

TRUSTSHARE

SECURITY
TOKEN
OFFERING



YOU ARE INVITED

If you're reading this white paper, you're invited to join, and own part of what we're building: the world's largest and most impactful member's club of humanity backed by a super App, real world physical locations, and a powerful VC model for conscious capitalism.

☾
This is yeswetrust.

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GLOSSARY

ywt Abbreviation of the company yeswetrust AG

YEET yeswetrust Engagement Experience Token. The utility token of the ecosystem

TS Trustshare, the Security Token of yeswetrust AG

Trustpoint Real Estate assets of yeswetrust

Trustpass Onboarding guidelines for partners of yeswetrust

AG Abbreviation for “Aktiengesellschaft” (eng. public limited company)

AML Anti-Money Laundering, to achieve compliance with legal requirements

AUM Assets under management, measures of total market value of the company

App Mainly used in this document as short version of the yeswetrust mobile app

BTC Cryptocurrency Bitcoin

EEA Abbreviation for European Economic Area

ESG Abbreviation for Environmental, Social and Governance

ETH Cryptocurrency Ethereum

CHF FIAT currency Swiss Franc

FIAT FIAT currencies, such as CHF or USD, value maintained by government

ILO Abbreviation for International Labour Organisation

NGO Abbreviation for Non-Governmental Organizations

NPO Abbreviation for Non-Profit Organisations

OR German short version of “Obligationenrecht”, Law of Obligations

SaaS Abbreviation for Software as a Service

SHAB Short version “Schweizerisches Handelsamtsblatt”, register for legal notices

UN SDG Abbreviation for United Nations Sustainable Development Goals

USDT United States Dollar Tether, Cryptocurrency Stablecoin

INTRODUCTION

It's a law of nature that we grow or decay. Abraham Maslow (1943) created the hierarchy of needs.

The hierarchy describes the human behavioral motivations and needs. The bottom two levels are safety needs and physiological needs which, together, make up basic needs. Next are social and esteem needs such as love and belonging. Self-actualization needs are at the top level.

yeswetrust exists to build a community around millions of individuals each on their own journey of growth. We believe this is the most powerful way to create positive social impact.

Imagine a world where people wake up, live a healthy lifestyle, get rewarded for it, also financially, and make a living out of it. Imagine a united humanity, where people are creating goods and services that are contributing to a better world.

*Be the change you wish to see in the world.
- Mahatma Gandhi*

Maslow Hierarchy



To that end, based on Maslow’s work, we have created an updated hierarchy of human motivation and need satisfaction — which are solutions designed to help meet all of Maslow’s identified needs.

The hierarchy of need satisfaction is built around a SuperApp for human growth that connects users worldwide with live-to-earn features. Beyond, yeswetrust is to connect the community at physical locations, namely the Trustpoints.

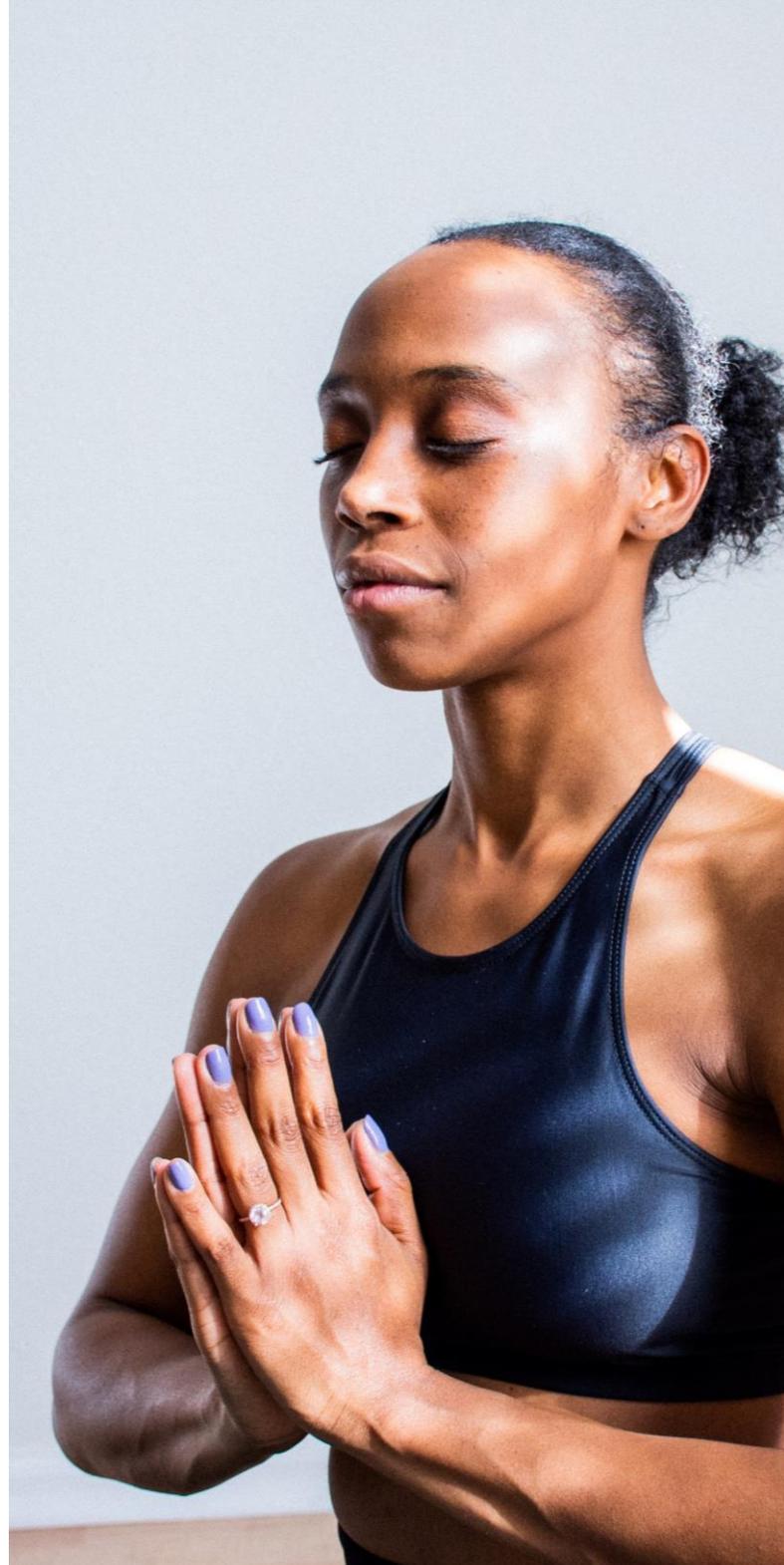
We are excited to establish a powerful Venture Capital (VC) model to support sustainable startups for conscious capitalism.

Our goal is to create the world’s largest and most impactful member’s club. This is the reason why yeswetrust has chosen a diversified business model to establish a holistic, global ecosystem.

The whitepaper at your hand, is to explain the vision, mission, and business model of yeswetrust. We hope you are excited in joining us on the journey. Be invited to become a partial owner of the business by securing your share in the yeswetrust security token offering.

Thank you for reading,

Stefan Kanalga
CEO & Founder, yeswetrust AG



SUMMARY

What is yeswetrust and to whom is it for

yeswetrust is a swiss-based social tech company that operates on a global level.

We are building an ecosystem with elements of tech, real estate, venture investments, and mobile App / SaaS (Software as a Service) promoting education, a marketplace, community events, charitable and social impact elements.

The purpose is to motivate, inspire and assist the community and especially the members to achieve personal, professional, and social growth.

