



White Paper

June 2018

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The global Art & Collectibles market is worth well over 1 trillion USD. The world goes digital, so digital collectibles are hot, but the market lacks a wide choice of valuable, emotion-filled digital collectibles. In order to get an adequate supply on the market, artists and other content creators need a friendly platform to create collectibles out of digital content and monetize them. UNICO is that platform. UNICO will enable anyone to turn their own digital content (art, photography, videos, 3D models, VR scenes, game items) into blockchain-certified digital collectibles (cryptocollectibles). To this aim, we are creating the first Non-Fungible Token (NFT) standard on the EOS blockchain.

Our business model is frictionless (as our products are issued, sold and exchanged via a Smart Contract deployed on the EOS blockchain) and it is based on revenue sharing. The main revenue streams arise from selling our own cryptocollectibles (made by UNICO) as well as those created by third parties on our platform (powered by UNICO). In both cases, additional recurrent revenues arise from fees on peer-to-peer resales on our marketplace.

All transactions in the UNICO ecosystem will be settled in UNI, a token on the EOS blockchain which will be minted by UNICO. UNI is a true utility token that enables the creation, transfer and monetization of cryptocollectibles on the UNICO platform, In addition, collectors and content creators can stake UNIs to unlock premium features on the platform.

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Millennials and Post-Millennials, i.e. those born since the early 80s of the last century, are driving societal changes and new trends in consuming patterns which will shape the future of retail commerce and services. A wide range of surveys and market analyses have identified key demands and trends from this generation: they are keen to 'buy' digital assets, products and services, and expect fast, **Z]W]cb`Yggza cV]`Ya UbU] Ya Ybh**of them. Millennials like to engage with brands on social networks, they are brand loyal, and value **U i h Ybh]W]m**as more important than content. These trends are reflected e.g. in their approach to financial services, which has been described by Goldman Sachs as the **• [&āā āā] Ā Ā ā &^F**. Also, valuing authenticity is consistent with the current strong growth of the collectibles market.

I B=7 Csg` Ua V]h]cb`]g` hc` VYwta Y` h Y` `YUX]b[] [`cVU` d`Uzfa` `Zcf` h Y` WYU]cb` UbX` Wta a YfW]U]nU]cb` cZ V`cW`W U]b!Wfh]Z]YX` X][]H` Wt``YW]V`Yg` fWm]cWt``YW]V`Ygk, by bridging the gap between digital entertainment and investment products. On our platform, anybody will be able to turn a piece of digital content (image, video, 3D model, VR scene, etc) into a limited-edition collectible, by issuing a limited number of access licenses via a Smart Contract. In this way, UNICO creates investor-grade collectibles for the general public, endowed with:

- **5 i h Ybh]W]m** guaranteed via the EOS blockchain;
- **: f]W]cb`Ygg`a cV]`Ya UbU] Ya Ybh**via our Collector Apps;
- **GYUa`Ygg`hUX]b[** via a Smart Contract deployed on the EOS blockchain;

I B=7 C`]g` W ffYbhmi h Y` cb`mi Wta dU]m]cZ]f]b[`Wm]cWt``YW]V`Yg`k]h` `Ub`]bbc] U]j Y`UbX` dfcdf]YhUf mDfccZcZ5 H]YbXUbW` hW bc`c[m]fA < BL&^r` MHN can certify Collectors' attendance at specific locations and times by storing location metadata as part of Non-Fungible Tokens (e.g. at events such as concerts, football matches etc.).

¹ <http://www.planet-fintech.com/file/167061/>

² <https://blog.unico.global/me-here-and-now-making-your-unico-digital-collectible-unique-9366954cbf7d>

Cddcfhi b]lms

A **Wc`YWjVY** is a scarce resource regarded as desirable by many people. Examples are virtually unlimited, as almost any object can become a collectible: artwork, stamps, coins, cars, postcards, fridge magnets and more!

US statistics indicate that out of households with an income of 100,000 U.S. dollars or more, 6.9 percent spent 500 to 999 U.S. dollars on artwork and collectibles in 2016³. On the high-end market side, a recent report by Deloitte highlights the growing relevance and the untapped potential of collectibles in the framework of wealth management:

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7c`YWcf`Wc a i b]h]Yg`gdUb`Yj Yfm U] Y [fci dZ W`hi fYz UbX`]bWc a Y fUb] Y, resulting in a huge, inefficient market, begging for innovation.

D\ng]WU`7c`YWjV`Yg.`DU]b`Dc]bhgs

In the digital era, the following pain points must be addressed:

1. **Bc`d\ng]WU`Wc`YWjVY]hYa`]g`\$\$\$`Zcf[YfmZYY**, with an auditable provenance trail,
2. Collectors are keen to trade collectibles, but markets are fragmented, and hampered by risks related to fraud, delivery and storage, lack of liquidity.

From an asset management perspective, physical collectibles are therefore risky and difficult to manage compared to mainstream financial assets.

