



WHITE PAPER

UNYT TOKEN

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INTRODUCTION

Fiat money has been defined as: Any money declared by a government to be legal tender. Since the decoupling of the US dollar from gold by Richard Nixon in 1971, a system of national fiat currencies have been used globally. Currency values became a reflection of the stability and vibrancy of the economy of which they represented. First world currencies are now based on the “emotional idea” of value rather than a real reflection of the true state of the corresponding economy. This is one of the major influences in the rapid rise of cryptocurrency.

Beginning almost 20 years ago with the creation of Bitcoin, the crypto market has blossomed to become one of the major new financing and trading venues in the world. Today, more than 2,070 crypto projects exist, with more than 15,500 exchanges facilitating trading. With a total market cap translation in excess of \$130 Billion US dollars, venture capital micro-economies are beginning to separate from traditional currencies and financing models.

EXECUTIVE SUMMARY

Novus Capital Ltd. was incorporated to provide early stage investment capital in blockchain and crypto ICO and pre-ICO opportunities, thereby locking in the most profitable investment pricing available in the industry.

By combining management’s extensive knowledge of startup and venture capital investment, along with their expertise in the new crypto-investment environment, the Novus Capital Ltd. UNYT Tokens (“UNYT’s”) are ideally suited to invest capital in and provide services to those early stage projects which pass its rigorous due diligence process.

UNYTs will also serve to simplify the crypto world for the average investor. It will create a community of like-minded investors who, through the Token, will have access to the Company’s research, due diligence reports, trading program tools, and communal communication forums to enable information sharing and discussion.

In addition, Token holders may have the opportunity to participate directly in the pre-ICO pricing of cryptos that UNYTs is participating in. This will allow Token holders to not only have the exposure to a broad-based investment representing numerous existing crypto tokens and coins and ICO’s, but also the additional opportunity to take a more direct investment in ICO’s that they may have more affinity to.

UNYT

EXECUTIVE SUMMARY (cont.)

The benefits to holders of UNYTs are clear. The Company intends to create the following environment for its token holders:

1. Tokens will trade on recognized exchanges, and the Company intends to promote the Token as a viable fiat currency. Token holders will be able to trade their tokens on cryptocurrency exchanges. The value of the UNYTs will be affected by the Company's investment performance.
2. Token Holders will have access to community services including research reports, community communication boards, educational reports and videos, influencer commentaries, narratives, etc.
3. Token holders gain exposure to investments in private and public pre-sales, and ICOs that are vetted by Company management.

Historically, early stage investing (high risk, high reward) has been dominated by large venture capital funds (VCs), and well-placed wealthy individuals who characteristically are offered these opportunities. Additionally, in order to gain access to these funds, entrepreneurs and their projects were required to pitch to VCs on a substantially discounted basis, ensuring the greatest gain be made available to these few.

Blockchain technology and smart contracts have now drastically changed the landscape of early stage investing. Reports indicate that in 2018 the amounts raised via ICOs was well in excess of \$7 billion U.S. dollars, far exceeding that of early stage traditional venture capital funding. Further, ICOs and token pre-sales now provide smaller, independent investors with an increased degree of access to early stage investment opportunities across the globe.

The company is currently in discussions with multiple projects seeking start-up funding and pre-ICO investment. It will use its experience in the startup and venture capital environment to try and mitigate the risks inherent investing in early stage projects, while still providing access to the possibility of higher returns characteristic of venture capital. Ultimately investors should be aware that risk is correlated with return.

Via the UNYT Token, the Company intends to offer the average investor all the tools, resources and opportunities that until now were available to only the VC elite.

EXECUTIVE SUMMARY (cont.)

1) Removing Barriers Facing Individual Investors

Early stage crypto opportunities are provided (typically through private pre-sales) in exchange for tokens often at a massively discounted price in comparison to the public ICO price. These price discounts represent a potentially high return on investment following the ICO. These investment opportunities are often still reserved for VCs and remain off-limits to the average independent investor. UNYT Token investors will be able to enjoy a valuation reflective of these early stage opportunities and may also choose to invest directly on a per investment basis at advantageous pricing levels.

2) Professional Due Diligence

A drawback of the ICO fundraising process is the limited degree to which investors are able to engage with, and scrutinize the people they are investing in. The Company's management will provide information to the community by engaging with the management of Pre-ICO projects and make available financial research tools and discussion forums for token holders to engage.

The Company will provide professional due diligence and reporting removing the burden from investors.

3) Evaluating and Investing in Blockchain Entrepreneurs

With a growing number of questionable projects, as well as scams and frauds present within the ICO space, legitimate projects require partners whose investments represent more than simply financial support. Management's experience and start-up advisory assistance are all necessary elements that the Company will provide to the projects in its investment portfolio. Investments by well-regarded investors provide the projects with credibility, and a base of community knowledge and support that is critical for success.

