

ILLUMINATES



SUMMARY:

- Required amount of seed-investments: \$300 000;
- Company shares for sale on the seed-investment round: 6%;
- Minimal amount of shares that could be bought: 0,5%;
- Maximum amount of participants: 12;
- Please note, that platform tokens are not included in the seed-investment special offer and will be sold separately;
- The goal is attracting \$1 000 000 via seed-investments and token crowdsale;

Calculation of the capitalization of the company, taking into account the reinvestment of profits after 5 years:

1. Initial seed-investments : \$300 000
2. 2nd round of additional capitalisation - in 1 year \$5 mln.
3. 3rd round of additional capitalisation - in 2 years \$25 mln.
4. Total income for 5 years = \$306 274 798
5. Total expenses for 5 years = \$66 627 396
6. Total net income for 5 years = \$239 747 402
7. Total stabilization fund (with an allowance for deducting 10% of net profit every quarter) at the end of the 5th year: \$30 627 479
8. Reinvestment in development (every quarter) for 5 years from income: \$275 647 318
9. Total number of platform users after 5 years: 8 587 545 people.
10. Monthly net income after 5 years: \$16 526 744.

Total company capitalization forecast after 5 year using Gordon growth model:
 Net income forecast for 6th year + stabilization fund actives + social media users capitalisation * grow rate - discount rate

Total social network users capitalization : \$16* 15 368 128
 OFZ bond 8% with 1,5 coefficient = Discount rate 12%

$$\$204\,872\,457 + \$37\,253\,998 + \$245\,890\,048 * (41,7\% - 12\% + 100\%) = \$632\,957\,404$$

Total capitalization after 5 years: \$632 957 404

By investing \$50 000, contributor will receive 1% of company shares. Considering capitalization calculations above, the projected price of the 1% of company shares after 5 years will be \$6 329 574. In that case, net profit will be 6 279 574 with 12559.15% ROI.

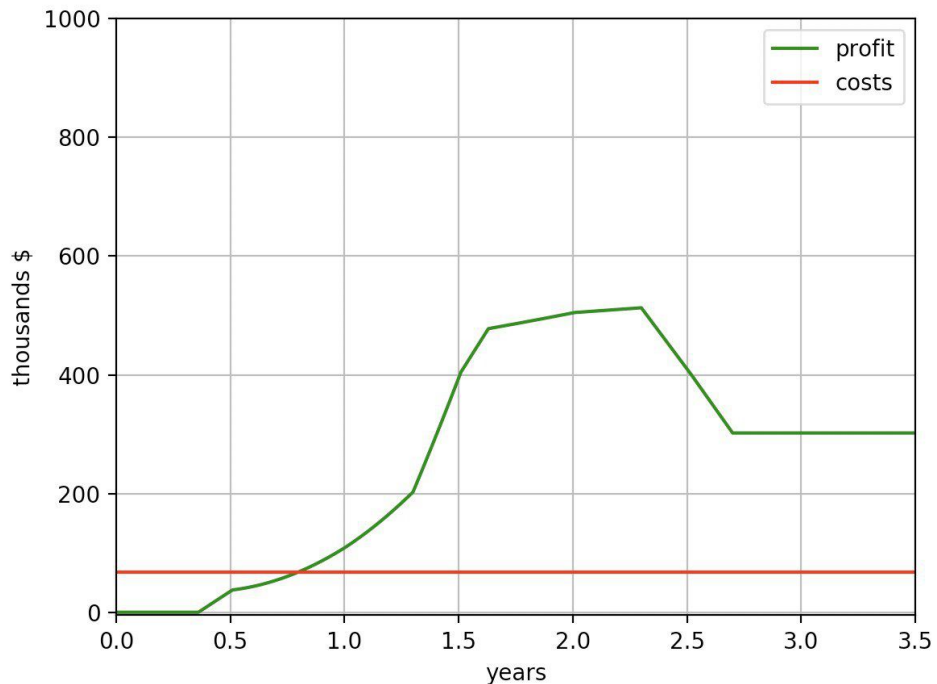
Separately contributors could buy project tokens. On the first round of the tokensale, bonus will be 200%. That's mean contributors will receive threefold increased amount of tokens. Only 675 000 LUM will be sold with mentioned bonus.

By purchasing LUM tokens on the first stage for 0.1 ETH, you can expect to receive goods and products on illuminates.org for price up to 10 ETH¹ after three years. Estimated ROI for tokens will be 9900.00%.

