



Next Generation Token Issuance Platform for
Blockchain Startups

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blocktoken.ai

BlockToken.ai seeks to be a leader in the issuance and distribution of next generation token offers through its platform that encompasses onboarding, distribution to investors, token generation and post-token offering liquidity and governance.

The BlockToken platform offers a highly differentiated opportunity for early-stage startups, token designers and investors to undertake more efficient and less costly token offering projects.

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Executive Summary

BlockToken is a platform that acts as a launchpad for early-stage organizations, token buyers, and professionals in the Blockchain ecosystem. The founders of BlockToken believe there is a market gap for compliant and structured offerings supported by easy to use services - the BlockToken Platform is specifically designed to bridge the gap.

| | | |
|---|---|---|
| Token issuance and offer structure, automation and access to an investor audience | Complex token and security like features (equity, debt and dividends) | Governance driven offers with protocols for receipt of funds, liquidity and reporting |
|---|---|---|

A platform for managing, marketing and issuing tokens, that delivers:

- Seamless token issuances and token creation,
- Ability to create complex tokens, income streams and security like tokens,
- Ability for fractionalising and tokenising assets,
- Connecting with a global audience of crypto buyers,
- Distribution capacity for token offerings through partners, brokers and media,
- Compliance and regulatory solutions,
- Integrated token liquidity and trading solutions.

Blockchain startups are often overwhelmed at the initial token offering process where multiple channels of information and fragmented technology silos open to them. We aim to simplify and automate the startup process from ideation through to customer acquisition and ultimately to a successful token issuance and trading of the tokens.

The BlockToken platform facilitates a structured approach to generating momentum around a token offering through a focus on implementing the key pillars that underpin successful token offerings, including business modelling, financial preparation, due diligence and vetting of offers and development of audience and customer bases to support the token offering.

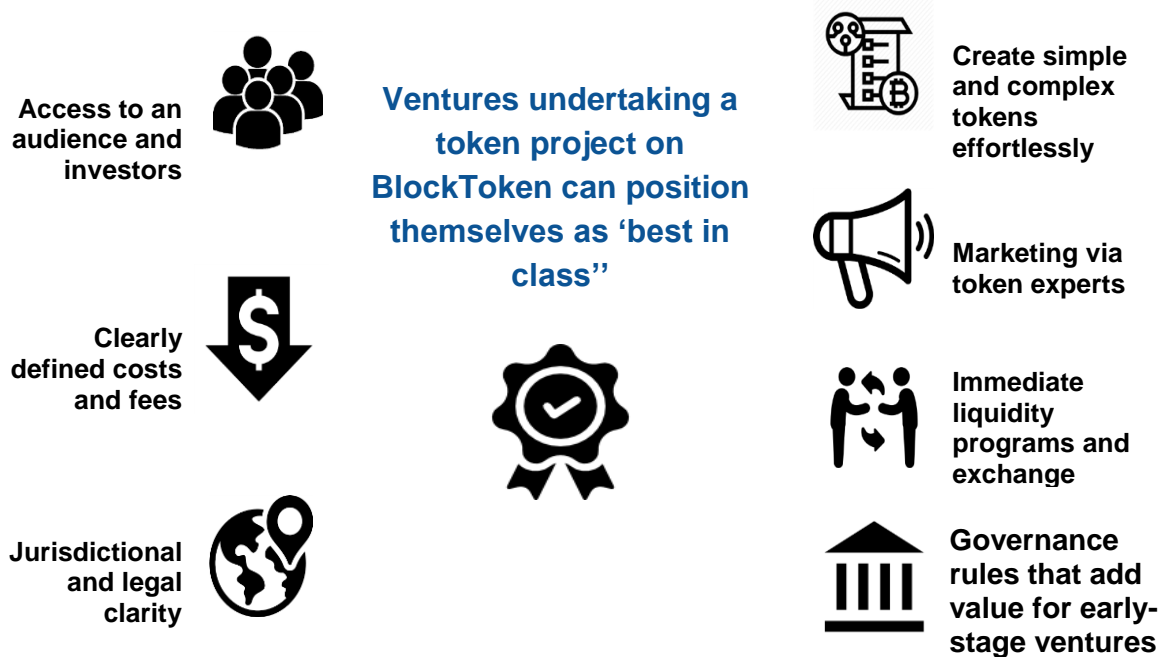


BlockToken will focus on the holistic aspects of launching and managing a token offering campaign including access, for entrepreneurs and professionals to an extended network of preferred and vetted suppliers including blockchain developers, whitepaper experts, tokenomics specialists and legal and tax advisors.

Value Proposition for Entrepreneurs

The BlockToken platform delivers a number of benefits to project creators and entrepreneurs including:

- Speed of campaign execution;
- Reduction of costs associated with expensive third-parties;
- Simplification of token creation and liquidity.



An Improved Pathway for Token Offerings

BlockToken offers a solution for founders of early stage blockchain based ventures that helps to overcome the complexities and currently unclear execution and compliance processes. Projects on BlockToken can be expected to enjoy:

- Clarity of project execution;
- Compliant token offerings from crypto friendly jurisdictions;
- Ease of creating and issuing token smart contracts;
- Greater certainty of project quality;
- Connectivity with BlockToken’s audiences;
- Marketing programs and packages;
- Access to crypto knowledgeable partners and advisors;
- Leverage blockchain and DApps from the BlockToken network.

BlockToken seeks to deliver reduced costs and greater certainty of achieving completed and successful token offerings for entrepreneurs.

Benefits of the BLT Token

There are a number of distinct advantages that we believe the BLT Tokens provide to a token holder seeking access to the token offering industry:

Global and Scalable

The BlockToken Platform provides a scalable solution to a large scale global opportunity and growing market space.

Access to Early Stage Ventures

Token holders can access early stage ventures with the highest potential for large value gains and greatest capacity to deliver highly disruptive opportunities¹.

Liquid

Tokens are immediately available for both person to person trading or exchange trading following the initial issuance and listing on key cryptocurrency exchanges.

Professional Management

Project processes, marketing and the vetting of projects is managed by the BlockToken team who have expertise in all elements of an strategy and execution for startups.

Next Generation Tokens

Access to a platform focused on the next generation of tokens such as security tokens, asset backed tokens and complex rights tokens.

Compliance

Token offerings in a compliant and multi jurisdictional frameworks that seeks to protect token holders whilst reducing costs of the token offering.

Game changing

Disrupting both old-school venture capital and the fragmented newer token offering services currently in the market.

