Eligma

Eligma presale closed.
Disruption by bringing cryptocurrencies into daily shopping

April 10, 2018 – *Based on blockchain technology and artificial intelligence, the Slovenian project Eligma is set to develop ways to save time and make the purchase decision process easier for contemporary shoppers surrounded by an endless offer supply. This week, Eligma successfully concluded its presale, with its supporters reaching the softcap. As a team of crypto believers, they decided to take on some of the risks that the current market has brought, and locked the Ethereum price at 800 $ for their private and public presale as well as their crowdsale, which starts on April 17.*

Confidence in the future of commerce despite market uncertainty

"We believe that artificial intelligence and blockchain technologies are bringing a lot of good to the world, and we are excited to utilize their advancements for the development of Eligma in the years to come. Blockchain technology is disruptive by nature. It often encounters resistance as it represents an obstacle to the existing system; it namely brings business transparency and, most importantly, the consumer as an equal partner into the decision-making process. Both blockchain and AI are in their infancy. This makes us pioneers of the economy of the future. The fruits of our labor will become visible in the years to come, which is why the support of blockchain communities and novelty embracers is crucial at this point. With a clear roadmap for our project, we trust that crypto community members will be our natural early adopters," said Dejan Roljič, Founder and CEO of Eligma, who thanked all the early contributors for making them reach the softcap mark in the presale, which ended today.

Crowdsale to brave the current market conditions

Eligma's contribution gathering campaign continues. The crowdsale of Eligma tokens starts on April 17. Due to the volatile market conditions, the team announced that they are locking the Ethereum price at 800 $, which is higher than the current market price. With this, they will offset the Ethereum exchange ratio drop that would hurt their early contributors by taking a part of the risk upon themselves.

A global growth on the crossroads of industry, business, the blockchain community and strategic partnerships

In the last two months, Eligma has released several announcements that show the confidence of the team in the product they are developing. Their advisory board is vast and experienced: from *Andy Baynes*, former Executive at Apple, Nest and Google, *Prof. Dr. Herman Eul*, former Intel Corporate Vice President, *Herman Gyr*, founding partner of Enterprise Development Group (EDG), and *Peter M. Moricz*, co-founder of ChainX, to the latest addition, the crypto advocate and founding

partner of the Bitcoin Foundation *Charlie Shrem*, and many more. Their CEO Dejan Roljič also secured the team *the Best Pitch Award* on Crypto Summit in Zurich at the end of March.

Following the roadmap: pilot project, beta version and new business connections
The Eligma team presented their testing lab, which is set in the region's well known BTC City, one of Europe's largest and most diverse shopping centers – *real-life Bitcoin City*, where they plan to test their cryptocurrency transaction system, called Elipay, before they make it available globally. The beta version of Elipay is well underway, with a call for the first testers of the system in the upcoming days. Last week, they showcased *the working alpha version* of some of the AI elements integrated in their platform. They also just published *a team video*, with the three co-founders explaining the vision behind Eligma — https://youtu.be/xjthTMzDmz8. CEO Dejan Roljic says: "*Our crowdsale is just the start of a long journey into the future. The most important task of the Eligma team is to stay focused, follow the roadmap, meet the set objectives, make connections and – based on its extensive blockchain and AI knowledge – create a unique product that will truly be able to offer the consumer all the assets it aims to deliver.*"

Building strong foundations
Eligma's three pillars — AI-driven discovery, blockchain-based inventory and the ELI token-powered loyalty — will allow for a quick discovery of best offers, a safer inventory keeping and a unified loyalty program for all users and retailers on the platform. They are the foundation of the project, which is set to solve the issues faced by the overcrowded ecommerce industry of today. Eligma's AI module will take a plethora of product specifications into account to help consumers discover items quickly and efficiently — with a single click. Its discovery feature will be made possible by a large item database with data from online stores worldwide. By combining this data and the preferences set by the consumer, Eligma will be able to constantly personalize the discovery process.

To learn more about the AI-driven blockchain platform that is about to transform online and offline shopping, visit www.eligma.io.

Contact
For all media inquiries and more information about Eligma`s development process, please contact Sara Draskovic at media@eligma.com.

About Eligma
Eligma is set to change the way people discover, purchase, track and resell items online. With its unique features, it will offer users a "one-place" from which they can shop in all online stores anywhere in the world, check the value of the items in their inventory and learn the best time to

Eligma

sell them. Eligma will offer users a completely decentralized universal loyalty program and help transform every household into a business while are also bringing cryptocurrencies mainstream by offering crypto transactions at online stores even if those stores don't offer them yet.

Social media

- Join the Eligma Group on Telegram - https://t.me/eligma.
- Follow the development on
  - o Facebook (https://www.facebook.com/eligmacom),
  - o Twitter (https://twitter.com/eligmacom) and
  - o LinkedIn (https://www.linkedin.com/company/eligma/).
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