

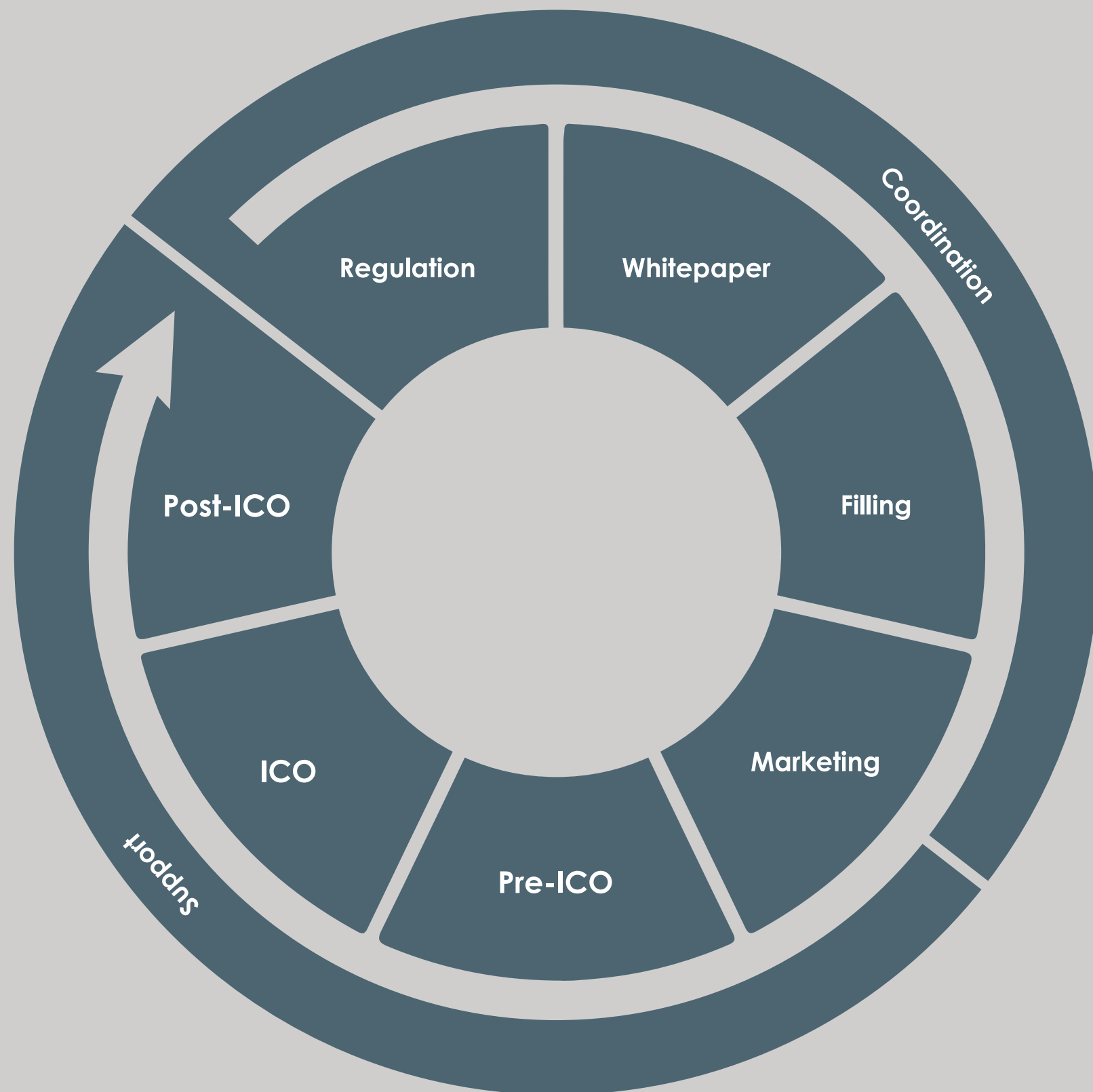


BLACK  
PEARL

# ICO MANAGEMENT

Black Pearl Digital AG

# ICO LIFECYCLE



# CONSULTING



## Regulation

Black Pearl Digital AG ("Black Pearl") provides the technical ICO know-how while our financial partner, Munich-based investment banking boutique ACON Actienbank AG ("ACON") supports with its regulatory know how, in order to guide our customers through all stages of a regulated ICO. Black Pearl structures the client token in close coordination with the German/EU regulatory authorities and – if necessary – supports in issuing a security prospectus for your ICO.



## Whitepaper

Regardless whether you want to issue an utility or a security token in your ICO, Black Pearl supports you in the creation of the necessary documentation. In case of a traditional utility token we help with whitepaper creation, in case of a security token our lawyers will provide a security prospectus-type of documentation.



## Marketing

Our seasoned marketing professionals will handle the creation of your website, your pre- and post-ICO social media and customer support, the issuing of articles in the print and digital media landscape as well as providing the necessary public relation management.

# PROJECT MANAGMENT



## Coordination

Black Pearl's project managers will coordinate the marketing, regulatory and technical processes and secure a smooth customization of your ICO. You will be assigned a single, senior-level direct contact to support you in all stages before, during and after the conclusion of your ICO.



## Support

Black Pearl provides comprehensive full-service support. It offers professional product management and consulting services throughout the whole product lifecycle from the initial idea to the fundraising phase and all necessary services beyond.



## Filing

Black Pearl will file your security prospectus-type of ICO documentation with the German (BaFin) or alternative EU/Swiss regulatory authorities (if applicable or necessary) in order to comply with all regulations. This includes multiple filing attempts, if your documentation does not get approved at the first time.

