

Enabling startups through
community-based capital deployment

UPLIFT

Accelerator | Launchpad | Community



Our mission

We believe in enabling success at every milestone in the startup journey by offering support and acceleration from the very beginning stages, to launch and beyond.

Uplift's Angels

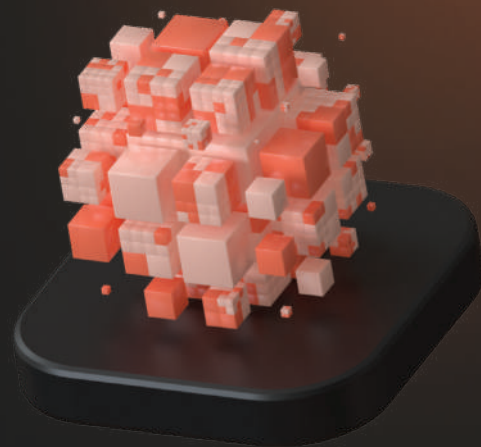
Our angels are more than just financial contributors, they understand how to promote and bring exposure to projects in the open market

Uplift's Team

We are a community-driven IDO launchpad consisting of exceptional marketers, KOLs, influencers and venture capitalists

Uplift's Reach

We span over 150 countries, creating global exposure for each project we back

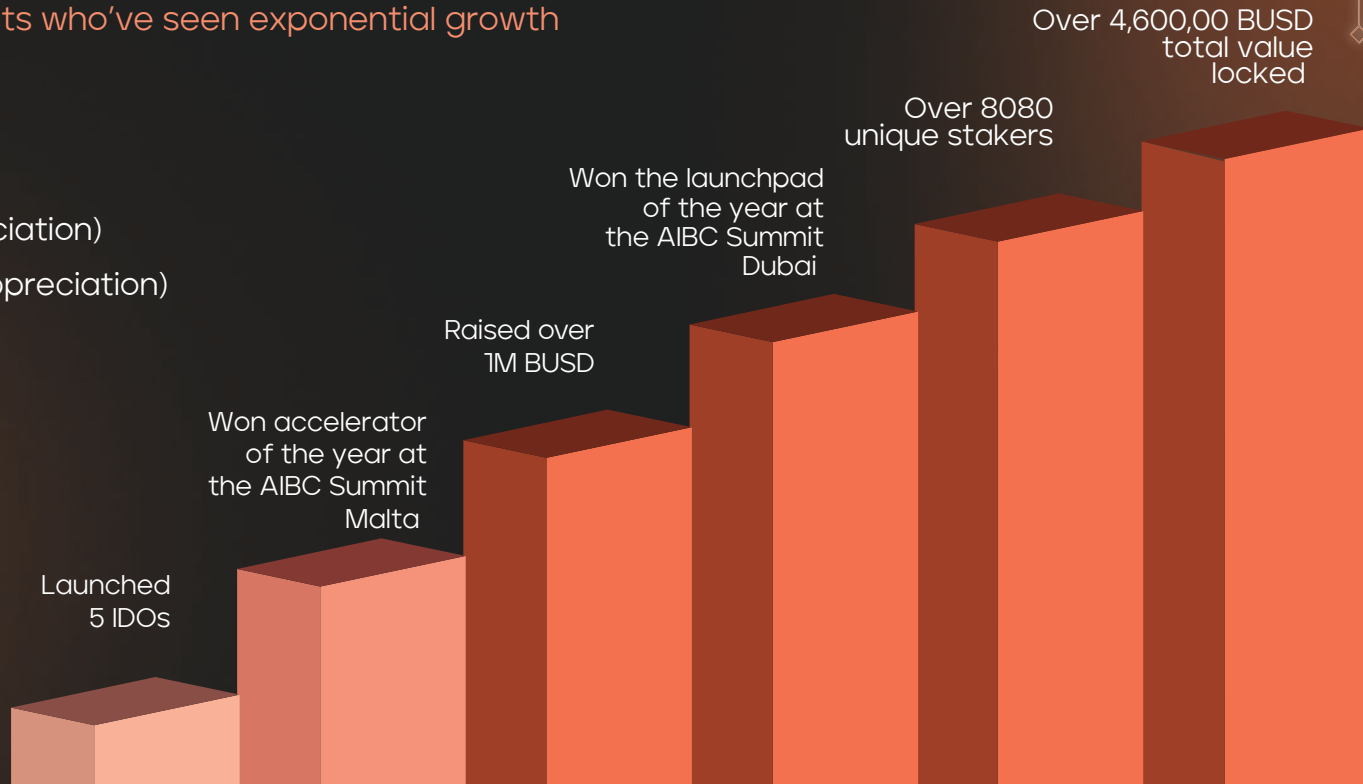


Our achievements

We launched in November 2021 and so far we have worked with exceptional projects who've seen exponential growth such as:

Jumbo (13x value appreciation)

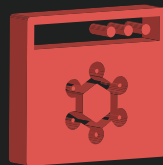
YouMinter (2.6x value appreciation)



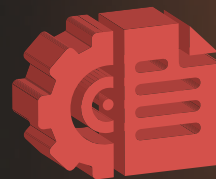
Ready to Launch



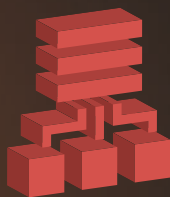
GameFi



NFT
Marketplaces



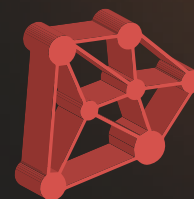
Asset
Management
Protocols



Yield
Aggregators



DEXes



Infrastructure
Projects

Accelerator

Capital is provided to a project in seed and private stages through:



UpLift Venture Fund



Community Leaders



VC Partners

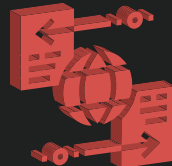
Aid With a pre-launch buildup via:



VC Exposure



Influencers



Exchange Listings



Market Makers

Launchpad

Facilitate fundraising by exposing your project to the community of business angels



Cross-Chain IDOs
IDO on BSC,
distribution on any
EVM-compatible
network



KPI-Based Raise Unlocks
High raise projects
receive funds in tranches
according to the
agreed-upon KPI



