



MonetaPro

WHITE PAPER

MONETAPRO.IO

STEPHEN MEADE
MONETAPRO, LLC

OVERVIEW



BUSINESS

MonetaPro is an enterprise level technology platform for the \$17 Trillion-dollar sector of what's called Corporate Trade.

WHAT IS CORPORATE TRADE?

Corporate Trade (also called global barter, reciprocal trade, or counter trade), occurs when two companies agree to exchange an equal value of goods and/or services.

Example:

Ford (which has \$500MM of excess inventory) will send \$10MM in cars to Lenovo. In return, Lenovo will send \$10MM of computers back to Ford. Both companies will book the transaction as (1) full revenue, and (2) and expense. This activity thus effectuates a potentially tax-free transaction.

REASONS COMPANIES TRADE

Excess Inventory or Overruns, Excess Trade Capacity, Idle Plant or Employee Time, Food Spoilage, Lack of Warehouse space for new models, Trade Liquidity, Cash Conservation, Currency Fluctuation and Foreign Currency concerns.

PROBLEM

Lack of automation among trade partners means each transaction is negotiated one-to-one via phone, fax and email. Each trade partner must be located and agreed upon for equal trade value. Unequal values in the trade make the transaction difficult to accomplish or abandoned all together.

SOLUTION

MonetaPro creates a multi-party trading platform and acts as an enterprise level Sell-for-Credit exchange. Companies can easily list products to sell, receive trade credits that can then be used to purchase items from other vendors within the platform.

HOW IT WORKS

MonetaPro enables a company to list products or services for sell in a global marketplace. Upon a completed transaction, the Seller receives internal trade credits which can then be used to purchase other items within the exchange (think of a type of eBay for business).

2

STATUS OF SYSTEM

System is ready for Beta testing with Select Charter Members. Funds will be partially used to scale transaction engine, improve user interface, increase shipping modules, and to provide redundant systems for full roll out.



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CLOSED LOOP PAYMENT SYSTEM

Participating companies list goods for sell, and in return receive an internal trade credit called a “GBUC” (Global Business Usage Credit or G\$). The seller can then use this electronic credit to buy goods and services from other Members within the exchange. This process creates a “closed loop” payment system where all trades, transactions, and settlements occur within the Moneta-Pro Platform.

THE MONETA^{PRO} CLOSED LOOP SOLUTION

Company Trade Challenge	Moneta ^{PRO} Solution
<ul style="list-style-type: none">• Partnerships limited• Valid exchange subject to negotiation• Manual, laborious process• Lack of audit trail (off-book)	<ul style="list-style-type: none">• Searchable marketplace of partners• Establish a trading currency (GBUCs) to normalize trade values• Automate trading, transactions, and tracking.• Blockchain component for ownership and audit

PRIVATE EXCHANGE SUPPORTING MULTI PARTY TRADE

3

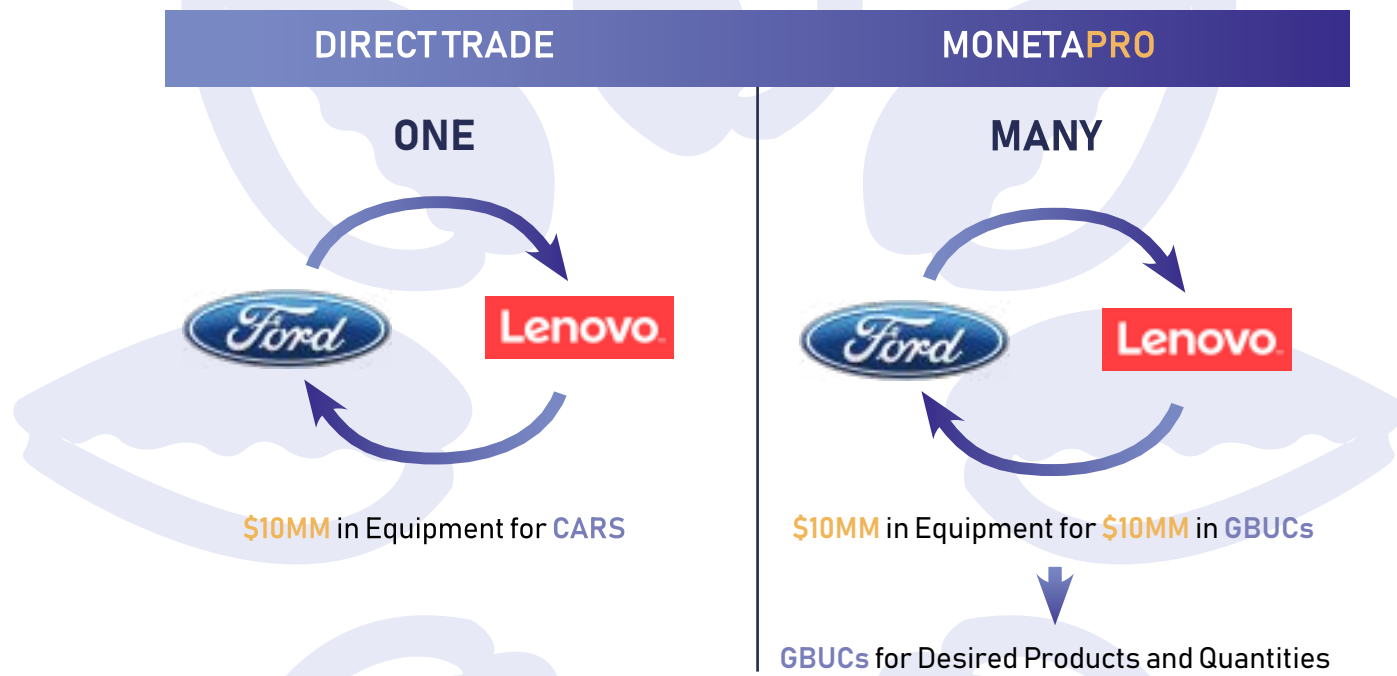
KEY FEATURE

When selling goods and services, companies will receive GBUCs (General Business Usage Credits), that can then be used to buy other items within the exchange. When listing an item, the seller sets the price in G\$ he wishes to receive in US dollars. 1G\$ = \$1USD. By the seller setting the price (based on their currency conversion to the USD), the seller is able to simply list items which can be purchased globally.



