

#be

... the digital me

The blockchain-based market place of people digital activities



#be

The opportunity

Personal data

=

untapped valuable asset



#be

The opportunity

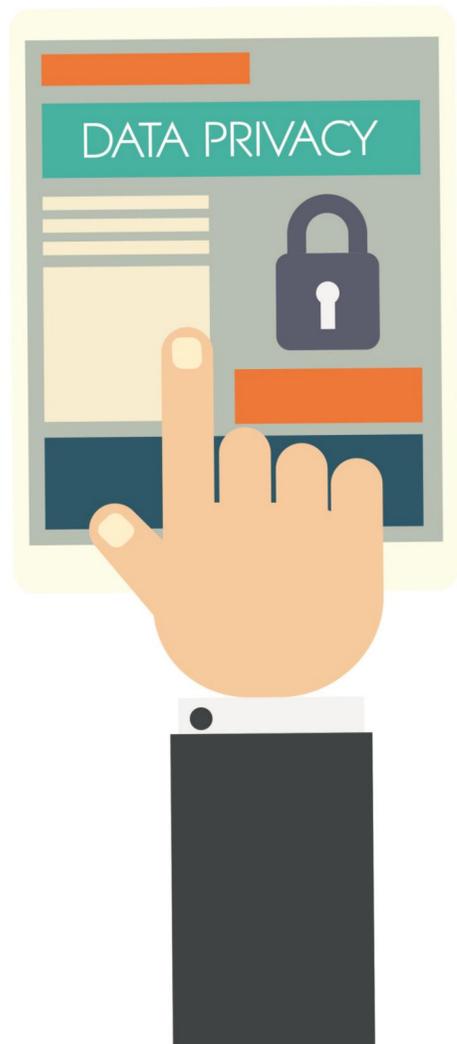
GDPR



#be

The opportunity

Cambridge Analytica



#be

Players and Problems



- # No data control
- # No monetization



- # Frauds (bots, etc.)
- # Transparency / Intermediaries
- # R.O.I. existing adv formats



- # Loss of revenues
- # ADV Consistency
- # Seek alternative adv formats

#be

The solution

Self-profiling technology

+

Blockchain



**USER EMPOWERMENT
TOOLKIT**



**TRANSPARENCY
& MONETIZATION**

#be

User Empowerment Toolkit

DATA CONTROL



#TOOL1
The Digital Me

SECURITY



#TOOL2
Data locker

PERSONALIZED
BROWSING



#TOOL3
#be browser

INTEGRATIONS



#TOOL4
Detectors
and Plugs-In

ENGAGEMENT



#TOOL5
Call & Response
System

CRYPTO
MANAGEMENT



#TOOL6
The wallet

TOKENS USAGE



#TOOL7
"Private"
Market Place

Toolkit

#be

Blockchain Ethereum – ERC 20

#be protocol

=

set of smart contracts governing the connections between users, advertisers and the publishers hosting their interactions.

