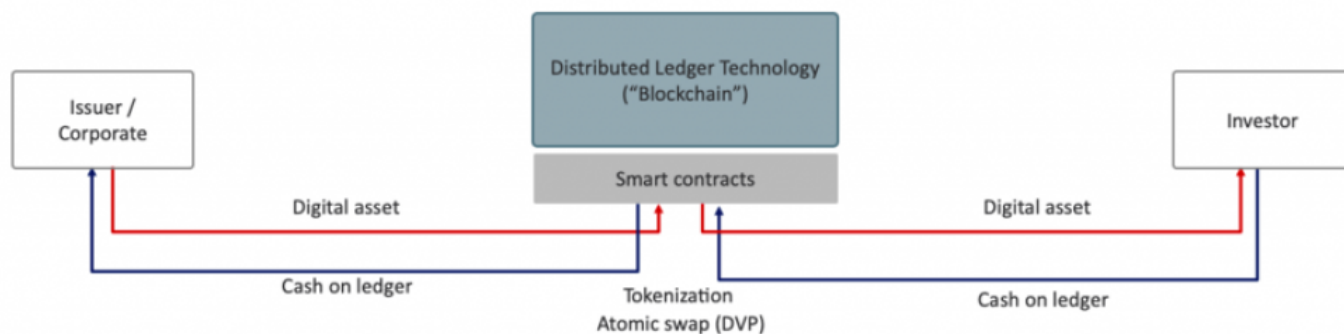


Fractional Ownership Of Everything

Introduction to Moonwhale Ventures, A Security Token Offering (STO) Advisory and Blockchain Technology Consulting

Tokenized Security Issuance

How tokenization could affect the primary market



Simplified illustration of process

San Francisco, Jan 21, 2020 ([IssueWire.com](http://www.IssueWire.com)) - Announcement

Moonwhale the Security Token Offering (STO) Advisory which focuses primarily on SMEs and MNCs, providing alternative growth-financing through 'tokenization' of assets, announces today its new partnerships as follows -

A software solution for an issuance & investment platform for Security Token Offering, where companies can easily create a compliant token (tokenize equity, debt or real estate) – incl sale platform, data room, investor management, cap-table, token issuance, AML/ KYC – all enterprise-grade, which is currently being implemented with some Stock Exchanges across Asia.

- Interesting for companies, funds, investment banks who could offer more value to the clients and more liquidity to investors by issuing the token instead of equity notes
- Interesting for real estate developer to use that software to tokenise ongoing and future developments
- Interesting for accelerators/ crowdfunding which could tokenise their incubation projects

Furthermore, **we partnered with XCEL ASIA, a FinTech and HardTech accelerator** from Taiwan, which is now expanding across Asia. Xcel is building their new fund which will focus on Blockchain, HardTech, RegTech, HealthTech, InsureTech, FinTech, PropTech, Augmented Reality, Artificial Intelligence, IoT, Robotics, DTL, Genomics, 5G. The aim is to support businesses and startups from incubation, mentorship, industry partnerships across Asia, all the way to IPO.

Currently, more than 60% of the world's assets are inaccessible via traditional capital market infrastructure (Bloomberg). Nevertheless, the digital transformation is a reality, and particularly the

'Tokenization of Assets' will assert as a novel financing instrument, enabling higher liquidity, faster and more secure transferability of digitalized assets. Tokenization allows effortless fractional ownership and allows a much wider investor inclusion.

Asset digitalization (aka tokenization or assetization) is creating a whole new user experience and investor opportunities. Assetization it isn't doing anything to the financial security itself, but it changes the way ownership is managed and how the activities after the investment are automated. Tokens are issued and settled on a Blockchain, which secures instant and effortless settlements without the need for issuing and signing stock certificates. Access to capital via blockchain is provided on a global scale 24/7. Consumers are valuing experiences over possessions, hence a rising number of goods categories such as clothes, furniture, jewelry, houses, collectibles, vehicles are becoming available for rent or resell, or even split into shares that can be traded. Emerging 'assetization economy' where personal goods being treated assets, and tokenized for fractional ownership and tradability.

About

Moonwhale Ventures is a consulting firm specialised on Distributed Ledger Technology such as Blockchain, Enterprise Applications and Asset Tokenization. Companies will be offered strategic advice and execution on STO process & structure, as well as token issuance incl. lifecycle management and secondary market on-boarding. Some of our current clients are [Wavfin](#) a full-service distributor of LTE, wireless broadband, networking, and Wi-Fi equipment; [beQ](#) a revolutionary Indoor-Mapping and Social Meetup App; and 2 listed companies in Indonesia.

We help Startups and Companies expanding or building new products and services:

- product development and technology application,
- token and business model,
- industry partnerships and customer acquisition,
- go-to-market strategy and scaling-up,
- digital marketing,
- token issuance and secondary market on-boarding all the way to STO/IEO/ICO

We consult Enterprises on Distributed Ledger Technology:

- identify and implement the right solution to improve security and processes within the business value chain
- project management

We provide for Funds, Investors and Institutions:

- deal flows on Blockchain projects
- due diligence on investment opportunities

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Traditional Security Issuance
How tokenization could affect the primary market

Market Size
Cryptocurrency is Emerging as a New Asset Class: Security Token Market Projected to Become a \$24tr+ Industry

Problems with Traditional Securities

- Requires larger investment amounts
- Not as liquid, especially in private placements like Venture Capital
- High costs due to complex fee structure
- Access to significant funding only through institutional investors

STO Transforming Traditional Finance

- More fractional ownership, leading to smaller required investments
- Tokens can be traded on secondary markets, better liquidity to investors
- Lower fee structure due to automation/compliance on Blockchain
- Larger investor bases, allowing easier to participate



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Source : Moonwhale Ventures

[See on IssueWire](#)