

Revolutionary Litepaper

September 2022



Special thanks to KMPC & Blockchain Partners

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TL; DR

Diversified's goal is to become the **European leader in tokenized crowdsales** by 2025 and the **most popular investment platform** in Europe by 2028.

Key Information:

- Diversified tokenizes **physical assets with high yields** such as wine and luxury watches (>12% target APR).
- Thanks to the Diversified platform, crypto-investors can **stabilize their portfolio** by investing in the real economy.
- Those assets usually offer a **counter-cyclical hedge** to crypto-currencies and have **better performances than the inflation**.
- New asset acquisition is crowdfunded using an **ERC20 whitelisted crowdsale smart contract**.
- Once the target price is reached, a **new DIFIEDX token** will be created specifically for this asset and participants in the crowdsale will receive their tokens in proportion to their participation.
- **A secondary market** will be available on launch that will rely on an Escrow smart contract.
- **Oracles** will be available to estimate the value of each token to prevent speculation on the secondary market.
- A DIFIED token will be created to fund the platform via:
 - a **private sale** in Q2 2023
 - a **public sale** in Q3 2023
- DIFIED tokens will give **premium benefits** on the platform: early access to new assets and voting rights on the type of assets that should be listed first.
- Up to **100% discount on fees** for our users depending to amount of DIFIED tokens owned.
- The complete **Tokenomics** are detailed at the end of this document.

OUR AMBITION

“Democratize investment by giving a wider access to profitable assets, currently reserved to an elite.”

Diversified simplifies private market investment and allows anyone to enter with as low as \$1. That's our idea of democratizing investment!

The platform gives you access to a wide range of target markets such as startups,

wine, art or watches with clear information on the underlying assets. Those markets were historically dominated by institutional investors and reserved for the elite but things are about to change.

Leveraging the unbound financial capabilities of the crypto ecosystem,, **Diversified** breaks the historical barriers of private market investment by making those types of investment accessible to a

THE PROBLEM ADDRESSED

At the **investor** level, the investment market is currently marked by several barriers. More precisely we see **two main limitations** we want to address:

1. For **fortunes** in crypto currencies, a complex and confiscatory tax system that limits investors' ability to sell and diversify their portfolio through the real economy. This **tax pressure** has hindered potential investments in physical assets which are typically counter-cyclical compared to volatile crypto markets.
2. For **low-income** households or young workers, we see a discriminatory access

to high-yield investments due to a **high entry ticket**. Even though investing in physical assets would allow them to reduce the impact of high inflation.

At the macro-economic level, crypto-currencies are a pool of **untapped liquidity** for the wider economy representing **\$2,500B** worldwide and **\$10B** in France.

This pool of liquidity could be further invested and benefit the physical economy and its actors, especially in times where access to credit and other types of financing proves to be more difficult.

THE MACROECONOMIC CONTEXT MAKES DIVERSIFIED AN OBVIOUS CHOICE

In the aftermath of the health crisis which lasted over 2 years, we saw stimulus plans inject over €1,850B in the economy in Europe (PEPP)¹ and over \$3,000B in the USA².

This influx of liquidity was mainly directed towards companies and job retention schemes in order to preserve the productive apparatus.

This allowed companies to increase their profits significantly during this period (1st half 2021 = CAC 40 + 41% profits vs H1 19), but also benefited investors who hold stocks, cryptocurrencies and real estate.

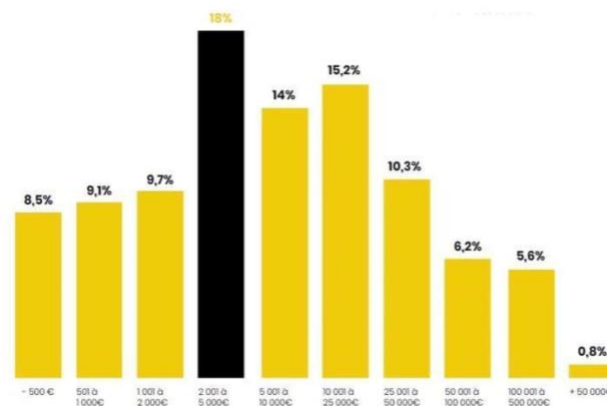
As an example, French billionaires doubled their wealth in just 1 year, with +€243B (+ 98%) between 2020 and 2021³.

