

# ZIYEN INC.

2019

ZIYENCOIN  
CORPORATE OVERVIEW

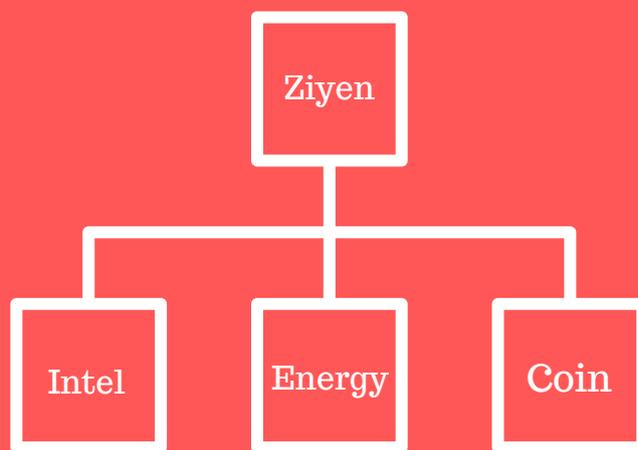


INVEST IN THE  
TOKENIZATION OF ENERGY  
ASSETS ON THE ETHEREUM  
BLOCKCHAIN

# ZIYEN INC.

## WHO WE ARE

THE COMPANY OPERATES  
THREE CORE DIVISIONS



Ziyen Inc. is a technology-driven energy company Incorporated in the State of Wyoming, U.S.A. in April 2016. Originally formed as a software company providing information on the oil, gas, power and energy sectors, Ziyen Intel specializes on business information, contracts, news and information by developing cutting edge procurement and supply chain software to provide clients with intelligence on industry specific government and private contracts. Seeing a unique opportunity, the company strategically pivoted and created an Oil and Energy Company securing the first oil asset in 2017.

Ziyen Energy was created to capitalize on information and opportunities in the oil and gas marketplace with the intent to produce oil in the U.S. with advanced extraction methods and technology implemented and guided by career experts in the oil and gas industry. Ziyen intends to produce oil by securing and developing smaller, marginal oil fields in the U.S. that have been otherwise overlooked by major oil companies yet still provide multi-million- dollar yield potential. Ziyen Energy currently has 18 oil assets based in the Illinois Basin, which covers Illinois, Indiana and Kentucky.

ZiyenCoin is a new division created by Ziyen Inc., which will focus on Oil Blockchain and work with leading industry leaders to develop new technology to cut oil and energy costs. Given the data-intensive opportunities available through the growth of the Internet, the Oil Industry sees blockchain as an important vessel to carry the industry's data transformation forward.

ZiyenCoin is set up to be the first Oil & Energy Security Token Offering (STO) to be compliant by the U.S. Securities and Exchange Commission (SEC), creating a fully trackable and unencumbered worldwide movement of digital currency in concert with blockchain supply chain management and the certainty of blockchain verified contracting.

ZiyenCoin is filed under the same regulation, as JPM Morgan's, JPM Coin, 506c Security Token Offering.



# THE PROBLEM:



## URGENCY TO OPTIMIZE THE OIL AND GAS SUPPLY CHAIN

### Oil and Gas Companies and Operators

- Finding new ways to locate petroleum and gas deposits
- Transporting volatile fuel components safely and efficiently
- Managing complex supply chains
- Securing trading and settlement of energy commodities
- Securing and simplifying billing and payments
- Maintaining arduous and ever-changing regulatory compliance

\$5T

Size of market company  
operates in (global oil)

### Digital Solutions

The implementation of blockchain technology in the oil and gas commodity marketplace has the ability to reduce the costs associated with maintaining, updating, and securing a proprietary trading system. Additionally, and perhaps more significantly, it can reduce the costs associated with labor, data management, data visibility, settlement delays, dispute resolution, and inter-system communication—all without compromising proprietary data, information sources, or trading methods that currently give companies competitive edge.



