

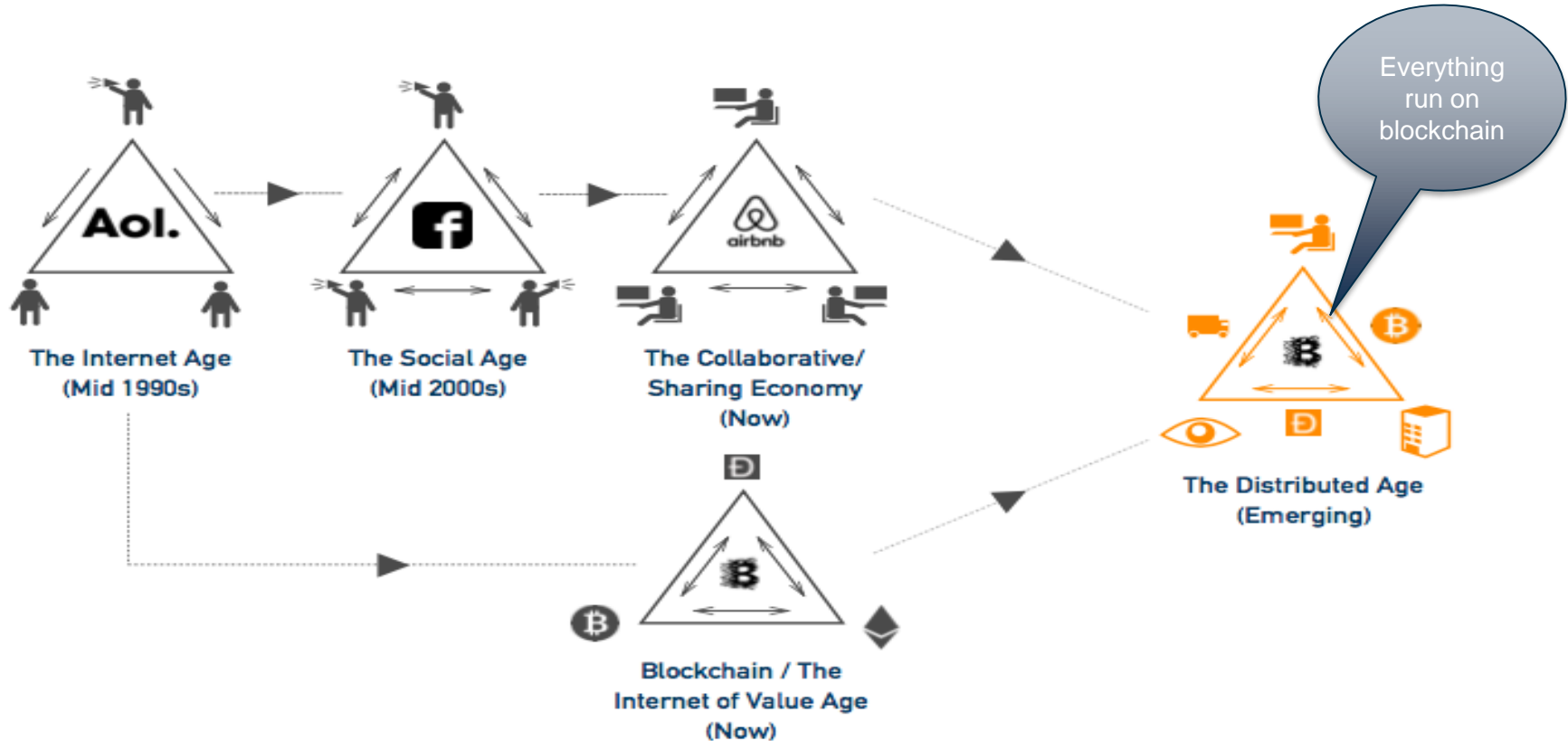
A scenic view of the Clifton Suspension Bridge in Bristol, England, spanning a deep gorge. The bridge's two massive stone towers are prominent, with the suspension cables and walkway visible. In the background, several hot air balloons of various colors are floating in the sky. The foreground is filled with lush green trees.

