

The Crazy Startup

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Abstract

The Crazy Startup is a new concept of a launchpad with a twist of a reality TV show that will shine a spotlight on the world's blockchain startups. It will rival the likes of Shark Tank and The Apprentice with its advanced accelerator program and a marketspace for blockchain startups. This is a revolutionary twist to an already established program format and may well be the next huge entrepreneurial breakthrough.

The platform brings a unique interaction between digital assets, media, community ownership, where any startup/community, member/artist/creator, etc, will be able to interact with others using online streams to raise capital. The goal is to create a decentralised platform powered by blockchain technology, that will create an ecosystem of tokenized startups.

Our Vision

The Crazy Startup is a new way to launch new businesses to the market with the support of a decentralised community. The vision is to bring entertainment and learning together and create a TV show that allows everyone to get involved with the projects, where the viewers will be able to engage with the startups and collaborate with their success. It will also help to create an ecosystem of startups and we aim to be the biggest platform for entrepreneurs globally.

The Crazy Startup's mission as the first reality show/accelerator program is:

- To democratise investments in startups and make them accessible to everyone;
- To launch successful community-owned startups all over the world;
- To teach and motivate people how to better their life: (creativity, leadership, knowledge, strategies, and focus);
- To create a token launch ecosystem;
- To digitalise companies' assets and make them safe and easy to store and use;

- To create an ecosystem of startups that support and engage with each other; The Crazy Startup Network

Reality TV Show and Community Ownership

TCS aims to teach the audience about entrepreneurship and all the difficulties of launching a business to the market. The public will be able to engage with the participants and collaborate with their success. The Crazy Startup is a reality show that will reveal "How to Make it Happen" not "How they Made it Happen". In other words, community ownership allows the community to control and influence the operation of the project and hence, enjoy the benefits. It is highly practised for the decentralisation of assets and companies.

Different platforms will be used to promote the show and bring the best visibility possible for the startups:

- **“LIVE”** - viewers will be able to follow the startups as it will be streamed “LIVE”.
- **Weekly Episodes** – on a big streaming platform.
- **Best Moments** - Different social media platforms will be used (Instagram, Twitter, YouTube, Facebook, TikTok, etc).

Selection Process

- **Online application** – Startups from all over the world will be able to apply to participate in the show.
- **Core Team Review** - The applications will be screened by TCS core team and 60 will be selected for our ‘pitch day’.
- **Expert Review** - A series of interviews with the TCS team and external experts to be shortlisted to around 60 startups.
- **Pitch Day** – Startups will be invited to participate in our pitch day. The pitches will be streamed online and the public and judges will help to vote for the best startups. In total 12 startups will be selected to participate in the reality TV show (3 by the public and 9 by TCS core team/judges).

Accelerator Program

The Crazy Startup is the first accelerator/reality show in the world backed by a decentralised community. Due to this unique mixture of entrepreneurship and entertainment, The Crazy Startup will provide a more transparent view of how to run a startup, and motivate its viewers to engage and learn more about their favourite projects. It will also allow the project to be judged better and not depend only on the final “demo day” presentation.

Equity Crowdfunding

Equity Crowdfunding is a fast-growing trend used to describe the process of offering shares in a private company in exchange for investment. In other words, it allows a big group of people to invest in startups in exchange for equity in the company. This is broadly used by early-stage startups in order to get financing.

The benefits of this are as follows:

- It is easier to raise funds
- There is less pressure on the management
- It can be quite lucrative

Despite the fact that equity crowdfunding is relatively new, its popularity and usage are growing rapidly, and so do verifications and regulations. Now, instead of the rich getting richer, everyone can potentially become an investor and that is the main focus of The Crazy Startup.

Token Launch Ecosystem

“A token ecosystem is a decentralised network engineered to align a secure and incentivised economic system, despite being laden with uncertainty. Until a token ecosystem can achieve economic alignment amongst network participants, confidently secure itself against attack vectors, and demonstrate a high degree of decentralisation and token utilization (rather than speculative trading), it can only be considered a well-funded experimental distributed network. If this can all be achieved, then we credibly consider it an established token economy. “ -

Outline Ventures

The Crazy Startup will count on experienced blockchain experts and advisors all around the world to help and guide startups on their token building and launching as well as roadmap for the projects.

