



# PECUS

Decentralized Operating System

**STO, IEO, ICO  
Advisory**

Supports, Advises and Excutes

# Overview: STO Financial Advisory

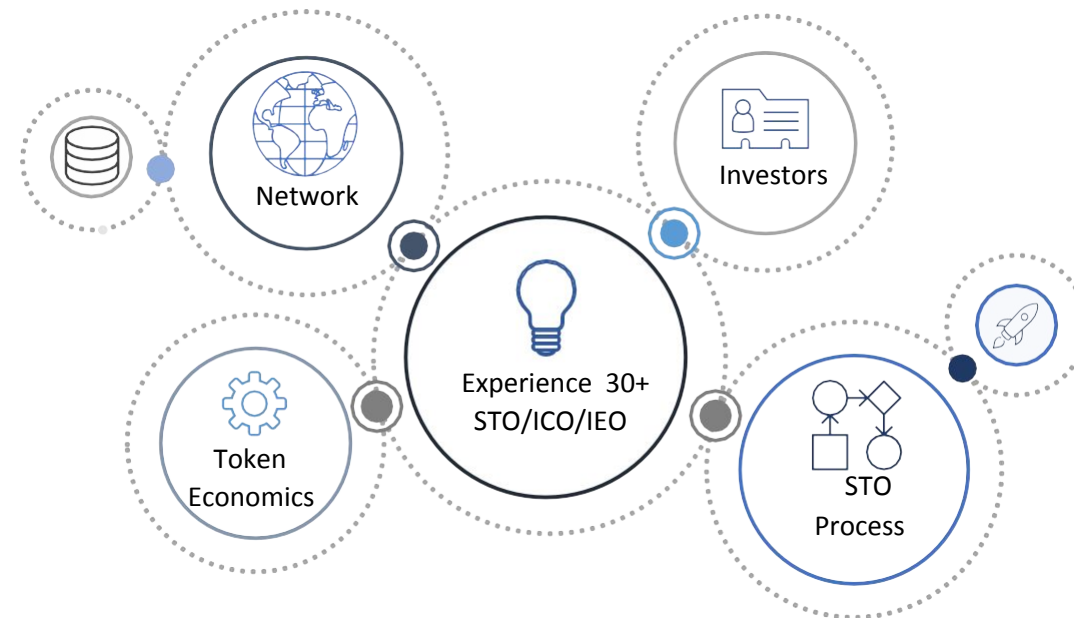
## We Understand the Challenges and Complexities of Successful Security Token Offerings (STO)

We provide an end-to-end service for your STO project with the key goal to achieve a successful fund raise.

Through STO, businesses are able to fund new ventures or growth/ expansion phases through tokenization of assets (e.g. Equity Shares, Real Estate, Commodities) as an alternative to traditional financing means.

With our global presence in America, Europe and Asia, crypto community and a network to industry, corporates and investors, our services go beyond the STO process.

Suitable for all company sizes, in any region, and in any industry.



## Financial Advisory Service Spectrum: One-Stop-Shop for Your Security Token Offering

Token Economics	Token Creation & Issuance	Marketing Materials	Private Sale Fundraising	Public Sale Fundraising	Secondary Market Trading
<ul style="list-style-type: none"><li>▪ Determine token type functionalities</li><li>▪ Design a Security Token based on your business model &amp; requirements</li></ul>	<ul style="list-style-type: none"><li>▪ Token issuance incl. smart contract creation, blockchain wallets, KYC</li><li>▪ Third-party; we work with renowned token issuance platforms</li></ul>	<ul style="list-style-type: none"><li>▪ Creating an Investment Memorandum (business plan / whitepaper)</li><li>▪ Creating Investment Teaser documents</li></ul>	<ul style="list-style-type: none"><li>▪ Market your project to our investor network</li><li>▪ Organize management presentations</li><li>▪ Organize due diligence data room</li></ul>	<ul style="list-style-type: none"><li>▪ Market your project to retail investors through marketing campaign</li><li>▪ Third-party; we work with professional STO marketing platforms</li></ul>	<ul style="list-style-type: none"><li>▪ Support security token listing on crypto exchanges</li><li>▪ Enable secondary market trading and liquidity for investors</li></ul>

# Team & Advisors



International, Expertise in Financial Markets, Venture Building, Blockchain Technology



**Danny Christ**

Co-Founder, CEO

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



**David Ta**

Co-Founder, COO

Based in Singapore. Venture and Angel Investor, and global M&A activities. Advisor and board member of multiple int. corporations.



