



Veredictum

VENTANA TOKEN SALE

Cryptoeconomic Model V.10.6

Last updated 25.7.17

DISCLAIMER

The enclosed cryptoeconomic model of the VENTANA token may be subject to change. Whilst significant changes are not anticipated, the estimates detailed below may vary as a direct result of the profile of our supporters and the regulatory changes that are beginning to be seen within our primary choice of jurisdiction, Singapore. As a result, this document is provided for information purposes only and should not be relied upon as a statement of fact. Professional advice should always be sought when considering supporting Token Sales or Initial Coin Offerings.

(The full model will be available for those funders confirming their expressions of interest for the pre-sale of VENTANA tokens)

Token Sale Summary	
Minimum Target	\$ 2.0m
Core Target	\$ 7.5m
Stretch Target (Hard Cap)	\$ 20.0m
Total Issuance (no more tokens will be issued)	300,000,000
Projected Sale Price (USD)	\$ 0.35

Utility of the Token

VENTANA is an intrinsic part of the Veredictum anti-piracy and distribution platform and represents the incentivisation structure required to motivate our network to assist us in our pursuit of targeting the very drivers of film and video piracy and theft:

- Providing access to content, when a user wants, on a device that they want and at a price point that is fair.
- The implementation of enhanced deterrents.

Whilst there is an emotional component to creative professionals providing assistance in the pursuit of reducing piracy, we need to appropriately economically incentivize the community that works with us to provide search and detection services together with peer-to-peer distribution services. This incentivisation is designed to provide the competitive economic benefit in excess of the costs of providing the infrastructure to support the platform – primarily electricity. Traditional routes to incentivization would not work within the current traditional banking and credit card systems, where minimum credit card fees of around \$0.30c - \$0.35c are typically administered.

Projected Tokens in Circulation

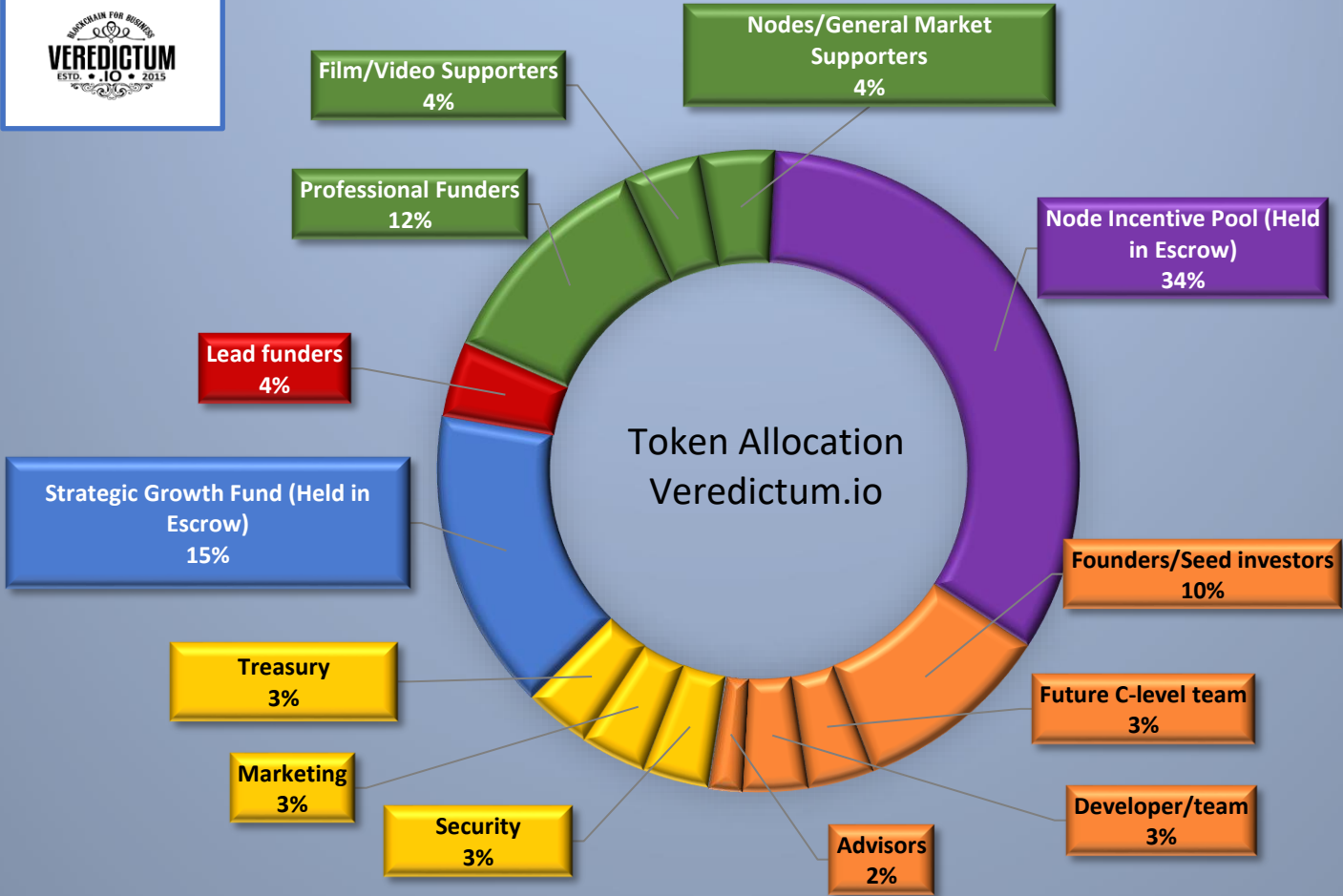
We are very mindful of the need to maintain a known and controlled supply of VENTANA so that supporters can be aware of the likely variations in supply and adjust their strategies accordingly.

