

**CONG**

THE CONGLOMERATE CAP.

# The Problem

- Assets, Private Equity and Venture Capital funds environment is very restricted like rich-oriented exclusive leisure clubs. **Retail investors are very unlikely to access private market outstanding opportunities.**
- Capital raise requires **high efforts**, is **time consuming** and **very expensive**. Most of investment bankers and web funding platforms are just concerned about their fees, there is a **lack of alignment between the parts**: entrepreneurs, platforms, bankers, advisors and investors.
- **SME Companies struggle to raise capital** as their balance sheet and track record do not permit that, they also **do not have access to wide range of retail and accredited investors.**
- **Tangle of regulatory laws and bureaucracy** constrained retail investors to invest in private companies and private companies to raise until recent past.

# The Solution

TCC is a web3, BEP20 blockchain-based investment and funding platform, governed by a Decentralized Autonomous Organization (DAO), from which disruptive startups as well as SME businesses will raise capital, where investors will be able to access Venture Capital and Private Equity outstanding opportunities through the CONG token.



Wide range of reward and gain possibilities



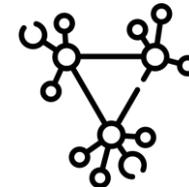
Proprietary Smart Contract



Scalable with lowest fees in the market



Fast and lowest fees in the market



Friendly UX and smooth investment process

The only token for the whole ecosystem (BEP20)



Tier-1 global Private Equity team



Alignment of interests



Totally Digital & no bureaucracy

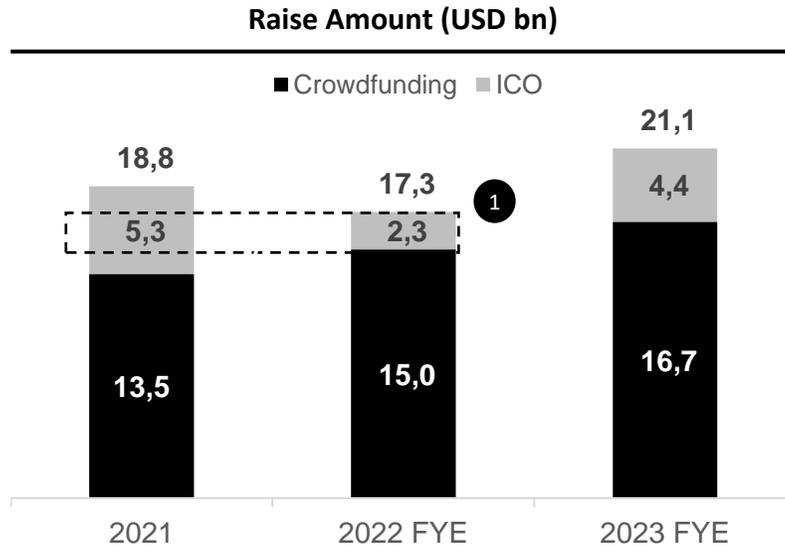


Decentralized Governance Structure



# Market Snapshot

The Crowdfunding and Crypto ICO market will reach USD 21bn value in GMV terms next year<sup>1</sup>. Although the crypto, as a way of funding, accounted for just ~20% of the capital raised, its average amount per deal is USD 4.9M.



## Average raise amount per deal (2022/2021)

- Crowdfunding: USD 0.3M.
- **ICO: USD 4.9M<sup>2</sup>.**

**1** There were 2 ICOs in 2021 that accounted for USD 2.3bn. “Crypto Winter” contributed to the reduction in the number of offerings as well.

## Current Regulatory Framework

- In 2021, USA and European Union introduced new regulatory laws that facilitate capital raise through the platforms from the founders as well as investors perspectives.
- The SEC introduced one entity in the captable, consolidating all investors, facilitating management. Also, the crowdfunding process do not bear the possibility to be characterized as public round which would raise legal and finance concerns. Now Companies can raise up to USD 5M from unaccredited investors and unlimited from accredited.
- In June’22, a new crypto regulatory framework was posted for discussion in US Senate. This bill defines most cryptocurrencies as commodities, which would be overseen by the Commodity Futures Trading Commission (CFTC), instead of securities, which would fall to the much higher scrutiny under Securities and Exchange Commission (SEC).

