"Asset Tokenization as a Service."
Traditional capital raising is a major hurdle for companies. Banks have severely restricted the financing options for medium-sized companies as a result of the financial crisis in 2008. Private equity is usually only accessible to those who have a suitable network. IPOs require at least twelve months of intensive work and are associated with high costs. In addition, numerous intermediaries increase administrative burdens and costs for companies. According to estimations of the World Bank, the worldwide uncovered capital requirement for small to medium-sized companies (SMEs) alone is as high as USD 2.1 to 2.6 billion. At the same time, investors are looking for high-yield investment options. However, attractive investments are often reserved for institutional investors.

By modelling financial products on the blockchain, UnitedCrowd offers innovative solutions for raising and investing capital. These blockchain-based solutions have decisive advantages for investors and companies alike: The costs of raising capital decrease significantly, intermediaries are reduced, investment options can be offered worldwide and international investors can be acquired. Payments and processes are transparent, automated and secure. Access restrictions are reduced and new markets can be opened up. Investors benefit from access to fractional ownership and are no longer dependent on middlemen to build and manage their portfolios.

To implement these solutions, a set of rules, the UnitedCrowd Tokenization Framework, was developed, with which financial products can be created automatically in compliance with international regulations on the Ethereum blockchain. The resulting financing solutions are adapted to the individual needs of each company. The service portfolio includes utility, security and hybrid token concepts that are continuously being expanded. In addition to tokenizing financing models the Framework also allows for tangible assets to be digitized and fractionalized on the blockchain. As a further component of the technical solution, the UnitedCrowd launchpad offers companies the possibility to independently configure blockchain-based financing campaigns based on the framework. Compliance with regulatory requirements is thereby guaranteed automatically.
The resulting investment options are offered via the UnitedCrowd platform, which connects companies, investors and partners. The platform is packed with features that simplify digital investments and are easy to use. For the storage and transfer of crypto values, the UnitedCrowd Multi Wallet is to hand for users. The Wallet is connected to the platform via an interface and is also available as a separate app.

The components of the technical solution are supplemented by a service portfolio, with which UnitedCrowd can cover all aspects related to Tokenization financing, such as marketing, KYC processing and consulting for companies. These services are offered in a modular package system that offers maximum flexibility. To ensure a high-quality standard and to protect investors, all companies that conduct a financing campaign through UnitedCrowd are subjected to a due diligence check (quality check) in advance.

The development of the Minimum Viable Platform Product (MVP) was completed at the end of 2018 and the product has been continuously expanded since then. The current and future development of UnitedCrowd is carried out in cooperation with supervisory authorities such as the BaFin. The first client order from Mycrojobs GmbH was successfully implemented in June 2019. There are currently numerous applications from companies interested in implementing a financing campaign through UnitedCrowd.

UnitedCrowd was founded by a team with decades of entrepreneurial experience, excellent industry expertise and a strong network. In order to increase capacity, cover development costs and expand as quickly as possible on the international market, we have a softcap of 200 Mio UCT.
Raising capital is a crucial prerequisite for the successful establishment of a company. No project can be implemented without sufficient financial resources. Financing is therefore a key to success. For companies, however, it is often one of the biggest obstacles since financing options of the old economy are difficult to obtain and bear significant disadvantages. For example, it is almost impossible for young companies to obtain bank financing without adequate equity ratio, and financing through venture capitalists means that significant ownership shares have to be surrendered. With the advent of cryptocurrencies, a promising way to solve this elementary problem has arisen: Tokenization. Tokenization offers decisive advantages over established financing methods.

Although being a relatively new phenomenon, Tokenization has quickly become a dominant topic in the finance world. Pre-product start-ups have never been able to raise so much money in such a short time.

Tokenization could be the ideal solution to many companies’ financing problems. Yet, there are numerous obstacles that make it difficult for companies to carry out a successful and legally compliant Tokenization. At the same time, it remains a challenge for investors to assess the trustworthiness and prospects of Tokens offered. Reliable standards are lacking and it is difficult to rule out fraud.

The existing problems concern three areas:
UnitedCrowd connects companies and investors and solves the following problems:

> **No access to corporate finance**

Many companies, especially start-ups and medium-sized companies (SMEs) are denied access to capital. When it comes to raising funds, a majority depends on a small number of powerful intermediaries, such as banks.

> **Lack of interaction**

Traditional funding mechanisms offer insufficient opportunities to build a community and real interaction between companies and their investors. The potential offered by networking and engagement with investors for business success remains untapped.