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³<https://www.statista.com/statistics/241731/expenditure-of-affluent-us-households-on-artwork-and-collectibles/>

⁴<https://www2.deloitte.com/global/en/pages/financial-services/articles/arts-collectibles-and-wealth-management.html>

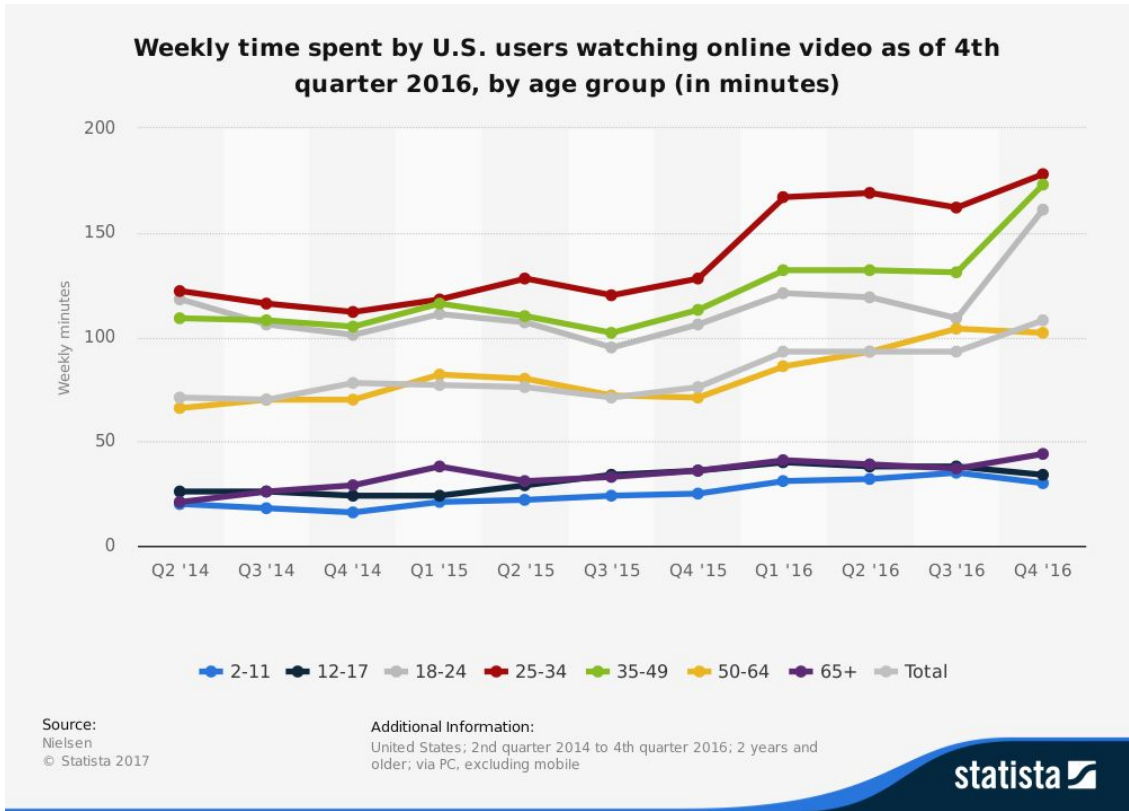
8][]HJ`7 c`YWhjV`Yg. `DU]b`Dc]bhgs

Digital collectibles, in particular blockchain-certified ones (cryptocollectibles), address the pain points of the physical collectibles market by eliminating the risk of forgery and enabling seamless asset management and trading. The market is ripe for cryptocollectibles - the recent success of the [Cryptokitties](#) project + US market data for digital card games (see Market Size section below) demonstrate that the quest for authenticity and scarcity also encompasses the digital world. However, current digital collectibles have a serious limitation: the choice of content is very limited. The reason is that digital collectibles are produced by a small number of centralized companies worldwide, which focus on global brands, and by some developer communities, which focus on gamified content with poor intrinsic value. On the other hand, in the pre-digital world, many valuable collectibles were created by less-known artists, or by collectors themselves (autographs, for example). This is not currently possible in the digital arena. **H Y`UW`cZW`bHybhX]j Yfg]hm]g`UgYf]ci g``]a]Hj]cb`hck UfXg`k cf`Xk]XY`UXcd]cb`"**

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8][]HJ`7 cbHybhA cbYh]nUh]cb`7 \U`Yb[Ys

Watching online videos accounts for a significant fraction of leisure time for adults under the age of 50. Millennials spend on average close to three hours per week watching videos (see below).



Nowadays, monetizing online video content (and digital content in general) is a challenge, both for established artists and emerging performers. Content is either free and freely shareable, or purchased on pay-per-play/pay-per-view/subscription modes. Ads-based monetization only works for very popular authors, while it negatively affects the user experience.

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 ÇWPÒP VÔQYÁã áÁÚÔÇÊÔQYÈ

We at UNICO believe that these three characteristics of cryptocollectibles are fundamental value drivers. If a user-friendly, universal engine to turn content into collectibles were made available to content creators, it would be the new way to monetize premium digital content.

Gc`i h]cb.`l B=7Cs

UNICO simultaneously addresses the pain points of the digital collectibles market and the digital content monetization challenge, by enabling anybody to creating limited-edition cryptocollectibles out of their own digital content and sell them. We expect a high level of

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interest both from professional content creators (artists, musicians) and from collectors themselves. This is apparent just by looking at music fans attending a concert nowadays; they spend more time making videos with their smartphones and trying to get a selfie together with their favorite star, rather than simply watching the events. They want to create their unique digital collectible, something which is different from any other video or picture. A selfie taken together with a star is the new age version of a dedicated autograph.

