

# Cache Token Investor Document

This document outlines the major elements that will increase adoption of the Cache token. These initiatives will continually drive value to the utility of Cache for our existing growing network of over 300,000+ developers worldwide, as well as new prospective members of the Cache Ecosystem.

## Main Market Forces

*\*Projections are based on a \$0.02 USD/CHE conversion. Figures and data are meant to illustrate demand, and do not project or factor in speculative price increases.\**

### Devslopes

Devslopes is the parent company of all products and services associated with the Cache Token. Starting with its roots in coding education, Devslopes has aggregated over 300,000 students worldwide and continues to grow on a daily basis.

### Cache Utility for Devslopes

Upon all successful milestone funding, Devslopes will alter its business model to a freemium model, with an upsell for niche content only accessible through Cache.

Devslopes currently operates on a pay-per-course basis, specializing in turning beginners into paid professional developers. Our learning tracks that take students from a beginner to intermediate level will become free and will serve as lead generation. Niche & advanced topics that are currently included in the pricing of our main content tracks will be unlocked at an upsell only available with Cache.

There are currently **6 pipelines ready for a Cache upsell**, with several more estimated over the next 5 years.

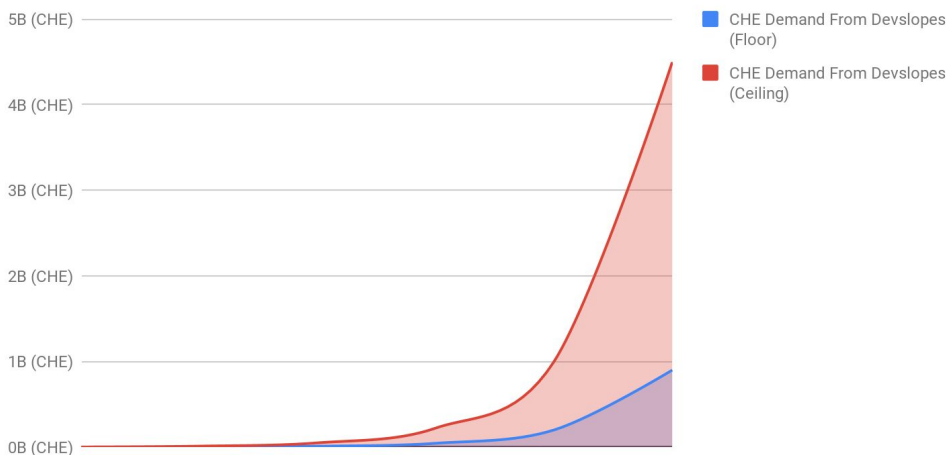
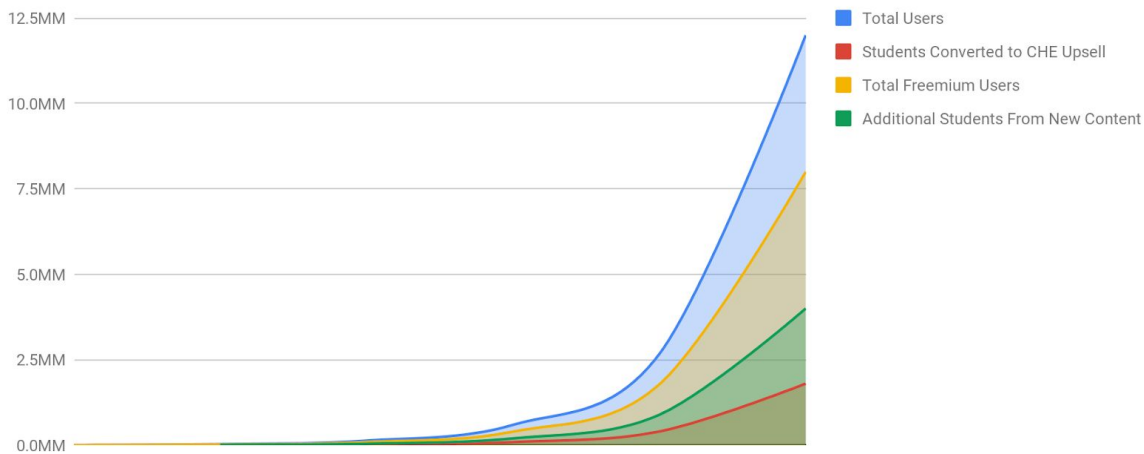
- Apple
- Android
- Game Development
- Web Development
- Backend Development
- NEM Developer Course

