

2022

Whitepaper



Sheesha
FINANCE



2022

Whitepaper

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Welcome to The Future of Finance

Decentralised 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 is an ambitious, one-of-a-kind DeFi cross-chain platform providing benefits from a premium, diversified cryptocurrency portfolio, with a staking platform that rewards investors of any size, from small to large ticket holders.

Investors can stake their SHEESHA and LP tokens and benefit in the form of extra SHEESHA token rewards and increased APY.

Already underway on our roadmap are plans for a NFT Lottery System, Fiat on Ramp functionality, a governance DAO, and mobile Sheesha Finance application.

Founded and supported by established investment leaders in the blockchain space, Sheesha Finance's exceptional team has experience in over 50 token launches.

Emerging from the multicultural, dynamic city of Dubai, Sheesha Finance is incubating projects with some of the hottest potential in Web3.

Our vision of the future for DeFi and Web3 is bright, and we look ahead to a future transformed for the better by blockchain technology and its numerous powerful applications.

Sheesha Finance is well-positioned to become the lynchpin DeFi hub underpinning an interconnected and thriving ecosystem of significant projects in the emerging Web3 space.

We are a cross-chain decentralised venture capital incubator fund.

Together we're making the future, and you're welcome to join us.

Founder and CEO's Welcome

Saeed Al Darmaki, Sheesha Finance Founder and CEO
Dubai, UAE



My past years in the crypto and blockchain industry have given me a tremendous amount of experience and enabled me to build a strong network of key 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 essentially 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 frontrunning.

Sheesha Finance is a quick and easy way to connect with a range of DeFi projects across the Web3 space. Returns from these projects are integrated within the Sheesha token, without the need to find & research these projects on an individual basis or invest in them directly.

When you stake your SHEESHA or LP tokens, you earn extra rewards in the form of SHEESHA tokens and enhanced APY. Our DeFi partner projects provide tokens to Sheesha Finance which are then liquidated in step with the wider market for best impact, and then re-invested into the Sheesha ecosystem. In this manner the SHEESHA token value will thrive as the Sheesha ecosystem builds, develops and grows.

The community at Sheesha Finance is at the heart of everything we do. Plans are in place to implement a governance DAO and hand over control of our platform to the community with the founding team there simply 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.

One element of blockchain technology known as Non-Fungible Tokens (NFTs) has emerged and become extremely popular in recent times. NFTs enable creative artists, including musicians, writers, performers, visual artists and film-makers, to connect digital representations of their works to the blockchain.

Minting on the blockchain allows NFT creators' work to be verifiably unique, as well as giving it a provable origin, enabling digital art markets to develop around artists and collectors. At Sheesha Finance, we are investing in this phenomenon and partnering with exciting and established crypto artists in the space such as VESA to create crypto art NFTs with which to reward loyal members of our community.

Our future roadmap will also see lending & borrowing services where native tokens and LP tokens can be put up as collateral and participants can borrow against them to trade or invest in other projects or use them for liquidity purposes.

We are also creating 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. We look forward to welcoming you as part of our community.

Saeed

Saeed Al Darmaki

The Opportunity

Sheesha Finance is a tokenised venture capital, incubator and accelerator fund, created to support the explosive growth of Decentralised Finance (DeFi).

Our vision is that one billion people will have come to DeFi by 2030, radically transforming wealth distribution globally.

With years of hands-on experience supporting new crypto projects as an incubator fund, our team has seen it all.

We have witnessed in detail what works and what simply does not. We have seen many promising projects fail, not because the team or product failed, but because securing liquidity on secondary markets was simply too challenging.

Project teams waste an enormous amount of time and money with exchanges, market-makers, and crypto influencers in an effort to ensure their community feel safe that their investments will not depreciate due to thinly-traded tokens. At Sheesha Finance we take on this challenge for our partner projects, ensuring they are well-positioned for sustained success in Web3.

Our partner projects have access to a huge network of resources to help accelerate their progress once they join forces with Sheesha Finance.

We aim to solve the problems project founders typically encounter with a full suite of services ranging from technical and legal services through to marketing campaigns, VC introductions and community building.

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

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 DeFi network's distributed ledger technology removes the intermediary, allowing for greater efficiency. This reduces the costs of participation across the network, creating shared profits 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:

\$89 Trillion

Asset management
& fund administration

\$95 Trillion

Equity markets

\$127 Trillion

Global Bond markets

\$10 Trillion

Securitised products

\$4 Trillion

Securities financing &
repurchase agreements

\$2.9 Trillion

Securities lending

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

The Opportunity

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 develop Sheesha Finance further, we intend to distribute all investment-related decisions and create a Decentralised Autonomous Organisation (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 (decentralised exchanges) and CEXs (centralised exchanges), with more listings on CEXs in our roadmap. Token value is tied to the Sheesha Finance platform's activity level.

Join us in our mission to incubate and develop the very best of what DeFi and Web3 have to offer.

Real World



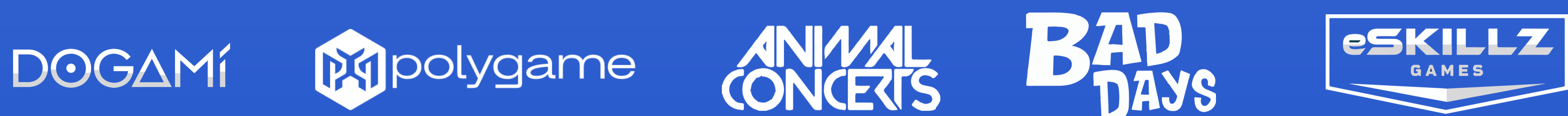
Web3



DeFi



GameFi

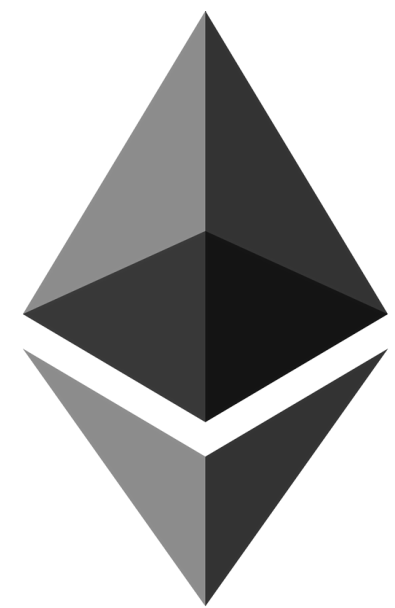


NFTs



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.



ethereum

For two weeks in April 2021 the Sheesha Finance community crowdfunded a multichain liquid cryptocurrency (SHEESHA) via two LGEs to stake and swap with tokenised 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. Dual LGEs ran for two weeks to ensure every community member had time to participate. With no pre-sales, everyone had an equal opportunity to get involved, from whales to retail investors.

There were 15,000 tokens on each of the Ethereum blockchain and Binance Smart Chain (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!



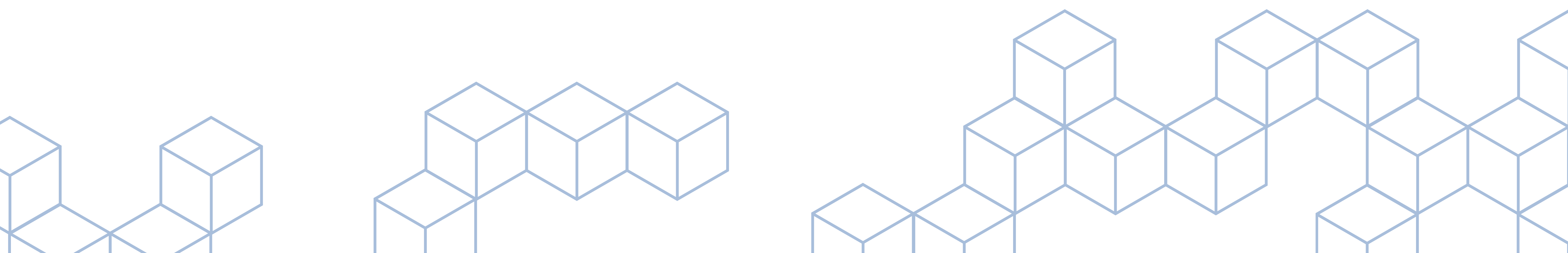
BINANCE

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 3,171.31 ETH (valued at \$6.35 million) and 7,759.32 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.



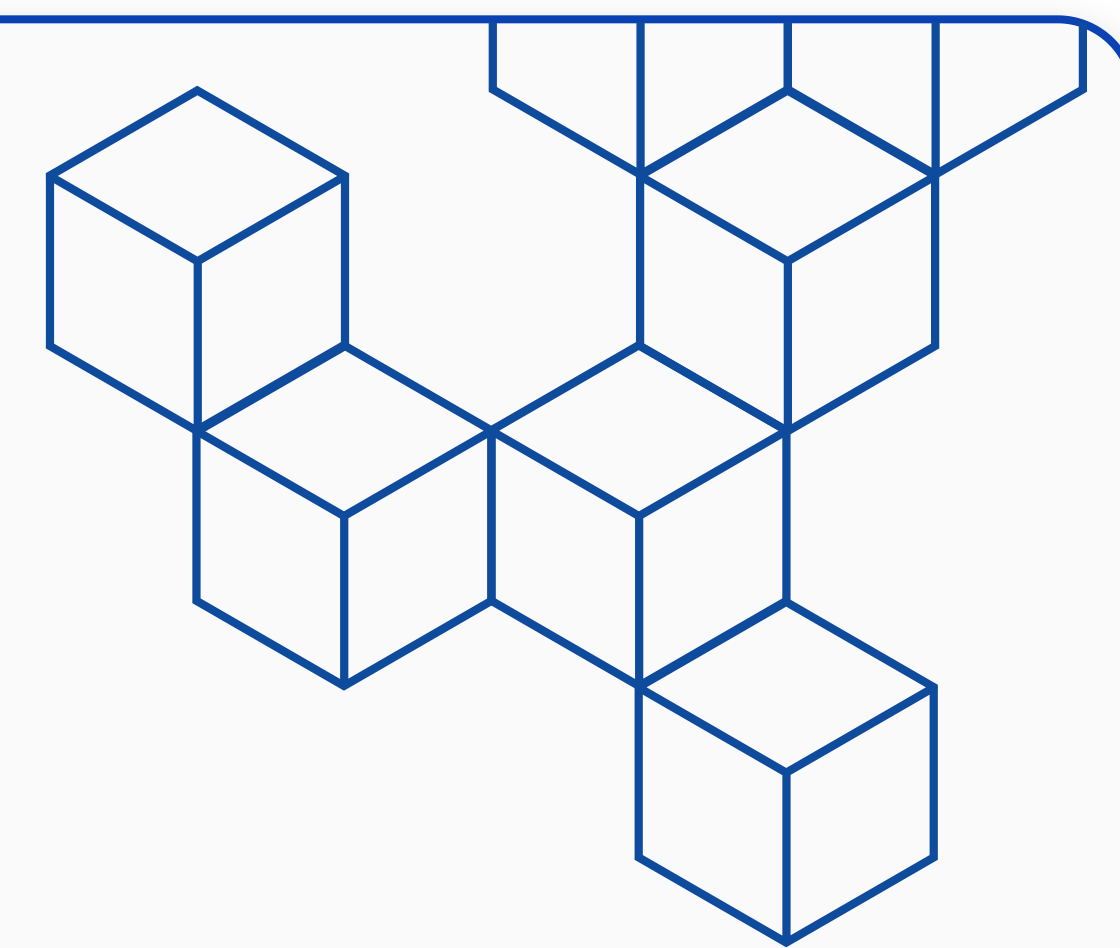
Team Introduction

Our team has decades of collective experience successfully investing in blockchain technology startups. We pride ourselves on being a global and inclusive team, with core team members in Dubai, the USA, Europe, the UK, Australasia, Africa and Asia.



Saeed Al Darmaki

Chief Executive Officer



Sheesha Finance Founder and CEO, Saeed Al Darmaki, started his career at the Abu Dhabi Investment Authority in October 2009 as an Operations Specialist. From May 2013, he then became a Fixed Income & 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 focused exclusively on the crypto and blockchain industries.

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. In 2022, he took on the role of Special Advisor with Casper Labs.

Saeed's various roles have given him tremendous insight into the blockchain space and enabled him to develop a key network of contacts which has helped him grow his knowledge of the crypto market exponentially. He was nominated for Investor of the Year at the AIBC summit in May 2021.

