

The background features a dark, textured globe with a network of white lines and dots overlaid, suggesting a global digital or blockchain theme. A solid orange horizontal bar is positioned at the top left.

## **TGE** BLOCKCHAIN MARKETING AND ADVISORY

**Al Leong,** MBA

Advisor, CMO, Blockchain,  
Government,  
Global Fortune 500 Clients ■



**QRC  
GROUP**

**STO PROCESS**

STOプロセス



**QRC  
GROUP**

9 simple steps


簡単な9つの  
ステップ



**QRC  
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## 9 simple steps

1. Build a powerful team.
2. Business model.  
Legal compliance.
3. Security token.
4. Public relations and  
marketing.
5. Capital introductions.
6. Issue security tokens.
7. Exchange listing.
8. Ongoing PR and reporting.
9. Build and run the business.



# 強力なチームの構築

## BUILD A POWERFUL TEAM

Your executive team and its network will determine the credibility, trustworthiness and deliverability of QRC's business and security token offering. A world-class advisory board must be secured to not only bring in skills, talent and resources, but also to expand investment networks.





## BUILD A POWERFUL TEAM

- Executive Team
- Board of Advisors
- Legal Advisory Team
  - Regional Legal Advisories
- Licensed dealers and brokers within appropriate jurisdictions (SG, HK, USA)
- STO agencies (platform, social, PR, events, advisory)
- Operations, HR, Marketing, IT, Finance

A low-angle, black and white photograph of several tall skyscrapers reaching towards the sky. The perspective is from the ground looking up, creating a sense of height and scale. The buildings are arranged in a circular pattern around the center of the frame.

BUSINESS MODEL.  
LEGAL COMPLIANCE.

事業モデル。 法令遵守。



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Business model  
and compliance

- Business plan review
- Whitepaper review
- Licenses (SG, HK, USA)
- Qualification for limited offering exemption, e.g., US SEC Reg D
- Company structure
- AML and KYC
- Basic Due Diligence
- Annual Audit and Reporting





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## SEC Reg D Exemption Simplified

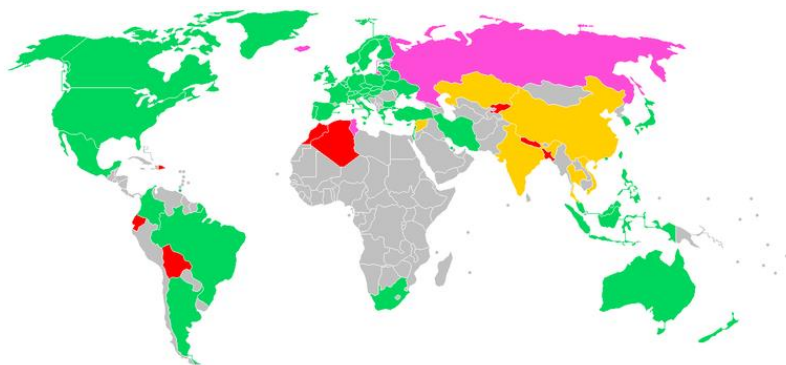
**Regulation D (Reg D)** is a Securities and Exchange Commission (SEC) **regulation governing private placement exemptions**. Reg D allows usually smaller companies to raise capital through the sale of equity or debt securities without having to register their securities with the SEC.

- Rule 506 of Regulation D provides two distinct exemptions from registration for companies when they offer and sell securities. Companies relying on the Rule 506 exemptions can raise an unlimited amount of money.
- A limited offering exemption is when you are offering to sell equity interest in your business through a non-public offering or private placement. The exemption is an exemption from the requirement that you register your equity offering with the SEC or your state securities agency.