On the first round 6% of equity will be sold separately with 6% of project tokens.

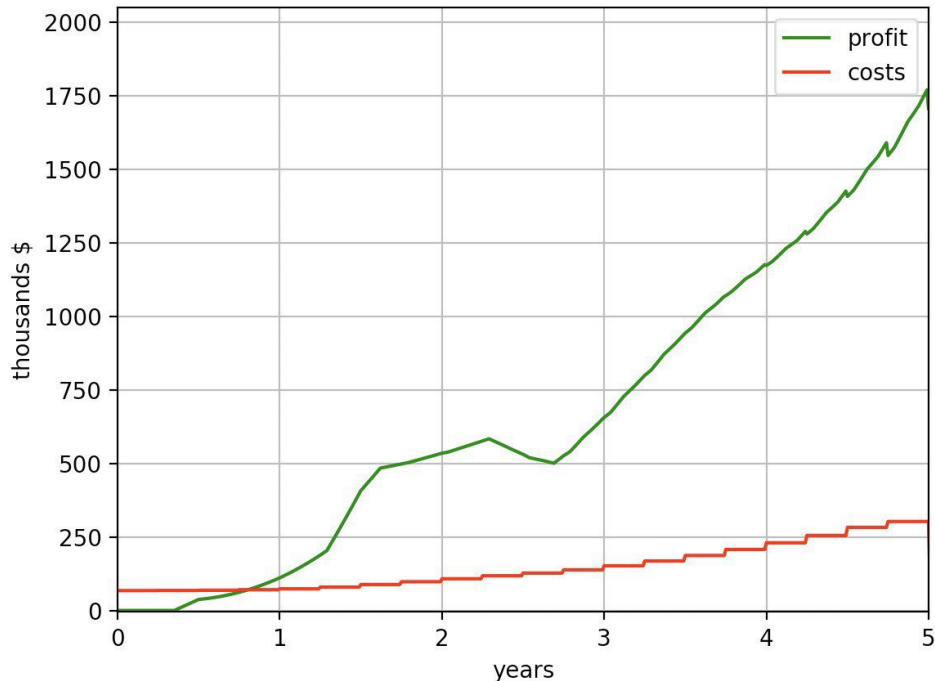
Predicted raised amount estimated at \$1 000 000 (including seed-investments and tokensale).

Graph of growth of gross net income of the company excluding reinvestment of profits:



¹ Could be achieved by entering in top 30 on Coinmarketcap (based July 2019 crypto market)

Graph of growth of gross net income of the company including every quarter profit reinvestment:



Distribution attracted \$1000000 of investments by directions:

1. **520000\$ - 52% of investments - development and refinement of the platform by directions** (Estimated time to reach the team's self-repayment point: 7 months).
 - a. **\$443520 - 44,35% of investments - Team:**
 - i. Number of members: 40 people;
 - ii. Team member average salary- 1400\$ monthly;
 - iii. The average cost of the operational needs of the team in terms of 1 team member - 100\$;
 - iv. Taxes on salaries and bank charges: 6% of the salary fund;
 - b. **\$65100 - 6,51% of investments - Company's operating expenses:**
 - i. Office floor space for work of a team: 500 sq m;
 - ii. The average cost of renting an office for 1 sq m: \$15/m
 - iii. Servicing the company in Estonia monthly: \$800
 - iv. The cost of renting servers and purchasing software per month: \$1000
 - c. **\$11380 - 1,14% of investments - contingency reserve.**
2. **\$480000 - 48% of investments - Marketing - the final result of 100,000 platform users** (Estimated time to reach the marketing self-repayment point: 7 months):
 - a. \$5 000 - 0,5% of investments - marketing research
 - b. **\$350 000 - 35% of investments - Advertising:**
 - i. an average cost per click: \$ 0,1
 - ii. An average conversion from advertising channel to user: 2%



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- iii. User average price: \$ 5,8
- iv. Total platform users: 60000
- c. **\$125 000 - 12,5% of investments - PR:**
 - i. The average price of paid publication in the media: \$2000
 - ii. An average publication time: 1 week;
 - iii. The average price of participation in the thematic conference: \$5000
 - iv. Average duration of participation in thematic conferences: 1 time per month;
 - v. Calculated price of a PR campaign in social networks (telegram channels & instagram): \$30000
- d. \$0 - 0% of investments - \$400 000 in Illuminat tokens in equivalent - Bounty campaign + referral system functioning - total result 40000 users of a platform.

