



# YogaCoin

World's first Dividend-paying cryptocurrency dedicated to Wellness & Holistic

Backed-up by Real Estate

**Decentralizing & Disrupting a \$2.7 Trillion market**

[www.yogacoin.tech](http://www.yogacoin.tech)

# Global Wellness Market of \$2.7 Trillion



Source: Global Wellness Institute (2015)



# The high potential of Wellness market



01	Number of Yoga practitioners average increase (USA) [1]	20% / year
02	Global Yoga market [2]	\$93 billion / year
03	Global Wellness tourism growth estimation [3]	9% / year
04	Wellness tourists spending compared to average [4]	+130%
05	Increase of Yoga products spending [5]	87% over the last 5 years
06	Organic food market growth (Europe) [6]	2-digits over the last 5 years

[1] Global Wellness Institute (2017). Global Wellness Economy Monitor.

[2] Yoga Alliance (2016). 2016 Yoga in America Study Conducted by Yoga Journal and Yoga Alliance.

[3] Statista (2018). Revenue of the yoga industry in the United States from 2012 to 2020 (in billion U.S. dollars).

[4] Global Wellness Institute (2013). The Global Wellness Tourism Economy.

[5] Channel Signal (2018). By The Numbers: The Growth of Yoga.

[6] The Research Institute of Organic Agriculture FiBL (2018). European organic market grew by double digits and organic area reached 13.5 million hectares in 2016.

# The high potential of Blockchain market



- 01 The cryptocurrency market capitalization in January 2017 [1] \$18 billion
- 02 The cryptocurrency market capitalization in July 2018 [1] \$250 billion
- 03 Market capitalization prediction for the next 4-5 years [2] \$3 to \$5 trillion
- 04 Cryptocurrency market growth in the past 18 months +1400%
- 05 Estimated growth for the next 4-5 years +1200%

In June 2016, IMF published a report [3] in their quarterly magazine calling blockchain the internet of trust and how it will disrupt the internet, financial services industry and have its impact on the mankind.

In October 2017, the head of IMF told CNBC [4] that "we are about to see massive disruptions" due to cryptocurrencies and it's time to get serious about it.

[1] CoinMarketCap (2018). Real time datas.

[2] Lester Coleman (2017). Cryptocurrencies could reach \$5 trillion in 5 years, says wall street billionaire bitcoin investor.

[3] Andreas Adriano and Hunter Monroe, IMF (2016). The internet of trust.

[4] Elizabeth Schulze, CNBC (2017). IMF's Lagarde says it's time to get serious about digital currency.

# Challenges in the existing market



- 01 Lack of awareness of wrong lifestyle patterns
- 02 Frequent exposure to chemical medicine & pollution
- 03 There is no such Wellness center integrating everything in one location
- 04 Poor quality of yoga teaching due to lack of expertise
- 05 Centralization and possible counterfeiting of yoga teacher certificates
- 06 Scarce cash-flow for authentic Yoga, Meditation & Fitness teacher who are freelancers
- 07 Centralized & often corrupted charity funds

# Our Solutions & Products

- 01 Cryptocurrency dedicated to Wellness
- 02 Mobile wallet app for making payments
- 03 Holistic all-in-one resorts
  - Yoga & Meditation
  - Ayurvedic Medicine
  - Holistic high quality training & courses
  - Green Energy & Self-Sufficiency
- 04 Decentralized Yoga Certifications
- 05 Decentralized Marketplace dedicated to Wellness
- 06 Decentralized Charity funds

