

**Sheesha**  
FINANCE

L I T E P A P E R



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### Questions

If you have any questions about the project, please contact us at:  
[support@sheesha.finance](mailto:support@sheesha.finance)

### Blockchain

Blockchain technology presents many inherent risks. Please ensure you are either well informed in relation to blockchain technology or have consulted a blockchain advisor prior to participating in the Sheesha Finance Ecosystem.

# WELCOME TO THE FUTURE OF FINANCE

Decentralized Finance (DeFi) is the future of Fintech. Sheesha Finance aims to answer the investment needs of **a new generation of aspirational wealth builders**.

Sheesha Finance provides a next-level **multichain and community-centric DeFi mutual fund** where you **stake, set and forget your tokens while collecting rewards** from partner projects on the ERC20 and BEP20 chains.

Already underway on our roadmap are plans for a **VIP NFT lottery system, DeFi project incubator and a governance Decentralized Autonomous Organization (DAO)**.

Sheesha Finance is one of those **rare DeFi projects** where you as the investor are part of a dynamic force for **unrivalled economic empowerment**.

Together with you, our community, we intend to build a world of **mutual opportunity, abundance and prosperity**. With Sheesha Finance, everyone can collect rewards from a variety of exclusive diversified crypto and blockchain projects, whilst supporting the future of DeFi.

**We are, uniquely, the most egalitarian, community-centric, user-friendly and enriching DeFi mutual fund project of our times.**

## The Sheesha Finance Opportunity





# FOUNDER'S WELCOME

My past four years in the crypto and blockchain industry have given me a tremendous level of experience and enabled me to build a strong network of important people in the space. I have leveraged that experience and network to bring together a team of world renowned advisors and seasoned industry professionals to support each other in **launching Sheesha Finance**.

**Sheesha Finance, unlike many other new DeFi projects, is virtually rug pull proof.** Rather than raise money from investors, Sheesha Finance has been bootstrapped by the founding team. The project kicked off with what we refer to as a Liquidity Generation Event (LGE), where participants contributed Ethereum (ETH) or Binance Coin (BNB) to a central pool to get Liquidity Provision tokens (LP tokens) on the respective network they chose to participate in.

**All LP tokens are locked** in providing liquidity on Uniswap and Pancakeswap and subject to an unstaking tax for 24 months, ensuring that our trading community is protected from mercenary frontrunning or rug pulls.



**Saeed Al Darmaki**  
Sheesha Finance Founder, Dubai, UAE

**Sheesha Finance is the quick and easy way to have a diversified exposure to a wide array of DeFi projects without the need to find and research these projects on an individual basis or invest in them directly.**

When you stake your LP tokens and our native SHEESHA token, you earn rewards in the form of SHEESHA tokens, our partner DeFi project tokens and, when fully hatched, upcoming project tokens from DeFi projects in our incubator program.

**The crypto industry is community-driven** and, as such, Sheesha Finance is backed by a loyal community. There are plans in place to implement a governance DAO and hand over control of our platform to the community with the founding team there only to support the platform thereafter. We are already registered as a DAO in Wyoming. As a DAO, our native token holders will have voting rights on all important decisions related to the platform.

**Non-Fungible Tokens (NFTs) have grown exponentially** in recent times. NFTs enable creative artists, including musicians, writers, performers, visual artists and film-makers, to tether digital representations of their works to the blockchain. This provides financial benefits to the artists and to crypto investors that purchase the NFTs. At Sheesha Finance, we will capitalise on this phenomenon and partner with highly reputable crypto artists in this space, such as VESA, to create exclusive art NFTs that reward loyal members of our community staking our LP and native tokens.

We also aim to create a lottery program where participants can use native tokens to purchase digital lottery tickets to potentially

win prize pools and NFTs. As DeFi evolves, Sheesha Finance will continue to bring more products and services that reward and engage our community.

Thank you for taking the time to read about Sheesha Finance and we hope that you will become a part of our community!



Saeed Al Darmaki

## THE OPPORTUNITY

Sheesha Finance is a tokenized mutual fund created to support the explosion of **Decentralized Finance (DeFi)**.



## Our vision is that 1 billion people will have shifted to DeFi by 2030, radically transforming wealth distribution globally.

With years of hands-on experience supporting new crypto projects, our team witnessed what worked and what didn't. We saw many promising projects fail, not because the team or product failed but because securing liquidity on secondary markets was incredibly challenging.

**Project teams waste an enormous amount of energy and resources with exchanges, market-makers and crypto influencers** just so their investors feel safe that their investments will not depreciate due to thinly-traded tokens. More importantly, projects can tap into our network of resources to help accelerate their progress.

**With Sheesha Finance, we aim to solve the problems project founders encounter in a unique, user-friendly, community-driven and fair manner.**

We are committed to making sure that promising projects don't fall through the cracks due to the inherent issues around ensuring liquidity.

**We enable founders to focus on what they do best - building disruptive technology** - while we take care of their liquidity needs, providing a tokenized treasury they can use to sustainably fund their projects' development.

**In exchange, our project partners provide SHEESHA holders a stake in their future by rewarding them with their project tokens.**

**At Sheesha Finance, we are forming partnerships that guide the future expansion of DeFi over traditional finance markets.** Traditional financial services are centrally

controlled with high fees paid to financial corporations. These benefit shareholders only. In contrast, the blockchain and peer-to-peer DeFi network's distributed ledger technology removes the middle-man, allowing for greater efficiency. The fees for participation are shared across the entire network, creating mutual profit for all stakeholders.

**When you join the Sheesha Finance community, you benefit from and contribute to DeFi's future development.**

**The World Economic Forum reports DeFi represents a multi-trillion-dollar opportunity.**

**The market opportunity is estimated as \$866.9 trillion:**

Asset management and fund administration	\$89 trillion
Equity markets	\$95 trillion
Debt markets	\$106 trillion
Securitized products	\$10 trillion
Derivatives	\$560 trillion
Securities financing and repurchase agreements	\$4 trillion
Securities lending	\$2.9 trillion

Source: <https://www.coindesk.com/world-economic-forum-blockchain-disruption>





However, there is no agreed-upon path for market-wide adoption and we are a long way from seeing adoption at scale. With our experience in traditional finance and blockchain, the team at Sheesha Finance aim to play a leading role in creating the vision for global adoption.

**As a member of our community, you have a front-row seat to show-stopping commercial opportunities from the most promising DeFi projects.**

We are well aware that our community is central to Sheesha's success. For this reason, as we build Sheesha Finance into a robust

enterprise, we intend to distribute all investment-related decisions and create a Decentralized Autonomous Organization (DAO). Our team will provide sound advice but ultimately, Sheesha Finance's **future of DeFi will be in your hands.**

**SHEESHA tokens are tradeable on DEXs** (decentralized exchanges) with centralized exchanges in the roadmap. Token value is tied to the Sheesha Finance platform's activity level and the benefits of partner token distribution rewards.

**We can't wait to work with you and diversify the flavors of the tokenized world for all to enjoy!**

**SPORTS  
ICON**



**signal**



**MOZIK**





# ABOUT THE LGE

**A Liquidity Generation Event (LGE)** is an innovative initial token distribution mechanism enabling a free and fair participation process with no pre-sales, private sales or bonuses.

For two weeks in April 2021 the Sheesha Finance community crowdfunded a multichain liquid cryptocurrency (SHEESHA) via two LGEs to stake and swap with tokenized projects. The intention was to help new projects focus on building their technology and boost mass-scale innovation in the crypto space.

Sheesha Finance chose to exclude private sales and early contribution bonuses to create an unprecedented, fair and transparent offering for its community. The LGEs ran for two weeks to ensure every community member had time to participate. With no pre-sales, everyone was on the same page, from whales to retail investors.

There were 15,000 tokens on both the Ethereum and Binance Smart Chain (or 15% of the fully diluted supply) dedicated to the LGEs. With a dual-chain launch, users either chose our Ethereum LGE, our Binance Smart Chain LGE, or both!

