

DTM GitBook Whitepaper

1. Problems and Opportunities

DoTheMoon (DTM) is a new launchpad, one that is bringing a team with decades of startup and blockchain experience to support founders looking to raise funding through IDOs. Our support and expertise goes beyond that of other launchpads, with the aim of solving four of the biggest challenges founders face when raising money that way. We outline those problems below, and how DTM is delivering the solution the market needs right now.

#1: Not enough post-IDO support for founders

With other launchpads, we know the focus is on supporting startups raising funds through an IDO, and once that's done, the support reduces dramatically. This reduces the chance for success, because we know how important getting the right support is for many months and longer after funding is raised.

At DoTheMoon, our aim and processes are to ensure ongoing support, after the initial fundraising support is complete and a company has successfully raised the investment they need from an IDO.

#2: A real need for Community Governance

Without adequate community governance, founders and projects often suffer during the most crucial fundraising months. There is often a lack of support, processes that aren't transparent, and not enough motivation within the community to back a new project and startup.

Also there is an inherent risk within communities for fraud, money-laundering, and startup founders, other fundraisers and stakeholders being harmed by the actions of those who aren't there to genuinely support startups and one another.

#3: Risk of fraud in the fundraising process

One of the most serious problems, for numerous ICO's during the boom of 2017-18, was fraud. Investors were defrauded. Money was taken, and in many cases, never returned, and some projects completely failed to explain how it was used, or even kept operating as viable businesses. During times of speculation, fraud is a real and present danger to investors and other stakeholders.

#4: Currently launchpads aren't user-friendly (UI, UX), and lack enhanced technical features

From our own experience and research, we are also keenly aware of various usability and technology-based problems for users on other launchpads. Stakeholders suffer from not understanding the functionality, a cumbersome process, and an overall poor user experience. We are solving those problems.

2. DoTheMoon (DTM) Solution

Based on what we've outlined above, the team — each one an experienced and successful serial entrepreneur — have been working many months to develop and implement a solution that the market needs, and that skillfully addresses all of the problems with existing launchpads.

We are confident DoTheMoon (DTM) achieves that, and does so in the following ways, which are our differentiators compared to launchpads currently available:

#1: Long-term Support for Projects.

Unlike other launchpads, our role and the support we provide doesn't end when an IDO finishes. We don't forget about startups after that and wish them well.

One of the great strengths of DTM is the team, an experienced group of well-respected, tried-and-tested serial entrepreneurs. We provide every IDO fundraising startup with post-listing promotional support, valuable startup mentoring, practical guidance, and assistance generating follow-on funding rounds.

We are committed to providing long-term support for projects and teams, and this includes post-listing promotional and marketing support, strategic and management assistance, and follow-on funding rounds.

#2: Community Governance.

Communities, especially when they're active and supportive, can play a hugely beneficial role in the funding and growth of a cryptocurrency and blockchain-based startup.

DTM is therefore aiming to utilise the complete range of benefits of operating a Decentralized Autonomous Organization (DAO), to build and protect a proactive and involved community to support every startups fundraising efforts, and follow-on raising and post-listing activities. As part of this, we are committed to ensuring enhanced and proactive community management and governance for project teams. We don't want anyone — investors or entrepreneurs — on the platform to suffer from the same sort of fraud or money laundering risks as on other platforms. Hence our focus on solving the problem of poor "Know Your Customer (KYC)" and anti-money laundering and fraud procedures (AML), to guarantee the most stringent levels of safeguards for investors and entrepreneurs raising funds for a project on the DoTheMoon (DTM) platform.

#3: Meaningful and Robust Antifraud Processes & Technology.

On DTM, we are determined to ensure this doesn't happen, which means we will undertake the following processes and implement technology to reduce the risk of fraud:

1. Deep background research on every project, team, their backgrounds, technology, alongside technology audits, with a focus on the business/operational sense and skills of everyone involved in the project.
2. We are therefore conducting a complete Know Your Customer (KYC) audit on every project, team and startup.

3. At the stage where tokens are listed, we are going to conduct ongoing Token Allocation Checks, using blockchain technology and manually, alongside Vesting and Lockup verifications and checks. We will take every precaution to ensure fraud doesn't happen on the DTM platform.

#4: New-to-Market and user-friendly Technical Features.

Other launchpads won't have the technical user-friendly features of DTM. We are dedicated to ensuring they're as user-friendly and easy to use as possible. Alongside these, the locker and vesting tool will be equally easy-to-use, with an emphasis on lower deployment costs and transparent lock-ups and token vesting. We also plan to roll-out a secondary market infrastructure for locked tokens.

DTM is equally focused on ensuring on rolling out advanced user features for investors, entrepreneurs and other stakeholders and users on the platform.

3. Understanding the Market

Before we outline the advantages of the DTM solution, it would be helpful to have a clear appreciation for the size and scale of the market, and challenges it faces, and therefore why we feel DTM is providing a launchpad just at the right time.

First ICO Boom (2017 - 2018)

In 2017, cryptocurrencies' answer to Initial Public Offerings (IPOs) emerged, thanks to blockchain technology and Ethereum making it possible. Known as Initial Coin Offerings (ICOs), this decentralised approach to fund-raising took the crypto-community and pretty soon thousands of investors completely new to this world, by storm.

ICOs, also known as token sales, is a way of fundraising to develop a new technology solution, such as a new blockchain platform, digital asset product, or a decentralized application (dApp). In just over a year, this boom was noticed around the world, and billions was raised for thousands of projects, startups, and new blockchain-based innovations.

Many of these projects and startups have thrived, and significantly shaped the wider crypto-community, cryptocurrencies (numerous new ones were created thanks to ICOs), and Ethereum.

In the first 3 months of 2018, \$6.3 billion was raised through ICOs, which represented 118% of the total raised for all of 2017. The boom continued without pause that year. Cumulatively, between 2017 and 2018, nearly \$20 billion was raised for thousands of projects from token sales.

The largest was for EOSIO, created by Block.one, which raised \$4 billion. Telegram was the second largest, raising \$1.7bn; however that was a private sale, limited to large investors, making it a blockchain equivalent of a significant VC or PE funding round. Another prominent one was the Brave web browser, raising \$35 million in 30 seconds. There were thousands of others, raising anything from relatively small sums, to tens and hundreds of millions.

All of this activity represented a gold rush. It was a gold rush that anyone could get in on. Compared to IPOs or even raising funds from angel and VC investors, you don't need the same level of credibility, credentials, a working product, business model, and going through due diligence wasn't a concept that existed during the ICO boom in 2017-18. Consequently, although many were legitimate projects, teams and companies, there were also far too many scams.

In too many cases, some founders had no intention of delivering on roadmaps. Money was invested and taken, and companies disappeared. Even in cases where they continued and a business appeared legitimate, questionable practices led to investors feeling they were taken advantage of. All of this generated negative attention and regulatory scrutiny.

Although the ICO boom has passed, they are still conducted, albeit with some changes from lessons learned in that period. Many platforms that allow them to go ahead place greater emphasis on core financial sector principles: complying with Know-Your-Customer (KYC) and Anti-Money-Laundering (AML) regulations.

In the history of blockchain, the ICO boom created a serious paradigm shift and a period of disruptive innovation, made possible by decentralized technology.

ICO/Crypto Bear Market (2018 - 2020)

Not unlike other periods of speculative highs (e.g. Tulip Mania in the Netherlands in 1636-37; or frenzied the prelude to the Wall Street Crash of 1929), what followed was a devastating period of cryptocurrency price crashes. Trouble afflicted the crypto-community in a number of ways.

ICOs soon dried up, and companies that might have expected to raise more suddenly couldn't. Financial regulators got more interested, the reliability and security of exchanges came under fire, there were scalability problems, and questions raised about price manipulation.

It didn't help that despite some financial institutions and investment funds putting money into cryptocurrency, that Jamie Dimon, Chairman and CEO of US banking giant, J.P. Morgan Chase called Bitcoin a "fraud" and "bubble", comparable to tulip bulbs in the Netherlands of 1636. This was in September 2017, a mere three months before it hit a previous all-time high of \$20,000, then dramatically crashed.

All of this led to a difficult bear market for the whole sector and a period of retraction. Let's take a look at how that came about, and what this meant for cryptocurrency and raising money to fund new projects.

