

THE CROWD NETWORK

TOKENIZED
EQUITY OFFERINGS



A decentralized network protocol
for issuing and managing tokenized equity offerings
of SMEs, Start-ups and Real Estate Projects.

Team

PROVEN TEAM



Daniel Horak

Managing Director Marketing & Sales



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Managing Director Business Development, IT & Finance



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Legal Advisor

DEVELOPERS



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Developer



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Blockchain Enabler & Technical Advisor
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[And 25 more people...!](#)

Team

PARTNERS & ADVISORS



Jürgen Hoebarth

Tokenization Adviser & Expert



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Cryptoeconomics



Daniel Pichler

Cryptoeconomics Researcher

CONDA EQUITY INVESTORS



Hermann Hauser

Serial Entrepreneur & Business Angel



Niko Alm

Serial Entrepreneur & Business Angel



startup300

Business Angel Syndicate, 100+ members

Our Evolution



Our Traction

> 22 MIO. EURO

TRANSACTION VOLUME ON
CONDA PLATFORMS

> 18,000 transactions

Largest campaign: €3 mio

Fastest campaign: €1.5
mio in 24 hours

> 10,000

INVESTORS

From 26 countries

> € 1,200 average
investment

> 25% returning investors

> 30,000

REGISTERED USERS

> 18,000 Facebook fans

> 20,000 e-mail
newsletter subscribers

About 100

FUNDED PROJECTS

> 3,000
Applications

8

WHITE LABEL
PLATFORMS



Current Status



SMEs, Start-ups & Small- and Medium-sized Real Estate Projects

- **Too expensive & complex to launch own token via ICO**
- **Too expensive** to tokenize part of equity on their own
- Insufficient resources to develop instruments for interest & general payments



Crowd Financing Platforms

- **No standardization**
- **No ecosystem**
- **No regulatory-compliant framework**
- Insufficient resources to develop individual tokenized private equity instruments

