A LIVE VIDEO TOKEN SALE PLATFORM

Last update: July 29th 2018
Executive Summary

This document will introduce the Pitch Investors Live software project and our projected planned integration of blockchain-based tokens into it. It will also cover the details of the PITCH token sale. This document may be updated at any time at the sole discretion of the project team.

The Pitch Investors Live app is available on the iOS App Store at time of writing. It connects unaffiliated entrepreneurs or project teams who in some cases may wish to sell blockchain tokens as a method of Capital Accumulation to prospective customers who are using the app. Potential customers can request the entrepreneur or team to pitch their product and explain the benefits, costs, risks, and other pertinent information via a live streaming video. Simultaneously, other app users can watch and participate by adding text comments. The app does not endorse or recommend any entrepreneurs or project teams. Its function is to provide an easier way for project teams to connect with potential investors and customers.

An extension of this project will see major sections decentralized, and eventually it is intended to move a major portion of the project onto decentralized systems such as Ethereum and IPFS. The reason for this is to ensure that anybody can present their project to the world and optionally sell tokens for it, beyond the censorship of even our team.

The PITCH token sale offered ERC-20 tokens, coded on the Ethereum blockchain platform for sale to the public. A limited number of tokens was made available and a portion of those were available for sale. Tokens were sold via the website at https://pitchinvestorslive.com. Tokens already enable users to purchase services on the Pitch Investors Live platform and it is intended that in future, users will be able to swap PITCH tokens for tokens that other project teams may present for sale on the Pitch Investors Live platform. It is important to stress, however, that at the current time, the swap mechanism is not implemented, and roadmaps can change. Since before the launch of the token sale, PITCH tokens have been consumable on the Pitch Investors Live platform by sending them to the platform at an address advertised on the Pitch Investors Live site and inside the mobile app. In addition, holders of tokens can send them to users of the existing Pitch Investors Live platform by mutual arrangement, including project teams that present and, indeed, any address on the Ethereum platform.

The PITCH tokens are intended for use as payment on the Pitch Investors Live platform and any future versions of the platform that should arise. Another use on the roadmap includes exchanging them for tokens created by project teams that present on the platform. They are not intended as a speculative asset and users should not buy them with the assumption that they will increase in value. There should be no expectation of a profit from the purchase of these tokens.
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Summary</td>
<td>2</td>
</tr>
<tr>
<td>Purpose</td>
<td>4</td>
</tr>
<tr>
<td>Introduction to the concept of Pitch Investors Live</td>
<td>5</td>
</tr>
<tr>
<td>Pitch Investors Live Platform: Current Version</td>
<td>7</td>
</tr>
<tr>
<td>Entrepreneurs can create pitch summaries</td>
<td>8</td>
</tr>
<tr>
<td>Users can select projects they want to learn about</td>
<td>9</td>
</tr>
<tr>
<td>The entrepreneur is notified that they have a chance to pitch live</td>
<td>10</td>
</tr>
<tr>
<td>The entrepreneur pitches another user via live video, in front of an audience</td>
<td>11</td>
</tr>
<tr>
<td>All users see a list of pitches</td>
<td>13</td>
</tr>
<tr>
<td>Notes on Paid Features</td>
<td>14</td>
</tr>
<tr>
<td>Pitch Investors Live Platform: Intended Improvements</td>
<td>15</td>
</tr>
<tr>
<td>Decentralization</td>
<td>16</td>
</tr>
<tr>
<td>In-app token purchase mechanism</td>
<td>17</td>
</tr>
<tr>
<td>Rewards for contributors</td>
<td>18</td>
</tr>
<tr>
<td>About Tokens</td>
<td>19</td>
</tr>
<tr>
<td>About ERC-20 Tokens</td>
<td>19</td>
</tr>
<tr>
<td>PITCH Tokens</td>
<td>20</td>
</tr>
<tr>
<td>Core Team</td>
<td>21</td>
</tr>
<tr>
<td>Disclaimer</td>
<td>29</td>
</tr>
</tbody>
</table>
**Purpose**

During the past year, a new business model has emerged that enables entrepreneurs and projects of all kinds to generate revenue and allows private individuals to gain access to tokens for projects they support. This has lead to a Cambrian explosion of innovation and allowed people from all over the globe to participate in the kind of communities that previously were inaccessible to anyone from outside Silicon Valley, CA.