Introducing Stricter Regulation (2017 onwards)

All of this rampant speculation, rapid price increases, massive highly-public ICOs, and sudden price crashes made regulators around the world take Bitcoin, ICOs and the whole cryptocurrency world more seriously. Some countries banned trading and mining, or very least trading and ICOs, outright. Which in turn benefited countries without regulations and bans.

Others waited to see what some of the leading regulators, such as the Securities and Exchange Commission (SEC), alongside comments from central banks and other financial leaders around the world. The SEC considered Bitcoin and other cryptocurrencies securities, therefore comparable to publicly traded shares in companies rather than global fiat currencies.

At the same time, CFTC (Commodities and Futures Trading Commission) took an even closer interest in ICOs. The CFTC wanted to better understand how people invest in ICOs and take money out (on-and-off ramps), and how these could be more closely regulated.

Although applying the same levels of regulation to a decentralised set of currencies and token offerings is challenging, 130 countries have issued statements, rulings, and outlined ways the sector should regulate itself. Numerous regulatory and working groups were established to keep a closer eye on cryptocurrencies, according to a June 2018 US Library of Congress report on this topic. As part of this, central banks have set about educating the public as to the ways in which cryptocurrencies are different from fiat currencies, guaranteed and regulated by countries and economic regions, such as the EU.

As a result of stronger and more proactive interest in this issue, more companies, bodies and platforms have started to implement the same sort of approaches you find in the regulated financial sector to protect customers, investors and the sector as a whole: Know-Your-Customer (KYC) and Anti-Money-Laundering (AML) regulations. Using cryptocurrency and ICOs and other comparable ways of raising money for terrorism, money laundering and fraud, should not be any more acceptable in the crypto world than in other financial markets.

Price Manipulation

Price manipulation, we must remember, is possible with any financial asset. This is not a problem unique to any individual cryptocurrency; although by its very nature, price manipulation is somewhat more probable and possible in the cryptocurrency space than with more established and regulated financial assets and currencies.

Similar to the trading of shares on the stock market, when an individual or group of people own a large amount of one cryptocurrency or tokens, if they sell them, or buy more, that will influence the price for everyone else.

Or when an influential individual says something about cryptocurrency, such as the CEO of J.P. Morgan Chase, or serial entrepreneur Elon Musk, that can impact prices. This is the reality of trading anything such as cryptocurrency; prices can be manipulated.

During the boom period, there was some price manipulation going on, and that will have played out in some ICOs too. However, even as the cryptocurrency sector entered a bear period, the Chicago Mercantile Exchange (CME), launched Bitcoin futures and options, whereby investors can place futures contracts on the price of Bitcoin and other crypto-assets.

Although the CME wasn't trying to manipulate the price of any cryptocurrency, large (as in, high value) futures contracts and derivative placements could influence long-term fluctuations in the price of Bitcoin and other cryptocurrencies.

Challenges Scaling Cryptocurrency

During the height of the ICO boom there was a lot of excitable talk about Bitcoin and other leading cryptocurrencies rivalling the likes of Visa, MasterCard, American Express and PayPal for the number of transactions processed. Crypto-enthusiasts were keen for the currencies to challenge the US Dollar and other global currencies.

However, at the time the Bitcoin network could only handle two to four transactions per second. Whereas Visa, MasterCard and other leading cards, banks and payment processors usually manage many thousands of transactions every second. Around the world, millions of transactions are happening every second. Bitcoin and other cryptocurrencies were having serious challenges scaling in 2017 and 2018.

This added to the general feeling of a real downturn, and fears that cryptocurrencies would struggle to achieve the ambitions of those in the community. There were some promising steps during that period, although there was significant infighting too. Many developers didn't know the best way forward to scale, and these challenges still have an impact on the growth of most cryptocurrencies.

Vulnerabilities of Exchanges

Compared to the approaches and policies of most of the largest cryptocurrency exchanges these days, in 2017 - 2018, many were operating illegally. Very few operated using KYC and other minimum requirements, and this is one of the reasons it made them so vulnerable to hackers and even fraud.

In that period, billions were stolen from exchanges (Yapizon, Bithumb, NiceHash, Bitgrail), with Coincheck, the leading Japanese exchange losing \$533 million. Although exchange hacks and theft still happens, it doesn't help that some of what happened during that period is likely a result of the founders of exchanges defrauding their own customers.

For those inside and outside the cryptocurrency world, this is the equivalent of a bank or money transfer service being broken into whilst your money is flowing through or in an account. In the event of that happening, financial regulators ensure compensation is paid.

However, that rarely happens as a result of exchange hacks, resulting in some people losing millions. This contributed to a rising level of skepticism and uncertainty around cryptocurrencies; one that in the minds of many, still exist, and influences negative speculation when it comes to ICOs and other versions of token sales.

Cryptocurrency Comeback and Recent Boom

In 2020, after a three-year quieter period of depressed prices and a much lower number of ICOs, cryptocurrencies have come back stronger than ever. Bitcoin reached \$58,000 in February, and has stayed steady, as have many others. We could be looking at the end of previous boom and bust cycles, and instead are witnessing a steadier period of sustained and less speculative growth.

One reason for this, many are speculating, is the Coronavirus (Covid-19) pandemic and global recession. Investors are keener to put money into assets such as Bitcoin and Ethereum, and we have seen a steady increase in interest from institutional investors, fund managers, and companies moving money off the balance sheet and into cryptocurrencies.

But of course, that isn't the only reason for the recent resurgence. The total market cap of every cryptocurrency now exceeded \$2 trillion in April 2021. Bitcoin alone reached \$1 trillion. Whereas the five next largest — Ether, Binance Coin, Polkadot, Tether and Cardano — had a combined market cap of over \$420 billion in April 2021.

Investors, hedge fund managers, major global banks, even endowment funds are all investing in cryptocurrencies in record numbers. Also, the number of places you can pay using Bitcoin and other currencies has increased dramatically, partly thanks to PayPal. Square is also allowing payments in Bitcoin, and that more Cash App users are buying cryptocurrency. In April 2021, Coinbase's IPO happened, improving the legitimacy of the whole sector worldwide, and valuing the company at around \$87 billion.

Even payments giant, Visa, is warming to the idea of cryptocurrency. Several credit and debit cards have been launched, tied in with the Coinbase IPO, allowing for people to buy for products and services using cryptocurrency-linked accounts.

Combined, this is brilliant news for cryptocurrencies and the whole sector. It shows a much greater level of acceptance, around the world, and amongst investors, banks, payment providers, and therefore the financial services sector. It shows crypto, as an investment opportunity, has staying power, and therefore confers a level of stability and maturity that didn't exist in the same way before 2020, or in the previous boom period of 2017-18.

Decentralized Finance (DeFi)

Decentralized Finance, more commonly referred to as DeFi, really started to take off in 2020. This is a way to exchange cryptocurrencies, and even borrow money (while putting up cryptocurrency often worth more than the loan) from others, without intermediaries, including exchanges. Every transaction, including loans, is registered on the blockchain, as a smart contract.

As banks across the world, those with savings are looking for ways to make larger returns, and DeFi offers one such solution. Where or not you're well versed in the crypto world or not. According to DeFi Pulse, over \$20 billion has been poured into DeFi projects and assets since 2020. Loans are already over \$4 billion, and rising.

It started with MakerDAO's stablecoin-based lending platform, allowing people to borrow Dai, a native token pegged to the US Dollar. Other crypto-based lenders, such as Compound Finance, started offering similar loan products. What followed was an increase in "yield farming" and "liquidity mining", whereby loans are used to buy and sell a wide range of cryptocurrencies to generate higher returns, and then pay the original loans back.

DeFi all operates on decentralized apps (dApps), which perform the functions necessary to operate the smart contracts, pay out loans, and receive payments back from borrowers. Complex financial products can be created and managed this way, and these can operate somewhat similar to traditional banks.

However, many of these operate without any regulatory oversight or security, and therefore funds are at risk. Things can go wrong. On DeFi lending platform Maker, a sudden drop in the price of Ethereum wiped out the position of borrowers using that to cover \$1.4 billion in loans. These platforms are also at risk from hacks and other problems.

Now we take a look at the other side of Decentralized Finance: Exchanges (DEX).