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# Jurisdictional Legality Matrix



Description	English: Legal status of bitcoin <div><div>permissive (it's legal to use bitcoin)</div><div>contentious (some restrictions on legal usage of bitcoin)</div><div>contentious (interpretation of old laws, but bitcoin isn't prohibited directly)</div><div>hostile (full or partial prohibition)</div></div>
Date	7 February 2014, 23:15:33
Source	This image includes elements that have been taken or adapted from this: <a href="#">No colon</a> <a href="#">BitLegal</a> with some fixes

		Legal firm	Secondary Legal Counsel	Dealer/Broker Licensed Reps	Marketing Regulation
APAC	HK	☑		☑	☑
	Singapore	☑		☑	☑
	Tokyo	☑		?	☑
	Seoul		☑	?	?
	Vietnam		☑		
	Thailand		☑		
	China		☑	?	☒
	UAE/Dubai others		☑		☑
EU	UK		☑	☑	☑
	Germany		☑		☑
	Gibraltar (UK)				☑
	Malta				☑
	France				
	Spain				
Americas	USA, Puerto Rico	☑		☑	☑
	Canada		☑		☑
	Brazil		☑		☑

# セキュリティトークン

## SECURITY TOKEN.





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Security token

- Build and review the business/token model
- Create smart contract
- Technical development, update whitepaper
- Investor's dashboard
- Legal and technical review
- Set up custodial service, insurance and safeguards as needed



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Custody

- Some custodians solutions to consider:
  - BitGo
  - Coinbase
  - DACC
  - Gemini
  - itBit
  - Kingdom Trust
  - Xapo
  - Cold Storage:
    - Anchor Labs
    - G4S





PUBLIC  
RELATIONS AND  
MARKETING.

広報・マーケティング



## PUBLIC RELATIONS AND MARKETING

- Develop and explain product roadmap, portfolio of regtech innovations, tell the QRC / BPM story.
- Establishing top-level marketing budget for STO
- Develop Public Relations Strategy, content calendar, release schedule, positioning and messaging
  - Cost: \$500-5,000 USD/release; 0.5 BTC to 1 BTC
- Executive preparation, Q&A, FAQs, media training, spokesperson assignment, language translators
- Executive videos (explainer, case study)
- Event selection and optionally tradeshow property design and production



## PUBLIC RELATIONS AND MARKETING

- Investor segmentation (family offices, institutional, crypto funds, hedge funds, etc.)
  - Messaging development to segments
- Highlight trustworthiness of executive team, advisors
- Talk about capital controls and compliance, Reg D, audit firm in place in video/messaging
- Acquire investor lists
- Community management (24/7 global staffing)
- STO listing sites (STO review site)
- Travel and logistics budgeting; hire travel agency
- Legal / compliance review of all marketing materials
- Manage event budget with monthly reporting (variances)



## SOCIAL MEDIA BANS ON ICO/CRYPTO; REVERSALS

- Facebook banned ICO and crypto ads, reversed ban June 26, 2018 (approved firms can run ads)
- Twitter – banned ICO ads March 26, 2018
- Google – banned June 2018; reversed ban for registered/licensed exchanges Sept 25, 2018
- Workarounds and solutions:
  - Use traditional media (PR, Print, Outdoor / Billboards / transit – as in Japan)
  - Twitter: do STO @follower paid campaigns
    - @coindesk @binance @huobi @bitcoin etc.  
then tweet directly
  - Sponsor crypto sites, STO listing sites
  - Use term “STO” and “TGE”; not “ICO”, “crypto”





## SEO STRATEGY

- Focus on content strategy and backlinking
  - Articles
  - Blogs
- Use WordPress SEO plugin (Yoast) to optimize
- Publish press releases with large distribution and third party pickups that send links back to website improves search engine ranking
  - Earned media with links
- Blast news releases to 100-500 crypto sites in multiple languages
- Use SEMrush, Keywords Spy, PPC Webspay, Spyfu, Adwords Bid Tool





## KEY MESSAGE POINTS

- Strong, compelling QRC Story.
- Product Innovation and Leadership.
- Establish trust, credibility and distance away from investors' #1 concern: fraudsters.
- Reasonable valuation with strong call to action.



CAPITAL  
INTRODUCTIONS.

