



BUSINESS
NETWORKING
ANYWHERE,
ANYTIME.

PITCH DECK v1.0

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**SOLVING
MARKETING
COMMUNITY'S
THE BIG
BUSINESS
PRIVACY
PROBLEM**



THE PLATFORM

Slothee is a mobile app that helps you to connect and grow a mutually beneficial, deeper and long-lasting business network.



WHY CREATE SLOTHEE?

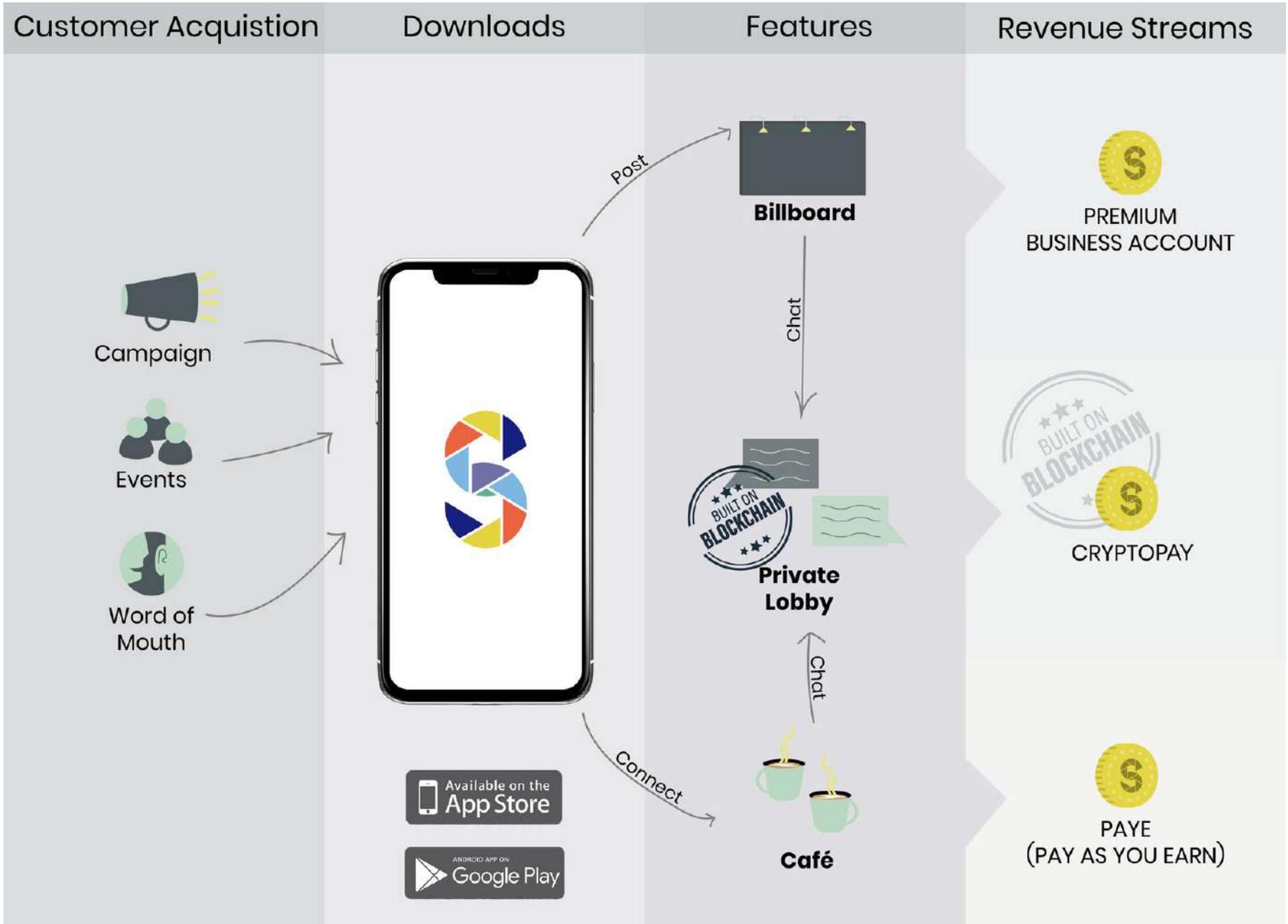
MISSION

A platform for connecting businesses without worrying about privacy issues.

PURPOSE

Supporting businesses to grow by helping them connect with people, boosting business' presence, facilitating private communication and transferring value with the help of blockchain technology.

