CROWD-SOURCED FUNDING OFFER DOCUMENT

17 NOVEMBER 2020

Fast, safe, reliable

Always consider the offer document and the general CSF risk warning

LAUNCH ISP HOLDINGS PTY LTD

TRADING AS

LAUNCH
INTERNET SERVICE PROVIDER

CROWD-SOURCED FUNDING OFFER DOCUMENT

17 NOVEMBER 2020

Offer of 4,200 fully-paid ordinary shares in Launch ISP Holdings Pty Ltd at AU$80 per share to raise a maximum of AU$336,000

This crowd-sourced funding (CSF) offer document relates to the Offer of fully paid ordinary shares in Launch ISP Holdings Pty Ltd. This Offer is made under the CSF regime in Part 6D.3A of the Corporations Act 2001 (Corporations Act).

Issuer
Launch ISP Holdings Pty Ltd
ACN 64 418 7100

Intermediary Birchal Financial Services Pty Ltd AFSL 50261

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SECTION 1: RISK WARNING

Crowd-sourced funding is risky. Issuers using this facility include new or rapidly growing ventures. Investment in these types of ventures is speculative and carries high risks. You may lose your entire investment, and you should be able to bear this risk without undue hardship.

Even if the company is successful, the value of your investment and any return on the investment could be reduced if the company issues more shares.

Your investment is unlikely to be liquid. This means you are unlikely to be able to sell your shares quickly or at all if you need the money or decide that this investment is not right for you. Even though you have remedies for misleading statements in the offer document or misconduct by the company, you may have difficulty recovering your money.

There are rules for handling your money. However, if your money is handled inappropriately or the person operating the platform on which this offer is published becomes insolvent, you may have difficulty recovering your money.

Ask questions, read all information given carefully, and seek independent financial advice before committing yourself to any investment.

SECTION 2: INFORMATION ABOUT THE OFFERING COMPANY

Launch ISP was founded on a vision to provide fast, reliable and affordable internet access with complete respect for people's security and privacy.

Our mission is to make high speed internet access more affordable for all Australians and provide a viable alternative to the existing, large incumbent internet service providers (ISPs). This is made possible by leveraging a more advanced style of connectivity that relies on an open mesh-network rather than the traditional centralised router-based connectivity, that existing ISPs such as Telstra and TPG use. We plan to use fixed wireless technology which saves on hardware costs and installation time as we expand.

In simple terms traditional internet requires a connection through a phone line, through a modem. Launch ISP aims to provide an alternate method to connect to the Internet. A Modem will still be required but instead of connecting into a traditional phone line the Modem will wirelessly connect to antennas (which are in turn connected to Nodes) to provide you with a high speed and secure internet connection.

Our goal is to enable the next generation internet, designed to be fast, private and decentralised from typical Internet Service Providers to give more control back to the users.

After three years of deep analysis to uncover the most robust and tech savvy companies in the internet connectivity space, Launch ISP partnered with Skycoin in mid 2020. This partnership provides the robust ecosystem the Launch ISP network is based on.

The response by the Australian public has been very encouraging.

We have an ambitious but achievable plan to pilot our technology in Murray Bridge, South Australia, and are inviting investors to join us at this critical early stage in our business. We believe the successful completion of our pilot will enable us to scale the business to other suitable locations in Australia and New Zealand.

Thank you for believing in our vision. Join us on our journey to solve real issues for real people and disrupting the Australian ISP industry.

Regards,
Launch ISP Team

THE NEW

2.1 COMPANY DETAILS

This offer of shares is made by Launch ISP Holdings Pty Ltd ACN 644 187 100

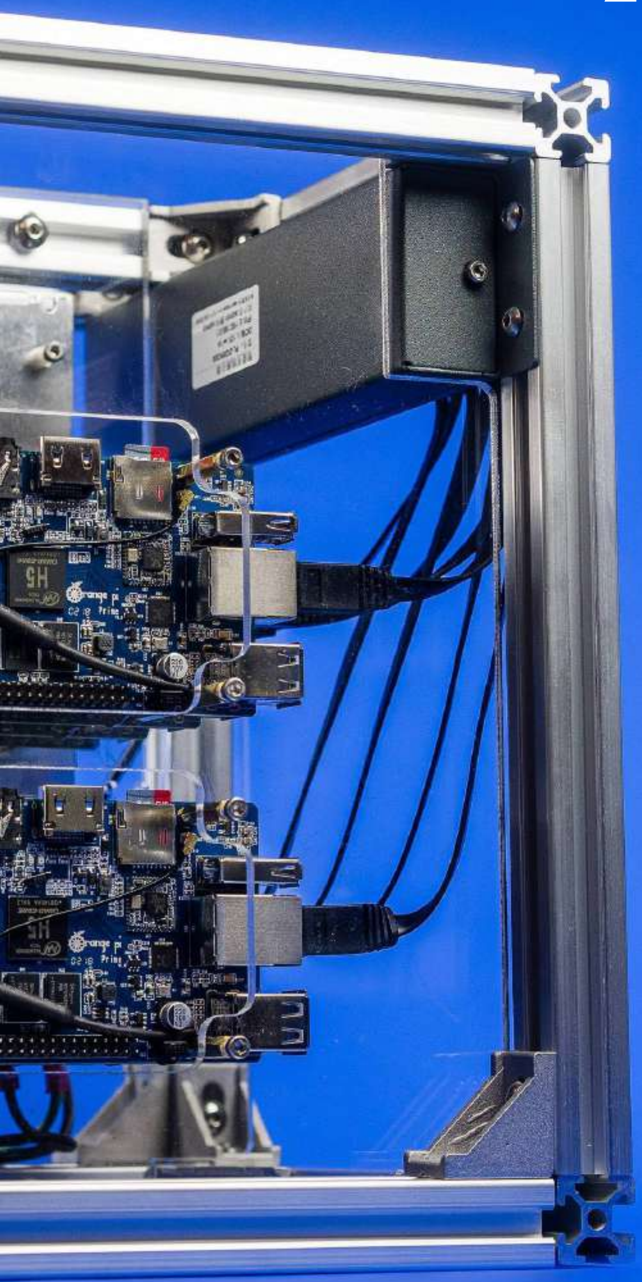
The Company was incorporated on 09/09/2020

COMPANY NAME	Launch ISP Holdings Pty Ltd
ACN	644 187 100
OFFER TYPE	Crowd sourced funding
OFFER DATE	17 November 2020
OFFER DETAILS	Offer of 4,200 fully-paid ordinary shares in Launch Internet Service Provider Holdings Pty Ltd at $80 AUD per share to raise a maximum of $336,000.
REGISTERED OFFICE & CONTACT DETAILS	8 Timothy James Court, Riverglades SA 5253
PRINCIPLE PLACE OF BUSINESS	5a Chris Collins Court Murray Bridge SA 5253

IS H

INTERNET

2.2 DESCRIPTION OF BUSINESS



WHO WE ARE

Launch ISP's founders made their start back in 2017 in Adelaide South Australia as a data analytics company with a focus on blockchain technologies.