The LGE tokens are now locked as liquidity on Uniswap and Pancakeswap and subject to an unstaking tax for 24 months post-LGE. **You can still add LP tokens.** Simply combine SHEESHA and ETH/BNB on a DEX, and stake them on the Sheesha Finance platform.

In total, LGE participants contributed 3171.31 ETH (valued at \$6.35 million) and 7759.32 BNB (valued at \$3.08 million) which determined the token prices on each chain post-LGE. All LGE participants will be able to collect a premium NFT art piece by world renowned crypto artist and Sheesha Finance artist in residence, VESA.



## Note On KYC

As our tokens were generated via a Liquidity Generation Event (LGE), we've received legal advice that our staking community does not need KYC. Thus, we offer the added advantage of enabling users to collect rewards without having to whitelist any single wallet.

# TEAM INTRODUCTION

Our team has decades of collective experience investing successfully in blockchain technology startups.

**Sheesha Finance Founder, Saeed Al Darmaki** started his career at the Abu Dhabi Investment Authority in October 2009 as an Operations Specialist. Then, from May 2013, he became a fixed income and treasury specialist.

**In January 2017, Saeed co-founded Alphabit**, an actively-managed cryptocurrency and digital asset investment fund. Following Alphabit's success, from June 2018, Saeed focussed exclusively on the crypto and blockchain industry.

As Alphabit's Managing Director, Saeed's market knowledge enables him to provide guidance and mentorship to founders on all facets of blockchain finance and business development.

As Chairman at eGovern, a UAE-based company, Saeed has **worked with governments and corporations to assist them in identifying, designing and implementing blockchain solutions** that meet their pressing challenges and digital transformation needs.

In 2021, Saeed took up the role of Managing Director for the MENA region with Casper Labs, with a mandate to provide enterprise-grade blockchain solutions that keep up with growing demand.



## The Sheesha Finance Core Team



**Saeed Al Darmaki**

Founder and CEO of  
Sheesha Finance



**Jei Rahman**

CIO of Sheesha Finance



**Nathan Cooper**

CPO of Sheesha Finance



## The Sheesha Finance advisory board includes



**David Namdar**

Founding partner of Galaxy Digital  
and CEO of NFT.com



**Albert Castellana**

Co-Founder and  
CEO of StakeHound



**Hartej Sawhney**

Zokyo Founder



**Michael Terpin**

Crypto investor and  
CEO of Transform Group



**Eman Harawy**

Founder of Arabs in Blockchain



**Brad Yasar**

Founder and CEO of  
Beyond Enterprises



**Ben Clarke**



**Nabeel Qadri**

Managing Partner at  
Protocol Ventures



**Dominic Longman**

Head of Payment Solutions  
at Adhara



**James Bowater**

Founder & Editor of  
Crypto A.M.



**James Duchenne**

CEO of Ducorp XTM



**Jean-Paul Tarud-Kuborn**

Chairman at GACB



**Mohammed Mahfoudh**

CEO and Founder at  
Deca4 Advisory



**Vineet Budki**

Co-Founder Guiddoo World



**Sasha Antropov**

Co-Founder & BDO at PureFi



**Mardo Soo**

Consulting24 Founder



**Jamil B. Marmachi**

Senior Managing Director at  
Manhattan Venture Partners



**Christopher Arnold**

Managing Director at  
Morgan Creek Capital Management



**Manmeet Singh**

Managing Partner at  
Blockseed Ventures Limited





# DECENTRALIZED FUTURE

## DeFi projects leading us into the emerging internet of value.

Decentralized finance is at the cutting edge of the financial revolution which empowers the individual to be in full control of their assets without the influence of a central corporation.

Designed to be community-centric and blockchain agnostic, anyone who participates in the Sheesha Finance Platform via our staking protocols can earn SHEESHA rewards, vote on the future of DeFi development and benefit from partner token reward distribution.

DeFi is designed to put wealth back in the hands of the people. As innovation drives adoption, in ten years time, DeFi will be as unrecognisable as streaming services are from the 1980s' music and videotapes .

Traditional finance centralized with high fees



Decentralized finance technology development

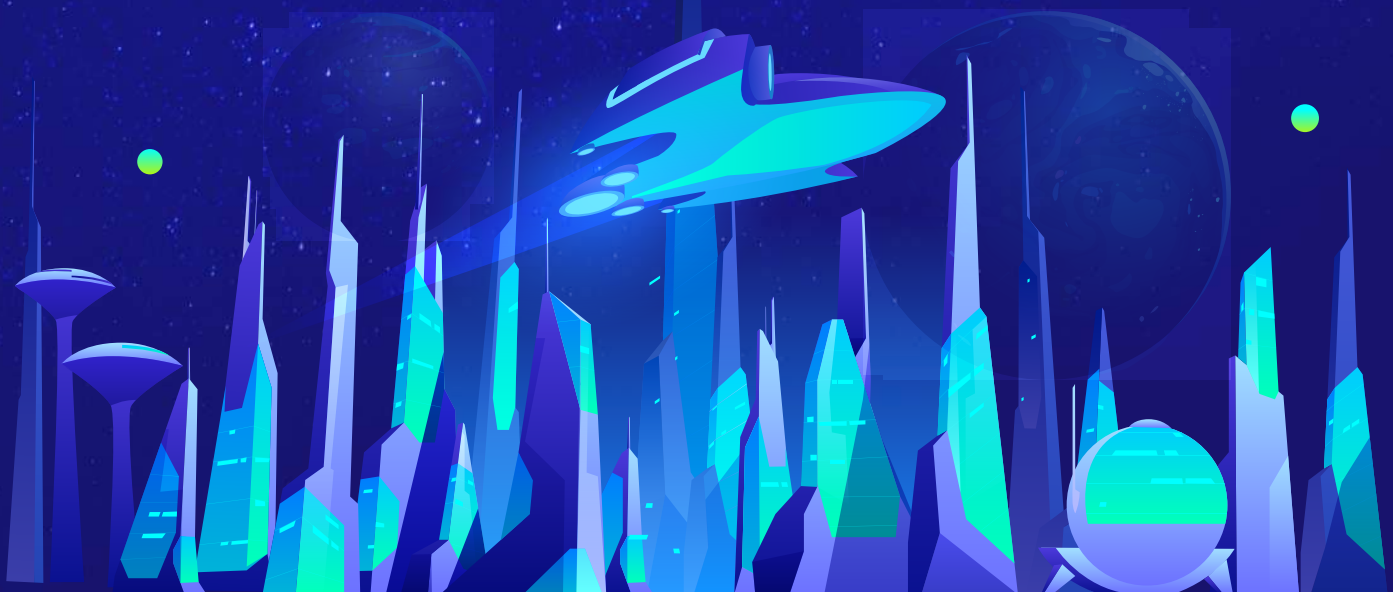
DeFi investors earn rewards for participating



Every user of financial services benefits

The 2020s will see the digital gold rush of the modern era, where new fortunes are made and new systems of wealth created the world over. With DeFi, the investor has the potential to **earn greater yields** and benefit from **mutual distribution of wealth** because intermediaries are no longer part of the peer-to-peer system.

With **total value locked in DeFi reaching over \$90 billion in June 2021** and new projects hitting the market almost weekly, investors are struggling to build a diversified portfolio of **high-quality, reputable projects** while ensuring they are getting the best APY on their investment.





"As developers move up the stack, catering to end users rather than early adopter masochists, it will lead to a Cambrian explosion of apps."

**Dan Jeffries**

"It's 2031. This Is the World That Crypto Created"  
CoinDesk

The explosion of new tokens—from 1000 in 2017 to 10,000 in 2021—means that retail investors are in a race against time to identify and capitalise on new market opportunities.

**Sheesha Finance mitigates portfolio risk, saving investors time, money and effort** simply by staking SHEESHA and LP tokens to automatically receive diversified DeFi project rewards and SHEESHA token rewards.

# TOKE YOUR CRYPTO REWARDS

**SHEESHA.FINANCE available on  
UNISWAP and PANCAKESWAP**

SEPARATE TOKENS ON **ERC20**



**BSC**



# OUR DeFi MISSION

Sheesha Finance is a quick and easy way to have a diversified exposure to a wide array of DeFi projects without the need to find and research these projects on an individual basis or invest in them directly.