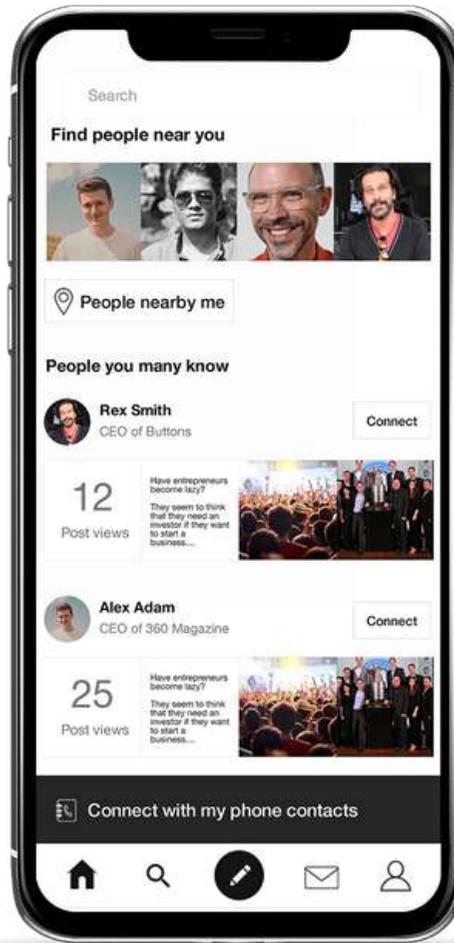
ECO SYSTEM



MAIN FEATURES



BILLBOARD



CAFE



PRIVATE LOBBY

CAFE

Humans are best designed to use the resources at our closest proximity but how many times do we use this to get new business connections? It is often overlooked and we seldom get in touch with the people near us. We underutilize workshops, events, concerts, seminars and other business gatherings as we make lasting connections with hardly a couple of them. Slothee's Café feature helps you to lead the way in connecting with numerous people at a gathering. It displays the location and information of the Slothee users in a 300 m proximity enabling you to do business instantaneously and turning every gathering into a goldmine in the hands of a capable user.

BILLBOARD

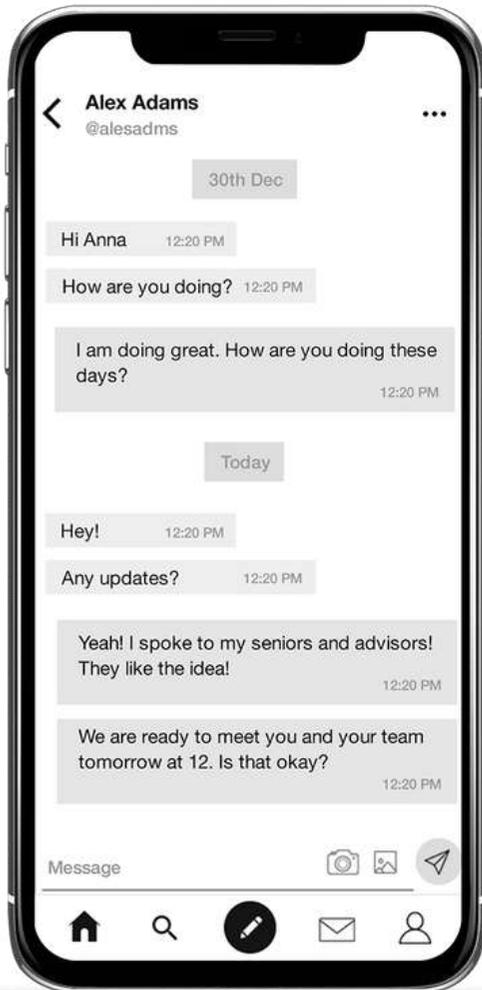
Every time you want to show good things that happen at your office or business, social media is the best way to tell the world around you but it's hard to be expressive of your emotion through a post on social media due to the discouraging metrics such as "likes" counter or number of comments and sometimes it's even more difficult for people moving up the pyramid. We make it easier for everyone to respectfully advertise their goodness to their network and beyond, with monologue driven posts on Slothee. You can showcase the good things on the Slothee billboard without worrying about judgmental "metric".



BECOMING A DAPP

Power of blockchain will help our users to be confident about their private chat data being truly private.

DECENTRALIZED



PRIVATE LOBBY POWERED BY BLOCKCHAIN

There has been a momentous increase in the number of complaints against privacy breach, data theft, and user tracking since the boom in social media participation.

Currently, Slothee has employed technology stack similar to Telegram's where the data that is sent will be erased from its server within a stipulated time after the data is delivered to the respective/intended receiver.