> **High costs and intermediaries**

Corporate financing is associated with the commissioning of numerous intermediaries and mostly is cost-intensive. Investors rely on fee-based services of custodians.

> **Hurdles of a Tokenization**

Conducting a Tokenization requires sound specialist knowledge. The vast majority of companies cannot handle this task alone.

> **Loss of control**

When financing via private equity, SMEs are usually forced to give up significant shares and thus decision-making power in their company.

> **No fractional ownership**

With traditional options, intangible assets can hardly be converted into fractional ownership. Only few have access to international markets where intangible assets can be made tradable.

> **Lack of transparency**

Corporate finance requires company valuations. These valuations are particularly non-transparent and subjective when it comes to financing via private equity and crowdfunding mechanisms. The lack of transparency endangers companies and investors alike.

> **Lack of access to investments**

Private investors are often denied access to profitable investment opportunities and investments, especially in start-ups and SMEs. Lucrative capital investments are mostly reserved for institutional investors.

> **High work-load and time exposure**

Raising capital is labour intensive and time consuming. Large parts of a company’s capacity are often tied up in the long term to meet the financing needs.

> **Lack of investor protection**

The current regulations on the crypto market do not achieve adequate investor protection. Quality-tested investment opportunities are rare. With every investment there is a risk of becoming a victim of fraud.
3 Solution

We developed UnitedCrowd in response to the aforesaid problems. With a regulatory-compliant and responsible tokenization, the business model offers a solution for financing difficulties of companies and needs of investors alike. For the implementation of our solution a technical solution was developed, which is based on four dynamically connected pillars: Tokenization Platform, Tokenization Framework, Multi Wallet and the Community Token. To solve the difficulties of many companies in implementing a compliant and successful Tokenization, these technical components are supplemented by adaptive services. An integral part of our solution is the UnitedCrowd Community, a network of investors to which we offer active participation and access to exclusive investment opportunities.

3.1 Tokenization

UnitedCrowd enables tokenization in compliance with regulations. Our Tokenization Framework is an automated solution for digitizing values, including all rights and obligations contained in them, by issuing a token that is registered in a distributed ledger technology (DLT) infrastructure. The resulting tokens represent the digitized form of these values, which can be transmitted via the blockchain.

What can be tokenized?

- **Asset values (Asset)**
  Both liquid and illiquid assets can be represented as Tokenized Securities by Asset-Token. Thereby, they can be converted into digital and proportionate fractional ownership (partnership) and can be made accessible to an international market. The spectrum includes everything from cash, cash equivalents, savings accounts, real estate, precious metals or art objects to intangible assets such as patents, copyrights or trademark rights.

- **Participation Rights (Equity)**
  Participation rights can be mapped together with voting rights and the allocation of company shares in Equity-Token. Using the same principle tokens can also represent shares in funds.

- **Debt rights (Debt)**
  Debt-Token represent debt claims on repayment of the invested amount with or without interest. The range includes forms of bonds, loans and bonds.

- **Rights of use and service (Utility)**
  Utility Token represent rights of use and can be used, for example, to grant access to a network or to receive the goods or services offered by the issuer of the token.
3.2 Software Application

3.2.1 Tokenization Platform

The UnitedCrowd Platform is an important part of our technical solution. It is our interface to companies, investors and partners, maps digital financing campaigns and is used for the direct sale of token. The platform was designed as an all-in-one tool that enables investors to set up and manage a digital investment portfolio in a user-friendly manner.

Investors can register for free on the platform and create a personal profile. They thereby get access to the functions of the platform, with which they can inform themselves about investment options, purchase or earn token through activities in just a few steps. Investment opportunities are offered via the platform and described in detail. The user-friendly dashboard makes the platform understandable even for inexperienced users. Additional functions, such as a help center, digital KYC processing, a payment gateway and a reward module make handling the Tokenization easy and increase customer loyalty.

- User-& Client-Backend
- KYC/AML Onboarding
- Launchpad
- Multi Level Referral
- Campaign Manager
- Custody Wallet
- Help Center & Service Desk
- Payment Gateway
- Token Tracker
- Mobile Apps
3.2.2 Tokenization Framework

The UnitedCrowd Tokenization Framework makes it possible to model financial products on the blockchain, digitize and automate the underlying processes and increase the speed of action. Smart contracts are used to algorithmize all contractual clauses that have so far been manually written and signed by the contracting parties with the help of intermediaries such as lawyers or notaries. As a result, existing financial instruments such as ETFs, loans, index funds, investment funds etc., as well as new financing models can be automatically mapped on the blockchain.