The enclosed table is taken from our spreadsheet model which is available for those who indicate Expressions of Interest in supporting the pre-sale of VENTANA.

Whilst every effort has been made to project the estimated tokens in circulation based upon the release of tokens from escrow and pre-determined levels, and that represents the at-worst positions (these at-worst positions exclude the release of tokens under the Strategic Growth Fund). Potential supporters of the VENTANA Token Sale should undertake their own due diligence.

	2017	2018	2019	2020*	2021	2022	2023	2024	2025
Estimated Tokens in Circulation (m)	116.9	136.9	149.7	191.8	199.9	206.6	211.8	215.9	219.3

*This abnormal rise takes into account the *maximum* potential release of founders and seed investors tokens



Projected Token Allocation

ALLOCATION OF TOKENS

Internal and Infrastructural requirements			
	Token Allocation	Percentage Of Total Tokens (300m)	Comments
Incentive Pool – For Decentralized Search & Detection and Distribution – minimum release over 10 years	100 m	33%	<ul style="list-style-type: none"> Incentive Tokens will be issued but held in 3rd party escrow, with a pre-programmed reducing rate of annual release. These tokens will be used to incentivize nodes especially in the early stages of testing. The global costs of electricity vary globally and we may need to incentivize certain locations more than others to ensure the global infrastructure is in place for the effective maintenance and optimization of search and detection services. First year release - 20% of incentive pool (20m tokens) Annual release of tokens reduces by 20% p.a. from the incentive pool Incentive Pool tokens released but unused at the expiration of two years will be burned.
Internal Pool	55m	18.33%	Terms of Escrow/vesting
10% founders & seed investors	30m		20% released day 1, remainder held for 3 years in escrow with vesting
3.33% future C-level team members	10m		20% released day 1, remainder held for 3 years in escrow with vesting & 6 months cliff
3.33% developer and employee pool	10m		20% released day 1, remainder held for 3 years in escrow with vesting & 6 months cliff
1.67% advisor pool	5m		20% released day 1, remainder held for 1 year in escrow with vesting
			(By holding the internal tokens in escrow, with vesting we want to show our commitment to the long-term success of the project)
Operational Pool	30m	10%	
3.33% Security and Bug bounty pool	10m		<ul style="list-style-type: none"> Performance-based security and audit costs
3.33% Marketing pool	10m		<ul style="list-style-type: none"> Incentivise new clients and nodes to join the platform
3.33% Treasury & Reserves pool	10m		<ul style="list-style-type: none"> Ensure sufficient backup reserves are in place to maintain price stability – especially given BTC & ETH volatility and their associated effects on the “altcoin” market
Verdictum Strategic Growth Fund	45.7m	15%	<p>Estimated balance of tokens unsold at the initial Token Sale Launch with a hard cap of \$20m. Tokens will be issued but held in 3rd party escrow to fund future acquisition & growth opportunities – e.g. technology, technology partners or significant investment in target companies that represent core added value & represent core drivers to solving film and video theft. 30 days’ notice will be given to existing VENTANA holders prior to withdrawal, and discounts <i>may</i> be offered to existing holders.</p>

ALLOCATION OF TOKENS

Wholesale and professional fund supporters, recognised syndicates, value added clients.

Pre-sale Funders – please complete the expressions of interest form in the Token Sale website	Token Allocation	Percentage Of Total Tokens (300m)	Comments
Wholesale Funders – lead supporter/funder (Nil US or Singaporean citizens*)	11.4m	3.80%	Target \$3m of funds, 25% discount on token price. Preference given to smart or strategic funders. KYC/AML required for balances equal to or over \$10k USD.
Wholesale Funders – book builders and syndications - (nil US or SGP citizens*)	34.8m	11.6%	Target \$9.8m of funds, 15%-20% discount on token price. Preference given to smart or strategic funders. KYC/AML required for balances equal to or over \$10k USD.
Film and Video Professionals –target users of the platform – (nil US or SGP citizens*)	11.5m	3.83%	Target \$3.6m funding, 10% discount on price of tokens available for sale allocated to bona fide film and video professionals. Film and video credentials required to be identified – e.g. YouTube or IMDB. KYC/AML required for balances equal to or over \$10k USD.
Nodes (nil US or SGP citizens*)	11.5m	3.83%	Target \$3.6m funding, 10% discount on price of tokens available for sale allocated to bona fide requests to register as nodes. Preference given to smart or strategic supporters. KYC/AML required for balances equal to or over \$10k USD.

General Market Allocation

General Release of tokens (nil US or SGP citizens*)	To Be Determined	Our initial preference is to have the support of our potential film and TV related clients and those that want to help us on an on-going with the infrastructure to help us test and implement the Veredictum platform. There may be a limited release to the general market, to ensure we have sufficient float to be seen to enable VENTANA to be traded effectively on an ongoing basis in the cryptocurrency markets after launch without being beholden to strategic financial risk from inappropriate large volume token holders. The decision relating to ANY allocation to the general market remains with Veredictum.io
*SGP citizens who are professional investors, subject to formal legal advice, may be acceptable		KYC/AML required for balances equal to or over \$10k USD.