YogaCoin

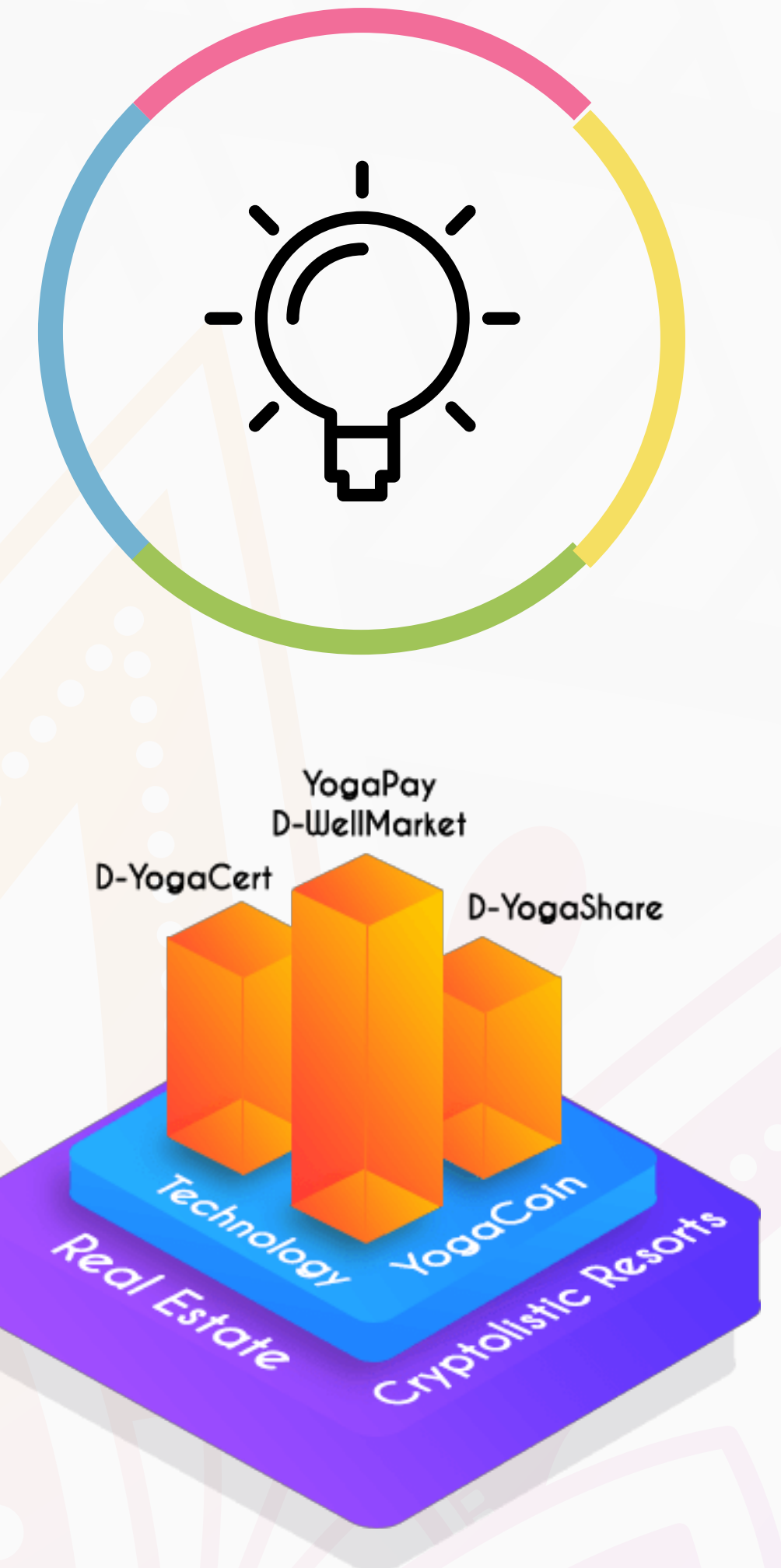
YogaPay

Cryptolistic Resorts

D-YogaCert

D-WellMarket

D-YogaShare



# A technological & real estate project



01

**YogaCoin is a technology highly relying on blockchain** at its core to create a complete ecosystem of technological solutions for the market of Wellness. We are releasing the cryptocurrency YogaCoin dedicated to Wellness which comes with YogaPay the mobile app.

02

**YogaCoin involves the construction of the first Cryptolistic Resort** on the island of Cyprus which will be the world's first Holistic center integrating in one single location the most advanced wisdom of ancient spiritual and medical traditions as well as state-of-the-art technologies.

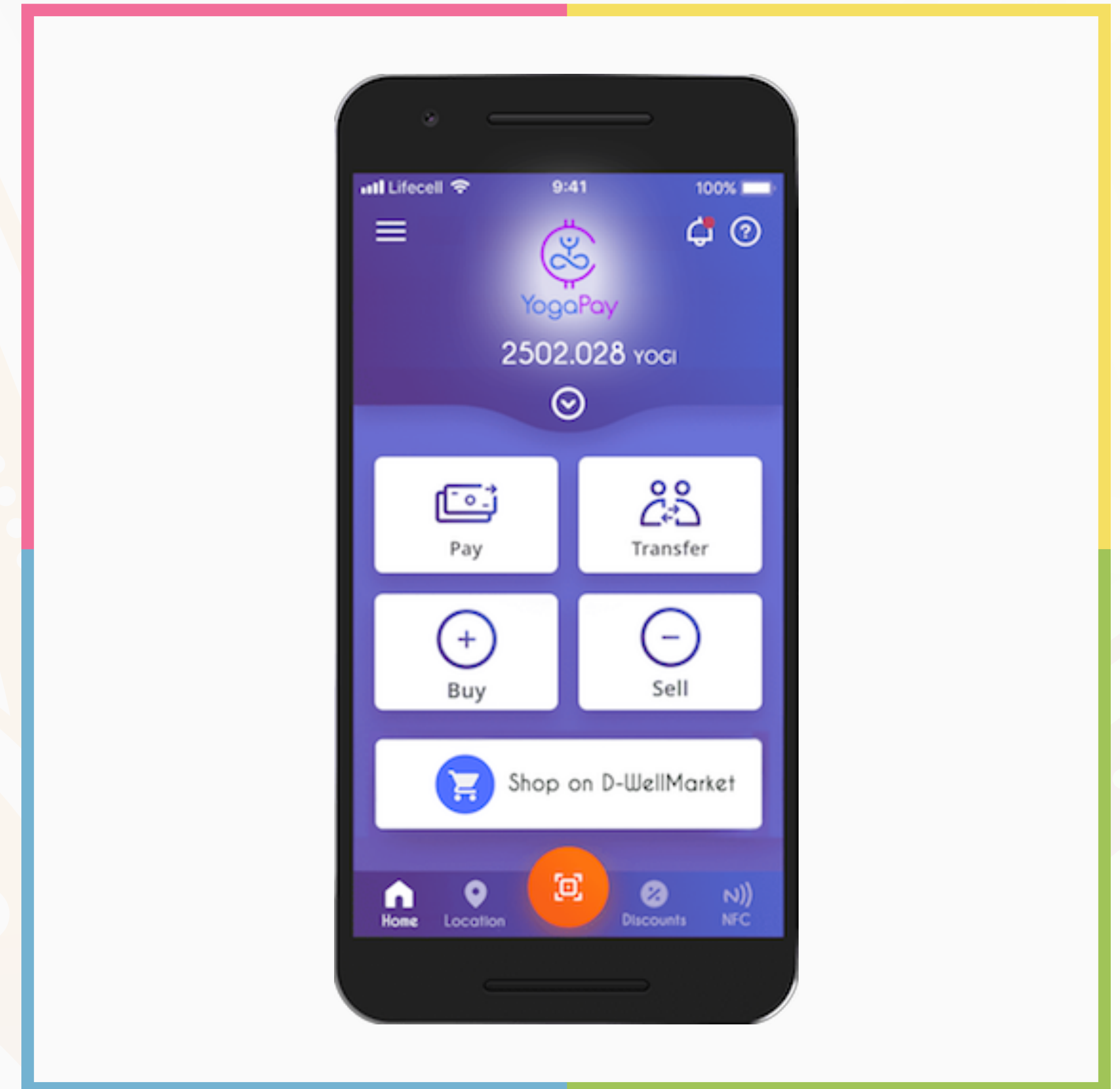
*Life can only be understood backwards;  
but it must be lived forwards.*

