

Blockchain Physical Assets Investment Platform



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Introduction

“We are empowering ordinary people to invest in physical assets while we store them for free”

We are establishing a blockchain-based investment platform where people could invest in physical assets like gold, silver, wines, art, jewelry without needing the assets to be delivered to their doorsteps but instead, we store the physical assets for them. We, in turn, work with storage providers such as banks with safe-deposit boxes and secure vaults providers to store these assets. We share our revenue with the storage providers.

Our unfair advantage is asset owners could only buy and sell their assets via our platform, NOT on our competitors' platforms, thanks to blockchain.

Our Pitch Video: <https://youtu.be/clf5F3XwMmQ>



W Wikipedia Profile

Twitter

LinkedIn



Founder

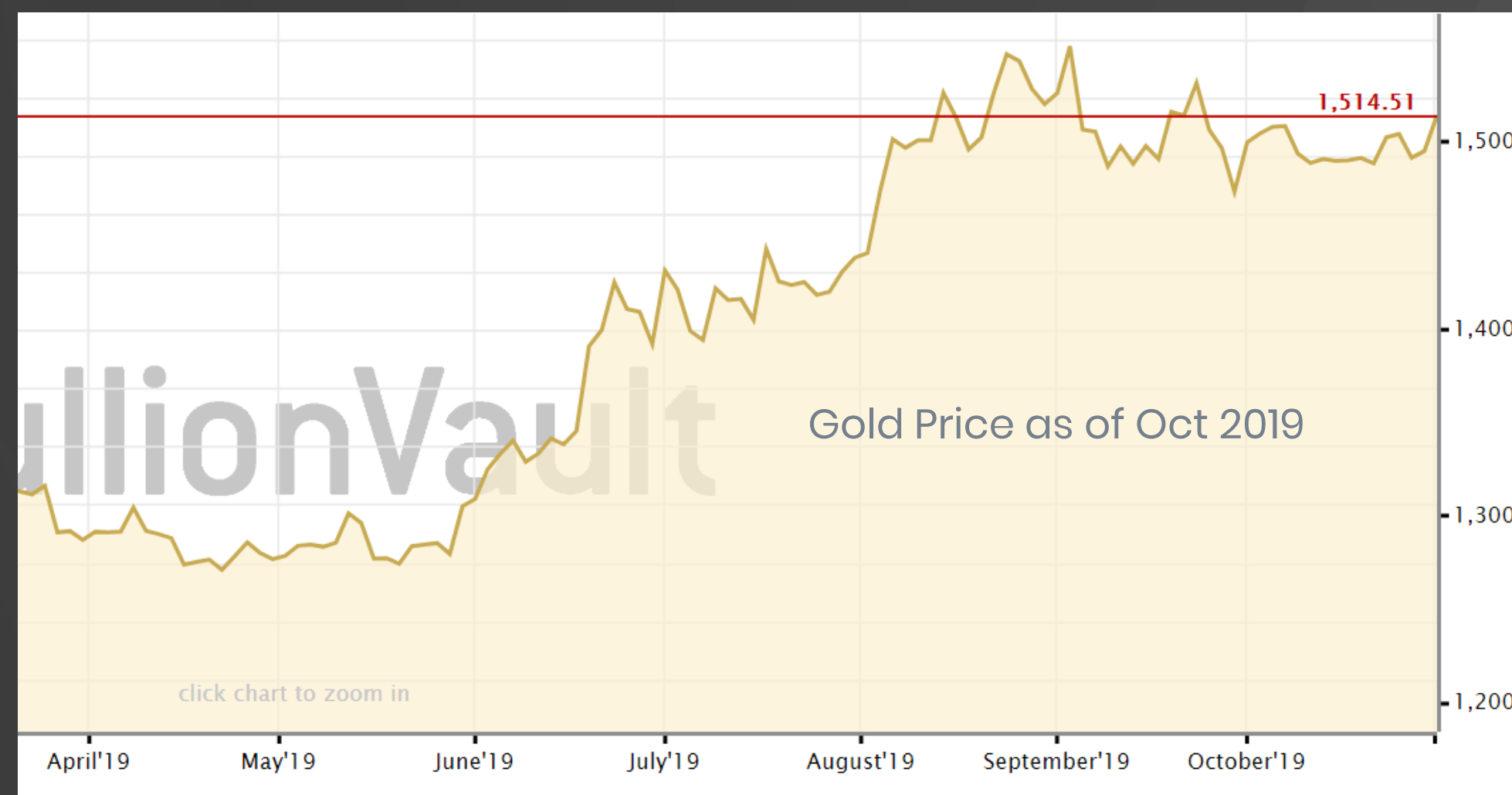
Melvin Wong

Melvin sold two startups – [FanXT](#) and eMemorial and has 14 years of experience as a startup founder. He has global business experience with 17 countries and also hired over 100 staffs from 17 countries. He’s currently the South Korean ambassador for [StartupToken](#). He owns a UK engineering degree and speaks 4 languages. Trained over 27,000 students on [Udemy](#).





Source: [CNBC](#)



Source: [BullionVault](#)

Countdown to Recession Is Ticking

- U.S government USD20 trillion debt is risking another global financial crisis.
- U.S Central Bank (The Fed) continues to reduce interest rate which ensures debt will rise.
- Price of gold has increased in preparation for the economic downturn as most investors see gold as an insurance or safe haven.

