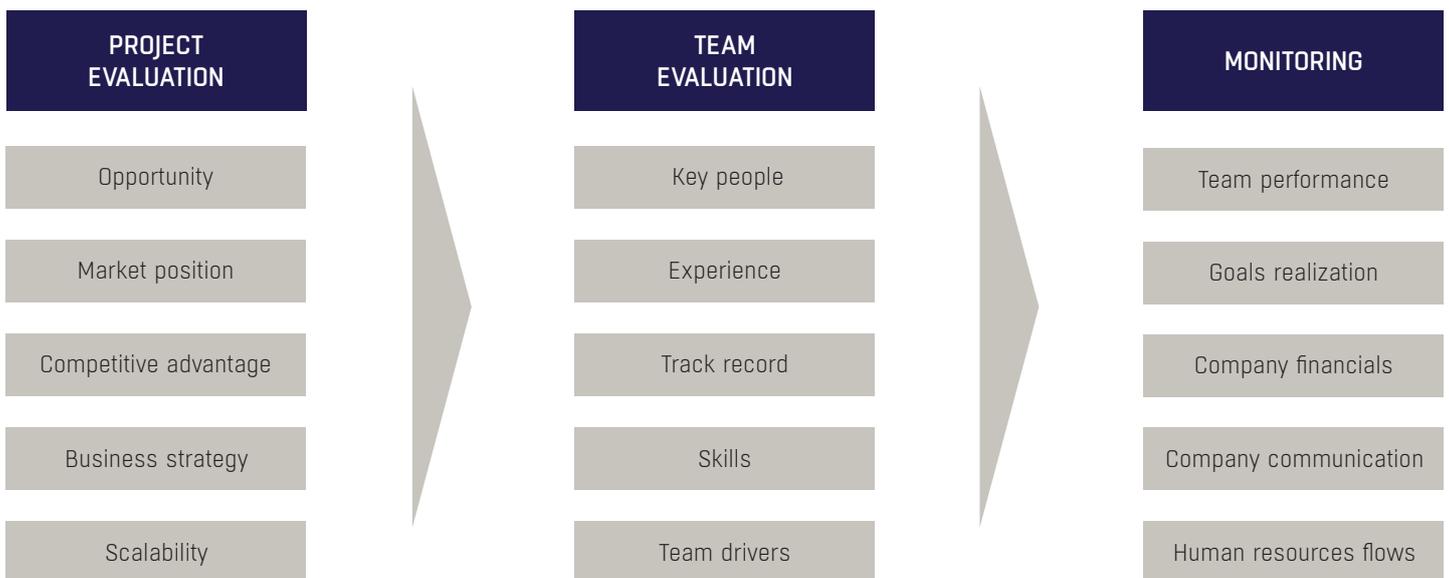


INTRODUCTION

Investing in the digital economy is investing in crypto startups. Therefore, when deciding to invest in a particular crypto project, it makes sense to apply investment processes of venture capital firms. We have developed a three-step investment process: project evaluation, team evaluation, and monitoring.

A THREE-STEP INVESTMENT PROCESS



PROJECT EVALUATION

We look for projects that provide a distinct solution for an existing problem or preferably for projects that create new markets. We look for innovators and market disruptors. They should have an exact picture of their potential customers, market size, and competitive advantages. The team should have a clearly defined and viable business strategy. Each presented solution must have an evident value proposition and low barriers to adoption. We don't invest in opportunities with heavy competition or ones without a market (timing factor). The project must demonstrate a clear path to a scalable, sustainable and profitable business.

TEAM EVALUATION

Just because the opportunity exists, it doesn't mean it will succeed. A great project without a strong team has no perspective. We make a thorough check of key people involved. Emphasis is on their experience and track record in the business world. All team members must possess the necessary knowledge, experience, and skills to operate and grow the business. We want to know what drives the team to succeed and how robust is their business organization.

MONITORING

We hold weekly Investment committee meetings where we evaluate the progress of our investments. We continuously track team performance and realization of their set business and technical goals. We keep a close watch on company financials. We regularly follow all company official communication channels and measure the level of their engagement with the community. We closely monitor human resources fluctuations, especially the potential departures of key personnel.