

Opening
new markets
to the world



Brickken is creating a dApp (decentralized application) which provides the tools needed for individuals and businesses to issue their own Security Tokens, anywhere in the world using state-of-the-art blockchain technology.

Brickken's platform provides a user interface that is a best-in-class experience and easy to use.

The platform opens opportunities to individuals and businesses looking for alternative methods of raising funding, through tokenization.

Abstract

A cryptocurrency is a digital asset designed as an alternative medium-of-exchange and store-of-value that uses cryptography to secure transactions, control the creation of additional units, and to verify the transfer of assets and value.

Cryptocurrencies are predominantly decentralized in nature. Transactions are validated by network nodes and recorded in a public data structure in the form of a distributed ledger commonly known as a Blockchain.

The first, (and most common) cryptocurrency created was Bitcoin. Bitcoin was created in 2008 in the aftermath of the *global subprime financial crisis of 2007*¹, by an anonymous person (or group) called Satoshi Nakamoto². The inevitable failure of subprime lending markets caused the cataclysmic failure of global financial systems. This catalyst created the perfect storm in which a digital asset would thrive.

The core purpose behind the technology was to create a censorship-resistant, decentralised process of transferring value which is recorded on an immutable, distributed ledger to take back custody of one's finances, removing the reliance on intermediaries such as depository and central banks (the same institutions who were ultimately responsible for the collapse of the global financial system. The effects of which are still felt around the world today).

Over the last 13 years, the Cryptoverse has grown exponentially. Mass adoption of Blockchain technology seems continually more inevitable with the aggressive pace of innovation, mammoth increase in real-world application, increased accessibility, and over a decade of battle-testing.

Today there are thousands of cryptocurrencies in existence. The second most prominent is Ethereum. Ethereum pioneered the next stage in the evolution of the Cryptoverse, successfully implementing the 'Smart Contract' on its native Blockchain. Smart contracts were first proposed in 1996 by computer scientist Nick Szabo, famous for inventing a virtual currency a full decade before the invention of Bitcoin. In his original essay published in 1996 named "Smart Contracts: Building Blocks for Digital Markets"³ Szabo described a Smart Contract as "*a set of promises, specified in digital form, including protocols within which the parties perform on these promises.*" Since then, Smart Contracts have come to be known as one of the most crucial computer systems innovations in existence. For his contributions to the field, Szabo is known as the Father of Smart Contracts.

Smart contracts reinvented what we perceived to be the theoretical limit of cryptography, subsequently revolutionising Blockchain technology.

Brickken seeks to further improve smart-contract functionality and innovate, driven by its core principles such as solving the real-world issue of accessibility to illiquid markets for individuals and businesses from any walk of life.

Brickken's vision is to create a self-sustained, self-governed, self-funded ecosystem focused on Security Token Offerings (STOs) which will enable individuals and businesses to tokenize any asset within their own means, anywhere in the world.

Brickken intends to issue its native utility token ("BKN") through an Initial DEX Offering (IDO) on the UniSwap decentralized exchange. The aim is to provide decentralized tokenization services to our community. This paper is designed to experiment with new and innovative ideas, by combining features implemented in smart contracts and other configurations at the protocol level that will be designed by Brickken's engineering team to help us reach our objectives.

Brickken's decentralized application (dApp), we believe will be the first of its kind. We aim to standardize the process by which asset tokenization and tokenization services across the globe are executed, and facilitate asset tokenization through Brickken's dApp.

1. *Subprime Financial Crisis:*
https://en.wikipedia.org/wiki/Financial_crisis_of_2007%E2%80%932008

2. *Satoshi Nakamoto:*
https://en.wikipedia.org/wiki/Satoshi_Nakamoto

3. *Smart Contracts:*
https://www.fon.hum.uva.nl/rob/Courses/InformationInSpeech/CDROM/Literature/LOTwinterschool2006/szabo.best.vwh.net/smart_contracts_2.html

Disclaimer

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This document is provided by the Brickken team and does not in any way represent technical, legal, compliance, regulatory, financial or investment advice.

Due to various risks and uncertainties, including but not limited to, technological developments and industry conditions, the actual performance and development of items described herein may differ materially from those reflected or contemplated herein.

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This document is not a prospectus and does not constitute or form any part of any offer or invitation to subscribe for, underwrite or purchase the "BKN" utility token or, nor shall it form the basis of, or be relied upon, in any way, in connection with any decision relating to the utility token "BKN" issued by Brickken.

The "BKN" utility token is needed to be able to use the decentralized application (dApp) as this document explains. The sale and transfer of the "BKN" utility tokens will be performed by Brickken. No person is bound to enter any contract or binding legal commitment in relation to the sale and purchase of the "BKN" utility tokens. Any agreement between the token provider and an investor/s in relation to the sale and purchase of "BKN" utility tokens is to be governed solely by a separate set of documents setting out the terms and conditions of such agreement.

In the event of any inconsistencies between what is established in this whitepaper, and the terms and conditions of the purchase and sale of "BKN", the terms and conditions of the relevant purchase and sale agreement shall supersede the whitepaper. Brickken reserves the right to decline the sale of BKN during its private placement of utility tokens to any individual or business in the event of a breach of its core principles.

Regulatory authorities have not examined the information included in this paper; thus, no approval has been granted toward the information set out on this whitepaper in any jurisdiction.

Advances in innovation related to quantum computing and smart contract exploitation may present risks to Brickken.

There is no guarantee that Brickken will deliver on the content established in this document or achieve its objectives. Brickken's proposed decentralized application (dApp) running on the Ethereum Blockchain may fail, be abandoned, or be delayed for several reasons, including but not limited to lack of funding, lack of commercial success and other external factors.



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01

Our Values

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| Autonomy | Brickken's dApp provides the technical functionality needed to create an STO. This functionality allows any individual or business from any walk of life to move from ambition to action and succeed in realizing their project. |
| Simplicity | Brickken's dApp is being built with emphasis on simplicity, to make the tokenization process as simple and accessible as possible. |
| Compliance | Brickken's dApp will help STO issuers with applicable legislation in their host State regarding the issuance of securities and investment management. |
| Democracy | Brickken's dApp paves the way to open illiquid markets to the world, creating a solution to democratize fundraising and bridge the gap between legacy finance, retail investing and the decentralized Cryptoverse resulting in new investment opportunities. |



Introduction

Brickken was founded in January 2020, and quickly became a leading voice in the world of tokenization for its avant-garde use of blockchain technology for the tokenization of real assets.

Asset tokenization is the process by which any real-world asset, tangible, or intangible, is digitized and then divided into smaller pieces that take the form of tokens. Each token represents a proportional part of the digitized asset, offering the owner of the token, the corresponding economic rights.

The tokenization market is booming and has established itself as a real alternative for individuals and businesses looking to raise financing. Historically, investors are used to a traditional marketplace in which there is almost zero tolerance for small to medium sized investors when it comes to illiquid assets. This is a marketplace where institutional money rules with an iron fist.

In addition to the tokenization market, there is a complementary market aimed at the development of circular economies, for which more and more companies, both public and private, want to use asset tokenization tools to contribute to their fight for sustainability, utilizing native tokens as a direct communication channel, which enables holders to engage in the governance of the protocol by voting, rewarding positivity and interacting as member of a community.

Brickken's legacy operating model was that of a service provider which utilized a centralized blockchain, where clients would use Brickken's platform and thus, Brickken was required to adhere to the host state legal, and regulatory framework for the provision of a security token issuance. A very difficult task given the geographical disparity of projects and differing regulatory frameworks from jurisdiction to jurisdiction.

This experience led Brickken's management to decide to change the operating model from centralized blockchain, to a frictionless, decentralized model, where third parties could take advantage of Brickken's technology in a secure and legally compliant manner, whilst enjoying all the benefits associated with the use of security token offerings as a financing methodology.

This whitepaper explains the reason why it is pivoting from centralized, to a decentralized operating model.

Let us begin by discussing the different types of tokens and forms of issuance.

The different tokens

Generally, there are three types of tokens, each with their own specific use case and legal framework. Depending on how liquid the technology is, a specific token can sometimes have additional utility, and in some cases, have hybrid characteristics where it performs two or more functions.

	UTILITY TOKEN	SECURITY TOKEN	PAYMENT TOKEN
DESCRIPTION	A token that can be exchanged for products and services.	A security token is a digital form of a traditional security, such as an ownership position in a company, bonds, and/or other ownership rights.	Used as an alternative medium of exchange.
REGULATION	In most countries, host state regulation is applied. This is on the basis that it is used to exchange for goods and services.	AML and Securities Legislation binds from the country where the issuance of securities is applied/created.	Dependent on whether the token is used as legal tender.
KYC REQUIRED TO PURCHASE	Currently not required, but it is foreseen to be changed.	Imperative.	Not required.
SECONDARY MARKET	Possibility of being exchanged in unregulated secondary markets, or in exchanges and markets with specific licenses.	Security laws are applied, thus constraints as to how it can be exchanged in secondary markets.	Possibility of being exchanged in a utility or security token secondary market.
ISSUANCE FORM	ICO/IEO/IDO.	STO.	Dependant on genesis. Whether issued, as an utility token or a security token.