## Projected Impact of Devslopes on Cache Utility Value

### Usage

We have run experiments on one pipeline with our platform offering free content, and our findings have concluded an averaged estimate of **~1000% increase in enrollments & active users exclusively on the Devslopes platform.**

At these levels, we project 12,000,000 freemium users within the next 5 years, converting 15% to purchasing additional content with Cache in the \$10-\$49 USD range.



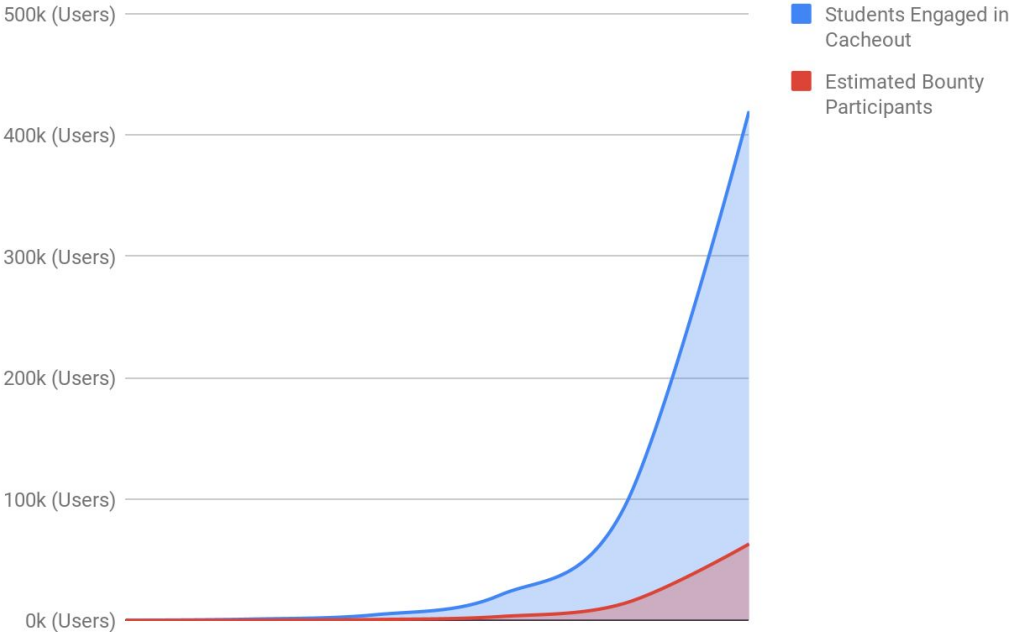
\*Projections are based on current pricing, usage levels, and conversion rates across all Devslopes distribution channels

By rapidly expanding our outreach, aggressively generating new content, and implementing already tested price points, the **Devlopes Learn to Code platform alone will generate 3-5x demand for the utility of the Cache token within 5 years.**