Whitelisting
Project can facilitate a
fundraise for it's community
by providing a custom list of
participants



KYC
One-time KYC by
Onfido guarantees full
regulatory compliance
and ensures we don't
hold any personal data



**Vesting and
Distribution**
Platform supports
multiple vesting types
and schedules



Fair Lottery
Absence of a tiered system
and a stand-off period after
each IDO both lead to a highly
diverse set of participants

IDO Marketing Support

We act as a full plug in marketing department for projects and amplify their growth through a series of dedicated marketing campaigns to our core community of over 17k+ and beyond;

Press

- ◆ We have a strong partnership with industry leader, Market Across
- ◆ Articles in established media outlets- such as Cointelegraph

Events

- ◆ Crypto & Blockchain events - such as the AIBC Summit
- ◆ Key speaking events



IDO Marketing Support

Partnerships

- ◆ Key Opinion Leaders help amplify our projects
- ◆ Competitions and giveaways with established partners

Social Media

- ◆ Twitter – Community management; Weekly Twitter Space with KOL's, AMAs and Educational Partnerships.
- ◆ YouTube – Educational videos plus, interviews with project founders and teams.
- ◆ Telegram/Discord – Dedicated community manager hosts AMAs and Giveaways.



Community Incentives

Accelerate the post-launch momentum by creating a series of community-based incentives

Bounties

How-To/learn-to tutorials, Medium/YouTube content, social media activity and community management help is provided in exchange for token rewards

Referral Program

Two tiered referral program provides continuous rewards from IDOs, farming and bounty programs

Farming

Increase project's token utilisation by deploying staking and/or liquidity mining programs with referrals and lockups



