



AIMWISE

- DECENTRALIZED ICO SERVICING PLATFORM -

# AGENDA OF PRESENTATION

The presentation is composed from 4 main sections introducing the main function of Aimwise and a small section introducing the platform as an investment opportunity.

## INTRODUCTION TO AIMWISE

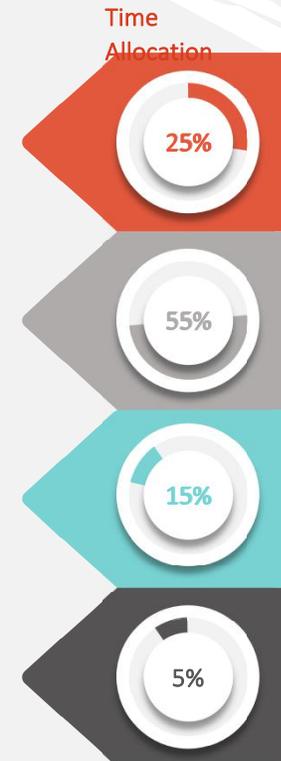


1 Industry description, uniqueness of ICO as fundraising channel, problem definition

2 Description of the functional modules: specifications, the application process, the mapping mechanism, reward system, process of decision making

3 Milestone analysis, the achievements of the project, the terms of our crowdfunding, description of the functionality of token

4 The description of the team and partners.



# ICO VS TRADITIONAL FUNDRAISING

Initial Coin Offering (ICO) is a fundraising model mainly implemented by startups based on the blockchain ecosystem.

Two options to choose from:



TRADITIONAL  
CHANNELS OF  
FUNDRAISING



ICO



Low Barriers for Investment

Higher Liquidity



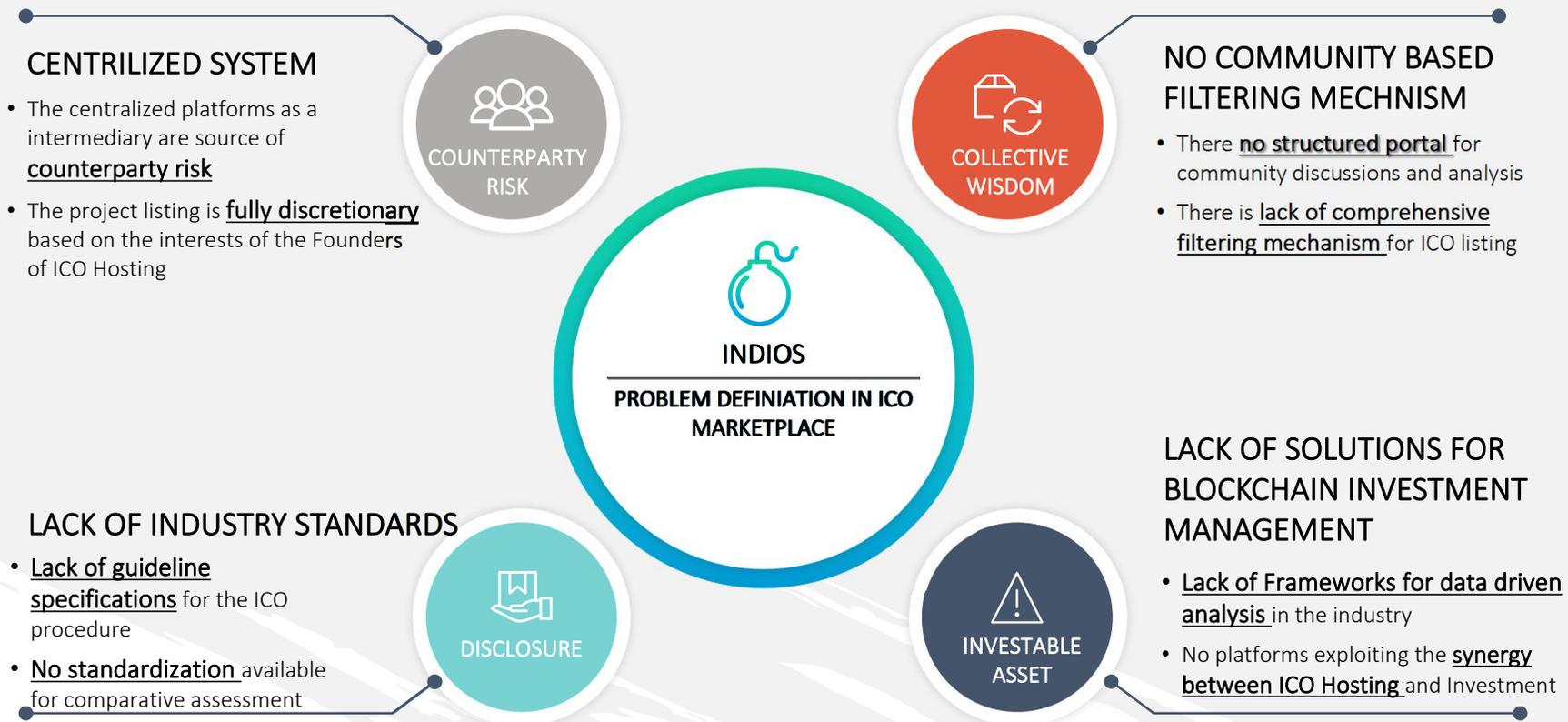
Possibility of Sizable  
Fundraising in Idea Stage

