



Empowering the Innovation Community

Executive Summary
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CORPORATE INFORMATION	
Founded	San Francisco, 2019
Industry	Financial Technology
Product	Capital Raising Platform
Founders	1
Advisors	3



KEY MARKET STATISTICS	
Initial Coin Offerings 2018	\$7.5 Billion
Security Tokens 2018	\$0.3 Trillion
Security Tokens 2022	\$2.5 Trillion
Security Tokens 2027	\$10 Trillion



FUNDING STRATEGY	
Funding Stage	Angel
Capital Raising	\$500,000
Use of funds	Product Development Partner Onboarding
Investment to date	\$0
SAFE Discount	25%
SAFE Valuation Cap	\$5,000,000
Next funding \$	\$1,500,000
Next funding date	Q4, 2019



REVENUE STREAMS	
Listings	2%
Trading	2%

Why WASDEX [Security Tokens Market](#) is expected to grow from \$0.3 Trillion to \$2.5 Trillion by 2022. Our founders have worked with tokenization for 3 years and created two tokenization platforms. Our Partnership Strategy of Global Compliance Partners, Vertical Markets and multiple Tokenization Platforms allow us to target a 8x growth rate and significant revenue (\$60 Million by 2022).

Problem: Raising Capital is complex and costly.

Solution: WASDEX is a compliant capital raising platform for digital securities (Security Tokens). **We allow Issuers to raise capital faster, cheaper and easier.** WASDEX provides compliance for emerging financing structures and allows direct engagement with a global investor community. It supports multiple asset classes, tokenization platforms (blockchains) and integrates with various Trading Platforms (Exchanges).

Market: Our end customers are Asset Managers(Issuers) and Vertical Markets (Emerging Platforms) raising funds. Our channel strategy involves working with Investment Banks, Trading Platforms and Emerging Blockchain Platforms. Our channel partners will leverage the new capabilities our platform offers to provide access to capital for Asset Managers. There are three channels for customer acquisition. They are our compliance partners, vertical markets and our technology partners.

Competition: Competitors include advisor firms, investment banks and trading platforms and emerging tokenization offerings such as tzero and securitize. The former we see as partners leveraging our technology and the latter we differentiate ourselves by our global compliance partnership strategy, breadth of functionality and cross platform tokenization features.

Magic Potion: Security Tokens Market is expected to grow from \$0.3 Trillion to \$2.5 Trillion by 2022. Our platform is built to support all asset classes and regulatory frameworks. Our Partnership Strategy of Global Compliance Partners, Vertical Markets and multiple Tokenization Platforms allow us to target a 8x growth rate and significant revenue.

Fundraising: We are looking for \$500,000 to complete our Minimum Viable Product of a tokenization platform incorporating kyc, fiat funding and a trading platform. We will also use these funds to onboard a compliance partner and establish our first regulatory framework.

Financial Projections	2019	2020	2021	2022
Funds Raised On Platform	\$40,000,000	\$240,000,000	\$600,000,000	\$1,800,000,000
Funding Revenue (2%)	\$800,000	\$4,800,000	\$12,000,000	\$36,000,000
Trading Volume	\$2,400,000	\$57,600,000	\$134,400,000	\$1,346,400,000
Trading Fees (2%)	\$48,000	\$1,152,000	\$5,288,000	\$26,928,000
Gross Revenue	\$848,000	\$5,952,000	\$17,288,000	\$62,928,000
Employees (FTE) (Funding)	6-16	16-34	34-65	65+
Operational expenses	(\$1,410,000)	(\$3,277,000)	(\$6,324,000)	(\$7,947,000)
Net profit	(\$562,000)	\$2,675,000	\$10,954,000	\$54,981,000

Management Team:

John Whitton – Founder: Serial Entrepreneur, CTO, technical advisor and founder. Built tokenization platforms on Ethereum and Hyperledger Fabric.

Advisors/Collaborators : Nicolas Billeaud (Finance, Capital Markets), Kenny White (TokenNomics), Olivier Veyrac (Business Development)

Partners/Clients : Onboarding underway, please ask for details.