

BB Fund Fact Sheet

by Life.SREDA VC

Investment proposal

Fund Name: BB Fund

Description: VC fund for early-stage blockchain investments launched by Life.SREDA VC

Structure: Cayman LP, Singapore LLC

Fund size: \$200M cap, \$50M target first closure;

Target investors: accredited/experienced, limited amount

Accepted: USD; BTC, ETH

Investment cycle: 3 years

Fee structure: 5% entry fee, 2% mgt fee, 20% success fee

Blockchain and ICO market overview

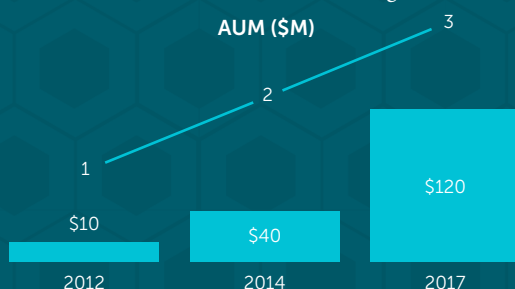
- Financing in Blockchain grew from \$83M in 2013 to \$542M in 2016, with rise in amount of deals from 31 in 2013 to 119 in 2016
- 2015 and 2016 showed a very slow growth in investments: 33% and 18% respectively
- Nonetheless, Blockchain is only 2.3% of all Fintech investments
- Shortage of equity funding new investment instruments like ICOs/ITOs
- ICOs / ITOs has already surpassed VC funding with almost \$1.9B worth of investments in 2017 compared to VC's \$400M the same year
- Up to this day, we came up with almost 350 ICOs/ITOs ran and planned
- In terms of Fintech focus, in H1'17 it had the highest Q2 total ever with \$8.8B of funding – still the potential is high

History of BB Fund

- Founded** in 2016, started by the top market makers: Life.SREDA, exBarclays, exLloyds, 11:FS executives
- Partnered** immediately with APAC & EU gov-s, corporations, leading banks
- Offices** in – Singapore, UK, Austria, Russia
- Own blockchain R&D** was developed in partnership with Microsoft, QIWI
- Early** was focused only on banking on blockchain

Track record of Life.SREDA

- Founded** in 2012, now 3 funds under management
- Offices** in – Singapore, Austria, UK, Russia, US
- Traction** - 23 portfolio companies, 7 exits (notable M&As of Simple bank, Fidor Bank, Rocket Bank), 37%IRR
- Life.SREDA and its partners were named in the **top influential lists** by Institutional investor, Next Money etc
- Academic** partnerships with INSEAD & Skolkovo Business School
- Own **Fintech/Blockchain Research** "Money of the Future" is distributed to the largest retail banks and own famous media FintechRanking.com



Business overview

- Traditional and crypto (ICO) investments into early-stage blockchain companies that link fiat and crypto financial systems
- Targets are from traditional Fintech&Blockchain sectors and those are raising ICOs or are going to
- Focus on companies with traction & growing revenue;
- Consulting business and advisory to existing partners: Governments; corporations; banks

BB Fund's competitive advantages

- Fully regulatory compliant** – Fully compliant with Singapore / Cayman laws and acting accordingly. Following AML and KYC rules. Auditable by independent auditors
- Advanced Tech platform** – developed the cutting-edge infrastructure for investors
- Long term investment strategy** – Professional VC team, IB/VC/PE experience
- Proven **track record** and Fintech and blockchain industry leaders on the boat

BB Fund key team members



Slava Solodkiy
CEO

Vision, strategy, investors relations, marketing, business and teams assessment, sourcing Asia



Thomas Labenbacher
Head of EU operations

Technology and operations, product assessment, portfolio mgt, sourcing Europe



Igor Pesin
CFO/Investments

Finance, investment analysis, due diligence, sourcing Asia



Chris Skinner
Non-executive director

Fintech and banking strategic vision, Blockchain implementation real cases

Competitive environment

	BB	Starta Capital	Blockchain Capital	Finshi Capital	TAAS
AUM size, M USD	50+	5	40	9	8
Headquarter	SG	US	US	Russia	Russia
Fintech/Blockchain background and strategy	+	-	+	-	-
Previous Fintech VC experience	+	-	+	-	-
Regulatory compliant	+	+	+	-	-
Tradable (liquid) token	+	-	-	+	+
Own Tech platform	+	-	-	-	-
Investors Dashboard	+	+	-	-	-
Favorable commercial terms for investors	+	-	+	-	-

BB Fund Fundraising Details

by Life.SREDA VC

BB Fund parameters

Fund name	Life.SREDA BB Fund LP
General partners	Life.SREDA BB Partners LLC
Fund target total size	\$200M USD
Fund target first closure size	\$50M USD
Minimum commitment per one investor	\$100K USD
Maximum #investors (TBD)	200
Type of fundraising	Equity investment or token sale (ICO) to accredited investors
Structure	Cayman Islands Limited Partnership + Singapore LLC
Focus	Investing in early-stage Blockchain and Fintech startups with main business focus on emerging market
Token investments (blockchain, Fintech)	Pre-sale/Pre-ICO, ICO rounds, Secondary sales
Equity investments (blockchain, Fintech)	Seed stage, Pre A / A, B
Investment ticket	\$0.3-3M USD
Fund entry fee commission	5%
Management fee (annual, paid semi-annually)	2%
Success fee (annual, paid semi-annually)	20% of last period Profit
Profit	Capital appreciation of AUM over the last 12 months
Target Fund investment cycle	3 years
Reporting to investors	Immediate + quarterly updates

BB Fund equity fundraising

Start of soft commitments collection	1 Sep 2017
Main fundraising phase (hard commitments)	1 Oct –31 Dec 2017
Target size	\$25M
Premium for early-stage investors	Up to 50%
Type of investment	Equity stake in LP
Additional benefits (optional)	Board seat, Investment Committee seat

BB Fund ICO fundraising

Pre-ICO dates	1 Oct –31 Oct 2017
ICO dates	1 Nov –31 Dec 2017
Target size	Min \$25M with \$200M cap
Pre-ICO premium	25% in average, up to 50%
Token amount (max)	1,000,000
Token Price, USD	\$200
Token Issuing entity	Singapore LLC
Currency accepted	USD, ETH, BTC

BB Token description

Token Name	BB Token
Type of accepted investors	Accredited, experienced, full KYC and AML
Token Value	Fund's underlying assets
Profit distribution	Annual, based on capital appreciation
Tradability	Yes, Limited (own Trading Desk)
Exit opportunity	Yes, token can be redeemed each 12 months
Additional benefits	Voting rights