*Søren Kierkegaard*

# YogaCoin Platform Architecture: overview

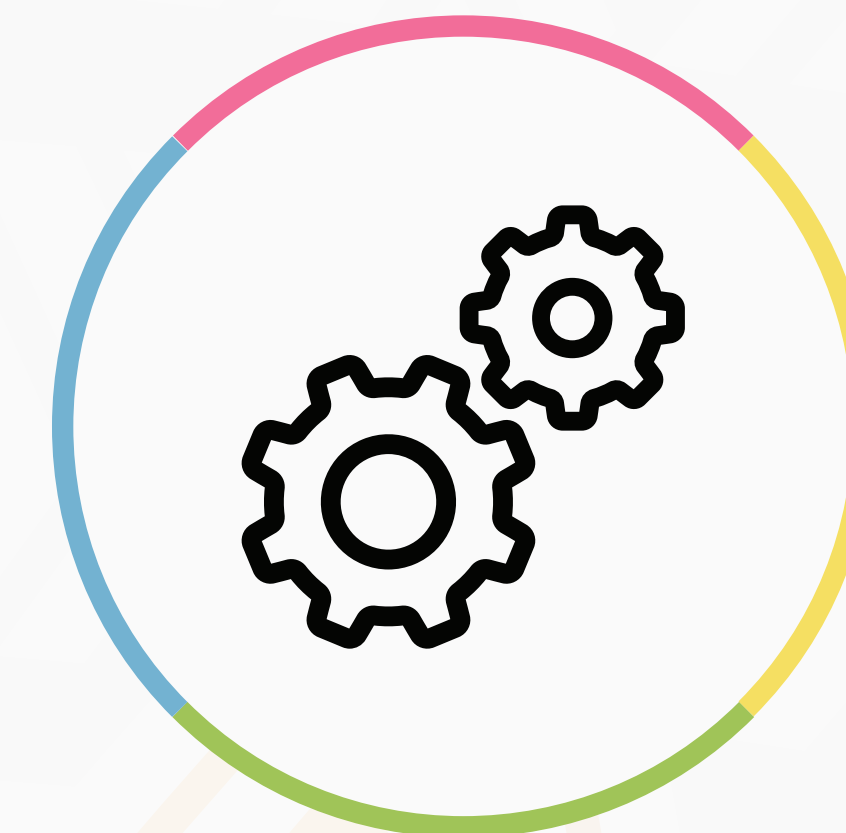
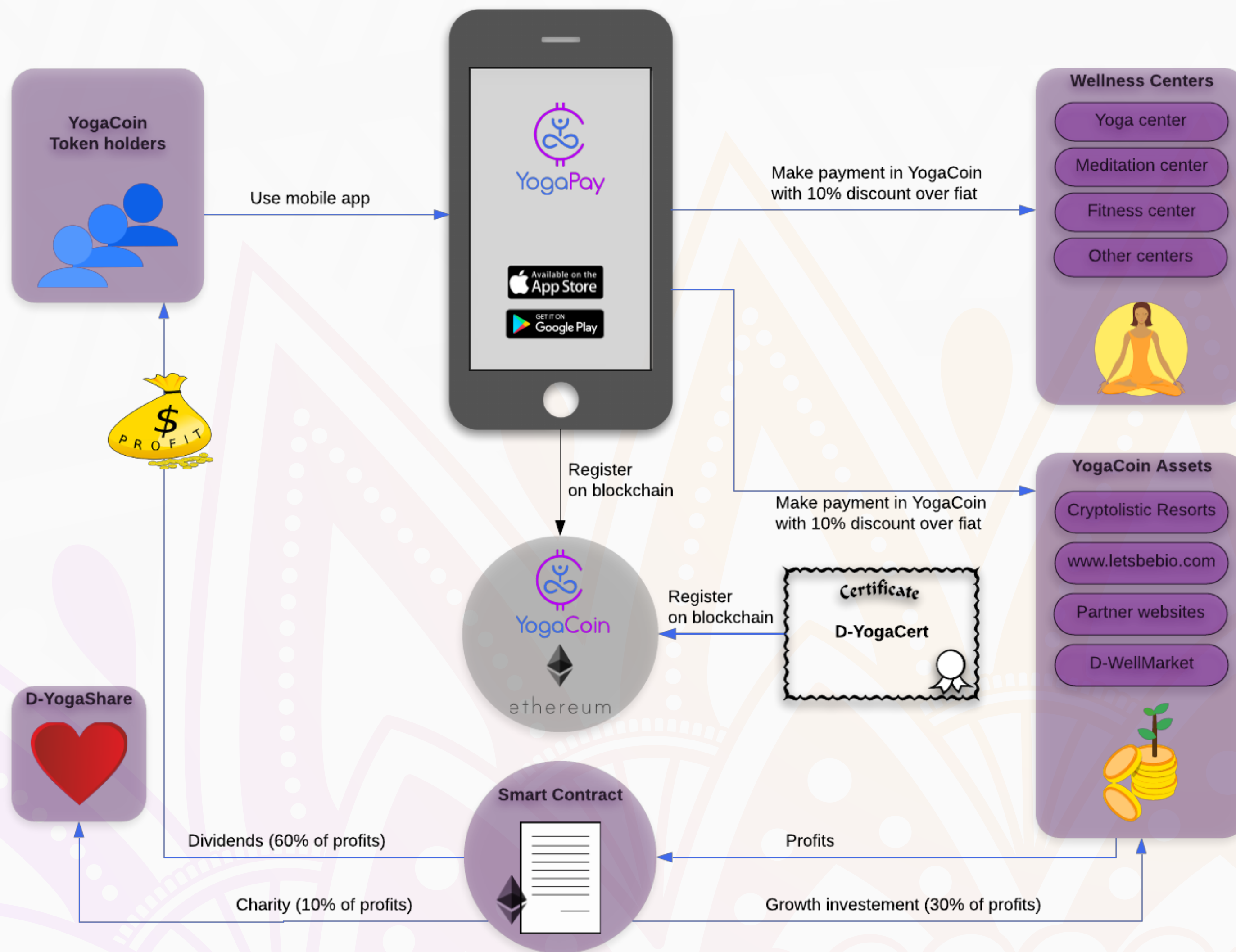
- 01 Development of the YogaCoin cryptocurrency (Ethereum token)
- 02 Development of plugins for the major E-Commerce platforms to ease adoption of YogaCoin by our partners
- 03 Development of YogaPay, a mobile wallet app for making & receiving payments in YogaCoin with following features:
  - Pay to YogaCoin partners for wellness services
  - Receive payments in YogaCoin from clients
  - Buy YogaCoin from EUR / USD
  - Sell YogaCoin to EUR / USD
  - Buy wellness-related products
  - Locate partners accepting YogaCoin

