



# CRYPTO-TOKEN BACKED BY COLOMBIAN EMERALDS

## INTRODUCTION

Investing in Colombian emeralds is becoming more popular, due to their unique characteristics, beauty and scarcity. There are more than USD 10 billion in Colombian emeralds in the market. Currently, 5 to 10% of the yearly production is used for investment purposes, and it is expected to grow up to 50% in the coming years.

### CURRENT

10% → INVESTMENT

90% → JEWELRY

### 10 YEAR PROJECTION

50% → INVESTMENT

50% → JEWELRY

## GEMERA Token

<b>NAME:</b>	GEMERA
<b>TICKET:</b>	GEMA
<b>PLATFORM:</b>	ETHEREUM ERC20
<b>ITO SOFTCAP:</b>	500 K GEMA
<b>ITO HARDCAP:</b>	30 M GEMA
<b>PRE-SALE RATE:</b>	1 GEMA = 1 USD
<b>DECIMAL PLACES:</b>	18

## PROBLEMS

There is a long process that an emerald goes through the value chain from its discovery in Colombian mines to the final holder, which derives in several problems for both the investors and the producers, as specified below:

### Problems on the Investor's Side:

- High prices.
- Investing in emeralds can be complicated and risky without and adequate knowledge about them.
- Partial and small investments are not possible.
- Lack of trust on the emeralds origin.

### Problems on the Producer's Side:

- Receive less than 35% of the final customer retail price due to many intermediaries.
- Difficulty to expand to new markets.

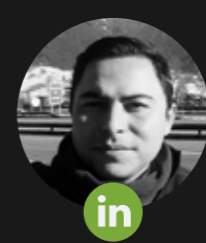
## SOLUTION

Through blockchain technology, GEMERA is not only making the emeralds more accessible to the buying public, but also is transforming the emerald industry for the better.

GEMERA will offer a crypto-token backed 100% by Colombian emeralds, which will be stored in security vaults. As well, the Project introduces a marketplace using decentralized technologies to exhibit all the information about the characteristics, certification, pictures and video of the emeralds, including audit results and the safe deposit box company location where they are stored.

In that way, GEMERA connects investors and producers and offers a more easy, democratic, transparent and accessible way to invest in this type of asset.

