

# ICO Review: Celsius Network (CEL)

P2P Lending & Borrowing Platform

March 10, 2018

celsius

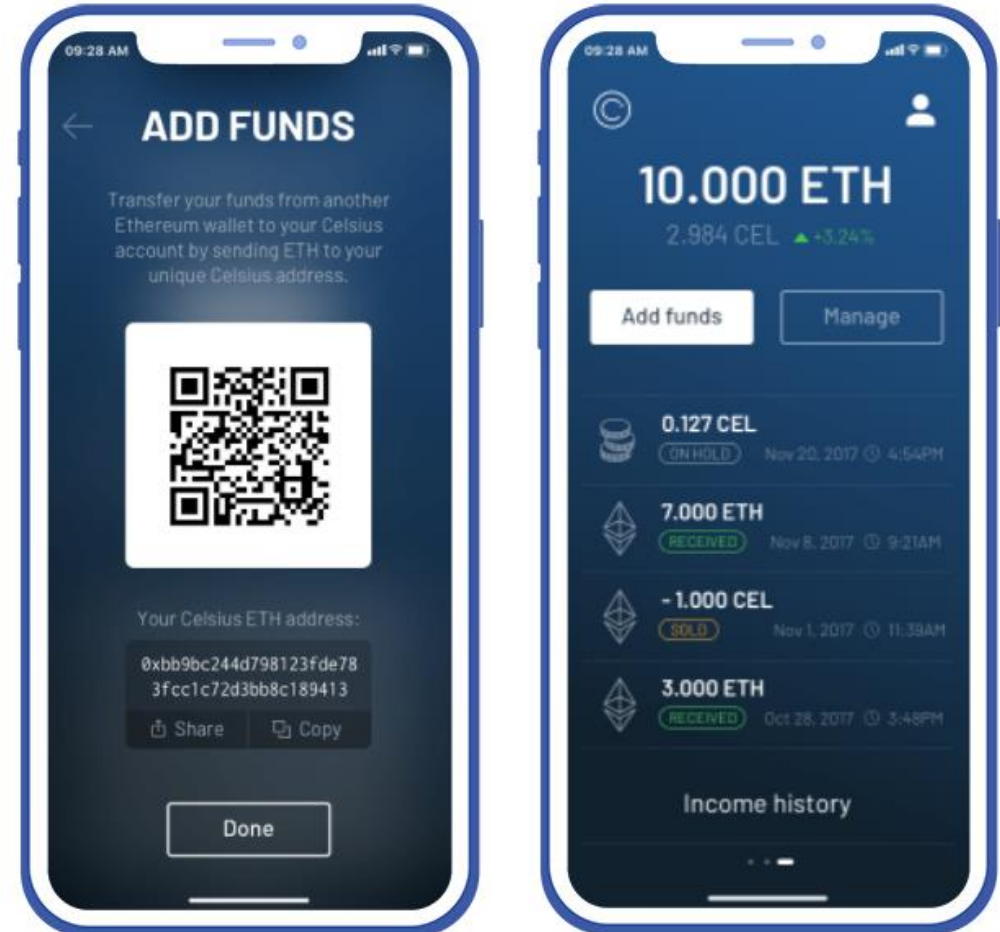
# What is Celsius Network?

- Celsius Network aims to build a platform where traditional financial institutions no longer control the flow of credit to people across the globe, and lenders can earn interest regardless of their base currency or their local laws.
- This platform will utilize a consensus-based, proof-of-stake approach to allow the community to borrow, lend, and vouch for each other in a self-governed ecosystem.