Crowdfunding

Crowdfunding

Crypto

## Why should we get into this market now

- Contributing to its foreseeing growth, SEC regulatory framework update made it easier to raise capital through Crowdfunding platforms, which set a more concrete support to an already USD 15bn market.
- Although there is a lack of concrete/good opportunities in the crypto funding space, the new bill under US senate discussion, shall boost capital allocated to this market.
- Average raise amount per ICO is already extremely high.

## The Target

**This new regulatory framework allows us, by mixing the crowdfunding and ICO/crypto environments, to build a strong and disruptive ecosystem.**

**TCC wants to tackle 5% of crowdfunding/ICO markets in terms of GMV within a 5-year time.**

Notes/Sources:

<sup>1</sup>FNF Research report says Crowdfunding GMV will have a steady growth of 11% per year until 2028.

<sup>2</sup>Already excluding 10% outliers.

Websites consulted: Wefunder.com, NPR.org and SEC.gov.

# TCC & CONG Ecosystem: Tokenomics

With unique features, CONG will be the only token in the whole ecosystem. Investors will purchase the token and Companies will be funded through it.

**Fairness Allocation:** to increase the number of investors in the ecosystem, new investors will be 1st group to be prioritized and allocated in the funding campaign. After that, investors have their allocation in terms of their share in the total CONG staked.

**CONG options ("CONGo"):** If the hard cap of a CSC event is reached, surplused value is exchanged for CONGo which will be exchanged for CONG when the next CSC event goes online. The exchange price will be  $CONG'(p-1)$ , which is the token price when investors previously applied.

**Raise fee:** 5.0% (50% to holders based on their yield farming stake, 25% to project funding wallet and 25% to liquidity pool).

**Vesting schedule:** different per funding event though locked through Years to reduce sale pressure.

**Yield Farming:** pegged to SELIC (brazilian standard market rate). Tokens locked for farming as well as rewards and can not be sold in their market. Rewards can be used to participate in CSCs deals. Seed, pre-sale and private sale investors have 120%, 110% and 105% of SELIC for their yield farming tokens, respectively.

**Limited Supply:** 10 bn tokens. Token issuances approved by governance consensus.

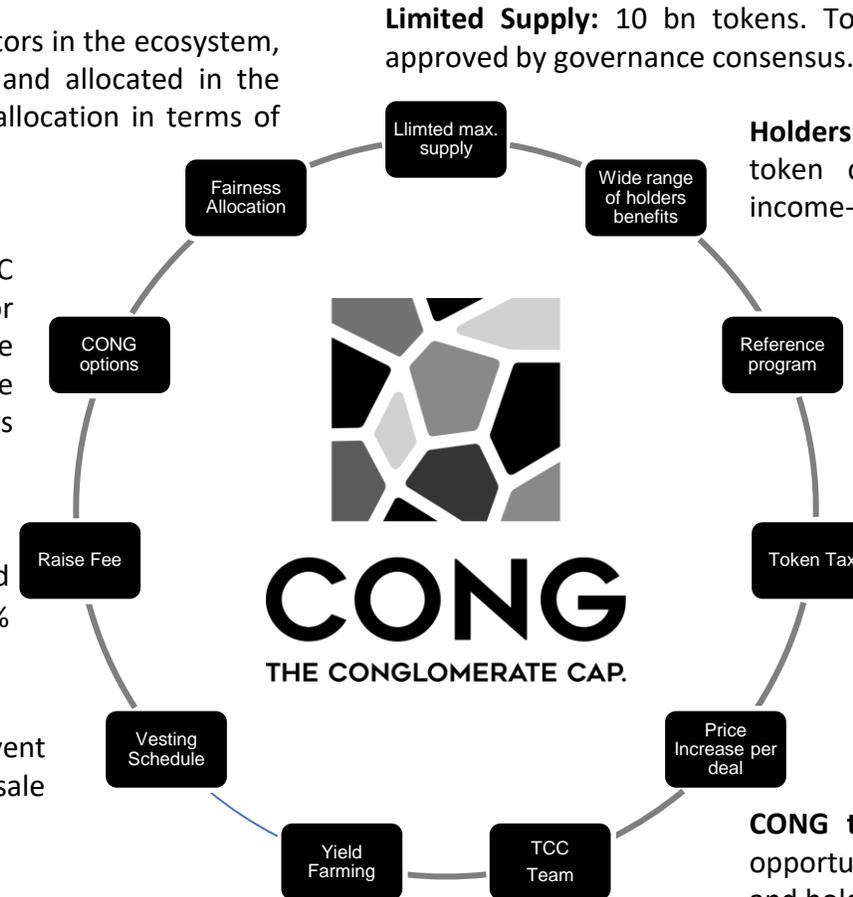
**Holders benefit** from various ways from token appreciation, token dividends, sale of CSCs, interest-bearing tokens, income-profiting features...