Unique Selling Propositions

Competitive Assessment

	Shark Tank Dragon's Den	Kickstarter Indiegogo	Pledgecamp	Accelerators Incubators	The Crazy Startup
Viewers learn about entrepreneurship/innovation	✓	✗	✗	✗	✓
Crowdfunding	✗	✓	✓	✗	✓
Weekly episodes	✓	✗	✗	✗	✓
"Live" TV Show	✗	✗	✗	✗	✓
Public engagement	✗	✗	✗	✗	✓
Rewards to the Public	✗	✗	✓	✗	✓
Cryptocurrency	✗	✗	✓	✗	✓
Exchange	✗	✗	✗	✗	✓

Competitive Advantage

The Crazy Startup platform provides a great show for entrepreneurs and opens up a lot of opportunities for those participating and watching the show. The show's accelerator program creates a 'one of its kind' environment for businesses to learn, network, and thrive as well as constructs an ecosystem vital for successful startups. Needless to say, with the resources that TCS will have, it will never stay stagnant, being able to provide advanced technology and be up to date with the recent changes in the world. It will also be able to attract the world's brightest minds to collaborate, present, mentor, judge, or even participate in the show.

The Crazy Startup is the first concept of a reality TV show for startups in the world and its intellectual property has been protected in 3 different ways/places and our script was written by a person that works for Endemol.