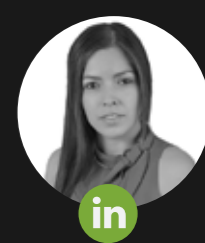
## TEAM



JORGE PELÁEZ - CEO



NICOLÁS REVOLLO - CTO



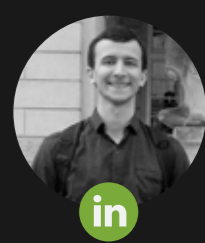
NATALY LEÓN - COO



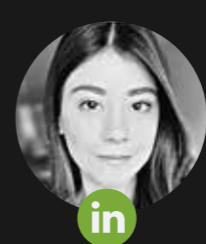
DIMITRY FEDOTOV - BUSINESS DEVELOPMENT



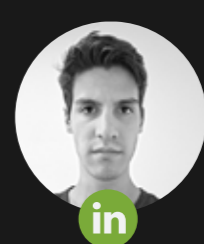
DANNY ARTEAGA - CMO



IAROSLAV BORSHCH - DEVELOPER

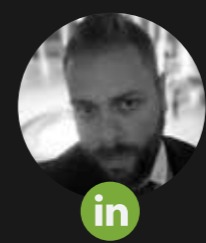


LAURA BARRERA - CREATIVE DIRECTOR



ALEJANDRO BARACALDO - BLOCKCHAIN DEVELOPER

## ADVISORS



GEORGE KIMIONIS



PHILIPPE BOLAND



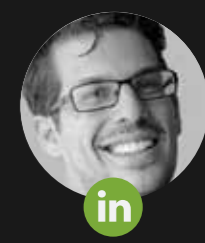
EDWIN MOLINA



RODRIGO GIRALDO



IAN SCARFFE



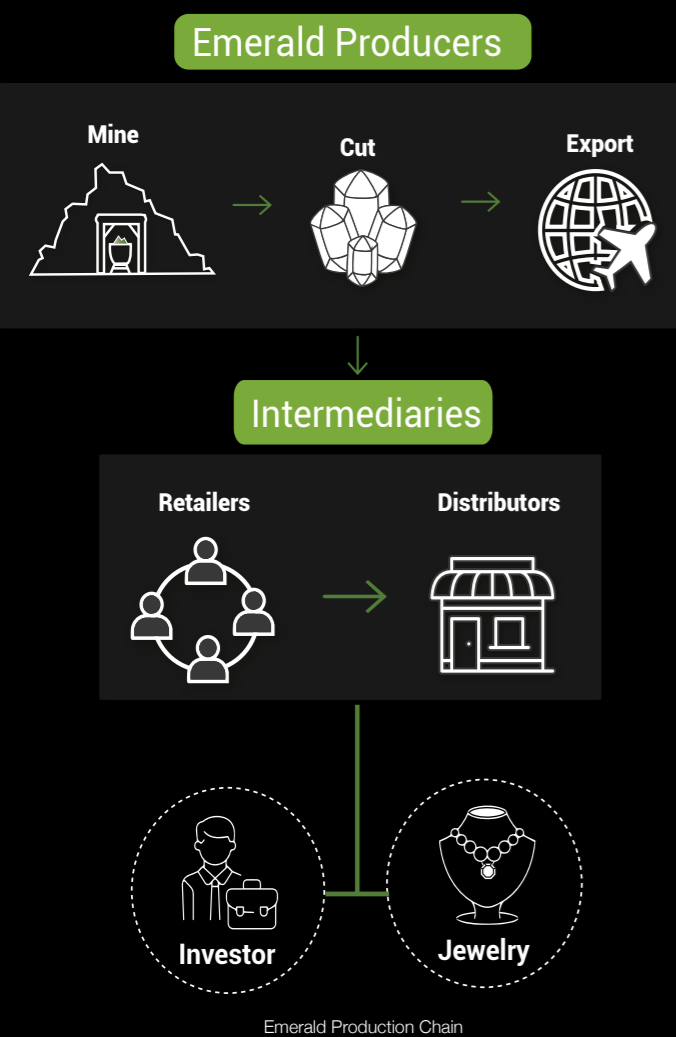
GABRIEL ZANKO



VICTOR BORRERO



CAMILO FLOREZ



ADVANTAGES	TRADITIONAL	GEMERA
Store of value	✓	✓
No middleman	✗	✓
Marketplace with decentralized information	✗	✓
Partial and small investments	✗	✓
Tradeable and transferable in real time	✗	✓
Emerald Assessment Process	✗	✓
Incentives for small investments	✗	✓

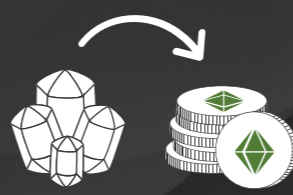
Advantages of the traditional investment model of emeralds vs. GEMERA model

## Features



### WORLD-CLASS ASSET

Colombian Emeralds are an excellent store of value due to their beauty and scarcity.



### 100% BACKED

GEMERAs are full backed by Colombian Emeralds and stored in security vaults.



### BLOCKCHAIN

Gemera Token and Marketplace are based on Blockchain.



### PROFITABILITY

No middleman. Very limited supply. 20x scarcer than diamonds.



### TRADEABLE

GEMERAs can be tradeable in exchanges or transferred instantly to compatible wallets.



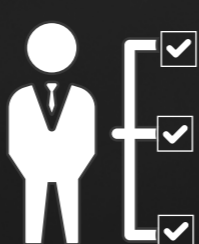
### REDEEMABLE

GEMERAs can be redeemed for emeralds through the project's marketplace.



### CERTIFICATION

Emeralds are certified by specialized gem laboratories.



### AUDIT

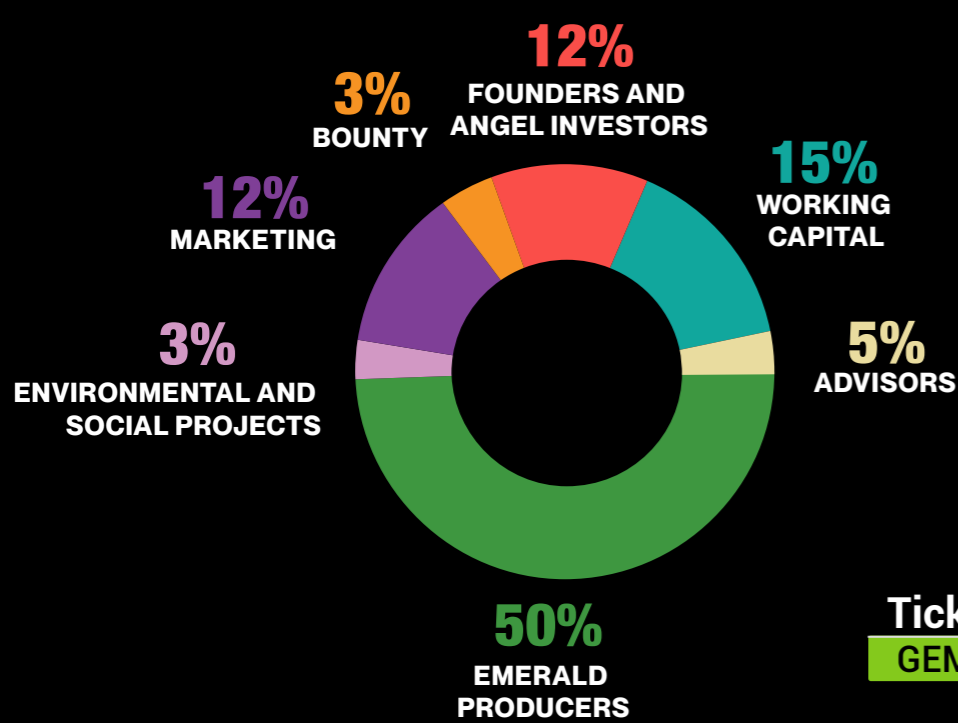
Emerald stock is subject to an annual audit, performed by a third party company.



### DECENTRALIZED MARKEPLACE

Blockchain-based marketplace platform to store the information of the emerald production all along its value chain.

## Funds Allocation



## ITO Distribution Stages

STAGE	DATE	TOKENS LIMIT	BONUS
PRE-SALE	2018-Q3	2.000.000	20%
		10.000.000	15%
PUBLIC SALE	2018-Q4	20.000.000	10%
		30.000.000	0%

<b>Ticker</b>	<b>Platform</b>	<b>Softcap</b>	<b>Hardcap</b>	<b>ITO Rate</b>	<b>Accepted Payment</b>
GEMA	ERC-20	500k	30 Million	1 GEMA=1 USD	ETH