**Reference program:** Every holder can post an application for a new CSC deal. After passing through TCC management team scrutiny, it goes for consensus voting. Just after that, a new CSC opportunity goes live in TCC platform. Holder that referenced the deal, earns 0.5% of the capital raise in form of CONG.

**Token Tax:** 1.0% (50% to holders based on their yield farming stake, 25% to project funding wallet and 25% to liquidity pool). Seed and presale investors will have 100% discount in year 1 of the platform, 50% in year 2 and 25% in year 3. If they sell a single CONG during this period, benefit is cancelled.

**CONG token price increases** along the increase of CSCs opportunities in TCC platform. The sooner investors purchase and hold the token, the better.

**TCC Team:** whenever tokens are minted, 20% goes to TCC team. This aligns interests as well as keeps the DAO system running as any entity will not have controlling interest of the Ecosystem.



# TCC & CONG Ecosystem: Governance

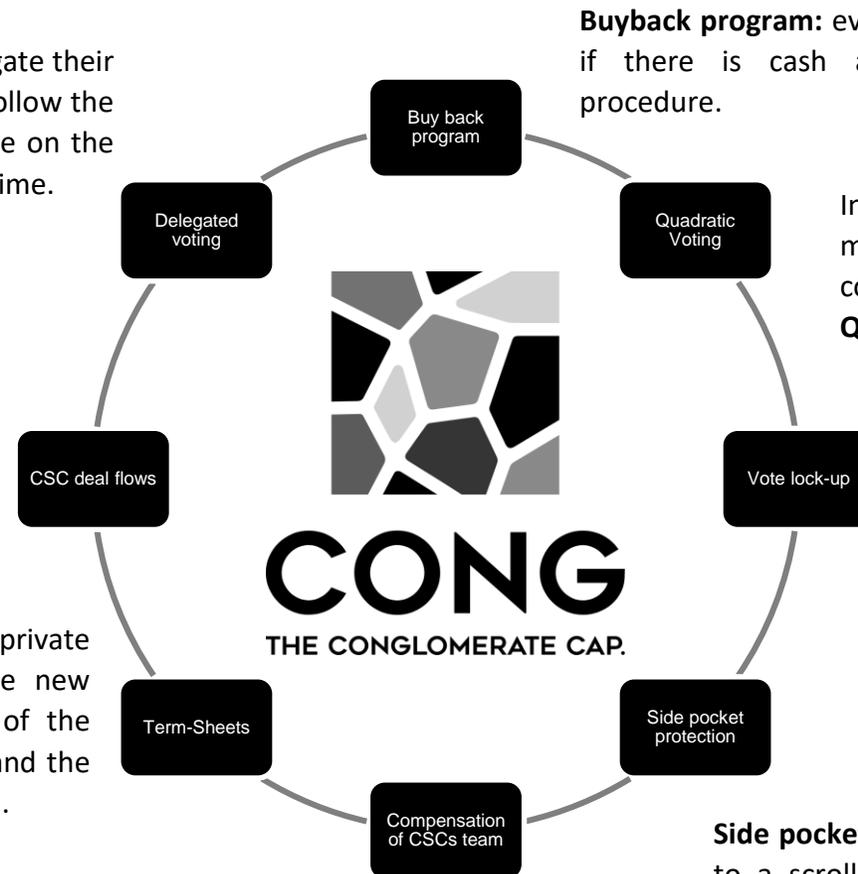
DAOs are in the center of web3. As a decentralized blockchain-based ecosystem, the CONG token, through TCC platform, will provide a democratized management structure.