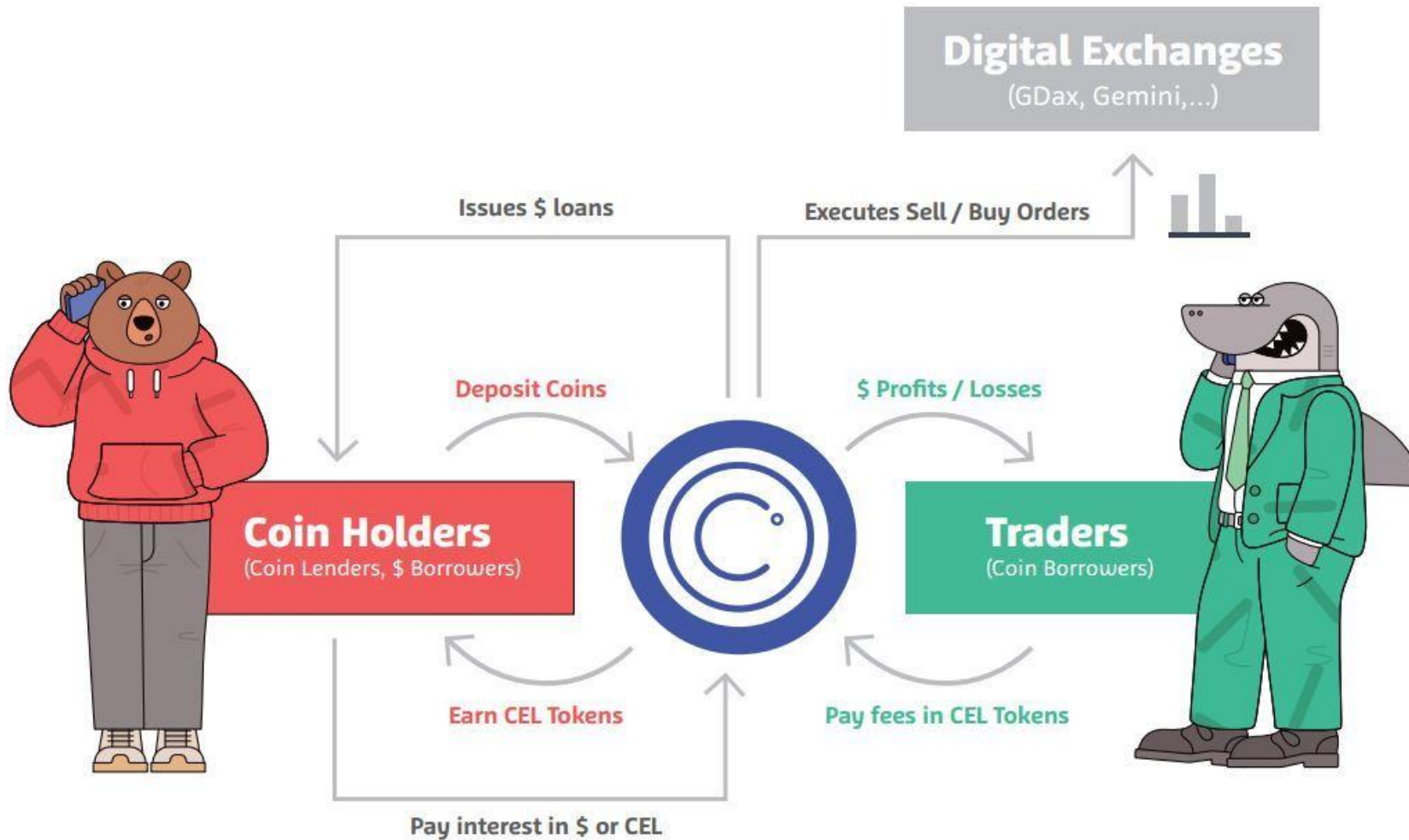
# Celsius Wallet

- The core of the project will be the implementation of the Celsius Wallet, designed to allow members to use coins as collateral to get loans in dollars.
- Allows anyone to borrow from without having to sell their crypto holdings.
- In the future, functionality will be added to allow users to lend their crypto and earn interest on deposited coins.
- Coins lent from member wallets will accrue interest in CEL tokens, with up to 9% annual interest per transaction.