*It's not a faith in technology. It's faith in people.*  
Steve Jobs





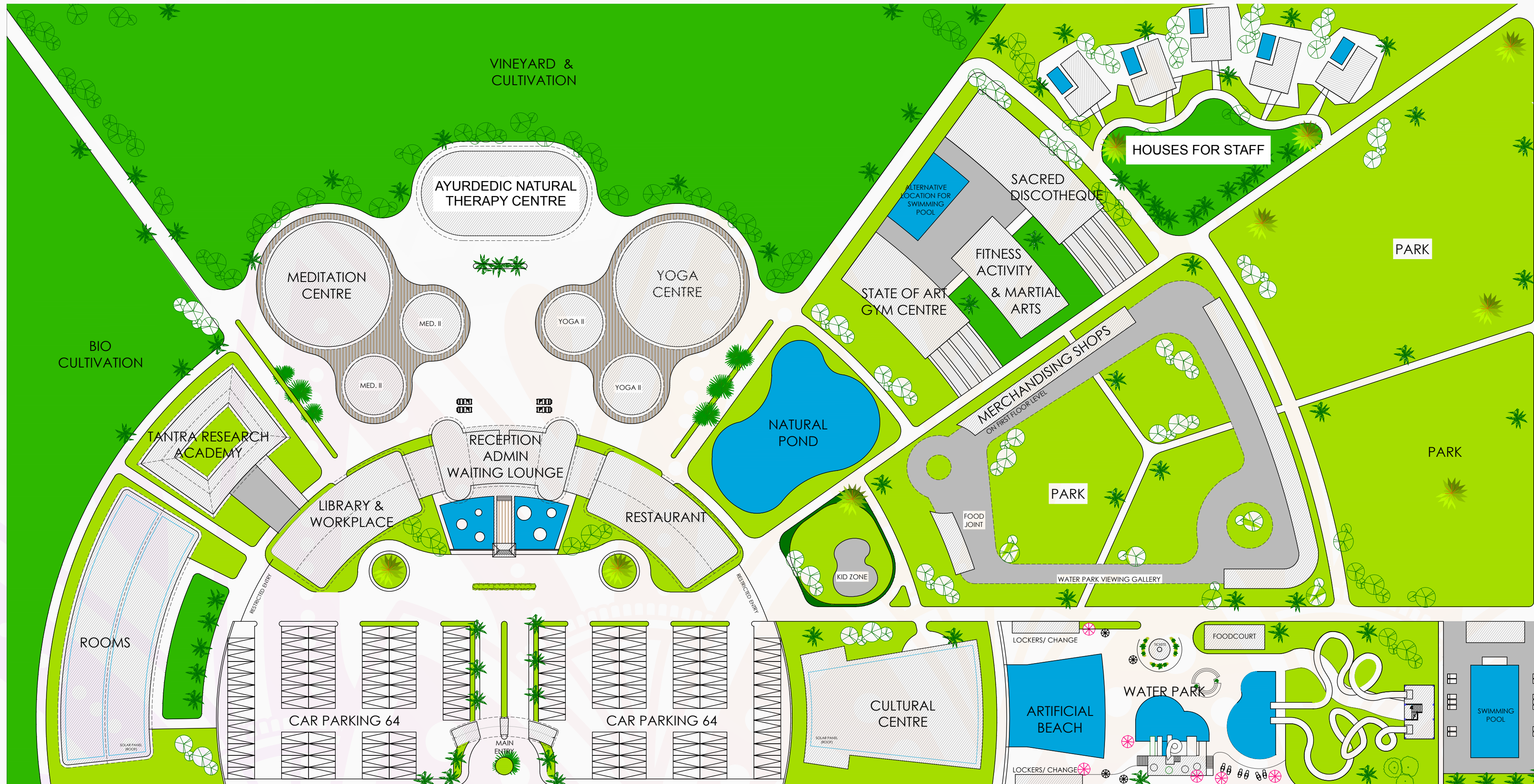
# YogaCoin Platform Architecture: details



## YogaCoin is a ERC223 Token

The tokens we are using for YogaCoin are based on the public Ethereum blockchain. We are using ERC223 token standard which is an updated version of the ERC20 standard. ERC223 handles the transaction problem that occurs in ERC20, allows rolling back transactions and saves the token from being locked which is a major progress and gives all the required safety for users

# Cryptolistic Resort Architecture: overview



## All-in-one Holistic Resort

A decentralized Holistic resort will be built on the beautiful island of Cyprus.

