BlockStocks

Quick Team Intro

Martin Wos

Serienunternehmer, Bestseller Autor & Direktmarketingstratege

Estefano Elhawary

Security Token Sale Platform and
Digital Exchange for Startups & SME`s

SMEs are true backbone of the global economy

23	99%	67%	50%	18
millions of SMEs	of all businesses in the EU	working force	of the total economic output	percentage points outperformance relative to classic stocks

...but this almost perfect market has 1 MAJOR problem!

SMEs are true backbone of the global economy

SME`s have a massive problem

Lack of Fundraising

Aktuelle Markt Situation

Aktuelle Markt Situation

400.000 KMU`s
alleine in Deutschland

nur 5-10 schaffen es
auf die Börse

Das Problem

- Persönliche Erfahrung als Unternehmer
- Kapital zu beschaffen
- Börsengänge sind nur für große Unternehmen und sind langwierig
- Banken denken nicht wie Unternehmer
- Kontakte zu Investoren ist oft nicht vorhanden.
- Risikokapital Investoren haben oft große Macht
- Kapitalbeschaffung = Herausforderung
- Unternehmensbeteiligungen können nicht einfach verkauft werden
- Familien Unternehmen holen oft Investoren wegen Stimmrechte nicht rein

How much money went into ICOs

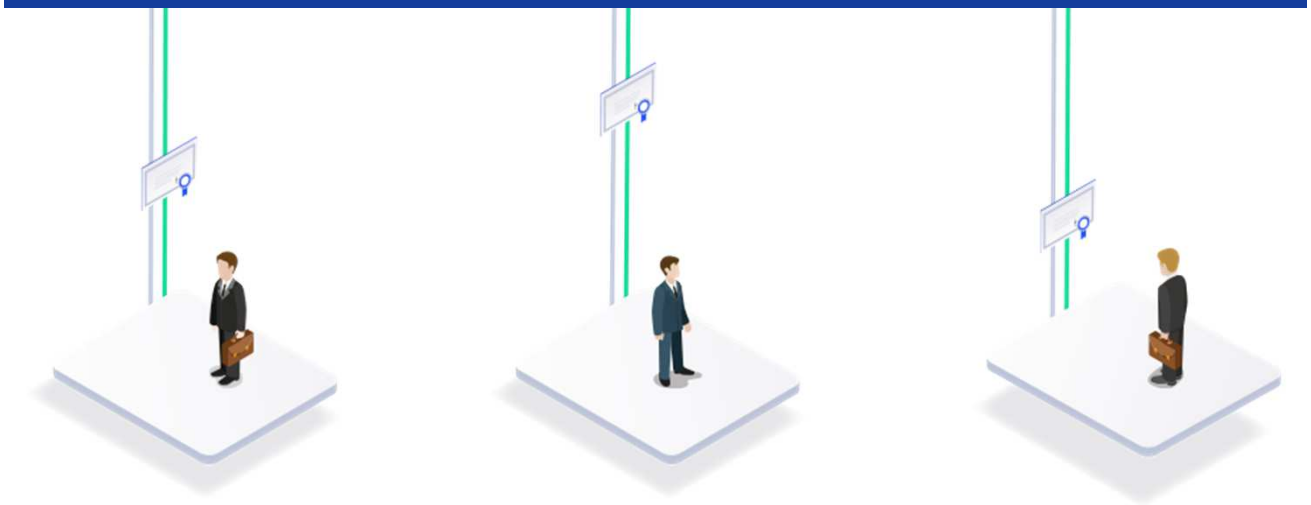
2017	**6** Billion USD
2018 Estimate	**24** Billion USD
Startups and SME Market	**Multi Trilion** USD

...so we believe the **BIG WAVE**

of Security Token Sales for SME`s is clearly coming!