We are for educated, younger generations that want to advance humanity by advancing themselves consciously. We are for the ones who want to use technology for good: for health and well-being, for belonging, for connection, and for positive impact.

We are aiming for and envision a realignment of economic value and social values. This can be seen by the increasing popularity of environmental, social and governance (ESG) investing, with more than 80% of younger generation investors viewing it as substantially important.

What's more? The younger generation is excited about alternative asset classes, including private equity, venture capital and cryptocurrencies.

The ywt ecosystem shall be accessible to everyone, to encourage personal growth to improve lives of individuals, community and the systematic environment. The core target group is the wealthy, educated Millennial and Generation Z.

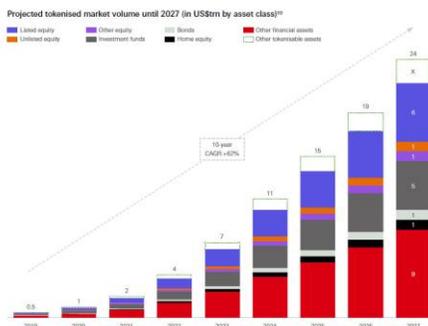
Both, our digital products and tangible assets help individuals and corporates around the globe, to make the world a better place by improving themselves: lifestyle, mindset, network, financial situation, while delivering a sustainable, social impact as part of a collaborative community. making use of decentralized technology.

"By 2030 the share of global wealth held by Baby Boomers will be surpassed by Gen X and Millennials — cohorts brought up in a far more interconnected technologically, savvy and globalized age. In some instances, the impact of this shift will be shaped by local factors, such as demographic changes. In other instances, this shift will reflect shared characteristics, as demonstrated by the greater popularity of overseas investing among younger high-net-worth individuals (HNWIs) brought up in an era of globalisation."¹

1. www.rbcwealthmanagement.com/en-us/insights/the-shifting-landscape-of-global-wealth

INTRODUCING THE YWT SECURITY TOKEN OFFERING

Security Token Offering (STO) grants private persons and investors the opportunity to be owner of real assets of the innovative company yeswetrust AG, based in Switzerland.



An HSBC report called the 10x potential of tokenisation, states that "Tokenisation could open up investment opportunities to large, under-banked populations, supporting the United Nations Sustainable Development Goal of reducing inequality."²

A security token is a digital asset that represents ownership of an asset and transfers the value to a token. A security token represents a participation and ownership in real assets. The ownership of the token is documented on blockchain (digital) and as such can be transferred.

The ywt Security Token Offering represents ownership of equity in the company yeswetrust AG based in Switzerland, documented on the blockchain for absolute proof of ownership and ease of transfer.

Industry experts see STOs as sort of hybrid approach between ICOs and the traditional initial public offerings (IPOs) on stock exchanges.

The World Economic Forum reports the estimate:

"up to 10 percent of global GDP will be stored and transacted via DLT by 2027 – tokenized markets could potentially be worth as much as USD 24 trillion by 2027."

World Economic Forum projections on the tokenized market volume of assets by 2027

PROBLEM - SOLUTION

Overview

*“Trust is the glue of a healthy society.” —
World Economic Forum*

**Lowest level of trust,
untransparent governance**

45% of humanity don't trust individuals, the collective and the system



We build trust through yeswetrust

Collaborative community using blockchain. Conscious leaders vote on impact startups and charity projects, to change the world

**We have a divided humanity, and
unstable world**

Increased imbalance, natural disasters, depression, anxiety, and a world which seems to fall apart



We unite humanity

Places where community meets and builds together. Trustpoint resorts, verified Spots, plus events over the world

Unsatisfied, ambitious generation

43% of the millenials are willing to take more social responsibility and make impact instead of maximizing salary



We build a new area of incubators

Funding impact-based projects with a funding of up to 200k. Provide incubation services, network and community

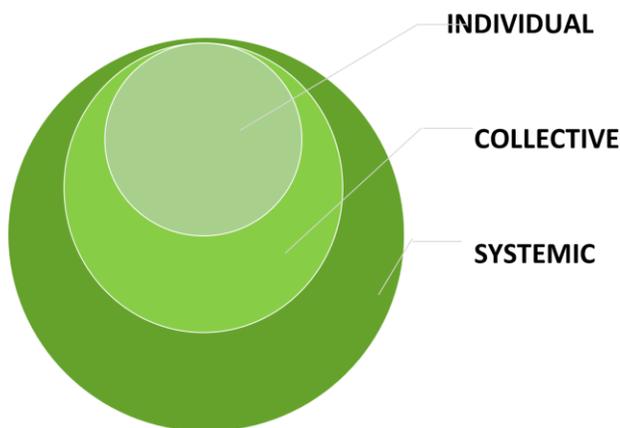
THE PROBLEM

Dissatisfaction and anxiety of Millennials and Generation Z

The world is at a tipping point in many regards, from pandemic related shifts in work and lifestyle to issues like climate change and geographical conflicts. All of this has created a deep sense of uncertainty, fear and anxiety, as well as a pervasive lack of trust. Lack of Trust in governments and institutions, in corporations and Big tech, and in each other.

The Problem

The problem we are looking to solve at yeswetrust can be seen on 3 layers, the individual, the collective and the systemic:



INDIVIDUAL

Lack of trust in oneself & search for a balanced lifestyle

- **Health** - Over the last few years, there has been an uptick in anxiety, fear for the future and widespread mental health challenges.(Source)
- **Lifestyle** - The crisis of the pandemic also brought people face to face with questions

about their life choices, purpose etc, leading to phenomena like the Great Resignation.

COLLECTIVE

Lack of trustworthy community

- **Technology** - Technology has shrunk the world in many ways, and yet deepened divides and isolation more than ever.
- **Social Media** - Mainstream social media culture has contributed to increased anxiety, loneliness and fake news, while the proliferation of bots and fake profiles add to the growing mistrust.

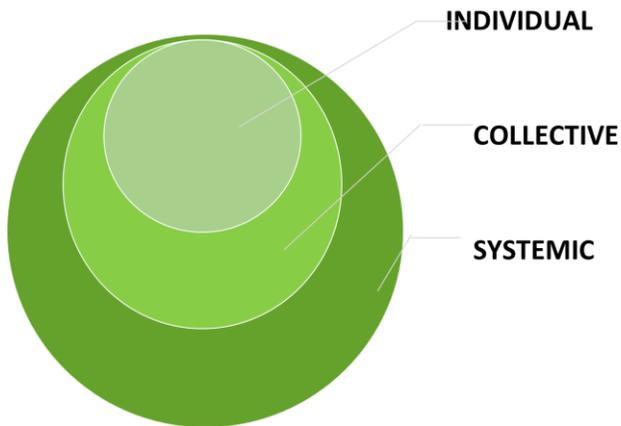
SYSTEMATIC

Millennials and Gen Z are looking to create collective impact, but do not trust legacy institutions.

- **Trust** - institutions and governments to media “are in a cycle of distrust) (source: Edelman Trust Barometer 2022).

THE SOLUTION

The Solution



INDIVIDUAL

An App that is tailored to the health, goals and growth of the individual user through:

- **Journeys** - Portion-sized courses on topics relating to fitness, meditation, mindset, relationships and financial freedom. Users choose their journey based on their current needs
- **Habit improvements** - A personalized app experience allows users to track their daily goals, while incentivizing behavioral change using our utility tokens, the YEET.

