

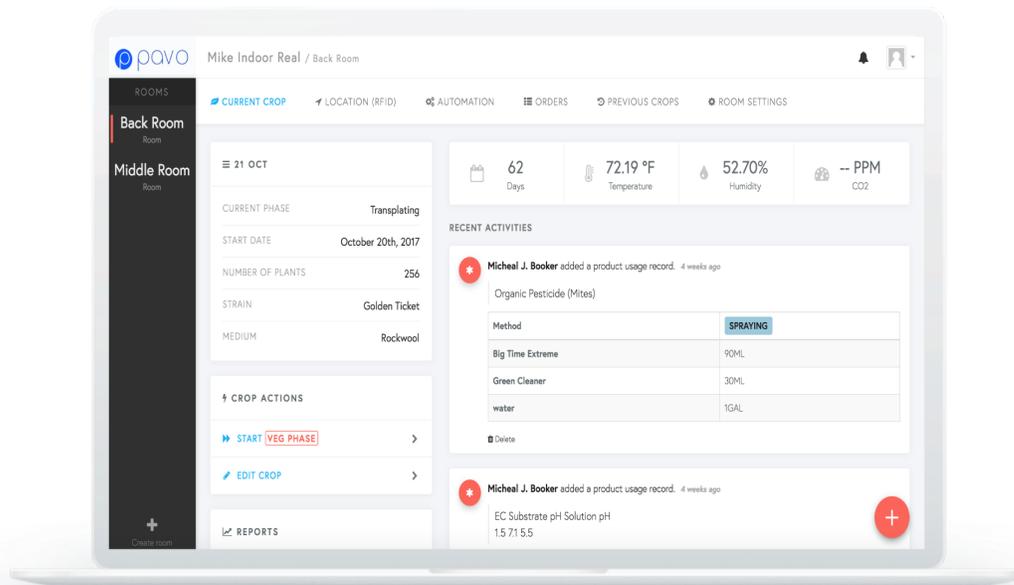
## Executive Summary

PAVOCOIN, AG  
Baarerstrasse 8  
6300 Zug  
Switzerland  
(Headquarters)

1355 Market Street  
Suite #488  
San Francisco, CA  
94103  
(U.S. Office)

# EXECUTIVE SUMMARY

Pavo's mission is to fundamentally improve yield, productivity, efficiency, transparency, quality and profitability for all of the key participants within the agriculture ecosystem. We are spearheading our efforts of product maturation in the red-hot cannabis industry, where Blockchain-enabled transparency is most needed.



# OPPORTUNITY

Globally, food and agriculture represent a \$5 trillion industry, that only gets bigger with population growth. Some forecasts call for total caloric demand to increase by 70 percent by 2050, when there are a projected 9.6 billion people on the planet, and crop demand for human consumption and animal feed to increase by at least 100 percent. The smart agriculture market alone is projected to grow from \$5.18 billion in 2016 to USD \$11.23 billion by 2022, at a compound-annual-growth-rate of 13.27% between 2017 and 2022.

**Projections call for the legal cannabis market in the United States to grow from over \$4.6 billion in 2014 to almost \$23 billion in 2020, a 31% compound annual growth rate.**

(Some projections range as high as \$60 billion within a decade.) This is attributable to a spate of new legislation permitting cannabis consumption by adults on a recreational basis.

Total demand for recreational cannabis in the U.S. is estimated to exceed that for wine and organic food. Cannabis dispensary annual revenue per square foot already rivals that of Whole Foods Market and Costco.

Cannabis supply chain participants are increasingly looking to technology solutions such as cloud computing, Internet of Things (IoT) networks and electronic sensors to ensure that their operations are both financially, and environmentally, sustainable with growing consumer brand appeal.

# THE SOLUTION

## The Pavo business model and solution is built on two pillars:

1. **The Pavo IoT Platform** enables real-time management of farms and gardens, driving significant fundamental improvements in productivity, quality and yield for cannabis growers. Already in deployment with growers, the IoT platform consists of proven technology, consisting of smart sensors to provide critical data to drive key decisions for growers, and artificial intelligence and machine learning algorithms to help drive better crop management decisions and optimal quality and yields.
  - a. The Pavo platform is cloud-based, provided on a SaaS subscription basis, and will provide a comprehensive suite of supply chain management and inventory management capabilities to drive significant improvements in transparency, quality, compliance and efficiency throughout the ecosystem from growers and processors through to medical dispensaries and retail stores (ie, “from seed to sale”).
  - b. Pavo enables growers to make smarter, faster agricultural and business decisions based on real data. The core technology underlying the Pavo IoT Platform has proven to increase yields in crops very similar to cannabis by as much as 30 percent.
  
