



Virtual Decentralized Venture Fund
and Seed Accelerator for
Blockchain Start-ups

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1. Introduction

Presale Ventures' unique model is based on the experience of over 50 worldwide seed capital fundraising events for more than 1,500 start-ups, a blend of business, commercial and legal proven methodologies. The Presale Ventures' Virtual, Decentralized Venture Fund and seed accelerator incorporate a unique business model into a "Members Only" single, state-of-the-art online platform.

By harnessing **purchase group buying power, 'Wisdom of the Crowd,' in-house acceleration fund and a remarkable token ecosystem** – Presale Ventures provides a **safe, smart, platform for Crypto investments** in emerging **Blockchain start-ups** during their initial coin offering ("ICO") **presale stage**.

Presale Ventures provides exclusive early-bird investment opportunities for its members, enabling the astounding financial prospects, previously reserved for highly-networked and affluent investors, to be more readily available to a far broader demographic.

By utilising Presale Ventures' hybrid, algorithm based, expert and crypto-community screening and due diligence processes, **Presale Ventures' members are shielded from malicious fundraising practices and become privy to exclusive, highly-discounted and Blockchain-backed investment opportunities**, before their ICO event.

Unlike other ICO models, where the link between a start-up and its newly issued tokens is severed after the completion of the ICO and the value of the tokens has almost nothing to do with the performance of the start-up, Presale Ventures backers and contributors will appreciate our innovative incorporation of a **tokens as a license model** and the **continued use of the tokens as an integral part of the platform**, even once the ICO is over.

Presale Ventures EVENT tokens (“EVENT”)¹ are utilised to **validate members’ eligibility** to take part in astounding investment opportunities and as the **preferred payment mechanism** for the purchase of start-ups’ newly issued tokens. This constant use of EVENT tokens through the platform will make a significant difference in the life expectancy and value of our EVENT tokens - and any other tokens out there.

Presale Ventures is committed to **maximally reducing members’ investment risks and increasing their return** on investment (ROI) with innovative and supplementary programs.

2. Why Presale Ventures?

The rise of Blockchain technology provided start-ups, investors, contributors and the market with new and exciting opportunities to explore new technological endeavours, raise funds in volume and in time-frames unparalleled to customary methods. One may think that this should have boosted Blockchain start-ups and created better opportunities for investors and contributors. Well, it did, but far less than one might expect. The delay may be caused by the immense time and effort to get from the idea stage to the fundraising stage. But this will change just as soon as new generation Blockchain start-ups start to hit the market.

Another reason for this delay could be indecision on the part of investors and contributors, or the outcome of suspicion in new technology. With such relative simplicity and ease of use for fundraising, there will always be a risk of abuse, fraud and exploitation. Presale Ventures is aware of the inevitable impact of Blockchain technology on the world, as well as the needs of start-ups and their backers. Therefore, Presale Ventures combines its founders’ experience in “old school” fundraising with the use of emerging technologies to create a unique ecosystem that minimizes major obstacles interfering with new Blockchain technology as it enters the market.

¹ EVENT is an ERC-20 standard-based Ethereum token

3. Purpose

3.1. Role of Presale Ventures

Presale Ventures' primary role is to carefully select the most promising, profitable and safe Blockchain start-ups, in which its members can invest. Presale Ventures aims to do so by:

- Remaining neutral
- Running an algorithm-based hybrid screening and evaluation process based on transparency and integrity.
- Adhering to the notion of a decentralized community.
- Maintaining open lines of communication with interested members.
- Enabling members to determine which start-ups are worthy of their trust and funds.
- Planning for the peak – helping start-ups hold presale events.

3.2. Key Virtues of Presale Ventures

Presale Ventures serves several primary functions for its members:

- Enables a significant discount on start-ups' ICO-offered token price.
- Creates a group buying scenario, for greater group purchase power.
- Runs an algorithm-based, hybrid screening and evaluation process.
- Provides an in-depth analysis of start-ups' qualities, strengths and weaknesses.
- Facilitates an exclusive virtual boardroom.

- Engages in conceptual vision and business justification.
- Justifies and validates upcoming ICO terms and conditions.

4. Ecosystem

4.1. The Platform

Presale Ventures is issuing its unique ERC 20 token, named 'EVENT,' to be used within Presale Ventures' own platform. Token use will provide members with exclusive benefits:

- Access to early, exclusive ICO presale events.
- Significant and exclusive discounts on issued tokens.
- A lower risk of investing in fraudulent start-ups.
- Being part of/benefiting from the "Wisdom of the Crowd" decision-making process.
- A higher likelihood of a fruitful investment.
- Access to an up-to-date database of information, opportunities, discussions and news.

4.2. For Presale Ventures' Members

Presale Ventures membership can be obtained holding 100 EVENT tokens. Only Presale Ventures' members can participate in ICOs presale events and be awarded up to 60% off on ICO token prices.