**Achim Jedelsky**

Partner, Real Estate Markets

Based in Berlin. Expert in Real Estate and Blockchain. Founder of FIBREE, an international network fostering Blockchain within the Real Estate Industry. MBA, Vlerick Business School.



**Stefan Bergstroem**

Co-Founder

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



**Ken Chapman**

Advisor, FinTech & Capital Markets

Based in NYC (US). Financial technology leader. 20+ years experience in asset management, investment banking and hedge funds at top-tier firms including UBS, JP Morgan and Bridgewater.



**Stephan Horvath**

Advisor, Strategy and Investor Relations

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



**Eike Schramm**

Advisor, Capital Development

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



**Samuel Bretzfield**

Advisor, Technology Development

Based in L.A. (US). CEO of bGlobal. Tech- Entrepreneur with over 20 years of leadership experience working with global F500 enterprises.



**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.



**Iliya Zaki**

Head Marketing and Business Development

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



**Daniël de Blocq van Scheltinga**

Advisor, Finance and Business Strategy

Based in Hong Kong. Founder of Polarwide., financial advisory. Experience in corporate restructuring, finance and M&A. Master of Law.



**Simon Cocking**

CMO, STO/ ICO Advisor, Investor Relations

Based in Ireland. Chief Editor at Irish Tech News, CryptoCoinNews and InvestInIT - with over 1.5 million+ unique monthly views and growing.

# Blockchain Applied for Your Company

## Your opportunity to become an early adopter and stay ahead of the game

### Blockchain for Real Estate

#### Tokenize Real Estate Development Company

- Tokenize your real estate development / construction company
- Raise funds through STO and use the proceeds to develop or buy real estate objects
- Pay regular dividends to token holders

#### Real Estate Trading Platform

- Stakes in tokenized properties can be transferred conveniently and faster
- Significant decrease in fees for buying & selling properties

#### RE Crowdfunding Platform

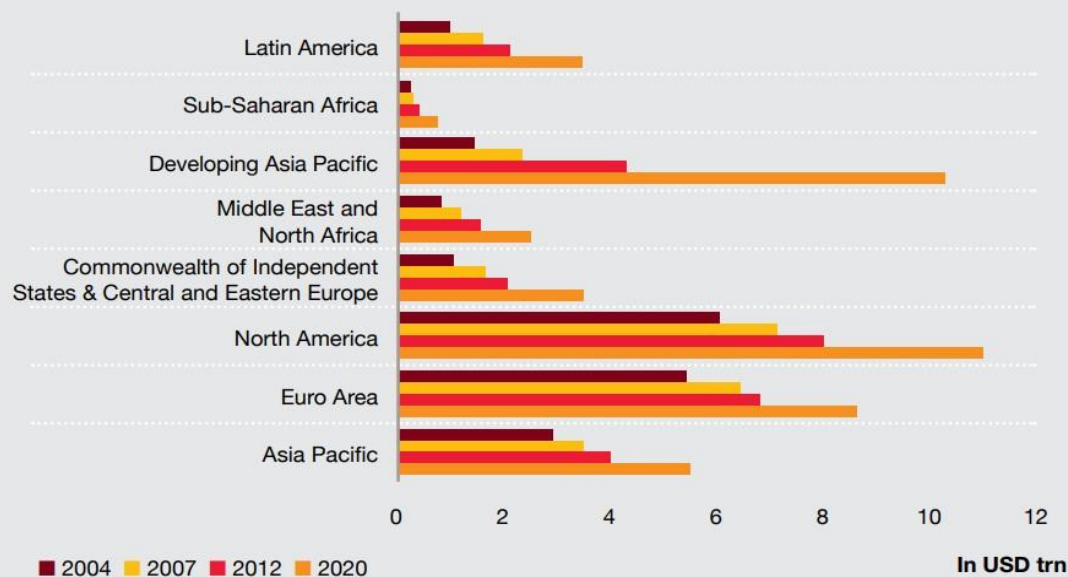
- Tokenization of real estate assets enables to invest in property at a fraction of the cost of total ownership
- New funding means for real estate developers

