

PRESSCO



TABLE OF CONTENTS

- 1.** EXECUTIVE SUMMARY
- 2.** PROBLEM
- 3.** PRESSCO BUSINESS MODEL
- 4.** HOW IT WORKS IN PRACTISE?
- 5.** HOW PRESSCO IS BETTER THAN ALTERNATIVES/COMPETITORS?
- 6.** HOW LARGE TARGET MARKET IS?
- 7.** WHERE IS PRESSCO NOW?
- 8.** WHERE PRESSCO IS HEADING TO IN UPCOMING 2 YEARS?
- 9.** ETHEREUM BLOCKCHAIN IS USED TO RAISE SERIES A INVESTMENT - 'PRO' Token
- 10.** TEAM BEHIND THE PROJECT
- 11.** ADVISORS
- 12.** FAQ

EXECUTIVE SUMMARY

Market:

Promotional clothing and merchandise markets have shown constant growth since its first practice in the late XIX century. Over the past decade, the two largest markets are the U.S with 22.9 Billion USD (2016) and Europe with 15.7 Billion EUR (2016) market value, both growing 1% – 2% annually. The success of promotional products is defined by their widespread applicability. It can be a perfect tool for millions of organizations around the world and can be used for:

- *Communities to express their beliefs*
- *Charities to raise funds*
- *Brands to enhance their image*
- *Fan clubs to engage their fans*
- *Companies to motivate its employees or customers*

Problem:

Lack of human and financial resources, weak designing capabilities and large minimum order quantities are the key barriers for millions of small and medium communities who want to start selling their personalised clothing and merchandise. As a result, the majority of them hold back from running their e-store, although the right tools could make it eminently profitable.

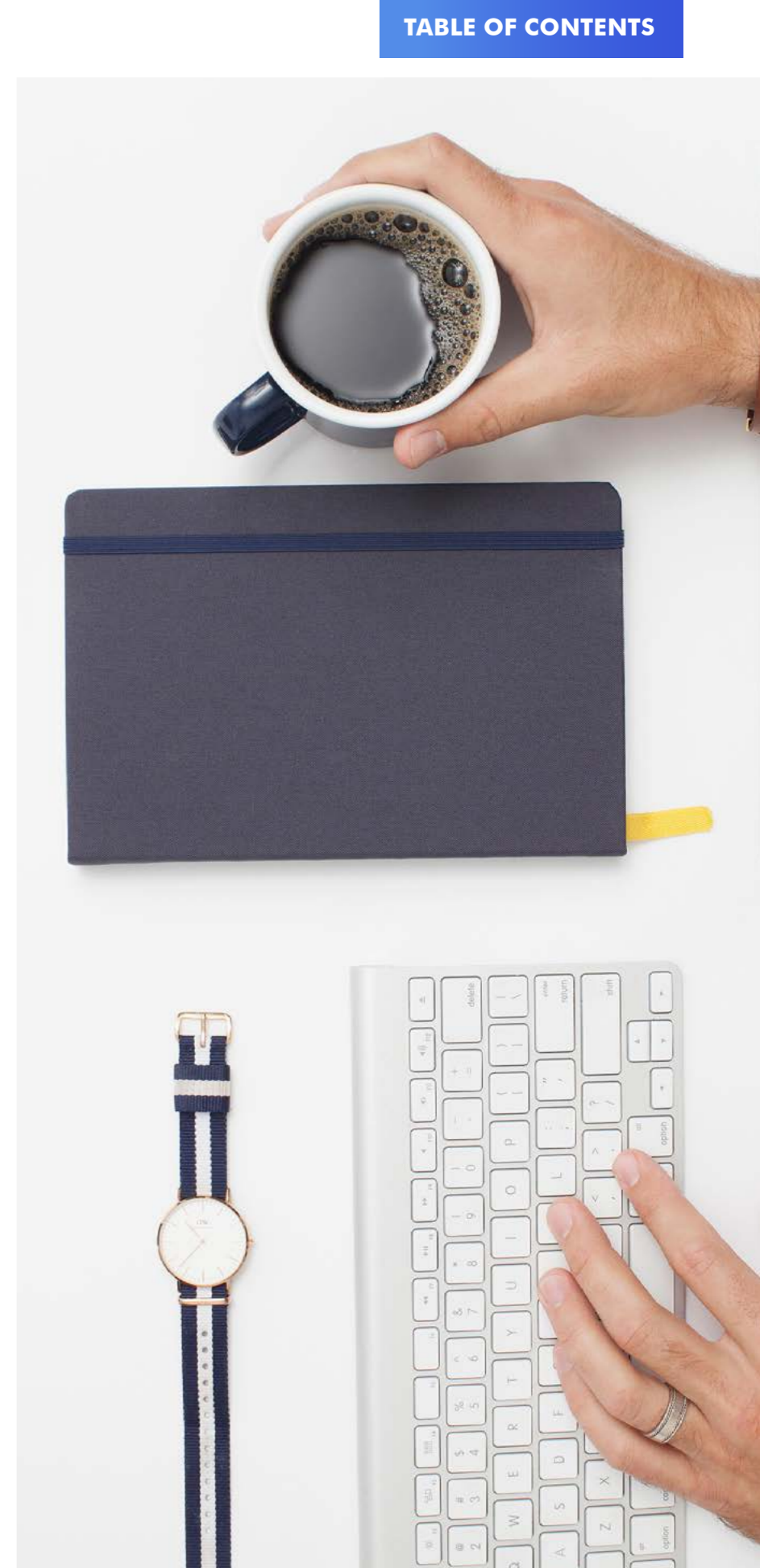
Business:

