



Uptota

PITCH DECK

<https://uptota.com/>

AFRICAN OPPORTUNITIES

Africa has a population of **1.47 billion people**, which is **17%** of the global total. About **60% unbanked adults**, with **80%** of those owning a mobile phones.

Mobile phone use went from less than **3%** to **80%** in less than a decade. Already, a host of local mobile phone and e-payment platforms have seized this opportunity to develop **innovative** ways to reduce the friction associated with **transferring money on the continent.**

Foreign remittances remain a **primary source of income** for many African communities and households, with countries such as Nigeria reportedly attributing almost a **third of their** GDP to the monopolies MoneyGram and Western Union.

As a reference Kenya's "M-Pesa" platform, which allows customers to send and receive money via mobile phone, already handles transfers of **more than 25% of Kenya's GDP**, which has led to increased consumer confidence in digital solutions.

Uptota

is a leading financial technology company with a focus on inclusivity and compliance striving to reshape the financial landscape in Africa and driving economic growth and prosperity for all.

Fueled by cutting edge technology and access to the Web3 space, including the introduction of the \$ UPT token, Uptota Exchange now offers smooth, secure, and legally compliant transactions at the simple click of a button.

This achievement signifies a pivotal moment in our journey, as we transform our goals into reality.



U VALUE PROPOSITION

Our philosophy is based on 5 core pillars:

Accessibility

Uptota's core efforts lie in providing an **intuitive** and **user friendly solution**, serving the needs of all our stakeholders.

We give **end users** and **vendors** an optimal user experience with solutions **tailored** to the **specific needs of the African people** considering their access to e.g. smartphones and internet.

Compliance

Our goal is the **long term establishment** of Uptota, creating **benefits** for **all our stakeholders**, including the governments.

Legality is a core ambition and we will ensure to **stay compliant with all existing and new requirements** regarding financial markets and crypto regulations in Africa as we think this is key to **long term success**.

Collaboration

Our philosophy follows the rule, **if our partners win, we win.**

For that reason, we are not only seeking to profound and extend our **relationships** with the **African representatives**, but build a **strong network with businesses in Africa**, giving them the **opportunity to participate in our revenue**, by encouraging the usage of our product.

Inclusion

Uptota's focus is the **African market**, providing a **global solution** that enables **all african people** and **people across the world** to send and receive transactions.

For that reason, we also understand it as **our responsibility** to provide **educational workshops** and a **strong support service**, to help everybody with the onboarding.

Growth

With a long-term strategy as guidance, we know, that we will have to **follow an incremental adoption approach across African countries** starting with the ones we have the **strongest relations** already established and where **crypto regulations** are already **more mature**, to build the **foundation** for more to follow.

U PLATFORM DESIGN

Platform Features

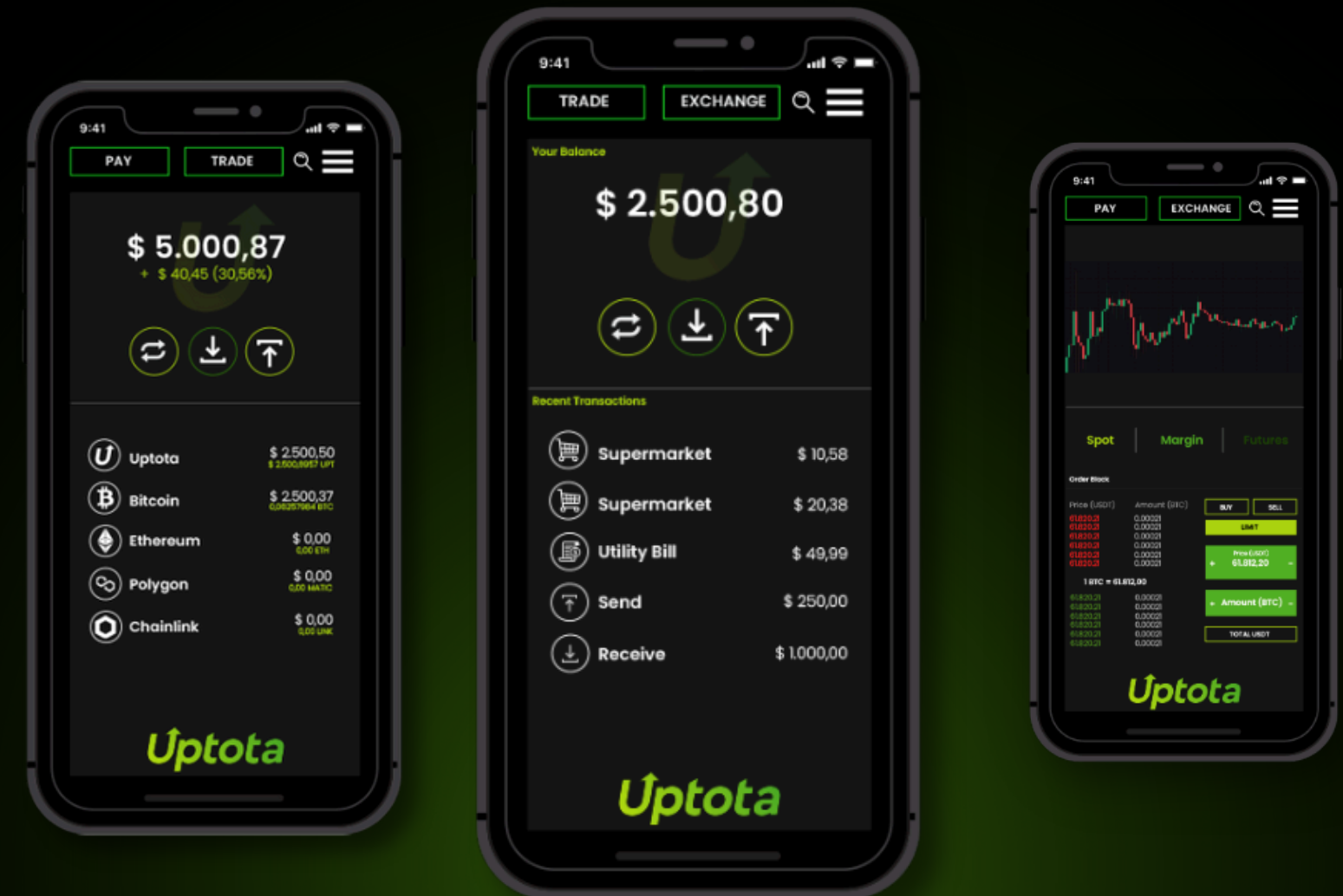
The platform features include the general capabilities an application needs to work seamlessly. Despite an intuitive user experience, we include the highest level of security and implement all regulatory requirements in an automated fashion to ensure compliance at all time.

