

Rocking the blockchain



RESIDENCE CLUB AT THE 
FORTALEZA

RESIDENCE CLUB AT THE 
ILHA DO SOL

RESIDENCE CLUB AT THE 
CALDAS NOVAS

ICO HeadStart welcomes, Venture Capital Investments (VCI)¹ to its platform and presents by far the best ICO in the market with hotels being built in Brazil under a 20-year marketing and licensing agreement with Hard Rock International.²

VCI has now decided to invest in the Residence Club at Hard Rock brand to create an incredible opportunity for the investors and the final customers. The first hotel being built by VCI is in Fortaleza, one of the main tourist destinations in Brazil, located on the northeast coast. The project is already under construction and is due to open in 2020, with over US\$70 million invested by VCI.

Internationally recognised as a world-class entertainment and lifestyle brand, Hard Rock Hotels & Casinos offer stylish and contemporary design, unparalleled service and the thread that unites them all – music. Hard Rock's current Hotel & Casino portfolio is located in the world's most enviable resort destinations, as well as urban gateway cities. These establishments cater to the evolving and distinctive needs of today's cosmopolitan, modern travellers, who seek a reprieve from traditional, predictable properties, whether for business or leisure travel.

It's an ICO for building the Residence Club at Hard Rock Hotel Fortaleza, with an option to build five more in the future. It is therefore a unique project, both in the crypto and in the real estate world. There will be a worldwide campaign that will receive a lot of international attention both in the classical financial world as well as the crypto world. The project is already 65% complete and is aiming to attract the remaining financial investment by issuing an initial coin offering (ICO) with the **ROCKTOKEN**. There will be no banks involved if the ICO is fully subscribed.

¹ Venture Capital Investments (VCI) is the trading name for the company building the Residence Clubs at Hard Rock. The holding company of the group is called VCI Participacoes Ltda, a Brazilian company with registration number 20.278.095/0001-17. The Residence Club at Hard Rock Fortaleza is held in an SPV named Venture Capital Participacoes e Investimentos S/A, a Brazilian company with registration number 24.241.659/0001-06. For further information, see www.vciholding.com

² VCI uses the HARD ROCK TRADEMARKS under a 20-year MARKETING AND LICENSE AGREEMENT that may be extended or terminated in accordance with the terms and conditions thereof. HARD ROCK CAFE INTERNATIONAL (USA), INC. and its affiliates (collectively, "HARD ROCK") have not participated and will not participate in any manner in the SALE and MARKETING of the fractional interests and have not and will not act as a BROKER or AGENT in connection with any closing. HARD ROCK has not in any way passed on the merits of, or the matters set forth in, this advertisement or any marketing materials. The Fractional interests are not owned, developed or sold by, or under common ownership or control with HARD ROCK.

Join us rocktoken.co



Future hotels

When the first three hotels at Fortaleza, Ilha do Sol, and Caldas Novas have been completed, VCI will develop the brand more widely in Brazil, and retains an option to build a further three projects:

- São Paulo – the largest city in Brazil
- Natal – another important tourist destination on the Brazilian coast
- Foz do Iguassu – located near the impressive waterfalls in the south of Brazil.

Ultimately, the ROCKTOKENS will be bought on the market by VCI and in the future they could be used as utility tokens in the Hard Rock Hotels economy.

The revenue streams for the ROCKTOKEN have two sources in the beginning:

1. Token holder Profit Share
2. Token holder Funding Share

The token holder Funding Share is 10% per annum of the total amount raised and transferred with the ICO.

The token holder Profit Share is 20% of the annual net profits of the SPV owning The Residence Club at the Hard Rock Hotel Fortaleza, as well as the future projects at Ilha do Sol, Caldas Novas, Sao Paulo, Natal and Foz do Iguacu (if they are realised).

Percentage rise in the value from the ICO until the end

Case	2 years	4 years	End
Best	20%	84%	336% (7 years)
Medium	20%	84%	180% (5 years)
Worst	-23%	Same	Same (2 years)

How to participate in the ICO?

1. Smart contract ROCKTOKEN ICO is generated by ICO HeadStart
2. Private pre-sale round with venture capitalists and funds. Contracting closed before public crowd-sale starts.
3. Soft cap and hard cap for crowd-sale ICO determined by SHB, ICO HeadStart, and the board of the ROCKTOKEN Services Foundation
4. ICO price of ROCKTOKENS are determined and the exchange rate of Moats to ROCKTOKENS determined.
5. ICO starts.
 - a. Register on platform www.icoheadstart.com or www.rocktoken.co
 - b. Get a public ICO HeadStart (Moat) wallet address
 - c. Send ETH or BTC to ICO HeadStart (Moat) wallet address
6. ICO ends.
7. Smart contract gets executed. ROCKTOKEN Services Foundation transfers funding to OpCo. Automated distribution of ROCKTOKENS and Moats to user wallets.
8. Trade your ROCKTOKENS on an exchange or keep them in wallet or exchange them for Moats during the months and years following on the ICO of ROCKTOKENS.
9. Follow the information for rocktoken holders on www.rocktoken.co

- The presale round before the ICO starts is only open to accredited and professional investors.
- After contracting the accredited and professional investors the ICO will open for a public crowd-sale.
- The soft cap and hard cap for the public crowd-sale part will be between 0.5 and 5 million US\$.
- Bounty programme: for every 5 ROCKTOKENS that you acquire, you receive the equivalent value of 1 ROCKTOKEN in Moats, the token of ICO HeadStart itself.

Disclaimer: There will be a private presale round first. If the ICO has raised sufficient funding in the private presale, there will be no need for a public crowdsale. This document is for informational purposes only, as it explicitly disclaims any legal, tax, accounting or any such other purpose and does not constitute an offer or solicitation to sell shares or securities in ICO HeadStart, SHB Property Advisors, VCI, Hard Rock International or any associated company. Any such persons requesting or receiving an offer or solicitation should report those and not act on them, as ICO HeadStart herewith notifies every person and entity that it will not do so as part of any pre-ICO, ICO or the Rocktoken sales process, in which case persons or entities may receive this from un-authorized people, companies or entities so please do not transact, purchase or act on any of those. In particular residents of countries where the ICO-process is not sufficiently clear by law and in particular residents from USA, China and South Korea are reminded that in their respective territories ICO's are not allowed for the masses as is the case for the USA or are banned as is the case for China and Korea. There is more information included in the white paper Rocking the Blockchain, www.rocktoken.co or www.icoheadstart.com. Before deciding on buying Rocktokens you have to read the white paper also.

Join us rocktoken.co