During this period, cryptocurrency adoption rates surged in France to reach 8% of direct ownership in early 2022, more than the stock market.

This adoption rate is expected to reach 12% by the end of the year according to KPMG.

The exceptionally strong performance of these digital assets (BTC 4000% over the last 5 years) created a significant base of large crypto holders, characterized by strong capital gains still in crypto.

As an example, 13% of the French crypto-investors at the beginning of the year had portfolios of over 50K€.



These accumulated gains by crypto investors over the past few years are often unrealized, in order to postpone potential tax events on capital gains ("flat tax" at 30% in France, 20% in the USA and China). These unrealized gains are typically staked in stablecoins in order to generate passive incomes with APYs that have been generally decreased by platforms.

These liquidities are very rarely invested in the real economy due to the current lack of clarity or knowledge of the tax system.

On the other side of the spectrum, the 20% of the least affluent citizens, who were the most affected during the pandemic, have

¹ <https://www.lafinancepourtous.com/decryptages/crises-economiques/crise-economique-20e-covid-19/la-dette-publique-et-la-politique-de-la-bce-face-a-la-pandemie-de-covid-19/>

² <https://journals.openedition.org/regulation/18508>

³ <https://www.capital.fr/entreprises-marches/cac-40-milliardaires-inflation-qui-a-profite-de-la-crise-du-covid-19-1412224>

seen their purchasing power decline during this period.⁴

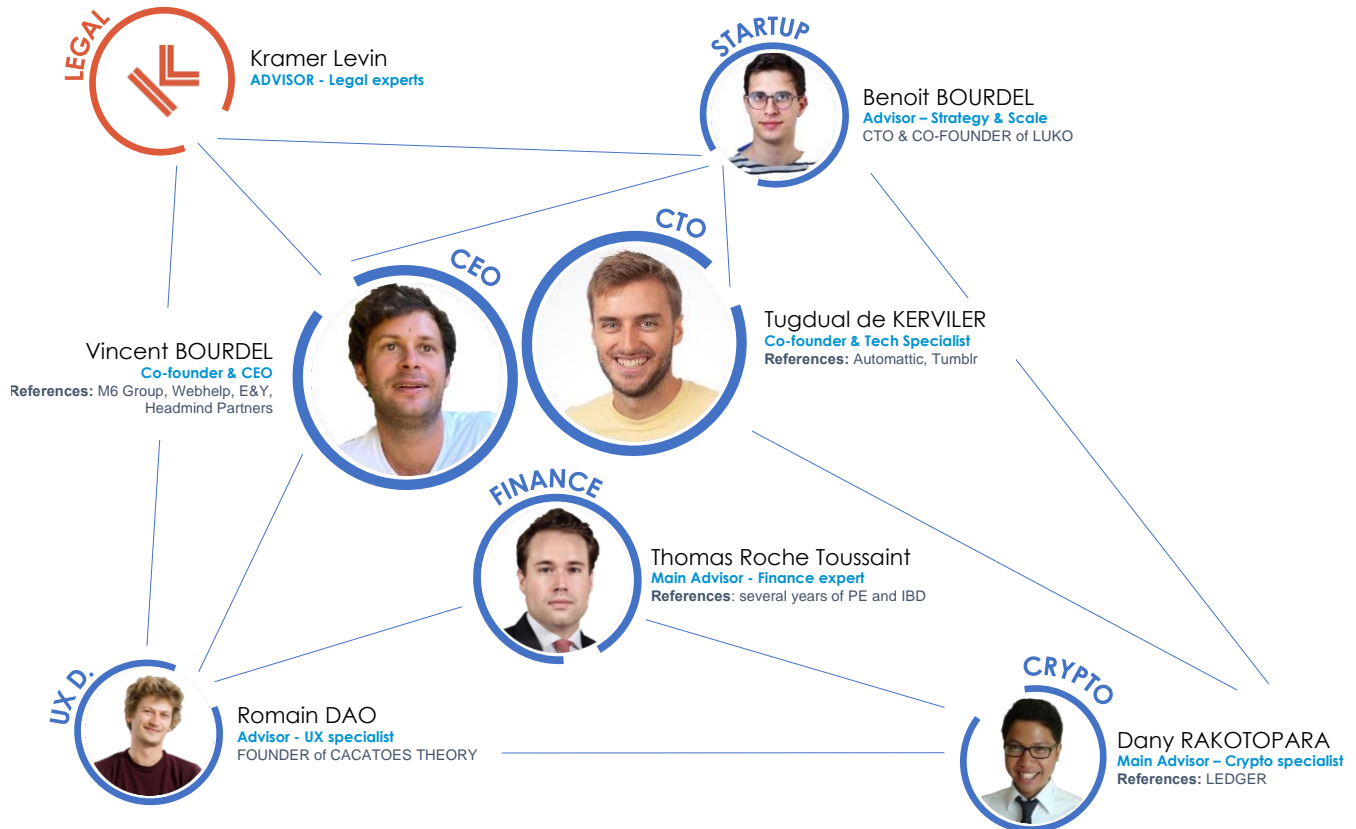
Moreover, the influx of liquidity on the markets associated with global geopolitical tensions, created a short-term inflationary bomb that will further accentuate inequalities and penalize low incomes.