Lite Version

Uptota Lite provides the common features to buy, convert, send and withdraw cryptocurrencies. Part of Uptota Lite is also a payment application, which enables our users to make use of their digital assets in their day-to-day life paying goods and services in online and offline stores, as well as conducting P2P transactions to other users.

Full Version

As we want our users to enjoy the full capabilities of a crypto exchange, in the full version we provide them with trading features like spot and margin trading, as well as futures and advanced crypto functionality like e.g. staking.



User Experience



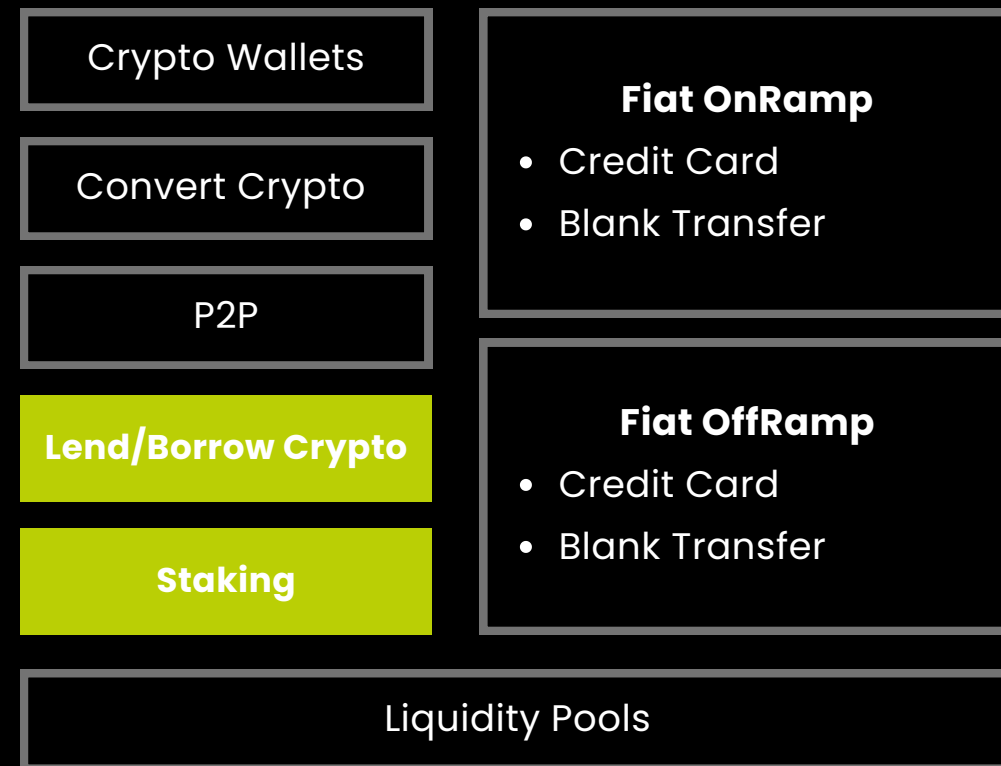
Governance, Compliance & Privacy



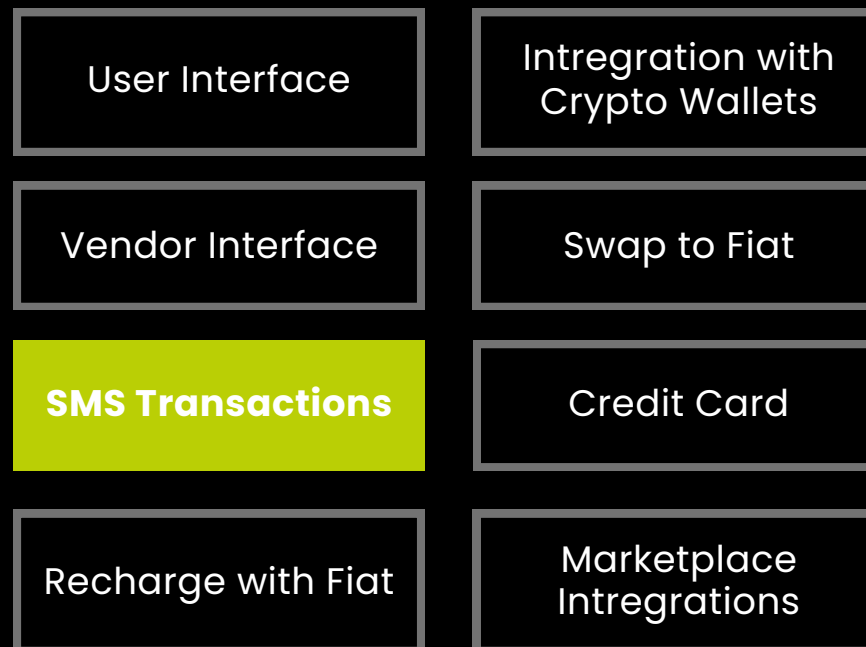
Integration Layer / API Platform



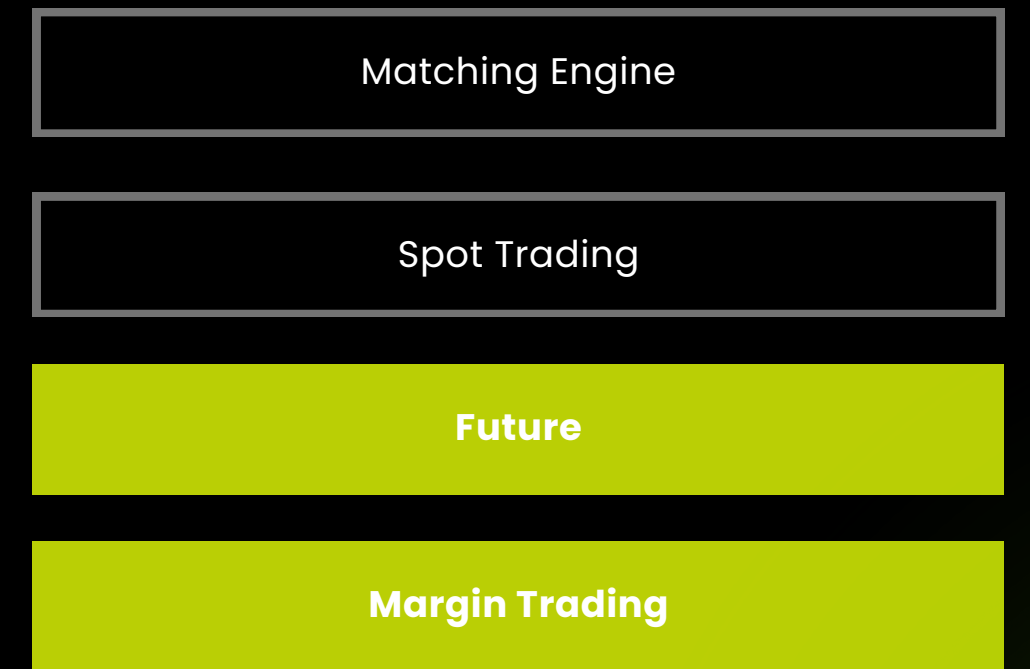
Uptota Exchange



Uptota Pay



Uptota Trade



Platform Operations



Full Version

Overarching Platform Features Lite

Lite Version

\$UPT TOKEN UTILITY



Trade / Hold

