



# Liquid Asset Token

Tokenize and trade real assets via crypto

[Latoken.com](https://latoken.com)

\$1.2 TR  
BY 2025



# WHAT IS LATOKEN

**A blockchain platform for creating and trading tokens linked to real assets**

## **Our mission**

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Bridge crypto and real economies and allow cryptoholders to diversify their portfolio by getting access to tokens linked to the price of real assets



**Vitalik Buterin** ✓

@VitalikButerin

 + Читать

В ответ [@CrypVC](#) [@CryptoChrisG](#) [@viiiiinnn](#)

Why would I buy bitcoin? If I wanted to diversify I'd go into fiat, real estate, stocks, that sort of old world stuff







# 600 TRILLION ASSET MARKET FOR TOKENIZATION

GLOBAL ASSET VALUE (tr)

GLOBAL TRADING VOLUME (tr)



Real Estate



Equity of listed domestic companies



Debt



Commodities



Works of Art



# BASED ON EXISTING PROFITABLE BUSINESS

Over \$1 Million invested by the Founder

1



HEDGE FUND  
BACK OFFICE 2011

Hedge fund's back office  
7 year traded equities  
(\$200m portfolio)

2

**ZALOGO**

HOME EQUITY  
MARKETPLACE 2013

Profitable home equity  
marketplace

3



LAToken

LIQUID ASSET TOKEN  
EXCHANGE 2017

TESTING ON:



**HYPERLEDGER**



ethereum



7

PAYING BANKS



25

PAYING  
INVESTORS



1000+

HOME EQUITY  
LOANS PROCESSED



12000+

LOANS OFFERED WITHIN  
LAST 6 MONTHS





# TOKENIZED ASSETS ALREADY AVAILABLE

Balance: 0.00 LAT NAV: 15000.00 LAT [Download node](#) active peers: blockssince last block ddd

## Buy or sell fractions of tokenized assets

It works like futures: each asset has a settlement date when asset is sold by trustee and cash is distributed between token holders

[+ Add asset](#)

All assets Real Estate Commodities Equity Debt Artworks Others

### Tradable

Apple Inc FORWARD APC:G...	Amazon Inc FORWARD AMZ...	Facebook Inc FORWARD FB...	NVIDIA Inc FORWARD NVD:...
<b>LATAPPLGR100117</b> 531.7 LAT VAL: LAT (~\$) EXP: 10/01/2017 <input type="button" value="Sell"/> <input type="button" value="Buy"/>	<b>LATAMZGR301117</b> 3805.4 LAT VAL: LAT (~\$) EXP: 11/30/2017 <input type="button" value="Sell"/> <input type="button" value="Buy"/>	<b>LATFB2AGR301117</b> 512.9 LAT VAL: LAT (~\$) EXP: 11/30/2017 <input type="button" value="Sell"/> <input type="button" value="Buy"/>	<b>LATNVDGR301117</b> 597.7 LAT VAL: LAT (~\$) EXP: 11/30/2017 <input type="button" value="Sell"/> <input type="button" value="Buy"/>
Tesla Inc FORWARD TL0:GR ...	Alphabet Inc FORWARD ABE...	Microsoft Corp FORWARD M...	Netflix Inc FORWARD NFC:G...
<b>LATTLOGR301117</b> 1262.9 LAT VAL: LAT (~\$) EXP: 11/30/2017 <input type="button" value="Sell"/> <input type="button" value="Buy"/>	<b>LATABEAGR301117</b> 3473.2 LAT VAL: LAT (~\$) EXP: 11/30/2017 <input type="button" value="Sell"/> <input type="button" value="Buy"/>	<b>LATMSFGR301117</b> 280.8 LAT VAL: LAT (~\$) EXP: 11/30/2017 <input type="button" value="Sell"/> <input type="button" value="Buy"/>	<b>LATNFCGR301117</b> 646.0 LAT VAL: LAT (~\$) EXP: 11/30/2017 <input type="button" value="Sell"/> <input type="button" value="Buy"/>