The Issuances

Utility tokens

This section focuses on the issuance of utility and security tokens, which differ in how they are issued, due to underlying legal requirements.

A utility token provides access to a blockchain protocol, dApp, and/or can be exchanged for another type of product or service. These methodologies can differ depending on the accessibility to the public.

I. ICO (Initial Coin Offering):

An initial coin offering (ICO)⁴ is the cryptocurrency industry's equivalent to an initial public offering (IPO). Where the purchase and sale of tokens is completed directly between issuer and buyer. A company looking to raise money to create a new coin, app, or service launches an ICO as a way to raise funds. Interested investors can buy into the offering and receive a new cryptocurrency token issued by the company. This token may have some utility in using the product or service the company is offering, or it may just represent a stake in the company or project.

- ICOs also retain at least two important structural differences from IPOs. First, ICOs are largely unregulated, meaning that government organizations like the Securities and Exchange Commission (SEC)⁵ do not oversee them. Secondly, due to their decentralization and lack of regulation, ICOs are much freer in terms of structure than IPOs.
- ICOs can be structured in a variety of ways. In some cases, a company sets a specific goal or limit for its funding, which means that each token sold in the ICO has a pre-set price and that the total token supply is static. In other cases, there is a static supply of ICO tokens but a dynamic funding goal—this means that the distribution of tokens to investors will be dependent upon the funds received (i.e. the more total funds received in the ICO, the higher the overall token price).
- Still, others have a dynamic token supply which is determined according to the amount of funding received. In these cases, the price of a token is static, but there is no limit to the number of total tokens (save for parameters like ICO length).

II. Initial Exchange Offering (IEO):

When issued via a centralized exchange, which places the tokens for sale for buyers to acquire, this is known as an Initial Exchange Offering (IEO). IEOs are a recent development in the rapidly evolving digital asset space. IEOs are similar to ICOs in that they are initial offerings of digital assets (e.g., coins or tokens) to raise capital. However, IEOs are touted as an innovation on ICOs because they are offered directly by online trading platforms on behalf of companies—usually for a fee—to provide immediate trading opportunities for digital assets.

⁴ICO:
<https://www.investor.gov/introduction-investing/general-resources/news-alerts/alerts-bulletins/investor-bulletins-16>

⁵SEC:
<https://www.investopedia.com/terms/s/sec.asp>

III. Initial Dex Offering (IDO):

If the public issuance is created through a decentralized exchange, the issuer has no control on the result of the issuance, this is therefore classified as an Initial Dex (decentralized exchange) Offering (IDO).

- An IDO is a new type of decentralized and permissionless Initial Coin Offering, which opens up a new method of fundraising in the Cryptoverse.
- This type of decentralized asset depends on liquidity pools where traders and investors can swap tokens such as USDC/ETH and USDC/BKN.
- IDOs are generally referred to as the successor to other funding models (above). Offering better liquidity at all price levels due to its mechanics.
- Unlike other fundraising methods, IDOs are generally considered a fair way to launch a project by avoiding issues such as pre-mines, which is an issuance system that favors project founders and community members.

Brickken has decided to issue the utility token via an IDO as it meets our fundamental values which include being peer-to-peer, fair, and decentralized in nature.

Security tokens

Before understanding what a security token is, we must first understand the characteristics of a security. **A security token is a representation of a security, which is a fungible, negotiable financial instrument that holds characteristics such as monetary value.**

There are primarily three types of securities:

1. An equity security represents ownership held by shareholders in a legal entity (a company, partnership, or trust), realized in the form of share capital, which includes shares of both common and preferred stock.
2. A debt security represents borrowed money that must be repaid. Characteristics are size, yield (interest rate), maturity and renewal (redemption) date.
3. Hybrid securities, combine characteristics of both debt and equity securities, e.g., equity warrants, convertible bonds, among others.

Securities have been in existence for hundreds of years. In the last century, these were first issued in paper format, then more recently, digitally. The latest innovation can be represented in the form of tokens issued on a blockchain.

A Security Token Offering is issued to the public, and since it represents the existence of securities, it must be compliant with the regulatory and legal framework of securities in the jurisdiction in which they are issued. For instance, this means that if a company is issuing security tokens in Germany, the issuance will have to comply with the same legislation as the issuance of securities in Germany. This complicates matters as not all countries have a uniformed regulatory framework.

Ultimately, STOs follow the same guidelines as the issuance of any security, and this makes the issuance of this type of tokens incredibly cumbersome, heavily regulated, with high barriers to entry due to the know-how needed to perform them from a regulatory, legislation and technological perspective. Nevertheless, STOs offer unique characteristics similar to traditional capital markets.

The added benefit of using blockchain technology ensures asset tokenization also retains the characteristics of the native blockchain. These include immutability, transparency, auditability, and traceability in a network which is live 24 hours a day, 7 days a week, 365 days a year.



Generally speaking, a token is basically the representation of something else; every token represents a proportional part of a digitized asset. This also means that the owner of the token possesses the associated ownership rights and/or other types of economic rights established by the individual company performing the asset tokenization.

The procedure which determines whether an issuance meets the requirements of securities law generally refers to the SEC's (Securities & Exchange Commission) **Howey Test**⁶. Whilst the Howey analysis is specific to US legislation, it is a globally recognized standard for determining whether a transaction qualifies as an investment contract. A consequence of qualifying as a security, means that underlying asset must to adhere to the **Securities Act of 1933**⁷ and the **Securities Exchange Act of 1934**⁸ (if you were an asset domiciled in the US). Under the Howey Test, an investment contract exists if there is an

“investment of money in a common enterprise with a reasonable expectation of profits to be derived from the efforts of others”.

In summary:

1. An investment of money.
2. In a common enterprise.
3. With the expectation of profit.
4. To be derived from the efforts of others.

⁶Howey Analysis:

<https://www.sec.gov/corpfin/framework-investment-contract-analysis-digital-assets>

⁷Securities Act 33:

<https://www.investopedia.com/terms/s/securitiesact1933.asp>

⁸Securities Exchange Act 34:

<https://www.investopedia.com/terms/s/seact1934.asp>

Brickken intends to provide the platform that will allow individuals and businesses to facilitate STO's whilst being able to comply with local laws and regulations in the jurisdiction where the underlying asset is domiciled. An individual or business will have to comply with said regulations in order to utilise the platform.



Purpose

Brickken's original mantra was that we would 'tokenize the world'. We quickly realized we were approaching the accessibility of illiquid markets from the wrong perspective.

Brickken's decentralized technology provides the platform and tools needed for the world to tokenize itself.

This whitepaper is Brickken's declaration of our intentions to create an ecosystem full of opportunities, where endless investments are accessible to everyone with minimal capital expenditure and fractional ownership.

Our innovation is not limited to the robustness of blockchain technology, but also the underlying legal engineering which governs how the dApp performs.

Brickken believes the world will be tokenized. Our mission is to supply the technology and know-how for it to gain adoption organically.

The opportunity

The reason Brickken exists is to bridge the barriers to entry one must overcome when facing the real-world issue of tokenizing a real-world asset. We intend to remove the issues of friction, intermediaries, and general barriers to entry. We hope individuals and businesses can rely on STOs as an alternative financing scheme, and investors can engage in tokenization to obtain returns.

The problem

In addition to the incumbent regulation associated with Securities, as a retail investor/businesses perspective, several inefficiencies can be improved:

1. The average investor usually transfers his/her savings to an intermediary (asset manager, broker, etc.) who will advise and/or arrange investments. The investor's portfolio is subject to bias and thus may invest in a portfolio which may not be appropriate.
2. Investing in traditional equity markets is a complex process where a limited group of experts dominate the market, making it extremely risky for retail investors. Retail investors generally have access to markets provided you reside in a developed economy which allows market access.
3. Other illiquid asset classes such as real estate, renewable energy, transportation & infrastructure, hospitality, fine wine and art, and early-stage technology investing are not easily accessible to retail investors and small businesses without having the nominal value of the underlying asset ready to deploy.
4. **These types of markets are rigid and illiquid: one buyer, one seller.**
5. Investors who keep their savings in bank accounts typically see the value of their savings diminished due to aggressive monetary policies and inflation which results in large scale devaluation and debasement of currencies due to widespread, unhindered monetary stimulus. The combination of these factors equates to lower purchase power of the currencies over time. Furthermore, deposits stored in bank accounts currently provide close to 0% interest in most developed countries and in many, negative interest. In addition to this, banking fees and inflation erode bank deposits over time.



The token economy

According to Deloitte⁹, tokenization could make the financial industry more accessible, cheaper, faster, and easier, thereby possibly unlocking trillions of euros in currently illiquid assets, and vastly increasing market liquidity and depth.