Before deploying similar centers in the most heavenly places on earth, this will be our first step to build a Holistic resort in Cyprus.



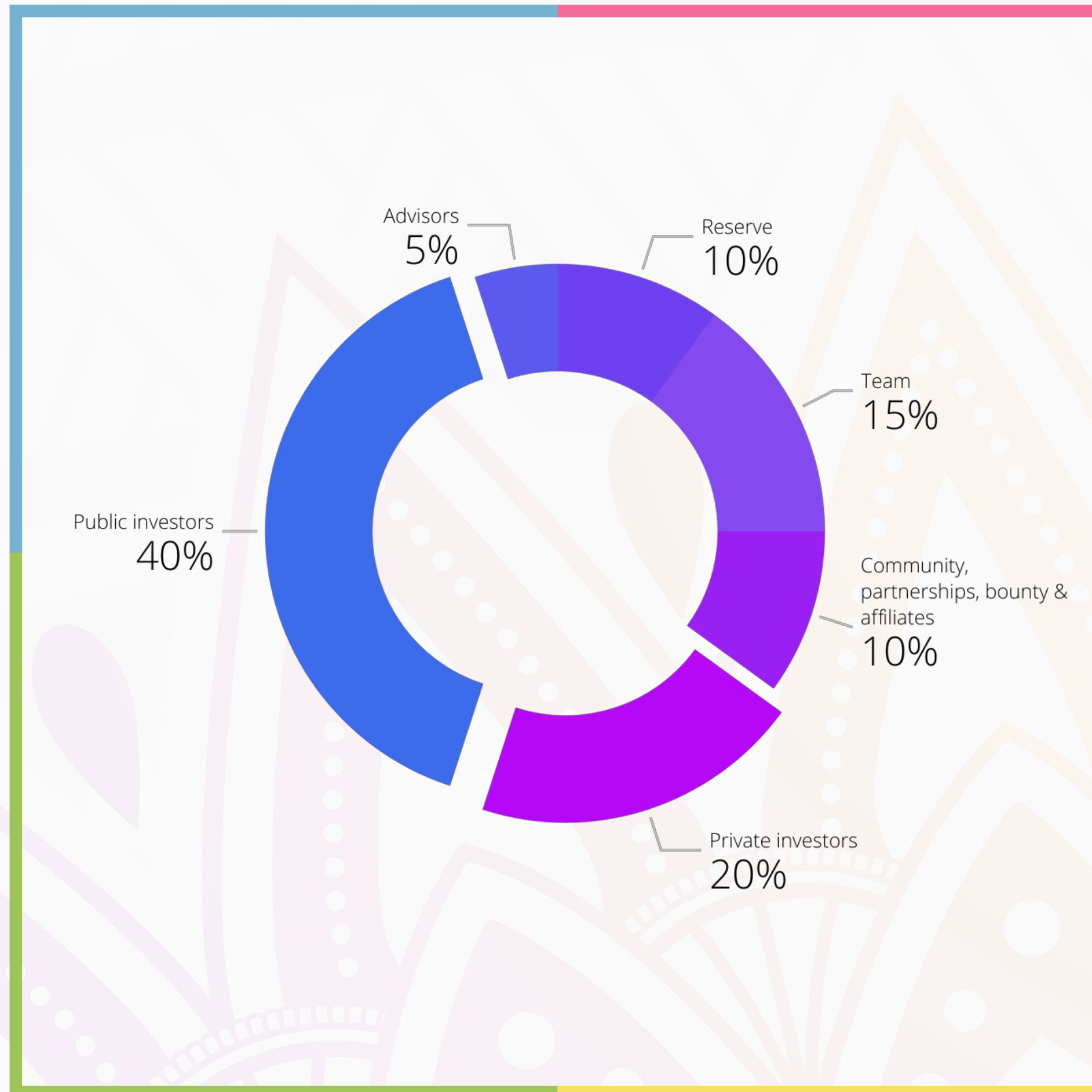
# Why Cyprus Island ?

- 01 Adequate sun light and regular wind which are perfect for green energy
- 02 Clean sea and beautiful landscape of nature, mountains and rivers
- 03 English-speaking environment
- 04 Dynamic business environment offering all the infrastructures
- 05 Highly crypto-friendly country for regulation & taxation
- 06 Easily accessible from anywhere in the world
- 07 Great growth potential for Tourism in the next years



*Look deep into nature,  
and then you will understand everything better.  
Albert Einstein*

# Token Economics



<b>Long name of the token</b>	YogaCoin
<b>Short name of the token</b>	YOGI
<b>Circulating supply</b>	100 million tokens
<b>Available for private sale</b>	20 million tokens at \$0.25
<b>Available for public sale (pre-ICO)</b>	10 million tokens at \$0.35
<b>Available for public sale (ICO)</b>	30 million tokens at \$0.55
<b>Hard cap for private sale</b>	\$5 million
<b>Hard cap for public sale</b>	\$20 million

# Escrow account

All funds are locked in an escrow account following this program:

