



# Trade crypto without the middle-man



swopblock

PITCH VIDEO  INVESTOR PANEL

INVEST IN SWOPBLOCK

**Trade crypto without the middle-man**

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LEAD INVESTOR



**Dan Tran**

Why I invested in Swopblock? I typically look for innovative companies with disruptive and scalable solutions; solutions that have potential for mass users adoption and a shift in consumer behavior. Swopblock has a potential to be that company. Swopblock is a crypto trading protocol that's built from the ground up. Its protocol allow autonomous crypto trading between peers without the middle-man. Swopblock protocol provide the liquidity stream needed for an decentralized exchange system. It allow you to keep custody of your crypto asset even while trading thus bringing the safety of self custody wallet to crypto trading. With these technological innovations, I truly believe that Swopblock has a potential to disrupt the decentralized exchanges space and could become a game changer. I also look for a passionate, smart and driven management team. I know Jeff and Austin are determined and accomplished entrepreneurs who are constantly working to make their company better. Their complementary technical skill set is a great asset for scaling this technology to the next level. I am excited to be on board with a winning team and look forward to being a part of their effort to change an industry. If you want to be a part of this exciting future come join us.

## Highlights

- 1  Over 18 million \$SWOBL (crypto) have been certified for investors
- 2  Positioned to disrupt a U.S. Market of \$7.8 billion / U.S. Market CAGR 28.3%
- 3  Patent pending on our Consensus Mechanism and Liquidity Stream
- 4  We raised over \$590k from crowdfunding on Wefunder in 2022
- 5  Planning to launch Swopblock beta by end of 2023, 1.0 by end of 2024
- 6  Self-custodial crypto trading powered by 100% distributed liquidity

## Our Team



**Jeff Hilde** CEO / Inventor & Founder

Jeff is an accomplished Research Engineer (sole inventor on 11 patents) who has led

John is an accomplished Research Engineer, with inventions on 11 patents, who has led the research development of AI innovations for lidar sensor technologies providing breakthroughs in capabilities to locate & identify mobile vehicles on land and sea.

I've been interested in and have researched digital currencies and blockchain technologies for many years. When cryptocurrencies emerged I recognized that blockchain technology would be the ideal platform for the implementation of my currency exchange innovation, we now call Swopblock.



**Austin Hilde** CCO / Communications

While at Amazon's global ad agency Austin lead the launch of new technologies such as Alexa, Echo, Echo Show, FireTV, and more. Throughout his career he has worked with several Fortune 500 companies including Nike and Microsoft.

## Our Pitch

swopblock



**Trade crypto  
without the  
middle-man.**

Introducing autonomous crypto trading between peers. Never trust anyone with your crypto ever again.



## THE PROBLEM



**Not your keys.  
Not your crypto.  
Not your trade.**

UNVERIFIED TRUST  
REQUIRED





Central exchange trading apps cannot and do not allow you to keep custody of your crypto keys **while trading**, meaning you have to give up your assets to them. As a result, billions have gone missing (FTX case and point). Because these exchanges have custody of your crypto key, you're at risk of losing it all.



## Beware of the Liquidity Pools.

Decentralized exchanges try to solve this problem by using Liquidity Pools.

Liquidity Pools distribute tokens only, piling up the actual cash under the custody of the pool owners, making them incredibly vulnerable and tempting targets for attackers.

Unfortunately this means ownership is again distributed by trust only, not by actual custody of crypto keys.

## THE SOLUTION



# Float up the Liquidity Stream.

**Self-custodial crypto trading  
powered by 100% distributed liquidity.**

Swopblock is a protocol solution that allows people to keep custody of their crypto keys, **even while trading**. And distributes liquidity across all users wallets, which means there no tempting pile of cash for hackers to target.



## Your keys. Your crypto. Your trade.

Swopblock's Liquidity Stream flows between peers. Now you can bring your own liquidity to your trade. No more middlemen.



## Any blockchain can join our Liquidity Stream.

The Swopblock protocol is powered by SWOBL (Swopblock's crypto), which acts as a liquidity adaptor for blockchains such as ETH, BTC, and more - meaning Swopblock's Liquidity Stream is 100% distributed to SWOBL owners.



