

MEDIACOIN – CONNECTION WITH THE INVESTORS

We will create the knowledge of your project among cryptofunds and “anchor” investors for private sales within ICO.



**BeUpTo.
Capital**

98% of ICO projects receive negative response from cryptofunds and experienced investors.

2% of projects are interesting to investors due to a successful strategy of promotion in the capital market.



We specialize in work with institutional investors.

Today we have the largest database of decision makers contacts from cryptofunds worldwide.



**BeUpTo.
Capital**

“MEDIACOIN” – complex of solutions to create knowledge of your project among institutional investors.

Experience of our 13 ICOs indicates that KNOWLEDGE of the project results in a 10-fold increase of the conversion to answers of funds to the project teams.



“MEDIACOIN” MOST EFFECTIVE:

- **ICO Private Sales**
- **Roadshow**
- **Private Meet Up**
- **Attention at conferences**



We attracted
\$70 mln.
to 13 ICO projects

(utility-tokens, as of 15.07.2018)



Dmarket

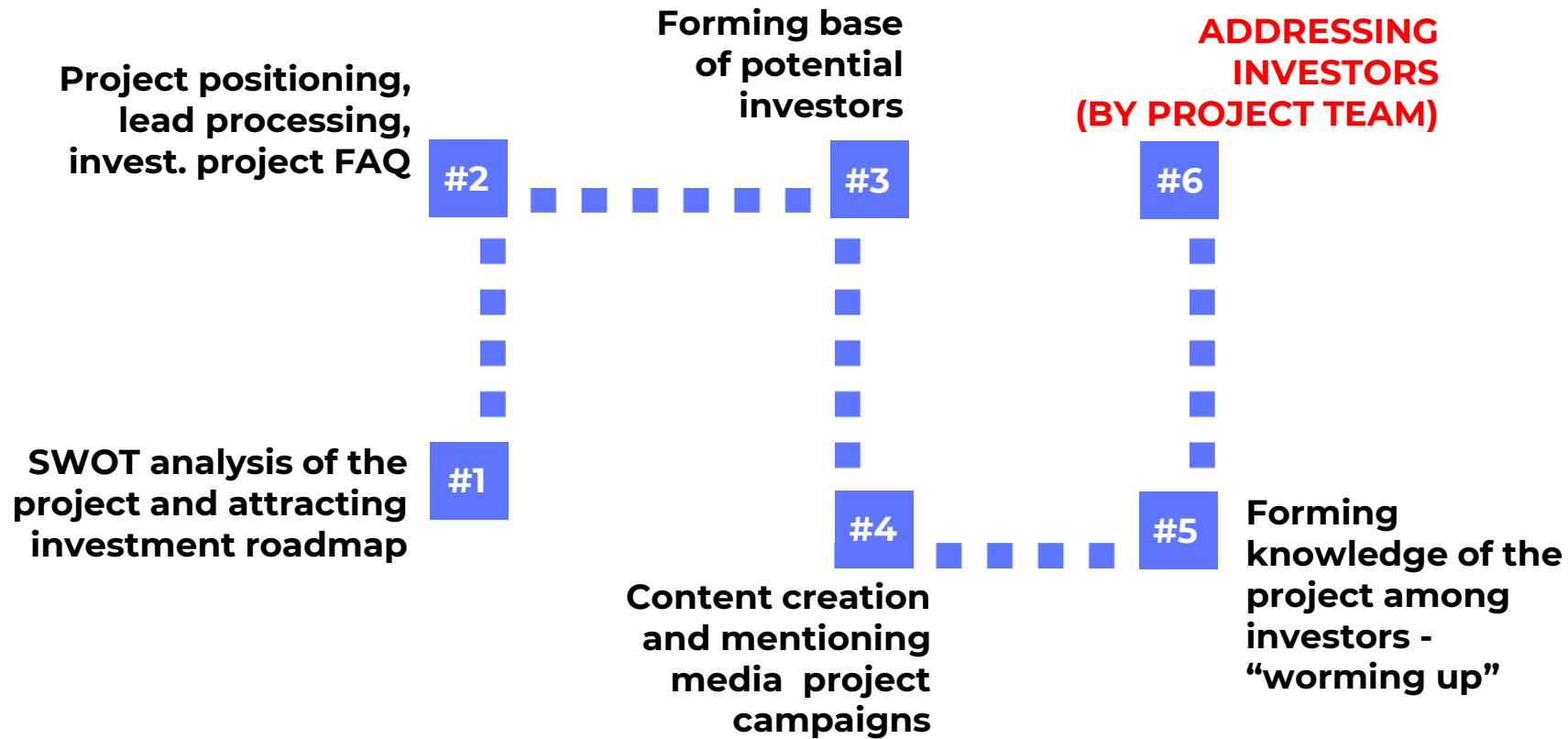
DREAMTEAM



Anryze

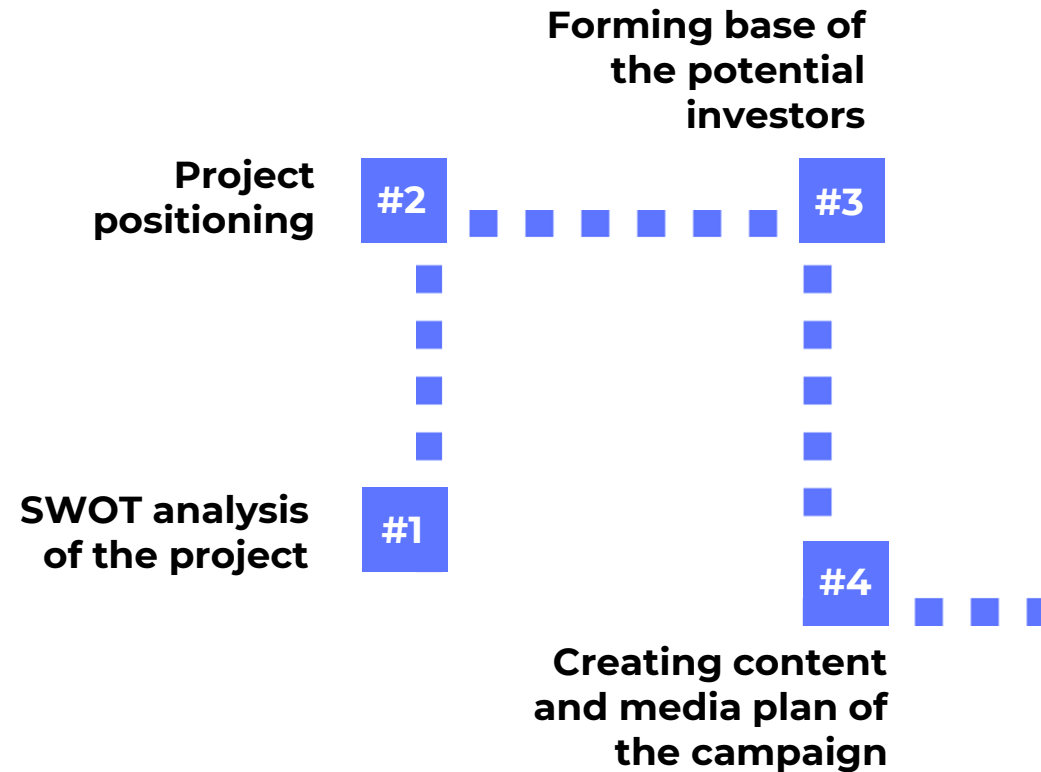


COMPLEX OF “MEDIACOIN” SOLUTIONS:



STAGE 1: PREPARATION.

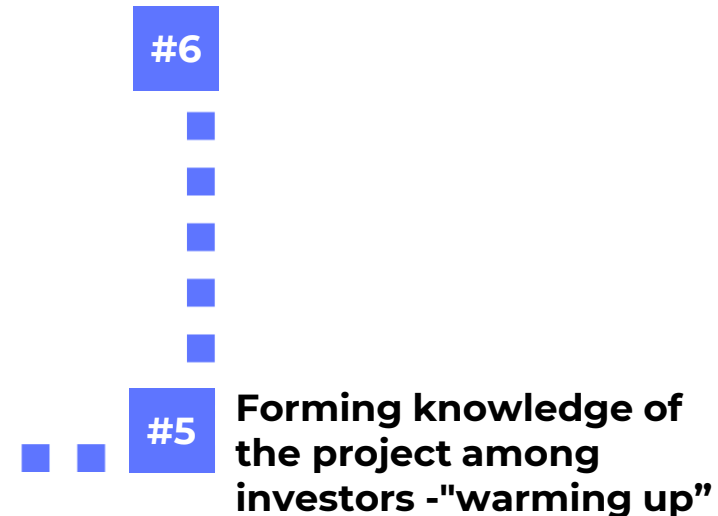
- **WHAT YOU HAVE?**
- **TO WHOM WE SAY?**
 - **WHAT WE SAY?**
 - **WHERE WE SAY?**



STAGE 2: CREATING KNOWLEDGE OF THE PROJECT.

It is optimal to use "MEDIACOIN" to "warm up" the audience and in parallel contacting the investors on behalf of the project.

APPEAL TO INVESTORS BY THE PROJECT TEAM



BUDGET:

ICO Private Sales

TERM: from 30 DAYS / COST: 2.1 BTC

Road Show

TERM: from 21 DAYS / COST: 1.8 BTC

Private Meet Up

TERM: from 18 DAYS / COST: 1.5 BTC

**Attention
at conferences**

TERM: from 5 DAYS / COST: 0.5 BTC