¹ Token holders should be aware of the risks with early-stage ventures and the high probability of failure.

About Initial Coin Offerings

Token Offerings (or Initial Coin Offerings or ICOs) are the first time that tokens or coins are distributed or made available to the public by a project or venture. These tokens can be pure utility tokens that can be exchanged for services on the platform or security tokens with features similar to equity, debt or asset backed instruments. A token offering is typically composed of multiple workstreams that can be summarised as:



Stages of a Token Offering

There are usually two stages of a token offering - pre-sale and main sale. The pre-sale period allows users to purchase tokens at a discounted rate helping the Token Offering start early development and providing a reward to these early committed token users.

The Main Sale period usually lasts for a few weeks and can have a Soft Cap and a Hard Cap. If the Soft Cap isn't reached all funds are typically returned. For projects with strict minimums, this option can give the creator more comfort if the campaign doesn't go as expected. This option would automatically place the funds on hold until the campaign ends. The other option is Flex Funding where all funds are kept by the project creator even if the project doesn't meet its stated campaign goal. BlockToken will use the flex funding option for its token offering with a Hard Cap that sets a limit on the contributions and the number of tokens issued. Should further funds be required to execute the full business plan BlockToken may elect to undertake a further token issuance in future.

Purchasing Tokens

Most token offerings are paid for in cryptocurrencies (primarily ETH or BTC) or in fiat (such as USD and EUR) currencies. Purchasing tokens requires ETH to be transferred to the wallet address of the token issuer, in return the tokens are issued.

Trading of Tokens

Once the Main Sale has ended, you will often be able to sell or buy tokens through exchanges or directly from other individuals (peer to peer). Typically once a Token Offering is complete the company applies to exchanges to have its token listed, however this process can take several weeks or months depending on the individual exchanges.

There are a number of factors tending to affect token value, including:

- The overall success of the project and ability to meet milestones,
- The amount of supply and demand of the token,
- The number of trades (the liquidity) of the token.
- The fundamental benefits of the token.

Benefits of Blockchain Technology

A blockchain record is an incorruptible digital ledger of economic transactions that can be programmed to record both financial transactions and almost virtually everything of value.

A blockchain record is based on a transaction that is broadcast to a peer to peer network of computers known as nodes. The network of nodes updates the ledger record and the user's status using the algorithm for that blockchain. This new block is then added as an immutable record to the blockchain. By storing data across its network, the blockchain eliminates the risks that come with data being held centrally.

Benefits

The key drivers for the global growth of the Blockchain distributed ledger market include reduced fees for transactions in Blockchain distributed ledger applications, elimination of third parties in business deals, and less chances of fraud and identity theft.² Moreover, increasing awareness toward Blockchain distributed ledger applications are expected to deliver disruptive business models in traditional markets. Additionally, the smart contracts that form the basis of the blockchain networks, can reduce the friction of tracking and compensating contributors in an ecosystem.³

The Ethereum Network

Ethereum is the blockchain network of choice for most token offerings and blockchain based applications. The Ethereum Blockchain focuses on running the programming code of a decentralized application (DApp). While all Blockchains have the ability to process code, most have more limited functionality.

Ethereum is significantly different and rather than providing a limited set of operations, Ethereum allows developers to create the functionality they desire. This means developers can build different applications on the Ethereum network. The Ethereum network makes the process of creating Blockchain applications much easier and more efficient than ever before. Instead of having to build an entirely original Blockchain for each new application,

Ethereum enables the development of thousands of different applications, tokens and communities all on one platform with standardized protocols.

Alternatives to Ethereum

There are a number of alternative networks to Ethereum, BlockToken will assess the liquidity and depth of resources on these platforms, and where viable offer these alternative platforms in addition to the Ethereum network.

² <http://scet.berkeley.edu/wp-content/uploads/BlockchainPaper.pdf>

³ "Realizing the potential of Blockchain" by World Economic Forum June 2017

Market Size for Token Offerings

BlockToken's core focus is on blockchain powered ventures who plan to undertake a token offering. This is already a large and growing market, that is underserved by professional and compliant platforms and providers.

Token Offerings

December 2017 was the first month when token offerings raised more than \$1 billion, ending the year with a record level of \$1.2 billion raised. According to ICOData.io, a total of \$6.1 billion dollars was raised in 2017 via token offerings, based on 871 completed projects with a median amount of \$4.5 million achieving circa \$40 billion in combined market value.¹⁶

Already by May 2018, token offerings have raised \$4.9 billion with 767 completed projects. The Blockchain market size is expected to grow at a Compound Annual Growth Rate (CAGR) of 61.5% by 2021.¹⁷

Major growth drivers of the Blockchain market include transparency and immutability, improving transaction capacity, and reduced total cost of ownership.

Drivers of the Token Offering Market

The cryptocurrency and token offerings markets are growing for several reasons including:

- More new dedicated crypto funds are forming and focussing on the crypto space;
- A rising number of individuals and companies are buying and trading cryptocurrencies;
- Continuing emergence of blockchain and smart contracts as disruptive technologies;
- A rapid move away from traditional fund raising such as venture capital as the only source of funds for early-stage ventures.

According to Coinist.io the average ROI of a token performance post offering launched in 2017 was 412.63%⁴.

These innovative token sales are having a strong impact on traditional methods of raising capital, said Brad Chun, chief investment officer of hedge fund Shuttle Fund Advisor. He said: *"The ease of fundraising via an ICO is drawing both entrepreneurs and investors away from less effective capital raising channels."*