To ensure compliance at all resulting token offers, the generation and transfer of tokens are carried out in accordance with all applicable regulations. In close cooperation with the regulatory authorities, all smart contracts are checked for compliance with country-specific regulations. In addition, the framework can also be adapted to other blockchains in order to be able to react to possible regulatory or technical changes.

- Smart Contracts
- Fractional Ownership
- Automated Processing
- Legally Compliant
- Privacy & Security
- Utility, Security & Hybrid Token
- Existing Financial Instrument
- New Financing Models
- Peer to Peer-Transmission
- Delegated Governance
3.2.3 Custody Wallet

The Custody Wallet is accessible for registered users as an integral part of the platform and is also available as a mobile app free of charge. The Wallet offers a secure and intuitive way to store and transfer tokens. Due to the integration of Atomic Swaps, the Custody Wallet offers the possibility to exchange all supported tokens directly and without an exchange. By paying the necessary transaction fee for the blockchain (variable gas fee) in the UnitedCrowd Token (UCT), the priority of the transaction can be increased for faster processing.

The wallet meets the highest security standards. Private keys can be cryptographically saved and exported. Two-factor authentication and multiple signature are available to maximize security. A cold wallet connection allows users to quickly and easily transfer their values to the UnitedCrowd cold wallet to further maximizing the security of values. Through the naming system, the wallet address can be assigned a clear name, which simplifies transaction processes.

- ETH & ERC20
- Token Tracker
- Multi Signature
- Hot & Cold Storage
- External HSM
- Metamask-Integration
- Recovery of Private Key
- REST API
3.2.4 Client- & Admin-Backend

Clients can use the backend to track key performance indicators, including the level of investments made so far, number and distribution of tokens issued, origin and status of investors. For this purpose, the system is equipped with easy-to-use backend features.

In order to use the system efficiently for collaboration, a solution was set up that can be adapted to the governance of the individual companies. Different rights can be granted to different users at different levels by assigning roles:

- **System Admin**: Writing and reading access to all functions
- **System Operator**: Writing and reading access to certain functions
- **System Analyst**: Reading access to certain functions
- **Client Admin**: Writing and Reading access to client-functions
- **Client Analyst**: Reading access to certain client functions

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**Analysis & Reporting**
- KYC Overview & Details
- Real Time Data
- Transaction Overview & Details
- Sale Overview & Details
- Global Settings
- User Overview & Details
- User roles and access rights
3.2.5 Development Stack & Documentation

Agile development methods such as Scrum and Continuous Integration are used for programming to continuously and quickly implement new program code. Magento pipelines for CI and DevOps are used to support the smooth integration of new units. Powerful tools such as Jira, Bitbucket, Uptime Monitoring, Test Management and Confluence are used for planning and quality management. The integration of the help centre makes these an important pillar of quality assurance.
3.2.6 Technical Security

The protection of data in all areas of the infrastructure has the highest priority. In addition to continuous unit tests, a comprehensive internal test phase takes place after each development stage has been completed. In this test phase, software quality, service quality and the resilience of the infrastructure are checked. In order to guarantee the highest level of technical security at all times, continuous security audits are carried out by specialized service providers. In addition, UnitedCrowd installs an incentive program (bug bounty) with which blockchain and web developers are rewarded for reporting errors with tokens.

Customer data is protected against manipulation and unauthorized access in accordance with GDPR. To prevent hacker attacks, all available protective measures are taken in the latest version.

Safety measures:

2-factor authentication
In order to protect the user accounts on the UnitedCrowd platform, users have the option of securing their account by using 2-factor authentication.

DDOS protection
In order to maximize the reliability of the server infrastructure against DDOS attacks, DDOS protection was implemented via the anycast network Cloudflare. The defense against DDOS attacks of up to 600 Gbit / s is guaranteed via Cloudflare through 30 Tbps networks.