Advances in blockchain technology are transforming many sectors of society. Finance, communications, logistics, healthcare, entertainment, and education are undergoing fundamental changes. The value of the improvements brought to these sectors by early stage blockchain technology initiatives is reflected in the returns on early stage investments. This is what we intend to use as the foundation of our investment criteria.

Entrepreneurs with the vision, and unique ability to monetize their technology, will require financial backing and infrastructure support to develop their projects to where they can conduct a successful public pre-sale and ICO. This is especially true for entrepreneurs trying to avoid relying on VC's and angel investors and the severe discounts they demand. UNYT's aims to support these entrepreneurs.

EXECUTIVE SUMMARY (cont.)

The Company will also provide the following services:

- ④ A public ICO report
- ④ Direct market reach via in-house social channels
- ④ Assistance in listing tokens on exchanges
- ④ Introductions to a powerful network of marketers and advisors worldwide
- ④ Assistance in establishing the Smart Contract
- ④ Overall corporate guidance and strategy
- ④ Access to Legal and Accounting professionals specializing in crypto or blockchain technologies

INVESTMENT STRATEGY

Investments will be undertaken with a view to constructing a diversified portfolio consisting of holdings from a wide array of sectors (such as currencies, platforms, finance, communication, computing, logistics, biotech, etc.). This strategy aims to minimize risk and exposure to a single sector. In addition, we may invest in short-term trading strategies of the top 5 cryptocurrencies for any unallocated working capital which may exist from time to time.

A. Minimum Investment Requirements

To navigate this risk of early stage investing, we intend to only invest in projects that satisfy a list of predetermined criteria. We will not invest in projects based on promising ideas alone.

A brief list of investment requirements has been constructed to capture this investment philosophy, including but not limited to:

- ④ A cohesive team with a track record of achievement
- ④ Presence of technical and business development aptitudes within the team
- ④ A minimum viable product (MVP), or unique technology application
- ④ Indication of personal commitment to develop the project
- ④ A well-defined business plan

The Company's management will evaluate projects in terms of their value proposition, potential market capitalization, differentiation from competition, and industry knowledge.

INVESTMENT STRATEGY (cont.)

B. Investment Horizon

The Company will review each holding on an individual basis to determine the timing for partial or full divestiture. In some cases, the company may even seek to commit further funds to a project in order to assist the company to reach its stated goals. The Company's holdings will be reviewed daily by management to ensure that investments and profits are maximized. At this time the Company has no set time limits on its investment horizon for individual investments.

PORTFOLIO EVALUATION

The UNYT Tokens do not carry a contractual right of redemption or repayment from the Company. Management believes however that the UNYT Token's net asset value may be reflected in their trading value on the exchanges where they are listed.

The Company will provide reports for token holders on the following basis:

Liquid investment pool

The liquid investment pool would consist partially of BTC and ETH, for which market data and pricing is readily available. The price will be updated regularly to accurately reflect the value of the underlying cryptocurrency assets.

Pre-ICO

Investments will be valued at cost, less any impairment in value recognized by the Company's investment committee. An Investment is considered impaired if the underlying company is unable to meet its day to day operating requirements, or its operations have been abandoned by management. Impairments will not be partial. Where appropriate, an investment will be impaired in full.

Tokens held for projects listed on an exchange will be priced according to live market feeds.

UNYT

UNYT TOKEN | INITIAL OFFERING

Tokens will be transferable and tradable once the Company's ICO is successfully completed. Investment can be made by transfer of Bitcoin or Ether (respectively valued as reasonably determined by the Company), or by wire transfer or the cash equivalent in immediately available funds. The USD equivalent amount of any ETH or BTC invested will be locked in at the time of investment according to market rates, and this will be considered the participant's contribution.

1. ICO Details




Token type	EOSIO.token
Authorized Token	500,000,000
Maximum Raise	\$50MM USD
Price per token:	\$0.50 USD

2. ICO Token Pricing

Private Friends and Family (January 2019)	Price - \$0.30
Pre-ICO Begins (February 2019)	Price - \$0.40
PUBLIC ICO Begins (March 2019)	Price - \$0.50

ICO FUNDING UTILIZATION

Company management is currently in discussions with over multiple unique crypto or blockchain projects seeking initial financing. The UNYT Token ICO will be allocated on the following basis:

-  In projects which intend to have a public token sale or ICO
-  In trading of the top 5 cryptocurrencies
-  In advancing the profile of cryptocurrencies and advancing the knowledge base of its token holders through the establishment of regular seminars and participation in various crypto supportive events and conventions

SMART CONTRACT SPECIFICATION

The UNYT Token ICO, will be enabled through a custom smart contract that adheres to the EOSIO standard. This ensures that token ownership and transfer of tokens is transparent and immutable.

