



DECUNIO

WHITEPAPER

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EXECUTIVE SUMMARY



PECUNIO - BLOCKCHAIN INVESTMENTS SAFE AND EASY

Pecunio is a decentralized investment platform that focuses on blue-chip blockchain assets with unique value proposition and high performance potential.

Our products and services cover the whole lifecycle of blockchain innovation: From angel & venture capital investments (AC & VC) and initial coin offerings (ICO), to cryptocurrencies and asset-backed tokens.



A DECENTRALIZED INVESTMENT PLATFORM AND EXCHANGE

By tokenizing all our funds and assets, we simplify safe investments into selected blockchain assets. All major cryptocurrencies will be interchangeable on our platform. What's revolutionary about the platform is that it solves the problem of crypto spending and allows management of crypto assets in a safe and easy way.



ASSET-BACKED GOLD TOKEN

Gold has always been the world's best hedge against all sort of market turmoil. Our first product in this product range will therefore be the Pecunio Gold Coin (PGC), which refers to exactly one gram of segregated, unallocated 999.9 fine gold from LBMA-approved refineries. There is no comparable asset out on the market at given time.



TOKENIZED FUNDS

Our tokenized funds invest into the most valuable cryptocurrencies, ICOs and AC & VCs. Investing into ICOs and tokenized AC & VC leverages the performance of our funds compared to regular crypto investments by far. Our fund management avails of profound experience from the traditional-, as well as from the hedge fund industry.



A CRYPTOCURRENCY CARD

Our crypto debit card allows coin and token spending in fiat currencies around the world. The prepaid debit card spares local exchange fees and makes digital currency spending a whole lot easier. Pecunio enables cryptocurrency spending with instant liquidity.



AN ICO INCUBATOR, A BLOCKCHAIN START UP ANGELIST

Our expertise in traditional and hedgefund management qualifies us to accompany blockchain businesses successfully spreading their wings. We launch ICO campaigns with a dedicated fund, management support, legal advice and more. At the same time PECUNIO shares earned profits with its company token holders via a buyback program.

VISION

The idea of blockchain has opened a whole new chapter of value transfer. Which currencies will stay in place and prove themselves successful, at which price and on base of which business model or technology is yet unclear. What we do know for certain is that cryptocurrencies and crypto assets are definitely a part of the future.

They have revolutionized payments, transactions and many other markets and will soon become established as the new standard.

Pecunio's mission is to open the cryptocurrency market to everyone with a variety of interesting products and services. As a trustworthy company, we encourage blockchain adoption and offer a safe and easy way to take part in the future of financial markets.

We personally believe in the philosophical mission of Satoshi Nakamoto and created a safe and transparent investment solution with easy access for everyone.

**WE PERSONALLY BELIEVE IN THE PHILOSOPHICAL MISSION OF
SATOSHI NAKAMOTO AND CREATED A SAFE AND TRANSPARENT
INVESTMENT SOLUTION WITH EASY ACCESS FOR EVERYONE.**



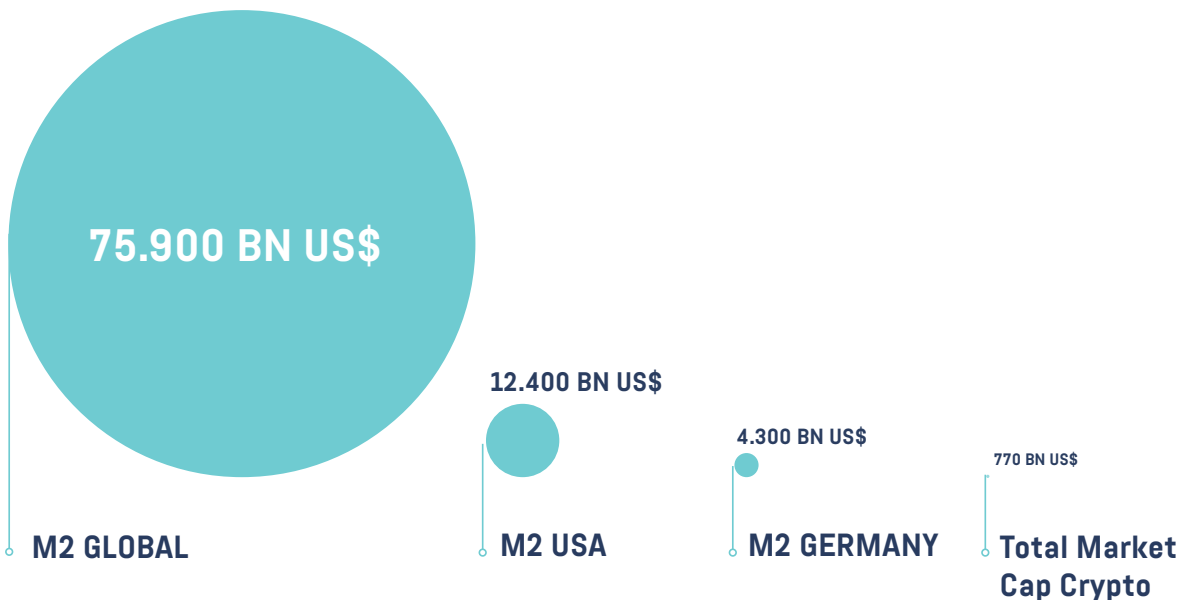
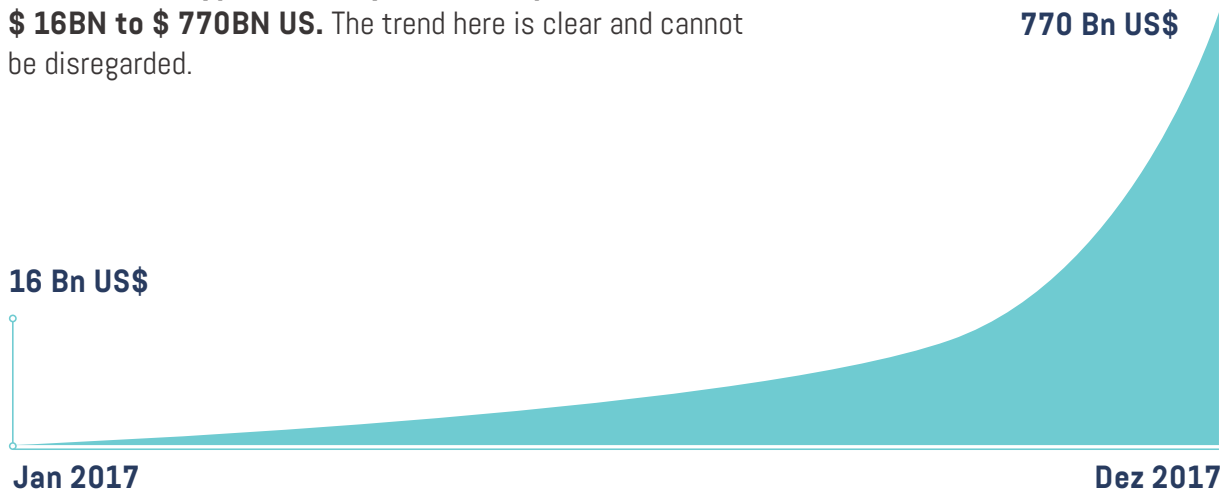
Your Share of the Future.

MARKET OPPORTUNITY

Since the introduction of blockchain technology, there has been a high demand for crypto assets on the markets with likeliness of further increase. Fintech is a completely new sector in finance without any institutions yet and financial service providers have not been able to meet rising demands for Bitcoin and/or blockchain investment solutions. Finance & Investments are still heavily underrepresented as a category, due to a lack of innovation and decentralization. It is just as of recent, that CBOE and CME group launched Bitcoin futures markets.

