



WHITE PAPER

Initial Coin Offering Cryptocurrency Investment Appraisal

Websites

www.zenecatechnology.co.uk

www.zenecaitdistribution.uk

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Introduction

Zeneca is a start-up business who specialise in delivering value-adding services in the IT industry. The company's Mission is to add strategic value to Small Medium Enterprises and Large Corporate institution by providing an extensive range of services to our Clients.

Zeneca's Vision is to become a unique service solution partner by our association with some of the world's leading Manufacturers, Vendors and Brands. Zeneca delivers 'authentic' solutions to Clients in the public, private and education sectors.

Zeneca continues to be proactive in our approach whilst aiming to develop opportunities to help maximise new business lead by a Client Account Director, Wesley Howard who has developed a small team (5 employees) at Zeneca since the company began. The company was established following Mr. Howard's previous experience of working closely in the IT and electronics industry.

Mr. Howard's continues to drive forward the business and has placed a high level of importance on delivering exceptional levels of service to customers. Which he believes is paramount to the long-term success of the organisation.

Aims & Objectives

The aims and objectives of bringing this unique opportunity to the Cryptocurrency markets is to maximize business growth opportunities for Zeneca and to develop mutually beneficial services for investors around the Globe. The business has an ambitious growth plan in place supported by a robust business model. Zeneca operates in delivering services across the hardware and software window of

opportunity in partnership with Small Medium Enterprises, Corporate Institutions and Clients.

IT Hardware Acquisition & Distribution

Zeneca acts as a Hardware Wholesaler and Reseller for some of the world's leading organisations which include; Manufacturers and other Distributors. Brands such as; Apple, Dell, Asus, Acer, Lenovo, Microsoft and respected Vendors. In promotion of new products and services alongside working closely with financiers to procure deals with Clients.

The company not only works closely and collaboratively with this audience but also realises the potential for selling high quality used hardware products commonly known as; Laptops, Notebooks, Smartphones, Tablet Devices, PC /Towers, Servers, Parts and Components. Often working closely with certified Microsoft Refurbishers who Repair, Refurbish and Recoup value from this product stream in conjunction with and organisations Recycling and Corporate Social Responsibility objectives. Commitments towards CSR policy can often lead to corporate institutions requiring a managed service to support Removal, Refurbishment and Resale of redundant equipment normally within its third year of operation from new.

Zeneca aims to outsource this workstream with a globally recognised company who recover value from old equipment referred to as a Certified Microsoft Refurbish Agent. The approach enables Zeneca to access to this equipment through a purchasing and resale business model. In support of the Hardware sales strategy the business can call upon established factories and suppliers in Asia to source a different range of products at reduced prices which ultimately reduce costs and increase profit margin for its operations.

What other services does Zeneca plan to deliver?

We are keen to develop a mutually beneficial partnership with Microsoft which will enable Zeneca to work towards a strategic business plan to achieve Microsoft Silver and Gold status over a sustained period. In the first instance, the short-term priorities are aimed at delivering services in partnership with Microsoft which will enable the business to grow and upscale activities in future to achieve wider accreditation in line with this exciting partnership and unique collaboration with a respected and trusted brand. Zeneca can begin this strategic collaboration by embedding the following Microsoft services whilst aiming to add compelling value to its Corporate Client base by delivering services across the following areas of expertise whilst delivering value.

How can Zeneca make it happen?

Microsoft Partnership

The network partnership agreement with Microsoft will enable Zeneca to deliver Cloud Solutions courtesy of Microsoft Azure and to move our service offerings forward by utilising an approved source of Microsoft software. Including world-class developer tools to create applications and solutions for customers on iOS, Android, Linux and Windows.

Additional benefits include:

- i. Windows 10 Enterprise (operating system)
- ii. Visual Studio (programmes)
- iii. Visual Studio Team Services (preferential pricing)
- iv. Microsoft Office 365 (business management software)
- v. Enterprise Mobility Suite (cyber security)
- vi. Microsoft Dynamics (CRM online professional)

Zeneca's partnership with Microsoft aims to give the business greater flexibility and capacity to upscale our services by offering a unique blend of hybrid services to our Corporate and Small Medium Enterprise Clients. Whilst utilising the latest software technology for businesses to improve performance and efficiency. The partnership with Microsoft enables the company to agree preferential terms in principle. Improved terms and conditions would also have associated with increased levels of business, industry recognised accreditations and is subject to investment made into the partnership.

Jupiter Networks

Zeneca's partnership with Jupiter Networks and Junos aims to deliver a Network Operating System defined by simplicity and innovation. Junos OS is the single operating system that powers Juniper's broad portfolio of physical and virtual networking and security products. Built with 20+ years of reliability, security, and flexibility at its core, it runs some of the world's most sophisticated network deployments, giving operators a competitive advantage over other network operating systems. Junos OS automates network operations with streamlined precision, ensures operational efficiency, and frees up valuable time and resources for topline growth opportunities.