Reasons for choosing the EOS Blockchain

- ④ Security and predictability (as opposed to, for example, having to run a separate blockchain)
- ④ Well-established codebase and development tools
- ④ Higher liquidity - easier listing on exchanges with infrastructure already in place
- ④ Allows for real time tracking of token-holders
- ④ Assures state of the art speed while minimizing the cost per transaction for token holders

SECURITY

1. General Control Environment

The Company will implement security industry best practices for defense against Cyber-attacks and bad actors. Strong identity verification and authentication procedures are in place to ensure secure operations. We will also implement a risk-based approach to segregation of duties.

2. Cold Storage

All currencies will be stored in cold wallets within a secure vault. The vault is independently managed with secure access to pre-registered representatives only. The location of the cold storage vault is not disclosed for security purposes.

3. Exchange Accounts

All exchange accounts are secured by two factor authentication and email verifications for any withdrawals. Trades will be executed over multiple exchanges at varying times to mitigate the risk of front-running once investments are moved from cold storage.

ASSET TRANSPARENCY

The Company intends to have a minimum of 80% of its capital invested at any given time, with liquid assets and returns retained in the most supported currencies such as BTC and ETH, and/or cash in USD. This provides increased stability and liquidity and easily facilitates further investment as the majority of ICOs accept the most supported Tokens.

The Company and the UNYT Tokens will be enabled to allow investors to view real-time holdings. For investments in projects at the pre-ICO stage, the Company will disclose the name of the project and the amount invested.

The Company's portfolio will be published as soon as the UNYT Token has achieved a listing on an exchange and has a verifiable market value.

Due diligence reports and valuations will be made available on a subscription basis to token holders.

MARKETING AND INVESTOR RELATIONS

The Company will invest significant time and effort into post-ICO marketing targeted towards potential investors via the production of information sheets, explainer videos and planning documents that are easily understandable. UNYT Token holders will be able to view detailed information on their holdings and portfolio composition on the Company's website. The Company will focus marketing efforts solely on non-regulated markets. Promotion and solicitation will be limited where participation is forbidden or likely to be forbidden in the near future, in order to remain compliant with local legislation.

MANAGEMENT TEAM

Director & CEO - Ian Brodie

Mr. Brodie has been involved in the investment community for over 30 years. He brings a high level of corporate finance and operations experience to UNYTs. Mr. Brodie's experience encompasses corporate restructuring, mergers, acquisitions and divestitures, and maximizing efficiencies from general operations. His specialized expertise includes in-depth knowledge of the legal and financial communities, and his years working as a turnaround specialist for a number of international investment banks offers corporations a very high level of advice and counsel. Mr. Brodie has served on the board of directors of numerous national and international companies and has also been involved in senior management roles in the industrial, biotech and venture capital industries. He looks forward to bringing these specialized skills into an exciting new sector.

UNYT

Vice President and Director - Geanna Coltman BA., MBA.

Ms Coltman holds a BA in Liberal Arts and a BS in Social Science, and an MBA in HealthCare Management from OHSU. She has served as an advisor and consultant to industry leaders in the healthcare, and nutraceutical and pharmaceutical manufacturing industries. She provides her clients with valuable counsel in start-up investment situations. In addition for the past 10 years she has volunteered with Not For Profit organizations involving at-risk youth, native american recovering communities, and marginalized persons. Prior to this she conceived and actualized a venture startup, stewarding it from concept to operations with a 500 fold increase in revenues over a 5 year timeframe.

Analyst Jason Smith

Mr. Smith holds BSc degrees in Biochemistry and Microbiology and has served as a strategic advisor to dozens of small and medium sized businesses. He has also overseen the creation and growth of multiple online communities comprising thousands of paying members. He provides his clients with cutting-edge, data-driven growth strategies, and his past exposure to a diverse array of companies makes him a valuable asset in evaluating Unyt-backed portfolio candidates. His business growth tactics have been taught to startup founders as part of several incubator programs. He has volunteered his services to causes such as Education Without Borders and Easter Seals. Mr. Smith looks forward to bringing his Growth and Operations experience to Unyt.io as well as their portfolio companies.

ACCOUNTING AND REPORTING

Accounting standards for cryptocurrencies remain unclear. The International Accounting Standards Board (IASB) will either create a new standard or change existing standards to address accounting for investments in intangible assets, including digital currencies. They are known to set standards based on successful businesses leading the way in how to account for their investments, for example in the case of commodity broker-traders. The IASB may take years to develop and implement a new standard.

