

Loop_inc

Investment opportunity in a blockchain, tokenized loyalty, Y Combinator modelled ecosystem.

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Loop_inc

What problem are we solving?

The world's economic and governance models are mired in extractive, exploitative silos that hamper humanity's capacity to survive, let alone progress.

It's a truism that extreme economic disparity continuously erodes an ever-shrinking pool of opportunity, concentrating wealth and power which is inherently unsustainable because it's fundamentally destabilising.

Economic instability leads directly to social instability that leads to an ever diminishing pool of value creation opportunities. It's a zero-sum game.



Loop_inc



Market opportunity

Our objective is a more efficient, effective, broad based and scalable economic, governance and capital distribution ecosystem. One that creates many more commercial opportunities that lead to greater economic and social stability, thereby diminishing future risk. This is the enormous market opportunity.

Loop_inc

Uniting web2 and web3 technologies

The next era of the web is being driven by the conversion of content, communities, and commerce into new consensus driven business models. These new businesses combine digital and real-world value by providing accessible utility to users, creators and investors.

Our purpose is to provide an open architecture ecosystem we call the Internet Governance Protocol.

Loop_inc



Internet Governance Protocol

This is a network effects protocol that enables multiple business use cases to be platformed on it, and for them to transfer value interoperably. The IGP enables virtuous feedback loops through the transfer of accredited knowledge, skills & wisdom in a liquid democratic manner. In a sense, it's similar to how the Ethereum blockchain created a protocol for dApps.

Our goal is to pursue the technology roadmap that creates an ecosystem for the governance protocol that encourages & rewards any participating entity to leverage our scalable governance & financial model for greater efficiency and sustainability.

Loop_inc

Network effects

Network effects (nfx) is a broadly applied term with a very complex set of variables.

The distinctions between asymptotic and exponential nfx is important to understanding the enormity of the potential of the Loop_ ecosystem.

Feel free to review how we're baking different nfx features into the technology, governance, economic and commercial components of our ecosystem [here](#).

Loop_inc demand analytics technology

The technology is an extremely powerful & scalable data analytics platform that enables clients to maximize the value and growth of their user/customer base. It is proven in market since 2019, and is post revenue in a vertical independent of the Loop_ ecosystem.

Combining analytics, marketing, smart contracts and funding by subject and geography, it offers a significantly superior future for organizations and communities seeking to create value from data, providing actionable insights that create positive feedback loops.

The analytics platform is the base layer value generator.

Loop_inc



Loop_inc tech stack

Blockchain layer

The protocol layer that secures & records all voting & token transactions

Loop_inc data analytics platform

The platform is used by all operating & partner companies, incorporating the Loop_tkn as an integral component, driving its adoption.

Loop_cmbntr

DAO technology that manages governance structures & owns & issues Loop_tkns

Loop_tkn

The Loop_cmbntr smart contract enabled utility & reward token

Loop_gold

Hybrid asset backed TradFI meets DeFi instrument investing in impact endeavors

Loop_inc



Ecosystem components

Loop_inc owns and licenses the data analytics tech platform.

Loop_vote deploys the tech to the multibillion-dollar US political sector.

Loop_mktg deploys the tech to the multibillion-dollar global digital marketing industry.

Loop_rwrds deploys the tech as part of a multi-vendor technology solution in the trillion-dollar US discount couponing market.

Loop_cty is a fully integrated banking, payments, marketing, community & network enablement platform for smart cities.

Loop_cmbntr is a decentralized venture capital and governance model, styled on the early stage Y Combinator technology start-up accelerator and the engine of the Loop_ ecosystem.

Loop_tkn is the loyalty token issued by Loop_cmbntr imbued with voting & staking rights.

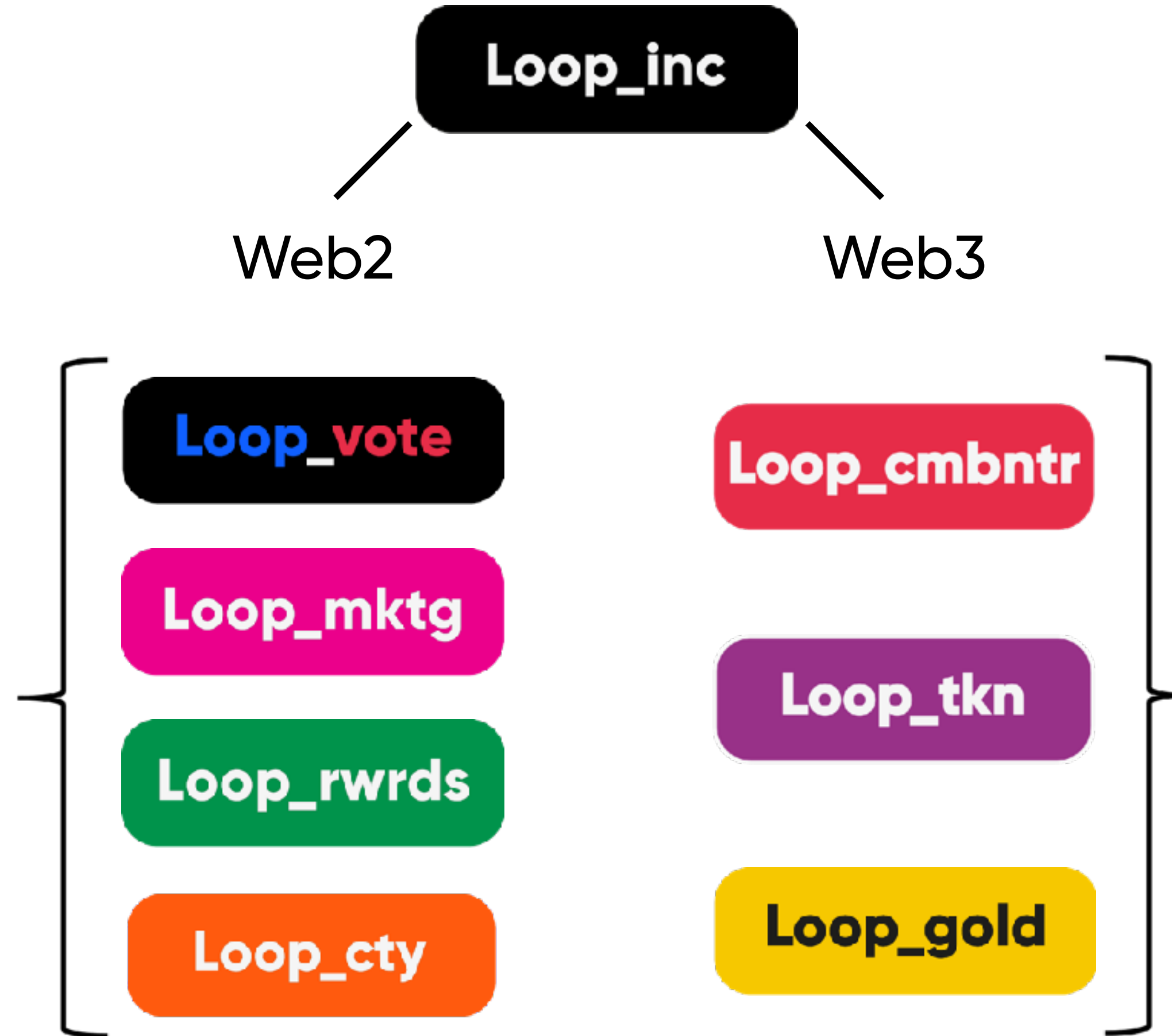
Loop_gold is an asset backed, tokenized, zero-coupon bond with a specific impact investment focus.

Loop_cmbtnr invests in and generates income from supported businesses which besides the Loop_ SaaS businesses, is open to any business, institution or community that meet key criteria seeking to leverage the ecosystem's financial and governance model and the network effects benefits.

Loop_inc

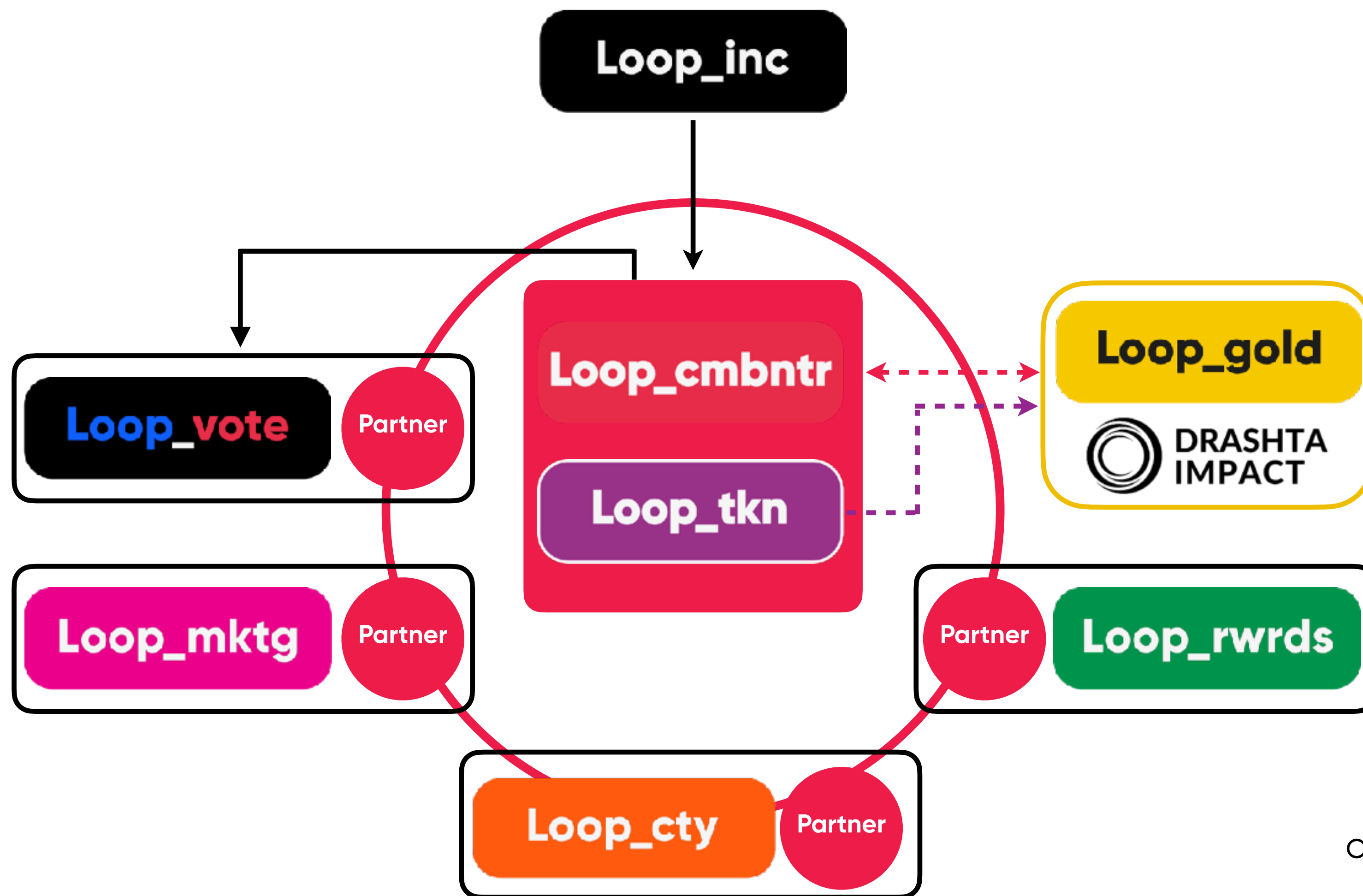
Ecosystem structure

Loop_ managed operating companies licensed to use the demand analytics technology using SaaS models.
A portion of their profits will be invested back into the decentralized ecosystem.
Any independent entity can license the technology to benefit from the networks effect ecosystem.



Decentralized governance & network effects investment ecosystem incorporating a rewards based utility token & hybrid impact investment bond. Loop_cmbntr will reinvest in endeavors with an ecological, economic & social reciprocity focus.

Loop_inc



Legend

IP holding entity.

Uses blockchain technology as a loyalty system to link all the businesses into a block combinator accelerator. A decentralized governance & investment network effects model.

Utility token managed by Loop_cmbntr.

Zero coupon bond managed by investment firm Drashta Impact.

Impact investment entity incorporated in UK.

Data analytics SaaS provider to the political sector.

Tri-vendor technology solution integrating couponing, payment rails and data analytics.

Premium marketing services provider with precise campaign measurement.

Fully integrated banking, payments, marketing, community & network enablement platform.

Loop_inc

Loop_cmbntr

Loop_tkn

Loop_gold



Loop_vote

Loop_rwrds

Loop_mktg

Loop_cty

OpCos

Investment opportunity summary



Loop_inc

— No investment available.

Limited equity available to early investors.

Loop_vote

Loop_mktg

Loop_rwrds

Loop_cty

Loop_cmbntr

Loop_tkn

Loop_gold

Loop_tkn and Loop_gold are the investment routes into Loop_cmbntr.

Loop_tkn available at pre-TGE on a SAFT basis.

Loop_gold available on a SAFT basis.

No investment options available at present.

Loop_inc

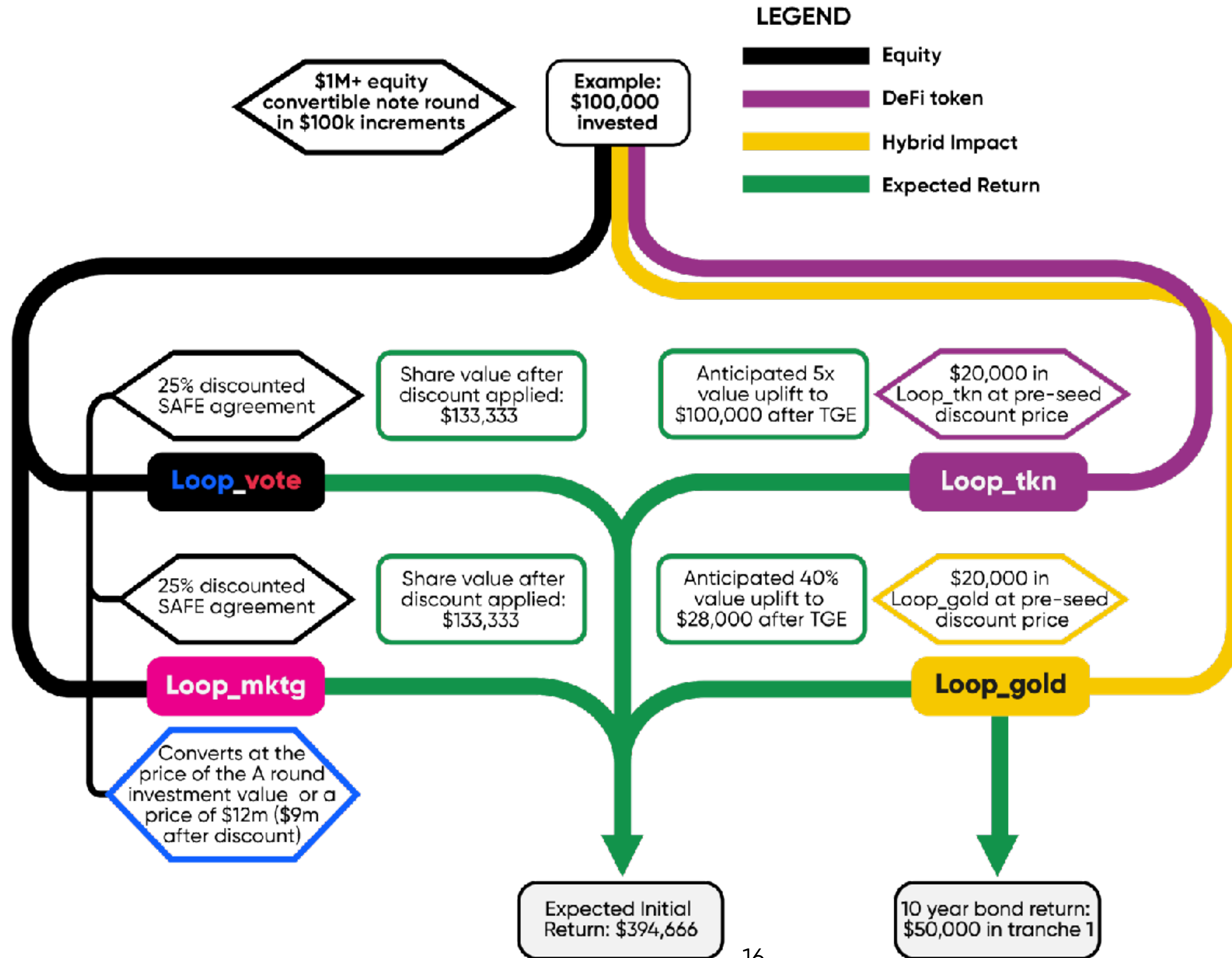
Investment routes

There are three primary routes to investing in the Loop_ ecosystem:

1. Traditional finance equity: limited equity is available in two of the four operating companies, namely Loop_vote and Loop_mktg. Both of these are SaaS businesses deploying the Loop_inc analytics technology to the political and digital marketing sectors respectively. As Loop_rwrds is a preferred partner, we are in the privileged position to gate investment there. In this case we would need to set up calls with that team. Investment into that endeavor will only be considered in \$5m+ tranches.
2. Impact option (a hybrid TradFi/ DeFi model): Loop_gold is an asset backed, tokenized, zero-coupon bond managed by specialist London based impact investment firm Drashta Impact. The bond is structured into 7 tranches, favoring early investors. In tranche one, the token is priced at \$0.40 with a 10-year guaranteed maturity value of \$1.00, plus investors are rewarded with bonus Loop_tkns at up to 5% of the investment value.
3. DeFi option: Loop_tkn is the ecosystem utility token acting as a loyalty, reward & governance token as well as the unit of account.