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THE MONETAPRO MULTI-PARTY TRADE SOLUTION



Efficiency + Liquidity + Trust = Value

- ELT** MonetaPro provides value through a formula called E+L+T=V:
- “E” is **Efficiency**. MonetaPro provides a seamless platform for global transactions.
 - “L” is **Liquidity**. Liquidity in that the companies who participate in Global Trade already have a known group of companies they participate with, thus creating liquidity within the market with lots of buyers and sellers.
 - “T” is **Trust**. Trust is built-in to the network due to blockchain integration and history of companies buying & selling with one another.

4



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EFFICIENCY

Global Multi-National Corporations (MNC's) already partake in global trade. This global trading activity is currently done manually via phone, fax and email. Trades are negotiated on a one-to-one basis. MonetaPro adds efficiency with an online trade exchange platform.

HOW DO COMPANIES TRADE CURRENTLY?

1:1 DIRECT TRADE

\$10MM in Equipment for CARS



MANUAL PROCESS OFF-BOOK

- Identify trading partner(s)
- Agree on mutual need(s)
- Negotiate equal value(s)
- Consummate trade(s)
- Track and manage trade asset(s)
- Report trade(s)

Repeat for each transaction

TRUST

For MNC's, the trade activity is achieved with a large group of existing trade partners. Thus, liquidity of trading partners in the exchange can be achieved with a few global companies who agree to bring their partners into the system. While most companies struggle to build liquidity in a marketplace, MonetaPro can achieve this with a small group of target customers.

Because the MNC already has existing trade partners, there is a higher level of familiarity and trust within the trade actions. A Company like Ford will trade cars with hundreds of existing companies.

VALUE

A hotel company like Wyndham will trade excess capacity (i.e. hotel rooms) for all types of other services and commodities, such as airline seats (American Airlines), advertising (Omnicom), food (Nestle), and even consumer products like towels and toilet paper (Kimberly Clark). Additionally, this also creates a "trusted" environment, as many of the companies have been doing business together for years, and may also be globally recognized companies.

The value of MonetaPro is achieved in the automation of existing trade activities and multi-party trading, among a quantified set of known and familiar partners. MonetaPro provides an efficiency for the companies that can save money, increase revenue, manage cash flow and balance sheets, and move transaction liquidity.

Intercompany trade also can be accomplished under an IRS Regulation 1099B, which creates a tax-free transaction between the two parties. When the activity is done under a barter club, all transaction volume falls under

5



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the 1099B regulation. Companies are however taxed on any accretive value accumulated at the end of the calendar year.

SIZE OF MARKET

The Global Transfer market is estimated to be \$17 Trillion per year. The United Nations estimates that as much as 1/3 of global commerce is conducted via offsets or transfers. IBM estimates that Exxon alone had more than \$500 Billion in inter-company transfers among hundreds of existing trade partners.

TARGET MARKET CUSTOMER

The Global 2000 and Multi-National Corporations, especially those with a specific history of Corporate Trade

TARGET INDUSTRIES

Machinery, Heavy Equipment, Automotive, Computer and Consumer Electronics (excess inventory); Airlines, Hotels, Media/Advertising (disappearing inventory), Factories (excess capacity), Agencies, Consultancies (excess capacity and time), Food/Drug Companies (expiring products), and countries with trade capacity like China, Costa Rica, Russia, Mexico, etc.

TARGET COMPANIES

Caterpillar, Marriott Hotel Group, IBM, Dell Computer, United/American/Delta, etc., Omnicom/WPP/Fox/ABC, etc. Samsung, Sumitomo, Mitsui, Cargill, Union Pacific Railroad, Maersk, Coca-Cola, Nestle, Amgen, Pfizer etc. Global companies in foreign countries with a history of Trading.

OPTIONS BEFORE TRADE

Example:

An automotive company like Ford has excess models left at the end of the year. If the car were valued at \$100,000, the company could list the car for sale (20% savings) and then sell it for \$80,000. With that sale, it would also require the company to pay taxes on the \$80,000. The company could look at other liquidation and offshore options, but each comes with the same diminishing financial return.

6

TRADE LEVERAGE

In the Global Trade world, transfers are made at "full retail" value. This is usually NOT a discounted or liquidation action. In the example above, if the car was traded for computers, both companies would "sell" the item at full retail to each other. Though, there is not actually a sell as it is an exchange of equal value from each party.



FINANCIAL BENEFITS

A CFO who partakes in trades accomplishes several financial benefits:

1. Can book the sell at full revenue, versus offering discounts and reductions.
2. Can offset acquisition of items as an "expense", thus possibly effectuating a tax-free exchange.
3. Conserve Cash by not having to purchase the expensed items.
4. Repatriate dollars from certain countries.
5. Eliminate currency fluctuation risk.