Decentralized Exchange (DEX)

Using the same principles outlined above, Decentralized Exchanges (DEX) are peer-to-peer exchanges, for buying and selling cryptocurrencies that are non-custodial. Users remain in complete control of their private keys, and every smart contract is self-executing, under a specific set of conditions, ensuring that every transaction is registered on the blockchain.

Advantages of DEXs

Compared to traditional exchanges, Decentralized Exchanges (DEX) offer a lot of advantages. We outline them in more detail here, and show why so many investors and those looking to exchange one cryptocurrency for another have flocked to them as an alternative.

- **Custody.** With traditional exchanges, access to private keys need to be relinquished in order to transfer/exchange funds. Whereas, with DEXs, these are non-custodial, giving the end-user more control and therefore security over the cryptocurrencies within wallets. Unlike traditional exchanges, wallets interact with them through smart contracts and self-execute, giving you complete control without any of the custody concerns.
- **Diversity.** Although there are over 4,500 cryptocurrencies, most exchanges only list ones that have high trading volumes, are prevalent and popular, and have sufficient security to ensure compliance and don't expose the exchange to risk. Whereas, since DEX transfers are P2P, those concerns don't exist because contracts are self-executing, and there aren't custody issues. You can find a considerable number of altcoins on DEXs, therefore improving financial inclusion and diversity.
- **Trustless.** Unlike traditional exchanges, you don't need to worry about who operates a DEX. The exchange itself executes every contract on the blockchain, and you don't need to hand over access to your wallet either. All of this means you are able to benefit from trustless transactions; the very definition of a decentralized approach to finance.
- **Cheaper.** Naturally, with smart contracts executing every transaction, DEXs are effectively automated. This makes them cheaper than traditional exchanges. However, it doesn't mean they are free, as some costs are still naturally involved in keeping them operational. They can afford to be considerably cheaper, using the same "gas" fee structure as the Ethereum blockchain they operate on. Generally speaking this can be in the 0.3% range, although they can and do fluctuate depending on the same factors that impact and influence fees on other exchanges.
- **Privacy.** Because users don't need to provide access to wallets and there's no need to disclose private keys, the DEX isn't liable for the funds, ensuring a higher-level of privacy for those wanting to exchange cryptocurrencies. Also this means you usually don't need to go through KYC and AML security procedures.

Disadvantages of DEXs

Despite the advantages listed above, DEXs aren't the perfect solution either. It's possible in time, but for now there are several disadvantages to using these too.

- **Scalability.** One of the main challenges when it comes to scalability is the total number of transactions that a network is capable of processing before it reaches capacity. In the case of the Bitcoin network, it can manage 4.6 transactions per second (TPS), and Ethereum can process 15 TPS. DEXs are built on the same underlying technology, and therefore face the same challenges.
- **User Experience.** As DEXs are relatively early into their developmental stages, the user experience isn't as easy to navigate as traditional exchanges. Generally speaking, it helps to have some familiarity with exchanges, wallets and cryptocurrencies before using a DEX. In order to transfer/exchange funds, you need to have a wallet, and it needs to be loaded up with funds, either crypto or fiat currency. After that, the wallet needs linking to the exchange in order to execute a trade/transaction.
- **Liquidity.** As DEXs are relatively new, with low levels of liquidity, which is partly a result of market segregation. However, already asset liquidity has increased dramatically, thanks to the evolution of DeFi loans and financing.

- **On and Off-Ramps.** At the moment, it isn't possible to purchase any digital currency or assets with fiat through a DEX. This is one of the challenging barriers to entry for novices and those new to cryptocurrencies, if people are wanting to trade using a DEX. Stablecoin technology is going to replace fiat within DeFi financing, and therefore it should with DEXs too. However, as it's not possible to use fiat currencies in conjunction with DEXs, that will prevent some people from feeling comfortable with them.

Now we will look more closely at some of the ways decentralized finance has evolved recently, such as Initial DEX Offering (IDOs).

Initial DEX Offering (IDOs)

Initial DEX Offering (IDOs) are comparable to ICOs and IEOs, except they are becoming more attractive to startup founders and investors in the cryptocurrency community. Through anIDO, a blockchain project can raise funds on a Decentralized Exchange (DEX), rather than on a traditional exchange.

Some of the main advantages is this ensures immediate liquidity, immediate trading, and lower listing costs. Those who put money into a project through anIDO don't own any equity in the project, but this also means they've got immediate liquidity, which isn't always the case with ICOs.

Tokens for these projects are launched from DEXs, with the benefit that anIDO can be created for anything from a new startup, creating a new cryptocurrency, even a digital asset, such as a music album. IDOs ensure communities can be engaged, funds raised, and new products, services or cryptocurrencies created as a result of anIDO.

Now let's take a closer look at the Bancor Network, one of the first and most prominent examples of decentralized finance, which has played an important role in the rise of DeFi and decentralized exchanges.

Bancor Network

Founded in 2016, in Zug, Switzerland, with an international team, The Bancor Network was established by the Bancor Foundation. It is known for having one of the most successful ICOs to date, generating a record-breaking \$153 million in 3 hours.

It's one of the pioneering decentralized exchanges (DEXs), helping to create the thriving peer-to-peer (P2P) token swapping market, while also pioneering decentralized financial applications (dApps). It suffered a prominent attack and legal troubles in the early-days, but has persevered to become one of the most important platforms in this space, which also benefits from the strength of the cryptocurrency developed (BNT) as part of the project. BNT had a liquidity of \$1.2 billion as of April..

In 2017, Bancor introduced the world's first Automated Market Maker (AMM) on the Ethereum blockchain. This helped them create a catalyst for an evolving ecosystem of decentralized financial applications (dApps). At the time, given the technology was in its early-stages of development, several problems such as involuntary token exposure, slippage, and impermanent loss often happened for those swapping coins and tokens.

Over time, those problems were fixed, along with legal troubles and a prominent hack in 2018. Despite this, the Bancor Network has gone from strength-to-strength. It works through automated Hash Timelock Contracts (HTLC), which are smart contracts that both parties can verify, each generating a cryptographic hash function.

Due to a need to increase liquidity across the network, the community voted in 2019 to provide BNT Staking Rewards for those providing liquidity. The whole process is community driven. When Bancor launched a new token vBNT, to support and coincide with the launch of Bancor v2, users were able to vote on governance rights and staking rewards.

vBNT tokens can only be generated when users stake in 60 whitelisted pools. Users vote on which are whitelisted. All of them are linked to popular cryptocurrencies, such as BAT, DAI, LRC, LINK, USDC, and many others. Bancor continues to drive forward with its mission to ensure everyone can “participate in an open financial marketplace with no barriers to entry.”

Cross-Chain Token Swaps

One of the advantages of decentralized exchanges (DEXs) is the ability for users to exchange one cryptocurrency for another, without handing over private keys. On the Bancor Network, this happens within the built-in Bancor wallet, which interacts with wallets and executes smart contracts automatically.

An impressive advantage of using a platform such as Bancor is the number of token swaps that are possible, compared to centralized exchanges. Bancor allows over 8,700 pairs of tokens (cryptocurrencies and tokens) that can be swapped, compared to 586 trading pairs on Binance, for example.

Automatic Liquidity

Even though small-cap coins can boast total market caps in the billions, liquidity can be a serious issue. That isn't the case on the Bancor Network, as the protocol is able to generate automated decentralized liquidity. This ensures stable liquidity for any token being transferred over the network, regardless of the individual token or coins market cap or liquidity, which is a valuable asset for building decentralized applications.

Now we have covered how we've got to the point of having DeFi projects, we will look more closely at a few of the more prominent and evolved, followed by a closer look at the first wave of DeFi launchpads currently on the market.

4. DeFi projects: UNI, AAVE, YEARN

Uniswap (UNI)

Uniswap (UNI) is a decentralized exchange (DEX), running on open-source blockchain technology, where users can swap any cryptocurrency for any other, or tokens. Unlike traditional centralized exchanges, such as Coinbase, Binance, OKEEx, and dozens of others, no one needs to hand over the key to their wallets. Every transaction is handled through smart contracts, which also makes it a faster, more secure way to exchange cryptocurrencies and tokens.

Any changes to the protocols which operate Uniswap are voted on by owners of the platform's native cryptocurrency and governance token, known as UNI. Developers then implement the changes voted on. UNI Tokens were issued to those who invested, paid a stake into the pool when Uniswap initially raised funds.