Data center
The data center is ISO / IEC 27001 certified and meets the highest security standards, including:
- Redundant air conditioning
- Redundant internet connection
- Redundant emergency power supply
- Access control and security
- Nationwide camera surveillance

Smart contracts
In order to guarantee the highest possible validity and the ability to act in the “worst case”, all smart contracts are subjected to an intensive audit by specialized partner agencies before they are published. In addition, a so-called “kill mechanism” is integrated into all contracts, which enables the exhibitor to file incorrect contracts. By triggering the “kill mechanism”, a contract is deprived of all execution and transaction capabilities.
3.2.7 UnitedCrowd Community Token

We strive to build a strong community, with the following token core values and benefits:

With the acquisition of UCT, token owners automatically become members of our UnitedCrowd community. As such, they are entitled to participate in **Delegated Governance** and benefit in accordance with the decisions that the community makes through the governance system. Owners of the token are able to vote on proposed modifications in equal proportion to the amount of tokens they hold. Different **Community Rewards** are used to motivate users to join the platform and / or take advantage of future products and services. In addition, we distribute **Airdrop Tokens** to individuals, developers, companies or start-ups who are willing to create or promote interesting tools, services or dApps via UnitedCrowd. Furthermore, token owners are granted **Pre-sale Rights** for selected pre-sale tokens.

In addition, UnitedCrowd will implement a **Token Repurchase Program**. As part of this Token Repurchase Program, UCT will be bought back by UnitedCrowd on the market and held by the company in the **Collateral Pool** for further expansion of the community. 25% of the token sale proceeds and 10% of the monthly turnover are reserved for this.

We are continuously developing additional use cases to expand our community functions.

- Delegated Governance
- Pre-emptive Rights
- Community Rewards
- Token Repurchase Program
- Airdrop Tokens
- Collateral Pool
3.3 Services

UnitedCrowd is an all-in-one partner for companies and stands for sustainable tokenization. That is why UnitedCrowd not only offers technical solutions, but also comprehensive add-on services. With these services we are able to cover all tasks that occur before, during and after a Tokenization. In addition to the technical implementation and examination of legal aspects, our portfolio includes a variety of other services, such as efficient marketing, the creation of necessary documents, the building of a community or business consulting.

In providing these services we are committed to both companies and investors. Our aspiration is to create high-quality investment opportunities that enable successful financing while offering investor protection and attractive advantages. The services are offered in a modular package system that enables the scope of services to be flexibly adapted to the needs of every company.
3.4 Quality Check

To protect investors, all companies that send an inquiry to UnitedCrowd are subjected to an initial due diligence (quality check). Both the project and the company are evaluated according to defined criteria. Only companies that meet our standards can perform a Tokenization on our platform. Investors can rely on the investment opportunities offered through UnitedCrowd to meet strict quality standards.

**SELECTION OF EXAMINERS**
Selection of two examiners according to their expertise in the start-up’s field of activity.

**RESULT**
The assessment is published and made available to investors via the platform, potential risks are identified and reported to investors.

**DUE DILIGENCE**
- Startup provides information for review
- Experts check and rate on a scale of 1-5
- Clarification of further questions and examinations
- In the case of identified risks: mitigation plan

**TOTAL SCORE**

![Score Icon](image)
The financial crisis in 2008 left deep marks. Due to extensive credit restrictions, a large number of entrepreneurs have considerable difficulty to meet their financing needs in a traditional manner. At the same time, investors are looking for attractive investment opportunities.

4.1 Total Market

The growing uncovered capital requirements of international companies, especially SMEs, the high demand for high-yield investment opportunities of international investors in times of low interest rates and the enormous potential of the crypto market form the market potential that UnitedCrowd wants to tap.

The total market is made up of the submarkets shown in the following graphic:

- **FINANCING MARKET**
  - 2.6 Bill. USD
  - Uncovered capital requirement of SMEs worldwide
  - 4.6 Bill. USD
  - Financing requirement of German start-ups

- **INVESTMENT MARKET**
  - 117.3 Bill. USD
  - Volume of shares traded globally in 2017
  - 9.6 Bill. USD
  - Private Equity Germany 2018
  - 34 Bill. USD
  - Crowdfunding worldwide 2015

- **CRYPTO MARKET**
  - 11.4 Bill. USD
  - Financing Volume ICOs 2018
  - 255 Bill. USD
  - Market Capitalization Crypto Market 2019

Sources: 1, 2, 3, 4, 6, 12 & 13
5 Competition

UnitedCrowd offers digital, direct and blockchain-based financing models in the form of Tokenization. The services are therefore in indirect competition with other forms of corporate finance.

