

The Crazy Startup

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Abstract

The Crazy Startup (TCS) is a radical launchpad that merges the drama of a reality TV show with the potential of blockchain technology. It will feature the world's best startups and put them to the test in a market space where they can raise funds and gain exposure. This is not your typical Shark Tank or The Apprentice. This is a cutting-edge accelerator program that will empower startups to disrupt and transform the startup industry while starring in a reality show that will showcase their progress and impact. The Crazy Startup is more than a reality show, it's a game-changer in entrepreneurship that could inspire the next generation of innovators.

The platform is a revolutionary way of linking digital assets, media, and community ownership. It will let anyone create or join a startup, build a community, showcase their talent or product, and engage with others through online streams. The platform will also enable users to raise capital by launching and trading tokens that represent their startups. The platform will be driven by blockchain technology, creating a distributed and open ecosystem for tokenized startups. In addition, a reality show will be the icing on the cake, providing global exposure and bringing Web3 to the masses.

Our Vision

The Crazy Startup is a revolutionary way to launch new businesses to the market with the backing of a decentralized community. The idea is to launch a TV show that fuses entertainment with advanced technology. The show will enable everyone to get involved in the projects and assist the startups by engaging with them, casting votes and providing input. It will also create an ecosystem of startups where the primary goal is to educate households about web3, ensuring that everyone has equal access to investment opportunities.

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 bring Web3 to the masses while educating viewers about technology;
- 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

The Crazy Startup is a reality show that takes you behind the scenes of entrepreneurship and the challenges and opportunities of launching a business in the market. You will be able to interact with the participants and support their journey. The Crazy Startup is not just a story of success, but a guide on “How to Make it Happen”. By involving the community in the project, TCS promotes the idea of community ownership, which empowers the community to have a say and a stake in the outcome. This is a way of decentralising assets and companies and creating more value for everyone.

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 on the TCS platform as cameras will work “live” in some areas of the house.
- **Weekly Episodes** – on one of the biggest streaming platforms. Episodes will be produced and distributed by Endemol Shine Group.
- **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 The Crazy Startup board and 50 will be selected for our ‘pitch day’.
- **Expert Review** - A series of interviews with the TCS team and external experts will help to shortlist 50 startups that will be registered on The Crazy Startup platform.
- **Pitch Day** – The most innovative and promising startups will be invited to join the pitch day. They will have the chance to showcase their idea to a global audience and a panel of experts who will vote for the best ones. The top 10 startups will get a golden ticket to enter the reality TV show and compete for the ultimate prize.

The reality show will have eight weekly episodes of 30 minutes each, produced and distributed by Endemol Shine Group. In each episode, viewers will:

- Watch the pitches and learn about the ideas and go-to-market strategies of the startups.
- Discover the latest market trends and opportunities in the Web3 space.
- Enjoy exciting competitions and challenges among the participants.

Accelerator Program

The Crazy Startup is a groundbreaking accelerator/reality show that combines entrepreneurship and entertainment in a decentralized community. By showcasing the real challenges and opportunities of running a startup, The Crazy Startup will offer a transparent

and engaging learning experience for its viewers and participants. The program will also enable a fair and comprehensive evaluation of the projects, rather than relying solely on the final pitch. The accelerator part of the program will connect startups with mentors, partners and sponsors who will guide them through the process of building a successful business. The goal here is to provide an environment where participating companies can receive guidance on product development, market entry, product validation and funding.

Equity Crowdfunding

Equity Crowdfunding is a way of raising funds from a large group of people who receive shares in a private company in return for their investment. It is often used by early-stage startups who need financing to grow their business.

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

Equity crowdfunding is a relatively new and fast-growing way of investing that is becoming more regulated and verified. The Crazy Startup's main focus is to enable anyone to become an investor, not just the wealthy. Through our equity crowdfunding partner, the public will be able to invest in participating startups.