Uniswap uses the liquidity pool approach, which means that providers contribute liquidity when they add a pair of tokens to a smart contract. These contracts can be bought and sold by other users, and when that happens liquidity providers are given a percentage of the overall trading fees from that trading pair. So far, in less than 2 years, \$56 million in fees have been earned by users.

Every time a trade happens, a certain amount of UNI Tokens are removed from the pool, in exchange for other tokens, which adjusts the price slightly. All of this happens automatically, thanks to the rules governing the smart contracts. No fees are required to list tokens, which also allows a large volume of Ethereum tokens to be accessible. Registration isn't required either, making it completely decentralized. As the code is open source, it's also possible to fork it, thereby creating new exchanges.

Aave (formerly ETHLend)

In 2017, Stani Kulechov and a team of developers launched a novel idea: lending cryptocurrency in exchange for providing cryptocurrency or another form of digital asset as collateral for the loan.

At the time it was known as ETHLend, which had a successful Initial Coin Offering (ICO) in November 2017, not long before the 2018 bear market. It was a great concept, as it helped pioneer peer-to-peer (P2P) cryptocurrency lending.

However, when it was launched it was an unexpected problem because of what happened to the wider crypto sector and the value of currencies at that time, which meant there wasn't enough liquidity on the platform and loan requests couldn't be matched to offers. As the market and confidence in the sector and currencies started to pick up, the team relaunched it as Aave at the start of 2020. Although it starts with a similar concept: users can either get a loan or generate a return from cryptocurrency holdings (in Ethereum), the way it works has changed dramatically.

Now Aave is a decentralized algorithmic-based money market. Loans are obtained from a pool of funds, and the interest rate depends on the "utilization rate" of assets in this pool. Interest rates vary depending on the overall volume of assets in the pool, and how much of this is being used for loans. The rate increases to entice liquidity providers to put more in, when more assets are used, and when the volume goes the other way then rates are higher to entice borrowing.

Users on the platform can even take out loans in a different cryptocurrency to the one they deposited. All loans are overcollateralized, which means you are borrowing less than the amount you secured with the platform as an asset against the loan. Because cryptocurrencies are volatile at times, there is a liquidation process. This means that if the value of your deposit falls below a collateralization ratio specified by the protocol, the collateral you deposited could be liquidated and a fee charged.

Anyone taking a loan in this way must understand the associated risks before posting collateral in exchange for a loan.

yEarn.finance (formerly iEarn)

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5. Existing Launchpads (1.0)

In order to gain a better understanding of launchpads, we will take a quick look at a small group of Version 1.0 Launchpads, such as Ignition, Binance Launchpad, and Polkastarter.

Ignition

DuckDAO is a community-powered early-stage investment community and launchpad, supported by an active community of crypto-investors, known as "Ducks."

Attractive investment opportunities are sourced, using similar strategies as VC firms. Except this is completely decentralized. In order to access investment opportunities, community members need to have bought tokens, known as DuckDaoDime (DDIM). Depending on the amount you buy, you can gain access to an even more exclusive pool of deals before the wider community.

DuckDAO is therefore a community-powered incubator, whereby anyone can invest and also play a role in the growth of crypto-based startups, through supporting user-acquisition and marketing activities. Some projects, such as Bondly and Base Protocol, have already generated massive returns for investors.

Alongside this incubator, there is a public token sale launchpad, known as Ignition. Buying DUCK DLP (\$DUCK) tokens, means users can participate in the final token sale before any project launches on public exchanges (almost like buying shares before an IPO on traditional stock markets).

Ignition works on a first-come-first-served basis, giving everyone an equal chance to participate and obtaining an investment allocation. One example of a successful product launch is Shadows (\$DOWS), which generated a return of 42.9x for investors.

Binance Launchpad

As an exchange, Binance is one of the most popular according to trading volumes. It made sense for them to create a launchpad.

Launches on the Binance Launchpad aren't regular, maybe around one a month for the past three years. Due to the overall popularity of the platform, it's one of the easiest to use on the market at present for investors and project/startup founders. The focus is more on raising funds than any follow-on support and activity. Holding Binance Coins (BNB) gives users the ability to secure investment allocation on projects.

Several of them have gone on to generate massive returns for investors/token holders, such as Band Protocol, Polygon (formerly Matic Network), BitTorrent, and Kava. At times, the return has been as high as 30x, which demonstrates as a concept that launchpads work.

Polkastarter

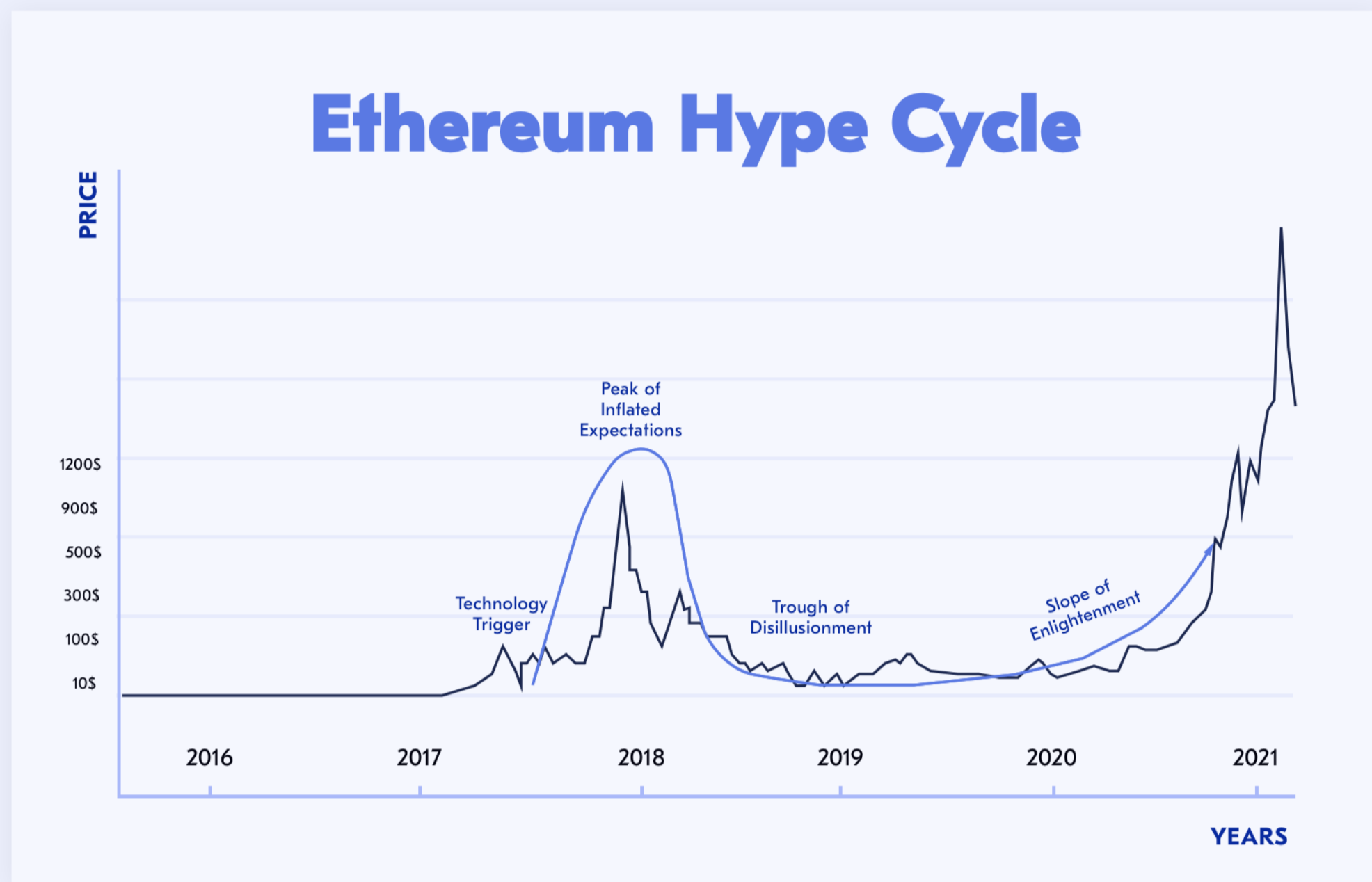
Polkastarter is the newest version 1.0 launchpad, which only launched itself in December 2020. It initially attracted the attention and support of 200,000 investors. The platform lets startup and project founders create and launch interoperable token pools, either with fixed-price or dynamic price swaps.