# Token economics Application to business



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# Welcome to the Distributed Age



In this age, the  
key to business  
models is ...

ECONOMICS



# Business as an economic game

Economic tech can:

- Reduce the need for command and control
- Motivate desired behavior via rewards
- Makes bad behavior uneconomic

# Customer Driven Business



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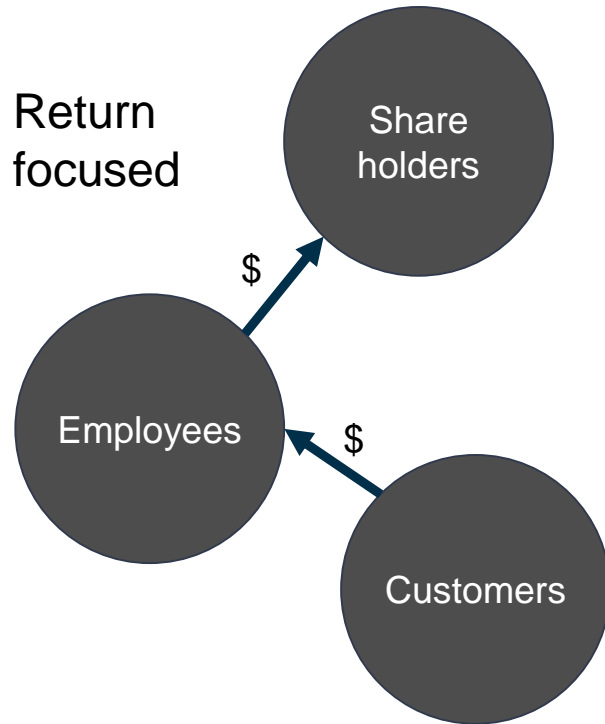
# Customer driven business

The customers:

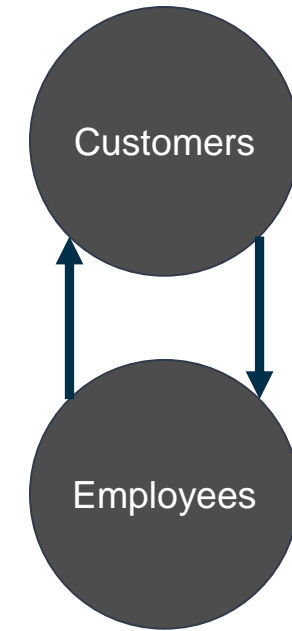
- Fund the business
- Elect the leadership
- Are rewarded as they grow the business
- Are incentivized to use the product or service



# Equity vs. customer-driven business models



Value focused



# Discount token business model



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# What is a discount token

- A token that provides a recurring discounts each month
- Total monthly discount available = tokens x discount per token
- When discount is used it is spent for the month, if not used it expires
- The discount value increases as the business grows
- The customer can sell their tokens when they don't need them anymore

# Discount token, how it works

- Fixed total supply
- Dripped into market at 25% of growth rate
- Discount amount is a fixed % of revenue
- When revenue doubles discount increases by 75%

# The value of a \$1,000 discount as the network grows

Growth Rate / Quarter	Annual Value Increase	1 Year Value	2 Year Value	3 Year Value	4 Year Value	5 Year Value
1%	3%	1,019	2,069	3,150	4,265	5,413
2%	6%	1,038	2,140	3,309	4,550	5,868
3%	9%	1,058	2,213	3,477	4,858	6,368
4%	13%	1,077	2,290	3,654	5,190	6,919
5%	16%	1,097	2,369	3,842	5,549	7,526
6%	19%	1,118	2,451	4,040	5,935	8,196
7%	23%	1,138	2,535	4,249	6,353	8,934
8%	26%	1,159	2,623	4,471	6,803	9,748
9%	30%	1,181	2,714	4,704	7,290	10,647
10%	34%	1,202	2,807	4,951	7,815	11,638
12%	41%	1,246	3,005	5,488	8,993	13,941
14%	49%	1,292	3,217	6,088	10,368	16,749
16%	57%	1,338	3,444	6,757	11,971	20,175
18%	66%	1,386	3,687	7,504	13,840	24,354
20%	75%	1,436	3,946	8,338	16,019	29,453
22%	84%	1,486	4,224	9,268	18,558	35,672
24%	94%	1,539	4,521	10,305	21,517	43,255
26%	104%	1,592	4,839	11,460	24,963	52,498