⁴ <https://www.coinist.io/ico-roi-2017/>

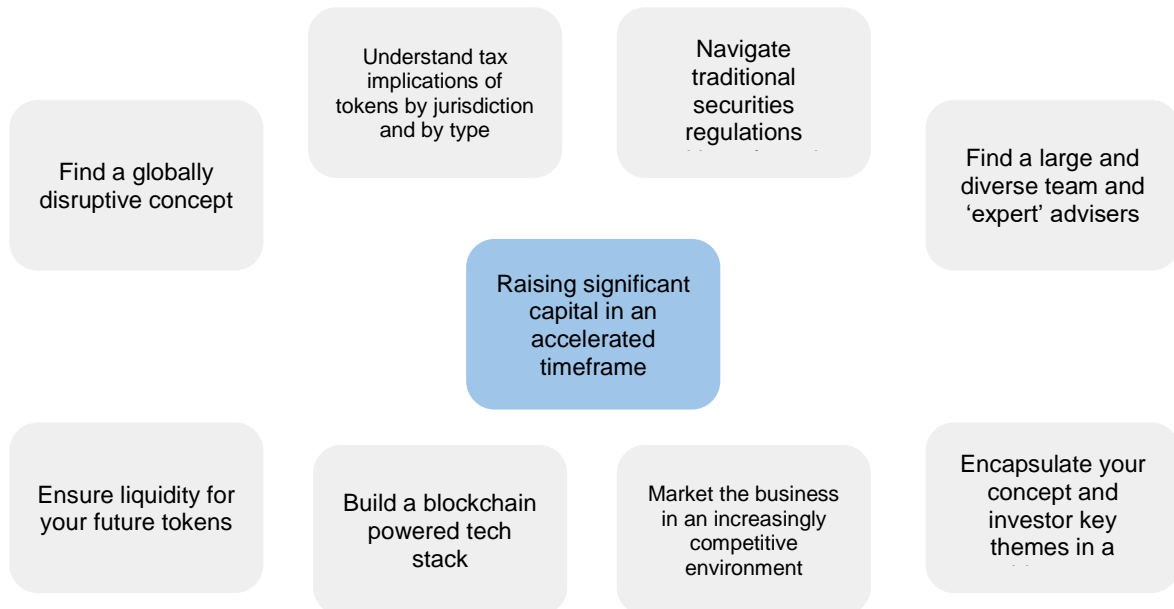
The Challenge

Undertaking a token offering is a complex process that combines legal, tax, strategy and technology workstreams. An entrepreneur faces a complex array of challenges to successfully launch a campaign.

Challenges range from the competitiveness of the token offering space, to the requirement to run a number of complex workstreams not normally required by startups in the early stages of their development. The most challenging aspects tend to include:

- Legal and tax advice in a space where few practitioners have deep knowledge,
- Developing a technical development based on emerging technology
- Identifying a disruptive model to compete against large incumbent players
- Managing large marketing campaigns in a very short period of time.

A company undertaking a token offering will face the following myriad of workstreams that need to be managed concurrently to successful completion.



Key Success Factors for Startups

We see four critical factors as driving success for startups:



Most startups struggle to access capital quickly and cheaply as traditionally venture capital funds have been the gateway to funding and have limited most startups from accessing capital in a reasonable and cost-effective manner.

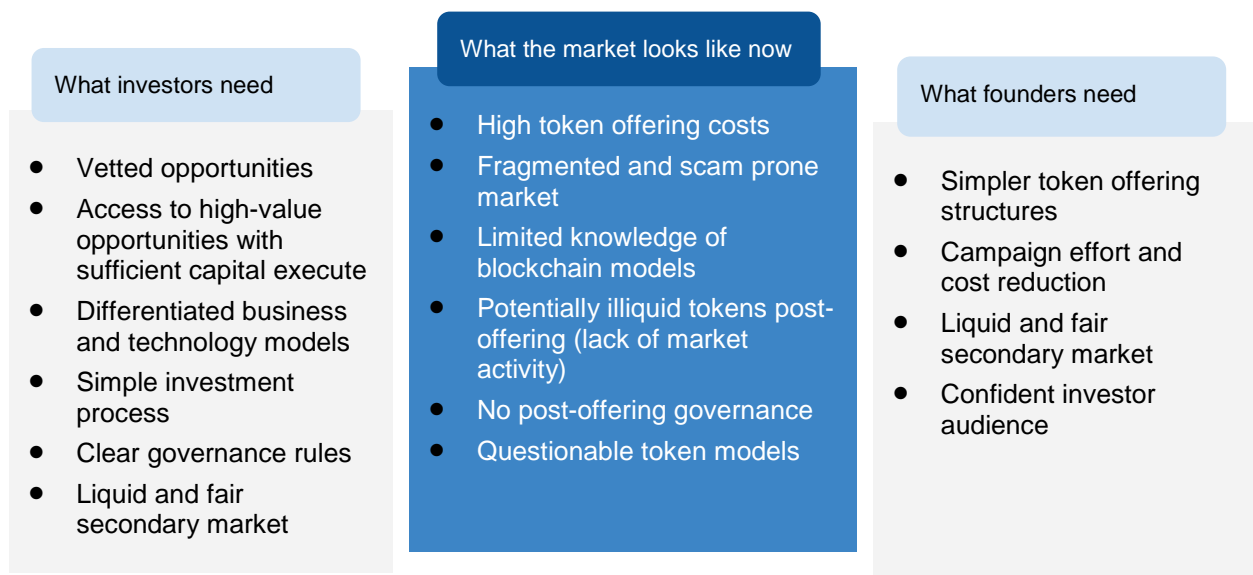
Lack of Access to Capital

According to research⁵ compiled by Fortune, 42% of founders and entrepreneurs who faced failure attributed it to a lack of market need for the product, while a staggering 29% of startups fail due to a lack of capital.

Token offerings fundamentally change the viability of early-stage ventures by providing access to capital, disruptive technology (through the advent of blockchain technology) and the ability to build large audiences early in the project's life cycle through the token economy.

The Token Offerings Market is Currently Fragmented

The market for token offering services is currently fragmented, expensive and feeds off the lack of knowledge of many entrepreneurs. BlockToken has a vision to deliver a model that brings order and structure to the token offering process through the BlockToken platform as shown below.

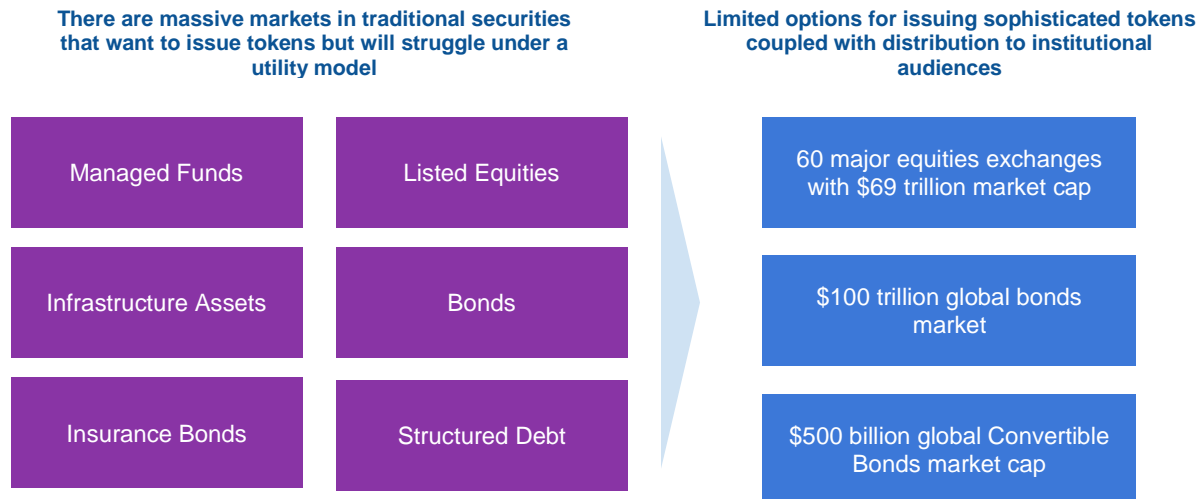


BlockToken offers a platform for the issuance and creation of ERC20 tokens (and in future other protocols), the management of marketing campaigns, structured entity and business setup and clear milestones for project founders.