From an asset management perspective, cryptocollectibles based on quality digital content remove all the weaknesses of real-world collectibles and have the potential to elevate entertainment products to financial assets, as summarized in the table below

Asset management Priorities	Financial Assets	Physical Collectibles	UNICO Collectibles
100% forgery-free	✓	✗	✓
Free custody	✗	✗	✓
Safe, instant trading and settlement	✓	✗	✓
No asset degradation over time	✓	✗	✓

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A piece of digital content is turned into a limited-edition cryptocollectible by issuing a limited number of tokenized access licenses on the EOS blockchain. UNICO has invested heavily in developing the first Non-Fungible Token implementation and standard on the EOS blockchain.

License holders will access content via our Collector software. Access validation is based on checking that the user requesting access holds the correct license token. A wide range of digital scarcity creation criteria can be deployed, such as:

- 5 `df]cf]` Total number of licenses is fixed before the beginning of sales.
- H]a Y!VUgYX` Licenses are sold only within a specific time window (e.g. for licenses giving access to live streaming events), so the total number is set dynamically based on participation.
- H]a Y Ž ` @WU]cb!VUgYX. ` A9ž<9F9` / `BCK `fA<BL`dfcdf]YHfmiHW bc`c[m] Licenses can only be obtained if the Collector is detected in a specific location during a fixed time

window (e.g. in the context of concerts and other events). Our mobile Collector App will support multiple localization technologies, catering both for indoor and outdoor events.

Our tokenized licenses can grant access to any type of digital content, e.g.:

- ! **J]XYcg UbX`]a U] Yg.**
- **@j Y j]XYc` glfYUa g`** Licenses could function like entry tickets for on-demand live streaming of shows and concerts. At the end of the show, the license will grant access to a collectible recorded video of the show.
- **JF# 8`** Depending on market demand on specific segments (see “Go to Market Strategy” section below), our collectible product portfolio will include 360-degree videos, 3D models of physical objects, Virtual Reality scenes, etc.

UNICO has already released the beta version of the UNICO Collector App (Android & iOS versions). This release already includes a MHN module and will soon enable a number of mobile transactions and content visualization options. When watching content through our platform, access license holders will also be able to visualize license-related information.

We will enrich our platform by adding a peer-to-peer market for license trading (see Road Map for more details).

In order to ensure maximum perennity and security for our collectibles, all transactions, their records, and file storage will be managed in a decentralized manner:

- We will deploy smart contracts on the EOS blockchain to certify limited editions and to manage initial sales (from author to collector) as well as resales between collectors,
- We will use the IPFS protocol to store our collectible content files and deploy our own IPFS nodes.

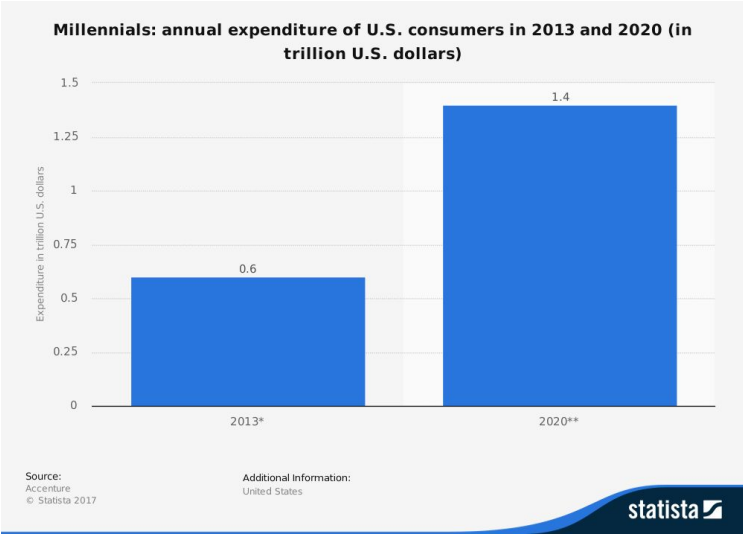
In some cases, our licenses will behave as multi-function access keys to a holistic collector experience. For example, a single license might grant access to a limited-edition video AND weekly comedy shows broadcast live via the web, with further perks such as discounts for concert tickets, online games, etc.

We feel that our business launch is very timely, as following the [Cryptokitties](#) release, Cryptocollectibles are now widely recognized as a high-potential blockchain use case.

