



TOKEN ADVISORS

# ABOUT US

## Token Advisors

Token Advisors is poised to lead and access fintech growth right in the heart of Asia. Cosmopolitan, business-friendly and technologically-ready, Singapore is ASEAN's best business hub and top ranked in factors such as infrastructure and structure in reports by PwC, AmCham and others.

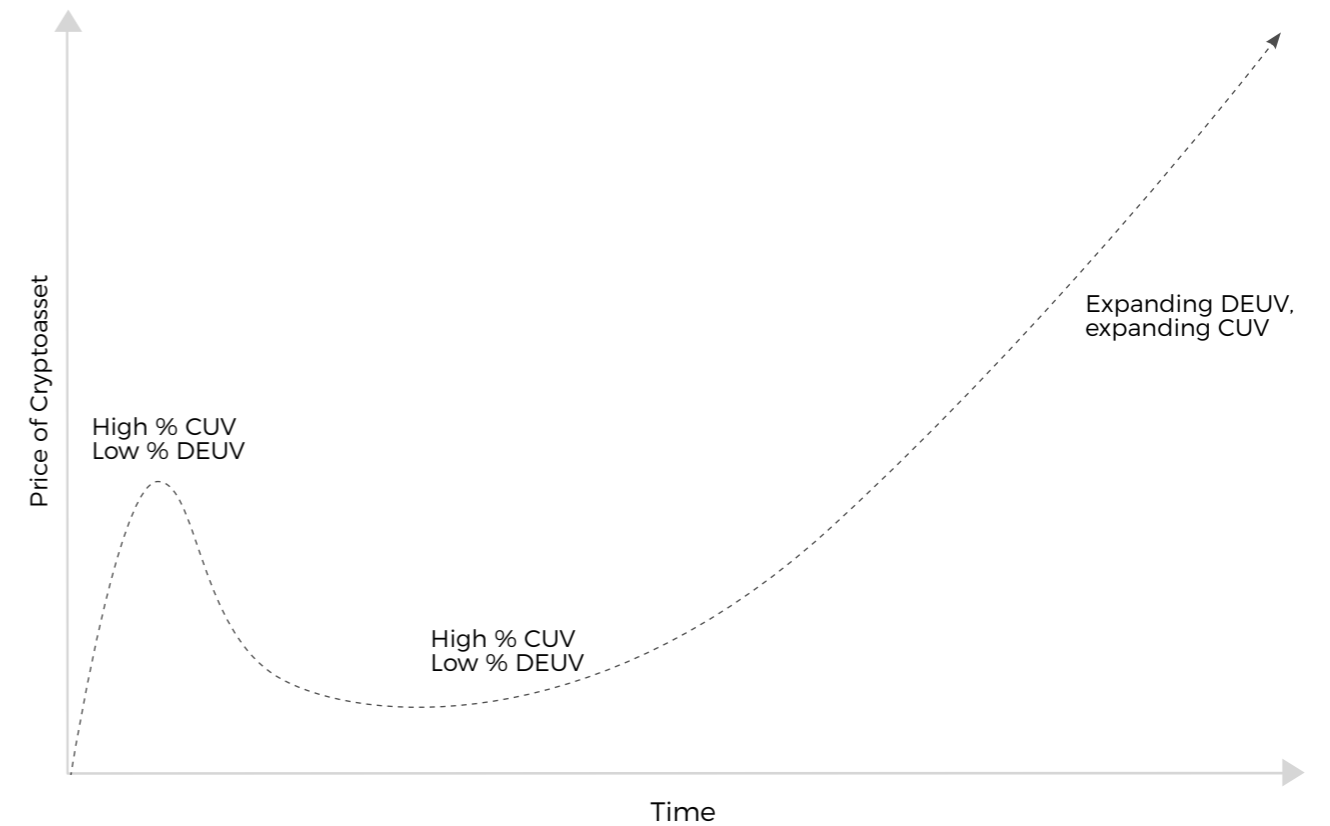
Token Advisors' base here provides ready access to Asian markets and is the ideal bridge to connect to big marketplaces, such as China.

Our forward-centric way of approaching startup fundraising, organic business escalation or investing into underserved but high growth sectors gives you confidence that we are your partner in every way.

### OUR EDGE:

- We have unparalleled international networks and reach.
- We have deep understanding of crypto currencies proce behavior and market forces behind it.

### The "crypto J-curve"



(source: <https://medium.com/@cburniske/the-crypto-j-curve-be5fdddafa26> )

# OUR SERVICES

## What do we provide

We are an ico underwriting and pre-sales investors in utility tokens. Our underwriting services include:



Technical partners that can issue the ICO and subsequent utility token on the blockchain.