Buy, convert and hold the token in a seamless fashion in the Uptota wallet or other, decentralized wallets.



Payments

\$UPT can be used as payment method in our ecosystem. Token amounts will be defined by the vendors.



Network Fees

Fees per transaction through our own blockchain, for other tokens than \$UPT.



Network Participation / Mining

With the introduction of the Uptota blockchain, network participants have to stake a certain amount of \$UPT to receive a node.



Transaction Fees

Fee on all transaction conducted through our ecosystem. Such transactions include:

- Recharging Fiat Balance
- Buying Crypto through Fiat On-Ramp
- Withdrawing Fiat
- Payment Bridge to online stores (paid by vendor)
- Payment system offline stores (small monthly fee paid by vendor)



Rewards

Rewards are dedicated to network participant rewards and staking rewards.



Token Burn

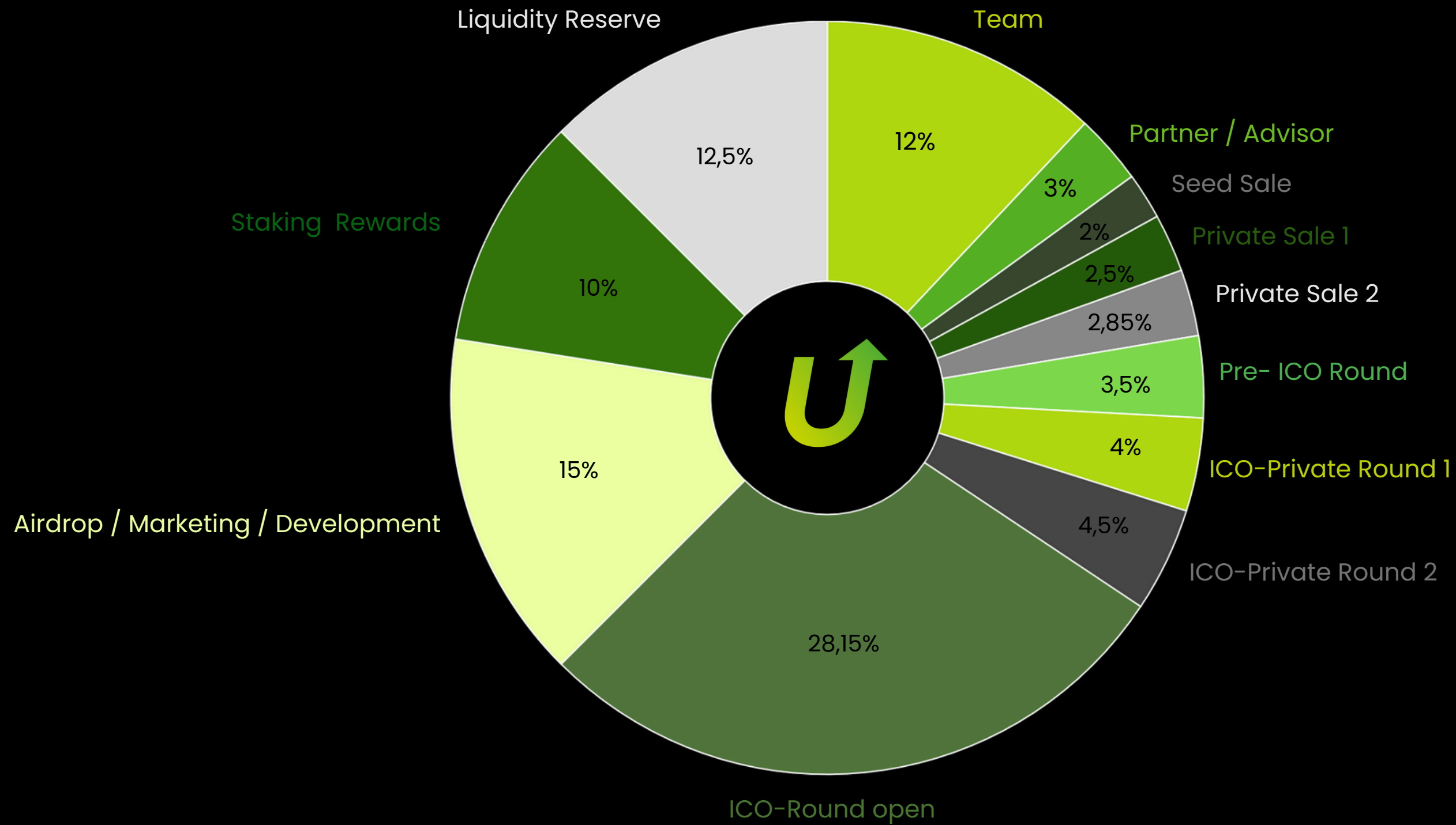
Tokens not sold in the ICO will be added to the burn pool. The token burn is mathematically calculated and automatically executed.