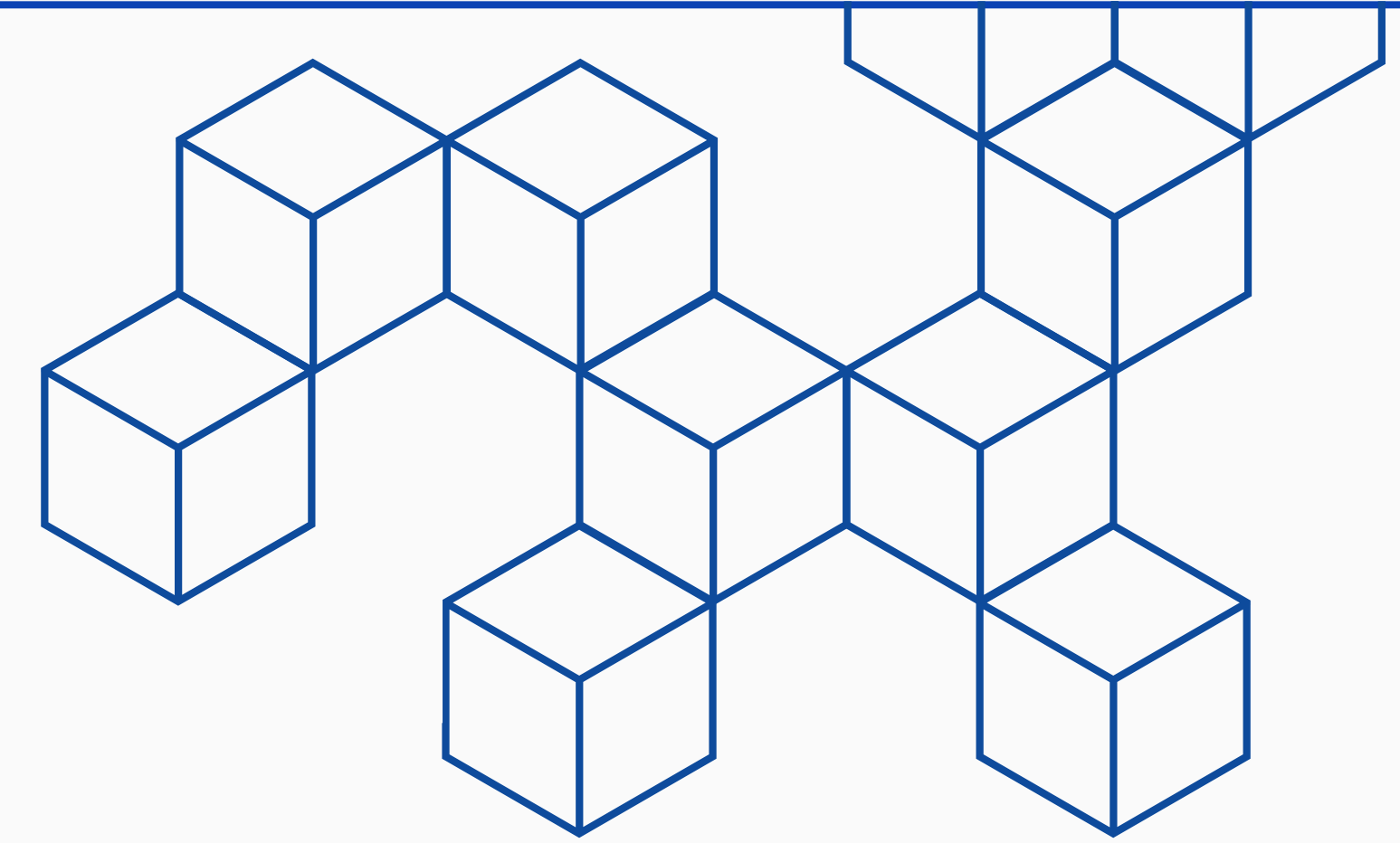
Saeed is also a board member of entities such as DEX, RealEx, MENA Fintech Association, BeMobi, Jahani & Associates, LEAD Ventures, Royale Finance, Artha, TeraBlock and Kenzi Wealth.

Team Introduction



Nihit Shah

Chief Operating Officer



Nihit Shah is the Chief Operating Officer at Sheesha Finance. Nihit guides the teams in building collaborative and efficiency-focused operating environments, to enable the business and teams in achieving their set out strategies.

Nihit brings a wealth of experience working with top tier investment firms and sovereign wealth funds. He has headed multicultural teams in global roles across Australia, UK and UAE, in implementing robust controls and operational processes to achieve success.

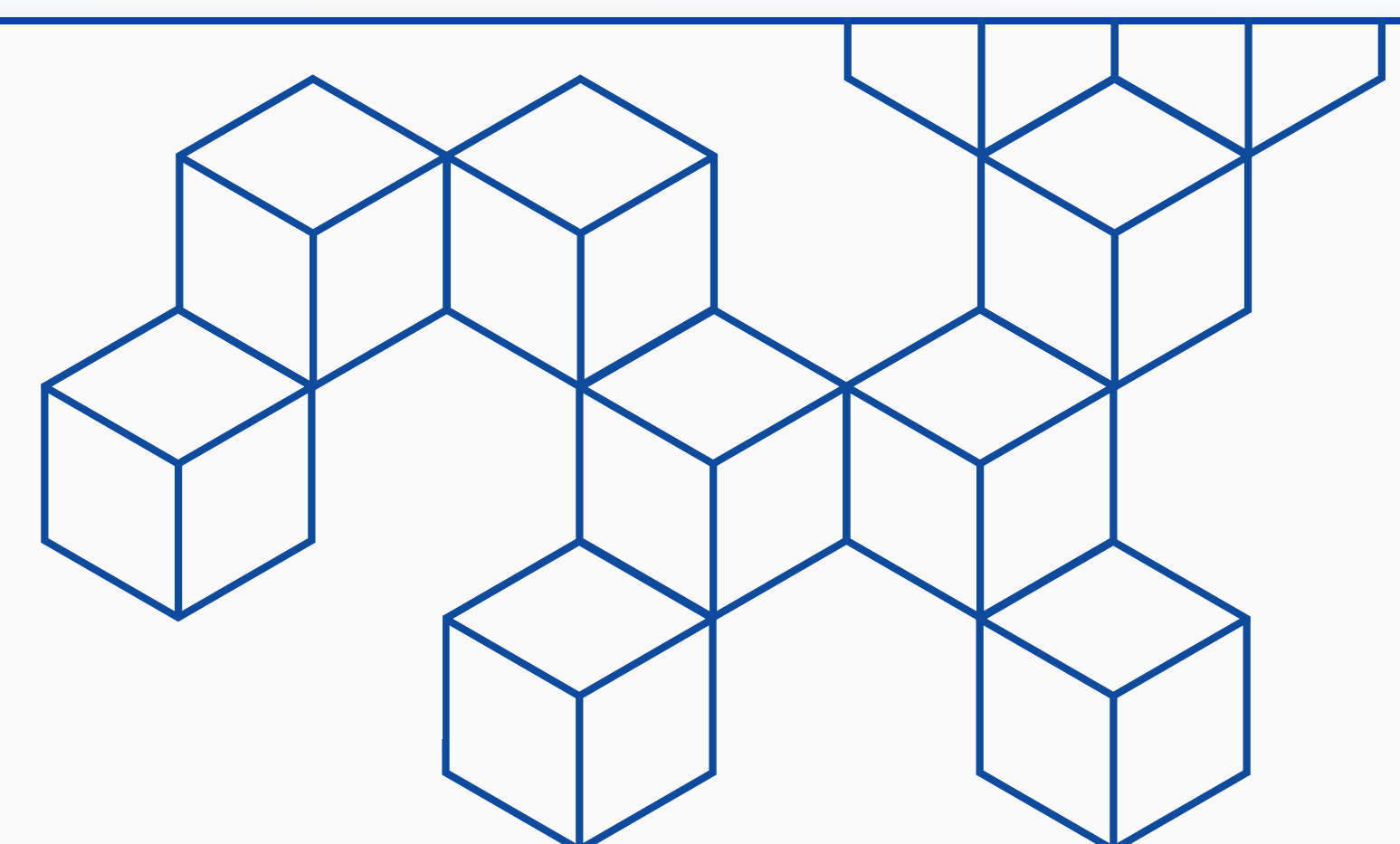
He brings this experience to Sheesha Finance. He is also a Fellow of the Chartered Accountants Institute of England and Wales.

Nihit is passionate about DeFi and blockchain technology and is a firm believer that this will change the traditional finance space.



Adham Abaza

Director of Operations



Adham joined Sheesha Finance in November 2021 as Director of Operations where he oversees Compliance, Process Optimisation and Business Strategy Development.

Adham has two decades of multinational corporate experience in Risk Management, Auditing, Sourcing & Commercial Operations as well as Change Management from two Top 10 Fortune Companies. He has a successful track record in leading and managing cross-functional global teams. He also has a wealth of knowledge in Web3 and DeFi which has become his latest passion.

Prior to joining Sheesha Finance, Adham worked at GE and ExxonMobil where he managed a \$1B spend portfolio. He gained valuable global exposure and held multiple dynamic roles, both as a leader and an individual contributor, mobilising teams with trust, conviction and influencing action at every level of the organisation.

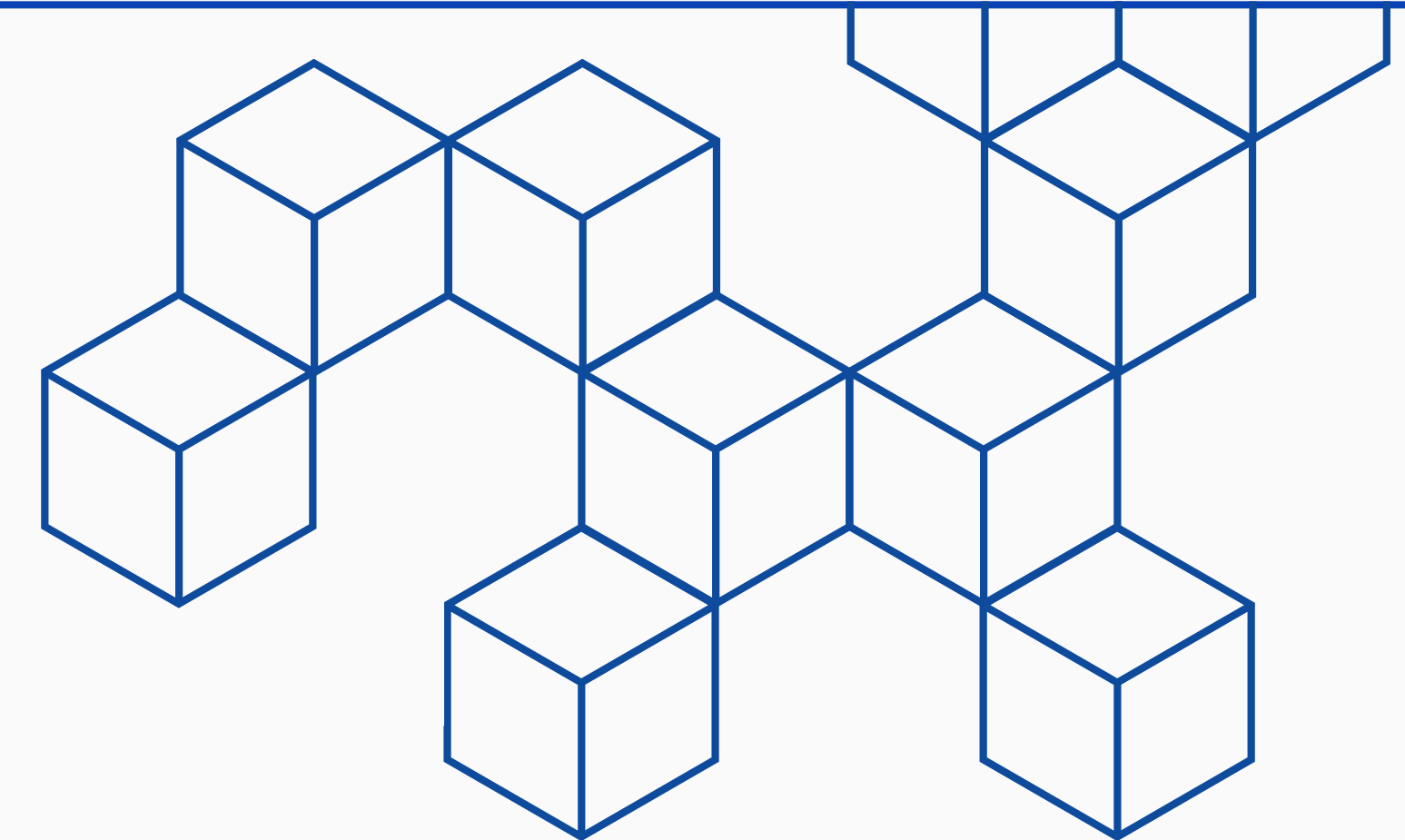
Outside of Sheesha Finance, Adham is a passionate investor in the areas of Fintech, Biotech and Aerospace. In his free time, Adham enjoys spending time with his family, sailing & scuba diving. Adham holds a BSc in Economics from the University of Ottawa in Canada.

