



PREPARED BY
Start-Up Nation (SUN)
January 1, 2019

WHAT IS COIN OF AFRICA (CoA)?

Start-Up Nation (SUN) has innovated a cryptocurrency that operates like Bitcoin but purposed to reframe Zimbabwe and Africa's financial services sector through FinTech. It is designed to facilitate remittances and payments while acting as a reliable access point into other cryptocurrencies. The full extent of the challenges that Coin of Africa (CoA) addresses is best explained by real life stories drawn from Africa as highlighted in the Whitepaper (Prospectus).

Our fragile financial sector requires a new way of doing business that patches the economic cracks in the financial system, promotes financial inclusion by breaking down geographical borders, and speeds up international payment processing times and transaction costs through Blockchain technology.

Shava Global Private Business Corporation T/A Standard Greatness Capital has forged formidable partnerships with other organizations to create Start-Up Nation (SUN) where users can use local fiat currencies and local payment channels to access cryptocurrencies and then adopt them to tackle challenges prevalent in the African financial services space.

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COIN OF AFRICA (CoA) INITIAL COIN OFFERING (ICO)

Golix has been operational since 2016. It is a profitable and fast growing company that processed its first transaction on September 16, 2016. The below table shows the performance Golix achieved in 2017.

2017	Q1	Q2	Q3	Q4
New User Signs	490	842	3,362	24,282
Trade Volume (US\$)	\$6,000	\$150,000	\$509,000	\$5,300,000
Revenue (US\$)	\$2,500	\$6,000	\$18,000	\$158,000

With this growth, SUN has opened its doors for business by enabling you to be the first holder of 'CoA' through an Initial Coin Offering (ICO). An ICO is the equivalent of an Initial Public Offering (IPO) in equity shares where a company offers a fraction of its shares to the public for a discounted fee to raise money to fund growth.

In an ICO, companies sell digital currency tokens at an initial price to fund growth and development of the platform. CoA is a cryptocurrency that will enable the following key solutions:

- Mending a broken Diaspora Remittance Model
- Creating an efficient International Payments Model
- Streamlining the Local Transaction Model.

COIN OF AFRICA (CoA) INITIAL COIN OFFERING (ICO) SUMMARY

Total Coins Minted	100,000,000,000 (100 billion)
Coin of Africa (CoA) ICO Cap	1,000,000,000 (1 billion)
Vaulted Coins	99,000,000,000 (99 billion)
Initial Issue Price	US\$0.1080 (10.8c)
ICO Target Capital	US\$54,000,000.00
Private Placement – Pre-ICO	January 1, 2019 to March 31, 2019
Initial Coin Offering Period	April 1, 2019 to April 30, 2019



- SOUTH AFRICA HAS BEEN ENCOURAGING THE ADOPTION OF CRYPTOCURRENCY.
- PICK N' PAY HAS PILOTED ACCEPTANCE OF BITCOIN AS A MEANS OF PAYMENT.
- THIS IS THE VISION WE HAVE WITH COIN OF AFRICA (CoA), MAKING IT AN AFRICAN BITCOIN BUT MORE SECURE, EASILY ACCESSIBLE AND TRULY TRANSFORMATIVE.



As of 2018, Golix has grown to over 50,000 customers and having transacted over US\$20 million to date. Golix managed to raise just over \$20 million through their GLX ICO. Funds raised by this Coin of Africa (CoA) Initial Coin Offering (ICO) will see Start-Up Nation (SUN) growing the platform locally and expanding into different African countries, as well as expanding their portfolio of services.

Bitcoin achieved phenomenal levels in 2017 reaching heights of US\$20,000/coin and a market cap that exceeded \$500 billion. Bitcoin's major flaw is that it lacks an underlying value therefore making it risky.

CoA is launching with a price of \$0.1080 (10.8c). Private Placement Investors earn a 50% discount/coin. Our initial goal is to get each coin to pass the \$1.00 level. To achieve this, CoA will also be anchored on the productivity of SUNFund. The ICO funds will be used to finance projects in Zimbabwe and other African countries so that the value is backed by performance of these assets – creating a Crypto-Economy.



**COIN OF AFRICA (CoA)
PROJECTIONS**



Our model sees us growing the cryptocurrency value to \$2.00 by Year 10 from the initial price of \$0.1080. This growth will be anchored on the demand for the token as well as the performance of the underlying assets of SUNFund.

ANNUAL GROWTH TARGETS

Initial Issue Price - \$0.1080			
\$0.1310	Year 1	\$1.30	Year 6
\$0.1425	Year 2	\$1.50	Year 7
\$0.2533	Year 3	\$1.60	Year 8
\$0.6471	Year 4	\$1.75	Year 9
\$1.2888	Year 5	\$2.00	Year 10



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With every investment there are inherent risks involved. Start-Up Nation (SUN) has however studied the market, run tests, and formulated a structure that mitigates (but does not prevent) the major risk that every investor fears which is – LOSING THEIR CAPITAL!