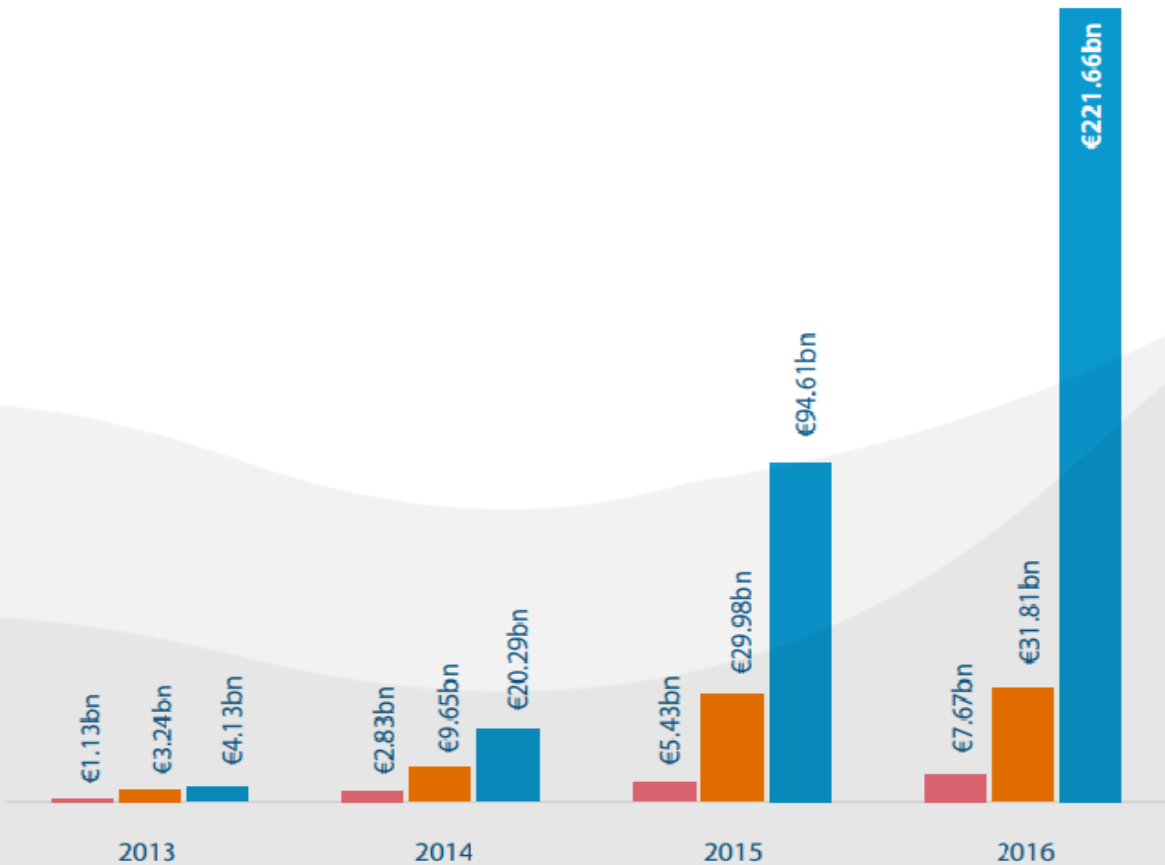


Investors

- Investments not easily transferable or tradable on current platforms
- **Lack of transparency & security**
- Slow processing times due to middlemen

Global Region Online Alternative Finance Market

Figure 4: Regional Online Alternative Finance Market Volumes 2013-2015 (€ EUR)



Source: EXPANDING HORIZONS THE 3rd EUROPEAN ALTERNATIVE FINANCE INDUSTRY REPORT

CONDA's CRWD Network



SMEs, Start-ups & Small- and Medium-sized Real Estate Projects

- **Automated** creation of tokenized private equity instruments
- Crowd sale infrastructure
- Clearing system
- Trading system



Crowd Financing Platforms

- White-label solutions on blockchain
- **Decentralized & tokenized** private equity creator & management system
- Crowd sale infrastructure
- Clearing system



Investors

- Clearing system – **whitelisting only happens once**
- Investment process
- Encrypted private equity instruments are stored & tradable within CONDA's ecosystem

The CRWD Network



White-label Partners

White-label partners can effortlessly present companies from other countries on their platform using the infrastructure, without having to handle different currencies or small transaction fees, and automatically get their reward in CRWD Tokens.



Investors

Investors can transfer alternative investments and to buy add-ons on the platform using CRWD Tokens.

Investors will receive CRWD Tokens as a reward for their activities on the platform, such as giving expert feedback to the companies presenting their campaigns.



