



Business Plan | White Paper

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Making Crypto a part of every Portfolio



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Introduction

We intend to create and run the first "exclusively Crypto" Assets Platform.

Crypto Assets, beginning with **Bitcoin**, have been around for over a decade now. We count at least 13,000 different coins and tokens (collectively referred to as "cryptos") that have become mainstream with non-zero value since the date of issue. Several came into existence in the last bull run that ran from 2017 to early-2018. Some of them have evolved Use-Cases that has justified their significant demand in the markets.

Despite all this and, the consequent generation of over **\$2.5 trillion** in wealth during this period, there has been a void of investment management firms that help retail and institutional investors navigate the complexity of evaluating blockchain projects and protocols. We were particularly sensitized to this need as we saw our friends, families and associates struggle to make sense of the market.

Investors have had to rely on their own painstaking research to understand the sector and then picking out what best makes sense without a real understanding of all the underlying metrics. Often, they also must rely on non-formal sources to be able to stay in touch with developments in the market. This is improving rapidly even as investors add to their vocabulary and understand the challenges inherent with crypto investments.

However, the problem remains – it takes time and effort to pick and choose investments in the sector. Nothing to say of monitoring a 24/7 market!



*** The symbol depicted above is for **Bitcoin.** The cryptocurrency that started it all – on 3^{rd} **Jan 2009.**



We outline the following unique elements of investing in cryptocurrencies / crypto assets:

- a. All cryptos are listed on **24/7 markets** or exchanges that require constant monitoring by teams that assess the impact of decisions by a multitude of governments and regulatory bodies apart from rapid changes in the projects themselves and instances of hacks & frauds.
- b. Blockchain-based projects could **be initiated from anywhere in the world** and deployed in any business. The usability of tokens issued by them is often universal, and exchanges allow the seamless movement of ownership of such tokens to and from any part of the world.
- c. The sector is **subject to several regulatory shocks** as the world's governments get aligned to the larger use cases of blockchain technology while also working on how to deal with the impact of such a sector on monetary policy, capital controls and oversight. The idea of citizens acquiring/purchasing something fungible, transferable, and anonymous in ownership unsettles Central Banks about the control they can wield over the economy.
- d. Some clear segments of **usage and real-world applications** have emerged since the frenzied development activity of 2018 2021. These may now be quantified by use cases and the volume of demand that they will generate over time. No platform is attempting to classify the investment opportunity in accordance with this evolution.
- e. Top exchanges are now shaping up to having their own inhouse functions that deal with the issue, management, custody, staking, borrowing, and lending of crypto assets apart from serving as the primary role as marketplaces for the purchase and sale of different crypto assets. This is different from the stock markets in the manner of exchanges playing multiple roles of marketplace, broker, custodian, market-maker, margin lender and investment banker. They are one-stop-shops enabling several functions that used to require bringing together distinct service providers in the past thereby creating fresh challenges.

A mere 3% allocation to BTC since the beginning of 2016 would have supercharged the growth of a standard NDX-linked portfolio to the extent that this 3% would constitute a whopping 45% of the total portfolio at the end of Jan 2021. It would have added a total return of 7600% of that allocation and increased the net return on the entire investment by a massive 222% as against one that was 100% invested in the NDX constituents. The NDX grew 188% during the same period. Talk of generating alpha with just a minor shift in asset allocation!

Problem

Crypto-Asset investing is different from long-only equity investments in the following aspects:

- 1. The general investor has poor knowledge of blockchain projects and segments
- 2. Structured and aggregated information sources do not exist yet
- 3. Global nature of crypto assets and diverse selections
- 4. 24/7 markets with a multitude of exchanges (250+)
- 5. Lack of standard past performance indicators
- 6. Inherently volatile due to the demand-supply dynamics
- 7. No institutional or regulatory support yet for investors
- 8. Decentralized and Unregulated nature opens up the sector to fraudulent activity
- 9. Fundamental issues of safe custody of crypto involving wallets and private keys
- 10. Inability of the independent investor to understand all the risks involved.

There is a need to tailor an approach that takes all the above into account.

How are we solving it?

We propose to solve this problem by first replicating a mechanism that investors are already familiar with and aligned to in their existing investment habits – like that of dealing with a Mutual Fund. We will port the time-tested concepts of investment selection, capital allocation and portfolio construction while adapting them to the nuances of the Crypto markets. The standard protocols of mutual funds with respect to allocation ratios, liquidity of the pool, metrics to be tracked, research sources, risk management do not apply in the case of Crypto investing. We note that the crypto markets have reached a level of maturity where they can no longer be ignored as an investment class.

It takes a village to seek, find, track and research the right crypto assets for different crypto portfolio needs. Crypto markets are open 24/7 with over 250+ exchanges worldwide.

We will adapt to the uniqueness of crypto-investing by rigorously researching and evaluating the following:

- Understanding the real-world use-cases and traction of blockchain projects;
- Project release cycle, tokenomics & supply changes of cryptos;
- On-chain metrics & shift between long and short-term holders;
- Volatility, segmentation and other signatures of different projects;
- Domination % and the consequent impact on visibility;
- Establishing research sources and data sets that track Crypto assets;
- High cash-to-holdings ratios & higher rates of rebalance;
- Tracking growth of the ecosystems in which the crypto operates in and segment health.

Our team works round-the-clock ensuring that all relevant news streams are analyzed before picking the most promising projects or investments.



Why do we believe that we are better than the individual or institutional investor in making invesment decisions in crypto assets?

- Any project first brings together a team that makes everything else possible. We came together naturally and with the complementary set of skills that are required to run such a setup.
- We have been involved in the traditional investment management industry for a cumulative total of over 25 years. Apart from expertise in blockchain tech, there is no other parallel exposure that suits the sector from an investment perspective. We bring that expertise and experience to build the Platform. All investment managers in this sector are three years old or less by nature of its age/maturity.
- We have painstakingly segmented the different investible assets and put together themes and plans that suit a variety of investors and their interests. We appreciate the effort it takes to put together a crypto portfolio and understand the nuances well.
- We have personally been invested in the market and have generated a compounded return of 153% per annum in the last three years and a total return of 1268% since inception of our personal / family portfolios. We continue to hold and manage them – in it for the long haul.

The entry barrier is in the form of getting the right mix of investment, product, research & technology backgrounds along with 3+ years crypto-native awareness to compete with us.

How big is the addressable market, really?

The global market is potentially worth an AUM of over \$1 trillion in managed Crypto over the next decade. This is on the assumption that about 1/3rd of all assets would be managed by investment management entities and not by individuals or corporates themselves.

If we were to segment by just a particular country, India has an estimated \$50 - \$60 billion in crypto-investment holdings (based on current market cap and not the actual money invested) with over 15 million investors having made purchases either on exchanges or through hardware wallets. The figure is likely much higher given that this estimate only represents 1-2% of the total market cap of the sector.