The dawn of a new investment era began starting with the incredibly successful Ethereum ICO in July 2014. Imagine having invested an amount of two thousand dollars in ETH at that time. Right now in 2017, in less than three years, those two thousand dollars would have achieved an amount worth more than 1 million US \$ by now. The same applies for blockchain solution "Stratis": Only 12 month after its ICO, tokenholders have multiplied their initial investment by factor 600.

In 2017 the cryptocurrency market capitalisation went from \$ 16BN to \$ 770BN US. The trend here is clear and cannot be disregarded.



Nevertheless, there are a load of obstacles to be challenged before adapting cryptocurrency usage on a broad scale. It is hard for non-tech-savvy users to easily enter the crypto markets. There are no institutional guidelines or trustworthy partners to rely on. And of course as the cryptocurrency market is a very young and new sector in finance, it comes with rather high volatility.

UNIQUE SELLING PROPOSITION

- We provide **transparency in a complex market**
- We are **constantly adapting and refining our sustainable business model**
- We offer **a functioning set of working products**
- We provide **highest safety standards through cold storage**
- We offer **all transactions via one platform**
- We offer **a scalable low cost platform solution**
- We combine **constant advancement with a lean cost structure**
- We can rely **on a strong community of more than 50.000 enthusiasts**



COMPARISON

Pecunio is a public gateway to the cryptomarket: It is a decentralized investment platform simplifying blockchain investments, backed by a transparent and trustworthy company.

Our platform is a **one-stop-shop and solves the problem of crypto** spending with one simple dashboard. It allows **converting from and to cryptocurrencies as well as investing into valuable assets** like the commodity-backed gold token or PECUNIO's blue-chip crypto fund (PCC)

Besides that, Pecunio is the only blockchain investment platform with a free exchange and a cryptocurrency card. Another strong pillar of Pecunio's unique position in the market: Our users gain customer lifetime value as we are not a product centric seller or exchange, but a care taker with active management and active customer support.

MARKET PLAYERS	PECUNIO	Blackmoon crypto	Enigma	Grayscale	TenX	Monaco	Xapo
Invest in BTC, ETH & Altcoins	✓	✓	✓	✗	✓	✗	✗
Invest in Altcoins	✓	✓	✓	✗	✓	✗	✗
Invest in ICOs	✓	✓	✓	✗	✗	✗	✗
Invest in AC & VC	✓	✓	✓	✗	✗	✗	✗
CC debit card	✓	✗	✗	✗	✓	✓	✓
Only decentralized investment	✓	✗	✓	✓	✓	✗	✓
Active management	✓	✓	✗	✓	✗	✗	✗
Save / spend All-in-one-solution	✓	✗	✗	✗	✗	✗	✗
Asset-backed tokens	✗	✗	✗	✗	✗	✗	✗

HOW PECUNIO WORKS

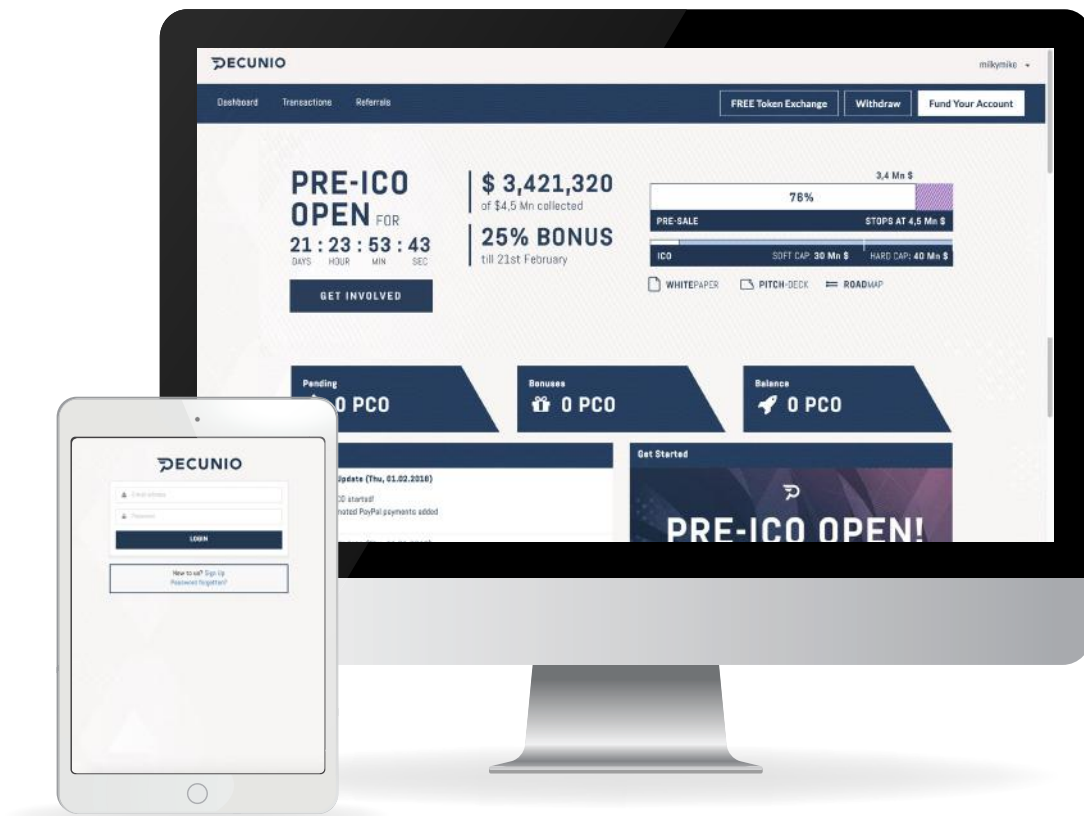
SIGN UP

Sign up is as easy as creating a Facebook Account.

The user signs up to create an account on PECUNIO's platform by providing an email address, a user name and a password. Upon confirmation via email, a personal wallet is created and he is automatically directed to the user dashboard where he finds an overview of his personal account and holdings.

After successfully transferring cryptocurrencies into his account, it is now the user's choice whether to spend it via the crypto card, exchange it or invest it into PECUNIO's products.

Every platform user has the opportunity to purchase into different types of products: The asset-backed token (PGC), various fund tokens (PCC, PICO, PAV), as well as the PECUNIO utility token (PCO). All platform related products and services can only be accessed with the PCO.



WHY BLOCKCHAIN WHY FUND MANAGEMENT

WHY BLOCKCHAIN

“We have elected to put our money and faith in a mathematical framework that is free of politics and human error.”

Tyler Winklevoss, Co-creator of Facebook, top investor in Bitcoin.

The Blockchain is a foundational technology like the Internet itself—a big system enabling applications to be built on it and value to be stored and transferred safely via a transparent public ledger. The idea of a decentralized, global payment network with low cost and settlement time has profound implications across the world-wide financial system.

Abstracting away from solely the financial sector, the transparency and integrity of data on the Blockchain may transform broad industries and industry standards in areas like record keeping, logistics, law, identity management, securities settlement, application development and many more. Furthermore corporate formation & governance, asset representation, contract & agreement structuring, and the traditional thought processes associated with; each are rapidly being challenged, questioned, re-thought, re-approached, and re-structured because of the spark ignited by the concept of the blockchain. We now find ourselves at the forefront of a huge wave of innovation. Approximately 80% of banks are developing their own blockchain technology today. This is one of the main reasons the world's biggest firms are now investing into this promising technology and/or adopting it as well.

The real value of the blockchain is that it renders intermediaries completely obsolete. Middlemen acting as third party establishing “trust” between unknown parties are no longer inevitable. The blockchain basically replaces these middlemen.

A series of industries will become seriously disrupted, first and foremost:



Financial Services (Banks, Clearing houses, Money Transfer)

Banks are essentially secure storehouses and transfer hubs for money. Blockchain's secure, decentralized, and tamper-proof ledger addresses this function—at a fraction of the cost. A company called “Thought Machine” has already created a “blockchain bank.” Clearing houses and stockbrokers are also in the firing line for the same reason. Companies like Western Union and MoneyGram have always dominated money transfer services. But blockchain start-ups are trying to create a competitive scenario by offering faster, cheaper and versatile forms of money transfer.



