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# PROJECT SUMMARY CRYPTO MADE EASY

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There is no guarantee that the results will be the same presented in this document; the data, the performances and the economic results showed could deviate from the real outcome of the startup.

Young Agency S.r.l. is an innovative startup operating in a highly competitive scenario, the core business at the current stage is the R&D, consequently, the information available in the Financial Plan may be subject to changes without notice.

Young Agency S.r.l. wants to make the potential investor aware of the high risk related to the project; the document does not cover all the aspects an investor should consider while dealing with an investment.

Team

**Young Platform**

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Overview

About Us

Young Platform was founded in 2018 by 6 students of the Information Technology and Telecommunications Department of University of Turin. Currently, our team is expanding with 18 people working at the project full-time. We are run by highly qualified team of people, including not only technical experts in the field but also business, design and marketing professionals who make our organization dynamic and flexible. Our core competencies and expertise include blockchain, smart contract, web, mobile, and cloud-native microservices, combined with management skills acquired thanks to the support of I3P, the incubator of Innovative Start-up, of the Polytechnic University of Turin.




Cryptocurrency Market



Problems

- |   |  |
|---|--|
| <b>New Users</b> <ul style="list-style-type: none"><li>▪ Technology Reliability</li><li>▪ Market Volatility</li></ul> | <b>Pro Users</b> <ul style="list-style-type: none"><li>▪ Exchange Platform Security</li><li>▪ Funds Management</li></ul> |
|---|--|

Solutions

 <b>Stepdrop</b>	Introduces the Young Platform to potential new users by raising awareness of the blockchain topic.
 <b>Young Platform</b>	Facilitates the trade of cryptocurrencies by improving the current trading platforms available in the market.
 <b>Young Platform<sup>PRO</sup></b>	Enables expert users to use a reliable, complete and performing platform.

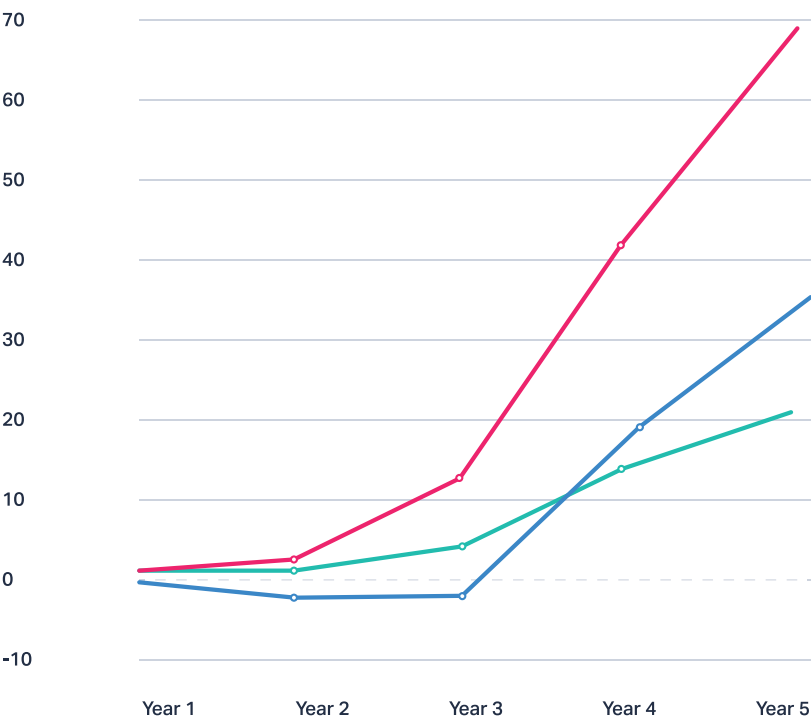
Funding Rounds

June 2018	€100 K Raised	€500 K Post-Money
November 2018	€90 K Raised	€2 M Post-Money

Revenue Model

Exchange transctions fees	Token Sale as services	B2B services
------------------------------	---------------------------	-----------------

Forecast Growth



CMC	185	150	100	70	50
N. resources	25	50	95	152	214
■ Revenue      ■ N. annual trans.      ■ EBITDA					

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## The Market

Since April 2017 the market capitalisation of cryptocurrencies has increased significantly, from \$30 billion to over \$800 billion at the beginning of January 2018, before reaching a plateau of approximately \$246 billion during Q2 2019.

<sup>(1)</sup>

The sudden peak and the following following prices have caused an increasing interest in the topic by both the public and the media, together with growing enthusiasm from new investors, investment agencies, speculators and institutional investors in the field.