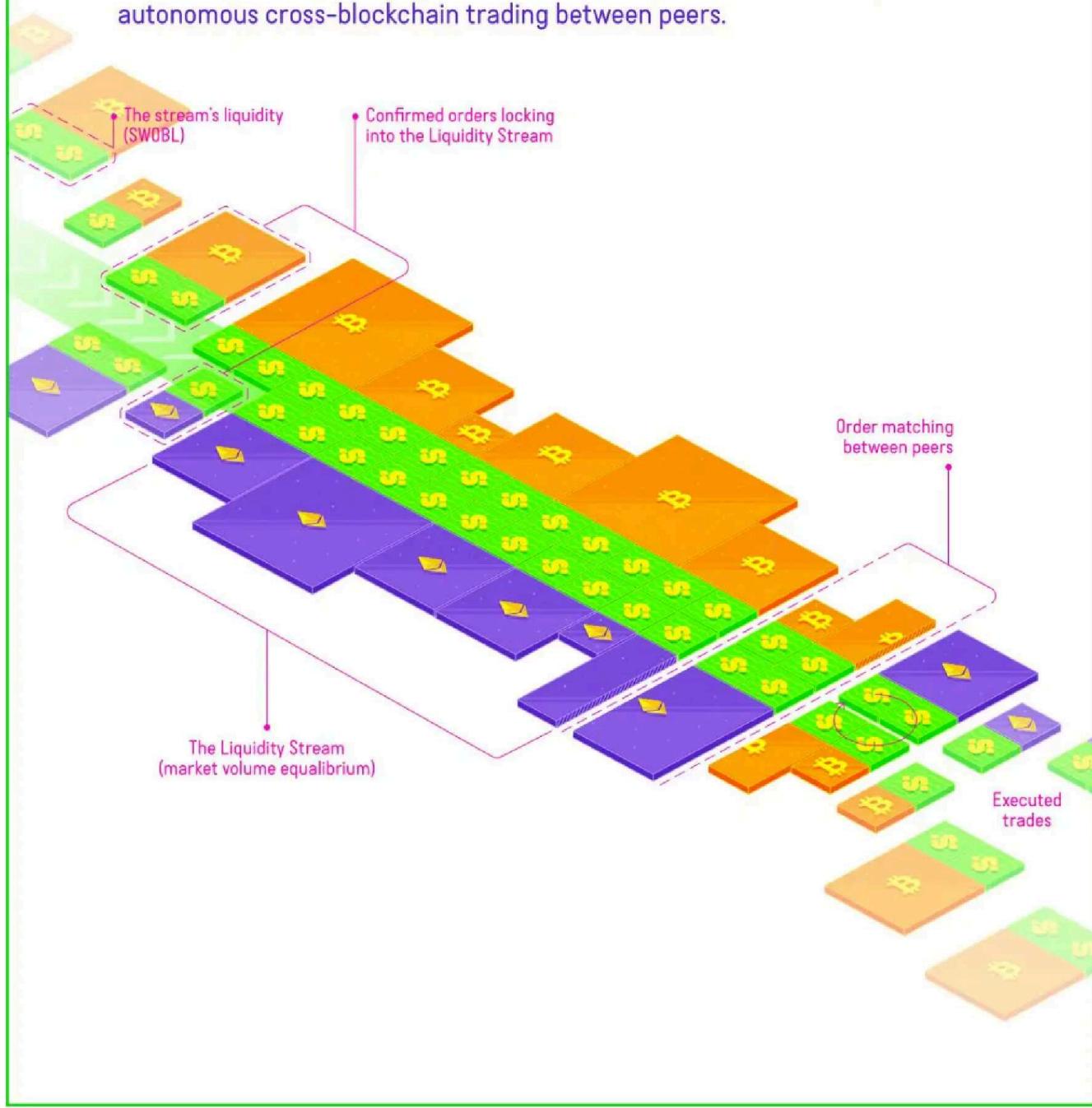
EXCLUSIVE TECH



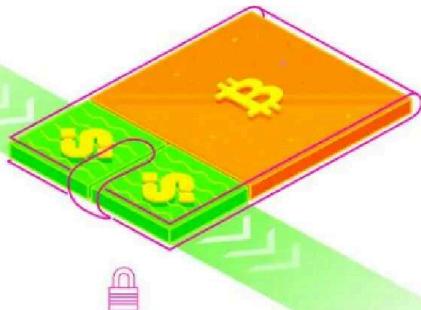
## Introducing the Liquidity Stream.