Real Estate

When most people think of buying and selling property, they think of copious amounts of paperwork, long, administrative processes, and high agent fees. Using blockchain, anyone can manage, track, and transfer land titles and property deeds—no need for intermediaries. A company called Ubiquity is providing this service already.

Music Streaming

Music streaming is great—well, maybe not for the musicians. It's estimated that artists lose up to 86% of the proceeds of their music because of illegal downloading. The blockchain makes it possible for artists to earn royalties on their music without going through a record label.

Grammy Award Winner Imogen Heap has created a blockchain-based streaming platform called MYCELIA that is, besides others, facilitating this issue.

WHY FUND MANAGEMENT

Despite Bitcoin's impressive annualized returns since its inception in 2009, the reality is that blockchain technology is still in its infancy and no one knows whether it will become globally accepted. This uncertainty surrounding blockchain and Bitcoin's future is reflected in the price volatility of cryptocurrencies. When it comes to investing in cryptocurrencies and ICOs, there are a few risks investors need to be aware of and mitigate:

Regulatory Risk

Probably the biggest risk to the future success of Bitcoin, as both a currency and as an investment class, is regulatory risk. If China, for example, decides to ban its citizens from holding Bitcoin, the price of the digital currency would crash. China is by far the largest market for Bitcoin trading, with over 90 percent of trading occurring in the People's Republic. Hence, any negative regulatory changes would have a direct impact on the world's Bitcoin investments.

The same goes for leading Bitcoin start-up hubs like the U.S. and the U.K. Should any large economy ban Bitcoin, the price will collapse and struggle to recover.

ICO Scams

Many ICOs/token launches lack legitimacy for one of the following reasons:

1. Some ICOs are outright scams. Their founders simply cash in on the absurd amount of "dumb money" that people throw into token launches. (The "investors" can often be people who missed the boat on Bitcoin and/or Ether, who truly don't understand the differences in between the various cryptocurrencies, particularly when it comes to value.)
2. Other ICOs are illegitimate because they are essentially a solution without a problem — not everything needs a decentralized application with its own currency. Because of these risks, a significant set of due diligence questionnaire has to be implied before buying into a potential ICO.

It is asked too much, for an average individual with a day job to occupy oneself with all the details of a rapidly changing market. In order to react to these dynamic systems it needs experts and due diligence; both are pillars of our performance policy, which is the reason why we preferred active management of our funds in order to adapt to fluctuated markets. Additionally portfolio diversification mitigates market volatility, fraud and operational risks while as being a hedge fund renders us profitable even during falling markets.

OUR PRODUCTS AND SERVICES

ASSET BACKED TOKENS

Gold has always been the perfect hedge against volatility. Blockchain technology with its high speed transfer of value, security and convenience of operation enables this next step in the future of finance: It allows us to reintroduce gold in digital form as a global currency on the blockchain. Each Pecunio Gold Coin represents exactly 1 gram of segregated, unallocated 999.9 fine gold from LBMA-approved refineries. We will be the first FinTech company to exchange physical gold for tokens worldwide.

Pecunio and its partners will store physical gold with the intent, that its gold reserves constantly meet or exceed the amount of PGC in circulation. We do not deliver a promise; we deliver gold via a cryptocurrency.

IT IS THE MOST PRESTIGIOUS AND SAFEST WAY TO PARTICIPATE IN THE CRYPTOCURRENCY MARKET.



The Pecunio Gold Coin is:

- 999.9 fine gold in tokenized form (PGC)
- The world's best hedge against volatility as a token
- A payment option for goods and services (gold backed cryptocurrency)
- The easiest way to handle and export physical gold (world wide branches for direct pick up)
- The safest and most transparent way of transacting gold



STABILITY
GOLD BACKED



PHYSICALLY
AVAILABLE ASSES



WORLD WIDE AVAILABLE
COOPERATION WITH GVS



ABSOLUTE SAFE
STRIKT PROTOCOLLS

Pecunio's Gold Coin is "Gold-2-Go" and will be redeemable in following branches for now:

EUROPE

Stadt	Staat	Website
Vienna	Austria	goldvorsorge.at
Salzburg	Austria	goldvorsorge.at
Graz	Austria	goldvorsorge.at
Frankfurt	Germany	silbervorsorge.de
Budapest	Hungary	aranykereskedes.hu
Tallinn	Estonia	gvs.ee
-	Spain	orofino.es
-	France	orfin.fr

NORTH AMERICA

Stadt	Staat	Website
Boston	USA	goldvorsorge.at
New York	USA	goldvorsorge.at
Delaware	USA	goldvorsorge.at
Toronto	Canada	goldvorsorge.at

ASIA

Stadt	Staat	Website
Dubai	United Arab Emirates	goldvorsorge.at
Singapore	Singapore	goldvorsorge.at
Hong Kong	China	goldvorsorge.at



OUR PRODUCTS AND SERVICES

FREE EXCHANGE

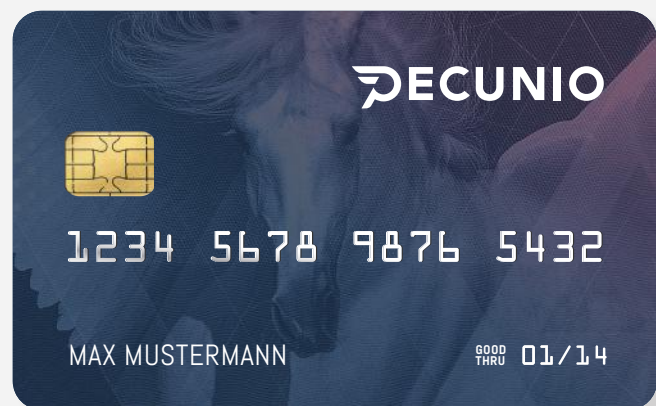
We accept and exchange all major cryptocurrencies, whereas we do not charge any fees on behalf of exchanging currencies on our platform. The Exchange will be directly connected to the user wallets and therefore only charges fees (incl. regular network fee) when cryptocurrencies are removed from the platform. Full functionality of the exchange will be implemented after the ICO.

CRYPTOCURRENCY CARD

Pecunio's cryptocurrency card is a prepaid multi-asset debit card, enabling coin and token spending in all fiat currencies around the world without exchange fees. The user will be able to manage assets via the platform, charging the card with Bitcoin, Ethereum, Litecoin, Monero, Dash, Pecunio and many other cryptocurrencies.

The debit cards come with free choice of name on card and will be valid for 36 months. No matter where in the world you live, you can be a Pecunio cryptocurrency card holder and easily manage your assets via our user-friendly dashboard.

PECUNIO OFFERS
a crypto debit-card.



PLATFORM TOKENS

All of our tokens are ERC-20 standard and based on Ethereum; a global, secure decentralized verification network, that enables tokenizing our blockchain funds. The PCO tokens are utility tokens that act as a purchasing voucher for our products.

TOKENIZED FUNDS

Our fund management avails of profound experience from the traditional- , as well as from the hedge fund industry. Yielding a good return is our aim as we work on making sizeable commissions and crypto earnings going forward. By choosing a tokenized investment vehicle, we bring liquidity to the angel- and venture capital market, which is otherwise a highly illiquid environment. Token holders can sell and exchange at any given time, making that alone the most significant innovation in AC & VC markets over recent decades.

Investors will benefit from managerial expertise, broad diversification, careful pre-selection and reallocation of included coins and tokens and ongoing risk management.