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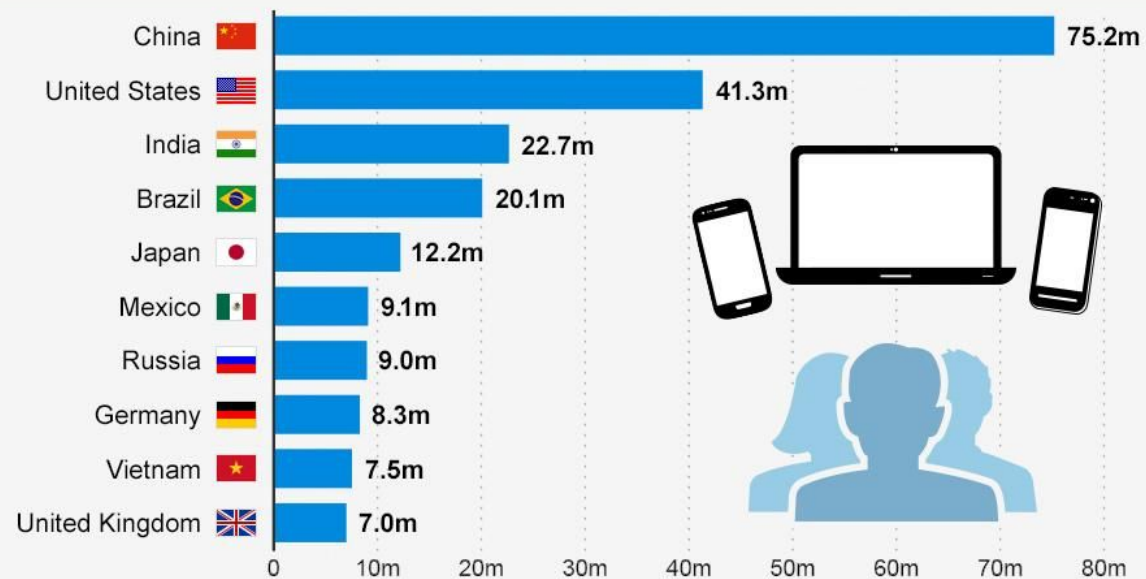
We expect early adopters to be mostly in the Millennials and Post-Millennials age group. In the U.S. only, this population has a size of roughly 120 million individuals. In particular, the “adult” Millennials segment (ages 20-36) amounts to eighty million people in the U.S. with \$200 billion in annual buying power.



Post-Millennials, often referred to as Digital Natives, are the generation that was born during or after the introduction of digital technologies and therefore has a greater level of comfort using it. They are basically the “native speakers” of the digital language of computers, video games and the Internet. They generate an estimated \$44 billion in annual spending.

41 Million Americans Are Digital Natives

Top 10 countries with the largest population of digital natives* (in millions)



* The ITU defines a digital native as someone who is 15-24 years old and has been using the internet for at least five years

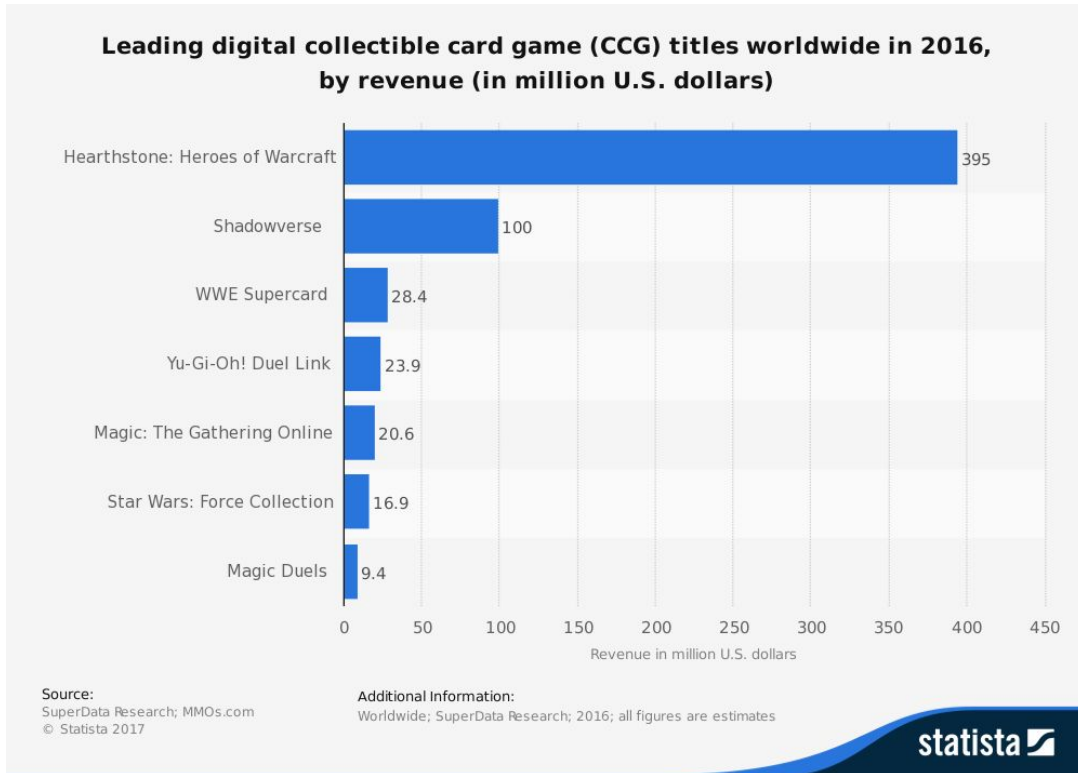
statista
The Statistics Portal

Mashable

Source: International Telecommunication Union

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Based on current estimates in excess of USD 1 Trillion for the total Art & Collectibles market value, we estimate the digital collectibles market to attain USD 10 BN within a 3 to 5 years horizon, i.e. 1% of the current total market. Our estimate is probably conservative, as the niche market for digital collectible card games attained in 2016 an estimated value in the region of USD 600 M (see below) and in 2017 already exceeded USD 1 BN.