#be

#be Blockchain Protocol

BENEFIT 1



RESTRICTION OF
INTERMEDIARIES IN
ADVERTISING APPROACH

BENEFIT 2



REGISTRATION OF
A GUARANTEED HUMAN
ACTIVITY MATCHING WITH
ADVERTISER REQUIREMENTS

=

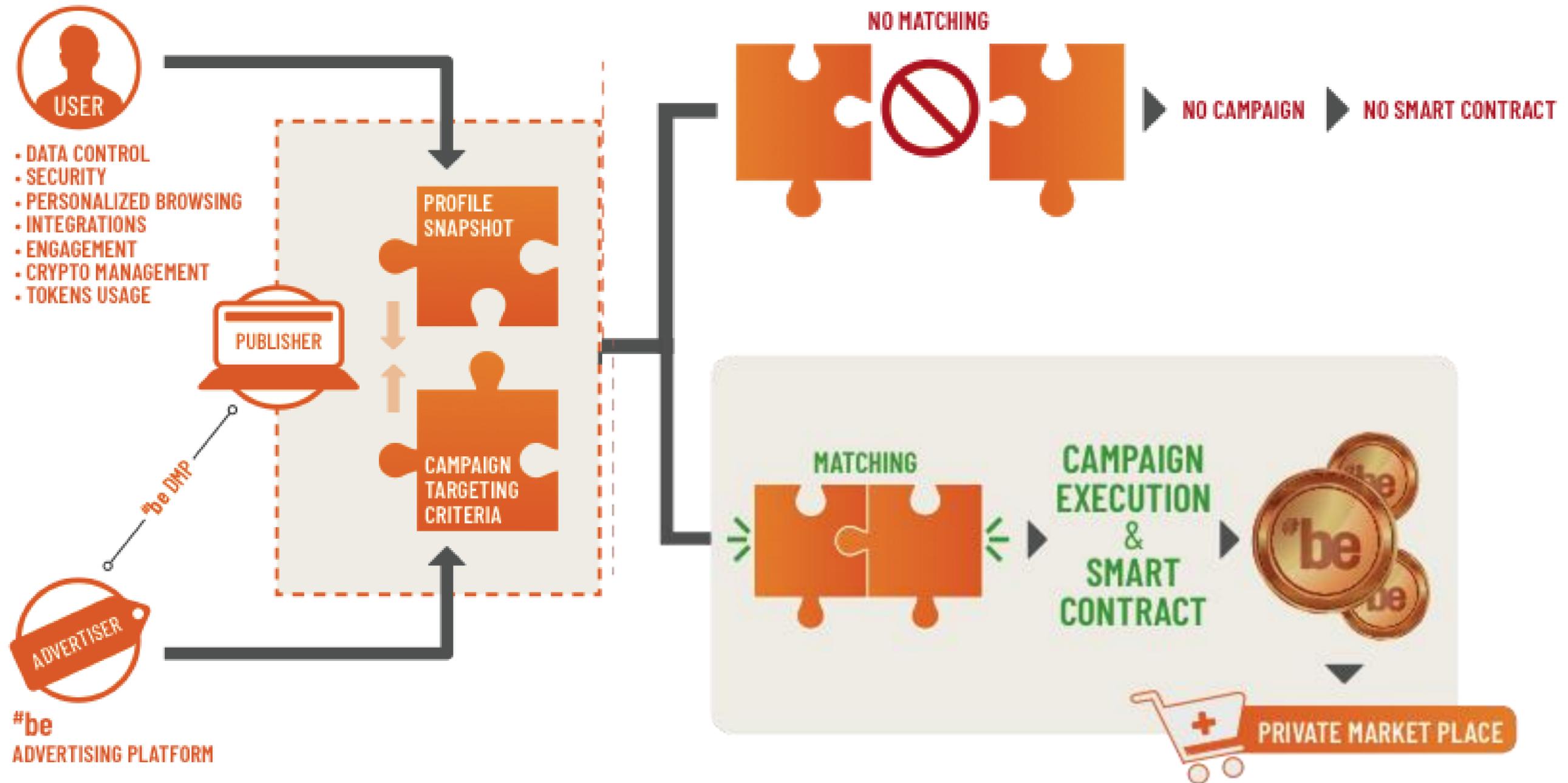
NO FRAUDS

BENEFIT 3



TRANSPARENCY
IN ADVERTISING
BUDGET ALLOCATION

The Blockchain-based market place of people digital activities



#be

beTOK
(BTK)



#be

Token Sale

NAME:
beTOK



SYMBOL:
BTK

TYPE:
Hybrid token
(utility and payment token)

MAXIMUM SUPPLY:
1.500.000.000
(no new BTK tokens will be created)