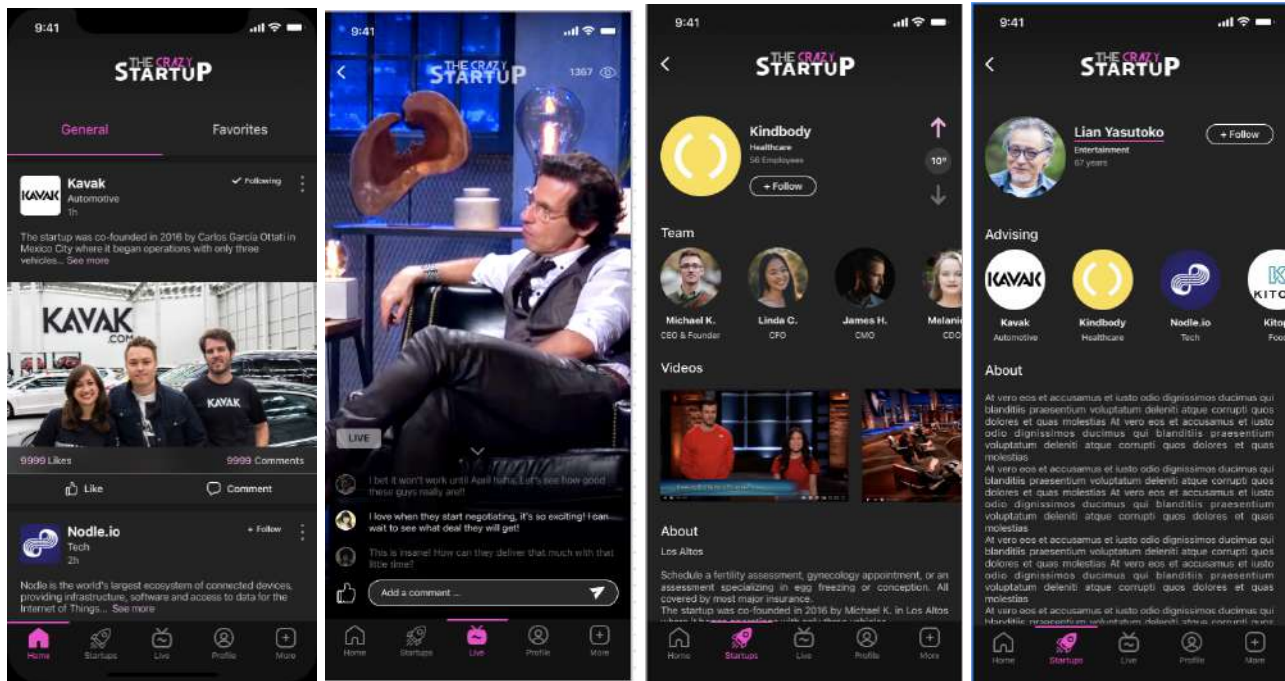
Potential Partners

As The Crazy Startup is not only an entertainment show but also a platform for businesses powered by an accelerator program with implemented crowdfunding, the team is looking for potential partners that can help develop the show and also support the businesses accelerated by TCS. Those partnerships would include:

- *Government Organisations* - As the show will be creating opportunities for people to learn and make some money by engaging with the startups from home, we aim to work in partnership with the government to ensure the startups/ecosystem will get the best exposure possible.
- *Incubators and Accelerators* - The show will accept applications of startups from all over the world, and introduce them to incubators and accelerators. A good partnership for both sides as the startups will be able to receive global exposure from joining the show.
- *Crypto Projects* - The Crazy Startup ecosystem will count on crypto projects that will undergo a rigorous screening process before joining. The cryptocurrency ecosystem is something very important for the next step of mass adoption.
- *Exchanges* - Projects in the show will have their own token/coin. The best exchanges in the market will also have the chance of listing them to be traded on their platform.

The Crazy Startup APP

The app will create an engagement between mentors, investors, VCs, incubators, and accelerators.



Revenue Model

- Sponsorship** - The idea here is to mainly attract crypto projects, but also clothing, accessories, cars and other brands to participate as sponsors and thus have their brand marketed and promoted to a wide audience. This will later be listed on our marketplace, where “CRAZY” will be accepted as payment.
- Branded Content** - Branded content is an effective way to connect with the audience. The brand recall is up to 59% higher than it is with display ads.
- Marketplace** - As the show will have a great space for sponsors, The Crazy Startup marketplace will create a perfect online shop for their products. Further promotions and discounts will be implemented during the show for early buyers.
- Events** - The show will have weekly special guests and tickets will be sold to the public to participate and judge/vote for the startups.

The show will also be focused on selling different “experiences” to the public. Such as

- ❖ CRAZY NFT Holders – 1 NFT minted daily for each startup.
 - ❖ General Admission
 - ❖ VIP Package
 - ❖ Gold Package
 - ❖ Diamond Package
-
- **Commission** - Commission is % from investments made in the startups during the acceleration program/ duration of the show, or due to in-show introductions.
 - **Token Sales** - Startups participating in the show will be tokenised, and the public will have the chance of participating in their token sales.
 - **Exchange** - Crazy Exchange will allow its clients to buy and sell digital currencies from the projects launched at the show or in partnership with the TCS ecosystem.
 - **Licensing Rights** - The Crazy Startup group holds the rights of the show and we will work with potential partners to make the show in different countries, which includes franchising and spin-offs, and documentaries.

Crazy Tokens

Crazy utility tokens don't represent the company or organisation's value that issued them. Owning CRAZY will not represent any stake or share in The Crazy Startup Network.

CRAZY Tokens can be used for

- The only “SWAP” for other tokens launching during the show (we aim to position “CRAZY” as the BNB of the Exchanges)
- Product Purchases (TCS Marketplace)
Voting
- Rewards for participation

- Donations
- Marketing within TCS platform (sponsors, advertising, etc) – It will be paid by “CRAZY”
- DeFi
- Staking
- Liquidity Pools
- DEX trading
- Payment for NFT marketplaces
- Crazy Card - a crypto-powered debit card allowing you to use CRAZY to pay for your bills, shopping, etc
- Crypto Loans (strategic partners)
- NFTs and Metaverse

It is important to mention that the CRAZY Token will not be accepted to invest in the equity of the startups via our equity crowdfunding. This will be done in partnership with an equity crowdfunding platform and other stablecoins.