Value increases as network grows



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# Based on real value

- Value based on discount value not speculative value
- Difficult to manipulate value as it is self evident
- Economically behaves like commercial real estate
- Recent bubble pop of BTC & ETH demonstrates the importance of real value

# Sweetcoin the reward token



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# Sweetbridge uses discount tokens

- Enables discounts on interest or fees
- Enables users to get services or products at a reduced cost or free
- Incentivizes customers to use Sweetbridge network companies



# SWC (Sweetcoin)

The discount token for any business

- Funds business in exchange for royalty
- Royalty is discounted to SWC token holders
- Does not require equity, an ICO or debt



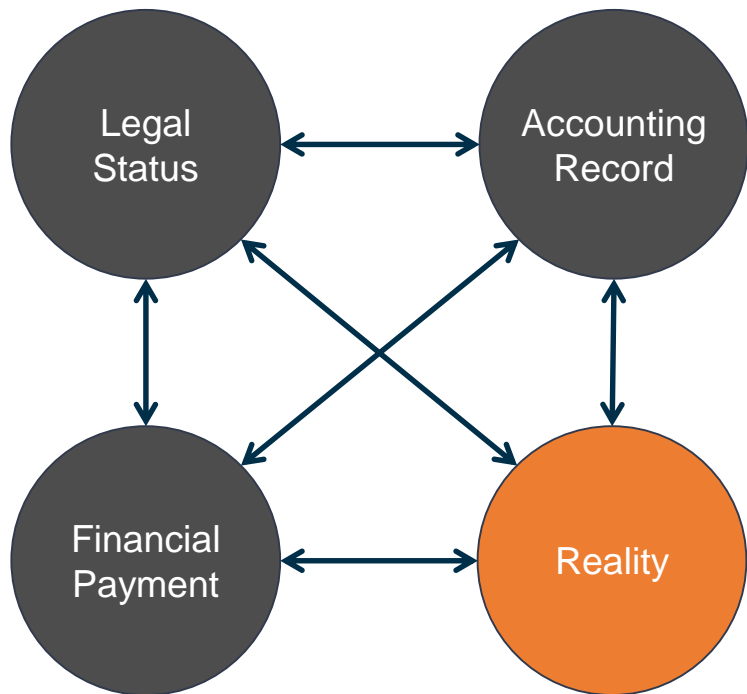
# Converting assets to cash



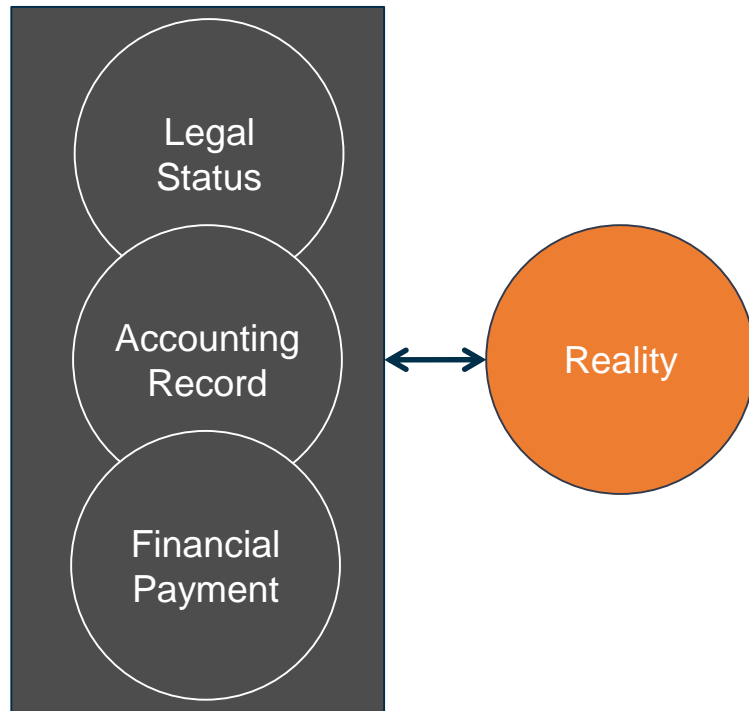
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## The Existing World's Process