Indeed, often tenants, the income from their low savings will be lower than the upcoming inflation : +4.5% between January and April 2022, and expected to reach +8% in 2022⁵.

The Covid 19 pandemic impacted globally the world which makes this analysis valid in most western countries.

MEET THE TEAM

We are not just a team, **Diversified** is a real family of complementary skills.



4

<https://www.banquemondiale.org/fr/news/feature/2021/12/20/year-2021-in-review-the-inequality-pandemic>

5 <https://france-inflation.com/index.php>

Friends since business school (EM Lyon), **Vincent Bourdel** and **Thomas Roche Toussaint** chose two different paths after graduation: Corporate Business Development & Strategy for Vincent and Finance in the City for Thomas.

In 2017, **Dany Rakotopara** joined M6 and sat next to Vincent in the open space. They spend their free time analyzing cryptocurrency charts. This is the beginning of a passion that both of them shared, when the crypto market was particularly active. A year punctuated with ICOs and daily trading. This passion led Dany to join Ledger in 2018, one of the French unicorns of the crypto ecosystem.

It is by observing the above-mentioned structural evolutions of the crypto market and investor's profiles, that the idea of **Diversified** was born in January 2022.

Tugdual de Kerviler is a serial entrepreneur, full-stack developer and early adopter of the crypto ecosystem. Identified as the ideal tech profile by the team, he joined the adventure in May 2022 to lead the product development.

The Diversified crew is a **multidisciplinary and complementary team** with a strong expertise in their respective fields led by Vincent Bourdel.

OUR SOLUTION: A 3-STAGE REVOLUTION

1. A Revolution in the making

1.1 Crowdsale Tokenization

Upcoming investment opportunities are available on the primary market. Each project's tokens, called **DIFIEDX**, will be created using a crowdfunding smart contract. A new token name, prefixed with DX, will be chosen for each project during project creation. For instance a wine project launched in September 2022 could have a token name DXWINE22.

During the launch phase, **Diversified** will be responsible for creating new projects and will offer good deals on wine and luxury watches via its partners in France. We are already in advanced discussions with major players such as **Cavissima** or **Crésus**.

This price will be set as the goal of the crowdfunding project. Once the project is created, participants can send USDC to the whitelisted crowdsale smart contract via their wallet software. Users who have completed the KYC on the Diversified platform will be automatically whitelisted on the smart contract and it will be transparent for them.

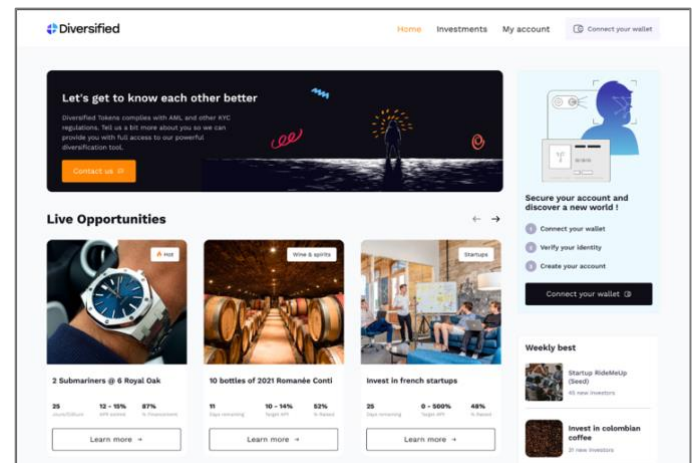
Once the target is reached, the funds can be unlocked by the project creator and DIFIEDX tokens will be automatically sent by the smart contract to each participant in proportion to their participation. In case the target amount is not reached by the closing date, the project is closed and USDCs are sent back to the emitters.