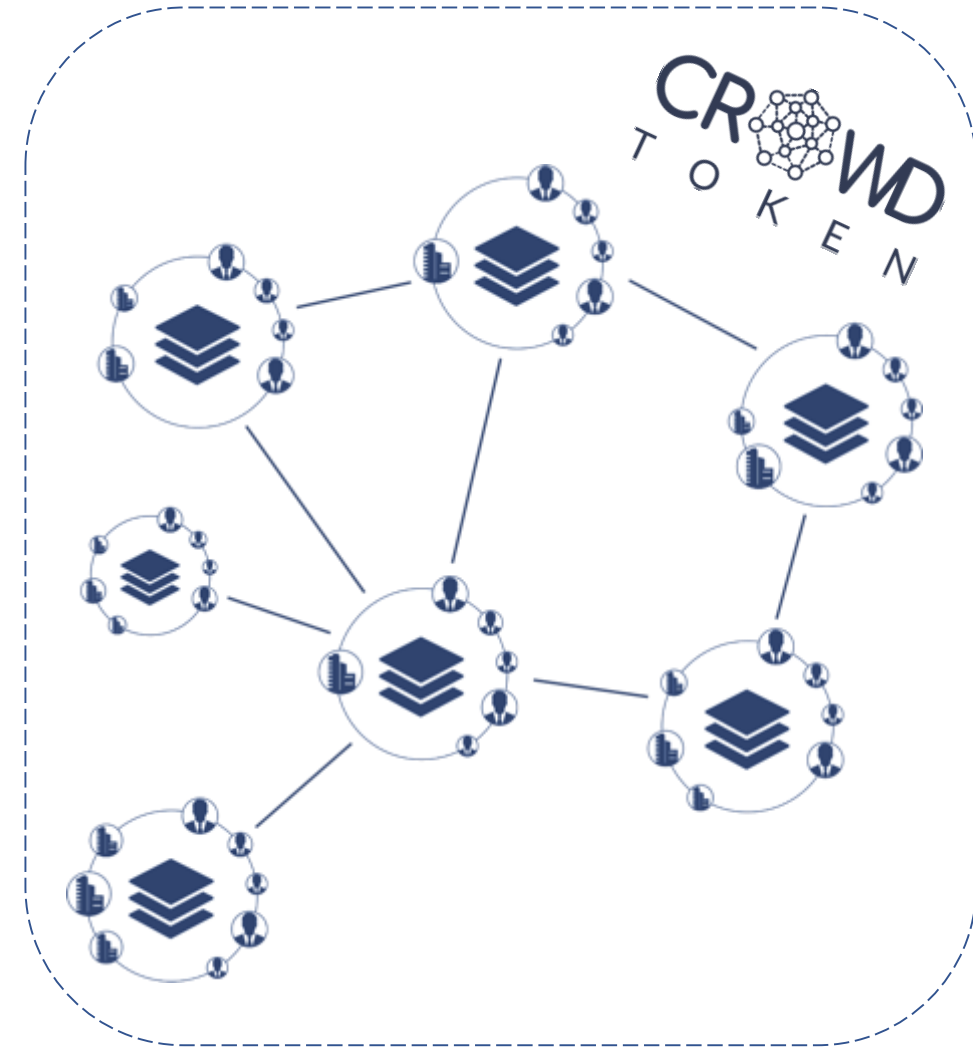
Companies

Companies can pay for consulting during the set-up and execution of the crowdinvesting campaign with CRWD Token.

Companies can purchase the maintenance of their investment, including paying interests, voting, or sending messages.



*Decentralized, Interconnected,
Community-Driven, Transparent,
No Intermediaries Needed*



The CRWD Token

The **CRWD Token** is the core of all transactions and acts as fuel to the **CRWD Network**.

Because the CRWD Token is needed to participate in the CONDA blockchain-supported network, it is also mandatory for the successful buying and selling of investments, and for maintaining all the positive aspects that blockchain brings to the table: transparency, security, and decentralization.



“

The token is required for CONDA's diverse business services as well as for paying the fees thereby incurred. By contrast, investing in the projects processed on CONDA is still made in the respective national currency, e.g. in Euro.

”

Our Competitive Advantage

Features	CONDA Decentralized crowdfinancing clearing system	Neufund Decentralized crowdfinancing clearing system	KICKICO ICO crowdfunding	Wish Finance Lending	Cofound.it Accelerator ICO	KICKSTARTER Crowd Funding	Bank To The Future Crowd Investing
First Project on the platform	2013	Not Started	2017	Not Started	2017	2009	2010
Already funded for companies	€22 Million	Not Started	Data not Published	Not Started	Data not Published	€2.883.367.000	€224,018,467
Investment projects fully selected/managed by community and partners	✓	✗	✗	✗	✗	✗	✗
Crowd-powered selection process	✓	✗	✗	✗	✗	✗	✗
Decentralized ecosystem for other platforms	✓	✗	✗	✓	✗	✗	✗
Fully API-driven	✓	✗	✗	✓	✗	✗	✗
Multi-client white-label platform on top	✓	✗	✗	✗	✗	✗	✗
Support for counterparty tokens (Company/Equity token for participation in companies)	✓	✓		✓	✗	✗	✗