## The Blockchain Processes

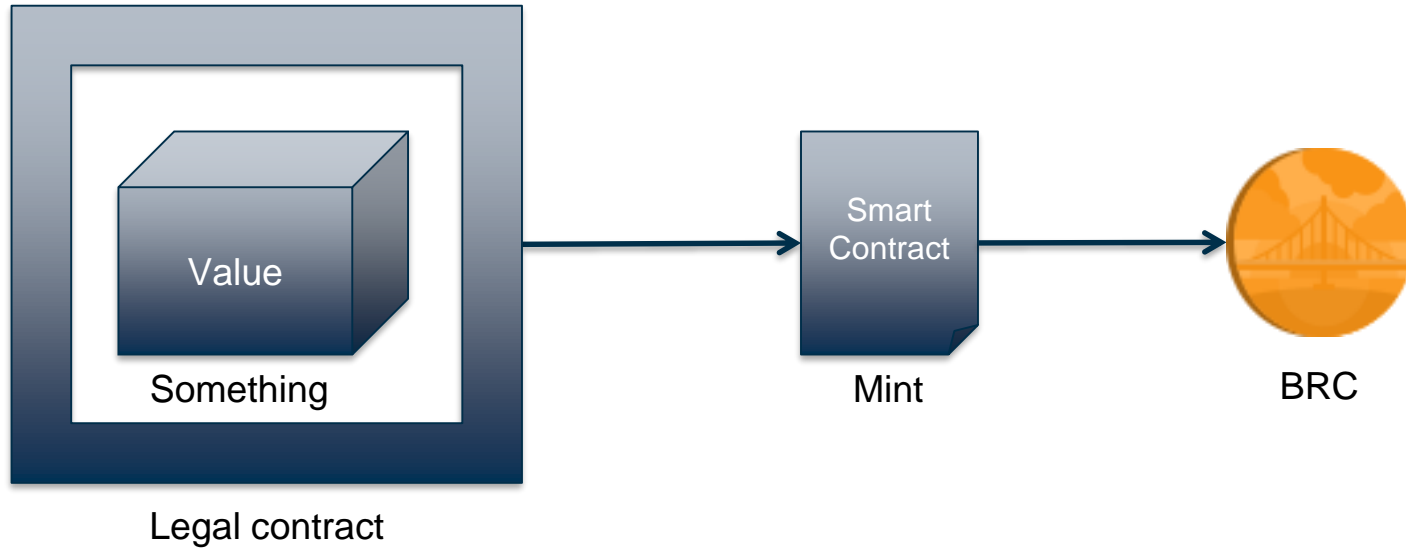


12 things to reconcile becomes 2



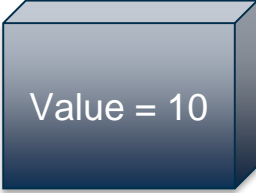
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# How this works