PCC

Consisting of a set of the 30 most valuable cryptocurrencies at time



PICO

A tokenized fund investing in the most promising ICOs



PAV

A tokenized fund investing in the most promising FinTech start-ups

FUND DETAILS



1. PECUNIO Cryptocurrency Fund (PCC)

PECUNIO Cryptocurrency Fund is a diverse portfolio of cryptocurrency coins and tokens. PCC is restricted to blockchain assets, which are already exchange traded (eg. 1st Bitcoin, 2nd generation altcoins like Ether, Ripple, Litecoin and 3rd generation asset tokens like EOS, Tether and Gnosis). The fund is managed and (re-)allocated based on managerial discretion, however framed by a determined set of rules.

PCC represents our first product, and was successfully launched on the well-known ICONOMI platform on 4th of October 2017. The diversified and risk-adjusted portfolio has a proven track record with an exceeding performance and can be found not only on our platform:

<https://www.iconomi.net/dashboard/#/daa/PCC>

A simple comparison:

∅ BTC price (Bitfinex) October 4th 2017: **\$ 4309.60 US,**
 January 10th 2018: \$ 14435.00 US = **334.99% increase**

∅ ETH price (Bitfinex) October 4th 2017: **\$ 291.40 US,**
 January 10th 2018: \$ 1284.00 US = **428.28%increase**

∅ PCC on October 4th 2017: **\$ 100 US,**
 January 10th 2018: \$ 433.15 US = **433.15% increase**

PECUNIO's Cryptocurrency fund clearly has the makings to outperform current market developments.



2. PECUNIO Initial Coin Offering Fund (PICO)

PECUNIO ICO Fund targets blockchain companies in their pre-ICO and ICO phase. PICO Fund is restricted to blockchain assets, which have a minimum viable product, and are in the preparation for an ICO event. Our management team will apply extensive due diligence, to filter weak market propositions, mediocre teams and potential scams from the long list. From the short list on, we work closely together with our target investments, helping them to conduct an optimal ICO launch. Investors in PICO will benefit from our industry links and our investigative strengths to uncover potential fraud schemes.



3. PECUNIO Angel & Venture Fund (PAV)

In addition to the broader market offerings, PECUNIO will launch a fund, dedicated to angel & venture investments in the blockchain space. This dedicated fund aims at exceptionally high performance – targeting a multiplication of capital. PECUNIO's expert team, supported by selected external industry advisors, will actively manage PAV. Our experts will continually scout for early investment opportunities in the blockchain start-up scene.

Through this handpicked fund offering, everyone can be an angel & venture capital investor, without any entry or capital requirements. In order to avoid capital dilution and oversubscription, the fund offering will be exclusive by invitation only. PECUNIO ICO investors will be invited to join the PECUNIO Angel & Venture Fund.

Risk Management

Investing into ICOs and tokenized AC & VC leverages the performance of our funds compared to regular cryptocurrency investments by far. Typically, higher return means higher risk (of loss). We approach to lower the overall risk by carefully diversifying our fund's assets, maintaining high performance attributes. Selected due diligence parameters and a planned set of steps according to our risk analysis are the frameworks for our success in risk management. Nevertheless, it has to be stated, that a total loss of capital is not inevitable.

(For those interested in a deeper understanding of asset risk management, we recommend reading *Quantitative Risk Management: Concepts, Techniques and Tools* by Alexander J. McNeil, Rüdiger Frey and Paul Embrechts, published by Princeton University Press in 2015; revised 2nd edition, 1st edition 2005)

ICO INCUBATOR, A BLOCKCHAIN ANGELIST

Selected start ups will receive management support, legal advice and financial aid to help spread (spreading) their wings as they get ready for /to take off. It is our business venture to spot, target and support potential top performers in this hyper-dynamic market. We help in developing their business ideas/ proposition and product portfolio. We support our clients using our analytical and social media marketing tools, and also by establishing communities and connecting with the press and the media. Delicately our clients are guided through crucial steps to circumvent unnecessary future red tape barriers which often impede on any positive achievement.

Our goal is to increase the success rate of highly potential ideas and future market leading developments.

PLATFORM / EXCHANGE / WALLET / MOBILE APP

The platform with its user-friendly dashboard enables quick access to a variety of features. On one hand, there is a wallet displaying the account balance, a cryptocurrency exchange and the opportunity to invest into PECUNIO's tokenized funds and products. On the other hand there is a referral system, allowing the user to profit from his own ambition and satisfaction using peer-to-peer networking.

Our easy-to-use platform will be available via web-interface and via wallets on both Android and iOS according to our roadmap timeline. Our Mobile Apps will use cutting edge native frameworks to provide a fast and natural user experience.

TOKEN SALE PROCEDURE

To fund the project and the platform, we conduct a token sale. (ICO/ITO) The ticker symbol for our company token will be PCO. Token sale proceeds as follows.

HARD FACTS

Our crowdsale will be performed in two stages:

- **Pre-ICO:** February 1st – 21st 2018
- **ICO:** March 19th - April 19th 2018

Bonus stages:

- February 1st – 21st 2018: **25% BONUS**
- March 19th - April 19th 2018: **0% BONUS**

Available in ICO: 30,000,000 PCO

Full supply: 100,000,000 PCO

Hard Cap: \$ 45,000,000 US

Accepted currencies: BTC, ETH, LTC

Exchange Rate: 1 PCO = \$ 1.5 US

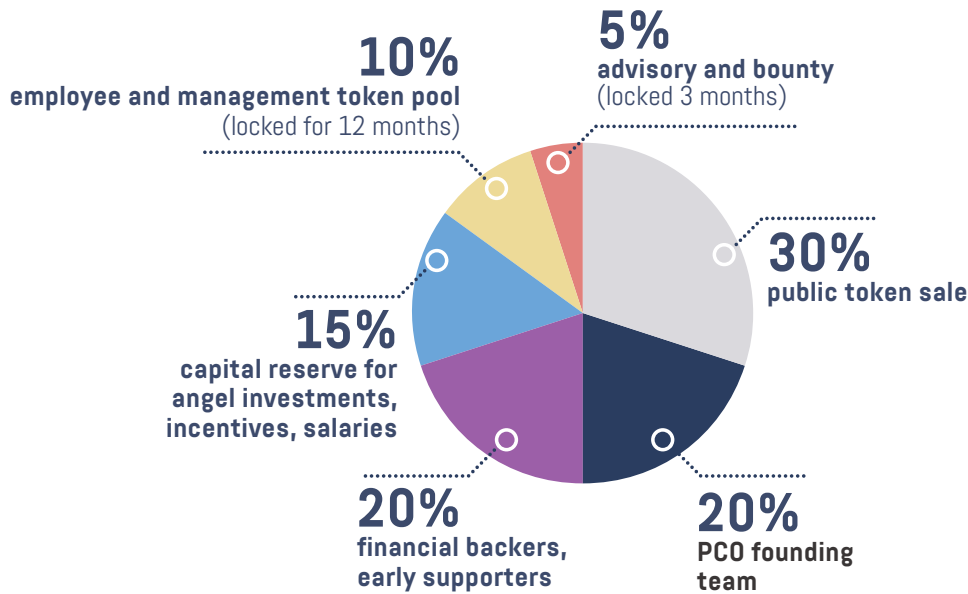
Token Utility Function: PCOs are primarily a means of payment, „a digital coupon“, for all the services PECUNIO provides, especially ICO Services and Platform related fees. No other means of payment will be accepted. PCO allows buying of funds and native tokens on platform and acts as value transfer.

No Expectation of Profits: Due to the utility nature of the PCO tokens , it does not provide dividends, profit shares or voting rights to its holders. No guarantees or assurances are provided, the PCO token shall not be considered an investment.

Architecture: PCO Tokens are Ethereum ERC-20 tokens

Acceptance of Tokens: PCO Tokens are accepted on the PECUNIO platform solely for the time being. Since the tokens will be released after the Token Generation Event, secondary market trading is possible. Token buyers have to be aware that due the utility nature of the token a rise in value is possible however unlikely. **Thus PCO tokens shall not be regarded as an investment.**

NO MORE PCO WILL BE CREATED AFTER THIS TGE EVENT.