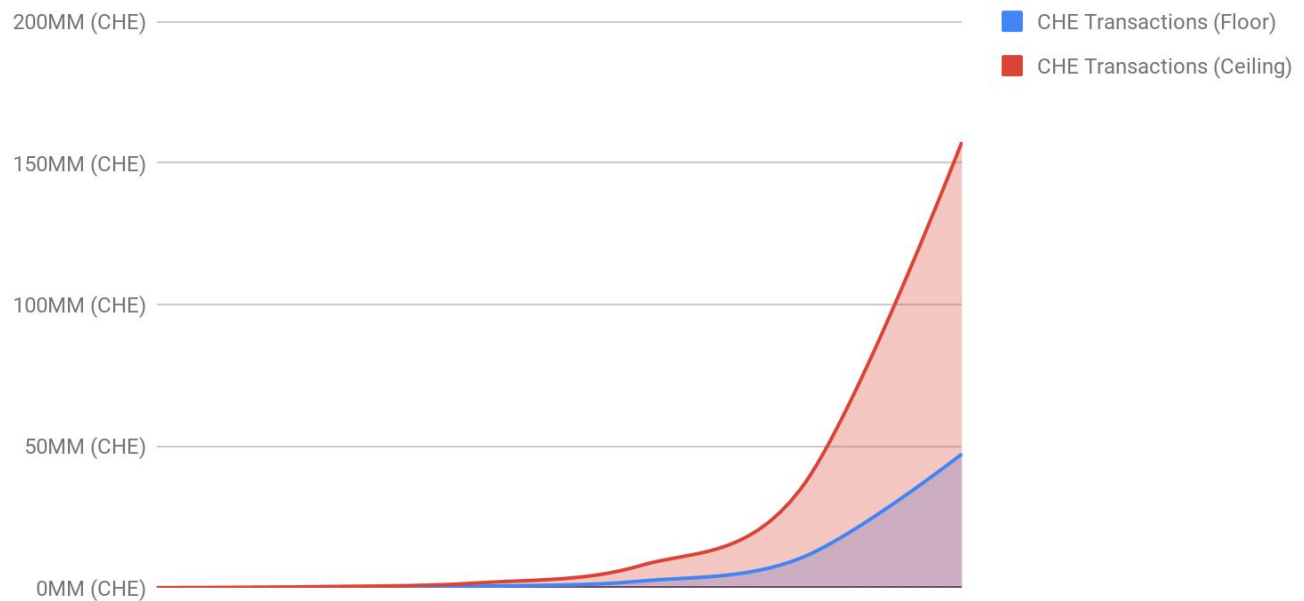
## Cacheout

Cacheout is a currency backed economy to regulate effective Q&A for developers. Users can set a bounty for coding questions. The best answers will be regulated by the community and awarded with Cache. The Cache amounts will then be distributed to the author of the best answer, as well as the engaged community members per respective answer.

While price demands for bounties may vary, we anticipate \$15-\$50 USD per awarded answer, as the upper echelon of our student base has expressed paying a premium in this range for high quality answers.



\*Projections are based on current statistics of Devlopes related coding questions per whole user base (3.5%) and conversion rates of students who fall in the \$15-\$50 price range (15%).



We predict that Cacheout can generate an 18% increase of demand levels for Cache in circulation within a 5 year span.

## Blockstart

Blockstart is Developes flagship product that will allow developers and companies to launch applications on their own blockchain networks, or integrate existing platforms within minutes. Blockstart will also have a public network allowing developers and companies to launch at a lower price point. The public network will be powered by the Cache Token. Transactions, asset creation, cryptocurrencies & domain creation will all require small Cache fees, increasing it's demand and utility.