At present, Polkastarter is a simple launchpad concept, with many new features in development throughout 2021. Although several Initial DEX offerings (IDO) have been launched on the platform, including Blockchain Cuties, Ethernity, and Convergence. Anyone can participate in an IDO on Polkastarter; although a minimum of 3,000 POLS (native tokens) are needed to take part in exclusive POLS-holders pools.

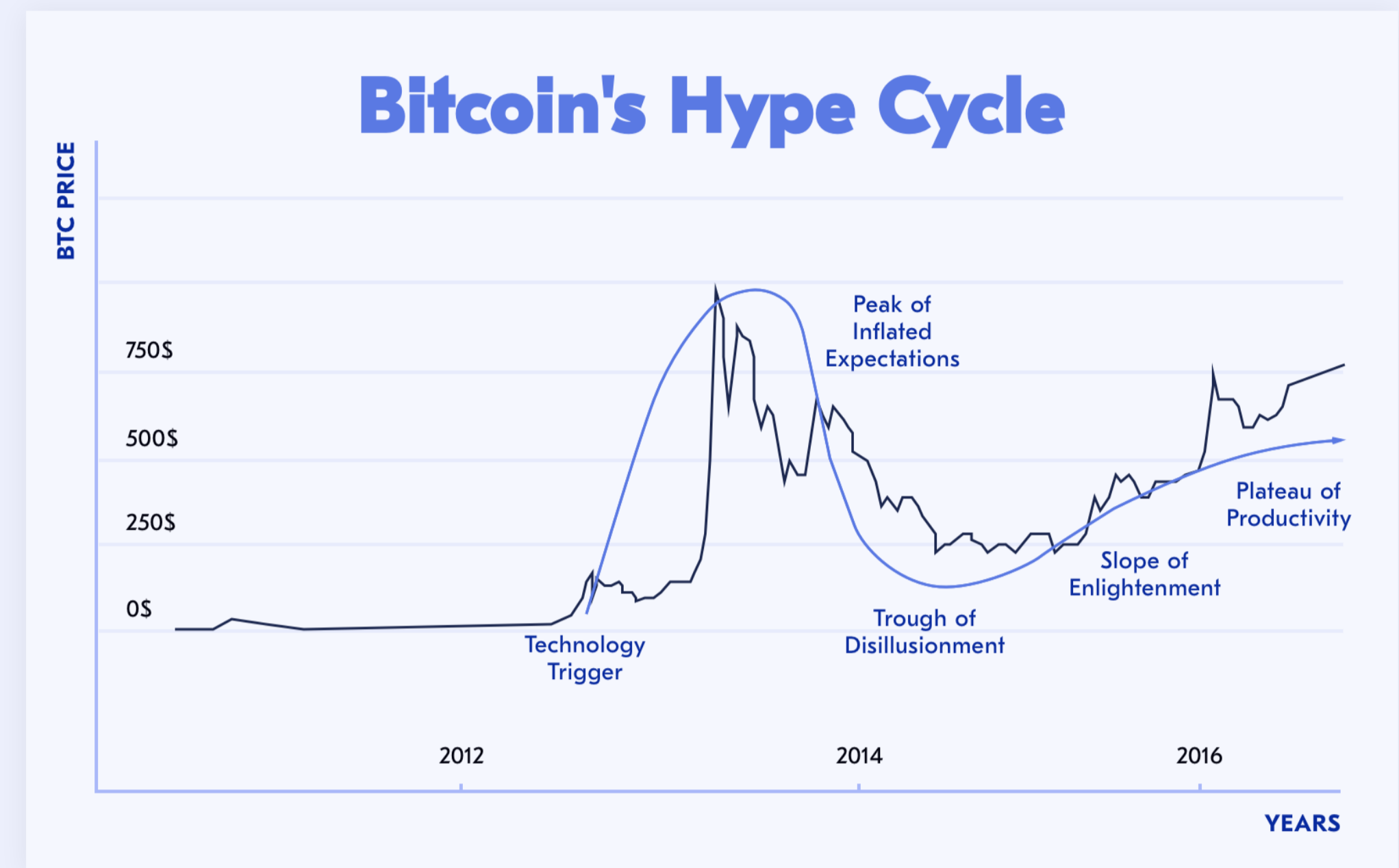
6. Why now is the right time to introduce DoTheMoon

As you can see, when it comes to the adoption and acceleration of the adoption of new technologies and concepts within the cryptocurrency and blockchain sectors, the hype cycle is getting shorter. Now we have a small group of Version 1.0 Launchpads, this is exactly the right time to create and launch a more advanced version, which is exactly the niche DoTheMoon (DTM) will occupy.

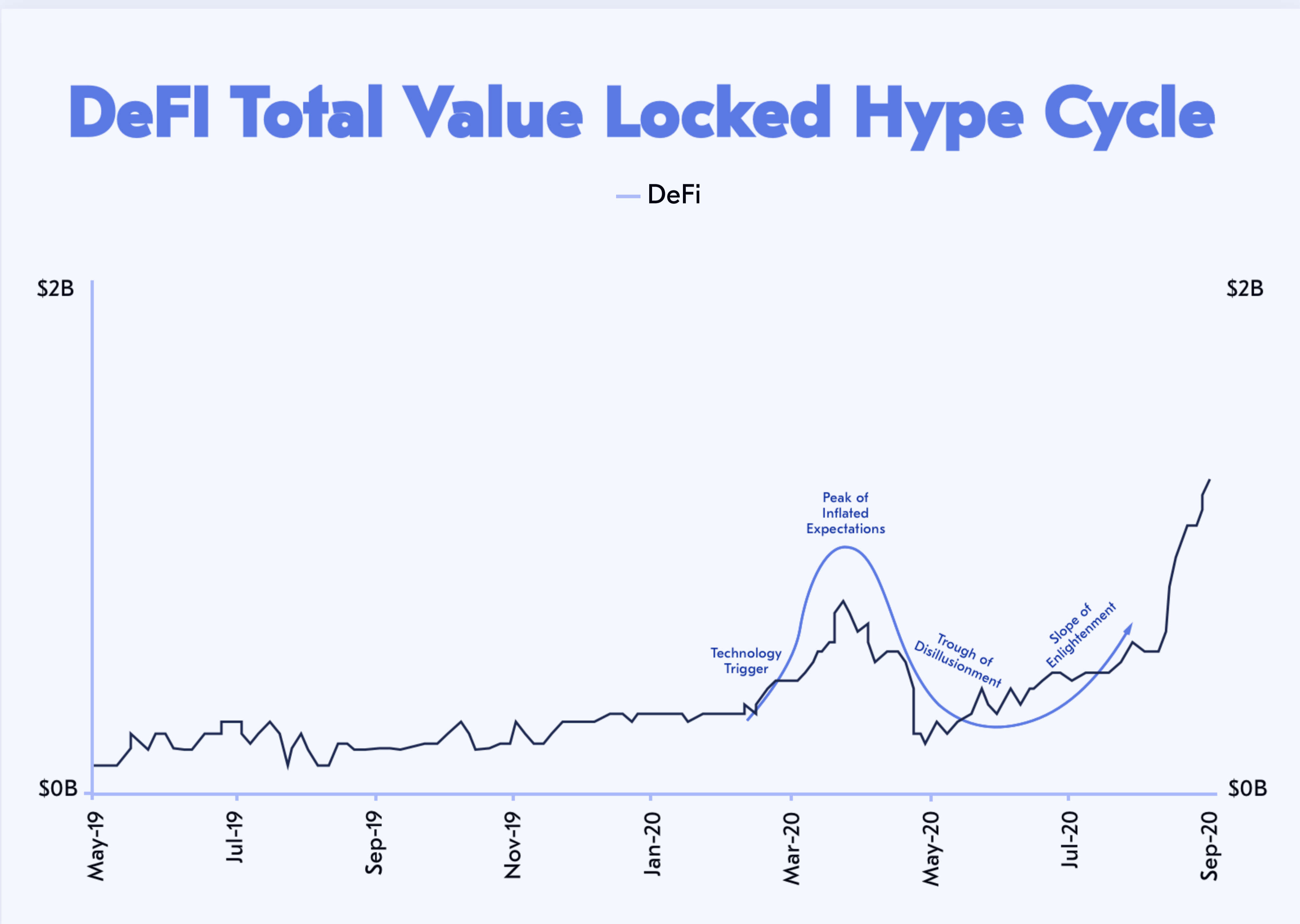
To be clear, the term “hype cycle” refers to the rate technology is adopted. It’s a concept that dates back to the first mass-market adoption of Internet and software-based technology; before the Dotcom boom and bubble bursting of 2000. Technology (such as non-fungible tokens) always goes through a similar cycle, from “inflated expectations,” through a “trough of disillusionment,” up the “slope of enlightenment” and finally arrive at a “plateau of productivity.” As the graph shows, the hype cycles in blockchain adoption are getting quicker (as they are with all new technology projects and products), making this the right time to launch a more advanced (Version 2.0) Launchpad.