Decentralized Control:  
No Shareholder based  
Governance

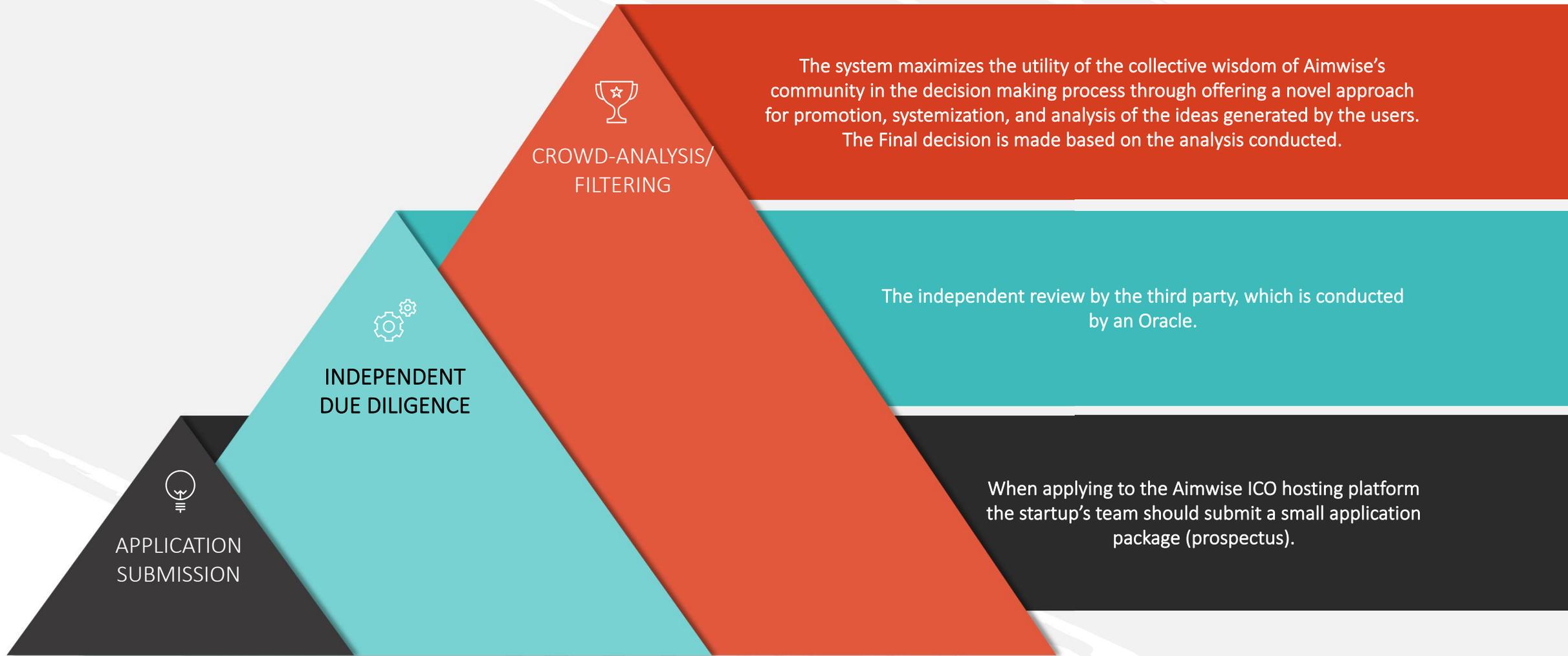


# CURRENT PROBLEMS IN ICO MARKETPLACE

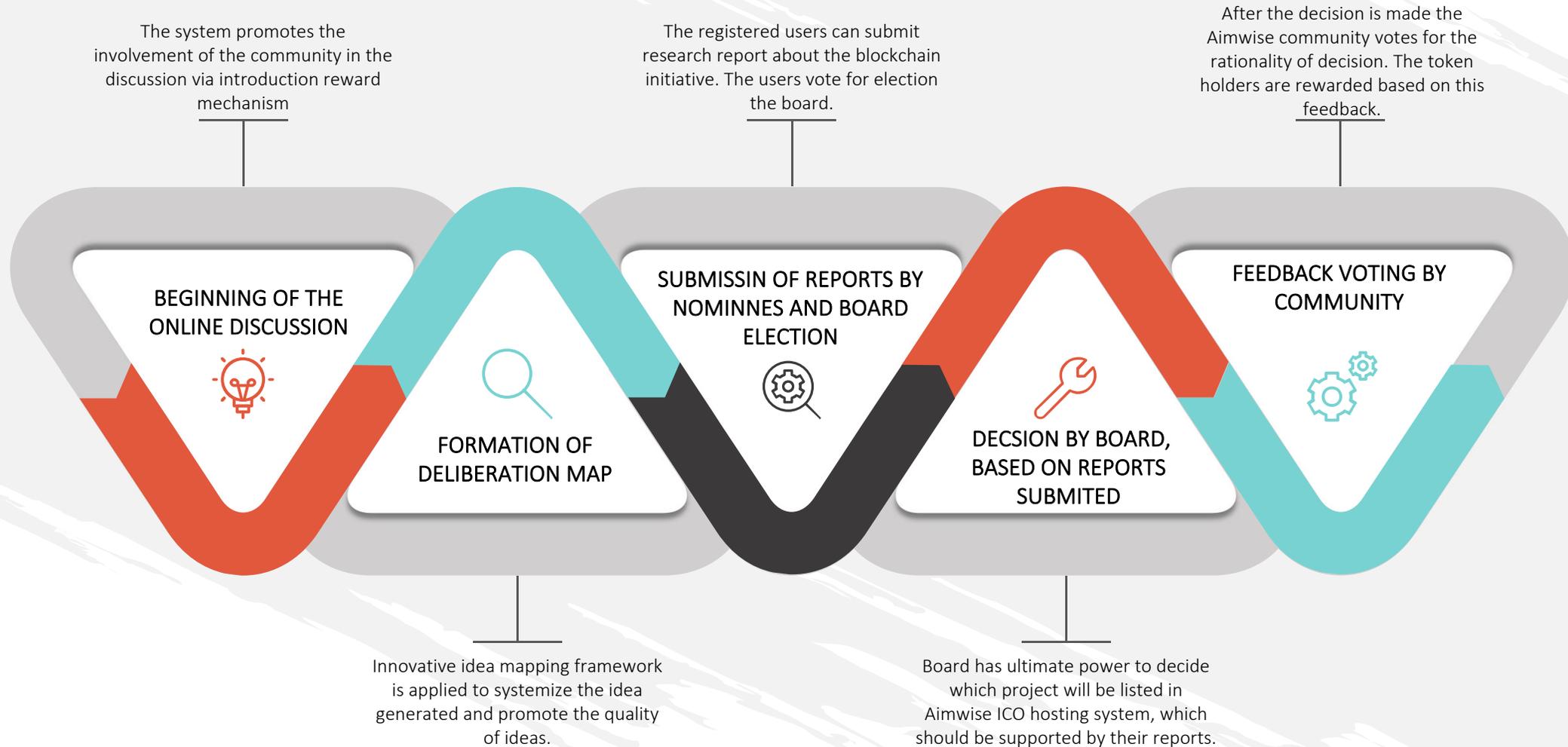
Crypto market capitalization is estimated at over US\$ 90 billion to US\$ 100 billion composing a big shared economy, which is greater than the GDP of 135 countries (UN statistics). Despite of the booming popularity of ICO market, such an exponential growth generates necessity to reinvent the ICO process and create functional infrastructures to support its future sustainability.