But There Are Some Problems With Physical Assets

- **Cost in storage** – asset like physical gold or silver needs to be stored in secured vault
- **Lack of yield** – most physical assets like gold earns you no interest.
- **Cost in delivery** – assets like gold or wines are expensive to ship due to insurance and special storage requirements



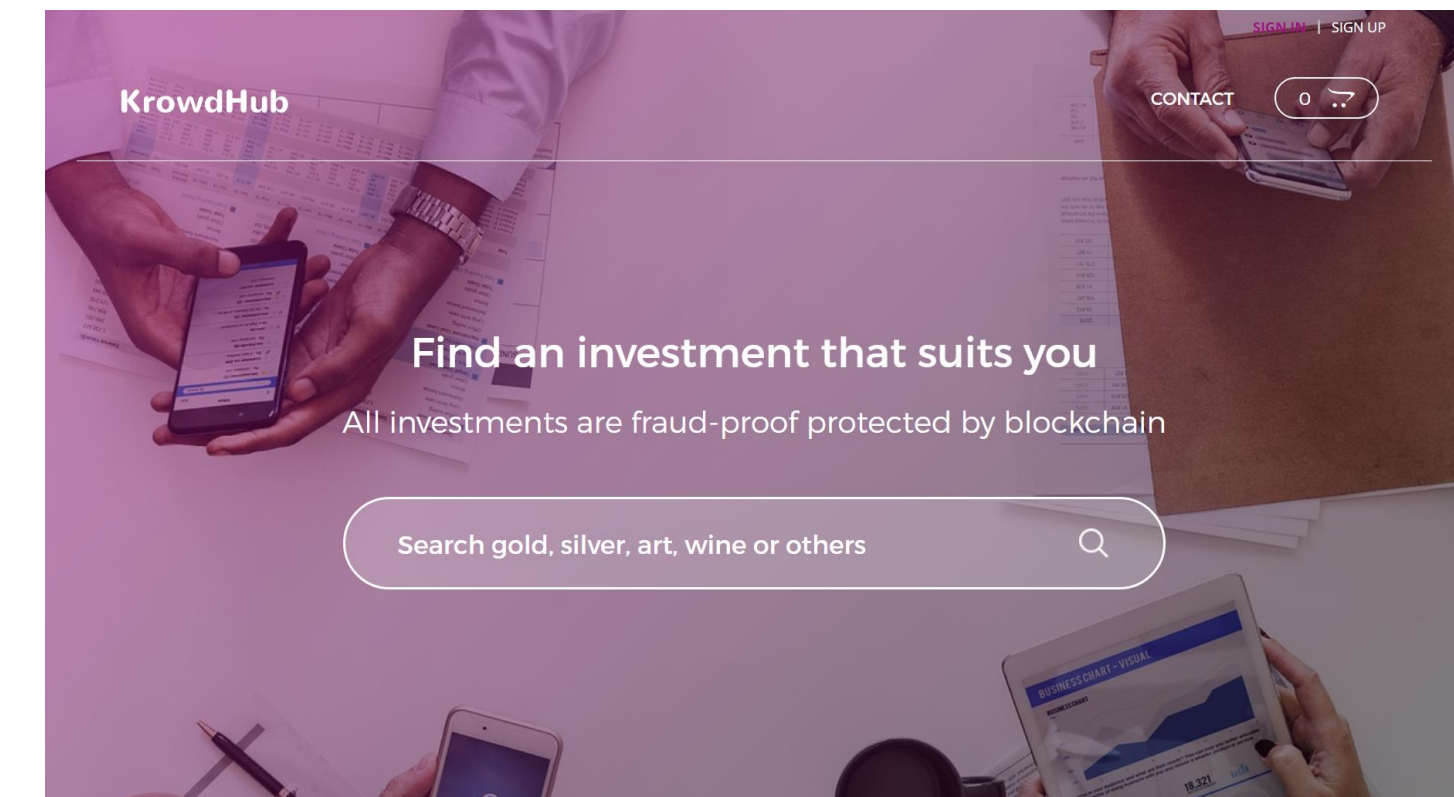
Problem With Safe-Deposit Box – It's Getting Less Popular

A Bank of America spokeswoman, Betty Riess, said demand for the boxes has dropped “significantly.” Fewer than half of its safe deposit boxes are rented, she said. ³

