

Elevation Digital



Background

Fundamentally, 'cryptocurrency' is (typically) decentralized digital assets, designed to be used over the internet. Most importantly, crypto-assets enable individuals to take complete control over their assets and apply their capital with innovation - advanced technologies.

Cryptocurrency is the first alternative to using the traditional banking system, and has powerful advantages over historic payment methods and traditional asset classes. Think of it as the future of money - a new kind of value native to the internet which will give the potential to be:

- **Fast** - transactions can be made almost instantaneously; .
- **Easy** - transactions can be made with any device linked to the internet;.
- **Cheap** - fees are very low because of the efficient use of technology, as disintermediation;.
- **Safe** - all transactions are made securely and recorded, which means they are traceable, unlike physical cash.

i.e. The most **universal** way to exchange value the world has ever seen.

Why Digital Assets (e.g. cryptocurrency) are the future of finance:

1. They can be used as a medium of exchange, similarly to cash, to buy goods and services, or held as part of an investment strategy;.
2. They cannot be manipulated by any central authority, so your digital asset will remain secure;.
3. They provide equality of opportunity (regardless of where you are born or live);.
4. Only a smartphone or internet connected device is needed;.
5. They create a unique opportunity of economic freedom around the world for people;.
6. As part of a wider investment strategy they can be approached in a variety of ways, for example:
 - a. Buying and holding digital assets like Bitcoin or Ethereum (Stores of Value)
 - b. An active investment strategy based on advanced data driven analytical decision making, through an economic (data-centric) platform ruled by logic.

Elevation Digital

Legal entity: Luminary Ventures Ltd. the consolidated holding company.

Our vision is ‘To develop the Universal Economic Infrastructure of the Digital Age.’

This will address all the items above and facilitate the digital marketplace.

Our business model (comprised of two operating entities - *Elevated* Platform and Elevation Digital Assets) has been designed to:

1. **Seize the construct** - framing the platform gateway to progress, influencing the engagement of advantaged technological innovations;.
2. **Assemble structure** - Data-centric by design, data-driven by nature;
3. **Enrich the [abstract] experience** - facilitating - *elevating* - demand;.
4. **To engineer advancement** - designed for adoption, facilitating the user.

For further details and more, view our [Virtual Data Room](#).

Elevated Platform

The Mission of *Elevated* platform is to facilitate the digital transformation of economy. The evolution of money itself, *and* the fundamentals of economic activity, make a very challenging space to navigate. To effectively engage (via a financial technology), technical expertise is required; this is unnecessarily complex, preventing mass adoption. Our blockchain application is engineered for the mainstream, designed for adoption and facilitates disruption.

Frontending the digital economy, we supply its comprehensive interface.

Our platform, *Elevated*, is the gateway; an economic machine ruled by ‘Logic’ (i.e. a data-centric architecture) to access the new digital economy. Supplying a single access point: unifying existing siloed and fragmented solutions and services to deliver command, management and control through the tactful engineering of the market’s user interface. Assembling systems *Elevated* organises existing structures to deliver resolution, setting precedent thereby driving effective decision making.

Elevation Digital Assets (“EDA”)

To understand market mechanics and maintain cutting-edge innovation, a market player is demanded. Its purpose is to drive the cognitive engine, guiding effective decision-making through its strict objective.

Engaging decisive and strategic action, EDA allocates economic capital.

By generating Bitcoin, yield and measure of utility, *EDA* directs the strategic vision of platform development. Building beyond capital gains, we cultivate discipline through application, serving the masses. One such example is through the open-nature of public blockchains, we frame to yield value for the user.

Through *EDA*, *Elevated* is able to dutifully effect its mission: nurturing the prosperity of its user base - leading the mass adoption of the Digital Economy. Our pioneering genesis will generate enormous value for all stakeholders.

Our business model is to inherently maintain synergy between *Elevated* Platform and *EDA* by *nurturing prosperity of Elevation Digital Economy*, the result of supplying our conceptual solution. This success will be measurable with respect to its value in USD as well as BTC.

Every user enriches our data and market activity. Through perpetual, spontaneous, applied intimate problem-solving (with observable instantaneous feedback) our Cognitive Intelligence Application improves our service and value. Therefore, successfully implementing this data-driven quantitative strategy we are able to achieve immense synergy between our technology platform and active market player, cultivating cutting-edge innovation, formally.

Financial Scenarios

To deliver our vision and conceptual solution, we have laid out below an outline of the go-to-market strategies dependent upon the capital investment attained. Figures are justified without our comprehensive financial model analysis, located in our Virtual Deal Room.

1. Proof of concept - Platform Prototype development

Investment requirement : £500k (range £400k to £550k)

This investment covers the minimum expenses/costs for the development of the prototype over a 3 to 4 month period.

The share of the prototype costs includes:

- a) platform technology development costs;
- b) platform consultants and;
- c) technological staffing costs.

Please note this includes no expenses/costs for the development of operational infrastructure, marketing, regulatory, etc.

The prototype will be built to demonstrate the foundations of our blockchain technology application; the benefits of a data-centric platform over current incumbent technologists, and reveal key functional components of the comprehensive user interface.

This prototype will be used to demonstrate ‘proof of concept’, to raise additional funding necessary to develop the comprehensive multi-sided platform for the digital age.