SYSTEMS

MonetaPro has a patent-pending system that is ready for Beta testing with select charter members. The system has been stress tested and is ready for an initial roll out.

BLOCK CHAIN INTERACTION

Asset Transfer will be integrated into IBM's Hyperledger for transparency, legitimacy, and ownership off asset. The company will utilize a private blockchain for inter-company transfers. The private blockchain will help the companies with transaction knowledge, audit expenses, and ownership.

MON TOKEN FOR IEO

An IEO will be facilitated with an initial (Pre-Sale) token called a MON. At some point in the future, the MON can be converted for an internal GBUC, which can then be used to purchase goods and services within the marketplace.

ADMINISTRATION

MonetaPro acts as a closed loop payment system and provides Internet based real-time communication, immediate financial settlement, full tracking, transparency and audit for transactions and sells, and complete accounting of trade activity.

BENEFITS

- Immediate efficiencies gained by aggregating buyers and sellers across all vertical markets
- Members pre-screened and credit scored
- Validation of businesses and participation of Fortune
- Instantaneous conversion of global transactions provides immediate ownership
- Common currency (G\$) and immediate financial settlement eliminates foreign currency translation, hedge and arbitrage risk

7



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- Potential tax-free exchange

KEY REVENUE SOURCE

Fee charged and collected at time of transaction + subscription.

COMPETITION

No Global Marketplace for International Corporate Trade.

COMPETITIVE STRENGTHS

- Senior management team has background in financial markets, banking and credit cards.
- Proprietary patent pending systems, processes and software.
- System built and ready to deploy for beta testing.

MANAGEMENT

Experience Management team with domain expertise in transactions, credit card processing, technology, and enterprise.

ADVISORS

Swath of industry executives from relevant industries.

STRATEGIC PARTNERS

Targeted and experienced.

8



BUSINESS SUMMARY

OVERVIEW

MonetaPro is a B2B platform that operates as a sell-for-credit exchange. MonetaPro will allow companies to list goods and services for sale at prices they determine. With MonetaPro, businesses freely buy and sell goods and services with other businesses across all vertical markets and industries. Instead of receiving cash, sellers receive trade credits, based on the U.S. dollar equivalent. These companies use these trade credits (called GBUCs, pronounced G-BUCKS) to purchase goods and services from other members of the exchange.

The GBUC or G\$ acts as a Global Business Usage Credit whereas the G\$ can be used to purchase goods and services within the MonetaPro exchange.

When trade credits are insufficient, cash or a combination of cash and credits may be used.”

Members are both buyers and sellers within the exchange.

All Members will be qualified for admittance within MonetaPro based on their ability to deliver goods and services. Trade limits will be in place to ensure trade balances within the system.

MonetaPro’s trade-for-credit system provides immediate financial settlement to members by providing electronic clearing and settlement of transactions.

The MonetaPro platform acts as a central bank and closed loop clearing house. All Trade Credits (the GBUC) exist only on the MonetaPro platform.

When a transaction is attempted, the MonetaPro platform performs a series of checks:

1. Check for adequate Buyer Credit
2. Check for adequate amount of Seller’s available Trade Credit Balance
3. Is Seller accepting GBUCs for the item (system can also take Cash, Credit Cards, or a split transaction).
4. Can the seller pay the MonetaPro transaction fees?
 - a. MonetaPro collects the fees electronically at the time of sale. This comes from a target credit card or bank account of the seller.

If all parameters are met, MonetaPro will transfer credits from the buyer to the seller account, adjust the inventory, quantity, etc. and issue email notifications to all parties involved.

9



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FEATURES OF THE EXCHANGE

Sellers will gain immediate access to trade credits received and buyers will receive immediate electronic ownership of goods purchased.

The exchange is a user-friendly Internet-based application that uses leading edge technology to manage a large volume of transactions and users. Behind the website, a comprehensive database stores and manages member profiles, product descriptions, pricing, quantities and selling terms, while a patent pending process and proprietary transaction processing engine (TPE) processes, tracks, settles and records all transactions occurring within the Exchange.

Sellers list goods and services for sale on MonetaPro's website with set pricing, payment options, quantities and more.

Buyers will be provided with a full view of the goods and services available. Buyers can then use an electronic shopping cart to make purchases with trade credits, cash or a combination thereof.

Members will have real-time 24-hour access to their account status and activity, along with receiving monthly statements electronically.

MonetaPro is forming strategic partnerships with key service partners to provide members support with the following:

- Logistics
- Credit scoring
- Website hosting
- Website design
- E-commerce
- Risk mitigation
- Network services
- IT services
- Database management

Marketing partners are currently being aligned with MonetaPro to provide rapid growth of membership, which will give members an abundance of choices of goods and services around the world.

10



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BENEFITS TO MEMBERS

Members benefit by gaining access to:

1. A new global distribution channel for the sale of goods
2. Ability to sell excess inventory and capacity to existing or new customers without disrupting existing distribution channels.

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3. A new global supply channel to procure goods and services from existing or new suppliers.
 4. Immediate ownership of goods.
 5. Immediate access to trade credits as closed loop financial settlement eliminates account receivables.
 6. Stabilized pricing control.
 7. A new cash management tool to better manage and maximize liquidity.
 8. An alternative form of currency that can be used to procure supplies.
 9. Potential Tax-Free transaction.
 10. Full Revenue on Sale. Help with EPS (Earnings Per Share)

FAQ

Q. Why would a business accept Trade Credits instead of cash?

A. MonetaPro provides a multitude of financial advantages such as a new or additional distribution channel into existing and new markets. Given real time financial settlements, the advantages is you get access to trade credits immediately versus cash.

