Empowering the blockchain community™
Important notice and disclaimer

The information set forth in this presentation ("White Paper") is not exhaustive and does not constitute a contractual offer. The content is therefore not binding for persons intending to participate in the token generation event for the MOAT token as described in this White Paper. Contributors to the token generation event (often referred to as ICO) are advised to read this document and to inform themselves on the regular updates hereof. Readers must be aware that the White Paper has been developed by our founders and advisors based on the basis of their respective best knowledge of the current state of the token and cryptocurrency space which is developing at high speed and by its very nature will evolve fast and continue to present new challenges and risks. Therefore, it may be changed and modified from time to time on the basis of the discretionary judgement of ICO HeadStart™, before, during and after the token generation event.

No investment, legal, tax, regulatory, financial, accounting or other advice is offered nor is the intent to provide the sole basis for any evaluation of participating in the token generation event. To the extent a person wishes to participate in the token generation event from the perspective of an investor or saver, the assumption in this White Paper and its future iterations is at all times that such person has sought prior legal, investment, tax, accounting, and other advice or willingly foregone the same assuming full risk for any consequences thereof. In addition, it is all times the sole responsibility of such person to ensure that participating in the token generation event is compliant with the laws to which such persons are subject at any time.

As the nature of a token or a cryptocurrency and the legal qualification thereof is from a global perspective still developing and may also greatly differ per jurisdiction, it is expected that not all persons from all jurisdictions will be allowed by ICO HeadStart™ to participate in the token generation event. ICO HeadStart™ does so to avoid that persons and ICO HeadStart™ would inadvertently transact in a non-compliant manner in relation to the tokens offered for exchange in the token generation event. Please note, such exclusion does not imply that ICO HeadStart™ assumes such transaction would be non-compliant with relevant laws in such jurisdiction or the reverse if participation from a jurisdiction is allowed by ICO HeadStart™, but merely that currently ICO HeadStart™ uses its discretion to sensibly invest resources and limit potential risk for ICO HeadStart™ and future token holders.

This White Paper is therefore not a prospectus of any sort or a solicitation for investment, or an offer or solicitation of an offer to buy securities in any jurisdiction and in particular also not composed in accordance with or subject to laws or regulations of any jurisdiction which prohibits or in any manner restricts transactions in respect of, or with use of, digital tokens. It is therefore the responsibility of each potential token holder to determine whether participating in the token generation event is allowed in the relevant jurisdiction and the same applies for using the functionality of the token or making any transaction with or in respect of the token.

Statements, estimates and financial details contained in the White Paper in part constitute forward-looking statements or information that both involve known and unknown risks and uncertainties and are in part based on assumptions, which in whole or in part may be wrong and result in actual developments materially differing from the statements, estimates and financial details referred to in this White Paper and its future versions.

We aim to use English to disseminate to further inform on the token generation event and further developments. From time to time it may happen that the information will be translated into other languages. Readers of this White Paper should be aware that some of the information may be inadvertently omitted or not adequately translated, leading to the risk of mistakes and misinterpretation. Accuracy of such alternative communications cannot be guaranteed. In the event of conflicts or inconsistencies between translations and the original language, the provisions of the document in the English language shall prevail.
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Executive Summary

Do you want to participate in the new ICO revolution and contribute to a new financial world order?

Do you want to support ICOs, but only in the safest way possible?

Then ICO HeadStart™ is your platform! Together we build the most secure ICO fundraising platform that currently exists. Where backers and creators find and reinforce each other. A platform that minimizes the risk for backers and maximizes the chance of success for creators.

Why should you support ICO HeadStart™?

Because it is the most secure platform that currently exists!

- Your agreements are transparently recorded in smart contracts on blockchain, guaranteeing 100% reliability and honesty;
- You use the financial expertise, success and risk analysis of the ICO HeadStart™ compliance team, which regulates the pre-selection of ICOs;
- Your support is entrusted to the various projects step by step, through tight monitoring and via Timed-Release contracts, so that the creators adhere to the solid agreements;
- You use the ‘Wisdom of the Crowd’ through the ICO HeadStart™ community, who also determine which projects are promising;
- You spread the risk by supporting ICO HeadStart’s™ own token, MOAT (Mother of all Tokens);
- You pay no fees and no additional costs as a supporter of ICO HeadStart™;
- You actively contribute to a new, distinctive and promising financial world - the new ICOnomy.
Introduction

We strongly believe that the entrepreneurial spirit is one of the most powerful driving forces in business which brings a positive contribution to both economies and societies. Many people wish to start their own company and become an entrepreneur but consider it out of their reach. Although they have keen and bright ideas, they may lack the resources and funds required to successfully transform those ideas into actual projects.

That’s why crowdfunding became so popular. It enabled entrepreneurs to raise funds and make it possible for them to start and develop their projects. However, it quickly became clear this method of raising funds had its downsides. The lack of trust is the most important one. The addition of unforeseen, additional costs and high commissions/fees, next to geographical limitations, made it even more worrisome for backers and creators to smoothly start a business.

And that’s where ICOs come in. An ICO proved to be a remarkable alternative and transparent tool in supporting projects with the use of blockchain technology.