Listing utility tokens on cryptocurrencies exchanges.



Support to exchange the cryptocurrency into fiat currencies during and after the ICO.



Real-time asset reporting and risk management after ICO.



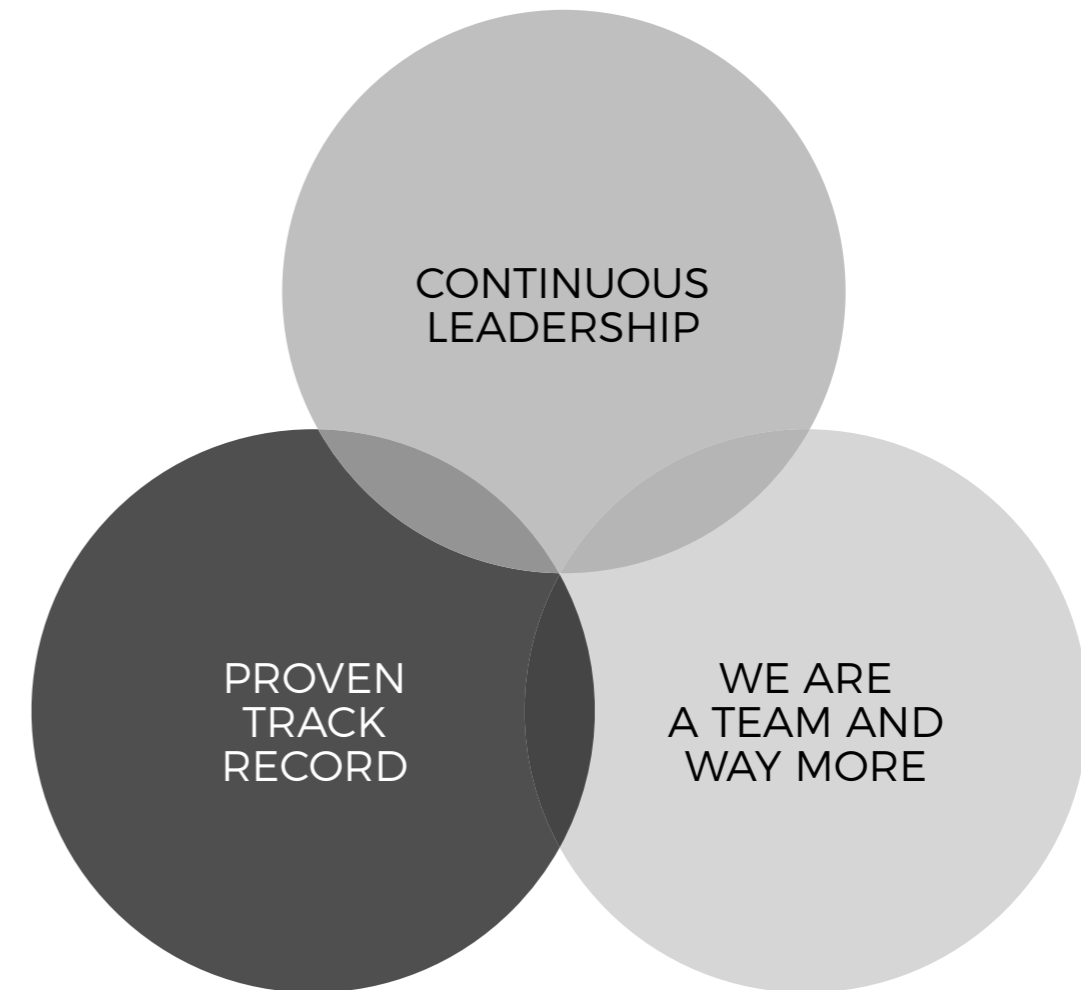
Management and support during the whole ICO process.