Pressco is already successfully operating full-service platform for every community and business seeking to sell its personalized clothing and merchandise. Pressco reduces their starting costs to absolute zero and provides:

- *Designs aligned with community identity that sell*
- *Professional looking e-store filled with a variety of clothing and merchandise products*
- *Turnaround time for orders of 1-2 days*
- *Additional services (advertising, social media campaigns, custom products)*
- *Full 24/7 customer support*

Crowdsale:

Pressco is looking for the first ever Series A investment through the blockchain. Pressco will run the crowdsale and will issue (1.400.000) 'PRO' ERC20 profit sharing tokens. The total supply of tokens will represent 20% of Pressco's profits. Tokens, however, do not grant a right to participate in the company's decision-making process.
Soft cap (minimum goal) – 3500 ETH
Hard cap – 7000 ETH
Starting date – to be announced.



PROBLEM

There are millions, if not billions, of various communities (social communities, sport teams, car-lover clubs, universities, charity organizations, companies, etc.) all around the world, and each of them have their own ideas, values and beliefs. Despite the type of organisation, printed clothing and merchandise is still one of the most popular ways to express a sense of community. Branded clothing is a perfect tool for engaging community members, getting public attention and even generating some extra revenue.

However, only the largest and most developed communities can afford to have their e-store running with their own promotional products.

In order to launch community-branded clothing/merchandise, organizers need to create designs, organise production, collect orders, fulfill orders and provide shipping information and support. For smaller communities, such as a local sports club with only 100 people, it would be too expensive to learn everything regarding what it would take to launch a successful community clothing line.

Lack of human and financial resources, weak designing capabilities and large minimum order quantities are the key barriers for small and medium communities who want to start selling their personalised clothing and merchandise.

Moreover, a small initial budget will limit the amount of products offered, as each manufacturer has set minimal order quantities. Therefore, organizations are forced to choose a particular amount of products to offer depending on the risk they are able to take. Furthermore, organisations need to find fulfilment solution that either costs time or part of potential profits. E-shop management and online marketing are other really important aspects that have to be attentively covered in order to see desired results. Afterwards, if the organization is determined enough to solve all of the setting up e-shop challenges, it will then face operational costs such as customer support, product changes, accounting and much more.

Considering all of the barriers mentioned above, the majority of the small and medium communities around the world refuse to run their own clothing/merchandise brands. Today, there are various solutions to overcome these barriers. However, there is no solution that will solve all of the problems faced and reduce the starting cost to absolute zero for businesses and communities who want to run their own clothing/merchandise brand.



PRESSCO BUSINESS MODEL

Pressco solves all of the problems communities face when starting their own clothing and merchandise line by reducing their initial costs to **ABSOLUTE ZERO**.

PRESSCO TAKES CARE OF:



Product design

Pressco designers analyze the identity of the community. According to the community's size and potential, designers prepare a custom-sewed clothing line or custom-drawn designs for blank merchandise (clothing, cups, caps, etc.). The designing team also provides all of the necessary visuals for both the e-shop and further marketing and communication.



E-commerce platform

Pressco web developers create an online shop in less than a day. Each shop has a fully-integrated payment system based on its local currency and payment methods. As the current method is still manual, Pressco's future aim is to create an online shop builder and optimise the process, so all of the ecommerce stores will be created and customised by community owners. This new IT platform will be integrated with pre-made design templates and themes, cross-sell/up-sell options/funnels, free plugins to boost sales and an automatic profit payout system.



