



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% - 15%

Digital Asset Price | \$0.01 DLT | Stellar Network

TOKEN ALLOCATIONS: 12.5 Billion

IEO 40% Marketing & Partners 20%

Algorithmic System 20% Team & Advisors 20%

SERVICEABLE AVAILABLE MARKET

\$7.4 Trillion Digital Asset Trading Volume 2019

GRAYLL REVENUE FORECAST

\$231 Million FY | 2021

GRAYLL MAU FORECAST

1.425 Million FY | 2021

COMPETITIVE ADVANTAGES

Artificial Intelligence Trading Automation

Artificial Intelligence Notification System

Market Trend Agnostic (Double Digit ROI in Bull, Bear & Sideways Trending Markets)

Maximized Simplification

Institutional Product for Retail Market

Machine Learning

Artificial Neural Networks

Hybrid Decentralized Architecture

Decentralized Accounts (Users Hold Private Keys)



BUSINESS STRATEGY

Business Model

Revenue generated from trading fees (0.3% - 1.8%) for opening and closing algorithmic [deep learning] positions. 18% performance fees on profits generated.

User Acquisition Strategy

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

Geographic Focus

UK, USA, Canada, Australia, France

Expansion Markets

Japan, South Korea, Turkey, Germany

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

PROBLEMS

1. Misaligned Interests
2. Market Manipulation
3. Extreme Volatility
4. Lack of Time
5. Lack of Trading Experience
6. Lack of Investment Knowledge
7. Lack of Financial Analysis Skills
8. No Access to Professional Tools
9. Limited Market Information
10. Trading Psychology & Discipline

SOLUTION

A hybrid distributed ledger technology based App, that is automated with AI & Machine Learning & Neural Networks 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



Francis Park
Chief Investment Officer



Huy Tuan
Chief Developer



Artem Zaitsev
DLT Advisor



Aleksandar Djordjevic
DLT Advisor



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MARKET OPPORTUNITY

2019 was forecasted to have \$7.4 trillion in digital asset trading volume. To stimulate a healthy global economy for its 189 member countries, Georgieva says leaders will have to “keep pace with fact developments in fintech, including digital currencies.”

Based on extensive market sizing research on the future potential of Asset Tokenization, Finova 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.