In the next build, Slothee intends to upgrade the data security through moving into decentralized data transfer and storage. Slothee explored all viable options and found "blockchain" as the solution.

WHISPER v6

PRIVATE LOBBY FEATURE WILL BE BUILT ON ETHEREUM'S WHISPER VERSION 6.0.

Whisper is a part of the Ethereum P2P protocol suite that allows for messaging between users via the same network that the blockchain runs on.

Disconnect with smart contract

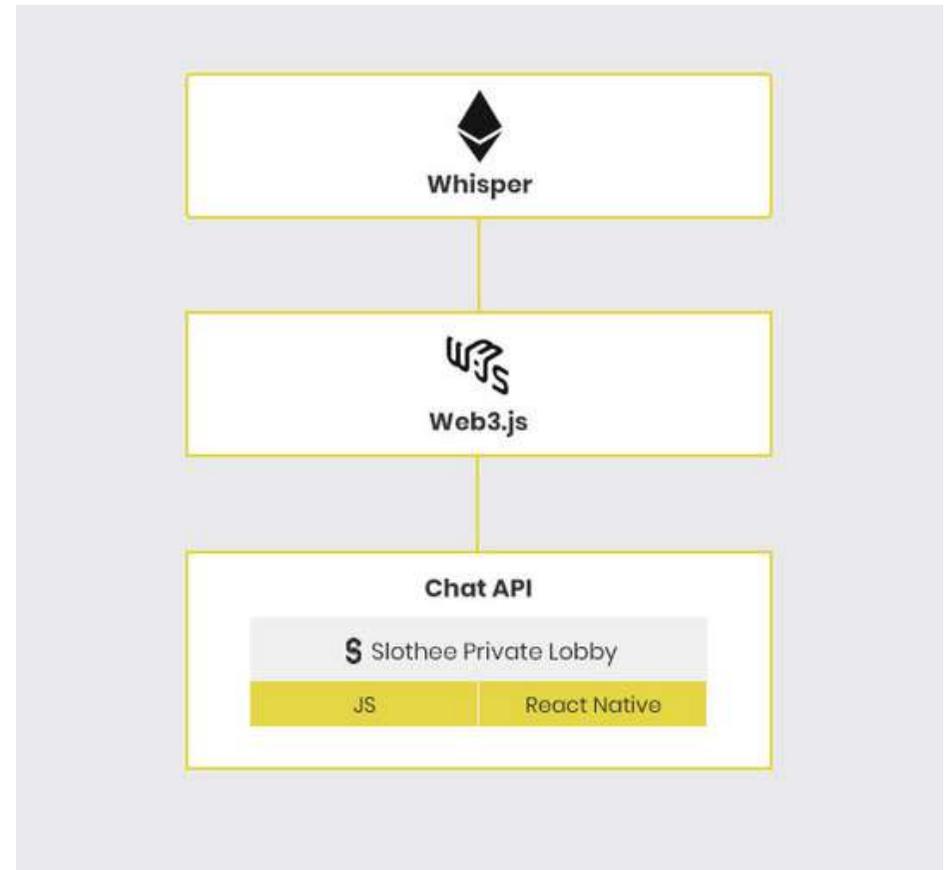
The protocol is separate from the blockchain, so smart contracts do not have access.