FOR SALE:
39.5%

PRICE (AVERAGE):
1 ETH = 18.000 BTK

ACCEPTED CRYPTO CURRENCIES:
ETH

ICO:
From September 27th 2018

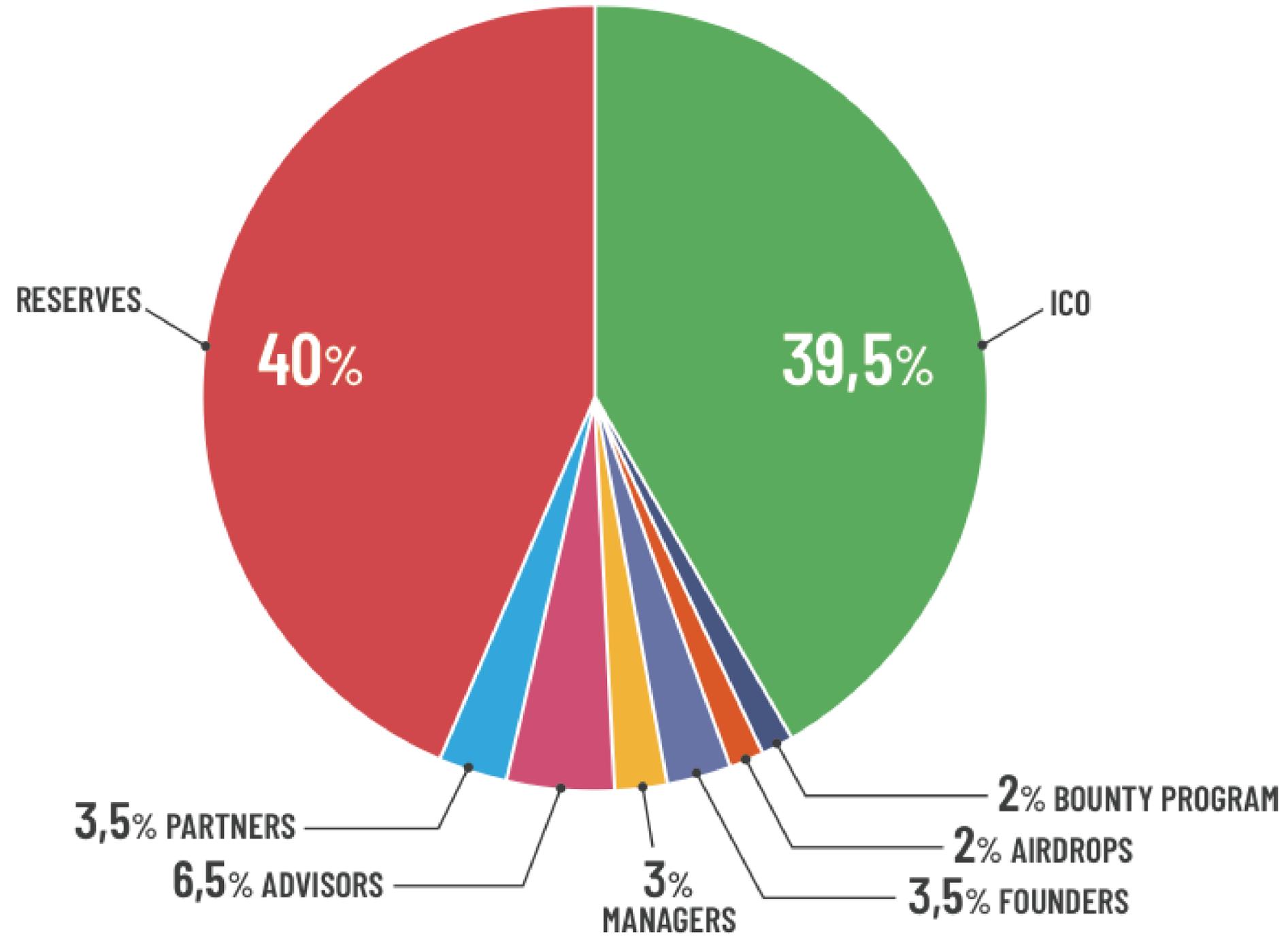
SOFT CAP:
1.800 ETH

HARD CAP:
16.500 ETH

#be



Token Distribution



#be

Value for ICO buyers

Personal Data Market: USD 300 Billions +

#be

Value for ICO buyers

Hight potential of adoption by users, advertisers and publishers
because of the innovative approach = mid-log term growth