# PROJECT OVERVIEW

## How it works



# Development roadmap

## 2017

Q2: Concept formulated; team assembled

Q3: Tech team formed & development begins; whitepaper and techpaper released

Q4: Private presale begins; public announcement at BlockCon



## 2018

Q1: Beta released for Celsius mobile wallet and trader app

Q2: Phase 1 of Celsius Wallet app released; expansion of Alt Coins

Q3: Phase 2 of Celsius Wallet app to be released

Q4: Phase 3 of Celsius Wallet; 3rd Party Microlender integration



## 2019

Multiple blockchain type nodes to support top 20 coins

Trading on multiple-exchanges

Smart algorithms to manage risk

Integration with market trading tools in order to short

Implement Ethereum Plasma Proof-of-Stake distributions

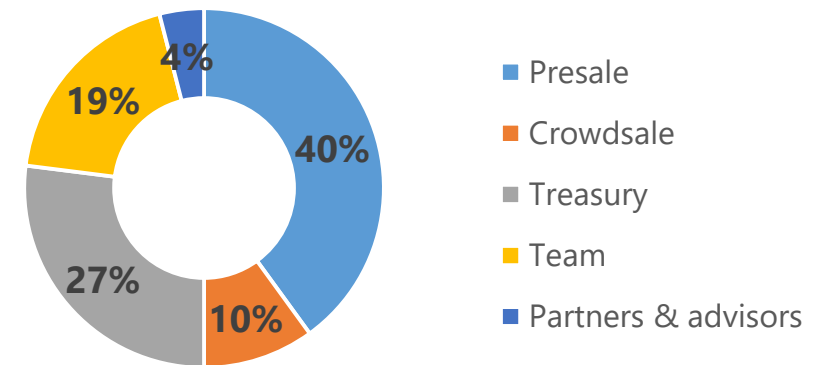


# CEL token sale summary

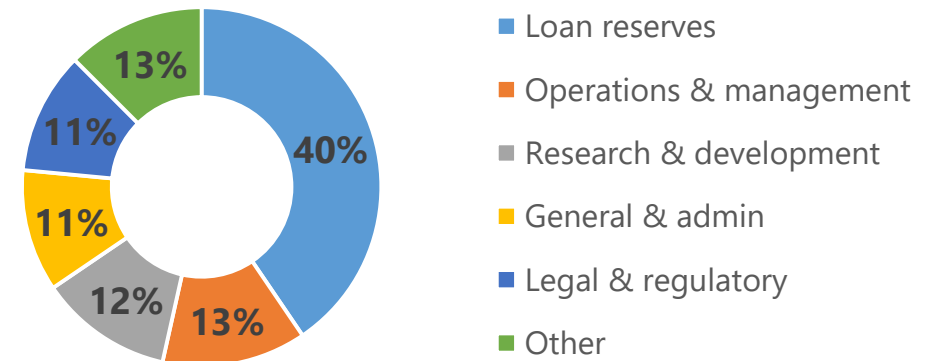
## ICO SUMMARY

- **Project name:** Celsius
- **Token symbol:** CEL
- **Website:** <https://celsius.network>
- **Hard cap:** US\$50M
- **Conversion rate:** 1 CEL= \$0.30
- **Max market cap at ICO (fully diluted basis):** US\$100M
- **Bonus structure:** Pre-sale price = \$0.20 per CEL
  - <\$5M 40% bonus (sold out) / \$5-10M = 35% bonus (sold out) / \$10-15M = 30% bonus (sold out) / \$15-35M = 20% bonus / >\$35M = \$0.20 per CEL
- **Presale or white list:** Presale ongoing, whitelist open
- **ERC20 token:** Yes (initially, will move to its own Stellar-forked blockchain in future)
- **Countries excluded:** Must be accredited investor for USA
- **Timeline:** Pre-sale ending & crowdsale starting Mar 15, 2018
- **Token distribution:** Within 2 weeks after crowdsale ends