# TRADING OF ASSET TOKENS ALREADY STARTED

Balance: 0.00 LAT NAV: 15000.00 LAT Download node active peers: block since last block ddd

Wallet

LAT Platform

Portfolio

Apps

Account

Ticker	Market price	Change
LATAPPLGR100117	521 LAT	-3.29%
LATAMZGR301117	3 640 LAT	2.54%
LATFB2AGR301117	555 LAT	-1.69%
LATNVDGR301117	536 LAT	-12.21%
LATTL0GR301117	1 171 LAT	-5.60%
LATABEAGR301117	3 414 LAT	-4.10%
LATMSFGR301117	276 LAT	7.27%
LATNFCGR301117	606 LAT	1.93%
LATCLV7201017	160 LAT	-2.77%
LATGCZ7271217	4 340 LAT	-1.82%
LATNEPRA	106 LAT	0.00%
LATSNMRTN	30 000 LAT	0.00%
LATNNOKLY	30 000 LAT	-
LATMLNVILLA	4 996 395 L'	-
LATSNSTSTR	3 599 250 L'	-
LATINTRCSTL	29 250 LAT	-
LATVNYTRD	916 005 LAT	-
LATCNTMP	947 234 LAT	-
LATBEJOLS	307 062 LAT	-
LATSNTA	486 338 LAT	-
LATJOEDIT	193 288 LAT	-

### LATAPPLGR100117

Apple Inc FORWARD APC:GR XETRA STARS

LATAPPLGR100117 | 01/01/1970 | Apple

Overview Description Termsheet

Short name: Apple  
Full name: Apple Inc FORWARD APC:GR XETRA STARS  
Asset class: Equity  
Expiration date: 10/01/2017  
Tokens in circulation: 10  
Custody: LAToken

### LATAPPLGR100117

521.279 LAT -3.29%

Open Position: Market Value: 0.00

PRICE	QTY	TOTAL
595.9727459402	29	17283.2
585	20	11700
577.4250759415	13	7506.5
575.6479849324	97	55837.9
570.4109056278	14	7985.8
567.0248892987	42	23815.0
559.530945488	26	14547.8
559.0906440589	24	13418.2
556.7370288078	28	15588.6
532.069992366	5	2660.3
521.2788916561	3.3	1720.2
517.6243505308	39	20187.3
514.3820822097	55	28291.0
513.9884562921	22	11307.7
512.2033709869	80	40976.3
510.4260070698	25	12760.7
499.1688309211	67	33444.3
450	7.8	3510
446	1.95	869.7
437	50	21850

Type:

Amount:  Price LAT:

Total: 0 LAT



# HOW WE TOKENIZE SHARES

- 1 LAToken issues tokens linked to the price of publicly traded assets
- 2 Cryptoholders buy asset tokens on the LAT platform using cryptocurrency
- 3 On a pre-determined settlement date, LAToken buys back asset tokens at the current market price of the underlying asset







# HOW WE TOKENIZE REAL ESTATE

4

The seller buys back the asset tokens on the settlement date or the custodian sells them at a fiat auction

ASSET OWNER

CRYPTO HOLDERS

1

Asset owner signs an agreement with a LAT-certified custodian and sets the settlement date