It was during this early period that we discovered Skycoin and the tremendous potential that third generation blockchain technology has to offer in the way of real-world applications like the internet and processing transactions.

Launch ISP uses this innovative technology to provide fast, safe and reliable internet connectivity. Unlike traditional ISP's where all traffic is routed through their servers, Launch ISP is configured via a mesh network that consists of small antennas attached to nodes called Skyminers.

Skyminers are powerful computers that provide the processing power, storage, and bandwidth for the network. They are energy efficient and can generate transaction speeds that rival the fastest in the world.

Launch ISP wants to take the power of this decentralised solution and bring it to Australian households giving them a faster, safer and more reliable internet connection.

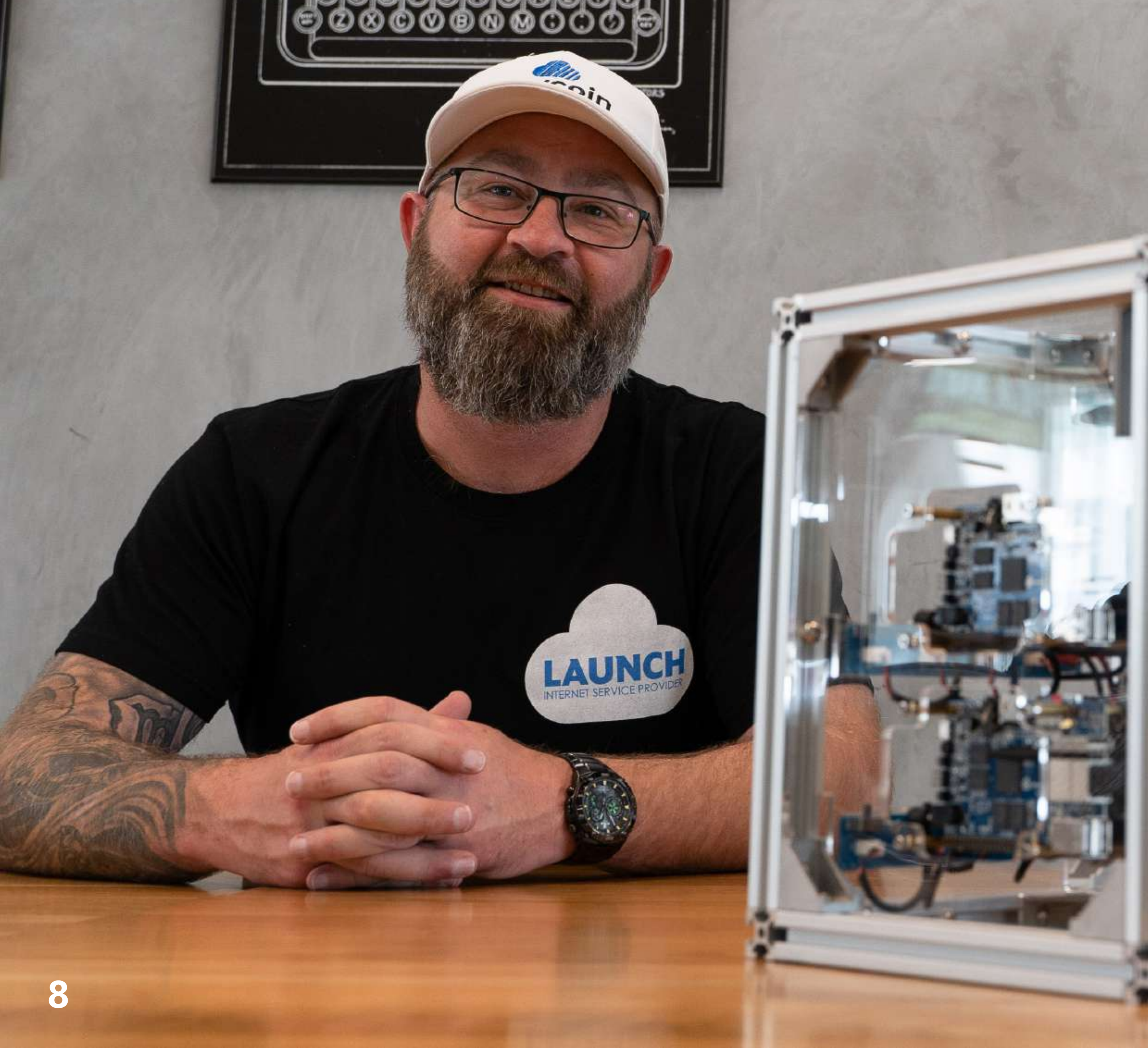
Launch ISP is a hybrid internet company. We still backhaul to the world wide web, but we can add other sites with other internet connections to speed up our network as well as add more capacity at the main site as we grow.

ERE

2.2.1 WHY WAS LAUNCH ISP STARTED?

With over 35 years' experience in telecommunication sales and support, the founders of Launch ISP have for decades experienced firsthand the frustrations everyday users have when dealing with traditional ISPs to get good and reliable internet. Not to mention the phone support which in almost all cases is outsourced to a foreign support desk with operators that are often difficult to understand.

Solving this problem required a completely new approach. Our aim is to circumvent Australia's fixed line infrastructure. The answer lay in an open-source, community-owned, hardware-based peer to peer internet designed from first principles.



As our database grows and we add more clients, we will also earn revenue via traffic throughput of the Skyminers from local connections and other users all over the world as they also act as a VPN. More features are are soon to be released, such as distributed data storage, games, social media platforms and a lot more.

As we add more Skyminers to our own network, our network actually gets faster and cheaper to run which will allow us to purchase more speed from the backhaul provider and pass it on to our users at no extra cost.

2.3 TRACTION

*Aim: to acquire **420** subscribers in the first 12 months of operation.*

Launch ISP plans to set up the first hub in Murray Bridge, South Australia with the aim to service an area up to a 10km radius from the main hub. Launch ISP wants to enhance the experience our users have on our network and we will be capping how many households can connect to the main hub. Our aim is to connect 420 households out of the possible 9664 in Murray Bridge which is 4.34% market share. In addition to the main hub Launch ISP intends on building micro hubs within the coverage area to help strengthen the network and provide more redundancies if in the unlikely event that the main site goes down. The addition of micro hubs will also allow us to connect an additional 60 households without negatively affecting any user experience.

