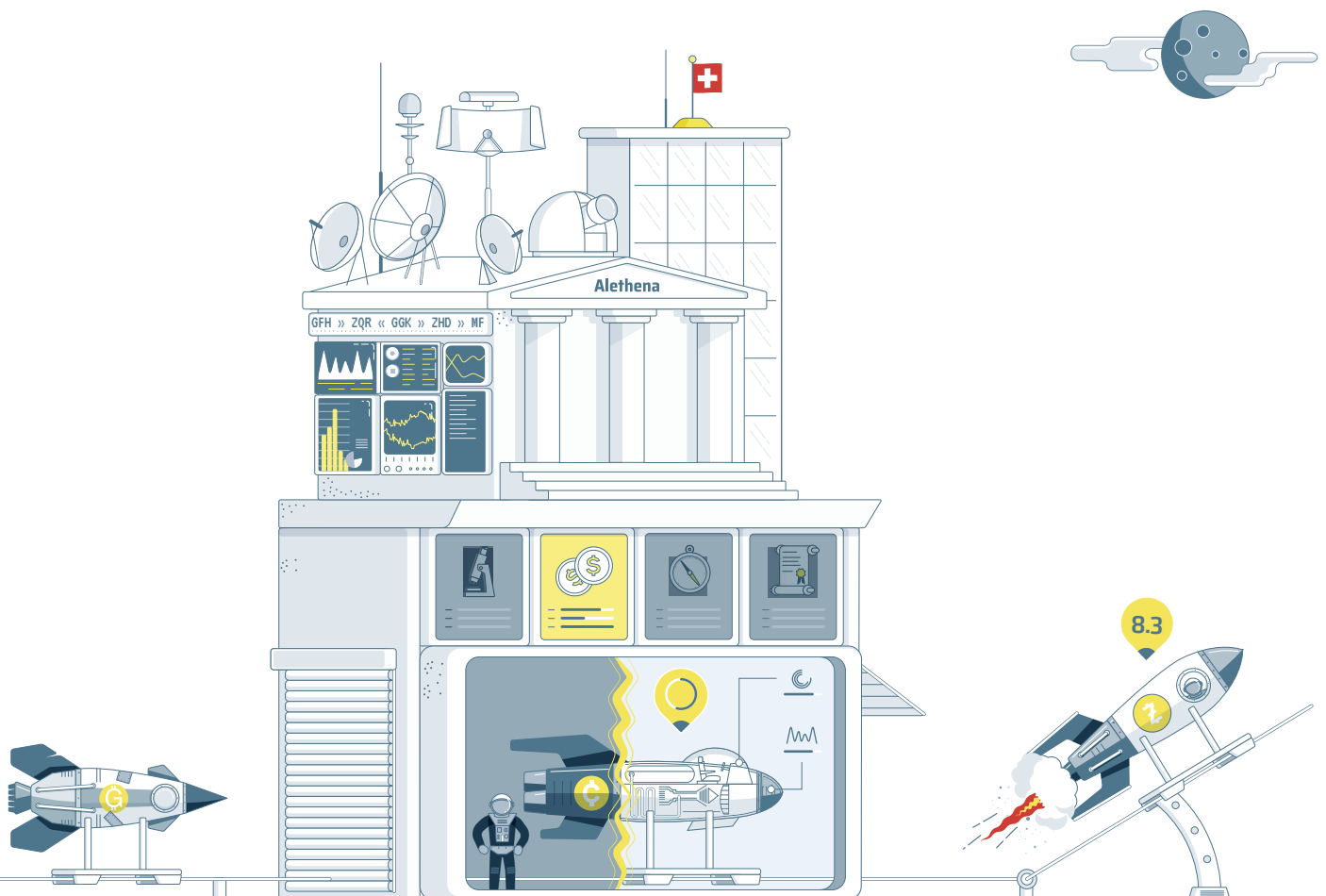




# Alethena

Set your ICO apart from the average  
and get an independent  
and objective rating now