Understanding the purpose of tokens and projects in particular high tech projects is something that takes time and some significant level of expertise. To complete a thorough due diligence requires a commitment in time and energy few are willing to undertake. As a result, great projects may be unable to sell their tokens while lesser projects with great marketing will sell a lot of tokens. The Pitch Investors Live project aims to give entrepreneurs and project teams the opportunity to present to experts, in front of an audience. The more impressive projects can be easily identified in video form and especially if thoughtful, intelligent people are asking the right questions.

Our intention is to create a fair, neutral platform that exposes and highlights great projects and encourages public discussion of their merits and faults in a way that can be easily understood by normal, non-technical people. We intend for these discussions to be presented in a way that people want to view them as an educational experience even if they aren’t interested in the project. Non-technical people will now have the opportunity to buy tokens from projects they like, and provide the entrepreneurs and project teams with the chance to reach out to these people as potential customers. It is not our intention to vet, or endorse the projects that appear on the platform, and any decisions about buying particular tokens are solely up to the particular customer buying them. It is not our intention to restrict the kind of projects that appear on the platform, and we do not intend to imply that only blockchain projects can appear on the platform. Indeed, any entrepreneur can pitch on Pitch Investors Live, and in some cases, they will not use blockchain or any other specific technology.
Introduction to the Concept of PITCH Investors Live

Across the world, the TV shows, “Shark Tank”, “Dragon’s Den”, “The Profit”, “West Texas Investors Club”, “Restaurant Startup” and others entertain audiences and introduce them to companies and products. The theme of these and other TV shows is that the entrepreneurial team must convince investors to invest their capital by investing in a particular startup. This general format has proven to be a great platform for participating companies for a few reasons, including the possibility of raising funds from the investor, as well as the chance to get broad exposure for the company. Investors who participate get benefits as well, including development of their own brand and the chance to get early access to a company that is about to get nationwide exposure on television. These benefits are summarized in the table below.

<table>
<thead>
<tr>
<th>Benefit to entrepreneur / startup</th>
<th>Benefit to celebrity investor(s)</th>
<th>Benefit to audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to capital</td>
<td>Exposure on a large platform</td>
<td>Drama</td>
</tr>
<tr>
<td>Reach connected investors who can add value beyond a simple capital injection.</td>
<td>Develop a public brand (think about “Mr Wonderful” on TV’s “Shark Tank”).</td>
<td>Introduced to new ideas</td>
</tr>
<tr>
<td>Exposure on a large platform.</td>
<td>Early access to exciting startups.</td>
<td>Education about technology, capital raising, company structure, running a business, and more.</td>
</tr>
<tr>
<td>Honest, often brutal, but necessary feedback.</td>
<td>Collaborate with other noteworthy investors.</td>
<td>Watch as seasoned investors unpack ideas</td>
</tr>
</tbody>
</table>

In this kind of format, everyone wins. The downsides, though, include the fact that a very limited number of people will even be called to audition for these TV shows. The production teams simply cannot ever increase their bandwidth to a level where any startup could have a chance to pitch their ideas. Further, a bad pitch on such a show could potentially hurt the entrepreneur and give them a very slim chance of recovery. Despite these negatives, the format is still overall beneficial and Pitch Investors Live will build on this format and develop it further. Here are some areas we believe can be developed:
Reduce the barrier to entry.
Allow audience participation in funding rounds.
Allow entrepreneurs multiple opportunities to pitch.
Allow access to a greater number of potential investors.

We have built and continue to operate a software platform that connects entrepreneurs and investors by live video in a similar fashion to the TV show format described earlier. The entrepreneurs have the option to pitch blockchain based tokens as well as any other arrangement they prefer. The advantage of selling tokens is that they can be sold directly through the software platform with the greatest of ease. This document focuses on the use case of selling tokens. As the entrepreneur pitches the investor over live video, an audience watches. Planned upgrades will allow the audience to participate in token sales offered by the entrepreneurs.
**PITCH Investors Live Platform: Current Version**

The Pitch Investors Live platform is a software product which can already be accessed from an iOS app, and eventually from the web and Android devices. It allows entrepreneurs to create short summaries of their product or business, which our users can then easily sift through to find those in which they have some interest. The next step is for an accredited investor or business expert to invite the entrepreneur to pitch live via the platform. During this live pitch, other users of the app may watch as audience members. The platform also rebroadcasts the “show” live to Facebook Live and (soon) YouTube. Recordings are currently stored on YouTube.

