



Thrupny

THE TOKENISATION
PLATFORM

FOR PROGRESSIVE ORGANISATIONS





“Blockchain makes cryptocurrencies the inevitable future of money”

Joseph Muscat, Prime Minister of Malta, 30 September 2018

\$7.2 Tr

Under
Management



“Family offices, hedge funds and other sophisticated investors are starting to think seriously about this space.”

Tom Jessop, the founding head of Fidelity Digital Assets, 15th October 2018

\$24 Tr TOKENISATION OPPORTUNITY

THRUPNY IS ON A MISSION TO DELIVER EFFICIENT BUSINESS MODELS WITH THE TRANSPARENCY OF BLOCKCHAIN, BRINGING NEW OPPORTUNITIES FOR INVESTORS, CONSUMERS AND BUSINESSES

*Thrupny is the **tokenisation platform** for progressive organisations.*

We empower security token offerings, real estate tokenisation, and new business models for enterprises and government with one platform.

Our platform is today providing settlement for 40 commodities brokers in Singapore and is powering the security token offering for a real estate project out of Dubai. These are all profitable clients.

We have generated 50% EBIT out of existing deals and are growing profitability through SaaS..

Azizi Riviera

At this time we are seeking to complete our seed round with \$250k to cover development of robot Escrow and Robot Trustee. After which we will seek a Series A and STO round of \$4m to develop SaaS and AI capabilities.

Our Advancements

- We have technology built over three years of R & D
- We have customers
- We have \$100k invested already
- We are tackling an evolving market
- We charge setup fees and per usage or success fees

We are targeting three verticals with one platform

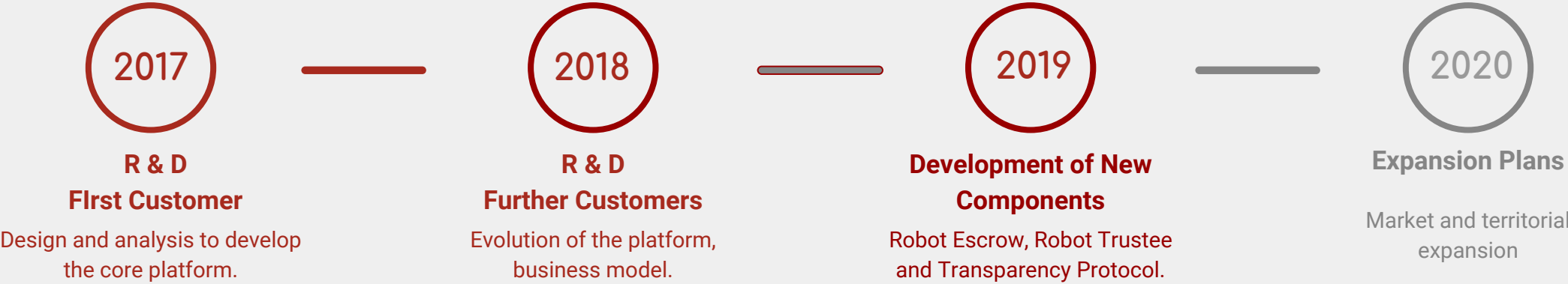
- Financial services organisations
- Real Estate developers
- Enterprise & Legal Use Cases

Our market scope includes disrupting:

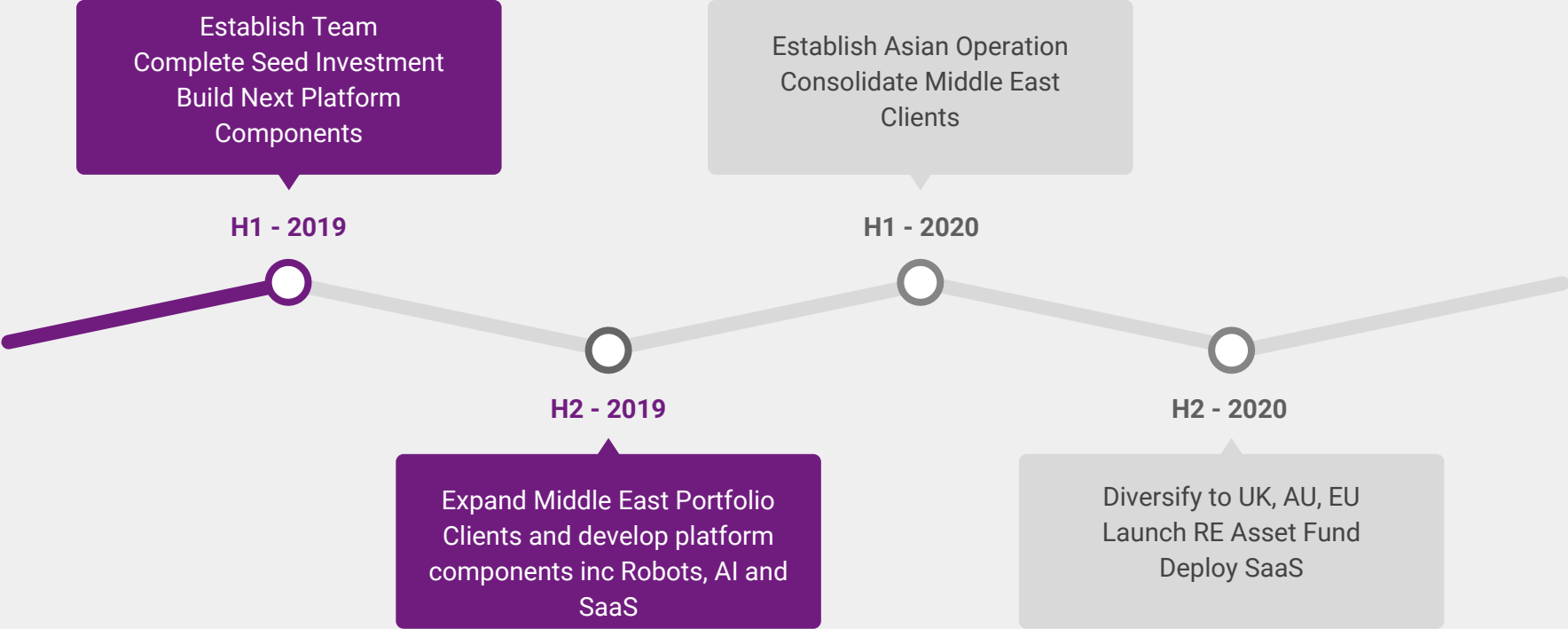
- \$200Bn IPO market breakage driving the \$3Bn potential STO market this year
- \$8 Tr real estate market
- \$1Bn Legal services market
- \$24Tr tokenisation market



What have we done so far?



Where are we heading?



*We are making
partnerships*



Thrupny partners with Bitmeex at CITYSCAPE to speed up crypto real estate investment.



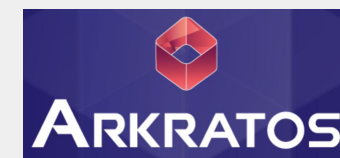
Thrupny hooks up
with N'VIRON1 to
provide Smart
Building efficiencies



*...and have
technology
built*

The core technology of Thrupny is being used today in the commodities network of Arkratos in Singapore

60% of the technology that we will need is already build and an MVP available.



Our Opportunity

\$24 Tr Tokenisation market

TOKENISATION



“The World Economic Forum (WEF), Deloitte & McKinsey project that up to 10% of the global Gross Domestic Product (GDP) will be stored and transacted with the help of blockchain”

Our Opportunity

\$8 Tr

Real Estate
market

REAL ESTATE TOKENISATION



“Tokenization is paving the way for a new forefront in
real estate development”

Ryan Serhant, bestselling author of *Sell It Like Serhant* and star of Bravo's *Million Dollar Listing New York* on Forbes