⁵ Reference Neil Patel, Fortune Magazine, Forbes Jan 16, 2015
CB Insights "Reasons for startup failure " September 2017

Security Tokens - The Next Generation of Tokens

The global securities market is composed of three major instrument types: equities, debt, and derivatives. In 2016, these three markets had total approximate values of US \$67 trillion, \$99 trillion, and \$1.2 quadrillion, respectively⁶.



The token market however needs infrastructure to help deliver security tokens to investors, such as compliance frameworks, token protocols that support dividends, voting and typical security like features and related regulated frameworks. BlockToken intends to deliver solutions for security token issuances based on:



BlockToken expects to build and deliver the above solutions to help foster the next wave and generation of security tokens.

⁶ <http://www.world-exchanges.org/home/index.php/statistics/annual-statistics>.

The BlockToken Solution

BlockToken is a token campaign management platform that delivers an end to end solution for designing, managing and launching all aspects of a token offering, with a service proposition delivering a number of benefits to participants in the system.



The platform model delivers a pipeline of deals



Vetted and high-quality opportunities



Standardised token and smart contracts protocols



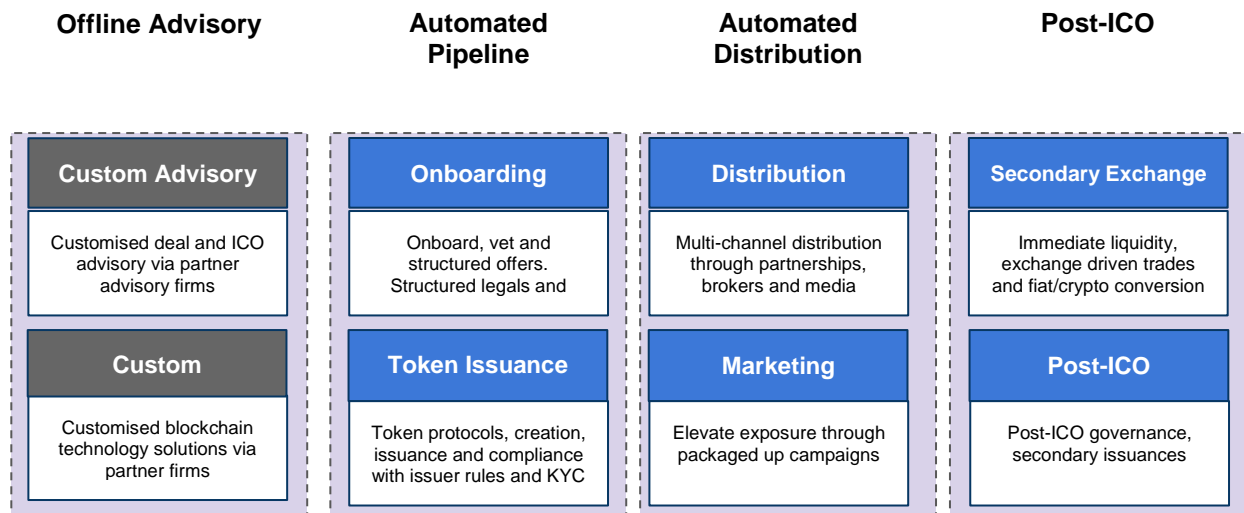
Marketed offers with better exposure and success factors



Post-ICO governance and immediate exchange driven liquidity

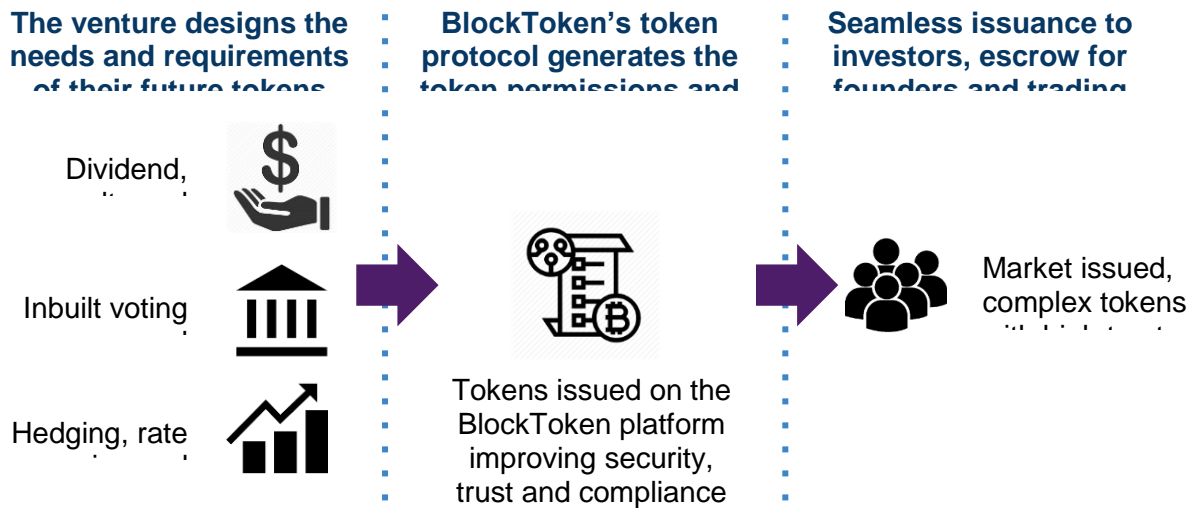
Core Services

The platform is composed of a number of key services critical to the efficient setup and delivery of a token offering campaign.



Token Generation on a Secure Platform

BlockToken is currently developing the technology to design and issue ERC20 smart contracts with a range of conditions and criteria to suit both simple and complex token offerings. Part of the development pathway includes security token like features and specialised protocols. Created tokens will be available by ventures to issue to their pre-sale and main sale participants.