The success of rolling out our first hub will assist in providing funds to roll out further sites, many core costs would have been a once off when building our first site and with systems and processes refined from rolling out the first site our ability to efficiently and cost effectively roll out further sites will allow us to accelerate our growth.

Our ambition is to expand within regional towns and areas and work in most cases inwards to the states capital city, regional areas have for a long time experienced poor service and with our technology we can connect users that in the past might not have been able to receive ADSL or NBN and this will help increase our potential client base.

Launch ISP will continue to reinvest back into the network to grow our userbase and accelerate growth so that we cover all states and territories in Australia and as the network grows so does the strength of it through utilisation of unused bandwidth that will feed back into our network, equipment rebates for the Skycoin nodes and currently in development the ability to earn revenue from the traffic that passes through the network and all of this will allow Launch ISP to continually enhance the experience and grow which is extremely important for long term success and profitability.

Our business model is subjected to very few constraints and will be very agile, we have an exclusivity agreement with Skycoin to commercially use their equipment and software in Australia and New Zealand and we have agreements in place with our other key suppliers so that we can focus on building and growing out the Launch ISP network.

2.4 PARTNERSHIPS

'The Internet as we know it is broken! The solution is Skywire'

'From the tired old protocols to the oligarchs who sell, meter, and spy on the bandwidth they supply to you, the current internet that we all rely on every day is far from working as intended. We at Skycoin believe in a future where access to an open internet is a basic human right. There is an alternative to the legacy internet as we know it. The solution is Skywire — a cheaper, faster, democratized internet, free from prying eyes and bad actors.'[1]

When you connect to Launch ISP you will be using blockchain technology which provides a secure and safe connection to the internet away from the prying eyes that can spy on you when connecting to the internet now. Have you ever been talking about going on a holiday, or searching the Internet for holidays and all of a sudden wherever you go on the Internet you get ads about Holidays.

This doesn't happen by coincidence, by using the traditional method of connecting to the Internet companies will always know what you have been searching and what sites you have been to. Utilising the privacy of Blockchain technology Launch ISP can add to the level of privacy to enjoy during your everyday internet use. Traditionally this kind of privacy would only be possible through the use of a Virtual Private Network (VPN) by using a third party service.

Launch ISP is embedded in the community with over 6,000 members. We have the full support of the Skycoin corporate team as we are the first company in Australia to support their technology. We also have access to all upcoming software and hardware releases before anyone else.

[1] medium.com/skycoin/skywire-the-new-internet-for-the-new-world-6d09a8542c50

2.5 PRODUCTS AND SERVICES

LAUNCH
INTERNET SERVICE PROVIDER

LAUNCH20 *Fast, safe, reliable*	LAUNCH40 *Fast, safe, reliable*
$55/mth	**$65**/mth
On a Launch plan over 12 mths	On a Launch plan over 12 mths
LAUNCH20	**LAUNCH40**
UNLIMITED data	UNLIMITED data
Up to 20Mbps download	Up to 40Mbps download
Up to 20Mbps upload	Up to 40Mbps upload
On-site installation $179 applies	On-site installation $179 applies
Minimum Charge over 12 months $839	Minimum Charge over 12 months $959

With Launch ISP there is no need to worry about paying any extra for a Virtual Private Network (VPN) to protect your privacy online. Our user's privacy is inherent in the way our technology is built, so you never need to worry about it.

SERVICES

- 8am - 8pm daily online support
- Free on-site maintenance callout *(If the problem is not resolved remotely)*

2.6 BUSINESS AND REVENUE MODEL

BUSINESS

Launch ISP is a subscription-based model with a minimum contract length of 12 months. The subscription cost is on average cheaper than Launch ISP's closest competitors and has all the added advantages of a decentralised network.

- ✓ *Great speed*
- ✓ *Improved security*
- ✓ *Built in VPN*

Advantages such as great speeds, inbuilt VPN and improved security. Subscribers enjoy the added incentive of not needing a third party VPN, as privacy inherent in the Launch ISP network. Once the initial 12 month contract term has lapsed, subscriptions shall continue on under the same conditions indefinitely, or until the user or Launch ISP choose to cancel the subscription with 14 days' notice.

The subscription may end as a result of one of the following conditions:

1. The customer advises Launch ISP they no longer want to continue with the service once the initial 12-month contract term ends or the minimum charge is settled;
2. Launch ISP choose to cancel the subscription. In this situation the customer will be given 30 days' notice, unless prior arrangements are made;
3. The initial 12-month contract term has lapsed or the minimum charge settled, and the customer advises Launch ISP they no longer want to continue with the service. Launch ISP requires 14 days' notice of any service cancellation.

2.6.1

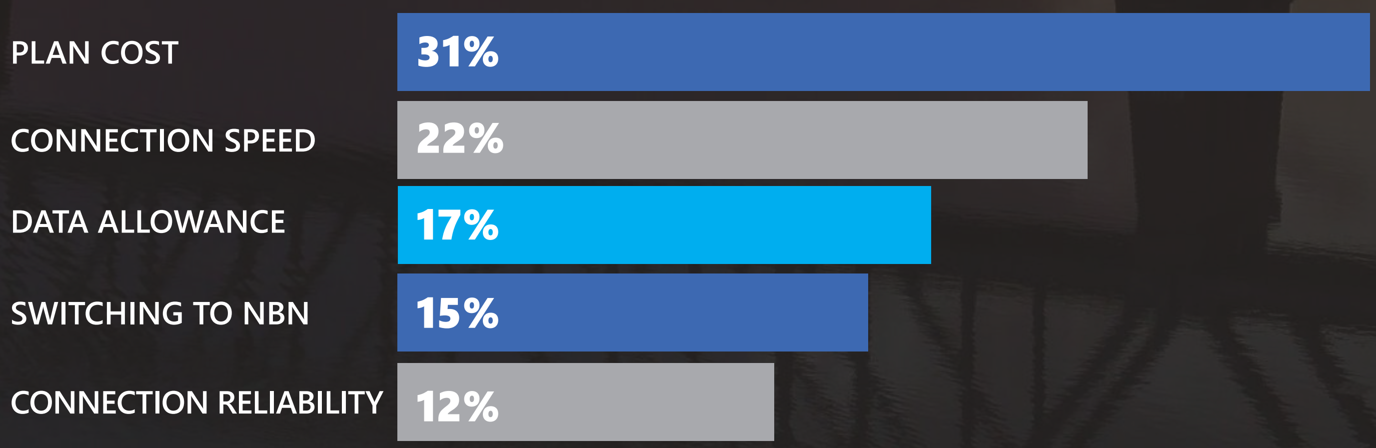
HUB 1: MURRAY BRIDGE

The geographic area in Murray Bridge South Australia will be the first Hub and is expected to span 20,858 people or 9,664 households. Of these 80% already have an existing internet connection.[1]