\$UPT TOKENOMICS

Total Supply 200.000.000

IMC (@TGE) \$ 4.294.688

FDMC (@TGE) \$ 45.000.000



19,35% Token Raise
*see details on next slide



SUPT TOKEN SALE ICO

Category	% Allocation	\$ Price	# Tokens	\$ Token Value	Lock/Cliff Period	Cliff Cadence	Vesting After Cliff (Months)	Distribution Frequency	TGE Circulating Token Amount	% Available @ TGE
Team	12%		24.000.000		4	Month	36	Daily		
Partner / Advisor	3%		6.000.000		3	Month	24	Daily		
Seed Sale	2%	0,050	4.000.000	200.000	2	Month	24	Daily	200.000	5%
Private Sale 1	2,5%	0,075	5.000.000	375.000	2	Month	18	Daily	500.000	10%
Private Sale 2	2,85%	0,090	5.700.000	513.000	2	Month	18	Daily	712.500	12,5%
Pre-ICO Round	3,5%	0,125	7.000.000	875.000	1	Month	12	Daily	1.050.000	15%
ICO Private Round 1	4%	0,130	8.000.000	1.040.000	1	Month	12	Daily	1.200.000	15%
ICO Private Round 2	4,5%	0,140	9.000.000	1.260.000	1	Month	8	Daily	1.350.000	15%
ICO Round Open	28,15%	0,225	56.300.000	12.667.500		Month	5		14.075.000	25

SUPT TOKEN SALE ICO

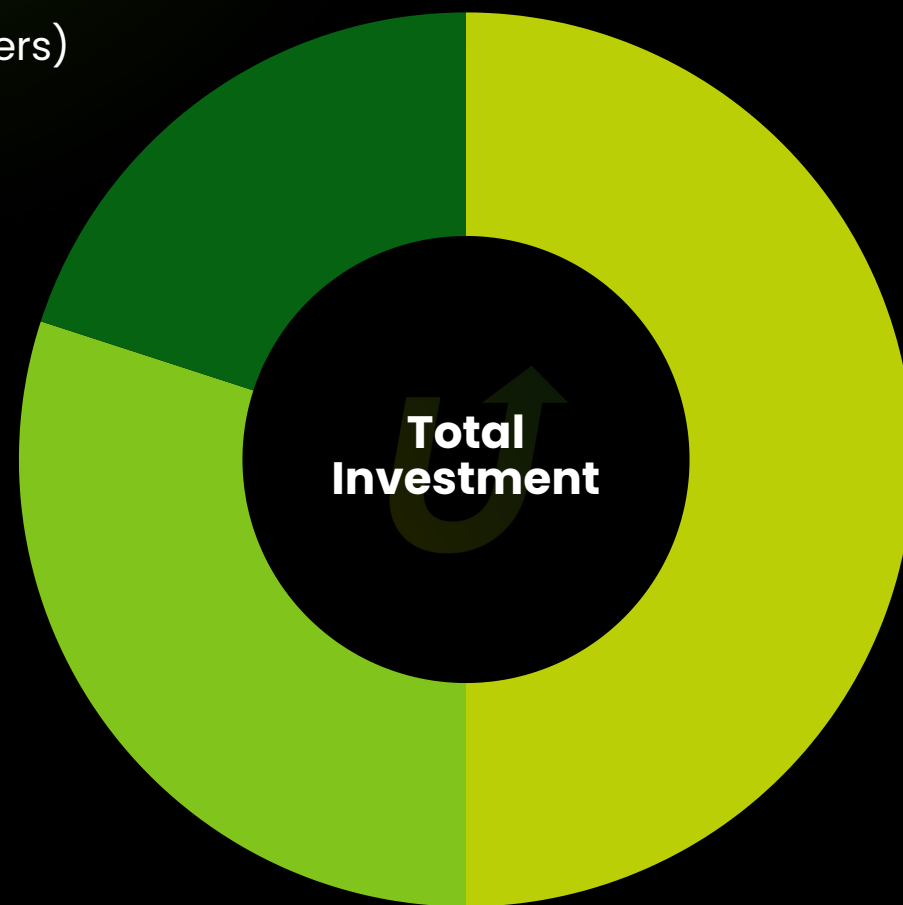
Category	% Allocation	\$ Price	# Tokens	\$ Token Value	Lock/Cliff Period	Cliff Cadence	Vesting After Cliff (Months)	Distribution Frequency	TGE Circulating Token Amount	% Available @ TGE
Airdrops / Marketing / Development	15%		30.000.000							
Staking Rewards	10%		20.000.000							
Liquidity Reserve	12,5%		25.000.000							