Q. What if I still need cash?

A. To the extent a Member needs cash, Trade Credits can be offered for sale on the exchange just like any other good or service. An exchange for cash market will be developed.

Q. Is MonetaPro for new goods or excess capacity?

A. The Exchange can be used for normal distribution of items as well as liquidation of excess inventory and capacity. Trade Credits simply act as a measure of value for all trades on the exchange.

Q. Isn't this barter?

A. Yes, however it's much more. MonetaPro provides a global electronic market place for the trade of goods and services to generate value in the form of an alternative form of currency that can be used to purchase goods and services online or in the physical world.

Q. Are there tax or regulatory implications?

A. Transactions executed on the Exchange are subject to ordinary income taxes through IRS form 1099B. Currently, there is no special regulatory oversight by any



governmental agency to the knowledge of MonetaPro.

Q. How are transactions handled and settled?

A. Once a transaction has been accepted, the Buyer's account is debited and the Seller's account is credited for the trade amount. The transaction is done electronically in real time providing a seamless and efficient process.

BLOCKCHAIN INTEGRATION

MonetaPro will enable an enterprise level Blockchain integration for the transparency and authentication of the asset transfer. Acting as a type of "Smart Contract", MonetaPro will transfer asset information via a Blockchain integration for verification.

TOKEN PLATFORM SELECTION

The MonetaPro Token (MON) has been created on ERC20. We selected this protocol so the MON will be compatible with all the wallets and exchanges that support the ERC20 standard. By doing, we will not have to list the Token on multiple exchanges as it can automatically work on the ERC20 supported exchanges. In addition, it can be easily traded for all other Tokens (and coins), including Ethereum, that are based on the same standard.

SIZE OF MARKET

[The United Nations](#) estimates that close to 1/3 of all global trade is done as Inter-Company trade. While this number seems exorbitantly high, there have been studies that the Global Trade market is in excess of 10-12 Trillion. [Price Waterhouse Coopers \(PWC\)](#) has a global white paper that outlines the motivation, usage and implication in 49 countries. Further, [Deloitte Consulting](#) says one of the biggest issues is the lack of automation.

MonetaPro simplifies and provides the automation for the global trade market. MonetaPro can provide seamless transactions and global liquidity for excess capacity for Companies and Countries around the world.

CREATION OF THE GBUC FOR PAYMENT

For the transaction component, MonetaPro has created a new global electronic credit, called the GBUC (Global Business Usage Currency, or "G\$").

12



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The G\$ will serve as the median of exchange between businesses conducting transactions within the exchange. The G\$ is measured in U.S. dollars to provide a common global value system. In the present cash-based system of currency, global transactions face foreign currency translation and risks. MonetaPro's common electronic currency eliminates these inefficiencies and instantaneously carries out global transactions by allowing immediate transfer of ownership upon clearing and settlement of transactions. MonetaPro serves as the administrator of the exchange, providing real-time communication and complete accounting of transaction activity via its website.

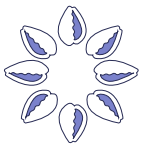
Members of the MonetaPro exchange list products and services for sale and will receive GBUCs in return as they sell products or services." The Company commonly refers to this as a "sell-for-credit" system. GBUCs are then used to purchase products and services from other members of the exchange. Unlike the current online auction sites on the Internet, sellers set the price of goods and services, thus maximizing value.

TAX FREE TRANSACTIONS

Transactions executed within the exchange receive IRS 1099B tax treatment and can potentially result in a tax-free transaction. <https://www.irs.gov/taxtopics/tc420>

While the traditional barter model has been used as a way for companies to liquidate excess inventory and capacity (i.e., excess, obsolete and irrecoverable inventory; overruns; unused facility space; unutilized manufacturing and plant capacity; services; time;), the Company believes that the low transaction costs and efficiencies of the Internet, combined with the increasing value of the GBUC as membership increases, will lead to businesses using the exchange to conduct ordinary commerce in lieu of cash. Furthermore, businesses with scarce cash resources will immediately benefit from using the exchange to source needed liquidity. All members gain access to a new global distribution channel, access to new global suppliers and a new cash management tool maximize liquidity.

13



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DIRECT SALES FORCE

Through its direct sales force, the Company will initially market to Fortune 1000 U.S. companies and the Global 2000. MonetaPro believes these companies will bring instant volume, credibility and visibility to the exchange. In doing so, the Company believes middle market businesses and SOHO's will join to have access to products and services offered by these companies. The Company



REVENUE MODEL

will also employ direct and online marketing techniques, such as affiliate and viral marketing programs and forge strategic alliances with key service providers to enhance the value-added services offered by the Company.

MonetaPro's primary source of revenue will come from an inverted and declining cash transaction fee paid on each sell. The fee will be 5% on smaller items and decline with either size of the trade, or volume.

The fee will be paid automatically upon clearing and settlement of the transaction. The fee will also be deducted electronically from either 1) the member's credit card OR 2) an automatic debit from the member's bank account. As membership and liquidity of the GBUC currency increases, the Company intends to introduce other banking products and services to generate additional revenue.

Competition currently consists of online local barter exchanges. These barter exchanges are mostly local companies (auto mechanic, restaurant, printer, etc.) and the size of the transaction is nominal.

SIZE OF TRADES

By contrast, Corporate Trade is done between and among Multi-National Global Corporations, with global assets or commodities. The average trade is \$1.3 Million. Think of the difference between Quickbooks (accounting program for small businesses) and SAP (accounting system for global companies). Both are accounting programs, but each has a different market and value proposition. Quickbooks is to barter what SAP is to global trade.