The following section describes the main features of the Pitch Investors Live platform that currently exists.
Entrepreneurs can create PITCH summaries

From the main page of the existing app, users can choose to create a pitch summary. At the time of the token sale, this is a paid feature. It can only be paid for by sending PITCH tokens to an Ethereum smart contract address specified on the website for Pitch Investors Live.
Users can select projects they want to learn about

Our users who are interested in talking to entrepreneurs or project teams can easily swipe through pitch summaries to see who they want to speak to. We also provide an alternative list view. In the current implementation, only accredited investors can view these summaries.
The entrepreneur is notified that they have a chance to PITCH live

When a potential token sale customer wants to speak to an entrepreneur, the entrepreneur is notified and the two go live online. Immediately, followers of each user are notified so that they can tune in. Since the only available user interface currently is an iOS app, these notifications are currently delivered entirely using Apple’s APNS system.
The entrepreneur Pitches another user via live video, in front of an audience

The PITCH event takes place between two participants: an entrepreneur and a potential token sale customer (or oftentimes an expert reviewer). Pitch Investors Live does not participate. The participants connect via WebRTC video. After connecting, the entrepreneur’s job is to convince the expert that the tokens he or she is selling are worthy of purchase. The expert’s job is to learn as much about the opportunity as possible and make a decision about whether he or she is interested. The audience can view the discussion and contribute their own questions or comments by text entered into a chat box. The live broadcast is syndicated to Facebook, YouTube and other places where it can reach a wider audience.
In an intended future implementation, the UI will be slightly reworked to expose a token sale smart contract address to which viewers and the expert may contribute PITCH. In exchange, tokens corresponding to the opportunity on offer will be automatically deposited into the contributing account. This feature will be exposed to the viewer and potential customer as a “Buy Now” button which enables the viewer to initiate transfer of funds.

The existing app provides incentives for our users to remain unbiased in their evaluation of start-ups. In this way, the audience gets the benefit of the expert’s experience and not just a sales pitch for the tokens. One of the expert’s responsibilities will be to determine the exact terms of the token sale, the purpose of the tokens, the liquidity of the tokens and other information about the real value of tokens issued. In exchange for performing this service, viewers follow investors and experts gain influence on the platform.
All users see a list of pitches

Casual viewers and entrepreneur users see a list of pitches that they can view. Some are recorded and some are live.

Users can comment on these pitches, and in intended future versions of the app, they will be able to send PITCH tokens to Ethereum addresses associated with the projects presenting in order to swap them for tokens created by the participating projects / startups.

Entrepreneurs only see one tab, but accredited investors also see a separate tab showing pitch summaries that have been submitted for investor perusal.
Notes on paid features

The Pitch Investors Live platform beta is publicly available in the iOS App Store right now. Some features are unavailable without the use of credits. These credits are not ERC-20 tokens, but very simple, non-blockchain tokens managed on our web backend in a regular database. Credits are burned up when users create or repost pitch summaries. Credits can be obtained by sending PITCH tokens to an Ethereum address which is published inside the iOS app to improve ease of use.
PITCH investors live platform: intended improvements

Several improvements are intended to be made to the Pitch Investors Live platform. The following section describes some of these.
**Decentralization**

The Ethereum network has, to date, supported 1,000,000 transactions in a single day. Unfortunately, the confirmation times for transactions can be quite long, and in order to provide a quality user experience, transaction times need to be kept short. That’s why the Pitch Investors Live app which currently exists and is available now is primarily supported by a centralized infrastructure. The iOS app runs on the device (iPhone) which belongs to the user. However, the device connects to the backend, which runs on AWS and related services.

Users are currently able to trade PITCH tokens for limited features by sending them to a smart contract address listed inside the Pitch Investors Live app. A main benefit of the tokens used on the Pitch Investors Live platform being issued on the Ethereum blockchain is that it allows users to feel confident that their tokens are really theirs, that nobody has the ability to revoke them, and that they can transfer them to another owner at will without difficulty. Ownership of tokens is handled using token contracts which run on the Ethereum blockchain, and can be managed entirely from Ethereum wallets.