Right now, the number of ICOs is increasing explosively on a global scale. A never-to-be-stopped movement has started. A movement of idiosyncratic and leading types who are tired of the old financial systems. With blockchain technology you have been given the opportunity to carry out financial transactions yourself, with more reliability than a bank can ever give you. That is why many tens of millions of people worldwide are already attracted to ICOs and cryptocurrencies. Blockchain technology is used mainly in the financial and tech world, but this is just a glitch of the true potential. In the near future, industries like healthcare, judicial or transportation will experience a lot of changes. Blockchain makes processes efficient, cheaper, more transparent and trustworthy. The potential value of the entire economy will be at the fingertips of the crowd.

Due to the fact that ICOs are a logical solution for many companies using blockchain technology, the continuous growth of ICOs is a result of this phenomenon. Blockchain technology and specifically cryptocurrencies and ICOs are the biggest innovations of the 21st century and will have a major positive impact on society and industries as a whole.
Vision

There are seeds for massive transformations of the real world, a phenomenon that should be embraced by financial incumbents. Tokens allowing economic participation at the protocol layer of the next-generation internet due to emergence of decentralization, smart contracts and cryptocurrencies.

When we started ICO HeadStart™, our vision was and is to help ICOs make a successful start. So, we built a platform that lets backers and project creators both benefit the most from the crypto-revolution. Not just with the help of industry insiders, but rather with the help of any user - ‘The Wisdom of the Crowd’.

We advise projects in best ICO practice. Our team of professionals will guide the projects in the right direction and will provide advice on everything that is needed from smart contracts to legal, marketing and technical support, in order to ensure they get a true head start. We want the right projects to participate and commit ourselves to lead with presenting ICOs that conform to community regulated and evolving best practices via the blockchain community. It will offer a possibility to keep up with the speed of the relevant markets and stakeholders in a way that cannot be matched by traditional institutions who via their regulations and oversight share a large part of the intent of ICO HeadStart™.

Why ICO HeadStart?

1. 0% additional fees for project owners
2. Team of Experts & the Wisdom of the Crowd
3. ICO HeadStart™ Seal of Approval
4. Timed-Release Contracts and Smart Contracts ensuring the right incentives and timing thereof
5. The MOAT Exchange Back Programmes that ensure liquidity of the MOAT token and approved ICO tokens, once traded on exchanges
Crowdfunding market

Crowdfunding sites generate revenue from a percentage of the funds raised. However, with the massive growth of successful ICOs, the crowdfunding industry is losing market share. Whereas in 2016 the total volume of the crowdfunding market was approximately USD 34 billion, in the year 2017, ICOs generated a volume estimated to surpass 10% of the market share.

### NOTABLE INITIAL COIN OFFERINGS ($MILLION)

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<th>Volume</th>
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<td></td>
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<tr>
<td>2016</td>
<td>The DAO</td>
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<tr>
<td></td>
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<td></td>
<td>ICONOMI</td>
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<tr>
<td></td>
<td>Golem</td>
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<td>Singular DTV</td>
<td>$8.6</td>
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<td></td>
<td>DigiDAO</td>
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<tr>
<td></td>
<td>Komodo</td>
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<tr>
<td></td>
<td>Incent</td>
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<td></td>
<td>Stratis</td>
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<td></td>
<td>Goleos</td>
<td>$0.5</td>
</tr>
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</table>

### CROWDFUNDING VOLUME, GLOBAL ($ BILLIONS, 2015)

- **Royalty**, $3.5
- **Hybrid**, $0.8
- **Equity**, $2.5
- **Reward**, $2.5
- **Donation**, $2.9
- **ICOs**, +13%

Until 2017, all the token launches taken together were less than 1% of global crowdfunding activity, suggesting meaningful opportunity.
Crowdfunding challenges

While crowdfunding has enabled entrepreneurs to raise funds and make it possible for them to start and develop their projects, it still has downsides.

**Trust** is the biggest issue when it comes to crowdfunding. Entrepreneurs who started a campaign, in many cases did not keep their promises, leaving the enthusiastic participants with nothing. Also, when establishing a new brand without prior track record, how do you create enough brand credibility? Without trust you may not be able to generate enough interest in your campaign and therefore fail to meet your desired goals. Pitching a new product from an unknown company to the media is always challenging.

While all crowdfunding platforms serve the same purpose, raising means online from multiple donors and sources may be a difficult task. Not all the platforms are created equal. Platforms like Kickstarter or Indiegogo are great for raising smaller amounts of money, but equity crowdfunding portals are best for entrepreneurs looking for sums in the millions.

In addition to this, it has been proven that up to 90% of crowdfunding campaigns have **failed** and have never delivered their products, resulting in legitimate concerns and distrust from backers.

Traditional crowdfunding platforms do not accept projects from countries where they have no legal presence. They charge **high commissions** (10-20%) and there are **additional costs** attached to payment systems people must use.

The entire concept of crowdfunding is being **dominated by financially powerful companies** which run gigantic well-funded campaigns. This is the exact opposite of the reason crowdfunding initially became popular. When establishing a crowdfunding campaign, a company or project needs to bear in mind that this is related with several **hidden costs**, such as: success fees for the platform, payment processing fees, fees for mediators, taxes on funds raised, etc, that could eventually become the downfall of a campaign.
The ICO Market

Initial Coin Offerings provide unprecedented opportunities in the world of crypto finance. An ICO is a widely used term for supporting projects with the use of blockchain technology. It is an emission of a new cryptocurrency or specific crypto tokens for project financing or a new enterprise for the development of often decentralized applications. This phenomenon is growing at an extremely rapid pace and blows crowdfunding and venture capital out of the water.