The media spread a negative connotation of the crypto assets, which has been associated in part with tax evasion, fraud and economic bubbles. Nevertheless, the negative exposure caused by the media has not discouraged the investors who first approached the industry who are still interested in making more investments.

Consequently, the industry has faced massive flows of new users and funds, but a few businesses only have predicted these new circumstances and have been properly prepared for it. As a consequence, some of these organizations have faced a crisis that resulted in suspensions of services, waiting lists for the subscriptions and delays in transactions' calculations. In spite of this, the market demonstrated to be more dynamic than it was before.

### The increasing number of digital wallets

From a survey conducted by Blockchain.com it emerges that the number of digital wallets, that are used by the users to store their cryptocurrencies, has increased significantly over the last year, from 10,980,043 in Q1 2017 to 37,835,748 in Q2 2019, showing an increase of 245%. <sup>(2)</sup>

### The number of blockchain transactions is growing steadily

On Blockchain.com, the transactions proceeded daily on Blockchain increased from 183,367 in Q2 2018 to 367,370 in Q2 2019, recording an increase of 100%. <sup>(3)</sup>

Sources:

1. [coinmarketcap.com/](https://coinmarketcap.com/)
2. [blockchain.com/it/charts/my-wallet-n-users](https://blockchain.com/it/charts/my-wallet-n-users)
3. [blockchain.com/en/charts/n-transactions](https://blockchain.com/en/charts/n-transactions)

## 04

## The Issues

After a close analysis of the market, Young Platform decided to target two types of users:

- Users who have never invested in cryptocurrencies;
- Users who already have invested in cryptocurrencies.

We analysed both categories of users from different points and identified their needs that require tailored solutions for each category. Below are presented the problems identified.

### Problems encountered by users who have never invested in cryptocurrencies

The deterrent factors on who first approaches the cryptocurrency world are mainly related to reliability and trust in technology. Nowadays, everyone can get access to a massive flow of information on the internet, however, many people find difficulties in recognising reliable sources: a great part of those people tend to trust conventional mass media, such as Tv, which often do not provide a clear analysis of the topic due to lack of expertise in the discipline and consequently promulgate vague information about early-stage technologies. Moreover, inexperienced users are discouraged by the volatility of cryptocurrencies which decreased their interest in the subject.

### Problems encountered by users who have already invested in cryptocurrencies

On the other hand, users who have invested in cryptocurrencies usually encounter technical issues due to the immaturity of the technology and of the businesses related to it. Considering that the exchange platforms are the main access to the market, and they have undergone numerous cyber attacks, users main concerns are:

- The structural security of the exchange platforms;
- Crypto custody's security;
- Crypto funds management.

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## The Solution

Given the problems identified in the market analysis, the Young Platform team opted for the creation of a User Journey that users could complete in order to learn about and to become familiar with cryptocurrencies. The path has been structured in three phases, each one characterized by a product that adjusts itself to the complexity of the operations a user will be able to perform.

The first product with which users come into contact is the Stepdrop through which it is possible to earn the coin of the project, the Young (YNG), simply by performing a simple action such as walking. Stepdrop is born as a reinterpretation of the Airdrop, in other words, the initial distribution of a defined quantity of coins that represent the first circulant supply.

Through the Stepdrop, Young's users can get in a simple way a crypto wallet that they can use for storing YNG or other cryptocurrencies, as well as access News and Educational contents.

The second product that will be released on the market is the Young Platform, a gateway exchange with a user-friendly design. The aim of this product is to give users an easy way to access the crypto-market.

*The goal of the Eco-system is the retention of the users through an Educational path that is meant to be completed with different tools*

The functionalities will be reduced to the essentials, in order to give users a tool that can be use easily and without a huge amount of functions that could be difficult to use. In the first phase, it will be guaranteed the support for the most knows coins, the ones with the higher capitalization which provide greater guarantees in terms of performance, thanks also to the volatility that over time will reduce its fluctuations.

The last product that will be released is the Young Platform Pro, that like the other products is characterized by a user-friendly design, this time combined with advanced trading futures in order to offer an appealing product to more expert users.

The security and the speed of the operations are fundamentals that the development team of Young Platform has taken into consideration during the designing phase.

The common feature among the different products is the Educational Journey, the main driver that has brought Young's team to develop products that are user-friendly while being reliable and secure.