Compared to traditional funding mechanisms Tokenization offer numerous advantages:

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Tokenization</th>
<th>Crowdfunding</th>
<th>Venture Capital</th>
<th>Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutional Investors</td>
<td>✔️</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Private Investors</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>VC &amp; Family Offices</td>
<td>✔️</td>
<td></td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>International Investors</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Automatic KYC/AML</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fractional Ownership</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programmable Investors</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rights</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Low Costs</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automatic Governance</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global Liquidity-pool</td>
<td>✔️</td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>24/7 Trading</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Real Time Settlement</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transaction Transparency</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
6 Marketing

It is our goal to establish UnitedCrowd as a reputable and strong brand that stands for quality and innovation. Intensive marketing measures, advertising campaigns and sales activities are used to increase the number of customers and investors within the shortest possible time.

6.1 Online Marketing

Social Media
UnitedCrowd uses all major social media channels to interact with investors, users and potential customers, as well as to increase brand awareness. The marketing measures carried out so far have proven to be effective and have significantly contributed to gaining more than currently 80,000 followers in various social networks.

Influencer
Strategic cooperation with influencers on established social media platforms, in particular LinkedIn, Twitter and YouTube, is used for high visibility and wide reach within precisely tailored target groups. The selection of partners is based on industry focus and scope and is adjusted based on continuous ROI measurements.

Display Advertising
Targeted placement of display ads with target group-oriented design is mainly used for branding. The build-up of the brand through display ads has a positive effect on the synchronized performance indicators.

Public Relations
UnitedCrowd is committed to a broad international media presence. That is why we use our press distribution list with over 2,400 journalists and opinion leaders from the fields of technology, fintech, start-ups and crypto in a timely manner. Articles are also published in blogging portals.

Search Engine Optimization
We use a variety of SEO measures to optimize positioning, increase organic traffic and conversions.

Email Marketing
Conversion-optimized emails are used as part of the online marketing mix for B2C and B2B.
6.2 Events

As part of the marketing strategy, we constantly present our products to potential investors, clients, partners and employees, also in the context of a roadshow.

With a specific adaptation of the presentation to the respective target group, a close exchange of information and space for personal questions, these events offer a higher level of conviction and help to sharpen the brand profile.


We have participated as speakers at the following conferences and meetups:

- FinTech Junction Berlin
- Finance 4.0 Frankfurt
- FinTech Meetup Düsseldorf
- FinTech Abu Dhabi
- Blockchain Bonn
- Crypto Monday Cologne
- Crypto Monday Düsseldorf
- Blockchain Hotel Essen
- Crypto Community Mainz
- Acent AG CIO Meetup Frankfurt
- ICO Circle Cologne
- Wirtschaftsdialog Blockchain Mainz

Participation in the following events is planned:

- Crypto Rockstars Boat 2021 Cologne
UnitedCrowd offers attractive bounty programs that help to increase our popularity and promote network growth. Participants receive tokens for designated activities that serve to increase reach, number of users and sales. All bounty programs are also used for clients as part of the tokenization service.

### Bounty Programs

<table>
<thead>
<tr>
<th>Twitter</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liking and retweeting of UnitedCrowd-content.</td>
<td>Liking and sharing of official UnitedCrowd-posts.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Telegram</th>
<th>Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in the telegram chat and invitation friends.</td>
<td>Translation of the white paper, website and other content.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Blogging</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creation and publication of articles about UnitedCrowd.</td>
<td>Use our official signature and make posts.</td>
</tr>
</tbody>
</table>

We reserve a total of **12,500,000 UCT for our bounty programs** according to the following distribution:

- Translation 10%
- Telegram 2%
- Signature 35%
- Blogging & Video 33%
- Twitter 10%
- Facebook 10%

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*UnitedCrowd.*
7 Roadmap

May 2016
Idea

March 2017
First Smart Contract

April 2017
Referral System

February 2018
Founding Ltd
Hongkong

July 2018
Start UCT Private Sale

August 2018
Compliance Modul

May 2019
Tokenization Framework

June 2019
First order
Mycro GmbH

August 2019
Member BVMW

September 2019
Founding OÜ Estland

October 2016
Beta Platform

March 2017
Platform Prototype

November 2017
Whitepaper v1.0

July 2018
Ethereum Wallet

July 2018
Founding GmbH
Germany

November 2018
Platform Web Apps

June 2019
Registration EU Trademark

August 2019
Founding member ITSA

August 2019
BaFin Legal Review

December 2019
Tokenized VSOP
Michael Goymen (CFO)

Michael Goymen is entrepreneur and financial expert with many years of experience in the financial sector and human resource management. He succeeded as team leader at the largest insurance group in Europe, the ERGO Group AG. At this position he advised large German companies on saving non-wage labour costs. Mr. Goymen was head of a successful wealth management and business law firm with over 400 employees. He has special knowledge in the area of tax optimization, which he has contributed to shaping the corporate structure of UnitedCrowd. At UnitedCrowd, Mr. Goymen is responsible for finance and controlling as Chief Financial Officer.

