

DIAMCO is a blockchain ecosystem and offline infrastructure of efficient emission, logistics and storage of tokenized diamonds of given quality with internal payment and service tool - **DIAM utility token**.

We create **liquidity and investment attractiveness** to the diamond industry through standardization turning diamond into a commodity by analogy with precious metals and crude oil standard Brent

The project is not a startup and being developed in partnership with the jewelry house "Maximilian London" - existing 20-year old business; the fundraising campaign for DIAMCO development is going to be done through a **series of private sale rounds of DIAM token**

The first product of DIAMCO platform is a stable **AL'COIN** token, backed by a real diamond with the standard characteristics - **DIAMCO Standard**. Emission of AL'COIN is going to be done through regular auctions baked by smart contracts with pricing based on Rapaport tables.

DIAMCO is founded by businessmen and experts from the diamond industry, professional private bankers and fund managers (such as UBS, JP Morgan, Bank of China, Private family offices) and technological entrepreneurs with proven VC traction and successful IT solutions already running on the market

Which problems do we solve?

- ▶ Lack of liquidity in the diamond industry
- ▶ No mechanism for finance accounting and evaluation
- ▶ No transparency and trust in pricing and logistics
- ▶ Credit risk and KYC issues for the dealers
- ▶ Unreliable and/or inconvenient storage
- ▶ Inefficient taxation for direct purchase with duties and VAT
- ▶ Insecure ownership and lack of confidentiality
- ▶ Issues for cross-border operations
- ▶ Huge price losses on resale
- ▶ Extreme volatility on crypto markets
- ▶ Lack of audited stable coin with redeem options
- ▶ Uncontrolled Sharpe ratio and safe haven issues

DIAMCO STANDARD	Weight 1-1.05 Carats	Color Colorless - D, E, F	Clarity IF/VVS1/VVS2	Fluorescence NONE	Cut/Polish/Symmetry EXCELLENT
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DIAM — internal platform token

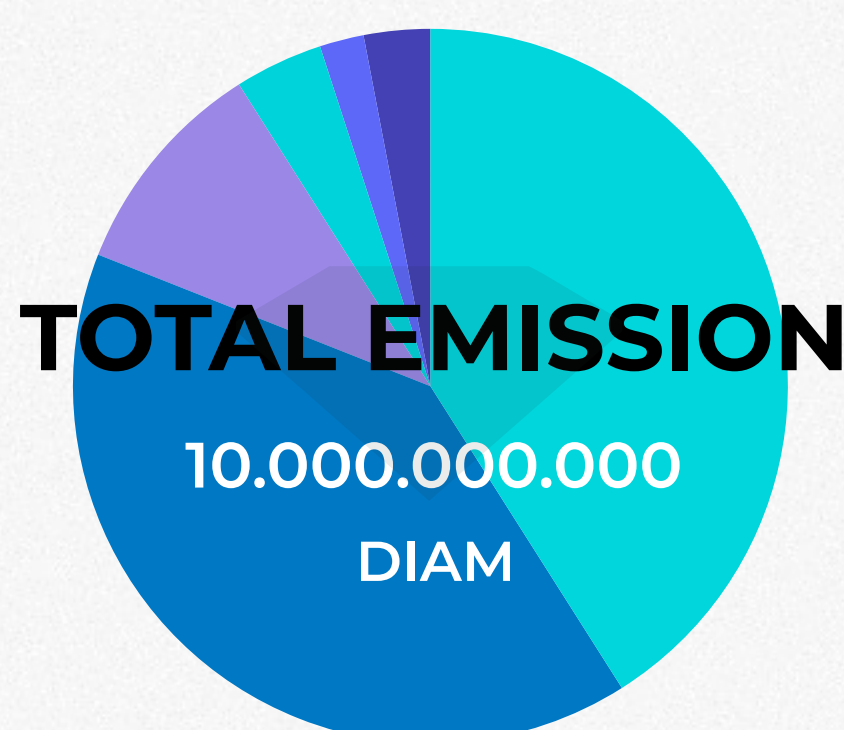
- ▶ Paying all commissions during transactions (buying and purchasing AL'COINS, redeem into the diamond in non-standard places, etc.) is possible only in DIAM
- ▶ For the purchased AL'COINS during auctions:
 - Right to pay up to 20% of AL'COIN price in DIAM giving only 10% in DIAM and accounted for the price twice as higher as the market price of DIAM, OR Receive 10% cashback in DIAM from the purchase volume
- ▶ Customer protection – for all contracts obligations (bid for AL'COIN purchase, sell of AL'COIN by a provider, etc.) in case of inability to pay 100% – we claim to prepay 10% in DIAM of the total contract obligations
- ▶ As a mean of compensation and surcharge in case of AL'COIN redeem related fluctuations depending on carat weight (1-1.05) or small difference in the specification (E-IF compared to F-VVS2, etc.)