DIFIEDX tokens will always be backed by a physical asset which will be held physically by our dedicated partners during the entirety of the investment period.

In acquiring **DIFIEDX** tokens, crypto investors can have a real impact on the physical economy: their investment is tangible and has concrete applications. It also provides real diversification against the volatility of the crypto market.

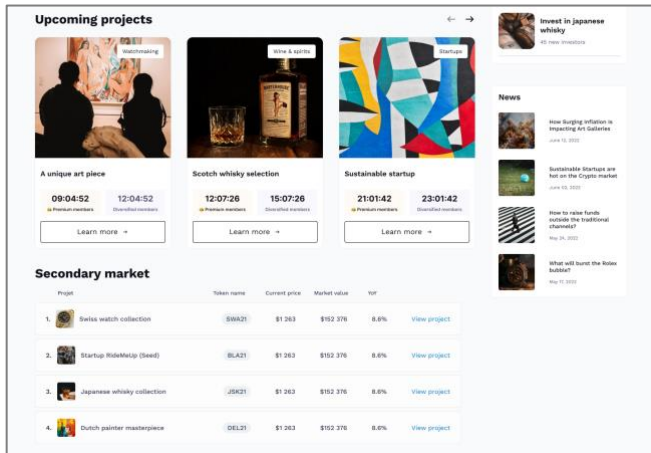
1.2 User experience

For new **Diversified** investors, accessing opportunities is very intuitive. The User connects to the platform and can browse the upcoming or ongoing investment opportunities.



Existing **DIFIEDX tokens** for closed projects can be acquired with USDC on the secondary market. An escrow smart contract (a smart contract which holds the fund until the

payment conditions are fulfilled) will be deployed to enable users to buy and sell tokens on the platform.



Once the User has decided which project they want to invest in, they can participate in the crowdsale by sending USDCs with their web3 wallets.

1.3 Flexibility

One of the groundbreaking advantages of our solution compared to more traditional investment platforms that rely on fiat is the entry/exit timeline flexibility, enabled by the fungibility of the tokens and the rapid execution of crypto transactions.

Diversified holders can thus exit their investment in two ways:

1. Wait for the end of the investment period as described on the platform in the project's description and in the Whitepaper associated with each new project.

Our partners will then sell the asset for **Diversified** at the end of the investment period, at the actual resale price of the underlying asset. The user will be informed by email and via the customer section on the website. They will then have a period of 3 months to accept the platform buy-back and swap their DIFIEDX tokens for USDCs.

2. Sell the token at any time on the secondary market at the price they choose.

In order to help them decide on the selling price, regular estimates (Oracles) will be put at their disposal on the platform to inform users on the market value of the underlying asset.

Note that the platform will only commit to purchasing the DIFIEDX tokens at the end of the investment, when the underlying asset is sold and funds from the sale have been collected.

Separately, during the investment period, sales orders on the secondary market are subject to being fulfilled directly by another buyer on the platform, at the selling price decided by the User. Consequently, their redemption cannot be guaranteed by Diversified.

The ability to trade tokens allows users to take full advantage of the investing "gamification" trend, which has been growing strongly since 2020.

2. A Revolution in Asset Selection

Our dream is to offer crypto-investors a bridge to the real world via private market assets.

This choice enables access to high-yield markets (projections >12% APR - Annual Percentage Rate), and allows exposure to counter-cyclical assets compared to the crypto market and in some cases from inflation.

Specifically, the platform will progressively focus on offering opportunities to invest in the following "markets": Startups (Seed), Luxury Watches, Fine Wines, Real Estate, Art Market, Collectibles...

The Diversified team is solving 3 major problems that traditionally prevent financial players from offering non-listed investments in the mass market:

2.1 Asset fungibility

Problem: Often, the limited depth of the market prohibits an instantaneous resale of the investment, or the ability to easily add-on or benefit from a resale in case of strong demand for an asset at a given time.

Diversified Solution: By allowing a secondary market, the fungibility of the tokens allows its ownership to be transferred provided there is a buyer at the proposed sale price. If not, the sale is in any case made at the end of the investment period.

In the scenario where there is a strong demand for the given asset (demand exceeds the number of tokens emitted), Diversified will work with its network of

partners to create a new project on the platform with identical or comparable underlying assets as soon as possible.