The geographic area in Murray Bridge South Australia will be the first Hub and will reach 20,858 or 9,664 households. Of these 80% already have an existing internet connection. When considering the potential to acquire 420 internet plan subscriptions, the following opportunities are present:

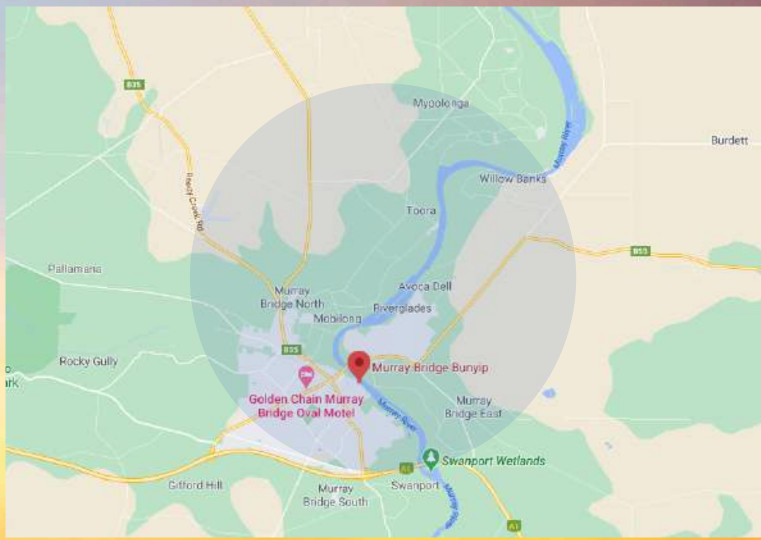
1. Over 1,930 households in the serviceable area with no internet connection
2. Customer (out of contract) are willing to switch to an ISP to:
   a. reduce costs (31%) – Launch ISP can provide fast and affordable internet access as a result of our technology infrastructure
   b. improve or get a more consistent speed (22%) – Launch ISP's speed will be consistent
   c. get a great data allowance (17%) – Launch ISP data usage is uncapped.

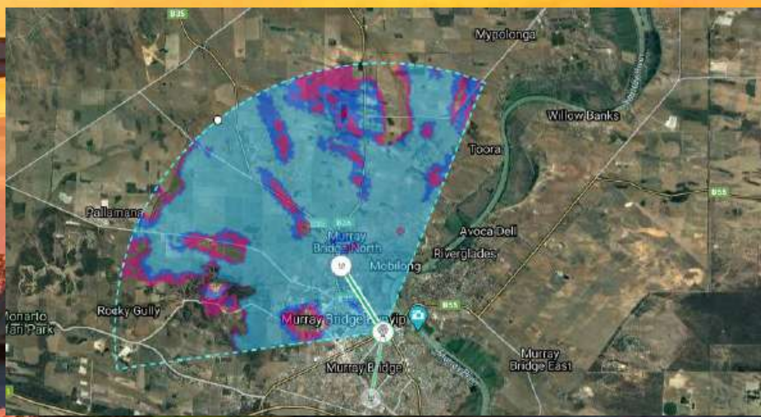
WHY DO PEOPLE CHANGE ISP?[2]

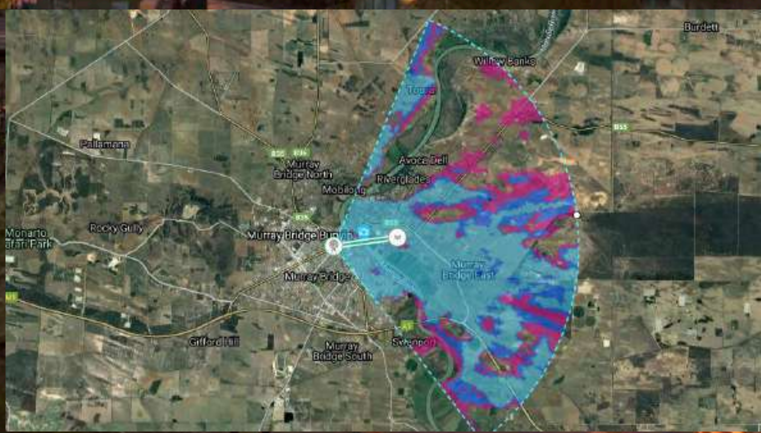


[1] profile.id.com.au/murray-bridge/internet-connection
[2] choice.com.au/electronics-and-technology/internet/connecting-to-the-internet/articles/internet-service-provider-satisfaction-survey

- ✓ *Affordable plan*
- ✓ *Consistent speeds*
- ✓ *Uncapped data*







BUSINESS AND REVENUE MODEL

2.6.2 REVENUE MODEL

Launch ISP's Subscription model, with the Launch20 plan starting at $55 per month and the Launch40 plan at $65 per month. While subscriptions cumulate indefinitely, the first Hub will have a user cap of 420 customer subscriptions to ensure the quality of the service.

Once the initial contract sign-up period of 12-months has lapsed, subscriptions will continue to operate under the same conditions indefinitely, or until one of the 3 conditions stated under Business and Revenue Model *(page 13)* are met.

2.6.3 MARKETING AND DISTRIBUTION

Launch ISP Holdings Pty Ltd will focus on acquiring subscriptions for all households within the town or city where the hub is located. This is the primary area of focus for any marketing or communications

Marketing

To accumulate the added benefits of direct selling of our products and services, Launch ISP has developed an integrated communication strategy. Namely, we will be distributing our marketing efforts through digital marketing, Public Relations, and internal sales. Launch ISP will be implementing a combination of Australian digital marketing agencies and internal capabilities to ensure that our marketing plan and efforts are implemented at the highest level.

Digital marketing channels

- Social Media
- Organic Search (SEO)
- Marketing Automation & Sequencing
- Content Marketing
- Paid search
- Blog posts
- eDM

Customer success management

- CRM system to facilitate and manage information about each customer and their plan;
- 8am – 8pm daily online support
- In person service- free onsite maintenance callout, if the problem isn't resolved remotely.