Use case

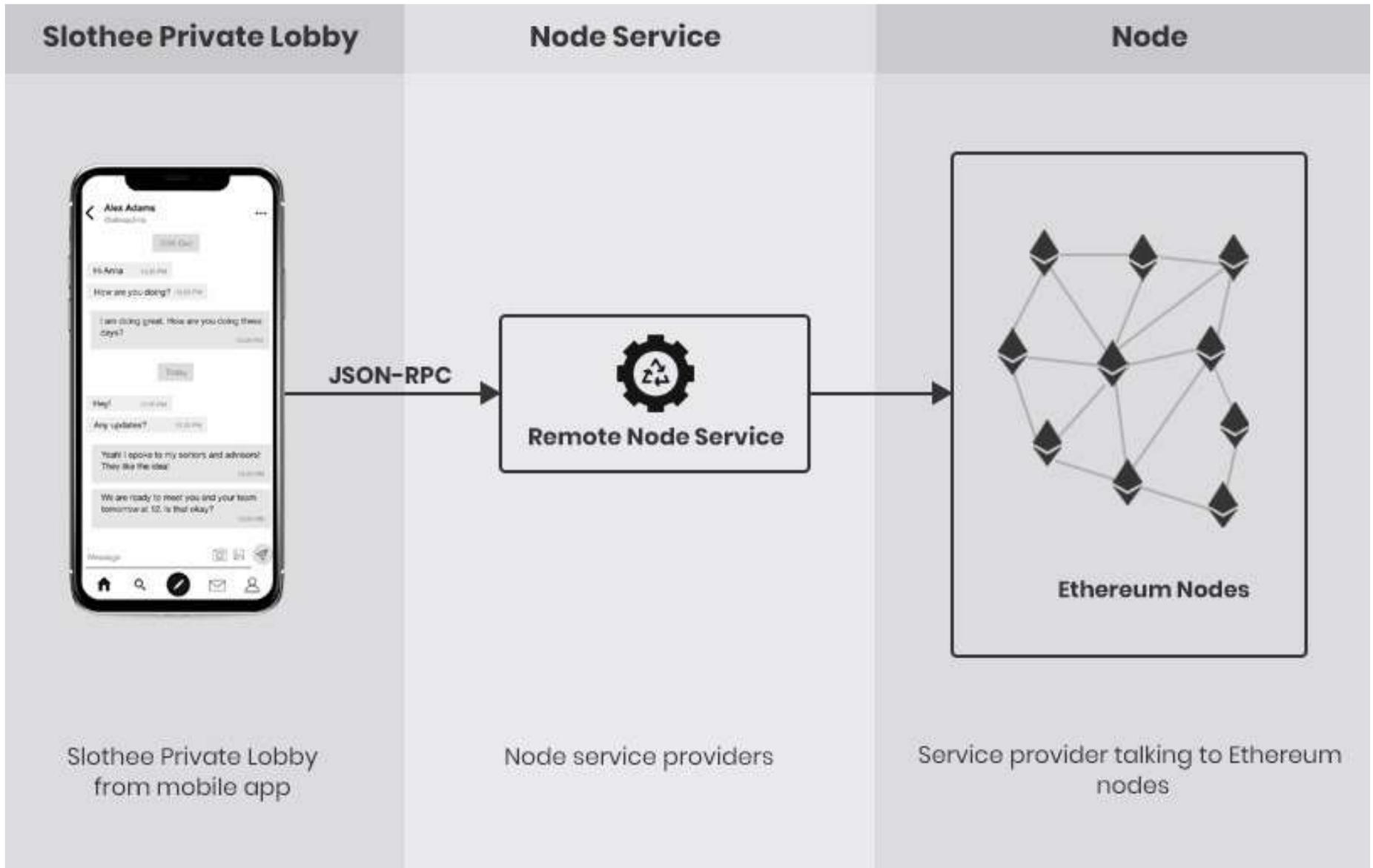
DApps that need to provide non-real-time hinting or general communications between each other. (Small chat room).

Proven and emerging technology

Status.im is using Whisper for its chat and has an active development communit



ARCHITECTURE



COMPETITIVE ADVANTAGE

LinkedIn

bumble**bizz**

 Slothee

	LinkedIn	bumble bizz	Slothee
Connecting for Business			
Connecting for Careers			
Proximity Networking			
After Event Support			
Chat Data Privacy			

BUSINESS MODEL

Slothee estimates accumulated, user base of 3.5 million in 3 years on a conservative basis with an annual \$10 revenue potential per paying customer.

USER ACQUISITION

	2019	2020	2021
 CAMPAIGNS Online campaigns, SEO, ASO, influencer campaigns to attract new users (enthusiasts)	50%	30%	20%
 EVENTS Partnerships with Event Managers for Slothee as after-event management tool	40%	40%	40%
 WORD OF MOUTH Cheap and Best way. Expected to catch up in year 2 onwards.	10%	30%	40%
USER BASE	150,000	1,000,000	3,500,000

COST OF ACQUIRING A PAYING CUSTOMER

\$ 9.20

CAMPAIGNS

\$ 4.80

EVENTS

\$ 4.30

WORD OF MOUTH

\$ 0.10

REVENUE STREAMS



FREE ACCOUNT

An average Slothee user increases her networking for free and does business for free. Pay-As-You-Earn (PAYE) is welcome, as she earns from her network



PREMIUM BUSINESS

Slothee user gets a detailed statistics on her post outreach. To access it, she has upgraded her account to premium business.



