



# Dealcoin IPO Prospectus

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Last Updated: August 27, 2013  
Listing Company: [Dealcoin](#)  
Listing by: [Havelock Investments](#)

This is Dealcoin's initial public offering of 50,000 units @ 0.01 BTC through Havelock Investments, representing 40% of the company.

**Company Name:** Dealcoin

**Company URL:** [www.dealco.in](http://www.dealco.in)

**Ticker Symbol:** DEALCO

**Founder and CEO:** Hakim Mamoni

**IPO date:** September 3rd, 2013. 12:00 EDT.

## Service description

### Overview

Dealcoin is an In-Person Bitcoin exchange platform. Dealcoin enables the direct buying and selling of Bitcoins between members of a local community. Once the elements of a Bitcoin transaction (amount, price, and channel) have been agreed upon by the parties the transaction can be done through the chosen channel such as hand to hand cash exchange, payment through a bank transfer or an online transfer system. Dealcoin does not charge any commission on the trades and is not involved in any fiat currency trades.

Dealcoin generates revenues from the subscription fees paid in Bitcoin by dealer accounts. Dealers must be a party to all transactions as only dealers can make offers on community's orders. Once a Dealcoin member has placed a Bitcoin buying or selling order, dealers submit offers and member can choose the most attractive offer. In order to facilitate the first deal between member and dealer, dealer may provide his or her personal social network information. Dealer can also choose to use a Bitcoin escrow service whereby Bitcoins are released once the government issued currency part of the deal has been confirmed by the receiving party. Escrow accounts can hold Bitcoins only. Dealcoin does not process any transaction nor provide any service in government issued currency.

### Live Date

Dealco.in is expected to go live by mid-September, 2013. Interested parties are free to register for a beta account immediately at [www.dealco.in](http://www.dealco.in).

### Escrow Service

Escrow service is an optional premium service to be paid by the Bitcoin buyer. It will be available on dealco.in in November.

### Premium Services

The premium services to be offered in the future include a SMS-based notification service for dealer to receive members' offers by SMS (from November onward) and a VOIP call service enabling anonymous calls between dealers and members (from February 2014 onward). Dealcoin may also sell third party products and services online such as hardware wallets to improve the security of the BTC holdings of its members.

## Revenue Sources

### *Dealer Membership Fees*

Dealcoin charges dealers an upfront membership fee on a monthly basis. Dealers are able to buy multiple months at once in order to reduce the average monthly fee.

1 month: 0.0250 BTC

3 month: 0.0550 BTC

6 month: 0.0950 BTC

12 month: 0.1700 BTC

### *Escrow Service Fees*

Optional escrow service carries a 1% fee of the transaction amount. The escrow service fee is to be paid by Bitcoin buyer only. Dealcoin-developed escrow service enables the buyer of Bitcoins to request an escrow payment from the seller. Once Bitcoins are in escrow, Bitcoin buyer can fulfill the government currency side of the transaction. Once the Bitcoin seller confirms receipt of the government currency, Dealcoin will send the Bitcoins held in escrow to the Bitcoin buyer, less the escrow service fee.

See escrow service illustration here: [www.dealco.in/havelock](http://www.dealco.in/havelock)

### Premium Service Fees

The SMS notification service fee will vary based on mobile operator and location of message recipient. Premium VOIP call service monthly fixed fee is tentatively set at 0.03 BTC/month. Final fee rates to be determined.

## Management

Hakim Mamoni is the sole owner and director of Worldbridger Limited, a Hong Kong registered company which owns and controls Dealcoin. Havelock Investments management hereby confirms to have received the official documentation relative to this company. Hakim Mamoni is Chief Technology Officer of Seedcoin, a Bitcoin startup incubator. Following the IPO, Hakim Mamoni will transfer his personal, unlisted units of Worldbridger Limited to Seedcoin, an independent transaction from the exchange which will not affect DEALCO unitholders. Seedcoin is not a beneficiary of the proceeds of this IPO.

**Email:** [hakim@dealco.in](mailto:hakim@dealco.in)

**LinkedIn:** [hk.linkedin.com/in/hakimmamoni](http://hk.linkedin.com/in/hakimmamoni)

## Offering Structure

For the Initial Public Offering Dealcoin is seeking to raise 500 BTC via the placement of 50,000 units at 0.01 BTC each, representing 40% of the company.