Team Introduction



Nathan Cooper

Chief Programs Officer



Nathan is the Chief Program Officer at Sheesha Finance. Nathan strategically leads transformative Web3 projects across product lines at Sheesha Finance.

An accomplished executive with over 20 years of experience as a leader in technology projects in finance, Nathan has worked on projects with a combined worth of over \$500M+ across Europe, Middle East, Asia, US and Canada, building great teams and creating new value streams.

Outside Sheesha, Nathan serves as an advisor to multiple companies. He also cares deeply about education and sits on his alumni board chapter in Los Angeles.

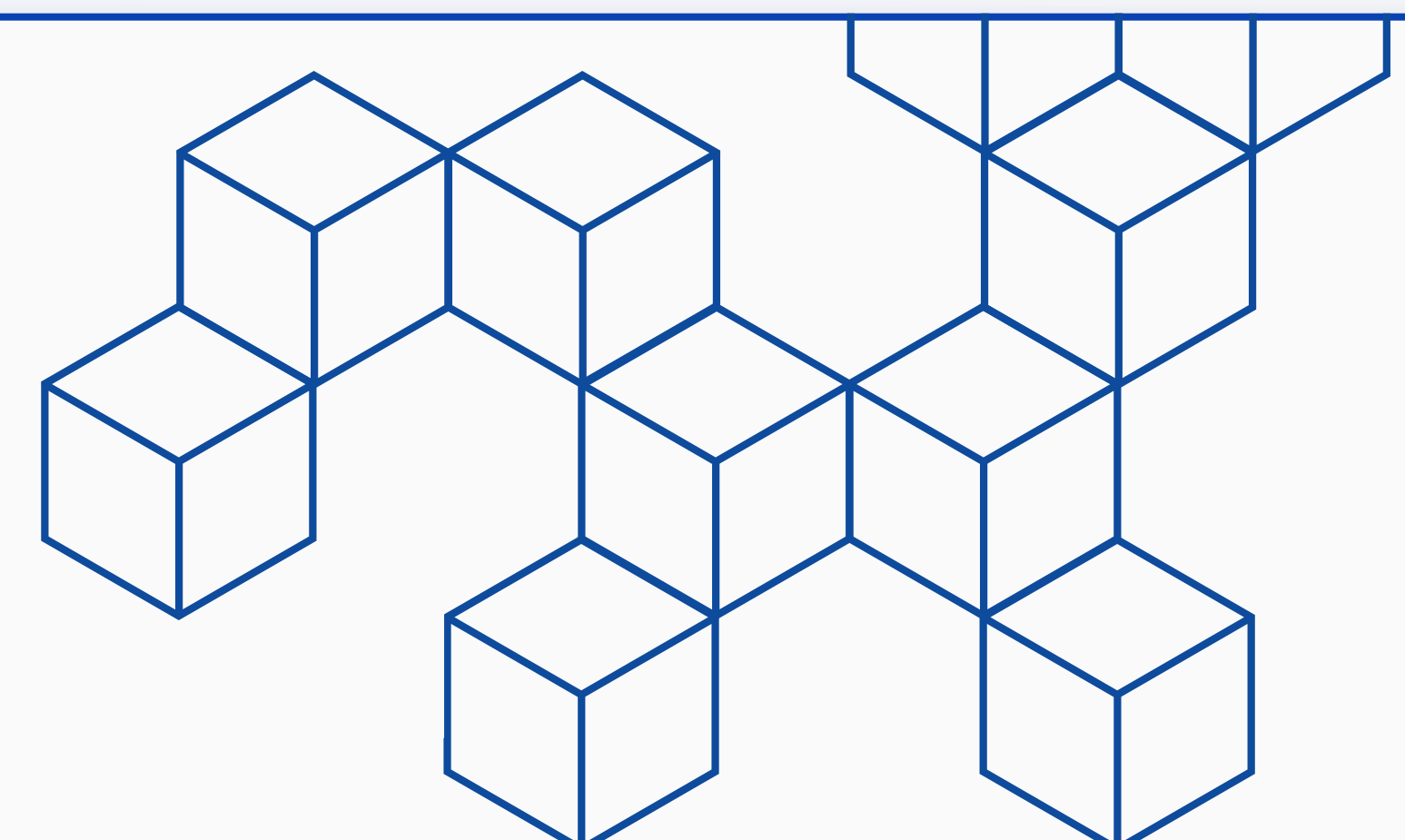
A passionate learner, Nathan holds an MBA from one of Europe's top business School, IE Business School and is in his final year as a Doctoral student majoring in Strategy and Innovation.

After becoming frustrated by the inefficiencies in traditional finance, Nathan developed a passion for blockchain technology and the limitless possibilities it has to enhance people's lives.



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.

As Jei moved into the Web3 space, he became a believer that blockchain technology has the ability to revolutionise traditional financial markets in many ways bringing transparency, efficiency and most importantly lowering the barriers to entry for the unbanked.

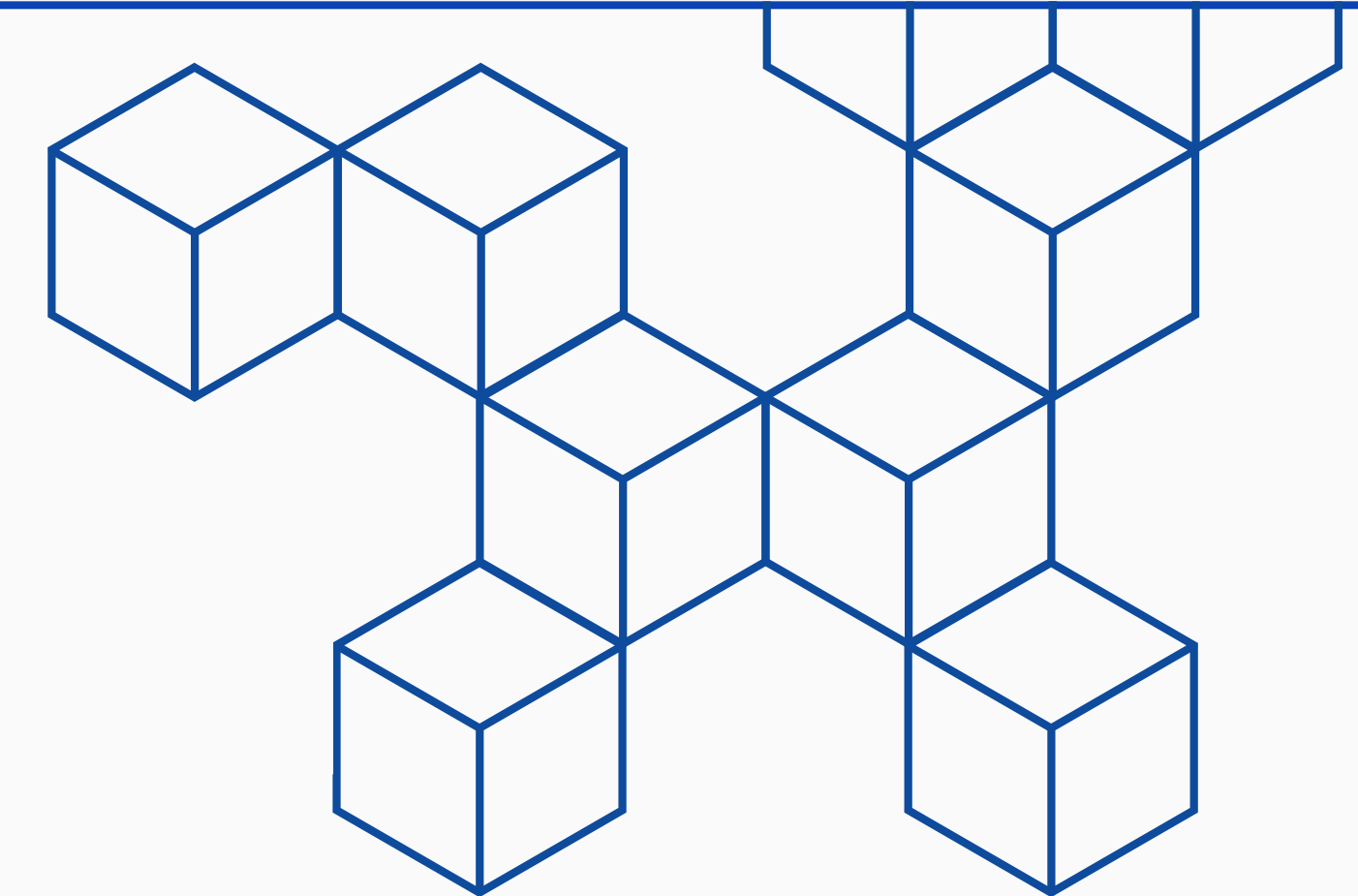
Jei looks forward to helping Sheesha Finance grow a diversified pipeline of blockchain projects by partnering with the best protocol foundations, VCs and partners that are well regarded in this space.

Team Introduction



Juri Kopotko

Chief Technology Officer



Juri Kopotko is Chief Technology Officer at Sheesha Finance. Juri investigates emerging technologies, assesses their impact on the company's business, prototypes, evaluates new concepts, and recommends new strategies and solutions through Sheesha's innovation initiatives. Juri manages a team of in-house developers while leading the company's tech accelerator business arm. Juri is in charge of the design architecture for company projects like DAO, crypto onramp, Web3 fitness, smart contract audit, metaverse, and staking.

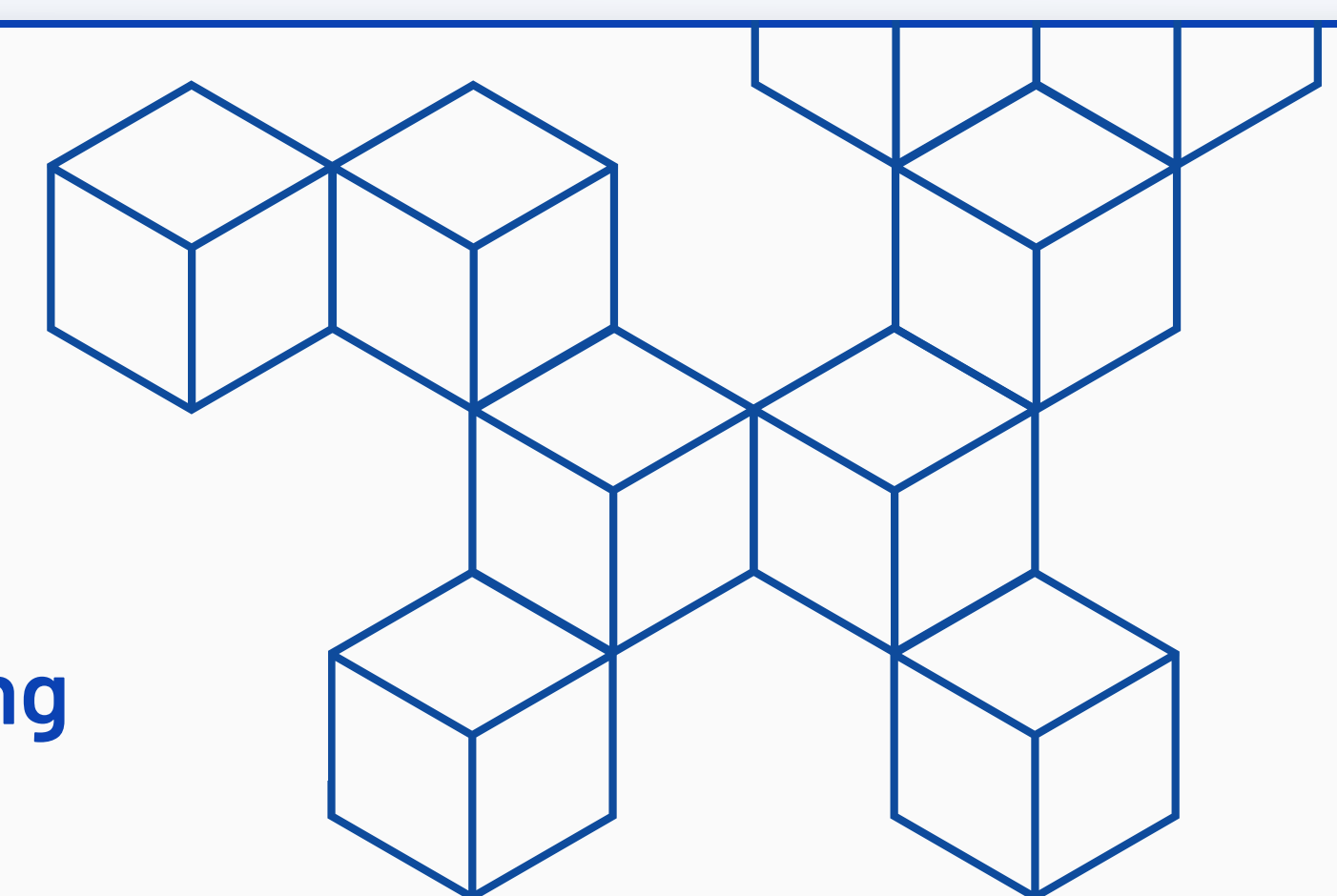
He is a 20-year software startup veteran who uses his technological and communication skills to define team success. He has a track record of assembling high-performing teams that span geographies and deliver results that exceed expectations.