BlockToken Accelerator Program

The BlockToken Accelerator Program is aimed at overcoming the traditional biases in providing development assistance to early-stage projects. The BlockToken team are passionate believers in the philosophy that early-stage ventures can be generators of market disruptors however unfortunately, access to capital and support has been locked up by traditional venture capital funds.

The Accelerator Program assistance to blockchain ventures with a strategic focus on:

- Very early stage blockchain and tokenised ventures;
- Helping bridge the gap between technology and industry experts;
- Leveraging the network effect of the BlockToken platform.

The BlockToken Accelerator Program offers an innovative approach to funding Blockchain companies at their ideation stage, with clear terms and streamlined process. Applications to the BlockToken Accelerator Program will open as soon as the token issuance has been completed. The program will provide access to capital for approved ventures either through tokens or cryptocurrency that can be liquidated on market.

Partnership Model

The BlockToken business model is dependent on partner involvement and building up a vibrant Partner ecosystem. BlockToken has developed, and will continue to develop, connections between leading service and industry providers including:

- Blockchain developers
- Marketers specialised in crypto projects
- Legal and compliance
- Security
- Token offering advisory and consulting

The BlockToken Partnership model will allow partners, once vetted and verified, to be onboarded to the BlockToken Platform. To make the use of partners simple and fluid, services signing up to the platform utilise a single transferable legal agreement, and they must offer their services in a standardised and clearly priced manner.

Running a Token Campaign on BlockToken

Running a token offering Campaign

To list and launch a project on BlockToken requires progressing through a number of campaign and project stages as detailed below. The platform will provide solutions for token offering projects at each stage.



KYC and Due Diligence

Projects and all users on the BlockToken Platform are vetted and verified with KYC/AML processes, and due diligence is undertaken on all projects to ensure a high-quality of opportunities for token buyers.

Project Marketing Campaigns

BlockToken will develop its own audience and global reach through the crypto community through its marketing and PR campaigns, however project owners will be able to run optional marketing campaigns to reach a wider audience off-platform. These campaign levels will be designed to support projects on differing budget levels.

| Bootstrap | Growth | Large Scale |
|---|--|--|
| for Projects under \$20m | for \$20m to \$40m Projects | for \$40m to \$200m Projects |
| All on-platform marketing plus member newsletters | Outreach to media and channel partners | Custom advertising, content and media partner campaign |

Syndicates and Pooling

Functionality for syndication and lead crypto investors will be developed, allowing token buyers to join syndicates which can deliver a number of benefits - including reducing the need for multiple due diligence reviews - and can provide syndicate leaders with rewards for their efforts.

Compliance and Regulatory Structuring

A comprehensive compliance system for token offerings to easily navigate the various rules and regulations relating to KYC and AML requirements.

Revenue Opportunity

BlockToken monetises its token economy through the charging of fees for the creation and listing of projects, providing advisory work and managing marketing campaigns for token offerings. Additionally in future once the exchange trading platform is developed BlockToken will generate transaction revenues from token trades.

Listing and Success Fee Model

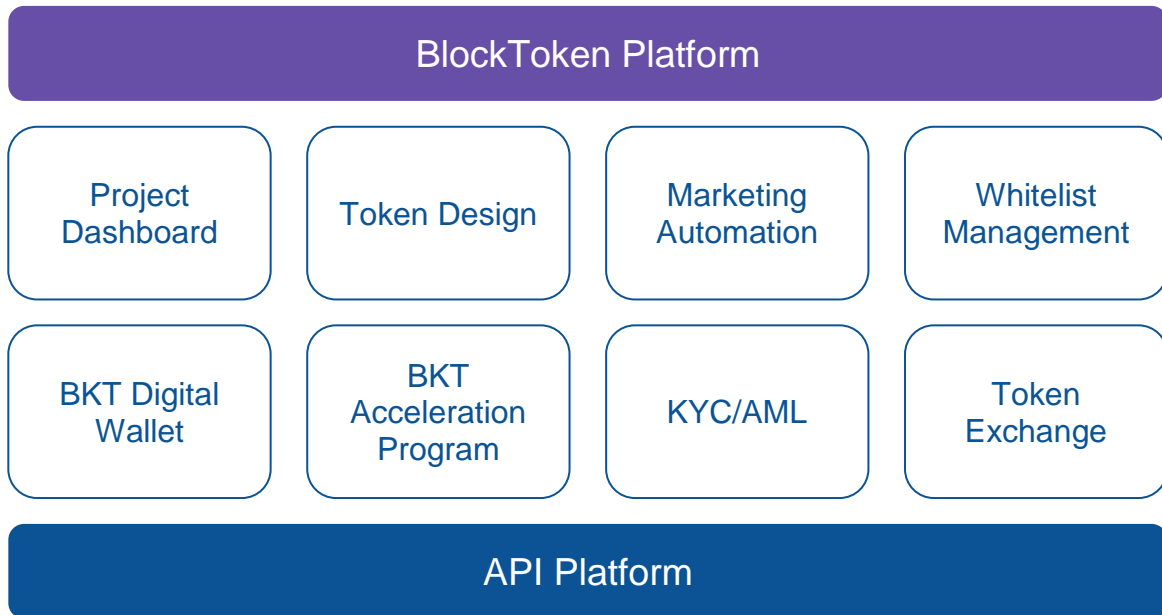
Creating an account on BlockToken is free for both Project Owners and Token Buyers. Initial fees are expected to be as follows (pricing will be fixed in USD on launch of the platform):

- A fee of 2,000 to 5,000 BLT Tokens for launching a project on the BlockToken platform;
- 3% to 5% of the total campaign raised (based on total project size);
- 10,000 BLT Tokens for creation of a new token on the platform;
- Custom marketing fees for managing campaigns (not modelled below).

BlockToken Technical Overview

Platform Components

The Platform components will evolve over time and will be community led. The initial core components are detailed below.



The BlockToken Digital Wallet


As a feature of, and to make BlockToken a functioning Blockchain economy, we will introduce our custom BlockToken Digital Wallet. BlockToken users will have the ability to instantly send funds between participants within the platform. Our platform provides the infrastructure in order for participants to create their own merchant account, acting as a trusted third party. The BlockToken Wallet (in addition to storing BLT Tokens) will also have the facility to securely hold selected cryptocurrencies for conversion and exchange into BLT Tokens.