These assets are only available to specialized investors; a situation that leaves extraordinarily little room for retail investors to access these markets. In other words, investors are only left with the possibility of investing in equity and/or debt markets or cryptocurrency (which carries higher volatility and risks).

Real estate is one of the leading examples of a highly illiquid market, with high barriers of entry. A solution to this problem comes in the form of asset tokenization which provides diverse investing opportunities due to reducing barriers to entry and providing liquidity to asset owners. If we consider the European commercial real estate market alone has an estimated total valuation in the region of over 6,500bn and an estimated annual investment of 15bn.

In addition to this, globally, we are seeing the early stages of mass adoption of crypto assets and cryptocurrencies generally;

1. Central banks (Fed, ECB, BIS) are discussing the implementation of Central Banks of Digital Currencies (“CBDCs”).
2. Retail banks adopting blockchain based solutions.
3. US Treasury to allow blockchain, stablecoins for bank payments.
4. Online finance and investment platforms are thriving:
 - Robinhood has experienced a growth in users from 1 million in 2016 to 14 million in 2020; did a successful IPO with a market cap today of over \$40B.
 - Coinbase did a successful IPO with a market cap today of over \$50 billion USD.
 - The crypto exchange Binance has a daily trading volume of above \$500 million per day.
 - US crypto exchange Coinbase successfully IPO'd this year.

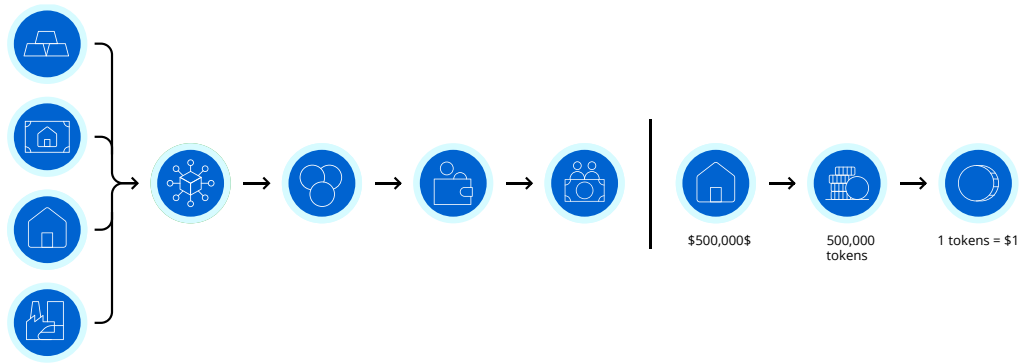
⁹Abridged Deloitte Article:
<https://www.wyoleg.gov/InterimCommittee/2019/S3-20190506TokenizationArticle.pdf>

Security Token Offerings and general asset tokenization is a disruptive technology since it provides a bilateral solution for retail investors and asset owners. Its adoption is well underway as a new form of financing, creating new alternative, untapped sources of return.



Tokenization as an enabler

The possibilities of asset tokenization are endless. Any asset can be digitized and divided into smaller parts, from physical assets such as real estate, to financial instruments such as debt, equity, bonds, securities, among others.



This allows different business models to be created on top of the tokenization layer, where there is direct communication between the issuer and the investor.

FINANCING

Obtaining financing from token holders by providing them capital gains in the form of interests dividends.

PROFITABILITY

Token holders obtain the profitability associated with the exploitation of the tokenized asset they have invested in.

LOYALTY

Incentivizing user loyalty and possibility of adding a gamification layer (exchangeable tokens for products, discounts, etc.)

CO-OWNERSHIP

Partial ownership of an asset that gives the right to use it, in coordination with the rest of the co-owners.

SECONDARY TOKEN MARKET

Token holders can exchange their tokens for other tokens, and thus have freedom over when/how they want to transact: tokens can be exchanged on a peer-to-peer basis and on secondary markets.

¹⁰WEF: http://www3.weforum.org/docs/WEF_Responsible_Digital_Transformation.pdf

According to the World Economic Forum, by 2022 60% of global GDP will be made up of digitized assets¹⁰, encompassing a total value of \$10 trillion (we believe a conservative estimation). The asset tokenization market was valued at \$1.25 billion in 2019, and is forecast to reach \$5.70 billion in 2027, growing at a compound annual growth rate ("CAGR") of 22.54% from 2020 to 2027.

Asset tokenization is one of the main emerging trends in the financial industry and is expected to achieve sustainable growth in the near future. While traditional commodity and asset trading businesses have faced a downturn, asset tokenization, coupled with blockchain technology, is completely revolutionizing the financial industry. At Brickken, we believe that asset tokenization is an opportunity that is here to stay, and there is no better time to participate in this disruptive market.

One of the main factors driving the rise of the tokenization industry is the growing need to grant access to a growing audience of investors with new forms of investment. Both the technical progress in asset tokenization software, and the increasing demand in developing countries, are expected to result in higher growth opportunities for the industry in the coming years. For instance, an untapped area for development is to automate various asset management processes with the aim of improving liquidity and optimizing risk management through tokenization.

Currently, North America contributes the most value to the asset tokenization market (35% in 2018), followed by Europe (24%; where the regions of Germany, France, United Kingdom, Russia, and Italy stand out, respectively) and the Asian-Pacific (20%).

The quintessence of tokenization

The applications of asset tokenization are endless and can be applied to a wide variety of assets, from real estate to valuable art collections, as well as intangible assets. The most important tokenization classes are explained in the following table.

Security Token Offering (STO)

REAL ESTATE	COLLECTIBLES	LITIGATION	SECURITIES
A tokenized property is divided into tokens. Each token represents a proportional part of the asset, which can be transferred at any time.	By tokenizing works of art, a work of art's unique identity is created, history recorded, and prominence authenticated. New value can be created, exploring fundraising models and shares can be distributed.	Litigation can be tokenized. Token holders can invest in the outcome of a trial, and thus generate returns depending on the outcome. By diversifying the risk, the chances for pursuing litigation are increased, and the pursuit for justice becomes more accessible.	Security tokens can take many different forms. This will include the scope of rights that are offered to token holders. Debt, equity, and bonds merely scratch the surface when it comes to what is, asset tokenization.
GOODS	INVESTMENT FUNDS	COMPANIES	NON-GOVERNMENTAL ORGANIZATION
By tokenizing raw materials, you can provide access to a wider range of people from around the world, thereby generating greater wealth. If market activity increases, it means more liquidity and market depth. Plus, the ability to track and trace goods geographically and their fundamental properties such as grade, quality etc.	The tokenization of hedge fund operations opens the door to investors and gives small and medium-sized businesses the potential to see the benefits of a well-balanced, diversified, and profitable portfolio, designed by professional fund managers.	A company can have its share capital tokenized. Making the governance of the company more liquid and transparent, and the possibility of transferring shares now far easier. Decision making processes can now be performed in a fully digitized procedure, where token holders can vote on a pro-rata basis relative to their holding.	Users from anywhere in the world can buy tokens associated with a NGO or charitable organisation. Tokens could provide the means to be included in the governance of the protocol voting on important decisions. Never before have donors had the ability to govern, track and trace funds.

This wide range of tokenization possibilities provides investors with a wide selection of investment options at affordable costs, with variable investment returns that allow them the ability to evaluate the option that best suits their desired risk and returns profiles without the availability of capital being an obstacle in their decision making. In other words, **tokenization enables maximum diversification across asset classes in a way that is currently not possible for retail investors.**

The retail investor now can decide how to build his/her portfolio of digital assets. This degree of diversification translates to a more robust portfolio and where capital can be allocated to as many projects as the investor wishes without capital constraints.

For instance, large funds can diversify their portfolios, allocating a certain amount of capital, typically millions, to art or real estate (it is well known that art is uncorrelated to traditional equity markets). However, a retail investor is currently unable to allocate minimal capital to art; with asset tokenization, a retail investor could invest as little as 100 Euros in art if desired.

The correct use of technology can improve the efficiency of investing, by focusing on the customer's journey, providing real-time information, verifiable, immutable, and transparent transactions, such as profit and loss, marking-to-market, and transaction history.

Another key advantage of digital assets that we wish to highlight is the simplicity with which they can be transferred from one portfolio to another, and from one user to another. This results in optimal liquidity, as you can buy and sell assets from user- to-user (peer-to-peer) simply taking advantage of digital platforms that connect users and execute transference in seconds, at minimal/marginal costs and without the need of intermediaries.



Innovation

Brickken is developing the first ever dApp to service and support STOs, together with a smart contract protocol.

In our opinion, **true democracy and decentralization can only be achieved with the use of blockchain technology.** By being able to provide a product that combines these two instruments natively, Brickken will be able to fulfil its vision of providing the resources needed to allow the world to tokenize itself, since issuers of security tokens can create their own self-sustained and self-executed ecosystems, without the mediation of Brickken or third parties.