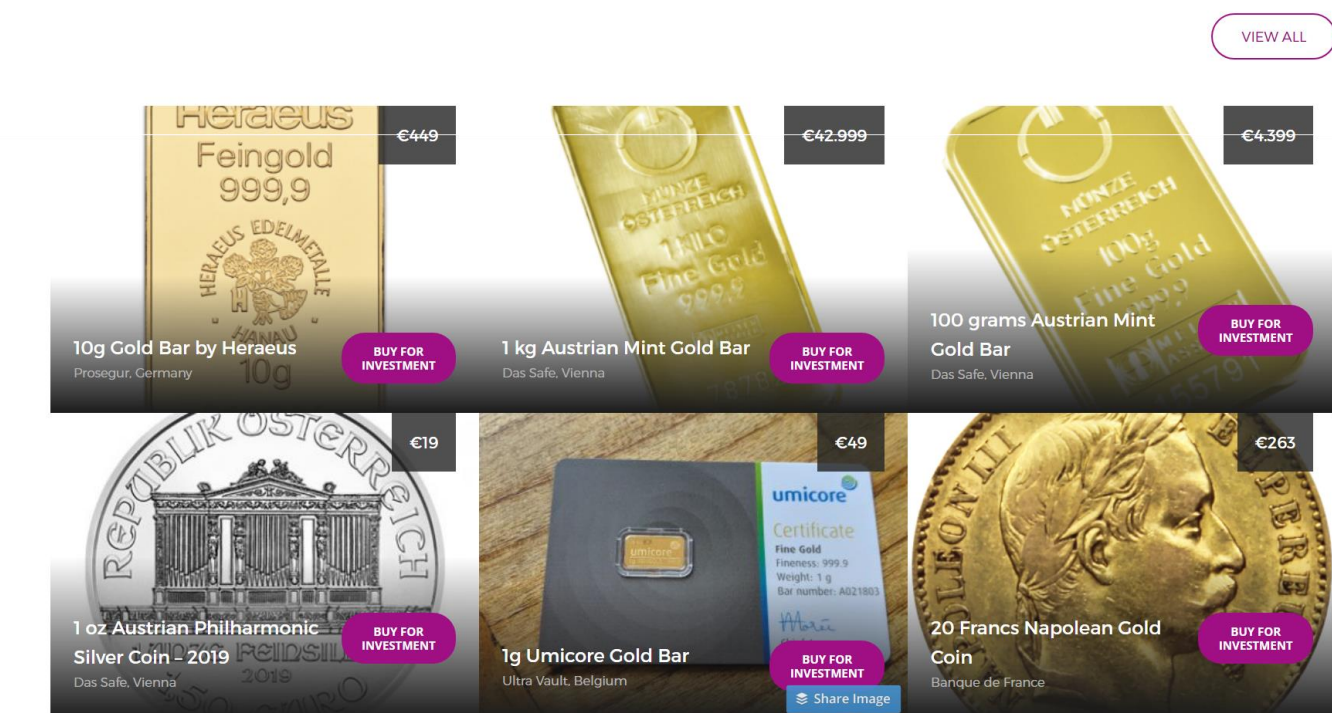


Solution #1: Blockchain Physical Asset Trading Marketplace

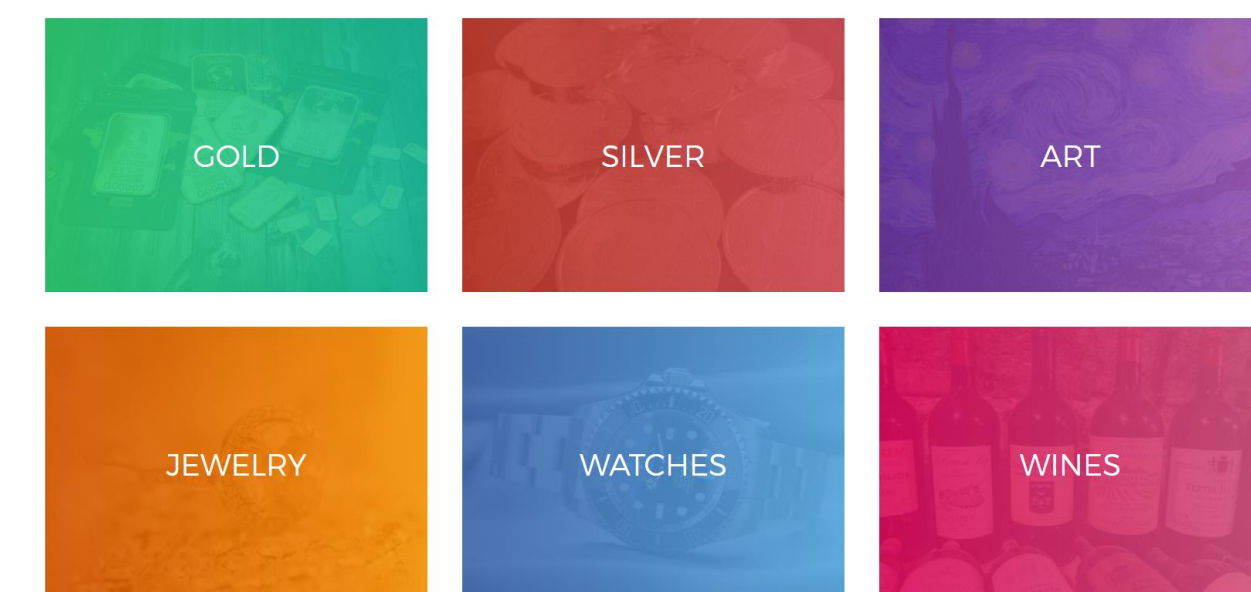
- A blockchain-based physical asset trading marketplace where anyone could buy and sell physical assets (like gold, silver, jewelry, art or even wines) where each asset is tied to a blockchain token without having to physically deliver the assets.
- Buyers and sellers only need to transfer their blockchain assets tokens to one another. The assets are stored by the original asset sellers on behalf of the buyers for free (in their secured vaults or safe-deposit boxes) in return for sales commissions when the buyers resold the assets.
- Demo video, https://youtu.be/p9s7OGBIR_I
- Demo site: <https://krowdhub.com>



