



# SHLTRS

CIVILIZATION ARCHES INITIATIVE

MAY 2024

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*Team SHLTRS.IO*





A new generation of hospitality providers focused on building sustainable and resilient communities for 50,000 families within the next 10 years driven by a clear purpose, ambition, strategy and priorities.

## Our Purpose

Empowering individuals and communities to thrive in a changing world.

## Our Ambition

Revolutionize crisis preparedness by integrating it with adventure travel, empowering individuals through training and building a global network of resilient communities.

## Our Strategy

Use our ingenuity and vision to reduce the asymmetry between those that have the financial resources and knowledge to adapt and survive to major crisis while providing our investors with the returns needed to grow our brands in a niche market at the cross road between adventure travel, crisis preparedness and real-estate.

Delivered through a culture that retains and attracts the best people and embraces opportunities to positively impact the world around us.

## Our Priorities



Build loved and trusted **BRANDS**



**HUMAN**  
centric in all we do



Leveraging **TECHNOLOGY** To  
Serve Individuals



**CARING** for people,  
communities above  
everything else

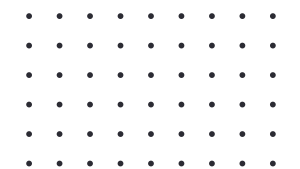


Civilization Arches DAO

## Overview

# WHEN HOSPITALITY MEETS CRISIS PREPAREDNESS

We are revolutionizing crisis management by merging the hospitality industry with crisis preparedness. Our mission is to make survival in the face of global crises—wars, pandemics, and environmental catastrophes—accessible to the many, simple, and affordable for everyone, everywhere.





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# Problem

## **SURVIVAL IS THE GREAT DIVIDER**

- **Asymmetry in Preparedness:** There is a huge gap between those with knowledge and financial resources to survive major crisis and civilization collapse and the rest of the population.
- **Systemic Underinvestment:** Less than 1% of national budgets in some countries are earmarked for disaster risk reduction, indicating chronic underinvestment.






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## Our Solution

# REDEFINING CRISIS PREPAREDNESS

- Integrated Approach: Combining the hospitality and crisis preparedness industries.
- Accessibility: Making survival strategies simple, accessible, and affordable for everyone.
- Systemic Change: Avoiding centralized civilization resets that perpetuate mistakes leading to collapse.





REINVENTING HOSPITALITY  
FOR A RESILIENT FUTURE.  
PREPARED FOR ANYTHING,  
ANYTIME, ANYWHERE.

*Beyond bunkers, a home for our families, a safe heaven for  
harmonious communities prepared to adapt to any crisis.*



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# Market Opportunity

## **CRISIS PREPAREDNESS AND ADVENTURE HOSPITALITY COMBINED MARKET SIZE**

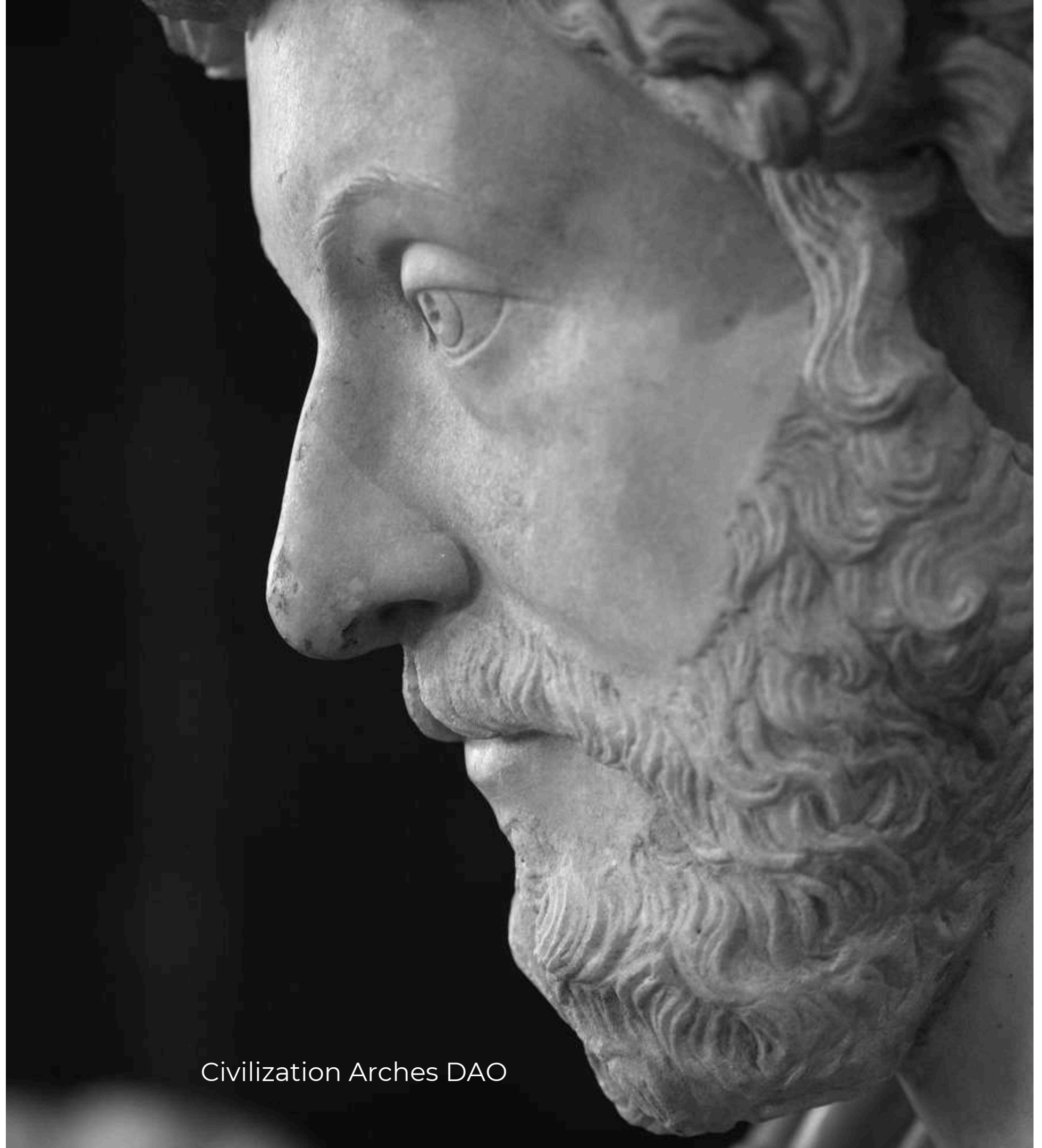
- Emergency and Disaster Response Market: Estimated at USD 166.73 billion in 2024, projected to reach USD 229.30 billion by 2029, growing at a CAGR of 6.58%.
- Total Insured Losses from Disasters: USD 291 billion in 2023.
- Global Investments: €1.6 trillion in disaster risk reduction could avoid €6.4 trillion in losses.