Public Relations

Launch ISP will endeavour to gain coverage via local media outlets as a result of existing relationships within the target geographic area.

BUSINESS AND REVENUE MODEL

2.6.4 SALES MODEL

Launch ISP will employ a full-time salesperson. Direct selling, or zero level distribution, will mean that our product is marketed directly to our target markets without the use of intermediaries, retailers or wholesalers.

Using these distribution channels can often reduce profit margins and can act as a barrier to gaining valuable customer insights.

The benefits of selling direct include:

- Helps Launch ISP to build relationships with our customers directly.
- Assist us in gauging the appeal of our products.
- Informs Launch ISP which of marketing approaches have the best reach with our target market.
- Provides customers with compelling content they can share with other potential customers.
- Increases Launch ISP's sales and user acquisition.

2.6.5 MARKET AND COMPETITORS

LAUNCH**40** compares favourably to similar products offered by the top 5 ISP's ranked by market share.*

Company	**Launch ISP**	ISP 1	ISP 2	ISP 3	ISP 4	ISP 5
Market share	-	37%	17%	9%	8%	5%
Product	Launch40	NBN50	NBN 50/20	NBN50	Unlimited Data	NBN 50
Download speed	40mbps	Max peak 45 mbps	Max peak 45 mbps	Max peak 46.7 mbps	Max peak 46 mbps	Max peak 41 mbps
Upload speed	40mbps	Max peak 15 mbps	Max peak 15 mbps	Max peak 15 mbps	Max peak 15 mbps	Max peak 41 mbps
Data cap	Unlimited Data	Unlimited Data	Unlimited Data	Unlimited Data	Unlimited Data	Unlimited Data
Cost per mth	**$65**	**$80**	**$75**	**$74.99**	**$69.99**	**$70**

** All data has been taken from the competitor company's own website product pages. These amounts are correct as of 6 November 2020*

2.7 BUSINESS STRATEGY

INFRASTRUCTURE

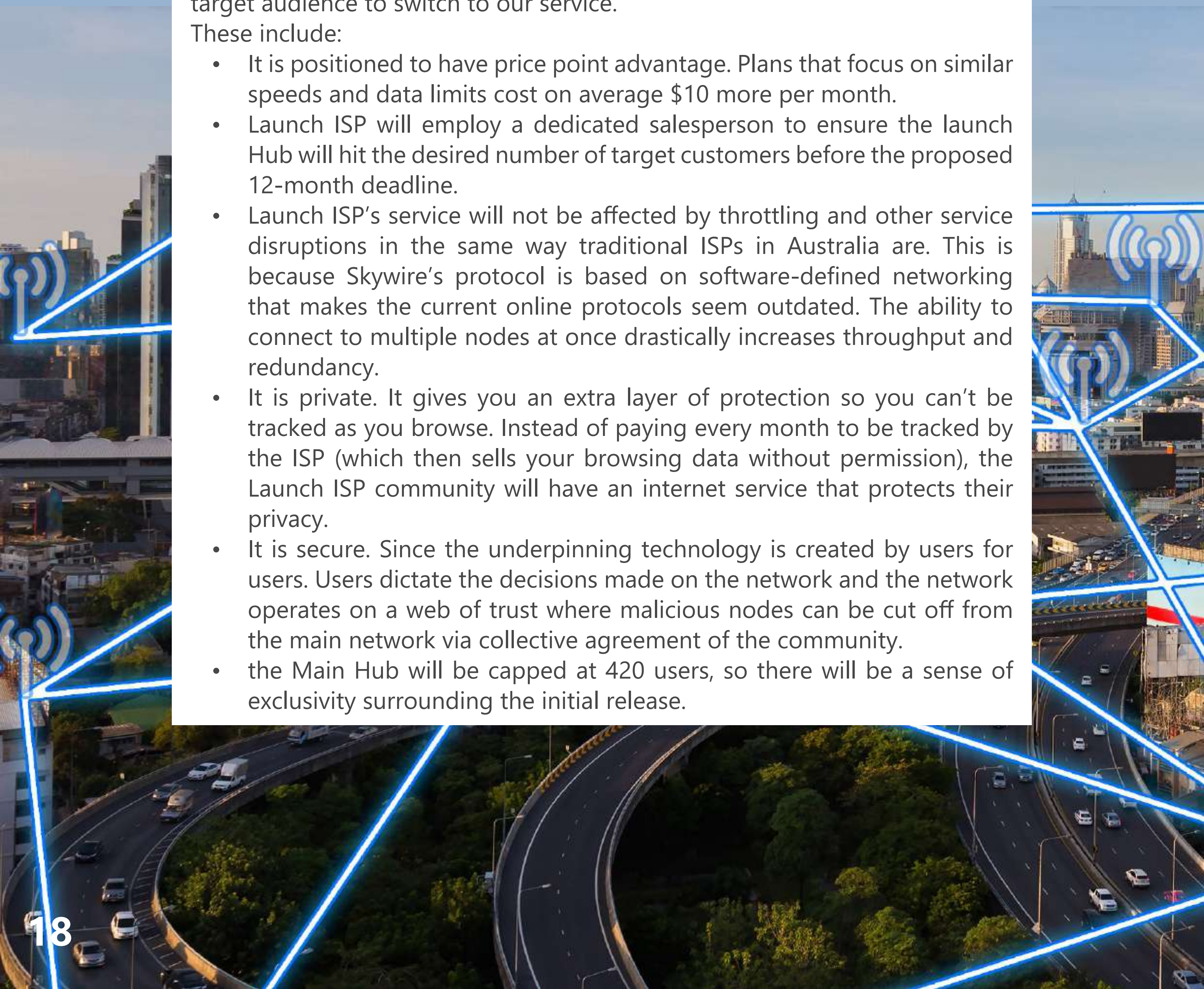
The capital raised will ensure the Launch Hub will:

- Have the necessary high bandwidth fibre optic cable to connect the internet with the appropriate bandwidth.
- Be situated in an ideal location with suitable climate-controlled environment.
- Provide sufficient Skyminer units to provide enough processing power for up to 420 users.