Token Launch Ecosystem

*"Tokens or digital assets, also known as **crypto tokens**, are units of value that represent an asset or provide unique utility within its native blockchain network."* - Republic

"Early-stage web 3.0 digital economies can be realised as 'token ecosystems' which may later mature into stable and prosperous crypto-economies [...]. A token ecosystem is a decentralised network engineered to align a secure and incentivised economic system, despite being laden with uncertainty." - Outlier Ventures

The Crazy Startup will leverage the expertise and advice of blockchain professionals and mentors from across the globe to support startups with the tools and services that enable them to create, develop, test, audit, and market their tokens. The program will also provide comprehensive guidance on the regulatory aspects of tokenization. The aim of the program is to help startups understand how to use tokens to enhance their business models.

Unique Selling Proposition

Competitive Assessment

	REALITY SHOWS	ACCELERATORS	LAUNCHPADS	THE CRAZY STARTUP
VIEWERS LEARN ABOUT ENTREPRENEURSHIP	✓	✗	✗	✓
STARTUP SUPPORT DURING ACCELERATION	✗	✓	✗	✓
"LIVE" ACCELERATOR REALITY SHOW	✗	✗	✗	✓
PUBLIC ENGAGEMENT & REWARDS	✗	✗	✓	✓
CRYPTOCURRENCY	✗	✓	✓	✓
NFTs	✗	✓	✓	✓
MARKETPLACE	✗	✗	✓	✓

Competitive Advantage

A key advantage of the reality show is that it will be produced and distributed by Endemol Shine Group, the world's leading content creator and distributor responsible for shows like Big Brother, Deal or No Deal, MasterChef, Peaky Blinders etc. The script is innovative and has been polished by Endemol, the masters of designing exciting contests and tasks, to create a cutting-edge reality show for web3 that will captivate the audience with every episode.

The Crazy Startup platform is an amazing opportunity for entrepreneurs to work on their ideas and network with others in the field. The show's accelerator program provides a stimulating learning environment, a strong network, and a vibrant ecosystem for startups to flourish and excel. The Crazy Startup will always stay ahead of the curve, using cutting-edge technology and adapting to the latest trends in the world. It will also attract the best talent from around the world to join, mentor, judge, or compete in the show.