COLLECTIVE

Lack of trustworthy community

- **Social-Media reimagined** - The in-app social media is built for trust. Having verified members and a positive, supportive community that shares core values
- **Physical meetups** - ywt real-estate projects and partner-hubs provide physical gathering and collaborative spaces for our community

SYSTEMATIC

ywt venture fund that incubates 12 impact-based startups annually

- **Voting on Blockchain** - Blockchain based worldwide voting for members to choose the startups that will receive funding



The yeswetrust ecosystem will provide different system components to users and stakeholders, beginning with the entry point and daily point of contact between ywt and its users — the ywt SuperApp.

The App is going to include daily habit features including meditation, hydration, and exercise.

The App is to include a voting governance mechanism to give users transparent voting rights to enable a new, more circular economy based on impact values.

The utility token of yeswetrust, namely the YEET, is in the stage of research and development. The YEET token shall reward active members for their engagement and activities, to reward living and acting by positive principals.

It is not just an App in the digital world...

To enhance communities of ywt members, we are investing into physical hubs with co-working and co-living spaces in destinations adored by our target market to build a stronger network of individuals and fund businesses that will unlock more opportunities for growth.

To realize this vision, yeswetrust is launching its Security Token Offering whereby each token represents ownership of ywt equity and, thus, proportional ownership of company assets and profits in the form of dividends.

Each business model is designed to create real assets and real revenue in the real world and give the ywt Security Token real value.

We believe that STOs are the vital, legitimate next step in bringing the benefits of tokenization to the world.

ECOSYSTEM ELEMENTS AND REVENUE STREAMS

To achieve the ambitious goal of becoming the largest and most impactful member's club of humanity, yeswetrust requires vast, sustainable financial resources.

The following section reviews these three business models in greater detail.



APP

The App is going to include multiple value-add business models. The aim is to establish a SuperApp

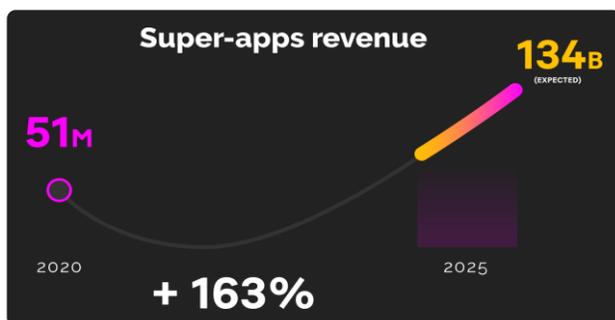
The App is available for download for both Android and iPhone. The App is one of the core components of the yeswetrust ecosystem and is being re-developed as per roadmap.

The App is used around the globe as a daily companion for personal growth, education, and to connect with a community of like-minded personas. The aim is to offer several features and components. We consider the potential to develop it towards a SuperApp.

What is a SuperApp?

KPMG: “SuperApps essentially serve as a single portal to a wide range of virtual products and services. The most sophisticated — Apps like WeChat and Alipay in China — bundle together online messaging (similar to WhatsApp), social media (similar to Facebook), marketplaces (like eBay) and services (like Uber). One App, one sign-in, one user experience — for virtually any product or service a customer may want or need.”¹⁰

SuperApp's generated USD 51 billion revenue in 2020, with a market size expected to grow by about 163 percent. by 2025 and hit \$134 billion.¹¹



10. home.kpmg/xx/en/home/insights/2019/06/super-App-or-super-disruption.html
11. www.soprabanking.com/insights/banks-super-Apps/



Analyzing superApps, each of such started with one core activity. As an example, *Careem* (in 14 countries) started with taxi services, while *wechat* started with chat and call functions.

yeswetrust is intended to be a superApp for the community with sustainable and entrepreneurial values. It is free for download and with a premium model to unlock the most valuable features. The membership feature are tools for daily growth and motivation, that allow to earn the ywt utility token, namely the YEET.

By providing a platform of genuine value for personal growth and gamifying use with a live-to-earn token model that can be used for payment both in-app and at partner stores physically, yeswetrust is making a game out of life and revolutionising the traditional business model of SuperApps.

Lifestyle and Membership

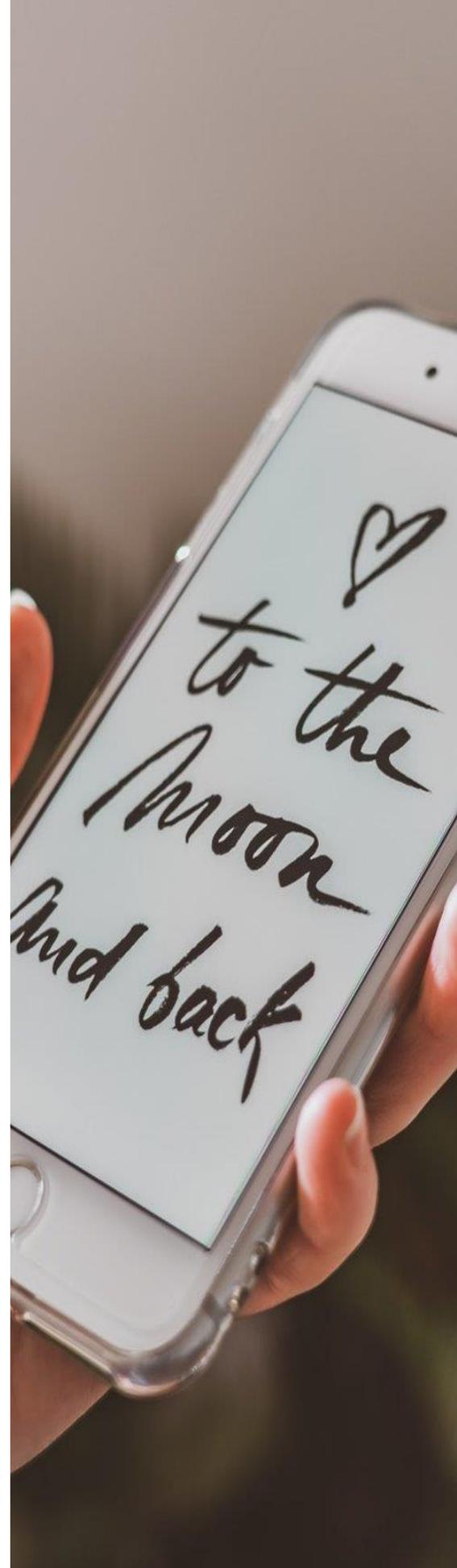
The main revenue stream of yeswetrust is the membership model. The members fee shall start as low as CHF 88 per annum. For paying members, additional functionalities include access to personal growth features, exclusive courses and training content, access to exclusive events, workshops and retreats, access to present their own startup to receive funding of up to CHF 200'000.

Freemimum

Basic App content and features

Membership / Premium

- + Additional Courses and Journeys in the App
- + Access to exclusive workshops and events
- + Possibility to present your project
- + Possibility to receive funding of up to CHF 200'000
- + Do good: out of your Membership
 - 10% funding Startups
 - 10% funding Charities



Education

We believe the world needs an updated education system. yeswetrust aims to create a game out of life, where humans around the globe have access to high valuable content and access and consume content through what we call *Journeys*.

Each "need satisfaction" is a journey in its own, with a self-paced e-learning modules around the 5 core values.

yeswetrust encourages humans around the globe to share their valuable content with yeswetrust and create a knowledge pool.

Additionally, ywt is creating a monetization system for Journeys where members will have an opportunity to earn tokens after paying listing fees for content in compliance with ywt guidelines — we call the guidelines *Trustpass*.