There are at least an estimated 10 million more people who would like to own or invest in crypto assets but do not understand the sector enough to be able to take the risk. Regulatory lack of clarity also inhibits many investors from taking their first plunge into crypto assets. The taxation element has brought enough attention to the topic lately.

To get a sense of the total market potential, here are some statistics about the stock markets in India.

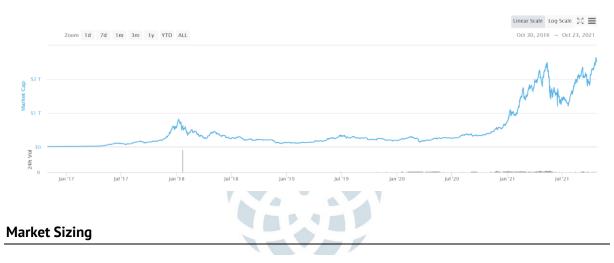
• The market cap of the Indian Stock Market is about INR 255 lakh crores (\$3.4 trillion).



- The total market cap of all Crypto assets, that came into being only about 13 years ago, is already over **\$2.50 trillion** around the time of writing of this document.
- Roughly INR 10,000 crore (\$1.35 billion) is now being invested each month through SIPs into the stock markets. Even if about **4% of a typical investor's portfolio** is directed into managed crypto portfolios, the addressable market is about INR 4,800 crore (~US \$650 million) in investments per annum in recurring investments alone.
- This is apart from allocations that could be made on a one-time basis to rebalance portfolios and include cryptos. At an estimated 1.5% of conversion/diversification by existing stock market investors, this amounts to a new sector that can attract over **US** \$51.70 billion in total AUM over the next decade. And, all this is just for India.

We expect to be leaders in the managed crypto-investing arena - acquiring the expertise and technology that will be required to stay ahead of all competition in the market. We are paranoid about being chased down and intend to stay abreast of every development in the market that would give us an edge to offer superior returns.

Total Cryptocurrency Market Cap





^{*} Data as of end-of-Oct 2021. Subject to volatilty.



Our competition

Friends & Family

- · New Investors ask what is best or copy-trade
- · Friends groups who introduced one to the market
- · Dependence on exchanges for picking winners
- · Family networks to check on ideas
- · Buying without any allocation logic

Self-Research

- · Identifying the how, what, where and when
- · Following dubious sources on the internet
- · Spend hours watching crypto videos
- Read Whitepapers, Check Use Cases
- Ask the academics or other prolific investors

There are no other significant companies that are stepping into these markets to address the need yet. Regulatory non-clarity has been a key issue but waiting for everything to be perfect is never a good idea!

CoinWealth - Product Suite

CoinWealth addresses the following Crypto Investment classes:

- Cryptocurrencies & Tokens
- o DeFi | SoFi | GamingFi
- o Non-Fungible Token Collectives
- Tokenized Assets

Programs/Streams:

- a. Segmented Portfolios (Managed Cryptofolios);
- b. Portfolio Management Services for HNIs;
- c. SIP Options into existing portfolios;
- d. Fixed Income Programs (DeFi & Lending);
- e. High Risk: Leveraged & Algo-Trading;
- f. Special Situations: ICOs, IDOs, IEOs, Collective Buying.

CoinWealth - Managed Crypto Portfolios - Hosted on www.coinwealth.capital

While there are several crypto exchanges that exist in the different geographical regions of the planet, there are very few advisory and investment management entities that are focused on building enduring portfolios that allow the retail or corporate investor to participate meaningfully in the market.

It is but natural evolution that such companies come forward and start establishing themselves as the focal points from where planned investments can be made in different crypto assets. The concept of investing in ETFs that limit to only a few of the top currencies is important for the sector as a whole but does not necessarily address the need for greater research into the other 99% of the market by number and representing about **50% in value**.



The rate of return generated by an investment in BTC since 2016 is not going to be easy to replicate by investing in BTC in 2021 given its current market cap. It will take significant news and action to move something with a base exceeding a trillion dollars. The opportunities are clearly greater in picking from a deeper pool of the next 400 opportunities that are significant in size (projects with a market cap of over \$50 million) but are still early in adoption and usage

CoinWealth will introduce the first set of Managed Crypto Portfolios in the following segments:

- 1. Game of Platforms: Blockchain Platforms
- 2. **ZappDapp:** Decentralized Application Tokens
- 3. **DeFive:** Decentralized Finance Top 5 Plays
- 4. **DeX Hexes:** Decentralized Exchange Growth
- 5. **3on33 Chainovation**: New General Innovation: (3% each on 33 projects)
- 6. **NFT, not Nifty**: Non-Fungible Tokens & Platforms
- 7. **Gamify my Portfolio**: Gaming Crypto Opportunities
- 8. **Speed Momentum Investing**: Active Market Winners

Each of these Portfolios will have a common pool of investments. Investors wishing to participate may purchase units/tokens that will have a declared **NAV** (**Net Asset Value**) that is published at the end of 24-hour period.

While we will initially focus on marketing the Portfolios in specific geographies, the portfolios are location agnostic and may be invested in by anyone. The intent is to scale and perfect the investing and administration process and then carry it forward into other jurisdictions and regions.

Name Segment		Relative	Annualized	Ехр.	Min.
		Risk	Returns	Drawdowns	Inv.
Game of Platforms	Platform Ecosystem	Low	150%	25%	\$500
ZappDapp	Decentralized Apps	Medium	120%	30%	\$500
DeFive	DeFi Top 5 Plays	Medium	140%	35%	\$500
DeX Hexes	Decentralized Exchanges	High	160%	40%	\$500
3on33	New Innovation	V. High	300%	70%	\$500
NFT, not Nifty	Non-Fungible Token Platforms	V. High	200%	50%	\$500
Gamify my Portfolio	Gaming Tokens	High	200%	40%	\$500
Speed	Active Market Winners	High	250%	50%	\$500

^{**} All figures are estimates based on activity, volatility, and historical return and subject to market risks. Past Performance is no indicator of future returns. We have seen some aggressive growth in the 2020-2021 period.

Geographic Expansion is and will remain a crucial element of usage of the funds raised during the IEO. Given the singular global market, the concepts of investing perfected in one region will apply in every region we enter after complying with jurisdictional requirements.