Prior to joining Sheesha, Juri worked as a CTO, team lead and an architect at a number of start-ups and companies, where he worked on complex blockchain software components to create high throughput data and coordinated across multiple teams to implement clustered highload enterprise platforms.



Yusef Fanous

Head of Business Development & Marketing



Yusef Fanous is the Head of Business Development and Marketing at Sheesha Finance, where he is responsible for creating, communicating, and delivering offerings that have value for communities, projects, clients, and partners across the crypto ecosystem. He manages a team of experts across social media and community, design, content, and business development to deliver the best possible experience with Sheesha Finance.

Prior to joining Sheesha Finance, Yusef developed well-rounded experience, with a diverse background across a variety of roles and industries at FTSE 100 companies and leaders within their respective field, including Banking, Metaverse, FMCG and Recruitment.

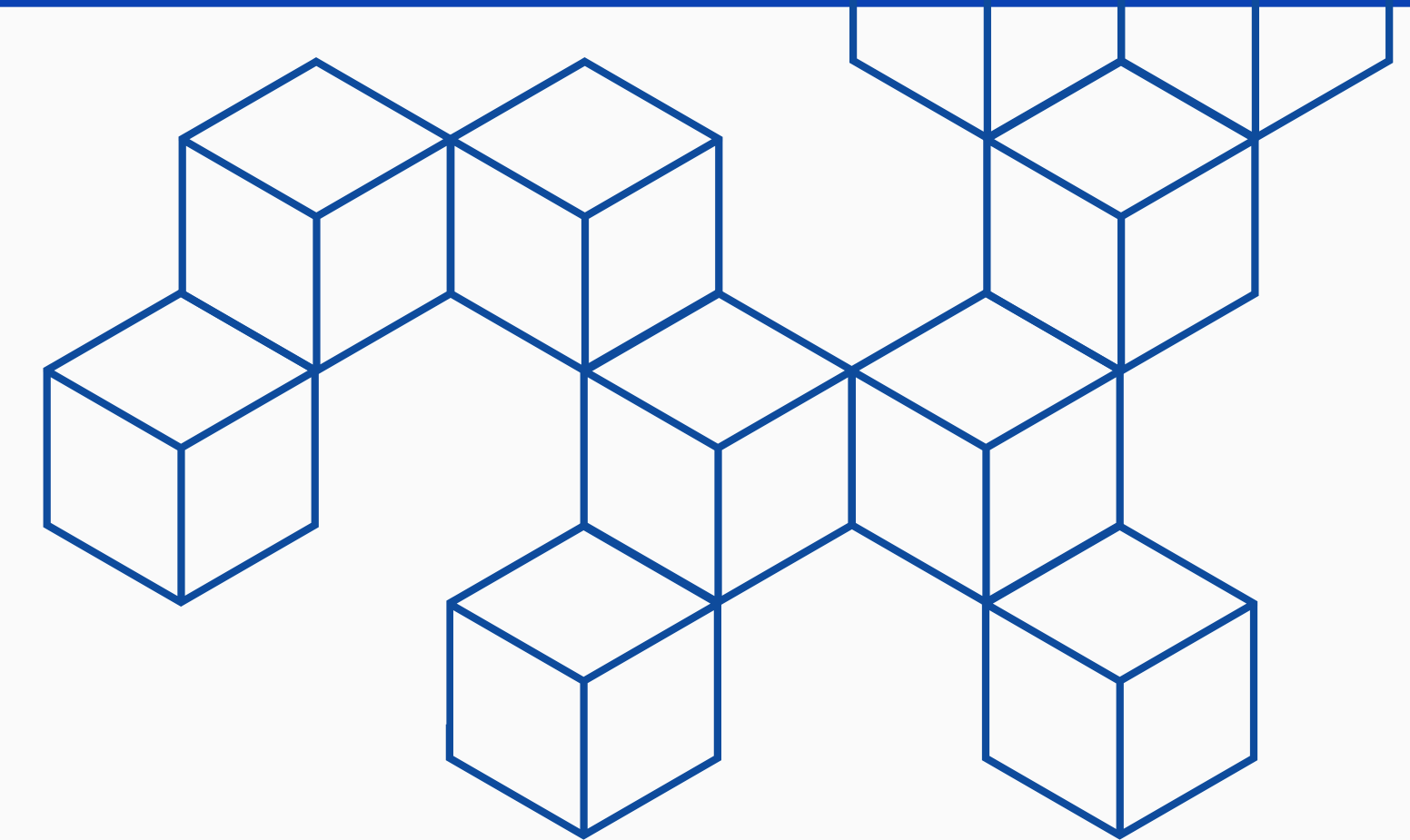
Yusef holds a Bachelor of Law from Brunel University, where he received a scholarship and has a variety of industry accreditations, including CFA Level 1.

Team Introduction



Jaafar Al Doori

Head of Incubations



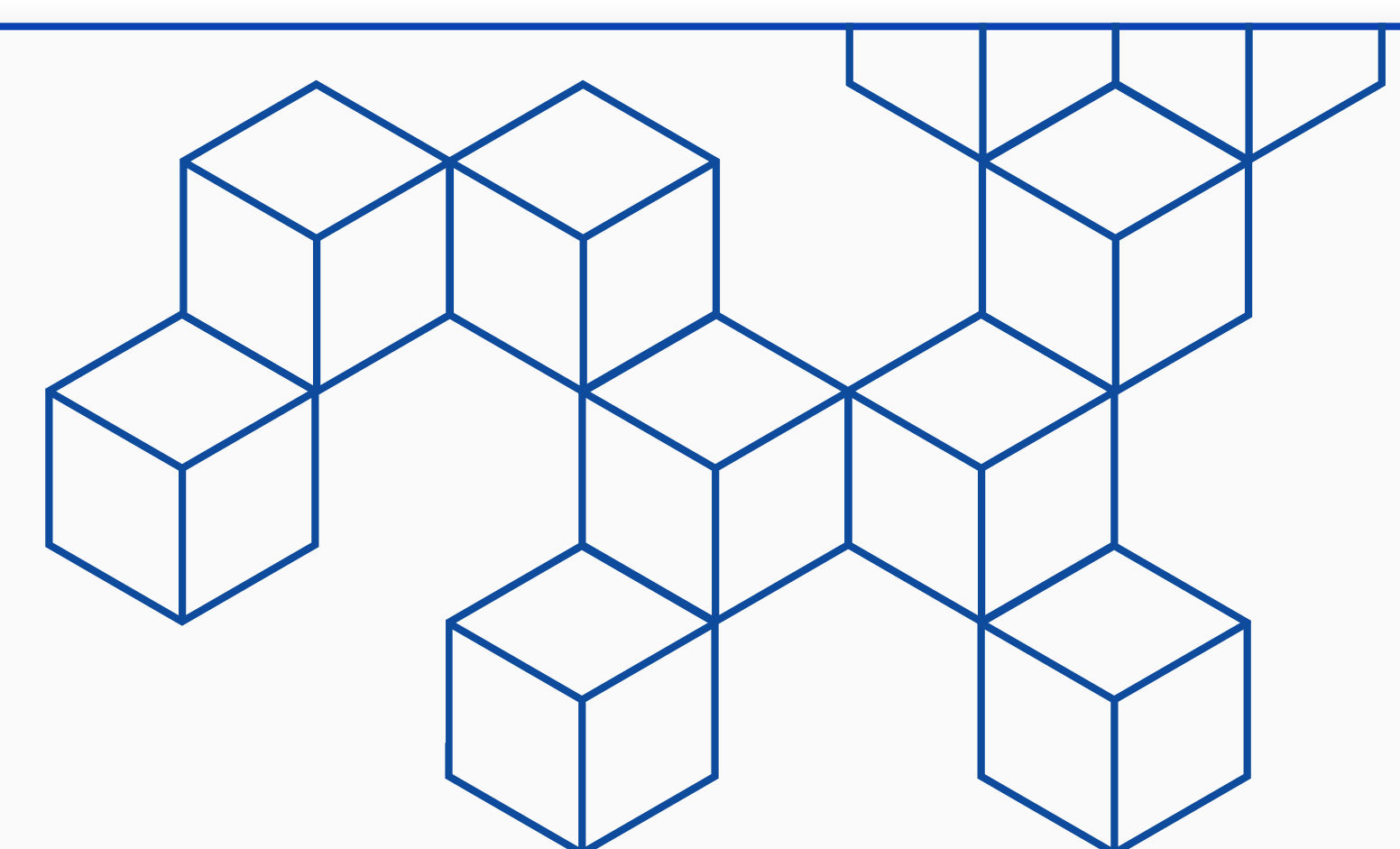
Jaafar Al Doori is responsible for the growth and development of the business, through his strong relations with local and regional government entities. Jaafar comes from an Engineering background and has a Bachelor's Degree specialising in communication, having lived in the region for over 20 years, he brings a wealth of knowledge and experience in the blockchain industry.

He has represented multiple Dubai Royal Family offices in his career, managing the end-to-end process of organisation startups in the UAE across SMEs and multinational companies. Now, he heads the division to lead and build teams to focus on developing emerging markets as well as providing solutions for our partners to reach their target market and most importantly achieve their goals.



Adam Graney

Marketing Manager



Adam is highly motivated and driven to build and deliver quality products in the Web3 space, with over a decade of experience in branding/marketing including project management, strategy, business development, and content creation.

After graduating from UCF with a degree in Communications and a minor in Marketing, Adam continued his career as Director of Marketing for an international media company, and rounded out his education by completing the full-stack UCF Coding Bootcamp, focusing on frontend mobile design.

After spending a decade working for traditional businesses running their digital marketing, Adam jumped into the blockchain/crypto world. His crypto experience started in 2017 when he worked for a DEX called EtheX which was built on Ethereum.