Investors

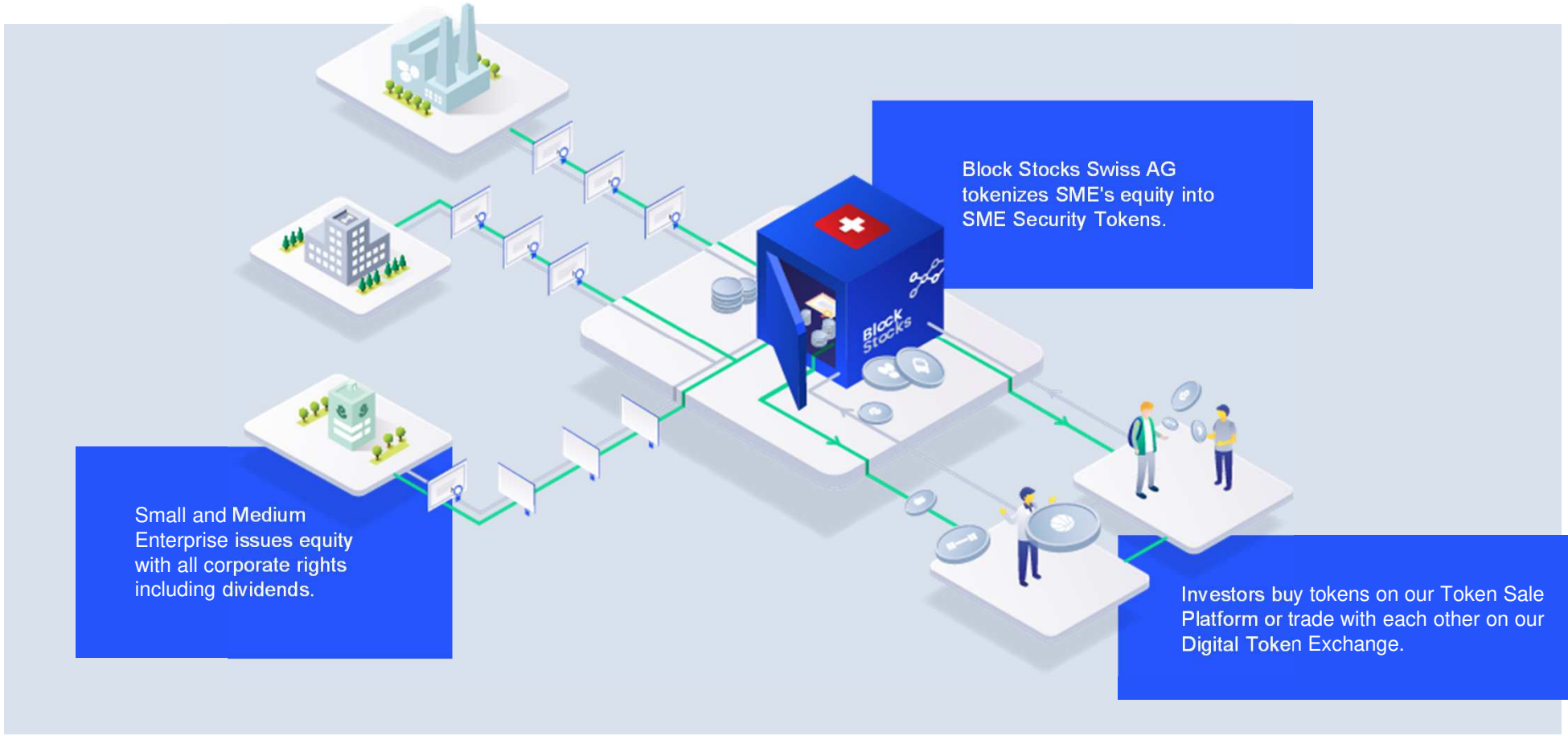
Investors have massive problems too…



Probleme der Investoren

- Mangelnde Liquidität
- Screening von guten Deals – viele Deals gehen unter der Hand
- Hohes Risiko da wenig Aufteilung der Investments

Enter Block Stocks - A platform that connects SMEs & Investors together



Full Service Solution for SMEs

Block Stocks offers Full Service Solutions for SMEs
to perform their own **Security Token Sale**

Beispiel

- 10 Million Umsatz | 10 Geschäfte | Bewertung 10 Millionen
- 10 % Anteile werden ausgegeben
- Die Block Stocks Plattform erhält bis zu 5% der Tokens und 5% in Cash
- Basierend auf den Anteilen werden Tokens erstellt; diese können von Investoren gekauft werden und dadurch erhalten diese Dividenden ausgeschüttet
- Auf dem Marktplatz können die Anteile gehandelt werden

BlockStocks

Portfolio | ICO Marketplace | Token Exchange | Payments

1.464.234 BST

David Rasky

My Portfolio | My Watchlist | Transactions | Dividend Earnings

My Portfolio

Portfolio Value	850.200	SME Coins value	614.034	BST value	236.166

Daily winner

11/01/18

Planet Fitness	PFF	51,40 BST	+6.71%
Suisse Private	SP	251,20 BST	+11.71%
Pizza Franchise	PF	12.234,40 BST	+6.71%
My Menu	MM	11,00 BST	+6.71%
Fly Momumi	FMM	12.233,00 BST	+6.71%

11 Jan — **Great time to Invest**
Donec sit amet nunc imperdiet, ultrices turpis sit amet, pretium dolor.

11 Jan — **Daily routine**
Donem sou li non pennunc imperdiet, ultrices turpis sit amet, pretium dolor.

09 Jan — **Great time to Invest**
Altrices turpis sit amet, pretium dolor.

Portfolio Details

Company	My Coins	Average buy price	Current price	Nominal return	Relative return	Trend	Buy	Sell
Planet Fitness	143	**5.250,00 BST**	**51,40 BST** -1.24%	25,00 BST	0,04%		BUY	SELL
Suisse Private	293	**850,00 BST**	**51,40 BST** +1.71%	26,00 BST	0,04%		BUY	SELL
Pizza Franchise	250	**1.150,00 BST**	**51,40 BST** +0.09%	11,50 BST	0,11%		BUY	SELL
My Menu	65	**15,00 BST**	**51,40 BST** +2.60%	652 BST	0,04%		BUY	SELL
Fly Momumi	31	**385.124,00 BST**	**51,40 BST** -2.00%	11 BST	0,25%		BUY	SELL
	782	**392.389 BST**		**725,50 BST**				

Pending Orders

ICO Prospects	Ticker	Coins requested	BST in Escrow	Soft Cap/Hard Cap	Amount of Capital Raised	Period of Bookbuilding process
Planet Fitness	PFF	150	**51,40 BST**	30%	$54,440,594	1 Month

BlockStocks

Portfolio | ICO Marketplace | Token Exchange | Payments

1.464.234 BST

David Rasky

Company | Index | Strategies

I want to invest in...

COMPANY CYCLE

Seed | Early | Growth | Mature

INVESTMENT TYPE

Equity | Debt

TOKEN SALES

Active Sales | Ended Sales

Buy/trade from other investors on a secondary market.

Fundraising Amount (EUR) $300

$0 $10.000.000

Choose Sector

Browse 105 Opportunities

Sort By...

Black Ceramics
Dreamy ceramics that make every day a bit more special.
20 Investors • Listed 3 days ago • 68% funded
Open | Seed

GoFaster
Car manufacturer that develops and produces supercars.
20 Investors • Listed 3 days ago • 68% funded
Open | Growth