#### Multiple Listing Services

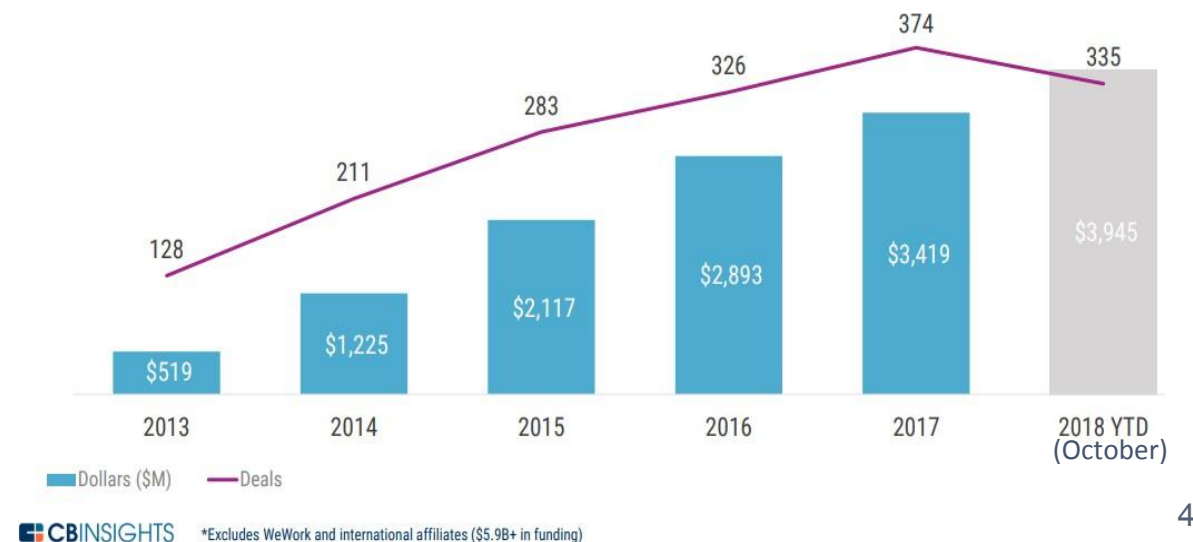
- A unified record to store information with viewing ability for authorized parties
- Increasing convenience and security for owners to list and market their properties

