

BOMB Money

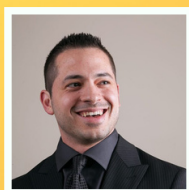
Investment Prospectus



Executive summary

- BOMB Money is on a mission to become the largest & safest crypto staking platform in the world. As one of the longest standing teams in Decentralised Finance (DeFi) we have a strong track record of delivering innovative solutions to create wealth for our investors. We have the most comprehensive strategy in DeFi, and our skilled, experienced, and transparent team are fully committed to its delivery.
- We've already launched investment protocols on two blockchains (BNB Chain and Avalanche) and will expand to Polygon in October, with a further two before the end of 2022. We are also rapidly progressing development of a revolutionary mobile app, powered by our own proof of stake blockchain - BOMB Chain.
- We are currently seeking a small number of exclusive investors to raise \$1.5m to strengthen our ecosystem and support our long term growth, including the launch of our mobile app and BOMB Chain. Investment will allow for acceleration of our roadmap helping us reach an even wider investor base.
- Thanks to our existing innovative protocols, we're able to offer private investors incredibly lucrative returns of up to **50% ROI within a 90 day investment period**. There's also the potential for significant further upside given investors can receive a generous allocation of our PHUB token that benefits from automated buybacks from protocol revenue.
- Upon securing \$1.5m, based on conservative modelling, we will be able to increase protocol revenue by a minimum of \$7m p.a by the end of 2023, with c\$3m of this that would be distributed to investors staking their PHUB. This will result in constant buy pressure on the PHUB token. With a limited supply of just 10,000 PHUB tokens, prices in the tens of thousands of dollars per token are highly likely within the coming years.
- In short, investing in our success now offers incredible returns within the 90 day investment period, in addition to unlimited upside beyond this.

Our Executive Leadership Team



Aaron Shames

FOUNDER & CEO

As a serial entrepreneur, Aaron has operated numerous successful businesses. A passion for DeFi has led to our active & growing ecosystem.



Rob Lindsay

CHIEF OPERATING OFFICER

Rob is responsible for driving the execution of our strategy, along with overseeing day-to-day operations. Previously a senior manager at a large UK bank, he brings a wealth of experience in programme management, regulatory compliance, business operations, HR and systems implementation.



"We set out to create the most comprehensive strategy in DeFi, with a roadmap to deliver value for our existing investors while expanding into new segments. Our mission to become the largest and safest staking platform by 2025 is certainly a huge goal, but we believe we have the expertise and commitment to make this a reality. Securing investment from a select group of high tier investors will be key to accelerating our progress. In return we can provide incredible returns for these investors. The returns we can offer have been through rigorous scenario modelling and we'd be very happy to talk any interested parties through these workings. If you'd like to arrange a confidential discussion we'd love to hear from you at Privateinvestment@bombmoney.com"

Aaron, Rob and the BOMB Money team

The problem we're here to solve

- Between June 2020 and the peak of the 2021 cryptocurrency bull run the value held in DeFi protocols increased 300x from \$600m to \$180b. This was driven by Retail and Institutional investors alike realising the potential to earn incredible returns, along with removing their reliance on centralised parties.
- The cyclical nature of cryptocurrency markets is well established and, unsurprisingly, the market has seen a significant downturn since Q4 2021. This has been exacerbated by the backdrop of challenging macroeconomic conditions.
- Many DeFi protocols have simply given up during this period leaving their investors with losses and no potential solution to regain their initial capital.
- At Bomb Money, we're continuing to provide new and innovative ways for our investors to create wealth regardless of market conditions. Most importantly though, we believe now is a once in a lifetime opportunity to build the ideal proposition to capitalise on the next crypto bull run. With many of the world's largest & most prestigious organisations like Blackrock, Fidelity, Tesla, and JP Morgan already dipping their toes in the water, we know there will be significant institutional investment in the coming years, and undoubtedly the largest retail inflows ever experienced.
- DeFi comes with a raft of challenges for new & existing investors such as: complex onboarding processes that are time-consuming and intimidating, poor user interfaces, anonymous teams that exist solely with the intention to scam their users, unsustainable returns, and poor security protocols to name just a few.
- These challenges result in many investors never making the leap into crypto, let alone DeFi. In fact, our customer research revealed that while 70% of respondents would like to invest in crypto, they simply don't know how or worry it would be too complicated for them to get started.
- Even those who consider themselves DeFi natives regularly cite poor user experience, complex fiat onboarding processes and concerns over the safety of their funds as major issues they'd like to see resolved.