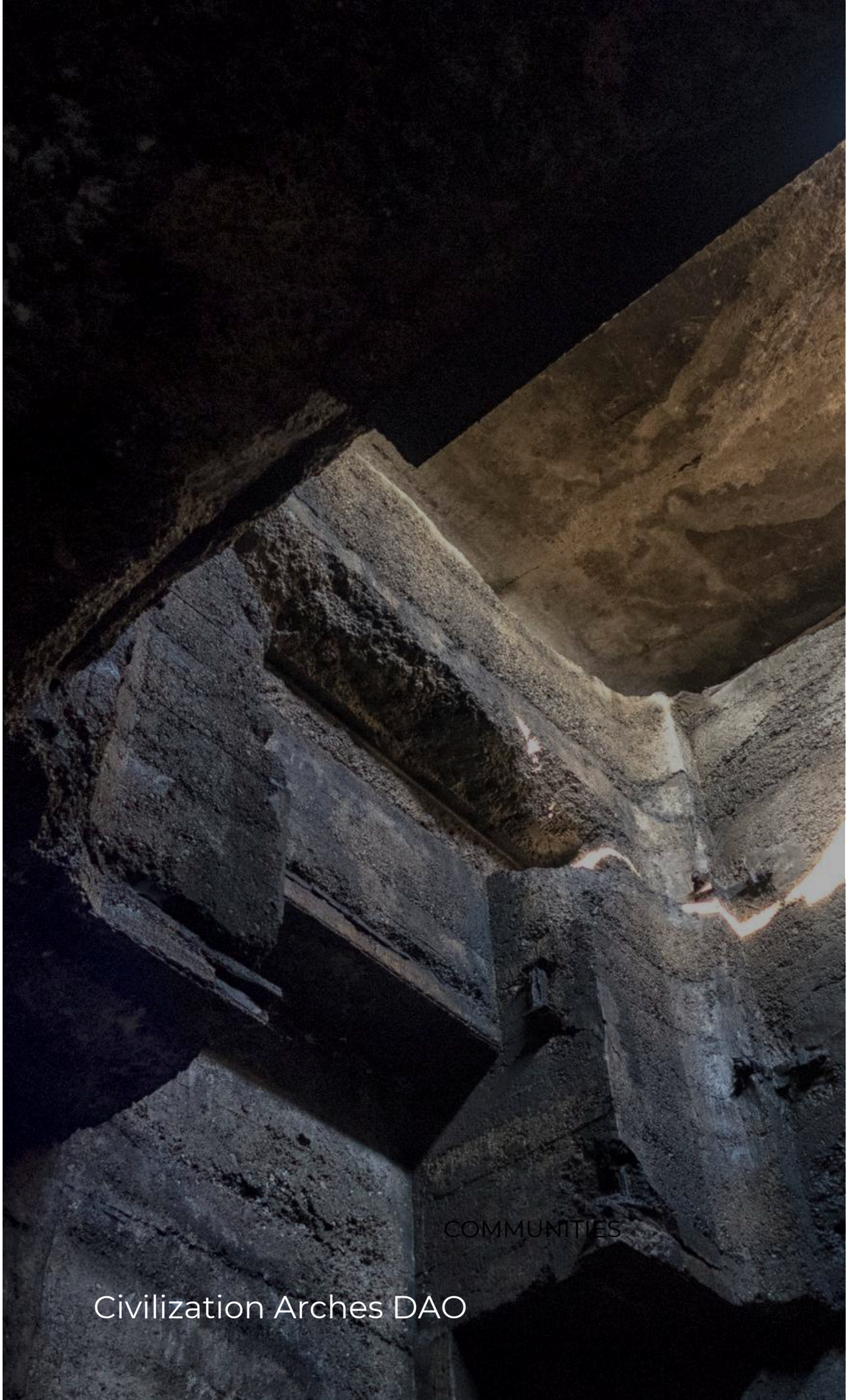


# Current Challenges

## **INADEQUATE ACTION AND INVESTMENT**

- Misaligned Priorities: Only 47 cents out of every \$100 in development aid (2010-2018) was allocated for disaster risk reduction.
- Political Risks: Disaster resilience is often seen as politically risky, leading to a preference for ex-post responses over ex-ante prevention.



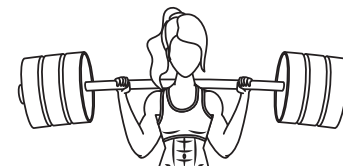


# Product

## SHLTRS.IO PRODUCT OFFERING



SHELTERS



TRAINING

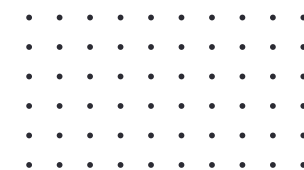


COMMUNITIES

Crisis-Ready Hospitality Packages: Customized shelter and survival kits designed for various crisis scenarios.

Training and Certification Programs: Courses on crisis preparedness for individuals and organizations.

Subscription-Based Services: Access to exclusive crisis preparedness resources, regular updates, and emergency support.



COMMUNITIES

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# Product

## **MAKING SURVIVAL AFFORDABLE**



### **Value & Convenience**

Optimized Space Utilization and amenities.

Integrated Workspaces.

Flexible Usage Options:

Rationalized Pricing.

### **Technology-Driven**

Seamless Digital Experience:

Comprehensive Management Tools.

AI enhanced experience, safety.

