



# Invitation to participate

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*Investor Overview June 2018 Edition*



TheTokener



**bench**



“We are creating the next-generation fully inclusive Digital Economy – the combination of mobile ubiquity and blockchain is unlocking opportunity for prosperity like never before”

Marius van der Leek, Founder & CEO, nuclus.co



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### To Whom It May Concern

We are delighted in your interest in Nuclis, our Next-generation Digital Economy Platform and ICO. Things are starting to get off the ground but we have a long way to go so we would like you to consider participating as an investor.

### Progress

To date we have been fortunate to onboard creative and energetic individuals to establish a balanced and rounded team. We will keep on reaching out to seasoned enthusiasts as we have a formidable task to establish the platform and deploy infrastructure to reach deep into the heart of communities.

Our marketplace enhancements have been successfully deployed to our development environment and we will continue to test throughout June.

This month will be make or break for our social campaign and registering the business in one of the ICO-friendly countries.

Next will be the testing of our wallet and the distribution of NLM to our inner circle.

We invite you know to reach out to us on [info@nuclis.co](mailto:info@nuclis.co) subject line INNER CIRCLE if you want to be part of the soft launch and to get a sneak peak of what's to come.

Yours Sincerely,

Marius van der Leek

Founder and CEO, Nuclis.co



“The global eCommerce market is expected to reach almost US\$2.5 trillion in revenues by 2022.”

Source: Statista Digital Market Outlook 2017





## Overview

For the first time in modern history, the global economy is growing but few are benefiting – until now, sellers have had to hold expensive merchant bank accounts and pay high fees making online business expensive and only profitable with high volume sales. The combination of mobile ubiquity and blockchain is unlocking opportunity for prosperity like never before.

The Nuclus Platform will be the #1 marketplace for international order fulfillment from Sub-Saharan Africa serving new buyers and realization of commercial goals and objectives of related development programs. The introduction of a digital token will stimulate trade between participants as it has no residual effects or distortions i.e. inflation and the transaction is totally completed at the point and time of exchange. We introduce a new economic philosophy to ensure sustainability and to advance equitable opportunities for economic participants during economic growth with benefits incurred by every section of society.

Over the next 2 years, we will create a recognizable and distinguished brand, and expand in-country infrastructure to build direct links between the macroeconomic and microeconomic determinants of the economy and economic growth.

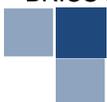
## Problem Statement

- In developing economies, vendors do not necessarily have bank accounts and is underserved, therefore are unable to fully participate in eCommerce.
- Commercial bank branches (per 100,000 adults) range from between 2 and 24 throughout the African continent as opposed to 34 across the United States<sup>1</sup>. Such low branch per adults ratios make it difficult to transact and fulfill financial needs.
- Furthermore, micro, small and medium entrepreneurs (MSMEs) in particular are disadvantaged when it comes to access to financial systems.
- To participate in traditional business-to-business marketplace, sellers must have physical stores effectively discarding non-branded lower quality products and services
- Until now, sellers have had to hold expensive merchant bank accounts and pay high fees making online business expensive and only profitable with high volume sales
- In some cases, Mobile network operators (MNOs) have seized the opportunity to create convenient, low-value, inexpensive payment options in the form of mobile money.
- Cash flow problem remains to be the primary cause of small business failure<sup>2</sup>.
- There is currently no Sub-Saharan African Digital eCommerce Platform to enhance trade and realize commercial targets of development programs such as BRICS
- In 2015, the BRICS nations, initiated consultations to establish a stable currency and for a payment system that would be an alternative to the SWIFT system<sup>3</sup>.

<sup>1</sup> <https://www.indexmundi.com/facts/indicators/FB.CBK.BRCH.P5>, Commercial bank branches (per 100,000 adults)

<sup>2</sup> <http://voices.yahoo.com/how-avoid-cash-flow-problems-small-business-5440697.html>

<sup>3</sup> "BRICS starts examining SWIFT alternative". RT News. 17 June 2015. Retrieved 26 March 2016.