Our team is working on moving additional parts of the application into Ethereum contracts so that all major functions of the application run in a transparent way. Assets such as images, videos, and javascript files are intended to be moved onto IPFS (Inter Planetary File System) so that finding them does not rely on a central entity. Live video features (currently done using WebRTC) will be decentralized as much as possible, although in the short term may rely on some single points of failure. There are already some decentralized live video solutions coming to fruition and we intend to properly evaluate options and make seamless the process of swapping out one for another. Identity will be managed on blockchain, and we are planning on fully integrating with uPort by Consensys in support of this.
In-app token purchase mechanism

One of the most interesting features we intend to implement is the ability for users of the app to purchase tokens. Each seller of tokens (the entrepreneur or startup) will allocate tokens for sale via their own crowd sale contract. The terms may vary according to the entrepreneur featured.

Interested parties may send PITCH tokens to the crowd sale contract address. Since PITCH tokens are ERC-20 tokens, and the featured entrepreneurs will also offer ERC-20 tokens, Pitch Investors Live will support a mechanism whereby the Ethereum address which sends PITCH tokens to the crowd sale address will be the recipient of the ERC-20 tokens offered in the crowdsale.

The Pitch Investors Live interface will make it easier for users to exchange tokens without copying lengthy and difficult to remember Ethereum addresses. It is our opinion that users should not have to concern themselves with the complications of the technology that powers their tokens and use thereof.
Rewards for contributors

In order to drive attention to the platform, it will be necessary to have experts provide useful analysis of the token sales offered by entrepreneurs using the platform. The more well known and respected these experts are, the more attention they will draw to the platform. This will result in increasing quality of the projects on the platform. The ultimate result is a feedback loop that improves both the entrepreneurs and the experts.

In order to incentivize experts to participate in the platform, a pool of tokens will be reserved that will be issued to contributing experts over the course of a long period of time. The emission of tokens from this pool is detailed elsewhere in this document. As development of the decentralized platform proceeds, the details of exactly how emission will be governed shall be described in a separate document. However, some principles have been established.

1. 30% of the total token supply shall be reserved for emission to participating experts and investors.
2. Each year, 20% of the available supply shall be emitted. As the available supply will decrease by 20% each year, the emission shall correspondingly decrease by 20% each year.
3. Awards shall be based on multiple factors including community opinion of performance, frequency of participation, and following.

In addition to rewards for experts who go live and investigate the entrepreneurs selling tokens on the platform, a small portion of tokens will be awarded to individuals who provide insight in other ways such as through comments.

Who can contribute

In the current iteration of the platform, only accredited investors have the ability to go live with entrepreneurs who wish to sell tokens. As part of the move to decentralize the app and remove censorship, this restriction will be removed so that anyone may do this.
About tokens

In the following sections, we reference tokens that will be used in the Pitch Investors Live Platform, so this section is written as a brief introduction to blockchain tokens and serve as a foundation for the explanation of the PITCH token.

About ERC-20 Tokens

The Ethereum blockchain is a “world computer” that allows software developers to write smart contracts using a variety of supported programming languages (Solidity being the most strongly supported of these). Two of the most popular types of smart contracts that have emerged are the token contract and crowd sale contract, and that is because these are the fundamental contracts required for creating a token sale. The term “ERC-20 Token” refers to a token contract which adheres to a certain set of well-adopted standards. These standards are increasingly supported by developers of cryptocurrency wallets, and decentralized exchange protocols (which allow holders of different tokens to trade them without a middleman or exchange). This is important because an ERC-20 token comes bundled with lots of free functionality and can be easily handled by anyone familiar with the behavior of such tokens.

Pitch Investors Live issued ERC-20 tokens using Ethereum-based token sale smart contracts. The source code for each of these was released as open source and made available to the public for critical analysis and transparency. The tokens were immediately usable on the Pitch Investors Live platform that currently exists and are intended to be usable on future versions of the same. Details of that will follow in a later section of this document.
**PITCH Tokens**

Pitch Investors Live released ERC-20 tokens named “PITCH”, under the symbol “PITCH”. PITCH is the primary means of purchasing services from the current and future Pitch Investors Live platforms. A partial list of such services follows in table form:

| Entrepreneurs | • Create pitch summaries to attract the attention of token buyers.  
• Pitch investors live and sell tokens to the audience that accumulates as you pitch.  
• Request a review of your project by experts and investors. |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience Members / Potential token sale customers</td>
<td>• Buy tokens for startup projects in exchange for PITCH.</td>
</tr>
<tr>
<td>Experts / Potential token sale customers</td>
<td>• Buy tokens for startup projects in exchange for PITCH.</td>
</tr>
</tbody>
</table>

There is no expectation of profit from purchasing or owning PITCH tokens. Pitch Investors Live is similar to a gaming business, where the gaming business uses PITCH as the ticket or coin to access and play games. Pitch Investors Live may or may not implement all intended future functions.