Our Opportunity

\$3 Bn

STO
market

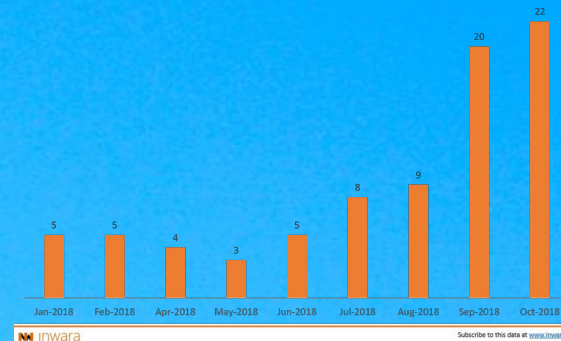
STO

SECURITY TOKEN OFFERING

the
new
IPO



Number of STOs conducting their main sale



STO IS A
GROWING
MARKET

EY says the \$200Bn IPO market globally is facing challenges, EY therefore recently advised customers to
“Consider a number of alternative funding..options”

Our Opportunity

\$100+ Bn

LEGAL services
market

7 ways blockchain will change the legal industry

1. Smart Contracts
2. Intellectual Property
3. Blockchain Law
4. Property Rights
5. Chain of Custody
6. Financial Transactions
7. Notary Public



“In the USA alone the legal services market was worth \$100 Bn in 2018” yet
“less than 30% of law firms have an employee tasked to drive innovation”

Our solution is about enhancing efficiency and transparency, while creating new business models for all our target customers

PROBLEMS IN OUR TARGET MARKETS

FUND RAISING

1. **Friction**
2. **Lack of transparency**
3. **High barrier to access**
4. **Evolving Government Policy**

REAL ESTATE

1. **Diversity** - Existing real estate unit trusts are not granular enough and do not leverage technology effectively to make savings in their operations.
2. **Time** - Developers struggle to raise funds in a timely manner, when completing developments or for off plan funding
3. **Global** - Fund raising does not often have a global reach

LOCAL AND INTERNATIONAL TRADE & OPS

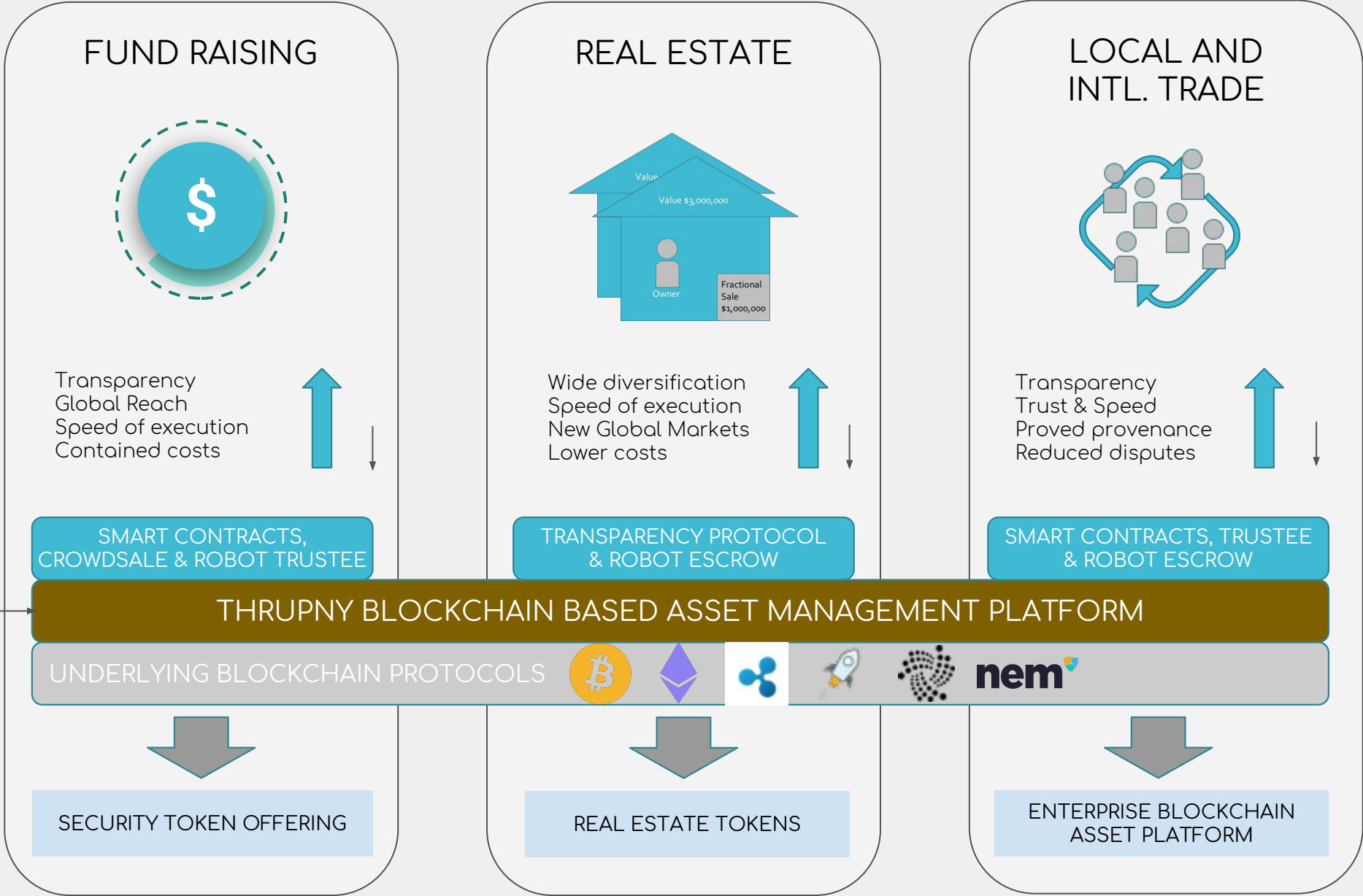
1. **Lack of transparency**
2. **High Cost of Intermediaries**
3. **Friction**
4. **High possibility of disputes**
5. **Lack of guarantee of provenance**