Risk-based Allocations

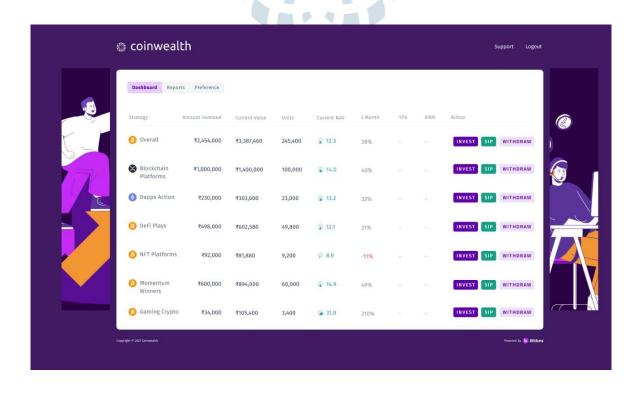
One of the crucial elements of the equity market investing has been the effort to reduce the volatility of the capital allocated and establishing a consistent rate of return that beats benchmarks by a comfortable margin. Replicating this with the Crypto markets requires considerable freedom to be able to exit the market during times of volatility and going all stablecoin as a crucial element of the investing strategy. Setting Cash holding ratios of 2-10% does not quite make sense in portfolios meant for Crypto assets. Sometimes going 90-100% is the most prudent thing to do and our portfolios will track triggers that will require them to go all into stablecoins than hold on to cryptocurrencies that are on a downtrend.

Momentum Strategies

A set of portfolios that will seek to ride the wave on specific segments or crypto projects that are in the news will be made available exclusively to those investors who hold balances of at least 1,000 CNW tokens. This set will require a high minimum investment and will be subject to rigorous risk management processes to ensure security of principal invested.

Staking, Lending & Fixed Income Products

A certain segment of investors would only like to participate in programs that offer capital protection and earn a rate of return either in the form of staking rewards, for locking their crypto in a Staking Pool, or from Lending against secured Collateral to other entities in the crypto markets and exchanges. We will release such low-risk portfolios as a separate category – they will focus on a fixed returns each month that benchmark against the secure rate of return in each jurisdiction. Customers seeking to generate fixed return for a set period will also find investment options in the FIP segment that we will introduce.



CoinWealth - Business Structure

We are in the process of evaluating and rolling out the following business structure for the platform. We are being cognizant of the regulatory requirements that may be put in place at a later date and are doing a best-efforts estimate of the structure that would work well for our needs while being in compliance with a regulator and tax-authorities in relevant jurisdictions.

Each Portfolio will issue its own tokens that are mapped to a central corpus of investible funds/assets that are deployed in different crypto investments.

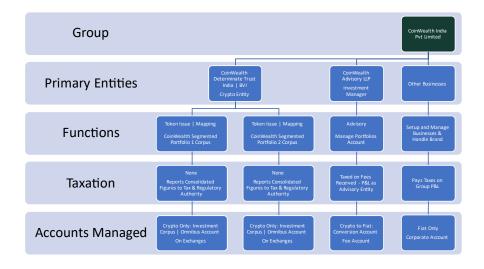
Functional Flow

CoinWealth Exchange Investor Markets the Portfolios; Does KYC Receives Application; Does KYC Applies to Invest Invests Primary Crypto in Selected Manages Portfolios Converts from Fiat to Crypto Portfolios Issues Tokens Receives NAV Tokens Provides Dashboard Generates Performance Report & Reviews NAV & Value Sends Statements & Reports NAV Handles Receipts & Conversion back Pays out funds & Burns tokens Redeems Tokens to Fiat Reports Data as an Investment Reports Data as an Exchange to Reports Profits & Pays Taxes due Corpus Entity Regulator

Functional Flow

Entity Structure

Entity Structure



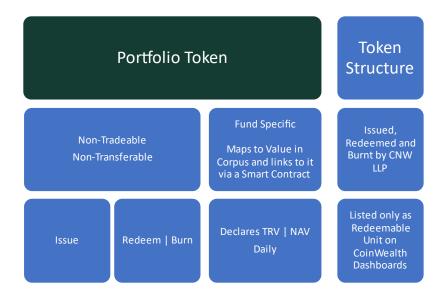
CoinWealth **Primary Account** CoinWealth **Investor Tokens Determinate Trust** CoinWealth CoinWealth **Smart Contract** India | BVI Advisory LLP Platform Token Mapping Exchange – Omnibus / Nodal Corpus CoinWealth Cash **Advisory Fee Crypto Assets Account** Transactions

CoinWealth Segmented Portfolio

Portfolio Structure, Account Setup and Flow

Token Issue

Token Issue & Structure



- Issue of non-tradeable; non-transferable NAV Tokens | Daily TRV
- Capital Omnibus/Nodal/Investment Corpus Holding Account: Only Crypto
 - Risk of **double taxation** if the Holding Account is taxed while the token will be taxable in the hands of the user given clear recorded dates of purchase and sale/redemption of the token.
 - Profits and losses would at each transaction and netted off. It would not be
 possible to assign taxes at the fund transaction level. Buyers may exit at various
 stages, thereby making it important to track their individual profit or loss from
 the investment. Tokens may be sold before a loss is recorded by the Corpus
 Account thereby leading to loss of revenue otherwise.
 - Corpus funds are not convertible to fiat and the tokens are non-transferable.
 May only be redeemed at the Portfolio level. There is no leakage of any value or profits at the token level.
 - Holding Account will be assigned under a Revocable Specific (Determinate)
 Trust (Similar to an Exempted Mutual Fund as under SEBI regulations for Indian Equity) with "taxation marked as passthrough". The account involves year-round purchase and sale of tokens and hence it is impossible to determine beneficiaries on a fixed basis for the full year. However, it will be possible to determine and report exact gains and losses based on token/unit purchase/redemption record.

Exchange and Distributor Driven Model

Primary scaling of business will happen in the following manner:

1. Exchanges:

Exchanges already have the captive audiences that look for services for managing their holdings and additional investments. Validated demand is in the form of:

- a. Primary allocation of 3-5% of total wealth into crypto
- b. Portfolio Management Services for HNIs
- c. SIP Options into an actively managed Portfolio
- d. Fixed Income Programs
- e. NFTs, Tokenization and Collectibles
- f. High Risk: Leveraged & Algo-Trading
- g. Special Situations: ICOs, IDOs, IEOs, Collective Buying



2. Appointed Distributors:

Investment Advisors, Insurance Providers and Family Office Managers who are not under the purview of other regulatory bodies may empanel with the Platform to sell its products in the market. Depending on their existing networks, they may be allocated business across regions and product areas. This cohort will receive active support from the Platform in branding and marketing their services.

Payouts will be in the form of trailer commissions, account size benefits, segment-linked promotions, and tiering.