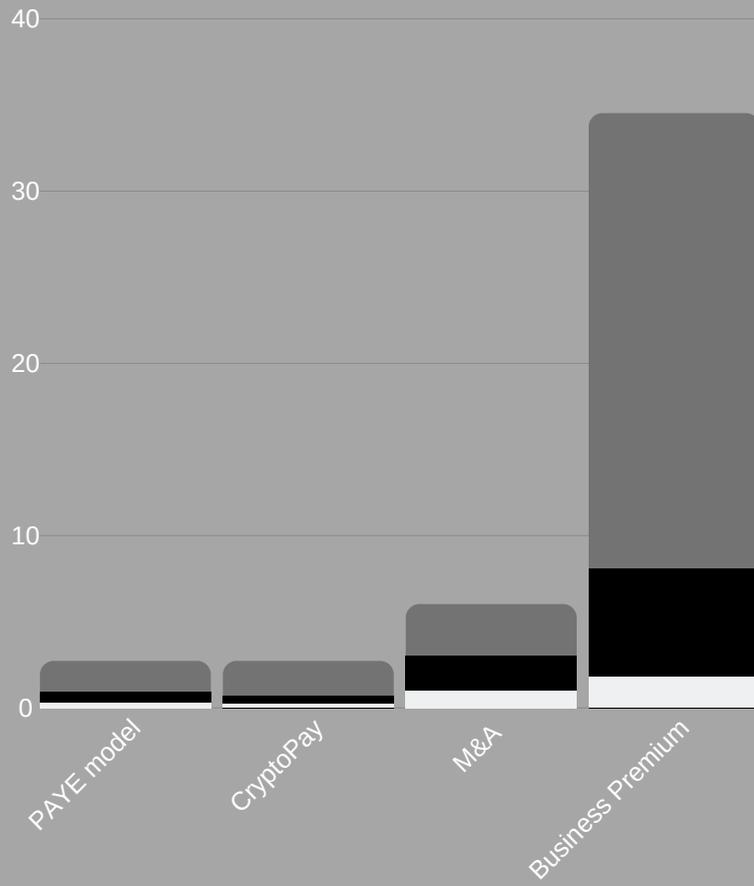
CRYPTO PAY COMMISSION

Slothee earns commission from cryptopay deals happening on their respective Slothee Shops.

3 YEAR GROWTH

HOW MUCH WILL SLOTHEE GROW IN REVENUE IN NEXT 3 YEARS?

Revenues of each stream in SLO tokens (in millions) year-on year.



M I L L I O N

REVENUE IN NEXT 3 YEARS

With an active user base of 3.5 million in 3 years the revenue is expected to grow at a year-on-year 100% rate. The key factor that will contribute to this success will be the number of downloads in the Play Store and the App Store.

THE CORE

16 member team of Technology, Blockchain, Design, Financial, Legal, and Public Relation professionals working for over 500 days to make the "Slothee dream" a reality.

FOUNDING TEAM

PRODUCT

With deep expertise in building products and solutions, Praveen has turned ideas into reality like Edison plan. Attention to details & minimalist approach makes his products world class. Praveen is an Engineer by qualification and started off as a Full Stack Developer and Designer.



PRAVEEN KALLIPATTI

FOUNDER

FINANCE

Entrepreneur and Investor with a decade long experience in Finance, Investments and M&A. Professionally qualified as Chartered Accountant, Bhavadharani has worked with companies of all sizes from startups to MNCs and has always built profound long lasting and trustworthy relationships.



BHAVADHARANI KARUNAKARAN

CO-FOUNDER

LEADERSHIP



GOPAL MARTHANDAM

BLOCKCHAIN

A complex problem solver and an ardent coder who has deep dived into the blockchain technology and is committed to revolutionizing the world through blockchain.



BASAK GAZILER

COMMUNITY

Truly a People person, Basak is a passionate film producer and a marketing professional. The Cannes nominated short film producer delivers her best in anything she touches upon.



MOHAN RAJENDIRAN

TECHNOLOGY

A technologist who has served major corporations with hands-on experience in building mobile and web app across Android, iOS and Windows platform.



NINA KERESOLIDZE

MEDIA & PR

A great storyteller with persuasive prowess, Nino has handled the media & PR activities of various events. She is working full-on with a commitment to make Slothee her biggest success.

START

WHAT WE WENT THROUGH LAST YEAR

Q1 2018



IDEA

Improving on Edisonplan's vision of "entrepreneurship possible for all" (www.edisonplan.com) Praveen starts working on the new idea.

Q2



ALPHA

Understands a need for a platform exclusively for the sales tribe and develops "Billboard".