MonetaPro is focused on the Global Trade Market.

For these companies, MonetaPro can incorporate non-cash credits to act as currency. MonetaPro can also focus primarily on the excess inventory and capacity segment. The Company believes its business strategy and model offers significant advantages over its competition, namely its existing proprietary systems, GBUC settlement credit, pipeline of interested parties and management team with expertise in financial markets, banking and credit cards.

MonetaPro simplifies and provides the automation for the global trade market. Further, MonetaPro can provide seamless transactions and global liquidity for excess capacity for Companies and Countries around the world.





SOCIAL IMPACT OPPORTUNITY

In the present cash-based system of currency, global transactions face foreign currency translation and risks. MonetaPro's common electronic currency eliminates these inefficiencies and instantaneously carries out global transactions by allowing immediate clearing and settlement of transactions along with legal ownership of acquired items.

MonetaPro serves as the administrator of the exchange, providing real-time communication and complete accounting of transaction activity via its website.

Members of the exchange list products and services for sale and receive GBUCs as they sell products or services. The Company commonly refers to this as a "sell-for-credit" system. GBUCs are then used to purchase products and services from other members of the exchange. In the MonetaPro exchange, the seller sets the price of goods and services, thus maximizing value.

While the traditional barter model has been used as a way for companies to liquidate excess inventory and capacity (i.e., excess, obsolete and irrecoverable inventory; overruns; unused facility space; unutilized manufacturing and plant capacity; services; time; etc.), the Company believes that the low transaction costs and efficiencies of the Internet, combined with the increasing value of the GBUC as membership increases, will lead to businesses using the exchange to conduct ordinary commerce in lieu of cash. Furthermore, businesses with scarce cash resources will immediately benefit from using the exchange to source needed liquidity. All members gain access to a new global distribution channel, access to new global suppliers and a new cash management tool maximize liquidity.

As membership and liquidity of the GBUCs currency increases the Company intends to introduce other banking products and services to generate additional revenue.

Competition currently consists of online local barter exchanges. None of which, to date, have focused on the Global Corporate Market. The Company believes its business strategy

Under current IRS regulations a company can trade in and among companies. If this activity is done under a Barter Club, then only accumulated transactions are taxable.



FUTURE DEVELOPMENTS FOR MONETAPRO

For example, if during the course of a year a company sold \$50,000 in goods in the MonetaPro sell-for-credit exchange, and in return acquired only \$45,000 in return goods, there would be a \$10,000 accretive value, that would also be taxable under the 1099B regulations.

MonetaPro believes the companies could be encouraged to “donate” the excess G\$ trade credits as a charitable contribution to various social causes. This could include social impact, schools, charities or other needy causes.

Further, there is conversation with the United Nations around what is known as the SDG’s (Social Development Goals) whereby companies could partner with the UN for the donation of said credits.

MonetaPro has also developed a currency card platform that employs a magnetic stripe debit card for use at businesses possessing a standard merchant debit/credit card terminal. The card is based on a debit platform and will offer an interest-bearing credit option to add flexibility.

The Company strategy is designed to enhance the value of the GBUCs currency by making GBUCs accessible in the physical world and to build a branded currency card that will become a default payment option and accepted currency (i.e. Visa, MasterCard, American Express) at businesses throughout the world. The Company has a preliminary agreement with a data services provider to allow interface with the existing debit and credit card network. This interface will eliminate costly infrastructure that would otherwise have to be built to capture exchange transactions occurring offline as members use the currency card in the physical world. The currency card offers a unique B2C play as members issue currency cards to employees as an additional benefit, which can be used at participating retailers.

16

TAX LIABILITY EMPLOYEE TRANSFER

With the accumulation of G\$ trade credits, a Company may be faced with a dilemma at the end of the year in terms of an accumulated tax liability. If the G\$ credit was transferred to the employee in terms of a bonus, gift or grant, then the liability could in turn be shifted from the Corporation to the Employee.

MANAGEMENT/ADVISORS

Below is a list of the Management team and Advisors. All parties listed below are known associates of the Founder, Stephen Meade.



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MANAGEMENT TEAM

STEPHEN MEADE CHAIRMAN AND FOUNDER



Stephen Meade (Founder & Chairman of BigBamboo, LLC) is an American entrepreneur, philanthropist, mentor, and business executive passionate about creating world-changing companies. In 2005, Meade started Big Bamboo, a holding company that accelerates ideas into the formation of companies. In the past 20 years, Meade has created, incubated and architected (9) successful technology-based companies. Known globally as “The BullsEye Guy”, Stephen created a system around being targeted, specific and focused, and has used this to create and build first-of-its-kind companies (including three Public Companies).

Meade has taught his signature Ten Step “Bullseye Belief System” which demonstrates how an individual can create and target exactly what’s needed to succeed in business and life. His rigorous focus on using sales psychology to communicate simple ideas across a strategically targeted network has evolved into The BullsEye Belief System, which he has systematically used through the years to create and build companies.

Meade is currently the CEO of MonetaPro.io, which is a FinTech Blockchain company for global companies to participate in corporate trade. MonetaPro competed in and won the Silicon Valley d10e Global ICO contest, which to date was the largest ICO competition in the World featuring 32 companies. MonetaPro also took 3rd place at d10e (Seoul, Korea), 4th place at d10e (San Juan, Puerto Rico), 2nd place at d10e (Malta), etc. MonetaPro has globally placed in eight startup competitions, more than any other company in this space. MonetaPro has won more Global Startup Contests (8) than any other company in this space.