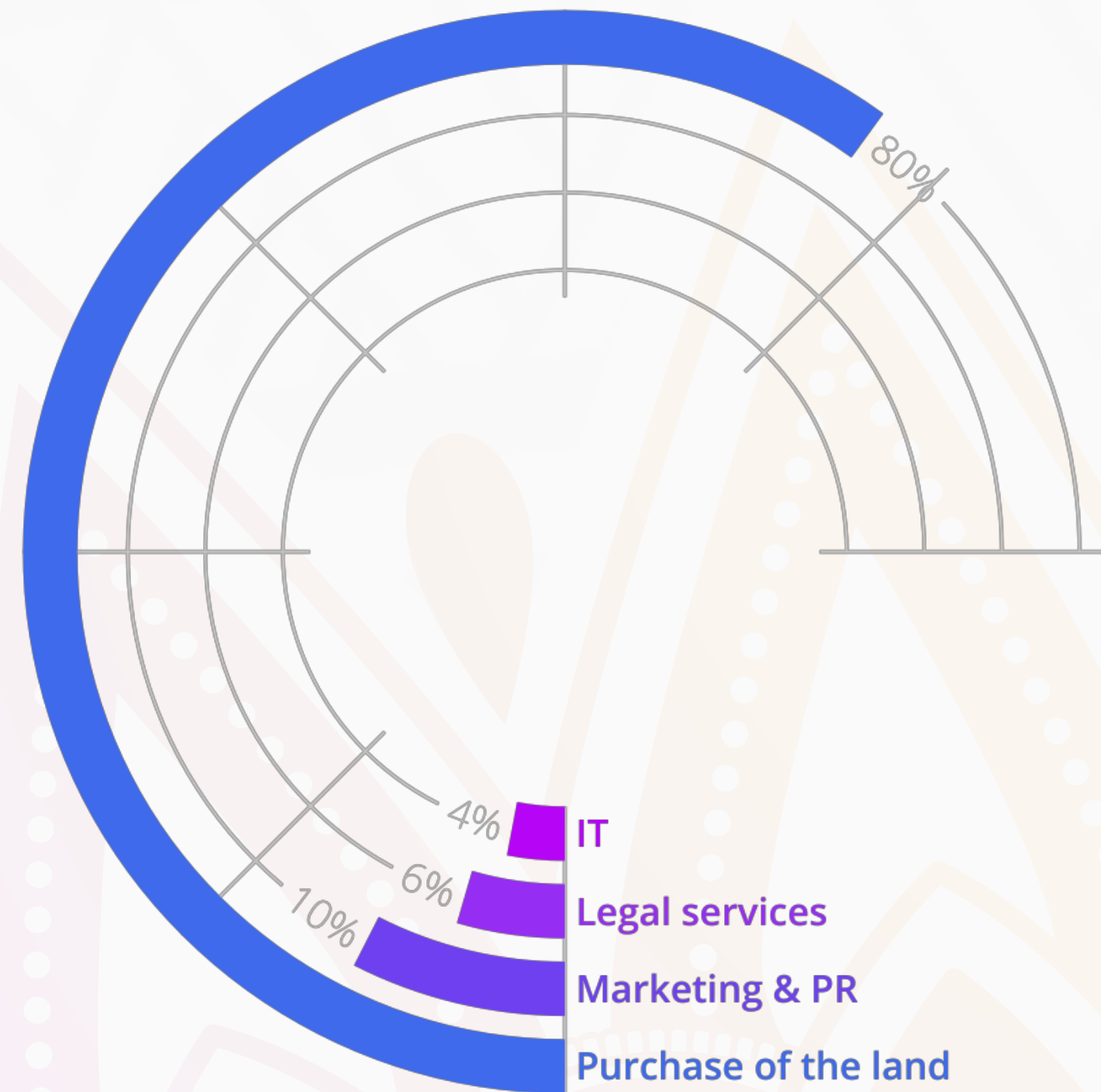
- ★ Team: 6 months after ICO and then 12.5% every three months
- ★ Advisors: 20% at ICO, 40% after 3 months, 40% after 6 months
- ★ Reserves: 1 year after ICO

*All funds contributed in cryptocurrencies during the YogaCoin token sale will be held in escrow in a multi-signature wallet. Keys will be held by Acintya Global Holdings SAS and one of the "Big Four" legal companies with whom we are currently in discussion. The multi-signature escrow wallet requires three signatures to move the funds: one from the third-party Legal and two from Acintya Global Holdings SAS.*

