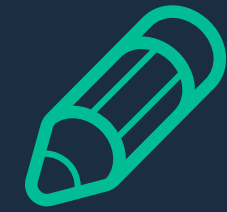# PROOF

Token Presale Kit

proofsuite.com/presale

Proof's **Available** Product Lineup

While many token sale events are simply backed by whitepapers and ideas, Proof's token sale is powering new levels of value and decentralization for existing, proven products.

PROOF DASHBOARD

The Proof Dashboard has 4,000 active users creating and exchanging traditional and asset-backed cryptocurrencies.

PROOF ICO MKR

The ICO MKR makes it easy for Proof users to build ICO landing pages and serves as a crowdsale management portal.

PROOF STOKENS

Proof Stokens allow store owners to create blockchain-based cryptocurrencies, selling and accepting them as payment in-store.

PROOF DOCS

Proof Docs makes it easy to upload legal files to the Storj blockchain and receive hashed references for smart contracts.

PROOF WALLET FOR ANDROID

The Proof Wallet makes it easy to transfer Bitcoin, Ethereum and user-created tokens via NFC or QR-code technology.

PROOF BLOCKCHAIN

The Proof Blockchain and Block Explorer make it easy for Proof Dashboard users to create and track tokens without paying fees.

PROOF LAGAB

Proof's LAGAB generates legal agreements for token smart contracts which can represent physical or non-physical assets.
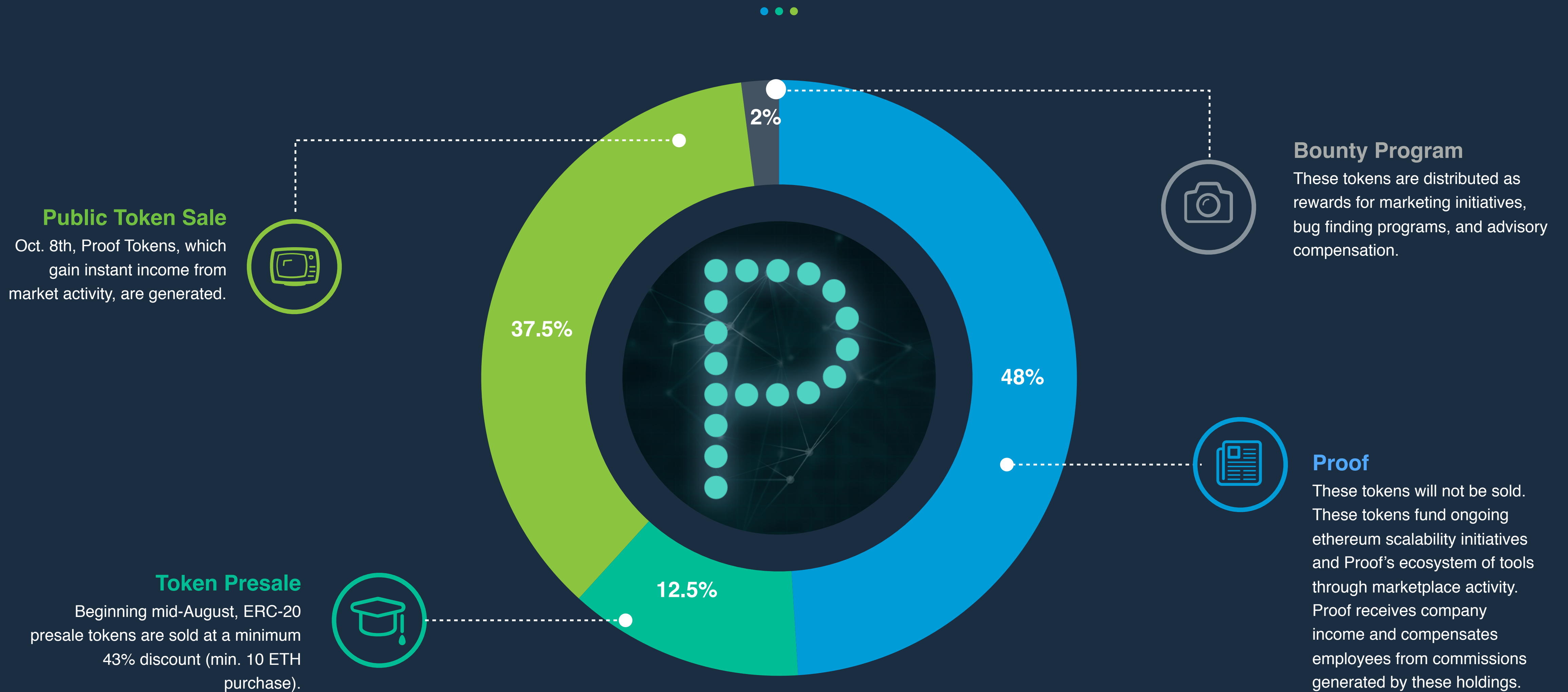
PROOF API

Proof's RESTful API allows developers to integrate blockchain into their apps and games seamlessly.

