

1 PAGER | IEO

GRAYLL | A Simple App for

Freedom, Prosperity & Wealth Inception

A start & stop system which contains algorithms that are able to conceive substantial profits in any market trend. Users don't need to have investment or financial trading experience, an automated profit notification system alerts users when to consider closing algorithmic positions. The App is driven by AI, Machine Learning and Distributed Ledger Technology, which support our solutions for a multitude of trading & investment problems.

INITIAL EXCHANGE OFFER PROPOSAL

Soft Cap | \$1.5 Million Discounts | 5% - 30%
Token Price | \$0.01 Token Standard | Stellar

TOKEN ALLOCATIONS: 12.5 Billion

IEO 40% Marketing & Partners 20%
Algorithmic System 20% Team & Advisors 20%

SERVICEABLE AVAILABLE MARKET

\$7.4 Trillion Crypto Asset Trading Volume 2019

GRAYLL REVENUE FORECAST

\$231 Million FY | 2020

GRAYLL MAU FORECAST

1.425 Million FY | 2020

COMPETITIVE ADVANTAGES

- Algorithmic Trading Automization
- Algorithmic Profit Notification System
- Market Trend Agnostic (Double Digit ROI in Bull, Bear & Sideways Trending Markets)
- Maximized Simplification
- Institutional Product for Retail Market
- Artificial Intelligence
- Machine Learning
- Hybrid Decentralization
- Fast Withdrawal Process to Fiat Currency



BUSINESS STRATEGY

Business Model

Revenue generated from trading fees (0.3% - 1.8%) for opening and closing algorithmic [deep learning] positions.

User Acquisition Strategy

Primary Focus Millennial Males (Gen Y)
Secondary Focus Baby Boomers + Gen X & Z

Primary Markets

UK, USA, Canada, Australia

Expansion Markets:

Japan, South Korea

It is possible to add additional revenue streams by offering exchange options to GRAYLL tokens within the App wallet and debit cards linked to the user App wallets.

PROBLEMS

- Misaligned Interests
- Market Manipulation
- Extreme Volatility
- Lack of Time
- Lack of Trading Experience
- Lack of Investment Knowledge
- Lack of Financial Analysis Skills
- No Access to Professional Tools
- Limited Market Information
- Trading Psychology & Discipline

SOLUTION

A hybrid distributed ledger technology based App, that is automated with algorithms, AI & Machine Learning to generate outsized profits, but is simple to use and available to everyone. AI assisted decision making for efficiency & results.

CORE TEAM



Fernando de Menezes
Founder



Akshay Arora
Co-Founder



Hemal Gandhi
Co-Founder



Daniel Peter
DLT Developer



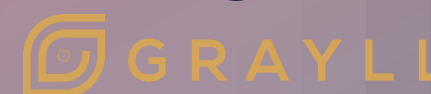
Artem Zaitsev
DLT Advisor



Aleksandar Djordjevic
DLT Advisor



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MARKET OPPORTUNITY

Katherine Wood, CEO of ARK Investment Management, revealed from her research that in 2018 there was \$1.4 trillion in transaction volume on the Bitcoin blockchain.

In February 2019, the BitMEX crypto derivatives exchange achieved \$1 Trillion in notional trading volume.

Based on extensive market sizing research on the future potential of Asset Tokenization, Finoa estimates that the tokenized asset market will be \$24tn by 2027.

Research and surveys from institutions such as the World Economic Forum (WEF), Deloitte and McKinsey, project that up to 10% of the global Gross Domestic Product (GDP) will be stored and transacted with the help of blockchain technology by 2025-27.