*The Young Token (YNG) is a cryptocurrency that gives access to the entire Young Eco-system composed of three product*

# EARN BY WALKING



Stepdrop is the app that makes you earn by walking. Thanks to the accelerometer installed inside smartphones, the app counts the steps performed during the day and it converts them into YNG, the Young Platform's coin. The idea borns from members of the Young team who want to revolutionize the concept of Airdrop. Stepdrop is the beginning of the entire project and aims to bring people more close to the crypto-market. Inside the app has been created the Education section where is possible to find the latest news about the market as well as in-depth discussion on specific topics. To emphasize the principle of gamification of learning, a real-time ranking of the 50 most active users has been created, which rewards weekly the 3 most active users who collect the youngest.



**55K**  
Downloads



**3,4Bn**  
Steps taken



**900K**  
YNG claimed



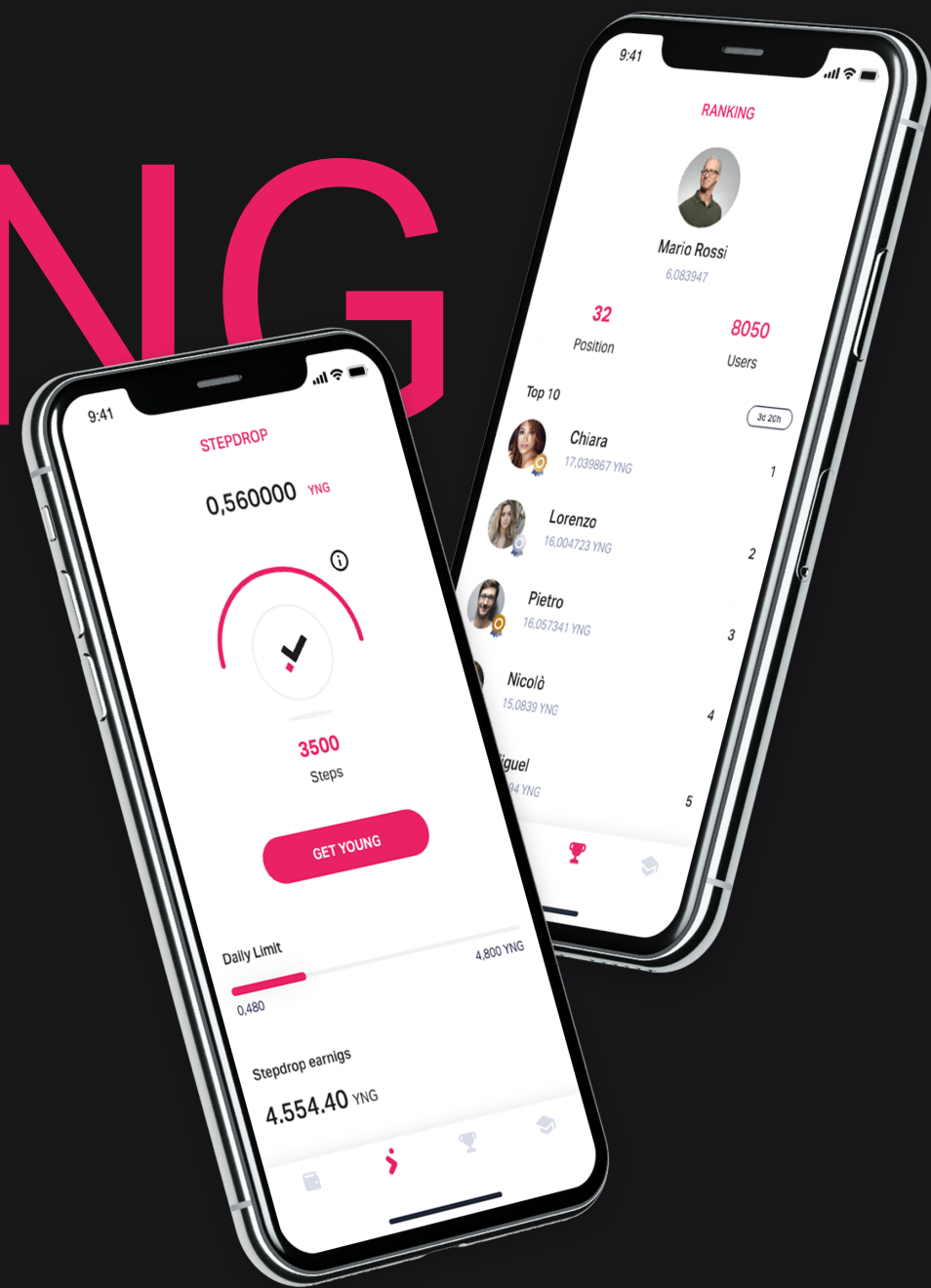
**940**  
Ambassadors



**3M**  
Interactions



**74K+**  
Readers



# CRYPTO MADE EASY

## Young Platform

Young Platform is a cryptocurrency exchange that allows you to buy and sell up to 80 different digital currencies with FIAT money (Euro or Pound). Our app's intuitive interface combined with our high security standards make Young Platform the ideal solution for your crypto investments. The main goal is to make the services offered by advanced trading platforms simple through a user-friendly interface with easy access also from mobile devices. We noticed some usability issues with the existing platform, thus, we decided to facilitate the user experience by creating a User Journey dividing each process into small actions in order to make the concepts easier to grasp.