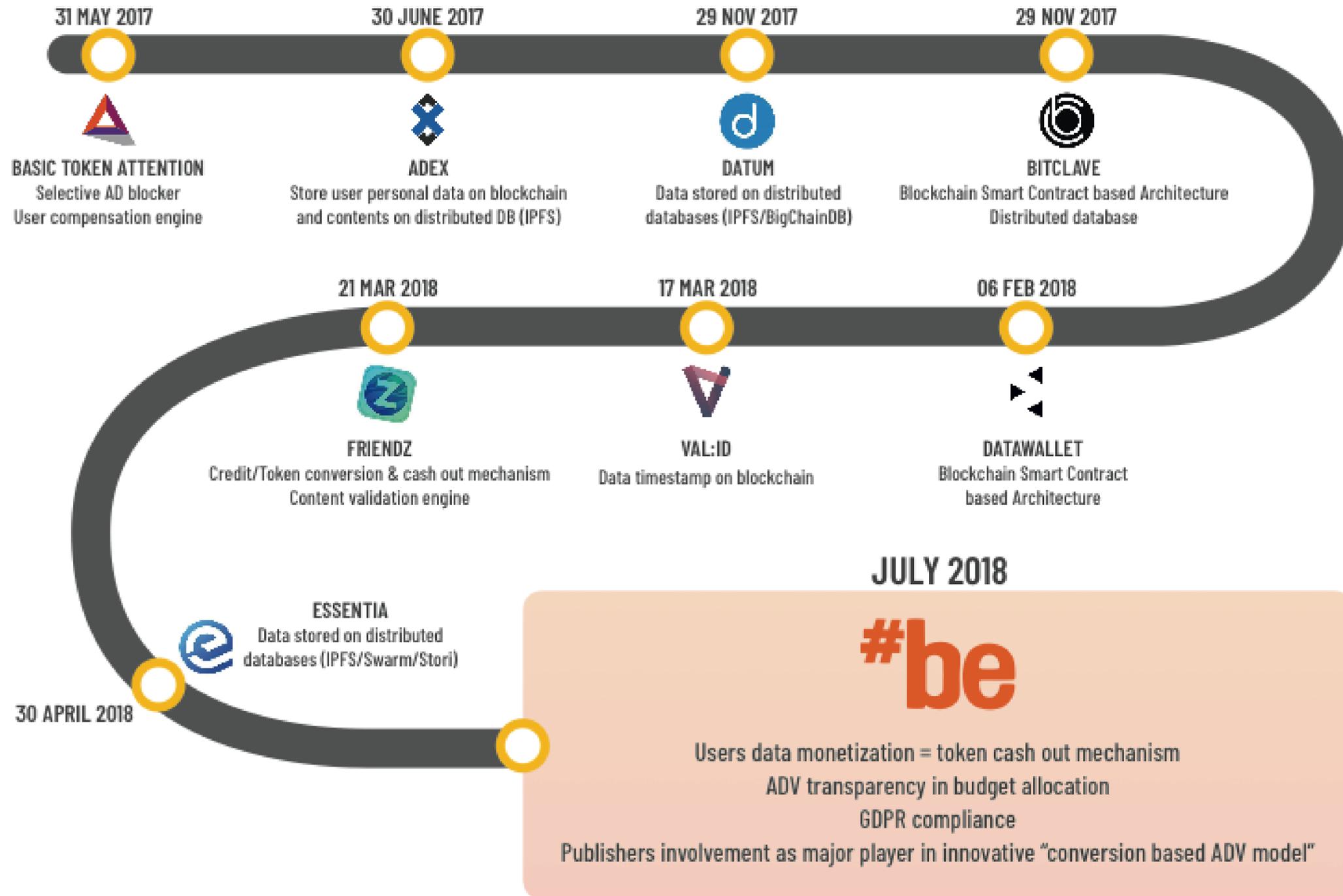
#be

Value for ICO buyers

#be = the  **airbnb** of personal data

#be

Competitors

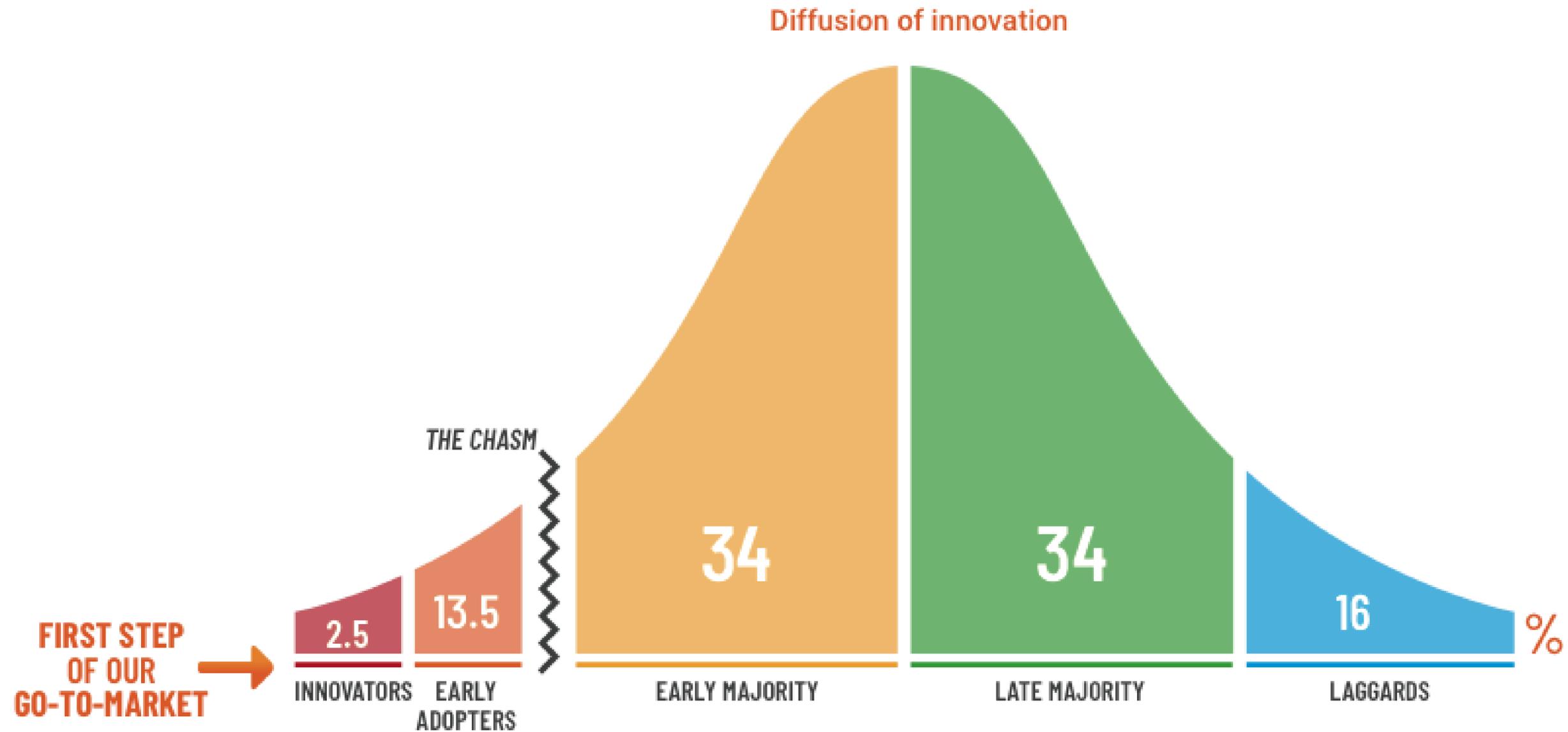


#be

Go to Market

Strategic partnerships with innovators communities

In order to push this revolutionary data control system, it is crucial to start work on the communities of innovators.