It has resulted in a huge market capitalization in less than three years with the year 2017 being the greatest contributor. In comparison, in the year 2015, notable fundraisings of ICOs were approximately a total of USD 14 million. In the year 2017 it has already reached a total of over USD 4.5 billion. This is more than 13% of the global crowdfunding volume. The expectation is that this growth will continue to set forth in 2018 at a much higher pace and that in 2019/2020 the global ICO fundraising volume will surpass that of crowdfunding. These demands are likely to be driven by infinite possibilities of blockchain such as decentralization, smart contracts, cryptocurrencies and unparalleled returns as 45% of ICOs were showing returns of over 500%.
ICO Challenges

Cryptocurrencies and the blockchain ledger are changing the way companies and people transact globally. While a public security sale would require relevant paperwork in order to be official and legitimate, until now there is no such procedure necessary for ICOs. The continued lack of regulatory oversight remains challenging and since ICOs are such a new concept, the market is way ahead of policies and regulations and this is expected to continue as developments do not stop and the cross border nature makes it challenging to enforce regulation even when it is developed.

At the moment, fraud occurs regularly and the lack of disclosure and reliable information continues to be an issue and offerings being posted on unsupervised online forums that are proving to be unreliable. In addition, cybersecurity has become a concern for ICOs as well, notably the loss of tokens. The past three years have shown that there is a considerable amount of baseless promises, namely that the projects will be completed and that the creators will deliver. A big number of projects which have not been completed is a great loss of opportunity as it crowds out resources for the many legitimate ICOs.
Let's get started

Our platform works in a decentralized manner with the amazing advantages of blockchain technology and provides the highest security standards in the ecosystem for our community of backers and creators.

You’ve read all about the ‘why’ of our platform in previous chapters. In the following chapters, here’s what you will learn about ICO HeadStart™:

• It is the first platform where backers and creators pay 0% fees without any additional costs.

• It offers the community the best available ICO proposals, which have been screened and certified with the ICO HeadStart™ Seal of Approval before they get listed.

• The community is the vital part of the platform. Once the screening process is finalized, the decision is up to the community. The community has decisive power to determine whether an ICO will be supported. ICO HeadStart™ just creates the structure and democratizes access. The combination could potentially beat the limited resources of any individual typical market participant such as a hedge fund.

• The ICO HeadStart™ ICOnomy is powered by its own token, the MOAT.

Also, you will learn about the following advantages:

1) 0% Fees
2) Team of Experts
3) The Wisdom of the Crowd
4) ICO HeadStart™ Seal of Approval
5) Timed-Release Contracts
6) Smart Contracts
7) 100% Trading Virtual Profit Sharing
8) The MOAT Exchange Back Program
ICO HeadStart™ aims to solve challenges for backers and creators. The ICO HeadStart™ platform is unique and supported by blockchain technology. Through smart contracts and a timed-release of funds for projects, our platform provides numerous opportunities and security for users and creators. Our core components:

- The ICO HeadStart™ Compliance Department
- The ICO HeadStart™ Seal of Approval
- Timed-Released Contracts for projects, Buy Back and Smart Contracts
- The ICO HeadStart™ ICOnomy based on the MOAT
- Wisdom of the Crowd

These core components deliver the following benefits:

- Screening, selecting and certifying ICOs by an expert compliance team
- Users and project creators do not bear costs for fees directly and there are no cash out additional costs
- Trade benefits result in an increased value of the MOAT due to the buy back program on the open market or applied as head start reapplication for new projects, further increasing the utility of the MOAT token in its own right.
Advantage

On all well-known platforms, project owners are charged a commission to get listed on the platform. On top of this, they are also charged with fees for the payment system, fees for tokens and fees paid by creators as fiat money taxes. Unlike these fundraising platforms, the mechanism on which our ICONomy is built on and the way the MOAT is implemented on the market, ICO HeadStart™ has been built to maximize the potential of blockchain and smart contracts without having to charge fees or request payment for additional costs.

<table>
<thead>
<tr>
<th>KICKSTARTER</th>
<th>AVERAGE LOAN RATE</th>
<th>AVERAGE P2P LOAN</th>
<th>ICOHeadStart</th>
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</thead>
<tbody>
<tr>
<td>16%</td>
<td>10.5%</td>
<td>9.5%</td>
<td>0%</td>
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15.5% AVERAGE SUCCESS FEE CROWDFUNDING
10.5% AVERAGE LOAN RATE
9.5% AVERAGE P2P LOAN
0.00% ICOHeadStart
The Compliance Department plays an integral part within ICO HeadStart™. Whilst ensuring the creators’ projects are developed properly, ICO HeadStart™ adheres to strict codes of conduct which include managing each project in a good and responsible manner, controlling organisational and social risks and minimize legal risk in the crypto space where possible. We place ICO proposals through independent testing and certification.

In the screening process, the first protocol determines the basic data of the project and the people behind involved. A first selection is made to assign the best fitting relationship manager for this project. Basic legal aspects are checked to ensure that the project passes the first protocol stage and limits risk where possible. During this stage, ICO HeadStart™ assigns experienced and reputable law firms.