3

Crypto holders may sell asset tokens on a secondary market

2

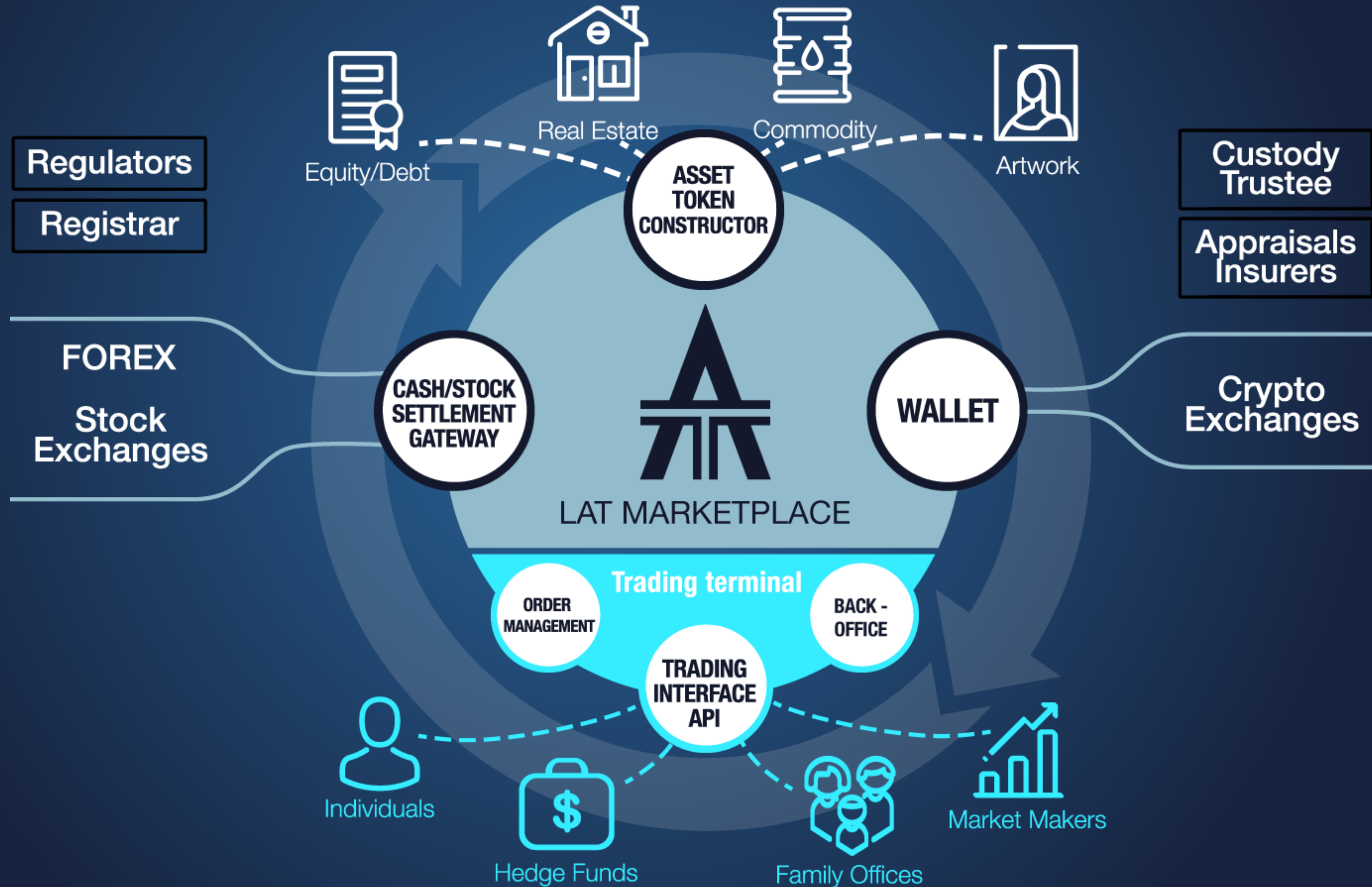
Asset tokens are issued and sold to crypto holders on the LAT platform



LAT CUSTODIAN



# LAT ECOSYSTEM







# ASSET TOKEN VALUE AT LATOKEN CAN REACH \$1.2 TRILLION BY 2025

Asset cryptocurrencies may reach  
80% of the total crypto capitalization  
LAToken aims at 30% of the asset  
crypto market by 2025