Financial calculations in the following areas:

SaaS platform of ICO launching:

1. Expected number of users: 100 accounts (0.1% of 100,000 platform users)
2. The average life cycle of a startup on the platform for 2 years (fundraising stage) - 9 month
3. The cost of running a crowdfunding campaign on the platform - 798\$:
 - a. Site assembled on the designer, running on a separate domain;
 - b. Smart contract
 - c. Personal account for investors with functionality for bounty campaigns
 - d. Referral system
4. Subscription fee for using the platform - 399\$ per month from the 2nd month;
5. Platform commission as a percentage of investments attracted by a startup:
 - a. *1.9% of token emission*
 - b. *0.9% of fiat funds raised*
6. The leastshare of ICO startups, which were able to successfully attracted investment from the total number of running ICO: 10%;
7. [The least average amount of funds, collected on ICO by one successful startup - \\$ 5.656 million;](#)
8. The initial market value of tokens emitted by startup is equal to the amount of funds raised.;
9. An average time to sell a startup token after listing on third-party centralized exchanges - 1 year;
10. Average sales cycle tokens of startup: 1/12 total number of tokens purchased monthly
11. middle ROI startup-tokens 300%

Total expected revenue from payments for services of the platform:

$799\$ * 100\text{akk} + 399\$ * 100\text{akk} * 8\text{month} = \$0,399 \text{ M}$



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Total expected revenue from the commission of attracted fiat funds:

$$100 \times 0.1 \times 5,656 \times 0,009 = \$0,509 \text{ M}$$

Total expected revenue from the commission from tokens emitted by startups:

$$\$5,656 \text{ million dollars} \times 10 \text{ project in tokens} \times 0,019 \times 3 = \$3,224 \text{ M}$$

Total expected revenue from direction “SaaS platform of ICO launching”:

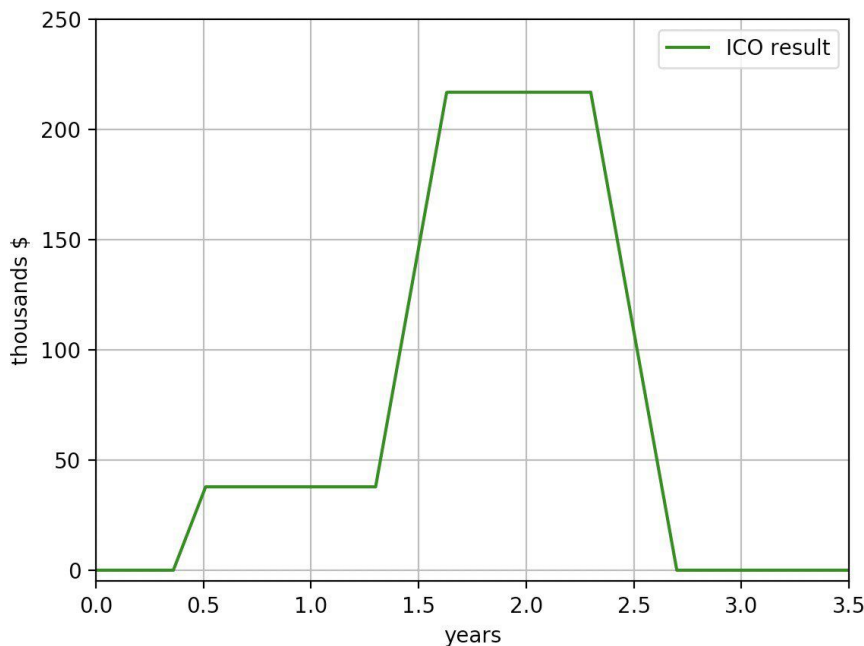
$$\$0,399 \text{ M} + \$0,509 \text{ M} + \$3,224 \text{ M} = \$4,132 \text{ M}$$