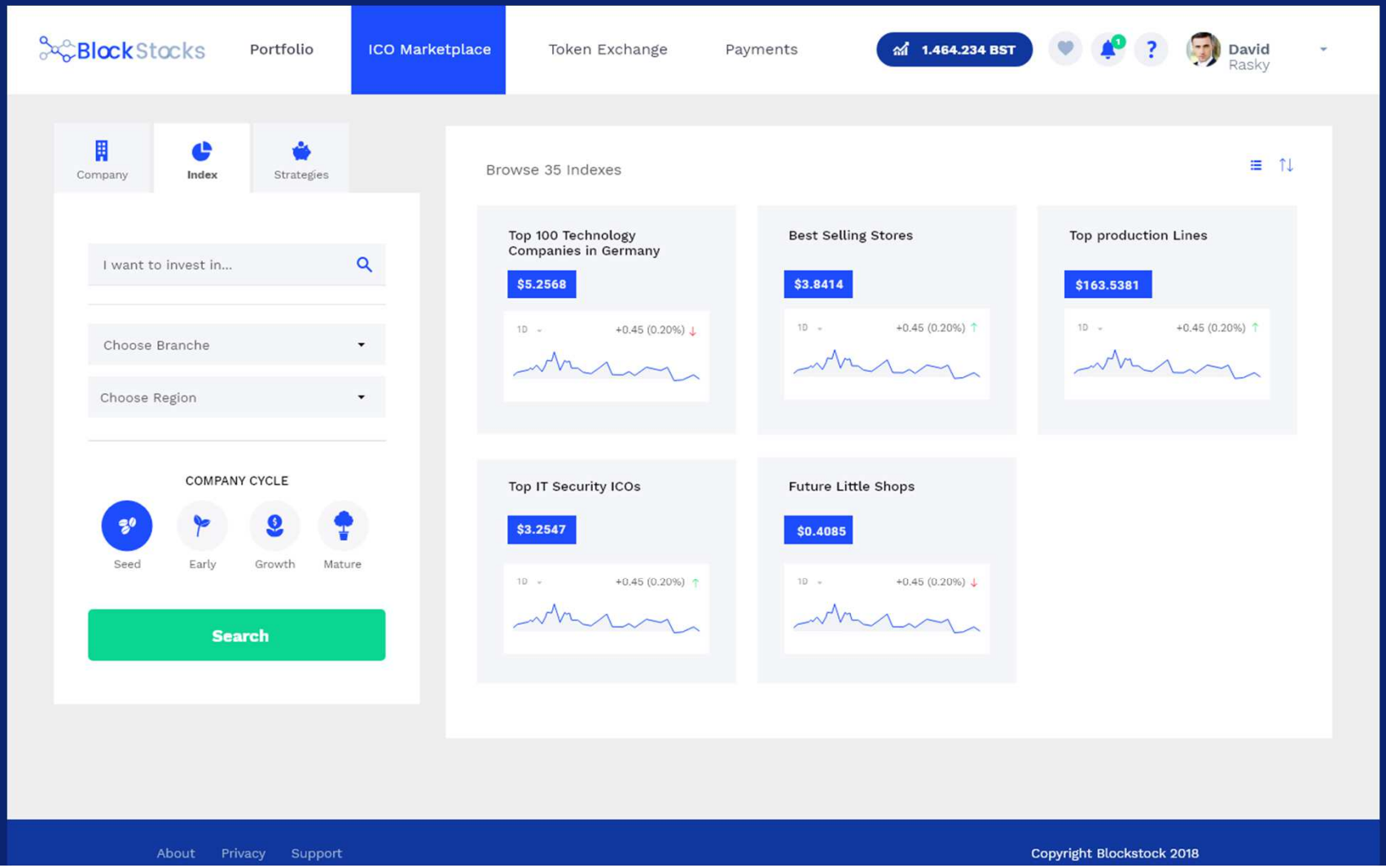
Olivia
Extra Vergin Olive oil produced in Dalmatian coastline.
20 Investors • Listed 3 days ago • 68% funded
Open | Seed

Job Boost
Sed at convallis augue, ut tempus turpis.
20 Investors • Listed 3 days ago • 68% funded
Open | Seed

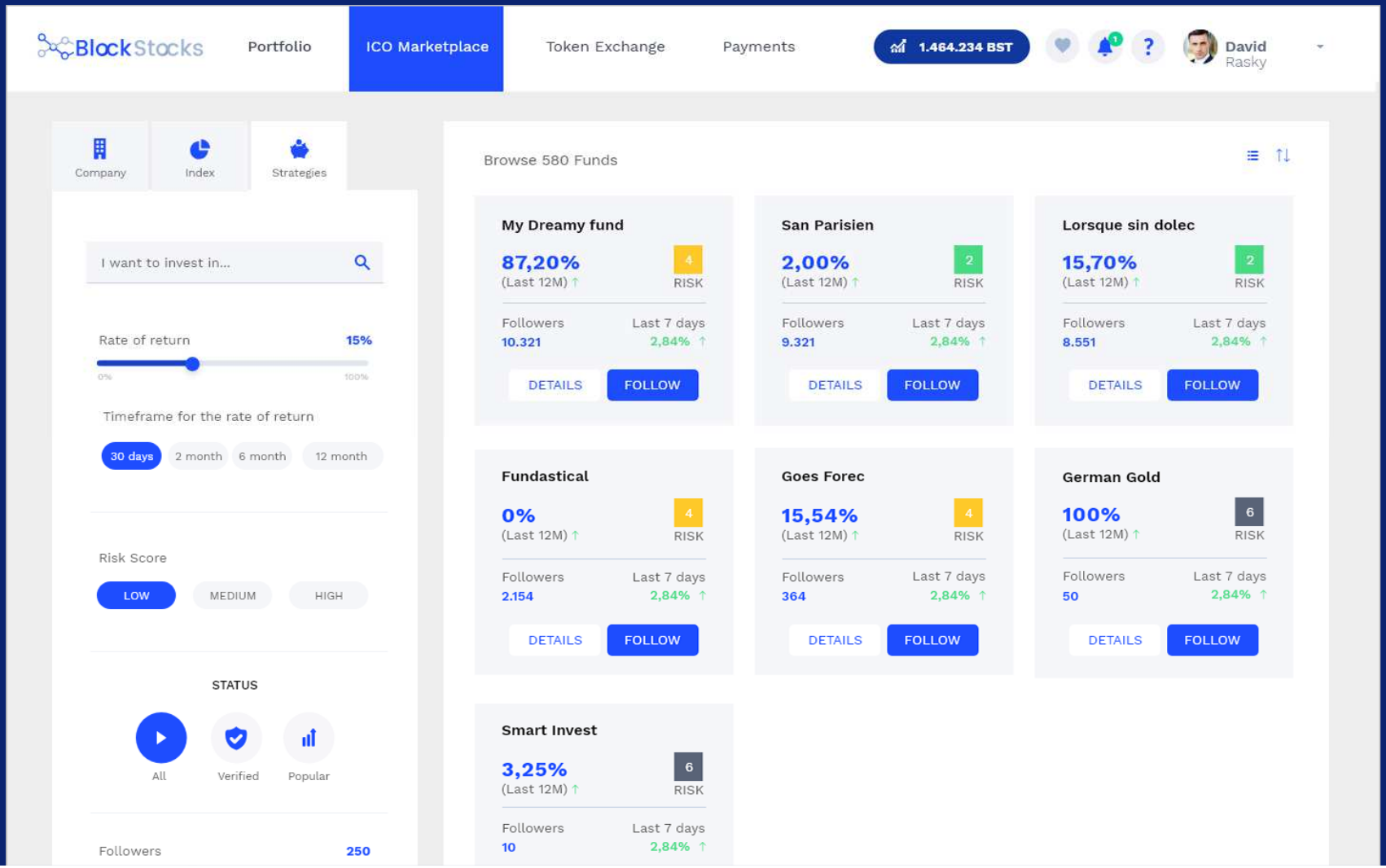
GoMove
Proin in dictum quam, eget facilisis lectus. Aenean ac dui risus.
20 Investors • Listed 3 days ago • 68% funded
Closing Soon | Growth