### Market Opportunity Real Estate / Property Tech

#### Trends in institutional-grade real estate per region – strong investment growth

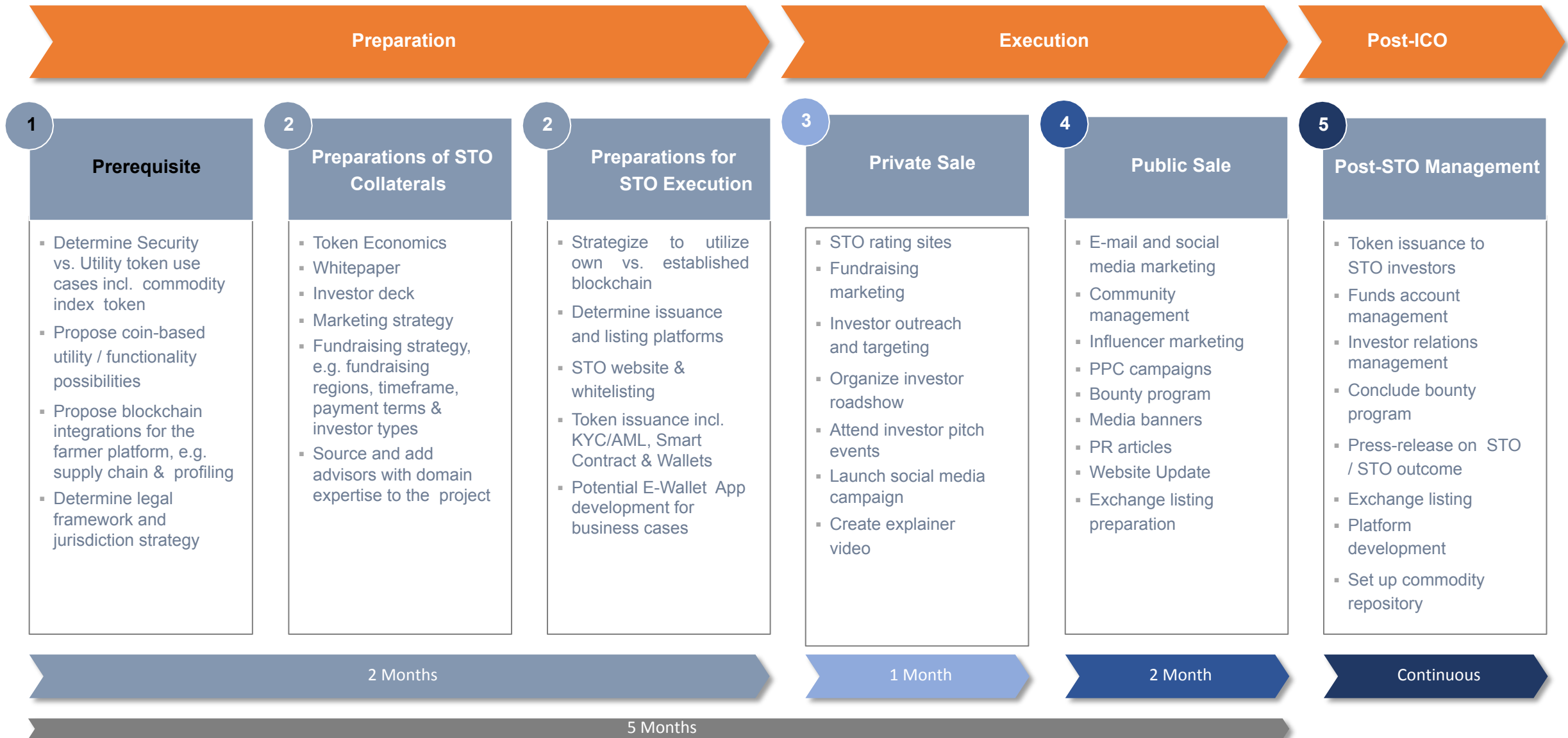


#### Investment into real estate tech has seen strong growth in the past years



# STO / ICO / IEO Roadmap

PECUS supports, advises and excutes





# Roadmap in Detail: Preparation Phase



## Collaterals for STO execution need to be ready before the start of the STO

### 1 Marketing Materials: Whitepaper & Investor Deck

Marketing materials will be made available to investors through direct communication and download on the STO website. The Whitepaper is essentially the business plan of the STO project, thereby outlining the goals, envisioned product, business model, technology, team and more. The Investor Deck is a brief presentation focusing on why buying the coin during STO can be a good investment.

Resources	Deadline	Timeline
PECUS to create marketing materials	Week 8	1-2 months

### 2 Token Economics

Token economics refer to the monetary token structure and its utility to facilitate the desired use case of the project. This includes how many coins will be created, how many will be sold to public, the price per token during STO, and the functions of the coin (what can the token be used for in the future when the product has been built after the STO). This is also part of the Whitepaper.

Resource	Deadline	Timeline
PECUS to design the token economics	Week 6	2 weeks

### 3 Marketing Strategy

In order to get people to invest, marketing your STO is a vital part for a successful fundraise. All marketing activities to be executed during the STO phase need to be planned ahead. Private Sale marketing targets institutional and accredited investors (e.g. attending investor events). Public Sale marketing targets retail investors (e.g. social media campaigns, e-mail marketing, PR articles).

Resource	Deadline	Timeline
PECUS to propose strategy. Need to hire STO Agency for execution	Week 8	2 weeks

### 4 Fundraising Strategy

Determine the funding needs and use of funds for the project. Furthermore, determine what kind of investors are allowed to invest in the STO, and which countries. Countries have different sets of KYC/AML regulations that need to be adhered to. The US for example has strict rules by the SEC

that an STO needs to comply to if US investors are to be included in the fundraise.