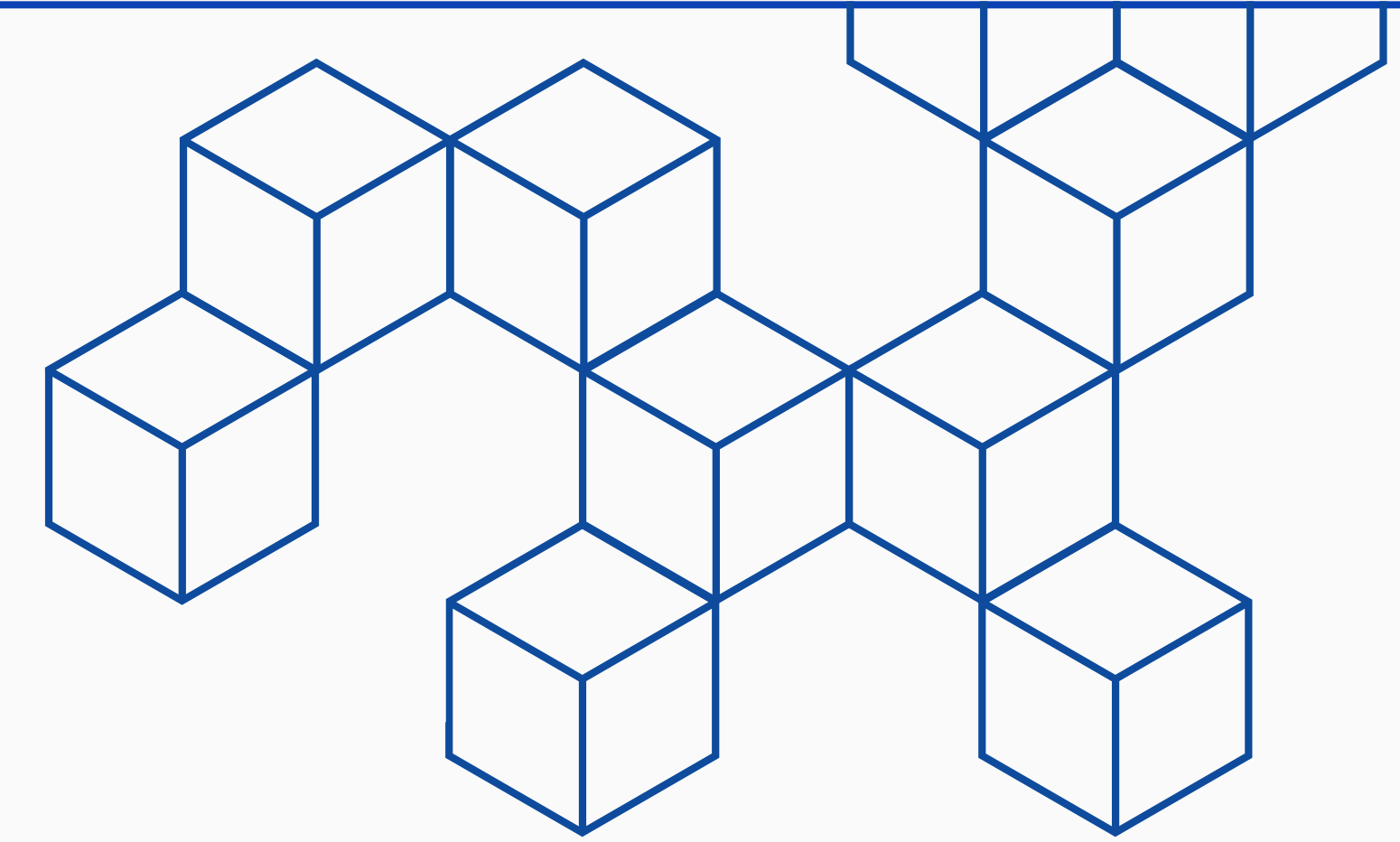
Adam has also worked as a consultant for different crypto startups ranging from remote educational platforms to a trading and investing data metrics hub, as well as for startup Decentral Games.

Team Introduction



Christopher Thomas

Business Development Manager



Chris Thomas joined the team in early 2022 as Business Development Manager. He is responsible for managing the BD team and connecting Sheesha with new partners across the ecosystem.

Chris has been working in business development for over ten years and brings to the team his experience from a number of tech companies such as BT, Motorola & Google.

Previously Chris ran a VC-backed company consulting for global brands such as Nokia, Pepsi, Nescafe & Vodafone.

Decentralised Future

As DeFi projects are built out and developed they lead us into Web3, the future of the Internet.

Working early on with the best projects in Web3 gives Sheesha Finance an unprecedented opportunity to play a key role in building this future.

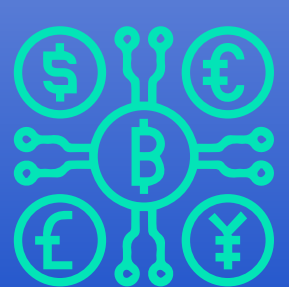
Decentralised finance is a financial revolution, empowering individuals to control their own assets free from centralised decision-making.

Sheesha Finance sets out to be community-centric and blockchain agnostic, opening the doors to anyone to participate in the Sheesha Finance Platform.

DeFi is designed to put the decision-making back in the hands of the people. As innovation drives adoption, in ten years' time, DeFi will be as unrecognisable as streaming services now compared to 1980s music cassettes and videotapes.



Traditional finance: centralised and high fees



Decentralised 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 fortunes will be made and new systems of wealth created the world over. With DeFi, the investor has potential to earn greater yields and benefit from shared distribution of wealth, since intermediaries are no longer a required part of the system.

With total value locked in DeFi reaching over \$250 billion in December 2021 and new projects hitting the market almost weekly, investors struggle to navigate the market and 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 1,000 in 2017 to 12,000 in 2022 - means that retail investors are in a race against time to identify and capitalise on these new market opportunities.

Sheesha Finance mitigates risk, saving investors time, money, and effort, since by staking SHEESHA & LP tokens they can automatically receive SHEESHA token rewards and enhanced APY as our partner projects flourish and succeed in the Web3 arena.

SEE MO



Our DeFi Mission

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

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

We believe that decentralised venture capital will be a leading-edge feature in the future world of finance.

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

Our aim is for Sheesha Finance to be the brand name that first comes to mind when people look to create passive income streams, putting their money to work preparing for retirement, diversifying their portfolio or 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 possesses high barriers to entry. Anyone can create a new DeFi protocol or tweak an existing one overnight to create 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 at an unimagined scale.

Every industry or financial activity that previously required a centralised service can be supported via decentralised systems for participation.

Sheesha Finance aspires to be at the forefront of the DeFi dawn.

No longer is it enough to own crypto. Now, individuals and groups around the world are looking to put their crypto 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 of Sheesha Finance

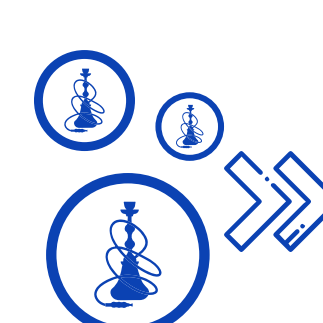
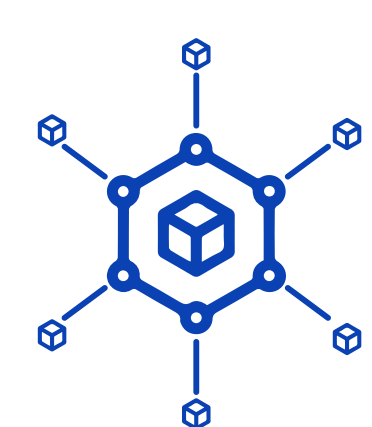
Sheesha Finance Decentralised Venture Capital

Investors Buy and Stake SHEESHA or SHEESHA LP tokens to participate



Sheesha incubates and invests in more projects and redistributes rewards through the buyback of Sheesha Token

DeFi ecosystem expands



Compound Returns for the future: distributed Sheesha tokens can be staked for further increase in overall APY

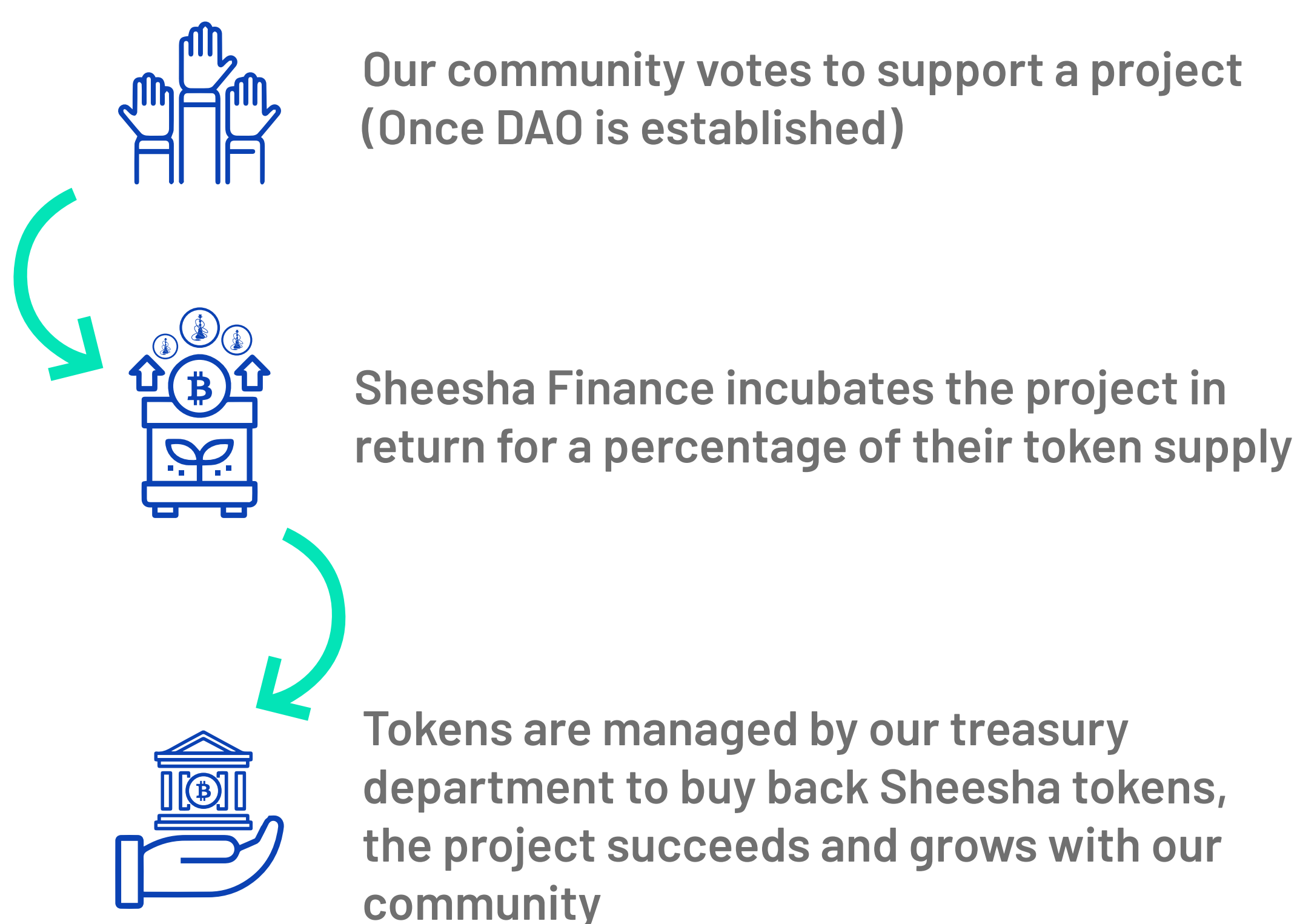
Introducing DeVC

DeVC is a term coined right here at Sheesha Finance to communicate the decentralised VC relationship that Sheesha Finance builds between investors and project partners.

Collectively we are a formidable force, shaping the future of DeFi and blockchain technology.

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.

Sheesha Finance DeVC Model



We support our project partners from incubation to launch and beyond, to give them the absolute best chance at significant success in the Web3 space.

Once a project makes it through our rigorous selection process, our first step is to negotiate guaranteed allocations of tokens for Sheesha Finance on the same terms and conditions and vesting schedules as large funds have.

Through our platform, even the smallest retail investors can get in early on the performance of these emerging Web3 projects, simply through holding and staking SHEESHA or SHEESHA LP tokens on Sheesha Finance's platform.

Since we liquidate our partner tokens at the best possible timings according to the market conditions, returning the value to SHEESHA, it will directly influence the value of the SHEESHA token, which will come to reflect the combined value of our whole ecosystem of partner projects.



Bull & Bear Friendly

Faith in the crypto market has waxed and waned, kindled by bull markets and chilled by bear markets. Diversification is the key to success in investment, especially across such a new and rapidly-changing technological landscape.



We have built an investment and incubation platform with an extensive network of partners who are thought leaders in the crypto space. This allows us to consistently discover promising projects in their early stages.

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 and holding (HODL) through the markets' changing seasons - bull and bear - is a 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."

