

AUDIT

“WHY INVESTORS SAY NO”

Checking your plan for attracting
crypto funds and «anchor» investors
for ICO.



**BeUpTo.
Capital**

98% of projects looking for money from crypto funds and experienced investors on ICO receive an answer:
- No, thanks.

2% of projects arouse investor interest due to successful promotion strategy in capital market.



AUDIT «WHY INVESTORS SAY NO» is the first step for creating marketing plan to attract funds and «anchor» investors.

The methodology is developed and dynamically updated on basis of projects implemented by us (13 ICOs).



AUDIT RESULTS:

1. We'll find risks and weaknesses.
2. We'll show opportunities and advantages.
3. We'll provide a roadmap of what needs to be done to increase probability of «YES!» from funds and professional investors.



**BeUpTo.
Capital**

We attracted
\$70 mln.
to **13 ICO**
projects

(utility-tokens, as of 15.07.2018)



Dmarket

DREAMTEAM



Anryze



BeUpTo.
Capital

Team



Dmitriy 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.

Work experience in financial marketing since 2002. There are also cases, involving rebranding and introduction systemically 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 on 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 the presidential and parliament race-2014 in portfolio.

Since 2017 main specialization – PR and marketing for ICO and blockchain-projects.



CONDUCTING AUDIT

Term: 3 work days

Cost: 0,25 BTC





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We welcome your requests.