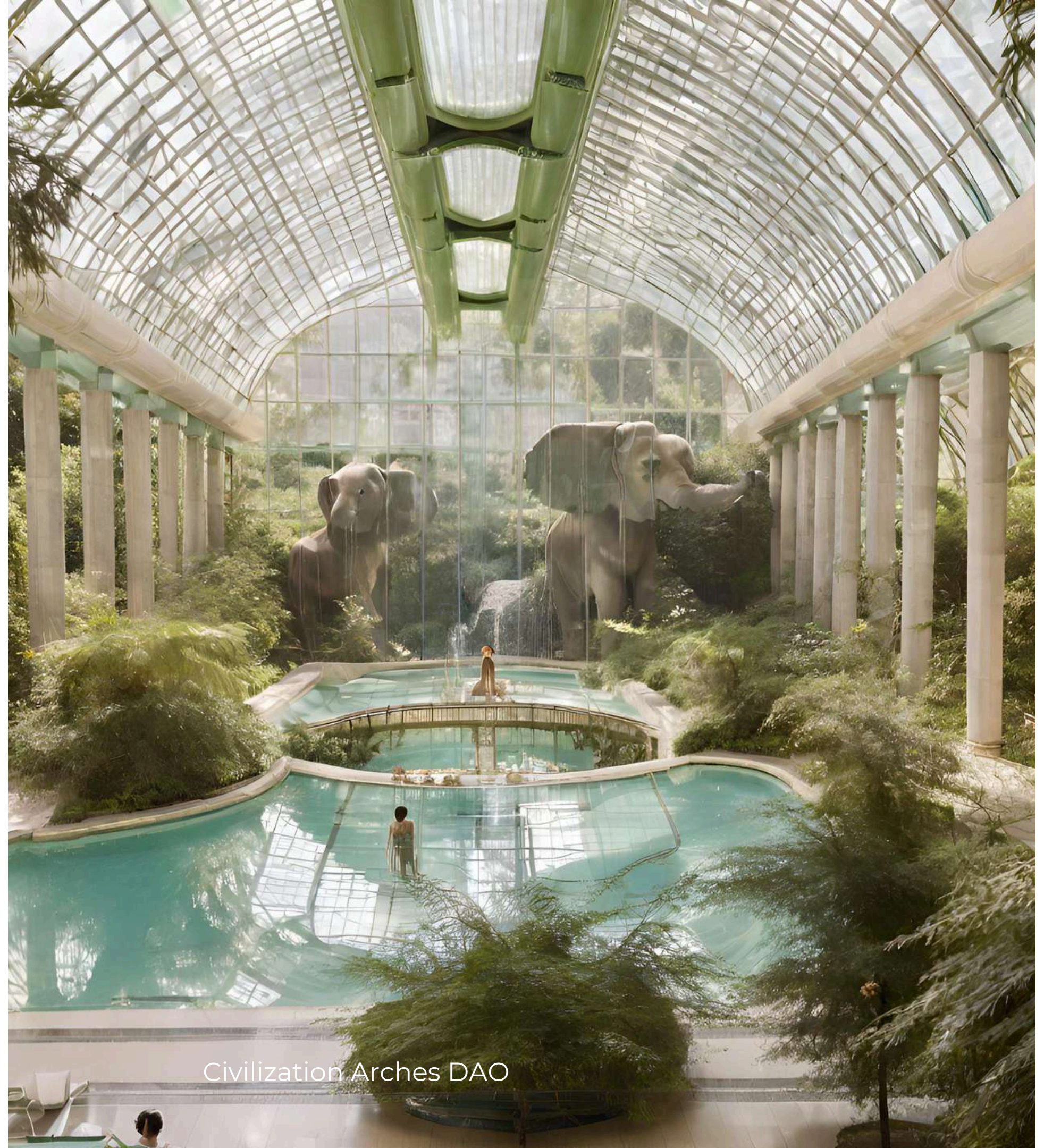


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# Our Offers

## **BUSINESS MODEL**

- **Direct Sales:** One-time purchase of comprehensive crisis preparedness kits.
- **Subscription Plans:** Monthly or annual plans for continuous support and updates.
- **Corporate Partnerships:** Customized solutions for businesses to ensure employee safety and business continuity.



Our Offers

# PRICING STRATEGY

- **Affordable Pricing Tiers:** Basic, Standard, and Premium packages to cater to different customer segments.
- **Volume Discounts:** For bulk purchases by businesses and institutions.
- **Freemium Model:** Basic access to resources for free, with premium features available for subscribers.

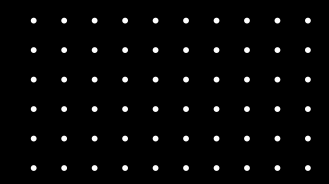


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Why Now?

# TIME TO MARKET

The confluence of several major trends creates a perfect storm for SHLTRS.IO's success.



<b>First-Mover Advantage</b>	SHLTRS.IO is positioned to be a leader in this emerging market, attracting both individuals seeking preparedness and adventure enthusiasts.
<b>Heightened Crisis Awareness</b>	Disasters like natural disasters and pandemics are becoming more frequent and severe, making people acutely aware of the need for preparedness.
<b>Shifting Travel Preferences</b>	Travelers are increasingly seeking unique and enriching experiences, with a growing interest in adventure and self-discovery.
<b>Demand for Proactive Solutions</b>	People are moving away from reactive approaches to crisis and want proactive ways to build resilience and self-reliance.
<b>Technological Advancements</b>	New technologies like online learning platforms and mobile applications can effectively deliver preparedness training and facilitate community building.
