

Crypto Asset Rating Inc.

Executive Summary

Contact Information

Pramod Attarde,
Co-Founder & CEO
pattarde@cryptoassetrating.com

Development stage

Startup

Year founded

February 2018

Number of Co-Founders

14 (as of Mar'2018)

Funding Opportunity

\$500,000 for 10% equity.
Min Investment \$50K
[Co-investment opportunity with other investors is also available]

Use of Funds

30% Payroll
25% Infrastructure
30% Marketing & PR
15% Other (IT, Legal, Admin)

Current Monthly Burn Rate

US\$0

Current Monthly Revenue

US\$0

Existing Debt

US\$0

Existing Investors

No

MISSION STATEMENT

Crypto Asset Rating Inc. (or "CAR") is dedicated to bringing transparency and credibility in the crypto space through a robust and structured rating system for the crypto assets. CAR aims to offer in-depth research analysis and insights and research so investors can make informed decisions.

PROBLEM/OPPORTUNITY

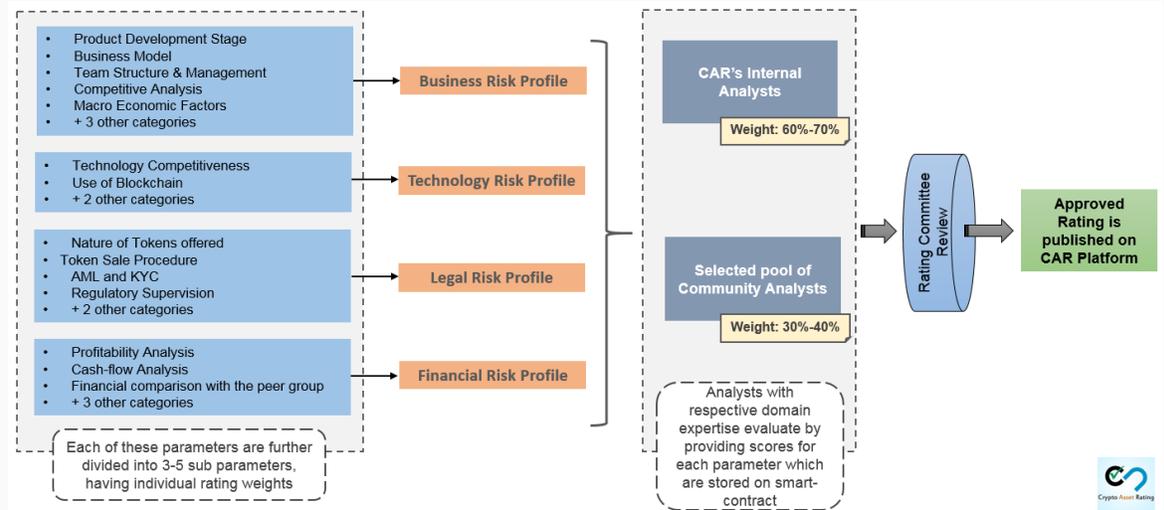
The decision of where to obtain funding plays a crucial role for the early stages of a projects development. An Initial Coin Offering ("ICO") is a way for start-up companies to raise capital by selling tokens in exchange for equity. ICOs are quickly revolutionizing the fundraising model. In fact in 2017, according to [Business Insider](#), startups and projects raised \$5.6Bn and surpassed early-stage VC funding.

Unlike traditional investors in the public market, who have access to countless resources for measuring their risk, ICO investors have very limited information they can rely on about the project or company in which they are investing. Deciding which ICOs are worth investing in becomes very difficult for the investor. All of these factors necessitate a comprehensive rating framework to analyze the variety of crypto assets, which is developed by experts.

SOLUTION/PRODUCT

CAR has designed a comprehensive rating algorithm for the crypto assets to help people understand the long-term viability of a crypto asset and the company/ platform issuing it. CAR's analytical rating framework is divided into several categories to ensure salient qualitative and quantitative issues are considered. For example, the qualitative categories are oriented towards analysis of business fundamentals, such as the firm's competitiveness within its industry, the experience and complementary expertise of the team, technological disruption, regulatory exposure etc; the quantitative categories relate to financial analysis (if available) etc.

The rating of any crypto asset will be handled by CAR's internal analysts as well as a selected pool of qualified external or community analysts. Analysts will assess a crypto asset from different risk perspectives – business, technical, legal, financial etc. CAR will implement a robust and transparent rating governance framework implemented on smart contract.



ANS's unique features:

- Smart contract based scoring system, which provides complete transparency, and auditability;
- Around 15 risk categories with more than 150 rating parameters ensures a comprehensive rating framework;

- In-house pool of research analysts from different domains
 - o Business analysts with relevant sector expertise,
 - o Financial analysts with vast experience of working with credit rating agencies in developing rating models,
 - o Legal analysts having experience of analyzing corporate structure and ICO design,
 - o Blockchain analysts with hands-on experience of implementing blockchain-based solutions
- Selected pool of external or community analysts from all over the world, who will provide their scores on their domain of expertise;
- Year-long tracking of the progress of the ICO issuers to upgrade/ downgrade ratings;
- Rating trigger and outlook based on market updates, regulatory updates in relevant jurisdiction, macro-economic factors etc.

COMPETITION

While there are a few platforms that claim to be offering some kind of rating for crypto assets, they are not providing a comprehensive rating framework that is only available through CAR. These rating companies have adopted a light-touch approach, without covering all the relevant risk parameters.