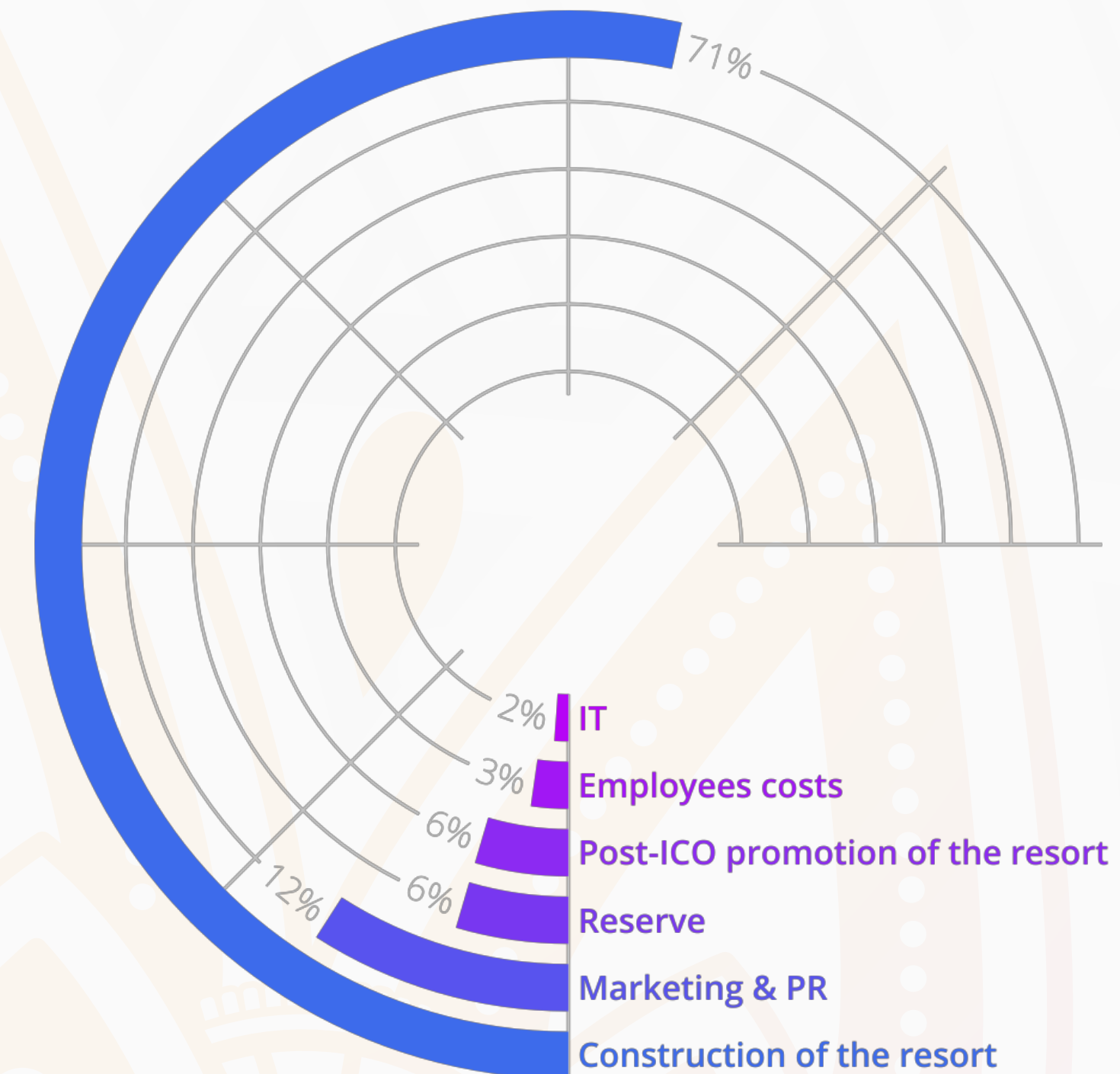
*Moving the funds will be possible upon fulfilling the terms set forth in the Escrow Agreement in which case the escrow agent and Acintya Global Holdings SAS would release the proceeds from YogaCoin token sale.*