**Delegated voting:** holders can delegate their voting to someone if they can not follow the discussions or do not have expertise on the matter. It can be withdrawn at any time.

**CSC deal flows:** as to fund new deals, tokens may be generated, voting consensus approves if a new CSC funding deal goes to TCC platform.

**Term-sheets:** when a venture capital and/or private equity fund provides a proposal to acquire new tokens to be minted that represents +5% of the available supply, this needs to go for voting and the project team needs to provide info on the deal.

**Compensation of CSCs Operational Team:** voting consensus approves vesting schedule, quantity and milestones of CONG rewards to new CSC team. Bonuses of operational team will be granted in form of CONG, this aligns entrepreneurs to the ecosystem which benefits holders as a whole.



**Buyback program:** every holder can set to vote, if there is cash available, as governance procedure.

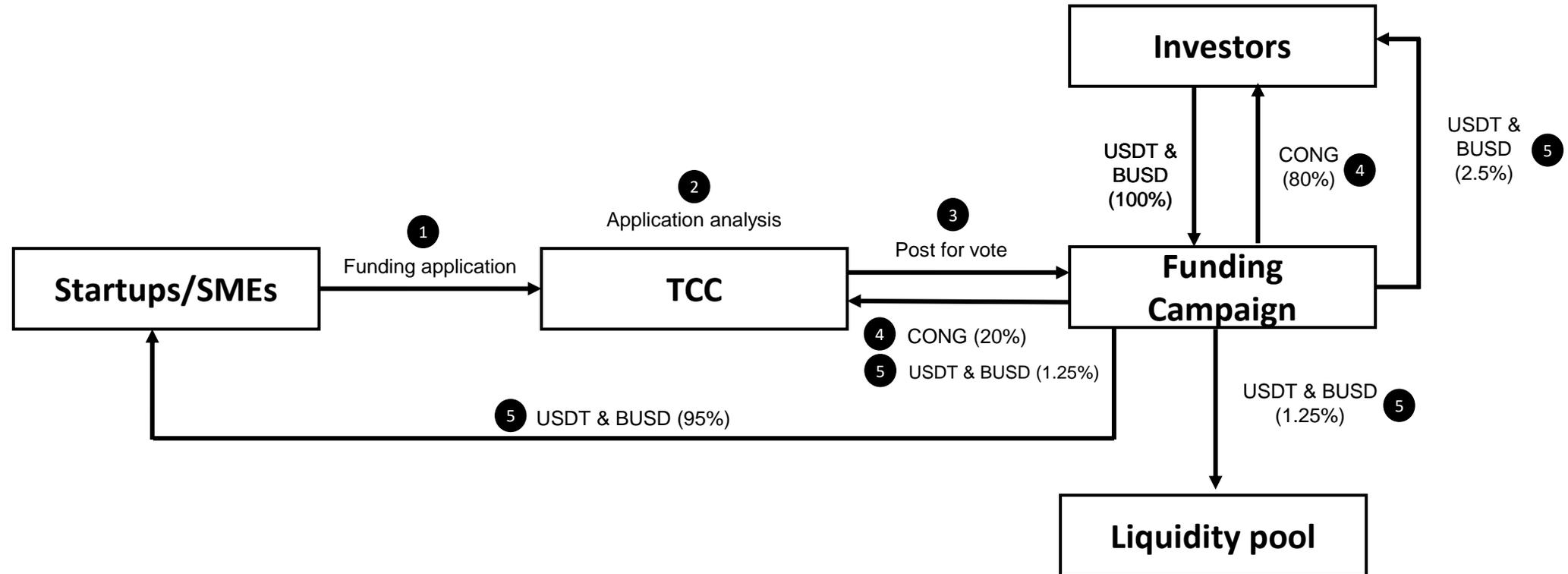
In order to make it harder to large token holders to manipulate governance proposals given the increased cost of acquiring votes, CONG protocol will use **Quadratic voting** feature per staked tokens.

**Vote lock-up:** to reduce significantly governance attacks, minted tokens and addresses of less than 1 year are not eligible for voting as well as unvested tokens.