Meade is also the CEO of Upper Street Marketing, a boutique public company focused on technology around Media, Entertainment, and Influencers. The first product for UPPR, MagMo (which stands for “Magic Moments”) is a photo-sharing tool for major brands to create stories and share it with their existing audience. MagMo can provide monetization for social media audiences of the brand through a patent pending process known as the “back cover.”

Prior projects include:

MyBlueEarth.org – (Environmental Consumer Product for Water Conservation, saving a targeted 50 Billion Gallons of water per year, and educating millions of children about conservation)

Cenoplex – (A revolutionary mobile messaging platform and first company in the world to insert a four second audio message in the sequencing gap of a mobile phone call)

RONAStar – (Internal eBay for large companies to save money by redeploying their own idle assets)

ComCom – (A private labeled transaction platform for affinity groups)

CuCme – (See you, See Me; a mobile networking app to find relevant people around you)

17



MonetaPro

Meade's roster of successful businesses also includes the founding and selling of SiteVisions.com, a website and database development company sold in 2000. In 1996, he founded VirtualSellers.com which became the innovation for an e-commerce based transaction processing system that proved to be an early precursor to PayPal and EAMS (Emergency Asset Management System - software application for disaster management). VDOT was sold in 1999 to a public company. At its height, VDOT had a market cap of \$950M. VDOT, the technology, service and concept was an early precursor to what later became PayPal.

Meade's ideas are impactful, relevant, and quite often ahead of their time. From having the 4th ever Infomercial in the late 80's to VirtualSellers in the 90s, Meade has positioned himself as a pioneer in the e-commerce transaction processing company. Prior to venturing into the entrepreneurial world, he served as a regional Vice-President with Travelers Group, a fortune 500 financial services company.

He is the author of three books in the field of finance/credit improvement and business networking.

Meade frequently speaks on the art of networking at executive leadership conferences and global communities of startup (i.e. executives, entrepreneurs, start-up founders, co-founders, students).

Meade is a frequent speaker and panelist at CGI (Clinton Global Initiative), Founder Institute, Opportunity Green, and more. He has also served as a guest lecturer at universities including MIT, Harvard, Northwestern, PKI (Peter Kiewit Institute), University of Nebraska, UMKC (University of Missouri Kansas City), USC, UCLA, University of Chicago, Loyola University, Illinois Institute of Technology, University of Illinois at Chicago, and more. Meade has been a featured speaker on the following topics:

- Business Networking
- Finance and FinTech
- Supply Chain and Procurement
- Enterprise Software
- Blockchain
- Entrepreneurship
- Vision, Values, and Leadership

He's judged Startup contests around the world—including most recently at AIBC in Malta, where he helped craft some of the Blockchain Laws.

Meade runs Thanks 4 Your Service, nonprofit supporting first responders, law enforcement and military.

Meade hosts "The BullsEye Guy Podcast" featuring entrepreneurs, entertainers, authors and changemakers around the world.

If you are interested in having Mr. Meade speak at your next conference regarding entrepreneurship, networking, building a business team, recruiting management, putting together an advisory board, start-ups, or leadership, please contact us.

18



MonetaPro

IGOR BARASH CHIEF OPERATING OFFICER



Mr. Barash is an experienced Technology Product and Operations Executive who co-founded CyberDefender Corporation, an Internet security software company where he served as Chief Operating Officer. The company was a true garage to Nasdaq story. Mr. Barash directed the development and successful market introduction of many of their leading Internet security products including MyCleanPC.com and USTechSupport.com, which served over 60 million users worldwide. Additionally, he assisted the company in growing from a startup to over \$64 million in revenue and nearly 700 employees and contractors. Most recently, Mr. Barash has been a consultant, advisor and acting COO for companies such as HyreCar, Magmo, Spiral Toys, M-Theory and others. Working within car sharing, internet software, managed services and now blockchain technologies. Igor Barash is an excellent strategist and expert in the startup world.

JAY SATO CHIEF MARKETING OFFICER



Mr. Sato has over 25 years of executive marketing experience at Sony Electronic Inc. As a General Manager and Vice President he was responsible for creating new product categories for Sony. He was part of the team that introduced the Compact Disc player and format in 1982. In 1985 he launched the first consumer camcorder and built the Handycam™ camcorder business into \$1 billion in sales and sustained a #1 market share position that Sony still enjoys. His management responsibilities included sales, marketing, financials, innovative product development, flexible pricing structures, procurement (supply chain), generation, customer acquisition and retention.

To expand Sony's imaging business, he created and developed Sony's digital camera division. Within one year of introducing Sony's Digital Mavica™ camera, Sony gained #1 market share. To expand the application and enjoyment of digital imaging, he then led a development team of engineers, operations, marketers and lawyers and set-up ImageStation.com, Sony's entrepreneurial venture in image sharing, printing and gifting website services. ImageStation.com garnered almost 2 million active members in its first year and received numerous industry awards for its innovative capabilities. To elevate Sony's other web services, he was assigned all marketing for SonyStyle.com, Sony's eCommerce website. He supervised all advertising (TV, print, email, banner) and oversaw CRM database management and web analytics for demand generation, customer acquisition and retention.



Mr. Sato received an engineering degree from the University of California, Berkeley, and an MBA from Harvard Business School. He currently holds 5 patents and 12 patents pending in digital imaging, management and web analytics for demand generation, customer acquisition and retention.

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RICK PRENDERGAST DIRECTOR OF SALES



Mr. Prendergast has over twenty years of senior and executive level sales experience. He has held a wide range of domestic and international sales management positions with highly respected Fortune 500 companies. He has also built successful sales channels with start up organizations.