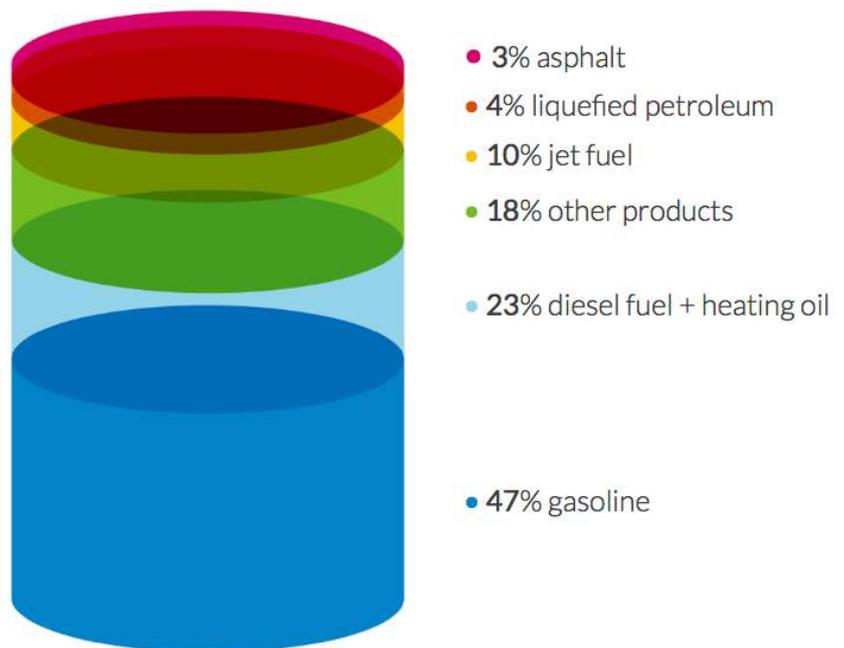
# THE CURRENT MARKET



## Oil and Energy & the Economy

The world spends over an estimated \$5 trillion dollars per year on oil and energy.

Global energy is the single largest and most actively traded commodity market in the world and is larger than the annual GDP of all but the 5 largest countries.



Energy is over 50 times the size of the generally accepted gold reserve market and is larger than all metal commodity markets combined.

Whereas gold and metal commodity markets are largely static in nature and have limited ability to drive global economic growth, energy as a consumable is the single most critical commodity for the continuous and effective functionality of the global economy.

# THE SOLUTION



## INDUSTRY ADOPTION OF BLOCKCHAIN & SMART CONTRACTS

### The Blockchain

The blockchain is a decentralized ledger, which tracks and records all transactions, or contracts maintained in decentralized form across different locations and people, eliminating the need for a central authority to keep records. The leading global oil operators including Shell, Saudi Aramco, Chevron, Equinor, ConocoPhillips, ADNOC, Marathon Oil, Wood and ExxonMobil are now all investing in developing the Oil Blockchain, however, are still in the pilot stages and focused on projects sharing seismic data and utilizing smart contracts for the trucking industry for fracking. The industry leaders are developing these pilot projects on private Ethereum based blockchains.



### The Oil Blockchain

Currently the development of Smart Contracts in the Oil and Gas Industry is in its infancy, blockchain was the mechanism that tracked cryptocurrencies such as Bitcoin.

However, as the technology evolved, variations such as private, permissioned, and consortium blockchains have emerged. Ultimately, blockchain technology can facilitate many types of business transactions.

Currently no end-to-end use of smart contracts has been completed for entire projects or fields by operators, but there is currently a huge investment by the major operators in the industry.

ZiyenCoin is being developed as a Digital Energy Token to integrate seamlessly into the blockchain.

Ziyen Inc. is about to Tokenize Energy Assets Deployed on Ethereum Blockchain for ZiyenCoin to become Market Leader.

# ZIYEN INC.



EQUITY TOKEN BACKED AGAINST  
ZIYEN INC'S ENERGY ASSETS

## Ziyen Energy Portfolio of Assets

The short-term goal will be for ZiyenCoin, to be set up as an equity-based token backed by Ziyen Inc's portfolio of energy assets, which includes oil reserves, renewable energy and other minerals and energy sources.

The three steps in establishing ZiyenCoin is to register the first Oil and Energy backed token with the SEC (registration date 25th of March 2019), the second is to accept the first investment into ZiyenCoin by an accredited investor (received 12th of April 2019) and thirdly, is the first transaction in ZiyenCoin by acquiring oil reserves and access in mineral rights.

Over the last 24 months, Ziyen Energy acquired 18 oil and gas leases in the Illinois Basin, which is a region in the midwest that spans 60,000 miles in southern Illinois, Indiana and Kentucky. The current leases provide the company with a strategic footprint covering over 1650 acres. Ziyen Inc. was classified as an Operator by the Indiana Department of Natural Resources in October 2018, with the first group of wells bonded in the company's name.