### User-Friendly

The standard buy-sell process of cryptocurrencies has been analysed, redesigned and made it easier and intuitive for everyone.



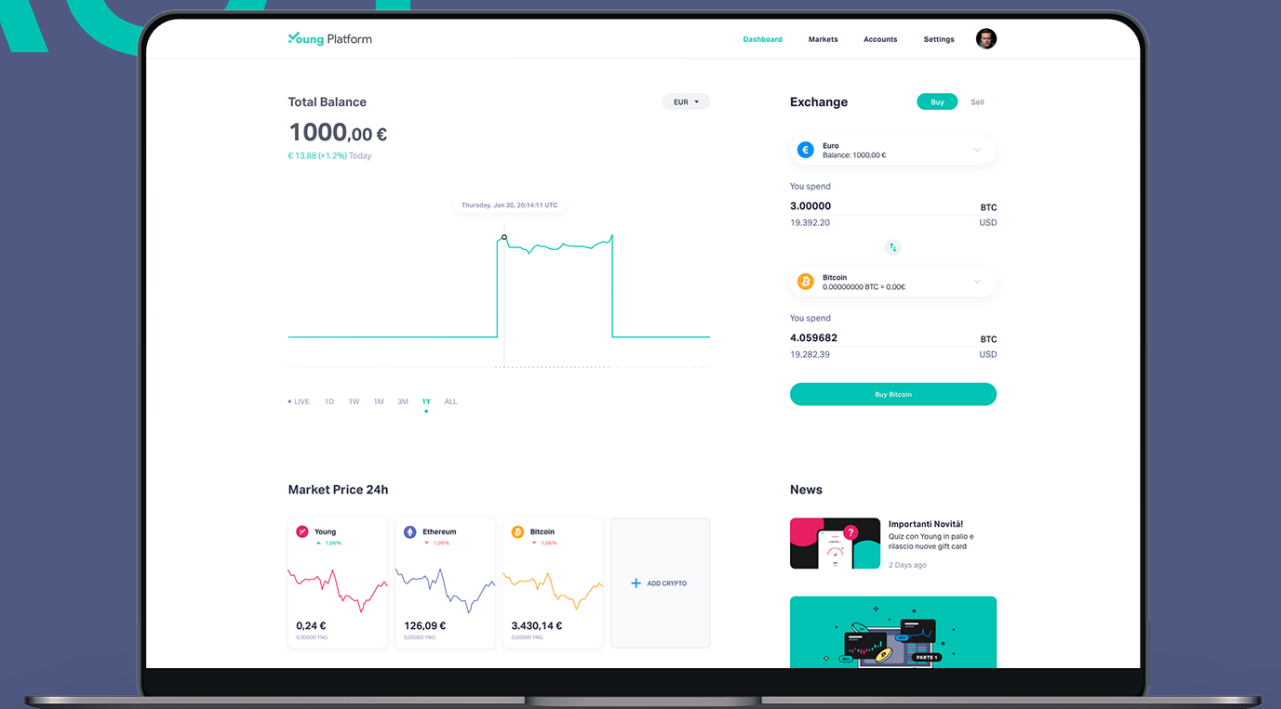
### Accessibility

The platform is accessible both from mobile devices and desktops, in order to facilitate the user's approach to the platform. Quicker and easier functionalities.



### Support

We offer a support section run by a team of experts who assist the user in solving any issue.



Coming Soon



# TRADE WITH CONFIDENCE



Young Platform Pro was designed for the more experienced trader that trades daily. Our PRO version is even faster, more secure and has more customizable features that make implementing any trading strategy a breeze.

The main objective is to offer a reliable and performing platform for those trading on a daily basis, together with the appropriate functionalities that allow an adequate study of the strategy to adopt, both long and short term, without ignoring the usability factor, which represents a differentiation factor in the current competitive scenario.