2.2 The listing of the asset

Problem: The unlisted nature of the asset could create an opaque valuation.

Diversified Solution: We provide estimates of the asset value through Oracles which are updated regularly to avoid a strong decorrelation between the price of the token and its underlying asset. Unlimited speculation is not our model because it induces risks on the level of user satisfaction and the sustainability of our business. At regular intervals, our partners will estimate the value of your assets based on market observations and recent comparable transactions for the current period. This does not prevent users from selling or buying at higher prices if they believe in the future value of the asset.

2.3 Securing the underlying assets

Problem: Physical or tangible assets often come with their own inherent risks (theft, destruction or degradation).

Diversified Solution: Our job is not to keep valuable assets ourselves. Depending on the underlying market, we opted for one of the following solutions:

- Assets to be held at the expert's place thanks to a service developed for Diversified.
- Via a partner specialized in the conservation of these goods (Art). The storage costs are included in the platform

costs (detailed in the Terms and Conditions).

In any case, if an incident occurs, investors will be reimbursed by the insurance of the expert holding the asset.

Thanks to these mechanisms, Diversified **target yields of 12% APR**, i.e. 1.2x or 1.5x the inflation forecast in 2022!

It also beats the APY of staking stablecoins on most centralized exchanges (1-8% APR with lock periods of several weeks).

This solution also comes in a crypto-currency market that has gained a lot of maturity and adoption over the past years but volatility is still very present (BTC: -22% in 1 year sliding to April 22, 2022).

This new configuration, even if it is not necessarily sustainable, encourages investors to de-risk themselves in part to the crypto market and **diversify** in order to seek profitability on other markets (preferably counter-cyclical).

3. A Revolution in the chosen technology

3.1 Web3

We want to give everyone the power and freedom to invest at the best possible returns. To achieve this ambition, we use the process of asset tokenization, based on the blockchain technology (**Ethereum**).

By choosing the **Web3 ecosystem**, the **Diversified** platform is resolutely innovative and future-proof.

Web3 has **many advantages** over traditional finance:

- **Direct ownership** of the assets by our clients.
- **Liquidity** of the assets.
- **Fiscal** benefits.
- Easy access to the assets at **any time** and **from anywhere**.

- **Securing** transactions through robust, transparent and widely audited "open source" protocols.
- Can provide a **proof of ownership** that can be used in the Metaverse.

However, we are also aware that only 8 to 10% of French people are currently comfortable with the ecosystem and hold digital assets. Nevertheless, crypto adoption should keep growing, as 30% of french people say they are interested and want to invest according to a recent survey by KPMG⁶.

3.2 Crowdfunding investment

Artcurial explains that to be profitable in the art market, you need to invest at least €20,000 (target return of up to 8%), and that from €125,000 the return can reach 12%

⁶ <https://home.kpmg/fr/fr/home/insights/2022/02/la-crypto-en-france.html>

APR⁷. The logic is the same in many non-listed markets: watches, wine... and even more true in even more discriminatory markets: real estate or private equity.

3.3 Marketing

People who are comfortable with the technology will be our early adopters. We aim to target them during our first marketing campaigns.

The remaining 92% represents our medium and long term target. Diversified will be a

gateway which allows everyone to easily access the "crypto" ecosystem. Several educational tools (tutorials, explanatory videos, FAQ...) will be created in order to guide first-time users.

⁷ <https://www.capital.fr/votre-argent/investir-dans-l-art-interessant-a-long-terme-mais-reserve-a-ceux-qui-ont-de-gros-moyens-1045300>

A COHERENT AND FAIR BUSINESS MODEL

Hopefully, at this stage you should better understand how Diversified can help you in terms of diversification and returns. Our solution disrupts both the private markets (non-listed) and the go-to-market strategy by using the power of the blockchain technology.

Let's now look at the business model and the different cash flows of the company. **The company has 3 sources of revenue:**

1. Funds raised through the sales of the DIFIED token

Before Q4 2023, a Private Sale and a Global Sale will allow a fundraise for the development of the service. Diversified is committed to providing DIFIED tokens holders with a series of advantages in the ecosystem. These advantages are designed as rewards to allow the community to fully benefit from the success of the platform. The DIFIED tokens use cases are described in the appendices.