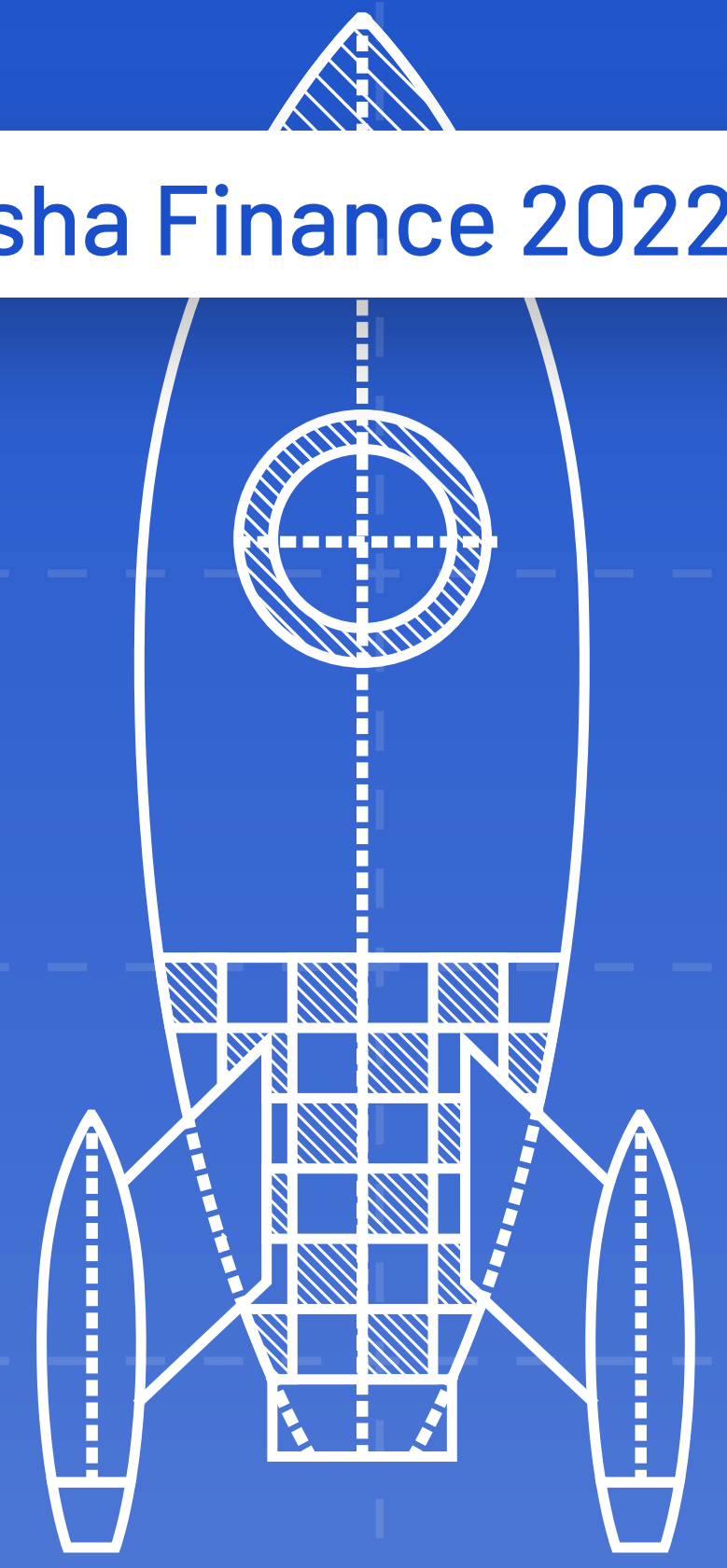
At Sheesha Finance we aim to recapture the collectivist decentralised VC crowdfunding mindset that first inspired the rise of dApps back in 2015.

We seek to build lasting relationships between partner communities and our own. Partner projects are thoroughly vetted by our expert team to ensure that they have enough runway and support to see them through even a tough bear market.

We believe that success of a blockchain project depends as much on the relationship a project has with its community as it does on the underlying technology, and this is why we anticipate Sheesha Finance performing well, and weathering both the bear and bull markets ahead.

Sheesha Foundry Incubation & Acceleration Studio

Dedication Breeds Innovation



About the Program

The Sheesha Foundry provides dedicated mentorship and guidance from our resident experts across as well as strategic guidance from our global network.

Our incubation services have been specially tailored by our team of expert professionals to aid the entire development process for early-stage projects.

We help new blockchain innovations grow from their initial stages into market-ready products.

I. Freshman Phase

- Blockchain Network Advisory
- Product & UX Feedback
- Roadmap Strategy Design
- Cost & Financial Analysis/Valuation Assistance
- Concept Generation & Refinement
- Business Revenue Model Analysis
- Competitor Analysis

II. Sophomore Phase

- Pitch Deck Modelling Support
- Pitch Coaching
- Whitepaper/Litepaper Support
- Tokenomics Design
- Token Utility Gap Analysis

III. Junior Phase

- Compliance Guidance
- Legal Guidance
- Tech Referral

IV. Senior Phase

- Strategic Support in MENA region
- Go-To-Market Strategy
- Co-marketing
- Exclusive Access to Sheesha's Network
- Fundraising Strategy
- Introductions to VCs
- Cap Table Management & Investor Relations to VCs to fundraise
- Introductions to Launchpads
- Launch Strategy
- Introductions to Market Makers
- Introductions to Exchanges

Become a Crypto Leader

Once all the modules have been completed, projects are accredited as having completed the incubation process, and will receive further support from Sheesha Finance as they continue onward in their journey to Web3 success.

Research/Investment Strategy

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. We have a narrative and chain-agnostic approach and we value each Web3 project based on its merits.


There are too many Web3 projects with teams that have never worked in financial services that are entering Web3 with technological skills but lack a solid financial grounding. Their teams face the disadvantage of learning on the job and risk repeating fundamental mistakes due to misunderstandings about how the financial system currently works.

Like start-ups 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, and a good working knowledge of Web3, along with some experience of weathering the crypto market's ups and downs.

We are keen to work with projects with good standards of openness and due diligence so that we can help bring about a self-regulating Web3 industry as we continue to bring in more institutional investments. This will also help in our wider goals of fostering understanding and acceptance of the crypto sector both publicly and politically.

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



"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. That's not an easy thing to do. "

Saeed Al Darmaki - Founder of Sheesha Finance



Sheesha Finance Analysis Matrix

Through an in-depth and holistic analysis of a project we arrive at a deep understanding of its position and potential.



Minimum Viable Product and Community:

How advanced is a project's platform and community development.



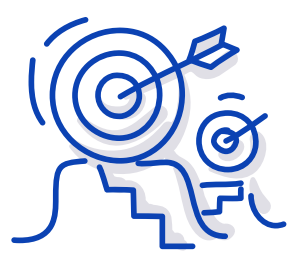
Reputation:

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 expectation.



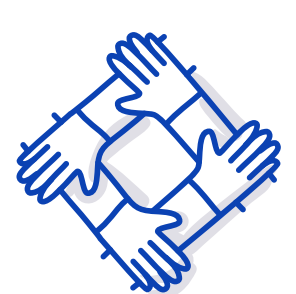
UX:

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.



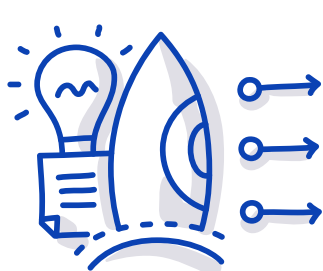
Tokenomics:

We prefer projects that bring new types of asset into Web3, 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:

We run mandatory smart contract audits with all partners. Due to the added risks of blockchain, projects have to verify that they have smart contract audits completed by an independent third party.



Security:

We also run mandatory security audits with all partners. We prefer investing in projects that have security partners to ensure that platforms are protected from DDOS attacks and hacks.

Investment/Incubation Process

With Sheesha Finance, founders can focus on what they do best - building new technology - while we support them across their life cycle.

Phase One - 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.

We partner with blockchain venture studios geographically - Blockchain Australia Solutions, Blockchain Africa and India Web 3.0 are just the beginning as we move to support projects in the UAE, Africa, the USA, Europe and Asia.

We have also secured strategic partnerships with a wide range of well-positioned projects in the space, as well as key exchanges.

Phase Two - Research Committee

The Research 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 Three - Debrief Phase

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

Phase Four - First Round Investment & Incubation Meeting

The Research Team meets with the project founders that make it through phase three 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 support needs and how Sheesha Finance can assist.

Phase Five - Internal Debrief Meeting

The CIO undertakes a debrief meeting with the CEO to discuss whether to accept or reject the project based on the briefings from the round one meeting.

If the project forecast looks positive, we then look to determine the percentage of token allocation for Sheesha support.

This includes factors such as: team experience, runway length, tokenomics, competitors, amount of development support required and the size of their community.

Phase Six - Final Round

The final round two meeting is with 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 & percentage value and vesting.

Phase Seven - 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 Eight - 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
- Partner Project updates on social media and website

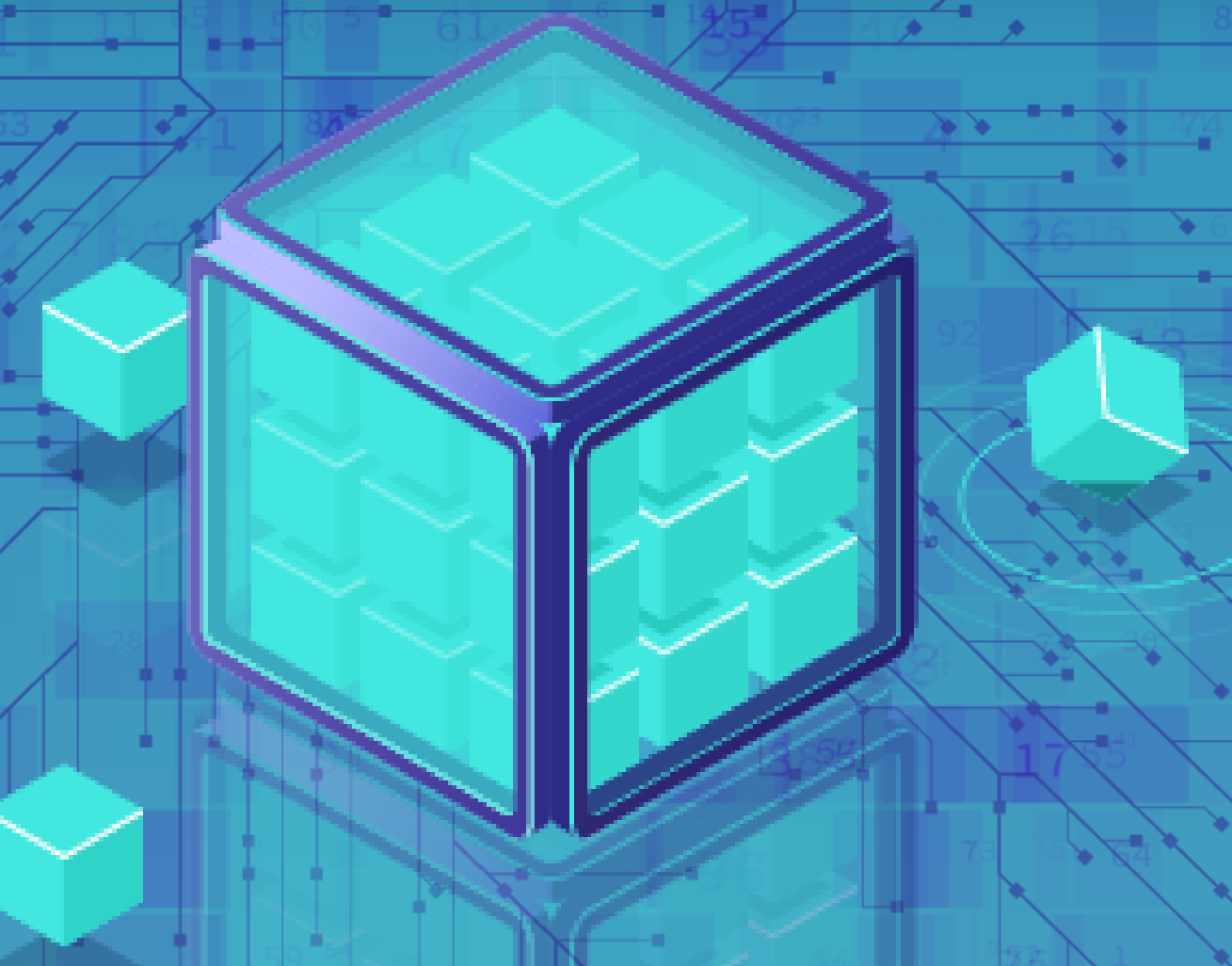
Blockchain Committee - External Feedback Mechanism

Shortlisted projects are submitted to an external Research Council. 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.