4.3. For Start-ups

To be considered for a presale, start-ups will undergo a “Know Your Startup” due diligence process. The start-ups’ founders will have to present documentation, participate in interviews and provide personal and other relevant information, ultimately benefitting from:

- Effective time management – start-ups can devote their full time and attention towards areas of particular expertise, instead of spending precious time recruiting investors.
- Problems and hiccups that may appear during presale can be addressed at a lower level of urgency than with the direct-to-ICO approach.
- Eligibility for additional funding from a pre-determined budget taken from Presale Ventures’ Acceleration Fund and held in a publicly visible wallet to maximise raising of the start-up’s ICO capital while subsidising presale discounts for members.

4.4. Acceleration

Presale Ventures’ added value extends beyond funding to providing start-ups with support, advice and answers to burning questions and challenging issues. Presale Ventures continues to influence start-up investment success after the presale period, boosting valuations.

5. Economy

5.1. Cycle & Workflow

- Presale Ventures issues EVENT tokens to the public, raises a substantial initial capital base and finalizes platform development and personnel recruitment.
- Investors holding the minimum required EVENT tokens gain access to the Presale Events Platform. Those who acquire fewer EVENT tokens benefit from their value and gain access to limited Presale Ventures information and activities.
- Once scheduled, a start-up's presale is activated on the Presale Ventures' platform and a designated wallet is set up for Ethereum and EVENT token purchase.
- Start-ups reserve a certain percent of their ICO token supply to Presale Ventures. If the minimum fundraising goal is not achieved, investments are refunded.
- During the presale event, an initial purchase shall be done with a certain amount of EVENT tokens to "unlock" purchase options.
- Following a successful presale event, Presale Ventures will receive its commission from the start-up; an agreed percentage of the raised amount (typically 10%).

5.2. Use of Funds

Presale Ventures estimates that the funds raised through its IMO and future earnings will be used as follows²:

- 18% towards technology development
- 30% towards business development
- 20% towards operations
- 16% towards the Acceleration Fund
- 6% towards legal
- 10% for reserves

5.3. EVENT Tokens Allocation after Successful IMO

- 60% will be distributed to the public.
- 12% will be distributed among advisors and strategic partners³.
- 10% will be distributed among the founders & team⁴.
- 16% will be allocated towards the Acceleration Fund.
- 2% will be allocated towards a bounty program.

² The actual allocation of funds shall be updated from time to time based on the relevant operation needs.

³ Advisors and strategic partners shall commit to a 12-24 month vesting period and a 3-months cliff, providing further assurance to members on Presale Ventures' interest with the medium and long-term goals of the project.

⁴ Founders and team members shall commit to a 12-24 month vesting period and a 3-months cliff, providing further assurance to members on Presale Ventures' interest with the medium and long-term goals of the project.

6. About Our Founders



Sergey Ost⁵

Chief Executive Officer

A businessman, IT specialist, entrepreneur, and patent holder. Sergey oversees the Presale Ventures team of analysts, experts and programmers and liaises with external advisers. Presale Ventures is his brainchild. The Founder & CEO of one of the first hosting companies in Israel (up.co.il, exit 2003 and the former Co-Founder and CEO of the UK Mobile Virtual Network Operator (MVNO) working under the brand of "World8" as a "Free Roaming" Sim card distributed through 600 Post Office branches with over 100,000 customers (World8.co.il, exit 2016), Sergey's knowledge of start-ups is vast.



Aviv Eilon, Adv.⁶

Legal Counsel

Aviv received a Bachelor of Laws degree from Oxford Brookes University, England, and a Master of Laws degree from the Tel Aviv University and the University of California, Berkeley's joint program. In 1999, Aviv established the foundations of his boutique law firm Aviv Eilon & Co, which provides legal counsel and litigation services, specializing in technology & internet law, as well as corporate, commercial and intellectual property law, in national and international environments. For the past 20 years, Aviv has worked with a variety of organizations throughout their corporate life cycle and has provided counsel to innovative ventures and start-ups making their first steps in the business world.



David Hava⁷

Chief Business Development Officer

Through his acceleration network at Marketing Innovation Worldwide, David, a natural-born investor and tech expert, has attracted various contacts who are applying to run presale events on the platform. The Founder of Marketing Innovation Worldwide, a tech start-up accelerator with a rich portfolio that crosses NY, San Francisco, New Delhi, Munich, Dusseldorf, London, Moscow, Johannesburg, and Rio De Janeiro, David has a keen eye for stellar business opportunities.



Timur Shemsedinov⁸

Chief Technology Officer

A top software architect, university lecturer, and project leader, Timur leads a team of researchers and developers linked to the Kiev Polytechnic Institute in Ukraine, appointed to develop the software stack and infrastructure for the Presale Ventures platform. Timur has devoted over twenty years to IT. Altogether, he has (1) developed distributed corporate applications & systems architecture, (2) become an expert in Node.js, JavaScript, C#, Delphi, etc. and (3) mastered cybernetics, programming, production automation, network servers & protocols.

⁵ Sergey Ost LinkedIn

⁶ <http://www.aviveilon.law/>

⁷ David Hava LinkedIn

⁸ Timur Shemsedinov LinkedIn

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