Today, yeswetrust is testing two educational business models:

Journeys, which are self-paced e-learnings (micro-learnings) available today, and second, a traditional commission-based referral model in partnership with educational institutions, we call it *School of Impact*.

Each model focuses on sourcing educational providers and top coaches in the areas of entrepreneurship, impact and sustainability, personal development and well-being, blockchain and cryptocurrencies.

The e-learning market size has exceeded USD 315 billion in 2021 and is expected a 20% CAGR in the periods 2022 - 2028.¹²

12. www.gminsights.com/industry-analysis/elearning-market-size

5 core values

1 Feel More Alive

In the first level it's about personal development, cultivating positive habits and feeling more alive.

2 Find Your Purpose

In the second level it's about finding their individual purpose in life.

3 Bring Your Vision to Life

In the third level it's about bringing their visions to life, the natural outcome of discovering purpose.

4 Financial Freedom

In the fourth level it's about achieving financial freedom.

5 Create Impact

And in the fifth level, it's about creating a positive impact and closing the loop by inspiring other humans with their own journey and supporting their journey.

Spots

"Spots" is an App feature to find locations such as coworking spaces, organic stores, and other locations, and visible on map feature within the mobile App.

Examples of Spots:



Coworking spaces



Co-Living spaces



Eco Resorts



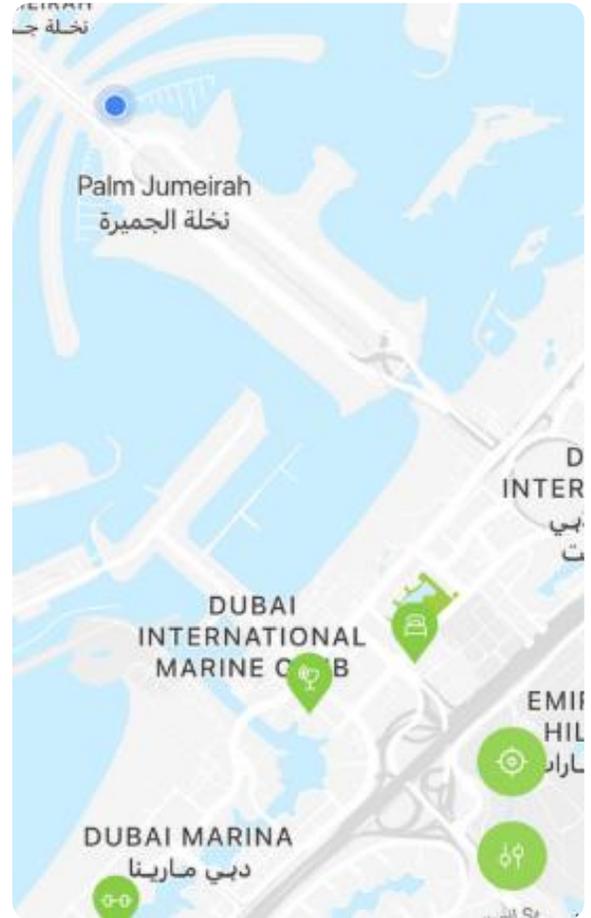
Vegan Stores



Organic Stores



And more



Additionally, aligned with the yeswetrust sustainability policy, some locations will be highlighted as full sustainable compliant, where features are aligned with UN SDG indicators, such as water refill stations, recycling centers, and donation boxes.

The utility token (YEET) will create additional motivation and a gamification effect, due that App users will be able to submit a Spot to earn the YEET token in exchange as reward. The earned YEET token shall be accepted by several Spots and allow for discounts on products or services by the Spot.



The App Marketplace

The App marketplace is to offer products and services from a curated selection of synergistic partners.

Manufacturers and retailers can submit their products and services, and upon special acceptance, could be even be allowed to manage their products in the shop's backend at their own.

Partners have to disclose their efforts to be compliant with sustainability criteria. Upon alignment with the yeswetrust's sustainability policy which is based on international frameworks (such as the International Labour Organisation, the United Nations Sustainable Development Goals).

yeswetrust is to benefit from introduced upfront fee for onboarded partnership, and/or products, and/or a profit share scheme.

The global market size on green technology and sustainability is valued at USD 10.3 billion in 2020, and is projected to reach USD 74.6 billion by 2030, growing at a CAGR of 21.9% from 2021 to 2030. The green technologies market include eco-friendly solutions that result in economic and social sustainability.¹³

yeswetrust has the aim to encourage this trend significantly.

Non-monetized features

The App contains non-monetized features. These include:



Free meditations



Free daily goal features



Hydration measurement tool "Water Demand"



A gratitude list



Vision Board



And more features to come

THE IMPACT FUND

Where SoftBank introduced a Vision Fund, yeswetrust is introducing an Impact Fund.

yeswetrust's VC investment fund aims to identify, invest into, and support in launching successful businesses that align with the company's values in a model of conscious capitalism.

Unlike typical VC funds, the ywt model would like to support startups on the innovation of security token offerings on blockchain, for a specific niche of businesses, capable of global impact and positive social change – to make humanity invest and benefit out of the conscious capitalism.

The ywt Impact fund aims to identify, pre-launch and early-stage businesses with proven positive values in alignment with criteria on ESG investment by the European committee.

Equity markets continue to grow. Increasing interest in building assets in socio-economic and environmental spaces generates new values for the market and develops new horizons for the further rise of the market. Private markets AUM grew by 5.1 percent, reaching USD 7.3 trillion, an all-time high.

Building new funding opportunities for sustainable businesses, yeswetrust aims to lead the conscious investment field.

yeswetrust allocates 10% of the App memberships to finance impactful startups.

The community will vote which projects should receive funding by the yeswetrust investment fund. The top projects voted for are to receive funding and supportive service offers by partners. Upon specific needs, the support can include but not limited to legal set-up, information technologies services, website, marketing, blockchain services.

As kind of worldwide startup contest, the effective funding of investments in exchange of relative share position will create a portfolio of startup equity held by yeswetrust.

The startups can be promoted within the ecosystem and inter-connected with partners to generate additional growth, source of revenue and/or referral fee. In the long-term, ywt might be in the position to provide packaged services for startup acceleration, discounted products from partners, promotion services and network opportunities.

Investors in yeswetrust (Trustshares) are passively holding ownership of the portfolio of funded startups which yeswetrust is building.

REAL ESTATE

yeswetrust is to build a strong global portfolio of cash flow generating real estate properties. Ownership in the security token represents ownership of a portion of the future ywt real estate portfolio and generated profits.

Trustpoints are meant to become physical hubs for the yeswetrust community. To work on projects, connecting with like-minded fellows while spending quality time with each other.

Four components which are selected as part of cash flow generating real estate related services:



Coworking spaces



Gyms



Stores



Living areas



Trustpoints are ecosystem environment meeting locations for yeswetrust members, that provide an opportunity to work and connect with the yeswetrust community. These locations are used to join physical events, attend branded programs for wellbeing and professional growth, with the goal to create life changing experiences.

Trustpoints are to be established in various locations which are popular and align with the strategy and identification of yeswetrust.

The first Trustpoint is going to be built in Koh Phangan, Thailand, famous as base for digital nomads around the globe. The company is scouting for the next Trustpoint establishments already, preferably in Brasil, Bali, Ibiza, Capetown, Lisbon. Premium members will enjoy exclusive benefits and interactions at the Trustpoints.

Co-living Spaces

Based on an increasingly popular model, a core feature of all trustpoints is a place to live with both long stay and short stay options available. If you look at current trust points, the business model includes a dedicated building for co-working, short stays, discounted long stays, and office rents.



