000	\$218,000	\$474,000	\$2,144,000	\$2,520,000
% Growth period		46%	181%	36%		352%	18%
Enterprise Consulting	\$0	\$0	\$0	\$90,000	\$90,000	\$1,170,000	\$1,440,000
ICD/ STO Advisory	\$36,000	\$54,000	\$54,000	\$72,000	\$216,000	\$432,000	\$432,000
Token Payout Bonus	\$0	\$0	\$100,000	\$50,000	\$150,000	\$500,000	\$600,000
Token Swaps	\$3,000	\$3,000	\$6,000	\$6,000	\$18,000	\$42,000	\$48,000
Crypto Investments ICD / STO	\$0	\$9,549	\$15,242	\$24,520	\$49,111	\$355,194	\$2,182,608
% Growth period		60%	60%			823%	515%
ICD Gems	\$0	\$4,092	\$6,532	\$10,423	\$21,047	\$152,200	\$935,404
ICD 100% Vetted	\$0	\$5,456	\$8,709	\$13,897	\$28,063	\$202,994	\$1,247,205
Crypto Bot Trading	\$0	\$0	\$39,024	\$74,338	\$113,362	\$1,097,902	\$6,898,466
% Growth period			90%			868%	528%
Bot Auto-Trade	\$0	\$0	\$33,103	\$64,887	\$97,990	\$959,458	\$6,029,929
Arbitrage Auto-Trade	\$0	\$0	\$5,921	\$9,451	\$15,372	\$138,444	\$868,537
Crypto Fund Management	\$0	\$0	\$0	\$102,500	\$102,500	\$3,383,009	\$21,038,459
% Growth period				0%		n/m	522%
Fund Management	\$0	\$0	\$0	\$2,500	\$2,500	\$142,500	\$2,255,000
Mastermode Fund STO	\$0	\$0	\$0	\$100,000	\$100,000	\$463,709	\$585,422
Moonwhale Fund STO	\$0	\$0	\$0	\$0	\$0	\$2,776,800	\$18,198,036
UDAX Crypto Exchange	\$0	\$0	\$0	\$123,273	\$123,273	\$938,075	\$1,926,171
% Growth period						651%	105%
ICD Listing: Fees	\$0	\$0	\$0	\$120,000	\$120,000	\$885,000	\$1,540,000
Exchange Trading Fees	\$0	\$0	\$0	\$3,273	\$3,273	\$53,075	\$386,171
EBITDA	-\$79,900	-\$175,261	-\$82,088	\$79,195	-\$258,053	\$4,356,247	\$25,008,561
% EBITDA margin	-205%	-263%	-38%	15%	-30%	55%	72%

Revenue Contribution %	Q1-19	Q2-19	Q3-19	Q4-19	2019F	2020F	2021F
Consulting & Advisory	100%	86%	75%	40%	55%	27%	7%
Crypto Investments ICD / STO	0%	14%	7%	4%	6%	4%	6%
Crypto Bot Trading	0%	0%	18%	14%	13%	14%	20%
Crypto Fund Management	0%	0%	0%	19%	12%	43%	61%
Crypto Exchange Franchise	0%	0%	0%	23%	14%	12%	6%

User Adoption	Q1-19	Q2-19	Q3-19	Q4-19	2019F	2020F	2021F
# Active Users EoP: Investment Platform		1,054	1,683	2,685	2,685	17,210	102,270
# Active Users EoP: UDAX Crypto Exchange				1,135	1,135	8,365	60,249

Exit Strategy

Moonwhale anticipates two potential exit scenarios: IPO & Strategic Acquisition (M&A)



Strategic Acquisition: Year 2021 Estimate

\$140m

Year 3 Exit Valuation

25x

ROI for Investors

\$35m

Revenues

- M&A in year 3 from potential strategics including Blockchain giants like Coinbase (acquired Earn.com for \$120m and Paradex), Circle (acquired SeedInvest) and Binance (acquired TrustWallet). Also traditional investment platforms expanding into Crypto like eToro
- Expected valuation at ~140\$m, based on revenue multiple 4x

IPO: Year 2023 Estimate

\$300m

Year 5 Exit Valuation

60x

ROI for Investors

\$75m

Revenues

- IPO in year 5 is our preferred exit strategy. The company envisages an IPO when the results have reached the point that meets the minimum regulatory requirements of the most promising IPO markets
- Expected valuation at ~\$300m, based on revenue multiple 4x

Contact & Partners

Get in Touch



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Our Partners



Reference - Blockchain Projects



Estonia – Crypto platform



Spain – GDPR Compliant Exchange



UK – Clinical Management



UK – Mapping the World



Switzerland – Fitness App



UK – Fundraising by Cryptomining



USA – Device filtering Ads, Security



USA – Autonomous Company



Germany – AI, Big-Data 'Crypto Bloomberg'



Germany – Solar Power



Ukraine – Sharing Economy



France – Food Delivery



Austria – Freelance on the Blockchain



Estonia – Ecommerce



Germany – IoT, Medical Blockchain



USA – Supply Chain



Egypt – P2P Transportation



France – Fund Management



ITALY – Smartwatch, crypto wallet, exchange



Sweden – Social Crypto Trading



Korea – Credit Scoring



Malta – Derivatives Crypto-Exchange



Singapore – AIO Wallet



Disclaimer

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