THE FUTURE OF ASSET OWNERSHIP
Ami Ben David, a digital securities pioneer.
Launched the first ever regulation-compliant security token.

- 2017 An entrepreneur in the mobile space, multiple AI patents.
- 2017, Co-founded SPiCE VC – the first fully-tokenized VC fund.
- 2017, Co-founded Securitize – the first digital securities issuance platform.
- 2017-19, worked on the first digital securities platforms and protocols.
Within 10 years, digital securities will be the standard. It’s a multi-trillion $ market opportunity.

**Ownera is building the rails network for this new market.**
What is Ownership?

Ownership is data: “Entity X has rights in Asset Y”. Like any data, it can be digitized.
The vast majority of assets still manage ownership with ANALOG documents

- Lawyers draft legal transaction docs.
- Everyone sign the docs.
- New owners reported to central registries.

Legal Costs: $1K – $100K
Transaction Time: Weeks - Months
Target Market: Local
Security tokens make ownership management digital

- A set of docs define the rights of a token holder.
- Tokens trade (Smart contracts enforce regulations).
- Transactions captured on distributed ledger.

**Legal Costs:**
Near Zero

**Transaction Time:**
Instant

**Target Market:**
Global
What happens when a market moves from Analog to Digital?

Stage 1: Analog
You can only buy the records your local shop gets

Ownership: Local, paper based deals

Stage 2: Digital Format
More portable, but not a fundamental change

Ownership: Cap management software

Stage 3: Innovation!
P2P, cut middleman, Illegal music distribution, NAPSTER...

Ownership: ICOs

Stage 4: Digital
Streaming, instant, unlimited, iTunes, Spotify, Netflix...

Ownership equivalent: DIGITAL SECURITIES
Music was a 10s of $ billions market...
Digitizing asset ownership is a 100s of $ trillions opportunity.

$70 trn  
Global Equity

$215 trn  
Global Debt

$217 trn  
Global Real Estate

$544 trn  
Derivatives
The vision: the world at your fingertips

- Any asset, private or public, globally, 24X7.
- Instant, efficient and low cost transactions.
- New ways to explore, discover and optimize.
- Increased liquidity for traditionally illiquid assets.
- Fractional ownership for historically “big-ticket only”.

- Instant dividend distribution.
- Reduced counterparty risks.
- New financial products, business models.
- Regulation Enforcement (stronger than “compliance”).
- Paperless, Immutable, and Searchable.
<table>
<thead>
<tr>
<th>Institution</th>
<th>Action</th>
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<tbody>
<tr>
<td>London Stock Exchange</td>
<td>Led a $20m investment in security tokenization platform Nivaura, and launched first STO</td>
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<tr>
<td>NASDAQ &amp; Citi</td>
<td>Led a $20m investment in security tokenization platform Symbiont</td>
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<td>Goldman Sachs</td>
<td>Invested in Circle which acquired SeedInvest to go into Security Tokens.</td>
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<td>Societe Generale</td>
<td>Launched the first $100m tokenized bond on the blockchain</td>
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<tr>
<td>Robert Greifeld, former CEO of NASDAQ</td>
<td>“…in five years, 100% of the stocks and bonds on Wall Street WILL be tokenized.”</td>
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<td>Fidelity</td>
<td>Entered the crypto custody market, invests significantly in the space</td>
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<td>JP Morgan</td>
<td>Developed the Quorum blockchain.</td>
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<td>SDX</td>
<td>Six (SDX) and R3 Building a security tokens issuance and exchange</td>
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<td>VC Funds investing</td>
<td>A16z, Blockchain Capital, Founders Fund, SV Angels… invested in startups in the space</td>
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Robert Greifeld, former CEO of NASDAQ, said, “…in five years, 100% of the stocks and bonds on Wall Street WILL be tokenized.”
Back to reality: the challenges
It starts with institutional investors

The road to massive digital securities adoption starts with the institutional ecosystem!

The security tokens market is NOT institutional-grade.

YET.
Technology Gap.

Crypto blockchains are NOT designed for institutions or regulations, they are designed to BYPASS them...

Enterprise blockchains are designed to be private (or “consortiums”) – they are not GLOBAL NETWORKS.
Trust Gap

Reliable information is incredibly hard to find.

On crypto networks, anyone can (and did) “issue” tokens to sell the Brooklyn Bridge...