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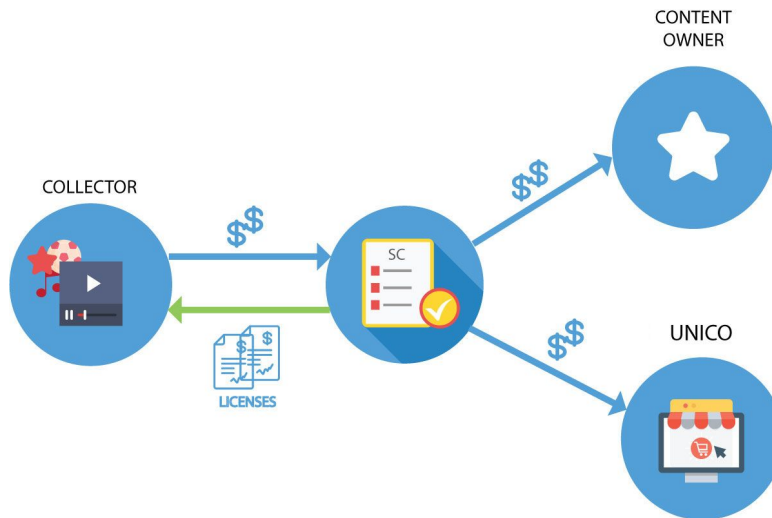
GhU_Y\c`XYfgs

The key stakeholders in our ecosystem are:

- **7 cbhYbhick bYfg** Artists, performers, celebrities and legal entities owning content rights.
- 7c`YWc'fg'** People and organizations interested to buy and trade licenses on the content.
- I B-7 C`** Receiving a fraction of sales proceeds.

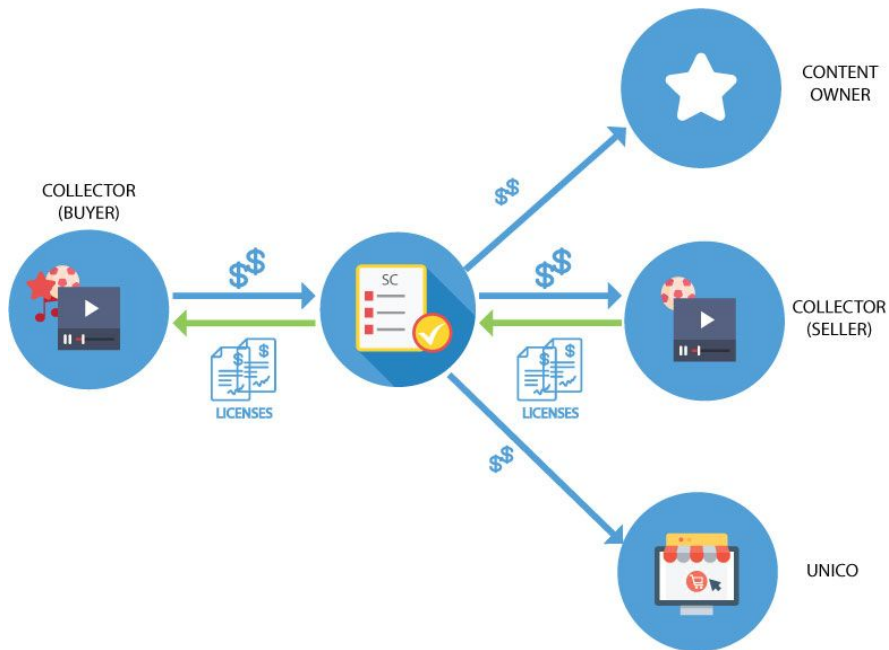
These stakeholders power the core processes in the UNICO ecosystem, namely the purchase of newly minted collectibles.

PRIMARY MARKET



and the trades in the secondary market:

SECONDARY MARKET



Additional stakeholders will emerge at later stages, such as people with an interest in promoting UNICO collectibles to gain visibility or commission from content owners, and services extracting UNICO-related data from the EOS blockchain in order to monitor the collectibles market.

All transactions (both on the Primary and Secondary Markets) will be processed via a Smart Contract on the EOS blockchain, which will automatically split sales proceeds among the relevant stakeholders. As a consequence, we will be able to manage each product launch like a mini crowdsale, capitalizing on marketing and technical best practices developed in the crowdsale context. All transactions will be safe, frictionless, and transparent.

UNI Blockchain

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All transactions in the UNICO ecosystem will be settled in UNI, a token on the EOS blockchain which will be minted by UNICO. UNI is a true utility token, as once minted it will give the possibility to purchase actual goods and services. In addition, staking a significant amount of UNIs will unlock premium features both for Collectors and for Content Owners:

- **7c`Ywcf`** may attain VIP Collector status, with exclusive access to presales for new collectibles, discounts, etc.
- **7cbhYbCk bYfg** may be given priority and enhanced visibility for new product launches.

Finally, UNIs may be used to purchase some premium UNICO goods and services, such as a bespoke “Artist” App (Android and iOS) that fans will be able to download for free from Google Play and iTunes. Through the App, fans will follow the artist’s social streams, receive notifications for new product launches, browse, purchase and visualize collectibles, etc.

Revenue Split

Revenues from the sales of newly minted collectibles are automatically split between UNICO and content providers via the Smart Contract. Two types of cryptocollectibles will be sold:

- Cryptocollectibles **a UXY`Vml B=7 C** (UNICO owns content rights), yielding a 50-60% profit margin to UNICO,
- Cryptocollectibles **dck YfYX`Vml B=7 C`** (created autonomously by third parties), yielding a 10% profit margin to UNICO.

In both cases, additional revenues will arise from p2p sales on trades on the secondary market managed via the Smart Contract. A commission in the 5-10% range will be charged on the

resale price.