Developer API

The platform will be built with an API with a strong foundation of scalability, testing and security to ensure that the platform can meet the expectations of users and service providers. API access will be available, with a detailed suite of APIs and SDKs that will allow developers and other token economy participants to launch DApps on the platform.

Roadmap

The roadmap for the development of the BlockToken ecosystem and community includes an extensive token and platform functionality build plan, and continued development of the ecosystem to ultimately deliver a series of successful token offering projects to market.



| 2017 | Q1 2018 | Q3 2018 | Q4 2018 | 2019-200 |
|---|---|--|---|--|
| <ul style="list-style-type: none"> Concept development Venture pipeline early development Market opportunity identification Compliance and go to market solutions | <ul style="list-style-type: none"> Blockchain model finalisation Token economy development Management and advisory team Platform design | <ul style="list-style-type: none"> Token offering pre-sale Whitelisting of token offering participants Development of BlockToken user dashboard Finalise token offer | <ul style="list-style-type: none"> Token issuance Exchange listings Venture pipeline development First projects completed on the BlockToken ecosystem | <ul style="list-style-type: none"> Full platform build and security token functionality Bounties and AirDrops functionality Data integrations Exchange build Real asset fractionalisation |

Development Plans

The development plan features a number of key functionalities that support token based projects including:

- Administrative panel for managing multiple projects and campaigns simultaneously for campaign creators
- Smart contract and token builder
- Unique custom wallet for better management and distribution of coins and tokens
- Syndication facility for pooling of token buyers
- Whitepaper content drafting and reviews via network of professionals

BlockToken Token Event

BlockToken is creating a total supply of up to approximately 250 million BLT Tokens with up to 175 million BLT Tokens available for purchase during the Initial Token Offering with a target total raise of approximately US\$38 million. Planned opening date for the pre-sale and whitelisting is 20 August 2018 for a period of up to four weeks (BlockToken may reduce or extend the pre-sale period at its discretion or should the allotted tokens be completely sold), with a tiered discount pricing from the full fixed price of US\$0.25 per BLT Token (or the equivalent in ETH).

By sending Ethereum to the Token Offering smart contract address, investors will be able to purchase BLT Tokens. After sending ETH to the address and satisfactory completion of the Know Your Customer (KYC) and finalisation of the Token Offering process, the purchaser's account will be credited with the corresponding amount of BLT Tokens. There is no limit on the amount of times investors can purchase BLT Tokens throughout the Token Offering.

Alternatively other cryptocurrencies may be used to acquire BLT Tokens using the designated payment method as updated from time to time at <https://blocktoken.ai>.

The BLT Token sale will include the following phases:

| Presale | Main Sale |
|--|--|
| 75 million BLT Tokens (approximately \$13 million) | 100 million BLT Tokens (approximately \$25 million) |
| Contribution Denomination ETH or Fiat | Contribution Denomination ETH |
| Participant Non-US/China Participants | Participant Non-US/China Participants |
| Minimum Contribution Amount 5 ETH | Minimum Contribution Amount 0.1 ETH |
| 5 Tranches of 15 million tokens each Tranche 1 - 50% discount Tranche 2 - 40% discount Tranche 3 - 30% discount Tranche 4 - 20% discount Tranche 5 - 10% discount | Bounty and referral bonuses available for active community participants. Selected AirDrops may be conducted. |

Pre-Sale Pricing and Discounts

Tranches of 15 million tokens each will be sold with discounted pricing, as follows:

| Tranche | Discount on Main Sale Price | Allocation of Tokens |
|-----------|-----------------------------|----------------------|
| Tranche 1 | Discount of 50% | 15,000,000 tokens |
| Tranche 2 | Discount of 40% | 15,000,000 tokens |
| Tranche 3 | Discount of 30% | 15,000,000 tokens |
| Tranche 4 | Discount of 20% | 15,000,000 tokens |
| Tranche 5 | Discount of 10% | 15,000,000 tokens |

Each tranche will be available until sold out or for a total maximum of four weeks unless varied by the Company. Updated information will be available at <https://blocktoken.ai>.

Token Issuance

ERC20 BLT Tokens will be distributed to participants of the Public Presale and Public Sale as tokens are purchased. The total number of BLT Tokens created will be capped at the value of contributions received during the contribution period. Further BLT Tokens will not be minted in the future.

Token creation will end when either the maximum number of BLT Tokens is issued or the contribution period has ended. As BlockToken uses a flex contribution model, any contributions used will be used immediately as required for the development of the business plan. Unsold tokens will be held in reserve.

Escrow

Tokens issued during the pre-sale will be escrowed for 9 months. Tokens allocated to the Founders, team and advisors will be escrowed subject to a vesting schedule over 12 months. The tokens set aside for the liquidity program will be available immediately for trading.

Exchange Liquidity for BLT Tokens

It usually takes 1 to 3 months for new tokens to be approved for listing on exchanges and to establish liquidity. BLT Tokens holders will have a buyback option, via the BKT Liquidity Program during the initial period following completion of the Token Offering until BLT Tokens are listed on one or more exchanges. The Liquidity Program has an allocation of up to 3% of all tokens on issue to allow BKT to buy or sell BLT Tokens in small amounts to establish an initial market for the tokens. The objective of this Liquidity Program will be to facilitate early trades, and will have openly transparent pricing and will be limited in volume.

KYC (Know Your Customer) Procedure

As part of the Know Your Customer procedure (KYC) and compliance with anti-money laundering practices, anyone wishing to acquire BLT Tokens will have to provide BKT or its KYC service supplier with the requested KYC documents and/or information prior to purchasing BLT Tokens.