## Ziyen Inc. Holdings in the Illinois basin

**1650**

**Acres  
covering**

**2018**

**Classified as  
an operator**

**18**

**Number of  
oil leases**

# THE SOLUTION



## TOKENIZATION OF OIL ASSETS

### The Ethereum Blockchain

The leading global oil operators including Shell, Saudi Aramco, Chevron, Equinor, ConocoPhillips, ADNOC, Marathon Oil, Wood and ExxonMobil are now all investing in developing the oil blockchain and are currently focused on pilot projects sharing seismic data and utilizing smart contracts for the trucking industry for fracking. The industry leaders are developing these pilot projects on private Ethereum based blockchains.

Ziyen Inc. is ahead of the curve in our aspirations of being the first company to deploy energy assets on the Ethereum blockchain, and then operate a full project on the blockchain utilizing smart contracts. Once this is successfully accomplished we will essentially create the model and proof of concept for this the methodology to be rolled out across the entire industry.

A token is a digital asset that is tracked in a blockchain. The company's security tokens will be deployed on the Ethereum blockchain and will utilize a smart contract that follows the ERC20 standard but incorporates certain features of traditional securities such as restricting transfers of the tokens based on the exemption from registration under which the security token was sold. Each ERC20 security token sold by the company in this offering will have certain rules defined and enforced in a smart contract that is immutable once it is deployed to the Ethereum



# ZIYENCOIN FUTURE DEVELOPMENTS



## A SOLUTION TO REDUCING CARBON EMISSIONS

### Carbon Sequestration Mining

A key development aspect of ZiyenCoin is to use a percentage of the proceeds raised in this offering, to further develop the tokenization of ZiyenCoin and implement carbon sequestration mining as a key aspect of ZiyenCoin or the digital energy token.

ZiyenCoin will serve as a solution to climate change by serving as a universal carbon credit. Just as country-controlled (fiat) currencies are subject to political instability and inefficiencies of cross-border transactional charges, the global carbon credit market is inefficient, under-regulated and therefore, ripe for unification under ZiyenCoin's SEC compliant STO structure. ZiyenCoin did not invent the carbon credit market, but ZiyenCoin intends to disrupt and unify it under ZiyenCoin.



ZiyenCoin will expand upon the carbon credit model to incentivize carbon sequestration mining by rewarding ZiyenCoin as free or deeply discounted, not just to landowners for trees, but for a full spectrum of carbon sequestration activities. Just 3 examples of these activities that will qualify for free or deeply discounted ZiyenCoin are:

- 1) Purchase of vehicles that are environmentally friendly
- 2) Development and completion of a renewable energy project
- 3) Reduction in emissions from existing fossil fuel energy production plants

# ZIYENCOIN FUTURE DEVELOPMENTS



## ZIYENCOIN AS BLOCKCHAIN ENABLED ENERGY CRYPTOCURRENCY

### Across the Industry

On completion of successful tokenization of oil assets and operating projects on the ethereum blockchain and proof of concept has been completed. The next stage is for it to be rolled out across the industry. Currently, the oil & energy industry is worth over \$5 trillion worldwide.

ZiyenCoin will eliminate bank fees and cross-border exchange rate will cut anywhere from 3-5% annually.

ZiyenCoin adoption as a blockchain enabled energy cryptocurrency will provide savings of over \$200 billion on transaction and cross border rate fees per year.

ZiyenCoin will not only reduce transaction fees but by operating alongside smart contracts on a decentralized ledger will be able to complete transactions at the higher speed recording thousands of transactions per second on the blockchain

Energy serves as the one constant to all else on the planet that ZiyenCoin, as the first currency and blockchain technology based on energy, should naturally become one of the leading digital currencies of the world.

**ZIYENCOIN COULD SAVE**

# 3-5% ANUALLY

in bank fees and cross border exchanges



# WHAT AM I INVESTING IN?



## ZIYENCOIN - SECURITY TOKEN OFFERING (STO) REGULATION D RULE 506(C)

### A Digital Token

ZiyenCoin is the first Oil & Energy Security Token Offering (STO) to be filed with the U.S. Securities and Exchange Commission (SEC)

A token is a digital asset that is tracked in a blockchain. The company's security tokens will be deployed on the Ethereum blockchain and will utilize a smart contract that follows the ERC20 standard but adds certain features of traditional securities.

The Company has engaged Prime Trust, LLC as the chosen escrow agent. Prime Trust is the industry leading provider of escrow services for technology-driven securities offerings. Prime Trust systems process and account for every dollar, while protecting issuers, investors, and others involved in a capital raise. Prime Trust is a "bank" under SEC Rule 15c2-4 and a "Qualified Third Party" under Reg CF.