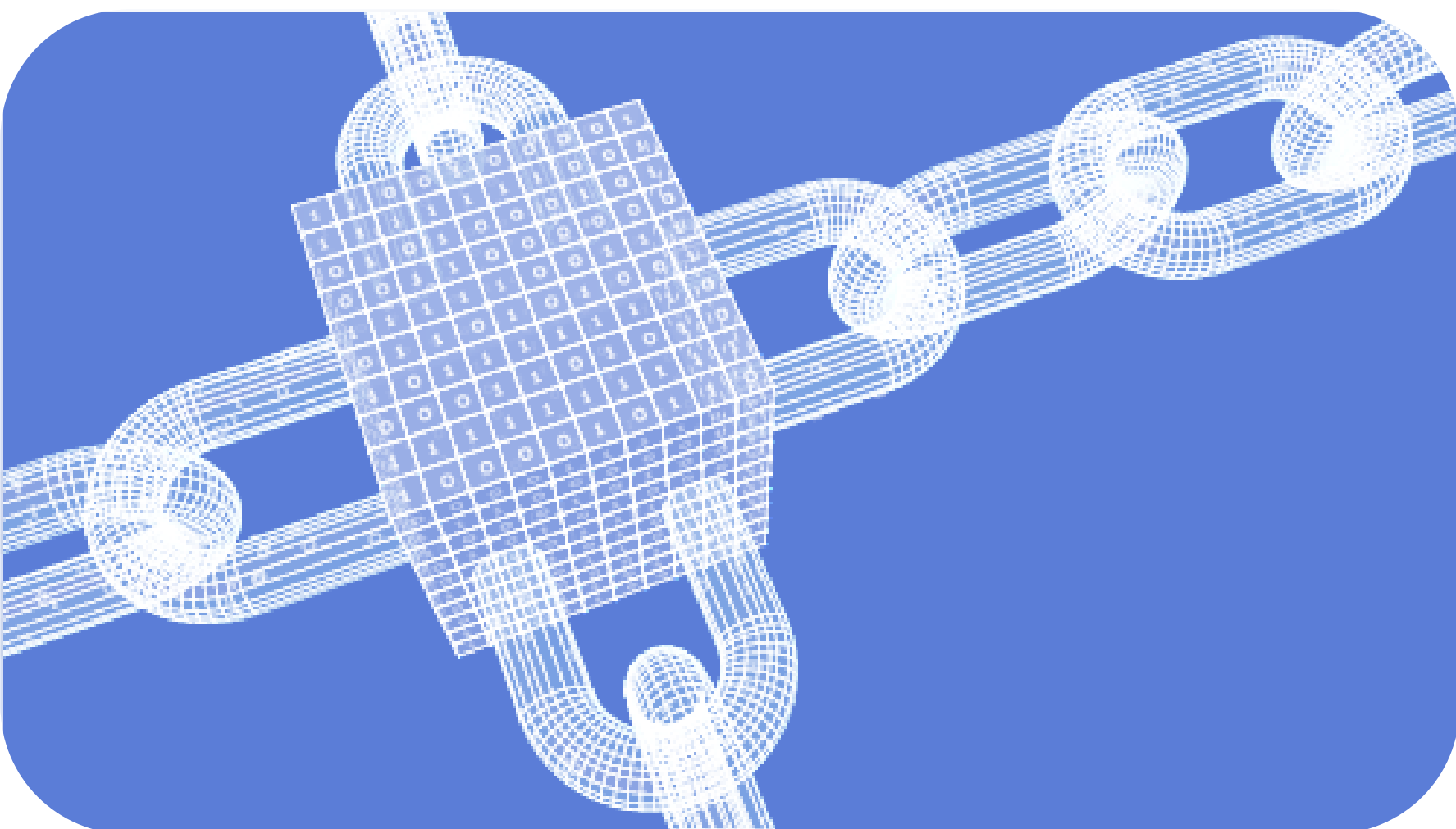
Techcelerator Strategy

A digital innovation company combining traditional tech with specialised blockchain development.



DeFi Development

- Defi Yield Farming Platform Lottery System Development
- Defi Lending/Staking Platform Development
- Defi Dapp/Tokens/Wallet/Smart Contract Development
- Staking as a Service



Blockchain Solutions

(private and public chains depending on business case)

- Business-process review
- Technical architecture and infrastructure
- Proof-of-concept creation
- Full-Scale blockchain implementation (including DApps)

MVP Development

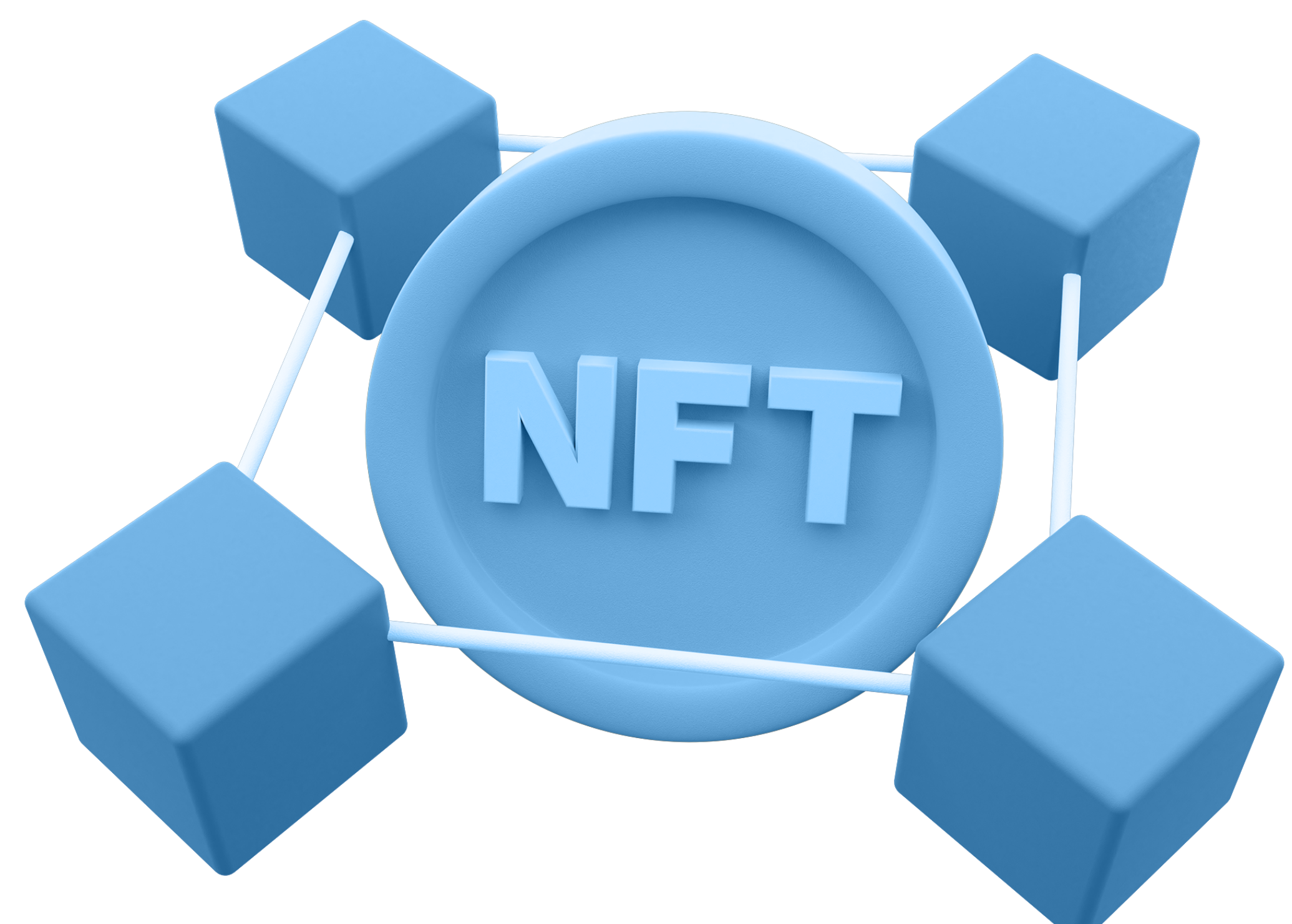
- Technical feasibility of the project (a fully clickable prototype of your solution)
- Core operational workable blockchain modules
- Flutter mobile cross platform development
- Branded funding ecosystem

Smart Contracts

- Token generation event contracts based on ERC20, ERC721(A), ERC1155 and others.
- Custom development on Ethereum, Algorand, Solana, Tezos, and Polkadot.
- Blockchain security services:
 - Smart Contract Auditing
 - Penetration tests
 - Ongoing consulting
 - Cybersecurity consulting
- Tokenisation of digital assets

NFT and Launchpad Services

- NFT Artist and Design
- Branded Launchpad
- Website Design



Partnership Benefits

Becoming official partners with Sheesha Finance opens your project to top-tier VC access, project incubation and ecosystem support, 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. Fast-track your VC access

The Sheesha Finance network is powered by high profile VC investors such as Alphabit, Cypher Capital, Master Ventures, Crypto Oasis Sentio, Zilliqa Capital, Huobi, Outlier Ventures, and Swissborg Ventures, who are on the lookout for great projects in the DeFi space.

Sheesha Finance will personally introduce you to 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. Access to DeFi's Finest

We are inclusive in terms of who can join us and at what scale. But we are also extremely exclusive in terms of the access we provide to DeFi projects at an early stage which you will not find anywhere else.

Sheesha Finance is your backstage pass to access exclusive DeFi projects, painstakingly selected by our team of in-house Web3 incubation experts before partnering.

We leverage our mighty industry network so that you benefit from connection with highly oversubscribed projects the general public miss out on.

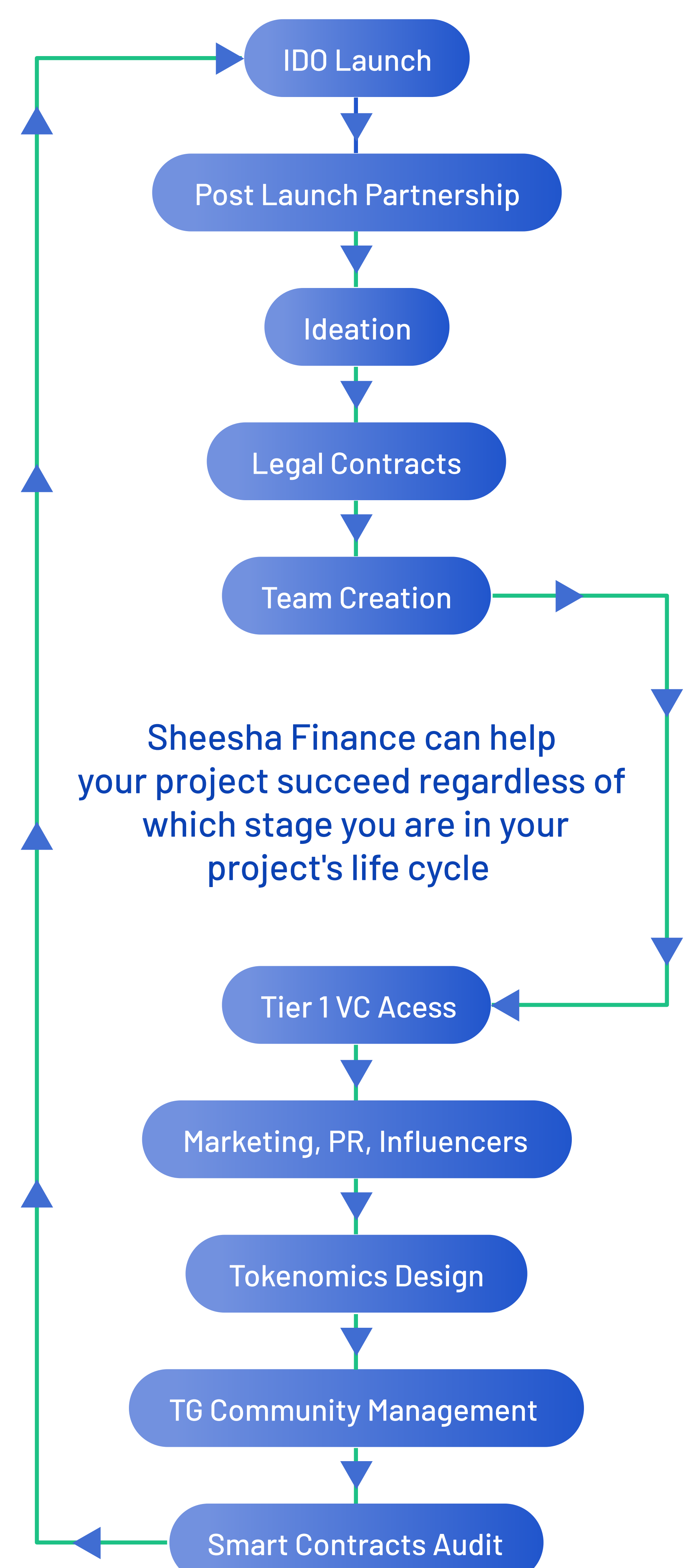
3. Project Incubation & Acceleration

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

- IDO platform launches
- Tokenomics Design
- Agile Project Management

Preferential rates are available for 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

Here's a quick breakdown of the numerous benefits we bring to project partners

- Top-tier VC access
- Expert Web3 marketing
- Development fellowships
- Tokenomics advice
- Legal advisory
- Smart contract auditing
- IDO platform launches
- Project incubation

Benefits for Sheesha Holders

Through extensive testing, the team and leadership have concluded that the following changes will have a very positive impact for the SHEESHA ecosystem. These tests have produced favourable results, with the \$SHEESHA token value appreciating by 30%.