The second protocol stage assesses the project viability from a financial, operational, strategic and commercial perspective. On every single element, the project is rated 0-100. It is all about a reality check.

Next is the risk assessment stage based on both assessed protocols. Our data model of successful and unsuccessful projects - run by our risk manager - determines whether we will allow a project on the platform. During this stage, it is also determined which agreements must be implemented in the timed token release (fulfilling an improved escrow function and linked to clear cut milestones) and the Buy Back Contracts. Combined with the first and second protocols, it results in the ICO HeadStart™ Scorecard Analysis, all based on best practices.

After these three protocols and receiving the Seal of Approval, it is up to the community to vote which projects will be selected. Before the actual ICO, the Compliance Department will check to ensure if it is still compliant.
ICO Head Start Seal of Approval

The ICO HeadStart™ Seal of Approval shows that the criteria we think are necessary to find the most promising ICOs. Once a project gets approved by our community and is on the platform, the members of the community have access to the Scorecard Analysis providing full transparency.

Community

Our community is the vital part of our platform. Once the Compliance Department has finalized the screening process of the ICOs in question, the actual approval falls in the hands of our community members. The community has decisive power to determine whether an ICO will be successfully backed. The platform creates the capital and the execution structure and it democratizes that access to our community.
Timed Token Release, Escrow and Smart Contracts

Escrow Contracts

One of the ways ICO HeadStart™ regulates ICOs, is to release Bitcoin and Ether to a successful ICO creator in a timed manner linked to reaching goals and not just all at once, which is the current practice. We will hold the received Bitcoins and Ethers that are aimed for supporting an ICO in timed release escrow in exchange for project tokens. Basically, this service holds Bitcoin and Ether till a certain deal is finalized or milestones have been achieved.

The community within ICO HeadStart™ determines the success of an ICO. Once the community has accepted a certain project, Bitcoin and Ether gathered will be held in timed release escrow and will only be released when pre-agreed stages are reached. Based on the quantity of gathered Bitcoin and Ether, the risk assessment, the roadmap of the campaign and most importantly, the ICO HeadStart™ Scorecard Analysis, a specific timed-release agreement will be defined for each individually listed ICO project on the platform. The execution of the transfer of the cryptocurrencies will be performed by multiple signatures to ensure that never one person controls the release of those cryptocurrencies.

Smart Contracts

ICO HeadStart™ will also use smart contracts to create the safe and transparent mechanism for our ICOnomy. These smart contracts are a perfect match for the decentralization of the ICO HeadStart™ platform.

Smart contracts provide an innovative alternative to the everyday regular contracts we use to handle business. A smart contract is a programmed agreement that is written in a programming language and recorded on the Ethereum blockchain. It works without the intervention of third parties such as central brokerage entities. The uniqueness of smart contracts is that the rules and conditions governing such a contract are programmed in the contract itself. The coding of smart contracts has given life to a new sort of peer-to-peer marketplace that will substitute existing systems. It also ensures a high level of certainty that agreed steps will autonomously occur once the smart contract comprising the agreed actions is deployed on the Ethereum blockchain.
Exchange Back Contracts

Arrangements will be made with the projects and companies before they are allowed on the platform. They are obligated to use an upfront agreed percentage in accordance with their risk assessment, prognosis of their growth strategy and roadmap to exchange back a percentage of their own tokens from ICO HeadStart™.

The tokens which are contracted in the Exchange Back Program will be taken out of the circulation (burned) and cannot be sold again on the market. Consequently, the total outstanding number of tokens decreases and the “value” per token of the remaining tokens (owned by the users in the community or that are owned by ICO HeadStart™ itself) may be influenced positively. Contracts (percentages and numbers) will vary from project to project.

If the commitments in the arranged agreement are not met, ICO HeadStart™ will renegotiate the terms of the Exchange Back Contract with that company or project. If Bitcoin or Ether must be released to this project, the remainder will not be released until their requirements are met. If after multiple requests, the commitments are still not met, the timed-release agreements will be terminated and voting points will be returned to the users on our platform. Consequently, the users can use their returned voting points to vote for other projects.

MOAT Buy Back Program

80% of profits made through: 1) exchange back contracts of project tokens and 2) through trading of these tokens on the exchanges by the trading team, will be used to buy back MOAT from token holders. This mechanism is aimed to return MOAT to the ICO HeadStart™ reserve in order to keep the ICOconomy operational.

Trading Desk

The ICO HeadStart™ trading desk is an independent third party engaged by ICO HeadStart™ and it combines decades of classical stock trading with modern token trading. The ICO HeadStart™ trading desk consequently consists of a mix of experts who have not only built a successful career on the classical stock market, but also on recent fast developing crypto exchanges.

Trading will be managed by a professional trading team and consists out of a treasurer, a cash manager and selected top traders. The traders are experienced day traders specialized in blockchain technology ventures and cryptocurrencies. Due to their thorough insight on market developments, the traders can enter the market timely and under an appropriate risk attitude. The traders’ task is simply to provide liquidity and to trade in a responsible and transparent manner that is beneficial for the entire ICO HeadStart™ ICOconomy.