The aim of Sheesha Finance is to **power and lead the way to DeFi adoption from 1 million people in 2021 to 1 billion people by 2030.**

While this may seem like an insurmountable quest, there are already 1 billion people using cryptocurrency today, which is similar to the number of people who were using the internet in 1997.

We believe that the **decentralized mutual fund** will be a leading-edge feature in the evolving world of finance.

Being one of the first decentralized mutual funds to go to market, we aim to solidify our position as a world leader on the forefront of innovation as the DeFi industry matures.

**In the future, we aim for Sheesha Finance to be the brand name that first comes to mind when people look for creating passive income streams, putting their money to work preparing for retirement, diversifying their portfolio and buying NFTs.**

**DeFi innovation is growing exponentially.** We are confident that DeFi is an unstoppable force unlike the legacy financial system that is slow to innovate and with a high barrier to entry. **Anyone can create a new DeFi protocol or tweak an existing one and overnight you have a completely new protocol.**

**The progressive DNA of DeFi is designed to remove inefficiencies and ultimately produce the most frictionless customer experience possible.** If your protocol or environment has an inefficiency or friction in the user experience, someone else will launch the protocol that removes it.

**DeFi will be the framework for the awakening of an enfranchised global society incentivised to participate on a never seen before scale. In the burgeoning internet of value,** every activity that previously required centralized services can be supported via decentralized incentives for participation.

**Sheesha Finance aspires to be at the forefront of this DeFi awakening.** It is not enough to own crypto. Now, people around the world are looking to put it to work in the same way as they put their fiat to work with stocks, real estate and bonds.

"I think we need to get a lot of people, especially the youth, involved in DeFi, and I think there's still going to be a lot of protocols that come out over the next few months, even the next few years.

The user-friendly aspect of making it easy for people to access these technologies is very important and I really want to support the ecosystem and the infrastructure growth both in the UAE and globally.

Educating people and talking about it and providing the technologies and getting the developers to come in and actually develop is super important for the future as well."

**Saeed Al Darmaki**  
Founder Sheesha Finance



# WHAT ARE MUTUAL FUNDS

Mutual funds effectively target a broad range of tokens, thereby reducing the risk of over-exposure to any one asset.

- **The mutual fund model enables investors to diversify their investments with minimal effort and at a low cost.** The traditional mutual fund is an investment vehicle (synonymous with a managed fund or unit trust) that allows investors to pool their funds to collectively purchase a diverse range of assets and provide a return to the investors.

The modern mutual fund began in Boston with the Massachusetts Investors Trust in 1924. By pooling their funds, investors can afford to invest in a wider range of assets at a lower cost

than would be possible for them to invest in individually.

**In traditional asset management**, you have a portfolio manager who calls the shots and earns the fees. The investor plays a passive role and has no real say in the decisions that happen in those portfolios or how rewards are structured.

- **Sheesha Finance offers a new model of decentralized mutual fund that invests and distributes rewards from the cryptocurrency unicorns of tomorrow, while also distributing operational fees to the community and including you, as the investor, in investment portfolio choices.**

## Sheesha Finance Decentralized Mutual Fund



Sheesha Finance is the DeFi springboard for the next generation of capitalists and lowers the barriers of entry, regardless of financial

expertise, so everyone can benefit from and participate in the tokenized future's exponential growth.

"Crypto will form the foundation of a new micro-subscription economy, with our wallets constantly feeding a vast and shifting array of goods and services and media. If you have 10 subscription services now you'll have 100s in a decade."

**Dan Jeffries**

Sheesha Finance puts investors front and centre, giving them the choice to take an active role in cryptocurrency impact investing as a major part of their long-term investment plan.

### Decentralized Mutual Fund Features

- Cryptocurrency assets
- Economies of scale for early-stage investing
- Mutual redistribution of fees
- Direct involvement in investment choices
- The broad range of assets spreads risk
- Long term investing optimization
- Financial services inclusive of the 2 billion unbanked and underbanked population

Because Sheesha Finance operates as a decentralized mutual fund, our relationship with our community is mutually beneficial, not merely transactional, and every investor benefits as well as our partner projects.

"The mutual fund industry is rife with taxation without representation in the form of the high fees charged by fund managers, facilitated by board members that acquiesce with counter productive management policies with inadequate consideration of their powerful negative impact on the returns earned by funds shareholders. Fund shareholders, like the citizens of the American colonies, should be responsible for their own governance."

**John C Bogle**

Common Sense on Mutual Funds

## INTRODUCING DeVC

Our community votes to support a project

Sheesha Finance incubates the project in return for a token swap

Tokens are distributed to the community as rewards

The project succeeds and grows with our community





DeVC is a term we coined to communicate the decentralized VC relationship that Sheesha Finance builds between investors and project partners.

We nurture our portfolio, called "Project Partners," to enable them the best possibility to succeed in the technology space. Once a project makes it through our rigorous selection process, our first step is to negotiate private seed guaranteed allocations for the community on the same terms and conditions and vesting schedules as large funds have.

Through our platform, even the smallest retail investors can be early-stage investors simply by staking SHEESHA or SHEESHA LP tokens on Sheesha Finance's platform.

We stand for creating equal opportunities for both whales and retail investors to get a slice

of the pie and apply the same rules for both.

There are no wallet whitelists, no waiting lists, no lotteries. It's a level playing field for all.

The distribution process is designed so that when you stake your tokens once you are ready to yield a pro rata percentage of every allocation available to the entire staking pool.

Collectively we are a formidable force, shaping the future of DeFi and blockchain technology. We don't abandon our projects once we invest in them. The solutions and support we give founders is one way that we seek to protect Sheesha investors.

The projects that we invest in now will be the future leaders of blockchain technology innovation and adoption. We invite you to be part of that future with us.

## The Sheesha Finance DeVC Advantage

### Sheesha Finance DeVC

Unlimited wallets - connect as many wallets as you like on our staking platform

Unlimited rewards - stake SHEESHA to receive SHEESHA and partner project token distributions every block

Single staking pool - just stake SHEESHA once to receive access to all partner project tokens

Egalitarian staking - whales and retail investors stake in the same pool. There are no special levels for larger holders

Never miss out - buy SHEESHA on Uniswap and Pancakeswap and start staking immediately to receive all available rewards

### Other Launchpads

Only a whitelisted wallet

No native rewards offered after IDO and project tokens only offered to stakers in an active pool

Multiple staking pools which you have to move your native tokens to receive only one token as a reward

Whales get preferential rewards

Whitelists, waiting lists and lotteries. No guarantee you will get access to the token rewards you want



**BUY SHEESHA**

**STAKE SHEESHA  
& SHEESHA LP**



**SHEESHA & PARTNER  
REWARDS DISTRIBUTIONS**



**CLAIM REWARDS TO  
YOUR WALLET**

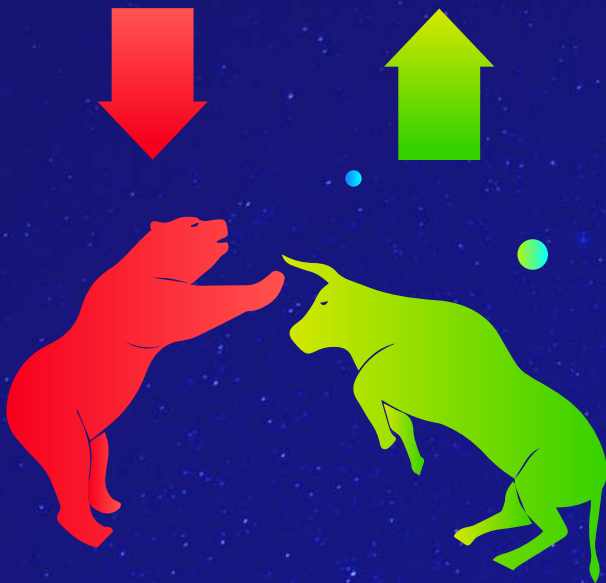


**HODL OR SWAP  
FOR PASSIVE INCOME**



# BULL AND BEAR FRIENDLY

A diversified portfolio minimises the risk inherent in owning any individual token by shifting that risk to the level of the market as a whole. Faith in the crypto market has waxed and waned, kindled by the bull markets and chilled by the bear markets.