2. Fees related to secondary market transactions (via Escrow ERC20/USDC): 0.9%.

These fees remunerate the implementation of an Escrow system allowing the exchange of assets on a secondary market, guaranteeing the theoretical fungibility of the asset.

This rate is increased to 0.9% at the launch of the platform and may be reviewed by the company after prior notice to users and modification of the Terms and Conditions.

3. The commercial "Mark-up" of purchase / sale of an asset: 10%.

Like any merchant (and on the model of RealT), we will resell the asset at a value increased by 10% of the purchase price. Depending on the market, Diversified recommends keeping the DIFIEDX for a minimum of 6 to 10 months before reselling it.

The financial projections of the company are detailed in the "Financial appendix".

JOIN THE ADVENTURE

During phase #1, the **Diversified** team will be in constant interaction with the community on social networks (Discord & Twitter).

Meetings with our early adopters and supporters will also be organized, in order to

refine our understanding of their expectations and optimize the V1 of the app.

An airdrop of DIFIED tokens will be advertised at this stage for the active members of our community.

THE ROADMAP

Q4 2022

- Regulations in France (AMF)
- Beta version ready
- Partnership agreements signed
- 1.000+ users on Discord

2023

VI App Launch
General Public

Target
138K\$

Private Sale
Q2 2023

- Model scaling
- Community growth (20,000+ users)
- Loyalty program ready

Target
1.8M\$

Global Sale
Q3 2023

2024 & beyond

2024
55+ new assets listed
& 120K users

5+ markets available

2025
\$46M assets sold
& 240K users

2026
\$115M assets sold
& 420K users

2027
\$235M assets sold
& 1M+ users

Funding will be achieved in 5 stages:

	1. Institutional	2. Pre-seed	3. Seed	4. Accredited investors	5. General Public
Name	Institutional Raise	BSA AIR (SAFE)	Equity funding	DIFIED token Private Sale	DIFIED token Global Sale
Date	Q4 2022	October 2022	February 2023	June 2023	September 2023
Target	\$50K	\$300K	\$1.2M	\$138K	\$1.8M
Mission	Cover the legal costs	Build an MVP, grow a community	Launch V1 of the platform	Cover the marketing cost of the IDO	Assume scaling and optimization costs
Means	Submission of a file to the Public Investment Bank and others	Pitching to VCs, BAs, Friends and Family	Pitching to VCs	Sale of 1.625M DIFIED with a 15% discount	Sale of 18.2M DIFIED

ABOUT DIVERSIFIED

Diversified Finance is a French Simplified Joint-Stock Company (SAS) with a capital of 25,000€ which registered in Lyon, France. It is made up of the following 2 partners: **Vincent Bourdel** and **Tugdual de Kerviler**.

This Whitepaper, the concept of the platform as well as the commercial brand have been protected by sending a Soleau envelope to the INPI (National Institute of Intellectual Property).

The company is followed by **Kramer Levin**, (Hubert de Vauplane) for all other legal procedures. Diversified Finance will be duly registered with the **AMF** (French Financial Markets Authority). It will thus possess in Q4 2022 / Q1 2023 all the accreditations to operate on the French and European territory.

TOKENOMICS

A. ID CARD

Token name : **Diversified Token**
Token symbol : **DIFIED**
Token standard: **ERC-20**
Platform: **Ethereum / zkSync**
Address: [0x39337d857e5d86cf88eed01723d28b910c9f6a81](https://etherscan.io/address/0x39337d857e5d86cf88eed01723d28b910c9f6a81)
Token holder (ENS Name): [getdiversified.eth](https://ens.domains/getdiversified.eth)
Max Supply: **65,000,000**

Functions:

- Voting rights
- Loyalty and privilege program
- Deflationary via buy-back and burning

COMMUNITY MEMBERSHIP

Vote on new assets
selection
Get perks from our
partners

LOYALTY PROGRAM

Access premium
assets before
everyone else

THE DIFIED TOKEN

It is the heart of the Diversified
ecosystem.

It is also the **only way to fully
benefit** from the platform's
experience and success.

FINANCIAL INCENTIVE

Deflationary token model. Discount
on trading and selling fees.



B. Utility of the DIFIED

The **very limited issuance** of Diversified Token of up to **65,000,000** units, corresponds to the will to reward our early investors.

Holders of DIFIED tokens will be part of our VIP customers and our Premium loyalty program. They will have **early access** to our upcoming "real assets" crowdsales.