Crazy NFT

- Crazy fan badges as NFTs
- Governance Tokens/Voting rights as NFTs
- Prizes of start-up contests as NFTs
- Investor reputation/ranking badges as NFTs
- Digital Media produced by the community as NFTs listed on our marketplace
- Crazy Marketplace (connected to external marketplaces like Opensea, Rarible, etc) for Liquidity
- Collectibles/art inside the show as NFT
- Royalties of the show as NFTs
- Different NFT tiers (benefits)
- Participate in VIP events all around the world
- Crazy Investors will be able to invest in the “equity” of the startups participating in the show

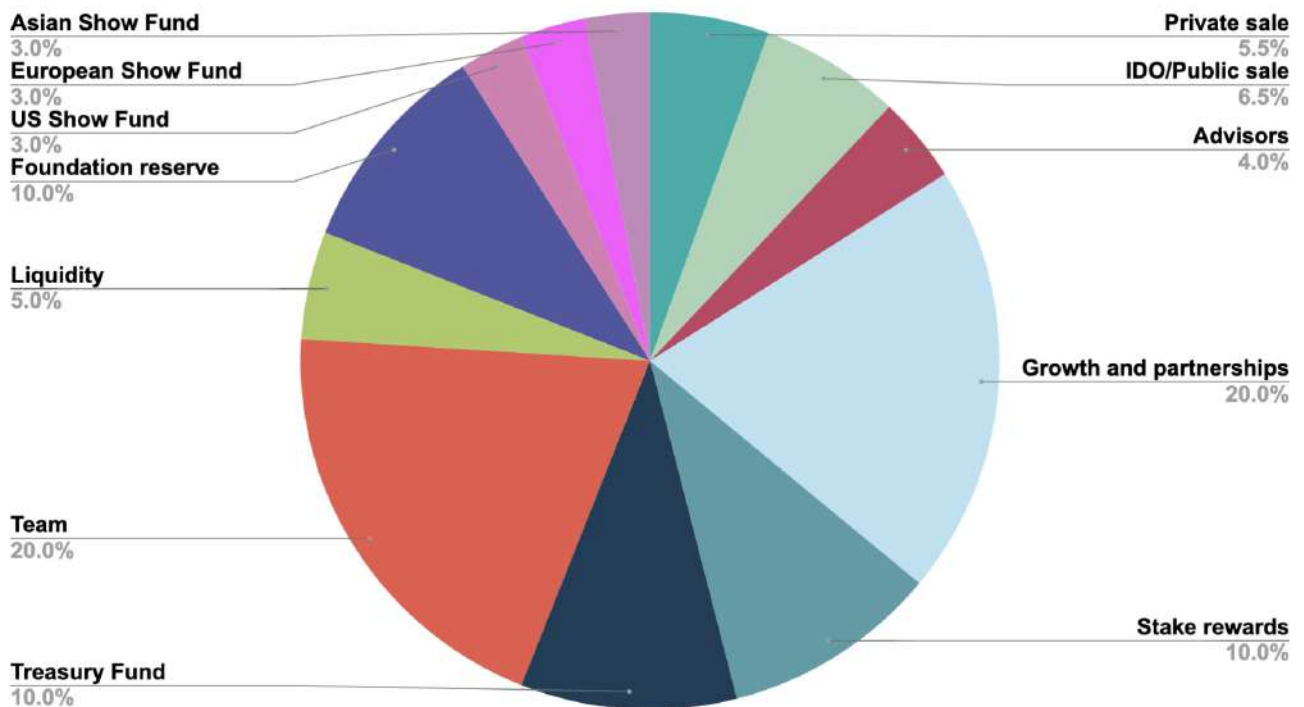
- Airdrops (NFTs/tokens)
- NFT Lottery
- Discounts on the marketplace
- Whitelist to NFTs of the Startups
- Gamifications
- Members club