Eco Resorts

Currently going through developments with different frameworks, underway, we will partner with other organisations who are building sustainable communities. It is based on a hotel model built around a revenue split between ywt and the partner.

What's more, the Eco Resorts will be chosen in highly desirable places that also support local communities e.g., nature conservation sites, rehabs for wildlife in game reserves in different regions, sustainable travel eco resorts in the Amazon etc, all with much higher standards of construction than normal.



Crypto-friendly Resorts

We have received confirmation of the building permits required to begin development of a crypto-friendly resort in Koh Phangan, Thailand.

These resorts will be places to hold high-level events and retreats in luxury surroundings, in crypto-friendly countries, to attract leaders in blockchain. Future resorts may include Dubai, Portugal, Brazil and more.

The resorts will accept cash and crypto with discounts on payments made with our own YEET token.



THE FOUR CORE ACTIVATORS

The core activators: Blockchain technology, heart-based Community, Sustainability, and the Trustpass.

Activator 01

Blockchain technology

Security Token Offering

The security token is documented on blockchain. yeswetrust is offering a security token, namely the *Trustshare*, allowing for shared ownership in the company and in all what the company, the team and the community is going to build going forward.

Voting on blockchain

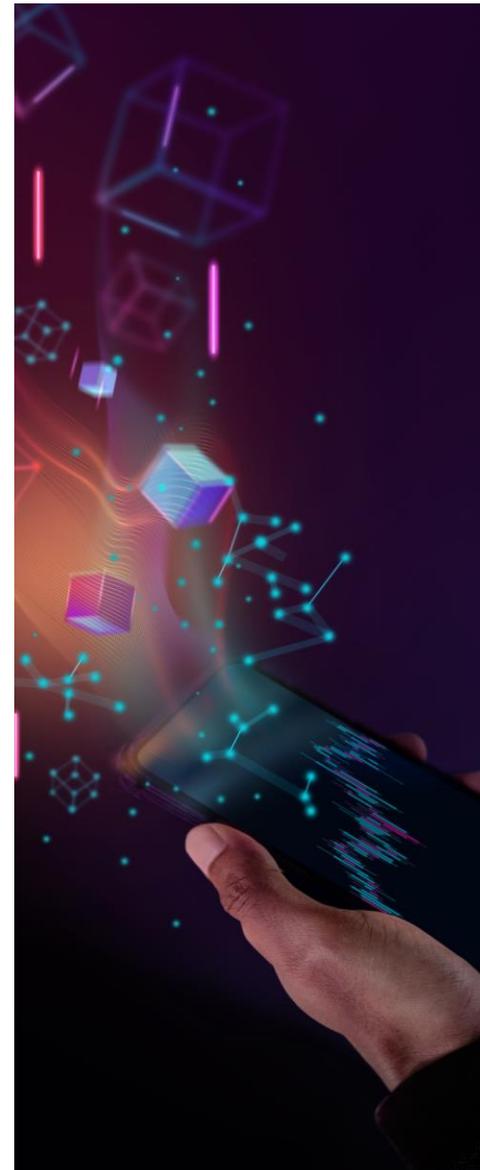
The innovative feature of voting on blockchain is going to be developed and granted to members of yeswetrust. The feature of voting is applied to select on the best charities and greatest startup submissions by the community, both to decide which ones shall receive funding by yeswetrust.

The blockchain technology is used, to secure transparency in the voting system.

The utility token: the YEET

The company is in development of a utility token based on blockchain: the yeswetrust Ecosystem Experience Token (YEET). The YEET is to reward active members in the community. The rewarding in YEET shall be based on the model of a gamified Live-To-Earn concept. Tokens can be earned for undertaking rewardable actions within the ywt ecosystem.

First indicative concept examples: making certain number of steps, meditating, yoga, and sport exercise. The YEET can be used to purchase goods and services in the e-commerce marketplace in the mobile App, obtain access to co-working spaces, and pay in selected partner Spots.

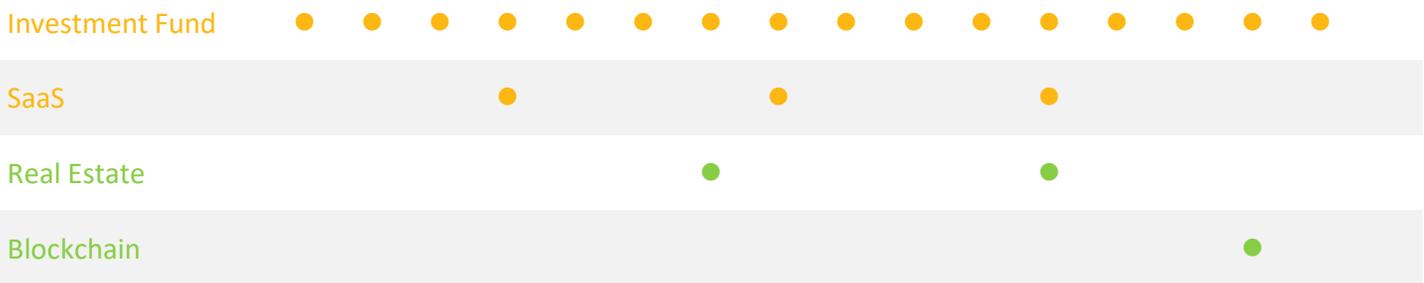
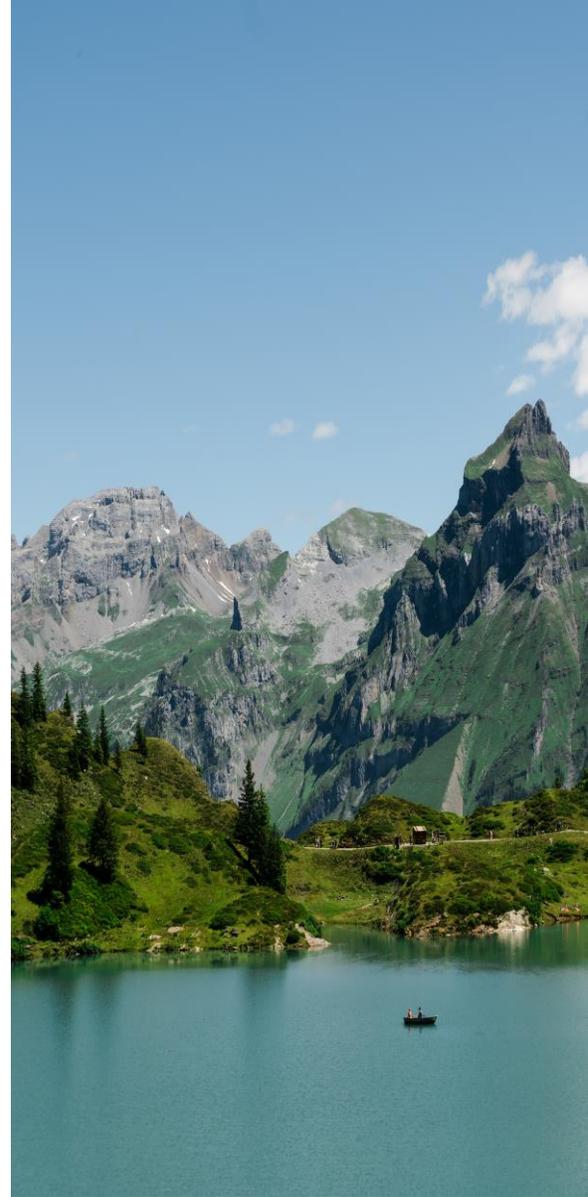


Sustainability

Once the earth's population doesn't need to worry about basic needs to survive, brain power and focus will free up to turn our actions towards global environmental problems and to secure the future for younger generations.

yeswetrust pledges to allocate 10% of raised funds to nonprofit organisations that help humans meet their basic needs such as hunger and health. As part of our goal to help all humans progress up Maslow's hierarchy of needs, our VC investment arm will allocate funds to sustainable startups aiming to support the top of the hierarchy for self-actualisation while creating wealth to further accelerate the liberation of as many humans as possible from the problem of poverty.

