

\$2000bn+
market

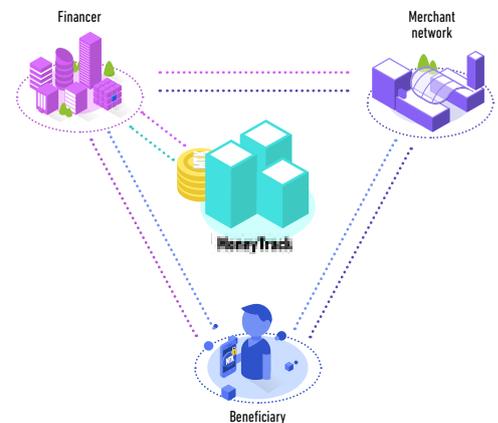
VC-backed
by Truffle Capital

Top French
scientific institutions support

Q1-19
ICO launching

DIRECTED MONEY IS IMPORTANT AND PERVASIVE BUT POORLY MANAGED AND CONTROLLED

- Directed Money is money with conditions attached: to buy a specific type of product at specific merchants, under specific conditions. Examples include consumer credit, gift cards, insurance pay-outs, welfare programs, international aid, and more.
- Current implementations of Directed Money are few, costly and inefficient. Typically, they are centralized and card or paper-based.
- Markets for digitalized and automated Directed Money applications are massive. Consumer credit is only worth B\$ 1.200 / year and MoneyTrack will bring significant benefits to this market in terms of risk management and process efficiency.
- Directed money will grow for fundamental reasons: it will help combat fraud and bribery, increase operational efficiency in many industries and is a very powerful marketing tool.



MONEYTRACK FIRST DIGITIZES DIRECTED MONEY PROCESSES AND FLOWS

- For the first time, the use of a blockchain technology allows for shared, secured, traceable, trusted and automated management of Directed Money programs.
- MoneyTrack will run on a customized version of Tezos: MoneyTrack design uses top techniques for formal verification of smart contracts, zero-knowledge algorithms and code static analysis to reach «critical software» security levels.
- The MTK utility token carries the terms of each Directed Money program (allowed merchants, commissions, etc...) and flow through the financier's, beneficiarie's and merchant's MoneyTrack wallets to execute a transaction.



SOLID ECONOMICS

- Two revenue streams: financiers pay platform fees for payment services, while merchants pay affiliation commissions for inbound business; in both cases technological disruption will allow for healthy MoneyTrack profit margins while undercutting market prices.
- The open MoneyTrack Protocol open makes it easy for any interested party to run Directed Money applications on a decentralised basis.
- Our researchers team apply the latest breakthrough in code static analysis and formal mathematics proof to insure blockchain security and reliability
- The MoneyTrack project has received VC-backed equity funding, plus the financial and R&D support from top French scientific institutions for mathematics and cryptography.
- MTK tokens are fully pre-mined, so our token economy ensures that in the long term, token value is correlated with the value of transactions on the platform

STRONG TEAM

- The MoneyTrack project brings together experts in various fields: payment industry, software engineering, blockchain development, mathematics, cryptography, and finance.
- The chain is developed by a core team of engineers who played key role in Tezos blockchain development and top French academic researchers in cryptography and mathematics.
- CEO, CFO have +20 years of experience of start-ups development, CTO has developed a crypto exchange.

Disclaimer

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