FoodCity
Dui arcu feugiat eros, in aliquet urna leo volutpat ipsum.
20 Investors • Listed 3 days ago • 68% funded
Closed | Seed

Ein ganzer Index basiert auf KMUs



Fonds & Robo Advisors



Block Stocks Token Struktur

Benefits for Block Stocks Token Holders

SMEs conduct Token Sale on Block Stocks platform and pay a fee in SME Security Tokens

All Block Stocks Token Holders receive up to 5% of SME Tokens with claim on equity and dividends

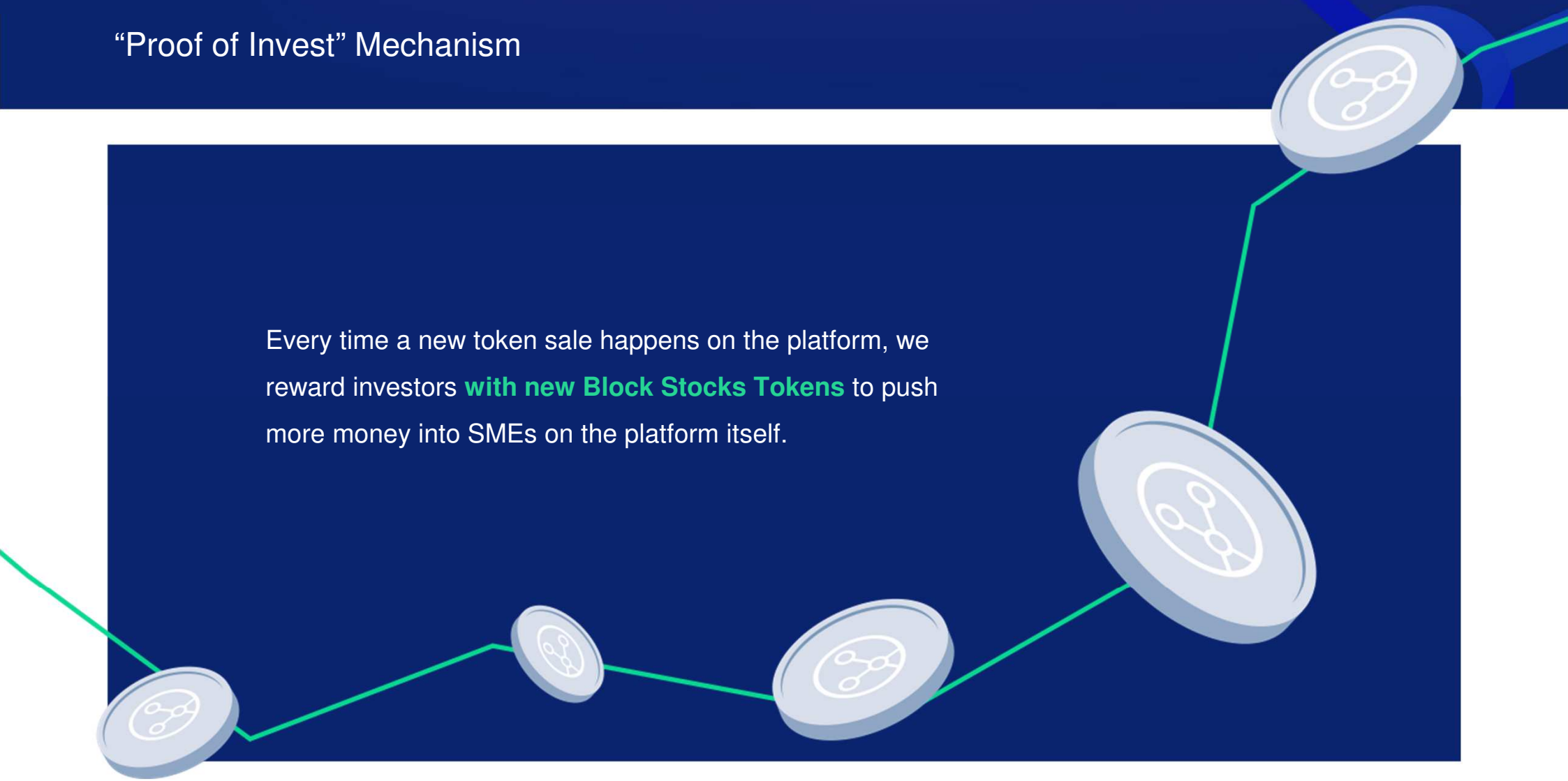
All Block Stocks Token Holder receive up to 5% of continuous payout based on each SME fundraising value

Unique Block Stocks Tokens provide annual dividends of every SME onboarded on the platform

Next Milestone after Block Stocks Security ICO is to get to 100 Token Sales per Month