We created a fixed supply of 1,618,000,000 (1.618 billion) ERC-20 tokens using the symbol, PITCH. PITCH is divisible to 9 decimal places. The main net token contract is at Ethereum address 0x87f56Ee356B434187105b40F96B230F5283c0AB4. We sold a small portion of these tokens and may continue to sell tokens as a means of capitalizing the project.
CORE TEAM

Matthew Lally, Founder & Visionary:
- In the tech space since early 2007.
- Patent applications in augmented reality cited by Google and others.
- Sold first company as largest shareholder in approximately 18 months. Dollar value approximately $13 million.
- Created many iOS / Android apps and web apps. Fluent in several programming languages.
- Early adopter of Bitcoin and other cryptocurrencies.
- Proficient in Ethereum smart contract development.

Jonathan Foltz, Co-Founder & Visionary:
- Futurist, philosopher, and avid knowledge seeker.
- Started multiple companies in technology, education, ecommerce, and the digital space.
- Built three million dollar brands in completely three different industries in the last three years.
- Owner of the international marketing agency, Digital Age Business, which has worked with some of the biggest brands in the world.
- Owner of multiple eCommerce brands and was able to take a business to seven figures a month within its first year.

Rich Cavanaugh, Software Engineering Lead:
- Rich is a truly gifted system architect and developer, and he is devoted to his craft.
- He is currently the VP of Engineering at a major software company and has held multiple roles as CTO and Chief Architect for major corporations.
- Proficient in Ethereum smart contract development, including Solidity, Truffle, etc.
George Zhao, Senior Software Engineer.
- Director of Technology for Crowdability
- Most recently, George was the Lead Developer for The Oxford Club, an eight figure division of financial publisher Agora, Inc.
- Former CTO of The Institute for Individual Investors, a financial education and publishing company.
- The former Technical Co-Founder of TickerHound, an online question-and-answer community focused on financial education.
- Graduate of Pace University.

Damien Coughlan, Community Architect and Operations.
- Former Apple Business Analyst delivering Executive Reporting at Apple Inc to Tim Cook and Steve Jobs.
- Marketing specialist, eCommerce owner and teacher.
- Higher level education with a degree in marketing and a Masters Degree in eCommerce.
- 10 years of experience as a Business Analyst with AIB Bank, EMC, and Apple.

Ben Malol, Social & Reach Architect.
- Marketing and Facebook advertising expert, analyst, and scaler.
- Considered one of the top Facebook Ads experts in the world and has been featured on CBS, Huffington Post, ABC, FOX, & NBC.
- He is the founder and owner of the largest organic Facebook advertising support group in the world called “The Facebook Ads Group”.
- Ben is also the Founder, CEO, and CMO of one of the most successful cryptocurrency merchandise stores on the web

Jason Stone, Social Media Strategist.
- Serial entrepreneur with multiple 7 figure business ventures across various verticals of web and marketing.
- He is widely known by celebrities and over 3 million people around the world as @Millionaire_Mentor on Instagram.
- Stone is a well known social media influencer and internet marketer and is also known for his e-commerce success in the automotive industry.
- Jason utilizes his experience and passion as a motivator, mentor, teacher, and social media influencer to help others create success.
Umer Hadeed, Creative Director:
- Previous owner of one of the most prestigious marketing agencies in the world, Offroad Studios, according to Forrester Research.
- Worked directly with biggest movie to come out of Pakistan, “WAAR”, and worked with companies such as Pepsi, Coca-Cola, Cisco, Cheetos, and many more big brands.
- Now owns multiple companies in a diverse portfolio from education and eCommerce, to a full 360 digital marketing agency.

Alex Urban, Systems Analyst:
- Digital media expert specializing in system integrations, organization, and efficiency optimization.
- At the age of 20 was brought on as a National Director of Operations for one of the top mortgage companies in the nation, overseeing millions of dollars in mortgage transactions.
- A few years later transitioned into the marketing and eCommerce field under Digital Age Business. Proceeded to scale an online store to a seven figure/ month operation within its first year of operation.