# Token allocation

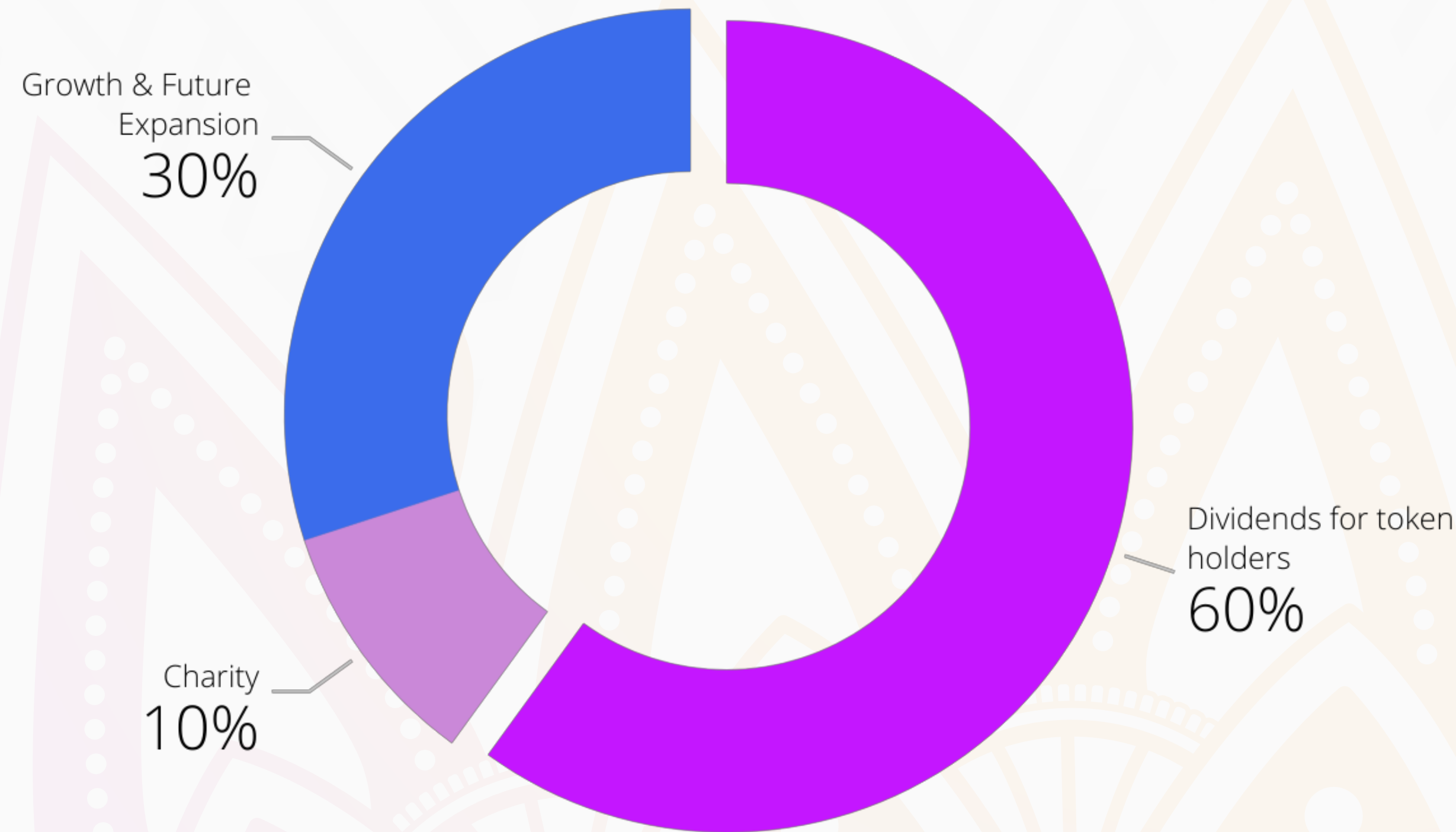


Private sale



Public sale

# Profits sharing



## Dividends-paying token

Tokens give yearly dividends to the token holders which corresponds to 60% of the profits generated. The revenue that will be generated from the business will be shared among the token holders via the YogaCoin tokens through a Smart Contract.

# Expenses



- ★ Water and utilities charges.
- ★ Maintenance fees for solar panels and buildings.
- ★ Full-time employees.
- ★ Marketing, promotional activities and advertisement.
- ★ IT costs (maintenance, hardware, hosting, licenses).

## Tax haven & Crypto heaven

Cyprus is a tax haven and also a crypto-friendly country. Registration of the company in Cyprus is trouble free and taxes are around 12.5% only which is small as compared to other countries. The tax on plus-value related to cryptocurrencies is as low as 0% which makes it not only a tax haven but also a crypto heaven.



# Sources of revenue (first 5 years)

- ★ One 200 hours yoga teacher training course
- ★ One 200 hours meditation teacher training course
- ★ One 3 weeks intensive Ayurvedic course
- ★ One visitor program
- ★ One day pass
- ★ Ayurvedic Natural Therapy Center treatment, consultation, massages
- ★ Hosting in tents
- ★ Festival
- ★ Merchandise shops
- ★ Online merchandise shops and through YogaCoin app
- ★ Tourism (going around the island to visit touristic places, beaches, etc.)
- ★ Advertisement from brands inside the resort
- ★ Rental of some parts of the restaurant by brands providing their own food
- ★ Existing [www.letsbebio.com](http://www.letsbebio.com) e-commerce website which will evolve in 2020 to D-WellMarket, a decentralized marketplace dedicated to Wellness



# Extra sources of revenue (after 2023)

- ★ Scaling up through the construction of new Cryptolistic Resorts around the world by replicating the same model
- ★ Organic Wine (5 years gap between plantation of vines and first production)
- ★ Affiliate partnerships with airlines, transports and local tourism companies



# Core team



CEO



**Guruprasad VENKATESHA**  
Chief Executive Officer & Co-Founder

✉ guruprasad@yogacoin.tech

15+ years experience in Finance & Business  
25+ years of yoga practice / 15+ years of yoga teaching  
Serial Entrepreneur, Youngest CEO at 16 in Bangalore  
BE / Ramaiah Institute of Technology (India)



CTO



**Erwan ROUZEL**  
Chief Technology Officer & Co-Founder

✉ erwan@yogacoin.tech

15+ years experience in IT  
15+ years of yoga practice / 5+ years of yoga teaching  
Started coding at the age of 8  
Master degree in Engineering / Télécom Bretagne  
Advanced Master degree / Ecole Centrale Paris



CFO



**Julie KELLEY**  
Chief Financial Officer

✉ julie@yogacoin.tech

30+ years experience in Finance & Business  
20+ years experience in Construction & Real Estate  
Founder & Principal of Aerial Design & Build (NYC)  
Founder of Let's be S.M.A.R.T. non-profit organization  
B.A.Sc. in Alternative Medicine / Summa Cum Laude



# Core team



**Mikhail SHALDAEV**  
Chief Strategy Officer

✉ [mikhail@yogacoin.tech](mailto:mikhail@yogacoin.tech)

5+ years experience in Engineering & Geology  
Selected as talented student for Total Summer School  
Master degree in Engineering / IFP School Paris



**Mark MOLNAR**  
Head of Property Management

✉ [mark@yogacoin.tech](mailto:mark@yogacoin.tech)

10+ years of experience in Entrepreneurship  
5+ years of experience in Real Estate  
Featured as a Top 10 World's best Real Estate Broker  
Founder & CEO of Let Buy Mark Real Estate



**Déborah ROUZEL**  
General Manager & Co-Founder

✉ [deborah@yogacoin.tech](mailto:deborah@yogacoin.tech)

20+ years experience in Social Working & Therapy  
10+ years of yoga practice, 2+ years of yoga teaching  
Government-delivered Certificate of Social Worker  
Certificate of Art Therapy






**Joseph ROUZEL**  
Expert in Psychology & Psychoanalysis

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50+ years experience in Psychology, Psychoanalysis & Social Work  
Founder & Director of the European Institute Psychoanalysis and Social Work  
Writer of 22 books and thousands of article  
Post-graduate diploma / Ecole des Hautes Etudes en Sciences Sociales



**Patrick DUCOURNAU**  
Expert in Wine Making & Business Strategy

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25+ years experience in Business & Wine Making  
Founder & ex-CEO of Vivelys  
Creator of the patented innovative process of micro-oxygenation  
Self-educated





**Mika de Brito**  
Lead Yoga Teacher

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✉ mika@mika-yoga.fr

20+ years experience in Yoga Teaching & Music  
Founder of the Yoga Lab - Yoga in sound immersion  
Writer of the book « Yoga, 100 postures, a whole philosophy »



**Dr. Shankar**  
Lead Ayurvedic Teacher

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15+ years experience in Ayurvedic Medicine  
Associate Professor & Reader in College, Hospital & Research Center

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