- Household income is a major constraint to economic growth and inclusive prosperity

## The Solution

We are creating the next-generation fully inclusive Digital Economy – the combination of mobile ubiquity and blockchain is unlocking opportunity for prosperity like never before.

We offer buyers, sellers, organizers and market makers an inclusive opportunity to be part of a thriving eco-system that is built on the blockchain with retaining and growing the value of its own currency for peer-to-peer exchange<sup>4</sup>.

We are confident that we're entering an exciting new era with a convergence of technologies unlocking potential addressing problems in a way not previously possible.

We will be the #1 marketplace for exports from Sub-Saharan Africa<sup>5</sup> serving the needs of a growing middleclass and realization of commercial goals and objectives within the BRICS countries amongst others.

## Market Segments and Size<sup>6</sup>

- In 2015, the five BRICS countries represent over 3.6 billion people, about 41% of the world population;
- The five nations have a combined nominal GDP of US\$16.6 trillion, equivalent to approximately 22% of the gross world product, combined GDP (PPP) of around US\$37 trillion;
- Overall the BRICS are forecasted to expand 4.6% in 2016, from an estimated growth of 3.9% in 2015. The World Bank expects BRICS growth to pick up to 5.3% in 2017
- In 2017, within BRIC countries almost 40% or 1.5 billion are internet users<sup>7</sup>;

“... blockchain technology could unleash the biggest untapped pool of human capital in history, bringing billions of engaged, prospering entrepreneurs into the global economy.”

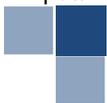
Blockchain Revolution, Solving the prosperity paradox: Economic inclusion and entrepreneurship, D Tapscott and A Tapscott, Portfolio Penguin, 2016

<sup>4</sup> White paper – Bitcoin: A Peer-to-Peer Electronic Cash System, Satoshi Nakamoto, [www.bitcoin.org](http://www.bitcoin.org)

<sup>5</sup> 85% of all African countries – The UN Development Program lists 46 of Africa's 54 countries

<sup>6</sup> <https://en.wikipedia.org/wiki/BRICS>

<sup>7</sup> <https://www.statista.com/statistics/262966/number-of-internet-users-in-selected-countries/>





### Technology Disruption creates new opportunities

- Converged technology now offers a solution to provide entrepreneurs that do not have a bank account to access financial systems.
- Blockchain technology offers to significantly reduce the cost of transactions removing costly trusted 3<sup>rd</sup> parties and intermediaries without loss of security.
- Introducing low cost wearables will further increase penetration and reach to the unbanked or underserved and in-community entrepreneur.
- Crypto currencies is a digital asset designed to work as a medium of exchange<sup>3</sup> that uses cryptography to secure its transactions, to control the creation of additional units, and to verify the transfer of assets.
- With these technology evolutions it is now possible to create an inclusive economy that offers the investor opportunity to be part of this unique potential to challenge existing systems of finance and payments.

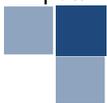
Our marketplace caters for traditional and previously excluded participants offering access to new markets and promoting the manufacturing of goods for export to Brazil, Russia, India and China. Furthermore, we believe that introducing wearables makes sense as they potentially cheaper, but also because while smartphone sales has stagnated around 1.4 Bn, wearables sales are expected to grow by 13% annually<sup>8</sup>. In 2013, B2C e-commerce sales in the Middle East and Africa accounted for only 2.2 percent of global B2C e-commerce sales.<sup>9</sup>

“You have to create value in all areas of a company’s activities to win – for you and for your suppliers, your customers, your consumers, your community.”

Design to Grow, How Coca-Cola learned to combine Scale & Agility, D. Butler & L. Tischler, Portfolio Penguin, 2015

<sup>8</sup> CAGR: Compound Annual Growth Rate / average growth rate per year Source: Gartner

<sup>9</sup> <https://www.statista.com/statistics/244054/share-of-global-b2c-e-commerce-sales-in-middle-east-and-africa/>





## Digital Platform Features

Our current Quote-to-cash (Q2C) platform have been architected and designed for scale and growth. We are now enhancing these features to function on the blockchain to take advantage of the benefits that this new technology brings – eliminating intermediaries to reduce transaction costs, increase speed of transfers and include entrepreneurs into the global online trade.