RAPID USER ACQUISITION

Launch ISP key selling points will provide a great deal of incentive for our target audience to switch to our service.
These include:

- It is positioned to have price point advantage. Plans that focus on similar speeds and data limits cost on average $10 more per month.
- Launch ISP will employ a dedicated salesperson to ensure the launch Hub will hit the desired number of target customers before the proposed 12-month deadline.
- Launch ISP's service will not be affected by throttling and other service disruptions in the same way traditional ISPs in Australia are. This is because Skywire's protocol is based on software-defined networking that makes the current online protocols seem outdated. The ability to connect to multiple nodes at once drastically increases throughput and redundancy.
- It is private. It gives you an extra layer of protection so you can't be tracked as you browse. Instead of paying every month to be tracked by the ISP (which then sells your browsing data without permission), the Launch ISP community will have an internet service that protects their privacy.
- It is secure. Since the underpinning technology is created by users for users. Users dictate the decisions made on the network and the network operates on a web of trust where malicious nodes can be cut off from the main network via collective agreement of the community.
- the Main Hub will be capped at 420 users, so there will be a sense of exclusivity surrounding the initial release.



BUSINESS STRATEGY

SCALE

Scalability, within the context of business strategy, describes a company's ability to grow without being hampered by its structure or available resources when faced with increased production. Scalability is the foundation that underpins the Skywire technology that the Launch ISP launch Hub will be built on. To elaborate, it's Skywire's ability to add nodes that makes it a valid and powerful technology in the first place. With our direct connection with Skycoins distribution warehouse we can also order extra hardware with fast delivery.

Our roadmap highlights how the first Launch Main Hub will be profitable, as well as how the business model factors in sufficient funds to setup more Hubs to eventually service the entire state, then the rest of the country. Launch ISP was designed from its foundation to be scalable, acquire customers and expand markets. Our technology is borderless with our business model centred around a state then national focus.

INNOVATION

Skycoin and their product Skyminer is cutting edge technology in which Launch ISP is built. They have developed energy efficient custom hardware (Skyminers), that can generate transaction speeds that rival the fastest in the world. The technology has advancements in security and as a private internet alternative.

Launch ISP's technical team have undergone comprehensive Skyminer installation and maintenance training. The team have successfully setup many Skyminers, and are well positioned to install and support these devices upon deployment.

Launch ISP is a hybrid internet company. We still backhaul to the world wide web, but we can add other sites with other internet connections to speed up our network as well as add more capacity at the main site as we grow. As mentioned previously, the Blockchain Technology Launch ISP uses acts just like a Virtual Private Network (VPN). This means your browsing history and activities will be private when using the internet.

2.8 BUSINESS STRUCTURE

LAUNCH ISP'S CAPITAL STRUCTURE

The Company has been predominantly financing its operations to date through its Directors. The Company has not been depending on Government loans or grants, nor has it received any government grants to date.

Issued capital
Launch ISP Holdings Pty Ltd Trading as Launch ISP currently has 12,098 Ordinary Class Shares issued. A maximum of 4,200 shares may be issued under this Offer. There are currently no preference shares on issue.

Debt funding and other sources of funding
The Company does not currently have any debt funding in place. The Company does not currently access any government grants or other sources of funding.

Table 1: Issued capital of the Company before the Offer

Shareholder	Share Type	Shares
Daniel Gower	Ordinary	4,839
Daniel Hocking	Ordinary	4,839
Shaun Williams	Ordinary	1,210
Tony Coppola	Ordinary	1,210
TOTAL	Ordinary	12,098

Table 2: Issued capital of the Company after the Offer

Shares	Minimum Subscription	Maximum Subscription
Existing Shares	12,098 82.7%	12,098 74.2%
Offer Shares	2,525 17.3%	4,200 25.8%
Total Shares on Issue	14,623 100%	16,298 100%

RIGHTS AND LIABILITIES ASSOCIATED WITH SECURITIES

As at the date of this offer document the only shares on issue are ordinary shares. There is no shareholders agreement between the existing shareholders and as such, the rights and liabilities associated with the shares are as set out in the Company's constitution.

All ordinary shares have the same voting rights (one vote for each share held) and the same rights to receive dividends. A more detailed description of the rights associated with the shares can be found in section 3.3. of this Offer Document and Launch ISP's constitution, which is available on the Intermediary's platform.

For further information, including information relating to restrictions on transfer and drag and tag along rights, please refer to Launch ISP's constitution.

2.9 ORGANISATIONAL STRUCTURE

ORGANISATIONAL STRUCTURE

LAUNCH
INTERNET SERVICE PROVIDER

DANIEL GOWER
DANIEL HOCKING
SHAUN WILLIAMS
TONY COPPOLA

GENERAL MANAGER

SALES PERSON | SUPPORT OFFICER | TECHNICAL OFFICER

DIRECTORS

DANIEL GOWER
Co Founder and General Manager

Daniel started his career through Telstra dealer channels in 2001. Through these years he has build his career on strong sales and management skills. He has also built a reputation of trust amongst his peers in the industry.

DANIEL HOCKING
Co Founder

Daniel has been involved in the telecommunication industry since 2007. In 2012 Daniel purchased the Telstra Licensed Store and Business Centre in Murray Bridge, growing the team to 42 staff and assisting in doubling it's gross profit before selling the Licensed store in 2018. Daniel has a passion for technology and how it can help small and medium business.

SHAUN WILLIAMS
Chief Financial Officer

Shaun is a Certified Chartered Accountant with a passion for technology and the impact it has on small businesses. He uses his experience and knowledge to guide his business clients towards their goals

TONY COPPOLA
Chief Marketing and Communications Officer

Tony is a senior marketing leader and technologist, with a track record of accelerating growth and scaling business's quickly. He has built and managed high-performing marketing teams in both the public and private sector.

2.10 FINANCIAL INFORMATION

FINANCIAL STATEMENTS

Launch ISP Holdings Pty Ltd Trading as Launch ISP is a newly-formed business with minimal trading history to date. Accordingly, the financial statements reflect this situation. A balance sheet, prepared in accordance with the Accounting Standards, as at 31 October 2020 has been included below.

LAUNCH ISP HOLDINGS PTY LTD
ABN 97 644 187 100
BALANCE SHEET AS AT 31/10/2020

Assets	Value ($)
Current Assests Cash on Hand	12,098
Total Assets	12,098
Liabilities	-
Total Liabilities	-
Net Assets	12,098
Equity 12,098 Shares issued at $1	12,098
Total Equity	12,098

MANAGEMENT COMMENTS ON FINANCIAL PERFORMANCE AND OUTLOOK

As mentioned above the company has been recently incorporated. Expenses to date have included predominantly formation expenses and marketing costs associated with this offer. It is anticipated that the funds raised under this offer will be sufficient for the Company to commence its pilot in Murray Bridge and execute the initial phase of its business strategy.

