

# MOONWALK ANGEL

Moonwalk Tomorrow is the world's first crowdfunded, crowdsourced and shared ownership innovation program. Now you can invest in its StartUp Portfolio.

## WHAT NOW, NORWAY?

Yesterday, Norway built its fortunes and employment on oil and gas. Today, jobs are lost as investments are withdrawn. Tomorrow, we will turn the advantages of an oil and gas nation into new industries, new jobs and new wealth. And you can join us. Now.

## ASTRONAUTS & INNOVATORS TO THE RESCUE

**Semester 1:** Spring 2015, 45 people committed funds, time and expertise to create Beyond Oil & Gas Adventures from the nation of Norway. They embarked on a 100 day sprint to understand this challenge better than anyone. To develop fresh perspectives, craft actionable insights and find compelling Moonshots. Then turn Moonshots into a portfolio of only viable solutions to the challenge. Solutions in the form of self-sustainable StartUps with the promise of new industry, new jobs and new wealth.

**Semester 2:** Fall 2015, headcount passed 60. Highly motivated teams started the next 100 day sprint. They tested and de-risked the StartUps in market: Do they want it? Can we deliver it? Will it be worth it? Proving each StartUp has a customer, a market, and a business with growth potential.

## FACTS & FIGURES

Astronauts & Innovators put in a total of 12,600 hours. Moonwalk support team recorded almost 4,500 hours. Our network contributed hundreds of hours, a total value in excess of USD 1,2 million.

Moonwalk Tomorrow AS is today owned by Moonwalk, NTNU Tech Transfer and 43 Moonwalk Astronauts & Innovators.

## PLAN

**Semester 3:** Spring 2016, MVO teams (minimal viable organizations) go to full-time work on the StartUps. They enter a 100 day sprint to design and pilot one perfect operation, prove traction and maximize cash-flow. Supported by owners. Directed by Moonwalk.

**Semester 4:** Fall 2016, these perfect operations are multiplied and structured for exits (management buy-outs, trade sale or other).

## ARE YOU AN ANGEL?

A traditional angel investor provides capital for a business start-up. At this early stage, risk is often higher than with traditional investments and it is harder to pick winners. You don't know the real cost, as you might be asked to provide more capital at later stages. Being an investor can be time-consuming.

A Moonwalk Angel is a different investor: You are a passive owner. You are not required to attend shareholder meetings, nor to provide more capital at later stages (unless you want to). Since a Moonwalk Angel invests in an entire portfolio of StartUps, the risk is likely lower and the rate of returns likely higher. And as the sole purpose of the Moonwalk program is to exit the portfolio, you are certain to one day get out of the game.

As a Moonwalk Angel you don't need to be an affluent individual. Investments start as low as USD 100.

## FUND A HIGH GROWTH PORTFOLIO

We are now looking for portfolio funding of USD 75,000 per StartUp (total of 7). With more funds, we can deploy more StartUps, move faster and create more wealth.

Funds will be used to employ full-time teams of Customer Developer, Product Developer, and Business Model Developer and cover operational costs. Capital Expenditures are subject to separate funding rounds based on need of each StartUp.

Moonwalk Angels will together share 20% of the Moonwalk Tomorrow AS stock and portfolio of StartUps.

Next funding round will commence June 2016 for 16.67% of the shares.

**Join** the 43 Astronauts & Innovators and NTNU and Moonwalk. Create Beyond Oil & Gas Adventures – new industries, jobs and wealth.

**Make your commitment** on the waiting list. We open for deposit of funds on 26 November 2015 and close this funding round on 24 December 2015 at 5 PM CET.



