

# Initial Offering



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## Abstract:

Initial Offering is a marketplace for private equity investments. We provide crowdfunding for Startups and liquidity for Investors and Shareholders. Startups are seen as a way to get great returns, however, investments in startups take an average of 8 years to return; which requires investors to “lock-up” their money for significant periods of time. To solve this problem, we proposed building a marketplace to allow for startup share trading. Similar to the current stock market where company shares are bought and sold, our web-based platform back by blockchain is a startup share market.



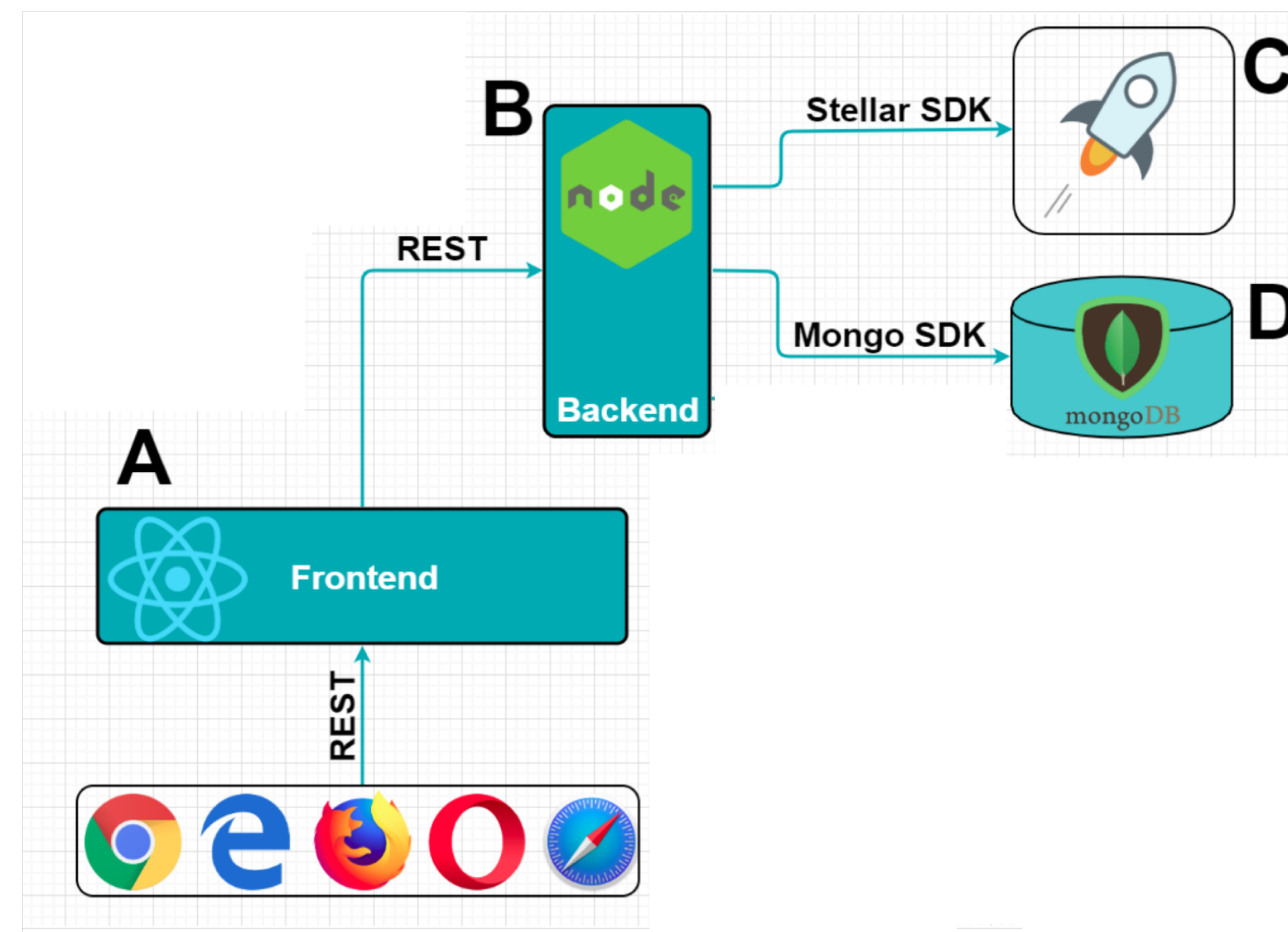
## Marketplace:

- Utilizing Stellar Lumen’s Blockchain as the backing structure, Startups can create their own shares and offer them on our web application.
- Investors can then purchase these shares, providing Startups access to the capital needed to continue their business without the same level of commitment from investors.
- Shares will rise and fall in value as startups release new information and trading occurs, creating a better market for startups to grow.

## Key Features:

- Stellar Blockchain Integration
- Trading Algorithms
- Marketplace
- Share manager: current assets, pending trades, and company watchlist

## System Architecture:



## Other Utilized Technologies:



## Investors:

- Investors deposit funds from their bank into their Initial Offering account to use for their Startup Share trading.
- They can then buy shares from startups and other investors on the marketplace
- Providing a unique opportunity for secure private equity trading without the wait for an IPO or buyout



## Startups:

- Startups create a token offering to represent shares in their company
- These tokens are backed by Stellar's blockchain network and sold on Initial Offering's marketplace to investors
- Providing secure funding for startups and continual valuation by the real-world market