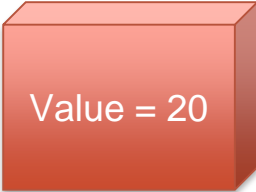


# Converting multiple asset classes into one asset class that is a cash equivalent


Inventory  
Value = 10



Receivables  
Value = 20



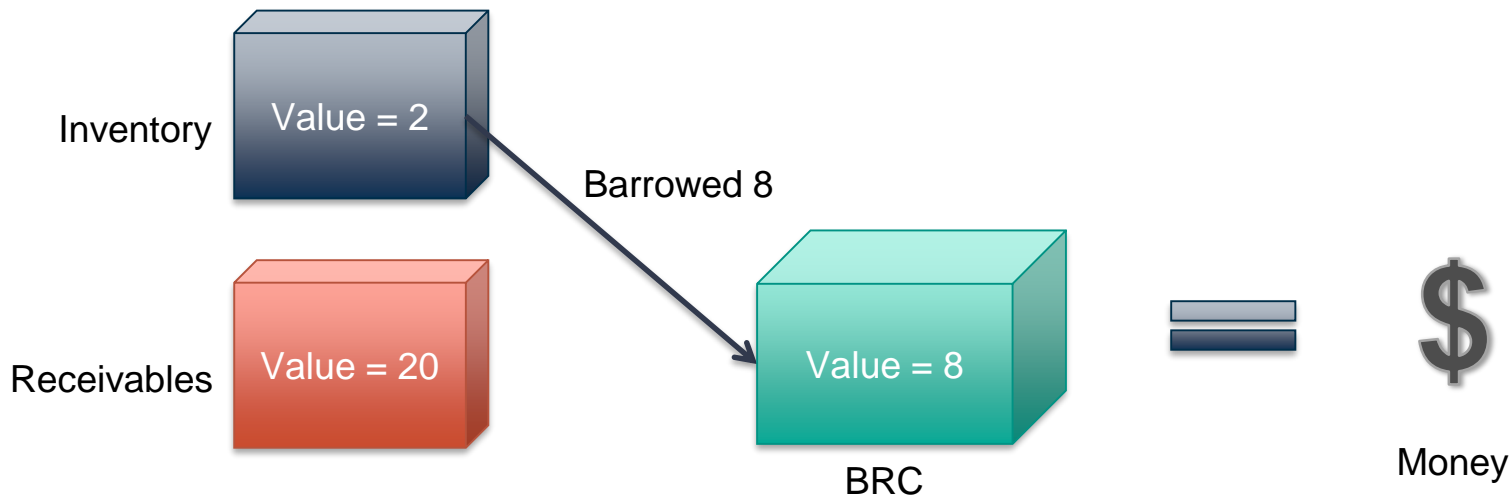
Value = 0  
BRC



# Lets look at it on a balance sheet

Current Assets	Before
Cash or equivalent	20
Inventory	10
Receivables	20
Total Assets	50
Current Liabilities	
Loans payable	0
Total Liabilities	0
Total Equity	50

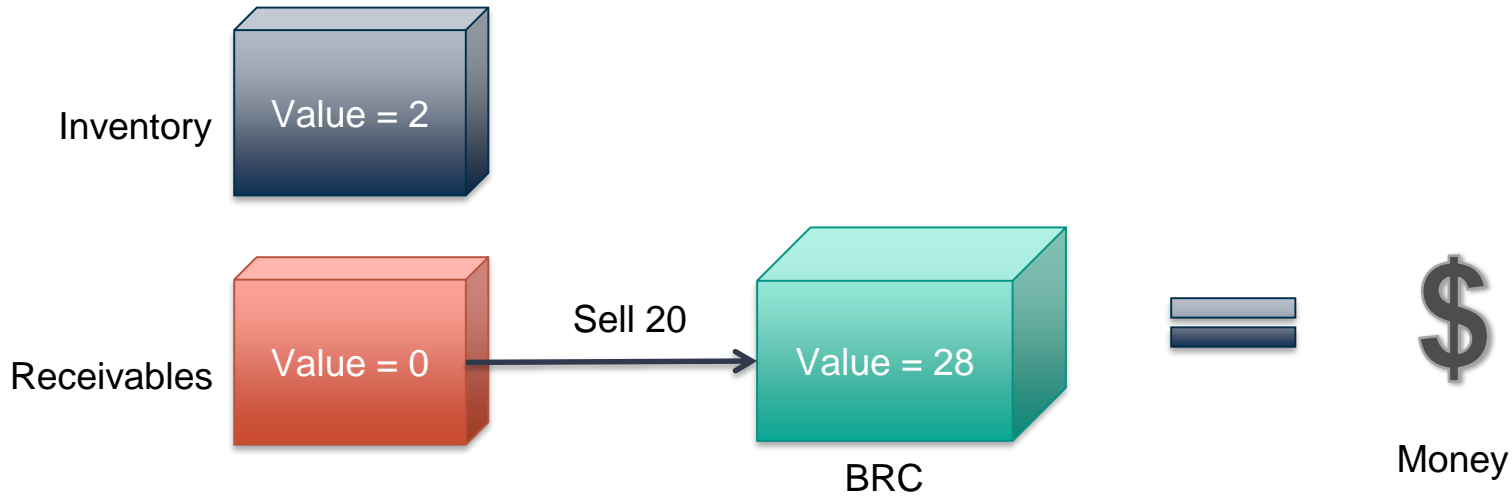
# Converting multiple asset classes into one asset class that is a cash equivalent