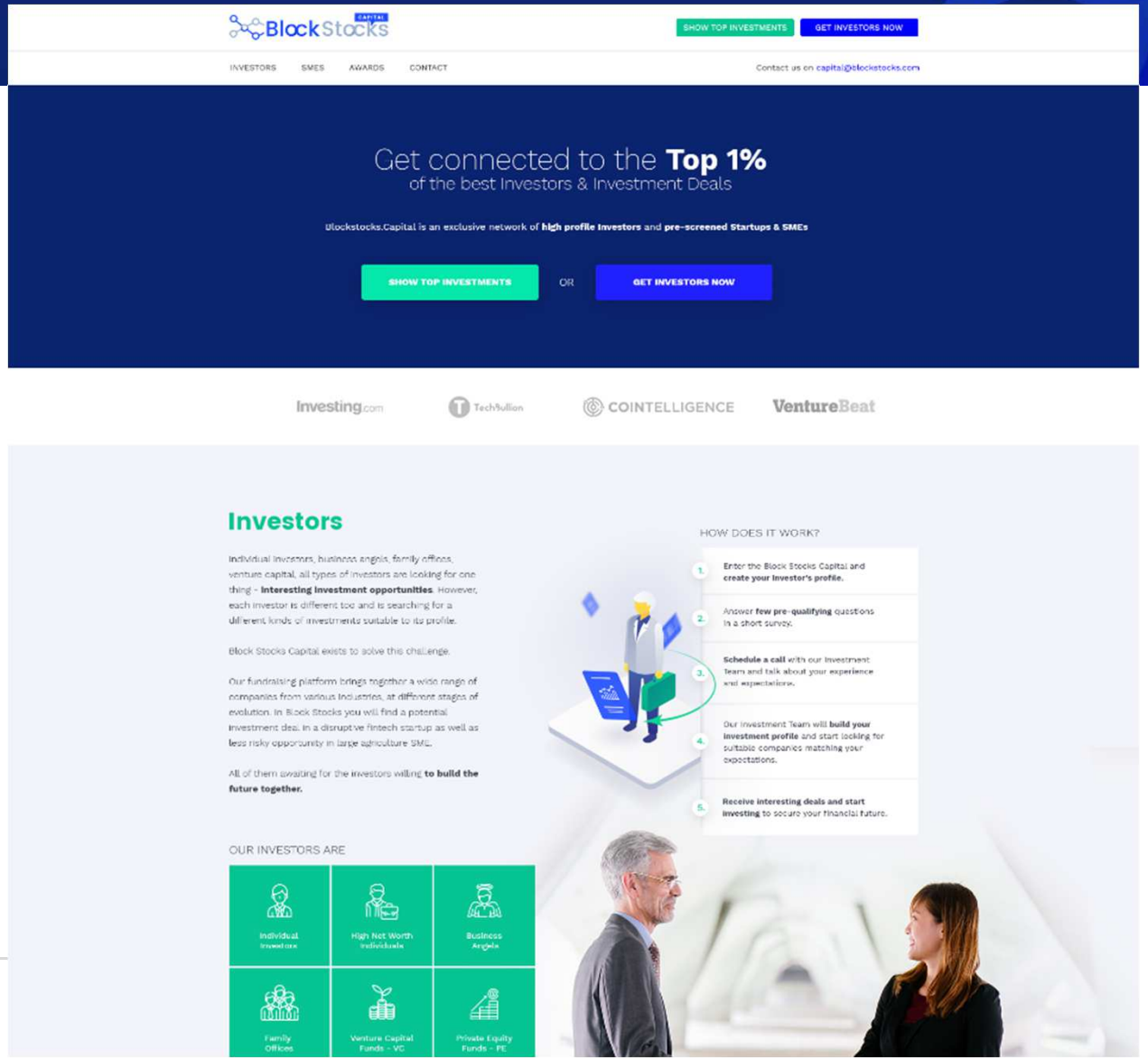
“Proof of Invest” Mechanism

Every time a new token sale happens on the platform, we reward investors **with new Block Stocks Tokens** to push more money into SMEs on the platform itself.