Swopblock's exclusive Liquidity Stream technology is a protocol powered by 100% distributed liquidity (SWOBL), utilizing it as a free flowing medium

ot exchange that provides the market volume equilibrium necessary for autonomous cross-blockchain trading between peers.



SWOBL liquifies cryptos for fast cross-blockchain exchange. SWOBL is the liquidity that powers trading volume equilibrium and immediately price locks crypto assets into the flow of the Liquidity Stream enabling live trading between cryptos (flow is the market volume of SWOBL trading within the Swopblock protocol).



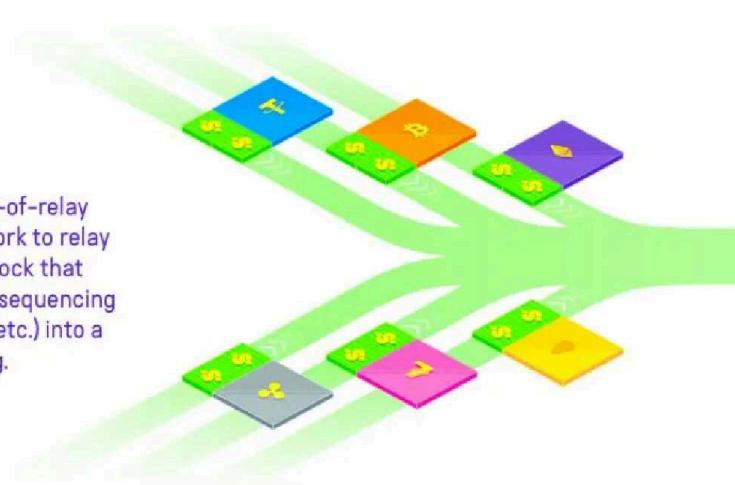
Bring your own liquidity to your trade, without it leaving the safety of your wallet.

## Secure. Own your trade.

The SWOBL cash in your wallet is the liquidity needed for trading. In fact 100% of the liquidity used by the Liquidity Stream is distributed in this way, secured across all user's wallets. Using the SWOBL cash already in your wallet means you safely bring your own liquidity to your trade, making you your own middleman.

## Universal. Bring any crypto.

Swopblock's consensus mechanism proof-of-relay combines proof-of-stake and proof-of-work to relay crypto blocks into a Swopblock, a super block that contains all relay blocks. This enables the sequencing of any kind of blockchain block (BTC, ETH, etc.) into a common consensus for live crypto trading.