WHAT'S NEW

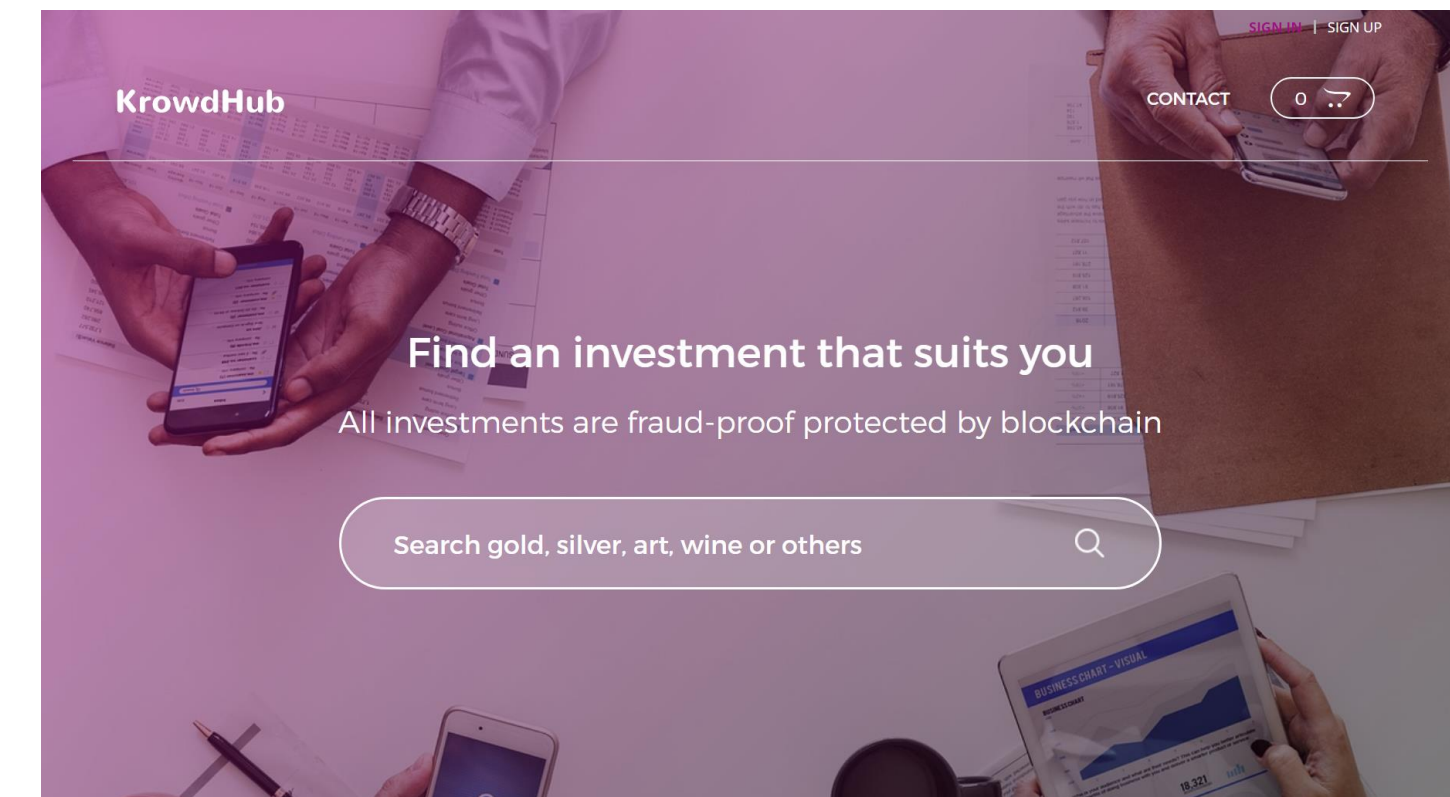


INVESTMENTS BY CATEGORIES

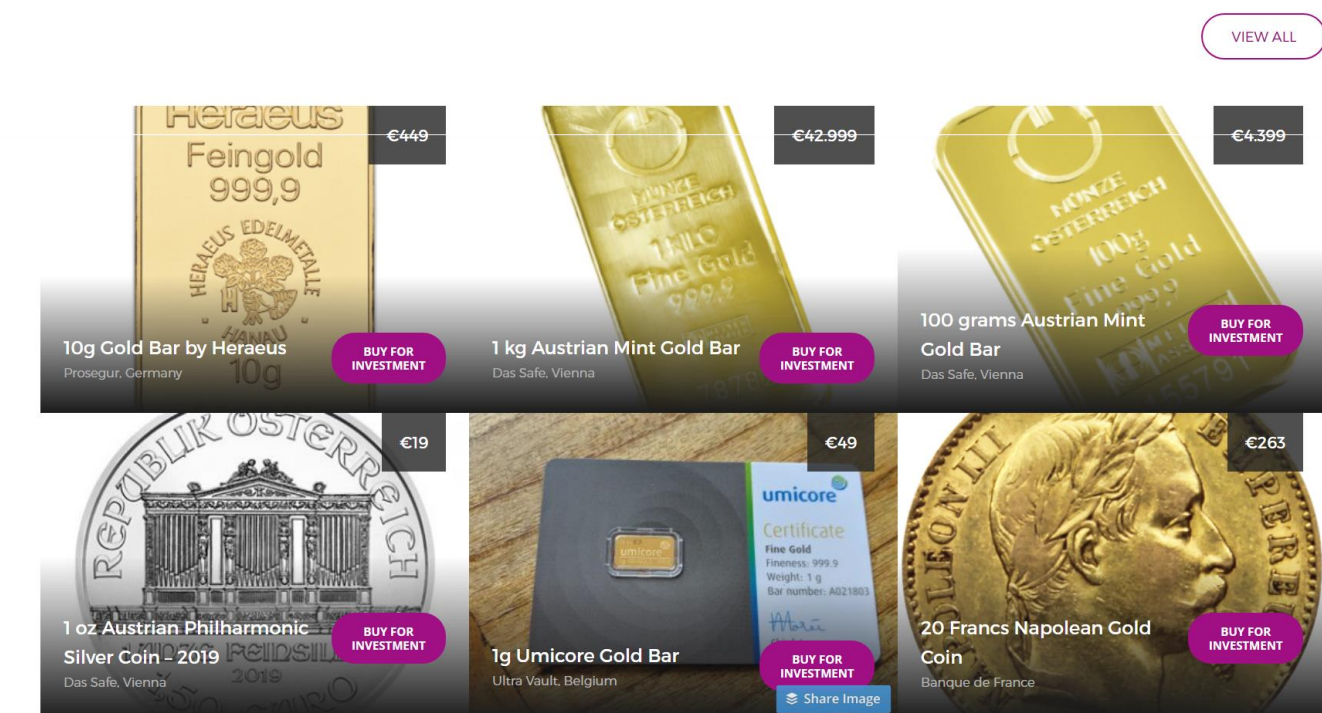


Solution #2: Blockchain Physical Asset Financing Platform

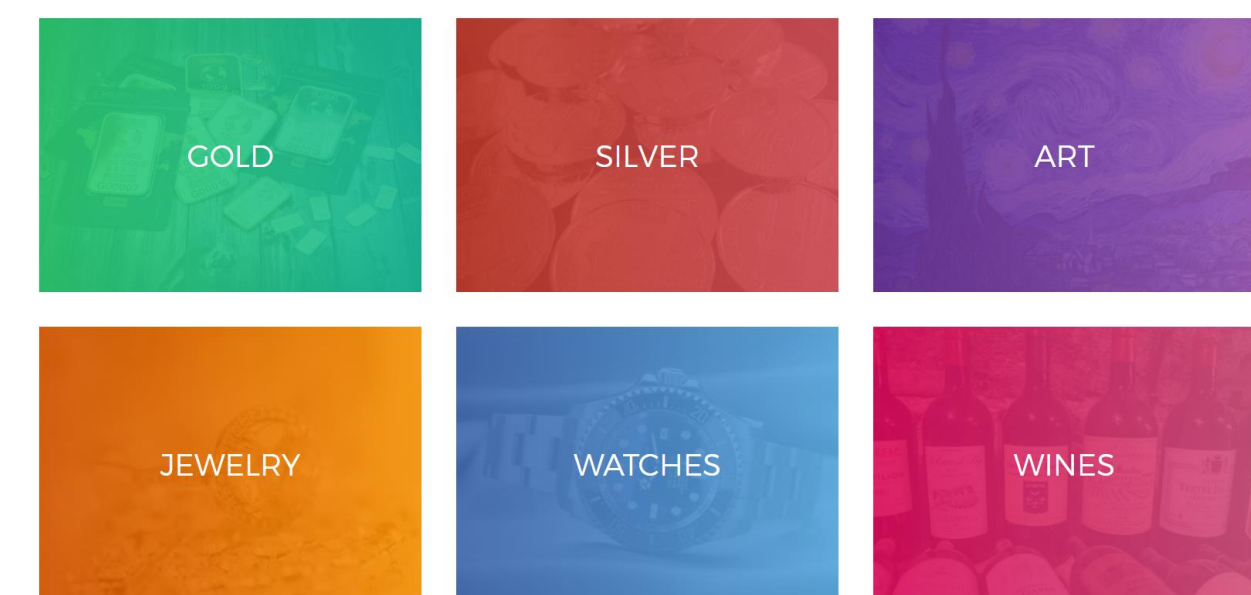
- Banks or any creditors could provide loans to asset owners using their blockchain assets as collaterals.
- For example, John needs some emergency cash and John owns a gold bar worth EUR10 000. He previously bought the gold for a much lesser price and knowing the price of gold will appreciate in the future, he doesn't want to sell off the gold. So, he goes to a bank (or creditor) and offers the gold as collateral in exchange for cash. Bank loans him EUR10 000 with 5% interest. If John fails to pay back, the bank could conveniently sell off John's gold in our blockchain asset trading marketplace by transferring the gold asset token to new buyer.
- The bank or lender is poised to EARN MORE because they will continue to store the gold for the new gold buyer. If the new buyer resells the gold, the bank earns a commission for storing the gold.