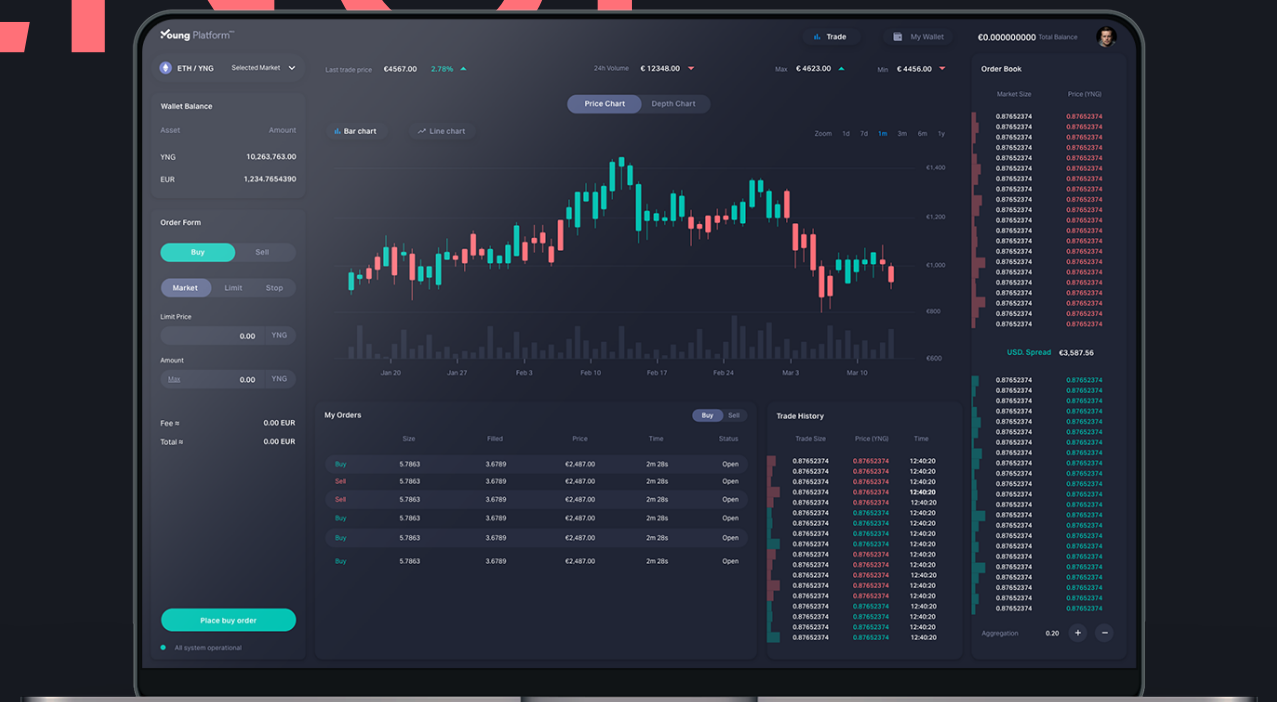
## Security

The safety of our users' funds and privacy is our primary concern, this is why we use third-party security system tested for more than 15 years and an innovative authentication license.



## Scalability

Thanks to Kubernetes by Google, our system monitors automatically the resources usage and duplicate the containers when needed, in order to avoid possible congestions caused by high traffic.



Coming Soon

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Financial Plan

The chart below shows the startup’s financial plan for the first 5 years of operation. Both the €100,000 Angel round funding and the pre-seed funding for a further investment of €90,000, completed on November 2018, have been taken into account in the financial plan. We also have considered in the plan a hypothetical seed capital of €500,000 from the London based platform “Seedrs”.

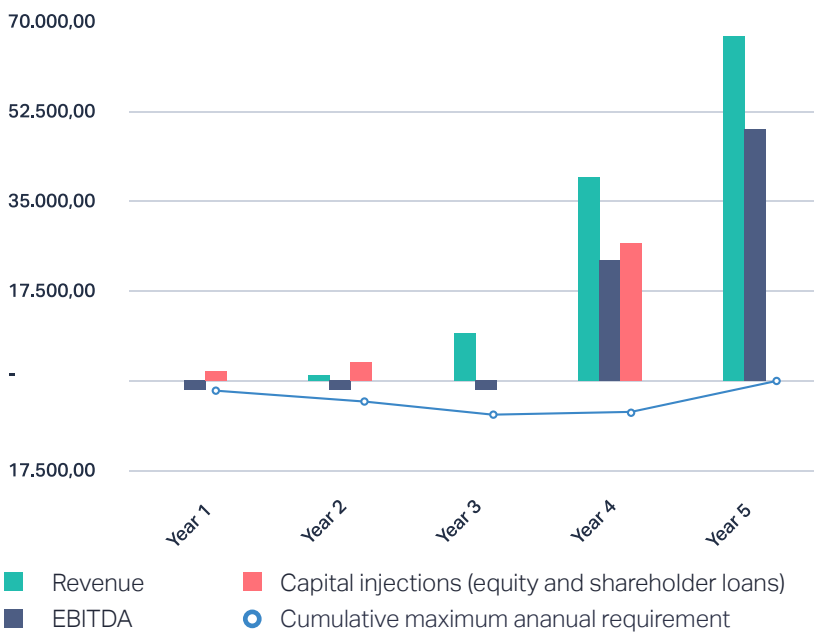
Additionally, we aim to raise up to €1,000,000 by the end of the year. This round will be spend in completing the Exchange development, employing new members of the team and pay the marketing costs needed to reach the goals in terms of users to be acquired.