## TOKEN DISTRIBUTION

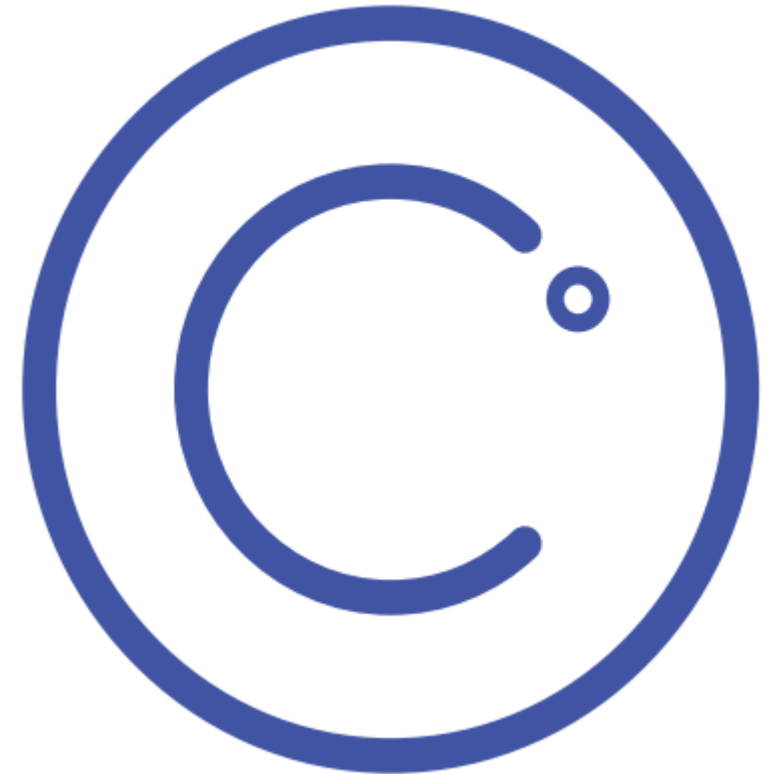


## USE OF PROCEEDS



# Use of CEL tokens

- A utility token rewarded to crypto holders in the as interest generated from fees.
- These fees will come from institutional traders, and will automatically be converted from fiat to tokens, then distributed to the lenders' wallets daily.
- After the tokens are issued in April, CEL holders will be able to apply for and receive dollar loans against their crypto holdings.
- Users who accept loans will have the option to pay interest in CEL tokens at a discounted rate.



## THE TEAM

# Team and advisors



**Alex Mashinsky**

CEO

One of the inventors of VOIP (Voice Over Internet Protocol), and has 35 patents issued to his name. He is the founder of seven New York City based startups, and has raised over \$1 billion and exited over \$3 billion.



**S. Daniel Leon**

Founding President, COO

An entrepreneur who worked as a managing partner of Governing Dynamics, CEO of Atlis Labs, CEO of Beyon3D and chairman of Here0. He started his career as Vice President at Gallup.



**Nuke Goldstein**

CTO

A software developer, architect, innovator, and entrepreneur who designed a P2P credit protocol using distributed storage and smart contracts prior to joining Celsius. He was also the founder and CEO of Sevenpop.



**Keith Baumwald**

CMO

Before Celsius, he spent the past 3 years consulting for startups focused on the financial, travel, and SAAS sectors. He was Global Head of R&D for Travelex, where he created a division to look at emerging technology such as blockchain.



**Ronit Dvir Bacalu**

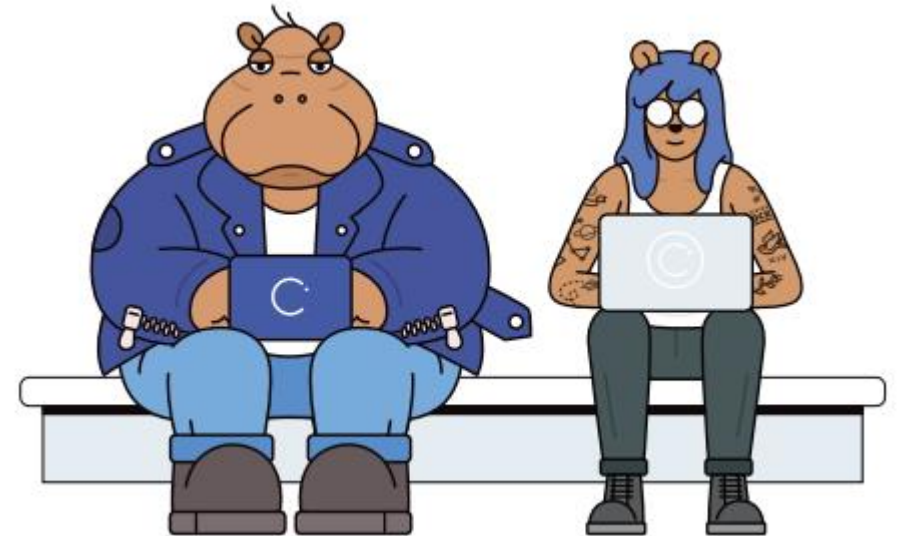
CFO

18+ years of experience in growing companies across tech, communication, real estate, and financial services sectors. Prior to Celsius she served as CFO of Kalyx and Sapir Organization, as well as VP of Finance for DoubleVerify.