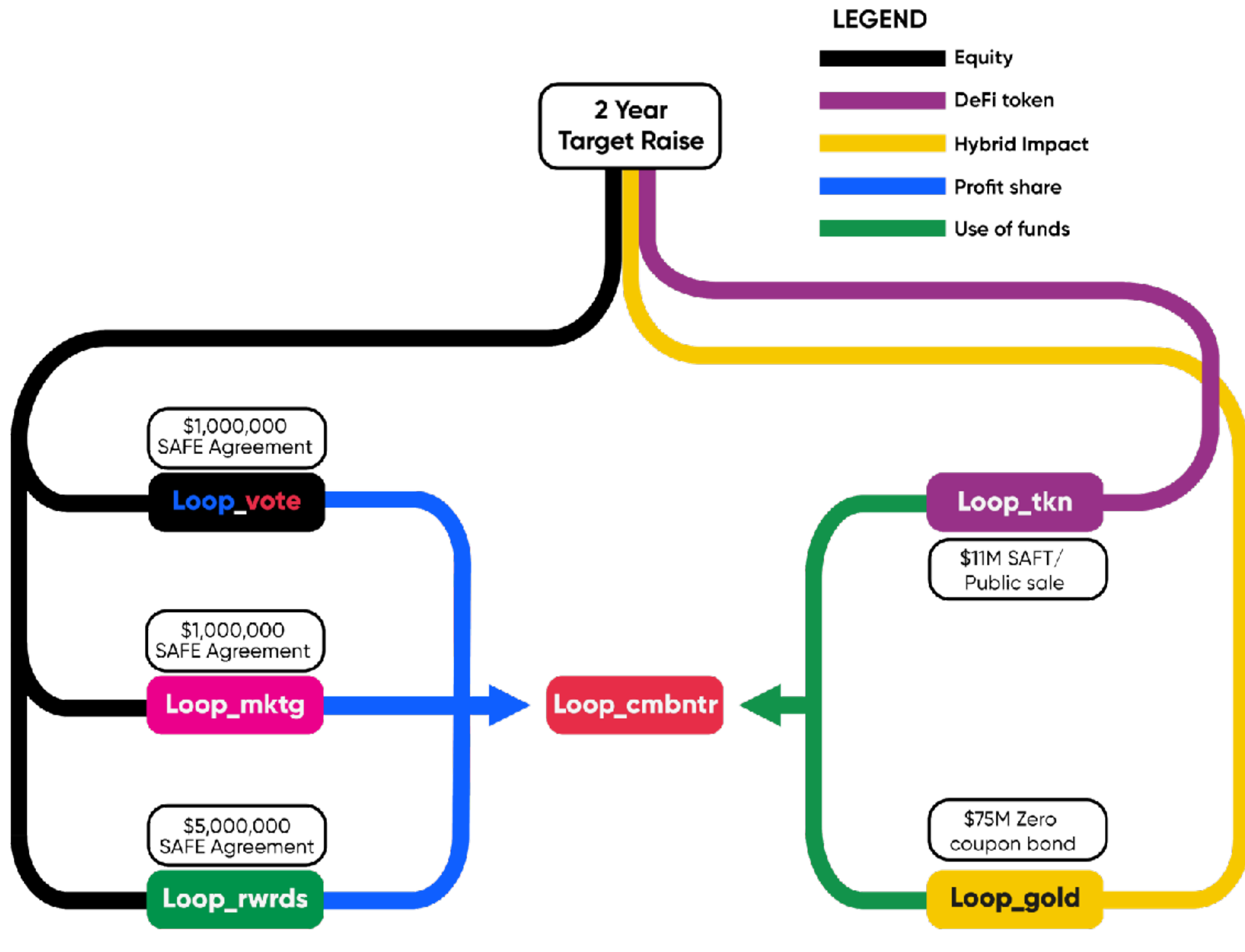
Loop_inc

Seed round blended offer





Two year target raise



The two-year target raise comprises:

- \$1M equity in Loop_vote
- \$1M equity in Loop_mktg
- \$5M equity in Loop_rwrds (subject to separate engagement)
- \$11M raise through public sale of Loop_tkn
- \$75M raise through Loop_gold

Loop_inc



Loop_cmbntr Purpose

Loop_cmbntr develops & deploys the Internet Governance Protocol to create shared value inside a self-governing network effects ecosystem.

In turn it will invest in economic, social and ecological impact endeavors in continuous positive feedback loops that balance risk and reward via governance models that earn the right through proven track performance.

Loop_cmbntr

Loop_cmbntr Description

A decentralized governance & investment model styled on the early stage Y Combinator technology start-up accelerator. Loop_cmbntr uses blockchain technology & scalable game theory intelligent architecture as a loyalty & reward system to link all the businesses in the ecosystem together into a block combinator accelerator.



Loop_cmbntr



Technology

A web3 technology architecture that enables decentralized governance and financial solutions.

Loop_cmbntr generates revenue from the supported businesses and reinvests it into ecological, economic and social impact endeavors.

It utilizes liquid democratic structures with a utility token that incentivizes participation through skills & knowledge contributions.

Loop_cmbntr

Liquid Democracy

The IGP enables virtuous positive feedback loops through the transfer of knowledge, skills, & wisdom in a liquid democratic process, a dynamic democratic model that allows transitive voting proxies within a network effects framework.

Transitive because votes can be proxied and revoked, repeatedly. This mechanism is more intuitively in step with human behavior in that people have limited time & energy to expend on numerous matters of interest, so they look to others whom they trust with greater knowledge on specific subjects to represent them.

Loop_cmbntr

Supported Business Investment Criteria

Loop_cmbntr invests in impact endeavours that adhere to the following criteria:

- They have a global offering.
- They need to validate their value proposition to an increasingly global customer base.
- They want to form a decentralized governing body for their activities, customer management and communication.
- They are not doing anything damaging to the world.
- They want to share customer management with other endeavors under the same blockchain tokenized loyalty and incentive system.

Loop_cmbntr

What makes the system work?

- In exchange for investment into their endeavor, businesses must agree to use the tools that aggregate CRM data and other customer database sources, validates and cleanses them using various digital tools to facilitate votes, polls, sales, donations, fund raising, voter action, and so forth. In fact, any question or action to improve data to facilitate the digital customer relationship.
- In addition they must use our community management and governance supporting tech
- Loop_cmbntr customers are rewarded with the same tokens that generate the capital for the investment and loyalty from day one to drive it to success.

Loop_cmbntr

Investment into a supported endeavor comes with

- KYC tools.
- Marketing and customer acquisition funnel tools.
- Community topology management.
- Community data analysis tools.
- Liquid democracy voting and organisation tools with different flavors and options.
- Community leadership group formation in relation to the chosen community topology (geography, expertise, subject interest, demographic segmentation, etc).
- Community loyalty tools such as ticketing, merchandise, market analysis, community segmentation through questionnaires etc., (think Kickstarter, Ticketmaster, Shopify, Change.org, Patreon, and Active Campaign in one – all the tools you need to get a business or endeavor off to a great start).
- Single sign-on between participating entities making market growth easier.
- Community sharing and a permission based marketplace for accessing different communities for media distribution, brand sponsorship, and even other participating entities.
- "Knowledge and wisdom" tools to gate access to the community whether that be media or funding – off shoot of the liquid democracy tools: i.e., working towards solving the truth problem with social media and news.

Loop_cmbntr

The Internet Governance Protocol

Bringing liquid democracy to participating entities at a global scale. Participants can have a billion people in their ecosystem and have it function and run with optimal participation and interest without over-saturation in a single conversation.

- Makes every voice count and be heard Security model
- Tiered and proxy voting Identity management Tiered communities
- Local to global leadership groups

Loop_cmbntr

Loop_cmbntr Investment Criteria

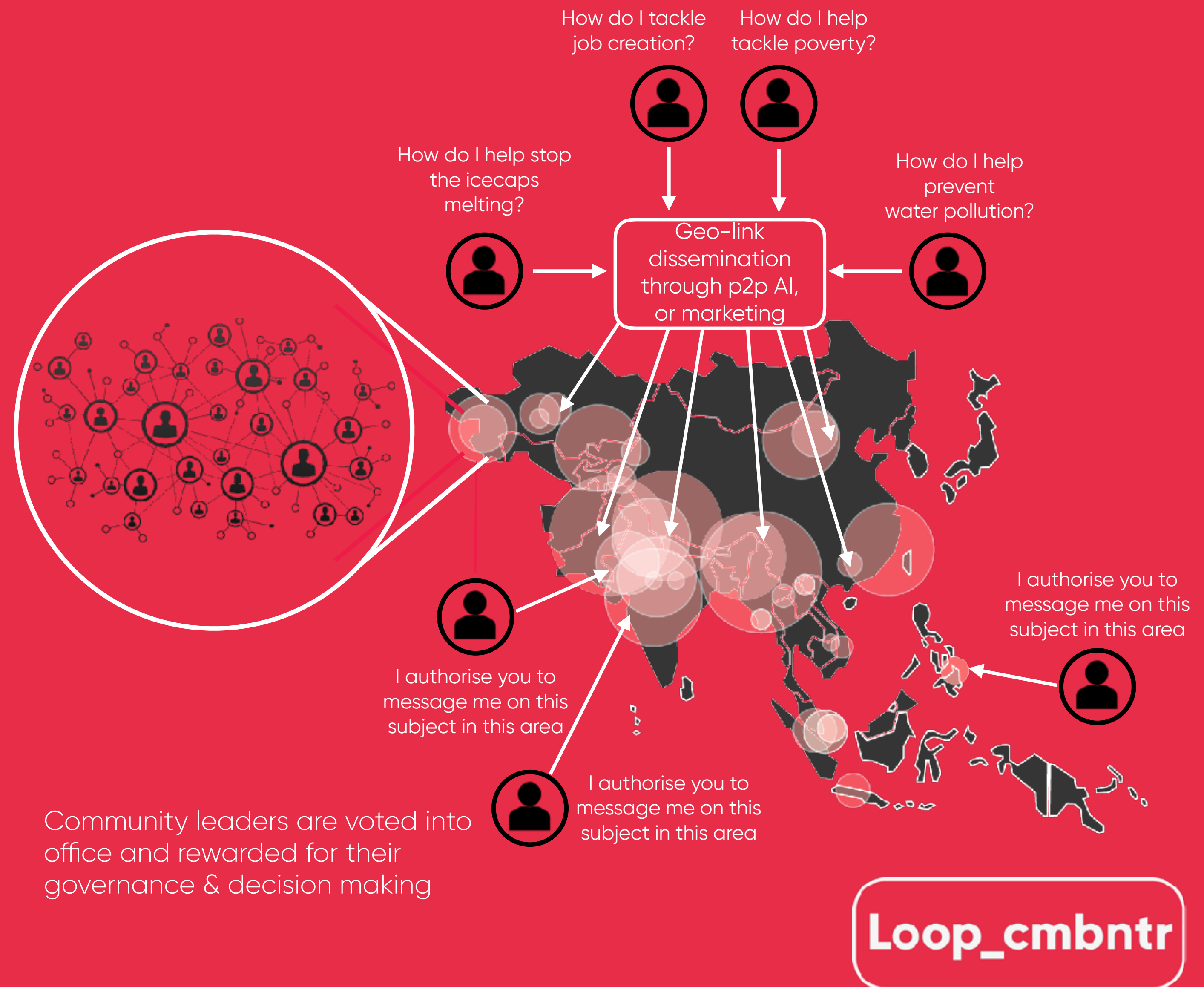
- Some companies and endeavours need fiat currency invested into them. To do this, crypto needs converting to fiat. However, through the growth of the supported businesses and endeavors, many more token currencies may be adopted and created via fiat revenues from participating businesses, growing the overall number of tokens that can be distributed and rewarded.
- Care must be taken when converting blockchain currencies into fiat currencies for investment. This has to be balanced with the growth of the supported Loop_cmbntr community to ensure that the revenues feeding the Loop_tkn exceed the outgoing value given in tokens to the loyalty and investment needs.
- If a participating business accepts tokens instead of fiat, we can then provide a discount on the value. This will promote the token as a true adopted currency.
- Each participating business needs to engage the wider world bringing in fiat currency. One of the requirements of a business accepting investment is to pay some of the dividends back to Loop_cmbntr. Depending on the quantum, Loop_tkns are awarded in partial exchange for the fiat paid. This not only ensures value increase of the Loop_tkn but also creates liquidity for further investment into businesses or impact projects. This also leads to a systemic token adoption increase.

Loop_cmbntr



Truth seeking rules

- Loop_cmbntr will empower the gating of global community access and information dissemination.
- As independent communities are formed around subject interest, access to them will be sold to interested parties with revenue shared between the community and the participating businesses. Permission to access the community is gated purely by decentralized governance. Doing this by subject and geography, opens up a whole new market selling "truth" and objective assessment of information back to the world.
- The usage of funds raised through this process will be allocated to the participating businesses, again through a decentralized governance process.





Loop_tkn

The Loop_tkn will be used to fund the wider endeavours of Loop_cmbntr and promote adoption of the impact ecosystem.

Strict utility token providing utility to:

- Voting on proposals
- Proxy your vote to another
- Gate access to media disseminated in relation to your chosen subject
- Be an owner of many businesses that promote decentralized governance



Loop_tkn Differentiator

Loop_tkn's most important function is as a loyalty & reward mechanism for any participating enterprise and their users or customers. This is its real utility and what sets it apart from most DeFi tokens which are largely limited to staking and to a lesser extent voting rights.

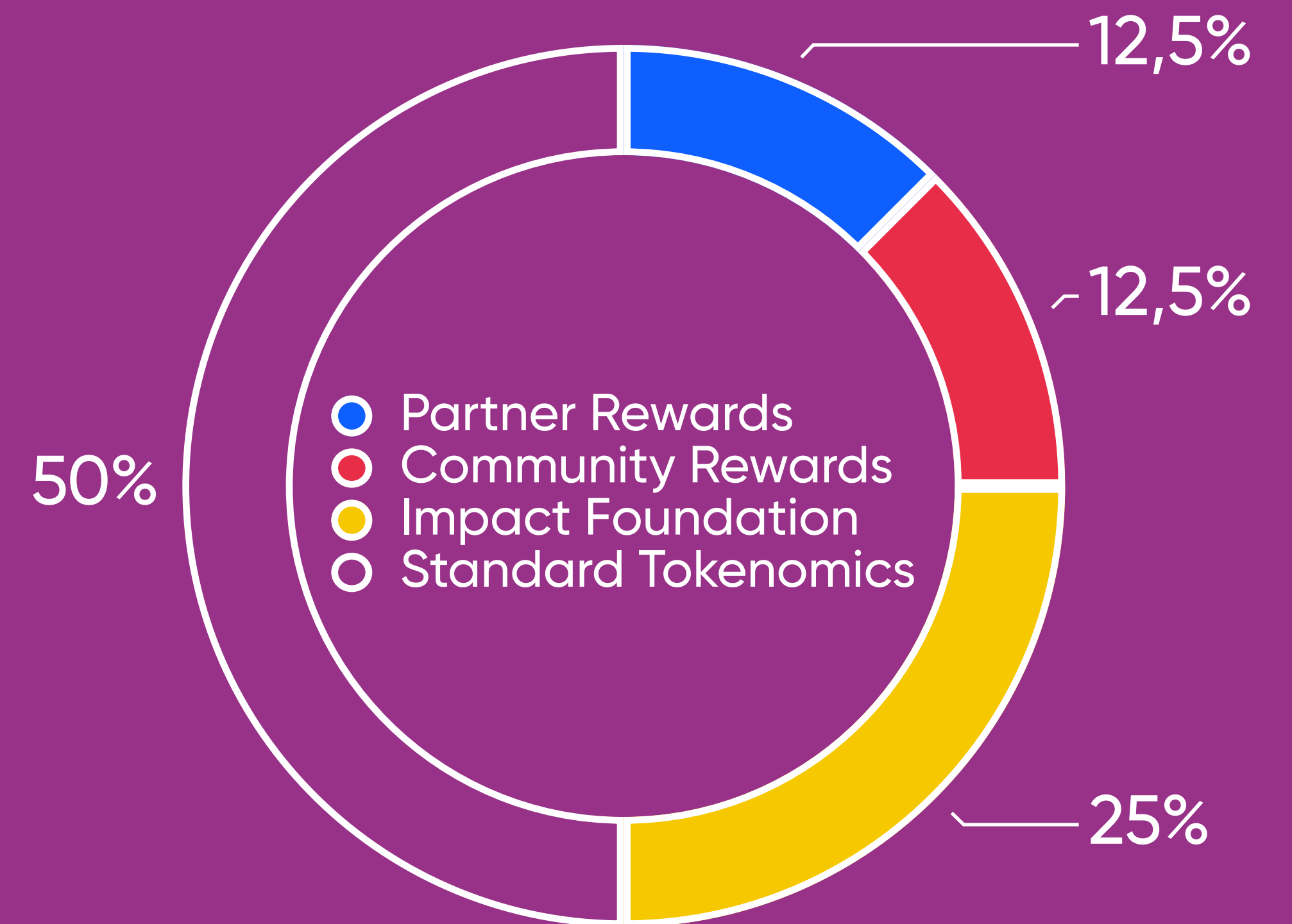
Functioning within a liquid democracy governance framework, it rewards accredited contributions as determined by the Loop_cmbntr governance and reward ruleset as well as those determined by each participating enterprise. Each enterprise determines how it chooses to leverage the Loop_tkn as befits their particular needs.

With broad based utility and reward incentives, this creates a dynamic ecosystem facilitating value exchange. Moreover, with the Loop_ ecosystem's network effects mechanisms, this drives ever increasing adoption and utility, while accelerating the nfx.