資本導入。

## CAPITAL INTRODUCTIONS

- STO Listing Sites (Polymath, Securitize, Swarm, Securrency, Harbor)
- Licensed dealers/brokers engaged to close deals (Diana Raedle/Deer Isle Group, Brian Lessig/Rockefeller Capital Management)
- Network introductions (China Money Network, Digfin, ANX, MageSpire, AFO <http://www.familyoffices-asia.org/> ), DC FOs
- Setup meetings with Fintech Funds (UCF, Binance Labs, Alphabit, Panterra Capital, Blockchain Capital, Andreessen Horowitz, Node Capital, IDG Capital, Draper Associates, Lightspeed, etc.) -

<https://cryptofundresearch.com/top-50-venture-capital-firms-investing-blockchain-companies/>





# CAPITAL INTRODUCTIONS

- Event, Tradeshow and Meetup Calendar Plan
  - <https://www.coindesk.com/bitcoin-events>
  - Local/regional QRC Meetup and Private dinners: HK, SG, Tokyo, Seoul, London, Dubai, SF, New York, Toronto, Berlin
- Email nurture campaign, links to prospectus, disclaimers
  - Track react and refine campaign
- Telephone call campaign to investors
  - Invite to dinner, meeting
- Travel and logistics
- Install CRM to manage investor program



# CAPITAL INTRODUCTIONS

- Deal negotiations
- Close deals, documentation
- Close STO listing site, forward funds, emails  
account hash# codes
- Close offering stage announcement







SAMPLE BLOCKCHAIN  
FUNDRAISING EVENTS.

サンプルブロックチェーン  
資金調達イベント



# Results:

Authoritative speakers. Engagement.





Results:

Meaningful connections. Globally.





# Results:

13 Meetups. 3 Countries. 2,800 members.





Results:

Who's Who. An A-list crowd.





# Results:

Meaningful connections. Dealflow.



結果：有意義なつながり. 取引の流れ.

# トークン発行 ■

## ISSUE SECURITY TOKENS

- Distribute STO Token (burn excess, or not)
- Announcement (email, telegram, PR)
- Regulatory reporting and audit of issuance.





# 取引所上場 ■

## EXCHANGE LISTING

- Determine which exchanges (based on budget for listing fees)
  - Fee vs Trading Volume for liquidity
  - Binance, Huobi, Bitfinex, Bittrex, Coinbase, Coinsquare, Poloniex, Kraken, Cex, Okex, Shapeshift, Bitstamp, Coinmama, Bitsquare, Linkcoin, Gemini
- Announcement to investors
- Regulatory reporting and audit as required





# Security Token Offerings List



Upcoming

Pre-sale

Ongoing

Last Added

All | 94

Search



Startup name ⬆

Status ⬆

Hype score ? ⬆

Risk score ? ⬆

Basic Review ? ⬆

Rating ? ⬆

Raised ? ⬆



Polymath

Finished

Very High

NA

NA

NA

\$207,326,000



tZERO

Finished

Medium

NA

NA

NA

\$134,000,000 54%



Alchemy

Finished

Medium

NA

NA

NA

\$57,000,000 95%



Jinbi Token

Finished

Medium

NA

NA

NA

\$47,500,000



# Polymath:



- I asked my contact Helsin Kim, VP Business Development at Polymath in Korea on where they raised their STO (\$207 MM USD); his response,
  - “that was the valuation of various STOs that have launched on Polymath. As far as the fundraising details, we do not take part in that aspect of the lifecycle. We are only the technology layer and thus focus on the creation of digital security on the blockchain. Our service providers and partners handle anything that requires licensing, touching funds, or settlement of the securities themselves. Those 5 projects were based across North America and raised internationally as far as I am aware.”



# 広報と報告の継続 ■

## ONGOING PR AND REPORTING

- Ad hoc public relations and executive communications, crisis management if required.