Team



Dmitiy Gruzdkov

Co-founder of BeUpTo.Capital, marketing and media-management. Work experience in marketing and communications – 16 years. Previously – co-founder and managing partner of advertising digital agency, senior consultant in marketing-consulting agency “LYUDI” and brand-manager in some product companies in Ukraine. System work experience in b2c and b2b projects, media-management (with investors) for DMarket, DreamTeam and Anryze projects.



Oksana Moroz

Co-founder of BeUpTo.Capital, marketing, analytics, product, operations management. Founder and CEO of startup in online information management, co-founder of manipulative marketing agency MAMA marketing. Work experience in financial marketing since 2002. There are also cases, involving rebranding and introduction systematically important banks into the market, research of new markets and interests of complex financial product consumers, innovative product development, building chain of sales and communication. Today all this experience is actively used for promoting projects of Blockchain (including ICO).



Igor Dobrovolsky

Co-founder of BeUpTo.Capital, PR. Founder of startup in online information management, co-founder of MAMA marketing. Experience in Customer Relations and instilling financial culture to mass-market customer since 2003. Since 2010 – active involvement in political processes. Hundreds successful public opinion forming campaigns on request of big business and political forces, digital direction management of one of the leaders of presidential and parliament race-2014 in portfolio. Since 2017 main specialization – PR marketing for ICO and blockchain-projects.





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We welcome your requests.