The treasury as such is under supervision of an independent entity, managed by a group of proven candid officers, including at least two external individuals. Together, the trading team roll will be contributing to the value and utility of MOAT.
MOAT – the token of ICO Headstart

The ICO HeadStart™ ICOonomy is powered by MOAT. MOAT is an ETH-based token that follows the ‘ERC-20 token standard’ and plays a variety of utility roles within our platform. All MOAT token holders are allowed at the time to trade the MOAT on multiple exchanges that will emerge in the near future.

Head start funding

The amount of head start collection will be determined based on the rating the ICO HeadStart™ Compliance Department gives through its Scorecard Analysis and how much MOAT a project is willing to accept. The community of ICO HeadStart™ loves MOAT favoured projects, so this encourages the newly listed ICOs to accept MOAT, up to a maximum of 5%.
ICO HeadStart ICOconomy

Over the last year, the demand and value of cryptocurrencies have increased tremendously. This has resulted in an explosion of newly launched ICOs. Normally, as a backer you support ICO projects and in return you receive their token ‘XYZ’ back. When a project delivers what it promised and the token becomes successful, you earn profits based on the amount of coins or tokens you possess. If not, the tokens or coins will lose their value which will inevitably result in a loss for the backer. Since our platform delivers the highest security standards in the ecosystem for our community of users, the associated risks of exchanging your tokens for MOAT are much less while maintaining maximum positive exposure to ICOs.

We provide the opportunity for our users to use the combined wisdom of our community and vote together which of these ICO projects will be successfully backed. As a user within our community, you exchange Ether or Bitcoin on our platform and in return you get MOAT. Besides the MOAT, users get also voting points in the same ratio as their Ether exchange. The voting system will be in effect after the ICO phase of ICO HeadStart. Why is it called the Mother of All Tokens? That’s because the virtual value of MOAT is related to the success of all the projects on our platform.

Our platform allows people around the world to submit their cryptocurrencies to ICOs. So, it basically creates the virtual capital structure and the execution structure and it democratizes that access to everyone.

Once a project is successfully backed, as mentioned above, the funds will be transferred according to the Timed-Release Contracts. For example: when 10% of the funds are transferred immediately after a successful ICO, 10% of the project tokens according to the token contract will be transferred towards our platform.
Community Ecosystem for Users

Our community of Users are able to share in our profits according to the following 4 simple steps:

1. **Step 1: JOIN OUR COMMUNITY**
   You can become a member of our community by registering yourself for free on our website.

2. **Step 2: BE PART OF OUR ICONOMY**
   Through your personal Web Office, you can purchase our token, The MOAT - The Mother of All Tokens.

3. **Step 3: CHOOSE YOUR FAVOURITE ICO**
   As a community member with voting rights, you can use the Wisdom of the Crowd and choose which ICOs you would like to see successfully backed.

4. **Step 4: SHARE IN THE PROFITS**
   The ICO HeadStart™ platform will use 80% of all profits made on the exchange to buy back MOAT from token holders.

Process of the ICO HeadStart Platform for companies and projects

As a creator, you can receive Ether or Bitcoins and share in the profit through the following 4 simple steps:

1. **Step 1: START YOUR ICO**
   Successfully screened ICO proposals will be certified with the ICO HeadStart Seal of Approval and will be listed on the platform.

2. **Step 2: MAKE A HEAD START**
   Our platform will use 20% of all profits to give the newly listed ICOs a head start funding.

3. **Step 3: GET FUNDED**
   Our Community has the decisive power to choose which ICOs will be successful. The successful ICOs receive funds through Timed-Release Contracts.

4. **Step 4: SHARE IN THE PROFITS**
   The ICO HeadStart™ platform will use 80% of all profits to buy back MOAT from token holders.
Growth and strategy

In time of the PRE-ICO and ICO, ICO HeadStart™ has created 10 billion MOATs. In total:

- **17.25% of the total supply of MOAT will be offered in the PRE-ICO and ICO.**
- **46.75% will be released every time that the community members exchange Ether or Bitcoin for MOAT on our platform during our operational phase or in case a MOAT favoured project is successfully supported.**
- **33% will be reserved as an incentive for the Founders (20%), the Operational Team (10%) and the Advisory Board (3%). This reserve will be released in a balanced manner spread throughout a period of 4.5 years. Their quota will be released in a balanced manner throughout 4.5 years. 10% will be released directly after our ICO. This accounts for 3.3% of the total MOAT supply. The remaining part will be released in equal parts of 10% every half year.**

The total circulating MOAT POST-ICO is 20.25% (seed support 3%, PRE-ICO 2.5%, Bounty 2.25% and ICO 12.5%).

### Distribution of MOAT

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<td>ICO</td>
<td>12.5%</td>
<td>1,250,000,000 MOAT</td>
</tr>
<tr>
<td>Bounty Program</td>
<td>2.25%</td>
<td>225,000,000 MOAT</td>
</tr>
<tr>
<td>Seed Investors</td>
<td>3%</td>
<td>300,000,000 MOAT</td>
</tr>
<tr>
<td>MOAT reserve for future backers and successfully funded projects*</td>
<td>46.75%</td>
<td>4,675,000,000 MOAT</td>
</tr>
<tr>
<td>Reserved for Founders, Operational Team and Advisory Board**</td>
<td>33%</td>
<td>3,300,000,000 MOAT</td>
</tr>
</tbody>
</table>

* Will be released every time that the community members purchase MOAT on our platform during our operational phase or in case a MOAT favoured project is successfully supported.
** This reserve will be released in equal parts in the next 4.5 years, 10% every half year.
Prognosis of successfully funded projects

In table 1, the growth factor taken into consideration of the amount of successfully funded ICOs on our platform, is 1.5 times per 6-month period. This growth is a result of the fact that we use 20% of all virtual profits to give newly listed ICOs a head start funding. At the end of the 2nd half of 2018, we aim for 113 projects to be listed and funded via the platform.