**Side pocket protection:** the CSC raised capital will be transferred to a scroll account and will be freed based on the milestone deliveries. Holders verify milestones achievements to approve the capital release. If milestones are not achieved and the CSC is discontinued, side pocket capital will be locked and allocated to the next CSC raise.

# TCC & CONG Ecosystem: how the business operates (1/2)

Overview of the operation until a funding campaign succeeds.

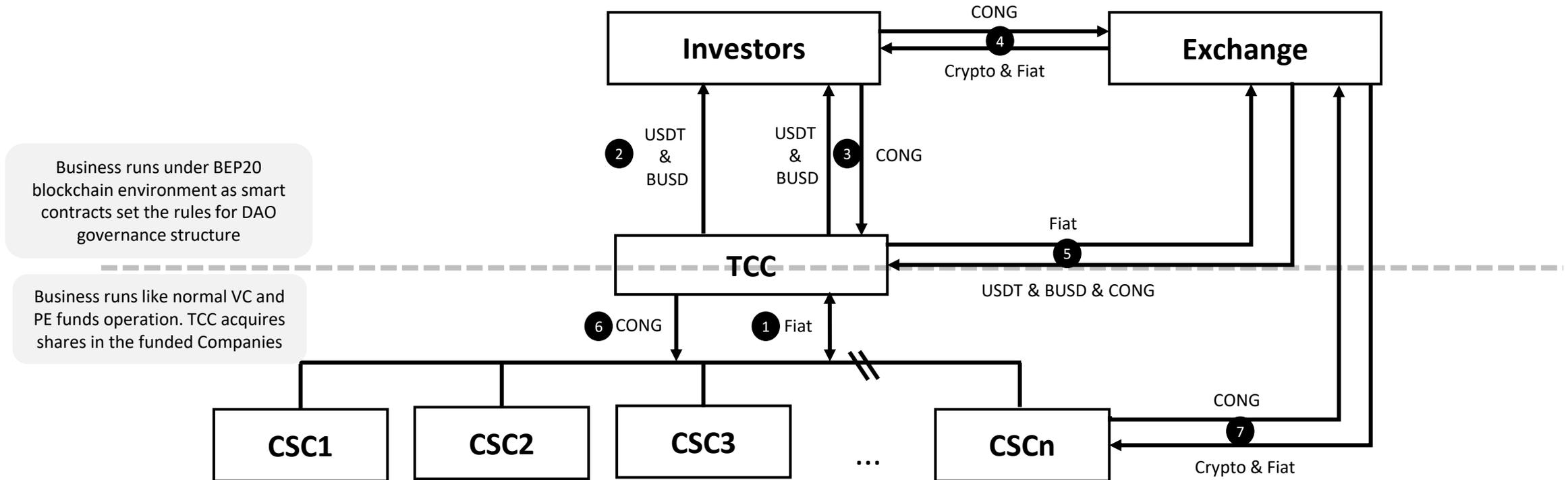


## Notes:

- 1) Application 100% online.
- 2) TCC's team analyzes the business under various perspectives (business plan, operations, financials, etc.). If approved, it goes for vote.
- 3) Based on governance, holders vote and if approved, a funding campaign goes live in the platform. During the period CONG is not tradable in exchanges, holders also need to set the price of the token for the campaign.
- 4) In exchange of their investments, investors receive CONG tokens. For each campaign, 80% of the minted tokens goes to investors and 20% to TCC team.
- 5) Raise fee = 5%, divided into 50% distributed to investors based on their yield farming stake, 25% to TCC's team and 25% to liquidity pool.

# TCC & CONG Ecosystem: how the business operates (2/2)

Overview of the operation after a funding campaign succeeds. CSC means Conglomerate Subsidiary Company.