Loop_tkn

Tokenomics

- The market cap is set at 4 Trillion Loop_tkns
- 50% will be allocated to standard tokenomics
- 25% to the impact foundation
- 25% will be held in reserve for the loyalty program, to be allocated to:
 - Audiences who get involved with subjects
 - Experts and governing members of each group for making decisions for the community
 - Incentives for institutions (NGOs, businesses) to use the ecosystem and provide access to their customer bases

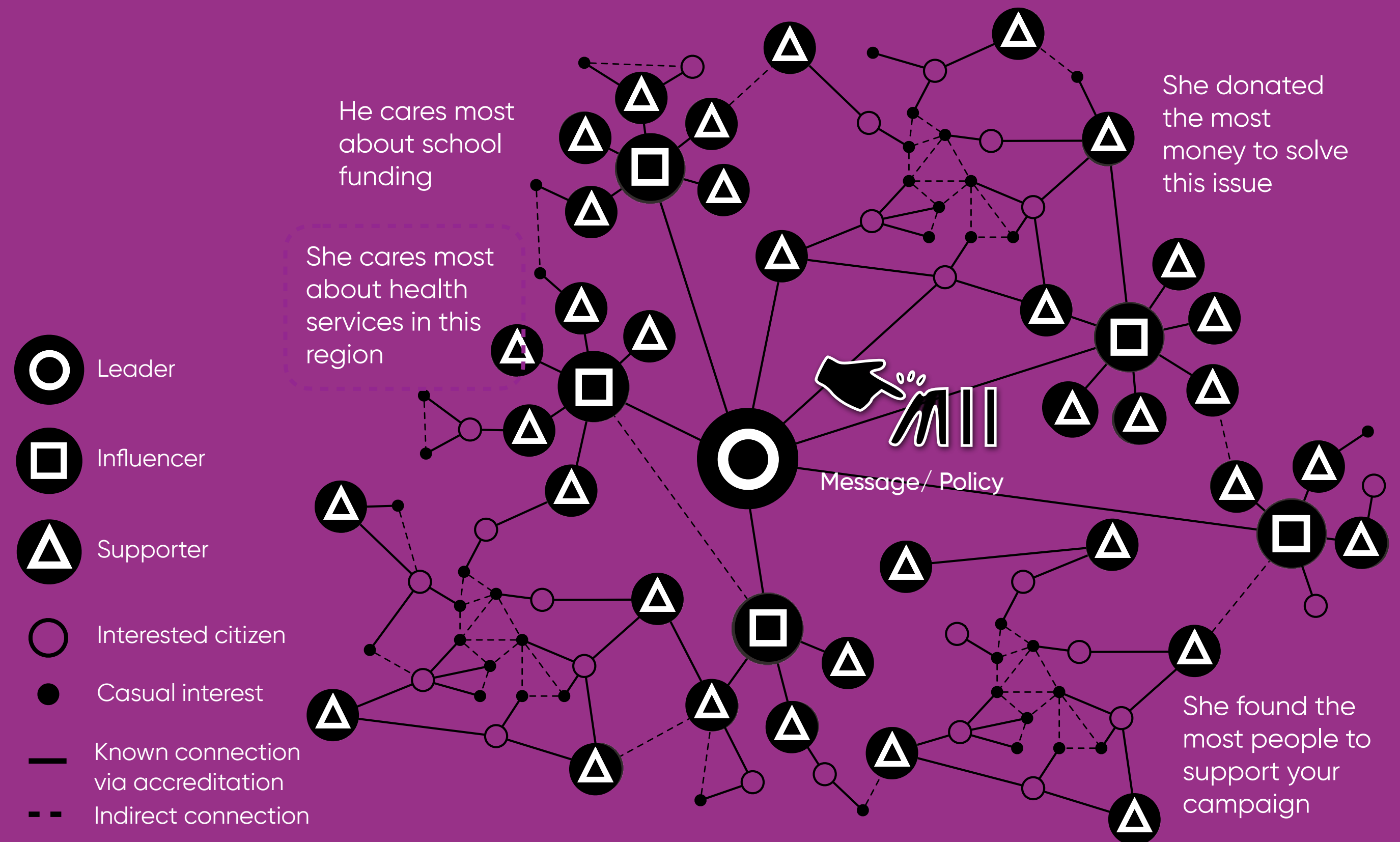


Loop_tkn



Customer Needs

- Not all businesses are enabled to own their own customer relationships no matter what marketing mediums they choose (especially on social media).
- A business or endeavour's community and customer data should belong to them and only shared by choice, not enforced.
- Access to subject matter-gathered communities should be gated by decentralized, not centralized interests.
- Reciprocity between business, ecology and societal health should be intrinsic in a business' development, not an afterthought.
- Businesses and endeavours built for purpose need funding that is independent of corporate or other institutional influence that restricts their ability to execute a "pure" vision.



Endeavors and businesses do not have this information





Loop_gold tokenized bond

Loop_inc has entered into a strategic collaboration with specialist impact investment firm Drashta Impact to launch the Loop_gold token.

Loop_inc leverages Drashta Impact's suite of tools and solutions to enhance every stage of the impact investing process, uniquely enabling purpose-driven investors to fund impactful investments in a secure way while benefiting from the significant potential upside of Loop_inc's unique decentralized and tokenized liquid democracy ecosystem. Drashta Impact has years of experience deploying capital in this sector with notable returns.

Loop_gold

Loop_gold structure



Loop_gold is a tokenized zero-coupon bond maturing in 10 years' time. While the instrument is a bond, the underlying structure provides liquidity through asset tokenization at the value of the pre-set structures. The underlying bond structure equates to an insurance wrapper on the investment capital. The investments are not only brought to the table by Drashta's impact investor experts but also by investors themselves.

The underlying insurance wrapper ensures asset value pricing and project utilization of capital to ensure the overall economics of the bond are in place. This due diligence is conducted by Drashta. As we progress this may progress into a fund structure, but to begin with we're adopting an extremely risk averse approach. In effect this equates to lower priced due diligence to ensure quality assets and projects underwriting the bond.

Loop_gold

Loop_gold: TradFi meets DeFi

Loop_gold will be structured as the equivalent of a zero coupon bond, maturing at \$1.00 at the end of the term. Investors then acquire tokens at a discount, earning a return from the growth between their purchase price to \$1.00. As the token will be actively traded, investors can then access liquidity prior to the end of the term, providing complete flexibility.

The repurchase of the tokens at the end of the term will be backed by all the assets acquired through the Loop_gold issuance, as well as additional backing resulting from Drashta's broader asset base. This provides investors with multiple layers of downside protection.



Loop_gold

Loop_gold model



- Structured across multiple tranches of increasing value with incrementally reducing returns to provide the greatest returns to early investors.
- In tranche one, investors receive Loop_gold tokens priced at \$0.40 with a guaranteed buy-back over 10 years of \$1.00 per token - a compounded return of 9.6%.
- Additionally, investors in tranche one will receive bonus Loop_tkns amounting to 5% of the their investment, issued at the pre-seed price of \$0.00002.
- The ratio of bonus tokens ranges downwards to a minimum 2%, and the price ranges upwards to \$0.00007, determined by the tranche in which they subscribe.
- Loop_tkns provide utility rights such as governance, voting and staking. Vesting periods apply.
- The Loop_tkn TGE (open sale) price is expected to be \$0.0001.
- The Loop_gold token offers security in the form of a guaranteed return, while the Loop_tkn is expected to be more volatile but with a greater potential upside over time.

* TGE: Token generating event, the point at which tokens are released onto the open market, in this instance a public sale.

IMPORTANT: These numbers represent our target model and are not a promise of future growth or potential

Loop_gold

Loop_gold & Loop_tkn options



This table details the tranches, purchase and maturity prices, compound returns and bonus Loop_tkns. 4% - 10% of the investment is utilised by Loop_gold to purchase Loop_tkns for Loop's operational deployment. The remaining amount will be fully deployed into impact projects, with investors receiving a fixed return on 100% of their overall investment. Investors will also receive bonus Loop_tkns as a percentage of their Loop_gold purchase.

Tranche	Amount	Maturity Price	Purchase Price	Loop_gold Issued	Compounded return	% to Loop	\$ to Loop	*Investor Loop_tkn purchase price	% Bonus in Loop_tkn to investors	Bonus Loop_tkns issued to investor
1	\$1,000,000	\$1.00	\$0.40	2,500,000	9.6%	10.0%	\$100,000	\$0.00002	5%	2,500,000,000
2	\$2,500,000	\$1.00	\$0.45	5,600,000	8.4%	10.0%	\$250,000	\$0.00002	5%	6,250,000,000
3	\$5,000,000	\$1.00	\$0.50	10,000,000	7.3%	10.0%	\$500,000	\$0.00002	5%	12,500,000,000
4	\$10,000,000	\$1.00	\$0.56	17,900,000	6.0%	10.0%	\$1,000,000	\$0.00002	5%	25,000,000,000
5	\$25,000,000	\$1.00	Market	Unknown	Market	8.0%	\$2,000,000	\$0.00003	4%	33,300,000,000
6	\$50,000,000	\$1.00	Market	Unknown	Market	6.0%	\$3,000,000	\$0.00007	3%	21,400,000,000
7	\$100,000,000	\$1.00	Market	Unknown	Market	4.0%	\$4,000,000	\$0.00007	2%	28,500,000,000

*Price for investor bonus depends on what tranche Loop_tkn is in. Assuming no sale of Loop_tkns independent of Loop_gold, then prices between 0.00002 & 0.00007 will apply.



Benefits of investing in Loop_gold



- No management fees - 100% of the proceeds are deployed into impact projects.
- Investors purchasing Loop_gold at \$0.40 will benefit from the value uplift of the subsequent tranches.
- This will equate to a 25% uplift from tranche one to tranche two at \$0.50, with a return of 150% if held to maturity at \$1.00.
- Bonus Loop_tkns are for discretionary use such as voting, staking or sale on the open market (subject to vesting periods).

IMPORTANT: These numbers represent our target model and are not a promise of future growth or potential

Loop_gold

Example: \$1,000,000 invested in tranche 1

- Loop_gold token purchase price at \$0.40.
- Investor receives 2,500,000 Loop_gold tokens with a 10 year guaranteed maturity value of \$1.00 = \$2,500,000.
- An additional 2.5 billion bonus Loop_vote tokens are issued to the investor at pre-seed value of \$0.00002.
- Value of Loop_tkn at TGE public sale is expected to be \$0.0001.
- Investor will realise a 25% uplift in an anticipated timeframe of 3 to 6 months (vesting periods apply).
- Loop_tkn provides investor access to all utility functionality including governance, voting and staking.

Amount	Maturity Price	Purchase Price	Loop_gold Issued to investor	Compounded Rate	% to Loop	\$ to Loop	Bonus value of Loop_tkn issued to investor	Total Loop_tkns issued
\$1,000,000	\$1.00	\$0.40	2,500,000	9.6%	10.0%	\$100,000	\$50,000	2,500,000,000

IMPORTANT: These numbers represent our target model and are not a promise of future growth or potential



Primary purchase options



Loop_gold

100%	75%	50%	25%	0%
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Loop_tkn

0%	25%	50%	75%	100%
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Loop_gold

Bonus features for larger purchases

Investments of \$1.0m and above:

- Investors will be presented with an ongoing stream of direct impact investment opportunities for further upside potential, above and beyond the fixed return that Loop_gold offers.

Investments of \$2.5m and above:

- Investors can propose their own impact projects, subject to due diligence.
- Investors will receive a personalised annual impact report, providing an overview of the tangible and measurable impact created by the investor across a range of impact metrics.
- Investors will have the option to use existing assets to acquire Loop_gold without having to liquidate them, subject to approval.

Investments of \$10m and above:

- Investors can have a bespoke impact investment strategy devised for them based on an impact theme or geography they are most passionate about.

Loop_gold

Loop_gold & liquidity fund



Having a zero coupon bond alongside the core Loop_tkn adds significant credibility and functionality to the Loop_ecosystem. This provides Loop_gold with backing from day one with a continually growing level of impact assets over time.

Loop's liquidity fund will be professionally managed to maximise returns as well as impact creation. This includes:

1. Market-making with Loop_tkn and Loop_gold in order to increase the liquidity while generating profits and growing the reserve.
2. Buying Loop_gold tokens in order to allocate funds to impact projects. It can be determined how much of this is on a fixed return basis and how much has direct upside.
3. Buying Loop_tkn and Loop_gold at tactical price levels in order to capitalise on temporary price swings and capture short term profits.

Loop_gold



Loop_foundation purpose trust

An additional 1 trillion tokens are assigned this purpose trust. These will be held by the Loop purpose trust, which is the equivalent of a foundation. The benefits of this include:

1. Providing investors with even more backing and downside protection, beyond Loop_gold's growing asset base which will continue to increase over time.
2. Creating goodwill around Loop_tkn by showing that a significant amount of the tokens issued are held by a not-for-profit entity which exists solely to catalyse positive change in the world and mobilise capital for impact projects.

The vesting process for these tokens will be pre-agreed and will be slower than that of the other token holders, given that this will be more of a source of value and balance sheet strength for Loop_gold rather than something that is planned to be liquidated quickly.

Loop_gold



Loop_vote

Loop_vote deploys the analytics platform, providing user friendly software that supports political campaigns in a way existing software doesn't.

It achieves this by combining geolocation services, data sovereignty, & communication tools in one package. It's proven to be effective at eliciting significantly greater loyalty & engagement.

Loop_vote makes money by selling these services to the political sector.

Loop_vote is already affiliated & supported by major political figures & advocacy groups and has access to the 230m person USA voter roll. This will compel and accelerate ecosystem adoption.

Loop_vote

Loop_vote

Problem

SaaS vendors have multiple flaws including no data ownership, limited marketing functionality & clumsy UX. Datasets are often not transferable leading to multi vendor overlap inefficiencies.

Solution

All in one user friendly package including:

- Geolocation services
- Data sovereignty
- Sophisticated marketing

Targeted communication to create quality engagement and greater loyalty.

Market opportunity

Huge market:

- \$14 billion spent on 2020 US elections
- \$5.7 billion on State & Federal lobbying in 2021

Unique in that it has the opportunity to utilize new software programs each cycle. Campaigns are accustomed to utilizing the newest and best tools as they come onto the market.

Loop_vote

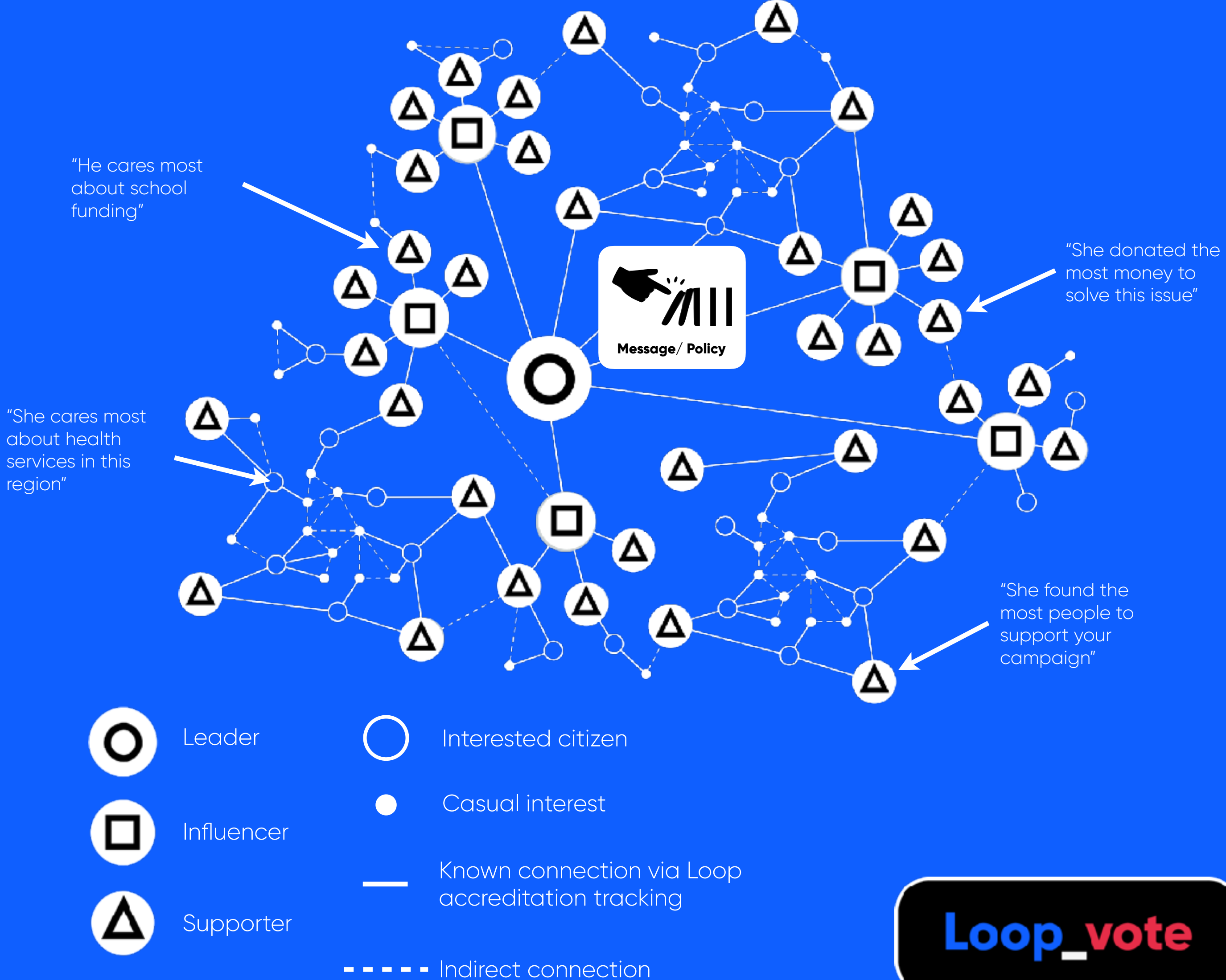
The problem

Not all endeavors and candidates are able to own their voter relationships no matter what marketing mediums they choose.