INVESTMENT DETAILS ICO FUNDING

Investment Distribution

Company Overhead

- Salaries
- New hires (esp. developers)
- Offices
- Legal & compliance
- Licenses
- Corporate Hardware software
- Corporate expenses



Technology

- Platform enhancements
- Third party software integration
- Infrastructure costs
- Blockchain development

Business Development

- Train the Trainer program development
- Educational on site workshops
- Partnership establishment
- Vendor program establishment
- Communication Material
- Marketing Campaigns

Exist Strategy for ICO Investors

With unlock, sell \$UPT tokens in the secondary market or exchange them to other cryptos

Use unlocked \$UPT tokens to buy goods and services with Uptota certified vendors

Transform contract to other potential buyer in communication with Uptota leadership

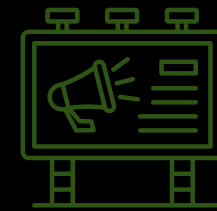
Invest in other companies with unlocked \$UPT tokens to maximize your portfolio

UPTOTA MARKETING INITIATIVES

Thanks to our African Partners we have access to a variety of communication channels to reach our target groups.



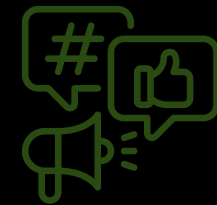
Television Interviews/ Ads



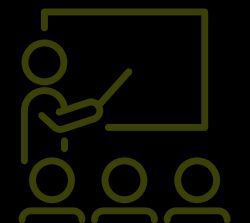
Posters & Billboards



Radio Interviews /Ads



Social Media



On site Education Sessions



Community Building



Grassroot Enlightenments

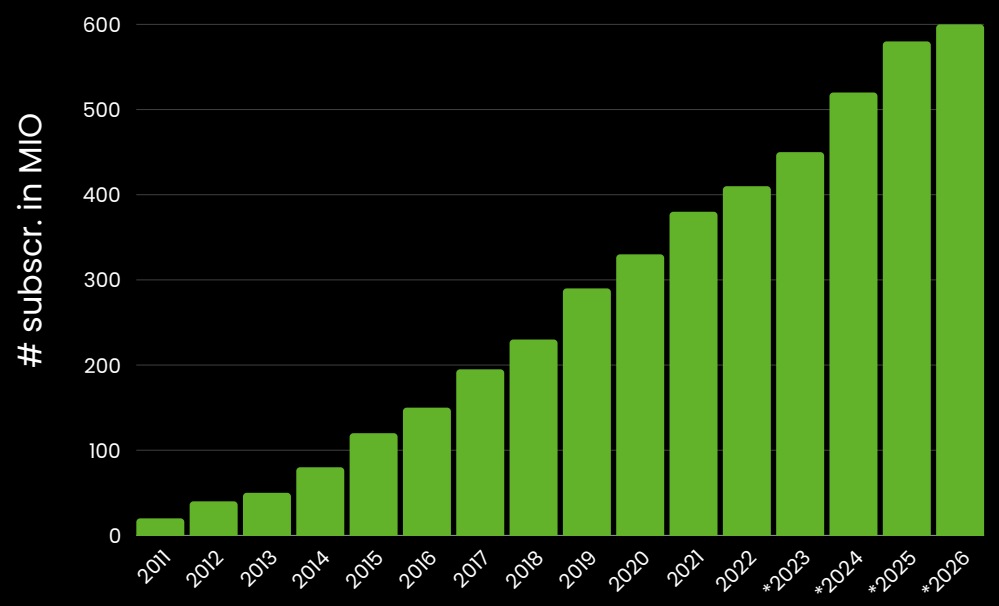


Influencers

MARKET STATISTICS

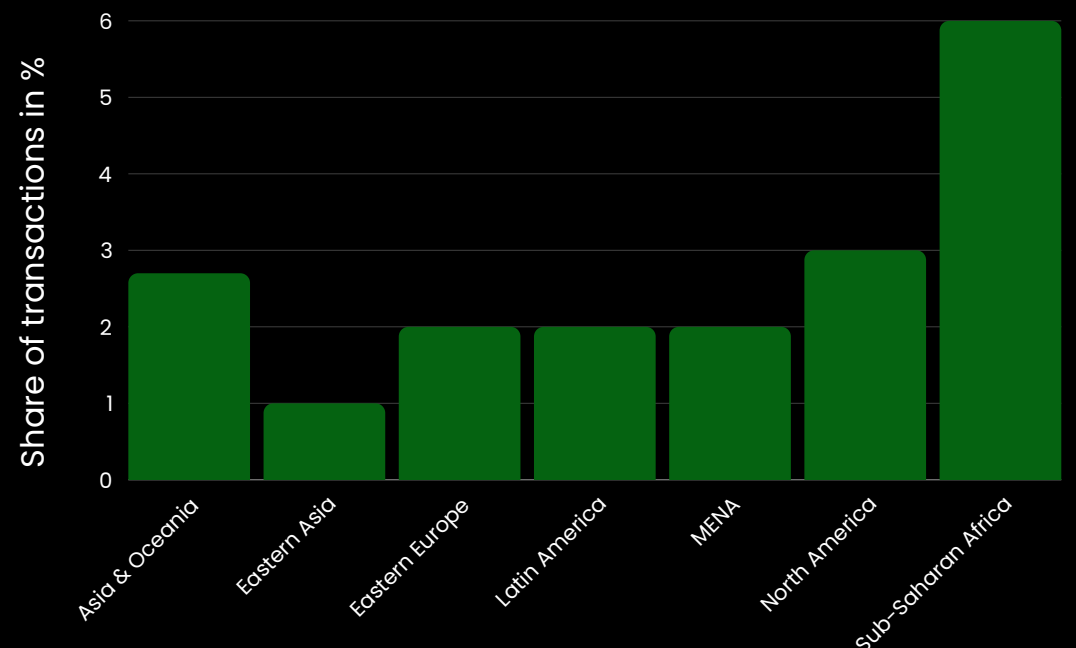
Thanks to our African Partners we have access to a variety of communication channels to reach our target groups.