## Details

1. **Units offered:** 50,000
2. **Units privately held (not being offered):** 75,000
3. **Total Units:** 125,000
4. **Initial offering price:** 0.01 BTC
5. **Total BTC to be raised:** 500 BTC
6. **Maximum units per user for initial offering:** 10,000 units
7. **Date:** September 3<sup>rd</sup>, 2013. 12:00 EDT
8. **Voting rights:** None
9. **Symbol:** DEALCO

Instructions to purchase DEALCO IPO units as provided by Havelock Investments:

***“Interested participants must register an account on [www.havelockinvestments.com](http://www.havelockinvestments.com). Once registered and account funded, user may click on the DEALCO link under 'Browse funds' on the right-side menu, then click on the 'Buy IPO button'. Here user can choose a number of units of the IPO to buy.”***

Please refer to instructions at Havelock Investments on how to buy and trade DEALCO units.

**Note:** In the event the target placement of 50,000 units is not reached, the issuer would go with what was raised provided a minimum of 10,000 units have been purchased. If the initial offering does not attain this level, issuer may choose to cancel the listing and promptly return the funds to the unit holders.

## **Dividend Policy**

DEALCO will pay a 1% fixed monthly dividend in accordance with the exchange rules and practices based on the 0.01 BTC listing price (0.0001 BTC/month/unit). The dividend will begin on October 31<sup>st</sup>, 2013 and continue for a period of two years.

Prior to the end of the two year period, Dealcoin will inform DEALCO unit holders of the new dividend policy to be defined at the time.

## Use of Funds

Funds raised through the DEALCO listing will be used to:

- Improve the design of the Dealco.in website
- Develop the BTC escrow service
- Promote Dealcoin services through online advertising
- Acquire new Dealcoin members
- Pay for site maintenance and hosting fees
- Hire a small team (not until a few months after the IPO)
- Fund business development operations.

## Future Listings

Dealcoin management may consider listing additional units in the future. This operation will not be done at the detriment of existing DEALCO unit holders and will not dilute their stake in Dealcoin. There is no set date nor number and price of units to be listed in the future at this time.

## Financials

Summary of the main financials in BTC for the twelve months following the IPO:

Proforma revenues: 932.2547

Proforma expenses: 976.0000

End of period BTC balance: 466.2547

Provided DEALCO raises the target amount of 500 BTC through its listing process, BTC balance is largely positive by the end of the twelve months period enabling investment in further development and promotion of Dealcoin services.

Detailed financials available here: [www.dealco.in/havelock](http://www.dealco.in/havelock)

## Buyback policy / Termination of operations policy

In case of takeover of WorldBridger Limited, its liquidation or any other major event affecting the unit holder structure, the issuer would like to retain the right to close the listing following a public notice 30 days prior to closure, but in certain circumstances (including but not limited to the death or disability of the director), notice may not be provided in this fashion. Closure may be affected via a buyback of all outstanding units. Pricing of the units will be based on the 30-day weighted moving average of the unit price on the exchange prior to closure.

## Disclaimer of Guarantees and Indemnification

The issuer makes no guarantee, either explicit or implied, as to the suitability or fitness for purpose of DEALCO for any investment goal or for the needs of any specific individual. By participating in this listing, buyers of DEALCO units assert and agree that in no event will the issuer or any person or entity involved in the operation of the company be liable for any damages, including, without limitation, direct, indirect, incidental, special, consequential or punitive damages arising out of the buyer's participation in the listing.

Section headings used in this document are for convenience only and shall not be given any legal import. Individuals considering participating in this listing should ensure they are familiar with and fully accept the terms of service of the exchange itself; this listing is available solely through the exchange and should not in any way be construed as a direct offer or solicitation from the issuer to potential participants.

Dealcoin is making no guarantee of future performance of DEALCO Bitcoin unit value or the value of Bitcoin in general as compared to any other currency, security or commodity. The investor understands that Dealcoin and the exchange operations are in Bitcoin only and Bitcoin is in an undefined regulatory environment. Bitcoin companies, funds and units might carry greater investment risk than other types of investment funds. The investor must conduct his or her own research before investing.

## Definitions

'Worldbridger Limited', 'Dealcoin', 'DEALCO', 'the company', 'the issuer', 'the fund' all refer to the same legal entity ;

'the exchange' refers to [www.havelockinvestments.com](http://www.havelockinvestments.com) ;

'participant', 'buyer of units', 'unitholder', 'subscriber', 'user', 'investor' refer to Havelock Investments registered users able to purchase units on the exchange;

'BTC' refers to the decentralized cryptocurrency known as Bitcoin which is the main currency of the exchange and of Dealcoin's activities.

## More information

More information about the DEALCO IPO is available at [www.dealco.in/havelock](http://www.dealco.in/havelock)

List of documents made available:

1. Dealcoin IPO prospectus;
2. FAQ;
3. Financials for the twelve months following the IPO;
4. Illustration describing the Dealcoin escrow service.