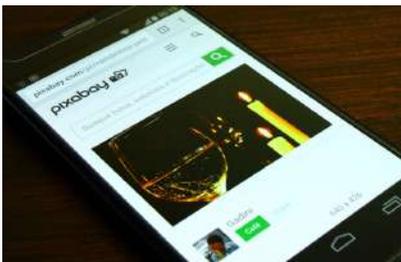
Q3



BETA

Adds "cafe", "private lobby" and "network" features to Alpha cut and seals the Beta version

Q4



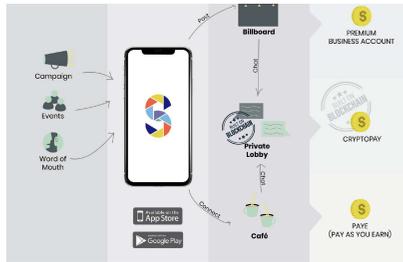
MVP

Upgrading the Beta to a working platform across all mobile devices. Hits a bottleneck on data security.

STABILITY

WHAT 'S HAPPENING
THIS YEAR

Q1 2019



BLOCKCHAIN

Worked on the data bottleneck and decided to solve it through the power of blockchain.

Q2



TOKEN SALE

Going for 15 days Pre-sale during May 2019 and 45 days Crowdsale after that.

Q3



MARKET FIT

Develop a product that can be market fit. Product to adopt Whisper v6 or higher version and become a DApp.

Q4



BEACHHEAD

Identify, target and acquire users from "Beachhead" market segment. For see, business networking professionals in the West Coast as the Beachhead segment

SCALE-UP

WHAT 'S COOKING
NEXT YEAR

Q1 2020



100,000

Achieving a respectful mass through active user acquisition strategies of Event partnerships and Online campaigns

Q2



**FIRST
REVENUE**

First revenue from "Business Premium" account activation expected during the second quarter.

Q3



1,000,000

Frugally use the Token proceeds to increase the customer acquisition and hit a significant mass within the third quarter.

Q4



M&A DEAL

All set for shopping synergistic heavy ventures that will increase Slothee's revenue, profitability and valuation.

TOKENOMICS

Slothee issues 70% of the tokens created including bonus tokens upto 20%. Each SLO token is issued at \$0.08.

TOKEN SALE



Tokens created: 400,000,000 SLO (Fixed supply)

Tokens issued: 70% (including bonus)

Bonus tokens: Up to 20% (on tokens for sale)

Soft cap: \$100,000

Hard cap: \$19,000,000

Price: \$0.08

Minimum Contribution: \$20

Accepted currencies: ETH, BTC, BCH or LTC

Crowd sale: May 15 to June 28, 2019

FUND DEPLOYMENT



37%

CUSTOMER ACQUISITION

Target user base of 3.5 million in 3 years. Investing on Seminars, Conferences, Mainstream public relations and Digital outreach

30%

INTEGRATION ACQUISITION

Acquiring startups in the similar domain to increase customer base inorganically.