<b>Growing Adventure Market</b>	The adventure travel market is booming, with people looking for experiences that go beyond sightseeing and offer opportunities for personal growth.
<b>Limited Existing Options</b>	Traditional disaster preparedness training is often dry and unengaging, while adventure travel lacks a focus on practical skills. SHLTRS.IO fills this gap by offering a compelling combination.
<b>Social Impact</b>	By promoting preparedness, SHLTRS.IO contributes to building stronger communities and fostering a culture of resilience in the face of uncertainty.

Go-To-Market

# TARGET MARKET

- **Individuals and Families:** Seeking affordable and effective crisis preparedness solutions.
- **Corporations and SMEs:** Investing in employee safety and business continuity plans.
- **Government and NGOs:** Partnering for large-scale crisis preparedness and response initiatives.



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# Go-To-Market

## **MARKETING STRATEGY**

- Digital Marketing: Leverage social media, SEO, and content marketing to reach a broad audience.
- Partnerships and Alliances: Collaborate with hospitality chains, insurance companies, and safety organizations.
- Public Relations: Engage in thought leadership and advocacy for crisis preparedness.

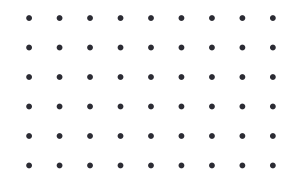




# Go-To-Market

## **CUSTOMER ACQUISITION**

- Referral Programs: Incentivize current customers to refer new ones.
- Webinars and Workshops: Provide valuable content and training to attract potential customers.
- Exhibitions and Trade Shows: Showcase our products and services at relevant industry events.





WWW.SHLTRS.IO

# Competitors

## COMPETITIVE LANDSCAPE

### Direct Competitors:

- **Survival Gear Companies:** Offer specialized survival kits but lack the hospitality integration.
- **Emergency Preparedness Firms:** Provide training and resources but often at higher costs and without the accessibility focus.