3. **Direct Selling:**

The Platform will seek to build an internal team that will work on improving visibility of the Platform in the general markets and the crypto ecosystem to attract new subscribers to the platform. They will also ensure constant engagement with the clients already on board through two channels depending on size of investments:

- a. Mass Digital Engagement (non-personal).
- b. Premium In-Person Account Management (over INR 1 million)

Product Roadmap: First Year | Initial Setup & Offerings

Month	Release Stage
Nov 2021	Beta-Testing Version Release – Private & Angel Investor Participation Only
Jan 2022	Initial Private Client Release
Mar 2022	Public Release of first 8 Portfolios: 1st March 2022
May 2022	Second wave: 10 Portfolios open to public based on Risk & Momentum parameters
Jul 2022	Release of Leveraged Portfolios & Algo-Trading Products
Aug 2022	Full release of Platform to allow participation across exchanges / distributors
Sep 2022	Release of Staking, Lending & FI products
Dec 2022	Release of the Exchange Traded or Open NAV Products
Jan 2023	CoinWealth CNW Exclusives: First Portfolios & Early Access to vetted IEOs
Feb 2023	First Geographic Expansion: Identified HNI market subject to regulatory clearances
Mar 2023	Release of third wave: CoinWealth Exclusive ETFs & Segmented Portfolios



Quarterly: Long Term Scale: TradFi to DeFi Conglomerate

Period	Proposed Release Direction
Apr - Jun 2023	Geographic Expansion : 2 – Open up on key exchanges
Jul – Sep 2023	Exclusive: CNW Core: Niche Long-Term Private Wealth: New Offer
Oct - Dec 2023	Exclusive CNW Digital Assets: NFT Portfolios
Jan - Mar 2024	CoinWealth: Crypto Investment Bank seeks approvals for operations
Apr - Jun 2024	CNW: Potential Secondary IEO: Follow on Issue
Jul – Sep 2024	CNW: Long Term Growth & Fixed Income Portfolios for Corporates
Oct - Dec 2024	Exclusive CNW Digital Assets: Tokenization Portfolios
Jan - Mar 2025	Geographic Expansion: 3 – Cover all EMEA and South-East Asia jurisdictions
Apr - Jun 2025	Exclusive: CNW: Generational Wealth Portfolios
Jul – Sep 2025	Prepare & List CoinWealth: IPO for the regional entities: Regulatory Clearances
Oct - Dec 2025	CoinWealth IPO Exclusives: Corporate Treasury Operations
Jan – Mar 2026	Geographic Expansion: 4 – EU and Americas (Regulatory Approvals)
Apr – Jun 2026	Cover all regions globally with regionally relevant Portfolios
Jul – Sep 2026	Manage the scale of business across global units
Oct - Dec 2026	HNI Portfolios: High Minimums: Momentum Strategies

CoinWealth Token (CNW)

Purpose

The CoinWealth Token (CNW) is the native cryptocurrency / token of CoinWealth. It is being issued to support the development and marketing of the **CoinWealth Crypto Assets Platform** as depicted in the Roadmap and Release Schedules. It will also serve to generate value inside the CoinWealth ecosystem.

We will initially list the token on Bitbns and at least two primary DeXes covering UniSwap and PancakeSwap. There will be effort undertaken to have it approved by and listed across all major centralized exchanges globally including those that particularly cater to India. We expect global participation in the IEO. The Platform initially plans to operate in India and the Middle Eastern markets.

The permanent total cap of tokens that will be issued stands at **13** billion. This will not change any point in the future. We propose to bring only a fraction of the tokens into circulation in the first phase with the reserved balance subject to Future Sales after the Platform has gained mainstream acceptance and at a price determined by the closing price achieved by the Phase 3 process of the Token Sale during the IEO.

There are four key areas that CNW Token holders will gain from:

- i. **Staking:** Token holders can lock their tokens to receive a staking reward every 10 days. This requires them to reserve their tokens from any usage.
- ii. **Fee Discounts:** Token holders can use the tokens to pay fees when they purchase units of the Portfolios through any of the CoinWealth channels and on Algo products offered under the StockTrix brand.

Year	1 st Year of issue	2 nd year of issue	3 rd year of issue	4 th year of issue
Discount	40%	20%	10%	5%

- **iii. Exclusives:** CoinWealth will endeavor to introduce segments that will allow exclusive benefits to CNW holders and users including Portfolios that will only be available for application using the CNW token. This will include a proposed Tokenization initiative and an NFT Portfolio of art & sports memorabilia.
- iv. Repurchase: The team will use 10% of the profits generated by the Fees from CoinWealth Portfolios and assign them to a central reserve to either support liquidity or burn them to permanently reduce the supply of such tokens.



i. IEO Issue, Marketing, Barters

A section of the allocation has been set aside for expenses related to the Issue, setup, marketing costs, commissions, referral rewards for introducers and barter transactions during the pre-IEO phases. Any unused portion of this allocation will be exclusively assigned for marketing CoinWealth as a brand post Go-live of the Portfolios.

ii. IEO Sale

A total of **1.82 billion coins** have been set aside for the sale during the Private Allotment and 3-phase Public IEO.

iii. Pool Liquidity

Allocations to the Pool will be utilized by the CoinWealth team in a Transactions Wallet Account to manage liquidity, list of new exchanges, run tests on new portfolios, handle redemption requests, and make payments to vendors supplying services for the operations of the Portfolios.

iv. Staking Reserve

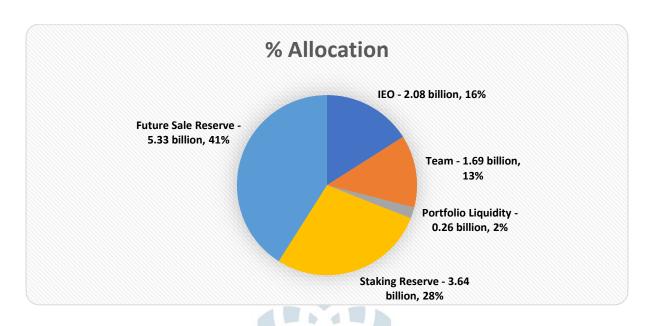
Staking Rewards will be payable to participants over a period of 7 years (or until all supply is exhausted) at the rate of at least **10.80% per annum** as long as they submit their tokens into a lock. Tokens once locked cannot be withdrawn for use or sale **for a period of 1 month**. Payments will be made once every 10 days (or as declared for each of the Staking campaigns) on a simple rate basis. All payments will be made from the Staking Reserve set aside for the purpose. Tokens paid out in rewards to the User Wallet will not be subject to a lock and may be used for payments of fees or sale or transfers.

v. Future Sales - Limited Reserve

Future Token Sales will be from the Limited Reserve at a price NOT less than **2.6x of the average issue price in Phase 3** of the IEO and will be subject to open market bids at the time of such issue. This protects all buyers of past issues from inflationary risks in the event there is not enough demand for such IEO, IDO or market sale. Any excess or unsold tokens during the IEO will also automatically revert to this Reserve balance. Further, this reserve has been created to ensure that there is a definite lifetime cap on the total number of tokens that are issued. We will seek to raise more funds in line with the demand for the CNW Token.