A truly efficient market eliminates the possibility of beating the market because information available to any trader is already incorporated into the market price.

While new retail crypto investors focus on short-term trends and hot tokens (like meme coins), the odds are against beating the market using short-term strategies.

Long-term investing in a diversified portfolio and holding (HODL) through the markets' changing seasons - bull and bear - is a long-term strategy that has been successful for many.

Sheesha Finance is here to contribute to the collective mindset's shift from "flip a profit

right now" to "participate impactfully in DeFi and blockchain technology adoption."

In our ecosystem, we place building relationships between project teams and investors first. This means rebuilding the collectivist decentralized VC crowdfunding mindset that first inspired the rise of decentralized Apps (dApps) in 2015.

After an investment, we don't abandon a project to the whims of the market. Instead, we seek to build lasting relationships between their community and ours. Partner projects are vetted to ensure that they have enough runway to see them through even a tough bear market.

We believe that the success of a blockchain project depends as much on the relationship a project has with its community as it does on the underlying technology.

There is an opportunity for mutual benefit in maintaining the relationship between investors and a project. Supporting partner projects supports Sheesha Finance and the DeFi ecosystem as a whole.

## INVESTMENT STRATEGY

Innovation possibilities excite us but we strategically make investments that are grounded in reality.

Our team analyses the long-term potential of a blockchain project to be a leader in its field. We consider whether the project is disrupting the competition and providing innovative and long-lasting solutions for the end-user with an operational minimal viable product.

There is an overflow of DeFi projects with teams that have never worked in financial



services that are entering the market from a pure technology perspective. Their teams face the disadvantage of learning on the job and risk repeating fundamental mistakes due to misunderstandings about how the financial system actually works.

through. We are opposed to rug pulling, fly by nights, and pumping and dumping. We are looking to invest only in projects that are here to make the largest impact possible in their domain.

Our aim is to always be at least 6 to 12 months ahead of the market. Because of our founder's long-term involvement as a VC, our network of OG advisors and our partnerships with blockchain venture studios, Sheesha Finance is well placed to receive unrivalled access to deal flow.



Like startups in general, there are blockchain projects that fail and those that succeed. Blockchain projects are vulnerable to all the same issues that general startups are vulnerable to, except that they face even more challenges to their survival post-runway, including smart contract vulnerability, falling foul of regulations and vulnerability to hacks.

Our target is the sweet spot where the team has extensive experience in their target industry (ie. if it's an e-health project, they have a background in healthcare), and are also DeFi and crypto native, weathering the crypto industry's ups and downs for a number of years. We are also on the lookout for projects that allow for a degree of compliance within DeFi as, if we want to bring in institutional investments, we want regulators to be confident about the space.

For us to invest in a project, the team must successfully complete many steps in the investment process. Only the best make it

"Investing in early-stage projects for the long-term is an art not a science. There are so many factors and variables you have to consider before you make an investment. Especially with defi there are so many projects coming up with new ideas. You are getting bombarded with so many new projects but you really have to be disciplined and have a set criteria and specific requirements that the project has to comply with before you are going to take it to the next level.

'Ultimately if it's solving a problem and adding value to people that are interacting on that network for that specific purpose then usually it's a winner. But there's so many different factors like the team and the backing and the tech and what the use case is. With experience you get a feel for what will work and what won't. It's not an easy thing to do. "

**Saeed Al Darmaki**  
Founder Sheesha Finance



# SHEESHA FINANCE ANALYSIS MATRIX

- ✓ **Minimum Viable Product and Community:** We examine how advanced the project's platform and community development are.
- ✓ **Reputation:** It's all about the people. We do a background check on the team, their credibility, track-record and identity.
- ✓ **Product-market fit:** We analyse the problem that the project is solving for the customer and whether the proposed solution has mass appeal.
- ✓ **Go-to-market strategy:** We ensure that their costs don't exceed their runway and they have the budget to accomplish their roadmap in a timely manner.
- ✓ **UX:** User experience is often the last aspect considered in a blockchain project and yet it will be one of the most important when it comes to user adoption.
- ✓ **Tokenomics:** We prefer projects that bring new types of assets into DeFi, especially around income-bearing instruments, and we filter out the whales.
- ✓ **Legal:** We check the jurisdictions to make sure token launches are not breaching any local regulations and obtain legal advice for every single investment.
- ✓ **Marketing:** Beyond the hype. In a quickly changing world, we look at whether the teams have what it takes to handle CRYPTO Twitter, Reddit and Discord and become thought leaders on the world stage.
- ✓ **Technology:** Mandatory smart contract audits. Due to the added risks of blockchain, projects have to verify that they have smart contract audits completed by an independent third party.
- ✓ **Security:** Mandatory security audits. We prefer investing in projects that have security partners to ensure that platforms are protected from DDOS attacks and hacks.



# INVESTMENT PROCESS

## Phase 1 Pooling of Projects

We build professional relationships for a diversified deal flow pipeline from high-value sources. Projects are referred to us by industry partners, high-powered advisors and top-tier VC partners like Draper Goren Holm.

Also, we partner with blockchain venture studios geographically—Blockchain Australia Solutions is the first with more to follow as we support projects in the UAE, Africa, the US, Europe and Asia.

## Phase 2 Research Committee



### CONSENSUS MECHANISM

The Investment Team analyses the projects. They research the project's USP, product-market fit, the team's potential and the project's likelihood for commercial success.

A "consensus mechanism" ensures that all research analysts support a project moving onto the next phase.

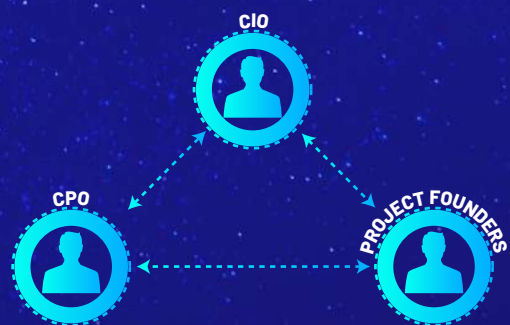
We perform due diligence background checks to ensure team members' reputation, identity, and that they have not been associated with any bad actors or malicious projects.

## Phase 3 Debrief Phase



The CIO attends regular debriefs with the "Research Team" to discuss shortlisted projects. We discuss the go-to-market strategy, their competitor analysis, pros and cons, and how the project compares with existing projects in the portfolio. Lastly, and importantly, we assess the project's long-term viability.

## Phase 4 First Round Investment Meeting



The Investment Team meets with the project founders that make it through Phase 3 to discuss the vision and implementation of the project in detail. We address any red flags identified in the due diligence/research phase and seek to understand the project's investment needs and how Sheesha Finance can assist.

## Phase 5

### Internal Debrief Meeting

The CIO undertakes a debrief meeting with the CEO (Saeed) to discuss whether to accept or reject the project based on the briefings from the Round 1 meeting.

If the project forecast looks positive, we then look to determine the swap-ratio based on the project's risk factor.

This includes factors such as: team experience, runway length, tokenomics, competitors, amount of development support required and the size of their community. We may offer to incubate the project in the Sheesha Finance Foundry if the project is promising but at a very early-stage.



## Phase 6

### First Round 02 Investment Meeting

The Final Round 2 meeting is with Saeed (the CEO) and the project's founders. This meeting provides one more opportunity to shine before the CEO makes a decision.

At this point, the CEO will make a partnership offer and will address and discuss investment/swap value and vesting.



## Phase 7

### Legal Contracts



After legal advice covering jurisdictional lists and KYC of project founders, both parties agree and sign legal documents to make the partnership official. The marketing teams from Sheesha Finance and the Partner Project coordinate PR releases and social media announcements.

