

## Revenue

Customers	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Launchpad Advisory	2	8	20	40	60	130
Custody	1	5	13	25	38	81
...@domain registration	175,000	2,800,000	8,400,000	14,700,000	22,050,000	48,125,000
username@... reg	175,000	2,800,000	8,400,000	14,700,000	22,050,000	48,125,000
Send token	175,000	2,800,000	8,400,000	14,700,000	22,050,000	48,125,000
dsExchange Trade	175,000	2,800,000	8,400,000	14,700,000	22,050,000	48,125,000
Token issuance	175,000	2,800,000	8,400,000	14,700,000	22,050,000	48,125,000
dsContract deployment	25,000	400,000	1,200,000	2,100,000	3,150,000	6,875,000
dsContract run	175,000	2,800,000	8,400,000	14,700,000	22,050,000	48,125,000
Escrow	37,500	600,000	1,800,000	3,150,000	4,725,000	10,312,500
Auctions	75,000	1,200,000	3,600,000	6,300,000	9,450,000	20,625,000

		With discount					
	discount	Year 1	Year 2	Year 3	Year 4	Year 5	Total
discount to drive adoption		45%	40%	40%	40%	40%	
Launchpad Advisory		700,000	2,800,000	7,000,000	14,000,000	21,000,000	45,500,000
Custody		50,000	250,000	625,000	1,250,000	1,875,000	4,050,000
...@domain registration		875,000	14,000,000	42,000,000	73,500,000	110,250,000	240,625,000
username@... reg		218,750	3,500,000	10,500,000	18,375,000	27,562,500	60,156,250
Send token	1	519,750	9,072,000	27,216,000	47,628,000	71,442,000	155,877,750
dsExchange Trade	1	693,000	12,096,000	36,288,000	63,504,000	95,256,000	207,837,000
Token issuance	1	14,438	252,000	756,000	1,323,000	1,984,500	4,329,938
dsContract deployment	1	10,313	180,000	540,000	945,000	1,417,500	3,092,813
dsContract run	1	842,188	14,700,000	44,100,000	77,175,000	115,762,500	252,579,688
Escrow	1	18,563	324,000	972,000	1,701,000	2,551,500	5,567,063
Auctions	1	61,875	1,080,000	3,240,000	5,670,000	8,505,000	18,556,875
<b>TOTAL \$</b>		<b>4,004,000</b>	<b>58,254,000</b>	<b>173,237,000</b>	<b>305,071,000</b>	<b>457,607,000</b>	<b>998,173,000</b>

Gross Revenue per user

\$22.88

\$20.81

\$20.62

\$20.75

\$20.75