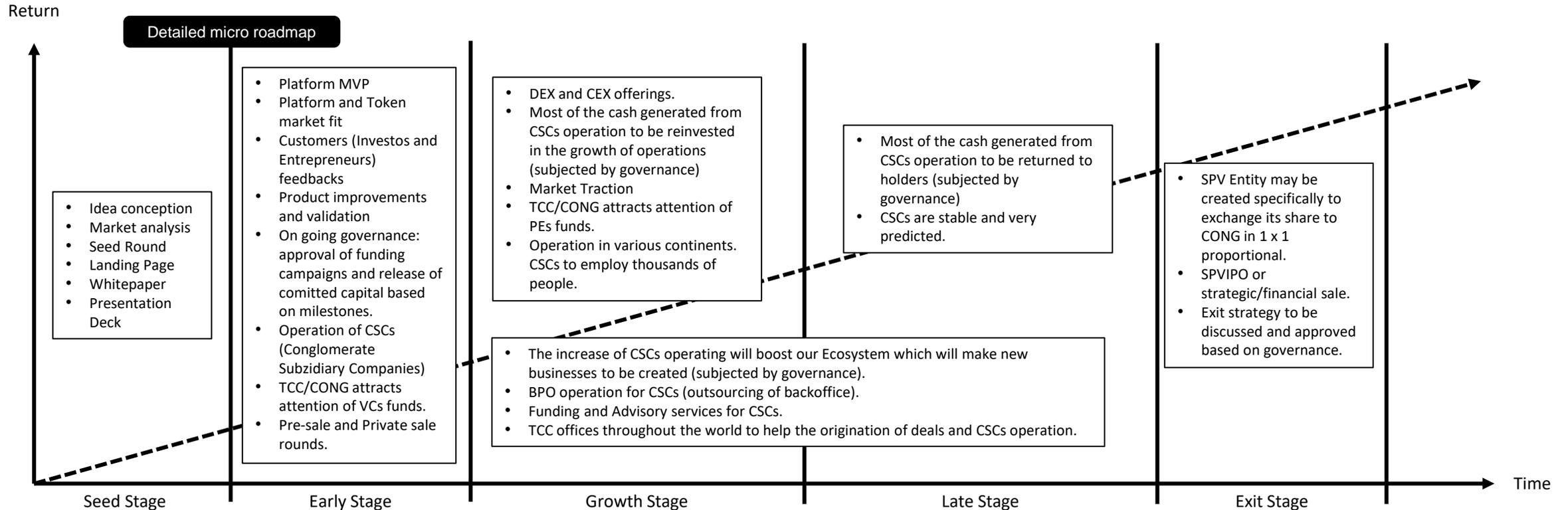


## Notes:

- 1) After a campaign is funded, TCC exchanges USDT & BUSD for fiat and send it to the Company. On opposite direction, whenever a Company generates cash and distributes to shareholders, TCC will receive cash proportionally to its stake.
- 2) Based on governance decision, funds distributed from the Companies to TCC may be exchanged to USDT & BUSD and distributed to holders proportionally.
- 3) TCC can implement a buyback program if there is cash available. Price per CONG and total amount, to be decided by governance.
- 4) Investors will be able to trade CONG when the token is listed in exchanges.
- 5) With the cash generated from the Companies, TCC may exchange it to tokens to be distributed to holders.
- 6) Seeking alignment of interests, CONG tokens will be granted, based on vesting, to top management of the Companies.
- 7) When the tokens get vested, these executives can use an exchange to get other tokens or fiat for CONG.

# Long-Term plan macro roadmap

Although important decisions shall be subjected to holders governance, TCC has tackled a long-term roadmap to base and facilitate discussions, bringing a clear path towards what we are looking and working for.



CONG may be the only token in the world to have a long term strategy roadmap and a micro short-term detailed one. Moreover, based on the roadmap, investors will have the possibility of private and public exits throughout the time from DEX and CEX offerings as well as IPO or strategic/financial sale of the SPV if they keep holding the token.

# Short-term plan micro roadmap

Apart from the funding rounds, there are other important milestones to be delivered towards a DEX offering: CONG smart contracts, team hiring, platform development and the closing of the first deals.