To measure the contribution and impact of yeswetrust, we will collect data sets from all committed stakeholders, auditing and reporting results based on the indicators of United Nations Sustainable Development Goals, International Labour Organisation (ILO) local convention, Criteria on non-financial disclosure from EU committee, Life Cycle Assessments (LCA) and other internationally recognised frameworks.



*Potential direct and indirect contribution to UN SDGs



Business areas of contribution to the global sustainable development are:



Investment into Startups that has laid one of the UN SDG targets into its business model.



Direct and indirect promotion of conscious consumer behaviour through the yeswetrust Application.



Fund accredited locally, regionally or internationally, NPO that addresses urgent needs for achievement of the Agenda 2030.



Education for sustainability as a core activity to equip people with professional and personal knowledge around integration of UN SDG into their livelihood.



Educate, encourage and support stakeholders on disclosing non-financial data and implementation of sustainable business practices through mandatory reporting or disclosing App features.



Due diligence for voluntarily agreeing to disclose information on listed in-store products followed examination of the LCA and compliance with local ILO conventions.



Apply addressable Green Building Principles to construction of Trustpoints based on feasibility and local or regional specifications.



Activator 03

Community

A core activator is the power of the community.

Change makers, conscious entrepreneurs, impact-creating startups and founders. A generation that went to the streets, demonstrating for climate change.

A network platform that unites these individuals and corporates to empower each of us, to seek for authentic and more impactful actions.

yeswetrust is to allocate majority of the funds and revenue to product fit and testing, marketing for the community growth and general awareness.

Activator 04

Trustpass

Trustpass is an onboarding system for all ecosystem partners. We are developing Trustpass for each area to ensure we have dedicated and transparent partners to join our community.

Minimum set of requirements being set such as sustainability compliance, quality of the content, scope of services offered etc.

As an example: for journey Trustpass will require Applicant to provide script of materials, video and sound check and CV to be entitled to earn token from developed journey. Meanwhile, Trustpass for a startup to receive funding will be a more complicated process where they'll have to provide a set of financial and sustainability related documents.

TEAM

Great things in business are never done by one person, they are done by a team of people.” - Steve Jobs

Stefan Kanalga

Founder & CEO

In 2014, Stefan was working as a financial consultant. The passing of a mentor and advisor was a turning point in his life. Questions like “What is the purpose of my life?”, “What challenges do we have on our planet?”, “What technical resources are available?” and “How can we accelerate the way to a sustainable and better future?” were buzzing around his head. yeswetrust is the culmination of his journey into exploring the answers to these questions.

He is the visionary heart and drives the yeswetrust spirit around the world and in the team. He connects the dots and inspires everyone to bring the yeswetrust vision to life.



Core team



Roman Fritschi
CTO – Chief Technology Officer

The creator behind all tech elements of yeswetrust. Including the yeswetrust app, websites and more. Built different companies and accelerated hundreds of companies / start-ups around the world with his services.



Takhmina Nasimova
Operations Officer

A team leader passionate about strategic development, sustainability, and inclusion. Successfully built international collaborations between private and public sector with vast experience of working with startups, non-profit organizations, think tanks and international institutions. Takhmina is leading the yeswetrust positioning as innovative FinTech solution for a better future for all.



Claudio Sander
CSO - Chief Strategy Officer

As a well-known company builder and C-level coach, Claudio has joined ywt as Chief Strategy Officer. Claudio has work experience in strategy consulting, M&A and venture capital plus holds an MBA degree from WHU with a focus on strategy and finance. As an investor and company builder he scaled several business models to multimillion valuations. He already built a community application, supported multiple real estate projects worldwide and started the biggest impact project club in Europe. His network in the venture and finance scene, and his knowledge, make him crucial for the success of this international project.



Julia Demir-Barsaumo
Human Resources

At yeswetrust Julia is taking care of onboarding human capital, transformational coaching and creating heart-based culture. HR Recruiter with over 10 years of experience. Always been part of Analytical Optimization and Offshoring-processes at big corporations such as ABB, Bosch & Siemens, Accenture.



Guyon Vis
Community Growth Manager

Years of expertise and involvement in the growth of various leading, innovative SaaS companies. As part of the marketing team of yeswetrust, he's creating the bridge between marketing and App development and growing our trust community by promoting our brand and ecosystem.



Diego Berchtold
Relationship Management

A multilingual and experienced fintech entrepreneur with a proven track record of being involved in several successful startups. His vision is to drive disruptive and innovative products into mainstream adoption. Building bridges and connecting the dots will be his main mission in his role at yeswetrust.

Tech Team

Edon Jakupi

Project Manager

Denis Bujupaj

UI/UX Designer

Fisnik Asllani

Web Developer

Beslind Mema

iOS Developer

Fitim Mehmeti

Android Developer

Florian Ibraimi

Web Developer

Egzon Pllana

iOS Developer

Ndririm Hajrullahu

Android Developer

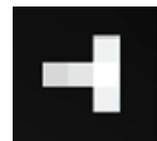
Partners

In the past 7 years, the ecosystem and legal, operational structure, and business model for yeswetrust were built, a worldwide network of strategic partners and ambassadors was engaged and the yeswetrust App was developed and launched to the public with success.

INACTA.

MÜLLER & PAPARIS

REFIVE



FINANCIAL PROJECTIONS

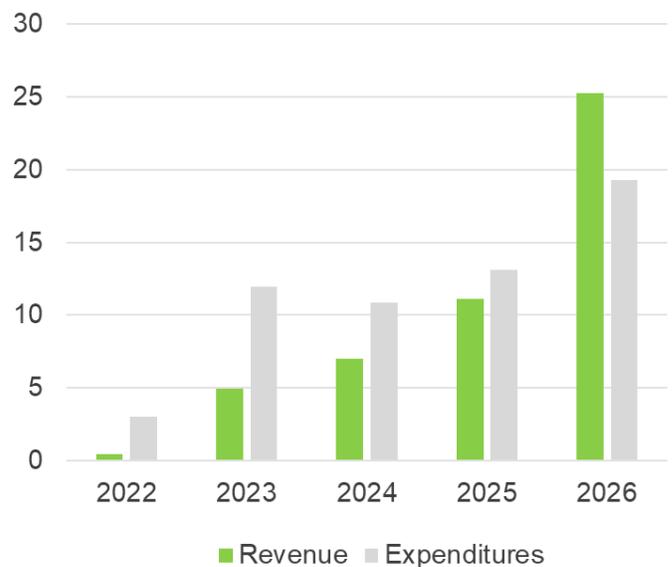
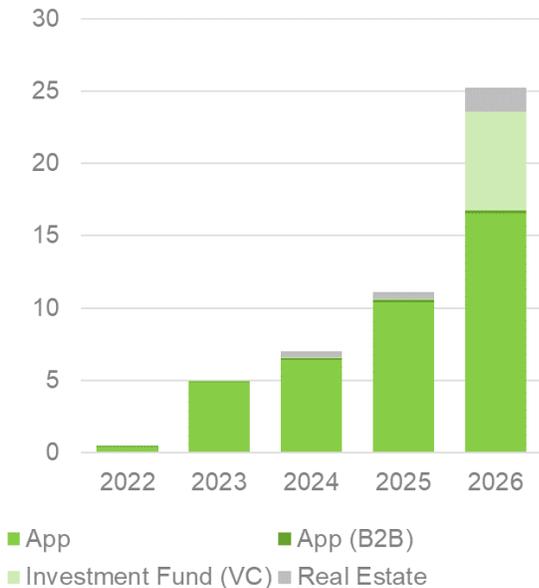
Diversified revenue components backed by real assets which are to increase over the periods

The financial projects hereafter are based on a conservative approach, which is different to the actual management targets (20 Mio. members and total CHF 1.68bn revenue).