### Indirect Competitors:

- **Insurance Providers:** Offer financial protection but not practical preparedness solutions.
- **Government Agencies:** Provide emergency response but not personalized or proactive preparedness.

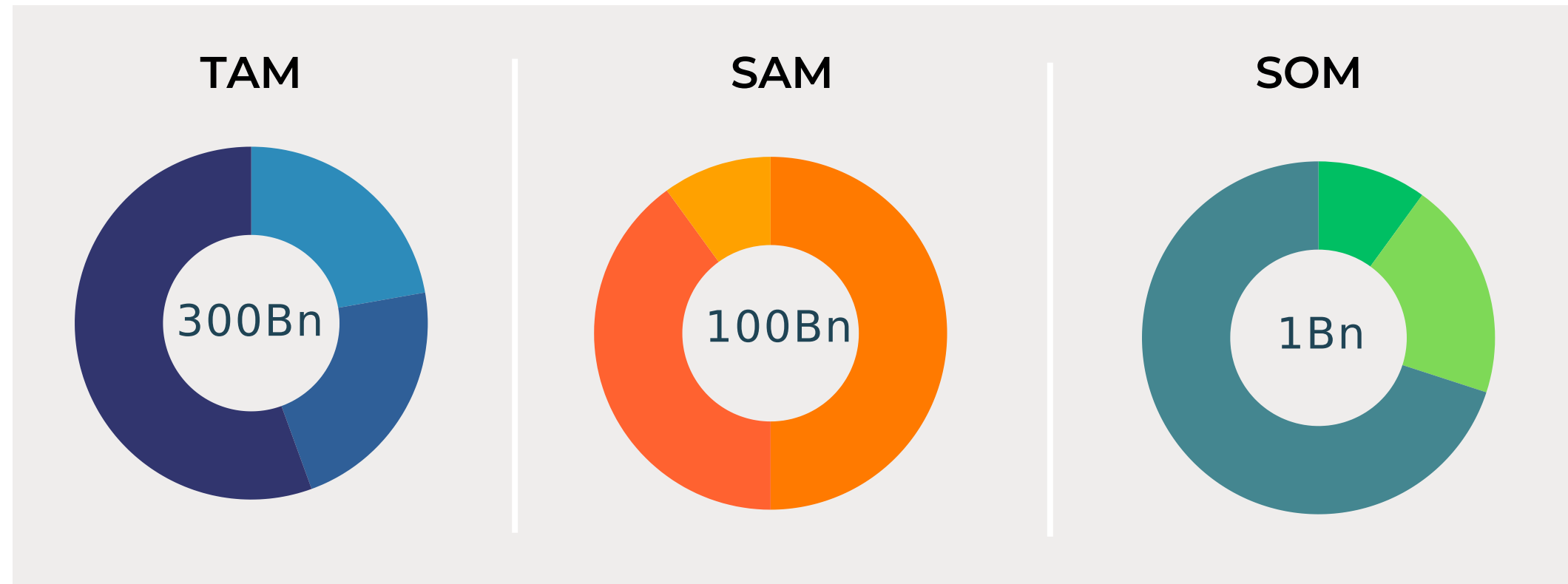




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KICKOFF BUDGET	USD	Quantity
<b>A. MARKET LAUNCH</b>		
Liquidity	\$30,000.00	1
DEX LISTING	\$5,000.00	5
CEX LISTING	\$20,000.00	2
Website update	\$1,500.00	1
NFT engine generator integration into th	\$4,000.00	1
Civilization Arche 3D modeling	\$3,000.00	1
<b>B. MARKETING</b>		
2 Top 10 Influencers	\$1,500.00	5
5 Top 100 Influencers	\$2,500.00	17
1 Chinese community manager	\$500.00	1
1 Japanese community manager	\$500.00	1
1 Indonesian community manager	\$500.00	1
1 Arabic community manager	\$500.00	1
1 Graphic Designer	\$600.00	1
1 Podcast/X live per week	\$300.00	1
Publication per week in magazines and i	\$7,800.00	52
<b>C. LEGAL</b>		
Smart contract audit	\$10,000.00	1
Legal opinion report	\$10,000.00	1
DAO and Foundation incorporation	\$10,000.00	1
<b>D. PARTNERSHIPS</b>		
Real Estate promoters	\$0.00	-
Civil Engineers	\$0.00	-
Companies specializing in:	\$0.00	-
- Crisis management	\$0.00	-
- Bunkers construction	\$0.00	-
- Artificial ecosystem creation	\$0.00	-
<b>Total</b>	<b>\$108,200.00</b>	



- Emergency and Disaster Response: \$229.30 billion

- Crisis Preparedness: \$166.73 billion

- Overlap and Synergies: Approximately 25% of combined markets

- Residential Market: \$50 billion (20% of TAM)

- Corporate Market: \$30 billion (10% of TAM)

- Government and NGOs: \$20 billion (7% of TAM)

- Year 1: 0.1% of \$100 billion \$100 million

- Year 2: 0.5% of \$100 billion \$500 million

- Year 3: 1% of \$100 billion \$1 billion

# Go-To-Market

## **CUSTOMER ACQUISITION**



# Tokenizing RWA

## MAKING SURVIVAL ACCESSIBLE

### BLENDING REAL ESTATE AND CRYPTOCURRENCIES MAKING SURVIVAL ACCESSIBLE TO EVERYONE

The advent of cryptocurrencies has opened many doors for the real estate sector - in particular, the possibility to tokenize a property by transforming its value into multiple fractions in the form of an asset that can be easily transferred on an immutable ledger that is tamper-proof and allows investors to bypass traditional intermediary parties like banks.