All investors are subject to Primetrust Anti-Money Laundering (AML)/ Know Your Customer (KYC) Services. As a regulated, chartered financial institution Prime Trust is required to maintain a robust, PATRIOT Act compliant AML program that is subject to external audit and periodic examinations by banking regulators and the US Treasury.



### ZiyenCoin

Maximum Tokens Offered: 2,500,000,000

Minimum Tokens Offered: 1,000,000

Price Per Token: \$0.01

**Minimum Investment: \$10,000  
(1,000,000 Tokens)**

### INVEST IN ZIYENCOIN THROUGH

### PRIME TRUST

a technology-driven financial institution that provides financial infrastructure solutions for the digital economy.

### WE ACCEPT



Cash



Bitcoin



Ethereum

# HOW TO INVEST?



VISIT: [WWW.ZIYEN.COM](http://WWW.ZIYEN.COM)

EMAIL: [SUPPORT@ZIYEN.COM](mailto:SUPPORT@ZIYEN.COM)



**WANT TO LEARN MORE ABOUT**

## **ZIYENCOIN**

please contact us to request your free copy of the ZiyenCoin Security Token Offering (STO)

**INVEST IN ZIYENCOIN AT**

**[WWW.ZIYEN.COM](http://WWW.ZIYEN.COM)**

visit our website, click on the invest button, and follow the instructions

# ZIYEN INC.

## CORE TEAM

### DIRECTORS, OFFICERS AND LEADERSHIP TEAM



**Alastair Campbell Caithness is CEO and Founder of Ziyen Inc.**, Alastair leads the company in its mission. He oversees all company operations including investor relations, the leadership of the Board of Directors, and daily business activities. Alastair has developed in-depth knowledge of Regulation A+ process, Title IV of the JOBS Act, Regulation D, Regulation S, Security Token Offerings (STO) and continues to maintain knowledge of the process, current regulatory requirements and works with the company's Legal Team and SEC attorneys to maintain compliance. In the past Alastair was Head of Sales & Marketing for a leading e- procurement company working for the UK government, set up an oil and gas project tracker in the Middle East and operated globally as a Business Development Manager for an international cable portal. He is originally from Scotland, with a BA Honors in Business Studies from the Robert Gordon University, Aberdeen, Scotland and now lives and resides in San Diego.

**Dean Holter is CFO and General Counsel of Ziyen Inc.** Dean is an attorney, serving as both CFO and General Counsel to Ziyen Inc. Dean has many years' experience serving businesses as both General Counsel and Chief Financial Officer. Prior to joining Ziyen, Dean served as General Counsel and CFO to Christensen Global Strategies, an international consulting firm whose clients have included United Nations Foundation, Clinton Global Initiative, Duke Energy, FEMSA, and Microsoft, among other Fortune 500 companies. While at Christensen Global Strategies, Dean also served as the project lead in the successful purchase of several commercial scale solar projects in California and Oregon, contracting with Renewable Technology Development. Prior to Christensen Global Strategies, Dean served as the General Counsel and General Manager of Idaho Capital, a private collateralized real estate lending group.

**Josh Berg is Director of Capital Markets on the Board.** Josh Berg is an experienced investment professional with over 20 years of institutional capital markets, investor relations, investment banking, and equity investment management expertise. Mr. Berg is well-versed and skilled at identifying value at all stages of a corporate life cycle and specializes in strategically building institutional shareholder bases for multinational organizations. Mr. Berg's institutional investor relationships collectively manage more than \$300 billion in equity value. Prior to founding Berg Capital Markets, LLC, Mr. Berg developed expertise in institutional equities with bulge bracket and boutique centric investment banks including Leerink Partners, Wells Fargo Securities, and Pacific Growth Equities. Previous to Mr. Berg's 11 years of investment banking experience, he facilitated the raise of over \$2.0 billion in equity securities for Jurika & Voyles, LP, a value-based institutional equity investment management firm based in Oakland, California.

**David Ronald Rogers Vice President of the Board.** David is responsible for product strategy, planning, and engineering execution. David's role is to inform, guide and collaborate with our team to develop and execute our vision. David brings more than 25 years of technology, software engineering, and product delivery experience, including 17 in key leadership positions at PTC, Inc. – a \$1.3 Billion software company listed on the NASDAQ. As Director of Software Quality Assurance, Rogers led geographically distributed, multinational teams involved validation of a wide range of visualization, PLM, SLM and IOT software products. Rogers holds a BS in Aeronautical Engineering from Embry-Riddle Aeronautical University.