Allocation of tokens

- 20.000.000 of PCO created during the creation event will be allocated to PECUNIO founders
- 20.000.000 PCO will be allocated to financial backers and early stage supporters
- 10.000.000 of PCO created during the creation event will be allocated to the company and utilized as a future employee and management token pool, to strengthen our ability to attract & retain top talent and contractual bonuses; these tokens will be locked for 12 months and are subject to a leak-out clause
- 5.000.000 of PCO created during the creation event will be created for and granted to advisors and bounty supporters; these tokens will be locked for 3 months and are subject to a leak-out clause

Capital Reserve

- 15.000.000 of PCO will be credited to the reserve, but not issued. These PCO’s will be available as an additional source of funding, but may never be issued, depending on circumstances in the future.

TOKEN VALUE

PECUNIO’s PCO token is a utility token. It acts as a means of payment, a „digital coupon“, for all the services PECUNIO provides, especially ICO Services and Platform related fees. PCO allows the purchase of fund tokens and native tokens on platform. The tokens shall not be confused with company shares, which they are not. They are digital goods, bearing no intrinsic value by themselves, but the value of the assets, services and/or rights which can be purchased by these tokens.

TECHNOLOGY

The asset tokens will be represented as smart contracts on the Ethereum blockchain. Coding and customizing work will be done in Solidity, a high level programming language similar to JavaScript, targeting the Ethereum Virtual Machine (EVM), which is the runtime environment for smart contracts in Ethereum.

Pecunio is an ERC-20 TOKEN

- Security and predictability (as opposed to having to run an independent blockchain network);
- Use of robust and well- supported clients (Ethereum based tokens can be managed with official Ethereum clients):
- High liquidity (interchangeable with other Ethereum based tokens or Ether);
- Easier listing on exchanges with infrastructure already in place;
- Ethereum smart contracts enable a transparent and secure way of value transfer.

Exchange

The exchange works via a matching engine through asset proxies. The interface is therefore linked to external exchanges and addresses via the asset proxy smart contract, which complies with ERC-20 standards. This makes the exchange manipulation-safe and enables true transparency.

The software will be written in a hardware-friendly programming language to maintain speed for fast transactions. As for now, for safety reasons, we decided to keep development in a closed environment - with consideration of future decentralization.

Wallets

PECUNIO's multi-wallets will accept multiple currencies and will be written in JavaScript, among other Bitcore framework. Furthermore, there will be dedicated apps for iOS and Android which assure the same functionality as the web interface. Mobile Apps will use cutting edge native frameworks to provide a fast and natural user experience.

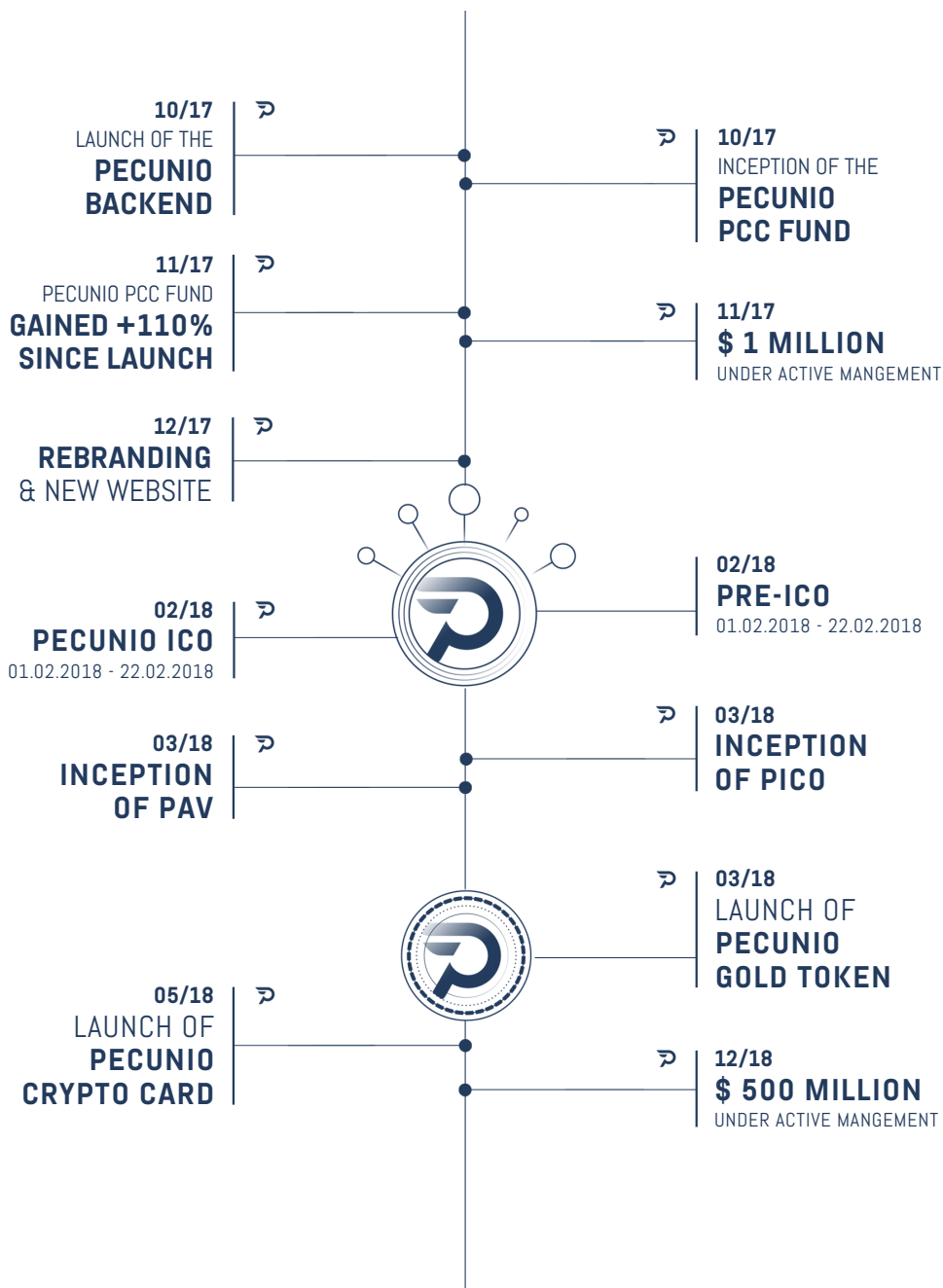


ROADMAP

Here are some of our recent progressions towards full functionality of our platform, contract development and roll out of our campaigns.

- Created the platform with working accounts
- Gathered a 50,000 user strong member-base
- Constantly increased our product and service range
- Created our first crypto currency fund (PCC), which outperformed all other comparable blockchain funds so far.

The future is bright and there is more to come, so please take a look on how we aim to achieve what we state.



OUR TEAM AND OUR VALUES

WE ACT WITH INTEGRITY AND SHOW RESPECT

We demonstrate a commitment to integrity and ethics. Show respect for and value all individuals for their diverse backgrounds, experiences, styles, approaches and ideas. Our brand is built on principles of trust and honesty.

WE VALUE CLARITY AND SIMPLICITY

We strive to make our products simple to understand and easy to use. We take extra care to think and communicate with absolute clarity, be it with our customers, our partners or internally. No fine print, clear words, clear actions.

WE DON'T FOLLOW WE LEAD

We push the envelope in blockchain investment products, doing things that have never been done before, in order to win the hearts and minds of our customers.

The blockchain revolution presents tremendous opportunities for the fast and the smart (see above). We will capture these opportunities for our tokenholders' benefit for a simple reason: We are the prime mover in our field. As former securities and commercial lawyers, hedgefund managers, service industry pioneers, creative directors, and tech project managers, our big idea is to completely re-invent high-tech start-up investment – by introducing a truly decentralized investment platform: PECUNIO.