# AIMWISE ICO HOSTING PLATFORM



# THE PROCESS OF CROWD EVALUATION



# AIMWISE FUNCTIONAL MODULES

Aimwise itself is a combination of three interlinked operational sections, which work in conjunction to transform blockchain startups as an investable product, redefine the ICO platform as a fundraising vehicle and overall contribute the development of better quality blockchain applications.



## ICO HOSTING PLATFORM

The decentralized ICO hosting platform is designed to facilitate the selection of high quality blockchain initiatives through utilization of unique filtering mechanism...



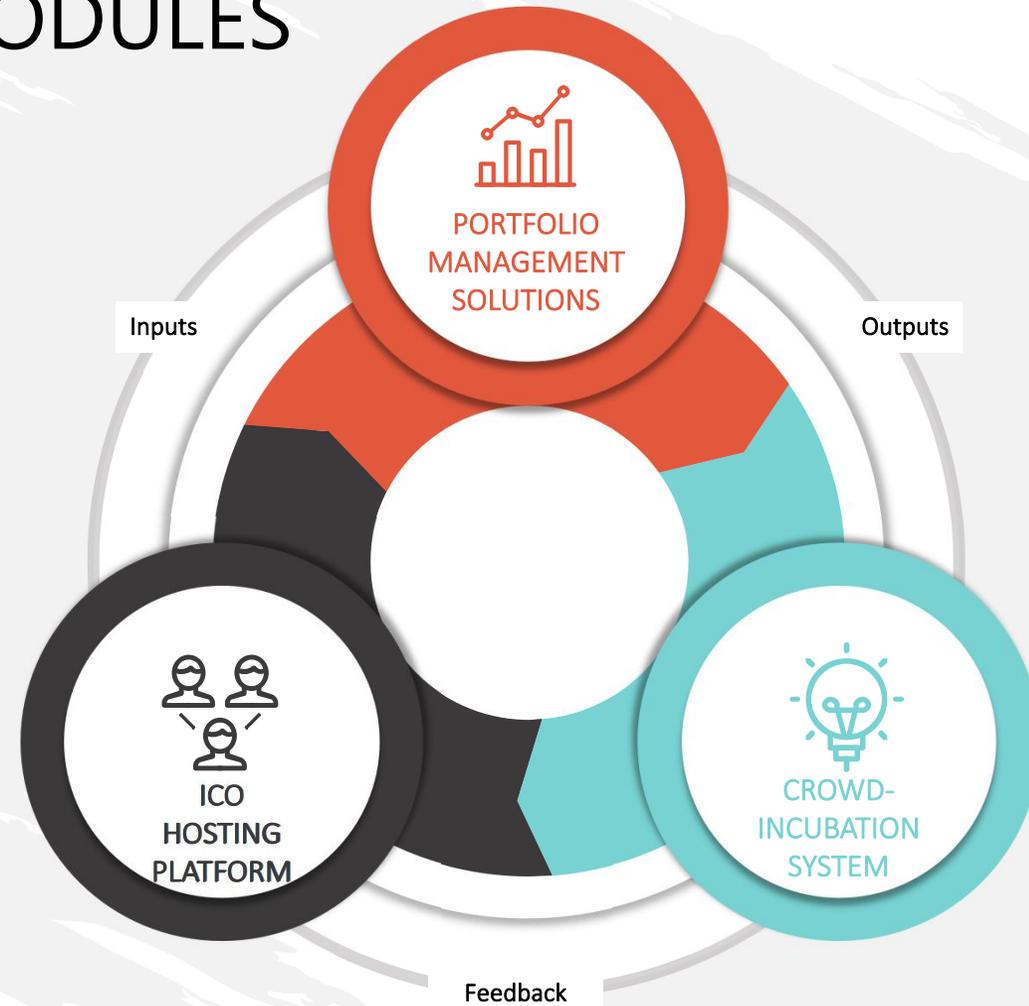
## PORTFOLIO MANAGEMENT SOLUTIONS

Aimwise provides automatized fund management solutions for investors to create on-chain portfolio investment protocols based on their predefined investment preferences.



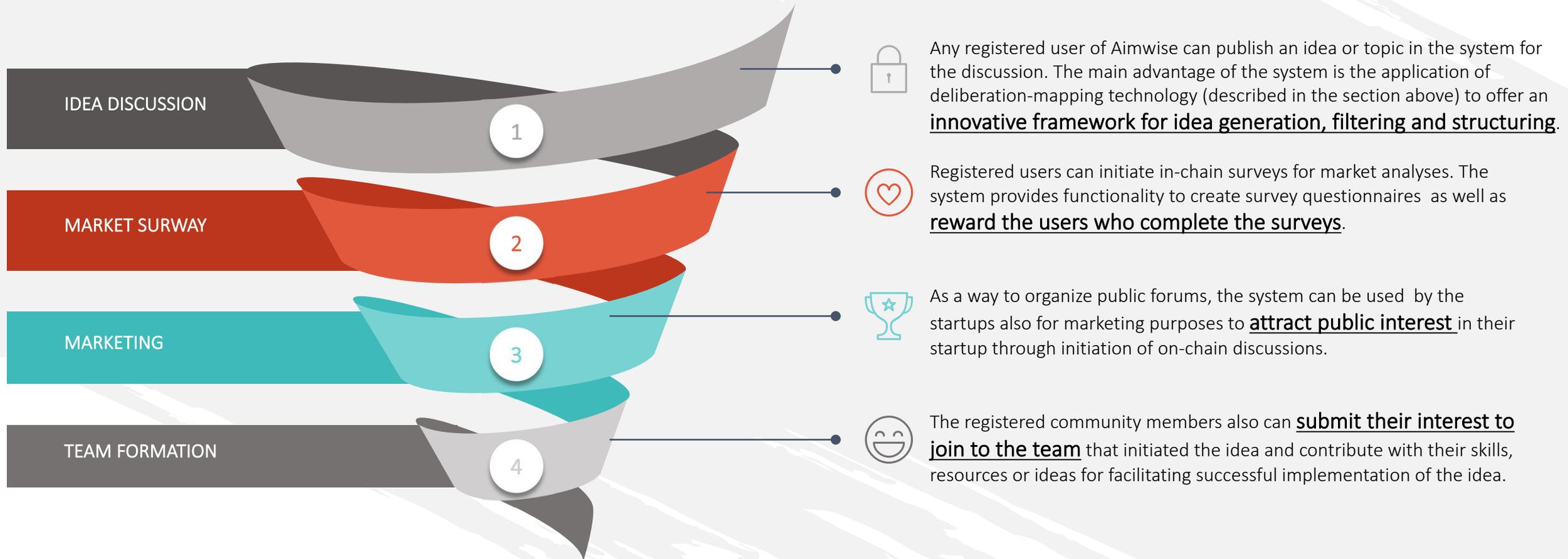
## CROWD-INCUBATION SYSTEM

The incubation system utilizes the reward based idea-mapping technology to provide functionality for online public discussions, market research and idea development.