Furthermore, **to achieve the level of democracy that is fundamentally a core value for Brickken, this requires that Brickken is fully transparent.** Therefore, the development code will be stored in a public, open-source repository in Github.

This will allow the code to be audited and verified by third parties and will also encourage the community of users behind Brickken to help improve the code itself.

Finally, creating a public repository for the source code will allow Brickken to offer an open API, so third parties can use our smart contracts and back end for integration in any application or website, without the need to be dependent on the dApp's front end, and further allowing new workflows and business models to be created without Brickken acting as an intermediary.

In a broad sense, Brickken's dApp will facilitate the following.

- Will allow users to register with emails, recovering lost passwords and logging into the dashboards.
- Will allow users to buy BKN, Brickken's utility token.
- Will allow users to create their own STOs using BKN through Brickken's dApp.
- Will allow users to establish what kind of STO is being issued, debt or equity, its tokenomics, maturity, term, rights, yield to investors and/or any other source of income, among others.
- Will allow users to invest into existing STOs using any crypto as means of payment and allow them to create their own portfolio of STOs.
- Will facilitate the necessary KYC submissions and processes for promoters and investors, approve and reject, and whitelist investors to transfer STOs related tokens.
- KYC management and investor whitelisting is the key towards fully legal compliant STOs.

The dApp aims to connect the dots between the legal requirements (off-chain services to handle KYC and personal data) and the decentralized application, while facilitating the smart contract's usage through a user-friendly interface.

We will be providing the tools and mechanisms to convert the interactions between the dApp and the STOs into readable language. This fulfils the purposes of serving as auditable, legal evidence in any type of procedure or discovery.

Given the simultaneous presence of off-chain and on-chain services in the platform, we aim to make the user interface both functional (MetaMask wallet) and easy to use. For this, we will use cloud infrastructure, which is highly scalable, secured by best-in-class security services and that can operate with no downtime.



The Ecosystem

Security token offerings

Utilizing a decentralized platform presents two prominent challenges:

1. **Technological:** it connects the dApp's back end which runs completely on a public blockchain through smart contracts. The smart contracts must be flawless to ensure the protection of issuers of tokens and their investors.
2. **Legal/regulatory:** the objective is to issue STOs in a compliant manner. Investors must also pass a KYC process to comply with regulatory and anti-money laundering regulations.

When dealing with standard securities, the ownership information of the investment product is recorded in a certificate which can take the form of a simple PDF. With a security token, the information is stored into an immutable blockchain and instead of a certificate being issued, a token is.

All countries have very precise and extensive regulations in relation to what securities are, how they must be issued, who can participate, who can buy them, and what protection investors are afforded.

The complexity of creating Brickken's dApp lies in merging both the regulatory and legal issuance of securities and the technical aspect that allows the issuance of this type of financial instruments without Brickken acting as an intermediary. Furthermore, countries may have similar, but ultimately different legislation. This adds a layer of complexity as the regulatory compliance requirements in one country can greatly differ from another.

Brickken aims to create a decentralized uniform protocol of security token issuance.

The goal is for any issuer of security tokens to use Brickken's technology, and for this issuer to:

1. Comply with local regulations.
2. Comply with the specifications of the issuance itself (the what).
3. Comply with the process of how selling the security tokens may occur and by whom (the how) and.
4. Allow legally compliant transfer of security tokens to occur in secondary markets (the where).

Additionally, it is important to consider that while the biggest complexity lies in providing a solution that is compliant from a regulatory and technological point of view, the financial structure and tokenomics of the security token issuance must adhere to the end goal of the project.

In this sense, the dApp must allow the issuer to establish what are the hard and the soft caps, what is the term or maturity of the loan in case of issuance of debt, or what is the shareholding allocation in the case of tokenized shares.



Security token smart contracts

Smart contracts will be utilized to create two entities: the ERC20¹¹ BKN utility token and an STO factory. The latter will deploy ERC20 dedicated STO tokens and escrow contracts for each STO that is issued through Brickken's dApp.

¹¹ERC20:
<https://ethereum.org/en/developers/docs/standards/tokens/erc-20/>

The BKN token will be the utility token associated with the dApp platform. With it, promoters can issue their own STOs.

¹²Uniswap Pool:
<https://uniswap.org/docs/v2/core-concepts/pools/>

The BKN utility token will be accessible via a Uniswap pool¹². Promoters will need to acquire BKN to use the dApp. BKN is then used when performing STO activities.

Brickken aims to achieve the highest level of security, using audited libraries and smart contracts that follow the best practices to reduce attack vectors and possible exploits.



The BKN utility token

The BKN utility token will have two fundamentally different and well-defined stages: the pre-issuance and the public sale.

The objective of the pre-issuance stage is to allocate BKN utility tokens to future STO issuers and different groups of people who trust in Brickken's vision.

The public sale will be conducted after the pre-issuance period has ended.

At this stage, the BKN utility token will be placed through an IDO conducted in a Uniswap pool, which will be pre-funded with USDC (a stablecoin)¹³ and BKN.

Brickken will need to fund the pool to establish a fixed starting price, since automated market makers, and in particular Uniswap, use the Constant Product Formula¹⁴ to establish the price based on BKN/USDC pair funds deposited in the pool.

In essence, a Constant Product Formula is:

1. x -> amount of BKN present in the pool.
2. y -> amount of USDC present in the pool.
3. $k = x*y$ -> where k is a constant (Constant Product Formula).
4. This means the price of y will be $= k/x$.
5. The price of x will be k/y at any time solely based on the funds present in the pool.

Naturally, both x and y amounts (BKN and USDC) must be funded. The amount to be supplied is determined by the target starting price.

The utility tokens ERC20 contract will implement several functional advantages such as:

- Representation of voting powers depending on the pro-rata holding of BKN.
- STO issuers will hold BKN as collateral and there will be a system of reward and penalties for issuers that fulfil the obligations established in their respective STO white papers. These rewards will come in the form of staking and slashing.
- Compliance with many Ethereum improvement proposals such as EIP712 and EIP165;
- Brickken will propose the creation of a DAO (Decentralised Autonomous Organisation)¹⁵, which will govern decision making on matters such as protocol upgrades, allocation of social funds, governance among others.

¹³USC Stablecoin:
<https://www.coinbase.com/usdc/>

¹⁴Constant Product Formula:
<https://uniswap.org/docs/v2/protocol-overview/how-uniswap-works/>

¹⁵DAO:
https://en.wikipedia.org/wiki/Decentralized_autonomous_organization



The STO factory

An STOs dedicated token will be generated within an STO factory that will deploy an ERC20 token contract for each new tokenization.

This STO token will utilize whitelist access that will prohibit recipients from receiving tokens if they are not whitelisted, for example, if they did not pass the KYC process. These will only be tradable in secondary markets if the buyer has passed the KYC process and the issuer has accepted the request.

It is of utmost importance that the issuer of the security tokens controls the whole flow of security tokens from the primary to the secondary market, understanding and accepting which users can acquire security tokens.

This ensures compliance with the applicable legislation in relation to regulatory and anti money laundering (AML). Therefore, promoters or issuers of security tokens will always be responsible for the whitelisting of investors.

STO tokens will be acquired through an escrow contract specific to each tokenization. The escrow contract is a secure contract where investor capital is stored and protected by the smart contract. The smart contract is completely autonomous, independent and self-regulated. The escrow contract will only release the funds to the STO promoter when certain milestones have been reached:

- 1. Soft cap:** the soft cap is the first milestone of any STO and it is the minimum amount needed for the STO to proceed. This amount will be included in the STO's white paper and investors will know it beforehand.
 - When the soft cap is reached, the escrow account automatically releases the funds to the STO promoter and investors receive their tokens.
 - Any economic benefit derived from the tokens will start accruing from the moment the soft cap is reached.
 - If the soft cap is not reached within the time limits established by the white paper, the escrow account will automatically cancel the STO and return existing funds to the respective investors.

- 2. Hard cap:** the hard cap is the last milestone and it represents the total maximum amount of funds the STO promoter expects to raise. Once the hard cap is reached no additional tokens will be available in the primary issuance and the fundraising will be considered fully complete.
 - The escrow account will release the remaining capital to the STO promoter and investors will receive their corresponding tokens.

- 3. Intermediate stages:** the STO promoter could include one or more intermediate stages between soft and hard cap for its fundraising. These stages would need to be defined in the STO white paper and would work as milestones.

Issuers will be able to call on the STO factory to deploy a new STO by using BKN utility tokens and ETH for the transaction. Investors, once whitelisted, will be able to purchase the corresponding STO tokens in any crypto asset for a fixed STO selling price.

Whenever an investor participates in an STO, the capital will be stored in an escrow account.



The first release of the security tokens will be made once the soft cap has been reached. The issuer of tokens will decide before the release the tranches of tokens between the soft and hard cap.

As a safety mechanism, it is important to establish that if the soft cap of an STO is not met by the pre-established deadline, the capital already deposited into the escrow account will be reimbursed to investors.