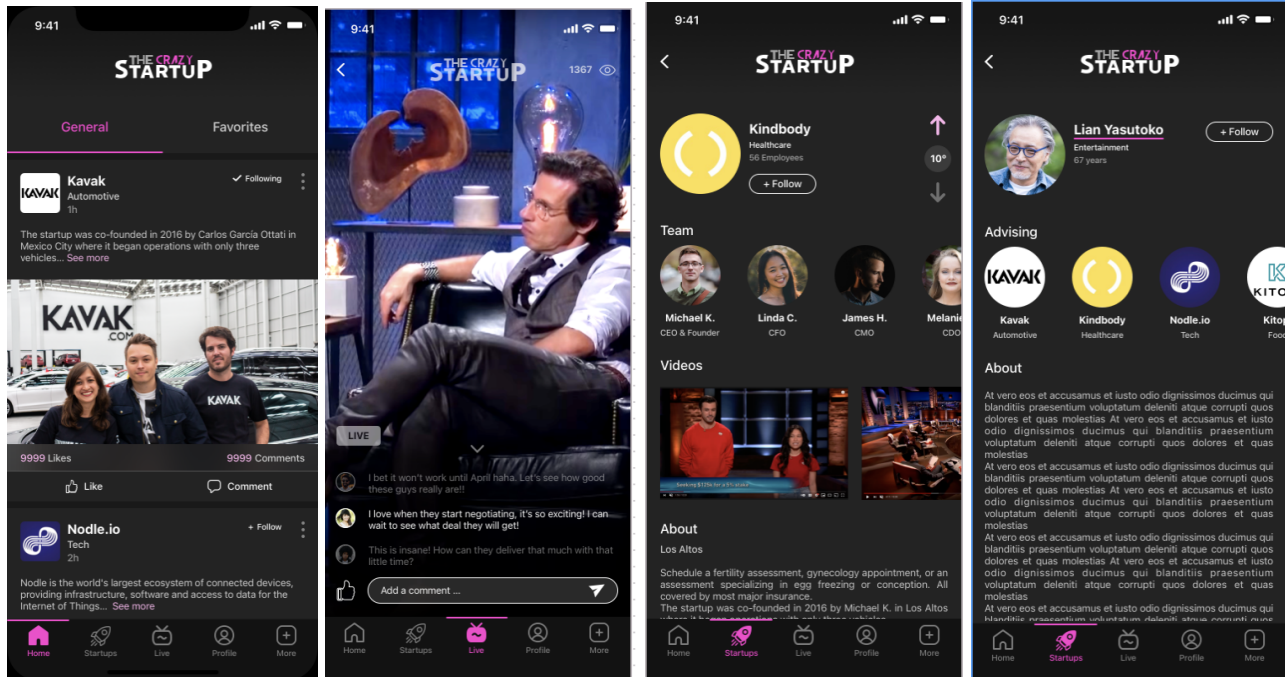
Partnerships

The Crazy Startup is more than an entertainment show. It is also a platform for businesses that offers an accelerator program with crowdfunding opportunities. The team is choosing the best potential partners who can help grow the show and support the businesses that participate in TCS. Those partnerships would include:

- **Government Organisations** - The show will enable people to learn and earn from home by interacting with startups. We aim to collaborate with the government to offer the best support and exposure for the startups/ecosystem and encourage them to remain within those jurisdictions.
- **Incubators and Accelerators** - The show will welcome startups from all over the world and connect them with partnering incubators and accelerators. This will be a win-win partnership as the startups will gain global exposure from joining the show.
- **Startups** - The Crazy Startup ecosystem will feature carefully selected projects that meet high standards of quality and innovation.
- **Blockchains** - The Crazy Startup will accelerate all types of projects, and some of them will need a blockchain to be built on.
- **Launchpads and Exchanges** - Token launch/listing of the projects participating in the TCS platform/reality show.

The Crazy Startup APP

The online platform/ mobile app will enable startups, investors, mentors, and accelerators to interact and access vital information about their products and businesses. The app will be a marketplace for startups.



Revenue Model

- **Sponsorship** - We are looking for web3 projects to join our reality show on a popular streaming platform. The show will have 8 episodes, each featuring different challenges, webinars, classes and more. By sponsoring these activities, big companies and brands can showcase their products and services to a large and engaged audience.
- **Branded Content** - It creates a powerful connection with the audience by showcasing the brand's values and story. Compared to display ads, branded content can boost

brand recall by up to 59%. Reality shows offer ample opportunities for brands to reach and engage their viewers.

- **Marketplace** - The show will offer plenty of opportunities for sponsors and branded content to connect with a large and curious audience. The Crazy Startup marketplace will enable customers to buy products and services featured on the show, using “CRAZY” tokens as a payment option. NFT holders will also enjoy amazing deals and discounts during the show.
- **Events** - The program will have weekly special guests/ webinars/ courses and events. The tickets will be sold for the public to participate.
- **CRAZY NFT & CRAZY Token Sale** - TCS is raising money from VCs, private investors and the public.
- **Equity Crowdfunding** - 4% commission on the investments made in the startups via the equity crowdfunding platform.
- **Token Sales** - Startups participating in the show will be tokenised, and the public will have the chance to participate in their token sales and TCS will gain a commission/allocation from each sale.
- **Licensing Rights** - The show’s rights belong to The Crazy Startup group, which will collaborate with various partners to produce local versions of the show across different countries and regions. These versions will feature franchising, spin-offs, and documentaries.

Crazy Tokens and NFTs

CRAZY is a utility token that does not reflect the value of the company or organisation that issued it. The Crazy Startup Network does not grant any stake or share to CRAZY holders.

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);
- Loyalty and Rewards for participation;
- Marketing within the TCS platform;
- Purchase of NFT;
- Crazy Card - a crypto-powered debit card;
- Crypto Loans (strategic partners);

