

## Letter from our CEO

Welcome to YOOmahn,

Contrary to popular opinion, there's never a been a better time to invest in Blockchain Technology and Cryptocurrency. The secret of investing, though, is the same as the secret of good comedy - timing. Get this right, and you'll be laughing all the way to the bank!

Since the beginning of 2018, most of Cryptos are having the equivalent of a January sale. And for the shrewd investor, there are plenty of bargains to be had. But surely, you'd be throwing good money after bad. Maybe. Wouldn't you be better off selling your existing Cryptos before it's too late and storing that money somewhere nice and safe? You could - if you're in your mid-forties and you are in the middle of your mid-life crisis - and go off buying yourself a Harley Davidson!

Or alternatively, if you're looking for a second income, it will pay you off to continue reading.

Because if you fancy a Venture Fund that is as good value as Sequoia, solid as the high street banks and trustworthy as the Government (depending on the government) - then we might be the answer.

**Some people believe it's the beginning of the end for Cryptocurrencies. We, however, think it's the end of the beginning!**

Well, the first thing you could say about the crypto world is this, it's changing. If you went back just 4 years, you'd hardly recognize it. Since then, there have been projects

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popping up from the most unlikely places. All of which means massive competition. But, until now, more choice hasn't led to greater happiness. Far from it.

As Cryptos and Providers have proliferated, most of us have become more confused and frustrated. Some of us complain about the jargon in the literature we get sent or click to approve. Yes, there are favorites, and the utility of Bitcoin is going beyond the online and the secrecy that sometimes follows the Blockchain Technology.

Most people do not, however, really know what it sometimes means in terms of the investment opportunity and beyond the blockchain.

This is the reason why we have decided to lay the foundations for our project on few simple values, which I like to define the **YOOmahn Values**.

Sorry if this seems to be slipping into marketing speak (*in itself that seems a very unYOOmahn like thing to do*), but the very point of "brand values" is to point us towards doing the right thing. They help shape the way we behave on a day-to-day basis. Think about them and then think if those fits with a few of your own values.

I hope you will enjoy the reading of this Whitepaper. We look forward to generate a great success for our token holders, investors and partners through our platform.

  
**Kim Berger Christensen**  
Founder and CEO