WE LOVE SUCCESS

We achieve results and celebrate when we do. We help people to be their best by providing coaching and feedback. We make people feel valued and appreciated. We communicate open and frequently.

PECUNIO team offers a unique combination of extensive business experience, software engineering skills, international perspective and hands-on attitude. We blend deep technological skills with artistic creativity and academic excellence with executive experience.



REINHARD BERGER

CHIEF EXECUTIVE OFFICER /CHIEF FINANCIAL OFFICER

Reinhard is an original FinTech veteran. Reinhard's career began as a business architect for global consulting firm Accenture contracted to redefine the global banking system for clients such as Credit Suisse, UBS and Invesco. He then served as a principal for French tech giant Capgemini. In 2003, Reinhard co-founded Alternative Invest Finance AG, an independent hedge fund operator, where he managed alternative assets in excess of \$250M. Reinhard received a MSc in Computer Science, an M.A in law, as well as an MBA from Danube University.



CHRISTIAN THURNER

CHIEF OPERATING OFFICER

With more than 35 years in business, Christian is a highly experienced business organizer. As Head of Purchase, logistics and distribution for several VIVATIS HOLDING (RAIFFEISEN GROUP) companies, he acted for a variety of private banks and tax auditors. In 2015 he diversified into the field of "Consulting & Advisory" and accompanied some of the big shots within financial market, leading reputable companies to success.



DOMINIK BERGER

CHIEF MARKETING OFFICER

A young and passionate entrepreneur, founder and CEO of „myDigital-Marketing Solutions“. Besides that he is a social media expert and strategist, coached by Tai Lopez (top social influencer and investor), and Gary Vaynerchuck. Dominik Berger knows how to effectively utilize social media and online marketing and is accountable elevating companies to the next level.



OAMA RICHSON

CONTENT CREATION & MEDIA RESEARCH

Public relations and science-media communication are the strengths of this young creative mind. With a scientific background from the University of Vienna, his career led him to companies like Pfizer, ORF as well as Theater an der Wien. He gathered experience as a team leader in PR-campaigns for the St.Johns Ambulance and organized several events and concerts. A cool-tempered professional who is able to handle a crisis with confidence.

**HEINZ LAUBERT**

ANGEL INVESTOR

Serial entrepreneur in the service industry, with more than 15 years' experience. Strong focus on leadership and organization. Staged several high caliber events with 1000+ attendees. Dedicated leadership personality.

**MICHAEL NEUHOFER**

CHIEF TECHNICAL OFFICER

Michael is our expert in developing and securing web applications. Co-Founder and CTO of myDigital - Marketing Solutions. With a bachelor's degree in software engineering and an ongoing study in cyber security he is the man for developing secure web applications. Revealing and cracking application weaknesses are his specialty.

**MELANIE SCHAUER**

SOCIAL MEDIA RESEARCH

Melanie focuses on social media research and communication. She oversees our branding facilities and acts as quality assurance.



**REINHARD
WIDMEYER**
SOFTWARE ENGINEERING

Reinhard's area of interest includes software engineering, online campaigning, user board communication, solidity (/smart contract coding).



**FLORIAN
ENGLMAIER**
IT, PROGRAMMER

Florian is a dedicated white-hat hacker. He secures systems and assets against vulnerabilities and external intrusions. Florian has extensive experience in penetration testing, including DDoS attacks, SQL injection attacks, session hijacking and man-in-the-middle attacks.



**NIMO
ZIMMERHACKL**
GRAPHIC ARTIST &
PHOTOGRAPHER

ADVISORS & PARTNERS



JAMES VINCE
SECURITY & DIGITAL MARKETING EXPERT

James started his academic career at Cambridge University (Network Security class of 2006). In 2008, he graduated Suma Cum Laude from M.I.T. James is founder of the M.I.T Linux Society. He has over ten years of experience in finance, including experience at some of the world's best known investment banks. These include JPMorgan (New York, London), BNP Paribas (Paris), Societe Generale (Paris) and 株式会社三井住友フィナンシャルグループ (Tokyo). James is one of the world's leading crypto researchers. Whilst at M.I.T., James cracked RSA 1024 in 30 minutes and offered several improvements on the algorithm. James has held security clearance level 4 (top secret level) in the UK whilst working for DEFRA and level 3 (secret level) in the US working for The Census Bureau.

THE BUSINESS CASE

OUR PRIME REVENUE STREAMS

In order to maintain a stable and growing product and service platform to provide purchasing power for the PCO tokens, PECUNIO needs revenues. PECUNIO's revenues come from different sources:

MAIN INCOME SOURCE:

We project the management fee to be 4%, the performance fee to be set at between 15% and 30%. This fee is perfectly on par with alternative investment manager's industry standards.

- **Fee: 4%** of all assets under active management
- Estimated assets under management (2018): **500 Million US\$**
- Estimated revenue from asset management (2018): **20 Million US\$**

Gold-token-associated transaction and storage fee:

We are currently observing the markets in order to assure a competitive pricing for transaction of tokens and demurrage of physical gold. This will be a major income source due to the possible use of the token as a B2B payment token.

SECONDARY INCOME SOURCE:

Card fee:

- **Fee: 4%** of all assets under active management

Transaction fee:

- **Fee 1%** of all transactions: approx. \$ 600.000 US p.a.

ADDITIONAL REVENUES

PECUNIO intends to add additional recurring revenue streams within the next 12-18 months, including transaction and consultancy fees.

Revenues from ICO fees

ICO fees are calculated as a 25% cut of the ICO transaction volume, taken on average. We have also taken into account currency and token market growth.

COMMUNICATION AND PARTNERSHIPS

Partnerships

Additionally, we will partner with innovative FinTech companies around the globe to provide our customers with the best digital investment.

We intend to be a leading digital investment platform and generate revenues with selected “best in class” partners in other financial categories (VC, hedge funds, savings, credit & loans, insurance) with an emphasis on blockchain empowered partners.

Strategic partnerships with investment funds, private banks and insurance companies will follow.

On top of that, we are proud to be chosen as one of the 12 DAA managers of Iconomi.

Live Events

We plan on hosting different live events in various venues with regard to our core markets. These events include:

- **Investor Days:** Attracting potential investors at distinguished events with our products and services will add new opportunities and new relationships to PECUNIO.
- **Road shows:** With the purpose of strengthening brand awareness and brand value we will chose different locations with the goal of increasing PECUNIO's reach in public.
- **Live speeches:** It is hard to compare what could be more convincing than, a good speech backed by a great product. Public events are a great way to communicate to a broad audience.
- **Blockchain events:** We will not miss out our chance to be represented at blockchain meet-ups all over the world in order to educate on our solutions in the world of blockchain.
- **Financial events:** We are in finance. In order to attract customers and clients from the old economy and open the gates to new possibilities it is of importance to connect, collaborate and co-operate.

Global Marketing:

Multi Channel marketing campaigns to be organized, designed and implemented by a team of senior professionals include

- **ONLINE** marketing
- **DIRECT** marketing
- **SOCIAL** marketing
- **PR** reach increase

SCENARIOS

PECUNIO’s innovative business model is profound and elaborate. It is impossible to evaluate prospects and future financial results with absolute precision, which is why we offer three possible scenarios to help understand different levers and possible out-comes for our project:

AuM growth rate assumptions

We will grow the overall Assets under Management (AuM) progressively over the next 5 years, with a growth rate starting from 70% (year 2019), decelerating to 40% (year 2022). We expect the AuMs to be between 135 Mio US \$ and 320 Mio US \$, for our three scenarios. This would put us at par with a typical mid-sized hedge fund. Growing to about 1 Bn US \$ at the end of the 5 year period, we would match the size criterion for a large-size hedge fund.

Market growth rates

Since the beginning of 2017, the Token market has grown at a value-weighted average of about 300 % annualized. The market will continue to grow, however at a more moderate pace.