Token Utility

IDO Fee
Community Rewards
Token Buybacks

Early Stage Funding
Community Rewards
Token Buybacks

Community Incentives
Community Rewards
Token Buybacks



Staking
IDO Access

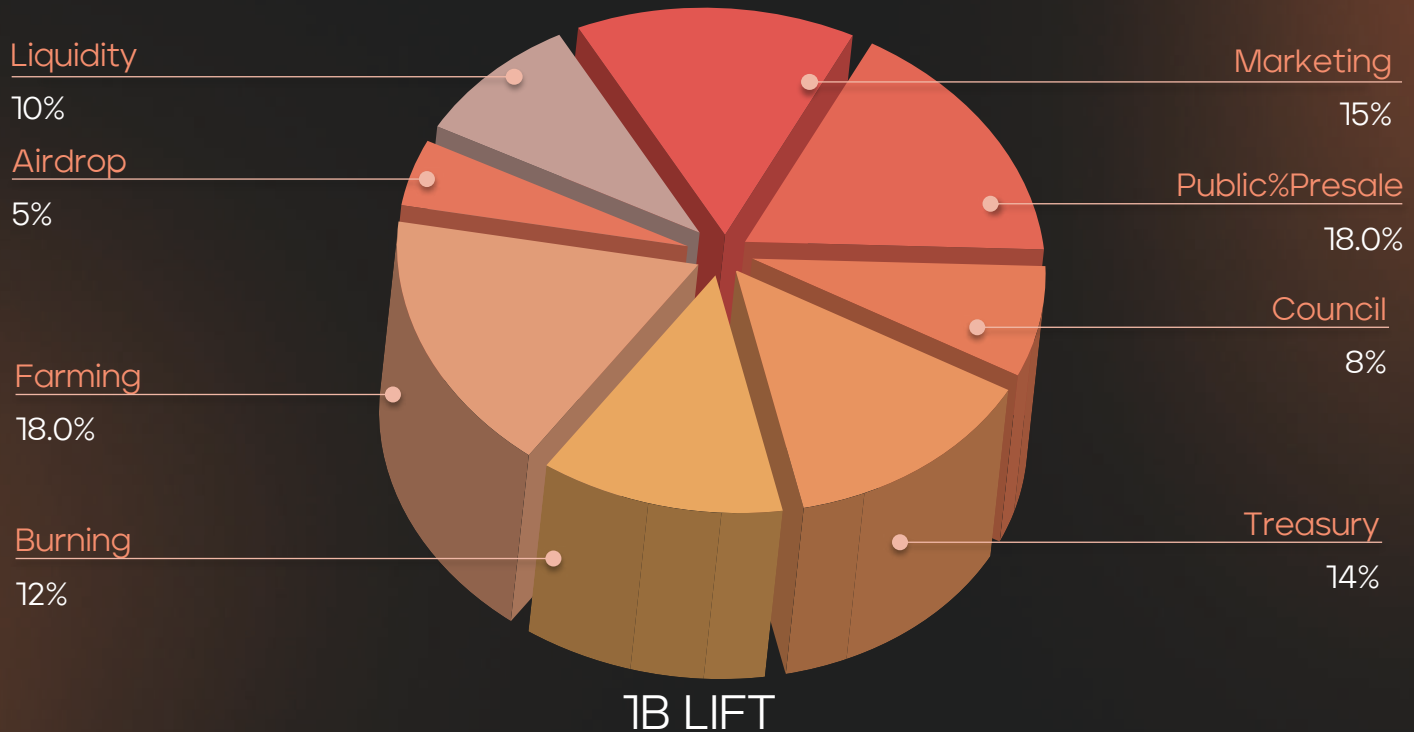
Staking
Early Stage Funding

Staking
Referral Program Bonuses

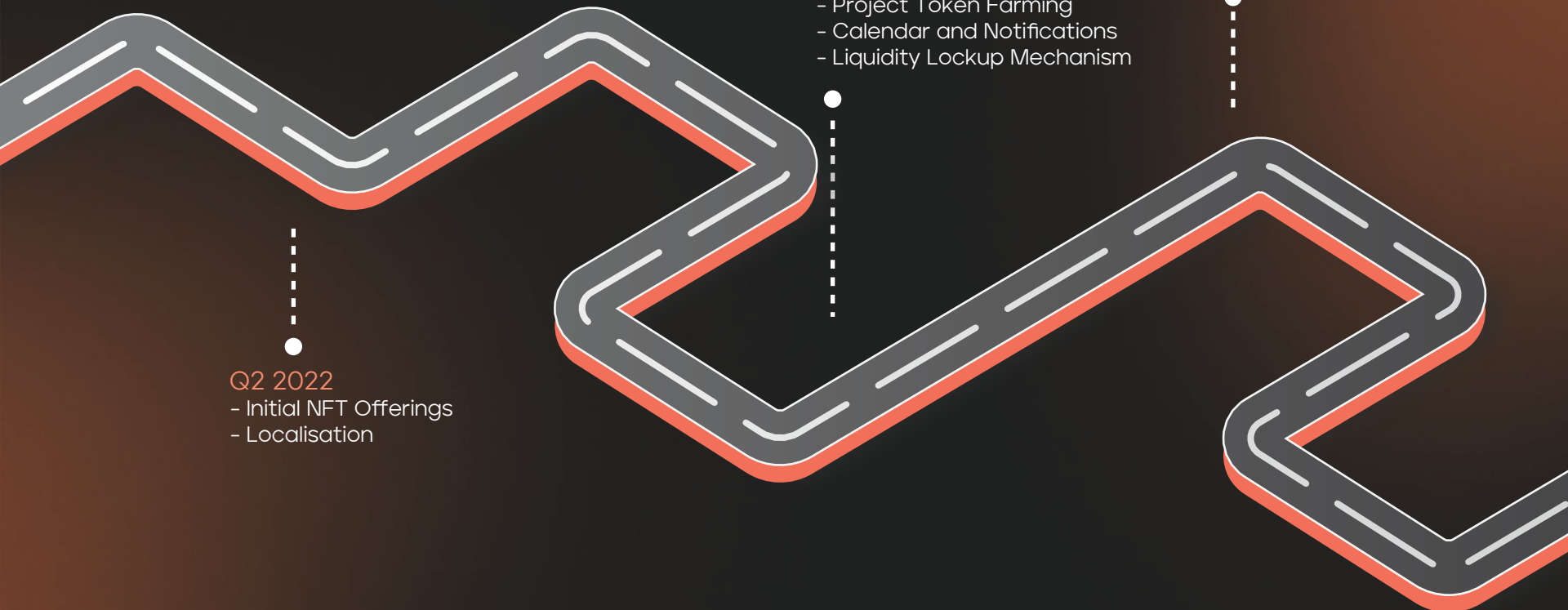
Staking
Incentive Programs

Staking
Governance and Voting

Token Distribution



Roadmap



Q2 2022

- Initial NFT Offerings
- Localisation

Q3 2022

- Project Token Farming
- Calendar and Notifications
- Liquidity Lockup Mechanism

Q4 2022

- Venture Bond Offerings

Our Partners

We have partnerships with over 30 renowned crypto funds and organizations.
Such as:



Our team



Irina Berezina

Operations Lead

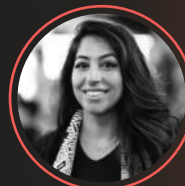
Irina joined Uplift a year ago during a course of which she grew that platform by \$4m in TVL and formed strategic partnerships with industry leaders like Near Foundation, Polygon, MarketAcross, Certik as well as onboarded multiple global crypto funds.



Gregory Miles

Community Lead

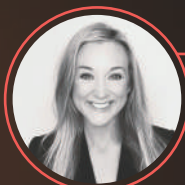
Greg has a deep understanding and passion for growing communities. A proven track record of growing, nurturing and managing successful crypto communities for various leading blockchain organizations such as Amazix and Ecomi, to name a few.



Shyla Bashyr

PR & Communications Lead

Shyla was a Computing and Business lecturer for 10 years, who has amassed a wealth of crypto experience and blockchain knowledge. Working with DappRadar, AmaZix, Wanchain, Havven (Sythetix) to name a few.



Lucy Morgan

Marketing Lead

Lucy has 16 years of marketing experience managing high-end sectors at blue-chip organizations such as Sky TV, Sotheby's and Harvey Nichols and Crypto startups, lectured at the University of Oxford's Business school on scaling start-up growth.



Helena Candas

Project Lead

Project lead with the magic skill to make ideas come to life. With a background in the marketing and travel industry, Helena possesses super strong communication skills and is fluent in 5 languages!



Connect **with us**



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