Area	Task	Seed Stage					Early Stage						
		ago-22	sep-22	oct-22	nov-22	dec-22	jan-23	feb-23	mar-23	apr-23	may-23	jun-23	jul-23
Funding	White Paper development.												
Funding	Presentation Deck development.												
Funding	Seed round roadshow and closing.												
Funding	Launch CONG Token v1.0.												
Funding	Seed investors to convert invested capital into CONG Token 1.0.												
Funding	Presale roadshow and closing												
Funding	Governance: discussion and approval of milestones for CONG ICO on DEXs (PancakeSwap and Uniswap).												
Funding	Pancake and Uniswap launch (estimated, to be determined by governance consensus).												
Marketing	Presale marketing plan (agencies hiring and development).												
Operations	Platform: development of Security Protocols.												
Operations	Application for CSC deals opens.												
Operations	Governance: approval and raise settlement for CSCs.												
Operations	Side pocket governance: approval of capital releases based on milestones achieved by the funded Companies.												
People	Hire of initial team (Tech and Finance).												
People	Attract key advisors, influencers and consultants.												
Tech & Product	VCs, PEs and Crowdfunding market analysis.												
Tech & Product	Hire Blockchain devs contractors to initiate the development of the platform and token smart contract.												
Tech & Product	Design Company hired for logo and project landing page.												
Tech & Product	Platform: User panel development												
Tech & Product	Platform: Admin panel development												
Tech & Product	Landing page development and release.												
Tech & Product	Smart Contracts development: CONG Token v1.0.												
Tech & Product	Platform: UX front-end development.												
Tech & Product	Platform: Back-end development.												
Tech & Product	Platform tests.												
Tech & Product	Token Smart contract first audit.												
Tech & Product	Platform v1.0 launched to public.												
Tech & Product	Smart Contracts development: Vesting.												
Tech & Product	Smart Contracts development: Farming.												
Tech & Product	Smart Contracts development: Governance.												
Tech & Product	Smart Contracts second audit.												
Tech & Product	CONG V2.0 migration (vesting, farming and Governance).												
Tech & Product	APP development (iOS and Android).												

# Competition

Neither a Crowdfunding or a Launchpad Platform does what TCC is about to do.

	Crowdfunding	Launchpads	The Conglomerate Capital	
<b>Key platforms</b>	Kickstarter, WeFunder, Indiegogo, SeedInvest, StartEngine and Republic.	Binance Launchpad, GameFi, Seedify, Polkastarter, DAO Maker, OKX, Huobi Prime and Gate.io Startup.	N/A.	
<b>Typical deal type</b>	Kickstarter and Indiegogo are more related to creative, art and design works. The others offer deals on startups environment.	While GameFi and Seedify are exclusive for Gaming, all other platforms include also blockchain, web3 and crypto related startups though none of those provide access to real economy SME Companies.	Startups + SME Enterprises. The opportunities do not need to come from tech and/or blockchain related areas.	✓
<b>Means of payment</b>	Fiat (deposit/transfer and credit card).	Crypto.	Platform launch: crypto. Fiat and Credit Card to be available along the following months.	✓
<b>Platform's crypto tokenomics</b>	N/A.	The Platforms have their own token which may benefit holders for investing in the deals. The funded projects have also their own tokens. Platform's and Project's tokens compete against each other for investors share of wallet.	Every opportunity will be funded in exchange for CONG. By holding it, Investors will benefit from the Platform as a whole, receiving rewards/income and participating in new deals. Yield farming available to encourage holding. Bonuses for the Entrepreneurs, based on the Enterprises performances, will be awarded in CONG.	✓
<b>Platform remuneration</b>	Most charge 5-7% fee, small part of it could be converted in equity.	Expected increase in platform's token value which, by purchasing and holding them, Investors have more chances to participate in the funding campaigns.	Flat 5.0% (50% to holders based on their yield farming stake, 25% to project funding wallet and 25% to liquidity pool). The majority value generated to TCC will come from the performance of the Enterprises, which will reflect in CONG price.	✓
<b>Ecosystem alignment of interests</b>	Disalignment. The value for the platform comes from the charged fees and not from the performance of the funded Companies after the raise, as for Investors and Entrepreneurs.	Disalignment. There are lot of tokens launched by opportunities plus the platform's.	Complete. Investors, Platform and Entrepreneurs are CONG holders and most of the value generated to them comes from the token appreciation.	✓
<b>Side pocket structure</b>	No.	No.	Yes. Investors will decide, based on milestones achieved by the Enterprises, whether more tranches of capital will be released to the Companies.	✓
<b>Governance</b>	Centralized. Lack of transparency, influency and governance after the raise.	Most are centralized. Lack of transparency, influency and governance after the raise. The few ones that are decentralized, such as Polkastarter, do not have Corporate Structures that no entity controls majority of the tokens, further, there is no use of new market governance features, such as quadratic and delegated voting, vote lock-up system, etc.	Complete. Holders will vote on consensus the new opportunities that will be posted in the Platform. There is side pocket structure. Bonuses of Entrepreneurs will be approved and granted in CONG. Mandatory quarterly update from Companies. TCC team will monitor and have a proactive portfolio management.	✓
<b>Team experience</b>	No.	No.	TCC's team have already participated in hundreds of VC and PEs deals, which have raised hundreds of millions of dollars. Also, the team has years of experience working with tier-1 worldwide funds in the industry.	✓