# OUR SERVICES

## Why partner us

We are an ico underwriting and pre-sales investors in utility tokens. Our underwriting services include:



# PROJECT FLOW

## PROJECT PLAN

Idea formulation

White Paper

ICO Planning

Presale

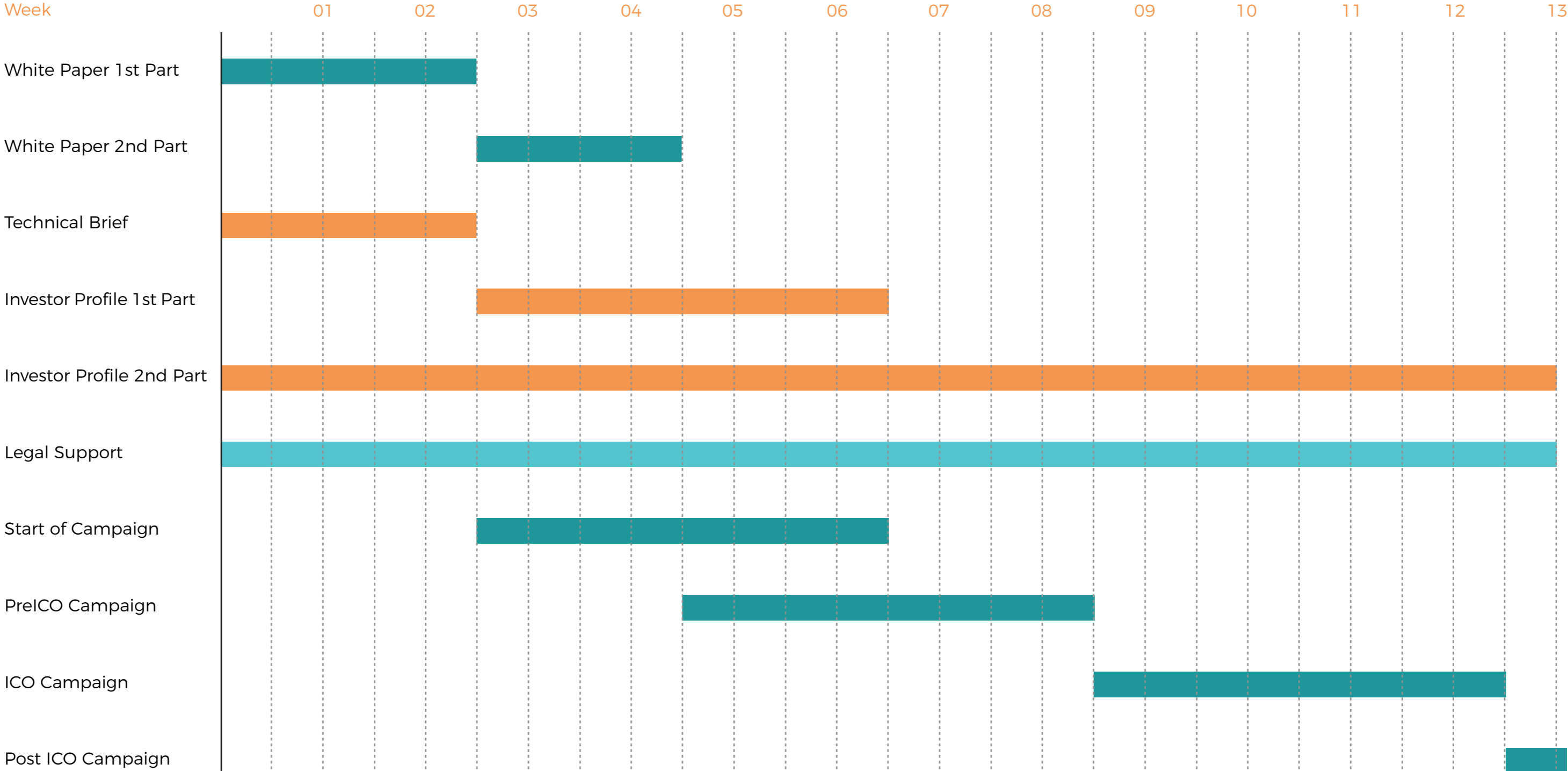
PreICO

ICO

PostICO

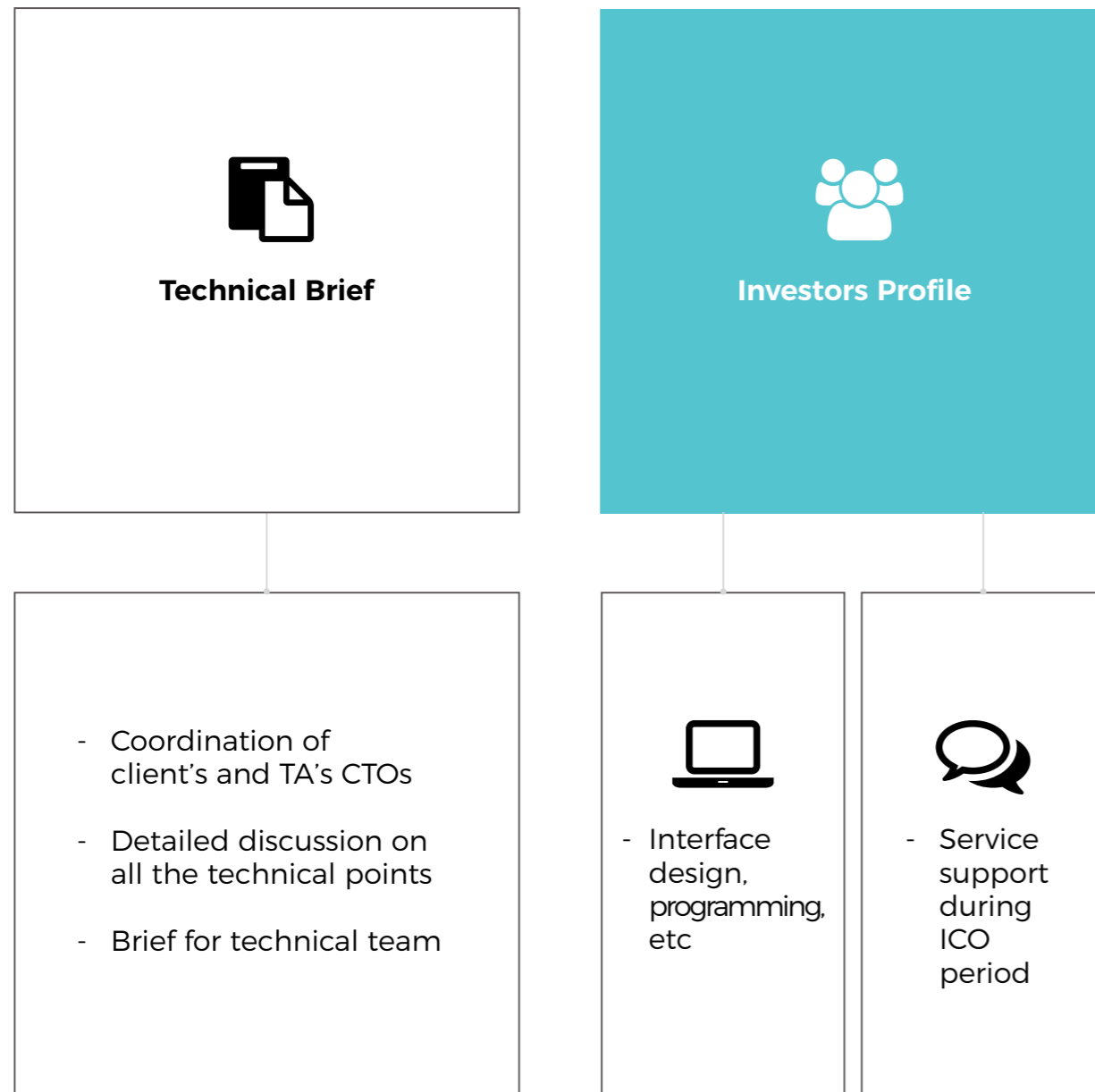


