

MONEY MARKETING

The procedure for attracting
investments in your projects



BeUpTo.Capital

**Your project needs to attract investments,
but your team lacks experience working with
capital market?**

We specialize in system marketing for attracting investments
in the money market.



We have attracted
\$70 million
in **13 ICO-projects**

(utility-tokens, as of 15/07/2018)



Dmarket

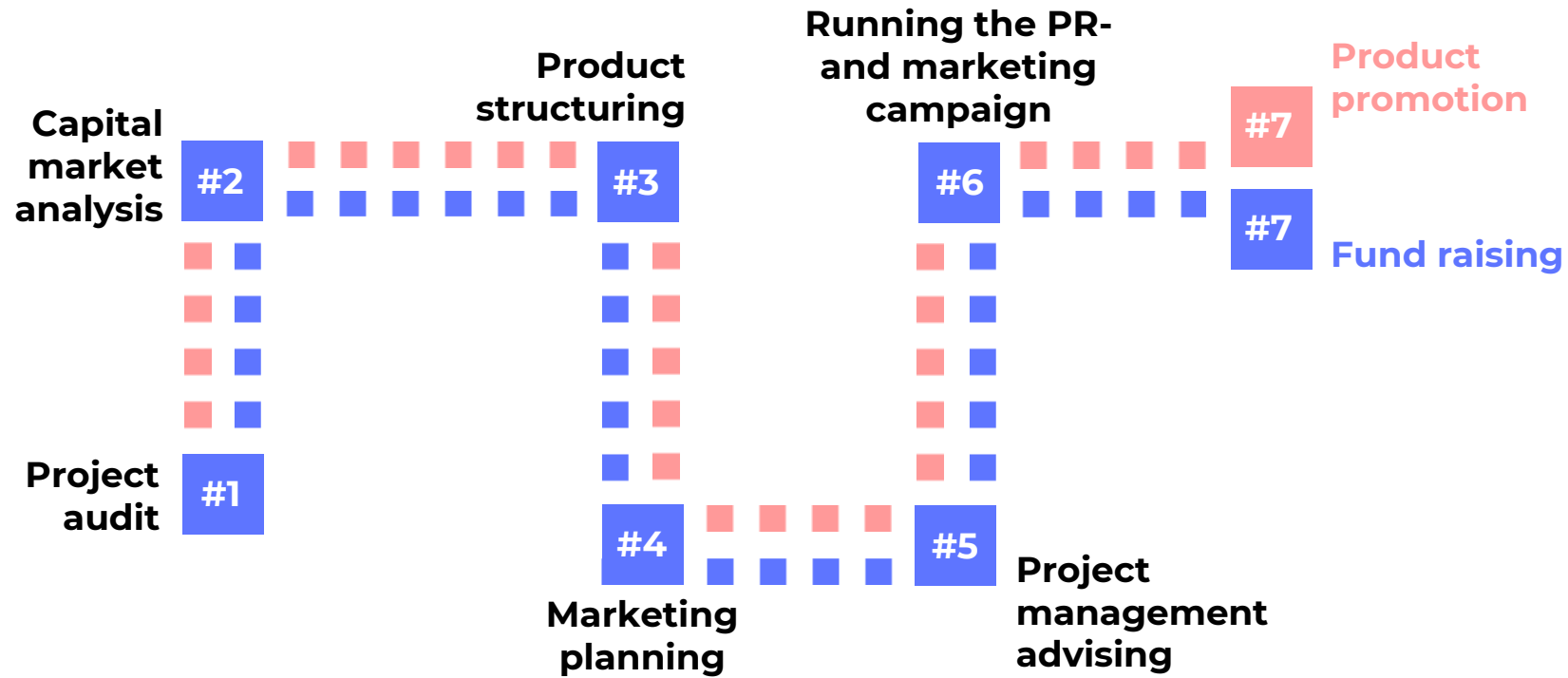
DREAMTEAM




Anryze



OUR WORK MODEL: THE MONEY SNAKE.



We use this model to work in two areas:

 - money marketing

 - customer marketing



#1

Project audit.

We will study your project according to our personal, original method which allows us to accurately assess project potential (correct estimate probability- 85%)

#2

Capital market analysis.

- Project market and capital market analysis.
- Development potential assessment.
- Competitors analysis.
- Assessment of fund raising potential sources.
- Road map charting– what is needed to attract money.

#3

Product structuring.

- Product positioning for clients and capital market.
- Product team and processes audit. Consulting.
- Setting up the product team for ICO on turnkey basis.



**BeUpTo.
Capital**

#4

Marketing planning.

- Strategic plan development.
- Message box creating.
- Media plan development.

#5

Project management.

Setting up the product team and processes for attracting money.

#6

Running the PR- and marketing campaign.

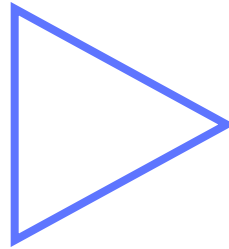
#7

Attracting capital in the project.



Money attracting tactics change very rapidly:

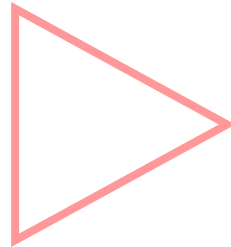
- 🎯 Public sale
- 🎯 Presale
- 🎯 Seed + Presale
- 🎯 Private Sale
- 🎯 Private Sale + Airdrop



Our marketing model provides control and consistency, while retaining maximal flexibility within the project, and operates even when changing tactics during the project.

We work with all formats of consumer markets and models:

-  B2C
-  B2B
-  C2C
-  B2G
-  G2B.



Our method – system marketing in the consumer market, working effectively with your community or clients in the course of fund raising.

Our services are required to the following:

- 🎯 Those, who have an idea and search funding for its realization.
- 🎯 Startups or operating business, that need money for building up.
- 🎯 Those, who look into options for bringing their projects to ICO.
- 🎯 Those, who are preparing ICO or have already launched it.
- 🎯 Potential investors.



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 marketing agency MAMA marketing.

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.



Annotations:

- 🎯 We take projects for full package of services after carrying out comprehensive audit.
- 🎯 We work on a hybrid scheme of payment for our services (discounted bills + % of money raised) only with full package of services.
- 🎯 We can work selectively with projects without audit, providing them with certain services and/or consulting after specification of expectations and tasks in the form of dialogue with CEO or CMO.





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We welcome your requests.