It is worth noting that some types of collectibles, e.g. 3D models of artwork and VR reconstructions of heritage landmark sites, may be suitable for a “buy-to-rent market”, whereby investors would buy licenses on such content and then earn a passive income from short-term rentals to schools, museums, site visitors, etc.

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In order to launch the platform and speed up adoption, we will strive to release cryptocollectibles based on premium content from well-known figures, to be sold under the **a UXY Vmi B=C** framework, and at the same time we'll foster decentralized content creation (**dck YfYX Vmi I B=C**) via community contests and social media marketing.

For **a UXY Vmi I B=C WbhYbh** we will leverage global connections and pursue in particular those with very strong Italian brands with worldwide appeal. Italy is the country of Ferrari cars, Armani, Gucci, Prada fashion labels, Panini collectible stickers, etc, so there is a strong culture of collecting quality items related to strong brands. Initially, we will focus on the following vertical markets:

5 flg' / < YfJHJ Y We believe we can generate a lot of value via certified limited digital editions of physical and digital art, as well as photography. Several artists are starting to partner with us, as they see new monetization and diffusion opportunities for their work by making it digitally collectible. In particular, we have an agreement with a US-based Art Collector enabling us to commercialize a limited-edition cryptocollectible linked to the portrait of late rockstar Michael Jackson. Finally, we are discussing partnerships with well-known Italian institutions (museums, etc) regarding the possibility to create limited-edition images and 3D models of physical paintings and sculptures.

Ai gjW Currently we have a strong focus on pop music stars, although we will also feature classical music performers. We are finalizing a partnership with an Italian talent management agency to release a collectible comic strip featuring well-known Italian rappers. Our music-related collectibles will be different from Youtube-grade content: we will focus on improvisations, backstages, comic strips and other unconventional creative performances.

Gdcftg Currently we are discussing partnerships with major Italian football teams. We are testing customers' interest for very innovative products such as limited-edition 3D human scans of players and of physical memorabilia (trophies, footballs, etc.).

6`cW_W Ujb`GtUfg` We are partnering with a well-known figure in the global blockchain community to release a limited-edition cryptocollectible which will be sold to raise funds for a charity. A short video has already been shot, where the person mentions UNICO in connection with this project. Full details will be released soon. We will set up specific wallets for our partner charities, so that financial donation flows will be 100% transparent and visible in real-time on the blockchain.

Social media marketing will target in particular the online follower base of content creators. Whenever applicable, we will expect Content Owners to promote UNICO products on their own channels.

In order to boost adoption of our **Dck YfYX`VmiI B7 C** Cryptocollectibles as a Service platform, initially we will promote the platform across specific ecosystems such as [Steemit](#), a fast-growing, blockchain-based social network with currently over 1,000,000 accounts. Their ecosystem provides an ideal tester/early adopter community for UNICO because a vast majority of its members are crypto-educated Millennials and Post-Millennials worldwide. We will run a range of promotional activities there, such as contests, to reach established content creators and spot emerging talents worldwide. Also, we will leverage Steemit's unique reward system to maximize our own visibility and engage content creators and customers alike.

Subject to raising adequate funding, next we will scale up our promotional and content-sourcing activities, building a global ecosystem of Content Creators and Collectors. We plan to open at least two regional offices, in the US and in Asia. We might also set up a network of "UNICO Ambassadors", aiming to source content provider talents from their own countries. *

7ca dYhj hj Y`@UbXgWdYs

The digital collectibles market is still in its very early days. The scope of the digital collectibles market is huge, just like it is for physical collectibles, and the competitive landscape is potentially very diverse, in terms of target segments, market strategies and technology choices. As discussed in the "Market Size" section below, a few US companies are already active in the collectible cards market. A representative player in this category is [Quidd](#).

On the opposite side of the pricing range, [Sedition Art](#), a UK-based company, targets the market of mainstream art collectors. Neither of the above companies is adopting blockchain technologies. They use centralized, closed ledgers to store ownership and attributes records for their collectibles. The weaknesses in their approach are:

- Liquidity is capped by the size of their registered customer base, as no trading on open markets is possible,
- Should one of these companies go bust and/or their ledger go offline, collectibles would simply disappear,
- Content is centrally sourced.

Another category of competitors is Cryptokitties-like projects based on the Ethereum blockchain. Their main weakness is that content is again centrally developed by the team, lacking diversity and connections with grassroots digital art, music and other creative content.

The table below summarizes the key features of some competitors vs. UNICO. The main takeaway is that

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7 fndhcWc`YW]VYg!Ug!U!GYf j]W`WYU]cb'd`UnZ:fa °°

Project name	UNICO	Quidd	Sedition Art	CryptoKitties	Gamertoken
Content segment	Any	Comics	Art	Gaming	Gaming
Product type	Images, Videos, VR and 3D models, game items	Digital stickers	Images, Videos	Digital stickers	Game items
Ledger	EOS	Closed	Closed	Ethereum	Ethereum
CaaS	Yes	No	No	No	No

A few additional companies and projects are deploying blockchain technologies in the context of market segments of interest to us, but again, none of them appears to be a direct competitor to UNICO:

- [MUSICONOMI](#) aims to build a decentralized ecosystem for musicians through an innovative revenue sharing scheme. However, their business is based on a pay-per-play model, so there is no notion of ownership or limited editions, which are the key building blocks in our concept;
- [ZENDAO](#) is a project using the blockchain to reduce friction associated to physical collectibles, by creating a robust provenance tracking system and improving liquidity and trading opportunities. We don't regard this project as a UNICO competitor as they focus on physical collectibles and there is no notion of full ownership of a limited-edition instance of any artwork. Similar considerations apply to [MAECENAS](#), which collateralizes physical artwork focusing on masterpieces and the high end of the market.