Ian Kilday, Project Management.
- Background in IT Project and IT Service Management delivering and managing large-scale complex critical systems for the last 16 years.
- Worked for leading Global IT system providers, technology divisions within Global Banks and Government departments in both an Operational and Governance capacity.
- Specialises in incorporating the best of IT operation management, crisis management, project management, DevOps, Agile and ITIL service management best practices.

Livia Caudell – Public Relations and Celebrity Outreach.
- Livia is an Award Winning International Speaker and Peak Performance Consultant that is on a mission to Raise Global Consciousness.
- She has been featured in domestic and international news and press including the Huffington Post.
- She has also shared the stage with celebrities and world leaders like Halle Berry and Nobel Laureate Professor Muhammed Yunus.
Tony “OD” Morera, Director of Videography & Cinematography.

- Former Chief Video Director for a 9 figure digital marketing company.
- Photographer, marketer and technology expert.
- Early adopter of digital video technology.
- Today, Tony’s projects have taken him all over the world from the streets of Dubai to the crowded beaches of Costa Rica, but he always enjoys coming home to his beautiful state of Arizona.
- Director of music & lifestyle videos for influencers & celebrities.

Camilo Montanez, Brand Ambassador.

- Senior graphic designer specialized in branding
- Worked as a brand ambassador for companies such as Maserati, Jaguar, Volvo, and other big brands from around the world.
- Brand Ambassador for international marketing agency - Digital Age Business.

Karl Schuckert, Affiliate Relations Advisor.

- Serial entrepreneur has built three, seven figure startups
- Played a key role in affiliate management with these startups
- Ran and launched many SaaS apps into the marketplace
- Currently runs and co-founded two major applications in eCommerce and a Facebook marketing platform

Alice Hlidkova, Content Writer, PR & Outreach.

- Founder of a media company and TV Host of a Blockchain Show at NASDAQ.
- Former investigative journalist in the Middle East.
- Spearheaded the launch of a White House-funded startup of 35 city-university R&D partnerships in autonomous vehicles, IoT applications, and robotics.
- Pitched fintech and biotech to 50+ Silicon Valley VCs and Angels.
- MPA, Carnegie Mellon and owner of a tech and business consultancy.
Ben Marcoux, Funnel & Copywriting Expert:

- High level copywriting and funnel development expert.
- Online direct response expert, steeped in the “old school” traditions of direct response marketing.
- Facebook ads expert for large organizations and startups.

Steven Talcott Smith, Technology Advisor and Senior Software Engineer

- Steven is a master software developer.
- He owns and operates Aelogica, which is the premier Ruby on Rails and mobile development company with operations in the Philippines.

Brandon Young, Strategic Advisor & Celebrity Outreach.

- Serial entrepreneur and angel investor who is also a graduate of Nova Southeastern University’s esteemed Wayne Huizinga School of Business.
- Runs a multi-million dollar eCommerce operation on Amazon platform.
- He is the former president and founder of the Micro Venture Capital Club, a 1200 member organization which connects investors and entrepreneurs.

Dyani Main, Social Media Manager

- Freelance Social Media and Community Manager for multiple blockchain projects.
- "Built and managed blogs and Facebook pages to hundreds of thousands of users."
- "Specializes in curating and creating Blockchain content for crypto companies."
- "Ghost writer and content creator for influencers and large companies."
Kevin Harrington, Advisor

- The original shark for the hit TV show “Shark Tank”.
- Key Advisor to blockchain project “Shipchain”. Their token sale sold out at $30 Million plus.
- Created over 20 companies that have generated over $100 Million in revenue each.
- The creator of Infomercial and one of the pioneers behind the As Seen on TV brand.
- Has heard more than 50,000 pitches and launched more than 500 products generating more than $5 Billion in global sales.
- Co-founding board member of the Entrepreneurs Organization and co-founder of the Electronic Retailing Association

Reese Jones, Advisor

- A Silicon Valley serial entrepreneur and investor.
- He has founded, grown, and invested in startups through Angel Investing, Venture Capital, Mergers & Acquisitions, and IPO’s, for companies like Facebook and many other tech startups.
- Associate Founder of Singularity University and has served on many boards. His investment focus is on digital biology infrastructure, AI, internet, and mobile services.

