

THE NEW ERA OF CRYPTO WEALTH MANAGEMENT



SwissBorg

ICO - 7 DECEMBER

ABSTRACT

SwissBorg is a decentralized wealth management platform managed by a team of 90+ years of experience from private banking all the way to wall street. We strongly believe in community-centric values, where individuals, institutions and DAOs will benefit from a democratic, transparent and trustworthy investment platform. Thanks to our extensive experience in hedge-funds management, algorithmic/ quantitative trading, our investment team will actively manage your crypto-wealth with best-of-breed technologies (blockchain & AI).

PROBLEM

The wealth management industry does not look the way it should in the age of digitalization. On one hand, there is an urgent need for a community-centric approach where the wealth management ecosystem becomes more transparent and accessible to all. On the other hand, the disruptive power of the blockchain continues to be underestimated by most of the financial players despite an exponential community growth. Moreover, cryptocurrencies are lagging to be classified as an asset class and there are few, if any, tailored investment solutions or professional financial advisors available to crypto-holders. In a nutshell, the financial industry desperately needs to reinvent itself and embrace the values of the blockchain.



Time
consuming



High fees, low
transparency



No
customization



No
democratization



Few investment
solutions



Hacking and
cyber threats



Scams



No financial
advisory

SOLUTION

1) **Ethereum Blockchain:** a technology to create investment mandates called the smart mandates

2) **Tokenization:** Makes it easy to buy and manage a portfolio of crypto assets

3) Sophisticated investment strategies for all asset classes including cryptocurrencies

4) Meritocratic rewarding system and democratic decisions based on swarm intelligence



Swiss made & aimed to be regulated

Smart Contracts

Meritocracy

Crypto Asset Services

Alpha Investment Strategies & AI

SMART MANDATE

100% Owned by users, portable
1 Mandate - Multi Advisors
Can be modified to any time
Full customisation

1
Digital
Investor ID

Profile
(data feed)

KYC

AML

Tax

2
Token
Management

Tokenization

SwissBorg
Strategies

Qualified
investment
managers

Token
Classification

3
Wealth
Management
Services

CyBorg /
Human
Advisor

Investment
Universe

Portfolio
Management

Risk
Management

Legal

Financial
Planning

4
Crypto
Assets
Services

Reporting

Debit card
NFC, CLP

Digital
Asset
Exchange

Token
Loans

SwissBorg
Academy

Investment
Forum

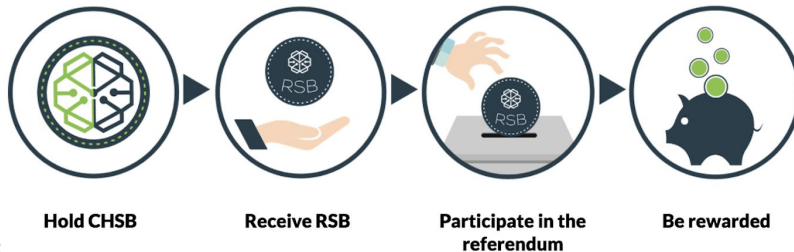
REVENUE MODEL



CHSB UTILITY

A core feature of the CHSB Token is giving holders the ability to choose the direction in which the network will be developed. The CHSB token is used to generate a Referendum token, called the “RSB token”. For each decision, the RSB token is used by the holders to make decisions on the referendum proposals. The voting power will be calculated based on the amount of CHSB tokens each user holds when the referendum announcement is made.

PROOF OF MERITOCRACY ILLUSTRATED



The type of reward will depend on the Referendum. ETH, CHSB or ERC-20 Tokens can be offered during Referendums.

Inspired by the open protocol philosophy, SwissBorg is leveraging on a new type of open protocol utility: “proof of merit” to revolutionize the wealth management industry.

SWISSBORG TEAM



Cyrus Fazel
Founder : CEO



Julius Bär



Anthony Lesoisnier
Co founder : CSO



ROBECO
The Investment Engineers



Marco Guerreiro
Head of AI



Maxime Gillot
CIO



Christophe Diserens
COO



Ken Yagami
Head of Japan



Morgan Stanley



Jeremy Baumann
Head of Portfolio Management



UNIVERSITÉ PARIS II
PANTHÉON-ASSAS

Together the team has over:

- 90+ years Investment Experience
- 2B \$ Asset Managed
- 35 year Entrepreneur Experience

SWISSBORG TEAM



Micha Roon
Blockchain Expert



Kunio Okuda
Blockchain Expert



Tomas Hanak
Full Stack engineer



Mai Kiguchi
Blockchain Specialist



The team is composed of:

- Best Smart Contract & Cybersecurity Experts
- Ninjaneers in Python, Java, JS

SWISSBORG TEAM



Emmanuel Berdugo
Head of Support



Olga Vorobyeva
Head of Marketing
and PR



BNP PARIBAS



Daniel de Sousa
Business Developer



UNIVERSITY OF
ABERDEEN



Deni Dudaev
Business Developer



Ihlas Koleji
www.ihlaskoleji.com

The team is composed of:

- Multicultural talented Entrepreneurs Expert
- Sales, marketing and communication specialists

ADVISORS



Daniel Gasteiger

Blockchain expert

procivis
e-government as a service



Miko Matsumura

VC & Blockchain Guru

P A N T E R A



Alexander Fazel

Japanese business
Development Expert

Chameleons



Ismail Malik

PR & Blockchain expert

ICO CROWD
THE DISRUPTIVE INVESTORS MAGAZINE



Enrico Ferro PhD

Digital innovation guru

Enrico Ferro
FSMB
Istituto Superiore Mario Boella



Tony Evans

Fintech Global Partners

FINTECH
Global Consultants



Henri Haeni

Cyber Security &
Compliance Master

AA
ABILENE
ADVISORS



Dhanesh Kothari

Fintech Tech Specialist

CREDIT SUISSE



Samuel Johnson

E-payment Master



David Drake

Investor

LDJ Capital

SWISSBORG ICO - 7 DECEMBER



CHSB TOKEN

HARD CAP 50.000.000 CHF
0.10 CHF / token (1CHF ~ 1 USD)
Participate in BTC, ETH, BCH,
XRP, LTC and fiats



SUPPLY TYPE FIXED

Total: 1'000'000' 000 CHSB
Unsold tokens will be reserved for
further development



DISTRIBUTION

Up to 65% for the Network
20% for the Team
15% Reserved for future development

The CHSB is a multi-utility token powered by PoM (Proof of Meritocracy).
Token holders can participate in referendums and be rewarded in tokens.



ROADMAP

15M CHF
Wealth Manager

2018-2019

- Swiss regulated financial advisor
- Off-chain crypto fund
- User dashboard
- Digital Investor ID
- Payment solutions

25M CHF Cyborg
Wealth Manager

2019-2020

- Globally regulated financial advisor
- Thematics token fund
- Smart mandate
- Payment solutions
- ICO platform
- Cold Storage

50M CHF Global
Investment Manager

2020-2021

- Globally regulated financial institution
- Actively managed token fund
- AI smart mandate
- Asset tokenization
- Crypto exchange platform
- Asset Tokenization



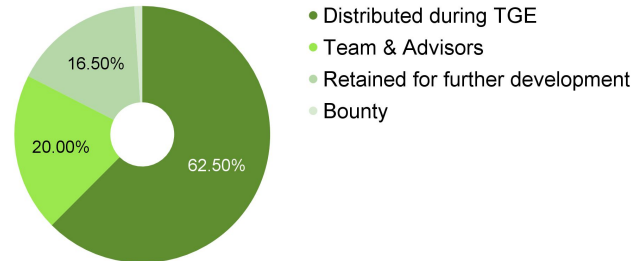
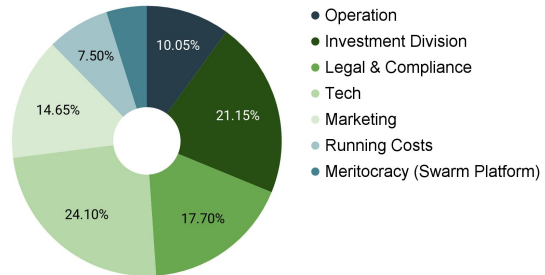
SwissBorg



TOKEN

SWISSBORG TOKEN

Token Name	SwissBorg token
Ticker Name	CHSB
Technology	ERC-20 Ethereum
Type of Supply	Fixed
token Features	Multi-Utility with Proof of Meritocracy
Total Supply	1.000.000.000 CHSB tokens
Soft Cap	5.000.000 CHF
Hard Cap	50.000.000 CHF
TGE Date	07.12.2017 - 24.12.2017
Currency Accepted	ETH, BTC, XRP, BCH, LTC & Fiat



TOKEN ALLOCATION

NB: tokens allocated to the team and advisors are subject to a 4 years distribution period. Starting from the end of the TGE (7 January 2018), the team and advisors will receive 10% of their allocated tokens every 6 month until the distribution is fully completed. Therefore, if one of the current team member were ever to leave, no more tokens will be distributed to him. The remaining amount of tokens will be allocated to the newly appointed team member.

INVESTMENT PROCESS 1/2



1 Digital ID



KYC

- Big data upload / questionnaire
- Who are you?



Tax Compliant

- Newest OED policies towards tax compliance.
- Need help for taxes?



AML

- FINMA compliant
- Is your money clean?



Client Risk profile

- Assessing risk that matches your taste.
- How much pain are you willing to take?



INVESTMENT PROCESS 1/2



2 Investment Mandate and Token Fund choice

Return



Risk

3 Live Reporting



PARTNERS



ethereum



GILLIOZ DORSAZ
& ASSOCIÉS