The business plan shows a turnover of €67 million in the 5th year of operation, with a positive EBITDA starting from the 4th year, as a consequence of the finalization of the initial structuring.

('000s)	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	264,86	1.712,31	11.610,00	40.500,00	67.500,00
EBITDA	- 1.535,14	- 2.712,69	- 3.205,00	23.675,00	47.625,00
EBIT	- 1.537,81	- 2.720,69	- 3.221,00	23.650,00	47.592,67
Net income	- 1.168,74	- 2.067,72	- 2.468,30	16.849,16	34.080,62
Capital injections (equity and shareholder loans)	1.500,00	4.000,00	-	-	-
Oper. requirement intra-annual max.	- 1.572,39	- 4.577,83	- 8.486,28	- 7.477,79	-

Table 1

The chart below (Graph 1) illustrates revenue and EBITDA, as well as the capital injections estimated in the plan. The break-even point is expected to be reached in the 40th month of operations. The estimated number of converted customers has been proportioned to the commercial effort to reach them, both economically and in terms of timing.



Graph 1

The revenue evolution (Table 2) represent the annual fees paid by customers when they use the service. The fees are broken down according to four types of commissions:

- Fiat - Young (1%)
- Altcoin - Altcoin (0.2%)
- Altcoin - Young (0%)
- Young - Fiat (1.5%)

Furthermore, we’ve defined 2 additional revenue streams:

- Token Sale as a Service\*
- B2B Services (ex. Custody, OTC Desk)\*

\*Not included in the Financial Plan

€ million	Year 1	Year 2	Year 3	Year 4	Year 5
Exchange position	185	150	100	70	50
Annual Trans. Number	59K	380K	3.400K	12.000K	20.000K
Annual Trans. Volume	€ 39,2	€ 253,7	€ 1.720	€ 6.000	€10.000
Fee Alt-Alt	€ 0,02	€ 0,13	€ 0,86	€ 3	€ 5
Fee Eur-YNG	€ 0,09	€ 0,64	€ 4,30	€ 15	€ 25
Fee YNG-Eur	€ 0,15	€ 0,95	€ 6,45	€ 22,5	€ 37,5
Fee Altcoin - YNG	-	-	-	-	-
Revenue	€ 0,26	€ 1,72	€ 11,61	€ 40,50	€ 67,50

Table 2

Table 3, presents the summary of fixed costs estimated for the first 5 years of operations. The main entry concerns customer acquisition and management during the first year is the creation of a base community of Early Adopters, that is consequently going to represent a community of supporters and beta testers for future products or functionalities.

Marketing expenses have been estimated based on a customer acquisition cost of €10, however, at the beginning of the second year of operations, the CPA (Cost Per Acquisition) is expected to decrease due to customer loyalty and brand awareness.

	Year 1	Year 2	Year 3	Year 4	Year 5
Marketing	250.000	1.000.000	2.500.000	7.000.000	12.000.000
Video production	30.000	200.000	600.000	600.000	600.000
Exhibitions	30.000	180.000	540.000	1.000.000	1.500.000
Press Material	10.000	50.000	250.000	500.000	750.000
Community team	140.000	300.000	900.000	1.200.000	2.000.000
Trips	25.000	75.000	225.000	225.000	225.000
HR Senior Marketing	70.000	140.000	280.000	350.000	560.000
HR Junior Marketing	80.000	200.000	400.000	600.000	800.000
HR Senior DEV	160.000	280.000	700.000	1.000.000	1.000.000
HR Junior DEV	175.000	300.000	600.000	1.000.000	1.000.000
Art Director	40.000	80.000	120.000	200.000	520.000
Graphic Designer	75.000	100.000	300.000	450.000	600.000
Support	75.000	350.000	500.000	1.000.000	2.000.000
Legal	200.000	240.000	1.000.000	1.000.000	1.000.000
License	30.000	30.000	100.000	100.000	100.000
External Consultancy	100.000	300.000	1.000.000	1.000.000	1.000.000
Assistant	-	60.000	100.000	100.000	100.000
G&A	70.000	140.000	200.000	200.000	200.000
Cloud	40.000	100.000	500.000	500.000	500.000
Internationalization	-	-	2.000.000	3.000.000	3.000.000
Board	300.000	500.000	1.000.000	3.000.000	5.000.000

Table 3

Moreover, we estimated the developers needed, in proportion to the transaction volume year after year, by calculating the hours per employee needed for the maintenance and updating of the service. The administrative costs refer to the workforce needed to assure a good performance level at the Italian HQ and those in the UK and Estonia.