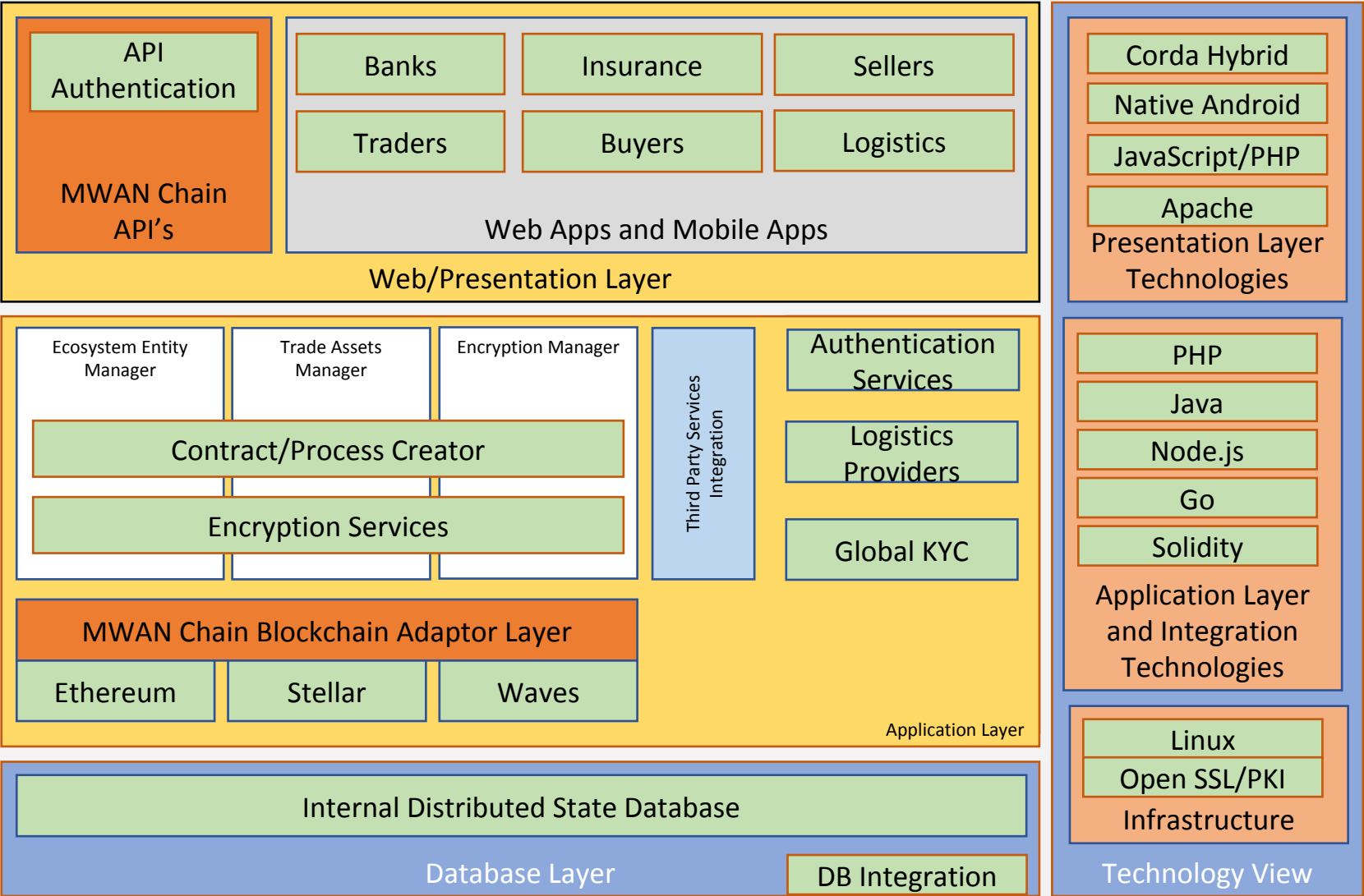
5. The Product Solution

Thrupny takes the benefits of blockchain and builds out second layer protocols to make practical applications for our focus markets

ONE PLATFORM, THREE SOLUTIONS



The platform exists and is in use in tokenized use cases today



6. Business Model and Key Revenue Streams

Thrupny makes money from:

- SET UP FEES
- SUPPORT
- CONSULTING
- SaaS SUBSCRIPTIONS
- TRANSACTION FEES
- REVENUE SHARES

The Thrupny differentiator is that we are working with the whole ecosystem to gain value, not creating our own

Thrupny key revenue stream target markets







Thrupny makes money from:

- SET UP FEES
- SUPPORT
- CONSULTING
- TRANSACTION FEES
- REVENUE SHARES

Our expertise in digital marketing, the crypto ecosystem and B2B sales to a more diverse marketing mix

Thrupny key revenue stream target Geographies and Channels

SECURITY TOKEN OFFERING	REAL ESTATE TOKENS	ENTERPRISE BLOCKCHAIN ASSET PLATFORM