Andre Wendt (COO)

Andre Wendt is an entrepreneur with 25 years of experience and an expertise in digital and disruptive business models. He was the co-founder of the world’s largest Playtech affiliate and marketing director of the web developer “Otherside Inc.” in London. Mr. Wendt is an expert in crypto and blockchain and early adopter since 2011. At UnitedCrowd he takes on the position of chief operating officer. He is responsible for corporate development and operations with the aim of building up the management level and structuring departments.
8.2 Team

The company is structured into operations, sales, marketing, technical development and finance. Organization and execution take place in dynamic project teams, with agile methods and digital project management tools.

Mr. Ulrich Kemp is managing director, entrepreneur and consultant. His professional career is characterized by success as Chief Operating Officer (COO) at Fujitsu-Siemens Computers, T-Systems Business Service and LG Electronics. Mr. Kemp has many years of experience and excellent know-how in successful management, control and organization of business processes. At UnitedCrowd, Mr. Kemp brings in his expertise as CEO.

Mr. Till Zier has more than 12 years of experience in marketing and managing digital products. He was product manager of the largest German video platform Sevenload. Mr. Zier has in-depth expertise in the strategic positioning and corporate branding of companies, most recently as managing director of the consultancy Social Trademark. He is CMO of UnitedCrowd and responsible for product and communications.

Rainer Symanski is an entrepreneur and business angel for start-ups and medium-sized companies. Mr. Symanski has many years of experience in the areas of corporate management, sales and project management. Through his professional career as chairman of a supervisory board, managing director, partner and founder, he knows the operational and strategic challenges of medium-sized companies with a corporate structure. As Chief Sales Officer (CSO), Rainer Symanski brings his expertise to UnitedCrowd.

Mr. Schwarz has more than 20 years of experience in the technical field, a degree in computer science and very good knowledge in the development of technical solutions. He was development manager of Panorama3000 and founded Eins zu Null Com, which specializes in web development and online marketing. Mr. Schwarz is experienced in the development of blockchain applications and specializes in digital solutions. At UnitedCrowd, Mr. Schwarz brings in his experience as CTO.
Long-term engagement and motivational incentives are promoted through an employee participation program (VSOP). For employees, selected partners and service providers, a liquidity-conserving participation program in the form of virtual stock options based on the Ethereum Blockchain is implemented. 5% virtual shares are reserved for this purpose and continuously distributed over five years.

We are committed to good corporate governance and make the team accountable and liable for the spending and use of our Tokenization proceeds. Decisions are based on Evidence-Based Decision Making (EBDM) to ensure that they are made based on the best facts available and that these facts are focused on the most relevant business issues. With our Anti Money Laundering Directive (AML) we aim to prevent the abuse of Tokenizations for money laundering and terrorist financing. Our understanding of responsibility and sustainability is also reflected in our Code of Conduct. In order to achieve the goals set, the team will be expanded in the next phases according to the personnel planning.
8.3 Advisors

Timo Herbrandt
Founder Vivavon AG
Board of Directors ConValue AG

Holger Malz
Personal Coach
Bitcoin Campus

Werner Hippler
NFL Europe Rekord Spieler
Board of Directors Hamburg Huskies

Ibrahim Evsan
Social Influencer
Keynote Speaker

Laila Dahlhaus
Crypto Enthusiast
Blockchainsurfer

Rafael Moreno
Serial Entrepreneur
Dinner in the Sky®

8.4 Associations & Partnerships

[Logos and images of associations and partnerships]
9 Financial Aspects

9.1 Financial Highlights

Based on the available market data, we calculate as follows:

<table>
<thead>
<tr>
<th>Year (€ Mio.)</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turnover</td>
<td>0.23</td>
<td>1.53</td>
<td>5.69</td>
<td>7.78</td>
</tr>
<tr>
<td>Costs</td>
<td>0.54</td>
<td>1.23</td>
<td>2.06</td>
<td>2.1</td>
</tr>
<tr>
<td>EBIT*</td>
<td>-0.39</td>
<td>0.30</td>
<td>3.62</td>
<td>5.5</td>
</tr>
<tr>
<td>Cash-Flow</td>
<td>-0.21</td>
<td>-0.72</td>
<td>3.50</td>
<td>6.21</td>
</tr>
<tr>
<td>CAGR**</td>
<td>238 %</td>
<td>563 %</td>
<td>240 %</td>
<td>50 %</td>
</tr>
<tr>
<td>Tokenization volume</td>
<td>2.50</td>
<td>20.70</td>
<td>106.00</td>
<td>143.00</td>
</tr>
<tr>
<td>Capital requirement</td>
<td>0.7</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Earnings Before Interest and Taxes  | ** Compound Annual Growth Rate