# THE DEMAND FOR LAT WILL GROW IN LINE WITH THE TRADING VOLUME AT THE LAT PLATFORM

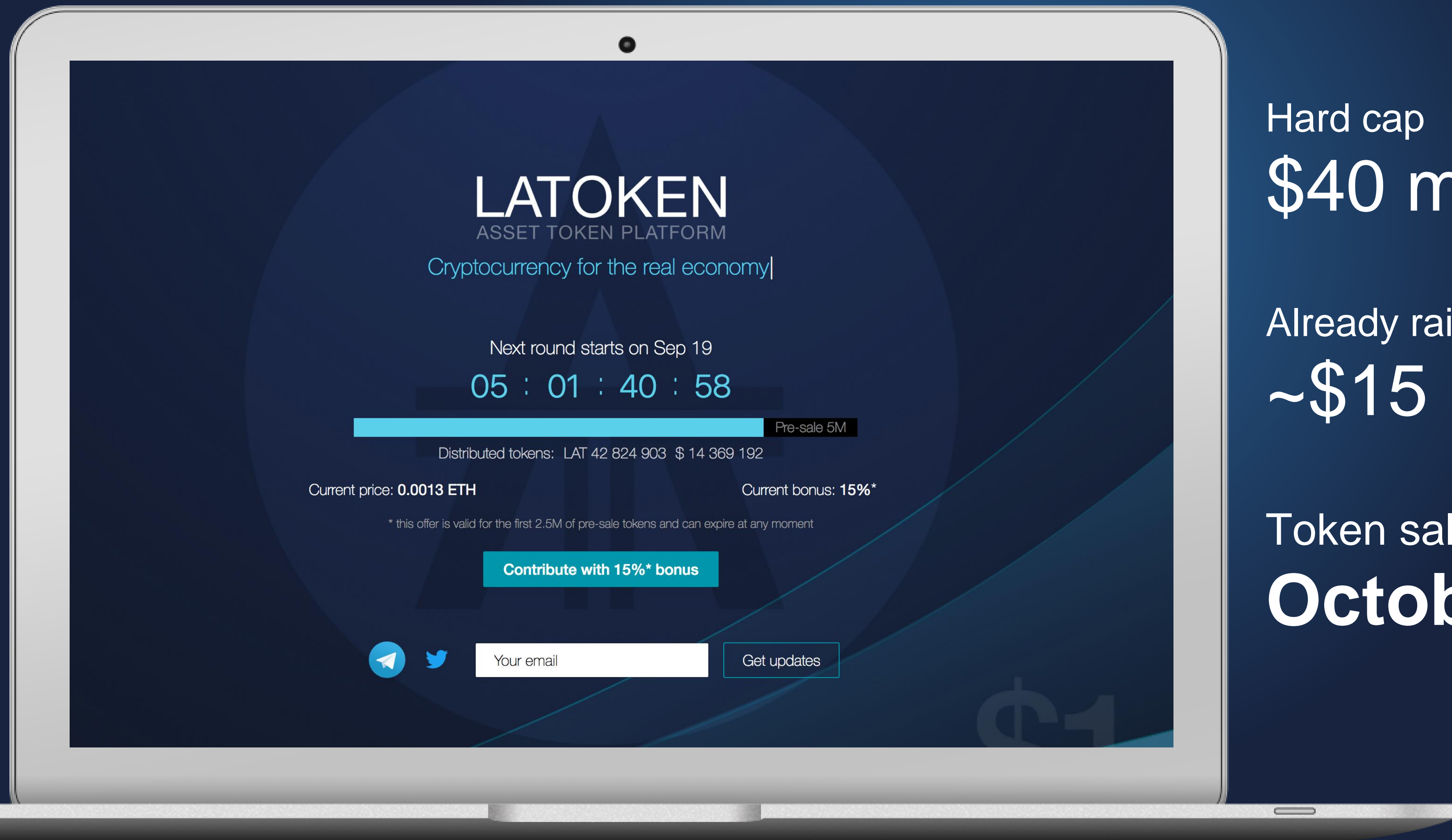
\$14 TRILLION POTENTIAL ANNUAL TURNOVER



LAT is well-positioned to become the next safe haven cryptocurrency



# TOKEN SALE



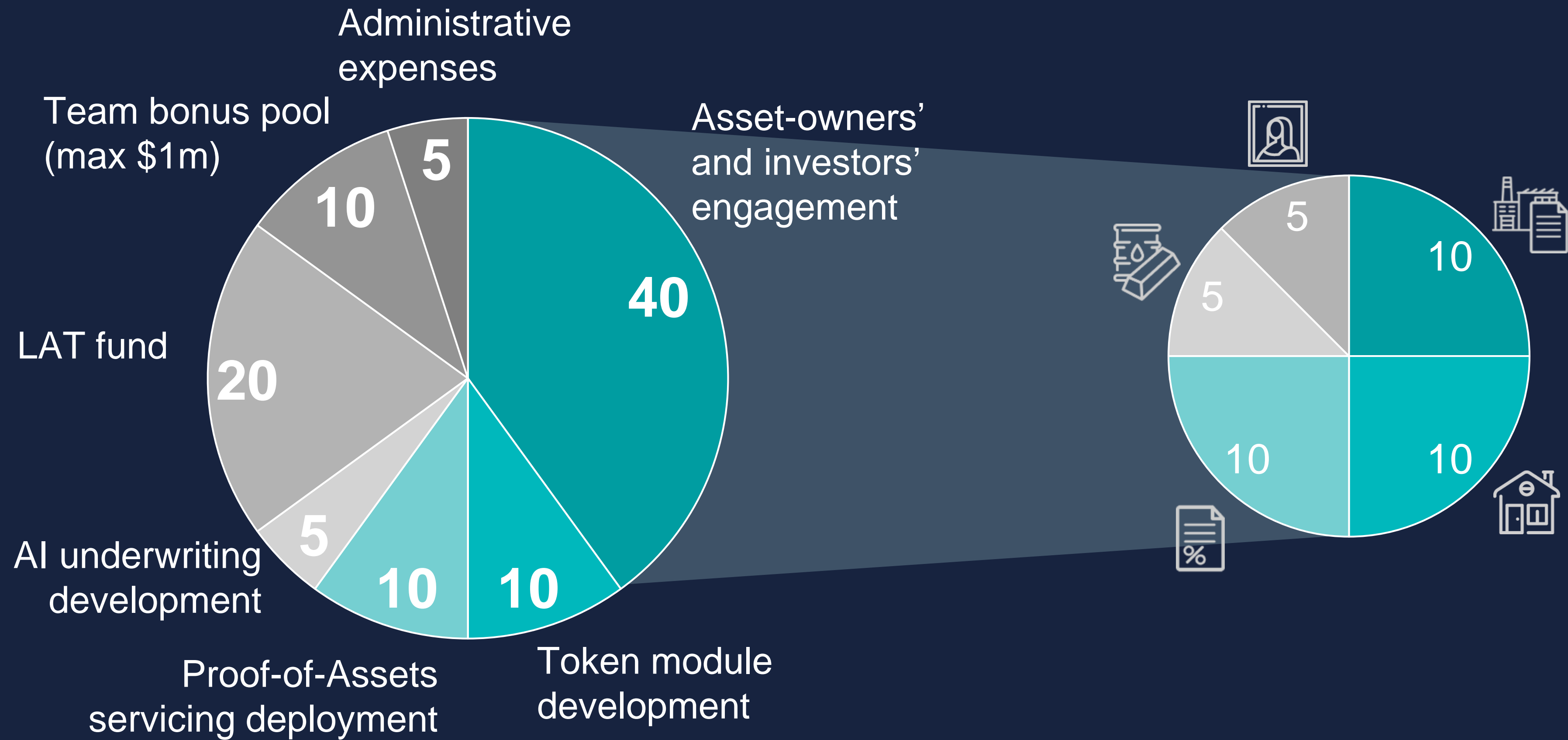
Hard cap  
**\$40 million**

Already raised  
**~\$15 million**

Token sale end  
**October 10**



# USE OF FUNDS



Real Estate



Equity of listed domestic companies



Debt



Commodities



Works of Art





# ROADMAP

**2017**

**August 22-27**

Token sale Round 1 completed in just 3 days. \$10 mln raised

**2018**

Scaling of asset tokens trading

**2017**

**September 5 - October 10**

Token sale Round 2-4

**2019**

Apps for new specific assets are added to the LAT platform

**2020**

LAToken becomes the leading global asset token platform with a \$400 bn potential trading volume