## MARKET OPPORTUNITY



**28.3%**

US MARKET CAP

**\$7.8 billion**

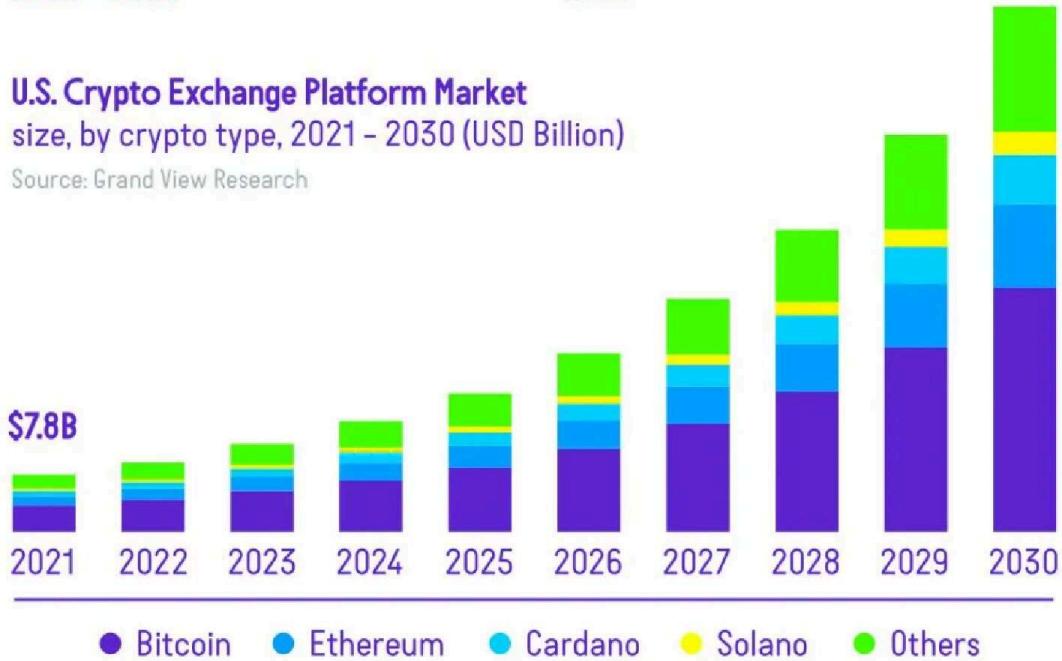
US MARKET CAP

## U.S. Market CAGR 2022 - 2030

## U.S. Market Size 2021

### U.S. Crypto Exchange Platform Market size, by crypto type, 2021 - 2030 (USD Billion)

Source: Grand View Research



### Global Market

The global cryptocurrency exchange platform market size was valued at USD 30.18 billion in 2021 and is expected to grow at a compound annual growth rate (CAGR) of 27.8% from 2022 to 2030.

### Top Crypto Exchanges

Source: Coin Market Cap

Name	Volume (24hr)	Avg. Liquidity	No. Markets
 Binance	\$14.2B	878	1691
 Coinbase	\$1.8B	760	595
 Kraken	\$0.7B	759	713

## REVENUE MODEL



# Three streams

# of revenue.

#1

## Freemium Software

The freemium model of software licensing of Swopblock score validation node software will be free to most people but will generate software license revenue for those node operators that want the benefits of premium features.

#2

## Transaction Fees & Royalties

Licensed nodes will profit from a transaction fee-net-reward income that is structured like the merchant fee-net-cashback model of the major credit card companies and a Swopblock royalty will be charged against these fees.

#3

## SWOBL Crypto Appreciation

SWOBL is the medium of exchange within the Swopblock protocol. As trading demand increases SWOBL's value will follow. Investors, traders, and holders of SWOBL (including Swopblock) will be able to capitalize on these gains.

PERKS



Invest in Swopblock.

# Get crypto as a Perk.

The Swopblock protocol is powered by **52.8 million SWOBL** (Swopblock's crypto) and we are giving early investors a portion of this SWOBL as a Perk according to your investment size.

INVEST **\$100**



• Get **100 \$SWOBL**

INVEST **\$1,000**



• Get **1,250 \$SWOBL**

- + Plus First 100 investors are entered to **WIN** a bonus 100,000 \$SWOBL
- + Plus the lower level perks, equaling **1,350 \$SWOBL**

INVEST **\$10,000**



• Get **15,000 \$SWOBL**

- + Plus 1 hour group Q&A meeting with Swopblock Founder & Inventor
- + Plus the lower level perks, equaling **16,350 \$SWOBL**

INVEST **\$100,000**



• Get **175,000 \$SWOBL**

- + Plus 1 hour 1 on 1 Q&A meeting with Swopblock Founder & Inventor
- + Plus the lower level perks, equaling **191,350 \$SWOBL**

THE ULTIMATE PERK



# WIN 100,000 crypto

First 100 investors are entered to win!

SWOBL, Swopblock's crypto, powers our exchange protocol.  
Invest \$1,000 or more to be entered to win.