![Break-even Month](23 months)  
Average Marketing + Sales Expenses: 18%  
EBIT: €8.7M  
Tokenization Volume: €262.7M  
Capital Requirement: €0.7M

* Rating end of 4th year after investment
10 Tokenomics

10.1 General Token Information

A maximum of 800 Million UCT will be generated on the Ethereum-Blockchain (ERC-20 Token). The UnitedCrowd Token will solely be issued by UnitedCrowd and the amount of UCT cannot be increased by mining or any other means. We only issue the number of UCT that has actually been sold or is reserved for other purposes according to the Token Allocation. Thus, there will be no overproduction and the amount of UCT is determined at the end of the Tokenization. There will be no future dilution by issuing new tokens.

Only Ethereum-users and contract holders can be token holders. Tokens are not dividable. Each token belongs to one user. Transferring token to another user can only take place on demand of its owner and cannot be initiated by another user.

<table>
<thead>
<tr>
<th>Tokenomics</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>UnitedCrowd Token</td>
</tr>
<tr>
<td>Symbol</td>
<td>UCT</td>
</tr>
<tr>
<td>Typ</td>
<td>ERC-20</td>
</tr>
<tr>
<td>Softcap</td>
<td>200,000,000 UCT</td>
</tr>
<tr>
<td>Hardcap</td>
<td>515,000,000 UCT</td>
</tr>
<tr>
<td>Price</td>
<td>1 € / 50 UCT</td>
</tr>
<tr>
<td>Total Amount</td>
<td>max. 800,000,000 UCT</td>
</tr>
<tr>
<td>Pre Sale Bonus</td>
<td>+25%</td>
</tr>
</tbody>
</table>

10.2 Tokenization Timeline

- **11th February** 2021 2:00pm CET – **12th February 2021 2:00pm CET**
- **16th February** 2021 2:00pm CET – **16th March 2021 2:00pm CET**

10.3 Payment Methods

- Bank transfer
- Creditcard
- Cryptocurrencies (ETH, BTC)

10.4 Token-Transfer

- The tokens are issued only once, at the time of the deployment.
- The token supply is set at the time of the deployment.
10.5 Token Allocation

The issued tokens will be allocated according to the following distribution:

- Sale: 64%
- Referral: 14%
- Bounty: 7%
- Airdrop: 5%
- Team & Advisor: 2%
- Company reserve: 8%

10.6 Lock up-Agreement and Vesting

Buyers and bounty hunter get tokens after the end of the main sale. Bonus & referral token are locked for 3 months after the end of the main sale. Tokens allocated to team & advisor are permanently locked and vested 1/20 per quarter with linear vesting over a period of 5 years. This means that each quarter the owners can only sell up to an additional 1/20 of their effectively allocated UCT. This measure provides long-term motivational incentives for building up a profitable company.

10.7 Use of Proceeds

The funds raised will be used according to the following distribution:

- Marketing: 6%
- Development: 11%
- Legal: 27%
- Company Reserve: 25%
- Repurchase: 31%
10.8 Token-Repurchase-Program

For the future expansion of our community, it is necessary to ensure an adequate supply of UCT. UnitedCrowd is therefore implementing a Token Repurchase Program. As part of this program, 25% of the funds received from our Token Sale will be used to buy back UCT at the best possible price within 12 months after the end of the Token Sale. After this 12-month period, 10% of revenues will be used for this purpose. Repurchased tokens will be held by UnitedCrowd as collateral to guarantee token supply for the future expansion our UnitedCrowd Community.

UnitedCrowd buys back UCT from token holders.