# ビジネス構築 ■

## BUILD THE BUSINESS

- Use capital to build the business
- Client and revenue growth
- Technical innovation
- Build team
- Ongoing regulatory compliance and reporting to investors

# グローバル能力 ■

## GLOBAL CAPABILITIES

- Al Leong, MBA (triple major in global management, strategy consulting, innovation) University of Toronto; Certificate in Managing Complex Product Development Projects, M.I.T./Sloan
- 27 years Technology Marketing with Fortune 500 firms: Apple, IBM, Microsoft, Motorola, Siemens, Intel, Kodak, IDC/IDG Canada, Disney, Fox Home Entertainment, US Department of Defense
- Former Agency CEO, CMO, Board Director, Advisor
  - Well-networked globally: 10,000 investors, family offices, influencers, institutional investors, hedge funds, cryptofunds; 90,000 Twitter followers, reach 7.8 million readers, 13 meetups & 2800 members
- PR network including earned media in Forbes, Huffington Post, CNBC, and crypto sites, business partner is a contributor to Forbes (on artificial intelligence and innovation, government relations)
- World Class global agency network (crypto, PR, social, research, ICO/STO agencies, localization)
- ICO Bench expert (ICO/STO ratings) – I rate ICOs and STOs.



# 紹介文 ■

## TESTIMONIALS

“My working experience as well as my personal one with Al was very positive. Al showed dedication and commitment. He led the marketing activities in Asia with great success, creatively approaching a wide audience and promoting our product. Al showed team working capabilities and great human sensitivity as well as honesty. I hope to work with Al in the future.”

**Jeremy Weiss, APAC CEO CG Blockchain, BCT**

“Al is a very smart capable advisor and expert in sales, marketing and logistics. We worked together in tradeshow and he is very personable with clients and helped with fund raising activities in the USD Millions. He is a pleasure to work with and extremely capable.”

**Dean Pannell**

**HK CEO (BCT Retail/CG Blockchain)  
Executive Vice President**



“Al has an excellent marketing mind and understands how to get things done in blockchain and in innovative companies across the spectrum. He is a hard worker and is willing to jump into any situation in a very hands on, constructive manner. He's been great to work with and I am looking forward to doing so in the future.”

**Ed Sappin, CFO  
CG Blockchain**

# 紹介文

## TESTIMONIALS

"I would highly recommend AI to anyone who wants someone who is highly competent and a great team-player. He knows what he is doing, has an amazing attitude and will always help when needed. I can not say enough good things about working with AI!"

**Dianna Raedle**

**CEO/President/Board Member Deer Isle Capital**

AI is a highly accomplished performance expert with a long track record in leading Fortune 100 companies. Having had the pleasure of working with AI on a variety of marketing and technology related projects, I can directly speak to his dedication, professionalism and capacity to innovate. A humble and skilled professional, AI inspires confidence by solving problems even in the most challenging environments.

**Dr. Daniel Araya, PhD**

**Government Relations & Policy, CG Blockchain, BCT**



**DEER ISLE**  
GROUP, LLC



"I have been fortunate to work closely with AI in his capacity as a business developer for CG Blockchain. I do not write many recommendations for people, but am very happy to endorse AI as a key contributor in many ways. He is a people person, great salesman, understands fintech technology well enough to credibly articulate our business proposition, and is just generally a very nice caring individual who has helped our business blossom."

**Dr. Alexander Bogicevic**  
**COO, CG Blockchain**

# 紹介文

## TESTIMONIALS



“Al's a very sharp and creative guy - extremely resourceful, entrepreneurial and able to synthesize lots of data into a workable solution. And he's got a great sense of humour. A pleasure to work with. ”

**Mr. Terry Donnelly**  
**Chief Marketing Officer, Canada, MDC Partners**

“Al is a committed and genuine professional who engages with his team and the project in earnest-thank you for your dedication Al.”

**Jane Shin, Member of the Legislative Assembly**  
**Burnaby-Lougheed, Government of British**  
**Columbia**

“... A smashing success! I am receiving many positive comments about the Apple Pavilion. You done well. Extremely well.... I am truly honored and privileged to have the opportunity to work with such a great team of people.”

**Dave Billmaier**  
**Apple Event Marketing Manager**

THANK YOU.

ありがとうございました。