We have therefore taken a range of growth rates from 50% to 80% per year as our yardstick. For each of our three scenarios, it is expected that the Blockchain economy grows by around 3% (Conservative), 5% (Realistic) and 7% (Optimistic) – per month for the next 5 years.

This equates to around a 40% and 80% annual growth in total assets, fueling PCO fee inflows.

The ICO fees will be set at 25%, on average.

AuM Growth Rates (2018 to 2022) and ICO fees

Year	2018	2019	2020	2021	2022
Fund growth rates @	n/a	70%	60%	50%	40%
ICO fees @	25%	25%	25%	25%	25%

Below are the more detailed projections of revenue dynamics under the three different scenarios over a 5-year period.

Conservative Scenario

In the conservative scenario, we modestly grow our asset base and revenue streams. We will operate in a highly competitive market space. However, we strengthen our position as the world's first fully decentralized investment platform by adding new fund features valued by the investment community. In this scenario, we expect AuM to be around 135 Mio US \$, by the end of 2018.

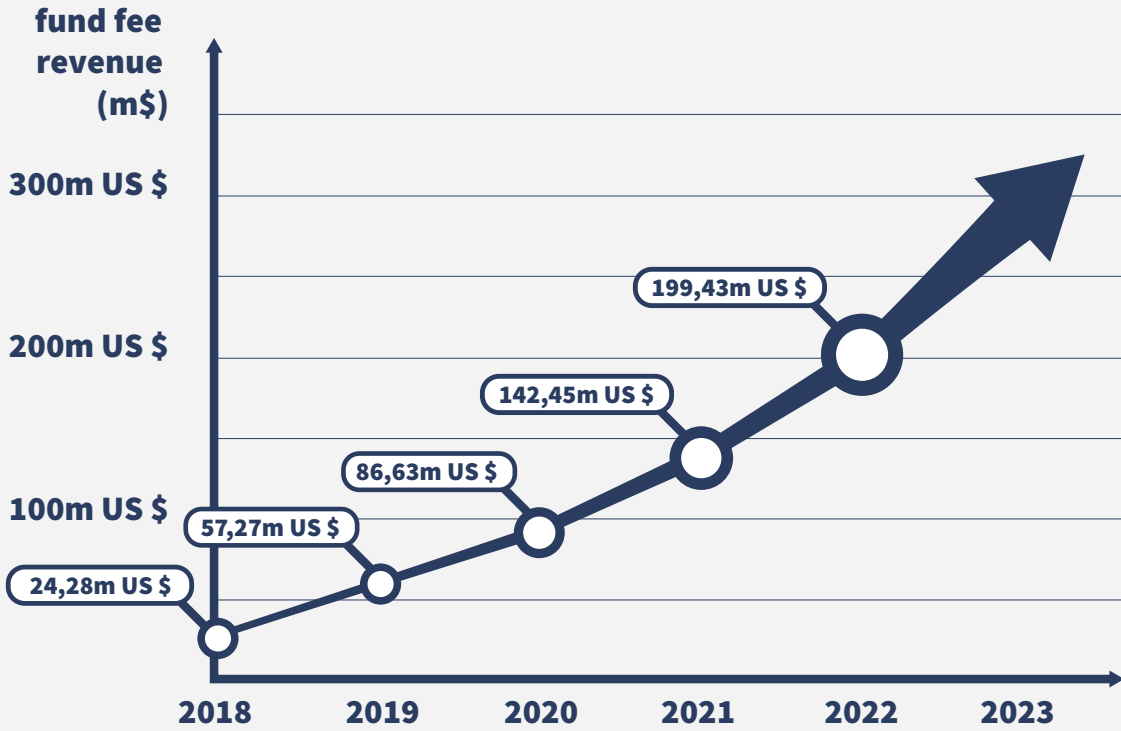
	Assets under Management (AuM)			First full year fee revenues (2018E)		
	2017E	2018M	2018E	Performance fee (m\$)	Management fee (m\$)	Total Fund fees (m\$)
Angel&Venture Fund	1	4	10	0.68	0.14	0.81
ICO Fund	3	10	25	0.66	0.22	0.88
Crypto Fund	10	40	100	1.69	0.90	2.59
Total Fund AuM	14	54	135	3.02	1.26	4.28

In the conservative scenario, we forecast only a modest increase of market and fund growth rates. The total fee revenues for the 5-year period are expected to be around 510 Mio US \$

Fund fees (m\$)	2018	2019	2020	2021	2022	Fund fees (m\$)
	0.81	1.38	2.20	3.30	4.63	12.32
	0.88	1.50	2.39	3.59	5.03	13.39
	2.59	4.40	7.04	10.56	14.78	39.36
total fund fee revenue	4.28	7.27	11.63	17.45	24.43	65.07

# ICOs supported	4	10	15	25	35	89
avg ICO funding result	20.00	20.00	20.00	20.00	20.00	100.00
cut	5.00	5.00	5.00	5.00	5.00	25.00
total ICO revenue	20.00	50.00	75.00	125.00	175.00	445.00

total revenue (fund & ICO fees)	24.28	57.27	86.63	142.45	199.43	510.07
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We estimate the Cost of Goods Sold (the variable cost) at around 20% of revenues. The sales, general & administrative cost will be around 2 Mio US \$ plus 10% of revenues.

Net present value of revenues	455.44	(@ 3% discount factor)
- Cost of goods sold	91.09	(@ 20% cost factor as % of revenue)
- SG&A	47.54	(@2M fixed + 10% cost as % of revenue)
Net income	316.81	
Net present value per PCO token	3.17	(@ 100.000.000 tokens fixed supply)

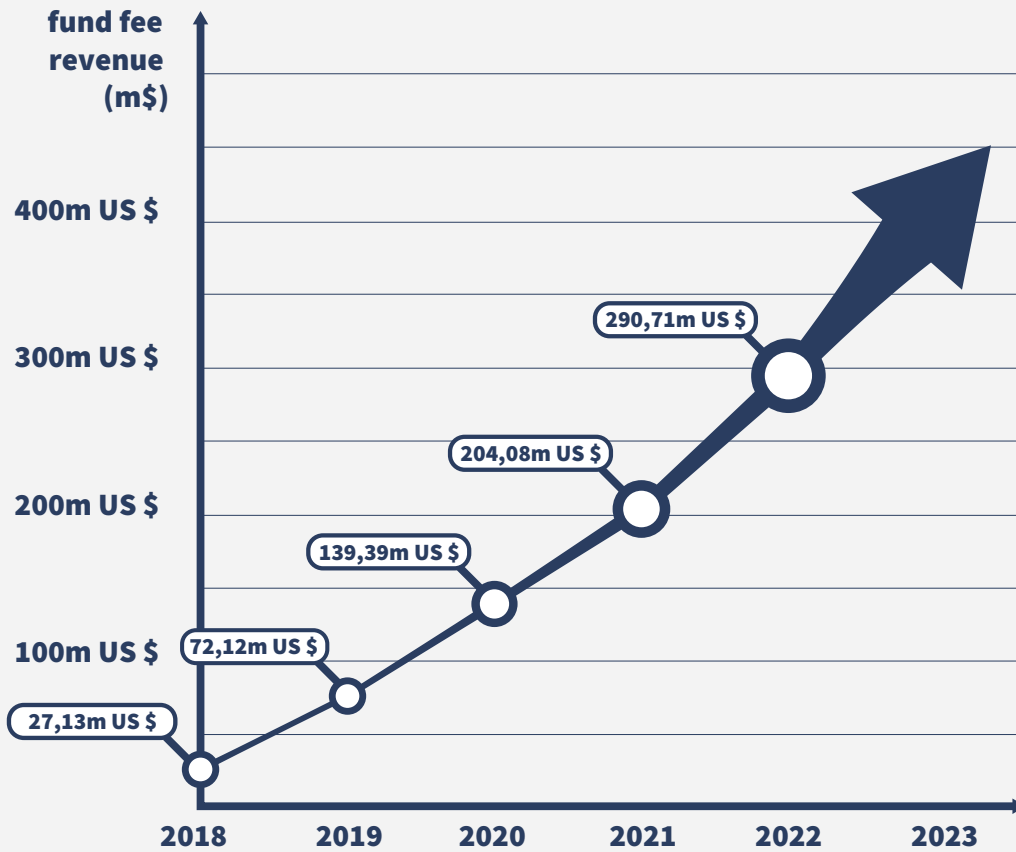
Realistic Scenario

In the realistic scenario, we grow our asset base and revenue streams more dynamically. We will operate in a competitive, but expanding market space. We strengthen our position as the world's first fully decentralized investment platform by adding new fund feature, growing the client base and capitalizing on market gains. In this scenario, we expect AuM to be around 215 Mio US \$, by the end of 2018.