The updated strategy will be as follows:

- Liquidating partner tokens rather than distributing them
- Reinvesting the proceeds back into the SHEESHA ecosystem

This process will now be extended to all partners distributing on all chains.

Many Tokens in One

From now on, native \$SHEESHA will directly represent each one of our 70 (and counting) partner projects.

All token distributions received from our partners will be reinvested into \$SHEESHA at key intervals, helping to keep liquidity levels in equilibrium and bringing the price of \$SHEESHA closer to its true value: that is, a single value that represents all project partners and their tokens.

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

Expected Benefits

For our early-stage partners, price action can make or break their ability to innovate and produce blockchain services.

The benefits of liquidating / reinvesting partner tokens into \$SHEESHA will be felt throughout the entire Sheesha Finance ecosystem, from our partners to individual community members.

Let's look over ten key expected benefits of this action in more detail.

Price Action: Token holders should see an improvement in price action and greater long-term return on their initial investments.

Partners Protection: Token supply for partners will be protected as part of our incubation service, lessening the adverse impact of any sell pressure coming from broader market conditions.

Value Capture: Native \$SHEESHA will capture the value for each one of our distributing partners as we utilise a more agile supply & demand mechanism.

Community Protection: This action should shield the Sheesha community from some of the worst impact of downturns in the market (see below).

Enhanced Expert Input: With enhanced input from Sheesha Finance expert analysts, liquidations and reinvestments of partner tokens will be timed to the market, resulting in improved price action.

Simpler Reward Access: Members will have direct access to rewards simply through holding \$SHEESHA.

Fewer Fees: Community members will have fewer transactions and pay fewer gas fees since all rewards will be paid in \$SHEESHA.

Enhanced Resilience: This updated methodology should provide agility to withstand bear-market conditions as well as in more favourable bull-market conditions to come.

Improved Performance: We expect enhanced overall performance for the \$SHEESHA token itself.

Working Harder for You: These changes should allow your \$SHEESHA to work even harder for you 24/7, while you go about your life!

Through capturing the value of our whole project portfolio in a single token, we aim to smooth the way forward for future growth, both for our partners and for everyone in our community.

Partner Portfolio

Here's a representative sample of a few of our amazing roster of project partners, now at over 70 and growing!



Splinterlands is the next generation of collectible card games. Players can 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.



Altered State Machine (ASM) works at the intersection between the NFT and DeFi markets. The project is bringing a new component to the global NFT ecosystem. Protocol architecture uses Machine Learning technology, allowing users to create and own Agents (NFTs) that can learn and be sold.



Marhaba DeFi brings the first Shariah-compliant solution to the world of decentralised finance. It is powered by a team of dedicated experts in the fields of finance, technology, and Islamic Finance & Theology. MHRB screens all crypto assets to ensure they are halal, ethical and faith-compliant.



Lunar Crush collects activity across social media for Bitcoin, thousands of altcoins, crypto exchanges, influencers and more, in real-time and distills it all into bitesize, digestible data.



Metafluencer are an ecosystem of social media influencers, advertisers, and audiences where all the participating parties are easily engaged and incentivised. Metafluencer's goal is to enable Social Media influencers to better monetise their careers in the metaverse. This is creating a new cluster of influencers called metapreneurs / metafluencers who develop close relationships with their audiences.



Kasta is a fully regulated borderless P2P crypto payments platform. Kasta's vision is to steer the world toward worldwide cryptocurrency adoption and a crypto-based economy, with features such as "buy now pay later", free, instant and borderless digital transactions, easy fiat on and off ramps and an intuitive user interface and experience.

Partner Portfolio

Here's a representative sample of a few of our amazing roster of project partners, now at over 70 and growing!



Ritestream is the platform for the creation and monetisation of film and TV NFTs. This project aims to disrupt the legacy media industry by using blockchain technology and NFTs to empower content creators, thus democratising content.



Voltage merges decentralised financial technology, open banking, and multi-blockchain interoperability with a powerful consumer mobile app called Fuse Cash designed for mass adoption.



Authentium is a pioneering open-source community with a shared vision to design and build an ecosystem of DAO-like Decentralised Autonomous Supply Chain Organisations (DASCO) that remove powerful centralised authorities from global food supply chains. Their vision is to liberate primary producers from these centralised exploitive supply chains, and to help them to generate more profits so they can re-generate their soil and ultimately deliver real globally sustainable farming practices.



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 \$1.7 billion in volume. Machine learning-driven, Zignaly offers personalised cryptocurrency trade automation to help you easily manage your assets.



AIMedis is a complete e-health ecosystem which integrates the needs of patients and professionals to create a platform that can store, transfer, and validate all kinds of medical data, connect to medical devices and even provide remote supervisions to medical professionals, institutions and other patients, including video chat, connecting smart watches and an e-learning platform.

With many more to be announced!

Tokenomics

At Sheesha Finance, we are defining DeFi.

We are forever bullish on a decentralised economy, and plan on being one of the major entities that helps bring that potential to reality, as we back crucial projects in the DeFi space.

The key to a healthy token is good tokenomics, of course.

ERC20 and BEP20 Chains

Each chain was created with 100,000 SHEESHA tokens. 15,000 tokens on each chain were "burnt" during smart contract migration events on each chain.

Whilst the fully diluted supply is 100,000 on each chain, 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 unstake beginning at 96% and decreasing by 4% every month.

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

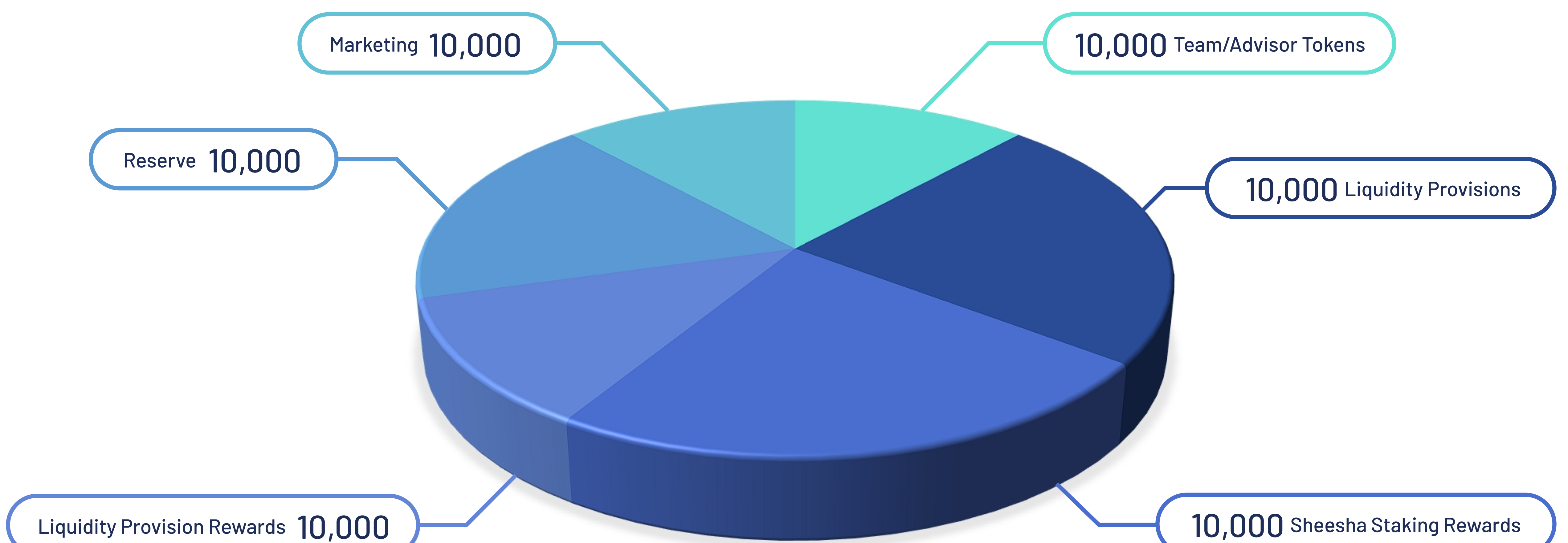
- 10,000 SHEESHA token rewards for wallets staking single-sided SHEESHA tokens.
- 20,000 SHEESHA token rewards for wallets staking SHEESHA-LP tokens. These are tokens created by combining SHEESHA and ETH/BNB to an equal value on a DEX and then staking them on the Sheesha platform.

At Sheesha Finance, we know how important decentralised finance is, and we know that we cannot do this without the support of our community. We have allocated 10,000 tokens on each chain for marketing purposes. These will be used for:

- Ambassadors 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 each chain is for token swaps with partner projects as we fund the revolution in DeFi.



Tokenomics

Unstaking Fees

We aim to incentivise 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 SHEESHA rewards or NFTs.

Sheesha Finance 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 towards LP rewards.

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

Roadmap

Achievements

Q2 - 2021

- Liquidity generation event (LGE) with over \$9.44 million invested across 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 signs 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 have decades of collective experience in blockchain with over 50 token launches
- New partnership announcements weekly for partner projects we invest in

Q3 - 2021

- Website including new dashboard features, litepaper and one-pager
- Launch of our Global Ambassador Program with NFT and SHEESHA rewards
- Distribution of VESA DeFi Sheesha NFT to early adopters and LGE investors

Q4 - 2021

- 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 to receive NFTs from leading digital artists

Roadmap

Q3 2022 Onwards

Internal Projects

Sheesha Finance Website
Techcelerator Website
Fiat on Ramp
DAO
NFT Lottery
Telegram Bot / Internal Dashboard
Universal Token
Universal Token Tokenomics
Launchpads
Sheesha Finance App
Cryptopia Event

Timeline

Q4 2022

Q4 2022

Q4 2022

Q4 2022

Q4 2022

Q4 2022

Q4 2022

Q4 2022

Q1 2023

Q1 2023

Q1 2023

Legal Disclaimer

Contact

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Disclaimer

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This material is provided by Sheesha Finance for informational purposes only and is not an offer or a solicitation to buy or sell securities or other financial products.

Important Notice

This document is an important document that should be read in its entirety.

Past Performance

Past performance of the Sheesha Finance team should not be relied upon as indicative of future performance.

Jurisdiction

Sheesha Finance and its Product and Service Offering will be regulated under International Law and any applicable domestic laws.

Guarantee

This document does not afford any guarantees or promises. No features referenced in this document or related documents are guaranteed. This document does not guarantee that the services mentioned will be released. If a product is released there is no guarantee that the product will resemble or abide by the features listed in this document. This document should not be relied upon as a promise or representation of future projections for Sheesha Finance.

Currency

Unless expressly stated, monetary amounts are expressed in United States Dollars.

Photographs and Diagrams

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No Advice

Information in this document is not legal, financial, business and / or tax advice. Please consult your legal, financial, or business professional for advice prior to participating in the Sheesha Finance ecosystem. Prior to participation in the Sheesha Finance Ecosystem, you should carefully address the general risks involved with blockchain technology.

Questions

If you have any questions about the project, please email us on operations@sheeshafinance.io

Blockchain

Blockchain technology is not without its risks. Please ensure you are well informed in relation to blockchain technology and / or have consulted a blockchain advisor prior to participating in the Sheesha Finance Ecosystem.