Figure 1: Main Q2C Features

## Nuclis Platform Benefits

- Extends reach and reduce barriers to entry for macro and micro, emerging and developing determinants into a fully inclusive digital and global economy;
- Attractive tiered fees fairly distributed amongst the different participants favoring the micro or vendor level business but lower also on the macro levels;
- Intelligently connects sellers and buyers to promote new and stronger relationships for ever-increasing transactions and economic growth;
- Offers sellers or suppliers a business platform to expand their reach and grow their business eco-system with certainty and improved cash flow;
- Offers buyers access to a range of goods and services ordering bulk or MOQ and conveniently fulfilled door-to-door at wholesale prices and low transaction fees;
- Introducing Nuclis Money or NUCLUM (NLM) cryptocurrency or digital currency to broaden the trade possibilities with no residual effects or distortions with the transaction totally completed at the point of and time of exchange;
- Buyers and Sellers will be rewarded for participating and accrue digital currency that can be redeemed against goods and services or exchanged for fiat currency;
- A first of its kind Sub-Saharan African digital eCommerce platform to enhance international trade and realize commercial targets set by African development programs;
- Focused on promoting tax and trade friendly goods and services as per trade agreements to strengthen and fulfill economic ties between the countries;
- Investors can be assured of the utility of the digital currency within the business platform against all goods and services or exchanged for fiat currency;

“We will be the #1 marketplace for exports from Sub-Saharan Africa serving the needs and realization of commercial goals and objectives development programs...”

Marius van der Leek, Founder & CEO, nuclis.co



## Roadmap

We are super excited to reveal our roadmap for the next few years. As you'll learn, we are coming off a base and have identified including the blockchain technology into our existing product as a natural progression of our aim to make money move faster.

We have wrapped our minds around creating an achievable set of tasks over the next 3 years. We have set timelines that will depend on us reaching the investment community and staying on track with the various releases prior to the next round. We have had to consider continued maturing of the Legal and Regulatory landscape, as well as factoring in Technology evolution to maintain our focus towards establishing a platform for a fully inclusive economy. We also expect to grow the team and allocate funds towards establishing and growing the brand and user base as we carve out our niche in a difficult market.

Traditionally, marketplaces would include small, medium and large business. For the first time, our eco-system will reach the bottom of the pyramid, or the unbanked, as we incorporate mobile first principles for the micro-vendor. Our wearable technology will enhance the reach of the eco-system and will require dedicated focus as we build on existing technology.

In summary, we have selected the Ethereum Open Source Platform as we believe we can achieve both our commercial and technical targets. We are aware of developments of competing blockchains solving existing scale problems and will monitor evolution as and when they occur.

- 2012 Proof of Concept Online Billing and Collections
- 2014 Minimal Viable Product Billsource® v1.0 MVP
- 2016 Quote to Cash Billsource® v2.0 Q2C
- 2017-'18 Blockchain Disruptive Platforms
- Q3 2018 Pre-ICO Nuclus Proof of Concept
- Q4 2018 Blockchain MVP – Phase 1
- Q2 2019 ICO
- Q3 2019 Commercialization – Phase 2
- Q2 2020 Scale and Grow – Phase 3
- Q4 2020 Blockonomy – Phase 4

“...7 of the 10 fastest growing internet populations in the world are in Africa”

GLOBAL DIGITAL OVERVIEW 2017 – FACTS AND FIGURES, Cape Digital Foundation, March 2017