	Assets under Management (AuM)			First full year fee revenues (2018E)		
	2017E	2018M	2018E	performance fee (m\$)	management fee (m\$)	total fund fees (m\$)
angel&venture fund	2	8	25	1.73	0.35	2.07
ICO fund	7	20	40	0.99	0.33	1.32
crypto fund	20	80	150	244	1.30	3.74
total fund AuM	29	108	215	5.15	1.98	7.13

In the realistic scenario, we forecast a progressive increase of market and fund growth rates. The total fee revenues for the 5-year period are expected to be around 733 Mio US \$.

	Fund fees (m\$)	Fund fees (m\$)	Fund fees (m\$)	Fund fees (m\$)	Fund fees (m\$)	
	2.07	3.52	5.63	8.45	11.82	31.49
	1.32	2.24	3.59	5.39	7.54	20.08
	3.74	6.35	10.17	15.25	21.35	56.85
total fund fee revenue	7.13	12.12	19.39	29.08	40.71	108.42
# ICOs supported	4	12	24	35	50	125
avg ICO funding result	20.00	20.00	20.00	20.00	20.00	100.00
cut	5.00	5.00	5.00	5.00	5.00	25.00
total ICO revenue	20.00	60.00	120.00	175.00	250.00	625.00
total revenue (fund & ICO fees)	27.13	72.12	139.39	204.08	290.71	733.42



We estimate the Cost of Goods Sold (the variable cost) at around 20% of revenues. The sales, general & administrative cost will be around 2 Mio US \$ plus 10% of revenues.

Net present value of revenues	653.97	(@ 3% discount factor)
- Cost of goods sold	130.79	(@ 20% cost factor as % of revenue)
- SG&A	67.40	(@2M fixed + 10% cost as % of revenue)
Net income	455.78	
Net present value per PCO token	4.56	(@ 100.000.000 tokens fixed supply)

OPTIMISTIC SCENARIO

In the optimistic scenario, we grow our asset base and revenue streams still more dynamically. We will operate in a competitive, though more or less unrestricted growth market. The growth rates will resemble the dot.com market of the late 1990ies. We strengthen our position as the world's first and leading fully decentralized investment platform by progressively growing the client base and capitalizing on significant market gains. In this scenario, we expect AuM to be around 320 Mio US \$, by the end of 2018.

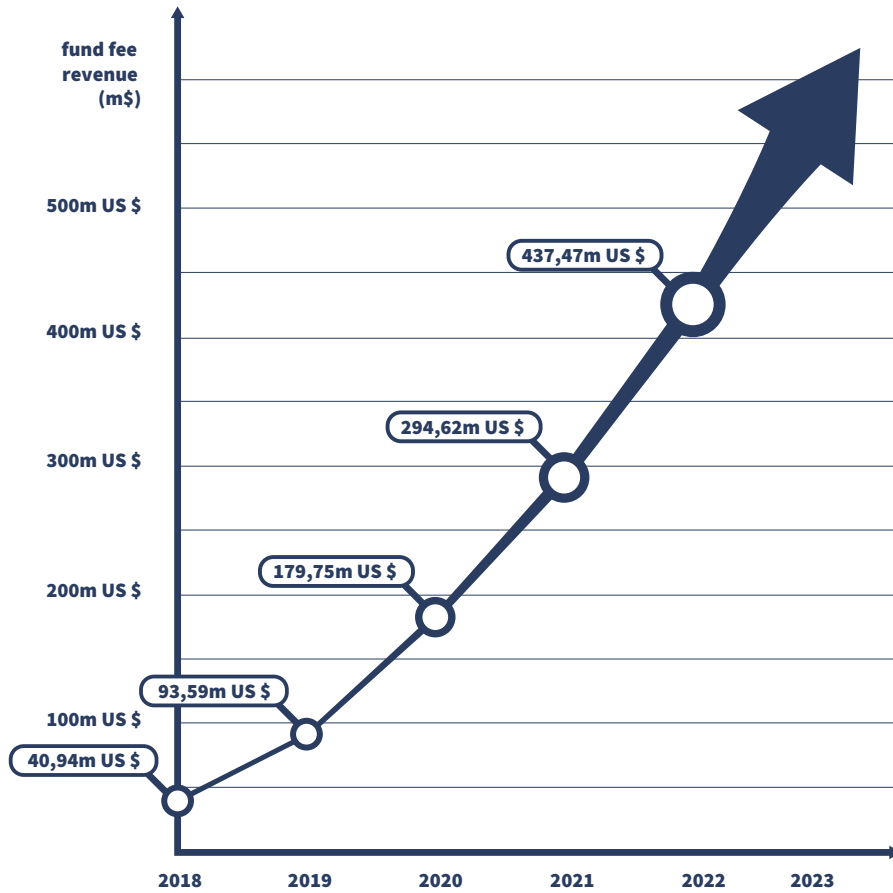
	Assets under Management (AuM)			First full year fee revenues (2018E)		
	2017E	2018M	2018E	Performance fee (m\$)	Management fee (m\$)	Total Fund fees (m\$)
Angel&Venture Fund	3	12	40	2.78	0.56	3.33
ICO Fund	10	30	60	1.50	0.50	2.00
Crypto Fund	25	120	220	3.66	1.95	5.61
Total Fund AuM	38	162	320	7.93	3.01	10.94

In the optimistic scenario, we forecast a progressive increase of market and fund growth rates. The total fee revenues for the 5-year period are expected to be around 1.046 Mio US \$.

	Fund fees (m\$)	Fund fees (m\$)	Fund fees (m\$)	Fund fees (m\$)	Fund fees (m\$)	
	3.33	5.66	9.06	13.59	19.02	50.66
	2.00	3.40	5.44	8.16	11.42	30.42
	5.61	9.53	15.25	22.87	32.02	85.28
total fund fee revenue	10.94	18.59	29.75	44.62	62.47	166.36

# ICOs supported	6	15	30	50	75	176
avg ICO funding result	20.00	20.00	20.00	20.00	20.00	100.00
cut	5.00	5.00	5.00	5.00	5.00	25.00
total ICO revenue	30.00	75.00	150.00	250.00	375.00	880.00

total revenue (fund & ICO fees)	40.94	93.59	179.75	294.62	437.47	1,046.36
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We estimate the Cost of Goods Sold (the variable cost) at around 20% of revenues. The sales, general & administrative (SG&A) cost will be around 2 Mio US \$ plus 10% of revenues.

Net present value of revenues	931.59	(@ 3% discount factor)
- Cost of goods sold	186.32	(@ 20% cost factor as % of revenue)
- SG&A	95.16	(@2M fixed + 10% cost as % of revenue)
Net income	650.11	
Net present value per PCO token	6.50	(@ 100.000.000 tokens fixed supply)

CONTACT

Please don't hesitate to contact us if you have any further questions .
We will be happy to serve you.

PECUNIO BLOCKCHAIN INVESTMENTS - SAFE AND EASY

<https://pecun.io>
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