Total Supply & Allocation for IEO

Issue	Total Count	% Allocation
IEO	2.08 billion	16.0%
Team	1.69 billion	13.0%
Pool Liquidity	0.26 billion	2.0%
Staking Reserve	3.64 billion	28.0%
Future Sale Reserve	5.33 billion	41.0%
Total	13.0 billion	100.0%

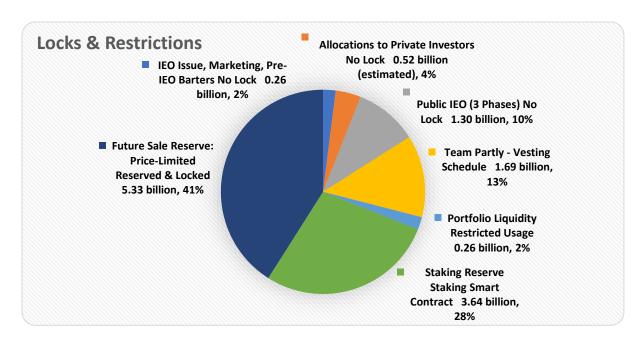


Issue, Reserves, Restrictions and Locks: Breakdown

Issue	Total Count	Lock on Use
IEO Issue, Marketing, Pre-IEO Barters	0.26 billion	Partly - Vesting Schedule
Allocations to Private Sales	0.52 billion (estimated)	Partly - Vesting Schedule
Public IEO (3 Phases)	1.30 billion	Partly - Vesting Schedule
Team	1.69 billion	Partly - Vesting Schedule
Pool Liquidity	0.26 billion	Restricted Usage
Staking Reserve	3.64 billion	Staking Smart Contract
Future Sale Reserve: Price-Limited	5.33 billion Not subject to Staking	Reserved & Locked
Total	13.0 billion	

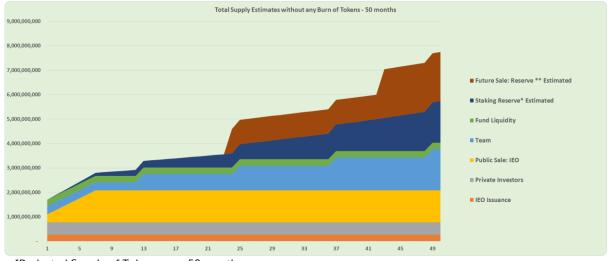
Repurchase | Buyback of Tokens

The CoinWealth team will automatically purchase tokens at market rates for up to **10% of the net profit** generated every year by CoinWealth from the fees charged on the products that are offered. This process will continue until the team is able to purchase **5.2 billion tokens (40%)** at market rates and burn them reducing the total lifetime supply to 7.8 billion.



Only about **20.60%** of the Total Supply of Tokens will be available for active use at the close of the IEO.

coinwealth



^{*}Projected Supply of Tokens over 50 months

Team Tokens: Vesting Schedule

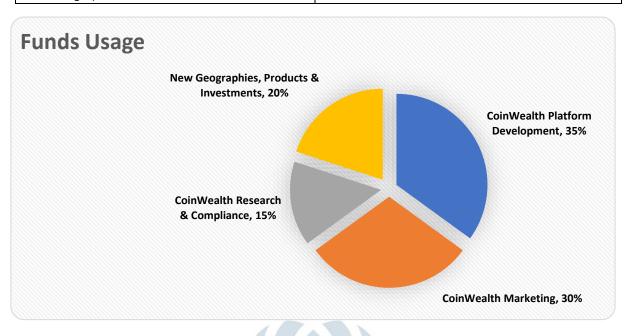
Year	Initial	1 st Year	2 nd Year	3 rd Year	4 th Year
% Unlock	20%	20%	20%	20%	20%

Private Sale & IEO Tokens: Vesting Schedule

Year	Initial TGE	30 days	60 days	90 days	120 days	150 days	180 days
% Unlock	25%	12.50%	12.50%	12.50%	12.50%	12.50%	12.50%

Funds Usage

Utilization	Allocation
CoinWealth Platform Development	35%
CoinWealth Marketing	30%
CoinWealth Research & Compliance	15%
New Geographies, Products & Investments	20%



IEO: Issue Process & Phases

Issue Stage	Min (USD)	Max (USD)	Allocation Price (USD)	Total Issue
	Application	Application		
Private Sale	\$5,000	\$250,000	\$0.002458	XXX
Phase 1: Pre-Seed Sale	\$1,000	\$25,000	\$0.002950 (20% higher)	XXX
Phase 2: Seed Sale	\$300	\$1,000	\$0.003540 (20% higher)	XXX
Phase 3: Final IEO	\$20	\$300	\$0.004000 Reserve Price	Balance
			Bids*	
Total Issue				1.82 billion
				tokens

^{*} All allocations in Phase 3 will be at the price set by the highest price bid at which all available quantity is claimed by the end of the sale period. Allocation will be in the order of the Highest bid received. Balance of Funds deposited at bids over and above the accepted bid and funds deposited against unsuccessful bids will be returned to the originating wallet within 5 days of closure.

IEO Schedule & details (Living document: Subject to change | Live Sale Periods)

Issue Stage	Timeline (Start & End at 12:00 UTC)
Private Sale	13 th Nov 2021 - 27 th Dec 2021
Happy 13th Birthday Bitcoin	03rd Jan 2022
Phase 1: Pre-Seed Sale	10 th Jan 2022 - 20 th Jan 2022
Phase 2: Seed Sale	13 th Feb 2022 - 20 th Feb 2022
Private Client CoinWealth Platform Go-Live	01 st Mar 2022 (The Takeoff - 01-03-2022)
Phase 3: Final IEO Phase	03 rd Mar 2022 - 09 th Mar 2022
CoinWealth Token Issue and Listing	10th March 2022



Base IEO Rules

- 1. A minimum of 15% of total issue will be reserved and made available at each Phase regardless of number of subscriptions in earlier phases.
- 2. Private Sale has a Vesting schedule of 20% over 4-months.
- 3. Funds sent in by unsuccessful bidders will be returned to the originating wallets within 5 days of close of the phase of sale.
- 4. Entities that purchased in previous rounds will be allowed to bid in future phases.
- 5. All purchased tokens will be issued, opened for trading on exchanges, for use in staking and/or for payment of Fees on CoinWealth products effective **28**th **Feb 2022.**
- 6. Post-issue statistics will be made available publicly on www.cnwtoken.com
- 7. Staking Rewards will only be payable to those who lock their tokens in the Staking Protocols post-issue and after receipt of tokens in their wallets.
- 8. The decision of the allocation committee will be final with regards to allocations at each stage. The committee reserves the right to reject any/all applications without assigning any reasons whatsoever.
- 9. Acceptance of bids will be subject to any/all regulatory, compliance and KYC requirements being fulfilled.