## Tokenomics

### Token Distribution

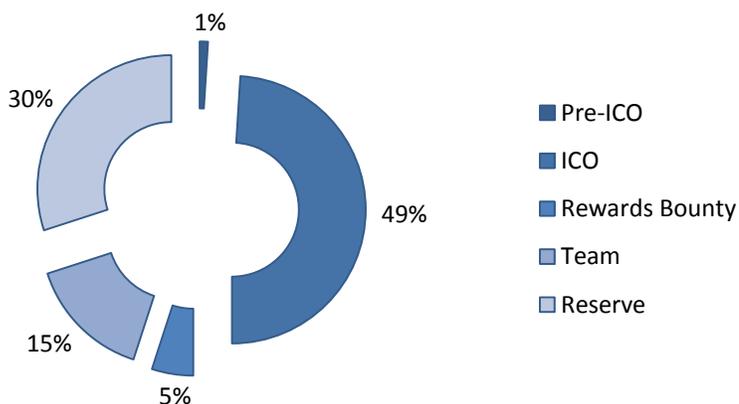


Figure 2:Token Distribution

#### Pre-ICO

- We will be launching our pre-ICO crowdsale where white list participants will be offered to purchase Nuclus Money or NUCLUM (NLM) at a discounted price.
- 10% of tokens for sale to white listed participants with bonus and bounty
- 100,000,000 tokens available @ ETH 0.000025 per 1.0 NLM
- 1.0 NLM = USD 0.01<sup>10</sup>.
- Our aim is to raise ETH 2500.
- Minimum by-in is 1,000.NLM or just under \$10<sup>3</sup> or approximately ZAR120<sup>3</sup>.
- Starts Q3 2018<sup>11</sup>.

#### ICO

- 40% of tokens for sale with bonus and bounty
- 400,000,000 tokens available @ ETH 0.000055 per 1.0 NLM
- 1.0 NLM = USD 0.02<sup>12</sup>.
- Our aim is to raise ETH 22,000.
- Minimum by-in is NLM 1,000.
- Scheduled Q4 2018<sup>14</sup>.

<sup>10</sup> End March 2018 prices.

<sup>11</sup> We will monitor market conditions and adjust the launch dates of the token sale.

<sup>12</sup> We will monitor the trades. Price adjustments may be eminent. More details on bounty and rewards closer to the token sale.





### ***Bonus and Bounty***

- 5% of tokens for sale with bonus and bounty
- 50,000,000 tokens

### ***Team***

- 15% of tokens to Team
- 150,000,000 tokens

### ***Reserve for Platform***

- 30% of tokens towards as and when users sign up to the system as rewards and for exchange
- 300,000,000 tokens

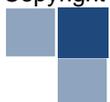
### ***Planned Token Sale***

Over the next 16 to 20 weeks, we will be heavily invested in the following tasks<sup>13</sup>:-

1. Initiate a rigorous process to validate our business strategy;
2. Scrutinize and socialize our economic model while finalizing our project plan;
3. Expand into detailed planning and introducing banking, tax and legal advisory services as well as the incorporation of the legal entity;
4. Compiling a more comprehensive marketing and sales strategy;
5. Establishing the final legal, operational, governance and accounting frameworks and relevant issuance of sale documentation;

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<sup>13</sup> Referencing ICO Best practices, Introduction to Token Sale (ICO) Best Practices, PriceWaterhouseCoopers, Copyright © 2017





## Our Team

We are forming a strong team to build our brand and establish a leading edge business platform on the blockchain. Our goal is to develop a sustainable and thriving inclusive platform and extend the reach to participants not previously achieved – we are the next-generation digital economy.

Marius van der Leek

B.Sc Comp Science [UP], M.Sc Tech Management[US], Diploma Business Administration [MUM], MBA [MUM]

Founder and CEO

He has spent a number of years in Financial Services and Telecoms in crafting digital strategy, framing complex system architectures, and defining heterogeneous system designs realising business conducive platforms within tough economic times and ever-changing business and technology landscapes. Marius is responsible and accountable for accelerating momentum in the development and execution of the overall business strategy, and to architect and drive the rapid development and commercialisation of the eco-system and platform. To this end leveraging innovative and leading edge technology, establishing a world-class team, and achieving company milestones while managing investor relations.