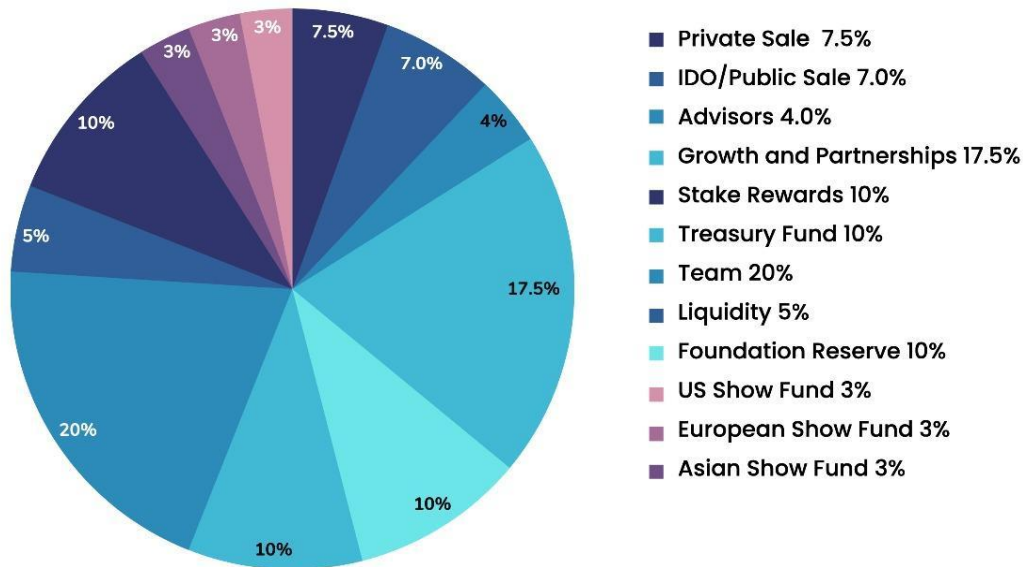
Please note that the CRAZY Token is not a valid currency for investing in the equity of the startups that we feature on our platform. To invest in the equity of these startups, you will need to use fiat or stablecoins.

Crazy NFT can be used for:

- Indicate startups to participate in the show;
- Voting rights;
- Investors' Reputation/ranking as NFTs;
- Participate in VIP Events all over the world.;
- Access to TCS investors' group;
- Airdrops (NFTs/Tokens);
- Prizes for collaboration during the show;
- NFT Lottery;
- Whitelist to NFTs of the Startups;
- Members Club.

Token Economics

Total supply: 1.000.000.000 CRAZY Tokens



Funds Usage

- Grow core engineering to help scale features and technology faster
- PR, Marketing and Branding of The Crazy Startup reality show
- Launch of our Marketplace and integration with strategic partners
- Selection process and pre-production of the show

Roadmap

NOW

- **Endemol Shine** - production and distribution of the show;
- **Amazon AWS partnership** - Curation, indicating startups and AWS credits;
- **Brave.com** Partnership- Access to their user base and marketplace;
- **FLOW Podcast** - the biggest podcast in Brazil, distribution of the digital platform;
- Institutional support from the mayor's office ([Rio de Janeiro](#))
- Launch of our platform partner [Ubity Capital](#) (Crowdfunding platform);
- MVP testing and app release;

- Litepaper release.

Phase 1

- Private round;
- Announcement of our blockchain partner (we are looking for a blockchain that will see the value in our ecosystem to close a strategic partnership);
- NFT drop and CRAZY Army collection (we are looking for the best approach for that - NFT Marketplace or NFT studio);
- Token generation;
- Brand ambassadors and KOLs (we are looking for strong names in the market to promote TCS);
- Team expansion;
- Community Building;
- Token sales;
- Whitepaper release.

Phase 2

- Public sale;
- Mobile app for IOS and Android;
- Open Application;
- Selection of the Startups;
- Exchange Listing (Tier 3, Tier 2).

Phase 3

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

Team

Renato Dimarzio - Founder/CEO

Renato is a seasoned business administrator and project manager with a focus on finance and investment. He has a track record of delivering financial services, driving sales, developing plans, and providing marketing intelligence.

Irina Grinoka - Co-founder

Irina is an experienced professional who has worked for corporations and excelled at managing economic and financial affairs.

Carlos Dimarzio - Chief Operational Officer

Carlos is a skilled general manager who has led a large international product distribution company. He has expertise in business administration, management and negotiations, as well as marketing planning and distribution supervising.

Raquel Milreu - Marketing Director

Raquel is a creative and accomplished marketing and graphic design professional with over 10 years of experience. She has a proven ability to design trade shows, develop websites, and meet top management marketing goals.

Ramon Silva - Head of Business Development LATAM

Economist with a versatile and creative profile. He has entrepreneurial skills and a knack for thinking outside the box and has worked in both startups and the public sector.