# Team & Backers

Who is taking this project to the world.



**Yves Civolani, CAIA, CFA**  
Founder & CEO

Yves got his first position as CFO of a tier-1 PE/VC funds portfolio company when he turned just 27. Roughly 10 years have passed since that moment and Yves led various Companies below other global private equity and venture capital funds, such as: Kaszek Ventures, Lightrock, Belfer Investments, Madrone Capital Partners, BTG Pactual, Global Endowment Mgmt, Omidyar Network, Endeavor Catalyst, Quebec Impact Assets and LTS Investments.

Yves, who holds the prestigious CAIA and CFA charters, and raised hundreds of millions for the Companies he used to work for. He also got the 1st place in the entrance examination for BA degree in University of São Paulo (USP) and has a post-graduate degree in Finance.

He early realized that ordinary people lacked proper financial education and, due to that, are unfortunately condemned to invest their life working savings in poorly opportunities. As a common retail investors, his parents have never had a chance to participate in venture capital and private equity deals and rich returns.

TCC project is made of his dream to turn these opportunities available to, as his parents, ordinary people by creating a Conglomerate of Companies governed by worldwide minnows.



**Arthur Colleto**  
Founder & Operations

Arthur has more than 5 years of experience in crypto markets. He is a voracious researcher in new tokens coming to the market with a strong knowledge of best practices in tokenomics and governance designs.

He holds BA degree in Economics from University of São Paulo and has experience in the Brazilian booming energy sector. Arthur developed trading and forecasting systems that optimized his company's results.



Bitbond is the leading software as a service provider for bank-grade tokenization and digital assets technology. After conducting Europe's first security token offering that received approval by the German financial regulator BaFin in 2019. Bitbond is supporting us on the structure of the CONG presale event.



**Lara Caldas**  
Founder & Growth Marketing

Lara has strong experience in online marketplaces, such as Shopee, Mercado Livre and OLX. Throughout past experiences, she was able to boost customers acquisitions while managing to control CACs (Customer Acquisition Cost) on the buy-side as well as on the sellers side, increasing the number of Companies selling goods in the platforms.

As Crowdfunding/Launchpads may be considered marketplaces too, she will help to bring new investors to our ecosystem and manage growth and marketing budget which in crypto-related word is a key thing.



**Seed Investor**

Piracema is a leading asset management firm with extensive venture capital and private equity experience.



**Diego Queirantes**  
Founder & M&A Deals

Diego has more than 10 years in consulting business services. He managed and led more than 800 M&As and funding raises for startups and SMEs Companies.

As long-term partner of a Brazilian leading M&A boutique, he will be a key origination source of deals to be structured and funded through The Conglomerate Capital.



**Developers & Audit**

SecureBlock provides security and development solutions for Blockchain, Web3 infrastructure and web applications in an interactive and easy way.

As a partner, SB is helping TCC & CONG on blockchain developing services as well as auditing all smart contracts, raising the bars in terms of security and quality for investors.



**Web Solutions**  
Developers

Team of blockchain and web developers with massive collective experience. Tapped into the most powerful and emerging technological trend in crypto industry. PWS is helping us in building TCC web software application using Blockchain technology from scratch, putting together the cutting-edge market practices.



**Developers**

Coinsclone is the leading cryptocurrency exchange solutions provider with a panoramic experience in the crypto industry. It provides well-tailored crypto services like Cryptocurrency Exchange software, Security Token Exchange.

**Thank You**