In the interim, and until there is a standardized reporting requirement, it is the intention of the Company to have its holding accounts reviewed and verified quarterly during the first 12 months of operation, and thereafter on a monthly basis. The Company intends to retain a recognized international auditing firm to conduct these reviews. The Value of Novus' holdings shall be posted on the Company's website upon the receipt of the report from the Audit firm.

ICO TIMELINE

Private ICO - January 2019 through February 2019

Public ICO - March 2019

End of ICO (Should ICO not sell out in previous phases) - September 2019

First Investments - ongoing

End of First Quarter - March 31, 2019

CONCLUSION

The Company is focused on early stage investment in projects involving blockchain technology. The Company provides investors with diversified exposure to the high returns and risks characteristic of these opportunities.

The Company will administer its portfolio and will utilize a wide range of tools including management expertise, trading algorithms, and market analysis tools to assist in both the analysis of potential investments, the analysis of market trends to facilitate trading of tokens.

IMPORTANT DISCLOSURE ON RISK

Novus Capital Ltd., a limited company organized under the laws of the Island of Nevis (“Novus” or the “Company”) and proposing to sell at varying price up to 50,000,000 EOS-based cryptographic tokens through an Initial Token Sale or Token Generation Even (the “Token Sale”). The number of tokens to be sold, the purchase price per token and the other terms and conditions of the Token Sale will be determined by discussions between the Company and prospective purchasers.

The UNYT Tokens have not been registered with or approved or disapproved by any securities or commodities regulator in any jurisdiction, nor has any regulatory authority passed on the accuracy or adequacy of the content of this White Paper. The Company expressly disclaims any representations to the contrary and have not authorized any third party to make in-kind representations.

This White Paper does not constitute an offer to sell to, or solicit from, any individual or entity residing in any jurisdiction where such an offer or solicitation of cryptographic tokens or other digital currencies are unlawful. The Token Sale is not being offered to any entities and nations listed on the United States’ Office of Foreign Asset Control’s Specially Designated Nationals and Blocked Persons List. Each prospective purchaser must comply with all laws and regulations applicable to it, and in force, in any jurisdiction in which the Company offers to sell the tokens in the Token Sale, and such individuals must obtain any necessary consent, approval or permission required to be obtained to participate in the Token Sale where, under applicable law, it is so mandated. The Company shall bear no responsibility for any purchaser’s failure to adhere to all laws and regulations applicable to it and in force, during the Token Sale.

Nothing contained in this White Paper shall be interpreted as a promise or representation by the Company as to the past or future performance of the Company. This White Paper is not intended to be all-inclusive or contain all the information that one may reasonably rely upon when making an informed decision to purchase the tokens offered in the Token Sale. Each recipient of this White Paper is responsible for conducting their own due diligence and retaining such professionals necessary to assess the relative risks associated with the Token Sale as well as the applicability of all laws and regulations which may concern the Token Sale. The contents White Paper and Circular do not constitute investment, legal or tax advice.

The information contained in this White Paper is predicated upon certain assumptions of the Company, which are forward-looking in nature and thus are inherently uncertain. The Company maintains no obligation to update, alter or amend this White Paper. Thus, unforeseen risks, uncertainties or other factors may cause actual results to vary wildly from anticipated results or the expected results of any prospective purchaser.

DISCLAIMER

1. Prospective UNYT Token ICO participants should inform themselves as to the legal requirements and tax consequences within the countries of their citizenship, residence, domicile, and place of business with respect to the acquisition, holding or disposal of the Tokens, and any foreign exchange restrictions that may be relevant thereto. The distribution of this Whitepaper and the offer and sale of the Tokens (this “ICO” or the “UNYT ICO”) in certain jurisdictions may be restricted by law.
2. Novus Capital Ltd. is not providing you legal, business, financial or tax advice about any matter. You may not legally be able to participate in this unregistered offering. You should consult with your own attorney, accountant and other advisors about those matters (including determining whether you may legally participate in this ICO). You should contact us with any questions about this ICO or the Tokens.
3. It is the responsibility of any persons wishing to acquire the Tokens to inform themselves of and to observe all applicable laws and regulations of any relevant jurisdictions. Prospective UNYT's ICO participants should inform themselves as to the legal requirements and tax consequences within the countries of their citizenship, residence, domicile and place of business with respect to the acquisition, holding or disposal of the Tokens, and any restrictions that may be relevant thereto.
4. The UNYT ICO constitutes an offer of Tokens only in those jurisdictions and to those persons where and to whom they lawfully may be offered for sale. The UNYT ICO does not constitute an offer to subscribe for securities except to the extent permitted by the laws of each applicable jurisdiction.