Product manufacturing

Pressco owns a wide range of machines: screen printing machine, direct to garment printing machine, UV laser printing machine, wide format printing machine, all-over printing machine and sewing and embroidery machines. These machines allow Pressco to produce and decorate a variety of products: clothing, accessories, stickers, cups, home decor items, and much more. Pressco has enough equipment to keep the turnaround time for all products under 48 hours.



Clothing merchandise promotion

The Pressco marketing team consults with organizations and helps with promotions, creating high-converting ad campaigns – Facebook, Instagram or any other social media channel a community may have – for every community individually. In order to ensure the efficiency of the advertisements, they are monitored daily, and shop owners are provided with sales metrics to track performance.



Delivery and customer support

Every customer receives 24/7 Pressco support via live chat, email or phone consultations and support is available in French, German, English and other languages on demand. After an order is registered in a post office, the buyer will receive their order tracking number to follow the progress of their delivery.



Profitability for a community

Community owners receive 50% of the profit each month.

By covering these aspects, Pressco becomes a first-choice partner for communities and businesses seeking to sell personalized clothing and merchandise.

HOW IT WORKS IN PRACTISE?

The community that has a personalized clothing and merchandise e-shop created by Pressco becomes a member of Pressco network. A network consists of various separate e-shops, and all e-shops have individually created products that are being promoted to different customer audiences. The only inputs required from the brand owner is in the initial stage when they set up their products and e-store. All other operations – promotion, maintenance, support, accepting/finalizing orders – are covered by the Pressco team.

Brand owners simply provide Pressco with the rights to sell under the brand name and an effective way to reach their community members. In exchange for brand name and target audience, brand owners receive 50% of profits from the last month. In general, Pressco network participants receive a tool that promotes and engages their community and it will even generate passive income while requiring no additional efforts or costs. This model gives Pressco an incredible opportunity to have an unlimited number of ecommerce stores representing different brands from all around the globe while generating a huge number in sales each month.



HOW PRESSCO IS BETTER THAN ALTERNATIVES/COMPETITORS?

Wide product range:

Pressco offers multi-color and multi-sexual standard clothing – t-shirts, hoodies, crewneck sweat-shirts, caps; and standard accessories and home decor items – phone/computer cases, pillows, bags, mugs, etc. Pressco has also developed a professional and easy, customisable clothing line for special needs segments such as sport enthusiasts. These athlete-focused clothing lines are sewn out of a special, high-class breathable hygroscopic fabric. Pressco provides custom packaging solutions for all clients.

A large number of same-segment community organizations gives Pressco an opportunity to produce niche-based products, such as pins, necklaces, etc.

Advanced ecommerce platform:

The Pressco e-shop builder will offer a wide variety of tools which will ensure efficient and smooth online store creation, product customisation and an effective order management process. This platform will include: a base of pre-made website templates that brand owners will be able to choose from; API integration to already existing shops; CSV address import for mass orders; customers email export; newsletter platform integration; automatic mockups generator; automatic quotes for bulk orders; an ability to customise merchandising packages for events; and implementing selling campaigns for a limited time. The seller will have a dashboard of the full insights of his page: conversion rates, traffic, most viewed pages and products, so he will be able to optimise the sales process and get the highest ROI.

Additional services,

Providing professional designs for products is a service that differentiates us from other market players and gives brand owners the opportunity to start selling in minutes. To reduce the designing costs, Pressco has a wide range of designs prepared for particular sectors, which provides various

organizations different sets of professionally created illustrations for clothing and merchandise. To maximise the profits, Pressco handles digital marketing by taking control of ads, marketing visuals and communication. Pressco also provides 24/7 customer support in four different languages.

	WITHOUT PRESSCO	PRESSCO
ONLINE SHOP	X	✓
DESIGN	X	✓
ADVERTISING	X	✓
PRODUCT MANUFACTURING	X	✓
CUSTOMER SUPPORT	X	✓
PRODUCT RANGE	X	✓
INVESTMENTS	NARROW	WIDE
TIME CONSUMPTION	NARROW	WIDE
PROFIT	30%	50%

HOW LARGE TARGET MARKET IS?

MARKET SIZE:

The fitness apparel industry is projected to reach market value of 184.6 Billion USD by 2020, and traditional promotional merchandise two largest markets are U.S with 22.9 Billion USD (2016), Europe with 15.7 Billion EUR (2016) market value.