Source: www.marketwatch.com/investing/cryptocurrency/ethusd



Source: www.reddit.com/r/Bitcoin/comments/5d1nbx/bitcoins_hype_cycle



Source: outlierventures.io/research/the-broken-defi-hypecycle

6.2. Ideal time to launch DTM

Now is the ideal time to launch DoTheMoon (DTM), as a sophisticated launchpad for IDOs. With ongoing confidence in the cryptocurrency markets, continued interest from institutional investors, and none of the wild speculation of the first ICO boom (2017-18), we are seeing a period of mature and considered growth.

Projects being put forward represent the overall market attitude, and therefore need a suitable launchpad that can support them during and after IDO fundraising. A launchpad that has inbuilt and secure KYC and AML procedures and technology. A launchpad that is user-friendly, with a focus on the user-experience and providing features and technology that investors, entrepreneurs and other stakeholders and users on the platform need, but can't get from other platforms.

Our team's combined experience and powerful networks across the world are another asset. We aim to provide invaluable and unrivalled support for every project that lists on DTM, with pre and post-funding support, including mentorship, support, and follow-on investment, as required. In the following sections, we will introduce DTM in more detail, outline the technology behind it, the team, roadmap and other details.

7. Introducing DoTheMoon

DoTheMoon (DTM) is a sophisticated and secure launchpad for cryptocurrency startups and projects wanting to raise funding through an IDO. Alongside a platform for raising funds this way, we provide a high level of expertise and involvement in every startup and project, including post-listing support.

DTM will provide a platform for an involved community, alongside highly secure user-friendly features, such as a locker and vesting tool. We guarantee meaningful and robust anti-fraud processes and procedures, to safeguard against dangers present on other platforms.

7.1. Features

7.1. Features

7.1.1. Smooth and intuitive User Interface (UI) and User Experience (UX)

We want to make this easy to use, whether you've had experience with DeFi products and platforms, or not. DTM will be a platform anyone can use, making it simple for a much wider pool of potential investors/supporters to back startups and projects that are raising funds through an IDO.

7.2.1. Anti Fraud Audits:

It's of the utmost importance that every startup, project, founder, and investor on our platform is protected from fraud. At times such as these — as it was during the first ICO boom — and every other speculative and uncertain period in human history, when there are greater opportunities for fraud, scam artists will attempt to get money fraudulently. We are determined to ensure DTM is a safe harbour, maintaining high levels of trust, accountability, systems and processes to detect and prevent fraud.

7.2.2. A careful and deep-dive research into every projects/businesses technology and team. DTM founders conduct extensive Know Your Customer (KYC) checks on the founding team behind every project being listed on the platform.

7.2.3. Deep research into every project, including the technology, business plan, financial model and projections, and business/operational skills and experience of the team.

7.2.4. Complete Know Your Customer (KYC) checks are done on the entire team, beyond the founders, to ensure the money supporters invest is going to be secure and used as outlined in IDO whitepapers and project proposals.

7.2.5. At the stage where tokens are listed, we are going to conduct ongoing Token Allocation Checks, using blockchain technology and manually, alongside Vesting and Lockup verifications and checks. Smart funding: we don't allow "Stake to Invest." Instead, our Whitelisting rule is "Promote to Invest", which is smarter and fairer for everyone looking to support and invest in startups and projects on the DTM platform.

7.3.1. For Startups

DTM is more than just a launchpad. For project and startup founders, we have the ability and platform to take your startup to the next level globally, long after you've raised an initial funding round through an IDO.

1. DTM will promote you with post-listing support, including an army of top influencers for every DTM IDO launch. Other proactive support we can provide includes:
 - a. Introductions to leading VC firms and investors around the world, for follow-on funding;
 - b. Assistance sourcing talent around the world;
 - c. Introductions to the best agencies for marketing and other mission-critical services for post-IDO support, guidance and assistance driving forward growth.
2. Smart funding: We don't allow "Stake to Invest." Instead, our Whitelisting rule is "Promote to Invest", which is better and fairer for those looking to raise funds through an IDO on the DTM platform.
3. Automatic and highly secure Locking & Vesting Tools: Everything is automated and secure, and aligned for the security of raiser and investors with our in-house infrastructure.

7.4.1. For Everyone

With the features we will introduce, this will make DTM a universal platform, where every stakeholder will have a good reason to support the growth of our ecosystem and companies on the platform.

1. Cross-chain swaps: Jump and move currency from one blockchain to the next, quickly, easily and with security and peace of mind built-into the DTM platform.
2. Liquidity mining and staking: Contribute and earn, as part of the DTM community, and as DTM grows, everyone wins and benefits.

8. Technology behind DoTheMoon (DTM)

In this section, we cover in more detail the technology and features users can expect in the first version of the DTM Launchpad (V1 Mainnet release); and in the next section we provide an overview of the technology roadmap: future developments.

DTM 1.0 functionality: Launchpad V1 Mainnet release

1. ETH and BSC Multi-chain Pools

DTM will have a multi-chain pool containing a wide range of blockchains, such as Ethereum (ETH) or Binance Smart Chain (BSC), and others. The pool contracts were developed and deployed in different chains, and the pool itself is a collection of cryptocurrency funds locked and secured within a smart contract. Users can also become liquidity providers on different cross-chain pools when they add an equal value of two tokens in a pool to create a market. Users can then decide the length of time they're locked within the smart contract. In exchange for providing these liquidity funds, users can earn trading fees from the trades that happen within their pool, as a percentage of their share of the total liquidity within the pool.

2. Whitelisting and KYC

As the aim is to safeguard everyone on the platform from fraud, one of the Know Your Customer (KYC) checks we will conduct will verify data about every user on the DTM platform. We use an API connection to a trusted third-party verification service, which periodically collects data about every verified user on the platform. This verifies and validates, for security and KYC purposes, the users, and this data plays a key role in smart contracts, whitelists, and other services provided by the platform.

3. Automated Uniswap Listing

Within the platform, the Automated Uniswap listing is coded in a separate smart contract. This special logic allows a newly created token to have a trading pair; for example, USDT. On the platform, a part of the trading fee and all operations within the trading pair goes towards the listing contract. When the fees collected in the contract become equal to the value of the locked tokens, the listing on Uniswap is issued automatically.

4. Investor's Cabinet

On the platform, users can see Pools on the page, although what users see depends partly on whether a user is logged in, or whitelisted. Users can also invest directly in any Pool they want from the View page of the platform (which therefore acts like an Investor's Cabinet).

6. BSC Bridge for DTM Token

The Binance Smart Chain (BSC) Bridge for the DTM Token is a special, secure service that has a connection to different chains and cryptocurrencies, such as ETH and BSC. This service has its own addresses, data storage, and endpoints. It operates securely and allows users to make cross-chain operations over different blockchains, such as swapping DTM Tokens with other tokens on BSC, or major cryptocurrencies such as ETH.

9. Future Developments

In this section, we will look more closely at the future developments already in the development roadmap and pipeline, and therefore what users can expect to be rolled-out in the coming months and quarters, after we have launched the first version of the DTM Launchpad (V1 Mainnet release).

1. Vesting Tool (Locker). Project/startup founders can use our Vesting Tool (Locker) to lock in the following:

1. LP Tokens received after adding Liquidity to Uniswap;
2. Unsold Tokens. Not every token sells, no matter how successful an IDO is. Therefore, to protect investors from a sudden token dump, the unsold tokens can be vested in 2-3 years, and in the meantime can be securely stored in the Locker.
3. Founders can also securely store and secure funds from investors in the Locker.