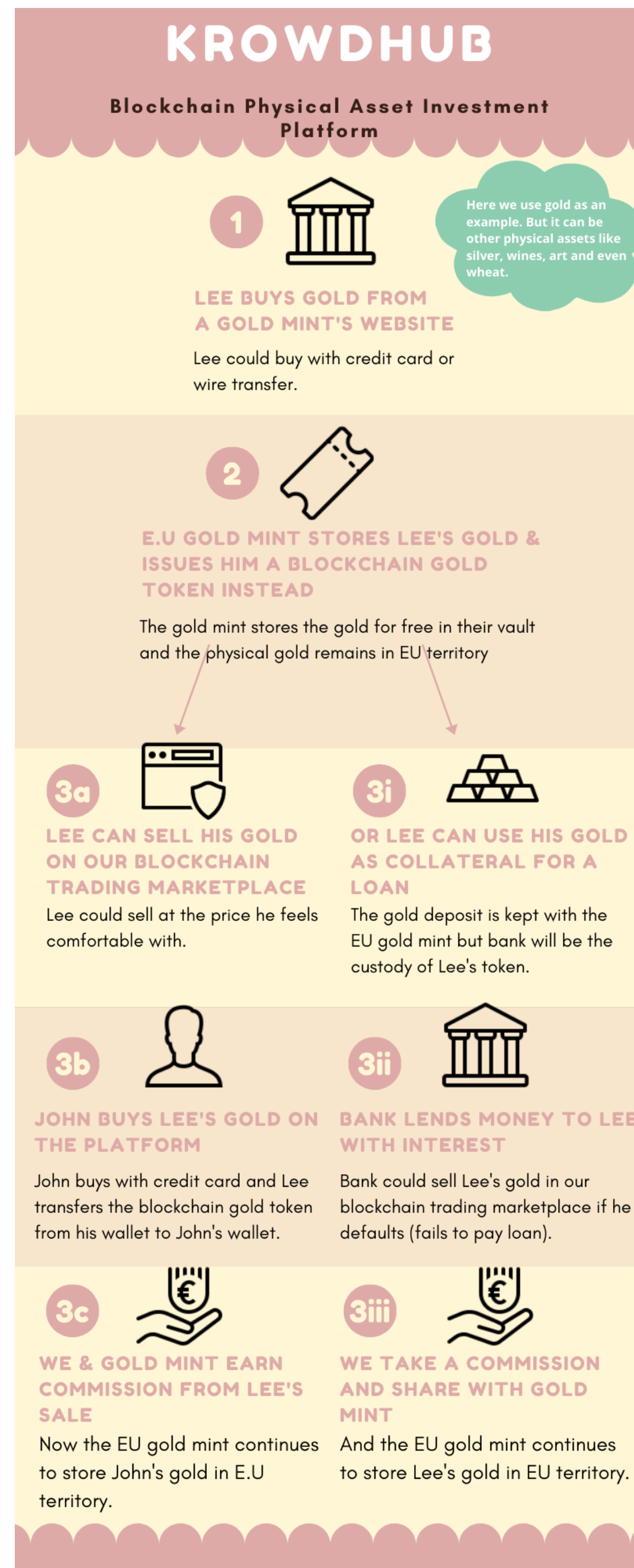
WHAT'S NEW



INVESTMENTS BY CATEGORIES



How It Works



Difference Between Blockchain Asset and ETF (Asset Exchange-Traded Fund)

	Blockchain Asset	ETF
No brokerage account	Yes	No
Redeemable for physical asset	Yes	No
24/7 trading	Yes	No
No annual storage and management fees	Yes	No
Able to buy in any quantity	Yes	No
Use as collateral for loans	Yes	No

Our Competitive Advantage

	<u>KrowdHub</u>	<u>VaultChain</u>	<u>OneGold</u>	<u>Perth Mint Gold Token</u>
Own actual physical asset products (not just backed by asset)	Yes	No	No	No
Direct ownership of each asset	Yes	No	No	No
Support many assets not just gold and silver	Yes	No	No	No
Sell asset at any price that you want	Yes	No	No	No
Use asset as collateral for loan	Yes	No	No	No
No annual storage and management fees	Yes	No	No	Yes
Redeemable for physical product you purchased	Yes	Limited*	Limited*	Limited*
24/7 trading	Yes	Yes	Yes	Yes

* Limited means your purchase is not physically tied to an actual product. You only could use the credit balance you have in your trading account to exchange for their products like an American Eagle gold coin or PAMP gold bars.