// Transfer of securities offers a higher degree of flexibility than any traditional method when it comes to the acquisition and transfer of real estate assets.



# Tokenomics

## SHLTRS TOKEN

VOLUME 10,000,000,000

BLOCKCHAIN NETWORK: SOLANA

### TOKEN UTILITY

#### CIVILIZATION ARCHES BUNKER OWNERSHIP

Shltrs tokens will be required for purchasing or leasing ownership rights within Civilization Arches bunkers.

#### GOVERNANCE

Shltrs token holders will have voting rights on critical project decisions regarding the Civilization Arches network, such as expansion plans and resource allocation.

#### ECOSYSTEM SERVICES

Shltrs tokens will be used to access various services within the Civilization Arches network, such as advanced security features, resource management tools, training, and community marketplaces.



### PUBLIC SALE & SEED FUNDING (50%)

5 Billion Shltrs tokens will be allocated for the public sale and seed funding rounds. This will be the primary method for acquiring Shltrs tokens for the general public.



### COMMUNITY TREASURY (30%)

3 Billion Shltrs tokens will be reserved for the community treasury. These tokens will be distributed over a 10-year period to fund various community initiatives and incentivize ecosystem participation.



### TEAM: 1.4 BILLION SHLTRS TOKENS

1.4 Billion Shltrs tokens will be allocated to the Civilization Arches development team. These tokens will vest over a 4-year period with a 1-year cliff to ensure long-term commitment to the project.



### ADVISORS

600 Million Shltrs tokens will be allocated to project advisors. These tokens will vest over a 3-year period with a 6-month cliff to incentivize ongoing guidance and support.

### SMART CONTRACT



[VISITE EXPLORER](#) →

[WWW.SHLTRS.IO](http://WWW.SHLTRS.IO)

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# Tokenomics

# COMMUNITY TREASURY VESTING SCHEDULE

## TOTAL DISTRIBUTED TO COMMUNITY TREASURY

2,700,000,000 Shltrs tokens (90% of Community Treasury allocation).

## REMAINING COMMUNITY TREASURY (10%)

300 Million Shltrs tokens will be reserved for unforeseen needs and future community governance decisions. These tokens can be unlocked through a community voting process.



## COMMUNITY TREASURY VESTING SCHEDULE

Year	Distribution	Volume (SHLTRS)
2024	15%	450,000,000
2025	12%	360,000,000
2026	10%	300,000,000
2027	8%	240,000,000
2028	6%	180,000,000
2029	5%	150,000,000
2030	4%	120,000,000
2031	3%	90,000,000
2032	2%	60,000,000
2033	5%	150,000,000