Upon successful completion of the pilot, the Company will further develop its expansion strategy, which may require additional capital, to be sourced via a subsequent CSF offer, or an alternative source of funding.

2.11 RISK ANALYSIS

RISK	DESCRIPTION OF RISK
New Corporation	Launch ISP Pty Ltd was incorporated in 2020 and accordingly has a limited operating history. Launch ISP intends to grow the business with the funds raised through this CSF offer. As an early stage business, Launch ISP is subject to all the risks associated with early stage companies, including uncertainty around the volume and origin of revenue streams and the size and existence of Launch ISP's target market.
Competition	The market demand for Launch ISP's platform and Launch ISP's ability to compete with existing competitors in its target market is relatively unproven. As Launch ISP grows it is inherent that competition will increase. As the technology becomes more mainstream there will be other companies that adopt similar technology.
Key personnel	As an early stage technology business, the business is susceptible to the untimely loss of key personnel who are considered critical to the success of Launch ISP.
Reputational	Reputational risk (and/or client business risk) refers to the potential for the reputation and brand of the business to be impacted negatively. There is a risk that if Launch ISP's reputation is damaged, Launch ISP will suffer a loss of revenue. Launch ISP may also suffer other negative effects following a loss of reputation. For example, the goodwill of the business may be impacted.
Technology Partnership	Launch ISP has a reliance on Skycoin, its infrastructure and hardware. If Skycoin is unable to provide hardware or the network and infrastructure suffer outages it will effect Launch ISP's services. If the partnership between Skycoin and Launch ISP were to cease or if Skycoin were to cease operations it would have an impact on Launch ISP's business.
Data Security risk	There is a risk that data leakage or a data breach may occur. If such an event was to occur, Launch ISP's business and its reputation may be adversely impacted.
Technology risk	Launch ISP is aware that the risk of its technology being replicated may impact its financial performance.
Digital Payments	With more people preferring digital payments, the chances of exposure to cybersecurity risks such as online fraud, information theft, and malware or virus attacks are also increasing. Should such an attack occur and a vulnerablily in Launch ISP's security found, it would impact business.
Compliance risk	Launch ISP complies with all Australian ISP standards and practices. If the legislation changes, Launch ISP's may require alteration. There will be cost and time implications to alter designs to comply with the revised standards. In particular, Launch ISP's value may be materially affected if Launch ISP does not have sufficient capital to respond to regulatory changes in a timely manner.
Funding risk	Launch ISP may require additional rounds of funding to achieve certain milestones as well as its projected growth plan. There is a risk that Launch ISP may not be able to obtain these additional rounds of funding on substantially the same terms as outlined in this Offer Document. If this were to occur, Launch ISP may not be able to meet all of its strategic business objectives and cover all of its projected operating expenses. Importantly, if Launch ISP raises additional equity funding, existing shareholders will be diluted.

SECTION 3: INFORMATION ABOUT THE OFFER

TERMS OF THE OFFER

Launch ISP is offering up 4,200 fully-paid ordinary shares in Launch ISP Pty Ltd at AU$80 per share to raise a maximum of AU$336,000. The key terms and conditions of the Offer are set out in the Table below. To participate in the Offer, you must submit a completed application form together with the application money via the Intermediary's platform. The Intermediary's website provides instructions on how to apply for shares under the Offer at www.birchal.com. The Intermediary must close the Offer early in certain circumstances. For example, if the Maximum Subscription is reached, the Offer must be closed. If the Minimum Subscription is not reached or the Offer is closed but not completed, you will be refunded your application money.
Terms of the offer

TERM	DETAILS
Shares	Fully-paid ordinary shares
Price	AU$80 per share
Minimum parcel size	AU$80
Minimum subscription	$202,000
Maximum subscription	$336,000
Opening date	17 November 2020
Closing date	15 December 2020

A description of the rights associated with the shares is set out below. Investors may withdraw their application during the Cooling-off Period. Further information on investor cooling-off rights can be found in Section 4 of this CSF offer document. The Offer is not underwritten.

USE OF FUNDS

The table below sets out the intended use of funds raised under this Offer based on the minimum and maximum subscription amounts. The cost of the Offer includes the Intermediary's fees under the hosting agreement between the Company and the Intermediary. These fees are up to 6% of all funds raised by the Issuer through Birchal Pty Ltd (Intermediary) Use of Funds.

Related Parties Amounts Included below:
Wages and on costs for Daniel Gower as General Manager $65,000. Motor Vehicle Cost for Daniel Gower as General Manager $4,800. Marketing Costs paid to Digital Marketing company EZ Digital owned by Co-Founder Daniel Hocking $5,280.

ABOUT THE OFFER

Description	Min $202,000	Max $336,000
Operations	$34,000	$57,093
User Acquisitions Marketing & Website	$19,500	$38,000 (incl. Pop-up Stall)
Licensing	$5,500	$8,000
Equipment	$29,000	$58,000
Hub Installation	$12,000	$24,000
Wages	$89,840	$130,000
Cost of offer	$12,160	$20,907

Staff On-boarding – Launch ISP will recruit technicians and fill roles within compliance and customer support.

Operations – Launch ISP has a solution road map, we have a plan to expand our facilities for personnel and integrate into other devices.

User Acquisition – with well-defined personas, Launch ISP will add more budget to digital marketing and Ad's (Google, YouTube, Facebook and banners on website where our target audience spend their time.

Product Development – Launch ISP will execute next stages of development, starting with a module that is dedicated to agents and collaborating with partner development houses to create digital processes and research national markets.

RIGHTS ASSOCIATED WITH SHARES

Immediately after issue, the shares subscribed for under the Offer will be fully-paid Ordinary shares. There will be no liability on the part of shareholders and the Ordinary shares will rank equally with the fully paid Ordinary shares currently on issue. The rights associated with the Ordinary shares are set out in the Launch ISP constitution. These rights are described below. A copy of the constitution is available on the Intermediary's platform.

VOTING RIGHTS

Each shareholder has one vote on a show of hands and, on a poll, one vote for each share held.

DIVIDENDS

All shareholders have a right to receive any dividends declared and paid by Launch ISP. The directors have a discretion and may resolve to pay dividends, subject to their obligations under the Corporations Act (for example, they cannot pay dividends unless the Launch ISP's assets are sufficiently in excess of its liabilities immediately before the dividend is declared and where it may materially prejudice the Launch ISP's ability to pay its creditors) and their obligations under Launch ISP's constitution.