<p><u>GEOGRAPHY</u></p> <ul style="list-style-type: none">• UAE• MENA• POST SERIES A EXPANTION TO: EUROPE, ASIA <p><u>EXISTING CUSTOMERS</u></p> <p> CENTURION & CO. DIGITAL FINTECH BLOCKCHAIN</p> <p><u>TARGET CHANNELS</u></p> <ul style="list-style-type: none">• Startup incubators including Dubai Free Zones, Startup Hubs• Startups and SMEs through digital channels & SaaS• Corporate fundraising through finance houses	<p><u>GEOGRAPHY</u></p> <ul style="list-style-type: none">• UAE• MENA• POST SERIES A EXPANTION TO: UK, AUSTRALIA <p><u>EXISTING CUSTOMERS</u></p> <p> </p> <p><u>TARGET CHANNELS</u></p> <ul style="list-style-type: none">• Direct to real estate developers in the UAE• As technical providers to finance houses providing funds to developers	<p><u>GEOGRAPHY</u></p> <ul style="list-style-type: none">• UAE• MENA• POST SERIES A EXPANTION TO: EUROPE, ASIA <p><u>EXISTING CUSTOMERS</u></p> <p> ARKRATOS</p> <p>A UAE GOVERNMENT ENTITY</p> <p><u>TARGET CHANNELS</u></p> <ul style="list-style-type: none">• Government organizations through consultancies• Direct to SMEs and Corporates via SaaS• Legal firms directly• Logistics firms via IT services