Resource	Deadline	Timeline
PECUS to propose fundraising strategy	Week 8	2 weeks

### 5 STO Advisors

Adding STO advisors to the project can increase the credibility of the STO. Advisors have different roles within the STO, ranging from legal, technical and business advise. Advisors are in general compensated with tokens from the STO.

Resource	Deadline	Timeline
PECUS has a network of industry experts	Week 8	4 weeks

# Roadmap in Detail: Preparation Phase



## Development for STO execution needs to be ready before the start of the STO

<b>1</b>	<b>Blockchain Protocol Strategy</b>  Determine if the token should be built on an established Blockchain or to develop and maintain its own Blockchain. For example many decentralized applications (dApps) are build on top of existing platforms like Ethereum, where tokens are being issued as a Smart Contract. The Blockchain Protocol Strategy will also inform the Whitepaper.	<b>Resources</b> PECUS & Tech Project Lead to determine best strategy	<b>Deadline</b> Week 6	<b>Timeline</b> 1 week
<b>2</b>	<b>Token Issuance Strategy</b>  Token issuance refers to how the investors will receive the tokens. Options are SAFT vs. Smart Contract vs direct issuance. Some tokens will only be issued after the STO. Private Sale phase investors often only receive a written agreement (SAFT), and Public Sale phase investors often receive a Smart Contract upon depositing funds, promising to receive the tokens once created.	<b>Resource</b> PECUS to propose strategy	<b>Deadline</b> Week 7	<b>Timeline</b> 1 week
<b>3</b>	<b>Token Listing Strategy</b>  After the STO, your token needs to be listed on a crypto exchange so it can be traded on the secondary market. Renowned trading platforms are Binance, Bitfinex or Coinbase. Getting your token listed comes with a listing fee. Depending of the size of the trading exchange, the fee can range from \$50k-\$1m+. Listing fees are usually paid from the proceeds of the STO.	<b>Resource</b> PECUS to propose strategy	<b>Deadline</b> Week 7	<b>Timeline</b> 1 week
<b>4</b>	<b>STO Website</b>  STO website is the key element for every potential investor to get informed about your project. Prior to the STO, investors can sign up (whitelisting) for STO notifications. Investors will be able to create accounts and deposit funds during the STO through your website. The website's content will include your product, technology, team, STO overview, project roadmap and more.	<b>Resource</b> Website Developer / External Agency	<b>Deadline</b> Week 10	<b>Timeline</b> 6 weeks
<b>5</b>	<b>Token Creation</b>  Token creation refers to issuing tokens, creating smart contracts, implement KYC/AML procedures, and blockchain wallet creation. This can be done via own development team (requires blockchain developing expertise) or an token issuance platform can be used. Issuance platforms provide all of the requirements for a retainer (\$50k+)	<b>Resource</b> Blockchain Developer / Outsource Issuance Platform	<b>Deadline</b> Week 10	<b>Timeline</b> 4 weeks

# Roadmap in Detail: Execution Phase



## Private and Public Sale Phase (Dependent on overall Market Sentiment)

1

### Private Sale

Private Sale will only target institutional and accredited investors. The phase will be approx. 1-2 months long (depending on progress). The goal is to raise as many funds as possible during this phase. A strong track record of funds raised during the private sale gives confidence to the retail investors in the public sale thereafter. The token price comes with a discount in this phase.

Resources	Deadline	Timeline
PECUS & Project CEO have investor meetings	n/a	1-2 months (execution)

2

### Private Sale Marketing

The marketing focus is on organizing a roadshow to pitch the project to investors in private meetings, and to attend public investor events. Executives of the STO project are required to travel and pitch the project. This phase is also the start of social media campaigns with the goal to build the brand and a community.

Resource	Deadline	Timeline
Organizing meetings, roadshow / Community Manager	Week 13	4 weeks (preparation)

3

### Public Sale

The Public Sale targets retail investors. This phase comes after the Private Sale and is divided into the Pre-Sale (the token price is offered at a discount), and the main Public Sale (no discount). The total length of the Public Sale is often 2-3 months (depending on progress).