Token Economics

Total supply: 1.000.000.000 CRAZY Tokens

	Percentage	Start Supply	Total Supply	Price	Money Raise	10X Scenario	Lock-Up Period
Private sale	5.5%		55.000.000	\$0.04	\$2,200,000.00	22,000,000.00	8 months cliff, 18 months vesting
IDO/Public sale	6.5%	100%	65.000.000	\$0.10	\$6,500,000.00	65,000,000.00	Unlocked TGE
Advisors	4.0%		40.000.000				10 months cliff, 18 months vesting
Growth and partnerships	20.0%		200.000.000				5% each jurisdiction - 3 months cliff, 12 month vesting
Stake rewards	10.0%		100.000.000				24 months duration
Treasury Fund	10.0%		100.000.000				Exchnages, ongoing marketing, advertising
Team	20.0%		200.000.000				12 months cliff, 18 months vesting
Liquiity	5.0%		50.000.000				Unlocked TGE
Foundation reserve	10%		100.000.000				Different Cohorts
US Show Fund	3.0%		30.000.000		Depends on timing		6 months cliff after TGE
European Show Fund	3.0%		30.000.000		Depends on timing		12 months cliff after TGE
Asian Show Fund	3.0%		30.000.000		Depends on timing		18 months cliff TGE
	100%	TOTAL	1.000.000.000		\$8,700,000.00		

Percentage



ICO

The ICO will be done in Stablecoins, BTC and ETH, on multiple platforms around the world.

Roadmap

NOW

- Partnership with [Flow Podcast](#)
- Partnership with [Brave.com](#)
- Institutional support from the mayor's office (Rio de Janeiro)
- Partnership with Ubits Capital (crowdfunding platform)
- Support from SEBRAE
- MVP testing

- Announcement of our blockchain partner

Phase 1

- Litepaper release
- Whitepaper release
- Announcement of our blockchain partner
- Community Building
- Token sales
- MVP Launch

Phase 2

- CRAZY Army NFT Collection
- Open Application
- Selection of the Startups
- Exchange Listing (Tier 3, Tier 2)

Phase 3

- Launch of the first reality show
- Exchange Listing (Tier 1)

Token Redistribution

There are different approaches to adding value to a utility token and TCS's strategy is to allocate a % of its profits to TCS Fund, which will re-invest in the seed round of different startups that want to be part of our ecosystem and also we will be looking into a burning system.

Funds Usage

- 30% of the funds will be used for the Marketing and Branding of The Crazy Startup reality show.
- 30% will be used to upgrade the TCS Platform and system, which includes hiring skilled people, training and development.
- 20% will be used for pre-production

- 20% will be kept in reserve in case of an emergency or an unexpected situation.

Team

Renato Dimarzio - Founder/CEO

Renato has several years of experience in business administration and project management, and more specifically in finance and investment. His experiences include financial services, sales, planning, and marketing intelligence.

Dr. Mihaela Ulieru - Chief Innovation Officer

Dr. Ulieru is a Blockchain champion at the World Economic Forum where, as a Member of the Global Agenda Council on "Data Drive Development" she advocated to list The Blockchain among the 2016 Top 10 Emerging Technologies, developed in collaboration with Scientific American.

Raquel Milreu - Marketing Director

Raquel has over 10 years of marketing and graphic design experience with a track record of successfully designing trade shows, website development, and achieving top management marketing goals.

Alessandro Barros – Executive Producer

Started his career in 2007 as a documentary filmmaker. In 2011 wrote and directed his first short film, "ADEUS", which was a finalist at the Paulínia Film Festival. As a screenwriter, there are 6 works recorded, including the feature film "Eu sou Brasileiro".

Irina Grinoka - Co-founder/CFO

Irina has several years of experience in large companies and, in terms of management, is more specialized in economic and financial environments.

Carlos Dimarzio - Chief Operational Officer

Carlos has years' worth of experience as a general manager for a big international product distribution company, where his main focus was business administration, management and negotiations, as well as marketing planning and distribution supervising.