[rating@alethena.com](mailto:rating@alethena.com)



 Proudly Made in Switzerland

# WHAT IS ALETHENA?

Alethena is the first Swiss ICO- and Blockchain-Asset Rating Agency, bridging the gap between blockchain- and established investors



## WHY SHOULD YOU CONSIDER AN ALETHENA RATING?

Alethena is the first Swiss Blockchain-Asset Rating Agency. Reliable due diligence and a resulting rating are established by providing a professional, transparent, and in-depth methodology. Proudly transferring the values of its Swiss heritage, Alethena sets itself the highest standards of neutrality and independence. A scalable and decentralised methodology is the definite goals to be achieved with A.I. and Machine Learning in the near future.



## WHAT DOES ALETHENA'S SERVICE OFFERING ENTAIL?

Alethena is performing its due diligence based on a set of objective criteria (~60 factors) and is not subject to any conflict of interest, as all firms must pay the same rating fee(s) regardless of their size and reputation. We further renounce services such as investment advisory and consulting for third parties to ensure an independent and neutral assessment.



## WHAT HAS ALETHENA ACHIEVED UP TO NOW?

Alethena has prototyped a due diligence methodology on the decisive technical, business, legal, and governance factors. Moreover, Alethena has partnered with reputable players in the industry and is testing the use of a machine learning powered document search application for enhanced information procurement and refined ratings. Our Alphanet, including the first ratings, will be released by mid of May 2018.

## HOW IT WORKS

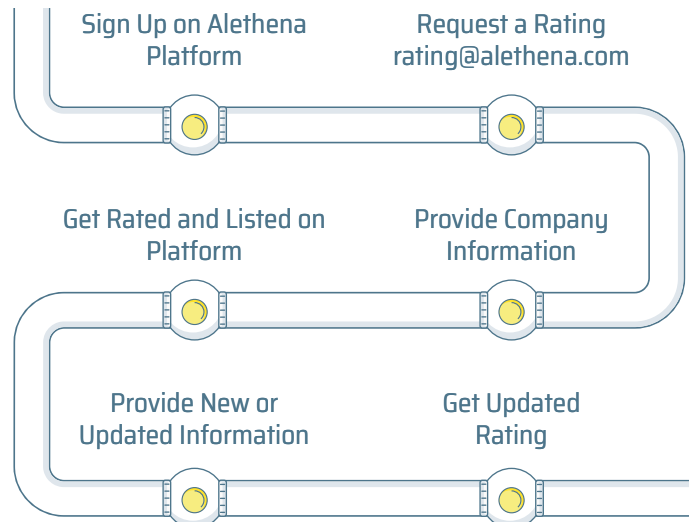
Alethena offers two (nonbinding) services to ICO- and post-ICO firms, payable in CHF/EUR/USD or BTC/ETH/LTC:

- 1) **Initial ICO rating (CHF 15'000)**
- 2) **Quarterly post-ICO rating listing (CHF 3'000)**

To maintain an ample credibility, a combination of both services is highly recommended.

Furthermore, registered investors and analysts receive access to detailed information about the conducted analyses and further personalised insights.

## ICO RATING PROCESS



## WHAT MAKES ALETHENA UNIQUE?

- Independent, objective, and neutral due diligence and rating methodology – not a simple averaging of individual opinions
- Pre- and post-ICO coverage with regularly updated ratings – showing investors that the ICO improves, develops, and prospers, and that the ICO continuously commits to transparency and therefore is trustworthy
- Fair and transparent pricing – every ICO and every ITO is paying the exact same amount for its rating
- Sophisticated and user-friendly portfolio management cockpit for every ICO/post-ICO investor
- Swiss company – neutrality and independency belong to our core values and culture

## PARTNERS & MEMBERSHIPS

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Attorneys at law

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SWISS FINANCE  
STARTUPS

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