### Blockstart's Public Network's Pricing Model

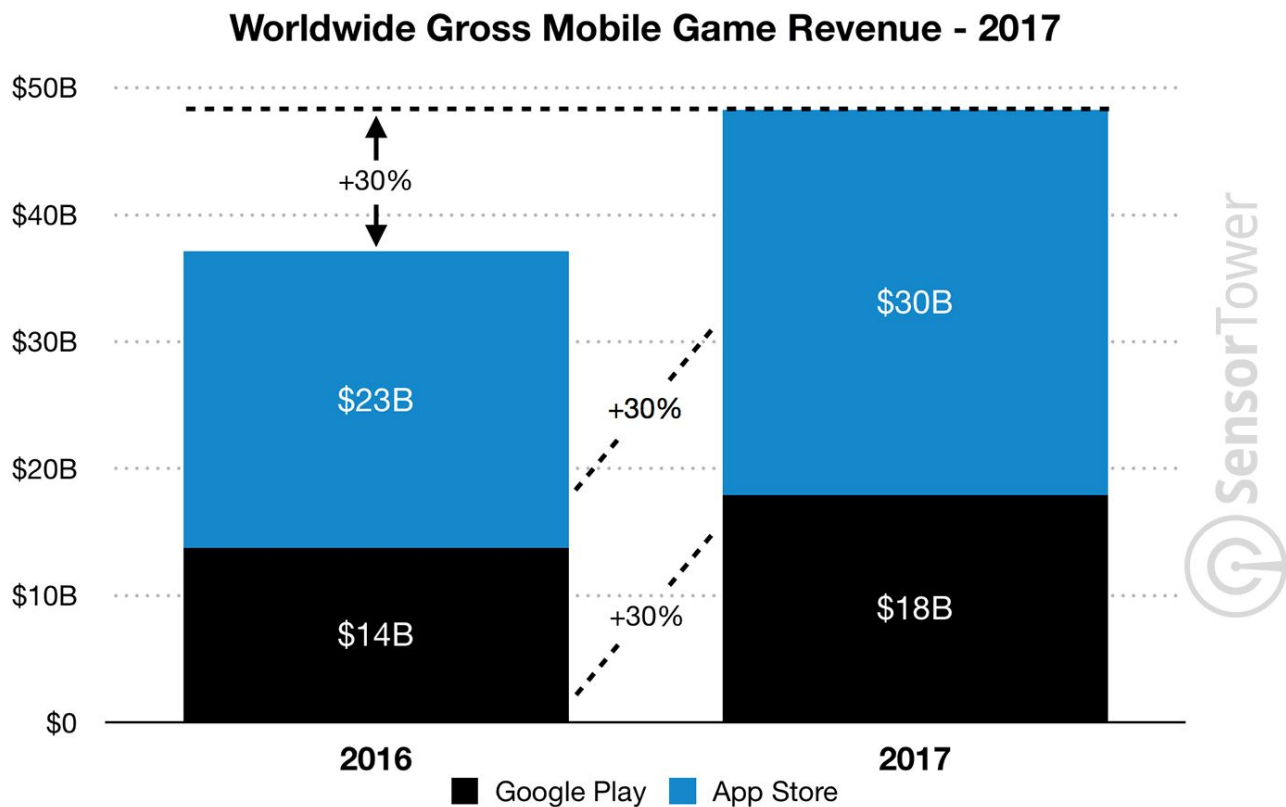
Blockstart's pricing model for it's public network will be fee based charged on an annual basis. These fees will be nominal to decrease barrier to entry and increase adoption rates. The three main fees will comprise of:

- Domain creation - \$39/year
- Asset creation - \$0.10/asset/year
- Cryptocurrency creation - \$29/year