1) REGULATION RISK

Cryptocurrency is a new invention and Zimbabwe has not yet innovated regulation for it. The Reserve Bank issued a ban on cryptocurrency while the Securities & Exchange Commission of Zimbabwe have distanced themselves from cryptocurrency, however this ban was suspended by the High Court. There are inroads being made into finding ways to regulate cryptocurrencies. Our model ensures that we, SUN, can coordinate and run a successful Initial Coin Offering (ICO).

2) SECURITY RISK

Crypto-wallets, where crypto is stored, are secured with a robust two-factor authentication to ensure that thieves and hackers don't get into your account. The developers of the Waves Blockchain hold sharp skills and value the importance of maintaining high security standards.

3) CAPITAL RISK

The major flaw that Bitcoin has is that it is not backed by anything other than demand for it, this makes it highly speculative. CoA will be anchored on Old Mutual and Productivity to create a portfolio of underlying assets that will affix the value of the coin and create stability.

HOW IT WORKS

CRYPTOCURRENCY DEPOSITS

Through DEX

1. Complete & Submit Membership Form
2. Submit a 'Buy Order'
3. Submit Proof of Crypto-Payment
4. We will create Crypto-Wallet for you.
5. Top-Up Wallet with Coin of Africa (CoA)

FIAT CURRENCY DEPOSITS

Through Forex & RTGS Dollars (T\$)

1. Complete & Submit Membership Form
2. Submit a 'Buy Order'
3. Submit Proof of Payment
4. We will create Crypto-Wallet for you.
5. Top-Up Wallet with Coin of Africa (CoA)



SUN BANK ACCOUNT

ACCOUNT NAME: START-UP NATION

BANK NAME: CABS

ACCOUNT NUMBER: 112 476 7258

BRANCH CODE: 24 000

SWIFT CODE: CABSZWH

SUNFund CENTRAL RESERVE

ECOCASH BILLER CODE: 109 187

ACCOUNT NUMBER: 613 275 49

NAME: OLD MUTUAL INVESTMENT GROUP

Contact our [Investor Relations](#) for more info.

GETTING STARTED

CRYPTO CITY

Icons of innovation that include the likes of Microsoft Co-Founder Bill Gates, Apple Inc. Co-Founder Steve Wozniack, and Virgin Founder Richard Branson have all heralded cryptocurrencies.

They have gone further and taken large positions in the industry as they also see it as an exciting future for financial innovation and digital disruption that will lead the 4th Industrial Revolution.

- What Skype did to the Telecommunications Industry.
- What Uber did to the Transportation Industry.
- What AirBnb did to the Hospitality Industry

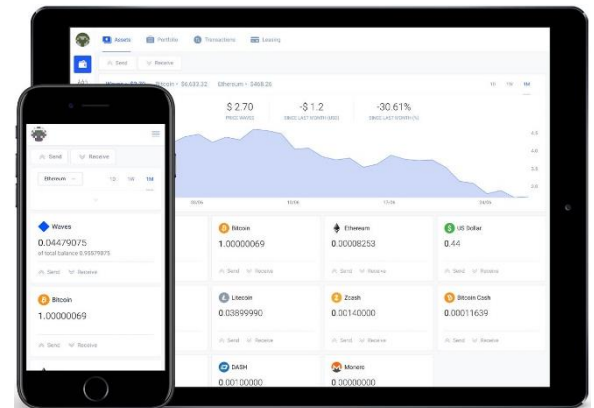
Is what Start-Up Nation (SUN) is doing to the Financial Services Industry. The key selling point about Coin of Africa (CoA) is that you will be able to make international payments in a matter of seconds solving the international payment crisis!

- So why are you still scared and skeptical?
- Join the exploding *#DigitalRevolution*
- *#InvestInCrypto*.
- *#BuyCoA*
- *#StartUpZimbabwe*
- CONTACT US TODAY!!!



AKON TO BUILD WAKANDA IN SENEGAL AND HIS OWN CRYPTOCURRENCY

Posted on June 24, 2018



TO FIND OUT MORE ABOUT COIN OF AFRICA (COA) AND THE INITIAL COIN OFFERING (ICO) ATTEND ONE OF OUR INFORMATIVE FINANCIAL ROADSHOW PUBLIC PRESENTATIONS & BUSINESS DINNERS TO GET A COPY OF THE COA INITIAL COIN OFFERING (ICO) PROSPECTUS.

CoA INITIAL COIN OFFERING (iCo) SCHEDULE

- **START DATE: JANUARY 1, 2019**
- **PRIVATE PLACEMENT END: MARCH 31, 2019**
- **ICO END DATE: APRIL 30, 2019**
- **LIVE TRADING: MAY 1, 2019**

START-UP NATION (SUN)

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www.twitter.com/sunfundafrica54

www.linkedin.com/sunfundafrica

<https://www.reddit.com/user/sunfundafrica>

www.sunfundafrica.wordpress.com



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