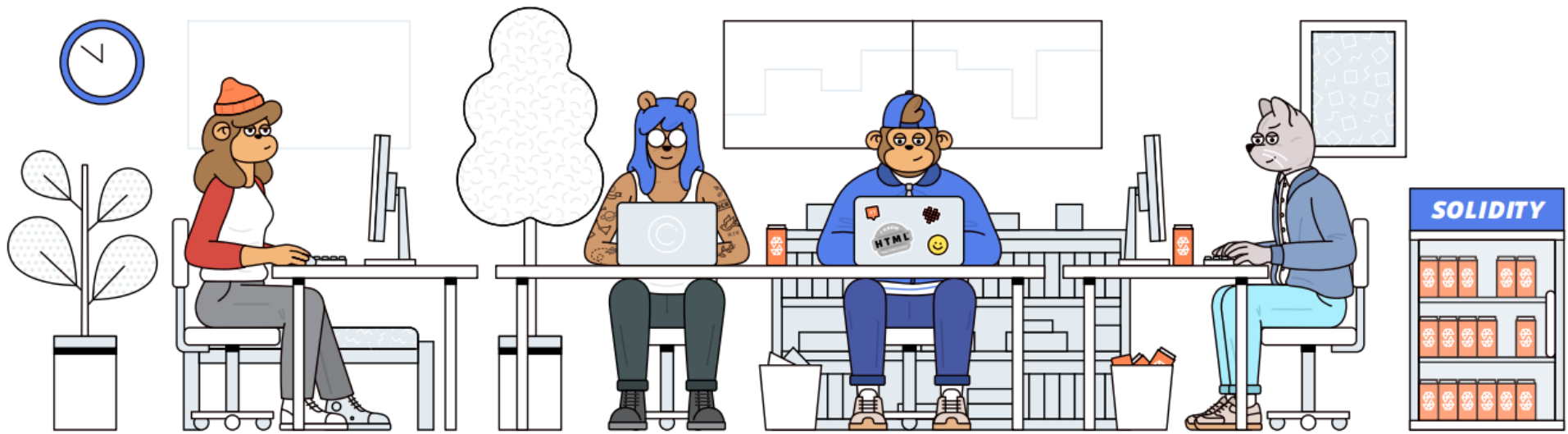
# The opportunities

- Earning interest while assets are deposited at a wallet is a new idea and should be attractive to users who are just holding their cryptocurrencies.
- Led by a team who had created successful ventures in the tech industry multiple times before. We believe that in entrepreneurship, past success is a strong indicator of future success.
- Makes it easy to become a lender – users simply store their assets at the wallet. Onboarding more lenders may lead to a lower borrowing rate.
- CEL tokens will have immediate utility (applying for dollar loans and receiving a discount on interests).



# Our concerns

- In cryptocurrency, the trend is slowly moving towards Proof-of-Stake (PoS), which allows coin holders to receive extra holdings when they hold onto their coins. The interest earned on the Celsius wallet needs to be higher than the return from staking coins.



# Our views

## For flipping: **Neutral.**

- In the current market environment, it is getting a lot harder to reach hard cap with unmet demand. Celsius' fund raising amount of \$50 million makes flipping difficult.

## For long-term holding: **Positive.**

- We like the project's idea which is backed by an all-star team who had created successful startups in the past.
- Cryptocurrency lending projects are easier to gain traction compared to projects in industries where the use of cryptocurrency is not prevalent yet. Celsius Network also makes it easy to become a borrower. With the strong team in place, we believe it has a good chance to succeed.



***CrushCrypto***