Examples of his sales experience includes American Express corporate card division, Atlantic/Lucent Technology, First Source, an e-procurement ASP, EuroPoint International, NEC Unified Solutions, Siemens Business Services and most recently, Thomson Corporation.

His success in sales at American Express resulted in a promotion to the management team that launched a start-up business within the Corporation called "Corporate Services." Mr. Prendergast played a critical part in the development of this start-up, growing revenue to over \$300M within 5 years. He was the first VP of Sales hired at Participate.Com, an e-community provider. At Participate, he designed and executed the sales strategy for Participate.com's North America expansion. Mr. Prendergast was recruited by Atlantic/Lucent Technology to lead a turn-around of the national sales organization that was not meeting revenue and market growth expectations, where his efforts resulted in growing the sales channel revenue by \$350M in less than four years. He also led other start-up sales organizations by launching the North American sales and business development for EuroPoint. He developed and deployed the field sales force for Firstsource, an e-procurement platform focused on the middle-market. At NEC Unified Solutions, he was instrumental in driving change management where he reduced the cost of sale by \$34M and grew new revenue by launching a new solution-based services offering.

20



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CHRISTOPHER HUGHES TECHNICAL ADVISOR



SHEKAR SATHYANARAYANA

HEAD OF BUSINESS DEVELOPMENT & OPERATIONS



Shekar is the Head of Business Development & Operations for MonetaPro. He brings a wealth of experience in client relationship management from his background in Media & Entertainment during his time at WME and UTA talent agencies. He has worked in commercial endorsements along with TV Talent/Literature. He also has his JD/MBA.

He has been published by The John Marshall Journal of Information Technology and Privacy Law on the Slingbox device. Slingbox: Copyright, Fair Use, and Access to Television Programming Anywhere in the World, 25 J. Marshall J. Computer & Info. L. 187 (2007) [Link to Slingbox Note.](#)

MARK SAVOY

MARKETING



Investment Services, Investor Relations, Sales, and Marketing, Brand Awareness, Blazenow.com, Zuma Beach Entertainment, ZoomCompanies, INC, Exchangemail.com Brand Ambassador at BBXUK- BBXIR, the worlds largest B2B exchange.



INDUSTRY AND STRATEGIC ADVISORS

Advisors were specifically chosen based on background and relevant industry. Particular specification was paid to the Industries and Sectors that have the highest propensity of Global Trading.

PETER KNEZ ADVISOR

Before founding Incapture, Peter was Co-Chief Investment Officer of BlackRock's fixed income business, following its acquisition of Barclays Global Investors ("BGI") where he was Global Chief Investment Officer for Fixed Income. Prior to BGI, Peter held positions with Lincoln Capital Management and Goldman Sachs, where he started his career in financial services. Prior to Goldman Sachs, Peter held professorship positions at Kellogg School of Management, University of Wisconsin and University of Chicago. Peter completed PhD work at The Wharton School at The University of Pennsylvania and post-doctoral work at the University of Chicago.



JEFF HAZLETT ADVISOR

Jeffrey Hayzlett is a primetime television host of C-Suite with Jeffrey Hayzlett and Executive Perspectives on C-Suite TV, and business podcast host of All Business with Jeffrey Hayzlett on C-Suite Radio.

He is a global business celebrity, speaker, best-selling author, and Chairman of C-Suite Network, home of the world's most trusted network of C-Suite leaders. Hayzlett is a well-traveled public speaker, former Fortune 100 CMO, and author of three best-selling business books: The Hero Factor, Think Big, Act Bigger: The Rewards of Being Relentless, Running the Gauntlet and The Mirror Test.

Hayzlett is one of the most compelling figures in business today and an inductee into the NSA's Speaker Hall of Fame. As a leading business expert, Hayzlett is frequently cited in Forbes, SUCCESS, Mashable, Marketing Week and Chief Executive, among many others. He shares his executive insight and commentary on television networks like Bloomberg, MSNBC, Fox Business, and C-Suite TV. Hayzlett is a former Bloomberg contributing editor and primetime host, and has appeared as a guest celebrity judge on NBC's Celebrity Apprentice with Donald Trump for three seasons.

He is a turnaround architect of the highest order, a maverick marketer and C-suite executive who delivers scalable campaigns, embraces traditional modes of customer engagement, and possesses a remarkable cachet of mentorship, corporate governance, and brand building.



22



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ROGER VAN SCOY

ADVISOR



Roger is a 30 year veteran of the transaction processing industry with experience in card issuing, acquiring, processing and executive management. In May, 2005 he took a role with Kanbay, Inc to lead the Global Banking Practice as the domain's Managing Director. Currently living in Europe, now for over six years, he has previously held positions with TSYS, the world's number one processor of credit cards, as Managing Director, Europe and with First Data. At FDC, he was Managing Director for their International card processing business after serving a year in Hong Kong as Managing Director Asia/Pacific. Earlier in his career he held various positions in commercial and retail banking in Texas. His career is replete with experience in business development, operations, marketing and M&A for companies such as First National Bank in Dallas, First USA and EDS. At EDS he was the Operations Manager for the GM Card launch in the USA, the fastest growing new card product in the industry's history (zero to two million accounts in two months). With TSYS he managed the European business which included the RBS conversion from FDI to TSYS, 9 million accounts, 4 banks in two countries while establishing business operations and a data center in the UK and supporting other new business efforts. Roger has extensive knowledge of the banking and card industries.

