

**SUMMARY**

milestoneBased dramatically improves milestone management and achievement by using the power of a blockchain DAO and smart contracts, to shorten the path to growth and monetization for early-stage crypto investors and their startups.

- First to market leveraging a distributed ledger/ blockchain solution for more efficient milestone management and collaboration.
- Experienced team of startup builders and thought leaders with deep networks in the blockchain ecosystem.
- Blockchain MVP ready with an ability to onboard projects utilising “white glove” concierge service.
- Meets the need of the crypto community that want to use blockchain-based solutions and contribute to adoption.

**TARGET USERS & PROBLEM WE ARE SOLVING**

The Blockchain sector, including VCs, Angel investors, and crypto startups is our initial target. Next we will target all technology investors and startups.

Early stage investing is characterized by capital inefficiency, non-standardized process, lack of transparency and accountability, not enough datapoints for desired insight, and inefficient collaboration between investors and startups. This impedes optimized startup growth and slows time to monetization and liquidity for investors.

**KEY TEAM MEMBERS**

Crypto Natives, Serial Startup Builders, Industry Thought Leaders



**Ian Arden**  
Leadership



**Mykola Kovach**  
Design



**Vasyl Yuhas**  
Dev Lead



**Linda Montgomery**  
Communications



**Anna Boda**  
Platform & Community

Advisors



**Ian Friend**  
Ferrum Network



**Olesia Arkhipova**  
Sector F

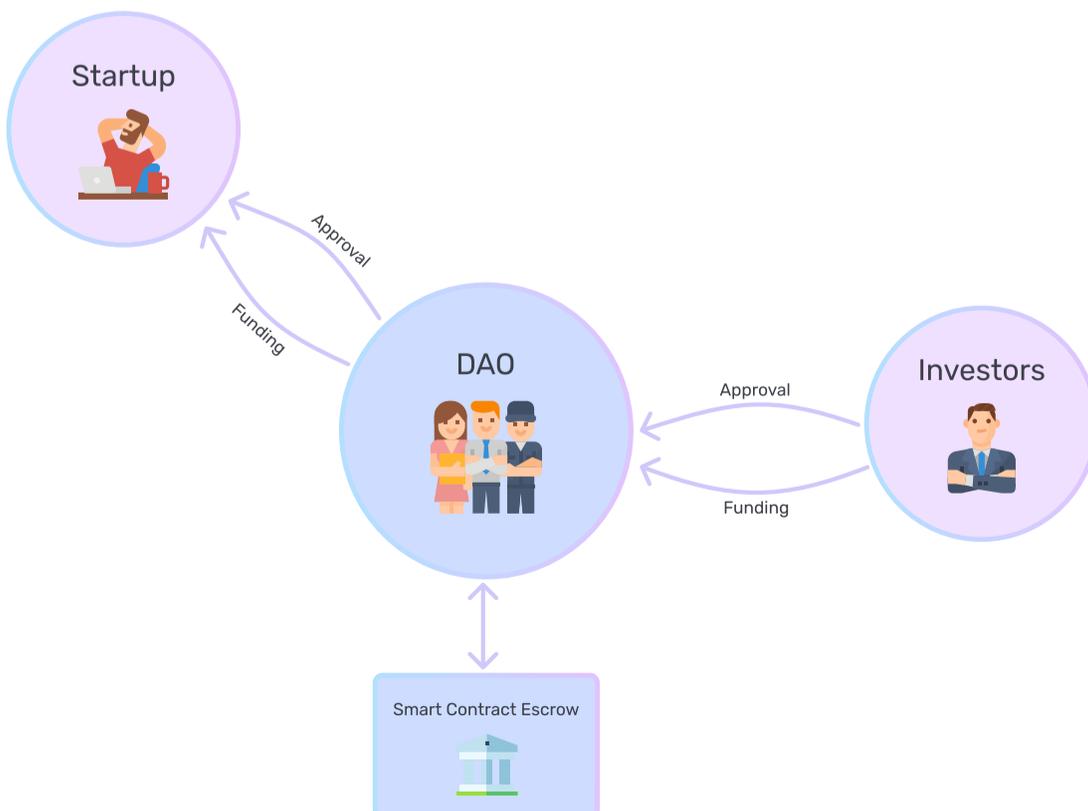
**OUR TECHNOLOGY**

milestoneBased provides a unique milestone management and accountability platform for investor and startup collaboration. It uses DAO (Decentralized Autonomous Organization) structure and escrow smart contract tools, to automate and improve milestone management and a startup’s milestone achievements.