Institutions can’t go near a scammy market.
Ownera is an institutional-grade digital securities network, where ALL nodes are regulated financial institutions (such as banks, asset managers, and exchanges).
Ownera regulated nodes have 3 major roles

- Verify all the assets that go on the network.
- Verify all transactions for regulation compliance.
- Distribute the Assets to their institutional client base.
The Ownera API delivers the tech nodes require

Verify all the assets that go on the network. Using on-chain KYA (Know your Asset)

Verify all transactions For regulation compliance. Using an AI-powered Regulation App Store.

Distribute the Assets to their institutional client base. Using atomic swaps against any currency.
Ownera is an institutional distribution network.
Ownera is not a consortium, it will be a permissionless network.

Ownera will eventually be open to any regulated financial institution meeting published requirements - without requiring the permission of the network, or anyone in it.
Introducing: KYA (Know your Asset)

Each asset on the network carries its own KYA - immutable, privacy-enabled, legally-binding documents detailing the full rights of token-holders, verified by a primary node.
The Digital Securities Tech Ecosystem

Digital securities platforms run on the Ownera rails, using the API:

Ownera API
Making it super-simple to build securities apps

Manage Owners
Manage Assets
Issue Securities
Atomic Transactions

Reg App Store
Ownera Nodes
Hyperledger Fabric
Business model for banks and asset managers

Bring assets online, and get lifetime revenues for every asset. A new multi-trillion-dollar opportunity from previously illiquid markets.

- **Set up fees**: Nodes can charge any fees they want from asset they bring online.
- **Lifetime Transaction fees**: Get high profit-margin % fees for every transaction for the lifetime of the asset.
- **Financial services**: Provide multiple related services: Distribution, Custody, Credit lines, Escrow...
Business model for Exchanges.

Enable secondary trading for an era where every asset can be digital, including many previously illiquid asset classes.

- **Listing fees**: Asset owners in illiquid asset classes are willing to pay for increased tradability.
- **Transaction fees**: Turnover per asset will be lower, but both % fees and launch capacity are significantly higher.
- **Information / Tech services**: Market information and discovery will be a significant revenue source in digital securities.
Business model for Reg Apps

Moving lawyers from charging by the hour to charging by the transaction. More revenues at **much higher profit margins**.

Set up / Subscription

Providers may charge for branded legal coverage and keeping the app updated with regs.

Transaction fees

Transaction fees for every transaction for the lifetime of an asset – at around 95% profit margins.

Legal services

Every asset will need legal services around the issuance.
Business model for the tech ecosystem

The Ownera API makes it super-simple to build securities apps.

Our challenge: **Connect any platform to Ownera in 3 days!**

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**Digitize Assets**
Unlike non-Ownera issuance platforms, when you tokenize an asset on Ownera – it joins an institutional distribution network!

**Provide Tech to Nodes**
Provide technology to banks, asset managers and exchanges looking to operate on Ownera

**Build Reg Apps**
Develop apps that deal with specific asset classes and use cases, and earn usage fees.
Ownera V1 API is now released @ docs.ownera.io

Using HyperLedger Fabric, upgraded from Private to a Global network.
MEET THE CO-FOUNDERS

Technology Co-Founders

Diego Beprosvan  
**CTO / CHIEF ARCHITECT**

Blockchain expert. Architected messaging network used by over ~500 million users.

Skills
- Blockchain dev expert
- Top software architect
- High scalability platforms
- Messaging networks

Yuval Carmel  
**SVP R&D**

Former CTO of Capriza, which raised $70m led by A16z.

Skills
- CTO Level Tech leadership
- Enterprise software platforms
- Large scale SAAS products
- Software security

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M E E T  T H E  C O - F O U N D E R S

Marketing Co-Founders (external)

**Alon Goren**

**M A R K E T I N G  T E A M**

Co-Founder of GHV fund, Security Token Summit, CIS, LA Blockchain Week, 805 Startups & Investedin

Skills

- Marketing / PR
- Blockchain / Crypto
- Conferences
- Crowd funding
- Punk Rock 😊

[Linkedin](#)

**Josef Holm**

**M A R K E T I N G  T E A M**

Co-Founder of GHV fund, Security Token Summit, CIS & LA Blockchain Week.

Skills

- Marketing
- Business development
- Growth hacking
- Blockchain / Crypto
- Scuba diving

[Linkedin](#)
An institutional-grade network for digital securities