ICO market month by month

ICO started, ongoing and ended for the past 12 months

Month	Starting	Ongoing	Ended	Raised	Raised Amount	Avg. Raised
March 2018	333	319	232	118	\$3 449 107 226	\$29 229 722
April 2018	296	379	222	111	\$1 145 935 477	\$10 323 743
May 2018	267	439	254	126	\$1 085 562 724	\$8 615 577
June 2018	255	414	268	107	\$1 601 431 075	\$14 966 646
July 2018	212	390	217	85	\$680 372 377	\$8 004 381
August 2018	196	388	169	56	\$787 224 388	\$14 057 578
September 2018	225	402	169	69	\$390 266 791	\$5 656 040
October 2018	191	454	167	58	\$532 594 604	\$9 182 666
November 2018	184	481	178	69	\$403 885 544	\$5 853 414
December 2018	115	477	244	81	\$475 588 169	\$5 871 459
January 2019 *	118	349	116	32	\$347 186 058	\$10 849 564
February 2019 **	46	349	21	6	\$29 483 907	\$4 913 984

Graph of growth net profit of the direction “SaaS platform of ICO launching”:



Freelance Exchange :

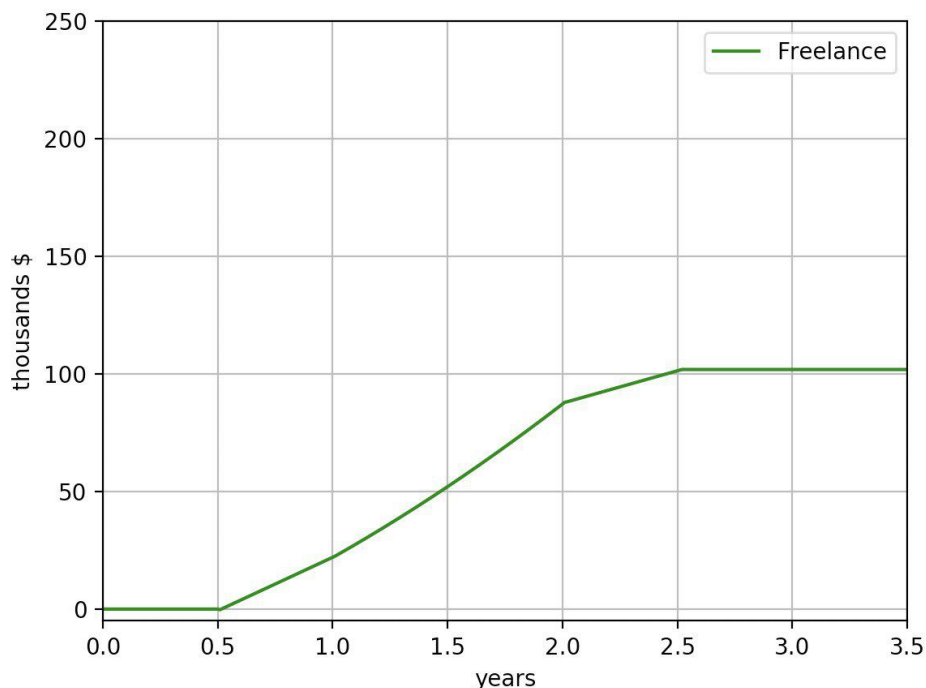
1. An average startup costs for freelance services - 15% of attracted investments;
2. Estimated investment, which startups will attract on ICO- \$56,56 M;
3. An average token emission share owned by startup - 20%;
4. An average ROI of startup tokens - 300%;
5. [An average number of freelance services orders in one year, by owners of stores, Funds, professional traders etc. - 3000 orders;](#)
6. [An average order checks on freelance services in one year, by owners of stores, Funds, professional traders etc. - 2000\\$;](#)
7. Platform commission in percentage for each operation - 3,9%

Total expected revenue of a platform from funds spent on freelance services by startups:
 $0,039*(0,15*($56,56 \text{ M.} + \$56,56\text{M.} * 3 * 0,2)) = \$0,526 \text{ M.}$

Total expected revenue of a platform from funds spent on freelance services by owners of stores, Funds, professional traders etc.:
 $0,039 * 3000 * \$2000 * 2 = \$0,468 \text{ M.}$

Total expected revenue from direction “Freelance exchange” for two years of platform functioning:
 $\$0,526 \text{ M.} + \$0,468 \text{ M.} = \$0,994 \text{ M.}$

Graph of growth net profit of the direction “Freelance exchange”:



SaaS platform of launching, maintenance, and support tokenized investment Funds:

1. Cost of creation tokenized Fund on the platform - free;
2. Subscription fee for creating of Fund deversive portfolio - \$99 monthly;
3. Cost of website creation by using of site constructor on a separate domain name - \$78;
4. A subscription fee for investment Fund site on a separate domain name - \$39 monthly starting from second month;
5. Amount of investments in tokenized investment funds, regarding the statistics on 01.01.2019 - \$ 7,5 - 10 B;
6. The shares in percentage in statistics of unofficial tokenized investment funds - 30%;
7. The population of the World according to the UN for 2015: 7 billion people;
8. A percent of population, that have use cryptocurrencies at least once - 4%;
9. **Platform commission** from funds attracted by investment fund in percentage - 3,9%.