#be

First Partnership with innovators community = CAMPUS PARTY

www.campus-party.org



3+ millions participants

500K “geeks” regularly engaged

“user empowerment” **vision**

#be

SPECIAL GEEKS RECRUITMENT ACTIVITY

#beAmbassador

beTOK airdrop for Campus Party Geeks

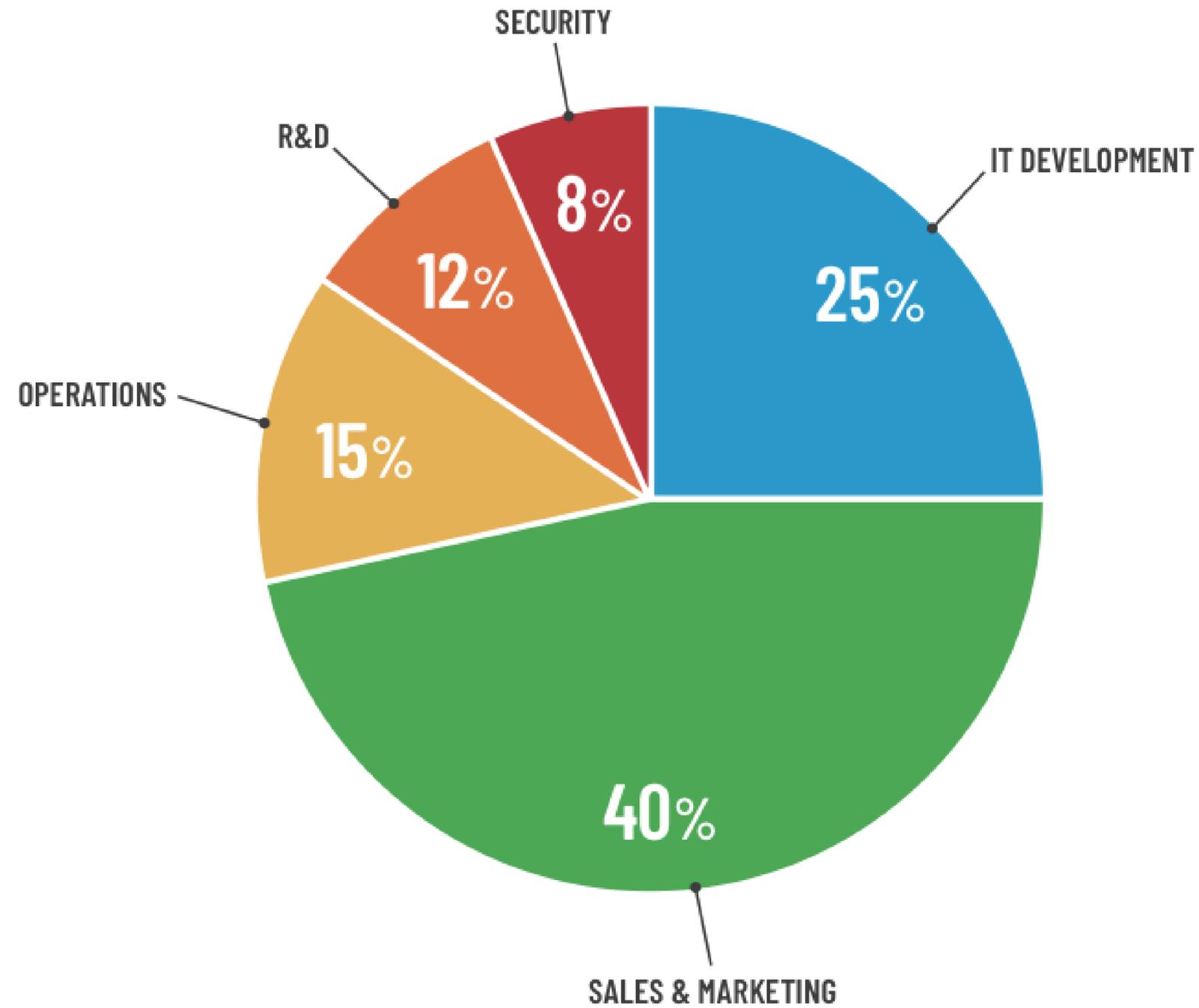
#be

Strategic partnerships with publishers



#be

Use of funds



#be

The Founders Team

Entrepreneurial experience between Asia and Europe

Raimondo Gissara
Co-founder & CEO



"The Vision"

Luther Jones
Co-founder & CDO



"The UX"

Peter Williams
CTO



"The Tech mind"

#be

The Tech Partners

Expertise in each critical factor of success

Mangrovia Solutions

www.mangrovia.solutions



Blockchain Technology
Expertise

Neodata_Group

www.neodatagroup.com



Tech Advertising
Expertise

Amilon

www.amilon.it



Market Place & Loyalty
Expertise

#be

The Advisors

Filippo Gramigna



Publishing & Programmatic
Industry

Alex Azais Tatistscheff



Crypto Finance

Twice



Monetary
Policy

#be

JOIN #be ICO NOW !



<https://beico.info/>



[@raimondo@hashtag.be](https://twitter.com/raimondo)

Social Media channels active from June 15th 2018