Siraj Sayed - CTO

A seasoned IT hand bringing wealth and depth of experience across many IT disciplines and cultures. His years of experience in IT have been shaped by working with some of the finest minds and brilliant teams on some of the most complex IT systems.

Maurício Prazak – Head of Legal

President of the Brazilian Institute for the Development of International Business Relations – IBREI and an associate of the São Paulo Lawyers Institute (IASP), chairman of the House Business Law Studies Commission, and member of the Editorial Board of Revista do Instituto.

Antonio Celso - Government Relations

Master of Science from FEA / USP, Antonio Celso is an administrator with a specialisation in Marketing and MBA in Electronic Government. Former Coordinator of New Technologies of the Presidency of the Republic, member of the Executive Committee of Electronic Government of the Federal Government, Program Manager ACESSA São Paulo.

Antonio Correa - Business Development Europe

Antonio has over 20 years of experience in brand protection and business development within high-end luxury retail. Supported various blue-chip companies to diversify their services using a mixture of innovation and technology. As well as advising several start-up companies in the UK, Estonia, and Portugal.

Advisors

The Crazy Startup has a team of strong advisors and mentors, who has dedicated their time and resources to help the project grow. The list is big, but below are just a few examples of TCS's advisory board:

Santosh Yellajosula

Santosh is an advocate of decentralized systems and peer-to-peer exchange of value. He has prior experience working with innovation ecosystems, venture capital firms, governmental agencies, and blockchain protocols. He is a core contributor of the Open Decentralized Network called Autonomy Network – The Internet of Assets and Organizations

Scott Trowbridge

Former director of WeWork's Fintech and Blockchain-focused Labs. He has been supporting technology companies in diverse areas of growth for over a decade. Currently head of business development for EMEA at Circle.

Erica Stanford

Erica started Crypto Curry Club in 2018, which has hosted over 100 events – both in real life and virtual and has 3,500 members comprising founders of many of the most innovative start-ups and c-suite and senior management of many of the largest firms around the world.

Partnerships

Since the beginning of the project in 2019, the TCS team has worked hard on establishing vital partnerships to get the business growing. After countless events, presentations and networking, The Crazy Startup has secured various strategic partners that are now forming the TCS ecosystem.

Mayor of Rio de Janeiro

One of the markers of the year 2022 was a partnership with the [Mayor's Office](#) of Rio de Janeiro. The city hall and TCS will work together on a concept of a blockchain city with the projects that participate in the show. The vision is to keep the startups in the ecosystem after they go out to the market.

SEBRAE - *The best partnership we could have for the Brazilian market.*

Support from the [biggest non-profit private entity](#) in Brazil, that is focused on promoting the sustainable and competitive development of small businesses.

Autonomy Network

[Autonomy](#) is the peer to peer infrastructure for the creator and fan-owned communities. Creators on Autonomy can build social tokens and distribute value to their community without any intermediaries.

GH Corporate

A partnership was signed with [GH Corporate](#) (Greenhouse Moveis), a magnificent triple-A standard building located 10 minutes from International Viracopos Airport, where 2 floors had been provided for the show and all the furniture provided will be available on our marketplace as NFTs (metaverse). This might be a good option for the first version of the show until Porto Maravalley is available by Q2 2023.

BoxConnect

One of the latest partnerships was signed in Portugal. BoxConnect is specialized in solutions for early-stage startups in Brazil and Europe and will be structuring the show in Lisbon.

Conclusion

The vision behind The Crazy Startup is to make the world more united and fairer, by bringing innovation to every home and allowing the public to engage and collaborate with new projects.

We truly believe that community ownership (DAO) is the future and that every startup should have some sort of social impact in the world.

The world is rapidly changing and now startups can grow at a faster rate than big corporations. Now, imagine startups that are backed by decentralised communities and those communities supporting and promoting them in the market. How fast will they grow?

There is a huge gap in the market and we are very excited to be the first ones to launch the first media-backed-accelerator in the world.

You got to be “CRAZY” to change the world.