“Proof of Invest” Mechanism

BlockStocks CAPITAL



www.blockstocks.com info@blockstocks.com

Our Investors

Individual Investors

High Net Worth Individuals

Business Angels

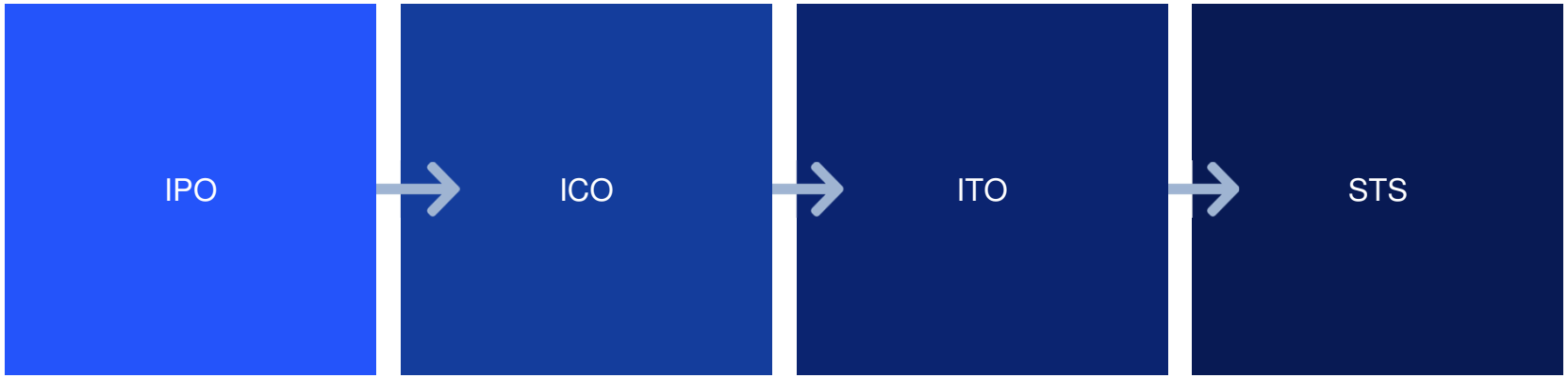
Family Offices

Venture Capital Funds - VC

Private Equity Funds - PE

Was braucht es für einen **ICO / ITO?**

Herausforderungen und Hürden von einem Blockchain Startup


IPO
ICO
ITO
STS

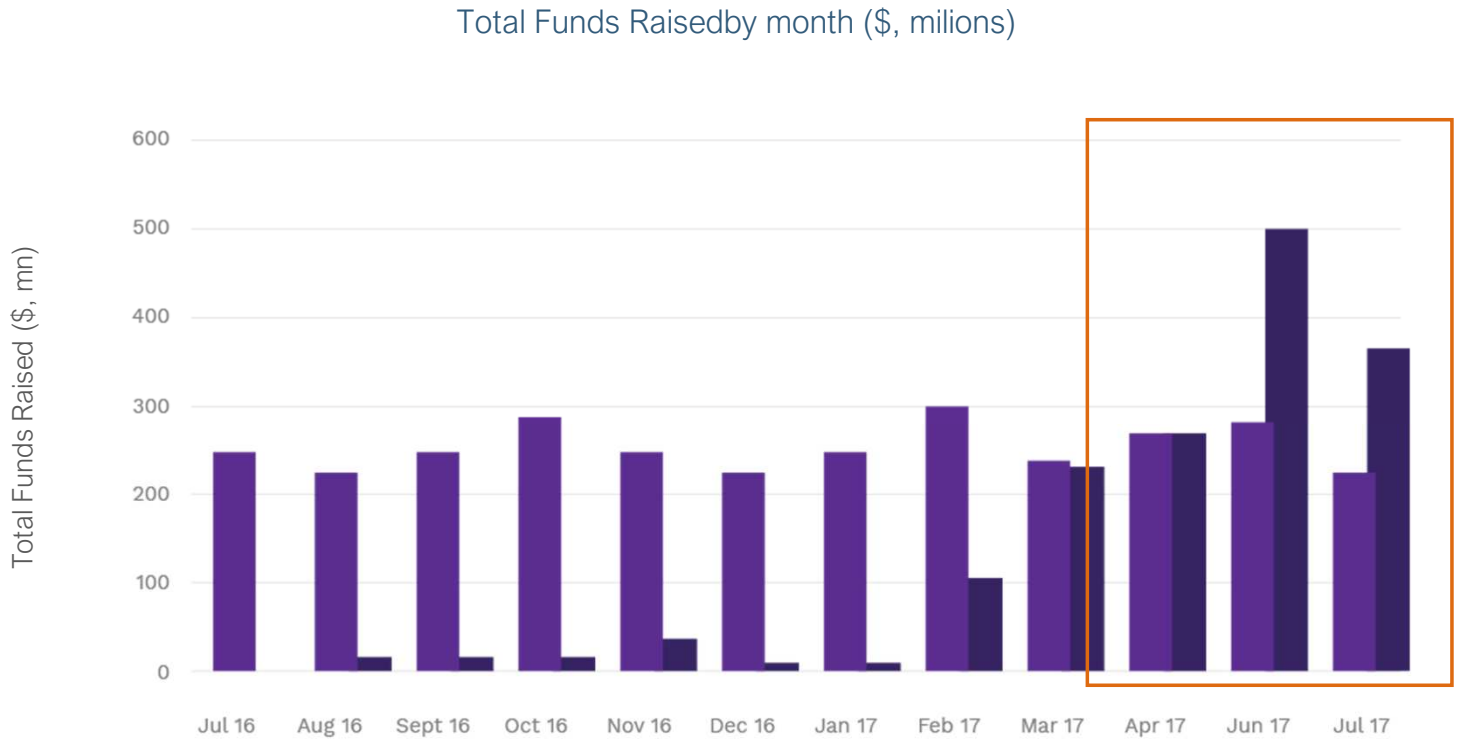
Token Structure

App Tokens launch during unregulated crowd-sales

Securities Tokens launch during regulated offerings with mandatory KYC/AML/Accreditation

Der explosive Anstieg der ICO Finanzierungen

Das Tempo der ICO Kapitalbeschaffung



Top 2017 ICOs nach Kategorie ($ Milionen)

Einige interessante ICO-Beispiele aus Investitionssicht

- **Ethereum** ist eine offene, öffentliche Blockchain-basierte verteilte Computing-Plattform mit Smart Contract (Scripting) -Funktionalität.

Preis damals:
26 Cent (Pre-Sale 2014)

Gesammeltes Kapital:
$18.439,086 USD

Preis heute:
525 USD (10.06.2018)

Markt Kapitalisierung heute:
$52.576.549.695 MRD

ROI: 2019,23%

Einige interessante ICO-Beispiele aus Investitionssicht

- **IOTA:** Neue Abwicklungs- und Datenübertragungsschicht für das Internet der Dinge, die freie Transaktionen und die Entwicklung der Maschinenwirtschaft ermöglicht.