Currently most candidate campaign data belongs to the associated party. There is a movement by more politicians and advocacy groups to own data and share only by choice - hence a demand for our platform.

Voters need an easier way to be empowered and engaged on policy and subject driven politics without all the media driven confusion.

Candidates don't have this information



The solution

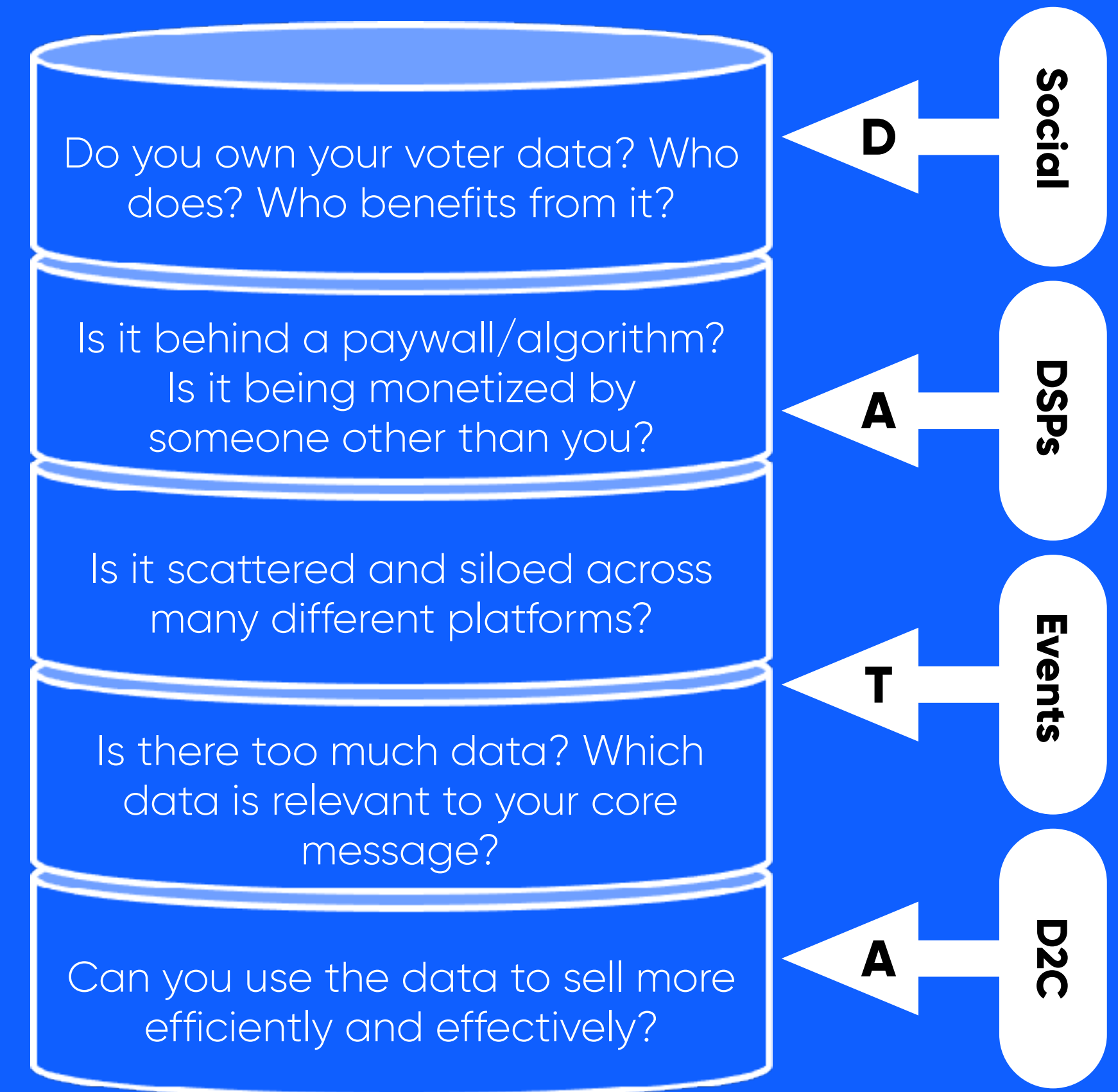
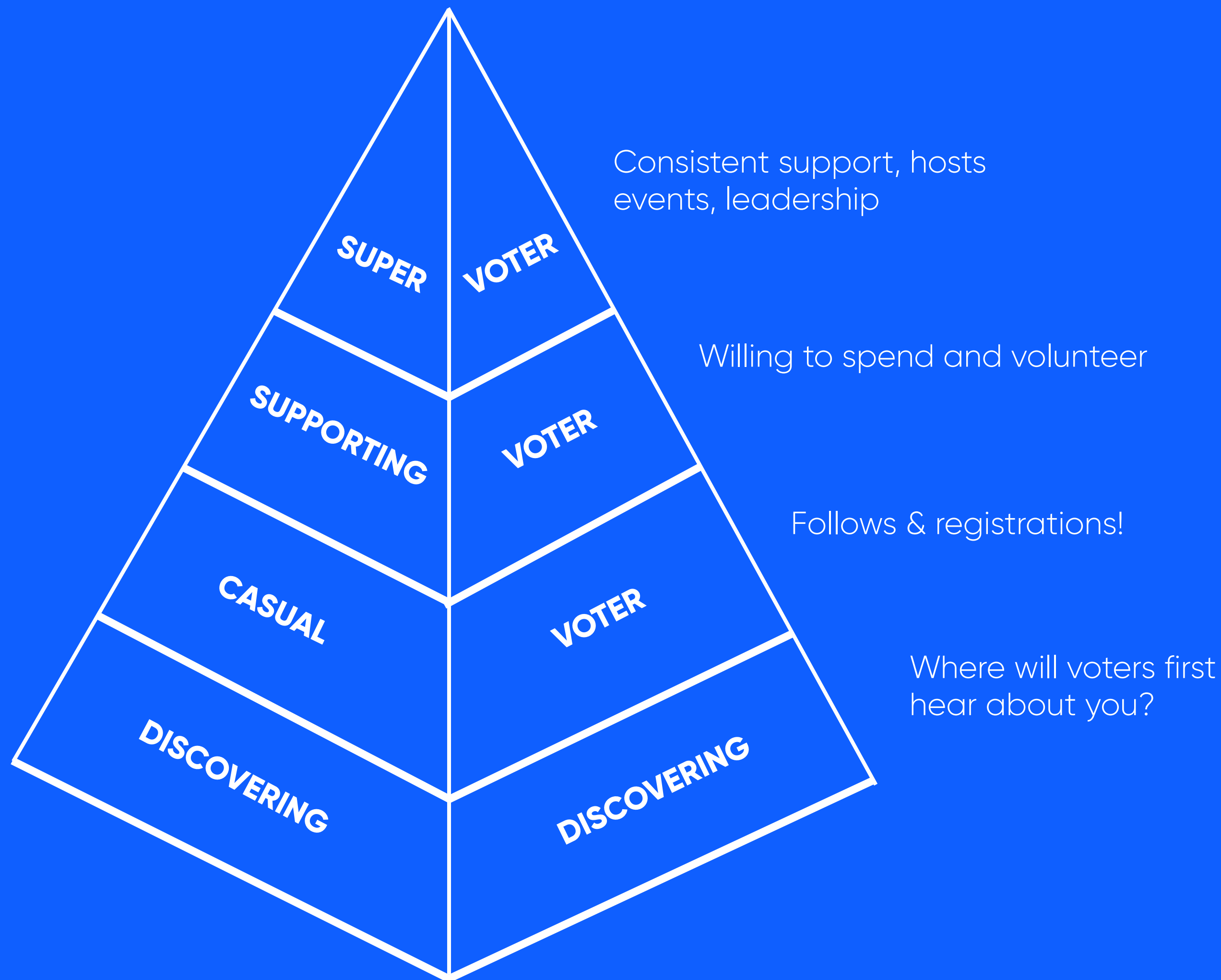
Loop_vote aggregates CRM data and other customer database sources, validates and cleans it using rapidly deployable microsite engagement funnels to facilitate votes, polls, sales, donations, fundraising, voter action, etc. In fact, any question or action to improve data to facilitate the digital customer relationship.

Peer to peer accredited news and media dissemination would help enable subject matter gathered communities to be gated by decentralized interests. This would lead to a higher degree of internet media trust.

Converting tried and tested UK tech for global political operational and campaign marketing services.

Loop_vote

Data value chain



Loop_vote is ready to launch

- ✔ Proven data analytics technology – 1 million + users and hundreds of clients
- ✔ Huge market – \$14 billion spent on 2020 US elections; \$5.7 billion on State & Federal lobbying in 2021
- ✔ Ready clients – 5 LOIs in place and many more lined up
- ✔ Full access to the 230m person USA voter roll
- ✔ Strong winning team with vast experience in bleeding edge technology, political sector and entrepreneurship



The platform

- ✔ Sophisticated, user friendly analytics platform
- ✔ Utilizes technology in ways other software doesn't
- ✔ All in one package including:
 - Geolocation services
 - Data sovereignty
 - Sophisticated marketing
- ✔ Targeted communication to create quality engagement and greater loyalty



The USA opportunity

The USA is our initial market:

- At least 40,000 campaigns happening in every 2 year political cycle.
- Primary market is campaign managers and consultants for direct sales and the development of a referral and rewards program.
- The election/campaign market is unique in that they have the opportunity to utilize new software programs each cycle. Unlike other businesses, campaigns are accustomed to utilizing the newest and best tools as they come onto the market.
- Initially Loop_vote's target customers will be medium sized campaigns, purchasing \$1,000+ per month; followed by smaller campaigns leading to larger ones as the platform is perfected.



- Local races 66% - \$150M
- State/ Federal Basic 33% - \$225M
- Statewide 1% - \$60M

Loop_vote

The USA opportunity

\$14 Billion spent on 2020 elections

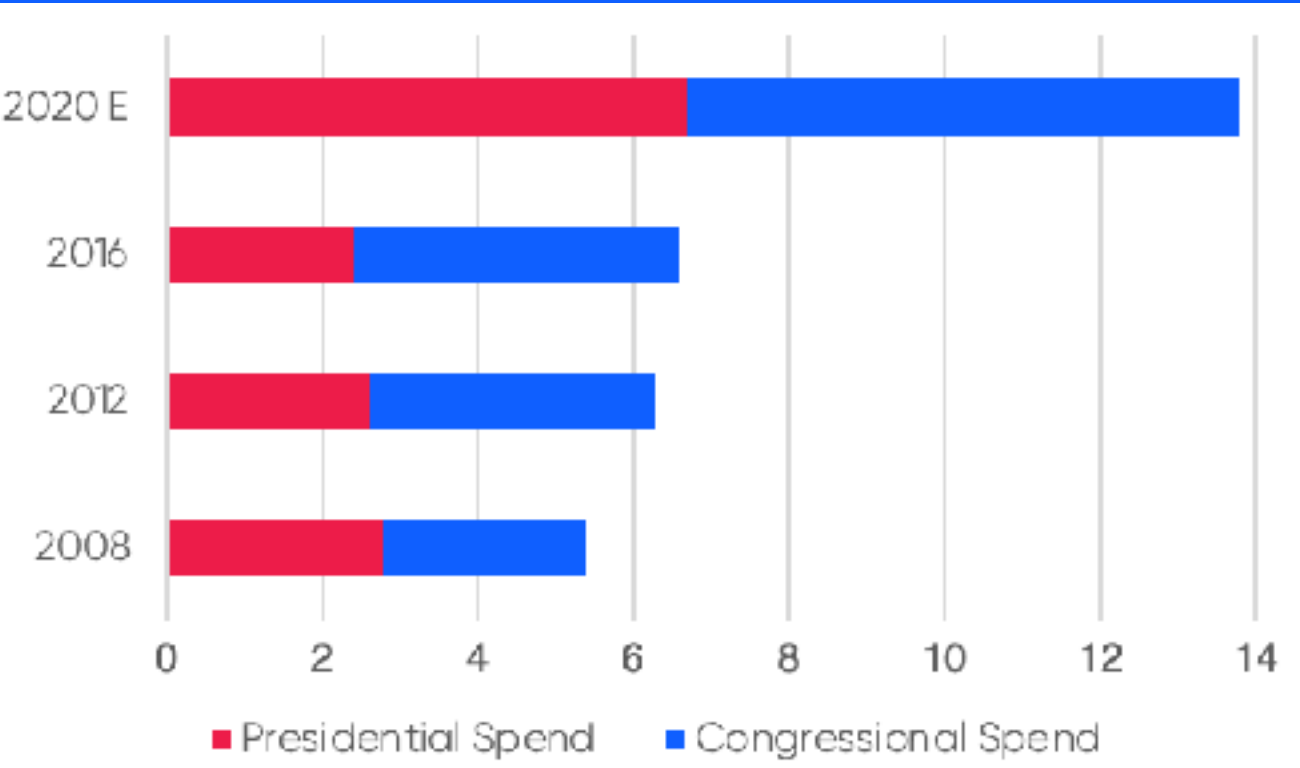


Figure 1: Spend is only going up, therefore, interest in getting the same results for less is also going to go up.

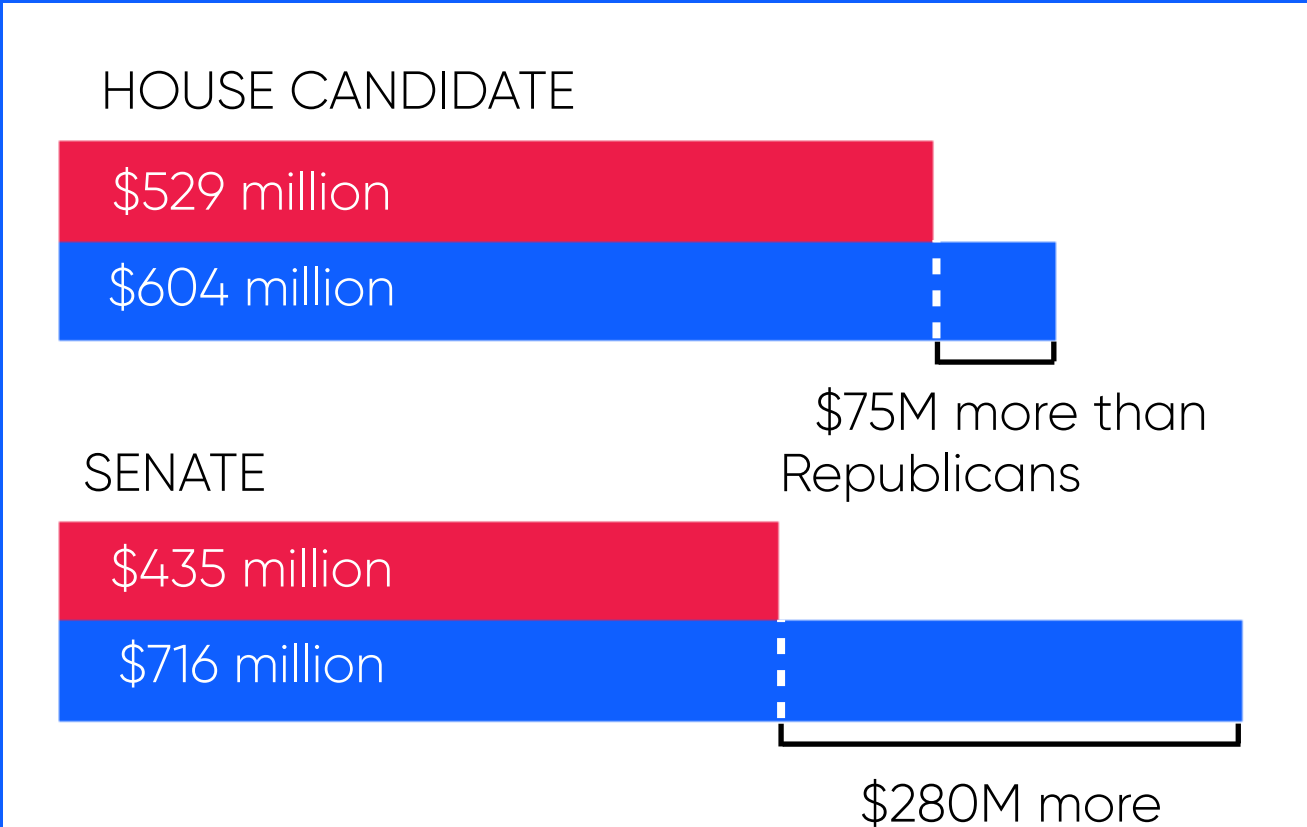


Figure 2: Loop_vote can even the playing field by making policy discussion more prevalent in decision making.