# SHLTRS PAY

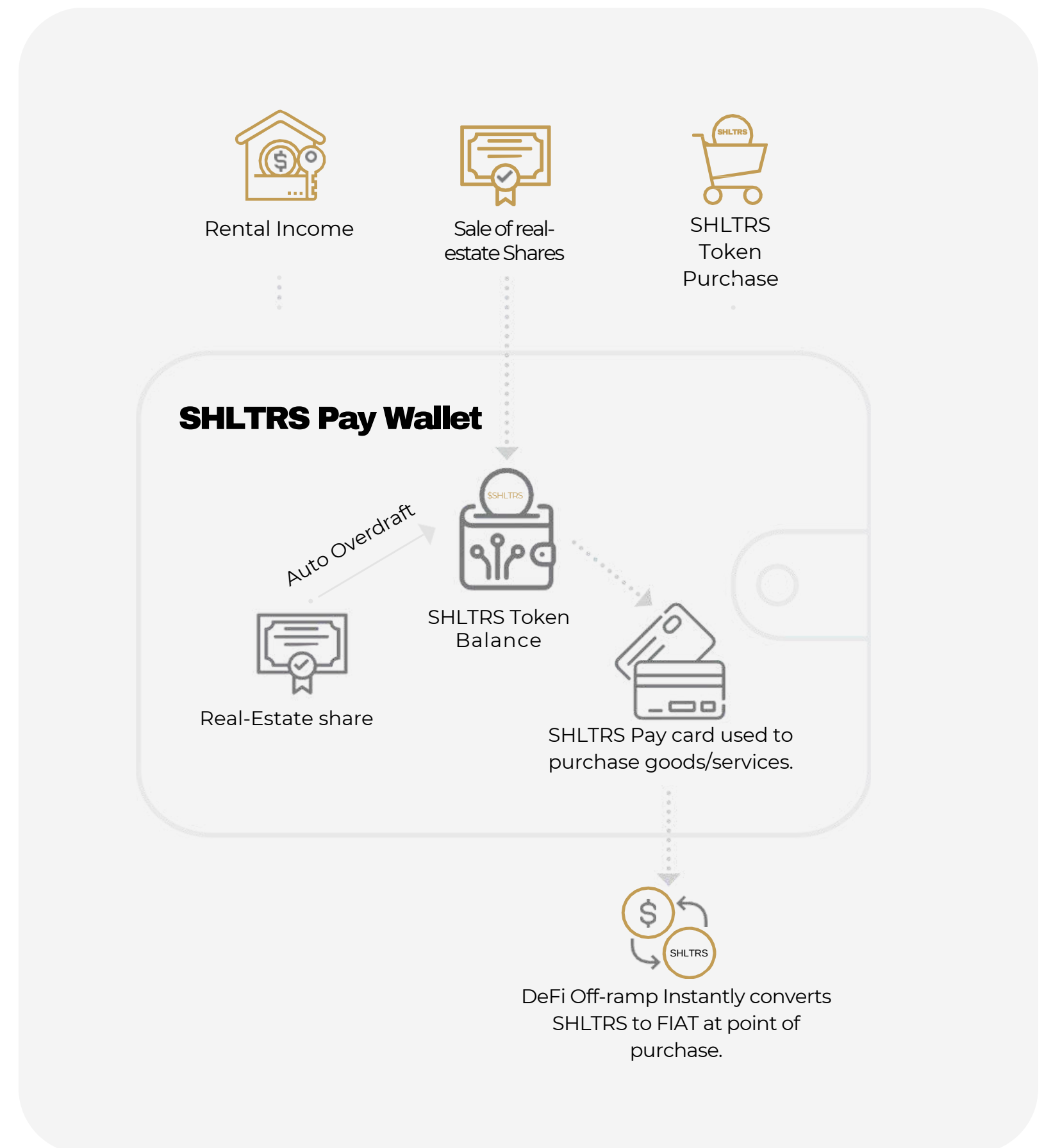
# REAL WORLD ASSETS POTENTIAL UNLEASHED

SHLTRS Pay will provide instant liquidity on your real estate investments.

We will be launching a DeFi offramp solution that will allow investors to pay for everyday goods and services with their real estate investments.

Investors will be able to use their SHLTRS Pay Card (physical or digital) with an instant conversion of SHLTRS Tokens to FIAT at the point of purchase.

An optional auto-overdraft feature will allow SHLTRS Assets co-owners to automatically convert their SHLTRS token into a personal liquidity pool in FIAT or any other supported digital assets.



# Business Model

## SHLTRS TOKENS SALE PRIMARY SOURCE OF REVENUE

### HOW INVESTORS ACQUIRE SHLTRS TOKEN

- Buying (Presale or on an exchange)
- Revenue from SHLTRS Tokens
- Selling SHLTRS Tokens
- Staking their Tokens
- Passive Income Returns (renting of their share of real estate)

### USE/SPENDING SHLTRS TOKEN

Using acquired land and built real estate as collateral to get 30-year credit line thus providing the SHLTRS TOKENs with instant liquidity and boost its market value.

Renting SHLTRS for adventure holidays, tokenized business space, students and artists housing

DAO Participation

FIAT Exchange

# SHLTRS ECOSYSTEM

# SECURITY NFTS AND REALESTATE MARKETPLACE

Once we have the foundations of the Civilization Arches Initiative in place, we will secure all the necessary licensing to ensure we fully comply with all regulations.

SHLTRS NFTS are data-augmented digital securities representing ownership of a fraction of each Civilization Arch Real Estate comprised of Land and buildings

Sold on the SHLTRS marketplace.