In summary, none of the aforementioned projects seems to be a direct competitor to UNICO, and certainly none of them boasts all the features which are on UNICO's road map, namely:

- Full ownership of a limited-edition access license to the collectible,
- Advanced scarcity management (time-based, location-based, etc),
- Support for live events,
- Support for virtually any type of digital content, ranging from images to VR/3D,
- Decentralized marketplace for collector trading,
- CaaS for decentralized cryptocollectibles creation.

HYUa s

UNICO's core team includes seasoned professionals, with a strong track record of creating and growing successful companies. Our team also contains talented developers, engineers and professionals, mastering all elements of our technology stack and marketing techniques. Our core team members have previous experience with being a startup (co)founder, so we all know what it takes to set up a business from scratch and make it successful!

In addition, we have brought on distinguished advisors who add value to our business either on specific technologies, or through their professional achievements and networks.

7 cfY`HYUa s

7`Ui X]c`DUff]bY`c`!`79C`

Claudio holds a Ph.D. in theoretical physics and is a serial entrepreneur, as well as a former international management consultant and manager at CERN, Geneva. He has been in the crypto world since 2014.

GhYZUbc`X]`@VWV`!`7 CC`

Stefano is also a serial entrepreneur, as well as a marketing expert and former IT consultant with “big 5” firms (Bain & Co, Deloitte, Ernst & Young...).

ij Ub`8 9HcfffY`!`7 HC`

Ivan is an engineer and serial entrepreneur, with specific expertise in IoT technologies and marketing.

A Ugg]a c`6 UfVYf]`!`DUfHbYfg\]dg`UbX` : i bXfU]g]b[`

Massimo is a seasoned entrepreneur, with connections in several industries relevant to our business.

5 bH cbm]J]dcbX`!`6`c`W`W U]b`5 fW]hWw

Anthony is an experienced full stack Web and Blockchain Developer.

FcVYfHc` : UncbY`!`Gc`i`h]cb`5 fW]hWw

Roberto is a Senior Developer, with strong expertise on mobile and embedded technologies. He is coordinating Smart Contract development.

5 blcb]c`l` gVYf[c`!`5 fh8]fYWcf`

Antonio is an experienced Video Maker & Entrepreneur, working with high-profile Italian Artists such as Jovanotti, Laura Pausini, etc.

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NYbY`6 UHU[Y^!`7 fndlc`GfUHY[m

Zenel is a marketing expert and true believer in distributed (blockchain) economy and the disruptive power of smart contracts.

GmYX`>UZ]!`9 CG`GfUHY[mUbX`HYW bc`c[m

Syed is head of dApp development for the EOS Cafe Calgary block producer candidate. He has a lot of experience in developing and using cryptocollectible games on the Ethereum network.

?cYb`@_Ug`<Ufrc[`!`6`cW_W Ujb`Dfc`^Wfg`9I dYfh

Lukas is an expert Project Manager, very experienced in managing Blockchain Projects for Governmental Organizations.

5fhi fc` : f]l U!`GfUHY[mUbX`A Uf`_YhD`Ubb]b[`

Arturo is a very experienced General Manager, highly skilled in Marketing Management and Advertising. He also brings to us an impressive professional network.

B]Wc`UHYffYbUtc`!`5 ffg/` `<Yf]HU[Y5 Xj]gcf`

Nicola is a Professor of Classical Archaeology at the University of Michigan. He is also an expert on 3D modeling of ancient artwork.

A]f_c` : U`Yf]!` `bgl]hi h]cbU`DUf]bYfg\]dg`

Mirko is a former Parliamentary Collaborator with a strong track record in direct marketing and relations with institutional partners in Italy.

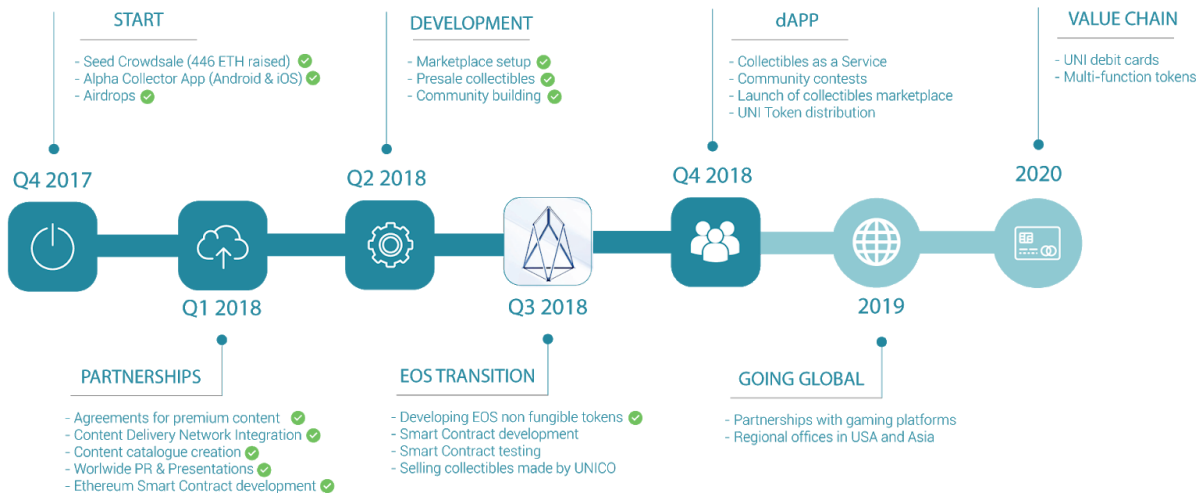
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Our initial plan was to deploy our platform on the Ethereum blockchain. Significant technical work has been undertaken to this aim until recently. Our decision to move from the Ethereum to the EOS ecosystem was based on a number of factors. On the technical side, some key EOS features (no gas fees, scalability, etc) are optimal for the deployment of consumer products. In addition, we kept into account the strong expressions of interest and support for our project that