As soon as the soft cap is reached, and the first tranche of tokens is released, these tokens will begin accruing income in the form of interests or dividends, and the issuer will be legally bound to meet obligations to investors.

The payments flowing from the issuer to investors will be deposited in the escrow contract by the issuer in any cryptocurrency and paid out to investors through the same escrow contract.

Regarding the security of the STO factory, clones will be deployed through a minimal proxy pattern and the entire protocol will be upgradeable through a UUPS pattern.

Tokenization

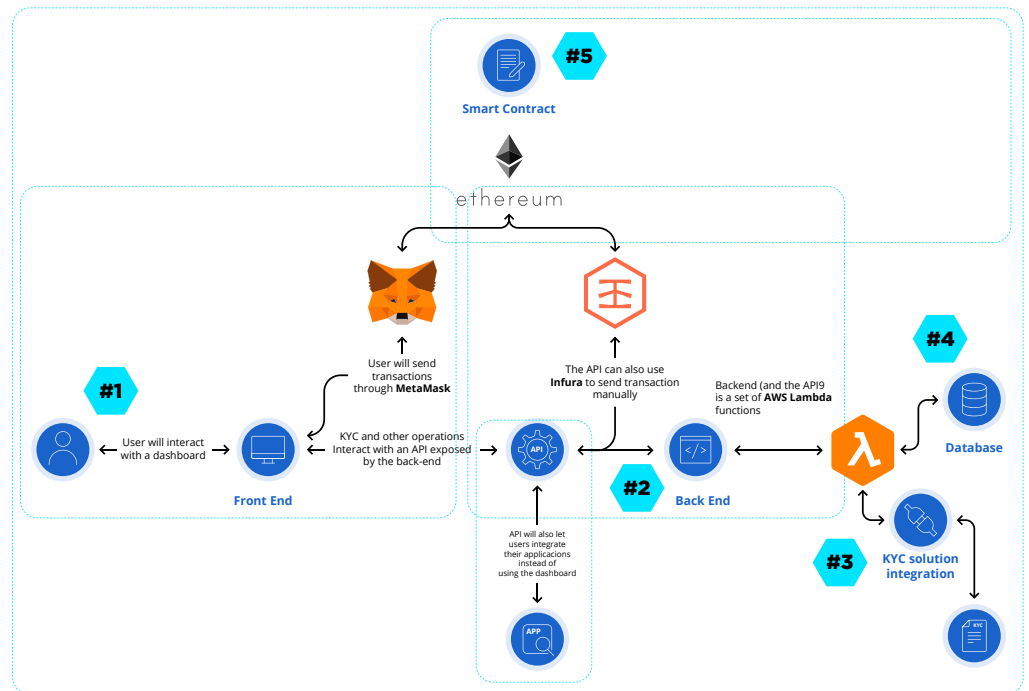
Any asset or business can be broken down in fractional parts that retain the forms of tokens, with equal rights and values, that can be purchased by anyone in the world at any time.

Brickken offers a market leading, legally compliant, decentralized platform to perform STO's and investment management, making a secure, transparent, convenient solution in which to raise funds through tokenization.



Architecture

Brickken's dApp architecture is modular, based on microservices that connect to each other to facilitate the usage, upgradeability, and maintenance of the protocol.



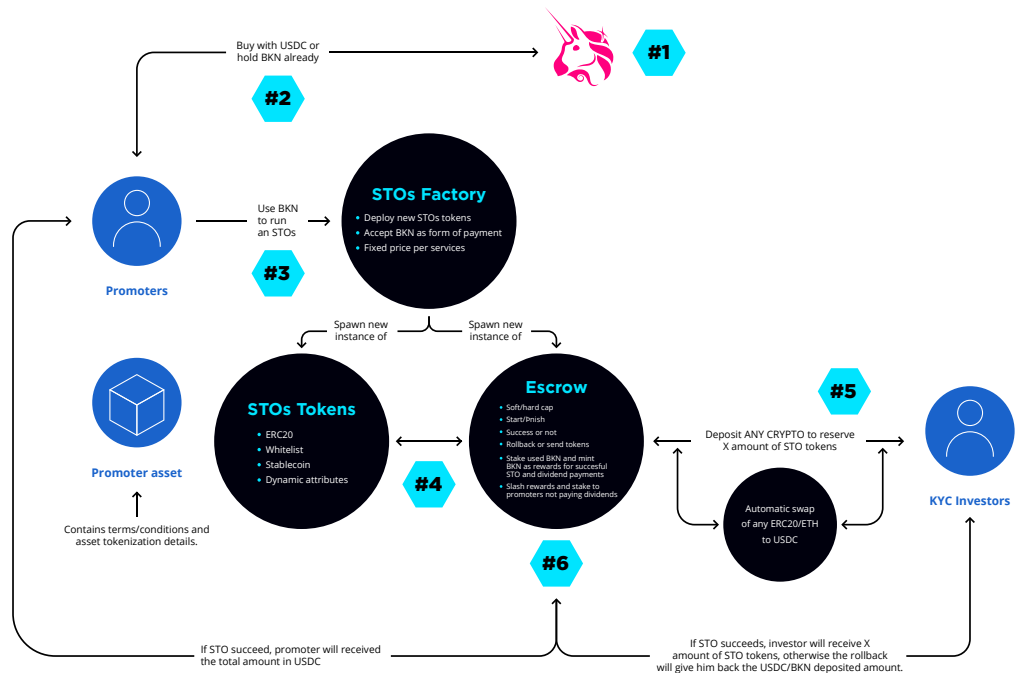
- 1. FRONT-END:** The front-end's dashboard will integrate MetaMask and an API service. The MetaMask integration is required to allow users to interact directly with the blockchain and protocol contracts, while the API service will handle KYC management, user logins, registrations, and general operations.
- 2. BACK-END:** The back-end will consist of a set of lambdas functions that serve the dashboard app, but also expose the tokenization service without the need for a dashboard. For this, the transactions that are sent through an API integration, will use Infura instead of MetaMask, to send the transactions to the blockchain.
- 3. KYC SERVICE:** The KYC service solution will connect to our existing Lambdas system. Acceptance and rejection of requests can be executed with the API or through the dashboard.
- 4. DATABASE:** The database will store useful information for the functionality that Brickken proposes to build (users that might register their emails, metadata's, transactions, etc.).
- 5. SMART CONTRACTS:** The smart contracts will be made up of an ERC20 token contract (BKN), and a smart contract that acts as a factory for two other smart contracts:
 - The escrow contract is where investors deposit money until the STO is finalized.
 - The ERC20 token contract will represent STO specific tokens. The escrow contract will also be the one that issuers use to deposit the dividends/ interests that serves as revenue (yield) for the investors.

Additional challenges

Achieving scalability and low-cost bases in public blockchain networks

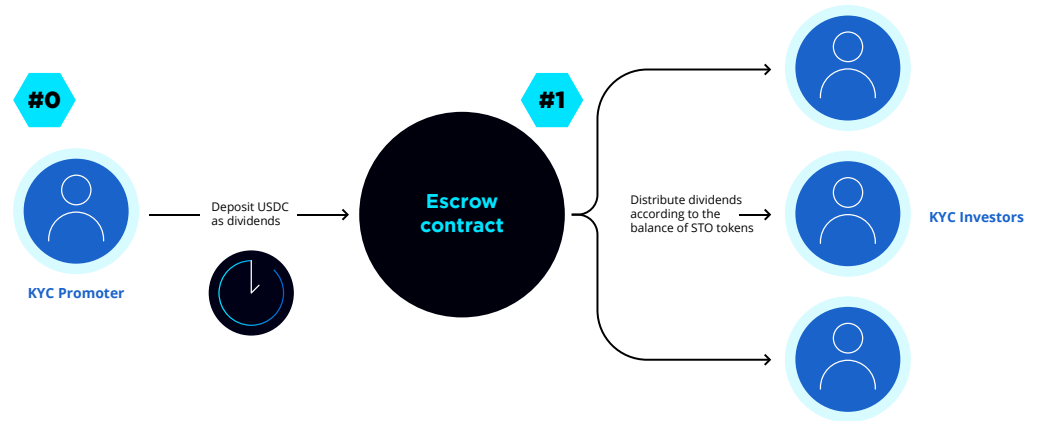
Existing solutions must deal with the lack of scalability and costs associated with public blockchain networks such as the Ethereum mainnet. For this reason, the solution adopted in many cases is to use a private blockchain, renouncing decentralization as an objective. Decentralization is a fundamental principle that governs Brickken's existence, given the advancement of scalability and cost solutions, we are comfortable building on Ethereum's mainnet.