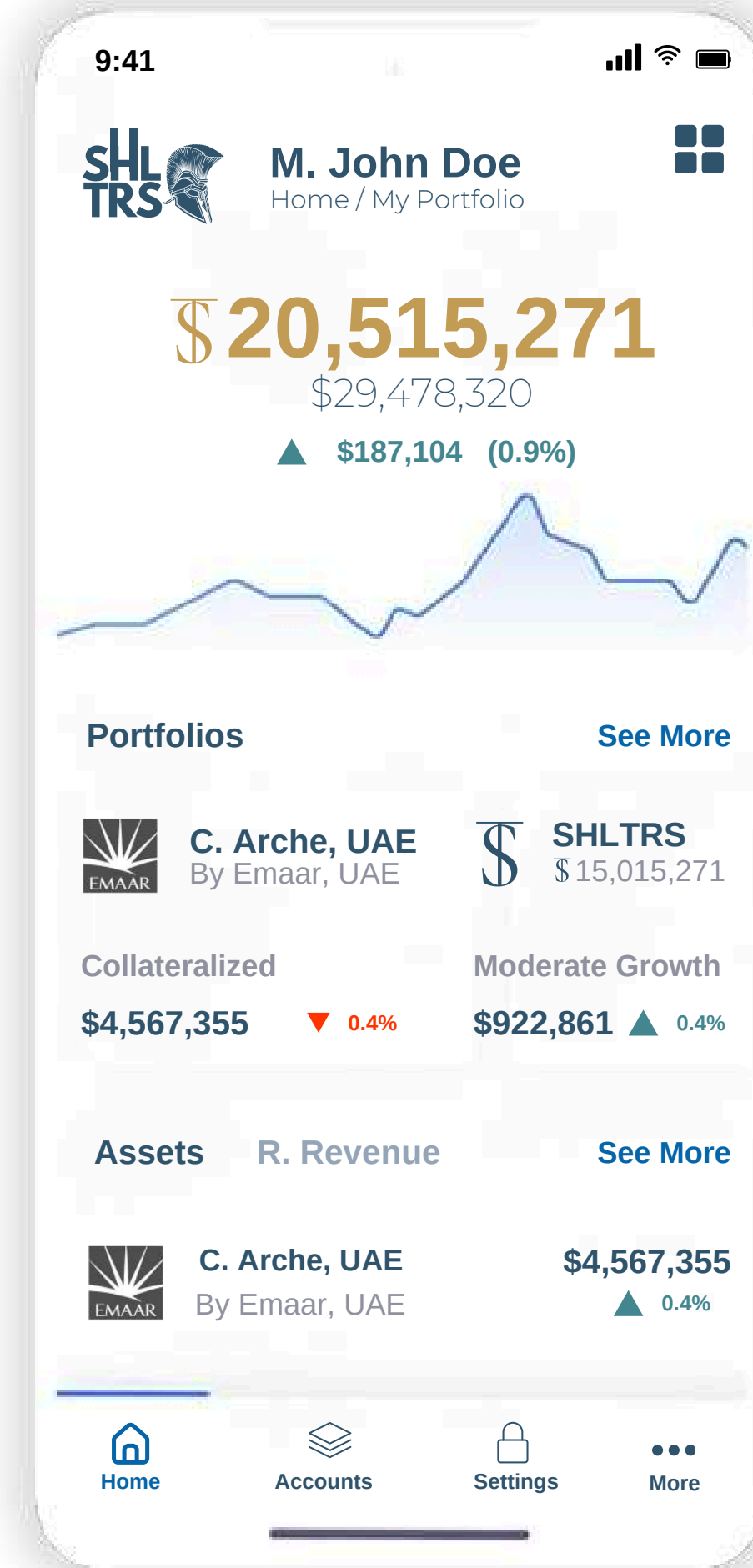
Provides fractional ownership of a physical property.

Highly Liquid and Easily Tradeable Tokenized Tangible Asset.

Receives fractional share of property ownership.

Token holders receive proportions of property revenue daily in SHLTRS.

Access to individual liquidity pools



# INFLUENCERS & MEDIAS BOARD



**Travladd Crypto**  
@OfficialTravlad  
Followers: 303.9K  
Subscribers: 70.5K



**Satoshi Club**  
@satoshi\_club  
Followers: 41.5K  
Subscribers: 106K



**Crypto Tommy Cr.**  
@ctommy95  
Followers: 54.1K  
Following: 38K



**Michael Saylor**  
@saylor  
Followers: 3.4M  
Following: 604



**Gollums Gems**  
@GollumsGems  
Followers: 31K  
Subscribers: 38K



**Caesars Calls**  
@Caesars\_Calls  
Followers: 1.9K  
Subscribers: 108K



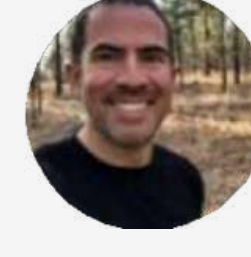
**MrBeast**  
@MrBeast  
Followers: 28M  
Following: 1,995



**Crypto Rover**  
@rovercrc  
Followers: 783.2K  
Following: 452



**Crypto Cat**  
@Gems\_1000x  
Followers: 259K  
Subscribers: 43K



**Bryan Ross**  
@bryanrosswins  
Followers: 8.2K  
Subscribers: 1.8K



**Whale Everything**  
@WhaleEverything  
Followers: 147.5K  
Following: 159



**Emily's Universe**  
@Crypto\_\_emily  
Followers: 132.3K  
Following: 621



**Crypto Moonlight**  
@CryptoMoonlightOfficial  
Followers: 16.4K  
Subscribers: 1.8K



Crypto Weekly  
cryptoweeklymag.com  
**CRYPTO WEEKLY** Circulation: 250,000  
Followers: 8.6K



# Management Team



**Adrian Ozinberger**  
*Project Manager*



**Alan Haupersky**  
*CTO*



**Kazé A. ONGUENE**  
*Chief Visionary Officer*



THANK YOU