# PROJECT TIMELINE



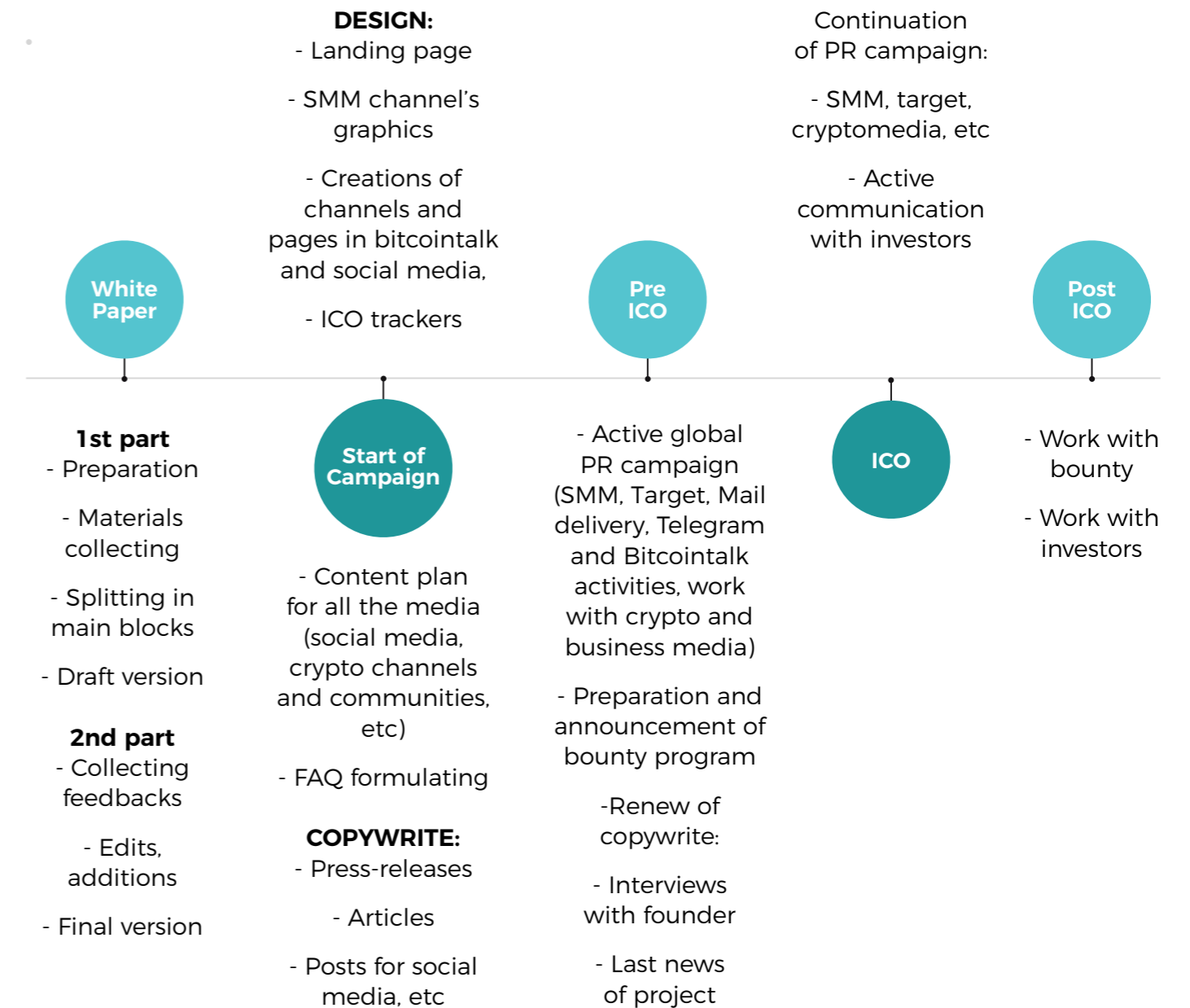
# PLAN DESCRIPTION

## Technical Part



# PLAN DESCRIPTION

## WP and Marketing



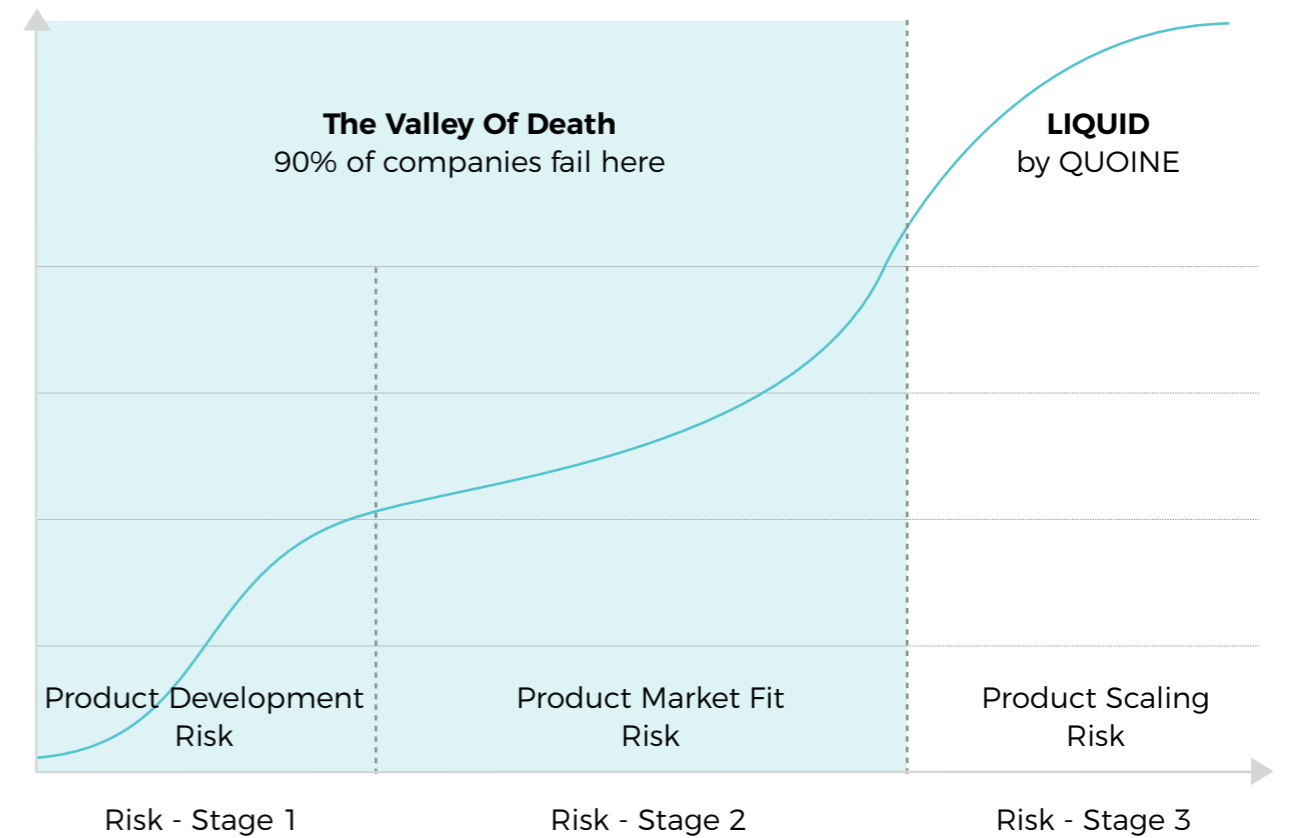
# PLAN DESCRIPTION

STEP	PRICE (USD)
Idea Formulation (Per 10 Hour Session)	\$5,000
White Paper (For 40 Hours)	\$20,000
Designer's Work (Landing Pages, Whitepaper, Rollap, Visit Cards, etc.)	\$10,000
Investor Profile (Interface Design, Programming, etc)	\$15,000
Investor Profile (Support For The Whole Period of Ico)	\$10,000
Media Recommended Budget Per 1 Language Group	\$250,000+
Legal Support	\$100,000
Project Coordination (Per 1 Month For One Project Coordinator)	\$20,000
PR Support Per Language Group Per 1 Month <small>Recommendations: English, Chinese, Indian, Spanish, German, Arabic, Russian, Korean Language Groups)</small>	\$15,000
Presale	5% From Every Pre-Sale Deal

## Our pre-ICO investments include: **LIQUID.PLUS**

### By Quoinex

The LIQUID platform has a deistinct competitive edge over the rest with its powerful product features and success factors in proving product-market fit.