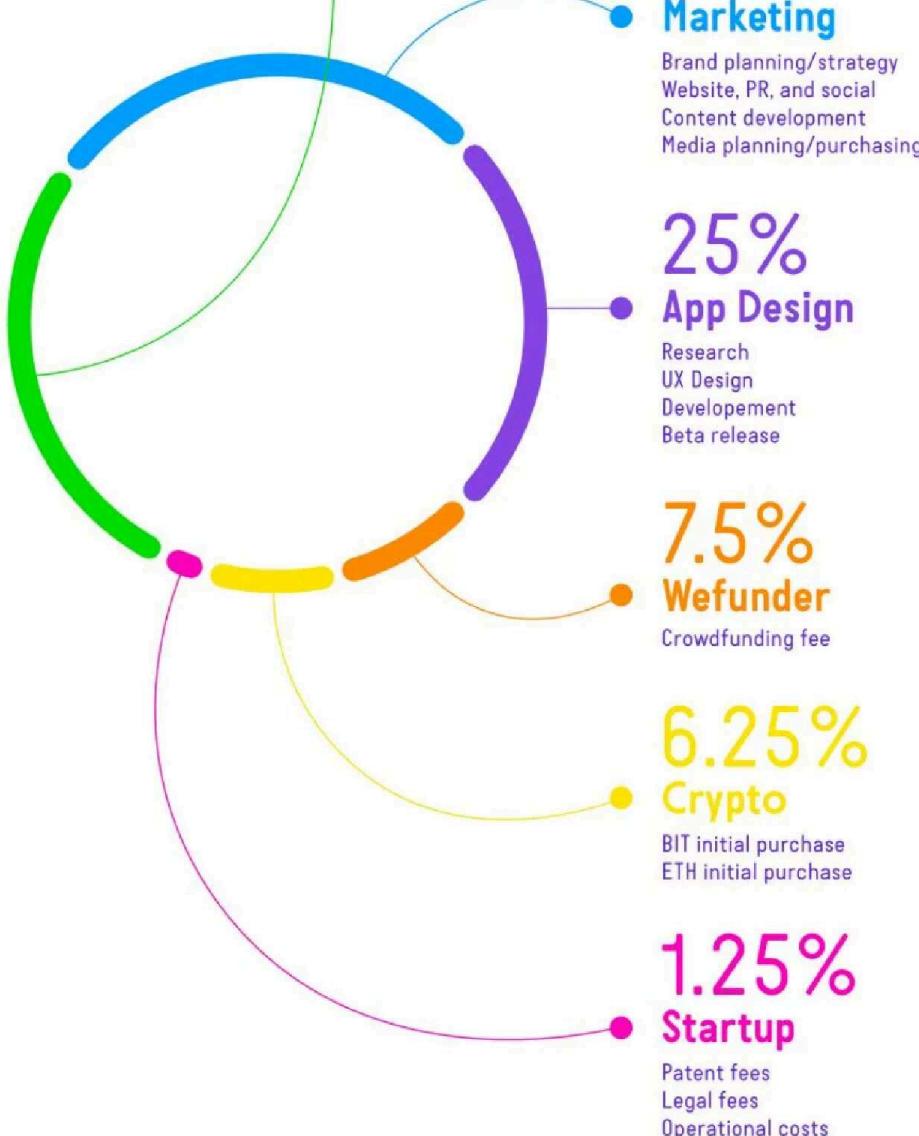
Own Swopblock's SWOBL. Own the power of trade.

FINANCIALS



# Swopblock Income Budget

2023-2024 (4.4 mil)