We therefore reserve:

> 25% Tokenization revenues
> 10% Monthly turnover
11 Links

Domains:
- https://unitedcrowd.com
- https://app.unitedcrowd.com
- https://bot.unitedcrowd.com/
- https://build.unitedcrowd.com
- https://client.unitedcrowd.com
- https://commit.unitedcrowd.com
- https://esop.unitedcrowd.com
- https://exchange.unitedcrowd.com
- https://guide.unitedcrowd.com
- https://helpdesk.unitedcrowd.com
- https://launchpad.unitedcrowd.com
- https://plattform.unitedcrowd.com
- https://platform.unitedcrowd.com
- https://rates.unitedcrowd.com
- https://sandbox.unitedcrowd.com
- https://servicedesk.unitedcrowd.com
- https://staging.unitedcrowd.com
- https://status.unitedcrowd.com
- https://system.unitedcrowd.com
- https://tracker.unitedcrowd.com
- https://wallet.unitedcrowd.com

Associations:
- https://bundesblock.de
- https://itsa.global/
- https://www.bvmw.de/
- https://deutschestartups.org/
- https://www.business-angels.de

Social Media:
- https://t.me/unitedcrowd
- https://twitter.com/unitedcrowd_com
- https://www.facebook.com/UnitedCrowd/
- https://www.facebook.com/groups/UnitedCrowd/
- https://apps.facebook.com/unitedcrowd
- https://www.instagram.com/UnitedCrowd_com/
- https://medium.com/@unitedcrowd
- https://www.reddit.com/r/UnitedCrowd/
- https://www.pinterest.de/UnitedCrowd
- https://steemit.com/@unitedcrowd
- https://unitedcrowd.tumblr.com/
- https://www.flickr.com/people/138009993@N07/
- https://github.com/unitedcrowd
- https://bitcointalk.org
- https://vk.com/id486943524
- https://wwwmeetup.com/de-DE/UnitedCrowd/
- https://g.page/UnitedCrowd
- https://unitedcrowd.typeform.com
- https://unitedcrowd.doodle.com
- https://hackerone.com/UnitedCrowd
Business:
- https://www.linkedin.com/company/UnitedCrowd
- https://www.xing.com/companies/unitedcrowd
- https://www.crunchbase.com/organization/unitedcrowd
- https://gust.com/accelerators/unitedcrowd
- https://angel.co/unitedcrowd
- https://www.f6s.com/unitedcrowd
- https://app.dealroom.co/companies/unitedcrowd
- https://www.provenexpert.com/unitedcrowd/
- https://startup-map.cologne/companies/unitedcrowd

Portal:
- https://www.securities.io/business/unitedcrowd/
- https://stoanalytics.com/platform/unitedcrowd/
- https://betalist.com/@UnitedCrowd_com
- https://www.companyhouse.de/UnitedCrowd-GmbH-Koeln
- https://relationshipscloud.com/organization/unitedcrowd-229135622
- https://www.btc-echo.de/navigator/listing/unitedcrowd-gmbh/
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- https://stowise.com/company/unitedcrowd/
- https://www.founderio.com/de/startup/327744
- https://www.fintech-hub.eu/fintechs/unitedcrowd
- https://www.trackico.io/agencies/unitedcrowd/
- https://waiviodev.com/@unitedcrowd
- https://storing.com/410/unitedcrowd
- https://www.startus.cc/company/unitedcrowd

Reviews:
- https://www.google.com/
- https://de.trustpilot.com/review/unitedcrowd.com
- https://www.provenexpert.com/unitedcrowd/
- https://www.ekomi.co.uk/review-unitedcrowdcom.html
- https://www.mcafeesecure.com/verify?host=sale.unitedcrowd.com
- https://www.facebook.com/pg/UnitedCrowd/reviews/
References


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3. Institut der deutschen Wirtschaft Köln Medien GmbH: Entwicklung der Unternehmensfinanzierung in Deutschland. Vierteljahrsschrift zur empirischen Wirtschaftsforschung, Jg. 43 (Institute of German Business Cologne Medien GmbH: Development of corporate finance in Germany. Quarterly journal on empirical economic research, vol. 43)


7. Earnest & Young: Startup-Barometer.


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3. changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;
4. changes in the anticipated growth strategies and expected internal growth of UnitedCrowd;
5. changes in the availability and fees payable to UnitedCrowd in connection with its businesses and operations;
6. changes in the availability and salaries of employees who are required by UnitedCrowd to operate its businesses and operations;
7. changes in preferences of customers of UnitedCrowd;
8. changes in competitive conditions under which UnitedCrowd operate, and the ability of UnitedCrowd to compete under such conditions;
9. changes in the future capital needs of UnitedCrowd and the availability of financing and capital to fund such needs;
10. war or acts of international or domestic terrorism;
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12. other factors beyond the control of UnitedCrowd; and
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