The number of smartphone subscriptions in Sub-Saharan Africa increased 1800% in 10 years.



Source: Statista

Sub-Saharan Africa is in the lead, pushing for crypto P2P Exchanges.



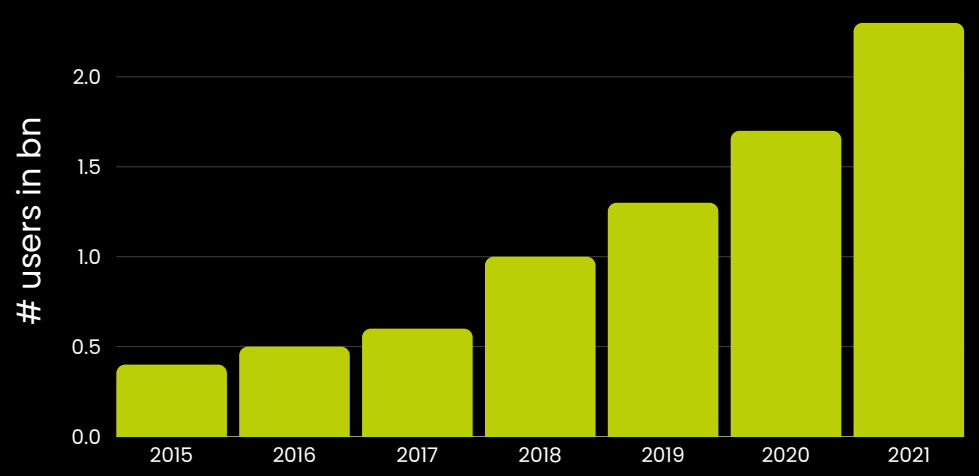
Source: Chainalysis

The role of cryptocurrencies for remittance payments has experienced exponential growth in 2020.



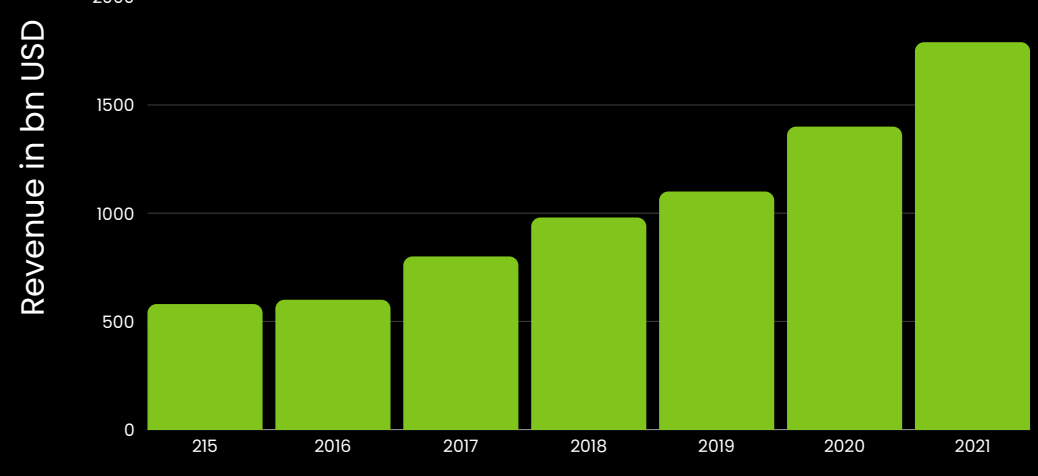
Source: Chainalysis

The global number of mobile payment app users has grown ~450% since 2015.



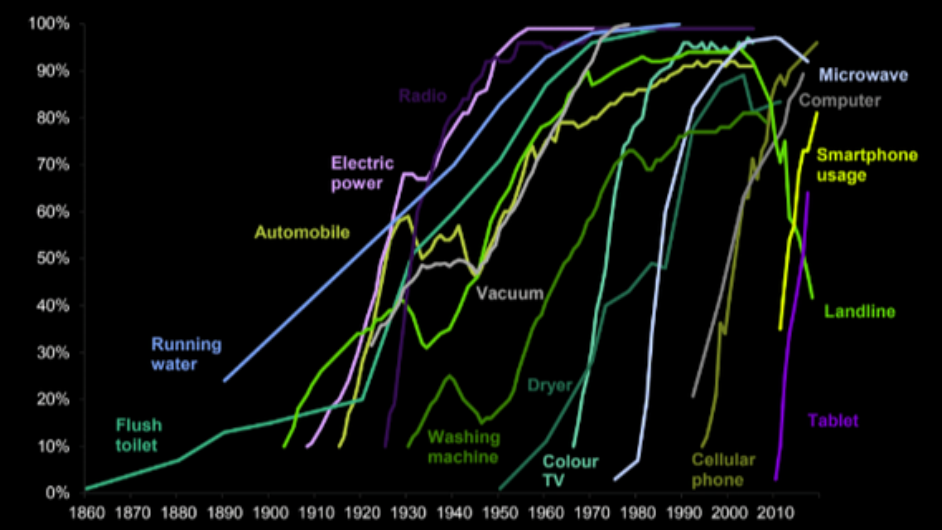
Source: Statista

Mobile payment apps transactions volume reached \$1.7 trillion in 2021.