Team

Rajesh Arjunlal Jaisingh (RJ)

RJ is the co-founder, and Principal Portfolio Manager, of CoinWealth.

He is currently Co-Founder and COO of Weinvest, a Singapore headquartered Top 10 FinTech startup building out a **digital wealth and advisory platform** that helps banks, asset managers and institutions offer online investment options to their clients. Weinvest raised its Series A funding, of over US\$12 million, in 2018 with Schroders as the Lead and a clutch of industry veterans in the Singapore Investment community. He oversees Product Rollout,



Scalability, Testing, Client Implementations, Live Client Operations & Delivery. He will continue to be a shareholder but will no longer serve in an active role once he moves full-time to CoinWealth effective 1st of March 2022.

Before this, as the Head of Global Client Operations for one of the fastest growing technology firms (Rank #31 on Tech Fast 500 by Deloitte) in the US, RJ started from scratch and built a team that managed a book of business generating **over \$100 million in net revenues**, while working with clients across the Americas, EMEA and APAC, for PubMatic. He returned to India in 2015, after a stint at the SF Bay Area HQ of PubMatic, to start Welnvest. He remains a shareholder of PubMatic which is now listed on the NASDAQ (PUBM) at a valuation of over US \$2 billion.

Having received the Economic Times Young Leader Award in 2011, RJ was recognized early as one of the top young managers in India. He spent his formative years setting up and running business operations



units for Lehman Brothers, HSBC and Junosource covering different regions across the Americas, Europe, and Asia.

Apart from hitting a fitness goal of doing 130 push-ups a day, he spends time on his passion for investments, analyzing broad markets and brooding over the roles of government and the individual in running an economy. He also loves chatting about one's spiritual purpose, business and economic evolution, and minimalism. He also enjoys trekking, biking and long drives along coastlines.

Rajesh has a bachelor's degree in Bank Management from the University of Madras and has completed the Accelerated Management Program from the Indian School of Business sponsored by The Economic Times, the world's largest business newspaper, in 2012.

LinkedIn: https://www.linkedin.com/in/rajeshaj | Twitter: https://twitter.com/rajeshaj

Rajesh V (RV)

RV is the co-founder, and Head - Algo Trading, of CoinWealth.

He previously was Director of Operations for Welnvest (Singapore-based WealthTech firm), where he managed an AUM book of **SGD 200 million+** in Robo Advisory business operations for one of Top 3 banks in Singapore. He was instrumental in setting up the onboarding, delivery, and active management phases of the engagement. He also managed 30+ strategies across 8 markets and automated the daily operations to a significant extent including Order execution, Payments & reconciliation. He specializes in keeping things running no matter what the circumstances.



Earlier, at Scripbox, which is one of India's largest Mutual Fund Robo Advisory platforms, he managed INR 1000+ crores of AUM for a customer base of over 10,000 retail investors. He played the principal role in setting up the operations and integrated all Registrar and Transfer Agents (RTAs) for processing investments & payments.

At Accord Fintech, RV managed Sales and support of Indian markets' data, financial content, Wealth management software and website solutions to banks and financial services companies.

At Capital Market (CMOTS), he managed Sales and Support of Indian markets data products, financial content, and website solutions to bank and financial services companies.

With over 18 years of experience in the Financial Services industry, RV has a hands-on approach to wealth management operations covering customer onboarding, KYC, end-to-end order management, core fund operations, payments processing, reconciliation, contact-center sales and support, Equity & Mutual fund research, client coordination & team management.

RV is a keen follower of the Stock Markets and has active experience in building algorithm and quant strategies. Some of these strategies are in the process of being validated for use by automated trading systems being built by the group.

Linkedln: www.linkedin.com/in/rajeshv5 | Twitter: https://twitter.com/rajeshv037

Sushanth Bijjavara Chandre Gowda (SG)

Sushanth is the co-founder, and Founding Engineer, of CoinWealth.

Before CoinWealth, Sushanth worked in financial technology startups, and has also spent considerable time in the Healthcare IT and Home Services tech industry.

At Mainstreet (now Hoist), he scaled the systems to handle 4x daily active users and brought in architectural patterns which helped the company scale the number of small businesses using the platform from 4 to 28.

In his time with Welnvest (which is where the founders all met),

Sushanth built distributed systems and scaled Order Management and Feed Processing Systems to process orders on a large scale.

Before this, he led the engineering team for analytics for Healthcare IT products at Cerner India.

He is enthusiastic about the world of equity markets, cryptocurrencies, and building advisory platforms.

With a degree in Engineering from VTU, Sushanth has a decade of experience building and scaling products in a wide range of domains. Apart from hands-on engineering, Sushanth has also hiring and managing best-in-class technology teams. He is architecting the CoinWealth platform to be highly scalable and available.

LinkedIn: https://www.linkedin.com/in/sushanth-gowda/ | Twitter: https://twitter.com/sushanthgowda19

Pradeep Simhan (PS)

Pradeep leads the DeFi streams of the business along with Risk Advisory for all our business functions.

He worked in the Semiconductor industry for over 15 years as a Physical Design engineer building chips for all kinds of electronic systems.

His interest in Electronics started his Crypto journey in 2013 when he put together a mining rig and started mining Dogecoin in its first week of launch.

He is, at his core, a deep value investor in the stock markets since

2004 and is a long-term Bitcoin maximalist and Crypto Evangelist, who spends his time coding with Solidity with the intent to understand and mitigate smart contract risk. He has given several talks on Crypto Strategies at conferences across India.

His passion is the DeFi space and the extraction of yield from cryptocurrency and sees unlimited possibilities in the growth and promise of this upcoming financial system.

An avid angler, you can find him camped on the banks of the Cauvery or sailing in the Bay of Bengal on his down time. He has a MS in Microelectronics from the University of Northumbria and a BE in Electronics from the University of Mysore.

LinkedIn: https://www.linkedin.com/in/psimhan/ | Twitter: https://twitter.com/psimhan/ | Twitter:





Devendra Hapawat (DH)

Devendra works on building trading bots for StockTrix, which will be one of offerings on the CoinWealth platform.

He is working with the leading job marketplace Upwork, with their billing & payments engineering team. The team manages integrations with different third parties for pay-ins/pay-outs, providing user-facing instrumentation for customers to manage their finances on the platform. Devendra has designed test solutions to ensure quality of the product.

Before this, Devendra worked with a fintech startup, where he implemented test frameworks and business flows for advisory

platforms. He has worked with engineering teams at Welnvest on solutionizing products to code problems and delivering quality work. That's where he started to take an interest in the world of finance and investing.

