



BLU CONSULT

We are the path to successful Token sales (STO`s)
in
Switzerland and Liechtenstein



BLU CONSULT Team



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BLU CONSULT your path to a secure Token sale (STO) – our approach



- STO are complex ventures that require well organized teams with multifold skills, excellent structuring and flexibility
- Each venture has its individual setup, but follows a general roadmap of development
- Seizing of issuance and token-economics according to capital needs of individual projects and in depth calculation of the businessmodel
- Selection of preferred jurisdiction
- Legal documents and regulatory approval
- Corporate setup
- Marketing and sales-support



BLU CONSULT your path to a secure Token sale (STO) - Milestones



- Current status analysis of customer and ranking in BLU Consults STO maturity model.
- GAP Analysis and STO ready plan, expected capital requirements of individual project
- Seizing of issuance and token-economics according to capital needs and calculation of businessmodel
- Selection of preferred jurisdiction in Europe according to criteria analysis
- Legal documents and regulatory approval with specialized legal partners
- Setup of issuer company and operation as a service in strategic variants
- Ongoing marketing and sales-support



BLU CONSULT - sectors of competence



Financial competence

- Fund structures
- Investment solutions
- Securities
- Financial planning
- Business case planning
- Financial planning
- Risk-Management

Crypto Competence

- STO
- ETO
- Token sales
- Token-economics
- Smart contracts
- Structuring of underlying
- Tokenizing assets

Legal Competence

- European/US jurisdiction
- Financial law
- Supervisory law
- Supervisory authorities
- Risk Management

Sector competence

- Cleantec
- Medtec
- Infotec



BLU CONSULT your path to a secure Token sale – success factors



- Feasible and competitive business model of stakeholders
- Clear defined strategy and business plan
- Sufficient funding support to reach STO ready
- Dedicated and knowledgeable team
- Milestone plan complete
- Marketing and sales-support sufficient for project



BLU CONSULT STO maturity model



Where is your project at current stage ?

1 Idea

- Idea of BC in written form
- Concept paper
- White paper

2 Concept

- Written concept
- Feasibility
- Rough financial plan
- Core Team
- Initial market
- Analysis

3 Budgeting

- Detailed financial plan
- Sources of funding
- Over stages
- Kick off budget secured
- List of partners
- List of service providers

4 Implementation

- Resource plan/milestones
- Core team on board
- Core Servicers contracted
- STO Banks contracting
- Platform identified
- Issuing setup

5 Ready

- Tokenmanagement ready
- Emittent Corp live
- STO Budget secured
- Model/security/documents
- Approved by regulator
- STO Bank(s) live

6 STO/Past-STO

- STO
- performance monitoring
- Investor relations
- Exchange listings



BLU CONSULT Partner



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