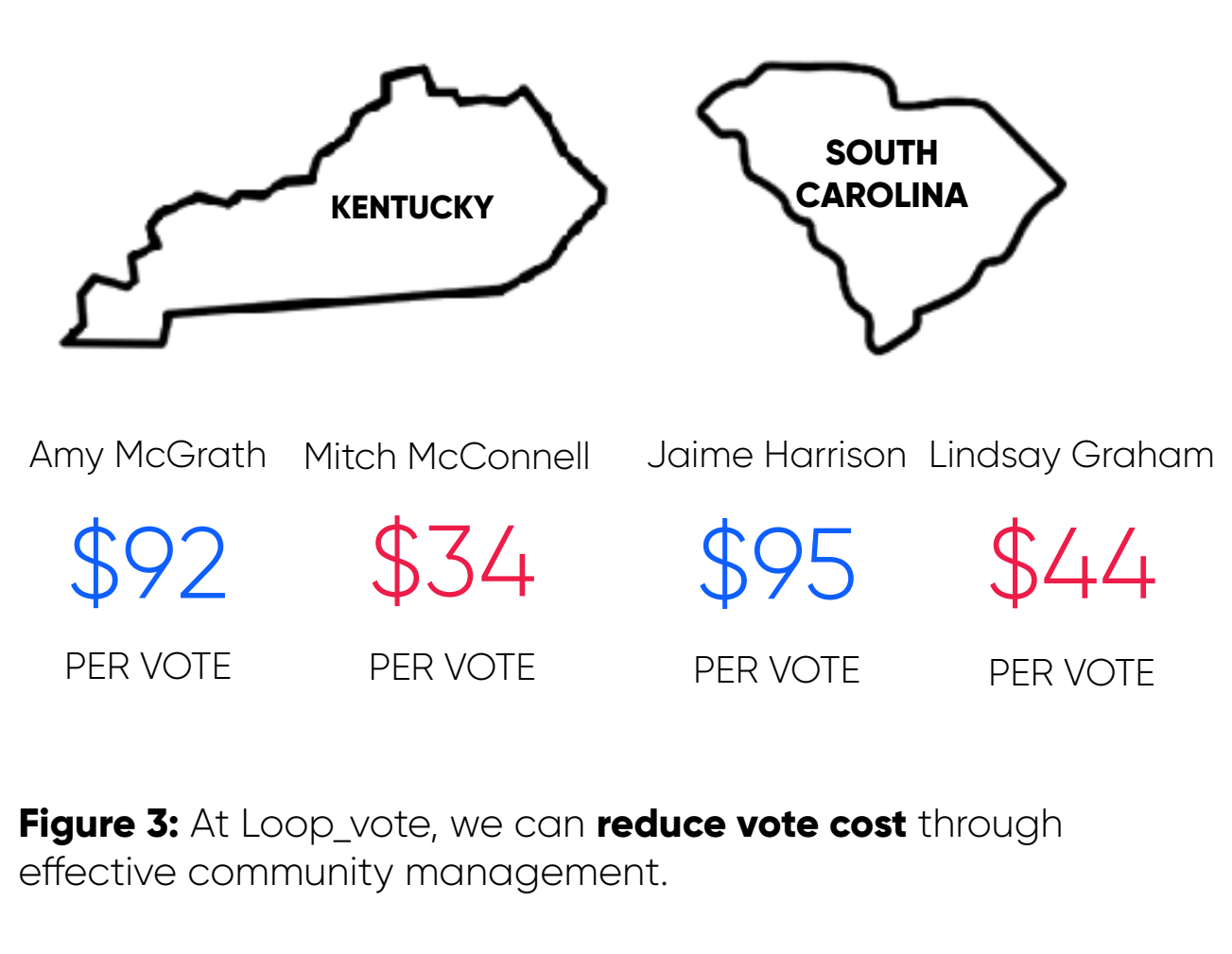


Figure 3: At Loop_vote, we can reduce vote cost through effective community management.

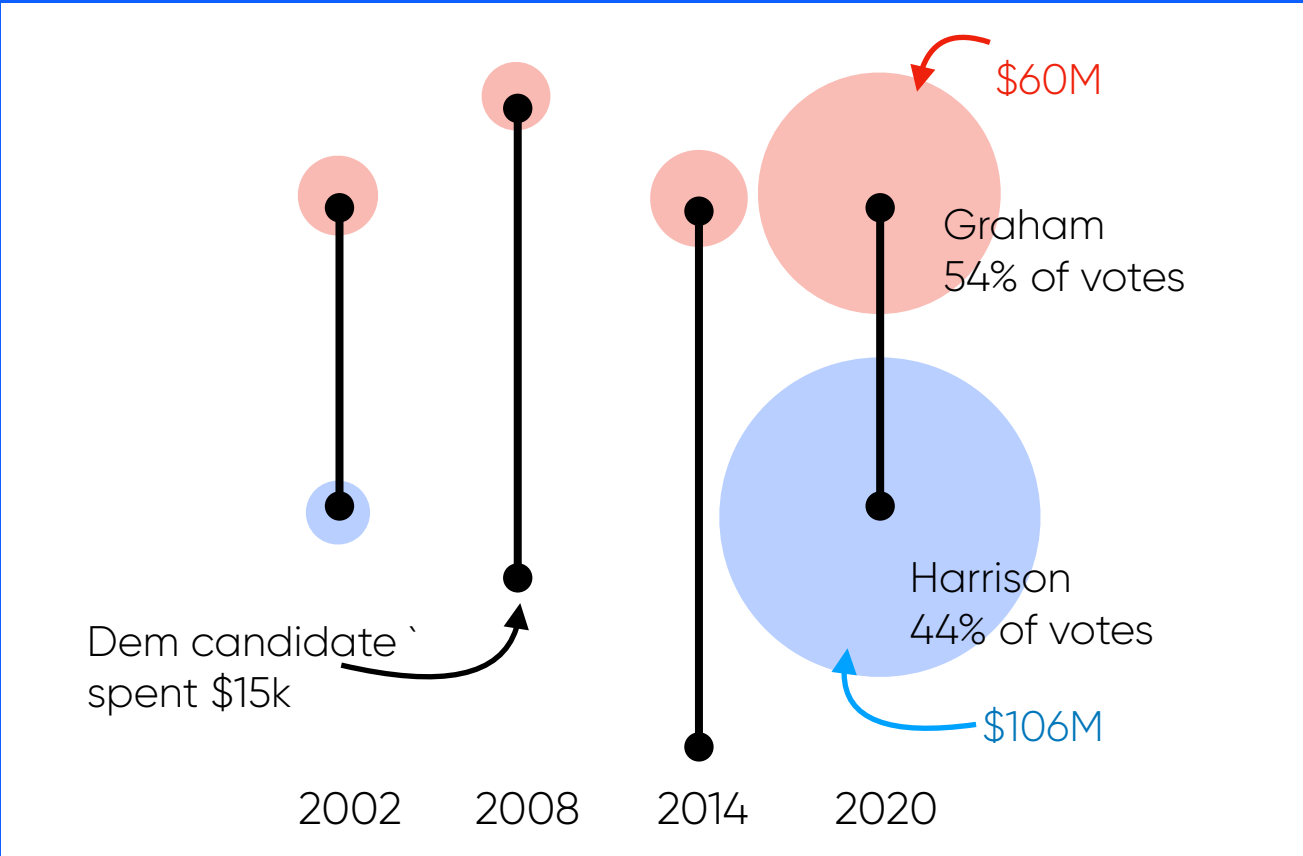


Figure 4: Shows well-managed communities = votes & money well spent. Loop_vote is an obvious alignment.

References - <https://graphics.reuters.com/USA-ELECTION/SENATE-FUNDRAISING/yxmvjeyjkpr/> - <http://Electionlab.mit.edu> - <https://www.fec.gov> - <https://www.fec.gov/campaign-finance-data/presidential-candidate-data-summary-tables/?year=2020&segment=24> - <https://www.opensecrets.org/news/2020/10/cost-of-2020-election-14billion-update/>



Qualified market access

Jonathan Bryant: Seasoned campaign manager

States with political connections: Tennessee, Kentucky, Georgia, Virginia, Mississippi. Republican and Democrat

Sales Potential: Jonathan comes with a broad network and experience in each of our three target markets. Having traditionally worked for centrist candidates, he brings a unique blend of connections both sides of the aisle.

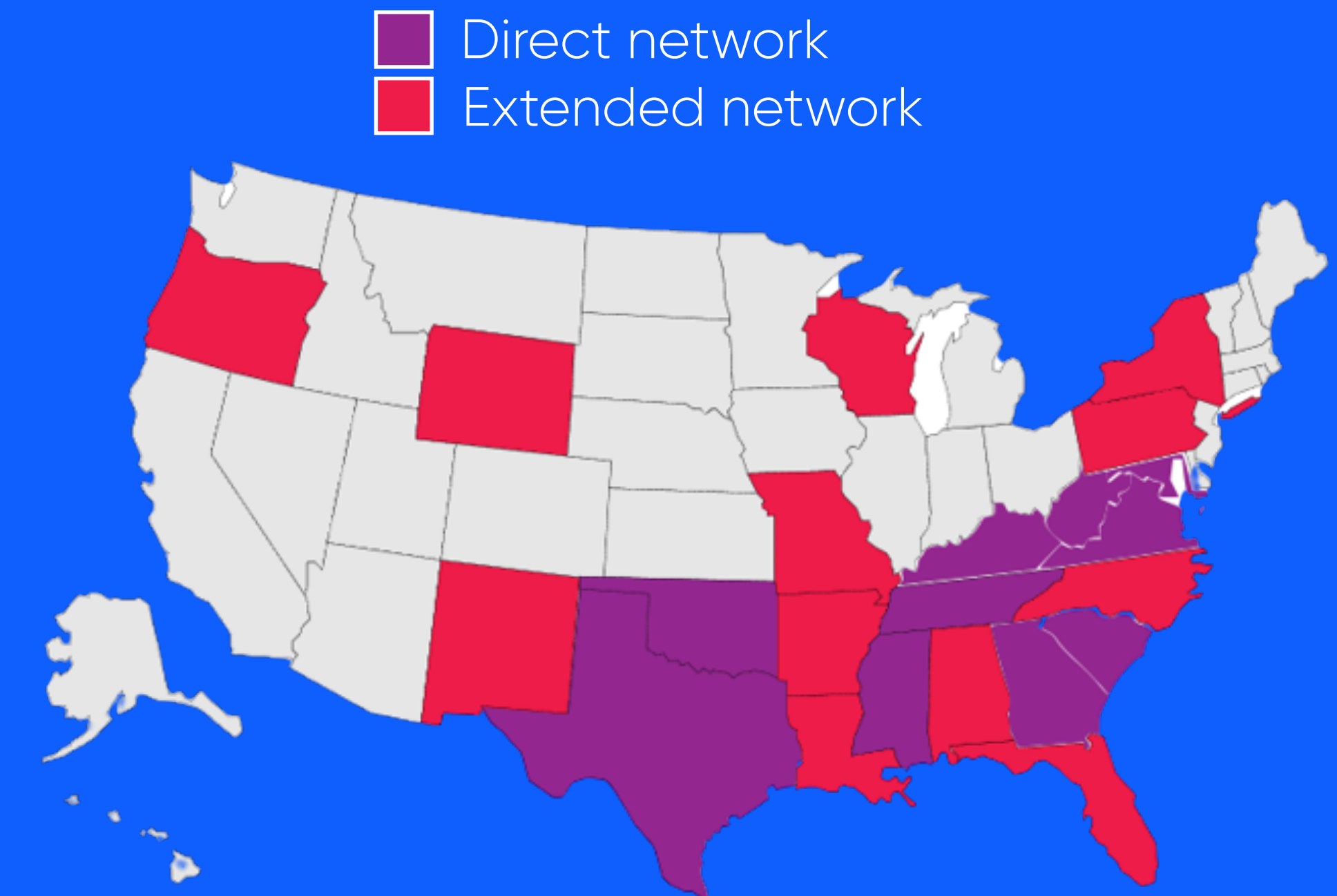
Andrew Bryson: Attorney in the political market

States with political connections: Kentucky, West Virginia, South Carolina, Texas & Oklahoma.

Party Connections: Republican

Sales Potential: Andrew's connections to a large number of county mayors could serve to open the door to potentially dozens of smaller county level campaigns throughout KY. The relationships with the UK law graduates and professors could help spread to other states, specifically West Virginia.

States with direct sales market access coverage already.



Qualified market access

Leah Kirk – Chairwoman to Tennessee Democrats

States with political connections: Virginia, Tennessee, Washington, DC

Party connections: Democrat

Sales potential: Her 13 years of political consulting and staffing has given her a rolodex of campaign contacts that she has worked for, with or alongside. She was also involved in College Democrats on the National level which could lead to connections in other states.

Nate Washington – Political Consultant

States with political connections: Tennessee, Arkansas, Alabama, Kentucky.

Sales Potential: Nate is an active conservative political consultants with deep connections in southern states and consults on a wide variety of races each cycle.

Austin Davidson – Political Consultant

States with political connections: Tennessee, Washington DC.

Sales potential: With the experience of over 40 Democrat campaigns, Austin is a wealth of knowledge and connections. Currently he is focused on the print side of campaigns which gives him an existing relationship with dozens of campaigns each cycle and a deep understanding of the potential of a system like Loop_vote.



Affiliations & MOUs



MOU in progress with EZPolitix.com, an established and respected campaign management service company trading in all 50 states.



Partnership with freeandequal.org. Provide credibility to tech database. Along with their global celebrity brand ambassadors they would be Loop_vote's first client.



Multiple email confirmations and LOIs secured & ready to onboard.

Loop_vote



Loop_mktg

Loop_mktg incentivises customers to share relevant data, such as contact details, buying preferences and location.

Data and insight enables clients to personalise communication direct to their customers.

It optimises engagement and sales by creating a customer database with customer qualified demand insights.

The business can act as an agency or as an affiliate. It will build its own set of first party data to be utilised in support of Loop_tkn adoption.



Loop_mktg

Loop_mktg

Problem

Digital marketing services agencies are fragmented around specialty service offerings with limited integration. Data analytics is largely confined to media buying that relies on engagement metrics provided by media owners. Content creation & audience engagement metrics are mostly serviced separately by different vendors.

Solution

- Integrated service offering independent metrics.
- Report on locations, customers & subjects that engaged them.
- Group customers into subject interested communities & start conversations of mutual benefit.
- Direct comms via email, sms or instant messaging to drive sales that clients want.
- Conversion success metric reporting.
- Proven positive ROI on marketing spend.

Market opportunity

Huge markets:

- Global adspend expected to reach \$785 billion by 2025
- Global CAGR of +13% expected in 2023
- Revenue in US market alone estimated at +\$20 billion in 2022

Loop_mktg

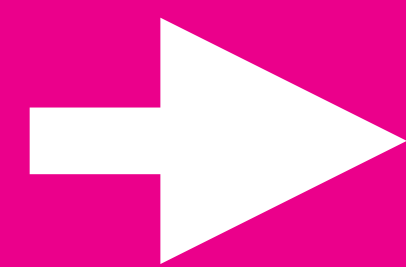


How do you **know** who and where your potential customers are?
What service, endeavour, or product attracts them?

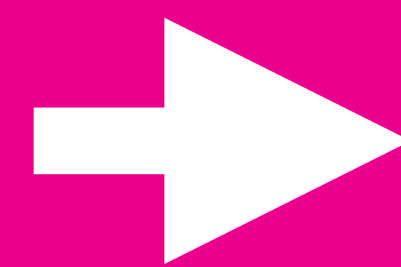
Incentivise customers to share relevant data, such as contact details, buying preferences and location.

Data and insight enables you to personalise communication direct to your customers.

Optimise engagement and sales by creating a customer database with insight of customer qualified demand.



Customer ownership
Optimised database



SOLD OUT

Move customers through your value chain

Use the most efficient channels to drive results

V
A
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N

DISCOVERING
Where will customers first hear about you?

CASUAL CUSTOMER
Follows & Registrations!

SUPPORTING CUSTOMER
Purchaser

SUPER CUSTOMER
Consistent Buyer

SOCIALS

D

DSPs

A

EVENTS

T

D2C

A

Do you really own all your customer data? Who owns it? Who benefits from it?

Is it behind a paywall/algorithm? Is it being monetised by someone other than your endeavour without your permission or gain?

Is it scattered and siloed across many different platforms?

Is there too much data? Which data is relevant to your core business?

Can you use the data to sell more efficiently and effectively?