Difference Between Physical Gold, Blockchain Gold and Paper Gold

Physical Gold (Coins, Bars)	Our Blockchain Gold (Best of Both Physical and Paper Gold)	Paper Gold (ETFs, Stocks, Futures)
You are the outright owner of the physical gold.	You are the outright owner of the physical gold represented by blockchain tokens.	The physical gold remains the property of the bank or the financial company.
You are investing in real physical gold.	You are investing in real physical allocated gold stored in a vault identifiable with barcode or serial number.	Your investment is backed by the bank's or financial institution's physical gold reserves which sometimes is backed by very little of it.
It's harder to sell your physical gold if you need cash fast since it's hard to find a buyer.	You can easily sell your gold to other buyers on our blockchain reselling platform.	It's easier to sell your unallocated gold since it is actively traded like a stock in an exchange.
Allocated gold may incur storage costs.	Your storage cost in the vault/safe-deposit box is free. You only pay sales commission if you sold your gold on our trading platform.	Unallocated gold incurs yearly management fee, commission fee or spread fee.
You can walk into a bank or gold dealer and ask for your allocated gold that they store in their vaults.	You can walk into a bank or gold dealer and collect your actual gold by showing your blockchain tokens.	You cannot redeem any amount of physical gold, as you are not the outright owner.
Your allocated gold will not be seized in the event of a liquidity crisis.	Your gold is yours and someone is just storing it for you. In crisis, no one could take ownership of your gold.	If there's any crisis, your gold investment will be gone.

Our Unfair Advantage

The Blockchain Assets Can ONLY Be Sold Via Our Trading Marketplace

- We who control the blockchain smart contract for each asset company controls the asset trade. Blockchain asset owners cannot sell their assets on other competitors' sites like eBay or Craigslist.



Golden Opportunity To Sell Gold To Asia

The West Can Sell Gold to East Without Delivering Gold to The East

- Asians are known to appreciate physical gold and they significantly drive the gold trade.²
- With our system, Asians could conveniently buy gold from gold mints in Europe without the hefty shipping or storage cost because the gold is stored in E.U territory.
- Historically most gold imported to Asia does not return back to Europe. Thus, our system could prevent the expatriation of European gold to Asia by keeping them in the vaults in European soil. The only “gold” sent to Asia is digital blockchain gold stored in Asians’ blockchain wallets.

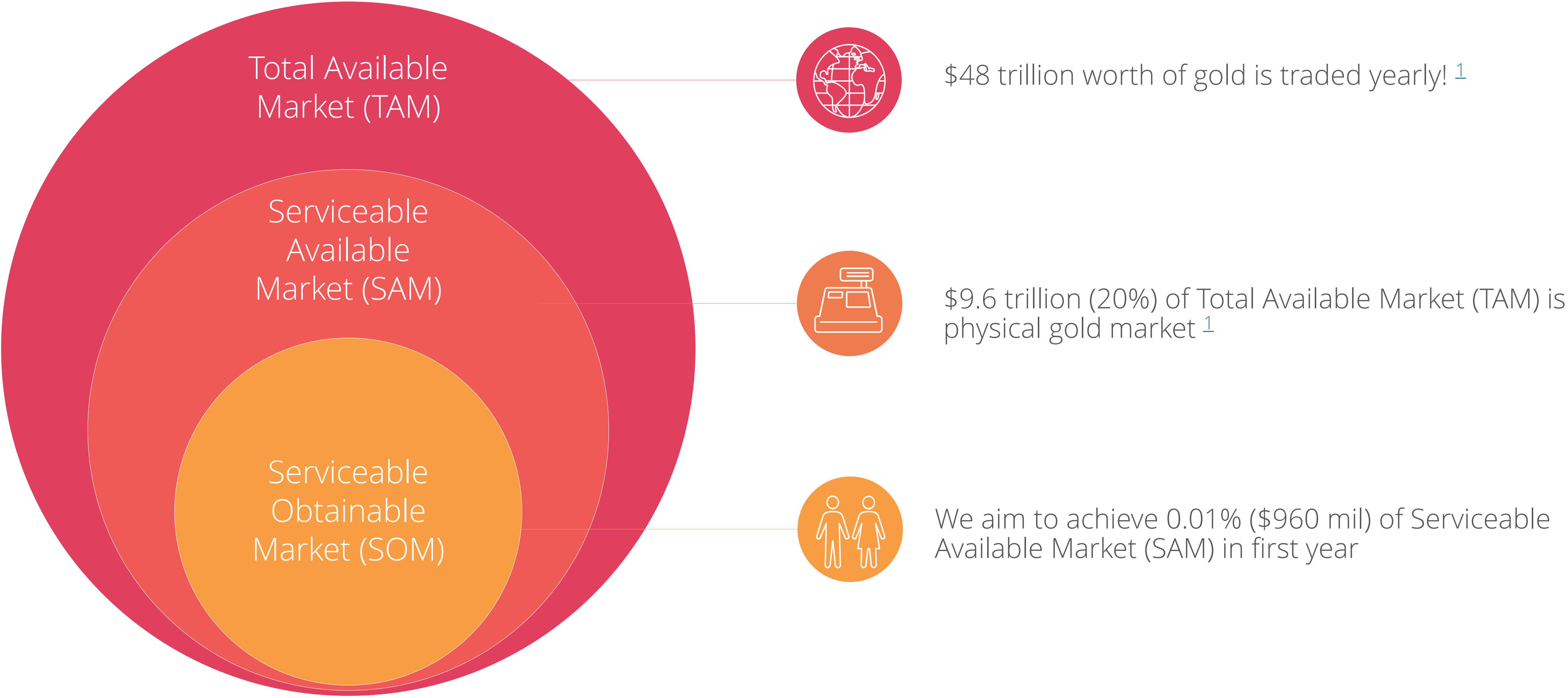




Business Model

- **0.3% to 10% commission from asset sales –**
We earn a sales commission each time asset owners sell their blockchain assets on our trading marketplace. The SAME asset can be resold many times over.
- **2% to 10% interest from asset financing –**
We earn interest from cash borrowers who used their blockchain assets as collaterals for loans from banks or creditors.