We put forward two marketing hypotheses:

1. Amount of investments in tokenized investment funds for two years comparable to the amount of investments in ICO startups for two years and approximately equal to \$5,656 M;
2. Investment share in tokenized investment funds of the platform users will be comparable with global investment share in cryptocurrencies investment funds:
 - a. An average number of people who use cryptocurrencies: 7 billions of populations * 0,04 = 280 M people;
 - b. An average amount of investments in tokenized investment funds: (10 B officially + 10*0,03) = \$13 B;
 - c. An average amount of investments in tokenized investment funds recalculated for one person: \$13 B/ 280 M = 46,428\$ for each person.

Total expected revenue of a platform from attracted funds by tokenized investment funds according to marketing hypothese №1:

$$0,039 * \$56,56 \text{ M} = \$0,509 \text{ M}.$$

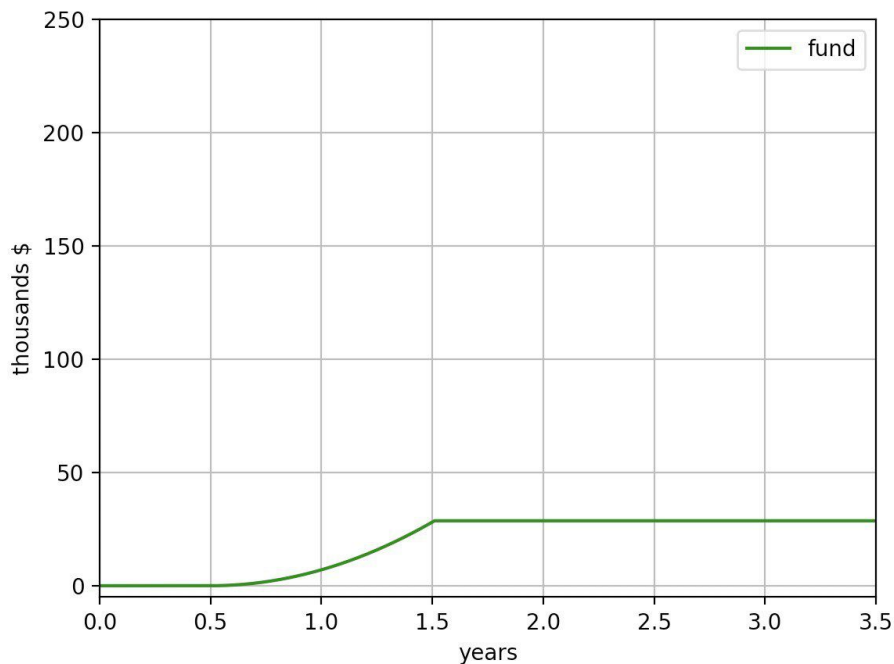
Total expected revenue of a platform from attracted funds by tokenized investment funds according to marketing hypothese №2:

$$\$46,428 * 100000 = \$0,464 \text{ M}.$$

Total expected revenue of a platform from attracted funds by tokenized investment funds will be the average between two marketing hypotheses:

$$(\$0,509 \text{ M} + \$0,464 \text{ M}) / 2 = \$0,486 \text{ M}.$$

Graph of growth net profit of the direction “SaaS platform of launching, maintenance, and support tokenized investment Funds”:



Decentralized and centralized exchanges:

1. [Total number registered users of a Coinbase: 20000000 people;](#)
2. An average number of daily active users of a Coinbase: 422 000 people;
3. Expected number of Illuminates platform users, which will make at least one transaction - 40% or 40 000 users;
4. [An average trading volume for one person on Binance exchange: \\$2137;](#)
5. [An average trading volume for one person on Bitfinex exchange: \\$3518](#)
6. [An average trading volume for one person on Coinbase exchange: \\$189](#)
7. An average market- maker commission - 0,045%;
8. An average market- taker commission: 0.095%.