Kenneth Onah

B.Tech [UNISA], Zend Certified Engineer (PHP), Owner Netcraft DevOps (Pty) Ltd

Lead Back-end Systems Analysis and Development

Kenneth had been focused on applying open source technology and developing commerce platforms for various startups. His role is in the continued development of the existing quote to cash management system for bill presentation, tracking, payment and collection. The platform is a secure, scalable and open architecture business eco-system integrated with third party systems, such as BulkSMS, Payment gateway systems (PayPal, PayU, MyGate et al)



Jandré Venter

National Diploma Creative Design [CPUoT], Owner Freshmedia Digital Agency

Brand Development





Over the last 15 years, Freshmedia consistently assists its clients to achieve tangible results through the effective use of visual communication, dynamic branding, high quality design & production, and proven online marketing solutions. Jandr 's contribution includes communications strategy, concept design, digital media campaigns, bespoke web app development or social media management.



Chris Ackermann

B.Com [US], MBA [USB]

CFO and Business Development

For almost 2 decades now Chris has honed his skills and maintained a vigilant focus on financial management at top companies in various roles. His is contributing towards strategy development, Incubation guidance, optimisation supported by modelling, financial structuring, governance and process improvements. He will also be heading up business development to ensure key milestones are achieved.



Stephan Maree

UX Developer

Stephan is passionate and fanatic about creating front-end user experiences which is out of this world. His contribution will be towards web architecture, front-end detailed design, development, implementation, UX realisation, platform maintenance and support. His main focus and task is to guide the team to revamp the design and development of the platform user interface to setting a new world-class standard.



Reenen Malan

Hons B.Comm [US]

Import Export Shipping Advisor

Reenen had built up their Shipping and Freight business over the last 20 years, He has vast experience in and will contribute towards streamlining and incorporating principles of Freight





Forwarders, Cargo Agents, Shipping Companies, Air - Sea - Land - River - Railroad Transport, Logistics, Brokers Cargo Services and Customs and Excise.

Dr Anthon Botha

Pr.Sci.Nat, Pr.Phys [US]

Futurist and Advisor

Dr Botha's academic roles included being part-time Extraordinary Professor in the Department of Electrical and Electronic Engineering at the University of Pretoria (UP), as well as guest lecturer in Management of Technology and Innovation to post-graduate students in the Department of Computer Science, UP. He is currently a part-time senior lecturer and researcher at the Graduate School of Technology Management and a guest lecturer in the Senior Management Programme of the Gordon Institute for Business of (GIBS). He is a Professional Physicist registered at the South African Institute of Physics (SAIP) and a registered natural scientist at the South African Council for Natural Scientific Professions (SACNASP).

He has conducted numerous strategic planning projects and market and feasibility studies leading to strategies for research, innovation, restructuring, and re-positioning in the fields of electronics, microelectronics, information and communication technologies, advanced materials, small business start-up support, higher education, business and financial services and high technology enterprises.

Dr Botha's contribution is on the Management of Technology, Innovation and Knowledge; future thinking, strategic research and business consulting on the impact of emerging, digital technologies on the way we live, work, play and transacts; related human behaviour; and macro-trends and events.



“Our collective goal is to bring local and in-community suppliers into trade routes providing them access to established relationships and policies designed to expand their business”

Marius van der Leek, Founder & CEO, nuclus.co





## Disclaimer and Risks

### Risks associated with the use of new technology

Nuclus Money or NUCLUM (NLM) tokens are a new and relatively untested technology. In addition to the risks mentioned in this document, there are also additional unforeseen risks associated with this product. These risks may manifest themselves in various forms of risk in addition to those specified herein.

More so, regarding the platform, written code is an expression of an intent aligned to a set of objectives and is rarely without errors. We do not guarantee the outcome and objectives stated are achievable without risk and potential loss. We however endeavor to mitigate and minimize risks through a governed process of constant and rigorous testing as per best practice for software engineering and systems development life cycle management standards and operating procedures.