## Phase 8

### Post-Partnership

Our Chief Program Officer (CPO) manages the post-partnership relationships to hold founders accountable to their roadmaps and report project progress to the Sheesha Finance community. This includes:

- Quarterly community reports
- Quarterly meetings to track project progress
- Smart Contract development and auditing for partner project token distribution to the Sheesha Finance community
- Coordination between marketing teams to promote the project partner token distribution
- Partner Project updates on social media and website





## Investment Committee

The Investment Committee, made up from select industry leaders, provides forward-looking guidance to Sheesha Finance. This includes feedback on the

current market sentiment/conditions, changing narratives in the market and any new technologies or protocols to consider.



CEO



CIO



ADVISORS



PARTNERS

## PARTNERSHIP BENEFITS

Becoming official partners with Sheesha Finance opens your project to top-tier VC access, project incubation and ecosystem support, manifold token holders and project stability throughout your acceleration phase.

Here's a short-list of benefits that you receive from being a project partner with Sheesha Finance.

### 1. Fastrack your VC Access

The Sheesha Finance network is powered by high profile VC investors such as Alphabit, Draper Goren Holm, Alpha Sigma Capital, Jun Capital, and Master Ventures, who seek hot projects in the DeFi space.

Sheesha Finance will personally introduce you to an insider's world of VC investors who are ready and warm for your pitch and actively match you with strategic investors who align with your project's sector, ethos and vision.

### 2. Pre-Sale Access to DeFi's Finest

How many platforms combine endless value with exclusivity? Sheesha Finance is your backstage pass to access Exclusive DeFi Deal Flow.

We leverage our mighty industry network so that you benefit from private and seed allocation prices to highly oversubscribed projects the general public miss out on.





### 3. Decentralized Treasury

Staking SHEESHA Tokens is your gateway to a manifold Treasury Holding that appreciates and distributes tokens via smart contracts over time.

Sheesha Finance functions as a Decentralized Treasury Holding for project partners. Being a partner with Sheesha Finance ensures your DeFi project will always have a “rainy day” treasury you can liquidate without impacting your token liquidity or market cap.

The benefits of staking SHEESHA include APY, Partner Project token distribution and limited edition NFT drops, providing multiple sources of income.

### 4. Reduce the Risk of Whales

At Sheesha Finance, we aim to support a diverse ecosystem of innovative DeFi projects by initiating early-stage token swaps, to reward investors of any size, from small to large ticket holders, with unlimited DeFi

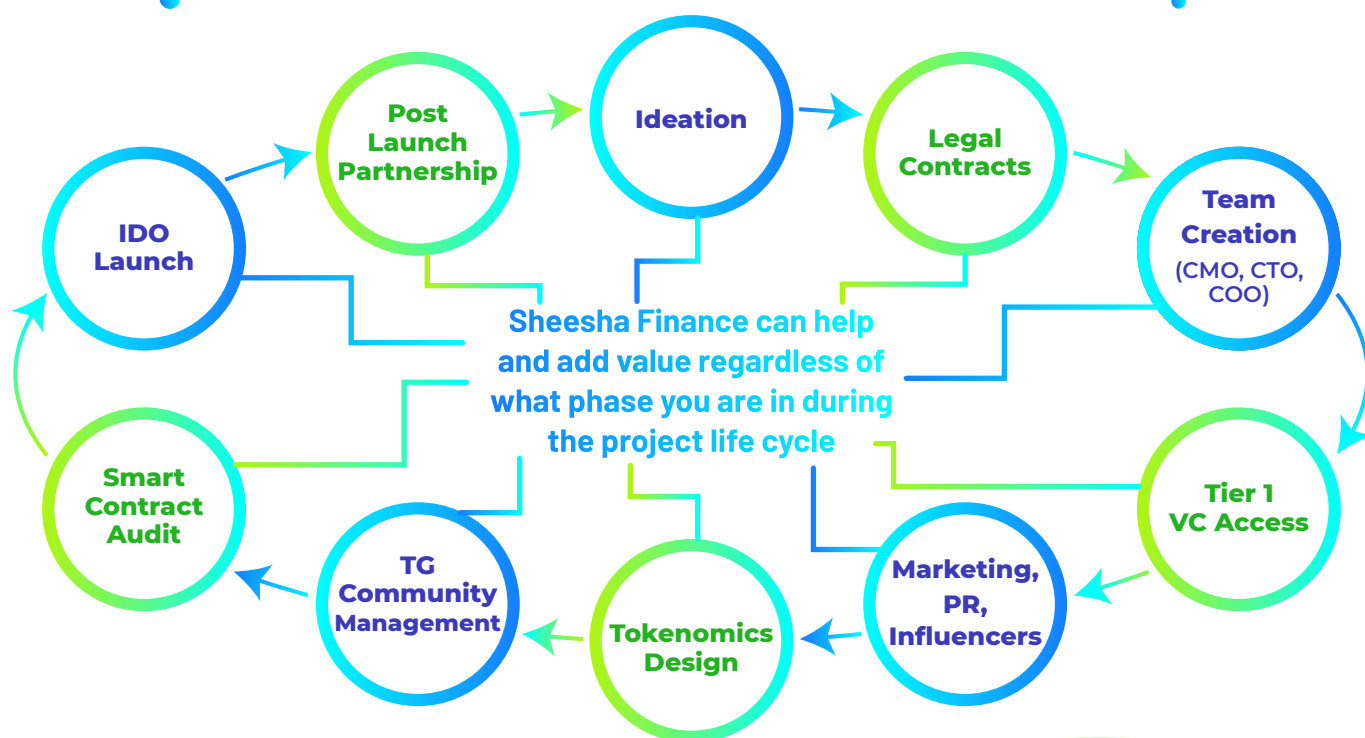
tokens from a diversified portfolio of projects. When Sheesha Finance invests in your project, you contribute a slow-release faucet of project tokens to our loyal and committed investors interested in holding for long-term returns rather than liquidating their positions as soon as a token hits a big exchange.

### 5. Project Incubation and Acceleration

For early-stage projects, Sheesha Finance is launching a dedicated incubator that will provide:

- IDO platform launches
- Tokenomics design
- Agile project management
- Preferential rates with ecosystem partners for marketing, development, and PR.

Want to learn more? Reach out to the Sheesha Finance team for an in-house demonstration of the full suite of partner benefits that you will enjoy with Sheesha Finance.



# HOW WE HELP PROJECT PARTNERS SUMMARY

## VISION VALUE VELOCITY

- Top-tier VC access
- Elite crypto marketing
- Development fellowships
- Smart Contract auditing referral
- IDO platform launches
- Tokenomics advice
- Legal advisory
- Project incubation

## REWARDS PROCESS

Starting in early Q3 2021, and following the smart contract auditing, partner project tokens will be distributed every block via smart contracts to wallets staking SHEESHA & LP tokens on the Sheesha Finance platform.

When you stake SHEESHA and SHEESHA LP, you collect the partner tokens only for the price of the gas fees and grow your worth much faster than by holding a single token in your wallet alone.

Deposit your SHEESHA and LP – stake, lock and accrue your rewards, then claim!

**What is staking?** Staking is where you lock in your funds via smart contract in a staking pool, and the contract issues pro-rata rewards while your tokens are locked using an automated program with pre-programmed calculations to distribute.

**Will rewards be distributed all at once?** Token rewards will follow a vesting schedule. You will

need to stake your tokens for the full period to receive your full pro-rata quota of rewards. You can stake your tokens any time to receive a proportional allocation of the tokens currently in distribution.

**Do the rewards appear in my wallet?** You will need to claim rewards and pay the transaction (gas) fee. Once this happens, the rewards will be transferred to your wallet via smart contract and you add the token address to your wallet so that the tokens are visible in Metamask.

**Which chain will get rewards?** Sheesha Finance is multichain, meaning that we have both ERC20 and BEP20 tokens. Whilst there may be some cross-chain projects (with tokens on both chains), most partner projects have their tokens on one chain only.