To overcome this challenge, a solution is proposed based on the following flow:



- 1 The issuer will buy BKN from a Uniswap pool that Brickken will create during the public sale of the BKN utility token.
- 2 Once the issuer receives BKN utility tokens, the issuer can initiate a tokenization specifying the asset to be tokenized alongside the terms and conditions of the tokenization (purpose, place of issuance, financial terms, tokenomics, deadlines, etc.).
- 3 The result of this process will be two smart contracts: an STO token and an escrow contract. Used BKN will be stacked in the escrow contract while the STO is running.
- 4 The issuer must establish what is the hard cap and soft cap, but also when the STO starts and when it ends.
- 5 Investors will be able to invest in STOs with any cryptocurrency. Investors' money will be automatically converted to the stablecoin USDC. This is to avoid wide fluctuations of value in the short period of time that lasts between deposits being made to the finalisation of the STO.
- 6 If the escrow reaches the soft or hard-cap the tokenization will be considered successful. The escrow will release the capital to the issuer and the security tokens to the investors. In a successful STO, the issuer will be able to withdraw the stake but if he decides to keep it staked it will be earning rewards over successful dividend payments. At the same time, bad issuers can be slashes over their stake if they don't meet dividend payments.

Investors will accrue interest and/or dividends on their acquired security tokens, thereafter, in accordance with the terms and conditions of the STO, the issuer must deposit the accrued interests or dividends in the escrow contract. This objective will be achieved through the following flow:

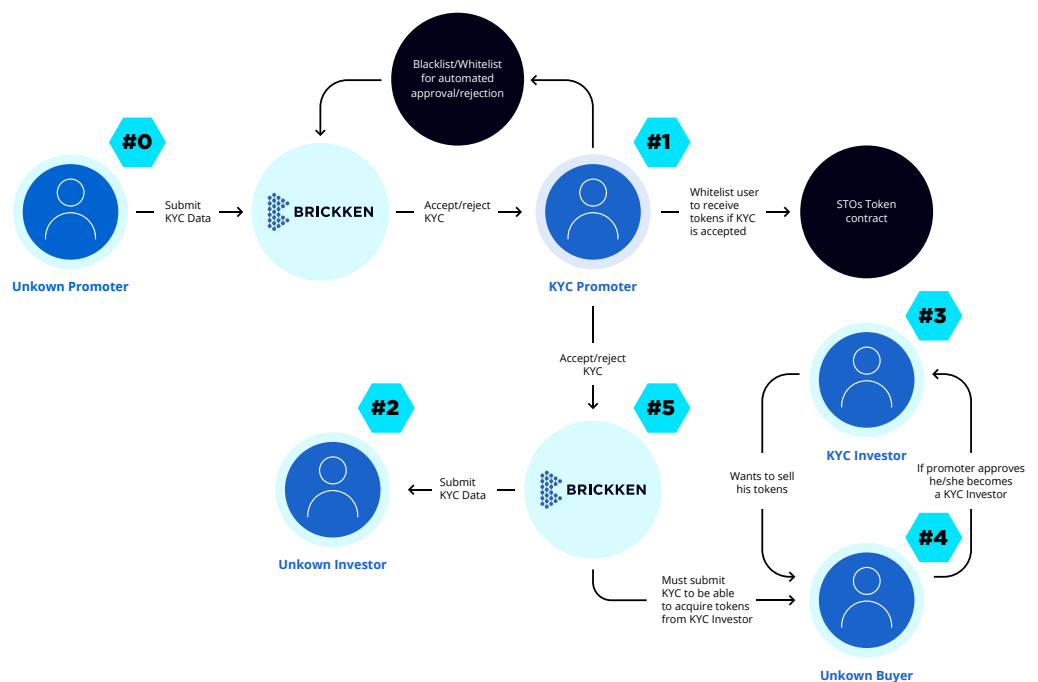


Technical approach to KYC implementation

The next technological challenge is related to legal aspects. For any user to be able to invest in an asset tokenization, it is a legal requirement to successfully pass a KYC process. Brickken's blockchain will comply with global data protection standards and applicable legislations, thus, cannot handle the personal data of users required for the on-chain KYC processes.

Therefore, Brickken will offer a hybrid solution where the KYC processes will be completed off-chain (outside the blockchain network). Users are registered in a whitelist in the protocol's smart contracts. Therefore, no personal data of the user is stored in the blockchain, but its registration will trigger whitelisting and will pass through the blockchain, using smart contracts to accept users who have previously passed their KYC successfully.

To overcome this challenge, a solution based on the following flow is proposed:



- 0 Issuers/Promoters send their KYC requests to Brickken. Brickken will have a white/blacklist to automatically resolve requests. Once resolved the issuer can now use the platform.
- 1 The issuer is now validated and can start accepting or rejecting requests from investors.
- 2 An unknown investor sends a KYC request to participate in an STO. Request is accepted/rejected by the issuer of that specific STO. A transaction is sent to the blockchain to whitelist the accepted investor in receiving STO tokens.
- 3 The investor is now a validated user. The investor wants now to transfer the STO's token to an unknown buyer.
- 4 The unknown buyer submits a KYC request to the same issuer.
- 5 The unknown buyer has the KYC request accepted and it's now whitelisted to receive the STO's token.
- 6 The validated buyer receives the STO tokens.

09 The dApp and BKN



Overview

The Fuel	Brickken's utility token BKN, will be used for all transactions made within the platform.
The Engine	A decentralized application capable of providing the simplest way to issue security tokens and initiate an STO. Brickken's dashboard, allows investors to browse and buy the tokenized assets using Brickken. Smart contracts facilitate legal and regulatory compliance and will engage with the issuer, investor and the platform.
Compliance	A Know-Your-Customer system integrated with the platform will verify the identity of both issuers and investors and ensure regulatory compliant STOs.
The Vision	Brickken's vision is for our decentralized protocol to become the global legally compliant tokenization standard. Brickken will continue to develop and innovate until it is a full turnkey solution.

Features for Issuers

Buying BKN	Brickken provides issuers a solution to fund their account balance by purchasing BKN tokens directly from the platform.
Start STOs	Brickken allows issuers to create STOs using BKN and set the terms related to each STO (type, tokenomics, maturity, terms, etc.), directly from the platform.
Withdrawing Funds	Issuers can withdraw successful STO tokens into USDC directly from the platform.
Dividend Management	Issuers can easily manage dividend distribution to investors, which ensure efficient use of time and resources.

Features for Investors

Invest in Live STOs	Brickken provides investors with a dashboard broadcasting the live STOs created using Brickken's decentralized protocol. Brickken's platform ensures an optimized user interface and experience to improve the investment experience.
Crypto Payments	Brickken has a crypto-payments system that allows investors to buy tokens using any crypto asset available in the marketplace.
Wealth Management	Brickken allows investors to manage their investments in tokenized assets easily. Directly from the platform, investors can receive and withdraw dividends.
STO Token Exchange	Investors can exchange their acquired security tokens for all the available security tokens in the platform.



The STO Process

In order for issuers to initiate the STO process, access the STO factory, and be able to use the dApp, the user will need to settle a fixed amount of BKN utility tokens into the protocol. To initiate an STO process, 10,000 BKNs will need to be purchased and deposited in the escrow account. In addition, STO issuers will have to deposit a specific percentage of the funds raised as collateral to protect investors in the STO.

Depending on the issuance size of the STO, the amount of tokens required will be the highest of 10,000 BKNs or [10%] of the STO.

It is important to establish that investors in STOs do not have to possess BKN to interact with the dApp or to be able to invest. Incentive mechanisms can be created to further link the BKN utility token with the STO being issued.

Collateral: incentivising the self-sustainability of the ecosystem.

It is Brickken's intention to design and develop a self-regulated STO ecosystem. We acknowledge that certain limitations arise from full decentralization. Among others, it is possible that certain STO issuers intentionally try to misuse the ecosystem itself. Such decentralization makes it difficult to actually control who can and cannot access the ecosystem. As a result, Brickken will implement an embedded system that will carry out certain actions automatically and autonomously to safeguard investors' interests to the maximum extent possible.

STOs will have a collateral mechanism by which the BKN required to carry a tokenization will be deposited in the escrow account taking the shape of stake. The escrow account will mint the rewards which will be added to the balance of BKN. Depending on the size of the STO, additional BKN could be required.

The STO factory will incorporate a reward/penalty system by which Good Actors will receive staking in the form of BKN that could be sold or used to deploy additional STOs or services payable in BKN. Opposedly, Bad Actors will be penalised seeing their BKN deposits slashed and will be included in a Blacklist.

Good Actors:

1. Staking is understood as the process by which BKNs generate an interest or reward in the form of BKN.
2. Good Actors are understood as the STO issuers that meet the terms & conditions disclosed in the white paper and/or preliminary information of the STO. In other words, Good Actors are STO issuers that (i) meet their dividend targets, (ii) pay dividends in time, (iii) respond timely and accurately to governance actions determined by the token holders, among others.
3. Good Actors will receive additional BKNs which will remain locked in the escrow account until the STO is finished or certain events take place.
4. These BKN can then be used to deploy additional STOs or can be liquidated in the market.