In the first periods, the core revenue contributor is the mobile App with the paid memberships. In 2026, a significant contribution and diversification factor is derived from the invest-

ment fund (VC) as well as 3 Real Estate community resorts.

The increase in revenue is constantly beyond 40%+ per annum. In 2026, the revenue is expected to result in approx. CHF 25 Mio., composed of CHF 16 Mio. of the mobile App, CHF 7 Mio. of the investment fund (VC) and CHF 1.7 Mio of the 3 real estate resorts.



	2022	2023	2024	2025	2026
App	0.4	4.9	6.4	10.4	16.5
App (B2B)	0.0	0.1	0.1	0.2	0.2
Investment Fund (VC)	-	0.1	0.1	0.1	6.8
Real Estate	-	-	0.4	0.5	1.7
Sum (in Mio, CHF)	0.5	5.0	7.0	11.1	25.3

	2022	2023	2024	2025	2026
Revenue (in Mio, CHF)	0.5	5.0	7.0	11.1	25.3
		975%	42%	58%	127%
Expenditures (in Mio, CHF)	3.0	11.9	10.9	13.1	19.3
		299%	-9%	21%	47%

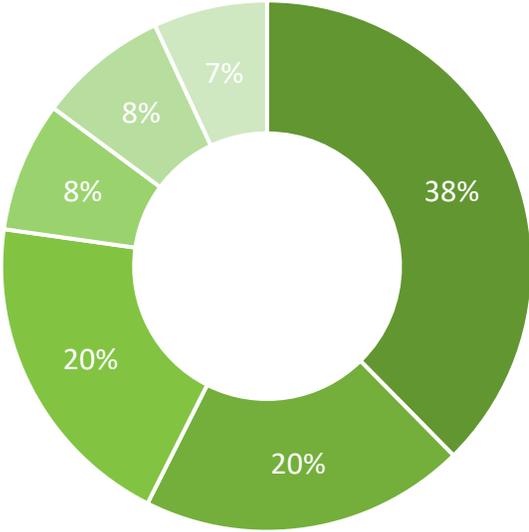
Startups selected via voting on blockchain by the community, are receiving funding via the investment fund. The startups are backed by direct support of the community and the partnerships in the network of the community. This increases the success rate of the startups and generates additional profit for yeswetrust due its first exits as forecasted for the year 2026.

In total CHF 24 Mio is asked via the Security Token Offering, starting from August 2022 in Switzerland and from September 2022 in Europe.

The capital funds shall be used as per the diagram.

38% of capital shall be used for Community Growth, 20% for Operations and 20% for Other. The latter one Other is composed of the investment fund to finance impactful startups, and contributions to non-profit charity projects.

The investment fund is to generate additional (partial shared) revenue for yeswetrust and is expected to be a further accelerator for the community growth along the path.



- Growth ■ Operations ■ Other
- Real Estate ■ Development ■ Tech Deck

38%	9,000,000	Growth
20%	4,800,000	Operations
20%	4,800,000	Other
8%	1,920,000	Real Estate
8%	1,800,000	Development
7%	1,680,000	Tech Dev
100%	24,000,000	Total



ROADMAP

The company applies a holistic approach with worldwide operations. We are looking to have a gradual implementation of the ecosystem elements, with allocated pilot product-fit periods, to ensure that the services provided to the community are in actual demand. A diversification of revenue streams is enabling global expansion, reach and project growth.

2018

- Foundation of yeswetrust GmbH, and year of Alpha release of App on iOS
- First partnerships

2019

- Beta release of the iOS App
- Initializing legal structure and formalities

2020 2021

Finance

- 2.2m raised

Community

- Expanding partnerships and business to several countries
- Different marketing activities in multiple countries

Tech

- New release of iOS and Android Application (current version).
- Development of decentralised modules
- Creation of the web Application

2022

Finance

- Public Sale (STO) Trustshare, raise funds of in total CHF 24 Mio

Community

- Growth of App Downloads to 35,000
- Market expansion
- Partnership with different organisations (NPO, Start-ups)

Tech

- Tokenization of shares
- Wallet connect integration
- Implementation of new app features

2023

Finance

- Revenue growth due memberships
- Revenue growth due partner offerings
- Token listing on secondary market

Community

- Start of the Trustpoint construction
- Functioning onboarding of B2B partners
- Funding impact creating Start-ups
- Funding Charities

Tech

- Development voting platform on blockchain
- Upgrade of the App, new functions
- Development of the Experience Token

2024

Finance

- Surpass 20 million members

Community

- Functioning super App
- Impact report
- Opening Trustpoint
- Operational VC incubation

Tech

- Paygate for Experience token
- Upgrade of the App with new functions

2025

Finance

- Increase in market cap through assets

Community

- Events in several countries
- Second Trustpoint

Tech

- Tokenizing shares of the funded Startups
- Security Token Exchange

OUR STO OFFERING

yeswetrust uses Blockchain technology to ease the process of making an investment and being a proportional owner



The ywt Security token

Be an owner of the yeswetrust AG and benefit proportional in the success of the company, which is heading into the growth stage.

The the company is raising funds with a total value of up to CHF 24 million and makes this accessible to both, private persons and professional investors thanks to the innovative tokenization of shares of yeswetrust AG. The funds are used to the growth the community and market traction, as well as the development of the ecosystem and services.

The security token represents a participation certificate in yeswetrust AG. The token is launched starting 8th August 2022 in Switzerland and starting from September 2022 onwards in major parts of Europe.

Key characteristics

Security token holders participate in the profit of yeswetrust proportionately based on the number of security tokens held.

Security tokens represent participation certificates according to Art. 656a OR (Swiss Law) authorises the holder to receive a share in the balance sheet profit or liquidation proceeds, but without voting rights in the token issuer company, the yeswetrust AG based in Switzerland.

Private persons can invest starting from CHF 500 only with the Security Token ownership documented on blockchain

The minimum investment amount per investment is CHF 500 (or the equivalent in another currency of accepted assets).

Every investor will be subject to an anti-money laundering (AML) and know-your-customer (KYC) procedure.

The Tokens can be purchased via the website www.yeswetrust.com/trustshare until 31 January 2023 or until the tokens have been sold, whichever is the earlier event.

Ask

24,000,000 CHF

No. of security tokens

1,920,000

24%
participation in
yeswetrustAG

12.50 CHF
each Security Token



Polygon (Matic) is the blockchain technology applied for the security token offering

The participation certificates are issued as ledger-based securities in accordance with art. 973d et seq. OR. The decentralized, ledger-based assets are tokenized on blockchain.

Rights of Tokenholders

For a full understanding of the rights of token holders, including Dividends & Subscription, Voting, Exercise, Transfer Restrictions, Publication, and Accepted Currencies, Legal & Compliance, Issuance & Operation, Paying Agents, and more, please register your interest in the STO where you will receive a full prospectus.