No revenue income generation at this early stage development.
(3 to 4 months)

2. Platform Build - Core Functionality/Minimum Viable Product

a) Elevated Platform (‘EP’):

Investment requirement : £4.0m (range £4.0m to £5.0m)

Expected revenue income (1st year) : £4.0m (range £4.0m to £5.0m)

This investment covers the costs for the development of the prototype in ‘Proof of Concept’ above, and for expanding this demo into a fully functioning platform that includes the core functionality needed to go-to-market. The build cycle is 6 months (during which time the platform will not generate any revenue).

The revenue income is entirely generated from the last 6 months of the year from the following sources:

1. Subscription fees - £250k;
2. Transaction commission - £3.0m;
3. Wealth solutions - £1.0m

It should be noted that to support the revenue income from some functionalities within the platform, i.e. premium subscriptions and ‘wealth solutions’, it requires the development of *EDA* strategic operations.

b) Elevation Digital Assets - market player

Investment requirement : £5.0M (range £5.0m to £10.0m)

Expected revenue income (1st year) : £14.0m (range £10.0m to £17.0m)

This investment covers primarily the development of EDA strategic operations to support platform functionalities. These include Data-driven organisation to apply optimal strategies and DATA-driven optimization strategy.

The revenue income is generated from the following sources:

1. Automated 'Copy trading' fees (over last 6 months) - £4M;
2. Capital Management investment income - £10.0M

To accompany the platform technology we shall develop the bare-bones operational infrastructure of Elevation Digital (i.e. both for EP and EDA).

The costs included in the Financial model within:

- a) Full Costs for:
 - i) platform technology development costs; .
 - ii) platform consultants; .
 - iii) Technical staff costs;.
 - iv) Regulatory costs;.
- b) Partial cost for:
 - v) operational infrastructure;.
 - vi) marketing;.
 - vii) other staffings; etc

3. Pioneering concept - State of the Art Comprehensive Multi-Sided platform for the Digital Age.

- a) Elevated Platform - Full Functionality
Investment requirement : £7.5m (range £6.5m to £10.0m)
Expected revenue income (1st year) : £5.5m (range £5.0m to £6.0m)

This investment covers the cost for the development of the Core functionality in 2 above, and fully develops our vision for the world-leading data-centric, comprehensive and accessible economic interface: supplying universal access to digital economic solutions

through the single access point. The build cycle is 6 to 9 months (during the first 6 months the platform will not generate any revenue).

The revenue income is entirely generated from the last 6 months of the year from the following sources:

1. Subscription fees - £265k
2. Transaction commission - £4.3m;
3. Wealth solutions - £1.0m.

Just as noted above in 2, to support the revenue income from all functionalities within the platform, i.e. premium subscriptions and wealth solutions, requires the full development of *EDA* strategic operations.

b) Elevated Digital Assets - Leading market player

Investment requirement : £10.0m (range £7.50m to £15.0m)

Expected revenue income (1st year) : £33.4m (range £30.0m to £40.0m)

This investment covers primarily the development of EDA strategic operations to support platform functionalities. These include Data-driven organisation to apply optimal strategies; data-driven optimization strategy, super-forecasting: the art & science of prediction and intimate problem-solving environment to support decision-making.

The revenue income is generated from the following sources:

1. Automated 'Copy trading' fees (over last 6 months) - £1.6M;
2. Capital Management investment income - £31.8M

To accompany the complete data-centric platform technology we shall develop the fully operationalization of Elevation Digital (i.e. both for EP and EDA). The costs included within the Financial model cover all operational infrastructure; staffing, marketing; risk compliance and regulatory expenses.

4. Pioneering concept - State of the Art

Comprehensive Multi-Sided platform for the Digital Age, with greater capacity for financial engineering.

- a) Elevated Platform ('EP') - fully functional

Investment requirement : £10.0m

Expected revenue income (1st year) : £5.5m (range £5.0m to £6.0m)

The difference in investment requirements (cf £2.5M) compared to 3) above is to maintain a buffer to cover unexpected costs and resolve inevitable problems for the same revenue generation.

b) Elevation Digital Assets - Leading market player

Investment requirement : £20.0m

Expected revenue income (1st year) : £60.5m (range £55.0m to £65.0m)

The revenue income is generated from the following sources:

1. Automated ‘Copy trading’ fees (over last 6 months) - £1.7m;
2. Capital Management investment income - £58.9m.

The difference in investment requirements (cf. £20.0m) compared to 3) above is a result of macroeconomic factors (timing). This additional capital will enable our engineers to engage in financial engineering at a higher level.

The mass adoption of the digital economic system will yield only **once and forever**; once ‘the macro bull has run’ there is no early opportunity. We want to accumulate strategic positions in scarce digital assets while they are “cheap”.

We are raising capital

Timing is a critical factor in any successful startup company. To deliver our solution efficiently, we are adopting a bold and agile approach to create maximum disruption and develop the intensely complex leading platform in the industry; one that nurtures its user base and cultivates its derived ‘*Elevated Economy*’.

Our platform solution, *Elevated*, fulfils a critical economic function demanded by the digital transformation of economy, and the competitive advantages of currency denationalisation supplied in conjunction with digitized networks to revolutionize supply and demand.

We are seeking £550k to develop our prototype, raising £30m through a convertible note. Invest in the future of the economy, invest in *Elevated*.

For further details, please explore our [Virtual Data Room](#).