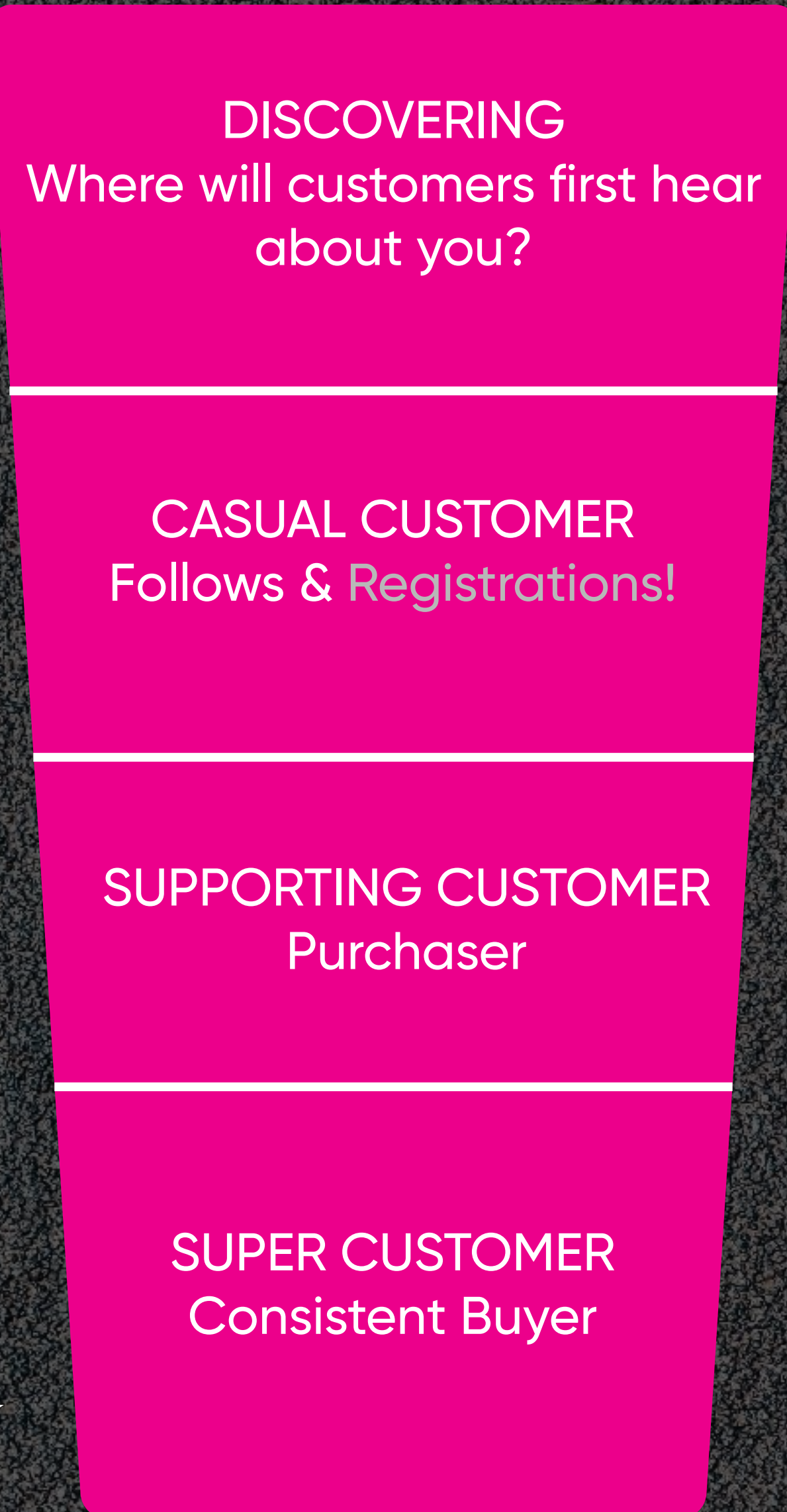
Move customers through your value chain

Funnel your customers towards your database

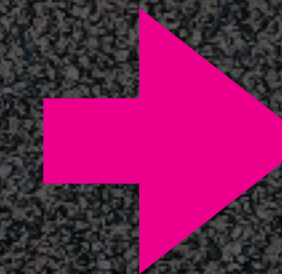
Use the most efficient channels to drive results

V
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repeat



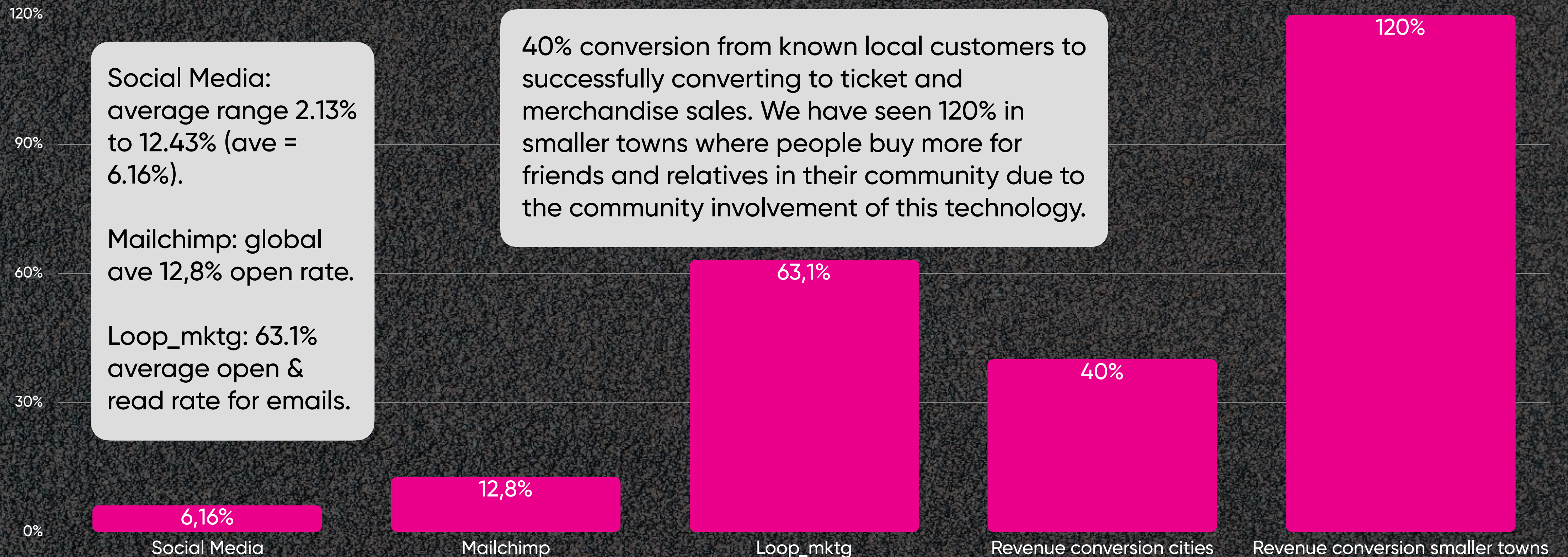
Consolidate all relevant customer data into one accessible management console that you own, control and benefit from.



Optimise sales
Increase engagement
Reduce risk
Reward customers
Become gatekeeper to sponsors & partners

We know this works

- Unique marketing platform connecting clients to their key customers on a geographically sensitive basis, enabling ownership and management of their critical data
- A tech platform that increases the value of data and sales across multiple markets finding bespoke demand
- Globally scalable, huge traffic load bearing platform, handling traffic from global brands and users



*Past performance is no guarantee of future performance

Examples

Are you satisfied with how US democracy is working?



Do you believe we should replace the two party system?



To help, please register with the INU

Name: _____

Email: _____

+1 ▼ Phone: _____

📍 Location: _____

DoB: _____

REGISTER



Accept Terms & Conditions

Watch our introductory video



Share & earn rewards



Accept Terms & Conditions

Loop_mktg

Examples

As a loyal member you qualify for \$1.20 off this item today only. Click ACCEPT to redeem your discount instantly!

ACCEPT

■ Accept Terms & Conditions

1. Save QR code to you wallet

OR

2. Scan QR code at cashier

SAVE

SCAN



■ Accept Terms & Conditions

Congratulations, you just saved \$1.20 with Loop_mktg!

For more instant in-store savings click YES.

YES

To enter our sweepstakes click ENTER.

ENTER

■ Accept Terms & Conditions

To convert points to Loop_tkns select Loop_tkn.

Loop_tkn

To contribute to impact investing select Loop_gold.

Loop_gold

To view other in-store offers select OFFERS.

OFFERS

■ Accept Terms & Conditions

Loop_mktg

The results



- Know where customers are
- Know what they might want
- Contact them how and when you want
- Constantly cleansed customer database
- Owned customers

Dollar for dollar reporting

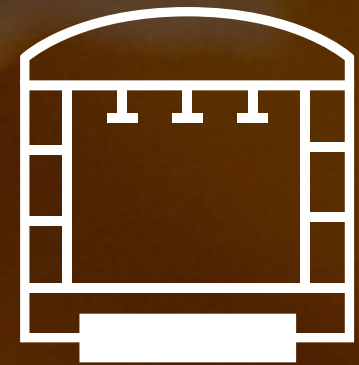
- 021654615646
- 5664613452159
- 456129782133
- 36896116259746
- 294798336564
- 2677119910265



AIJ	HJI	WWE	PLD	EER	ORT	OP
1,822 (-35)	20,369 (+580)	890 (-20)	6,350 (-200)	10,985 (+580)	665 (-15)	6.8 (-1)
MBC	LJH	MJB	PON	NFR	UGH	OM
3,605 (+210)	9,542 (-128)	2,609 (+35)	7,654 (+169)	6,522 (+122)	1,632 (-54)	3.6 (+1)
YBV	QMN	MMJ	IT	KLM	CCK	EM
3,204 (-33)	5,211 (+156)	7,100 (-60)	7,150 (-150)	762 (+74)	1,901 (+101)	3.2 (-1)
MBB	WFF	HJM	QLC	LSD	SDH	GH
3,320 (-120)	712 (+12)	134 (+5)	2,022 (-18)	631 (+40)	6,287 (-57)	12.4 (+3)

Loop_mktg

Summary



Impact videos to engage your customers and related message campaigns across socials. Can be added to an existing contacts database to improve customer ownership quantity & quality.



Report on the locations, customers and the subjects that engaged them.

South America



Direct comms via email, sms or instant messaging to drive sales that you want.



Group customers into subject interested communities and start conversations of mutual benefit.



Conversion success metric reporting at the end of the month. Proven positive ROI on marketing spend.



Loop_mktg



Loop_rwrds

Loop_rwrds is a leading provider of cutting-edge technologies and services that leverages the antiquated discount coupon methodology to drive increased value from coupons back to consumers, brands, and retailers.

Loop_rwrds aggregates coupons through our proprietary technology that enables us to produce a Personal Universal Discount Barcode (PUDB) to each and every member accessing our services. In addition, we have a suite of tools including loyalty, banking, and communication tools that further magnify this value.

Loop_rwrds

Opportunity

- At least \$1 Trillion coupon value is minted every year by USA brands.
- Only 0.3% of those coupons are converted at the POS.
- We envisage moving this to at least 5%, possibly 10%, representing a \$50B to \$100B market.

Value propositions

Consumers

- Convert coupons to cash
- Real time convenience (location specific, no messy bits of paper, individual bar code etc)
- Win rewards – chance element (gamification)

Brand Manufacturers

- Greater supply chain control
- Higher redemption rates
- Improved customer acquisition & retention
- Dramatically improved tax deductibility
- Dollar for dollar trackable marketing solution

Retailers

- Increased basket size
- Faster checkout times
- Increased customer satisfaction (brand sentiment score)

Loop_rwrds

The Brand Problem

- Marketing presently does not enable an underwritten finance to customer acquisition provable conversion
- Brands use coupons to address supply chain waste, without communication efficiency this does not work
- Brands don't have a 1-1 relationship with their end customers, especially at the right moment in store
- Historically coupons are dealt with generically, not specific to each customer

The Brand Solution

- A universal barcode for all coupons in one!
- We tell the consumer what they saved at the POS leading to cross selling and up selling opportunities
- We turn brand tax liability and marketing budget into guaranteed customer acquisition by addressing supply chain waste
- Save brands money & increase customer acquisition & retention

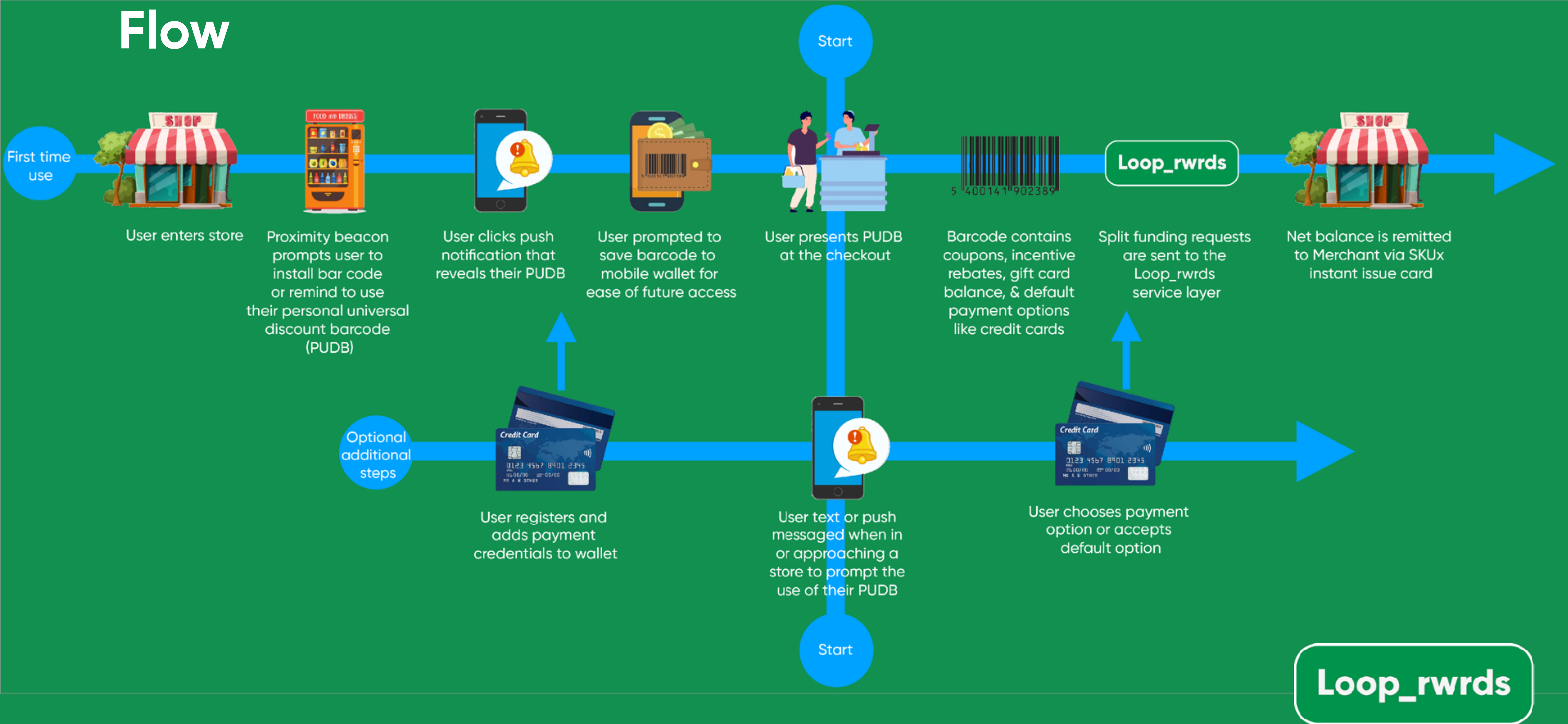
Loop_rwrds

The Consumer Solution

- A universal barcode for all coupons in one!
- Conversion of coupons into "Giftcard" store of value behind the universal barcode – makes what started as a coupon feel like cash in your pocket
- Timing – Make the customer care because we give them money just as they are about to spend
- Acquisition – We have the ability to capture 90% of the consumer footfall as they approach stores and get their universal coupon onto their phone when they need it
- Conversion – We can ensure the consumer thinks about the digitised store of value at the right moment by a national network of push messaging systems

Loop_rwrds

Flow



How we make money

- We can take our cut from all the converted coupons into giftcards. We anticipate this being between 25-40% depending on our customer retention figures and marketing push
- Able to ask the consumer to donate their transaction small change to good causes – round up to the nearest dollar – we drive this into impact funds we have influence over
- Even if we don't eliminate the gift card through POS conversion we have already won just by the brand benefits
- Key timing ad network to brands to phone and in store – location, timing, value

Loop_rwrds

Benefits

- Finally a marketing product that can be underwritten by finance for customer acquisition
- We make the consumer feel like they have won something by sweepstakes aggregation of coupon value
- Win - Charity benefits - Funnelled money to impact funds
- Win - Brand benefits - Supply chain waste control, customer retention and acquisition
- Win - Consumer benefits - Save money, feel good
- Win - Retailer benefits - Consumer sales

Loop_rwrds

Why are we doing this?

- Save the world – we want to feed money through to global ecological and social impact funds – **Loop_gold** and **Loop_tkn**
- Political expediency – this will attract major political backing which we can be a part of **Loop_vote**
- Feeding the poor – efficient food access without the feeling of government food stamps. With a database of food stamp claimers, we make those people win more through this system. Feel good help without being condescending.
- Consumer happiness – everyone likes a bargain and everyone likes to win something
- Routing brand tax liabilities more efficiently to needs avoiding government bureaucratic inefficiencies – every foodstamp \$1 given costs \$3.20 to deliver!

Loop_rwrds

The Service Chain

Consumer

Contract agreed pending review



Peer to Peer File Storing & Sharing. Avoid third party providers decreasing risk and costs. Earning by hosting data.

Contract finalised



Mobile payments without the need for expensive hardware that works on any POS machine.

Contract agreed pending review



Provides an end-to-end FinTech Promotional platform redefining offer creation to redemption to payment to settlement to satisfaction.

Contract agreed pending review



Giftbar is a gift card service that serves as an authorized seller of gift cards to quickly and securely purchase digital or printed gift cards.

Owned



Their role of the fiscal sponsor can include performing many different administrative functions on behalf of the sponsored organization or program.

Contract agreed pending review



Best in class payment processing, built specifically for nonprofits to eliminate fraud and universal use approval.

Owned



Forges powerful customer experiences around unique data-driven insights, inventive reward systems, and dynamic mobile commerce tools engineered for scale.