In comparison to these competitors, CAR is developing a comprehensive rating framework with 15 categories and approximately 150 parameters. CAR model ensures we are capturing risks that investors need to be aware of.

CAR's partially-distributed rating methodology includes opinions from both in-house and external experts. Our rating process is a multi-layer approach to ensure that each crypto asset passes through multiple eyes for validation of rating scores. CAR's smart contract based rating process provides the appropriate governance structure and auditability of the rating assigned.

POTENTIAL RETURN/REVENUE MODEL

CAR platform will have three primary revenue streams – (1) Crypto Asset Issuers (or ICO Issuers), (2) Crypto Asset Investors and (3) Content monetization.

- Issuers who want to have their crypto assets rated and reviewed by CAR, will pay the "issuer fee" to CAR.
- Crypto Asset Investors will have three different subscription packages depending on their demand for in-depth research and analysis. There will also be options to purchase standalone reports on a specific crypto asset.
- CAR Research, the content platform of CAR, will monetize through advertising sales and subscription-fee. CAR also plans to launch a content marketplace to give independent industry experts a place to start their own paid-content service on CAR Research platform.

All the transactions on CAR platform will use CAR coin, which will ensure liquidity of the CAR coin.

EXECUTION PLAN/GO TO MARKET STRATEGY

Upon conclusion of the initial round of funding, CAR aims to ensure the company's financial stability through future fund raising activities such as private/ Pre-Public/ Public token generation event, private placement with accredited investors, crowdfunding, VC funding etc.

At this stage, we have already achieved several important milestones such as:

- Finalizing the CAR's Minimum Viable Product (MVP) and the rating engine,
- Smart contract based parameter scoring system.

In the next step, we will focus our efforts on:

- Finalizing the CAR whitepaper,
- Focusing our public relations campaign on crypto asset issuers, retail and institutional crypto investors as well as Blockchain audiences,
- Attending Blockchain investors events & conferences,
- Issuing weekly cross-media communication (website, social media, newsletter, blog)
- Offering a token generation pre-registration on our website,

- Dedicating online support to crypto asset investors (live chat, email, tutorial videos),
- Securing our online platforms from potential hackers.

FINANCIALS

We're raising \$500,000 to transition the CAR platform from beta to ready-to-go product, to develop our smart contract based rating system, to keep improving our rating algorithm and hire rock star analysts for the rating of the crypto assets. Co-investment opportunity with other investors is also possible, where the equity ownership will be determined by individual investor's contribution in the total funding.

Investments can be made today, using a SAFE Agreement to outline the percentage of equity ownership based on the funding contribution.

This initial funding will also serve to cover our marketing/PR, legal and technical expenses. This will support us to prepare the runway for the next stage of fund raising for growth and to achieve scale. We aim to make CAR the market leader and a major influencer in the crypto world.

THE KEY TEAM MEMBERS



Pramod Attarde: Pramod has over 21 years of business experience in Technology Consulting. He has worked with multiple leading organizations including KPMG, United Nations, Federal Reserve, Forex Capital, etc. Additionally, he is the co-founder for Listings of India, Sunrise Glamour, Business Baba, and Shreyan Advisory Corporation. He holds a B.E. in Electronics. Pramod is a part of Philanthropic Foundation which supports tribal areas in India and serves to orphans and blind children as well. In his free time, he loves to play table tennis. He is the CEO at CAR.



Anjan Ash: Anjan possesses 8 years of experience in financial services domain, of which he spent five years in banking domain and the rest in Fintech consulting vertical. He has worked with different leading multinational organizations including Bank of America, Royal Bank of Scotland and one of the Big Fours etc. He has worked with a startup, Tracxn Technologies, where he built a vertical from scratch and made it profitable. He holds a B.Engg in Information Technology (Gold Medalist) from Jadavpur University, India and an MBA in Finance from IIM Shillong, India. Anjan is a certified FRM® holder from GARP, USA and now pursuing CFA. When not working, he can be found with his violin. At CAR, Anjan is leading the effort of building the rating algorithm and overall product offering of the company.



Rippy Sethi: Rippy has over 25+ years of experience in Media, Marketing, and Real Estate. He has accomplished Business leadership with an entrepreneurial mindset. He has specialized promoting blockchain technology based projects, defining and developing new markets, designing and implementing business strategies, plans and procedures, forming and cultivating mutually beneficial business alliances and partnerships. Rippy is based in NY and at CAR, he is working as the Chief Business Development Officer



H.S. Panser (Harry): H.S. Panser (Harry) working in the field of Artificial Intelligence Implications for Business Strategy, conducting workshops for Top Management. He has 30 years of work experience in Healthcare, Automotive, Pharmaceuticals, Industrial and Consumer products management. He also offers his consultancy for the Joint Ventures for National and International Marketer for Food, Pharma and Automotive Aftermarket Products, Mergers and Acquisitions, Brand Management. H.S. Panser is based in New Jersey and at CAR, he is working as a Global Head – Corporate Relations



Andrew B. Gordon: Andrew is the managing attorney of Gordon Law Group. Andrew is not only a practicing attorney, graduating from Chicago Kent College of Law, but also a Certified Public Accountant graduating from the University of Illinois with a BA and a Master Degree in accountancy. Andrew's background in IRS and state tax disputes, make him the go-to for the "unsolvable" tax problems. Andrew concentrates his legal work in the areas of tax controversy and corporate litigation with a strong client-base in the Affiliate Marketing, e-commerce, international law and cryptocurrencies such as bitcoin. At CAR, Andrew is helping on tax laws