With over five years of total experience building frameworks and systems to analyse and test a wide range of applications, Dev is passionate about quality engineering and has worked on different delivery models. He is a certified professional from ISTQB in agile methodologies and QA processes.

In 2015, he started Adarkies with Ankit Jain (among the members of CoinWealth team), a digital marketing company which offers marketing solutions to local schools and businesses in Jaipur, India.

Dev is an active crypto investor and true believer in the transformational capabilities of blockchain technology.

LinkedIn: https://www.linkedin.com/in/devendra-hapawat-8a0835106/ | Twitter: https://twitter.com/Deven38704787



Shivansh is a data science enthusiast with over four years of experience as a software engineer currently working as a Senior software engineer with German Ccorporation Bayer Cropscience.

At Bayer, Shivansh works in the Smallholder farming division to help scale Farmrise and Plantect providing agronomy advisory to millions of Bayer customers. Apart from this, he has also worked on developing image-based crop issue prediction models used across Bayer products.

Before Bayer, Shivansh was in the finance sector with Weinvest where he helped build order management systems and the GrowWealth application.

LinkedIn: https://in.linkedin.com/in/shivansh-bajaj-602224a5/



Prashant Singh (Technology)

Founder and CTO at Bitbns (India's largest digital assets exchange) and Buyhatke - a shopping research destination.

Graduated from IIT KGP, worked with Flipkart for 45 days and quit on an Independence Day to start working full-time on Buyhatke. Since then, Buyhatke has saved over INR 1000 crores for users when they shop online.

Bitbns right now trades over US \$1.5 Billion on a monthly basis and has over 3 million users. Interested in building tools that help people either save money, make money, or reduce their commerce friction.



Other global first products include bitdroplet.com (a bitcoin SIP) and usemycards.com

LinkedIn: https://www.linkedin.com/in/atiprashant/

Chandan Kumar (Token Issue)

Graduated from IIT KGP in '03 in Electronics.

Traded US Crude Oil Futures, US Treasuries, S&P 500 Futures etc. from 2006 to 2015 at GH Financials (Israeli Prop firm) / Futures First. Algo Trading Consultancy since 2015.

Crypto investor, trader, and consultant since 2017. Bitcoin Certified Professional. Graduated to yield farming, IEO investing, options trading and algo trading in crypto over the years.

Consulted with Bitbns from Sep 2018 to June 2021 and joined full time as Head, Client Development in July 2021.

LinkedIn: https://www.linkedin.com/in/chandankr/



Pritam Dutta (Investment Syndication & International Business Development)

Pritam currently leads Digital Transformation at the world's largest Beverages company. He has over 13 years of experience across Digital Transformation, Strategy & IT Business Partnering.

Recognized as **Economic Times Young Leader'11** and **NEXT 100 CIO'10**, Pritam has multiple internal & external accolades to his name.

Pritam has exposure to diverse sectors like Auto & FMCG has a proven track record of driving teams to achieve organizational goals. He is a person for whom driving Business Innovation is a way of life. He has



proactively taken on innovation initiatives to improve processes wherever he has worked, some of which have not only generated business benefits, but have been identified as Global Case Studies. He has also won multiple awards in recognition of his leadership abilities and such initiatives.



Pritam's expertise ranges from integrating operations across companies to managing complex Transformation programs worth millions of Euros. With his quick learning abilities, he has been able to don multiple hats at the same time even in areas where he had no prior training on. Innovation, global networking & building initiatives from scratch are Pritam's strengths.

LinkedIn: https://www.linkedin.com/in/pritamdutta/

Jackie Vaswani (The Brand Guru)

Jackie has over 30 years of experience in digital communication. His knowledge spreads across multiple fields including branding, consulting and advisory.

Co-Founded Virtual Graphics Pvt. Ltd. in 1995 offering services in the emerging world of Digital Corporate Communication. Founded Paper Tiger in 2013 for providing Branding and Packaging services.

He has spent his career accumulating experience in branding and strategy and has helped several businesses establish themselves in their market. He has had the privilege of working with a diverse range



of clients and a variety of brands on various aspects of corporate communications including FMCG, Cosmetics, Hospitality, Entertainment, Software, Engineering and Consumer brands. He has been involved in developing successful marketing strategies for over 20 years, consistently creating value and growth for all his clients, and building relationships with the best in the business. He is always looking for new challenges and eager to explore new technology and emerging trends.

Currently engaged as an independent adviser to a few brands looking to fine-tune their strategic positioning online and offline. He is passionate about trading and investing and new developments in the markets and is now focusing at leveraging his experience to inspire creativity and innovation in the fast-expanding crypto industry.

LinkedIn: www.linkedin.com/in/jackie-vaswani

Varun Nahar (Research & Market Advisory)

AdTech veteran and a Crypto enthusiast. Varun heard about Bitcoin back in 2013 and bought his first one in 2015.

With 40% of his wealth tied to cryptocurrencies, he passionately believes they are the future and the path to early financial freedom.

He runs his own YouTube channel where he reviews laptops and manages an active Twitter account where he tweets about all things Crypto.

LinkedIn: https://www.linkedin.com/in/varunnahar/



Ankit Samarthya (Technology & Integrations Advisory)

Founder and CTO at Coinzak, a one-stop solution for crypto investments who also founded Mailzak (acquired), an email marketing automation web app.

A computer science graduate from VIT University, Vellore, Ankit has worked with multiple fintech startups, including Hummingbill (acquired by KredX), Weinvest, and Volopay (YC Company). At Weinvest, he built and managed the portfolio recommendation engine which contributed to Coinzak's initial ideation.



Coinzak is a crypto investing platform much like Smallcase where you can invest in baskets of multiple cryptocurrencies in one click. It provides features like SIP, rebalancing, and tracking portfolio. Ankit has always been keen about new technology and has kept himself updated, especially, in Blockchain, DevOps, and Fintech domains.

LinkedIn: https://www.linkedin.com/in/ankit1992/

Mohnish Wadhwa (Fund Structuring & Tax Advisory)

Qualified as a Chartered accountant, Mohnish has a decade of experience in this field. In his initial stints, he was with Deloitte and then went to KPMG.

He has been an enthusiast in the field of tech taxation and specializes in the FinTech space including Blockchain. He has been active across forums of cryptocurrencies and has also been involved in numerous international tax engagements and transactions with clients who are global leaders in their industries. He believes that tech has the power to move the nation forward quickly, depending on how fast a particular nation adapts it. He also strongly believes in the potential of



blockchain as a technology and the role it can play in uplifting a particular division, organization, industry, or a country.