Bad Actors:

5. Opposedly, Bad Actors are STO issuers that fail to (i) meet dividend payments, (ii) do not respond to governance actions, (iii) act unlawfully, among others. Should the STO issuer act unlawfully and/or improperly, the STO issuer would become a Bad Actor and its existing collateral would be slashed. Slash actions will be referred to the DAO, which can decide slashing anything between 0% - 100%. The actual slash action will be assessed on a case by case basis and depends on factors such as maliciousness, intention, misfortune, reiteration, and whatever other the DAO establishes as wrong intended. For example, a bank transfer or sporadic human error could be disregarded, whereas the same human error in reiterated occasions could then be penalised.



6. Slashed collateral would then be distributed among the token holders of the respective STO. Investors who detect and communicate the misconduct will be rewarded.
7. In addition to slashing, Bad Actors would fall under a Blacklist which would then warn investors in future STOs and/or block them from issuing additional STOs. [The Blacklist will be public and accessible by anyone].

Monetization

Brickken will monetize the dApp through two paths: i) B2B and ii) B2C.

B2B – Issuers

Brickken's monetization from issuers in a B2B model comes from:

1. **Success fee:** consists of a one-off success fee of [2.5%] which is charged exclusively if the STO's soft cap is reached, and until the hard cap is met. This fee will automatically be transferred to Brickken's Ethereum address every time the deposited funds in the escrow contract are distributed to the issuer.

B2C – Investors

Brickken's monetization from investors in a B2C model arises from transactions investors engage in secondary markets. It is important to state that investors buying security tokens at their issuance do not have to pay any fees to Brickken.

1. **Transaction fee:** every time an investor in a STO sells their security tokens to a third party, inside Brickken's platform, in a peer-to-peer manner, or in third party centralized or decentralized application, Brickken will be obtaining a fixed transaction fee of [0.2%] per trade. In the future Brickken may add incentives such as discount fees, volume-based tiering; Brickken will not charge more than [0.2%] for secondary transactions.

Tokenomics

Initial Coin Distribution

The issuance will have an initial limit of BKN [100,000,000].

Of this amount, the IDO will deposit 12,000,000 (12%) into the Uniswap pool to ensure stability of the token; the pool will be funded with USDC. USDC is a stablecoin.

The initial open price will be 0.1 BKN/USDC. This implies that there will be 1,200,000 USDC in the pool at the time of closing.

Uniswap is an automated liquidity protocol powered by a Constant Product Formula and implemented in a system of non-upgradeable smart contracts on the Ethereum blockchain. This removes the need for trusted intermediaries, prioritizing decentralization, censorship-resistance, and security. Uniswap¹⁶ is open-source software licensed under the GPL.

¹⁶ Uniswap:
<https://uniswap.org>

Social

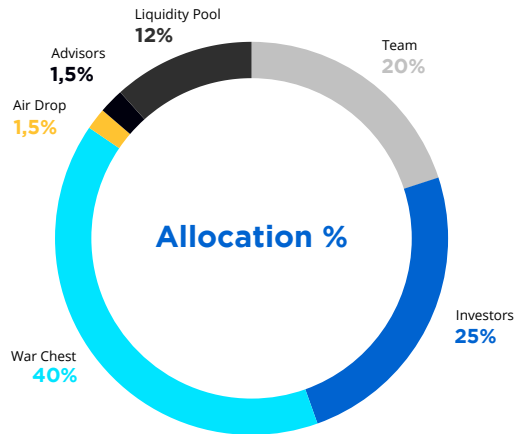
Tokenization will change the world as we know it. One of the main considerations of STOs is to allow smaller, less fortunate individuals and businesses, to access capital markets in a less restricted approach. For instance, certain undeveloped countries may lack the appropriate financial infrastructure to gain access to funding, or countries with questionable governments may suffer from corruption or other nation state related risks that may result in investors rejecting investment propositions from these countries.

To enable individuals and businesses to have the same access to capital markets as other more developed countries, Brickken is considering allocating a share of its profits to allow smaller individuals and businesses to obtain a discount to the cost of tokenization.

As mentioned, Brickken intends to develop a DAO. The purpose of the DAO will be to decide protocol upgrades. For example, to incentivise the allocation of social funds to funds STOs which are governed by ESG parameters, general governance and protocol upgrades.

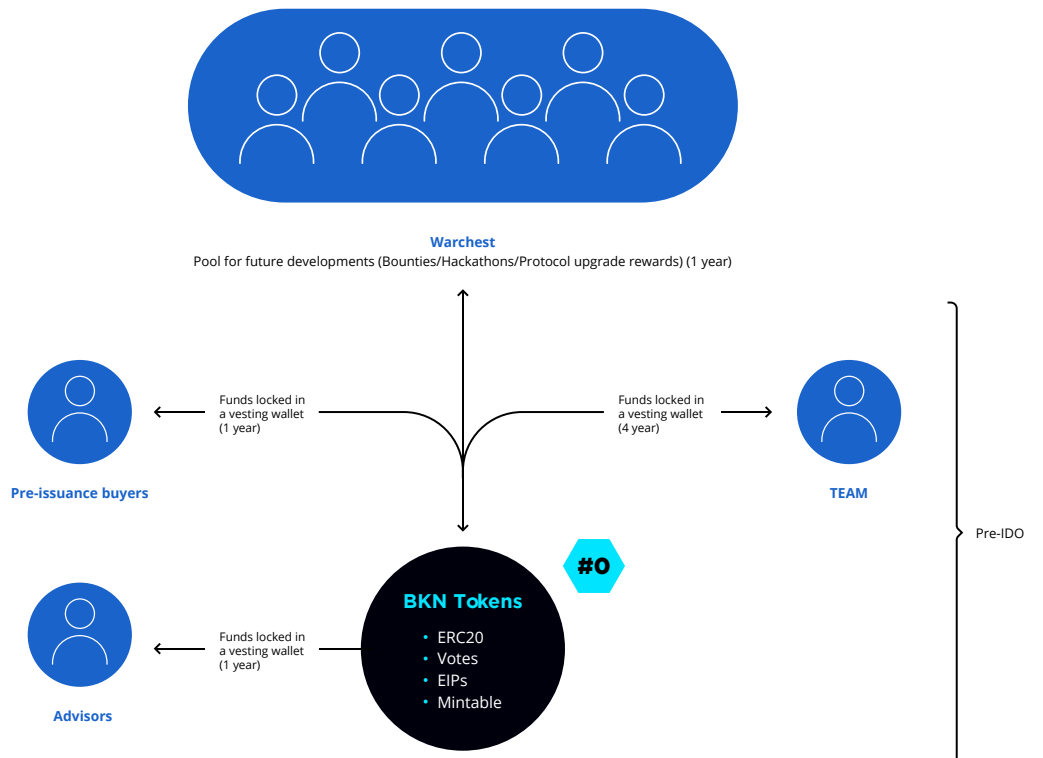
The goal is to be as decentralized as possible with a major emphasis on involving the community that will be crucial to the success of the project.

Allocation



	Allocation %	Allocation BKN
Team	20,00	20.000.000
Investors	25,00	25.000.000
War Chest	40,00	40.000.000
Airdrop	1,50	1.500.000
Advisors	1,50	1.500.000
Liquidity Pool	12,00	12.000.000
Total	100	100.000.000

Private Sale



The Private Sale of tokens will be sold at a discount. We will apply a discount of 20% on the pre-established price of the BKN utility token (\$0.10). The Private Sale will begin on September 1st, 2021, at 12:00 (UTC +0) and end on February 28th, 2022, at 12:00 (UTC +0) subject to market conditions. The total issuance of BKN tokens for this presale period is 25.000.000.

The private sale [AND THE WARCHEST] will be used to fund the liquidity pool in Uniswap, the operations of Brickken, its development and upgrades of the dApp. This also includes talent acquisition, contract development, business expansion, training, and development budget. In addition, the funds will also be dedicated to expand the Brickken brand's awareness, becoming the world's most popular decentralized STO dApp for tokenization services. This involves all related marketing activities including PR, media buying, language coverage, promotion and education. Finally, a percentage of the funds will be kept as cash reserves to cover unexpected contingencies.

Investors can subscribe their interest by sending an email to IDO@brickken.com. Allocation of tokens will be done on a first come, first served basis, and once the corresponding SAFT¹⁷ has been signed.

Private sale token buyers will be receiving at the moment of purchase wrapped BKN tokens (wBKN), in a parity of the purchased tokens (1 wBKN : 1 BKN). The buyers can begin exchanging their wrapped tokens for BKN in the website facilitated by Brickken starting September 1st, 2022, at 12:00 (UTC+0), the moment when the locked-up vesting mechanism implemented by Brickken is finalized.

¹⁷ SAFT:
<https://www.investopedia.com/terms/s/simple-agreement-future-tokens-saft.asp>

This mechanism is implemented to protect the tokens' value, and to mitigate the potential for large fluctuations of the token price during the initial stages of the public sale.

Once the private sale token buyers have exchanged their wBKN for BKN, they can begin liquidating their positions.