700 FESTIVALS

- **Online pre-ordering**
- **Bulk order options for retail**

There are over 700 festivals put on each year all around the world. There are plenty of events in addition to festivals that attract huge crowds of people, and this means organisers and company's must provide branded merchandise for participants. It can be done with Pressco, using minimal efforts while getting higher profits.

141.000 ACTIVE CHARITY ORGANISATIONS

Thousands of charities around the world have millions of seekers. The branded clothing and merchandise designed for charities is a perfect way to raise awareness and extra funds to achieve their noble goals.

**Fundraising campaigns; Fairs and events;
Online charity shop**

**10.000 active BLOGGERS/
YOUTUBE STARS:**

Online shop with a custom clothing line.

2 300 000
MUSICIANS, ACTORS, ENTERTAINERS, ETC.

Music bands, solo singers, actors and artists are the ones who establish the biggest communities around the world. However, many of them have only simple t-shirts with only one logo to offer. Maybe it's time for a change?

600 PROFESSIONAL AND AMATEUR SPORTS TEAMS:

**270 000 SPORTS CLUBS/
INDIVIDUAL FITNESS TRAINERS:**

Sport teams or even single players are supported by thousands of fans who believe that the best way to express their support for the athletes is to look just like them – and clothing is the best way to achieve that.

- **Customizable fitness and active wear collections**

2 6 000 000

COMPANIES:

Merchandise is a universal tool that helps motivate employees, welcome new members to the team or create deeper connections with your clients. With Pressco's online platform, companies can distribute their branded merchandise without even touching it.

- **Distributing swag to thousands of customers automatically**
- **CSV address import**
- **Bonus codes system for employees**
- **Starting kits for new employees**

INDIVIDUAL INTERNET MARKETERS/BRANDS

At some point of their growth, every brand realizes it is necessary to establish personalised clothing and merchandise. The additional processes of creating and managing an e-shop and developing a product become the key reasons for not even starting it.

3600 UNIVERSITIES



WHERE IS PRESSCO NOW?

Pressco is not just an idea: It's already an existing ecommerce business that started in March 2017. At that time – having all the resources needed for the business model, which covered everything from web development to production – we agreed to work with the biggest animal shelters in Lithuania, and we opened our first ecommerce stores under their brand. After the successful launch, we realized the potential and decided to expand Pressco to foreign markets.

We currently employ a team of ten professionals in the following positions: IT, design, marketing, sales, manufacturing and customer support. In six months, we have already opened 60+ ecommerce stores in France, Germany, Lithuania, Estonia, Latvia and Belgium, generating over 30.000 EUR revenue each month, with a 30% pure profit margin (you can find the list of all our shops here). Even more, 100 000 EUR is already invested in Pressco's IT and manufacturing structure, and the ambition is to open 2500 e-shops by the end of 2019.

Product Catalog Development

a) Customizable fitness and active wear clothing catalog: We want to enable all fitness community members (trainers, teams, sports clubs, etc.) to create their own clothing lines with their individual branding. Our catalog will consist of different styles, fabrics and designs.

b) Customizable traditional clothing catalog: Each community wants to express their unique beliefs and identity, but we see the same cut and mass produced t-shirts and sweaters in 9 out of 10 e-shops. The Pressco team will launch its own traditional clothing catalog, which will be customised by dimensions, fabrics and style.

IT:

After crowdsale, we will start building a Pressco online platform where new clients can create their own functional and free-and-simple e-shops in just a few minutes. We want to automate our client support processes to scale our ideas faster and with less resources. Our online solution will consist of these functions:

- **Automatic e-shop creation with pre-made templates**
- **API integration to already existing shops**
- **CSV address import for mass orders**
- **Customers email export and mailchimp integration**
- **Automatic mockups generator**
- **Automatic quotes for bulk orders**
- **Funnel, up-selling and cross-selling options**
- **Customised merchandising packages for events**
- **Implementing selling campaigns for limited time**
- **Seller dashboard with full insights: conversion rates, traffic and most viewed pages**
- **Custom clothing collection building tool**

Manufacturing Facility Automatization

At the moment, our facility employs every possible printing method: direct to textile, transfer, UV, dye sublimation and embroidery. We are advocates of automatisation, and in 2018 we plan to fully integrate our e-shops with machinery, allowing us to eliminate all possible parts of human interaction.

WHERE PRESSCO IS HEADING TO IN UPCOMING 2 YEARS?