You will find details on how to register your interest in the “How To Invest” section towards the end of this whitepaper.



HOW TO INVEST

*Pass the onboarding platform TOKENGATE
(Switzerland) prior to make your investment*

General information

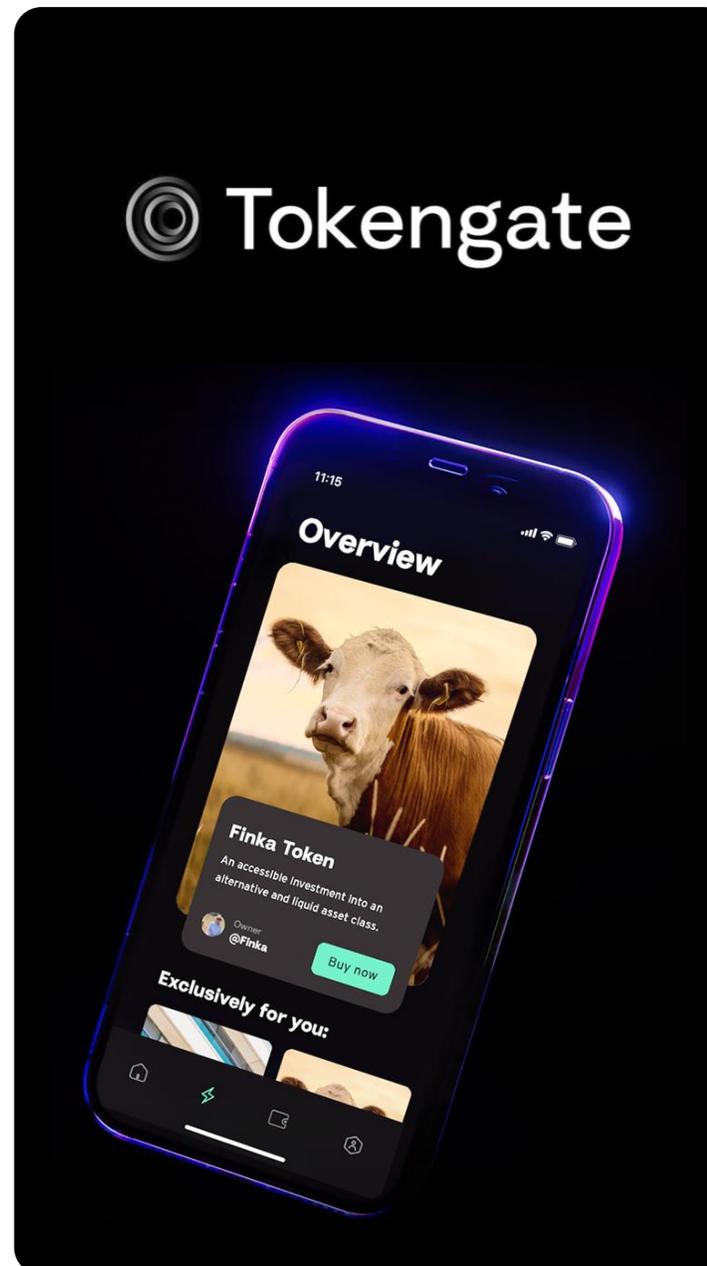
Investors have to pass the mandatory KYC check. The process is managed by a professional service provider based in Switzerland.

The origin of the investment capital is checked by a financial intermediary in Switzerland to be compliant with the anti-money laundering (AML) laws and regulations in Switzerland.

Institutional Investors

For professional investors documentation requirements according to Swiss Law are required.

If you wish to register your interest, please send us an email to: trustshare@yeswetrust.com with the subject "Institutional ywt STO Investment." Thank you.



FAQ

What is yeswetrust?

yeswetrust is a swiss-based social tech company that creates a unique ecosystem. The ecosystem consists of tech Apps, real estate, education and more. The aim is to have a positive impact on the community, the members and the world overall.

What is the Trustshare?

The Trustshare is the security token that yeswetrust offers to investors, wanting to contribute as token holder to the success of the company. The token is a digital asset reflecting the shares of the company on the blockchain. Polygon (MATIC) is used as blockchain.

When will the Trustshare be available?

The Trustshare will be released for sale starting on or about 8 August 2022. The Trustshare is available in Europe starting on or about 09 September 2022. Tokens can be purchased as long tokens are available for sale.

Why to buy the Trustshare?

yeswetrust represents a unique, profitable, diversified and impact-creating investment opportunity. The components compose real estate resorts, an investment fund for impact creating startups (venture capital) and a mobile App with exponential growth potential. The Trustshare is linked to the success of the yeswetrust company and its generating profits. We see multiple investors who are supporting the vision.

How can I buy the Trustshare?

Please register either on the mobile App of yeswetrust or the website (www.yeswetrust.com). Following the link "Invest now" which directs to the Registration area, KYC procedure (Know Your Customer). Upon KYC approval, one can start the investment process via

Inapay.

What is the minimum investment?

The minimum investment amount is CHF 500 (equal to a minimum of 40 tokens, at the price of CHF 12.50).

What is the maximum investment?

The maximum investment amount is CHF 10 Mio. For investment amounts beyond CHF 100,000+ we are able to arrange an individual onboarding with the CEO or the management of yeswetrust. Contact us via trustshare@yeswetrust.com

Can I transfer the Trustshares to another person?

The Tokens are offered and may be sold/transferred only to persons who are permitted to acquire, hold and sell these Tokens under the relevant laws applicable to them.

What rights do I have as a holder of the Trustshare?

Tokenholders are entitled to dividends and liquidation proceeds, if any. Tokenholders can submit a request for information or even inspection request. In case of liquidation, Tokenholders are entitled to liquidation proceeds, if any.

Do I need to go through a KYC process?

Yes, each investor has to register and pass the KYC process. The KYC checking is undertaken in mobile App or desktop browser.

How to receive the Trustshare?

Tokens are transferred to your wallet upon completion of the Public Sale. The process is documented on blockchain and can take some time, reason being the effective technical execution.

May the Trustshare increase in value?

The Trustshare entitles for dividends. The Trustshare value is linked to the company's performance and growth. yeswetrust has multiple USPs and has tested its products and services. The company is to expand in several markets and increase the community base. Multiple synergies can be used. The market potential is large and with the blockchain technology new solutions can be created to solve existing challenges.

What legal requirements does the Trustshare cover?

The whole project was created in a strong partnership with industry leaders from blockchain technology and legal / compliance. The STO covers all legal requirements and has a separate document (legal prospectus) that describes all the legal topics in detail.

Why is yeswetrust sustainable and impactful?

yeswetrust aligned with ESG EU committee for non-financial disclosure that makes yeswetrust report to the EU committee on integration of sustainable practices of its stakeholders and internal operations. Impact creating startups are going to be funded, sustainable and organic stores are listed in the marketplace of yeswetrust, and a B2B product called Trustpass is offered to companies to act in a more sustainable and responsible way.

Where is yeswetrust based?

yeswetrust is registered and located at: yeswetrust AG, Haldenstrasse 5, 6340 Baar, Switzerland.

How can I download the yeswetrust app?

yeswetrust is available for download on iOS:

[apps.Apple.com/ch/App/yeswetrust/id1349875734](https://apps.apple.com/ch/App/yeswetrust/id1349875734)

Google Play:

play.google.com/store/Apps/details?id=ch.ywt.ywt

How can I contact yeswetrust?

Feel free to reach out to trustshare@yeswetrust.com for any questions regarding trust share.