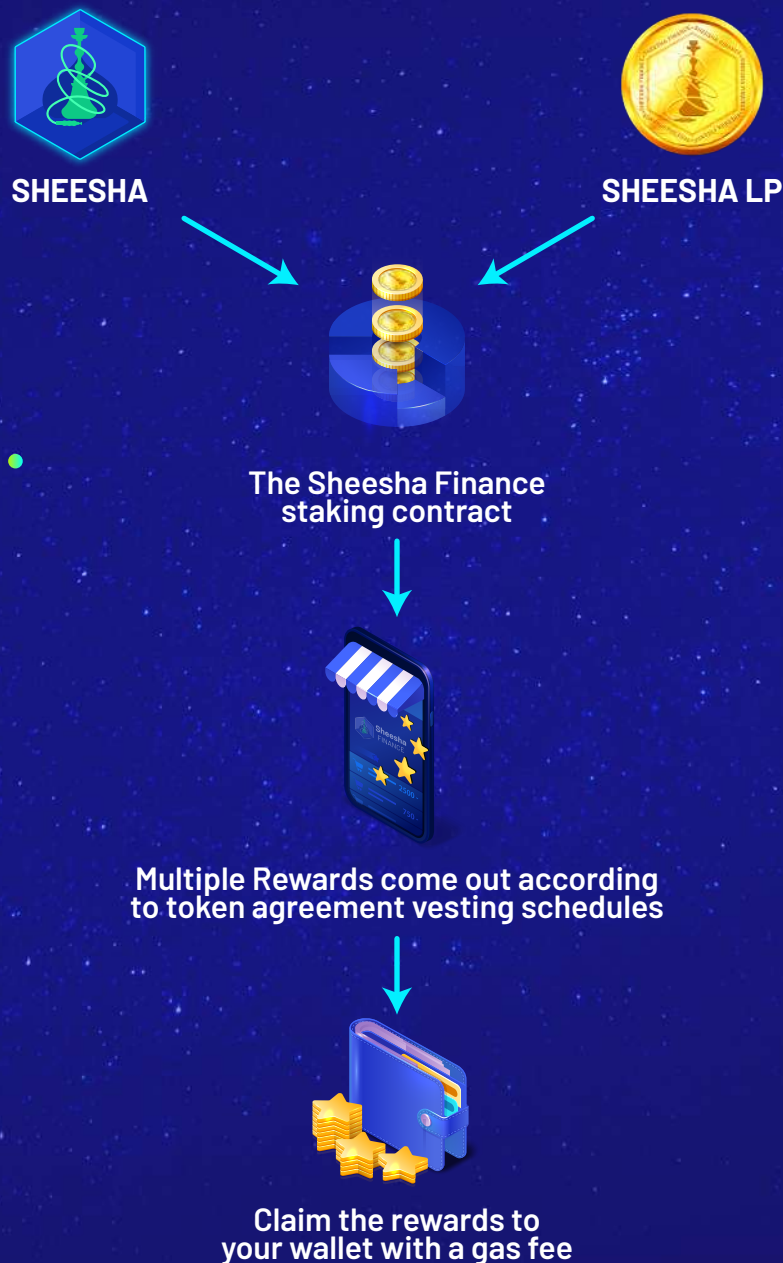
When we announce the new token smart contract distribution, we will let the community know which chain it is on.

### How do I know how many rewards I will get?

Each project has a different token swap agreement with Sheesha Finance. The new dashboard, launching soon, will have all the available information such as how many tokens will be distributed and the vesting schedule.

By looking at the total tokens staked, you will be able to estimate the approximate pro-rata amount that you will receive if the total tokens staked were to remain the same.

**If I don't have my tokens staked when distribution starts, will I miss out?** As the smart contracts will distribute rewards every single block, you don't have to have your tokens staked before the smart contract distribution starts to receive your pro-rata allocation.



**Follow our social media and join our Telegram to keep up to date with partner token distribution news!**



# DAO ROADMAP

Sheesha Finance will move on a trajectory from centralized governance at the outset to partially and then fully decentralized governance mechanisms as the platform reaches full maturity.

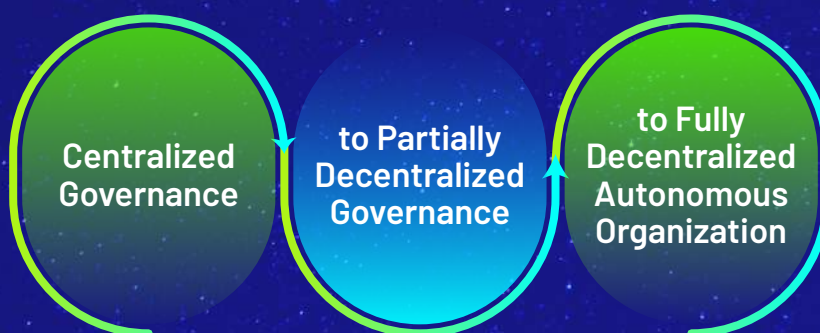
Sheesha Finance is already registered as a DAO, Sheesha Finance LLC, via Wyoming, USA, and intends for the DAO to be fully operational after 24 months of development and community-feedback runway.

A major application of the Sheesha Finance incentive structure will be its governance.

SHEESHA tokens issued in connection with liquidity mining mechanisms or bought on exchanges will provide governance rights for the DeFi service going forward.

SHEESHA holders will vote on proposed changes to protocols, rewards and even short-listed investment projects.

Our community members are not just speculators but beneficiaries of our entire platform with a long-term vested interest in how Sheesha Finance implements its investment strategy.



## PARTNER PORTFOLIO 2021



**Royale Finance** is an industry-focused decentralized lending protocol. Its purpose is to create Web 3.0 smart-backed funding solutions using De-Fi primitives in order to support the innovation of iGaming products and platforms. The combination of iGaming rewards, uncorrelated to DeFi crypto assets but powered by base layer DeFi protocols, is called iGDefi.



**PlasmaPay** is a global payment and remittance platform for people and digital business. Here you can securely store crypto and fiat currency, buy and exchange popular digital assets, make and receive payments, and build your own payment network with zero-fee transactions.



**TeraBlock**

**TeraBlock** enables investors to purchase cryptocurrency with any bank card and manage their assets with trade automation. TeraBlock is essentially an exchange in its simplest form, providing investors with the resources they need to trade and invest easily.



**Zignaly** is a social investment platform that facilitates profit sharing between professional traders and users who copy trade strategies. Users can select actively managed services run by professional traders and powered on the Zignaly platform, for a fraction of the cost. Zignaly has over 60,000 registered users who have traded over \$1,700,000,000 in volume.

Machine Learning-driven, Zignaly offers personalised cryptocurrency trade automation to help you easily manage your assets.



**Mozik** is poised to revolutionize how music is consumed around the world through its blockchain-powered decentralized NFT platform that will bring more fairness, participation and quality to the music industry. The Mozik marketplace focuses on supporting independent creators, helping them realize traffic monetization, value growth, content innovation and fan optimization, with a diversified win-win music ecosystem. The Mozik platform provides services such as asset protection, distribution, trading and traffic sharing.



**deFIRE** offers a DEX aggregator where users can always achieve the best price for their token swap. It is the first of its kind within the Cardano ecosystem. deFIRE has been incubated and supported by Occam.fi, the first decentralized launchpad designed for the Cardano ecosystem and is powered by Changelly, the industry leader in cross-chain liquidity provision and trade settlement services since 2015.



**DRIFE** is a decentralized ride-hailing platform that empowers the value creators and extractors within its ecosystem—platform drivers and riders. Drife aspires to disrupt the existing business model and create a fairer, more efficient and transparent ride-hailing economy and transportation marketplace.



**SportsIcon** works directly with sporting legends to turn their careers and legacies into NFTs through cinematic quality, athlete-curated, limited edition digital collectibles. For the first time in history, you can own part of your SportsIcon's story forever or trade it. Some of the NFTs have inbuilt rewards such as insider-only access to your stars, signed memorabilia, Zoom calls, and even one-on-one meet and greets.