# SOFTWARE SOLUTION



## Smart Contract

Black Pearl Digital AG develops the customized smart contracts for your ICO. We engineer your requirements and transform them into a token tailored to your demands. We are not bound to networks or programming languages as we are able to develop and customize all kinds of ICO tokens. Of course, our know-how comprises the ERC-20 token standard and its interfaces based on the ethereum network.



## ICO-Platform

We provide, configure and customize an ICO platform based on your demands. The customization includes frontend modification and the addition of all kinds of crypto-currencies as funding options. Additionally, we provide options for fiat funding by credit card or wire transfer.



## Listing

During and after your ICO, we handle the communication with crypto-exchanges in the market and negotiate possible listings for your ICO token. In case of listing approval by an exchange, we provide all necessary information for your token listing to the exchange platform.

# REALIZATION



## Pre-ICO

Black Pearl supports you in the pre-ICO fundraising. Within this phase you raise the capital required for a marketing and sales budget as well as website, platform and MVP development. Typically the pre-ICO phase lasts from one to three months. This phase is not obligatory as you may have the funds for your ICO phase readily available. Often a rebate is granted to contributors of the pre-ICO as there is no MVP available and the investment risk is much higher.



## ICO

The main ICO constitutes the final fundraising phase. Typically this phase lasts from one to six months. As you may have raised funds within your pre-ICO phase, the budget for this phase should be larger. Normally a MVP has been developed and the community is aware of the ICO project. Black Pearl guides you through the process of investor support and token activity management.

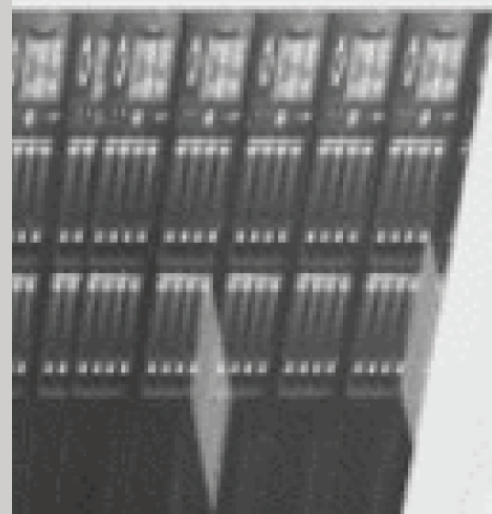
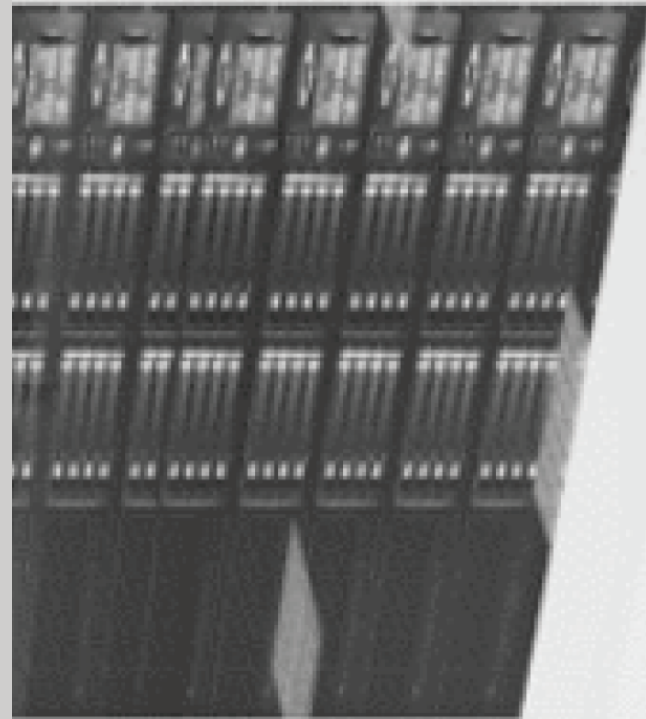


## Post-ICO

The post-ICO phase includes sales and marketing activities for your product. Also the development from MVP to the final version starts right after the ICO phase. Black Pearl supports you after the fundraising process and helps in getting your product to market.



# CONTACT



Dr. Florian Pfingsten

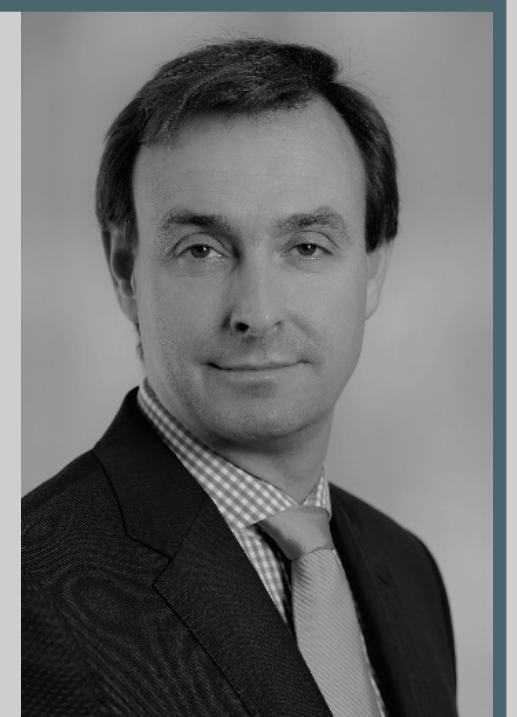
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