An average number of daily active users: $422\ 000\ \text{active} / 20\ 000\ \text{total} = 2,11\%$ of active users.

An average trading volume for one daily active user: $(\$2137 + \$3518 + \$189) \cdot 3 = \1948

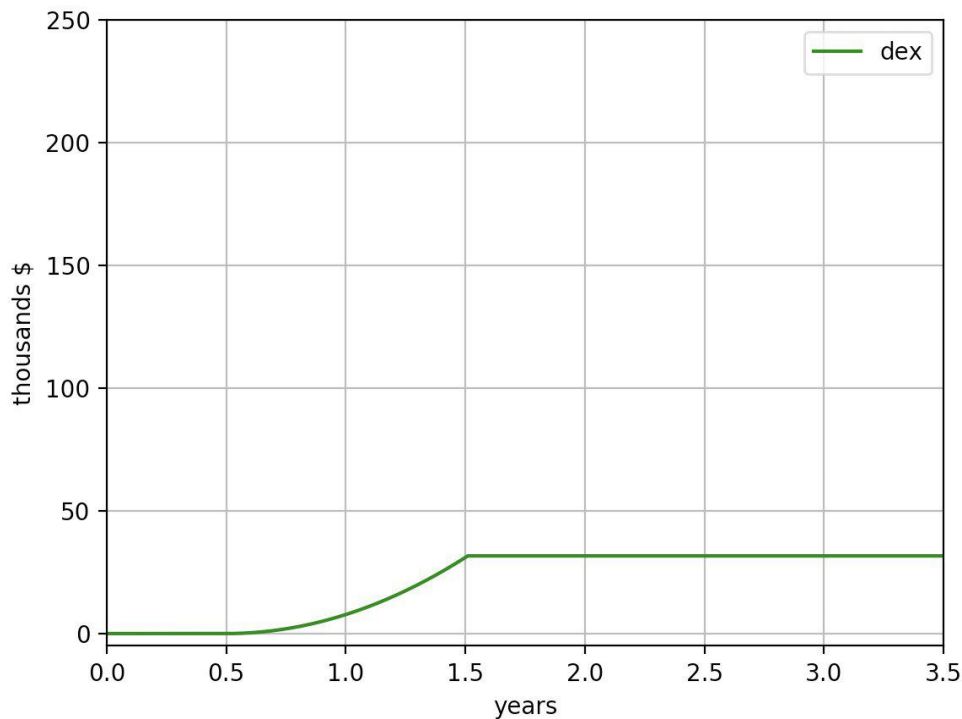
Marketing hypothesis - Illuminates platform will process at more than 30% of an average of daily trading volume:

$\$1948 \cdot 0,3 = \584

Total expected revenue from an average trading volume from direction “Decentralized and centralized exchanges” for two years:

$(\$584 \cdot 40000 \cdot 0,0211 \cdot 365 \cdot 2) \cdot (0,00045 + 0,00095) = \$0,504\ \text{M.}$

Graph of growth net profit of the direction “Decentralized and centralized exchanges”:



Marketplace:

1. A subscription fee for creating from 10 to 30 product cards on marketplace for individuals - \$9,99 monthly;
2. Expected number of platform users, which will make a subscription at one time during the year - 5000 accounts (5% from 100 000 users);
3. Access to constructor of unique pages product cards for legal entities - \$49;
4. A subscription fee for b2c\b2b commerce on the platform with unique product card mechanism:
 - a. From 31 to 300 product cards - 19\$ monthly/ 48,5\$ once per 3 months/ 160\$ yearly;
 - b. From 300 to 10 000 product cards - 40\$ monthly/ 102\$ once per 3 months/ 336\$ yearly;
5. Total number of internet users in the World: 4,2 B of people;
6. [Total number of internet users, who shop online: 1,6 B of people:](#)
7. [An average purchase check online: \\$80:](#)
8. Platform commission from each deal in c2c and b2c sales: 0,9%;
9. Commission platform from the sale of each digital copy of the ticket in the section“Conferences”: 11,9%;



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10. Commission platform from the sale of advertising space for third-party advertisers: 11,9%;
11. Average check advertising placement on cryptocurrency platform: \$2000
12. Average monthly amount of business events: 5
13. Average ticket price for business events: \$500
14. Average percentage of business event visitors: 0,1%;
15. Commission platform from sale of each digital copy of the software in the section It Software: 14,9%

Total expected platform revenues from the subscription of individuals for the year:
 $5000 * \$9,99 = \49950 .