Funding decisions and governance of the platform are executed by the investor community. Changes are made via voting protocols, no solo impact is possible to change a milestone or a roadmap. milestoneBased gives investors confidence, improved security, superior data-driven insights, and a faster path to monetization for their portfolio companies. Startup teams become more motivated and strengthen their performance by focusing on the right milestones to optimize growth.

**MILESTONEBASED PLATFORM**

Crypto startups list their company roadmap milestone plans and are connected with investors that can choose to fund them. Funds are held in escrow smart contract till the milestone is verified complete, then released to the startup. The DAO provides governance and voting through the token. Advanced analytics, Investor Memo guidance and other services are planned.



## REVENUE MODEL

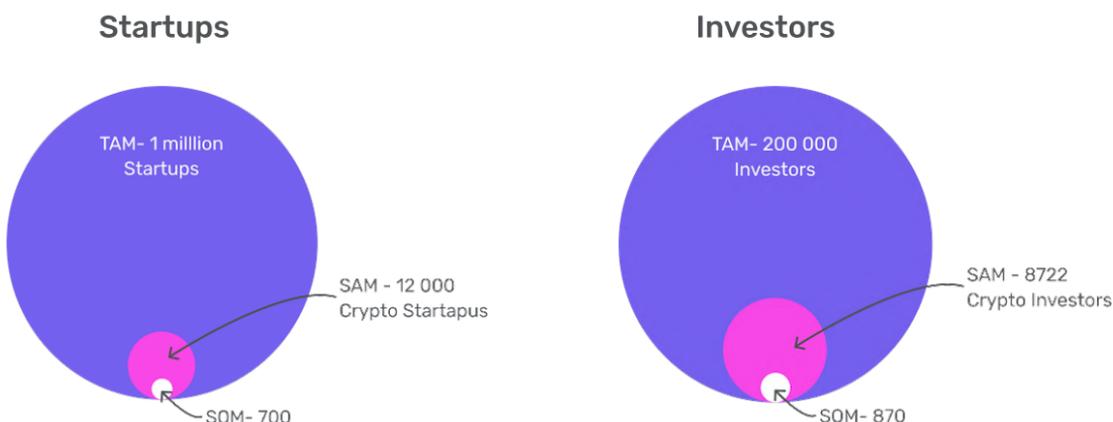
Our business model charges investors a fee for funds allocated, and startups a fee for funds withdrawn. We will implement Yield Farming on the funds held in escrow. We have other revenue streams planned as well for additional services and service tiers.

## MARKET SIZE AND TRENDS

In 2020, \$20 billion was invested in crypto startups by VCs, Angels and other startup investors. In just the first half of 2021, \$17 billion was invested in crypto Startups by these investors, representing a dramatic increase in interest.

**For STARTUPS**, our Total Addressable Market (TAM) is 1 million startups, we will target 12,000 crypto startups as our Serviceable Available Market (SAM), and till the end of 2023 our Total Available Market (TAM) we will target is 700 crypto startups.