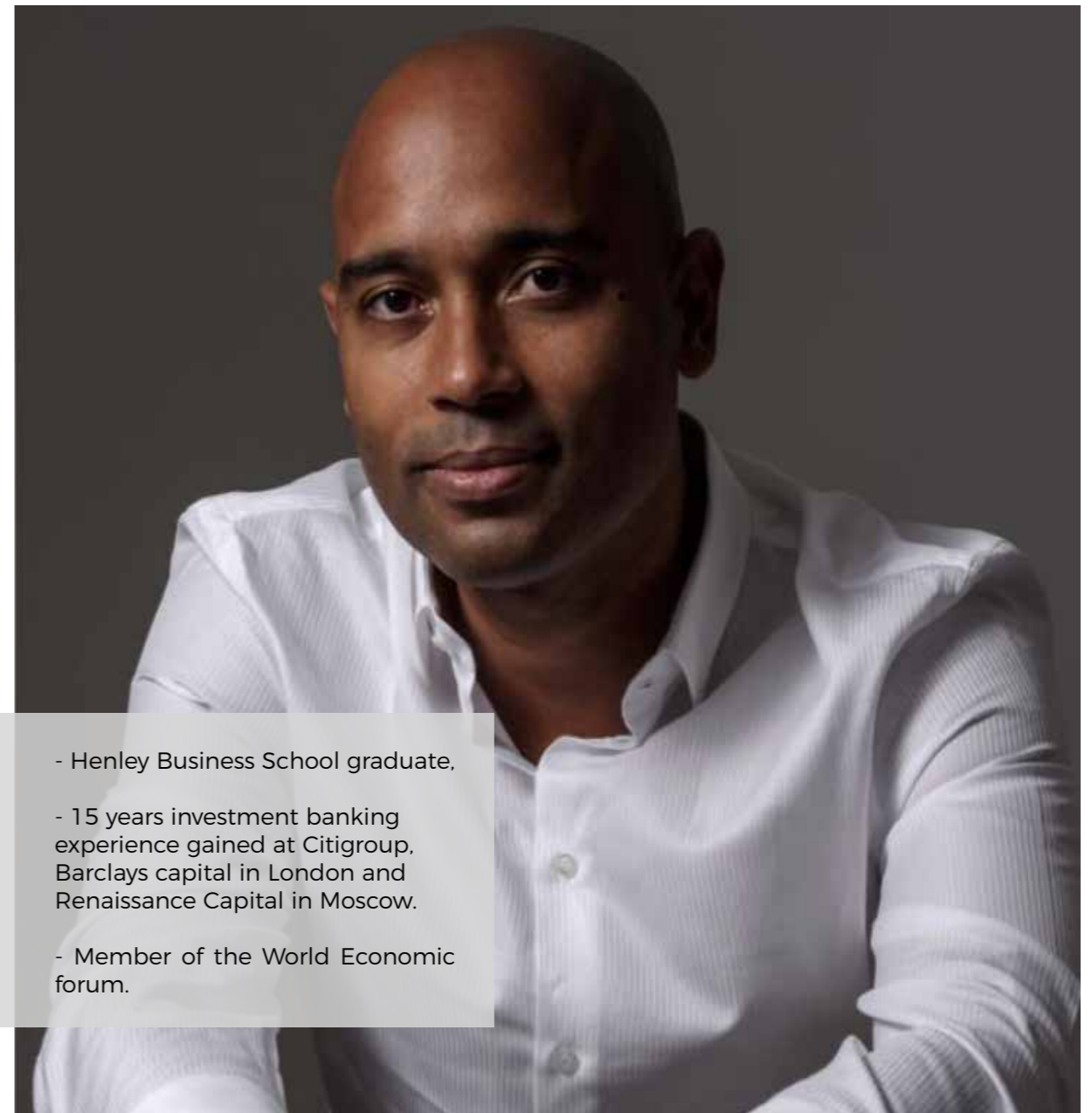


# THE TEAM



# DANIEL SANTOS

Token Advisors Owner

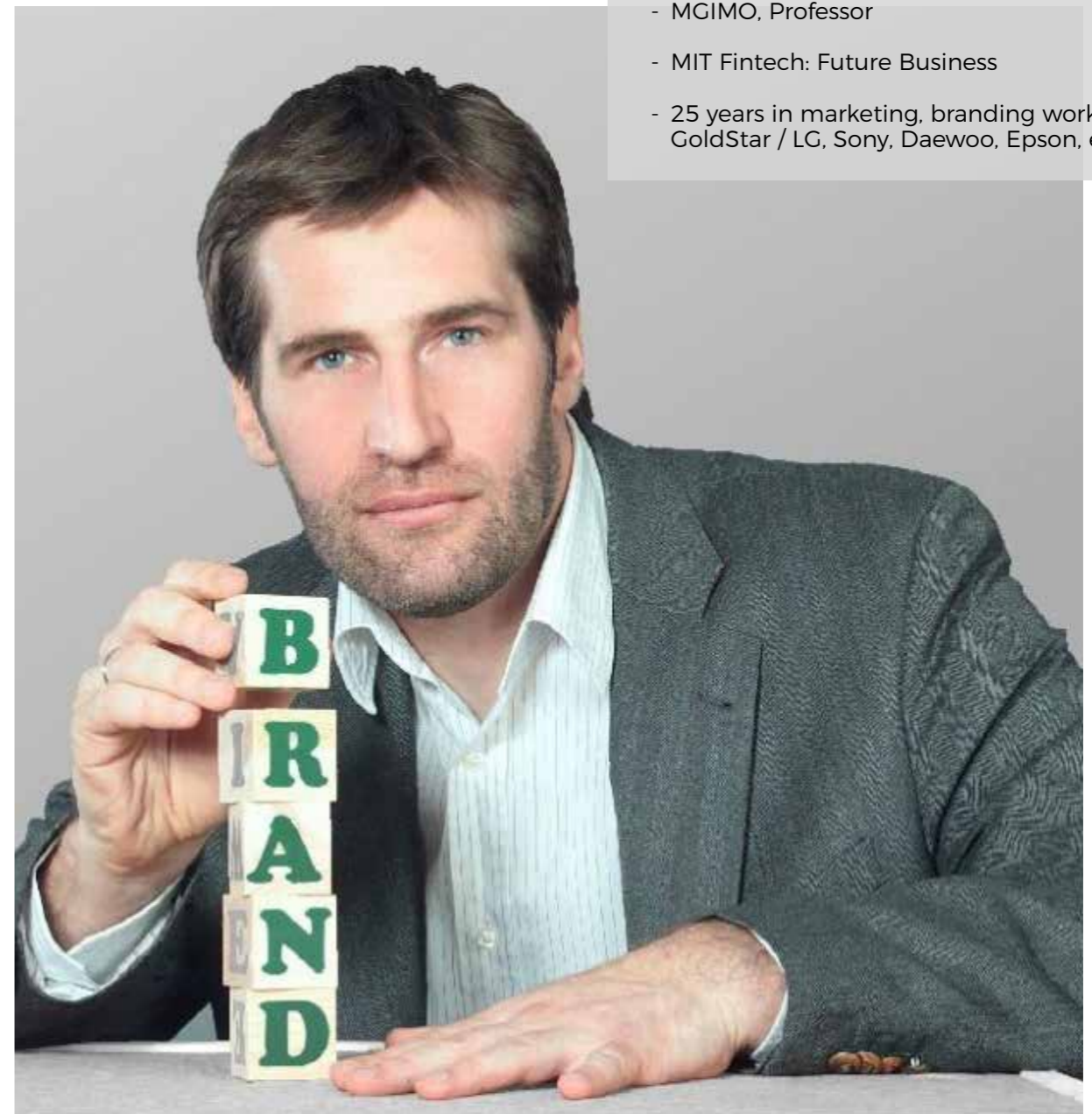


- Henley Business School graduate.
- 15 years investment banking experience gained at Citigroup, Barclays capital in London and Renaissance Capital in Moscow.
- Member of the World Economic forum.

# ALEXEY YUROV

Blockchain Entrepreneur

- Realized working project [blockchain.liquid.pro](http://blockchain.liquid.pro)
- Waves Platform Partner
- MGIMO, Professor
- MIT Fintech: Future Business
- 25 years in marketing, branding works for GoldStar / LG, Sony, Daewoo, Epson, etc.



# EXPERIENCE

ICOs include



## Track record

### Early investors in:

- IOTA - <https://iota.org/> (we hold 15 million IOTAS)
- Ether: we bought ETHERS at \$5 each
- Bitcoin (bought at \$150 each)
- <https://www.bancor.network/>

### ICO underwriters and advisors for :

- ICO underwriting:
- Tronix: <https://tronlab.com/>. (15k BTC raised)
- SMARGO: <http://smargo.io/new/wp.html>
- Happi Coin: [www.happiglobal.com](http://www.happiglobal.com) (not yet publicly announced ICO)

#### Advisors:

- Advisors to Change Bank.

Proprietary market neutral bitcoin instrument arbitrage trading system:

60% quarterly profits on market neutral strategy capitalising on options price arbitrage across exchanges.

Elite prop trading team from HSBC options desk devising and running strategies.

Please join our ICO news and investment channel: <https://discord.gg/tJ7Z2E8>

# BTC ADDRESS



3FfAWMuxf5A7Q88fbuMnpivdnMtPv52T2v

# TOKEN EVALUATION

## Q&A

**Our initial token evaluation include the following assessment which we then validate on the ground with the tech team which includes code review.**

- Is the token tied to a product usage, i.e. does it give the user exclusive access to it, or provide interaction rights to the product?
- Does the token grant a governance action, like voting on a consensus related or other decision-making factor?
- Does the token enable the user to contribute to a value-adding action for the network or market that is being built?
- Does the token grant an ownership of sorts, whether it is real or a proxy to a value?
- Does the token result in a monetizable reward based on an action by the user (active work)?
- Does the token grant the user a value based on sharing or disclosing some data about them (passive work)?
- Is buying something part of the business model?
- Is selling something part of the business model?
- Can users create a new product or service?
- Is the token required to run a smart contract or to fund an oracle? (an oracle is a source of information or data that other a smart contract can use)
- Is the token required as a security deposit to secure some aspect of the blockchain's operation?
- Is the token (or a derivative of it, like a stable coin or gas unit) used to pay for some usage?
- Is the token required to join a network or other related entity?
- Does the token enable a real connection between users?
- Is the token given away or offered at a discount, as an incentive to encourage product trial or usage?
- Is the token your principal payment unit, essentially functioning as an internal currency?
- Is the token (or derivative of it) the principal accounting unit for all internal transactions?
- Does your blockchain autonomously distribute profits to token holders?
- Does your blockchain autonomously distribute other benefits to token holders?
- Is there a related benefit to your users, resulting from built-in currency inflation?



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