The business model of the ecosystem for its efficient operations will demand as a minimum 10% of the total platform turnover. 1/3 of system commission fees paid in DIAM (for instance, 5% from AL'COIN emission), DIAMCO will remove from the free float operations and lock on a special smart-contract

To develop ecosystem and infrastructure we implement multi-round private **DIAM** token placement. DIAM is an **internal ecosystem fuel** and a fundraising instrument for DIAMCO development. DIAM has utility nature and properties but to reduce legal risks we are going to be compliant with Reg S and/or Reg D in the US; the secondary listing is expected on DIAMCO platform and crypto exchanges

	1 DIAM = 0.01 USD		Payments for products and services on DIAMCO
	REG D / REG S		Cashback and discounts
	Secondary listing on the existing exchanges		Reserve fund for customer protection
	Commission payments		Reducing the free float amount using special smart-contract logic during commission payments

Token distribution



- **Private sale — 40%**
4.000.000.000
- **Pre-sale — 41%**
4.100.000.000
- **Reserve fund — 10%**
1.000.000.000

12 months








- **Advisors — 4%**
400.000.000
- **Operational team — 2%**
200.000.000
- **Seed angel — 3%** ✓
3.000.000

\$15 mln.
SOFT CAP

\$50 mln.
HARD CAP

Base discount for the private sale — 30%, base discount for the pre-sale — 10%
Additional discounts depend on lock up period and purchase volumes

In **DIAMCO** we resolve the entire spectrum of issues faced by the diamond industry by building vertically integrated system for operations with diamonds including offline logistics, storage and efficient taxation.

-  We create a liquid diamond market by commoditizing diamonds through introduction of DIAMCO Standard for the diamonds which are used for tokenization – the concept similar to introduction of Brent standard for oil trading, which made the oil market liquid
-  We create “investment grade” system for buying, selling and storing diamonds which underlie the tokens, by using independent 3rd party depositories and administrators, to protect token holders against loss of assets – the structure used in securitization on financial markets
-  We create auditable and accountable form for holding diamonds in tokenized form to give a new instrument for portfolio managers, institutional funds and high net worth individuals for their alternative investments portfolios – the approach similar to gold certificates and gold ETFs
-  We create efficient infrastructure which provides for settlement of transactions with diamond tokens both in fiat and crypto currencies, as well as automated mechanism for token holders to get into possession real diamonds all over the world in duty free hubs via redemption of tokens - the business model used by the Duty Free industry
-  We supply diamonds for tokenization ourselves – as opposed to creating marketplace, which needs to attract both buyers and sellers to be successful. This also decreases transaction costs and makes pricing competitive
-  Our diamond tokens are exchangeable strictly 1:1 into underlying diamonds of DIAMCO Standard and are not dependent on any “proprietary conversion formulas”
-  Our own token – DIAM – is based on strict financial model and is essential to functioning of the ecosystem. The model provides that size of initial DIAM issuance is fixed, demand for DIAMs for efficient functioning of the system is proportional to volume of operations with diamond tokens on the platform, and the platform constantly burns a part of DIAMs it receives as commission payments.



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Several blockchain projects already on the market, speaker and jury in ICO competitions, YORSO & Innosoft founder



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