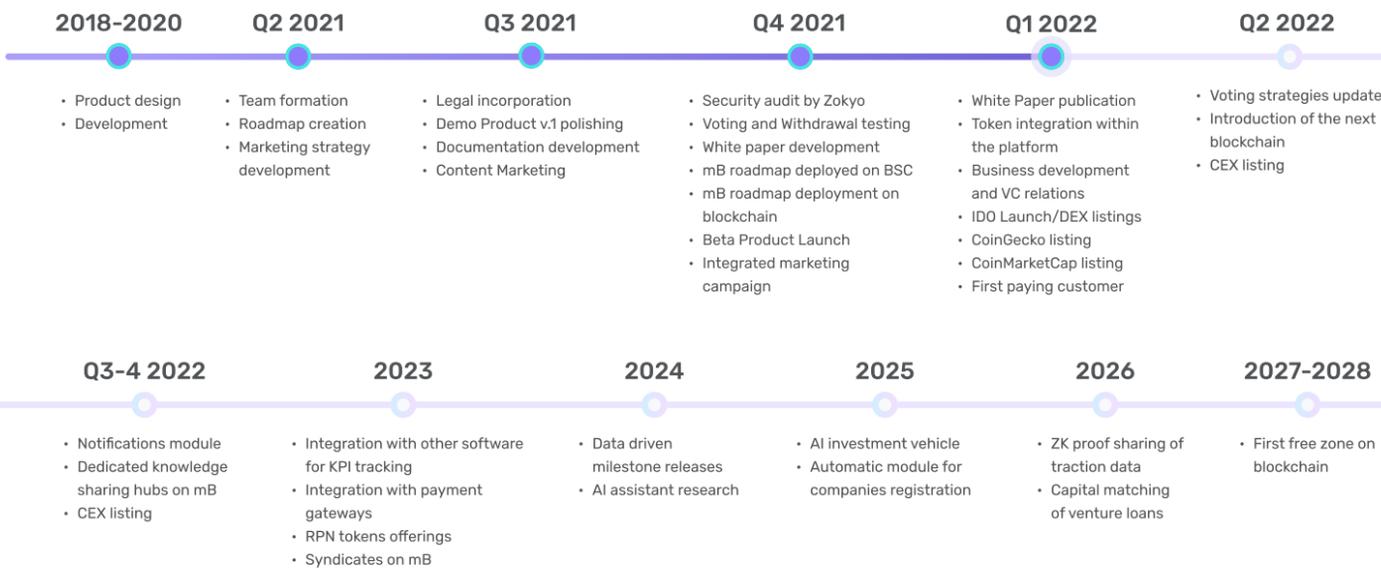
**For INVESTORS**, our TAM is 200,000 tech investors, our SAM is 8722 crypto and blockchain investors, and till the end of 2023 our SOM we will target is 870 crypto investors.



(source: Pitchbook)

## MILESTONES & ROADMAP

CURRENT STAGE OF DEVELOPMENT: Beta Version, Validating MVP

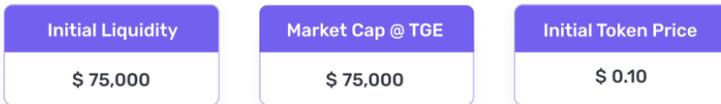


## TOKENOMICS

TOTAL TOKEN SUPPLY: 100,000,000 MILE

Category	Allocation	MILE Tokens	Lock Period	Vesting	Notes
Founders	13.00%	13,000,000	24 Months	40 Months	2.5% per Month starting Month 25
Team	12.00%	12,000,000	8 Months	20 Months	5% per Month starting Month 9
Advisors	4.00%	4,000,000	8 Months	10 Months	10% per Month starting Month 9
Marketing	13.75%	13,750,000		40 Months	2.5% per Month
Operations	7.00%	7,000,000		40 Months	2.5% per Month
Rewards	18.00%	18,000,000	7 Days	12 Months	8.33% per Month
Reserve	17.00%	17,000,000	6 Months	10 Months	10% per Month starting Month 7
Exchange Liquidity	7.50%	7,500,000	3 Months	12 Months	Future use for Exchange Listing, 8.33% per Month starting Month 4
Power Launch Liquidity	0.75%	750,000			Initial Liquidity added through Power Launch Process
Future Token Sale	7.00%	7,000,000	60 Months		This is reserved for future tokensale - 4 chunks

100.0%



## TOKEN LAUNCH

Using a Power Launch strategy in the spirit of a DAO, all token holders are equal; no private sales, no pre-sales or artificial price splits. Power is given to the community and to those willing to add value ie-building awareness or a partnership. Sign up on our website.

We align interests and solve post IDO sell pressure by:

DAO participants are able to see and understand execution progress on a startup's milestones, hence are more likely to hold. Token holders have an opportunity to add value through voting, but also get a sense of clarity and shared vision with the startup's goals.

Investor funds allocated to a startup's milestones are stored securely via escrow smart contract without anyone having direct fund access. Token holders can be assured startup teams will not run off with funds and are more likely to support the startup's progress, not sell at the first opportunity.

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