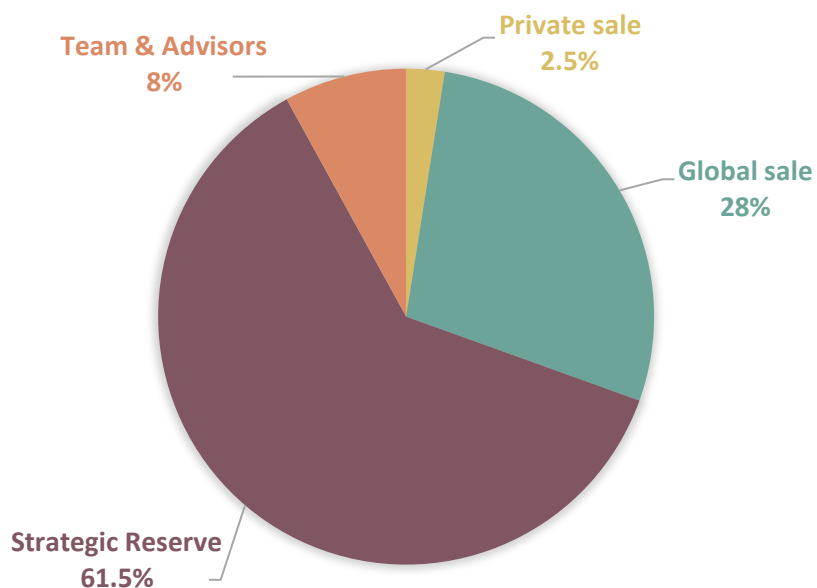
The community will also have access to **strategic decisions** on the orientation of the

platform and the type of assets to be listed: watches, wines, whisky, private equity, art market...

Finally, Diversified is committed to **lower the platform fees** (trading and selling) of our main DIFIED Holders **up to 100%**.

This mechanism will support the DIFIED price and allow our investors to benefit from the platform's success.

C. Progressive issuance of tokens



DIFIED Tokens will be sold in two different stages. A **Private sale** and a **Global sale**.

In each sale, unsold tokens will be burned completely.

During the **Global sale**, tokens will be offered through a Launchpad on a DEX (IDO).

65,000,000 DIFIED (max) will be issued in several successive phases corresponding to the development needs of the project.

D. Distribution and Vesting

The **strategic reserve** will have **70%** (43,05% of the total supply) **locked** and **30%** (18.45% of the total supply) **flexible** for the communication costs, launch partners, first hires and bounty airdrop.

Part of the flexible tokens pool will be distributed during the **Token Generation Event** (TGE) in **Q2 2022** along with the team's (8%) and accredited investors' (5%). The exact date for the TGE is to be announced in early 2023. Tokens emitted at this date will be locked for 6 months followed by a linear vesting of 12 months.

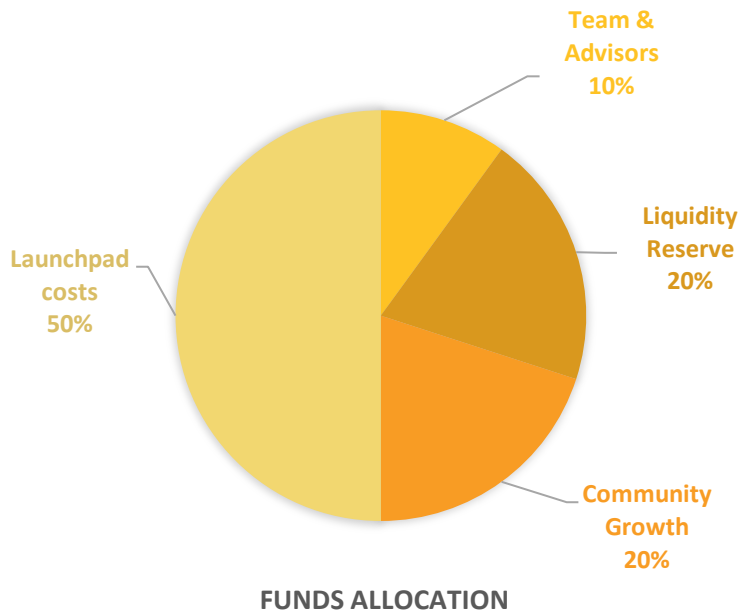
Only the tokens of the public sale will be immediately tradeable on the DEX when the IDO begins.