Status Dec. 2017

CRWD Network Benefits



SMEs, Start-ups & Small- and Medium-sized Real Estate Projects

- **Standardized** solutions to manage tokenized private equity instruments
- **“Single click”** interest payouts
- **Legally-compliant**



Crowd Financing Platforms

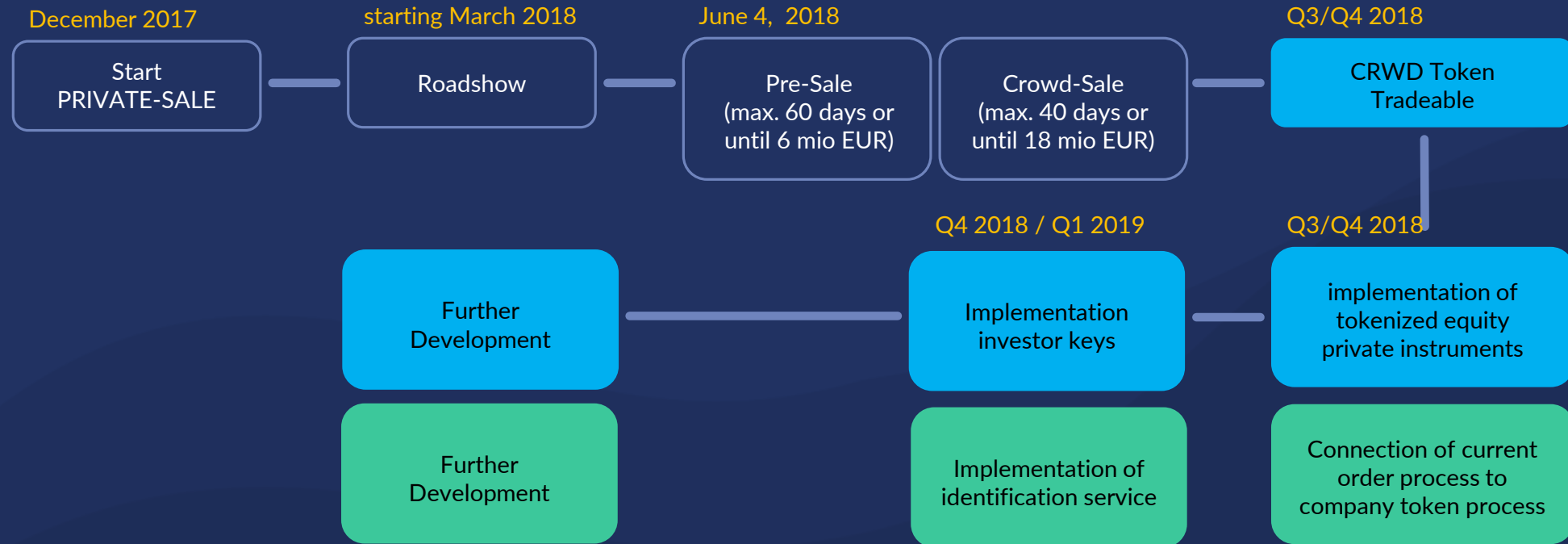
- **Standardized and regulatory-compliant framework**
- Ability to share resources, contracts, and assets & reach larger crowds via the ecosystem
- **“Single click”** interest payouts



Investors

- Investments are easy tradeable and transferable
- **Full transparency**
- **High transaction security**
- Fast & easy access to investment opportunities throughout a vast network

Go to Market



■ Blockchain Development Track

■ Platform Development Track

Token Distribution



CONDA will create up-to **45,000,000** CRWD Tokens.

Up-to **22,500,000** CRWD Tokens will be sold during the ICO.

In total, **50%** of the tokens will be distributed during the ICO (which includes both tokens sold and bonus tokens distributed). After the crowd sale, unsold tokens will be burned.

Soft cap 1,000,000 EUR
Hard cap Pre-Sale 6,000,000 EUR
Hard cap 18,000,000 EUR

THANK YOU!

Web: ico.conda.online

>> [Light paper](#) <<

>> [White paper](#) <<

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