Preis damals:
0,000434 USD/ Token

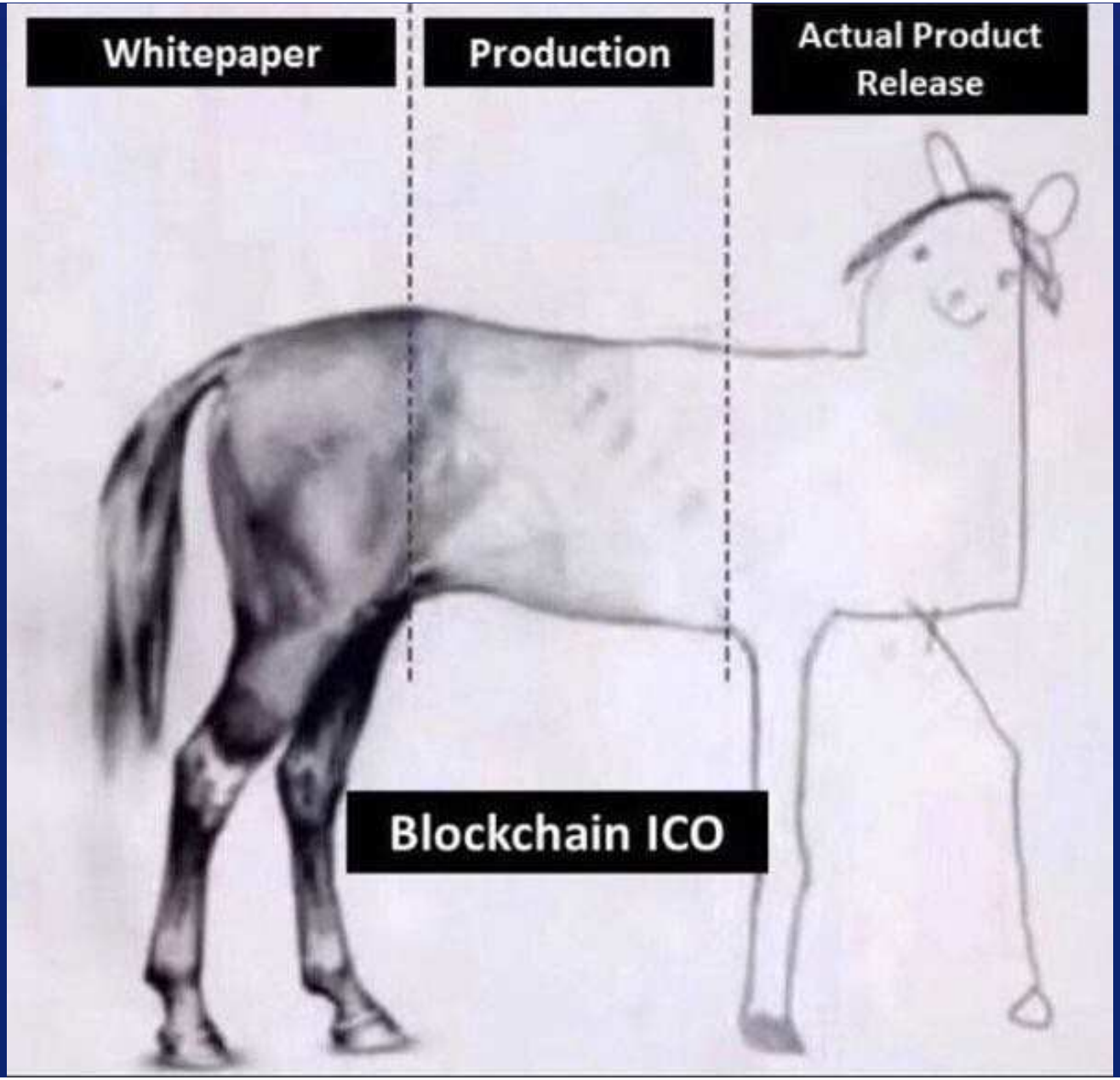
Gesammeltes Kapital:
434.000 USD for 1 MRD Tokens

Preis November / heute:
0,79 USD / 1,37 USD Token

Markt Kapitalisierung:
$2,175,385,478 / $3.801.341.206

ROI: 1820,276%

ROI: 3156,682% heute


Whitepaper
Production
Actual Product Release
Blockchain ICO

Was braucht es für einen ICO

Legal

IT

KYC/AML

Finance

Marketing

Business Model

Was braucht es für einen ICO

Recht

- **Welche Token Form soll es geben?**
- **Rechtliche Abklärung für den ICO?**
- **Welche Lizenzen werden benötigt?**
- **Investment Annahme?**

Recht

Reto Luthiger, PhD

Senior Associate and coordinator crypto team at MLL

- Banking, Regulatory, AML, FinTech, Corporate Finance

Samuel Ljubicic, LL.M.

Partner at MLL Legal, Zurich, Switzerland

- Capital Markets, Banking, Finance, FinTech, M&A, Private Equity

Alexander Vogel, PhD

Partner at MLL Legal, Zurich, Switzerland

- Capital Markets, Banking, Finance, FinTech, M&A, Private Equity

Finanzen

- **Bank Account?**
- **Genehmigung von der Finanzaufsicht?**
- **Gelder empfangen – Fiat / Krypto?**
- **Roadshows / Gatekeeper?**
- **Deals für Investoren?**

Finanzen

BANK FRICK
LIECHTENSTEIN

Was braucht es für einen ICO

IT

- **Token Funktion?**
- **Konsens Überprüfung – z.B. Proof of Work?**
- **MVP?**
- **ICO Page?**
- **Hacker Angriffe?**