**Splinterlands** is the next generation of collectible card games. It allows players to collect, trade and battle using provably scarce digital collectibles with real world value. Every battle is a unique challenge that consists of dynamically created combat rules, a timed team building session and the battle itself. Splinterlands combines the collectability and resale value of physical card games with the convenience and speed of a digital game. Splinterlands is Available on PC, Android & iOS.



CANNUMO

**Cannumo** emerges as a solution for people to participate in an ever growing CBD industry. It consists of a three-pronged approach towards the necessity in occupying a fair share of a CBD market and distributing said share to its customer base. Cannumo owns a set of state of the art growing containers, based in Switzerland, which will yield four harvests every single year.

With  
many more  
to be announced!



# SHEESHA FINANCE CRYPTO ART & LOTTERIES

**“It all started with CryptoKitties but it won’t end there.”**

**Dan Jeffries | Coindesk**

In the last five years we have seen the financial possibilities of NFTs for all kinds of independent creators (visual arts, game designers, musicians), and the best is yet to come. Artists are able to directly manage the utility of their work and make a fair and representative profit from the people who value it, peer-to-peer.

The art world has proved a fantastic starting point for the rise of NFTs with even people who are new to crypto having a basic understanding of how art is bought and sold, and they also often have a first-hand understanding of collectables (like movie memorabilia, sports cards or game loot).

Sheesha Finance intends to even further incentivize onboarding new investors with sought-after gallery-quality NFT art and lotteries.

Every participant from our LGE, and even the first cohort of early adopters will receive a

specifically commissioned piece of Sheesha DeFi artwork from the globally lauded and cutting edge crypto artist VESA. Our most loyal supporters will be eligible to receive a limited edition of the Sheesha DeFi NFT as a moving image.

Non-fungibility is a method using DLT for storing, creating and exchanging unique and limited edition items. NFTs which have a financial value can be bought, sold and stored like any other decentralized asset and allow us to connect unique assets to programmable money for new kinds of financial and creative innovation. Using cryptography on the chain we can prove someone really is the owner of a digital record.

Your Sheesha Finance NFT is a digital attribution of ownership recorded on the Sheesha blockchain. In future, your Sheesha NFTs will be used for VIP membership and unique partner rewards available only to the Sheesha Finance investor community.





# TOKENOMICS

At Sheesha Finance, we value fair allocation of project tokens for building the adoption of decentralized finance and an engaged community.

There are two Sheesha Finance chains on ERC20 and BEP20.

Each chain was created with 100,000 tokens. 15,000 tokens on each chain were "burnt" during a smart contract migration event on both chains.

Whilst the fully diluted supply is 100,000 on both chains, only 85,000 of these tokens will be accessible to the team and community.

During the LGEs, 15,000 tokens on each chain were made available for liquidity and are staked as LP on Uniswap and Pancakeswap for 24 months from April 2021 with fees to unstack beginning at 96% and decreasing by 4% every month.

Sheesha Finance native token rewards are distributed to every network block. Via the staking contracts, for 24 months from April 2021, each chain has available:

- 10,000 SHEESHA token rewards for wallets staking single-sided SHEESHA tokens
- 20,000 SHEESHA token rewards for wallets staking SHEESHA-LP tokens (tokens created by combining SHEESHA and ETH/BNB to an equal value on a DEX and then staked on the Sheesha platform.)

At Sheesha Finance, we know how important it is to advocate decentralized finance and build an engaged community. So we have allocated 10,000 tokens on both chains for marketing. These will be used for:

- Ambassador programs
- Event sponsorships
- Pitch-day events prizes
- Advertising
- Bounties
- Influencer marketing

A further 10,000 tokens are for team, legal costs, advisors and ongoing development.

The token reserve of 20,000 tokens on both chains is for token swaps with partner projects as we fund the revolution in DeFi.

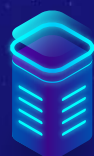
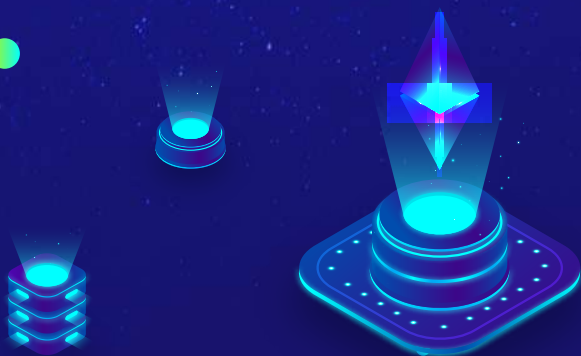
## Unstaking Fees

We aim to incentivize loyal participants in the Sheesha Finance ecosystem, with unstaking fees distributed to our community of committed investors who keep staking on the platform through bull and bear.

Fees are only incurred after unstaking your LP tokens from our platform. Fees get redistributed to SHEESHA and LP stakers with rewards every block. You do not get taxed for claiming your partner rewards, SHEESHA rewards or NFTs.

## SHEESHA Unstaking Fees

Unstaking Sheesha Finance native tokens is subject to a stable 4% tax, which will go towards maintaining a sustainable supply of SHEESHA staking rewards.



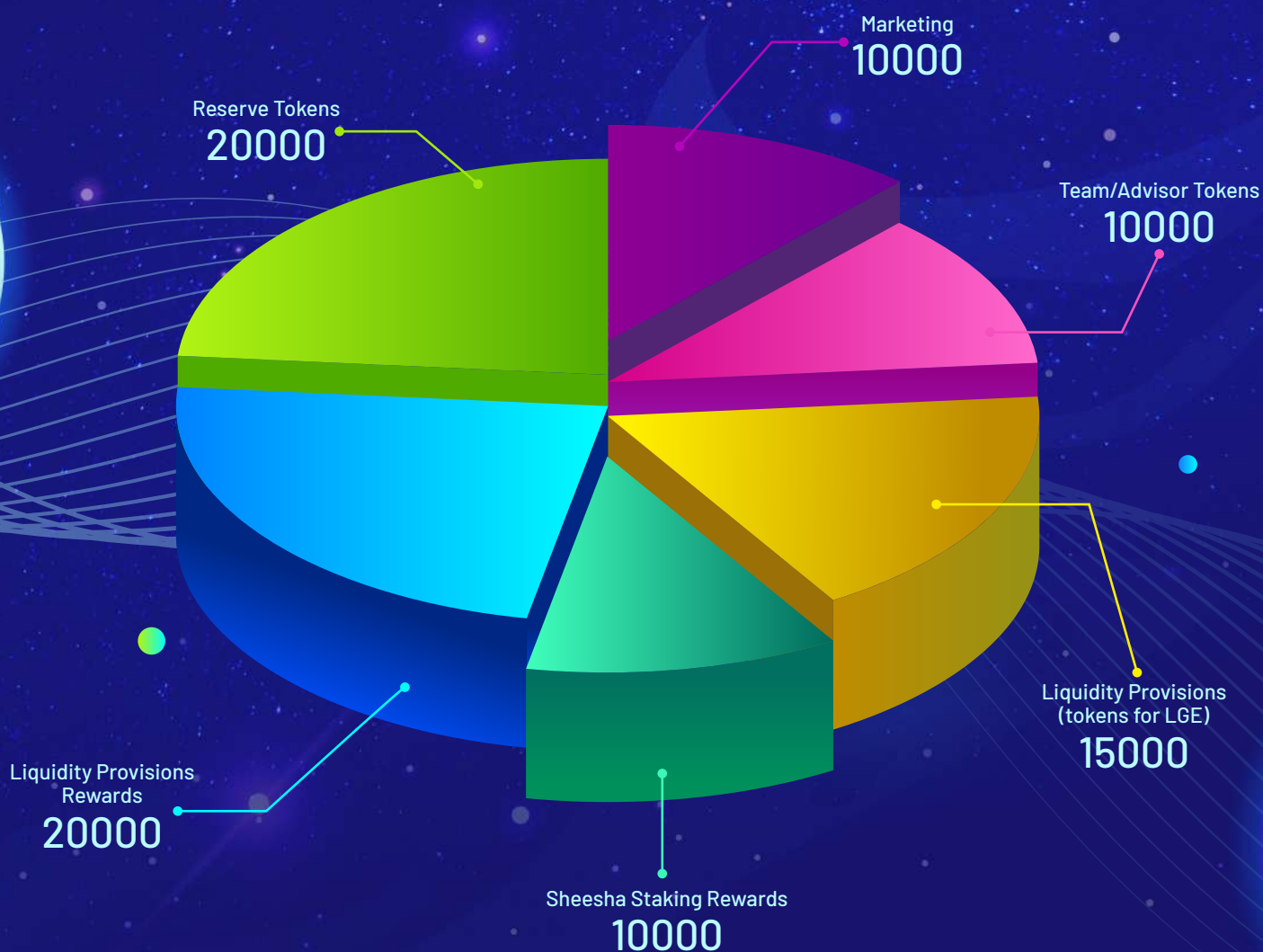
### LP Unstaking Fees

Fees are only incurred upon unstaking your LP tokens from our platform.