moonwalktomorrow

BEYOND OIL & GAS ADVENTURES

moonwalk.me/tomorrow

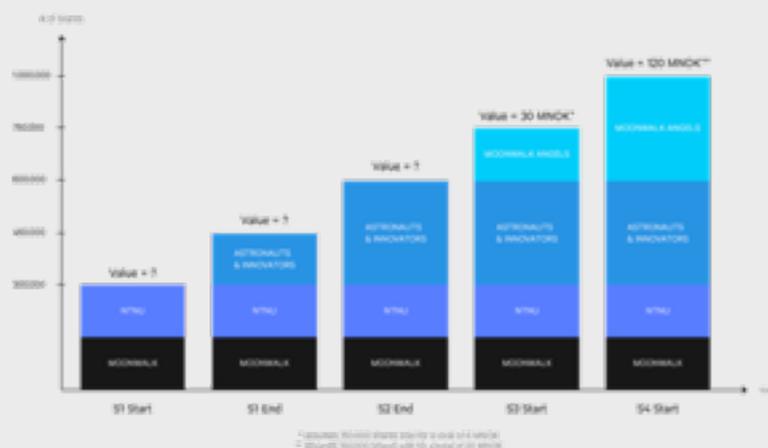
## IMPORTANT INFORMATION

You fund a portfolio, not single companies. You share in the portfolio dividends, if any, and the profits, if any, when your shares are sold.

As with any investment, there is no guarantee of returns. We urge you to make your own enquiries and assess your risk.

Moonwalk Tomorrow StartUps are heading for exit, either as a management buy-out, trade sale or acquisition. You will be required to sell your shares if a firm bid is accepted.

You can sell your shares at any time by presenting a received written offer to the Board. Existing owners have the right to match and enter into the transaction.



### PLAN

Moonwalk, NTNU and participants build new industry adventures for exits when growth potential is proven. The target is 100 employees and cash positive rapid growth within 3 years.

SEMESTER 1

**Concluded:** 100 days to understand the challenge better than anyone. To build a portfolio of breakthrough innovations in the form of self-sustainable rapid growth StartUps. End deliverable is a StartUp Portfolio.

SEMESTER 2

**Concluded:** 100 days to prove StartUps. Do they want it? Can we do it? Will it be worth it? In market de-risking to prove customers, market and a growth business. End deliverable is incorporation of proven StartUps.

SEMESTER 3

**Next:** 100 days to build our business. StartUps funded and engage Minimal Viable Organization teams on founders salaries and stock options. Pilot to develop perfect operations, prove traction and maximize cash-flow.

SEMESTER 4

100 days to grow the businesses out of our hands. Market expansion and rapid capacity growth. Traction and expansion prove potential. Structure for exit as management buy-out, trade-sale or other.

EXIT

Planned exit for management buy-out, trade sale or acquisition to industrial or financial owners. Right-of-first refusal for existing owners.

### STARTUP PORTFOLIO

These are our spring 2016 StartUps in prioritized deployment order (pending funding):

- 1 **OCEANS' FINEST**  
Sustainable non-waste subsea ocean farming cultivating local habitat species with reduced capex requirements.
- 2 **TRIPLE POWER**  
Build and operate an off-the-grid power currency ecosystem in power instability markets.
- 3 **ATLANTIS**  
Turn redundant and idle data into actionable analytics for the improvement of underwater operations.
- 4 **WATER BIKE**  
Develop and operate a business ecosystem of local entrepreneurs delivering clean water to households in survival and out-of-poverty markets.
- 5 **FRESH HOMES**  
Develop a closed-loop sustainable value-chain where local entrepreneurs turn human waste into fertilizer and energy in city slums.
- 6 **WATER FREEDOM**  
Develop sustainable solutions to secure water access and management in a co-funding, co-development and co-ownership partnership between south villages and north engineers.
- 7 **BIGGER LIFE**  
Help consumers make better informed footprint decisions by showcasing personal benefit and planet impact.

### CONTACTS

**Karl Klingsheim, NTNU**  
+47 900 51 111 | karl.klingsheim@ntnu.no

**Kenneth Winther, Moonwalk**  
+47 900 70 900 | kenneth@moonwalk.me

**Viktor Varan, Moonwalk Tomorrow**  
+47 950 62 032 | viktor.varan@gmail.com

### RESOURCES

**Moonwalk Tomorrow info**  
moonwalk.me/tomorrow

**Moonwalk Angel info**  
moonwalk.me/angel

**Join us**  
moonwalk.me/tomorrow/join