Marketing hypothesis by section b2c and b2b:

Assume:

1. 40% of users of the platform will make an order with an average check of 25% of the average check of spending on the Internet - \$ 20 1 time in 3 months;
2. A similar number of users who come from outside the platform will make an order with an average check of 55% of average check spending in internet- \$ 4 once every 3 months;

Total expected platform earnings from the section b2c and b2b sales per 1 year:
 $(40000 * \$20 + 40\ 000 * 4\$) * 4\ \text{quarters} * 0,009 = \$\ 34\ 560$

Total expected platform revenues from funds from event ticket sales:
 $\$500 * 100\ \text{users} * 12\ \text{month} * 0,119 = \$71\ 400$

Marketing hypothesis for the sale of advertising space for third-party advertisers:

Assume:

1. Average order check order advertising space through the platform: \$2000;
2. Average number of customers per month: 100 people;

Total expected platform revenues from funds from the sale of advertising space to third-party advertisers:
 $\$2000 * 100\ \text{users} * 12\ \text{month} * 0,119 = \$285\ 600$

Total expected platform earnings from sales It Software:

The sum of all startups, funds/ $10 * \$100\ 000$, freelancers $3000 * \$100$, shop owners $\$500 * 200$ their average consumption on IT software = $(\$1000000 + \$300000 + \$100000) = \$1400000 * 14,9\% =$ Software result: \$208600

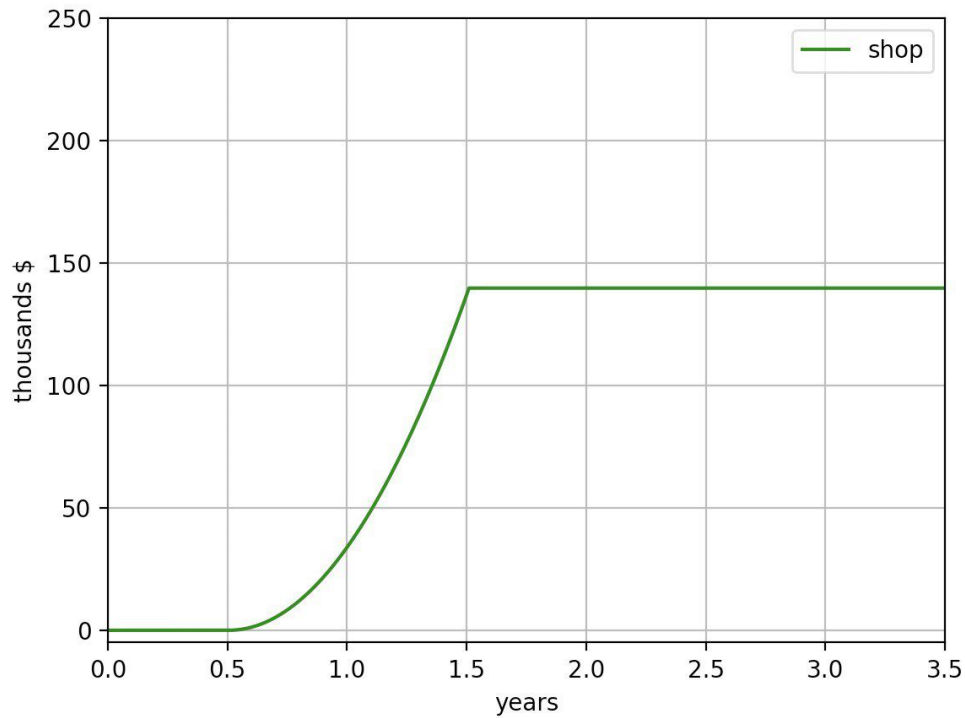
In result expected income from the direction of “Marketplace” for the year of operation of the platform:

$\$49\ 950 + \$34\ 560 + \$208\ 600 + \$285\ 000 + \$71\ 400 = \$649\ 510$



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Graph of growth net profit of the direction “Marketplace”:



Social network:

1. The first community for our social network will be users of the platform.;
2. Expected rate MAU per 100000 platform users: 40% or 40000 platform users
3. [The price of the user on the example of today's existing third-party networks range from \\$16 to \\$247.](#)

Marketing hypothesis of cost of one user - it will be at the lowest statistical indicator - \$16