- 1st month 96% tax
- 2nd month 92% tax
- 3rd month 88% tax
- Tax reduces by 4% monthly until month 24 onwards where it will be fixed at 4%
- ETH/BNB from the tax will be used to buy back Sheesha Finance native tokens. Sheesha Finance native tokens from tax and Sheesha Finance native tokens bought using taxed ETH/BNB will be put into LP rewards.

Please be mindful of these fees before unstaking LP tokens as they cannot be reversed. Our Telegram community is always here to answer your concerns.

## TOKENOMICS BREAKDOWN





# ROADMAP

We have exciting plans for Sheesha Finance to make our Sheesha nothing but the best, including:

Q2 2021

- Liquidity Generation Event (LGE) with over \$9.44 million invested across the Binance Smart Chain and Ethereum
- Launched the MVP website to enable LP token claims, LP and single-sided SHEESHA staking
- Internationally renowned crypto artist VESA as Sheesha Finance Artist in Residence
- Shortlisted as AIBC Awards DeFi Project of the Year, and Founder Saeed Al Darmaki as Investor of the Year
- Built a C-suite team who collectively have decades of experience in blockchain in over 50 token launches
- New partnership announcements weekly for new partner projects we invest in

Q3 2021

- Develop, test and implement partner token distribution smart contracts
- Soft launch new website including new dashboard features, lite paper and one-pager
- Distribute tokens from existing partners to SHEESHA token stakers on the Sheesha Finance platform block by block
- Launch our global ambassador program with NFT and SHEESHA rewards
- Distribute VESA DeFi Sheesha NFT to early adopters and LGE investors





Q4 2021

- Hard launch of new website including launch of first NFT lottery for public participation using Sheesha Finance native tokens, 5% of the tokens burned after the lottery is redeemed

- Launch of the Sheesha Finance Incubator for incubating, funding and developing early-stage DeFi projects

- Global marketing campaigns targeting everyday retail investors

- Stake Sheesha Finance native tokens and receive NFTs from high-quality artists

2022

- DAO planning and implementation

- Mobile application

- NFT profile customisation and gamification rewards

- Launch of first partner project proposals for DAO member voting

# GLOBAL MANAGEMENT TEAM

We pride ourselves on being a global and inclusive team, with core team members in Dubai, US, Europe, UK, Australia, Africa and Asia.

**Saeed  
Al Darmaki**



## **Founder**

Saeed is Managing Director of Alphabit Digital Currency Fund, Chairman of eGovern blockchain consultancy company and Managing Director — MENA for CasperLabs. He was also previously Managing Director at Binary Financial. He sits on boards of entities such as DEX, RealEx, MENA Fintech Association, BeMobi, Jahani & Associates, LEAD Ventures, Royale Finance, Artha, PAID Network and Kenzi Wealth.

**Jei  
Rahman**



## **Chief Investment Officer**

Jei has a wealth of experience in traditional finance spanning almost 15 years from the financial capital of London. He majored in aerospace engineering, which allowed him to establish a great technical footing and grounding to enter the world of finance. The early part of his career was focused on asset liability modeling for both pension and insurance funds focusing on capital adequacy before slowly transitioning towards financial modeling. This led to working closely with tier 1 investment banks and asset management firms to de-couple their existing equity models from other dependent data vendors.

Jei is a firm believer that blockchain technology has the ability to revolutionize traditional financial markets in many ways bringing transparency, efficiency and most importantly lowering the barriers to entry for the unbanked.

He looks forward to helping Sheesha Finance grow a diversified pipeline of blockchain projects by partnering with the best protocol foundations, VCs and partners that are well regarded in this space. His aim is to bring traditional investment processes and methodologies when assessing projects to invest in. He is passionate about investing in blockchain projects of tomorrow that will pave the gate way for mainstream adoption in both DeFi and NFT space.

**Nathan  
Cooper**



## **Chief Program Officer**

Nathan is the Chief Program Officer at Sheesha Finance with over 15 years of experience as a leader in technology projects in finance. He has worked on projects with a combined worth of over \$500m across Europe, Middle East, Asia and US. After becoming frustrated by the inefficiencies in traditional finance, he developed a passion for blockchain technology and the limitless possibilities it has to enhance people's lives. Having worked in the UAE for ten years, Nathan was drawn to the passion of the community that the UAE culture showed him and the willingness to adopt new ideas and technology into their lives. Nathan strives to create a world where everyone at every level can be part of DeFi in a frictionless, accessible and safe way and Sheesha Finance provides him the ideal canvas to bring his vision to life.

## Mina Vucinic



### Operations Director

Mina brings six years of leadership experience in a virtual operating organisation with focus on project management, internal communications as well as analysing and providing innovative solutions for organisational processes, strategies and structures to Sheesha Finance. She has proven herself to own several projects simultaneously, from start to finish, with great attention to detail and successfully. She has the ability to identify and develop talent while being sensitive to diversity and experience working with multicultural teams.

Working in the crypto industry since 2016, Mina has a great passion for DeFi and she believes that it's the only hope to revolutionize the traditional finance sector which will cover all the negative features of the traditional banking system.

## Sagar Bansal



### Social Media Manager

Sagar brings seven years of experience creating, developing and implementing marketing strategies, concepts, company branding and design. Sagar is a motivated and thriving professional in marketing and began his career in blockchain in 2017 by working with crypto projects as a community manager. He has since worked for marketing agencies and helped several ICOs as a marketing advisor for their projects.

Before joining Sheesha Finance, Sagar served as the Growth Manager for CityMall and helped several blockchain projects as a social media marketing and community moderator. Sagar brings years of experience and skills running multiple campaigns and implementing strategies to Sheesha Finance. He will be utilizing his experience and skillset to make Sheesha Finance the best DeFi project ever.

## Maximiliam Jonsson



### Investment Researcher

Max has been involved in the crypto space since 2016 when he started investing and researching crypto projects. Since then, he developed a passion and a tool set for finding what makes a project successful.

Being involved in the research on crypto projects for a long time, Max is specialized in identifying the potential red flags attached to a project.

Max is playing his key role in helping Sheesha Finance to build a highly profitable portfolio with a lower risk level.



## Opa



### Ambassador Manager

With over six years experience working in the Blockchain industry as a CMO of Exchangily, Ambassador Team Lead and CMO ScientificCoin and Halalchain, he is currently leading our global ambassador program and helping us to curate a crypto focused community. Opa is a professional customer service person as well as a community manager, with a passion for Crypto and love for DeFi.

Opa is a problem solver with a great attitude and experience in handling projects, investors, and clients both at technical and non-technical level. Having great emotional intelligence and empathy, allowing him to have a niche while communicating with others.

## Anupa Oshan



### Graphic Designer

Anupa is an experienced designer with more than six years of experience in visual communication, brand identity and print media.

Anupa has gained extensive experience while working with several leading advertising agencies in Sri Lanka in print and advertising, serving major brands, organizations and projects.

At Sheesha, he is focused on creating a unique brand image through the power of his creativity and designs.



# CONTACT

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