Ismail Bagosher - Head of Business Development

A venture builder and a serial advisor who helps web2 enterprises transform into web3. He also mentors outliers and leads the BusinessOnNear DAO as a contributor.

Petrix Barbosa - Head of Partnerships

Head of strategic partnerships and a VC founder who has invested in over 200 web3 startups. He also is a former Olympic athlete with a passion for sports and innovation.

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

He is the president of IBREI, a Brazilian institute that promotes international business relations. He is also an associate of IASP, a prestigious lawyers institute in São Paulo. He chairs the Commission of business law studies at the House and serves on the editorial board of Revista do Instituto.

Advisors

The Crazy Startup benefits from the guidance and support of a stellar advisory board, composed of experts and leaders in various fields. They generously offer their time and resources to help the project thrive. Here are some of the remarkable members of TCS's advisory board:

Scott Trowbridge

The Vice President of Business Development / Partnerships at Stability AI has more than 10 years of experience supporting fast-growing technology companies. Formerly, he directed WeWork Labs' Fintech and Blockchain efforts and recently led the business development for EMEA at Circle, a global financial technology firm.

Ryan Horn

World Top 5 - Leader in Crypto / Web3 / Blockchain Gaming Sports Partnership Marketing
Ex - Binance business development director, Founder N3ON, Dapio leader

Santosh Yellajosula

Founder of Autonomy Network and believer in the power of decentralised systems and peer-to-peer value exchange. He has worked with various stakeholders in the innovation ecosystem, including venture capitalists, government agencies, and blockchain protocols. He is also a core contributor to Autonomy Network, an open decentralised network that enables the creation and management of digital assets and organizations.

Clayton Hartford

Former director at Brave Software, he has collaborated with some of the world's most renowned brands in his career, driving innovation and excellence.

Fernando Martinho

He is a seasoned innovator who has delivered profitable and cutting-edge technology solutions. He is passionate about Blockchain, Cybersecurity, AI and Data, and is always eager to experiment with new technologies and adopt them early. He is the CEO of Relayz.

Established Partners

TCS has formed a robust ecosystem of strategic partners that support its growth and vision.

Endemol Shine Group Brazil

The show's script was crafted by the largest content distribution platform, which will also serve as the official partner for production and distribution.

Amazon AWS

Activate Credit distribution to participating startups, mentorships, and startup indication for the show.

uBits Capital

Blockchain crowdfunding platform licensed in Brazil and soon Europe.

Flow Podcast

One of the biggest podcasts in Brazil.

Verisoul

Helps businesses and communities to stop fake users using AI.

Mayor of Rio de Janeiro

A partnership with the Mayor's Office of Rio de Janeiro marked a milestone for 2022. TCS and the city hall will collaborate on a blockchain city concept that involves the projects from the show. The goal is to retain the startups in the ecosystem after they launch into the market.

Relayz

Hyper-secure, a private communications protocol for Web3

SEBRAE

It is a non-profit private entity with the mission of promoting the sustainable and competitive development of small businesses in Brazil. It provides guidance, training, consulting, tools and solutions for entrepreneurs and startups.

Brave Browser

A browser that rewards users with BAT tokens for viewing ads. It is free and open source.

Conclusion

The Crazy Startup is a new reality show for web3 and AI startups that will rival the likes of Shark Tank and The Apprentice with its accelerator program and viewer engagement. While building this unique and sophisticated project, strong team creation was a must. The founders truly believe in the importance of strategic partnerships and getting the right people for each role. The task was always to get the best of the best.

The latest milestone was Endemol Shine Group's involvement as a content creator and distributor. As Endemol has entities in various countries across the globe, it is the best partnership The Crazy Startup could have imagined.

The reality show is indeed just the icing on the top of the cake, as The Crazy Startup is looking to bring innovation and engagement to every home and help companies with the transition from web2 to web3. It seeks to build a strong community of entrepreneurs, professionals and simply enthusiasts and create a marketplace for startups, where this community would thrive.

The Crazy Startup is not your boring evening time-kill, it is an exciting reality show, where you can engage, collaborate, learn and watch and, maybe, plan to be the next CRAZY participant.