ABOUT THE OFFER

GENERAL MEETING AND NOTICES

Directors have the power to call meetings of all shareholders or meetings of only those shareholders who hold a particular class of shares. Shareholders have the power to call and hold a meeting themselves or to require the directors to call and hold a meeting in accordance with the Corporations Act 2001 (Cth)

ELECTION AND REMOVAL OF DIRECTORS

Shareholders may vote to remove and/or appoint replacement directors at a general meeting by way of an ordinary resolution (50%).
Additionally, subject to Launch ISP's constitution:

- the directors may by majority resolution appoint a person to act as a director of Launch ISP; and
- any Shareholder controlling 25% or more of the shares of Launch ISP may appoint a director.

WINDING-UP

If Launch ISP is wound up and there are any assets left over after all Launch ISP's debts have been paid, the surplus is distributed to holders of ordinary shares after secured and unsecured creditors of Launch ISP. Holders of fully-paid ordinary voting shares rank ahead of other classes of shares (if any).

RESTRICTION ON SALE OR TRANSFER UNDER THE CORPORATION ACT AND CONSTITUTION

By entering into the Subscription Agreement you are taken to acknowledge that any CSF Shares acquired under the Offer must not be on-sold within 12 months of their issue without a prospectus or other disclosure document, unless an exemption under section 708 of the Corporations Act 2001 (Cth) applies (e.g. sales to sophisticated or professional investors) or unless ASIC gives relief from the requirement to provide such prospectus or other disclosure document.

Launch ISP's constitution also outlines certain rules and processes pursuant to which you may dispose of your CSF Shares.

SECTION 4: INFORMATION ABOUT INVESTOR'S RIGHTS

WHAT CAN I DO WITH MY SHARES

Shares in the Company are considered illiquid as they cannot easily be transferred or sold. However, there are numerous possible circumstances that may create an opportunity for shareholders to exit the business. These include, but are not limited to a:

- trade purchase of the Company
- listing on a recognised stock exchange (eg the ASX)
- private equity investment in the Company
- share buy-back by the Company

There is no guarantee that any of the exit options will eventuate.

COOLING-OFF RIGHTS

You have the right to withdraw your application under this Offer and to be repaid your application money. If you wish to withdraw your application for any reason (including if you change your mind about investing in the Company), you must do so within five business days of making your application (the Cooling-off Period).

You must withdraw your application via the Intermediary's platform as follows: by following the link and instructions on the CSF Offer page on the Intermediary's platform.
After your withdrawal has been processed, the Intermediary will refund the application money to your nominated account as soon as practicable.

COMMUNICATION FACILITY FOR THE OFFER

You can ask questions about the Offer on the communication facility available on the Intermediary's platform. You can also use the communication facility to communicate with other investors, with the Company and with the Intermediary about this Offer.
You will be able to post comments and questions about the Offer and see the posts of other investors on the communication facility. The Company and/or the Intermediary will also be able to respond to questions and comments posted by investors.
Officers, employees or agents of the Company, and related parties or associates of the Company or the Intermediary, may participate in the facility and must clearly disclose their relationship to the Company and/or Intermediary when making posts on the facility.
Any comments made in good faith on the communication facility are not subject to the advertising restrictions in the Corporations Act.

4.1 COMPANY GOVERNANCE

ANNUAL REPORT

While the Company is currently a small proprietary company that is not required to prepare annual financial reports and directors' reports, if we successfully complete this Offer, then we will be required to prepare and lodge these annual reports with ASIC (within four months of the financial year end). The Company has a 30 June year end and its financial reports must be lodged by 31 October each year.

Our financial reports are currently not required to be audited as we are a small proprietary company. This means that the Company's financial reports will not be subject to auditor oversight and, therefore, there will be no independent assurance of the Company's financial statements. However, the directors are still required to ensure that the financial statements give a true and fair view of the Company's financial position and performance and that the financial statements comply with accounting standards.

We may be required to have our financial reports audited in the future if we raise more than $336,000 from CSF offers (including this current offer and any future offers) or otherwise become a large proprietary company.

DISTRIBUTION OF ANNUAL REPORT

The Company is not required to notify shareholders in writing of the options to receive or access the annual report. Shareholders will not be able to elect to receive a copy of the annual report by way of email or post. However, shareholders can access the annual report on the Company's website at the following address www.Launch ISP.com.au (free of charge) or can purchase the report from ASIC.

RELATED PARTY TRANSACTIONS

If we successfully complete this Offer, the rules on related party transactions in Chapter 2E of the Corporations Act will apply to the Company (for so long as we continue to have CSF shareholders). This means that the Company is required to obtain shareholder approval before giving financial benefits to related parties of the company (e.g. directors and their spouses, children or parents), subject to certain exceptions (such as reasonable remuneration provided to directors).

TAKEOVERS

If we successfully complete this Offer and have more than 50 shareholders, the takeover rules in the Corporations Act will only apply to the Company in a very limited way. If someone wants to buy more than 20% of the voting shares in the Company, they will be able to do so without complying with the takeover rules. This means a person may be able to get control of the Company without making a formal takeover bid to all shareholders or without seeking shareholder approval.

Shareholders will not have the benefit of the full protections under the takeover rules, which means you may not have the right to vote or participate in a change of control of the company. However, the general principles of ensuring shareholders have sufficient information and time to consider a change of control, and all have a reasonable and equal opportunity to participate in any benefits, will apply to the Company. In addition, the takeovers Panel has jurisdiction to hear disputes relating to control of the Company

GLOSSARY OF TERMS

CRM:	Customer Relationship Management system
Company	Reference to Launch Internet Service Provider Pty Ltd
Cooling-off Period	The period ending five business days after an application is made under this Offer, during which an investor has a right to withdraw their application and be repaid their application money
CSF	Means crowd-sourced funding under Part 6D.3A of the Corporations Act
Intermediary	Birchal Financial Services Pty Ltd AFSL 502618
Maximum Subscription	The amount specified in this CSF offer document as the maximum amount sought to be raised by the Offer
Minimum Parcel Size	Minimum size of investment
Minimum Subscription	Means the amount specified in this CSF offer document as the minimum amount sought to be raised by the Offer
Offer	An offer of fully-paid ordinary shares by the Company under this CSF offer documen
ISP:	Internet service provider
Skycoin:	Fast and secure currency backed by bandwidth.
Skywire:	Anonymous, decentralized mesh-Internet.
Skyminer:	Hardware and access point for Skywire.
VPN:	Virtual Private Network
Wholesale Investor	Means an investor who satisfies the definition of a 'wholesale client' under Chapter 7 of the Corporations Act 2001 (Cth)