WE HAVE A CRM CONTACT BASE OF 15,000 CONTACTS IN THE RELEVANT INDUSTRIES AND HAVE HAD DIRECT DISCUSSIONS WITH DOZENS OF THESE ALREADY. OUR AIM TO MOVE TO SAAS ALSO EXPANDS OUR SALES CHANNELS TO DIGITAL SCALE



8. Team and Key Stakeholders

We cover the three key areas of crypto, technology and digital marketing

Team

CRYPTO
& SMART RE & MARKETING



Andrew Rippon
Smart City Guru
CEO



Ismail Malik
Founder of Blockchain Labs



Reuben Godfrey
Blockchain Ireland

BLOCKCHAIN
TECH



Andreas Tsindos
Blockchain Builder
CTO

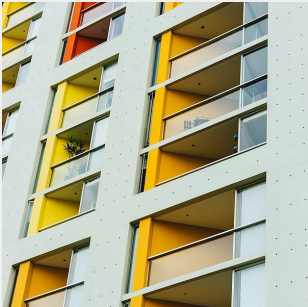


Andoni Arostegi
Chief Code Auditor



The technology team
exists today in Spain,
Dubai and Pakistan

REAL ESTATE
EXPERTISE



Confidential
25 Year's Experience
COO

STO, SUPPLY CHAIN AND
MARKETING will reside
mainly in Dubai and will be
hired after the first round of
funding is complete



The marketing team is in
Dubai, Russia and Italy

We know all the people we will hire and all the outsource partners we need



9. Financials

Thrupny aims to have quality and diversified revenues and become more efficient as the market allows to increase margins through greater ecosystem use of blockchain technology

Thrupny Forecast		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
		(2019/20)	(2020/21)	(2021/22)	(2022/23)	(2023/24)	(2024/25)
Revenues							
Platform B2B Customers		3	8	12	12	8	8
Platform B2C Users			2,000	30,000	60,000	120,000	200,000
Platform Sales Revenues	125,000	375,000	1,037,500	1,603,750	1,660,375	1,166,038	1,116,604
RE Tokens		20,000	75,333	162,867	259,153	338,402	425,576
RE Fund Revenues					3,605,000	4,408,400	5,356,206
Consulting Revenues		60,000	160,000	240,000	240,000	160,000	160,000
Transaction/Sub Fees	\$50.00		100,000	1,500,000	3,000,000	6,000,000	10,000,000
Investment (Seed/Series A/STO)		1,000,000	4,250,000	51,500,000			
Total Revenues		1,455,000	5,622,833	55,006,617	8,764,528	12,072,840	17,058,385
Costs							
Staff	21%	300,000	450,000	540,000	1,200,000	1,320,000	1,452,000
Outsourcing	14%	200,000	300,000	300,000	600,000	660,000	726,000
Product Marketing			10,000	200,000	500,000	700,000	2,000,000
SG&A	26%	375,000	412,500	453,750	800,000	804,000	808,020
Fund Investments				49,500,000			
Dividend Payments					3,096,695	3,786,816	4,600,981
R&D		250,000	2,000,000	2,000,000	500,000	500,000	500,000
STO Marketing & Legal			250,000	350,000			
Total Operational Costs		1,125,000	3,422,500	53,343,750	6,696,695	7,770,816	10,087,001
EBIT		330,000	2,200,333	1,662,867	2,067,833	4,302,024	6,971,384

Market penetration to achieve these customer numbers can be compared to:

214 IPOs in 2018 in the USA alone

“Slow but steady, STO’s are expected to continue on an upwards trend through 2019.”