2. **The PavoCoin (PAVO)** smart token payment system is designed to complement the Pavo IoT Platform and become the dominant form of payment and unit of account across the cannabis industry. PavoCoin will help solve a wide range of critical issues and challenges for members of the cannabis community, creating a permanent transaction history and reducing transaction costs.

# GO-TO-MARKET

## GO-TO-MARKET STRATEGY

Pavo sells directly and indirectly to its customers. The initial approach in the U.S. market is to leverage promising channel partnerships which have already been identified. Over time, the company will add direct sales capabilities in the U.S. and elsewhere to drive sales and provide reference selling models and customer profiles. This will provide examples for channels to replicate—quickly, and at scale.

## OUR TEAM

The Pavo team is uniquely positioned to take on this challenge. Our team is comprised of experienced entrepreneurs who bring proven success, depth and experience from business, IoT technology and software, blockchain, smart contracts, agriculture and the cannabis industry.

The Pavo network and team shares the same spirit in which cryptocurrencies and tokens were originally envisioned. That is transparency, fairness, accessibility, and innovation

# PAVO COIN FINANCIALS

## Token Generation Event (TGE) Parameters

Pavo intends to be fully transparent in all its financial conduct and transactions. Controlled release of tokens will give Pavo projects and PavoCoin the opportunity to grow and increase in influence based on merit and value creation. Escrowed funds and planned ecosystem industry projects will set Pavo apart from other token generation events.

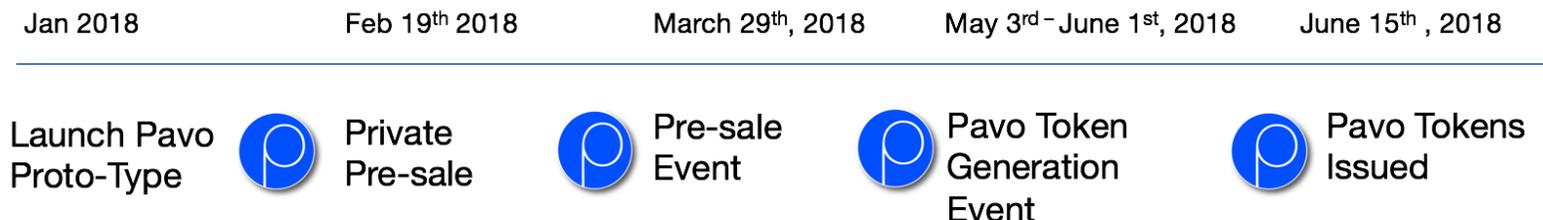
200,000,000 tokens will be issued by Pavo. There are currently no plans to generate additional tokens. The initial distribution of tokens will be through a series of offerings in different time phases.

### PAV Token Distribution

Allocation	Amount
Pre-sale Tokens	40,000,000
ICO	60,000,000
Team, Partners/Advisors/Contractors	30,000,000
Controlled Reserve Fund	40,000,000
Community Reserve	20,000,000
ICO Incentives and Bounty	5,000,000
Growers Reserve	5,000,000

# PAVO COIN FINANCIALS

## Coin Roadmap



### Public Pre-Sale

Pre-sale starts at 03.29.2018 till 05.02.2018

1 Token at USD \$1 + 33% bonus

\$10,000 USD minimum

### Token Generation Event (TGE)

Crowd-sale starts 05.03.2018

Crowd-sale ends 06.01.2018

### Initial price of token is \$1

03.29-05.02 – USD \$1 + 33% bonus PUBLIC PRE-SALE PHASE

05.03-05.06 – USD \$1 + 25% bonus MAIN SALE PHASE

05.07-05.13 – USD \$1 + 18% bonus MAIN SALE PHASE

05.14-05.20 – USD \$1 + 11% bonus MAIN SALE PHASE

05.21-05.27 – USD \$1 + 5% bonus MAIN SALE PHASE

05.28-06.01 – USD \$1. No Bonus. MAIN SALE PHASE