Junos OS in the Data Center

On data center platforms, Junos OS is disaggregated and runs in a virtualized Linux environment. Containerized applications and other virtualised guest operating systems can coexist on the same CPU complex. These systems provide a protected Linux environment for system interaction and an open platform for third-party application integration. Low-level APIs improve programmability and telemetry functions. The APIs are exposed for application development and automation, vastly improving your access to the control, management and data planes.

Junos OS Automation Tools

Architected with DevOps in mind, Junos OS integrates easily with your application development environments. It features versatile programmability, scripting support, open APIs, and popular orchestration frameworks while providing flexible options for DevOps-style management and continuous service delivery. Junos OS offers secure programming interfaces and the Juniper Extension Toolkit (JET) for developing applications that unlock more value from the network.

JET is a standard component of Junos OS, and it runs on all Juniper switches, routers, and security devices. JET simplifies the automation of operational and configuration tasks, providing a rich set of open and customizable APIs. It supports standardized programming languages for application development and communication to the Junos OS fast programmable database through standardized and open data exchange formats.

Junos Node Slicing

Junos OS supports the convergence of multiple concurrent networks functions on the same physical infrastructure through Junos Node Slicing. This capability allows service providers to optimize their infrastructures while offering differentiated services on a single chassis. By decoupling network software from the underlying infrastructure, Junos Node Slicing accelerates service deployment, reduces capital outlay, and improves operational efficiency.

Simplified Control and High Availability

Service providers can use Junos Fusion to reduce network complexity and operational costs by collapsing underlying network elements into a single, logical point of control from Junos OS routing platforms. Junos Fusion is fully interoperable with third-party solutions and is extensible to software-defined networking (SDN) control. For optimum uptime and high availability, Junos Continuity provides the power to introduce new hardware advances to existing routers and switches without lengthy software requalification time. It virtually eliminates downtime for infrastructure upgrades.

Where are the opportunities for Cryptocurrency markets?

Profit Share Initial Coin Offering

Zeneca is committed and remain passionate about IT and Business Innovation projects. We are pleased to bring this opportunity for the attention of investors within Cryptocurrency markets. The foundation for investment includes a 10% profit share incentive scheme by developing a productive and commercial partnership with Cryptocurrency investors. Investors will benefit from the commercial performance of our Managed Services solutions and Hardware distribution products available to UK and International customers. In addition to bringing to market this unique opportunity, Zeneca has additional plans to become a Public Limited company in future.

Amount Raised Vs Profit Share

Zeneca understands the need for transparency for Cryptocurrency Investors to determine the Amount Raised Vs Profit Share. We present this opportunity so that we are transparent and communicate our information to stakeholders as clearly as possible. The Amount Raised will be used to create a legal Corporate Bond from Cryptocurrency funds which is a legal investment vehicle in the UK to give Cryptocurrency Investors added security of evidence and investment into Zeneca. The Amount Raised is to be divided by the number of Investors premium contributions. Zeneca's Senior Management Team will apportion a percentage share in the organisation and equally apportion investors funds within the 10% stake of the business and future profit share. Zeneca aim to offer 100 tokens and the value of these tokens is to be determined by Cryptocurrency Investor contributions. However, we are aiming to generate a forecasted investment appraisal valued between \$1 million - \$2million from Cryptocurrency funds.

Before bringing this proposal to market we anticipate a £1 million turnover business with a forecasted profit margin of between £300,000 to £400,000. As advised we will be looking to apportion to Corporate Bond Holdings to Investors and create a legal holding in the company registered in the

United Kingdom. Zeneca encourages Investor contributions in multiple Cryptocurrencies including US Dollars our Bitcoin payment scanning code is available below.



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The Future of Zeneca

The future of Zeneca remains an exciting proposition for everyone associated with the company. Technology has transformed our lives, communities, cultural experiences and our economy. But the UK isn't just a consumer of innovative technology, we're a creator too. British industry has quickly become a key player in the tech world. Expanding its reach beyond London, 72pc of venture capital and private equity investment went to regional businesses in 2016, amounting to £9.2bn, according to the third annual Tech Nation report. The report revealed the UK leads in Europe, attracting £28bn in technology investment since 2011, compared with £11bn in France and £9.3bn in Germany.

With talent and investment pouring into the sector, it has grown to be a major contributor to the UK economy. The digital economy, which is growing at twice the rate of the wider economy, now contributes around £97bn a year, up 30pc in five years, according to the report.

Conclusion

The number of digital tech jobs across the UK has grown at more than twice the rate of non-digital tech sectors from analysts to web developers to software architects, these pioneers of our digital economy are at the forefront of a great British success story. "Ms May said tech will be a priority after leaving the European Union and that the Government will work closely with the industry. "We will expand the scope of our digital tech industries, funding artificial intelligence, robotics, 5G, smart energy and more," she said. Some 2,700 tech workers and investors were questioned for the report, which reveals that the spread of investment and talent has allowed pockets of tech expertise to develop across the regions.

For queries in relation to the proposal please contact Mr. Wesley Howard.

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