Source: Ant Group, Bloomberg, Mordor Intelligence, Worldpay

The adoption of new technologies accelerated at highpace pathing the way for mass market adoption.

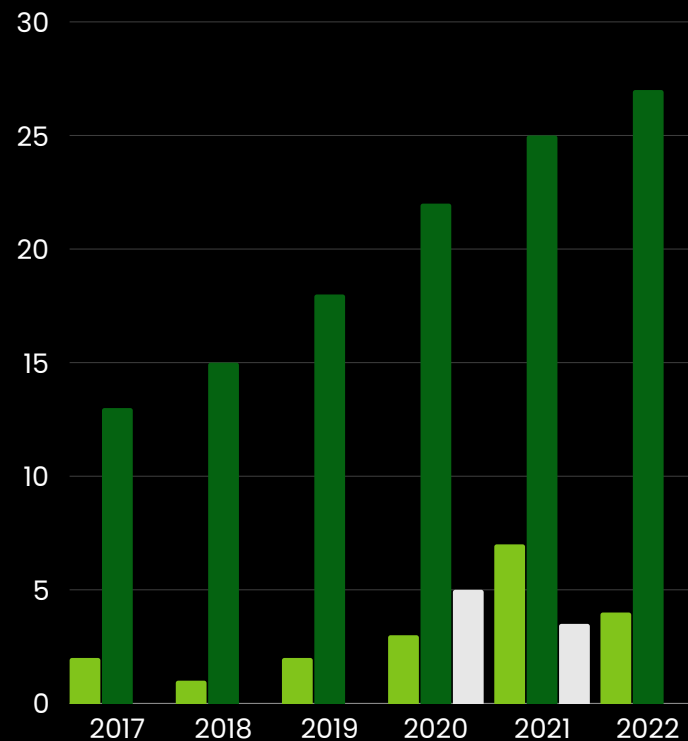


Source: BlackRock

BUSINESS POTENTIAL

To demonstrate Uptota's growth potential, we want to take a look at strong market players in the crypto exchange and traditional payment solutions market.

Revenue (\$bn)

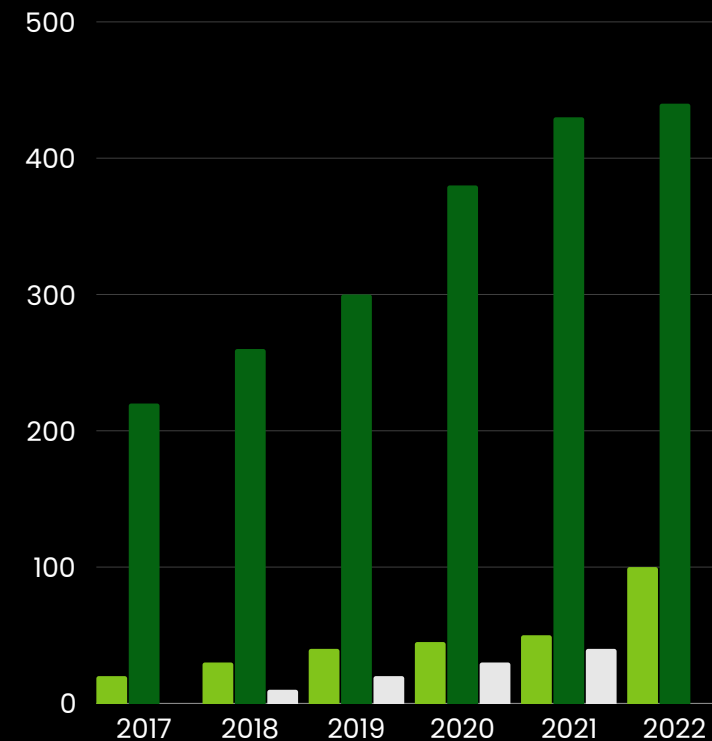


PayPal: organic growth between 15%-20%, despite a little dip between 2021 & 2022 (9%)

CoinBase: slow start with flat growth rate. Major increase between 2020 & 2021 (550%)

Binance: limited data available (only 2020 & 2021) presenting a 64% decrease of revenue

Users (mil)

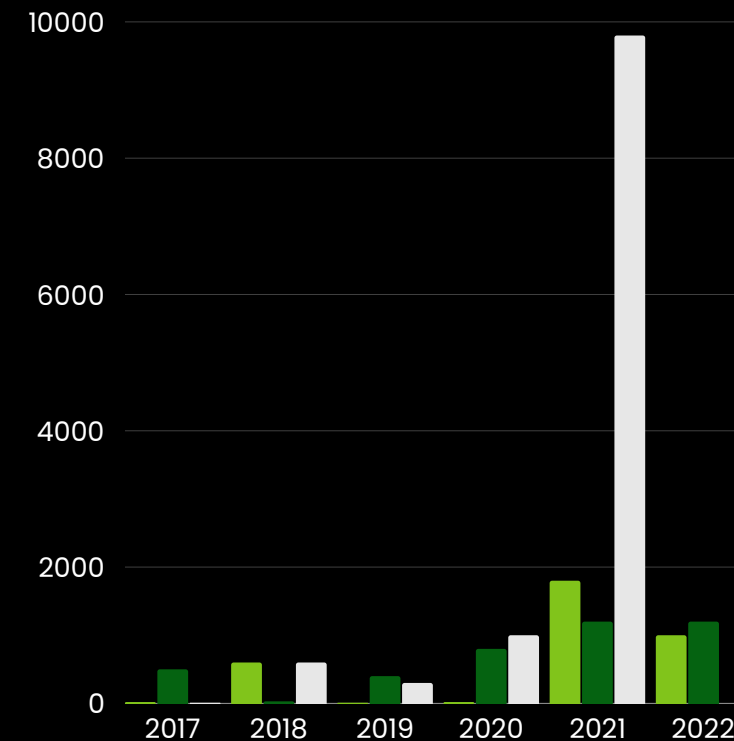


PayPal: organic user base growth around 20% yearly, in line with yearly revenue

CoinBase: user base growth in 2021 (60%) & 2022 (75%), while decrease in revenue in 2022