2018 Q1-Q2 (Product development)

Total number of shops: **200**
 Products: **Customizable fitness and leisure clothing collections**
 Markets: + **United Kingdom, Italy, Poland, Scandinavian countries**
 Segments: + **Festivals, individual internet marketers, YouTube channels, bloggers, graphic artists, sports clubs, fitness trainers**
 Manufacturing: **Ordering sewing and sublimation machinery for sports and leisure clothing**
 IT: **Developed API plugins for Shopify, Woocommerce, etc.**

2019 Q1-Q4 (Pressco IT platform building)

Total number of shops: **2500**
 IT: **Launching the PRESSCO online platform**

End of 2019
 # of shops total: **2500**

2018 Q3-Q4 (Industrial revolution)

Total number of shops: **420**
 Markets: + **USA, Canada, Australia, South Korea** Segments: + **Schools, Universities**
 IT: **Finishing PRESSCO'S online platform, testing, affiliate program development**
 Manufacturing: **Fully automated factory which is connected to all e-commerce stores**

FUND ALLOCATION:



ETHEREUM BLOCKCHAIN IS USED TO RAISE SERIES A INVESTMENT- 'PRO' Token

Crowdsale Structure

'PRO' ERC20 is a burning token, and the total sum of all PRO tokens issued is 1.400.000.

Every 3 months, Pressco will publish an official audit of the company. 20% of the company's profits will be converted into a cryptocurrency and then used to purchase and burn PRO token.

700.000 tokens will be sold during an ICO, aiming to raise series A round which is 7000 ETH.

The other 700.000 tokens will be held by Pressco. Pressco's tokens are locked automatically for a period of one year.

The crowdsale of Pressco and the corresponding token creation process will be organised around the smart contracts running on Ethereum. Participants willing to support the development of the project can do so by sending Ethers to the designated address. By doing so, they are purchasing "PRO" Tokens at the rate of 100 "tokens" per 1 ETH, which are then sent to their wallets after the crowdsale.

Crowdsale ends when the end date (will be announced soon) is reached, or 24 hours once the soft cap (3500 ETH) is reached or a hard cap is reached.

If the crowdsale campaign does not reach its capital goal of the soft cap (3500 ETH), all funds will be returned to investors by the Ethereum smart contracts.

100 PRO tokens created per 1 ETH
Soft cap (minimum goal) – 3500 ETH
Hard cap (maximum goal) – 7000 ETH
ICO dates: soon to be announced

Below are scenarios that illustrate all possible outcomes.

Scenario 1

Crowd-sale starts and the soft cap (3500 ETH) is reached in a period of 1 week. The hard cap gets activated and adds an additional 24 hours to the crowdsale deadline. The hard cap (7000 ETH) is reached in a period of 24 hours and crowdsale is finished. "PRO" tokens are distributed to investors after seven days which become instantly tradable.

Scenario 2

Crowd-sale starts and the soft cap (3500 ETH) is reached in a period of 1 week. The hard cap gets activated and adds an additional 24 hours to the crowdsale deadline. The hard cap is not reached. Let's say 2435 wallets invested 4355 ETH. Tokens are distributed procentage.

Scenario 3

Crowd-sale starts and the soft cap is not reached till the end of crowdsale. All invested ETH is returned to investors.

Where is the value behind "PRO" token?

Every 3 months, known auditing company, such as KMPG or EY, will make an audit of the company publishing earning reports. 20% of the company's profits will be converted into a cryptocurrency and then used to purchase and burn PRO token.

How are "PRO" token holders involved in Pressco's business development?

"PRO" token holders will earn the right to participate in a closed Pressco affiliate program. By finding local communities who are interested in Pressco services, they will earn a percentage and increase the value of the token. Model is defined individually with a "PRO" token holder, since there are many factors to consider.

Pressco aims to use the power of the crowd ("PRO" token holders) in order to rapidly scale the business and grow the value of the token.

TEAM BEHIND THE PROJECT

CO-FOUNDER:**Deividas Daubaris–**

6 years of intense B2B sales and team-leading experience. Previously founded social media agency and launched successful private label products in the largest marketplaces.

**CO-FOUNDER:****Germantas Dikcius–**

Founder of “Synergy Effect”, a business consulting company that helped a Lithuanian business raise more than 5 million EUR and expand their business operations abroad. Also worked in various NGOs and helped them to turn into social enterprises.

**CO-FOUNDER:****Eimantas Balciunas–**

Organized numerous conferences and worked in world’s biggest show events as a media representative.