Asset Market Size – Using Gold As Example



Why Blockchain?

1

Secure and convenient

For example, John can easily transfer his asset token to Jake by transferring the token from his wallet to Jake's wallet. A bank that lent money to someone in exchange for an asset as collateral (in a token form), they can easily dispose of the collateral by selling the token if the borrower defaults on their loan obligation.

3

Facilitate Cross Border Trade

With blockchain, people can buy and sell physical assets across the globe without being tied down to brokerage account and bureaucracy.

2

Transparency and ease of audit

For example, when John sells his gold coin to Jake, our platform earns a 5% sales commission from the transaction. We will share this commission with the gold mint where John purchased the gold coin from. This way, the gold mint can track every transaction that happened on a neutral third-party platform such as a blockchain platform without having to refer to us. We could also track each loan transaction between a bank/creditor and a borrower/debtor to ensure we could collect our commission.

Go To Market Strategy

We Partner With Asset Companies (like Gold Dealers)

- We provide blockchain-based e-commerce system or API for free (with free set up and installation) where anyone can buy physical assets (gold, silver, art, wines, jewelry) via their websites and each procured asset is tied to a blockchain token.

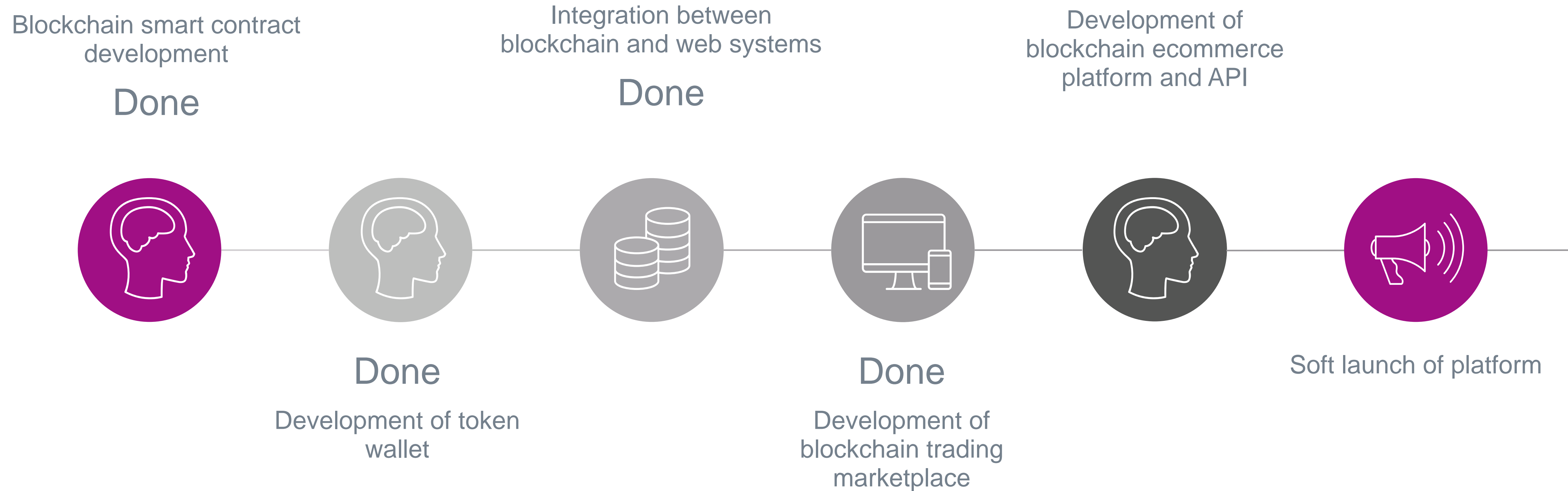
We Launch Our Blockchain Asset Trading Marketplace

- Asset owners/buyers upload their blockchain assets on our marketplace to be sold.
- Each time asset is sold between two parties, we earn a commission.
- This fee is shared with asset companies for storing the asset for free.

How Do We Solve The Chicken or Egg Problem

1. **We act as an asset buyer** and purchase assets (like gold coins and gold bars) directly from asset sellers (like gold dealers). We either work with sellers who already provide free storage or we store them in our own safe-deposit boxes in banks.
2. **We issue a blockchain token** for each asset we bought by storing its data (photo, serial number, brand, weight, etc) in the token.
3. **We shall then resell the assets below market price** on our own asset trading marketplace. Upon finding a buyer, we only transfer the blockchain token to them, not the physical asset itself. Selling below market price will entice customers to our site to buy these assets.
4. Upon achieving sufficient buyers and traffic on our trading marketplace, **we shall begin inviting verified asset sellers** (like gold dealers) to use our free blockchain e-commerce system for free or connect to our API. We shall provide free set up and installation work.

2019 Roadmap



Contact Information

Talk to us. We'd love to hear your feedback, especially the bad ones so that we can improve ourselves.

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