Loop_rwrds





Where we are

- 553 brands already onboard through major retailers
- Agreements in place with all necessary partners
- LOI with retailer unions representing 18M members
- 100'000's of brands that have active coupons, through SKUx we will have all of them inside this ecosystem

Loop_rwrds



Loop_cty

**Payments, rewards,
marketing, community &
network enablement
platform**

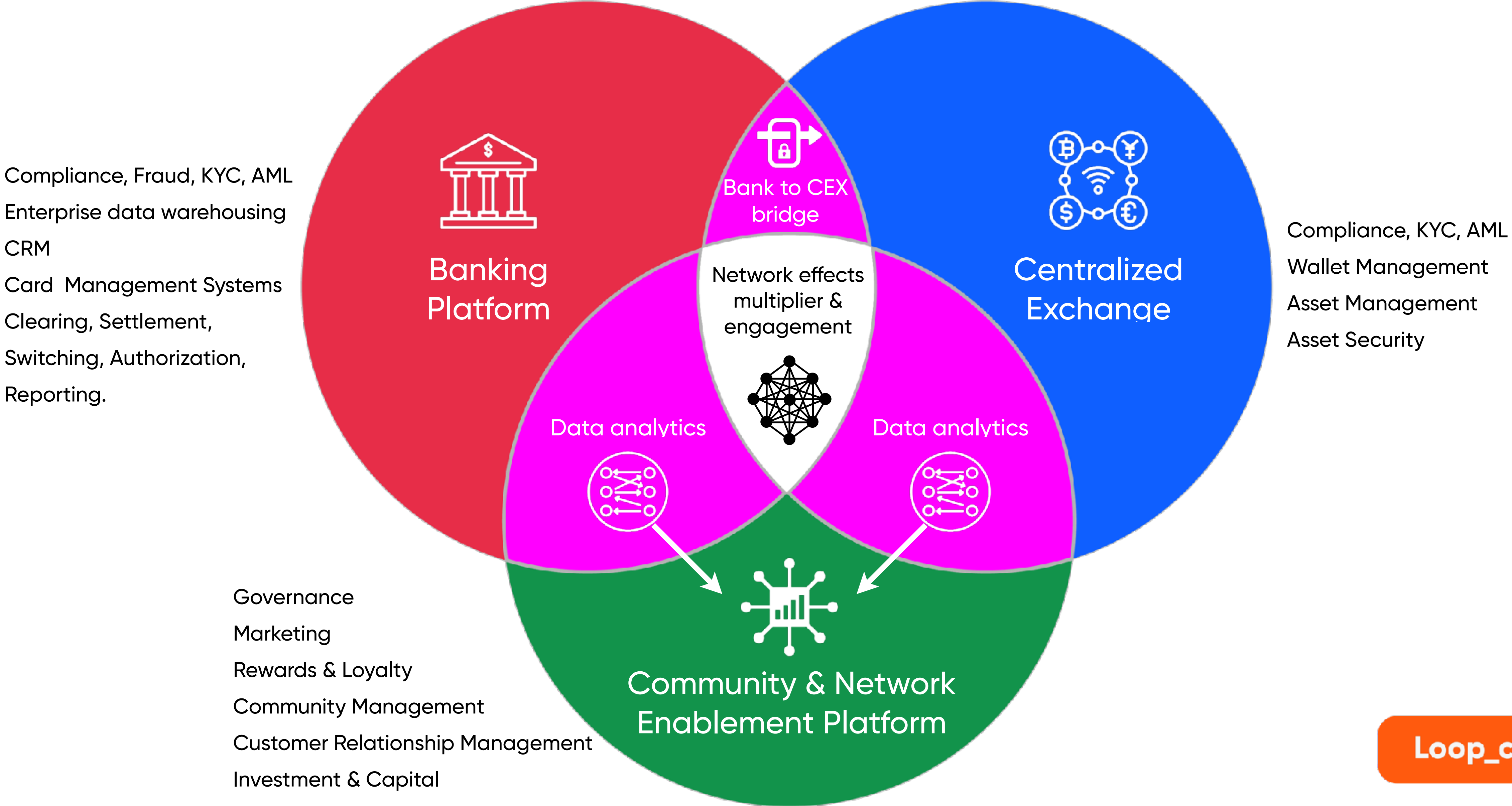
Loop_cty

What is Loop_cty?

Loop_cty is a digital banking and loyalty as a service business offering to smart cities and similar endeavors, including:

- Comprehensively integrated, end to end banking, digital, including crypto-enabled payments solutions.
- Sophisticated data analytics platform offering a significantly superior future for organizations and communities seeking to create value from data.
- Shared value and amortized risk wrapped in a powerful reward incentive underpinned by network effects economics.
- The rewards system enables networked communities by incentivizing participation & offers real value and stickiness for all participants.

Banking, crypto, governance, marketing, loyalty & community enablement



Platform Product Suite

Acquiring Solutions

- POS / mPOS Management solutions
- Switch
- Terminal Management Solution
- Merchant Management

Issuing Solutions

- CMS - Card Management System
- Clearing & Settlement
- EFT Solution
- eTransfer
- Visa Direct

Loan Origination System Loan Management System

Crypto Currency Solutions

- Crypto Card Solution
- Crypto Platform solution

Loyalty and Campaign Management

- Loyalty Solution
- Campaign Management

Event and membership Programs

- Sports Card
- Fan Club

Mobile

- Pay@Simple
- City Card
- Tokenization

Digital & Mobile Payment Solutions

- eCommerce Gateway
- mCommerce Gateway




























Wallet Solution System

- Integration Module
- Apple Pay
- Samsung Pay
- Google Pay

Smart City & Transit solutions

- AFC - Automated Fare Collection
- Closed Loop
- Open Loop

Smart City Payment Channels

 <p>Fare Payments</p>	 <p>Public Transportation</p>  <p>Taxis</p>  <p>Car Parks</p>  <p>Ride Sharing</p>  <p>Bike Sharing</p>  <p>Museums</p>  <p>Stadiums</p>
 <p>Government Payments</p>	 <p>Taxes</p>  <p>Fees</p>  <p>Fines</p>  <p>Insurance</p>  <p>Donations</p>
 <p>Education Payments</p>	 <p>Tuition</p>  <p>Course Fees</p>  <p>Enrollment Fees</p>
 <p>Utility Payments</p>	 <p>Electricity</p>  <p>Water</p>  <p>Gas</p>  <p>Recycling</p>  <p>TV</p>  <p>Internet</p>
 <p>Retail / Food Payments</p>	 <p>Shopping</p>  <p>Delivery</p>  <p>Ecommerce</p>  <p>Restaurants</p>  <p>Cafes</p>
 <p>Telecom Payments</p>	 <p>Phone</p>  <p>Network</p>  <p>Streaming Services</p>

Digital banking solution platform functions



Digital Banking

Transform core banking functions into digital, starting from customer onboarding to lending, and many more.



Multi-tenant

Provide services to multiple tenants in a single platform. Easily manage modules and functions your tenants use.



Omni Channel

Sell your services from the web, mobile or any device or an interface easy integration.



Open API

Adapt your services by providing APIs, let your clients integrate to your banking solution right from their platforms.



Pay-as-you-go

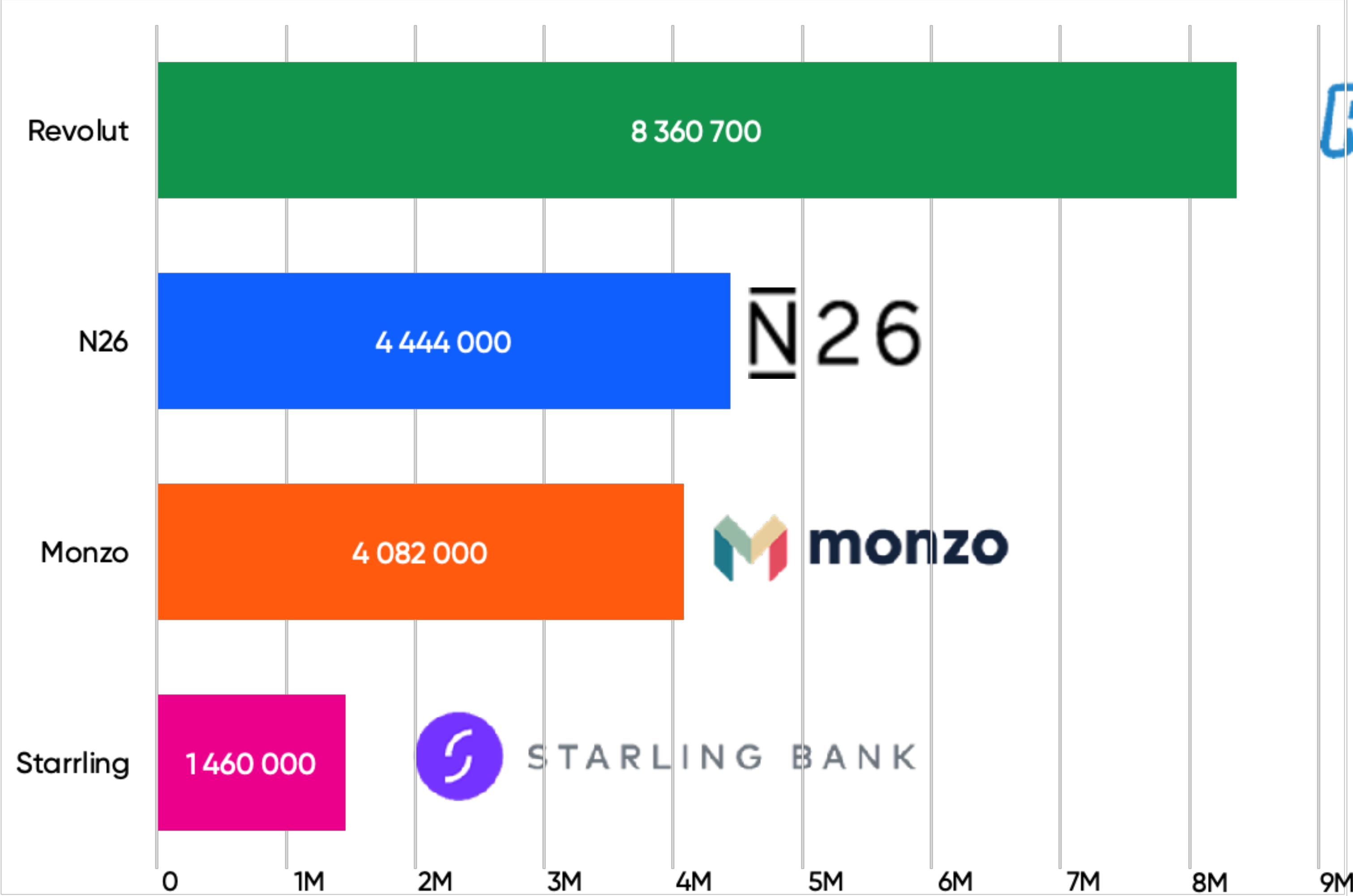
Choose the modules and functions you would like to provide to your clients, and to their customers.



Security

Easily manage product client contracts with, authorize users, and administer permissions.

Top EU Digital Banks



Revolut

18,3M+

Loop_cty

Solution to banking industry challenges



Proprietary software with our global team.

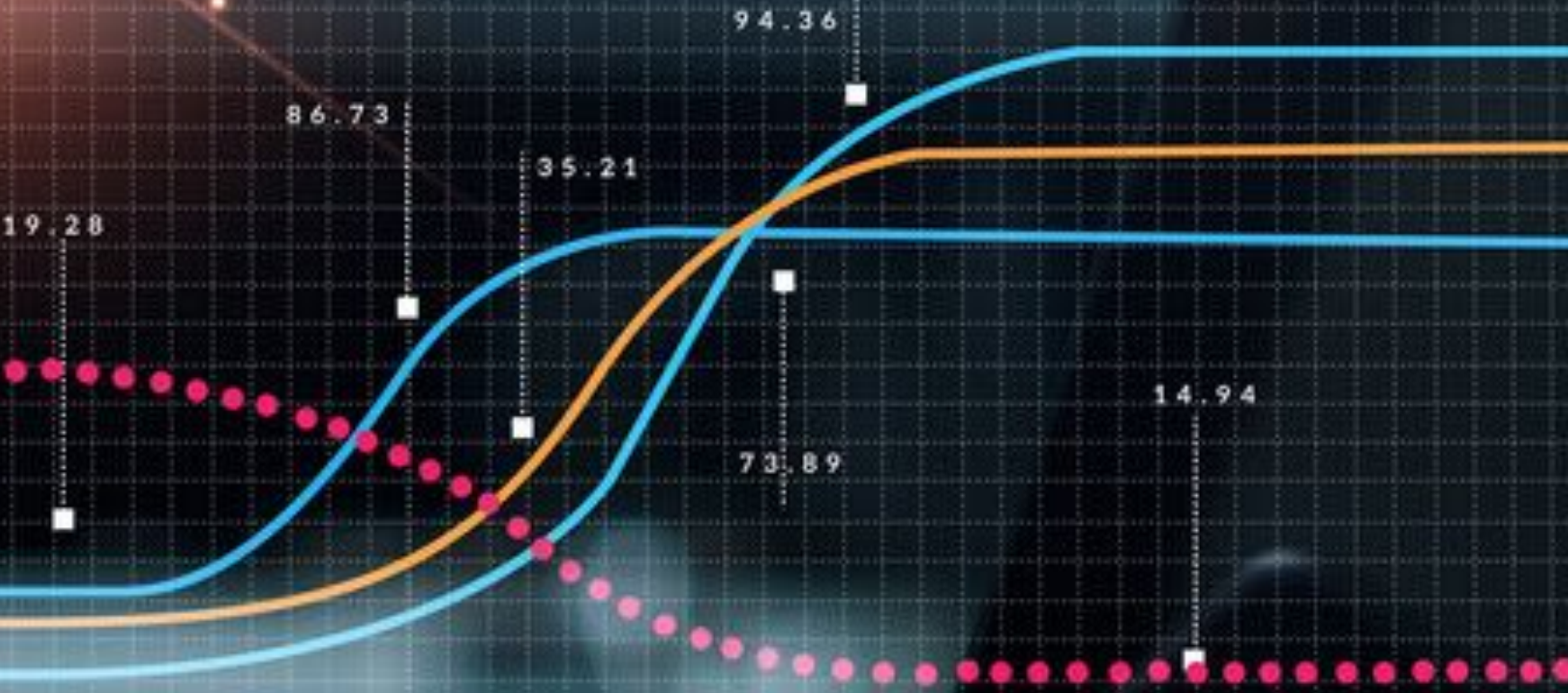
System tools to make easy deposits and international money transfers.

System ready to be integrated by financial institutions including white labeling.

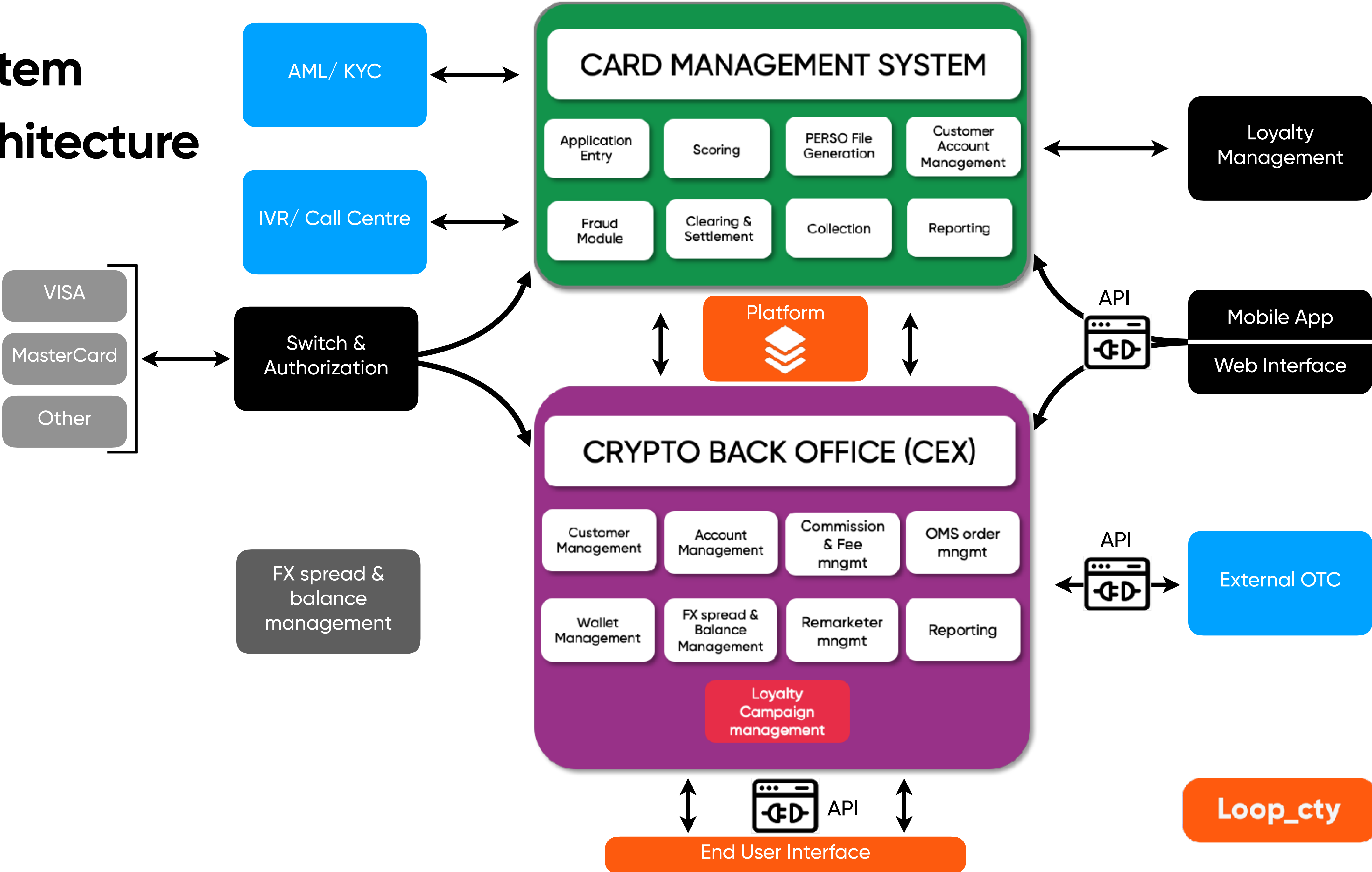
More currencies including crypto currencies.
Support on Digital Banking License Applications