81 STOs were held in 2018

Real Estate tokenization is a \$2Tr opportunity

The tokenized asset market of ~\$24trn by 2027

Source: Andrew Rippon analysis, Statista, hackernoon.com



10. Competition

Thrupny will provide greater value through a more complete offering and partner with players in the ecosystem

Current Solution Groups	SECURITY TOKEN OFFERING	REAL ESTATE TOKENS	ENTERPRISE BLOCKCHAIN ASSET PLATFORM
	<p>TRADITIONAL IPOs</p> <p>> EY says the \$200Bn IPO market globally is facing challenges</p> <p>> EY also recently advised customers to “Consider a number of alternative funding..options”</p> <p>OTHER STO PLATFORMS are available and provide competition for this track but some provide proprietary platforms and closed liquidity markets.</p>	<p>EXISTING REAL ESTATE FUNDS cover approx. \$2Tr of th \$7Tr RE market but are not granular enough and do not leverage technology effectively to make savings in their operations and provide robust diversity.</p> <p>NEW BLOCKCHAIN RE projects have elements of Thrupny but not the complete package and in particular Smart RE efficiencies.</p>	<p>ENTERPRISE BLOCKCHAIN PLATFORMS</p> <p>These reduce some friction from asset transactions but do not always manage operations and can be restricted in terms of use cases or single protocol dependency or may not deliver end to end features out of the box.</p>
Competition	<p>REITS like Crown Castle, Equinix and Emirates</p> <p>POLYMATH</p> <p>SECURITIZE</p> <p>SWARM</p>	<p>PROPY</p> <p>EVERIUM</p> <p>BITMEEX.ESTATE</p> <p>HARBOR</p> <p>BITRENT</p>	<p>CORDA</p> <p>BLOQ</p> <p>ETHEREUM ENTERPRISE</p> <p>OMNITUDE</p> <p>SETTLEMINT</p>
Thrupny's Solution	<p>Thrupny will partner with financial, legal and consulting firms seeking to offer STOs, as well as new companies emerging specifically to provide the service. Thrupny will also be looking to work with regulators to enhance STOs.</p>	<p>Most of these will not be competing directly, either geographically or sector wise, however we will provide more value by implementing Smart Real Estate and blockchain technology in the assets we manage.</p>	<p>We will partner with many of these platforms to deliver complete use cases. We will also build second layer protocols on top of some of these and provide agnostic public and private blockchains. Also we will provide complete use cases with deep operational knowledge.</p>



11. Raise request and spend

We have three rounds immediately, the first two provide equity access

We are 1/4 committed in the first round

~~SEED FUNDING 1~~ COMPLETED

~~\$100,000~~

~~KPIs > Incorporation, core team, first customer~~

SEED FUNDING 2

>

\$250,000

KPIs > full team, next customers

EQUITY Series A

>

\$ 4 M

KPIs > STO 1 raise, full team
> SaaS , Launch Fund

STO1

>

\$ 2 M

KPIs > STO 2 raise, first properties LOIs, full team
> MVP, Launch ICO

STO2

>

\$ 50 M

KPIs > Property, ecosystem build, token value
> Dividends

INVESTORS

We have had an initial investment from



SEED INVESTOR BENEFITS

- growth in equity capital value as equity and security tokens are issued and platform completed
- revenues from fees for fund management



11. Raise request and spend

Seed Request for Next Year.

We have tight spending on critical elements as we get huge value from our existing assets and contacts

Stage 1 Spend	\$
License in the UAE	40,000
Office	30,000
Consults	10,000
T&M	20,000
CryptoEconomics	10,000
Marketing	10,000
CEO	30,000
Support	10,000
Analyst	20,000
Sales	40,000
Contingency	30,000
Total	250,000

Further spend details on application

Stage 2 Spend	\$
MVP	
Smart Contracts	50,000
Operations Platform Enhancements	50,000
User Interface	50,000
Operations Team	95,000
Prepare ICO	
Marketing Team	30,000
Incorporation CH	150,000
Investor Warm Up Roadshows	48,000
Legal	20,000
Core team	60,000
Chief of Sales Team	30,000
Legal Support	10,000
Support	10,000
Analyst, Accounts	20,000
Asset Manager	20,000
Monetization Manager	20,000
Contingency	87,000
Total	750,000



“People often overestimate the impact a technology can make in two years and underestimate the impact it can have in 10”

Charley Cooper , MD R3



We agree completely and especially in the case of the behaviours of millenials.

Thank you for your time

Please do let us know if you are interested to have more details or invest

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