# AIMWISE INCUBATION SYSTEM

The incubation section is an extension of Aimwise utilizing the idea-mapping technology for online public discussions, market research and idea development. The system will be created to enhance the role of Aimwise as development hub for valuable blockchain initiatives, thereby supporting further expansion of blockchain applications.



# EFFICIENCY OF INCUBATION SYSTEM



## IDEA MAPPING

The deliberation mapping technology is applied to increase the efficiency of discussion



## REWARD MECHANISM

The formation of reward pull for the user who significantly contribute to the process



## CROWD MODERATION

Stimulation of the efficiency of the process through encouragement of crowd moderation



## VOTING MECHANISM

Determination of the popularity of the ideas as well as market analysis through voting process



## IDEA INCUBATION

Enable the development of idea, full market analysis, marketing as well as team formation to enhance its probability of success

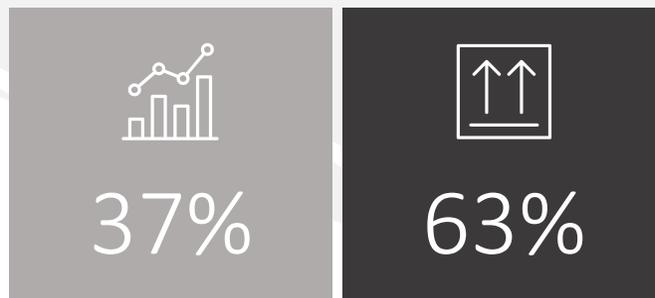


60%

The reward system is induced to give functionality to the discussion initiators to attract the community interest. Wider involvement of the users in the discussion of the topic will increase the efficiency of the process in terms of the novel ideas generated.