# ZIYEN INC.

## CORE TEAM

### DIRECTORS, OFFICERS AND LEADERSHIP TEAM



**Chris Knox is Director of Supply Chain Intelligence on the Board.** Chris is a Senior Contract Adviser with over 22 years' experience contracting in West Africa, the Middle East and the North Sea Sectors for Total, BP, their stakeholders & national oil companies. Chris is currently operating out of Qatar for North Oil Company as Lead Contracts Adviser for Drilling and Completion Operations on the Al Shaheen Field Development, one of the largest oil fields in the world to date. He has negotiated contracts in excess of 8 billion dollars in his career. Chris is an expert across a variety of different functions in the upstream sector of the oil and gas industry including sourcing rigs, associated equipment and services packages. His expertise will provide guidance for a number of functions including the development of contracting strategies and procurement documents; preparation and presentation of tender plans; bid lists and award recommendations; cost savings, evaluation and negotiation of contracts and local content and regulatory requirements.

**Dr Johannes Philipp Stratmann joins the Advisory Board as Renewable Energy Consultant.** Dr. Stratmann has a deep and rich background in corporate advisory across the energy sector, from fossil to sustainable and renewable resources, including the development and deployment of disruptive greenhouse gas reducing projects. Dr Stratmann has led and structured negotiations for JVs, partnerships, offtake agreements, project finance solutions and governmental grants, and loan guarantees. Dr. Stratmann has in depth knowledge of environmental markets including waste streams and carbon trading. Dr. Stratmann is currently Vice President of Velocyc, Inc. and is leading the implementation of the company's renewable fuels strategy for North America. For 5 years he operated as General Manager of Global Development for Intermoor Inc. (Acteon Group) West Africa, Houston, USA and Lagos, Nigeria, establishing a corporate development function and built a team of analysts to support global CAPEX requests, monitor competitors, study market developments and coordinate global performance improvement projects. Dr Stratmann also worked for Ernst & Young LLP as a Senior Executive (Operational Advisory Services) in their main London, UK Division, focusing on operational sell side due diligence, exit readiness, and carve out support in the energy, industrial, aviation, and manufacturing industries. Dr. Stratmann holds an Engineering Doctorate (EngD) in Project Management from the University of Southampton, UK.

**Stefan Sageder joins the Advisory Board as Geophysicist Consultant** who will advise on upcoming Ziyen Energy oil and gas future projects. Stefan has 10 years industry experience with the majority working for the oil and energy company, TOTAL, across various outposts around the globe including France, Qatar and Gabon. His expertise lies strongly in identifying, analyzing and determining the survivability and potentiality of mature wells in challenging geological contexts utilizing the most cost effective and efficient methods including seismic interpretation, seismic reservoir characterization using inversion data, well planning and delivery as well as 2G&R studies. Stefan has a track record of leading geoscience departments in providing assessments and appraisals of a company's oil assets and utilizing data collected in order to determine the potential capacity of a given field by providing feasibility studies in seismic reservoir monitoring and 4D interpretation. Stefan holds a Master of Science in Petroleum Geophysics from the University of Leoben, Austria and a Bachelor of Science from the University of Leoben, Austria in Applied Geosciences.

# ZIYEN INC.

## CORE TEAM

### DIRECTORS, OFFICERS AND LEADERSHIP TEAM



#### **Dr. Thomas Ishoey joins the Advisory Board as Biochemistry and Chemical Engineering**

**Consultant.** Dr. Ishoey has extensive experience in development and commercialization of applied microbiology and biotechnology applications including Microbial Enhance Oil Recovery (MEOR) as the application of biological processes to facilitate, increase, or extend oil production from a reservoir. He has pioneered the understanding of microbial communities at the single cell level by use of micromanipulation and developed technology to improve recovery performance by mobilizing oil left behind by primary production mechanisms, or secondary water flooding operations. Dr. Ishoey holds a master's degree in chemical engineering and a doctorate in biotechnology, both from the Technical University of Denmark. He has also worked as visiting researcher at the University of California, Los Angeles (UCLA) for a two-year period.

**Paul Bristol joins the Advisory Board as Corporate Financial Consultant.** Paul Bristol has had a career spanning several decades in the oil and gas industry. His first venture with KCA International, where he was Chairman and Chief Executive, was the acquisition of KCA Drilling ("KCAD"). KCAD drilled the initial wells for BP in the North Sea and also worked in Turkey for Shell and for Sonatrach in Algeria. Paul Bristol created BW Mud which operated mainly for Shell in the North Sea. He also acquired Oilfield Inspection Services. In more recent years, he acted as a consultant to BNP Paribas and to Addax Petroleum for Iraq. He started the London Oil Club in 2001 which was active until last year.