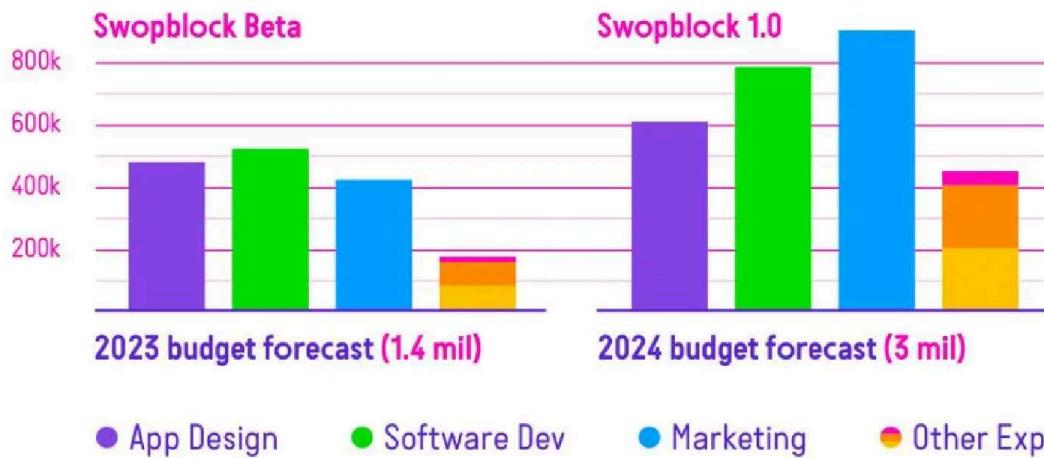


FUNDING GOAL



# \$4.4 million

## 2 year expense budget



### 2023 budget breakdown (1.4 mil)

Category	Amount
<b>App Design</b>	<b>\$485k</b>
Research	\$45k
UX Design	\$105k
Development	\$210k
Beta testing & release	\$125k
<b>Software Dev</b>	<b>\$526k</b>
Developer sponsorship	\$220k
Hardware and software tools	\$52k
Network testing	\$34k
Feature grants	\$140k
Debugging bounties	\$80k
<b>Marketing</b>	<b>\$420k</b>
Brand planning/strategy	\$70k
Website, PR, and social	\$95k
Content development	\$125k
Media planning/purchasing	\$140k
<b>Other Exp</b>	<b>\$192.5k</b>
Crypto	\$70k
Wefunder	\$105k
Startup	\$17.5k

Forward looking projections cannot be guaranteed.

Forward looking projections cannot be guaranteed.

# 2022



## TEAM

Found key team members such as a Financial Director, and Lead Programmers.



## SIMULATION

Github simulation hosted for developer download.



## PATENT

Filing patent for our Proof or Relay Consensus Mechanism and our Liquidity Stream Execution Mechanism.



## WHITE PAPER

White paper detailing our Proof or Relay Consensus Mechanism and our Liquidity Stream Execution Mechanism.



## CRYPTO CERTIFICATES

18,851,900 SWOBL certificates have been documented and sent out to investors.

# 2023



## SWOPBLOCK LIVE

A web-based demo app live for investors and developers to check out.



## USER INTERFACE

UX and features complete and ready to plug into Swopblock's engine.



## BETA LAUNCH

Swopblock APP launch for developers on the Microsoft, Apple, and Google app stores.

Forward looking projections cannot be guaranteed.

Forward looking projections cannot be guaranteed.



## JEFF / Inventor & Founder

Jeff is an accomplished Research Engineer who has led the research development of artificial intelligence innovation for the Office of Naval Research providing advances and breakthroughs in the navy's capability to locate and identify mobile targets with visible, infrared, radar, and laser video sensors. Invention has been the backbone of his career. Receiving over 10 patents to date, he continues to invent in new industries bringing that same breakthrough thinking to new complex problems.



## AUSTIN / Communications

While at Amazon's global ad agency Austin lead the development of breakthrough ideas that have launched new technologies such as Alexa, Echo, Echo Show, FireTV, and more. Most recently he has reinvented Amazon's creative approach to event marketing, delivering real results that have increased customer brand recall and purchase intent. Throughout his career he has worked with several Fortune 500 companies including Nike and Microsoft.



In 2022 our team has grown 150%.

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**Swopblock's mission  
is to give the power of  
crypto back to the people,  
extending crypto's  
original promise of a  
decentralized currency by  
offering a decentralized  
means of exchange.**





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## Downloads

[Swopblock Whitepaper 2023.pdf](#)

[Swopblock Pitch Deck 2023.pdf](#)