25%

PRODUCT DEVELOPMENT

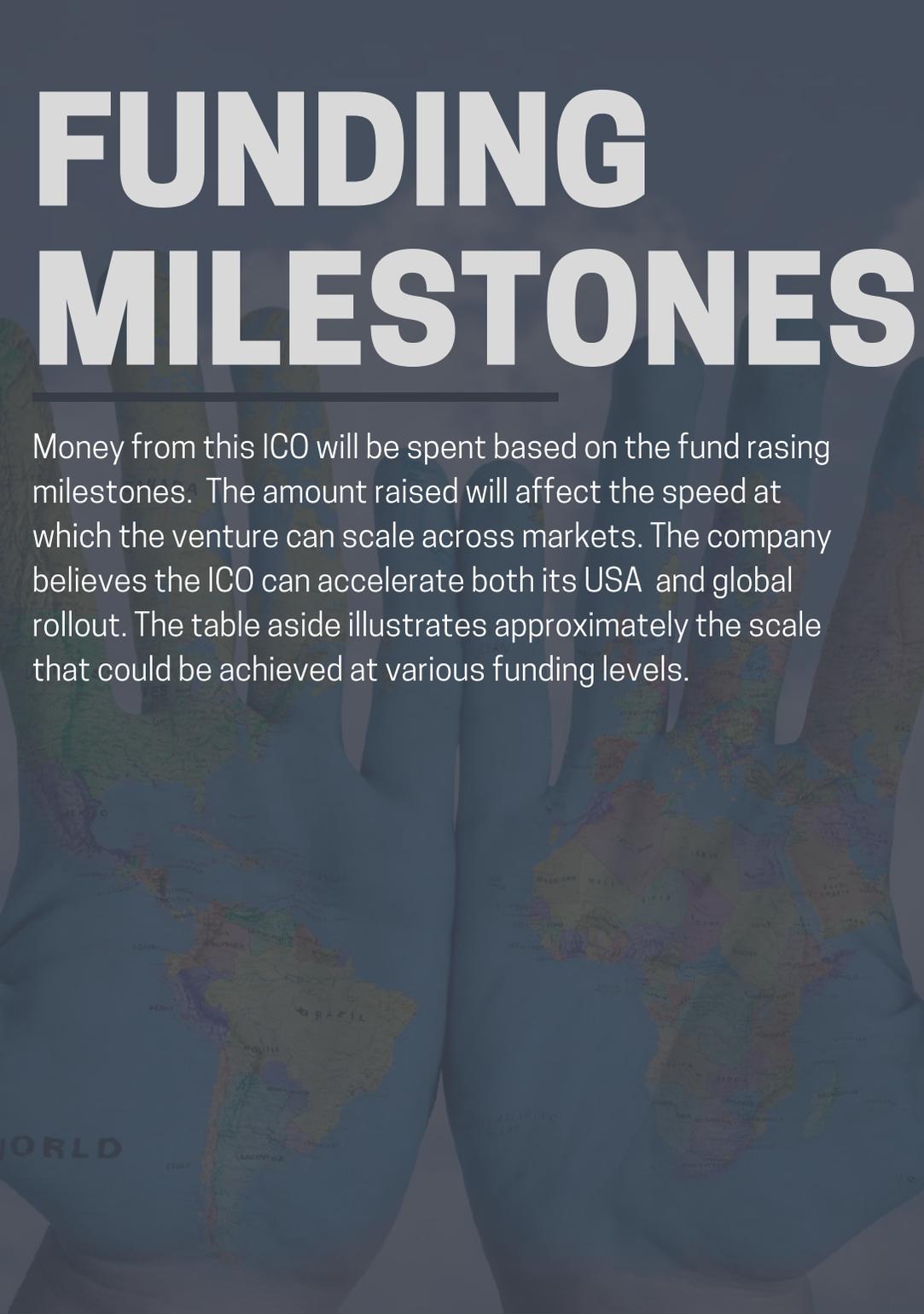
Upgrading the Beta to a full-fledged working platform across all mobile devices and accept major cryptocurrencies.

8%

OPERATIONS

Cost of Legal, setting up of offices and general administration cost.

FUNDING MILESTONES



Money from this ICO will be spent based on the fund raising milestones. The amount raised will affect the speed at which the venture can scale across markets. The company believes the ICO can accelerate both its USA and global rollout. The table aside illustrates approximately the scale that could be achieved at various funding levels.

\$4 MILLION

Upgrading the Beta to a full-fledged working platform across all mobile devices

\$9 MILLION

Organic customer acquisition in US, Russia, and UK with setting up customer outreach offices in each of the geography

\$13 MILLION

Scale up organic customer acquisition in Europe, Canada, Australia, India, Middle East and South East