Overall, including the business, we can also not foresee the extent of the adoption and take-up of use of the technology and infrastructure barring all care given and taken to minimize and eliminate potential and actual risks and improve and increase overall acceptance of the technology. Furthermore, timelines for commercialization and for scale and growth are based on estimates as there are many factors that could interfere with the best of intentions. No part of this document can be construed to be completely accurate and therefore cannot be used as a basis in part or whole or for argumentative purposes for recourse in resulting unfortunate and unfavorable circumstances.

The author(s), any of the team members and associated parties cannot be held liable for any loss directly or indirectly occurring as a result of participating in the activities as stipulated previously. Participation is fully and wholly on own discretion and parties do so at their own risk.

### Risks associated with the Ethereum Blockchain

Nuclus Money or NUCLUM (NLM) will be issued on the Ethereum blockchain. Therefore, any failure or malfunctioning of the Ethereum protocol may lead to the trading network of fragmented Nuclus Money or NUCLUM (NLM) tokens.

### Nuclus Money OR NUCLUM (NLM) are not securities nor an investment

User acknowledges, understands, and agrees that Nuclus Money or NUCLUM (NLM) are not securities and are not registered with any government entity as a security, and shall not be considered as such. User acknowledges, understands, and agrees that ownership of Nuclus Money or NUCLUM (NLM) does not grant the user the right to receive profits, income, or other payments or returns produced from the acquisition, holding, management or disposal of, the exercise of, the redemption of, or the expiry of, any right, interest, title or benefit in the Nuclus ICO or Nuclus Platform or any other Nuclus property, whole or in part. Nuclus Money or NUCLUM (NLM) do not represent an ownership interest in the Nuclus platform, Nuclus.co or AnyABEX (Pty) Ltd or any other entity.





Nuclus Money or NUCLUM (NLM) tokens are not legally binding investments. In the case of unforeseen circumstances, the objectives stated in this document may be changed. Despite the fact that we intend to reach all goals described in this document, all persons and parties involved in the purchase of Nuclus Money or NUCLUM (NLM) tokens do so at their own risk.

### **There are no Guarantees of Value**

There is no guarantee that Nuclus Money or NUCLUM (NLM) will be tradeable on any exchange. There is no guarantee of the value of Nuclus Money or NUCLUM (NLM) tokens or whether that value will change over time. Unforeseen events, events in which the developers have no control, or force majeure circumstances may cause the value of Nuclus Money or NUCLUM (NLM) to be extremely volatile.

Users who purchase or earn Nuclus Money or NUCLUM (NLM) hereby acknowledge and represent that they are not acquiring such Nuclus Money or NUCLUM (NLM) with an expectation of profit or income. Users who purchase or earn Nuclus Money or NUCLUM (NLM) further acknowledge and represent that there may be no exchange or merchant that will accept Nuclus Money or NUCLUM (NLM) in exchange for goods, services, cash, or other cryptocurrencies.

As future values and acquisitions of cryptocurrencies and alternative coins cannot be guaranteed, it is recommended that each participant consider all risks as described in these papers and those associated with participation in the ICO or utilizing the Nuclus Digital Platform.

### **Regulatory Uncertainty and Legal Governance and Compliance**

Blockchain technologies are subject to supervision and control by various regulatory bodies. Nuclus.co may fall under one or more request or action on their part, including but not limited to restrictions imposed on the use or possession of digital tokens such as Nuclus Money or NUCLUM (NLM), possibly limiting the functionality or repurchase of Nuclus Money or NUCLUM (NLM) tokens in the future.

We shall continue to invest in proper legal and compliance expertise to ensure the Nuclus Digital Platform meet current regulatory rules and regulations of an Initial Coin Offering at the pre-ICO and ICO-stages.

This document is for information purposes only, and is not an offer or a call to sell stocks or securities on the Nuclus platform, or that of any other related or associated companies.





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'Everything is new'



Wholesale Africa

Q3 2019