we received from a number of players in the EOS ecosystem. One of them has joined UNICO's advisory team.

Following our decision to launch on EOS, our Road Map has been modified and can be summarized as follows:

- **E' &\$%** Release of EOS platform selling cryptocollectibles made by UNICO,
- **E(' &\$%** Release of Collectibles as a Service, marketplace for trades between collectors, and UNI token distribution,
- **&\$%** Partnerships with gaming platforms to release collectible game items and opening regional offices in USA and Asia,
- **&\$&\$** Release of debit cards with direct access to UNI token balance and partnerships with a wide range of B2C actors to release multi-function tokens. For example, a single token could as Collectible + Football Team membership card + discount card for sportswear stores.



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In 2017 we took the first steps in our token distribution process via a Private Presale followed by a successful "[Seed Crowdsale](#)", which took place in the framework of an event organized by [cofound.it](#) on Nov. 30, 2017. Funds collected in 2017 are being used to deliver our MVP, demonstrating the basic process of issuing and selling digital collectibles on the EOS blockchain and delivering a basic user experience to Collectors via our Apps.

The next step in our token distribution strategy will be the actual minting of UNI tokens on the EOS blockchain and a Crowdsale, where we aim to raise funds in a range between USD 5M and USD 10M. As UNI is an utility token, we are considering mechanisms to build synergies between UNI token and product sales. The details of our token distribution process will be finalized soon.

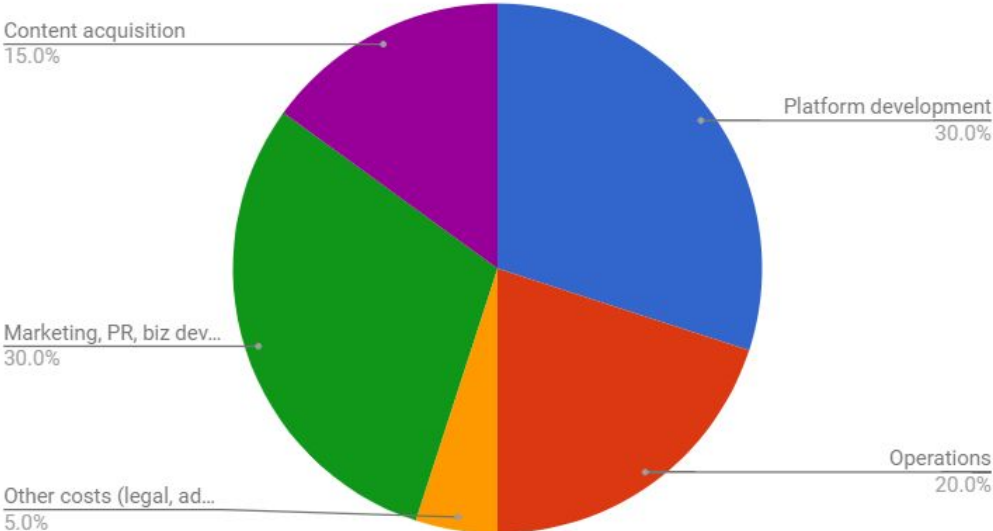
This is our tentative token distribution breakdown under the assumption that we fully attain our funding goals:

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2 Ml Z{b`i`En l{lzy	Ýáó	á\$áÚ\$ÚÚ
AZK	ÝÚó	ÚÚ\$ÚÚ\$ÚÚ
* Xfynxy	ááÚó	ÚÚ\$ÚÚ\$ÚÚ
@ZX Vxn, XyMz	Ýáó	á\$áÚ\$ÚÚ
ZMjt`uxZyMzYMX`Un l{lzy	ÚáÝó	Úá\$Úá\$Úá
Total tokens	100%	1,500,000,000

Based on the amounts raised in the crowdsale, and subsequent revenues, we have a range of options to implement our road map either within schedule, or via an extended runway obtained by scaling down operational costs. If we manage to raise funds close to our cap of USD 10M, we might be able to attain our goals faster than expected through via strategic investments, e.g. by acquiring rights to make limited-edition collectibles out of premium content from stars with worldwide visibility, and possibly by taking a stake in a software house which will develop online games with collectible game items. We may also develop strategic partnerships adding further functionalities to our collectible licenses (fidelity cards for stores, discounts on concerts, events and related merchandise, subscription-based services, etc.) and leveraging our MHN technology in order to enter the event organizing and ticketing market worldwide.

The projected breakdown for the use of crowdsale funds is shown below:

Use of Crowdsale Funds



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