Team & Advisors

Leif-Nissen Lundbæk, PhD

CTO

Founder of Xain @ Oxford University

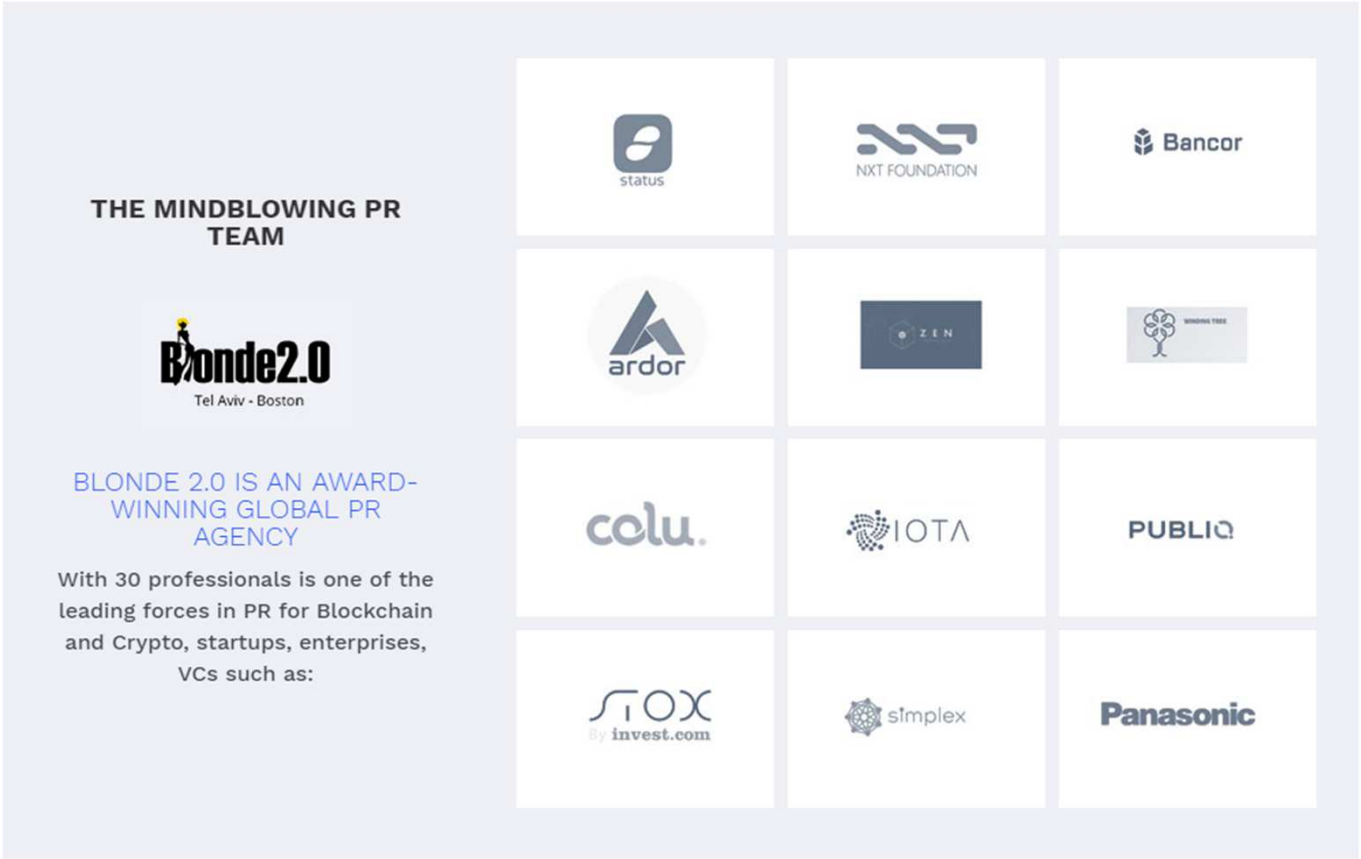
- Blockchain Technology, Computing, Software Engineering, AI, Mathematics

Marketing

- **Wie von anderen ICO‘s abheben?**
- **Community aufbauen? (Telegram, Youtube, Reddit etc.)**
- **Marketing Material? Flyer, Whitepaper etc.?**
- **ICO Page?**
- **24 Std. Support?**
- **Vertrauen aufbauen?**

Was braucht es für einen ICO

Marketing



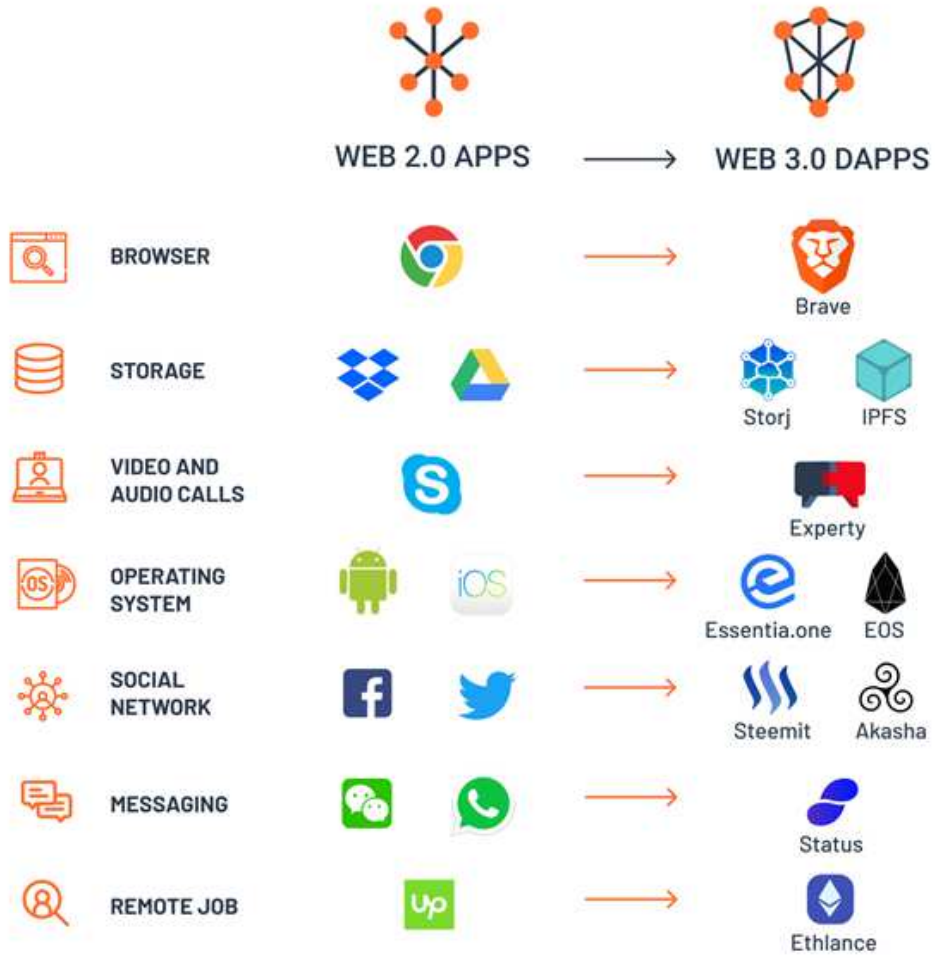
Was braucht es für einen ICO

KYC/AML

- **KYC – Know your customer?**
- **Anti Money laundering?**
- **Welche Verifizierung? Video? Pass?**

Business Model

- **Innovativ?**
- **Welche Probleme löst es? Welchen Nutzen?**
- **Partnerschaften? Kooperationen?**
- **Wie trägt es sich selbst? Wie verdient es Geld?**
- **Netzwerk aufbauen?**


WEB 2.0 APPS
WEB 3.0 DAPPS
BROWSER
Brave
STORAGE
Storj
IPFS
VIDEO AND AUDIO CALLS
Experty
OPERATING SYSTEM
iOS
Essentia.one
EOS
SOCIAL NETWORK
Steemit
Akasha
MESSAGING
Status
REMOTE JOB
Up
Ethlance

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