Gayatri Sarkar, Advisor.

- GP @SportVEST | Blockchain VC and Board Advisor | Speaker | Ex-Fed Reserve Bank
- Gayatri is a General Partner at SportVEST and utilizes her experience in venture capital investment analysis, due diligence, deal flow and fundraising and also serves as an integral member of the Fund’s Advisory Board.
- Previously worked for Federal Reserve Bank of Boston in managing Fed’s biggest project for Treasury.
- She is a writer on blockchain venture capital in Hackernoon, and other blockchain related publishing media and author of “Word from the Block” interview” blog.
- She is a Physics major and Math minor and has MBA in operations management and studied Behavioral Finance from Harvard Kennedy School and Private Equity from Wharton.
Lucas Cervigni, Advisor.

- Co-Founder in 15+ Companies with 20 years in Tech Industry
- International Business Development Advisor in Crowd Technologies, FinTech and Blockchain Industries, for 60+ companies including Augur, Ripple, Koibanx, Augur, Internet of People (IOP) and Fermat to name a few
- Investor and International panelist named 50 most influential people in Blockchain in 2016.
- Author, BlockChain in Practice / The BitCoin Paradigm
- TV Host of Blockchain premier program Neweconomies.com filmed at NASDAQ
- Partner at Vesicas.com

Justin Wu, Growth Advisor.

- Blockchain and crypto expert with large networks that stem around the world.
- Head of Growth at CoinCircle. Running all things growth crowdfund, internal products & creates crypto content.
- Has helped launch multiple ICO’s and token sales, such as “UniKoinGold”, which featured Mark Cuban as an investor.
- Helped launched a kickstarter campaign to raise 2.5M within 30 days of launch.
- Co-founded Sidevision - A video commerce platform that enables brands and content creators to display relevant commerce opportunities next to their videos. Sidevision is contracted and invested by Warner Brothers

James Whelan, Blockchain CTO and Advisor.

James is a Chief Technology Officer of AlphaPoint Technology, Inc.(OTC-QB:APPOI)
- James has three decades of history working in information technology, software, and services industry.
- James is currently deploying permissioned blockchain distributed ledgers to solve business problems unattainable with centralized databases.
- James is a Hyperledger event organizer for South Florida and serves as an advisor to several Blockchain projects advising though Blockchain Development, Marketing, Compliant funding to Security token launch, such as DataBlockchain.io, HAVia and BlockChainAgility.io
Jeff Fagin, Finance and Team Building Advisor.

- MBA, CPA brings over 35 years of corporate, finance, and management expertise.
- Former consultant for Deloitte Consulting
- Has successfully built and managed several global businesses in real estate, business education and personal development.
- Help build and foundation member to help build one of the largest seminar companies in the world with T. Harv Eker.
- Business execution, team building, and attention to detail are the hallmark of Mr. Fagin’s career.

Imran Rahman, Communications Advisor:

- Worked on over 200 Digital Marketing Projects over the last 8 years, has started 13 companies to date, and along the way perfected his 7 Figure Brand Launch Formula.
- He currently owns and operates a portfolio of eCommerce brands.
- A communication, collaboration, and organization strategist at heart, Imran loves to help refine marketing and technology systems for maximum efficiency, effectiveness, results and profits.
Disclaimer

THIS DOCUMENT AND ANY OTHER DOCUMENT PRODUCED BY 2UP TECHNOLOGY, INC. D/B/A PITCH INVESTORS LIVE (OR THE “COMPANY”) DOES NOT CONSTITUTE AN OFFER OR SOLICITATION TO SELL SHARES, INVESTMENTS, COMMODITIES OR SECURITIES IN 2UP TECHNOLOGY, INC. OR ANY OF ITS AFFILIATES. IT IS FOR INFORMATIONAL PURPOSES ONLY.

COMPANY IS NOT AFFILIATED WITH ANY ENTREPRENEUR WHO PRESENTS ITS PRODUCTS TO USERS OF THE COMPANY’S APP. IT RECEIVES NO REMUNERATION FROM THESE INDIVIDUALS OR ENTITIES NOR DOES THE COMPANY APPROVE OR ENDORSE ANY ENTREPRENEUR. ENT DOES NOT CONSTITUTE OR FORM PART OF, AND SHOULD NOT BE CONSTRUED AS, ANY OFFER FOR SALE OR SUBSCRIPTION OF, OR ANY INVITATION TO OFFER TO BUY OR SUBSCRIBE FOR, ANY SECURITIES UNDER THE APPLICABLE SECURITIES LAWS.