Binance: Massive increase in 2018 (~800%) with yearly organic growth (30%) (no data for 2022)

Transaction Volume (\$bn)

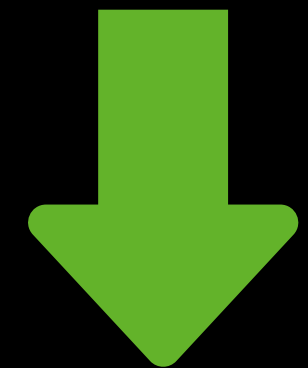


PayPal: aligned with revenue data & little volatility; ~ between 25%-35% growth, except 2022

CoinBase: growth starts in 2019, with massive jump of 780% between 2020 and 2021

Binance: highest yearly volume, with massive jump of ~800% between 2017/2018 & 2020/2021

- Traditional markets, where PayPal is operating, present more stability and correlation between revenue, numbers of users and transaction volume, in comparison to the crypto oriented payment solutions, where more volatility in revenue and transaction volume is visible
- Comparing the data between Coin Base and Binance, there can be observed similar developments with regards to transaction volume, with the key difference, that Binance's volume is on average 5 times higher



Uptota will leverage the best of both worlds, to provide it's user a payment solution for day to day use while giving them access to the great growth potential of the crypto market!

COMPETITOR ANALYSIS

Uptota Competitive Advantage

- Advanced Crypto Solutions including Trading
- Development of proprietary Token and Blockchain
- Payment Application to purchase goods and services
- Vendor network and incentive program
- Governmental Support
- Compliance and Security from day 1
- SMS payments
- Virtual Credit Card

Criteria	YellowCard	Luno	Uptota
Crypto Wallet	✓	✓	✓
Basic Exchange Functionality (Incl. P2p)	✓	✓	✓
Lending/Borrowing Crypto			✓
Staking			✓
Fiat On- and Off-Ramp	✓	✓	✓
Payment App	✓		✓
Fiat Balance for Goods & Services	✓		✓
SMS Payment			✓
Virtual Credit Card			✓
Vendor / Partner Incentive Program			✓
Crypto Advances Trading Solutions			✓
Focus on Africa	✓		✓
African Government Support	✓		✓
African Relations & Partnerships	✓	✓	✓
Compliance & Regulations confirm	✓		✓
Educational Content	✓	✓	✓
Proprietary Blockchain			✓
KYC	✓		✓
Native Token			✓

TEAM



GC
CEO



DANIELE
CFO



JAN
CMO



STANLEY
PRODUCT MANAGER



MICHAEL
HEAD MARK. AFRICA



ANDREAS
CISO



THORSTEN
OPS MANAGER

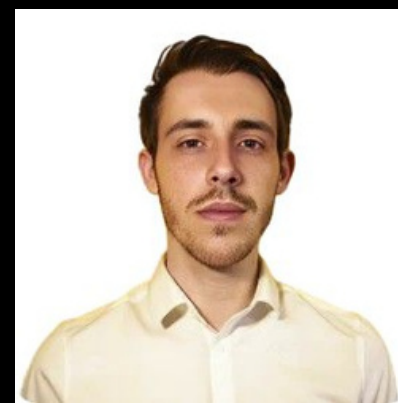


MIKE
HEAD OF SUPPORT

Advisor



STEPHANE
PARTNER AFRICAN PEACE &
SECURITY UNION



ALEXANDRE
ADVISOR
EXCHANGE & BLOCKCHAIN

ROADMAP

Q4 2023

BUSINESS

- Business Plan
- Pitch Deck
- Marketing & Communication Plan
- User Acquisition Strategy incl. KPIs

TECHNOLOGY

- Tech Strategy
- Solution Design
- White Paper
- Provider review
- Security & Compliance

Q1 2024

BUSINESS

- Reunions with African governments and Union
- Update of all Documents
- Website Relaunch
- Vendor Collaboration Model
- Network building with vendors
- Office Set Up
- TV Interviews
- Radio Interviews

TECHNOLOGY

- ICO Platform Development
- Token Development
- Development Lite Version
- Potential Partner Selection

Q2 2024

BUSINESS

- Educational Workshops in rural and urban Areas
- License acquisition
- Compliance Alignments & Regulations

TECHNOLOGY

- ICO Platform Launch
- Blockchain Development
- Partner Integration

Q3 2024

BUSINESS

- Compliance Monitoring & Analytics
- Vendor Testing and Onboarding

TECHNOLOGY

- Blockchain Development
- Partner Integration
- Debit Card Development
- Launchpad Development
- Uptota Pay Development

MARKETING

Q4 2024

BUSINESS

- Market extension to further African countries:
 - Reunions with further African Governments
 - Review of further regulations & compliance requirements

TECHNOLOGY

- \$UPT ERC20 Token Launch
- Go-Live Platform
- Go-Live Lite Version
- Debit Cards
- Uptota Launchpad

MARKETING

Q1 2025

TECHNOLOGY

- Go-Live Blockchain Testnet
- Token Migration
- Go-Live Staking
- Go-Live Analytics Tooling
- Go-Live Tax Estimator

MARKETING



Uptota

Where Africa meets the Blockchain...