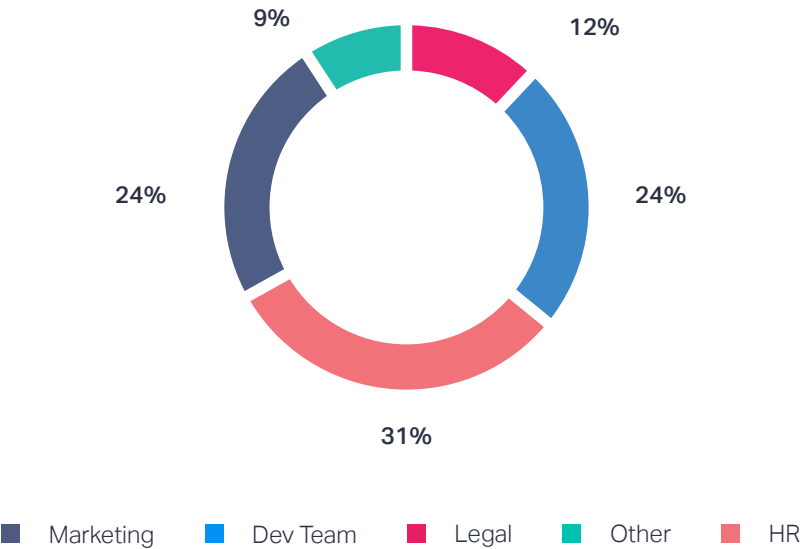
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Seed Investing Plan

Young Agency S.r.l. was founded on 12/06/2018 as an Innovative Startup. The company received a €100,000 investment with a post-money valuation of €500,000. On November a capital increase was registered due to a post-money valuation of €2,000,000. For the current round we aim to raise €500,000 at a pre-money valuation of €8,500,000.

Budget allocation

Most of the investment will be spent on marketing, legal and personnel expenses.



Graph 2

# Organization Plan

Young Platform was founded by 6 students of Information Technology and Telecommunications at the University of Turin. During Q3 2017 and Q1 2018, the team’ s main interest was the analysis of the cryptocurrency market and its competitors and focusing on finding solutions to the most common issues of usability found on exchange platforms (crypto-exchange) that lead to the final concept of the product.

After 7 years of studies within the IT development field, the founders of Young Agency S.r.l. acquired the necessary expertise in blockchain technology, smart contract development, web and mobile development and in cloud-na- tive microservices.

The Young Platform founding team has also managerial and business skills, due to two years of professional experience in managing a team of innovati- ve solutions developers within the industrial automation sector. The team is also supported by the advisory team at the "I3P - Innovative Startup Incubator of the Polytechnic University of Turin" where some of the greatest experts of the country provide consultancy within different areas such as financial law and business development, and who experienced Exits and IPOs in their ca- reer. The founders have decided to assign to Andrea Ferrero the role of Chief Executive Officer (CEO) and to Samuele Raimondo the role of Chief Technical Officer (CTO). They both work full-time at the development of Young Agency S.r.l. startup. Alexandru Stefan Gheban is the administrative and product deve- lopment manager (COO). Marco Ciarmoli and Andrea Carollo are respectively Chief Software Architect and Software Architect considered their experience in software development. Last but not least, Daniele Rinaldi is in charge of the platform front-end development and maintenance.

In order to complete the core-team, Alberto Bertagnolio Licio has been as- signed to the role of CFO, he has overseen the startup from its early stage to the expansion abroad. Furthermore, new experts in Design, Marketing and Project Management have been hired, reaching 18 full-time people involved in the project. Despite the complexity of the project and a high number of fac- tors to be managed the increasing capital sought out at this stage will be used for a further team expansion. The goal is to hire, within the first months before the end of the capital increase period, 11 new full-time employees:

- 2 for Design and UI/UX
- 1 for Copywriting

- 1 for Marketing
- 6 for the Platform Development, the most important asset of the Young Pla- tform.