# Lets look at it on a balance sheet

Current Assets	Before	After
Cash or equivalent	20	28
Inventory	10	10
Receivables	20	20
Total Assets	50	58
Current Liabilities		
Loans payable	0	-8
Total Liabilities	0	-8
Total Equity	50	50

# Converting multiple asset classes into one asset class that is a cash equivalent

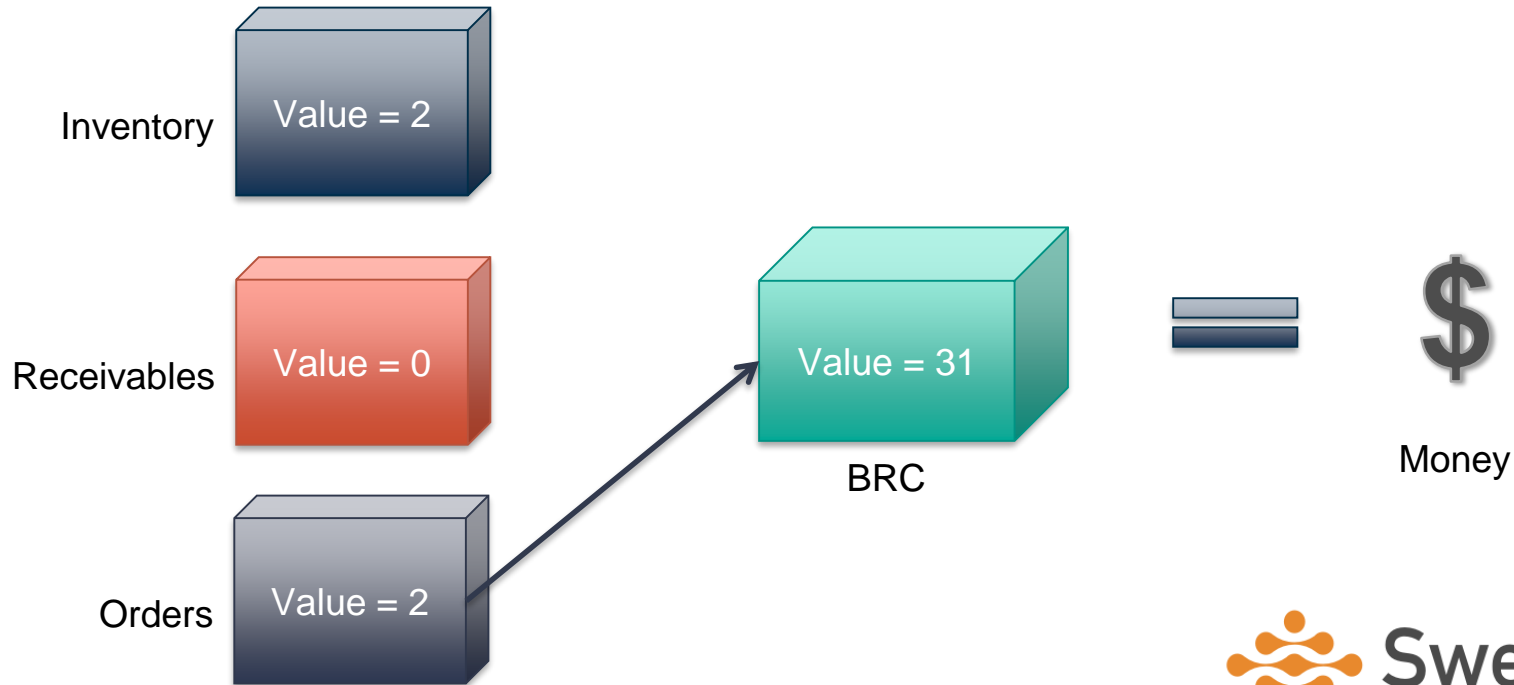


# Lets look at it on a balance sheet

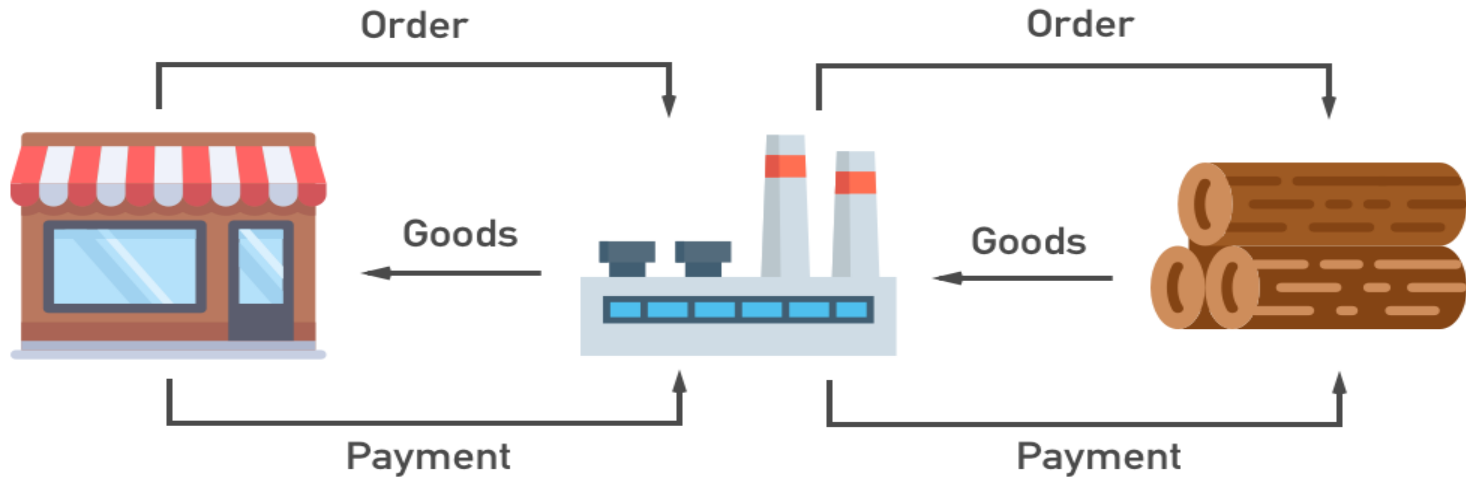
Current Assets	Before	After
Cash or equivalent	20	48
Inventory	10	10
Receivables	20	0
Total Assets	50	58
Current Liabilities		
Loans payable	0	-8
Total Liabilities	0	-8
Total Equity	50	50



# Now let's include pending orders



There's trillions of dollars locked up in this process.



# Lets look at it on a balance sheet

Current Assets	Before	After
Cash or equivalent	20	51
Inventory	10	10
Receivables	20	0
Total Assets	50	58
Current Liabilities		
Loans payable	0	-11
Total Liabilities	0	-11
Total Equity	50	50

# Now lets look at a real mega corp

Current Assets	Before	After
Cash or equivalent	\$2.0B	\$4.2B
Inventory	\$0.6B	\$0.6B
Receivables	\$1.0B	\$0.0B
Total Assets	\$3.6B	\$4.8B
Current Liabilities		
Loans payable	0	-\$1.2B
Total Liabilities	0	-\$0.4B
Total Equity	\$3.6B	\$3.6B



# BRC enables

- No receivables
- Less working capital
- More cash
- Plus 2% higher profit

= Higher stock valuation

# BRC a transparent stable currency

BRC a regulatory compliant currency:

- Designed to prevent bad actors
- Has KYC / AML around identity
- Is 100% asset backed
- Acts as a unit of accounting
- Is a rapid medium of exchange
- Provides a stable store of value
- Offers full recourse
- Is a cash equivalent



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# The Economics of Possibility

Using tokens to change your world



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