2. Staking Marketplace. We will also be developing a staking marketplace for every project that raises funds through an IDO on our Launchpad.

1. This will be through a "Staking" Tab on the platform, where active staking's will be easy to find and access.
2. Every project and startup fundraising on our platform should also be able to launch staking options on the DTM platform too.
3. As a temporary solution, to ensure this can be rolled-out sooner rather than later for users on the platform, would be to partner with DeFi Wizard, who can prepare the relevant smart contracts to ensure a staking marketplace can be established.

3. Market for the locked tokens.

1. A lot of tokens need to be locked based on investment agreements and vesting schedules.
2. However, we know there is always going to be a high demand for trading these tokens.
3. Within the Universal Locker we are developing, project founders can lock their investors' tokens which can be claimed in the future.
4. Anyone who wants to trade locked tokens in the here-and-now will receive a (Ticker_LD - locked) token (similar to LP on Uniswap), and can therefore trade them with one another on the DTM platform. Buy and Sell orders can be placed on a "Callboard."
5. When the time comes when it's possible to claim the locked token, users holding the Ticker_LD - locked token(s) can exchange them for normal, unlocked tokens.
6. All Real (Locked) tokens will be in one Pool. We can then control the issuing process for LD (locked) tokens, creating an instant marketplace for future unlocked tokens. Therefore, we need to integrate the following processes and sections in the DTM Launchpad:

- Locker (with our smart contract, it's more robust and effective than any on the market);
- A way of viewing current Locked Tokens in a Dashboard, along with a transparent trust score;
- A way of issuing and selling Locked (LD) Tokens, through Callboard, similar to a financial over-the-counter (OTC) futures trading desk.

4. Governance

- In the first 6 months, DTM revenue and funding (from the token sale and investors) will be sourced; at which point the DTM team will launch the Governance Voting Board (GVB).
- Once the GVB is established, which will operate along democratic voting lines, comparable to the shareholders of publicly listed companies (PLCs), a proposal or series of proposals will be put to a vote as to how to allocate revenues and funding sourced, before implementing those plans according to a relevant timeline.
- All eligible stakeholders (conditions for eligibility to be determined before the establishment of the GVB), will at minimum, be able to determine the following:
 - How funding will be split between users according to the percentage staked in the governance pool (staking pool)
 - How to invest and allocate revenues, thereby creating a DTM Fund;Other options and decisions as required.

- Within governance options is the potential for users with a minimum pre-determined share of the governance pool to have a vote on platform development initiatives, features and roadmap developments.

10. DTM Token Utility

In this section, we cover the private features and advantages that DTM Token Holders will gain.

#1: Staking for tickets. We are operating a “stake to participate” rule, which means that users need to stake a particular minimum amount of DTM Tokens to apply for the sale allocation lottery. In total, there will be four (4) grades in the initial version, with a “0” grade for the first launches on the platform. Details for these different grades are below, alongside the minimum amount required:

- “Earth”, 0 DTM Tokens. From the start, we won’t have any tokens on offer, so that everyone has the right to be allocated tokens, even with a zero balance. At first, we want to conduct several community token sales on DTM. Once tokens are released, then this trial “0” grade will be dropped.
- “Tropo”, 3000 DTM Tokens. To gain the right to participate in the lottery at this level, with a \$500 prize allocated.
- “Strato”, 6000 DTM Tokens. To gain the right to participate in the lottery at this level, with a \$1000 prize allocated.
- “Meso”, 9000 DTM Tokens. To gain the right to participate in the lottery at this level, with a \$2000 prize allocated.
- “Thermo”, 20,000 DTM. Ensures a guaranteed allocation for \$2000.

Important Notes:

Important note 1: Users who are “staking for tickets”, must ensure funds are staked for a minimum of 1 month (30 days). Due to the smart contracts allocating and securing staked funds, users wouldn’t be able to withdraw from the pool of funds until more than 30 days after the funds were initially deposited. We therefore advise that funds are paid into the pool that aren’t required for a minimum of 30 days. When users do choose a period of time for staking, you can choose anywhere from 1 to 12 months, with minimum timescales at which you can withdraw funds.

Important note 2: A benefit for staking DTM Tokens for 3 or more months is we give you a level upgrade. Say for example, a user staked 3000 DTM for 3 or more months (“Tropo” grade), then you would gain the benefits of “Strato” grade, as thank you for agreeing to stake DTM Tokens for a longer period of time. This would make you eligible for the lottery with \$1000 allocated.

#2: DTM Staking Rewards

We will start to distribute DTMs from the rewards pool to long-term stakers, from day 90 after TGE. Therefore, everyone who chose to stake tokens for more than 3 months will benefit from being allocated to an upgraded level, and will also receive rewards according to the relevant share of the awards pool:

- Staking rewards allocation: 20 million DTM Tokens in total;
- Unlock schedule: 5% (1 million DTM Tokens), 90 days from TGE;
- Rewards distribution: Proportional (%) to the number of DTMs from the whole staked pool, down to a per-user basis (e.g. if 100,000 DTM Tokens are staked in total until the unlock date, and user A stakes 3000 DTMs, then his share would be 3% of the rewards pool; e.g. 1 million DTMs x 3% = 30,000 DTMs.

#3: Governance

- In the first 6 months, DTM revenue and funding (from the token sale and investors) will be sourced; at which point the DTM team will launch the Governance Voting Board (GVB).
- Once the GVB is established, which will operate along democratic voting lines, comparable to the shareholders of publicly listed companies (PLCs), a proposal or series of proposals will be put to a vote as to how to allocate revenues and funding sourced, before implementing those plans according to a relevant timeline.
- All eligible stakeholders (conditions for eligibility to be determined before the establishment of the GVB), will at minimum, be able to determine the following:
 - How funding will be split between users according to the percentage staked in the governance pool (staking pool)
 - How to invest and allocate revenues, thereby creating a DTM Fund; Other options and decisions will be determined as required.
- Within governance options is the potential for users with a minimum pre-determined share of the governance pool to have a vote on platform development initiatives, features and roadmap developments.

#4: Incubation and Post-Listing Support

DTM and those we work with are a tried-and-tested global team of experts with extensive experience in the blockchain and startup industries. As a team, we have developed various blockchain-related programs, including but not limited to blockchain and cryptocurrency-based startup acceleration, ecosystem growth, business development, project management and startup scouting and project/team reviews.

We have extensive experience evaluating blockchain-based technology startups from new founders, and can determine whether or not one is likely to be successful, and then can allocate resources and external providers to support their ongoing growth.

Our team (or herd) are results-oriented, and driven to ensure that every project and startup that raises funds on the DTM platform succeeds in the long-term. We approach every problem with multiple solutions that allow us to select the most appropriate for the company, its target audience/customers, funding available, internal skills, growth timescales, and other considerations.

DTM services can include any of the following:

- Business Development;
- Strategic Advisory;
- Market Research;
- Partnership Development;
- Investor Relations Advice;
- Project Management;
- Community Building;
- Growth Strategy;
- Digital Marketing & SEO;
- And a whole lot more, depending on what your project/startup needs.

We outline all of the above in more detail.

- **Business Development.** From one-off advisory sessions, to full-service implementation and execution of a business development strategy, we can support you in numerous ways, if the aim is to win new B2B clients, whatever size of customers you are aiming for.

- **Strategic Advisory.** We can work with your team, stakeholders and other advisors to create a ready-made business plan, user acquisition strategy, and roadmap. These strategies can be implemented proactively, either through internal team members, or with external providers to support you.
- **Market Research.** Who are your customers, competitors, industry-specifics, and what is your total addressable market? All of which are important considerations, whether your startup/project is B2B or B2C, and will influence and directly impact growth-related plans and strategies.
- **Partnership Development.** We can work with you to tap into our combined and extensive networks to build a pipeline of potentially high-value strategic partners, and engage and close complex partnership arrangements for the benefit of all parties.
- **Investor Relations Advice.** DTM supports teams through every step of fundraising, on the platform, and from external investors, such as angels and VCs. We also ensure you can generate follow-on funding, with our extensive and tailored support.
- **Project Management.** Having a trusted and experienced project management (PM) team is mission critical. We can provide support with every stage of this, including a review of established processes and policies, development of the whole PM structure and process, monitoring and oversight, and budget overview and reporting.
- **Community Building** and moderation are essential for the growth of any blockchain-based startup. We provide different tiers of moderators, with various levels of experience and community engagement. Depending on what you need, we can offer a range of channels (Telegram, Discord and Forums, such as 4chan, Reddit), development (creating FAQs, setting bots rules of conduct, moderator guidelines), and engagement. We can also offer community building and management (manage/limit spammers and scammers, monitor and report on feedback and reviews), and can organise and promote online events, such as AMA sessions and competitions.
- **Growth Strategy.** Everything we do is tailored towards ensuring your project/startup grows. We can provide everything from the development of a growth strategy to executing online and offline campaigns, support maintaining the token price, and digital marketing.
- **Digital Marketing & SEO.** We specialise in creating unorthodox digital marketing campaigns to drive forward growth, and ensure these are aligned with business development as required. These strategies include everything from social media (organic and advertising), content creation, copywriting and promotion, and SEO optimisation (we work with copy and content writers with expertise in FinTech, Blockchain, and Startup and SaaS content).