**Allen Lieb joins the Ziyen Inc. Board as Government Advisor** to provide guidance to the CEO and Senior Management Team with over 40 years of technical knowledge and expertise in business and operating with all levels of the US government. Allen is a decorated US Navy SEAL veteran with 10 years of service in operations across South East Asia, Central and South America. Allen has operated his own Architectural firm in Boston, with over 45 years of experience designing and overseeing the Construction Administration on multi-million dollar projects. His experience covers a wide range of project types including educational facilities, banks, housing, industrial and commercial buildings, manufacturing facilities, as well as the design of correctional facilities, police and fire stations. Allen is a member of the American Institute of Architects, and a graduate and lecturer from the Boston Architectural College.

#### **David Menzies Johnston aka 'Mingus Johnston' is Brand Development Director on the Board.**

His role in the company is to develop the brand and establish a strong corporate identity for the US Stock Market. His role is to develop and create new marketing strategies for Ziyen Inc. to ensure our brand development aligns with our business strategy and goals to build trust with our customers, shareholders, stakeholders and future investors. Mingus will be producing and directing all of our corporate videos and is an actor of the highest quality having appeared in numerous movies including Kingsman 2, Jack the Giant Slayer, and Mission Impossible – Rogue Nation. Mingus is President of his own film production company in L.A. which focuses on working with new tech start-up companies.

# ZIYEN INC.

## CORE TEAM

DIRECTORS, OFFICERS AND  
LEADERSHIP TEAM



**Ron Caithness joins Ziyen UK Ltd. as General Manager** of our UK branch office in Aberdeen. Ron's role as GM is responsible for strategy, structure, budgets, people, financial outcomes and managing both the revenue and cost elements of the company. Ron is a career banker with over 35 years of experience operating throughout the UK, with a significant portion spent in Branch Banking and involved in Personal, Small Business and Corporate Banking. Latterly operated as a Regional Manager and ultimately as Head of the Branch Network for the UK. Ron was Awarded a Fellowship from the Institute for services to Banking, FCIBS. Following his banking career, Ron set up his own Consultancy Business specializing in support to Small Business and the Agricultural Sector with loan negotiation as a critical component. Ron is also a keen sportsman, and still plays competitive curling and golf.

**Greg Simpson joins the company as Head of Business Intelligence** to setup the Ziyen UK Software Division based in Aberdeen, Scotland. Greg is responsible for developing and implementing a comprehensive internal and external sales and marketing operational plan with a goal to increase revenues and profits. Greg has developed the Rebuilding Iraq Portal to be a key information source in the Iraq market for oil and construction contracts and will oversee the launch of the procurement app. Greg has 5 years' experience leading Sales and Business Development teams in the UK Government Procurement Sector, selling business intelligence services and already has a proven track record in setting up external Business Development teams, having developed a successful remote sales operation in the business district in London. Greg graduated from the University of Aberdeen in 2011 with a 1st Class Hons Degree covering a combination of Physiology and Psychology.

**Ian Gordon joins the Advisory Board as Executive Advisor.** Ian brings a wealth of financial and corporate banking experience with over 38 years working for Royal Bank of Scotland (RBS) having worked in various locations including Edinburgh, London, Houston and Madrid. During seven years in Houston he was seconded for two years to open an office on behalf of the then Scottish Development Agency and was a founder director of what is now the British American Business Council in Houston. Ian represented RBS for three years in Spain as Director and General Manager of the joint venture with Banco Santander and also as a Director of RBS Gibraltar. On taking an early retirement from RBS he later opened the Aberdeen Branch of HSBC. He is a committee member of the Energy Institute Aberdeen Highlands and Islands Branch and Treasurer of the Grampian Houston Business Association.

**Douglas Ramsay joins the Advisory Board as Oil Operations and Risk Management Consultant.** Douglas brings vast experience in oil project management with expertise in project life cycles, planning, executing, controlling and closing projects, delivering business value and satisfying stakeholders. Douglas has delivered multi-million dollar subsea installation projects for a number of leading operators including Statoil, ENI and Sakhalin Energy. Douglas is an expert in Risk Management Strategies with extensive experience in developing and implementing successful risk management policies. Proficient at evaluating risk for significant transactions, analyzing business processes to determine business' "risk appetite", and developing reports documenting transactional risk.