Before Pressco, co-founded a communication company helping to boost sales for various e-commerce products.

**Marie-Line Deleye–**

Customer relations pioneer who maintains perfect relationship with our end clients. “The best way to measure your success is how many returning customers you have” – which perfectly describes Marie-Line’s work philosophy.



Povilas Kuklys–

Math graduate and computer enthusiast since childhood. Interested in the latest technology trends, including cryptocurrency. Povilas is a CTO in Pressco, managing several programmers and taking care of the entire IT infrastructure.

**Monika Markeviciute–**

Has lived in five countries and speaks four languages. Before Pressco, she worked at the largest telecommunication and payment processing company. Monika is currently leading market expansion to France, Belgium and Canada.

**Elena Kanarskaite–**

Creative mind, has been actively drawing since childhood and loves art and hipster culture. In Pressco, Elena is a creative manager responsible for all design output on clothing.

**Mantas Skirman–**

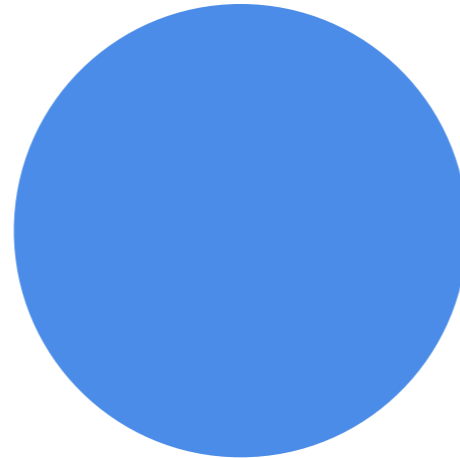
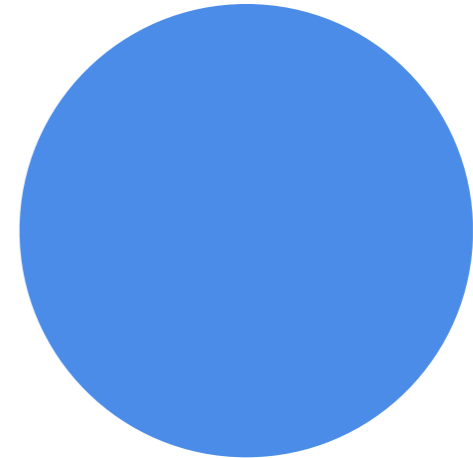
The guy behind all of Pressco's manufacturing and the one who manages all machinery and press. His engineering background helped him optimise the company's manufacturing processes and lead production team.



ADVISORS

**Tomas Draksas**

is a co-founder of Edgeless casino platform. It's the first decentralized and ethereum-based online casino offering 0% house edge games. In early 2017, Edgeless issued its own ethereum-based token called "EDG" through an ICO process. EDG is a service-based cryptocurrency used to access Edgeless casino games, and it's among the top 100 cryptocurrencies. Additionally, all EDG tokens are actively traded on a cryptocurrency exchange, giving valuation to the whole Edgeless company of more than 50 million USD.

**TBA****TBA**

FAQ

Why are you doing a token purchase/burning after only six months?

Because our token models are absolutely new to the world and there are no proper regulations to define it. It will take some time to set a proper legal structure for our model.

Additionally, Pressco is still in the early stages of a start-up. It will not generate massive profits in the upcoming 6 months.

Aren't you afraid of SeC or governments trying to regulate ICOs?

Access to capital through the blockchain is one of the greatest things that has happened to our economy. Now every entrepreneur who creates value and is not in Silicon Valley can fund the next step of their venture.

We do believe governments/regulators understand how important this is for the world's economy. We believe that in a relatively short time, ICO model will be fully legalised and supported by the governments/exchanges.

If you do believe that ICO has no value in the economy and that SeC/governments will hunt down all of it, then please do not invest.

I want to have my own e-shop. What should I do?

The Pressco team will analyse your community and prepare high-converting product designs with your branding. After your approval, your fresh e-shop will be up and running in about one day, with all payments and products set in place. Depending on your number of followers and their level of engagement, the Pressco digital marketing team will shape and execute a marketing strategy for your new e-shop so it reaches its maximum potential.

Is it free?

At this stage, in order to build our client base, Pressco is providing the services mentioned above free of charge.

Does Pressco provide any additional services?

We take care of customer support, handle inbound queries and give insight on how to increase sales.

Approximately how long does it take to start selling with Pressco?

If a client provides his branding and gives us feedback instantly, you will start selling within 2-3 days.