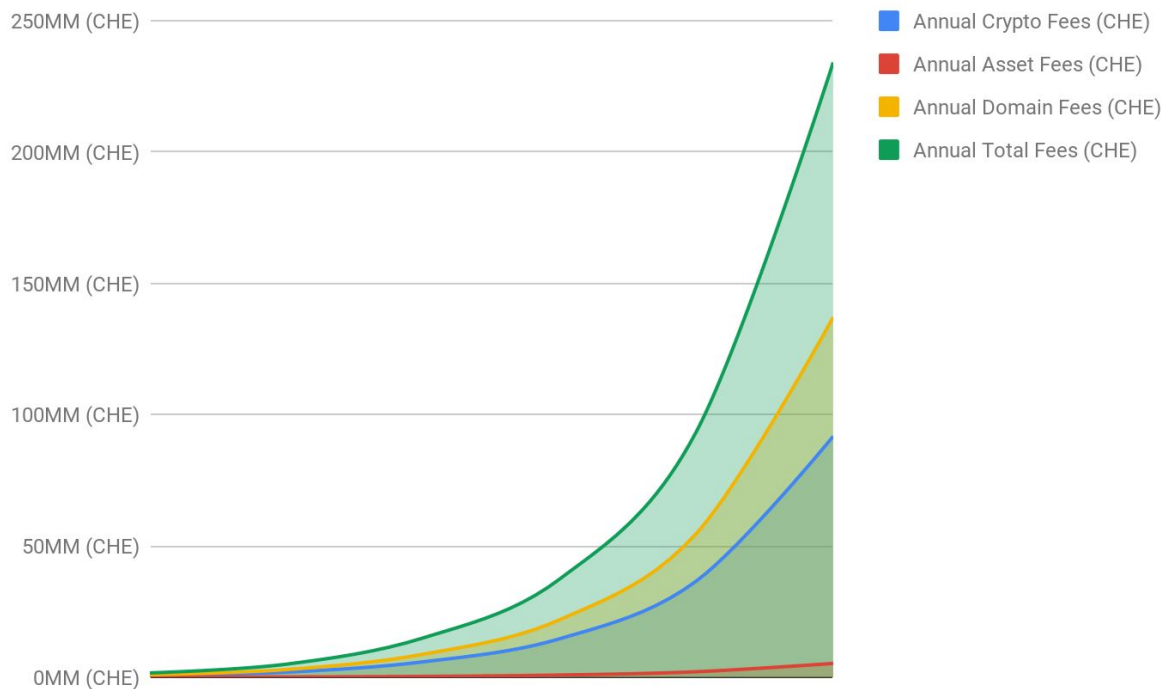
## Go to Market

Blockstart's public network will focus on attacking **social mobile applications & games for the first 5 years**. We anticipate these two niches to be the fastest growing segments for implementing blockchain features due to the recent trends in monetizing social currency, as well as the gaming industry's large market share for in app purchases.

Blockstart will put a high focus on revolutionizing the current gaming industry due to the large void in the marketplace for game developers to create their own monetization models. There has been a 30% increase in 2017 for both Google Play & the Apple App Store's gaming revenue worldwide.



## Cache Demand within the Public Blockstart Network



\*Projections assume 1 domain per account, an average of 15 assets created, and 90% of accounts creating 1 cryptocurrency

Our goal is to accumulate 70,000 products and services hosted on our public network within the next 5 years, with an ARPPU of \$66.60 in Cache fees. This will generate up to a 30% increase of demand levels.

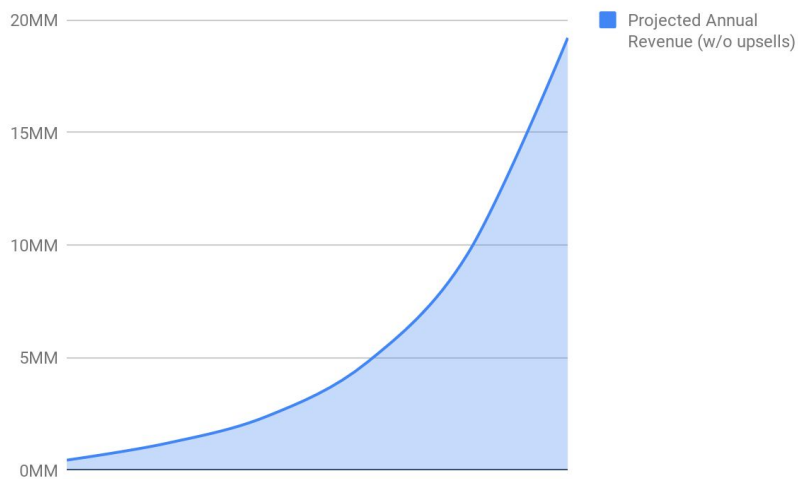
## Blockstart B2B (Private Network)

Blockstart will also service businesses that wish to create their own private network. While not directly powered by the Cache Token, revenue generated will allow capital to strengthen and enhance Cache powered products, increasing its overall utility value.

## Pricing & Revenue

Blockstart B2B will be a SaaS driven platform starting at \$500/month, with upsells to increase API nodes, Peer nodes, & storage.

Through our current partnerships and wide distribution channels, Blockstart B2B aims to generate **19MM (USD) annually within 5 years across 3,200 accounts.**



\*Projections do not factor in upsells for additional nodes or storage

## Secondary Market Forces

### Devslopes Marketplace

The Devslopes Marketplace is a marketplace of developer tools and assets self maintained by our community. All transactions will exclusively be in Cache and will take Cache fees.

### Cache Incubator Fund

Upon all milestones being achieved, the Cache Incubator Fund will invest in early stage blockchain applications built on the Blockstart network. Products and services will exclusively accept XEM and CHE for the first 6 months of launch, further injecting Cache into the ecosystem.

### Companies accepting Cache

Devslopes is currently working to have partners and companies accepting Cache. We currently have 5 companies committed to accepting Cache, and students can currently purchase Devslopes courses using Cache.

## Summary

Through Devslopes Learn to Code, Cacheout, and Blockstart, we believe we can generate up to a **611% increase in demand for the Cache Token within the span of 5 years.** We will also actively pursue the Devslopes Marketplace, Cache Incubator Fund, and continually look for partners to accept Cache. Utilizing our existing audience of 300,000+ developers worldwide, we are positioned to bring these products to the developer community and act as a springboard for the next generation of blockchain applications.