**2025**

Total value of assets traded at LAT platform may reach \$1.2 trillion



# TEAM



**Valentin  
Preobrazhenskiy**  
CEO

Founded Home Equity Marketplace Zalogo and a back-office for hedge funds / Managed equities portfolio at hedge funds Avega Capital and Marcuard Spectrum



**Danila Simonov**  
CTO

CTO of MLaaS Zalogo Home Equity Marketplace / CTO of Real Estate agency ZK / Tech Team Lead at Insight Russia



**Denis Simagin**  
Managing Director

Engagement Manager at McKinsey&Company  
Co-founder of Compensair Ltd.  
Various investment roles in leading Russian private equity funds



**Eli Taranto**  
Managing Director

COO, Sidorok Capital  
Former Head of Private Banking NCB / Barclays Private Banking Partner



**Evgeny Malakhov**  
Head of Trading

Ex-Deutsche Bank VP with 7 years of institutional trading and market making experience across equities and derivatives



**Artem Chestnov**  
Business development  
Director

Vice President at Reborn / Marketing and Innovations Director CEE, Anheuser-Busch InBev / INSEAD, MBA



**Roman Zhdanov**  
Head of product

Former Engagement Manager at McKinsey&Company / Risk management functions in leading commercial banks INSEAD, MBA



**Roman Churilin**  
Project Manager

Former consultant at McKinsey & Company / Project manager at Sigma Capital



# ADVISORS



**Mike Jones**

CEO, Science Inc - America's ICO Incubator  
Former CEO, MySpace Investor, Board  
Member, Dollar Shave Club (\$1B Exit)  
Former Senior VP, America Online



**Mitchell Manoff**

**Advisor for Financial Services**

CEO, Corinthian Partners Investment Bank  
Former Senior Vice President Lehman Brothers  
Lecturer, City University of New York



**Cecilia Mueller Chen**

**Legal and compliance advisor**

Chief Compliance Officer, China  
Construction Bank  
Senior Regulatory Officer,  
Deutsche Börse COO, UBS



**Bradley Rotter**

**Security advisor**

Co-Chair of security platform Rivetz /  
Executive Chairman at WatershipBlue Inc



**Anish Mohammed**

**Security Architect**

Advisor, Hyperloop Transportation  
Technologies, Inc.



**Ismail Malik**

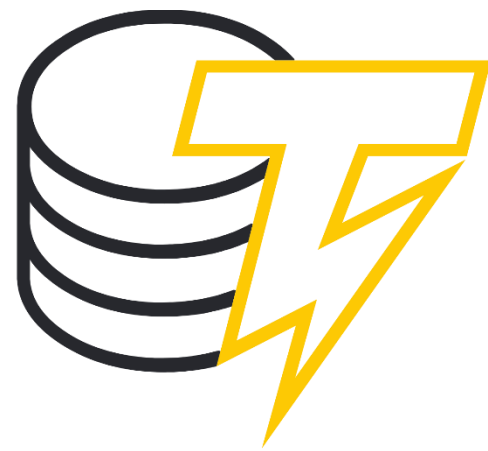
**Blockchain R&D  
and ICO Advisor**

Executive Chairman of  
Blockchain Lab



# Investors Pull Billions from Stocks As New Bitcoin, Crypto Options Appear

64884 Total views 2011 Total shares



THE COINTELEGRAPH





# LAToken.com



**Valentin Preobrazhenskiy**  
CEO

[Valentin@latoken.com](mailto:Valentin@latoken.com)

+44 7509 764697



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