The growth shown in table 2, is calculated based on an average of 8,500 ETH ICO involvement. In our PRE-ICO, the value of the MOAT has been determined by our community at 0.0000260744683 ETH. When ICO HeadStart reaches its desired ICO involvement of 33,000 ETH (USD 20 million at the moment of writing), the virtual value of 1 MOAT will be the equivalent of 0.00004171914 ETH which is the equivalent of USD 0.035 at the moment of writing. The virtual value of the total GDP of MOAT will be in this case USD 350 million.

Estimated growth shown in Ether. Assumed USD equivalent only for adding perspective. A maximum of 10 billion MOAT will be on the market.

Statistics show that demands are likely driven by the high returns as 45% of ICOs showed returns of over 500%. The growth in the size and number of projects and opportunities will be substantial as the utility and virtual value of MOAT.

Contingent that:
1) MOAT gets listed on multiple exchanges,
2) Platform comes into operations,
3) Estimation of 100 at the end of the 2nd half of 2019 newly listed projects get successfully supported,
4) 80% of the virtual profits, made through exchange back contracts of the project tokens and profits made on the exchanges by our professional trading team, will be used to exchange back MOAT from token holders.
Token Exchange

<table>
<thead>
<tr>
<th>PRE-ICO RAISED:</th>
<th>USD 11.1 MILLION (ACCORDING EXCHANGE RATE OF ETH AND BTC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOKEN EXCHANGE RATE:</td>
<td>TOKEN RATE HAS BEEN DETERMINED AFTER THE PRE-ICO AT 0.0000260744683 ETH</td>
</tr>
<tr>
<td>START DATE ICO:</td>
<td>26TH OF MARCH 2018 - 12PM GMT +1</td>
</tr>
<tr>
<td>PAYMENT METHODS:</td>
<td>BTC/ETH</td>
</tr>
<tr>
<td>HARD CAP</td>
<td>33.000 ETH</td>
</tr>
<tr>
<td>TOTAL TOKEN SUPPLY:</td>
<td>10.000.000.000</td>
</tr>
<tr>
<td>MINIMUM PURCHASE AMOUNT:</td>
<td>0.01 ETH</td>
</tr>
</tbody>
</table>

Timeline ICO

DURING THE ICO PHASE, THERE WILL BE 1,250,000,000 MOAT TO BE EXCHANGED WHICH ACCOUNTS FOR 12.5% OF THE TOTAL AMOUNT OF MOAT. THE HARD CAP GOAL FOR THE ICO PHASE IS 33,000 ETH OR A MAXIMUM PERIOD OF 30 DAYS.
ICO phase

The ICO phase will end when the 1,250,000,000 tokens are exchanged or when the period of 30 days has passed. The discount of the virtual value of MOAT will start at 37.5% and this discount will be reduced during the ICO every 5 days (see picture below) by 6.25%. The discount will decrease from 37.5% to 0% in the last 5 days. So, in this 30-day timeframe, the exchange rate of the MOAT will grow up to 60%.

![Discount Graph]

ICO HeadStart Bounty Program

Our amazing Bounty Program allows our members to truly take advantage of our PRE-ICO and ICO phase. Each member who registers for free on our platform and creates a ICO HeadStart™ account, is provided with a unique bounty link. This link can be shared by the member with family, friends or blockchain enthusiasts. You can receive a 15% bounty bonus during our PRE-ICO & ICO from all the contributions made through your unique link!

Just think about the amazing rewards this program offers. When you share your link to your friends and they contribute by purchasing 1,000 MOAT tokens, you will receive 150 MOAT tokens as a bounty bonus! Via your personal Web Office, you can easily keep track of who has used your unique link to purchase MOAT.

During the ICO phase, you will immediately receive the extra tokens when a personally referred member purchases our MOAT tokens by using your link. Spread the word and enjoy the profits!

GET YOUR 15% BOUNTY BONUS
## Token Proceeds

### Planned fund allocation

<table>
<thead>
<tr>
<th>PLANNED FUND ALLOCATION</th>
<th>PERCENTAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPERATIONS</td>
<td>30%</td>
</tr>
<tr>
<td>RESEARCH &amp; DEVELOPMENT</td>
<td>22.5%</td>
</tr>
<tr>
<td>MARKETING</td>
<td>20%</td>
</tr>
<tr>
<td>LEGAL</td>
<td>10%</td>
</tr>
<tr>
<td>FUNDING UPCOMING PROJECTS</td>
<td>10%</td>
</tr>
<tr>
<td>EARLY USERS</td>
<td>5%</td>
</tr>
<tr>
<td>CONTINGENCY</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

### Funds Allocation in %

- **OPERATIONS**: 30%
- **RESEARCH & DEVELOPMENT**: 22.5%
- **MARKETING**: 20%
- **LEGAL**: 10%
- **FUNDING UPCOMING PROJECTS**: 10%
- **EARLY USERS**: 5%
- **CONTINGENCY**: 2.5%
Operations

All expenses related to the operating officers and the employees whom are guided by the managers. Costs for the workplace, travel expenses, etc. are also taken into consideration.