Any tokens offered for purchase by the Company are solely intended to function as a means to access and utilize the Pitch Investors Live App and website and are not considered an investment or other kind of financial instrument. No rights, express or implied, other than as a means to access the App and website, subject to limitations and conditions in the White Paper and Terms and Conditions.

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW AND EXCEPT AS OTHERWISE SPECIFIED IN A WRITING BY THE COMPANY, (A) ALL COMPANY TOKENS ARE SOLD ON AN “AS IS” AND “AS AVAILABLE” BASIS WITHOUT WARRANTIES OF ANY KIND, AND THE COMPANY EXPRESSLY DISCLAIMS ALL IMPLIED WARRANTIES AS TO SAID TOKENS, INCLUDING, WITHOUT LIMITATION, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NON-INFRINGEMENT; (B) THE COMPANY DOES NOT REPRESENT OR WARRANT THAT THE TOKENS ARE RELIABLE, CURRENT OR ERROR-FREE, MEET YOUR REQUIREMENTS, OR THAT DEFECTS IN THE TOKENS WILL BE CORRECTED; AND (C) WE CANNOT AND DO NOT REPRESENT OR WARRANT THAT THE TOKENS OR THE DELIVERY MECHANISM FOR THE TOKENS ARE FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS.

We further make no warranty and disclaim all responsibility and liability for the completeness, accuracy, availability, timeliness, security or reliability of the App and Website thereon or any
We further make no warranty and disclaim all responsibility and liability for the completeness, accuracy, availability, timeliness, security or reliability of the App and Website thereon or any content you receive as a result of your relationship with the Company. The Company will not be responsible or liable for any harm to your computer system, loss of data, loss of Tokens or other harm that results from your access to or use of the App, or Website. Company has no responsibility or liability for the deletion of, or the failure to store or to transmit, any content and other communications maintained by App, Website. We make no warranty that the App or Website will meet your requirements or be available on an uninterrupted, secure or error-free basis. No advice or information, whether oral or written, obtained from the Company or through the App or Website, will create any warranty not expressly made herein.

TO THE FULLEST EXTENT PERMITTED BY LAW, THE DISCLAIMERS OF LIABILITY CONTAINED HEREIN APPLY TO ANY AND ALL DAMAGES OR INJURY WHATSOEVER CAUSED BY OR RELATED TO USE OF THE APP AND ANY COMPANY TOKENS, OR SITE, OR COMPANY TOKENS, AND NY TOKENS, UNDER ANY CAUSE OR TION, INCLUDING, WITHOUT LIMITATION, BREACH OF CONTRACT OR TORT NOT BE LIABLE FOR ANY DIRECT, INDIRECT OR CONSEQUENTIAL DAMAGES IN ANY USE OF, OR INABILITY TO USE, THE APP, COMPANY WEBSITE, USE OF INABILITY TO USE THE APP, WEB- THE PURCHASE OR USE OF COMPA- ACTION WHATSOEVER OF ANY JURISDICTION, ACTIONS FOR BREACH OF WARRANT- AND THAT THE COMPANY PARTIES SHALL NOT BE LIABLE FOR ANY DIRECT, INCIDENTAL, SPECIAL, EXEMPLARY WAY WHATSOEVER ARISING OUT OF THE WEBSITE, AND TOKENS.

BY PURCHASING TOKENS AND USING THE APP AND WEBSITE, YOU FURTHER SPECIFICALLY ACKNOWLEDGE THAT THE COMPANY, ITS AFFILIATES, OWNERS, REPRESENTATIVES AND AGENTS (“COMPANY PARTIES”) ARE NOT LIABLE FOR ANY REASON, AND YOU AGREE NOT TO SEEK TO HOLD THE COMPANY PARTIES LIABLE FOR ANY REASON, FOR THE CONDUCT OF THIRD PARTIES, INCLUDING OTHER USERS OF THE SERVICES AND OPERATORS OF EXTERNAL WEBSITES, AND THAT THE RISK OF PURCHASING TOKENS, USING THE APP AND WEBSITE AND OF INJURY OR DAMAGE FROM THE FOREGOING RESTS ENTIRELY WITH YOU.