Token Offering Agreement

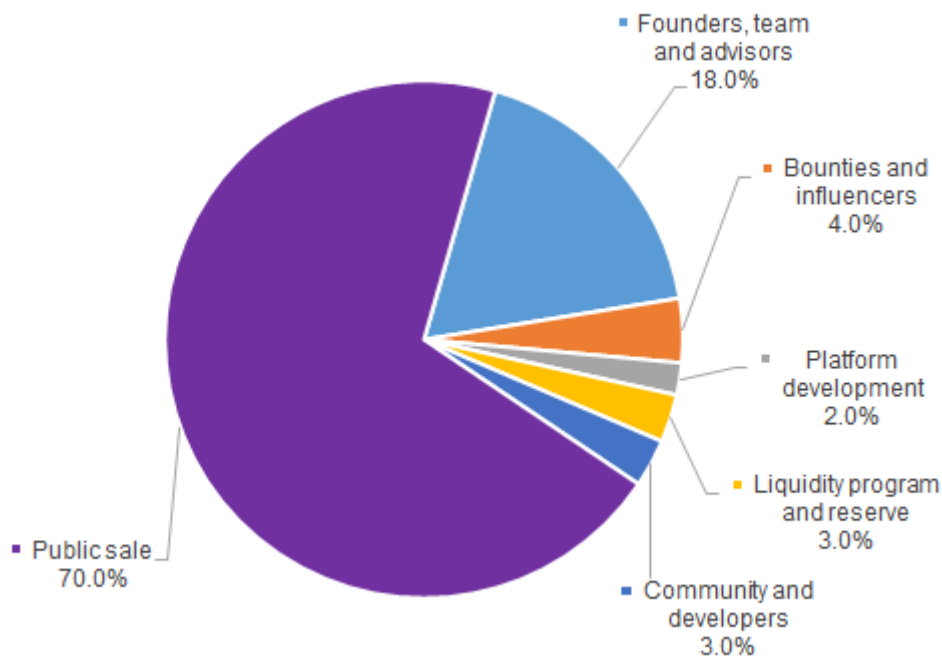
This whitepaper and any contractual relationship arising in relation with the purchase of BLT Tokens are governed exclusively by the token offering agreement and terms of conditions as outlined at <https://blocktoken.ai> during the KYC process.

Token Distribution

BLT Tokens are expected to be distributed as follows based on reaching the maximum contribution ceiling of \$38 million.

BlockToken will sell 70% of all token supply during the pre-sale and main sale, with approximately 30% of tokens allocated to the pre-sale and 18% to the founders, team and advisors. Approximately 12% of all tokens have been set aside for bounties, community rewards, platform development partners and the liquidity program.

BlockToken Token Allocation



BlockToken Developer Program

3% of the BLT Tokens will be set aside for community incentives and Developer and DApp program which will support developers, programmers and partners that seek to develop relevant functionality on the BlockToken platform that meet the strategic goals of the program such as facilitating token issuance, syndication facilities and user tools.

Bounty and Campaign Rewards

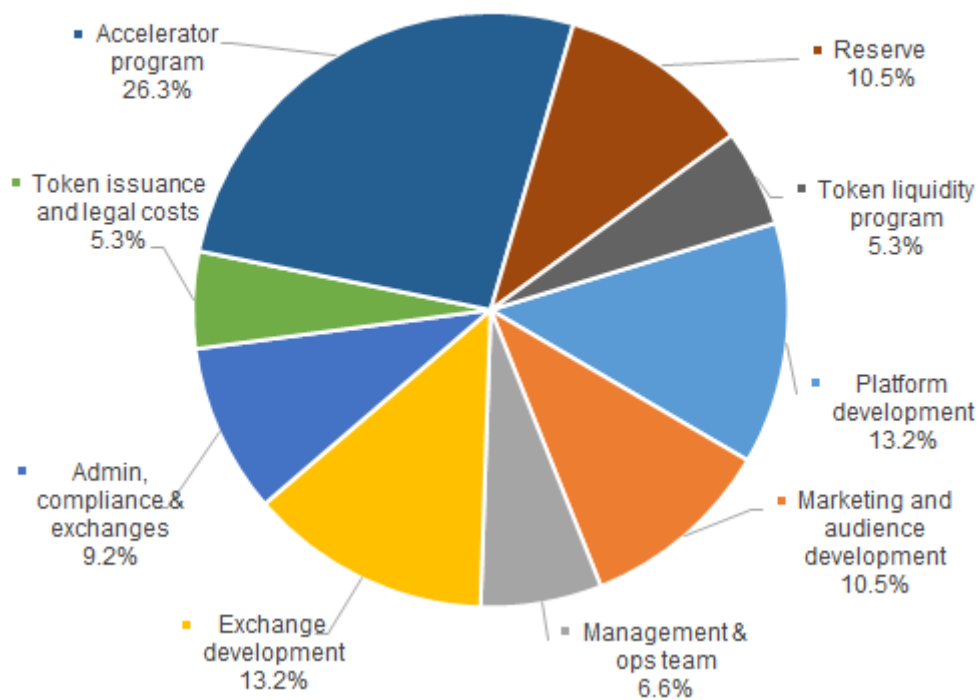
Bounty programs and campaign rewards for community members will receive up to 4% or 10 million tokens, which will be used to reward community members and supporters that refer in token buyers, write content, help with marketing and undertake whitepaper translations.

Use of Proceeds

Proceeds raised during the contribution period will be used for the development of the BlockToken business plan and the BlockToken Platform, however this may be varied from time to time by the BlockToken management team to best achieve the strategic vision.

An initial budget has been outlined below, representing the anticipated scenario where the maximum contribution ceiling has been reached.

BlockToken Use of Proceeds



BlockToken plans to use 5% of the received proceeds for the BlockToken Platform development, and to integrate the BlockToken Platform to a number of data and API providers.

Approximately 26% of \$10 million of funds are expected to be used to support the BlockToken Accelerator Program that will identify and drive growth in very early stage blockchain propositions, subject to the full contribution ceiling being reached.

Warnings and Inherent Risks

Token holders should note that whilst the BlockToken management team has developed a differentiated and unique proposition for the BKT business model there are a number of inherent risks that token holders should be aware of including:

Business risk

The underlying value of BLT Tokens is determined by the ability to deliver on the business plan and generate interest in the platform through project listings and developing an audience of potential token buyers.

Risk of loss of access to a BLT Tokens due to loss of credentials

Until it is distributed to the token holder, BLT Tokens may be linked to a BLT Token account. You can only access the BLT Token account using the credentials selected by the token holder. The loss of these credentials will result in the loss of the BLT Tokens. Good practices advise buyers to store their credentials securely in one or more backup location that are geographically separated from the work location.

Risks associated with the Ethereum Protocol

The BLT Tokens and potentially the underlying crypto assets are based on the Ethereum protocol. Therefore, any malfunction, unplanned function or unexpected operation of the Ethereum protocol may cause the Platform or BLT Tokens to malfunction or operate in a way that is not expected. Ether, the native Ethereum Protocol account unit, may itself lose value in a similar way to BLT Tokens, and also in other ways. For more information on the Ethereum protocol, see <http://www.ethereum.org>

Risks associated with the buyer's credentials

Any third party that obtains access to the buyer's credentials or private keys may be able to use the buyer's BLT Tokens. To minimize the risk, buyers must protect themselves against people gaining unauthorized access to their electronic devices. Token holders can only buy tokens using their private keys and will not be able to transfer tokens from exchanges.