Research & Development

Costs relating to the development of IT systems, improvement and development not limited to smart contracts but also to Timed-Release Contracts, blockchain technology, apps, interfaces, cryptographic mechanisms, testing, documenting, bug fixing, writing source codes and maintaining applications and frameworks.

Marketing

Considerable amount of the budget will go into marketing and communications initiatives such as brand market research, design, public relations, (blockchain) events, advertising, print, press releases, commercials, creative concepts and production of visual materials, Google (AdWords), performance oriented social and display (banner) advertising and social media advertising strategies.

Opportunities

The blockchain community will continue to cause an economic revolution. True potential value of companies and projects will be available for the community, for the crowd, for everybody. The large financial institutions will no longer be the only ones to profit from the growth of young companies with smart ideas. The potential value of the entire economy will be at the fingertips of the crowd. Blockchain technology with Timed-Release Contracts and Smart Contracts in combination with the ICO HeadStart™ Seal of Approval and thorough screening of business plans and companies by the most experienced team imaginable, guarantees a fair process.

Although only the best ICOs are allowed on ICO HeadStart™, it may happen that one project might fail. However, the loss will be absorbed by all the other hundreds, thousands of projects. At the same time, Exchange Back Contracts, Buy Back Contracts and the ICO HeadStart™ trading team with professional traders will ensure a balanced and controlled development of the MOAT. Every community member has an interest in long term increase in value and utility of the MOAT. The screening process and the conditions for companies and projects improve the likelihood of substantial gains.

Legal

Costs related to legal and fiscal advice for newly listed projects on our platform on a local and international level, development and execution of contracts and legal steps taken to ensure the expansion of the ICO HeadStart™ ecosystem in diverse countries.

Funding upcoming projects

To give the first newly listed projects on our platform a head start funding, ICO HeadStart™ reserves 10% of its ICO funding to help realize this objective.

Early Users

Return the investments to the early investors.

Contingency

In every business there are unforeseen costs resulting from various circumstances. Therefore, we have allocated 2.5% of the budget to cover these unforeseen expenses.
Conclusion

Offerings
- Our platform is already operational. Users and project creators have immediately access to our platform after the ICO is finalized.
- The ICOnomy allows virtual profit sharing.
- Established expert teams that are already operational: Compliance, Finance, IT & Security, Community Care, Trading, Marketing, Legal and the Advisory Board.
- Since the MOAT plays a utility role and 80% of our trading profits will be used to buy back MOAT, a mechanism for steady increase in utility and virtual value is in place.

Benefits for backers
- Only access to the best and most promising ICO proposals
- 0% fees and no additional costs, besides the costs set out in this White Paper.
- 100% Trading virtual profit Sharing of which 80% will be used for the MOAT Buy Back Program
- Team of independent Experts & the Wisdom of the Crowd
- ICO HeadStart™ Seal of Approval
- Timed-release of funding held in escrow and Smart Contracts creating a smooth execution with increased security

Benefits for creators
- 0% fees and no additional costs, besides the costs set out in this White Paper.
- Getting their ICO under the attention of our community of users
  A third-party to confirm their legitimacy
- A team of experts at their disposal covering Compliance, Legal and Marketing aspects
- Certification with the ICO HeadStart™ Seal of Approval
- 20% profit sharing, the opportunity to receive a head start funding

Benefits for the blockchain ecosystem
- Ensure that projects that will contribute to a better future and better development of the blockchain industry are funded
- Professional commitment to further improve ICOs and increase their viability long term as a legitimate and trustworthy method for supporting ICO
- Safeguard that regulations develop at the speed and demand of the market rather than at the pace of institutions while maintaining similar standards but attuned to the ecosystem.

Join our token generation event now!
RISKS

With reference to the disclaimer included in this White Paper, potential participants in the token generation event and issue or transfer of future MOAT token should in particular take into mind the following risks:

The MOAT token generation event may not be successful enough to fund operation beyond start-up phase and initial project of ICO HeadStart™ taken into account the operational costs of maintaining the platform and key departments required to ensure functionality and utility of the MOAT token and the voting points mechanism of the ICO HeadStart™ platform required to continue the platform and profit from the utility service it provides. In such event the utility and value - howsoever defined or expressed - of the ICO HeadStart™ platform and MOAT token will suffer materially and may even result in the ICO HeadStart™ platform being liquidated potentially resulting in the loss of the entire value of Ether tokens or other tokens or cryptocurrencies accepted by the platform, exchanged against MOAT tokens.

The platform may not succeed in obtaining sufficiently highly qualified offerings of project owners to list ICOs on the ICO HeadStart™ platform. In such event the utility and value - howsoever defined or expressed - of the ICO HeadStart™ platform and MOAT token will suffer materially and even result in the ICO HeadStart™ platform being liquidated potentially resulting in the loss of the entire value of Ether tokens or other tokens or cryptocurrencies accepted by the platform, exchanged against MOAT tokens.