Resource	Deadline	Timeline
PECUS marketing on all social media channels	n/a	2-3 months (execution)

4

### Public Sale Marketing

The marketing focus is on reaching a massive amount of potential retail investors. This includes influencer marketing (e.g. YouTube crypto channels), bounty program (freelancer actively promoting the STO), media banners (e.g. paid ads on crypto news sites), and active community management (e.g. Twitter, Reddit, Telegram channel).

Resource	Deadline	Timeline
STO Marketing Agency / Community Manager	Week 17/22	4 weeks (preparation)

5

### Exchange Listing Preparation

Review total funds raised to date and propose a budget for crypto exchange listing. Identify potential listing exchange candidates and start applying. Negotiate listing fee deals with exchanges that are willing to list your token. In general, it is preferred to get listed on the bigger exchanges due to their relatively large liquidity and user base, resulting in more recognition for your token.

Resource	Deadline	Timeline
Apply for exchange listing & negotiate	End of Token Offering	4 weeks



# Deal Proposal: STO/ ICO/ IEO/Venture Building Service



## PECUS Direct Services

Description	Phase	Amount
Prerequisite Market Research	Prerequisite	
Determine Security vs. Utility Coin Strategy	Prerequisite	
Propose Token Utility Possibilities	Prerequisite	
Identify Business Model Opportunities	Prerequisite	
Prepare Token Economics	Preparation	
Preparation of Collaterals (whitepaper, pitch deck)	Preparation	
Propose/ Execute Marketing Strategy	Preparation	
Propose Fundraising Strategy	Preparation	
Propose Blockchain Protocol Strategy	Preparation	
PECUS Fundraising Activities	Execution	
PECUS Social Media Marketing	Execution	
<b>Total Costs (Roadmap – 3 months engagement)</b>		<b>\$45,000</b>



### Additional Compensation Succession Fee

1.5% of total 1.5% of total

### Payment Terms

Upon Signing: 15k

Each Month: \$10k

## PECUS External Partner / Third-Party Services

Description	Phase	Est. Amount
Legal Framework Setup (depending on token complexity, licenses required, country of company setup)**	Prerequisite	**50-100k
Token Issuance Platform incl. Smart Contract, KYC/AML, Lifecycle Management**	Preparation	**50k
Website incl. Whitelisting	Preparation	10k
Marketing: Road Shows & Events / Conferences	Execution	50k
Marketing: PPC Campaigns / PR Articles / Media Banners*	Execution	* 50k
Community Management	Execution	20k
Fundraising, Family Office Meetings, Matchmakers*	Execution	* 50k
Optional: Nasdaq Interview, Fox Business News, Bloomberg	Execution	60k
Listing, IEO fees (depends on exchanges and conditions)	Execution	30-500k
<b>**fundamental for successful execution</b>		<b>*recommended</b>



### Prices depend on scope, legal requirements and marketing budgets

PECUS is working with third-party providers for specific STO/ICO/IEO related services. All external partners are fully vetted and trusted.

# Appendix: Reference Blockchain Projects

PECUS Advised 30+ ICO/IEO,STO Projects in 2017/2018/2019



Estonia — Crypto platform



Spain — GDPR Compliant Exchange



UK — Clinical Management



UK — Mapping the World



USA — STO, Stable Coin for remittance



Switzerland — Fitness App



UK — Fundraising by Cryptomining



USA — Device filtering Ads, Security



USA — Autonomous Company



CoinAnalyst

Germany — AI, Big-Data 'Crypto Bloomberg'



Ukraine — Sharing Economy



Germany — Solar Power



Estonia — Ecommerce



Germany — IoT, Medical Blockchain



RED CAB

Egypt — P2P Transportation



France — Food Delivery



Austria — Freelance on the Blockchain



USA — Supply Chain



France — Fund Management



ITALY — Smartwatch, crypto wallet, exchange



keochain

Sweden — Social Crypto Trading



Korea — Credit Scoring



Malta — Derivatives Crypto-Exchange



Singapore — AIO Wallet