

# Website Copy

Remember...

- Use [active voice](#), not passive voice
- Stay customer-focused ("you" vs. "we")
- [Benefits, not features](#)

## Headline

The Internet's Own VC Fund

The First Blockchain-Powered VC Fund

Get VC-grade Returns On Your ETH/BTC

## Herd mentality — show that others have committed capital already

Show a counter with the ETH, BTC contributed (Show minimum - \$1M, and maximum - \$50M)

Show a quote from a Bitcoin News Outlet talking about it: "The last ICO you'll ever need to invest in"

Show "time remaining", "ETH remaining"

## Feature list

- No investment minimums: Unlike traditional VCs that often have Limited Partners with \$10M+ contributions, we've made Unit Fund available to the general public with zero minimums.
- Run by successful entrepreneurs: We've put together a board of successful entrepreneurs in every vertical. These experts review and vet proposals in their area of expertise, asking just the right questions to lead informed decisions.
- Industry-grade due diligence: We contract industry experts to vet every investment we make. Background checks, project feasibility, budget review are all evaluated before we invest a single dime.
- Complete transparency, without the headache: We don't ask you to review proposals, vote or do work for the fund. That's our job, and it's why we get paid. We do everything from A to Z, keeping you informed at every step.

## The problem it addresses

The VC industry has long been accessible only to institutions and the ultra-wealthy. No more.

Index Fund levels the playing field by allowing ordinary investors to contribute to the high-yield closed-ended index fund that invests in high-potential technology startups.

## How the solution works

- ICO: Raise funding for the closed-ended fund
- Access dealflow through partnerships with world-class investment firms (500 Startups, Y Combinator, Tech Stars)
- Conduct due diligence on each deal through the concerned industry expert.
- If a decision to invest is reached, the amount is converted into fiat currency and equity is raised in exchange for capital.
- A report is then shared with the fund investors showing the terms of the deal and the accumulated value of the portfolio over time.

## Plan / Roadmap

The roadmap for the Unit Fund includes distinct stages:

- **Pre-ICO:** During this stage, most of the time was spent recruiting the management team for the fund as well as the advisors that would serve on the Board of Advisors. This includes some prominent figures in the Venture Capital and Angel Investing space, including top-tier investment firms like Y Combinator, 500 Startups and TechStars.
- **ICO launch:** The ICO launch date is currently planned for the 25th of July at 9AM UTC (Block #...), and will proceed until the sooner of either (1) all of the outstanding tokens are purchased or (2) until 30 days have lapsed, on the 16th of August at 9AM UTC (Block #...).
- **Dealflow & Investment:** Following the completion of the ICO, the closed-end fund will proceed to engage high-potential technology startups from across the globe seeking investment opportunities. This will involve a combination of outreach initiatives (wherein the fund will reach out to investment leads identified through market research conducted by the fund management team) or through inbound channels (leads sourced through the various channels available for applications -- through the fund website, marketing channels, partnerships with accelerators and other means). Once an investment is finalized, the term sheet is added to the portfolio and shared on the fund website and in communications with the fund constituents.
- **Return on Investment:** Investments that successfully exit (either through an Initial Public Offering, or via an acquisition) will trigger conversion of the equity into fiat currency. Upon liquidation, the yield is consolidated with other liquidation events that have taken place during the same quarter, and at the end of the fiscal quarter the yield will be disbursed to the investors in the form of dividends.

## White Paper

Just a link to a PDF, ay.

## Return-prediction calculator

A simple tool that allows you to enter your principal .. and then calculates 2.5X every 7 years (using a linear interpolation curve)

## FAQs

- **How is this different than the DAO and other investment initiatives?**  
The DAO was an ambitious initiative to launch a democratic VC firm where the votes of participants determine which initiative is funded by how much. The Unit Fund is fundamentally different -- we simply enable individuals to invest into the VC fund; the fund is managed by professionals and not by "the crowd".
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