The selected project may fail to deliver on their committed deliverables. While a timed token release agreement will be entered into with every project listed on the ICO HeadStart™ platform, this as such only prevents that funding is provided all at once prior to any deliverable provided by the project owner, it as such does not prevent that projects fail, it only limits exposure to such failures.

The MOAT token may not readily become listed as tradable token on one or more of the cryptocurrency and token exchanges. In such event any value of such project token, howsoever defined, is locked until such trade can occur other than on an on-on-one basis. As the MOAT token value is indirectly linked to the relative success or failure of listed project tokens, this may affect value, howsoever defined, and utility of the MOAT token. The ICO HeadStart™ Seal of Approval ensures that the procedures to vet the projects listed on the ICO HeadStart™ platform, have been vetted as per the standards of ICO HeadStart™ from time to time. This however does not mean that any type of performance howsoever is guaranteed. The ICO HeadStart™ platform is aimed at improving the likelihood of success by combining the Wisdom of the Crowd on pre-vetted projects. However, this is in no way a guarantee of any typical result. Given in part seemingly excessive valuations of project in ICOs and price developments in multiples unseen in any other part of the economy, any expectation as regards, value or price is error prone or potentially misleading.

Tokens of project owners as well as MOAT tokens may be refused by exchanges to be listed or the same would be conditions so onerous that listing is not viable; regulatory authorities may limit or impede in whole or in part the exchange of MOAT tokens or project tokens and in certain jurisdiction the exchange of (currencies for) MOAT tokens or project tokens may not be legal and subsequently the (potential) token holder (MOAT or otherwise) may incur substantial legal risk in respect of his/her assets as well incur the risk of criminal prosecution in jurisdictions relevant for the (potential) token holder.

As the legal and fiscal qualification in most jurisdictions in respect of crypto tokens and cryptocurrencies as new asset class is not yet sufficiently clear, the ownership of or control over such tokens and currencies may be subject to unexpected assessments by authorities, resulting in materially negative legal or tax consequences that can at present not reasonably be foreseen.
RISKS

Despite agreements with a professional trading desk, their services may be below agreed standards and as a result thereof or of general market conditions, trade in MOAT tokens and project tokens may be subject to limited liquidity, resulting in temporary or long-term limitations in exchanging such tokens, reducing both their utility and value, howsoever defined.

Crypto tokens and cryptocurrencies are - when traded on exchanges or otherwise - subject to extreme fluctuations in exchange value with other tokens or currencies, which are also likely to result in big differences in concurrent listed prices on individual exchange venues.

There are also substantial risks in respect of the ICO HeadStart™ platform and the MOAT token from other current and future initiatives in respect of ICOs and reviewing and certifying the same, which may compete with and be more successful than the ICO HeadStart™ platform and even result in the ICO Headstart™ platform being liquidated potentially resulting in the loss of the entire value of Ether tokens or other tokens or crypto currencies accepted by the platform, exchanged against MOAT.

Crypto exchanges - centralized - are currently subject to limited regulation in major jurisdictions if at all. In addition to technical risk there is regulatory risk which may result in short term legislation and regulation in respect of crypto exchanges, resulting in trade and exchange of tokens and/or currencies being (temporarily or permanently) halted and continuity of the exchanges affected, potentially resulting in the loss of the entire value of Ether tokens or other tokens or crypto currencies accepted by the platform, exchanged against MOAT.

Decentralized crypto exchanges are developing at speed. At present it is not clear whether such exchanges will be or will be able to be compliant with applicable laws. While potentiality less prone to be subject to regulatory steps that actually impede or limit the possibilities to exchange tokens on such exchanges, the mere use of such exchanges as such may be or may become illegal or subject to extensive regulation, not merely for the exchanges but also for the persons transacting at such platforms. In addition, recourse for failures of trading platforms to properly perform is either non-existent or very limited at present, potentially resulting in the loss of the entire value of Ether tokens or other crypto tokens or cryptocurrencies accepted by the platform, exchanged against MOAT. There is substantial technological risk. Use of blockchain, smart contracts and (other) distributed ledger related technologies is, while developing fast, still in its infancy. Hence the occurrence of unexpected mishaps or the emergence of as yet unknown risk is likelier than with longstanding technologies and institutions.

Exchanges on which MOAT tokens or project tokens become exchangeable are typically not regulated and risk management is typically not warranted in any form. There are no or limited service level and availability agreements or terms that limit technical and security risk available for account holders on such exchanges and recourse is limited, in particular as the jurisdiction for the exchanges may not be in the residence or domicile of the token holders. The Ethereum network on which the MOAT token relies is and has been subject to regular limited availability and accessibility, as a consequence of network overload or other - technical - issues. In addition, forks of the network may occur, whereby the network splits and steps may be required for token holders of Ethereum network-based project tokens to maintain or regain control over their tokens. The same will - if and as soon as relevant - for other blockchain protocols that may in the future be used for ICO HeadStart™.

These technological risks may, by themselves or in combination, result in MOAT tokens or project tokens being inaccessible for transactions from time to time or may even be stolen or lost, therefore resulting in the loss of the entire value of Ether tokens or other tokens or cryptocurrencies accepted by the platform, exchanged against MOAT. The same risk may also occur in respect of other currencies and tokens when issued or accepted for exchange by ICO HeadStart™.