\$19 MILLION

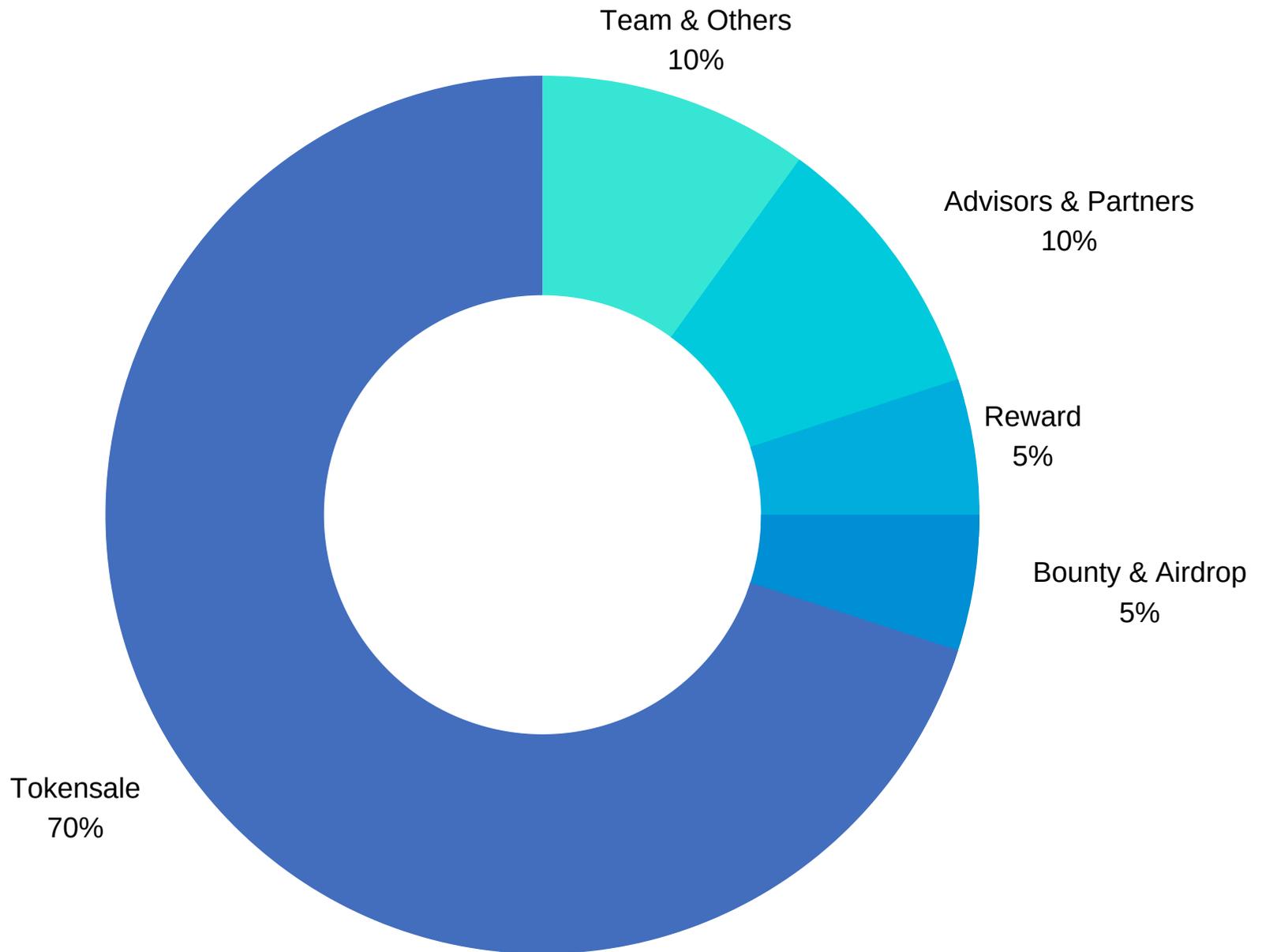
Using M&As to inorganically grow revenue, profitability, and valuation

HARDCAP

INVESTOR RELATIONS

Slothee provides a quarterly
Buyback & Burn program to
increase the valuation of SLO
tokens.

TOKEN DISTRIBUTION



LOCK-UP PERIOD

PLAYERS	LOCK-UP PERIOD
CROWD SALE	NO LOCK-UP (SELL ANYTIME)
FOUNDER AND TEAM	36 MONTHS
BONUS	1 MONTH
ADVISORS AND PARTNERS	12 MONTHS
BOUNTY PARTICIPANTS	6 MONTHS

HOW ARE INVESTORS REWARDED?

BUYBACK &
BURN

VALUATION SAFE

M&A
SHOPPING

VALUATION INCREASE

BUY-BACK & BURN PROGRAM

VALUATION SAFE

Step 1:

Once a quarter, Slothee will use, on average, 20- 40% of the fund's net profits to repurchase tokens from the token holders on the open market at NAV (Net Asset Value) through our buyback program. The primary source of profit will be from all the three revenue streams, namely., PAYE, Premium business & crypto-buy commission.

Step 2:

Repurchased tokens do not benefit the team. Instead, they are "burned" and permanently removed from circulation. This method will reward investors, reduce the total token supply, and increase each remaining token's percentage share of the market cap.

Step 3:

Slothee will use any remaining net profits to strategically re-invest into additional validated startups at sweat-spot valuation, with the goal of increasing the fund's overall profitability.

STARTUPS SHOPPING & DEALS

VALUATION INCREASE

Step 1:

Slothee will use 30% of the investment raised on the ICO for shopping startups in a similar line of the business of Slothee. Such acquisitions are done for gaining the synergistic benefit of backward or forward integration.

Step 2:

Slothee consolidates the profits from the synergistic acquisition every quarter as per IFRS principles and transfer profits from such acquisition of the profit pool of Slothee. This consolidated profit pool will be available for buyback and burn program.

Step 3:

Slothee will use any remaining net profits to further strategically re-invest into additional validated startups at sweat-spot valuation, with the goal of increasing the fund's overall valuation.

Check out our full-length Whitepaper at:
https://www.slothee.io/documents/Slothee_White_Paper.pdf

Drop in your mail or reach out to our Telegram group for
all updates and clarifications.

basak@slothee.io



BASAK GAZILER