Legal risk and risk of adverse regulatory intervention in one or more jurisdictions

The operation of the BLT Tokens may be impacted by the passing of restrictive laws, the publication of restrictive or negative opinions, the issuing of injunctions by national regulators, the initiation of regulatory actions or investigations, including but not limited to restrictions on the use or ownership of digital tokens such as BLT Tokens.

Given the lack of crypto-currency qualifications in most countries, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of BLT Tokens according to their nationality and place of residence.

Risk of weakness or exploitable breakthrough in the field of cryptography

Advances in cryptography or technical advances such as the development of quantum computers, may present risks for crypto-currencies and the Platform, which could result in the theft or loss of BLT Tokens.

Risk of low liquidity for BLT Tokens

Until such time as the BLT Tokens are listed on exchange or trading facilities the BLT Tokens may have limited liquidity which may impact a token holder's ability to exit their investment or realise the full value of their investment.

Risk of uninsured loss

Unlike bank accounts or accounts in other regulated financial institutions, funds held through BLT Tokens or the Ethereum Network are generally uninsured. At present, there are no public or private insurance agents providing buyers with coverage against a loss of BLT Tokens or a loss of value.

Unforeseen risks

Crypto currencies and cryptographic tokens are a new untested technology. In addition to the risks stipulated above, there are other risks that the BLT Tokens team cannot predict. Risks may also occur as unanticipated combinations or as changes.

How to Buy BLT Tokens

1. Read this Whitepaper Carefully

To understand all details about the upcoming Token Offering, read this whitepaper carefully and refer to <https://token.blocktoken.ai>.

2. Prepare Your Ethereum Wallet and Coins

BlockToken will ask you to provide a **Public Ethereum Address**, using a wallet that is ERC20 compliant, to receive your ERC20 BlockToken Tokens. You must have access to the private keys of your Ethereum Address.

Do NOT provide an exchange address or your tokens will be permanently lost. Examples of currently compliant ERC20 digital wallets includes MyEtherWallet, IMToken, MIST and XETH.

BlockToken accepts Ethereum (ETH). You can send ETH from any designated wallet as long as you make sure the wallet you provide to receive your BlockToken Tokens is ERC20 compliant and you control the private keys.

3. Buy Tokens

Go to <https://blocktoken.ai> and click on the 'Buy Tokens' button. You will be forwarded to the Token Sale Page to start the process.

4. Read the Instructions & Purchase Tokens

Before filling out the Token Sale Page form, please read the step-by-step instructions provided to avoid any mistakes. If the information you provide is wrong, or a non-ERC20 compliant Ethereum Wallet Address is provided, your tokens will be lost.

Transfer ETH to the wallet address provided. You can do this from the designed types of wallets. To avoid your transaction from being stuck in the network for a prolonged period, ensure you use more than the minimum required transaction fee.

5. Check Your BLT Token Allocation

Once your payment is confirmed, the Status Box will display 'Payment Received'. You can then click 'Check Token Allocation' on our Token Sale Page to check your tokens, as a confirmation email is not issued.

Team & Advisors

Name: **Genson Glier**

Job Title: Co-founder & CEO

Linkedin: <https://www.linkedin.com/in/gensonglier/>

Experienced marketer, growth hacker, entrepreneur and ICO distribution specialist. Previously founded Likwidity a term deposit comparison & investment, fintech. Has lead growth teams at incubator & accelerator facilities, as well as mentored a number of early-stage ventures. Lead ICO marketing, audience generation, and distribution advisor.

Name: **Ivan Mantelli**

Job Title: Co-founder & ICO Advisory

Linkedin: <https://www.linkedin.com/in/ivanmantelli/>

Experienced deal and corporate advisor with a background in investment banking and private equity at ABN Amro Australia, and corporate strategy and M&A at Fairfax Media. Has previously launched ecommerce, peer to peer lending at LendingHub and education startups. Lead ICO structuring, project and deal advisor. B.Sc MBus

Name: **Allan Denot**

Job Title: CTO - Blockchain Guru

Linkedin: <https://www.linkedin.com/in/denot/>

Allan is an experienced devops software engineer having worked for companies such as Amaysim and Suncorp Group. He cofounded a technology start up as part of a university incubator program and has extensive experience in security, computer networks and cloud computing. B.S (Information systems) M.Sc. (Computer Networks)

Name: **Emily Su**

Job Title: Investment Analyst

Linkedin: <https://www.linkedin.com/in/emilysu2018/>

Experienced investment analyst with a background in investment consulting, capital markets research and corporate finance. She has consulted for one the largest superannuation funds at a global investment consulting company, the Reserve Bank of Australia in economic research as well as at J.P. Morgan as a business analyst. B.Com (Hons) B. Econ

Name: **Rohan Newman**

Job Title: Business Analyst

Linkedin: <https://www.linkedin.com/in/rohan-n/>

Rohan has a background working with start ups at a venture capital firm. Previously his experience has been in equity research and funds management at Perpetual. Rohan is fluent in Mandarin and has a strong focus on the Asia market, having represented the University of Queensland in multiple delegations to Asia. B. Com

Name: **Gerone Caballero**

Job Title: Growth Marketer

Linkedin: <https://www.linkedin.com/in/gerone-caballero/>

Gerone is a growth hacker with experience with digital marketing for blockchain companies and ICO campaigns. Gerone has worked on marketing campaigns where he has specialised in SEO and SEM search optimisation, product management, content development and digital strategy.

Name: **Monique Bachner**

Job Title: European Markets Specialist

Linkedin: <https://www.linkedin.com/in/monique-bachner-2733311/>

Monique is an experienced regulatory and governance advisor for multiple distinguished fintech and financial services companies. She is an experienced m&a lawyer and has also extensive experience as a legal, regulatory and governance advisor for private equity and financial services companies in Europe. B.Ec, LLB (Hons)

Name: **Vaibhav Namburi**

Job Title: Blockchain Advisor

Linkedin: <https://www.linkedin.com/in/vaibhavnamburi/>

Vaibhav is the technical lead behind some of the largest recent decentralised projects. His primary focus is on Ethereum as well as Hyperledger, and is a well established course lecturer online. A technical advisor for well reputed crypto projects and has been instrumental in 3 ICOs and 3 decentralised dApps.



**BlockToken Pre-Sale Starts on
Monday August 2018**

Join the Token Sale



@BlockTokenAI

Contacts

| | |
|----------|---|
| Website | https://blocktoken.ai |
| Telegram | @blocktokenAI |
| Facebook | https://www.facebook.com/BlockTokenAI/ |
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