At BOMB Money we have huge plans to address these pain points and we're already rapidly executing against these. Read on to learn how we'll capitalise on these to become the largest & safest crypto staking platform in the world.



Capitalising On the Challenges

Industry pain point: Complex on-boarding process requiring KYC (centralised exchanges) or installing browser extensions (DeFi).

Our points of differentiation: iOS & Android Mobile app with extreme ease of use, allowing users with no prior crypto knowledge to set up an integrated Web3 wallet and begin earning on their crypto in less than 2 minutes.

Our solution:

- Our Mobile App will provide a seamless user experience with integrated wallet setup, portfolio view, swap functionality and high yield staking options. This will include fiat on ramps for major currencies.
- PegHub.com will provide a simple way for DeFi users to earn high yields on their crypto.

Industry pain point: Unethical practices, anonymous and untrustworthy teams.

Our points of differentiation: Full transparency delivered through BOMB Chain, audits to evidence the backing of BOMB Chain assets, high-quality security procedures, and a highly visible executive leadership team.

Our solution:

- Our fully transparent single staking solution delivered through our mobile app will be powered by BOMB Chain. Investors will be able to verify all activity on this public blockchain, giving them full comfort that their assets are safe.
- We'll continue to invest in high quality audits across our smart contracts.
- Our executive leadership team will continue to be highly visible to our investors.
- We'll regularly release audits to evidence BOMB Chain assets are 100% backed.

Industry pain point: Unsustainable returns on crypto staking

Our points of differentiation: High but sustainable yields (greater than CEXs) delivered through fixed term staking, allowing effective management of our underlying investment strategy.

Our solution:

- We'll offer high returns on staking with full assurance that the yields are sustainable.
- Our mobile app will only offer locked staking, utilising our seigniorage protocols to generate the yield. We expect the majority of TVL to come from mobile app users, and therefore the majority of liquidity within the protocols to come from fixed staking deposits. This will ensure the ongoing health of all protocols. Not only does this mean mobile app users receive great returns, but this will also increase the desirability of our share tokens, therefore increasing returns across our entire DeFi ecosystem and buy backs of PHUB - our revenue sharing token.

Revenue projections



- BOMB Money already have a number of revenue sources and will continue to expand these through the execution of our strategy.
- Based on conservative projections, we have set a revenue target of \$36m for 2023.

Mobile app

2023 revenue forecast: \$32m

- We'll generate appealing returns for our mobile app users through deploying funds within our seigniorage protocols. Investors will benefit from appealing, fixed returns. However, the returns generated by the protocol will be significantly higher than overall payouts.
- We have set a revenue generation target of \$32m for 2023. This is based on an assumed average TVL of \$30m.

Protocol share allocations

2023 revenue forecast: \$3m

- We have 4 seigniorage protocols that provide a BOMB Money a daily allocation of share tokens. As with any crypto asset, the price of these are determined based on supply & demand.
- Based on our growth plans, we'll see significant in flows to our protocols, driving demand for our share tokens and therefore providing strong uplifts in the value of protocol allocations.

Protocol PHUB rewards

2023 revenue forecast: \$1m

- By June 2023 the protocol will hold approximately 1000 PHUB tokens. PHUB benefits from automated buy backs from an additional allocation of protocol revenue (beyond the allocation referenced above) that are distributed to PHUB stakers, including those held by the protocol.
- We anticipate rewards attributable to these holding to be a minimum of \$1m in 2023.

BOMB Chain validators

- BOMB Money will initially operate the majority of validators, increasing the number throughout 2023. we will therefore earn a high proportion of transaction fees across the chain.
- Our projections will be finalised by the end of November 2022.