STEVE MOTT

ADVISOR



I transact, therefore I am. In a digital era, humans are monetizing their customer values with the organizations with which they interact. Transacting safely and certainly in a global, electronic environment represents an enormous challenge, however; traditional financial services firms – as tragically witnessed in the credit crisis of 2008 – are struggling to adapt to both the opportunities and challenges. The mission of this company is to enable all parties to a transaction to interact productively, cost-effectively and surely for the long-term benefit of a free-market society.

Specialties: Client services include transaction economics (cost-benefit analyses, market and business case forecasting, trend-impact simulations and technology projections); competitive assessments; M&A support (due diligence, anonymous communications, and idea-brokering); expert witness support (on both IP and business issues); strategy assessments (reviewing current approaches and developing new options); and meta-research (the process of culling together disparate research sources into a unified view).

23



STEVE BEAUREGARD

ADVISOR



Steve is serial entrepreneur, disputer, and investor with a keen eye for emerging technologies and the business instincts to position companies in the sweet spot of each new tech wave.

As partner and Chief Revenue Officer for Bloq, Steve aligns Bloq's offerings with the Blockchain needs of Fortune 50 and Blockchain 50 organizations. During his 4-year tenure with GoCoin as Founder and CEO, Steve brought the company from concept to profitability in under 2 years. GoCoin processed over \$100M in cryptocurrency payments on four different Blockchains and emerged as the highest transaction volume processor in the world. Steve gained unparalleled insights into cryptocurrency spending behaviors, secure wallet management, global banking, coin trading & arbitrage, merchant acquisition, and the worldwide cryptocurrency regulatory landscape.

As a founding member of the Chamber of Digital Commerce, Steve actively participates on their State Working Group and Token Alliance. Steve's 25 years of pioneering technologies includes Internet, messaging, mobile, eCommerce and Fintech solutions for consumer, enterprise and government applications. With this vast experience, Steve has been honored with keynote speeches worldwide and is a frequently asked to speak at prominent universities including: USC Marshall School of Business, UCLA Anderson School of Management, Pepperdine, Chapman, Harvard, and the University of Oxford, Säid School of Business (UK).

Specialties: Public Speaking, Cryptocurrencies, ICO, Token Sales, Payments, Bitcoin, Ethereum, Smart Contracts, Digital Currency, Virtual Currency, eCommerce, merchant services, mobile solutions, mobile apps, social media, digital marketing, flash sales, startups, business accelerators / incubators, strategy.

MICHAEL TERPIN

ADVISOR



Michael Terpin is founder and CEO of [Transform Group](#), whose divisions include Transform PR, a global public relations firm that has served more than 200 clients in the blockchain field and helped launch 75 ICO's, including Aion, Augur, Bancor, Dent, Ethereum, Factom, Golem, Gnosis, Lisk, MaidSafe, Neo, Qtum, SALT Lending, and WAX Token; CoinAgenda, an event series for cryptocurrency investors, and Transform Strategies, the company's advisory division. Transform Group International, LLC, is headquartered in San Juan, Puerto Rico, with offices in Santa Monica, Las Vegas, Silicon Valley, New York, Toronto, Paris, and Cape Town.

24



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Terpin also co-founded BitAngels (www.bitangels.co), the world's first angel network for digital currency startups, in May, 2013, and he is co-founder of Aspire, a new asset creation blockchain platform scheduled to do its token generation event in 2018. Previously, Terpin founded Marketwired, one of the world's largest company news-wires, which was acquired in 2006 and later sold to NASDAQ for \$200 million. He also co-founded Direct IPO, one of the earliest equity crowdfunding companies, and founded and sold his first PR firm, The Terpin Group, which represented many of the early Internet leaders, including America Online, Earthlink, Match.com and the Motley Fool, as well as serving as AOR for divisions of Alpine, Fujitsu, JBL, Kawai, Konami, Playboy and TEAC.

Terpin holds an MFA from SUNY at Buffalo and dual BA in journalism and English from Syracuse University, where he serves on the board of advisors at the top ranked Newhouse School of Public Communications. Terpin is also an investor and advisor to many blockchain, media and technology companies, including Blockchain Terminal, Polymath, Purse.io, ShapeShift, VideoCoin and WAX. He is a general partner and heads up the ICO investment committee in Alphabit Fund (www.alphabit.fund), a Cayman Island registered digital currency fund with an authorized \$300 million assets under management.

DENNIS KUCINICH

ADVISOR

Dennis is an American politician and former Presidential candidate. He was a US Representative from Ohio from 1997-2013. Dennis has served as a member of the Cleveland City Council, as Clerk of the Cleveland Municipal Courts and as Mayor of the City of Cleveland. He has also served as an Ohio State Senator.



JOHN SUTTON

ADVISOR

John Sutton is a global food explorer. He founded "Sutton Selects" which is a global curated lifestyle brand. He scours the globe looking for hidden gems that have been overlooked by mass distributors for consumption for various reasons.



25



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FOOTNOTES AND WHITEPAPERS

United Nations: Introduction to Transfer Pricing (Nov 2016)

IBM Research: Blockchain/DLT: A game-changer in managing MNCs intercompany transactions - Nov 2017

PWC: International Transfer Pricing 2015/16

Payments.com: Why Corporates Trip Over All The Moving Parts Of Inter-Company Transactions (Aug 2016)

KPMG: 2016 From Thomson Reuters and KPMG International Global Trade Management Survey (2016)

Barter Implications

IRS Barter and Form 1099B

PRODUCT DEMO

Click here to view the Product Demo: <https://youtu.be/lTbbWqvDojc>

26



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