The goal of the **bounty airdrop** is to reward those who have contributed to the success of the platform and the growth of the community. They will receive their tokens after the TGE, once they have gone through the KYC procedure.

	Strategic Reserve (Locked)	Bounty Airdrop & Launch Partners	Team & Advisors	Private Sale	Public Sale
Date	TGE (Q2 2023)	TGE (Q2 2023)	TGE (Q2 2023)	TGE (Q2 2023)	September 2023
Total supply	43,05%	18.45%	8%	2.5%	28%
Available at launch	0%	0%	0%	0%	40%
Cliff period	12 months	6 months	6 months	6 months	0
Vesting Schedule After Cliff	Vested linearly over 36 months	Vested linearly over 12 months	Vested linearly over 12 months	Vested linearly over 12 months	None

Private Sale – Q2 2023

« This is the time for the bravest investors »



The first stage of fundraising (private) will allow us to have Diversified listed on a reputable launchpad. It will help us grow the community and pay for all the fees and communication cost related to the upcoming IDO.

The DIFIED token will never again be marketed at such a price as during this first phase.

Therefore, we have decided to implement a 6-month vesting period and to distribute no more than 5% of the total token supply.

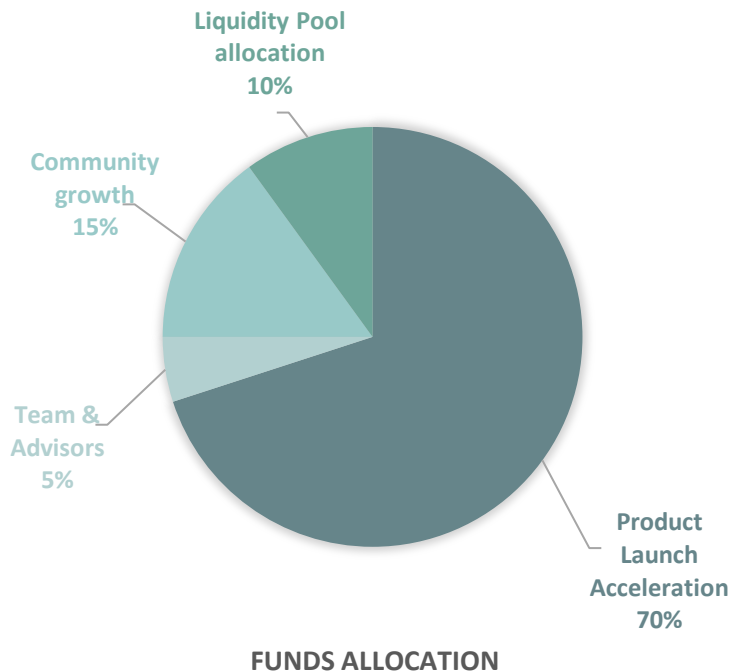
If Diversified fails to reach 50% of the funding target, all funds will be given back.

- **Price: \$0.085**
- **Target: \$138,125**
- Discount: 15%
- Maximum: **5% of the total supply** (1,625,000 DIFIED)
- Minimum: 2.5% of the total supply (812,500 DIFIED)

- Vesting: 6-month cliff + linear
- Referral Program: No
- Access: Accredited investors
- Unsold token: 100% burnt
- Funds redistributed in case of failure.
- Time frame: **June 2023**

Global Sale - Q3 2023

« Hold your DIFIED to fully enjoy your new world »



Diversified will launch the global sale of its tokens in summer 2023. It will precede the launch of the platform by a few days and will allow to take full advantage of the Diversified ecosystem features (including VIP access to the first physical token introductions).

Solid and audited smart contracts will govern the platform as well as all relations and movements on the platform (primary or secondary market).

The tokens held by the investors will allow them to take full advantage of the platform's functionalities at launch, through privileged treatment of its holders.

- **Price: \$0.1**
- **Target: \$1.8M**
- Maximum: **28% of the total supply** (18,200,000 DIFIED)
- Minimum: 14% of the total supply (9,200,000 DIFIED)
- Vesting: none
- Referral program: Yes
- Access: Public
- Unsold token: 100% burnt
- Funds redistributed in case of failure.
- Time frame: **September 2023**

Diversified

The web3 investment platform accessible to all



Take back the control over your finances
by joining the Diversified Community:

<https://getdiversified.app/discord>