11. DoTheMoon Team

DoTheMoon was founded and is led by three experienced serial entrepreneurs, bringing together a wealth of expertise and drive that you would struggle to find in other startups, in the crypto space or any other. Our leadership team is comprised of Nikola Stojanow, CEO & Co-founder; Luka Sucic; COO & Co-founder, and Luka Ciganek Marketing & Post-IDO Support, with a supporting and equally valuable and experienced team of staff and advisors, all committed to driving forward the growth of DoTheMoon.

Nikola Stojanow, CEO & Co-founder

- Serial Startup Founder/Entrepreneur;
- C-Level Executive Leadership experience in a publicly traded company

- Co-founder of the aeternity blockchain, and AE Ventures
- Partner at Vitosha Venture Partners, and angel investor;
- Extensive corporate and startup business development experience across Europe, MENA and South East Asian regions.

Nikola Stojanow is without a doubt one of the leading go-to-people in the startup and cryptocurrency ecosystem for strategy, fundraising and business development in Central & Eastern Europe, MENA, and the Asia Pacific regions.

For almost a decade he built and consulted on numerous international projects, and for major brands and institutions, within corporate roles. After that, he founded a healthcare startup in Berlin in 2016, securing numerous funding rounds. He then co-founded the aeternity blockchain in 2018, before launching the venture arm of the aeternity blockchain ecosystem, AE Ventures. This supported the work of a strong community of entrepreneurs and developers, giving Nikola an extensive network in over 40 countries.

After leaving AE Ventures, he has dedicated his time to supporting, mentoring and investing in several startups, one of which became a Unicorn (\$1bn+ valuation), and is General Partner of Meta Change Capital. He has invested in over 50 startups, and brings his wealth of knowledge and experience to DoTheMoon.

Specific inputs/responsibilities:

- Deal flow generation;
- Investment structuring and management;
- Portfolio management and strategic consulting to portfolio;
- Blockchain and business plan assessment;
- International network optimisation;
- Investment committee reporting.

Luka Sucic, COO & Co-founder

- Serial Startup Founder/Entrepreneur;
- Serial Angel Investor;
- Formerly with Starfleet Accelerator;
- Formerly with Deutsche Telekom;
- Ecosystem builder, in a senior leadership role with the Hub:Raum Accelerator (owned by Deutsche Telekom) in 13 Central & Eastern European Countries (CEE);
- Responsible for supporting and accelerating 50 startups directly, including extensive involvement in the Croatian startup ecosystem;
- With direct and indirect support and involvement over a European-wide startup ecosystem of over 600 companies.

Luka Sucic is a professional in the global startup ecosystem, with 18 years experience. For the past 8 years, he has played a key role running accelerator programs for early-stage startups across Europe, and has a strong reputation for management and mentorship in 13 Central & Eastern European Countries (CEE).

Building on his time at Deutsche Telekom, Luka was appointed to a leadership role in the accelerator they own, the Hub:Raum Accelerator, and with the independently operated HUB385 accelerator. He also had experience in the Starfleet Accelerator. More recently, he served on the investment board of the cryptocurrency accelerator and investment arm of the aeternity blockchain, AE Ventures.

During his extensive and impressive career, he has directly supported, invested in personally, mentored or proposed investment in (as part of an accelerator leadership team), 50 early-stage startups. He has personally invested in 5 as an angel investor.

During his extensive and impressive career, he has directly supported, invested in personally, mentored or proposed investment in (as part of an accelerator leadership team), 50 early-stage startups. He has personally invested in 5 as an angel investor.

Luka is so skilled at picking and mentoring smart investments through accelerators because he is an entrepreneur who's been there, done that, and got the T-shirt, many times over. For 10 years he owned, co-founded and operated numerous SMEs and startups across Europe. He also has corporate experience, with Deutsche Telekom and Croatian Telekom, and is one of the driving forces behind restarting the Croatian startup ecosystem.

In 2014, he completed training through the Invest Europe Training (former EVCA Academy), graduating with a Foundation Course for Venture Capital Investment professionals. Luka is a proven ecosystem builder, entrepreneur, and super-connector with an excellent reputation across Central and South East Europe, and beyond.

We outline all of the above in more detail.

Specific inputs/responsibilities:

- Investment deal flow generation, investment intake and monitoring;
- Business model, blockchain and G2M assessment;
- Strategic partnerships, investment management
- Portfolio management and building, strategic consulting to portfolio; and reporting
- Regional network optimisation, as part of the portfolio strategy;
- Investment committee reporting.

Luka Ciganek, Marketing & Post-IDO Support

- Serial Startup Founder/Entrepreneur;
- C-Level Executive Leadership experience in a publicly traded company (after an IPO on the Australian Stock Exchange);
- Built teams, grew companies across four continents;
- Young Transatlantic Innovation Leaders Initiative Fellowship alumni.

Luka Ciganek is an experienced serial entrepreneur, with a Masters degree in IT engineering, which he earned while scaling a startup. He has extensive experience building companies across Europe, Africa, India and Australia.

In 2014, Luka founded an eSports startup that went through multiple investment rounds. He grew the company extensively across Africa. In 2017, he was appointed Global CTO & European MD, whereby he oversaw and managed large teams of designers, developers and project managers across Europe, India and Africa. He listed this company (an IPO) on the Australian Stock Exchange in 2018, and continued to play a key role managing and growing it.

In 2018, he was also recognised by the U.S. State Department and The German Marshall Fund of the United States (GMF) as a young innovation leader and was awarded a Young Transatlantic Innovation Leaders Initiative Fellowship. This ensures he can play a role in contributing to the ongoing policy dialogue to strengthen entrepreneurial ecosystems and opportunities for innovation between Europe and America.

Since exiting his now publicly traded company, Luka took a serious interest in the cryptocurrency ecosystem, joining a leading blockchain startup. He is applying all of his years of startup and scale-up experience to driving forward the growth of DoTheMoon.

Specific inputs/responsibilities:

- Investment deal flow generation, investment intake and monitoring;
- Growth strategy (marketing focused);
- Technology, blockchain and ML assessment and oversight;

- Overall strategic vision, including the exit strategy;
- Portfolio management reporting and chairing the Investment Committee.

Why are we the best people to lead this project?

Our leadership team is comprised of Nikola Stojanow, CEO & Co-founder; Luka Susic; COO & Co-founder, and Luka Ciganek Marketing & Post-IDO Support, with a supporting and equally valuable and experienced team of staff and advisors, all committed to driving forward the growth of DoTheMoon.

Our work together at the Starfleet Academy and AE Ventures, the investment arm of the aeternity blockchain ecosystem, is a demonstration of our track record, combined skills and expertise when we work together. Collectively and individually we have worked with the following teams and projects: [would benefit from a list of the top 5 or 10]

12. Roadmap

• Q2 2021

- Launchpad V1 mainnet release
 - ETH and BSC pools
 - Whitelisting and KYC
 - Automated Uniswap listing
- Investor's cabinet
- Stacking and Liquidity mining of DTM
- BSC Bridge for DTM Token

• Q3 2021

- Locker & vesting tool for projects
- Staking marketplace for projects
- OTC desk for locked tokens
- DAO V1 Release
- NFT house V1 release

• Q4 2021

- Secondary market for locked tokens (LD mass introduction)
- Multichain pools
- DAO V1 Release
- DoTheMoon V2 release
- NFT house V2 release