**PROOF TOKEN HOLDERS
GAIN REGULAR, INSTANT PAYOUTS
FROM CRYPTO-FIAT PURCHASES
AND PROOF'S DECENTRALIZED
MARKETPLACE ACTIVITY
BEGINNING IN FEBRUARY 2018**

Token Distribution

Of the 2,362,062 generated, 1,181,031 (50%) are offered for sale during the presale and public token sale events.

Bounty Program

These tokens are distributed as rewards for marketing initiatives, bug finding programs, and advisory compensation.

Public Token Sale

Oct. 8th, Proof Tokens, which gain instant income from market activity, are generated.

Token Presale

Beginning mid-August, ERC-20 presale tokens are sold at a minimum 43% discount (min. 10 ETH purchase).

Proof

These tokens will not be sold. These tokens fund ongoing ethereum scalability initiatives and Proof's ecosystem of tools through marketplace activity. Proof receives company income and compensates employees from commissions generated by these holdings.

2%

37.5%

48%

12.5%

PRESALE TOKEN PARTICIPANTS RECEIVE A MINIMUM 43% DISCOUNT ON PUBLIC OFFERING TOKEN PRICES

Proof's Assurance Market Protocol Eliminates
Trust In Tokenized Real-World Asset Investments

Asset Token

01

Issuance
User claims they own a home and tokenizes the ownership, placing it on blockchain.

Crypto Fiat

02

USD/EURO
User stipulates the generated smart contract will receive crypto-USD instead of ETH.

EVS

03

Event Verification & Settlement
The EVS receives and publishes conditions of dividend and liquidation minimum requirements set by the user.

Underwriting

04

Insurance for Investors
To be featured on marketplaces that follow the AMP protocol, a minimum of 50% of claimed initial value must be insured in a smart contract.

Proof Payout

08

Commissions
For seeding the crypto-fiat smart contract, Proof Token holders receive commissions for fiat purchases and speculator activities that signal risk.

Distribution

07

Insurers, Speculators, Investors
If the issuing user does not meet minimum requirements in payments audited by EVS, insurance funds are distributed to speculators and investors.

Events

06

Feedback
The user may or may not make payments to the asset smart contract to pay token holders.

Risk Signals

05

Speculators
Crowdsourced regulation activates. Users can tap into insurance funds by wagering against positive outcomes from the EVS.

Presale Overview

proofsuite.com | investments@proofsuite.com

Proof Token **Timeline**

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Jan. 2017

Proof Marketplace Launched

Increasingly, more crypto hedge funds are interested in adopting the Assurance Market Protocol to enhance investment safety, access new investment alternatives such as prediction markets and insurances, and tokenize real world assets.

Summer 2017

Whitepaper Release & Proof Token Presale

The Proof Whitepaper outlines how Proof is decentralizing its entire platform to create a trading solution free of regulatory oversight and with more safety for investors and issuers.

Oct. 2017

Proof Token Public Sale

With over 1,500 potential investors signed up to participate two months before the public token sale, public sale tokens will be issued on Oct. 8th at 8am +8:00:000 GMT.

Feb. 2018

AMP Activates

Proof will fully integrate AMP features and roll out crypto-fiat seeded with half of the initial ETH raised in the pre and public sales.

Executive **Leadership**

Seoul, KR

Tai Kersten
CTO, Global Head

A mathematical child prodigy and seasoned startup entrepreneur, Tai manages product roadmaps and blockchain-backed asset initiatives.

Mike De'Shazer
CEO

With 12 years of software development and corporate management experience, Mike leads corporate strategy and product.

David Van Isacker
CIO

With a Master's in computational and mechanical engineering from Seoul National University, David leads Proof's secure smart contract ecosystem development.

Joseph Yoo
General Counsel, COO

Joseph leads deal structuring and legal strategy at Proof. With 5 years experience as an in-house, transactional lawyer, Joseph ensures legal process efficiency.

DEV · DEV · DEV · FIN

LET'S TRANSFORM THE STATUS QUO TOGETHER