No Fee service saving money for end users

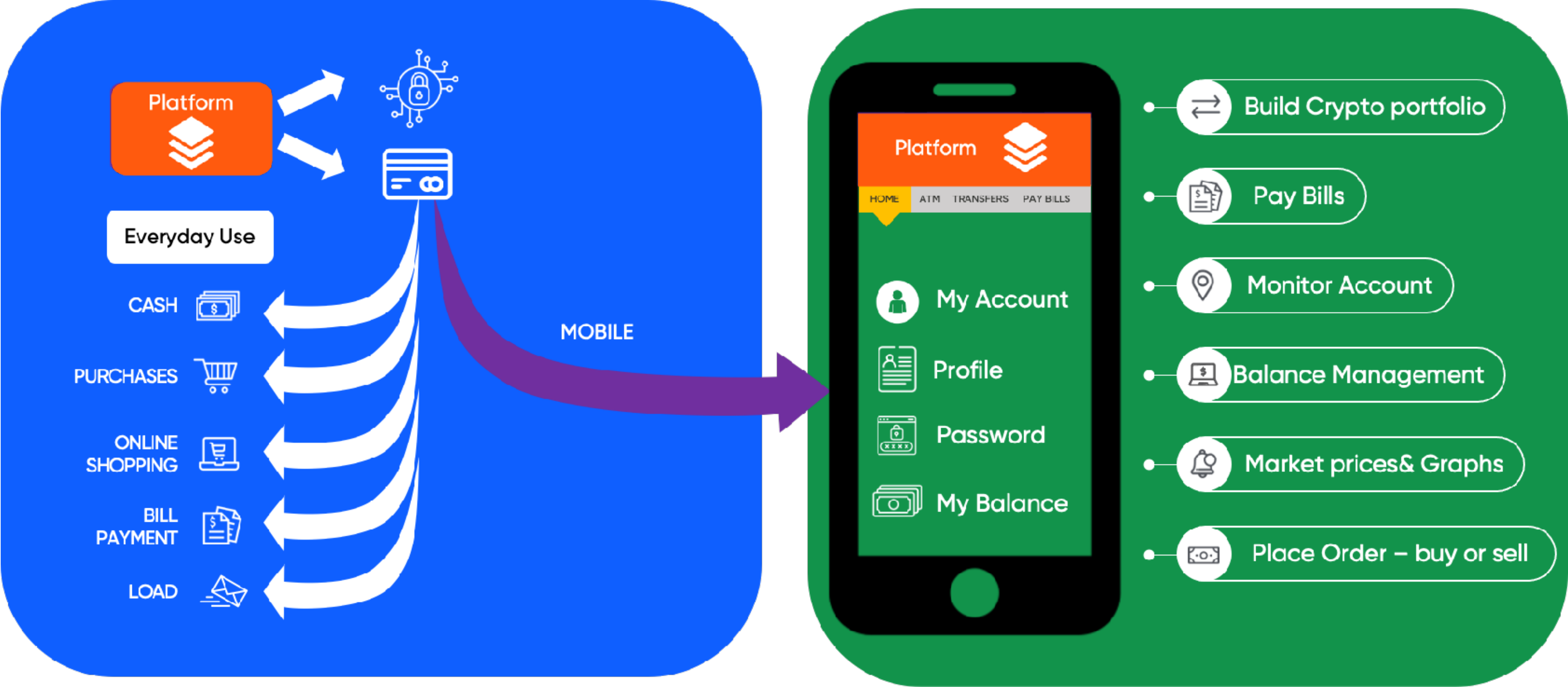
Traditional banking & decentralized finance integration



System Architecture



Web interface & mobile app



Third Party Integrations



Features & Benefits

Target Customers
Start-ups
Banks and FI's
Federal and Provincial governments
Vertical Markets

Competition
As an end-to-end digital banking technology provider we merge traditional payments systems with Vertical Markets (like Transit & Smart Cities). These innovative solutions help the industry grow exponentially.

Model
Business model allows flexibility for customers:
1. Win-win revenue share structure
2. Software as a Service

Technology
Next gen technology allows less development costs, easy integration (plug and play). The technology enables customized reporting, monitoring and management within a few weeks.

Feasibility
Modularity allows less investment costs, buy on demand, competitive pricing,

Game Changer
By extending the layers it can be transformed into a Unified Platform for both horizontal and vertical markets

Governance
Decentralized multiplayer governance, finance, investment, & capital allocation in a Y Combinator styled startup accelerator.

Reciprocity & Rewards
Broad based utility and reward incentives, creating a dynamic ecosystem facilitating value exchange. Designed with network effects mechanisms, this drives ever increasing adoption and utility.



The Team



Samuel Barlow
CEO & Founder

The visionary behind Loop_, he started coding at just age 7. Obsessed with the digital evolution of the last 40 years, Samuel is determined to help guide web3 on the path to being used to balance economics with ecology and society. Samuel has managed various high profile digital projects with a track record of delivering successful tech startups from inception to commercial success. His combination of experience in banking, technology, media, and consulting perfectly places him for the mission behind Loop_.



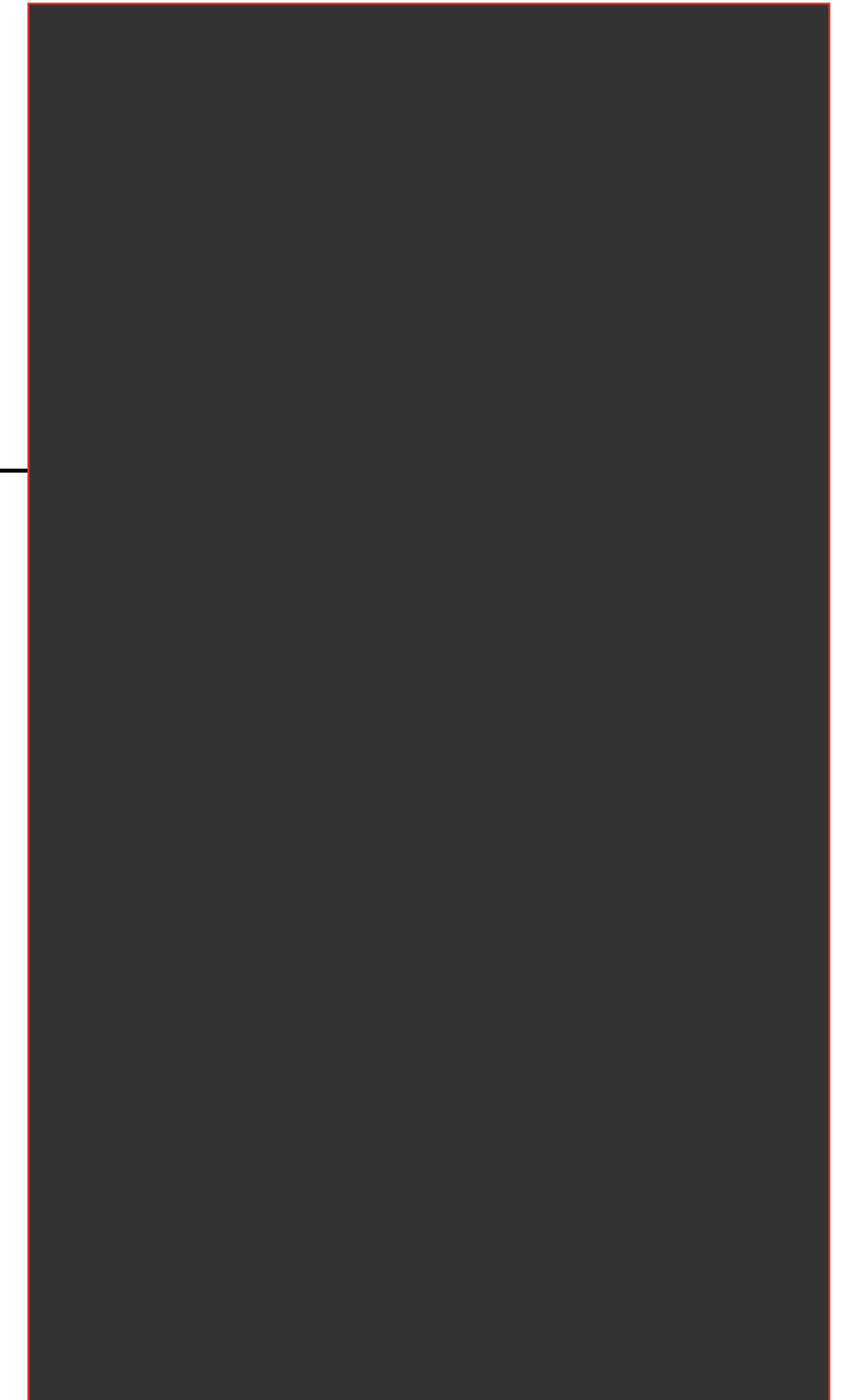
Adam Krim
Managing Partner at The Aligned Group & Operational Strategist.

Adam is the architect of visionary ventures that are in "right alignment" with an evolving culture and economy that enhances quality of life for all of the planet's citizens and for the Earth itself. A Wharton business graduate, he marries business and marketing leadership and savviness with social consciousness.



Lilia Villafeurte
Chief Product Officer

Senior UX Consultant (Research, Design, and Architecture) and Lead. Since 2005, Lilia has worked with multidisciplinary teams for international markets including Singapore, China, Germany, UK, Belgium, Spain, USA, and Latin America. Lilia possesses extensive experience in Financial Services with global clients UBS, Deutsche Bank, and HSBC. Experience leading FTSE250 design departments, delivering end-to-end complex projects, analyzing user insights and translating this into global strategies and digital products for nonprofit organizations, news, investment banking, government, eCommerce, fintech companies, startups, and global R&D departments.



The Team



Jonathan Bryant
Co-founder & Head of Sales

Generational USA political campaigner. He has built campaigns for winning candidates ranging from local to statewide. His journey has gone from political campaign management to international travel, providing Jonathan a very worldly understanding of politics. He is now bringing that decades long experience to bear from an international and local point of view to the USA political market through Loop. Jonathan brings a deep understanding of the value of many political technology services and sees exactly where Loop_vote differentiates not only technically but also procedurally to help win elections and influence politics both ethically and openly.



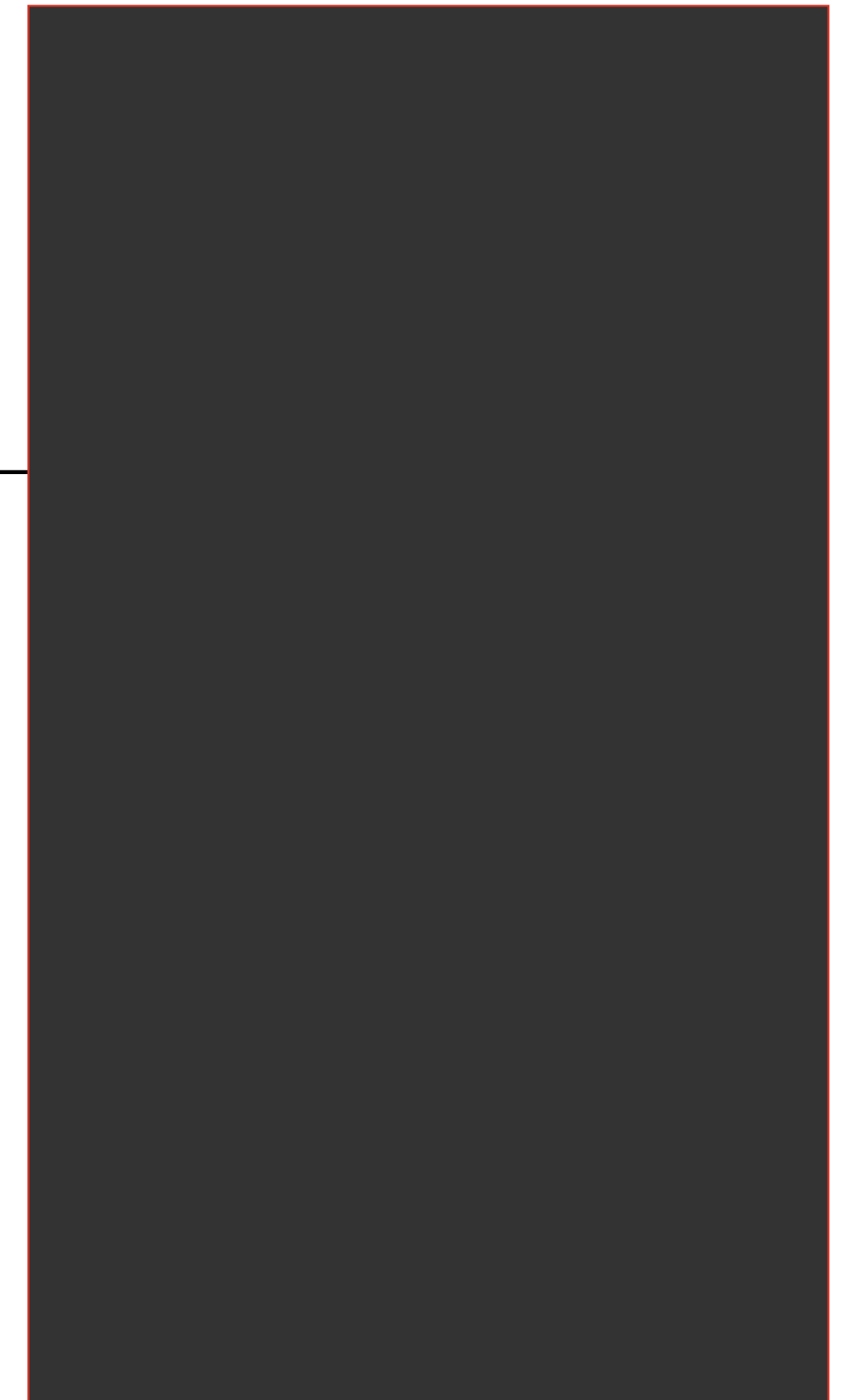
Justin McCarthy
Chief Marketing Officer

Irish born, Africa bred accomplished veteran marketing & communications maverick who spent 15 years running multidisciplinary communications networks across Africa, the Middle East, Europe, UK and USA. Satoshi's white paper proved revelatory, resulting in a pivot to web3 in 2015. Several ventures later he met Samuel Barlow, embarking on the Loop_ journey in late 2021. With a background in marketing and economics he's helped hundreds of global and local brands including MTN, Investec, Nokia, Apple, Nissan & HSBC to make and break things. Founded/ co-founded four startups in marketing services & DeFi



Milti Chryssavgis
CEO Drashta Impact

Drashta Impact has developed innovative solutions to revolutionize impact investing by addressing the key bottlenecks and pain points investors face: concerns around investment risk and lack of liquidity. This empowers investors with the assurance they need to mobilize a larger quantum of capital for solutions to our most pressing global challenges. Drashta provides investors with the tools to enhance their impact investment process. This includes uniquely enabling them to allocate to specific impact investments of their choice with tailored risk mitigation, a liquidity solution as well as access to curated and vetted deal flow and co-investment opportunities.



The Team



Angela Durett

Managing Partner, Submarine

With degrees in marketing, management, brand strategy and market research, Angela has 21 years' experience in all aspects of brand, business, CSI and sponsorship strategy, research, analytics, innovation, product and communication planning, garnering multiple awards en route. Inspired by her experience of how insights can be applied to business, marketing and innovation strategies for significant tangible results, she relishes her foray into 'deep tech' and the privilege of collaborating with cross disciplinary teams in order to conceptualize, validate, execute and launch B2B and B2C digital solutions that enhance the customer experience and drive sales.



Michele van Heerden

Managing & Strategy Director, Matter Advertising

Michele has broad sector experience, with specialist skills in Telecommunication, Financial Services, Retail, Property and Farming sectors. My 20+ years' experience has provided the opportunity to work with clients in Africa, Middle East, Europe and the US. Prior to founding Matter, Michele held senior strategic positions at some of the leading brand and communication agencies in South Africa including HKLM, TBWA\ and Enterprise IG (Super Union).



Sean Brown

Partner at The Aligned Group, Business Process & Financial Modeller.

Sean is a seasoned business organization, management, and technical development consultant, twelve year United States Air Force pilot and past key executive in the start-up of Frontier Airlines. Sean is contracted during start-up and expansion operations where he is particularly adept at evangelizing robust models for businesses that would otherwise be hard to pin down. This skill set lends itself wonderfully to the future of Loop_ and the many businesses it will be supporting.

Loop_rwrds Team



Jeff Sparrow
Incircle CEO & Founder

Talented, results-producing professional with a proven record of accomplishment in planning and leading comprehensive strategies in support of business goals and objectives. He prides himself in developing smart, effective marketing and brand strategies based on an in-depth understanding of a client's mission, goals and target audience. His experience as an entrepreneur, technologist, and business developer, lends itself nicely to the goals in the Loop_ ecosystem.

He has a solid background in the technology industry as an entrepreneur, executive, manager, and technician. Jeff has been an active private investor in publicly traded securities since 2003, which has broadened and re-enforced his business strategy, marketing, and financial analysis skills.



Samuel Barlow
CEO & Founder

The visionary behind Loop_, he started coding at just age 7. Obsessed with the digital evolution of the last 40 years, Samuel is determined to help guide web3 on the path to being used to balance economics with ecology and society. Samuel has managed various high profile digital projects with a track record of delivering successful tech startups from inception to commercial success. His combination of experience in banking, technology, media, and consulting perfectly places him for the mission behind Loop_.



Murat Goksenin Guzel
Payolog CEO

Awarded Principal Enterprise Payments Systems/Cloud /EMV Architect with a proven track record of successfully architecting and implementing large global enterprise projects. Expertise in the payment card industry, Smart City & AFC Ticketing Systems, E-commerce, M-commerce, and emerging technologies of multi-product environments and associated platforms. Mastercard accredited EMV Consultant / Trainer / Architect (Acquiring/Issuing/EMV Chip Personalization /POS & ATM Programming / Key Management.



Advisors



Ian Valentine

Partner and CTO, McKenny McFarlane Capital

Ian provides business and technology advice to Partners, Investors and Entrepreneurs.

Recognized for inventing the technologies key to unlocking the potentials of a connected, interactive TV in 2000, the ex-Sky Board member has spent a career developing iconic Television and Media Innovation for the largest companies including TVzor, Sky and Fox.

Today, Ian provides strategic and technical guidance on Telecom, Media and Financial Innovation to government bodies, banks, global corporations, telecommunication companies and is spearheading innovation in Africa.

Ian has been an active investor and investment advisor since 2010 in Crypto, AI, Fintech and IT Innovation.

Contact details

Equity, and token investment options across the ecosystem portfolio through SAFT and SAFE agreements.
Complete data room available on an NDA basis.

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