LinkedIn: https://www.linkedin.com/in/mohnish-wadhwa-4b28b347/

Statement from the team

We adhere by the three keywords that will drive all our actions:

Trust, Integrity and Simplicity

The team respects the trust placed on it by early token buyers, several of whom may not have known us personally. We will ensure that the fund allocations are put to best use in a manner that generates wealth for all stakeholders. We acknowledge that we are bound by our own integrity to our mission than by any regulations governing this process. We have done our best to explain our case in as simple a language as possible and make that our driving mantra all through. Keep it as simple as possible; as complex as necessary. Our focus will be on generating alpha for our clients.



Risks

There are significant risks involved in running a Crypto Asset Platform. The team is adequately exposed to and aware of them. Managing and mitigating risks will be a constant and continuing endeavour.

Security is a key concern area for any cryptocurrency investor and ensuring that all protocols are adopted to mitigate such risks is a central deliverable of the CoinWealth team. We will adopt and hold ourselves to meet or exceed the highest standards in the industry with respect to audit, verification and compliance with the applicable ISO and CryptoCurrency Security Standards that industry bodies set as benchmarks.

We will lean on our key vendors that will provide the technology and services that we will require to be able to manage the business. Such services will include and not be limited to issue of tokens, setup of fund accounts, broking, custodianship, audit support, security, and communications. Such relationships will create dependencies that we will endeavour to limit to the minimum and reduce the scope of any one vendor or geographical region impacting all our operations.

Competition

We are early in a segment that is bound to have competition from teams that will notice and attempt to build their own systems to scale on the opportunity. We look forward to seeing the ecosystem grow and expect to set the pace by capturing a sizable percentage of the market by generating better and consistent alpha, introducing new portfolios, listening to our most valuable customers, marketing and constantly adjusting to the market's needs. There are other large players who will also notice the opportunity and attempt to acquire into a slice of the market. We believe we are in no way constrained from being able to meet such challenges.

Regulatory

Regulations in and of the Cryptocurrency sector are an evolving topic and there is constant effort to track and align with announcements, deal with compliance requirements, and manage other stipulations that different government bodies have and will put in place. There is also no regulatory body to issue licensing, approve, monitor, or regulate a Crypto Fund or Portfolio Management entity in most countries. We expect progress on this front as adoption accelerates. We will endeavor to list and comply with them as soon as they are set up by the respective jurisdictions.

Our business teams will keep up with and stay in constant touch with the appropriate authorities to comply with KYC requirements and regulations that allow us to operate in such legal jurisdictions. We will also allocate time and resources to help shape the evolving thought process of and about the sector in the best interests of all stakeholders.

Overall, the approach of the team will be to actively engage with and comply with all jurisdictional requirements to be able to operate in a particular region or country.

This is a living document. We constantly update information and details that take shape on or after the date of publishing of the latest version. Please obtain a copy of the latest version at any given point. You will be able to access the same on the TokenSale web page.



Disclaimers

All figures and representations have been obtained from reliable public data sources that have been verified. All effort has been made to ensure accuracy of such data, but investors are advised to verify the same against their sources. All data presented is from the period this document is being published in and performance data is subject to constant variations due to market movements.

Please consult your tax and investment advisors for any impact on your tax planning efforts. The publishers do not take responsibility to ensure alignment with all laws that you are subject to in your jurisdiction. You are requested to verify if you are eligible to participate in such sale / allocations. By choosing to participate in the Token Sale, you explicitly absolve the CoinWealth team from any and all liabilities, direct or indirect, with respect to taxes, laws, indemnities and/or any other form of liability as a result of such participation.

Websites, Media & Marketing Communications

To sign up for Crypto Portfolio Investing - Principal Website: www.coinwealth.capital

CoinWealth Token – Issue & monitoring website: www.cnwtoken.com

Media Relations & Marketing Teams:

media@coinwealth.capital

Investor Enquiries in CoinWealth, the platform:

investors@coinwealth.capital

Token Support: <u>token@coinwealth.capital</u>

Request for more information, collateral & other annexures

The following Annexures are available on Request: Send an email with Name, Designation, Company, Location & Contact Number to token@coinwealth.capital

- 1. Token Intrinsic Value Model.
- 2. CoinWealth Token Investor Deck | CoinWealth Managed Portfolios Deck & Factsheets.
- 3. Addition to the notifications list for updates on developments.



Appendix

Tokenomics:

Total Lifetime Supply: 13 billion Liquidity on Phase III close: 20.60%

On Sale: 1.82 billion

Total Fund Raise: Up to \$7.280 million

Phase 0: Private Sale @ \$0.002458 - Subject to a 25% Unlock on TGE - Equated Monthly Vesting (12.5%) over 6 Months. (Range: \$5,000 - \$250,000)

Phase 1: Pre-Seed Sale @ \$0.002950 - Subject to a 25% Unlock on TGE - Equated Monthly Vesting (12.5%) over 6 Months. Close of all phases (Range: \$1,000 - \$25,000)

Phase 2: Seed Sale @ \$0.003540 - Subject to a 25% Unlock on TGE - Equated Monthly Vesting (12.5%) over 6 Months. Close of all phases (Range: \$300 - \$1,000)

Phase 3: Public IEO @ \$0.00400 - Reserve Price - Biddable - No locks or Subject to a 25% Unlock on TGE - Equated Monthly Vesting (12.5%) over 6 Months. Close of all phases (Range: \$20 - \$300)

Expected TGE date: After 15th Feb 2022

Staking Start date: On TGE date; Users can review options on bitbns.com

To read more \$\frac{1}{2}\$

Website: https://coinwealth.capital

White paper: https://tokensale.coinwealth.capital/download

Business Plan: https://coinwealth.capital/download business plan deck

Private Sale: https://coinwealth.capital/download-private-sale-deck

One Pager: https://coinwealth.capital/download one pager

Investor Pitchdeck: https://coinwealth.capital/download investor deck

Anchor Investors:

XXX - Currently Confidential - XXX

To read more 🖣 🖣

https://coinwealth.medium.com

Social Media Links

LinkedIn: https://www.linkedin.com/company/CoinWealth

Twitter: https://twitter.com/CoinWealth

Medium: https://CoinWealth.medium.com

Telegram Channel: https://t.me/CoinWealthOfficial

Telegram Group: https://t.me/CoinWealthGroup

YouTube: https://www.youtube.com/c/CoinWealth

Instagram: https://www.instagram.com/coinWealthOfficial/

Reddit: https://www.reddit.com/r/CoinWealth/

Quora: https://coinwealth.quora.com

Discord: https://discord.gg/zEjMV6AcfH

Facebook: https://www.facebook.com/CoinWealthOfficial

GitHub: https://github.com/CoinWealthToken

Slack: https://stocktrix.slack.com

www.coinwealth.capital