Brickken aims to demonstrate its commitment to the success of the project and requests private investors to do so as well.

Public Sale

The deployment of BKN utility tokens in the Uniswap Pool will occur on March 1st, 2022 at 12:00 (UTC +0). The public sale can be conducted earlier if the private sale is concluded earlier than the specified date.

For Brickken's IDO to be successful, Brickken will be setting agreements with liquidity providers, to fund the liquidity pool in Uniswap with 1,200,000 USDC.

Uniswap applies a 0.3% fee for swapping tokens. This fee is split among liquidity providers proportional to their contribution to liquidity reserves. Swapping fees are immediately deposited into liquidity reserves.

Vesting programme of the Brickken team

In line with the above, the Brickken team will vest its tokens in stages.

The vesting schedule will be linear in time and will last 4 years starting from September 1st 2021 for team (accounted for the 90% of the 20% of tokens reserved to the team) and 1 year starting from September 1st 2021 for employees (accounted for the remaining 10%).



War Chest

Brickken has allocated 40% of the initial supply as a war chest, which will be used to fund:

1. Bounties.
2. Hackathons.
3. Protocol upgrade rewards.
4. DAO creation and funding.

These tokens can be sold through a private or public sale in the Uniswap pool only after the IDO has launched.

Advisors

All Brickken Advisors are subject to the same agreement.

Advisors will receive wBKN starting September 1st, 2021, until September 1st, 2022.

At this moment, Advisors can begin exchanging their wBKN for BKN. To be completed under the same terms as private sale token buyers once their locked-up vesting mechanism is lifted.



12 Team

The Brickeneers

Edwin Mata

Legal Architect & Bandmaster

Serial entrepreneur & digital lawyer specialized in new technologies and blockchain. Lecturer in universities and business schools, and advisor for startups in fintech and legaltech.



Dario Lo Buglio

Blockchain Ninja

Experienced blockchain developer and blockchain security researcher, specialised in creating real world product models and speeding up blockchain adoption.



Pedro Sandoval

Tech Shepherd and Clergyman of Decentralization.

Outside the box thinker, economist specialized on Blockchain and cryptocurrency development, programing headhunter, tech project manager and business modeling.



Yassir Haouati

Growth Engineer

Growth marketer & engineer specialized in funnel creation and marketing automation. Frontend developer specialized in Vue.js, Angular.js and React.js



Lucero Chargoy

Community Builder

Specialist in public finance and tax, with experience in fundraising for NGOs and business creation for the economic inclusion of women in Latin America. A passionate devotee of decentralized finance.



Manuel Ortiz-Olave

Finance Strategy and Tokenomics

Infrastructure and real asset investment expert in M&A and project finance across public and private equity markets in multiple countries in the EU. Financial modelling ninja.



Ludovico Rossi

Strategic Organisational Marshal

Startupper specialised in innovation, agile methodologies, go-to-market strategies and blockchain technology. Blockchain devotee and decentralization lover.



Felipe D'Onofrio

Blockchain Wizard and Relentless Blockchain Entrepreneur.

Tech enthusiast and self-learner to the highest extent with more than four years fully dedicated to Blockchain-based technology endeavors including mining and exchange mechanisms such as trading, arbitrage, OTC operations and others. Devoted to finding new and innovative applications for blockchain.



Bram Duindam

Digital Marketing & Media Buy Strategist

Specialized in cross channel marketing campaigns with over 7 years experience in performance marketing, and growth hacking techniques.



Team

The Gurus

Financial / Operations

Matthew Ekroth

Former systematic equity portfolio manager and strategist with nearly 20 years of experience at Investment Banks and Hedge Funds, including Goldman Sachs, Lehman Brothers and Engineers Gate. He recently founded Green Edge Advisors Ltd to help investment managers modernise their data and process pipelines.



Hernan Mayo

Global Executive with more than 25 years experience in Financial Services. Focused on Working Capital Solutions, Global Payments, Structured Trade Finance, Risk Mitigation and Innovation. Global Mentor of Emerging Leaders.



Innovation

Daniel Diez

Tech entrepreneur renowned for being one of the first early adopters in the Blockchain & Crypto space in Spain and Latam. Being the former co-founder of crypto startups such as Bit2Me and partner of impact startups such as Bosquia, he currently leads innovation and venture creation in Accenture, while teaching on strategy and deeptech in several tier 1 business schools.



Legal

Ignacio López del Moral

Capital Markets expert focused on Virtual Assets & CBDC, Risk Assessment & in mapping the Regulatory scope for disruptive technologies.



Strategy

Daniel Fiore

Angel Investor and Entrepreneur devoted to empowering economic freedom and financial independence by bridging the gap between Legacy Finance and the Cryptoverse. Over a decade of experience in navigating risk, compliance and regulatory frameworks in financial markets and high level negotiation. A champion of blockchain technology.

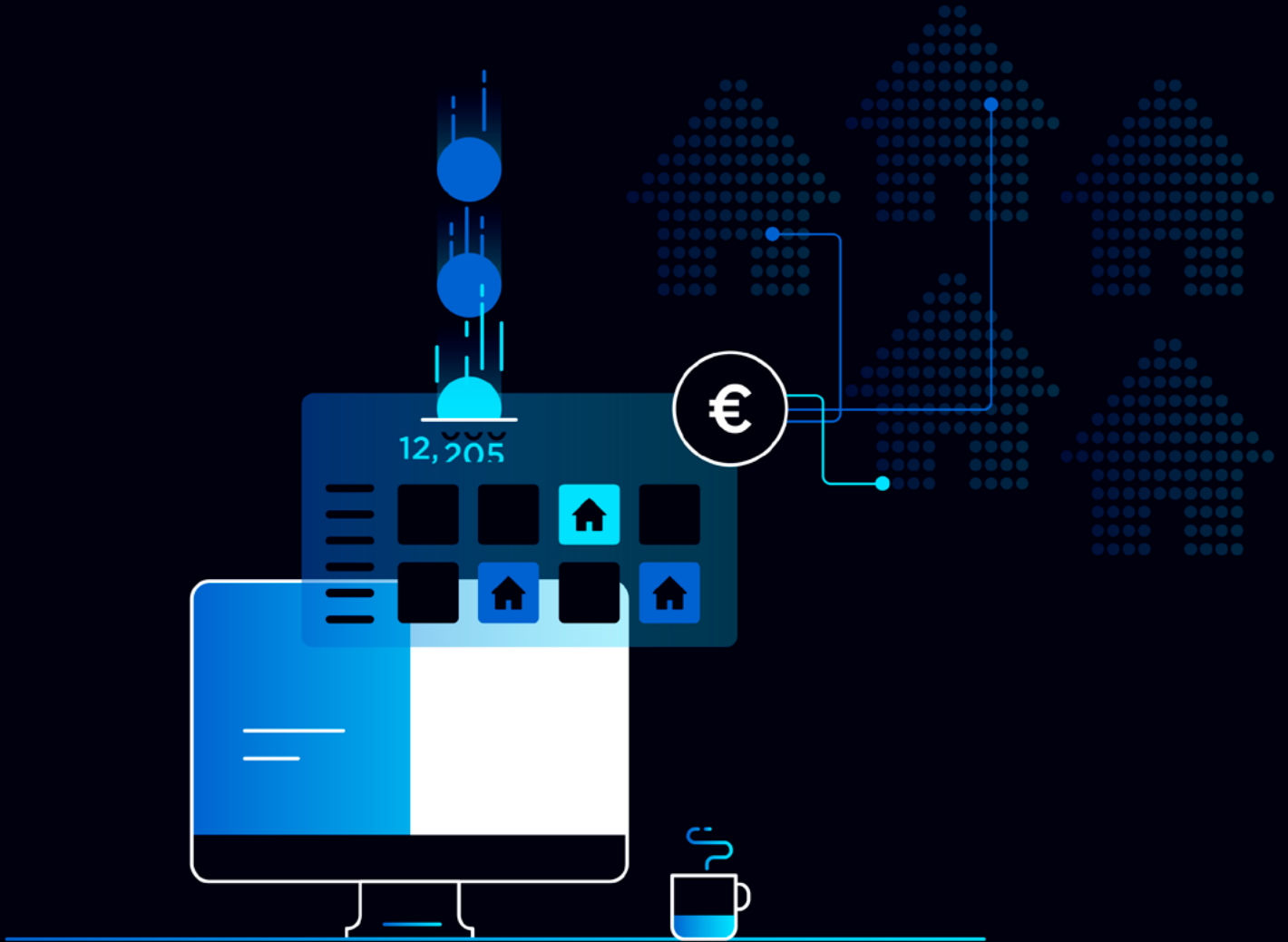


Tokenomics

Philippe Engels

Philippe Engels is a passionate decentralization advocate with a post-grad in International Relations from Bristol University. He is skilled at negotiation and project management. Token economics and compliance in the blockchain industry have been his main focus since 2017.





Contact

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