At the same time toward the end of the capital increase period, we plan to open a Headquarter in London and consequently hire a General Director to improve team’s commitment among the offices around Europe. The expan- sion strategy started in Q1 2019 foresees that these roles will be integrated into the staff starting from 2021, together with the expansion through Europe.

Table 4 - Number of employee per year

Human Resources	Year 1	Year 2	Year 3	Year 4	Year 5
Business	4	4	6	6	8
Dev	11	19	42	65	65
Designer	4	6	15	23	37
Marketing	3	7	14	20	28
Copywriter	1	3	5	7	7
Support	3	14	20	40	80

Table 4

# Implementation Plan

The Young team, during Q3 2017, has worked on product concept, by running market researches and validating initial assumption. After the incubation period in the I3P, the team focused on the MVP development (Minimum Viable Product) and on building the first part of the back-end infrastructure, which represents the basis of the current infrastructure.

The Young Agency S.r.l. was founded on 12/06/2018 and is listed as an innovative startup on the Turin Chamber of Commerce Records ("Registro della Camera di Commercio di Torino").

The newly founded company has approved an increase of €100,000 in risk capital. This capital increase was used for team expansion, taking the headcount from 6 full-time employees to 9, furthermore, it was used to establish the Estonian company YNG Agency OÜ. Estonia was chosen as a strategic base because it represents one of the few European countries provided with specific legislation on blockchain projects and businesses. This allowed Young Platform to acquire the licences needed to operate in the European market as a well-regulated exchange platform.

At a later time, in November 2018, a second capital increase of €90,000 was approved. This allowed a further workforce expansion of 4 new people: 3 full-time and 1 part-time.

In December 2018 the first version of the product "Stepdrop" was launched, reaching an excellent market response (+25,000 downloads in 2 weeks). This success led to the creation of a first community of early adopters that today has 10,000 members.

During Q4 2018 the Business Development strategy was advanced and it was decided to operate immediately in another market, in the UK. From a market data analysis, it resulted that, with respect to cryptocurrencies, the British market is the most active one in Europe, thus, the best one to launch a product like Young Platform on. To this end, the team has organised an Equity Crowdfunding campaign on the London-based platform "Seedrs", with the strategic goal to set up another base of Young Agency in London.

The objective is to approve a new capital increase up to €1,500,000, which will fund the recruitment of new professionals into the workforce, necessary to finalise the development, to launch the first version of the exchange (that is estimated to be completed at the end of Q2 2019) and to set the conditions to enter the CMC ranking (CoinMarketCap).

To recap, the capital increase on the British market and the previous two capital increases will allow the positioning and establishment of Young Platform within the Italian and British markets.

Following the product launch, we plan to conduct a series A round to expand the range of services provided by Young Platform and to develop the 2.0 version of the platform. Given the peculiarities of the market that Young Platform is meant for, the team is convinced that the adoption of the product's first version, presented in this document, has the potential to deeply spread out on the European market within a short period. However, for strategic reasons, the team chose to postpone this possible scenario until the launch of the 2.0 version of the exchange platform, expected for the second half of 2020.

We define “Teamwork” as the ability to work together towards a common goal.  
It’s about combining each of the individuals’ potential within the team and using that combined value for a unified and unique result.



Andrea Ferrero  
CEO & Co-Founder



Alexandru Stefan Gheban  
COO & Co-Founder



Samuele Raimondo  
CTO & Co-Founder



Marco Ciarmoli  
CSA & Co-Founder



Andrea Carollo  
Software Architect  
& Co-Founder



Daniele Rinaldi  
Lead Developer  
& Co-Founder



Alberto Bertagnolio  
CFO



Diego D'Aquilio  
CMO & Head of  
International Expansion



Alessio Abrate  
Chief Design Officer



Federico Gallo  
Product Designer



Mattia Tuninetti  
Android Developer



Alessandro Perillo  
Innovation Manager



Jacqueline Nieder  
Investor Relations Manager



Nicolò Franco  
Social Media  
Manager



Anna Perozzi  
Content Specialist



Emilio Dal Bo  
Marketing Specialist



Emilia V. Delena  
Copywriter



Simone Razza  
Digital Marketing Specialist



Massimo Salvetto  
Frontend Developer



Francesco Redaelli  
Crowdfunding Specialist



Adriano Marconetto  
Marketing Advisor



Mariano Carozzi  
Innovation Advisor



Oscar Badoino  
ICT Advisor



Marco Cavicchioli  
Blockchain Advisor



Mara Santeramo  
Legal Advisor



Marco Ciurcina  
Legal Advisor



Matteo Di Pascale  
UX/UI Advisor



Guido Meak  
Business Advisor



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