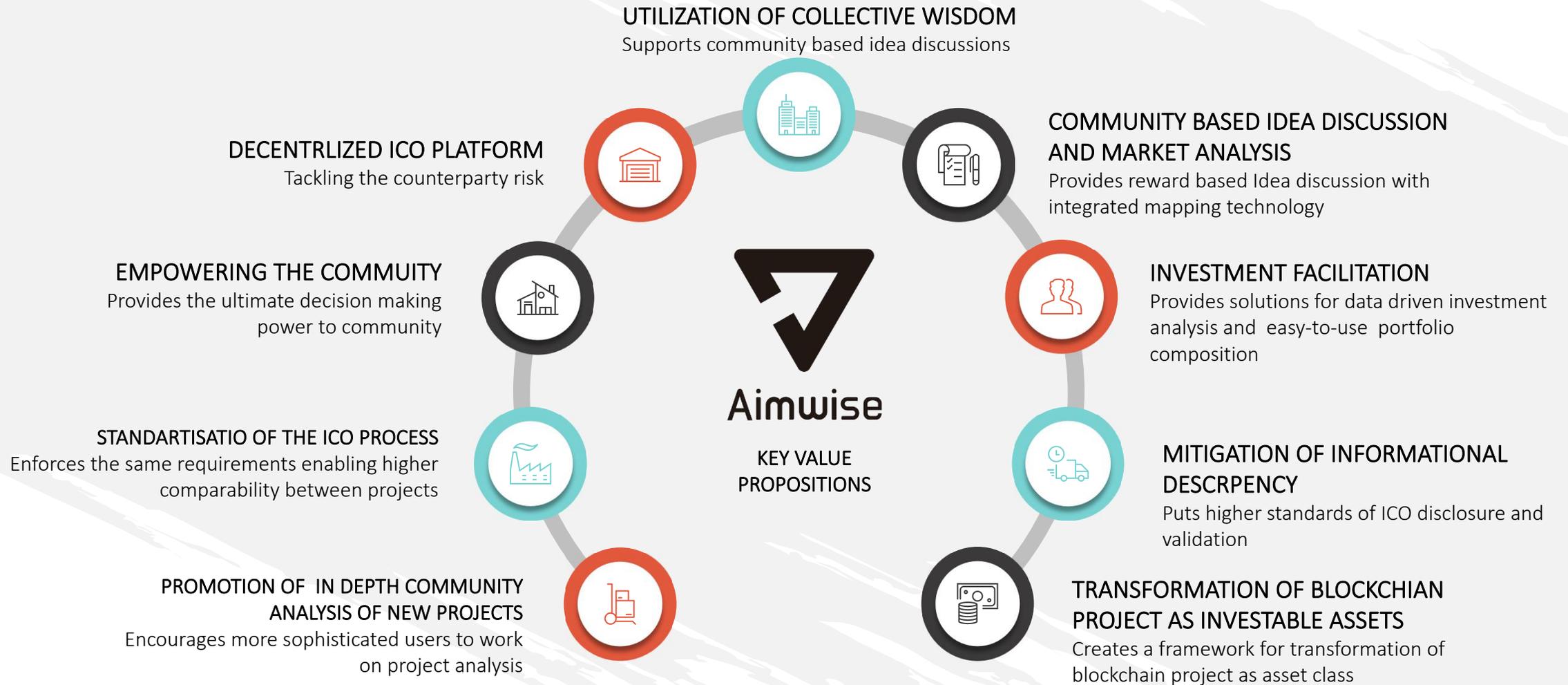
# PORTFOLIO MANAGEMENT SYSTEM

- 01 The investors **deposit funds into a smart contract**, that replicates a Contract for Difference, and specifies the criteria as well as the time horizon during which the funds will be allocated into new cryptocurrencies.
- 02 Based on all these specifications the system runs **fit maximization algorithm**, allocating the funds into the companies with the best fit to his investment criteria.
- 03 Based on the **risk-return optimization** the system compose a portfolio of startups(tokens) targeting to provide the most diversification for the investor
- 04 There are two options of final allocation : system applies **self-enforced investment allocation**, system asks for **permission from the investor** in case for each single investment decision.



# KEY VALUE PROPOSITIONS

Aimwise aims to introduce a decentralized, transparent and more objective (information driven) ICO hosting mechanism, putting the quality of hosted ICO initiatives in the first place.



# SHORT TERM MILESTONE DEFINITION

## Team Formation & Initiation of Product Development

The expansion of the team around the idea have been initiated.

## Concept Finalization & White Paper Completion

The research team completed the pre-ICO stage of the R&D.

## The First Round of the ICO

The first round of the ICO is initiated (Milestone based ICO).



# VALUE FOR TOKEN HOLDERS



Aimwise will issue a fixed number of tokens. The token has two main types of utility for the token holders:



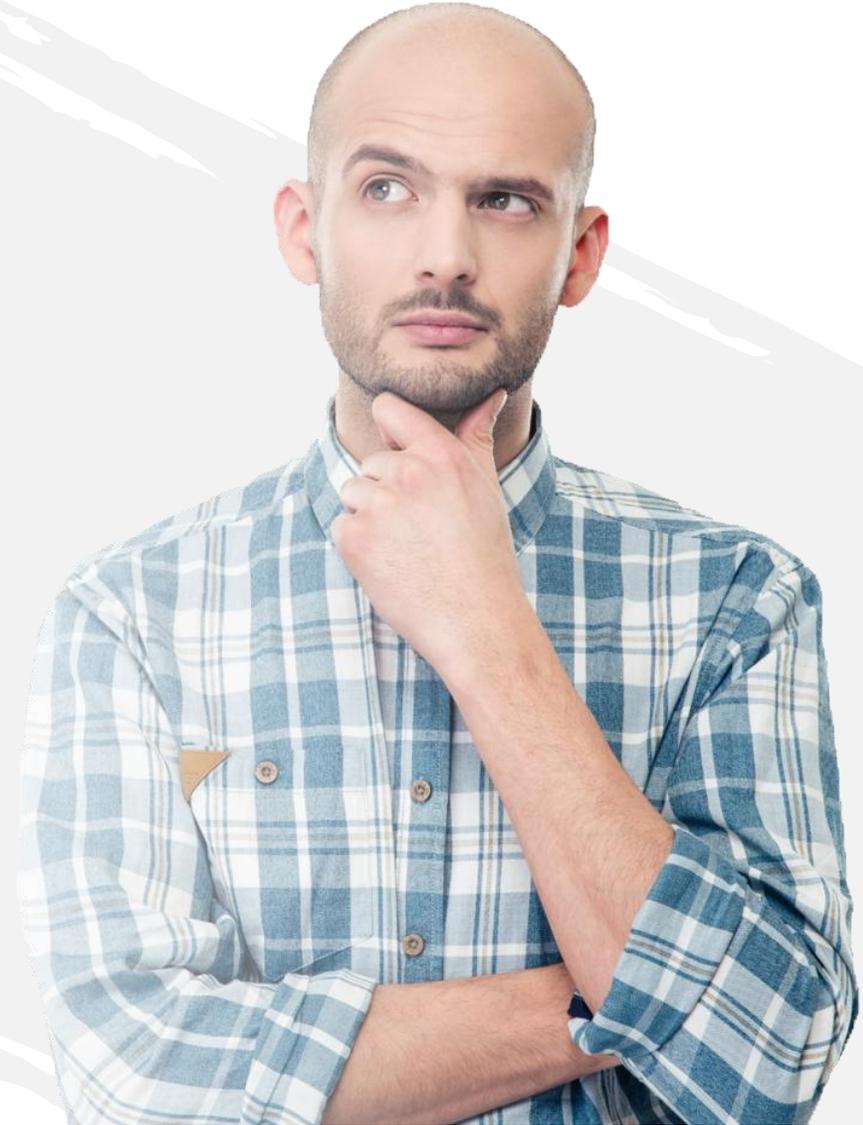
## Voting Rights

The token holders have the right to vote for the quality of a new ICO project looking for to be listed in the system



## Contribution Fee

The token holder is subject to receiving contribution fees as a share of the commission charged by the platform as an ICO hosting service provider for their contribution to the well functioning of platform



# TRANSITION PROCESS

## 3 Stage Transition System

Aimwise will apply 3 stage transition mechanism during the lifecycle of the platform development.



### Stage 1

The system will have centralized structure to ensure its supervised development.



### Stage 2

The semi-centralized structure will be applied providing a number of functions in the decentralized mode



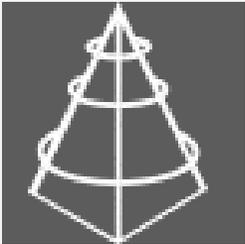
### Stage 3

Full decentralization of the whole functional modules of the platform is the final stage of the Aimwsie lifecycle.

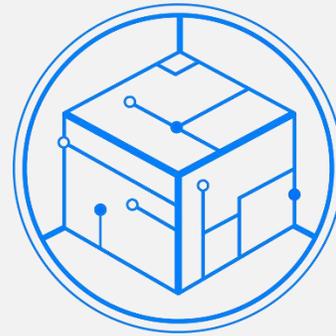


# PARTNERS

LOOPRING



COUPLING  
BLOCKCHAIN



BBOB



# TEAM

Our team brings members with over two years of Blockchain experience, PhD candidates with academic experience in Blockchain research, professionals with significant technical and working backgrounds in Fintech, Banking, Corporate Law and Corporate Finance.



PERSONAL WECHAT



# THANK YOU

[aimwise .org](http://aimwise.org)

WHITE PAPER

