

# The Trillion Dollar Start-up

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## 1.0 Introduction

### 1.1 Cryptocurrencies

It is a well-recognised fact today that digital investment products – and in particular digital currencies – are some of the fastest known way to accentuate value increases. What is less well understood is why that is the case. Consider first of all that gold as a unit of value is a pure commodity. Gold has no dimensions of currency value additional to it than the intrinsic utility it affords the purchaser. Fiat and cryptocurrencies have one additional dimension of value to that of gold. This additional dimension of currency value that Fiat and Crypto has is market value. Market value in Fiat and Crypto stems from altering the *supply* of the instruments. By manipulating their supplies, the payment units are able to exchange for vastly different market values over very short spaces of time. These are what we recognise as 1D currencies.

### 1.2 Investments

Investment products have one additional dimension of value still: intrinsic value. The intrinsic value that investment products have are what give investors yet another value advantage over the purchase and sale of raw commodities. Hence, we have P/E ratios in the multiples to the current year's earnings. In gold, by contrast, 24-month spot delivery prices by vary very little from present day ones.

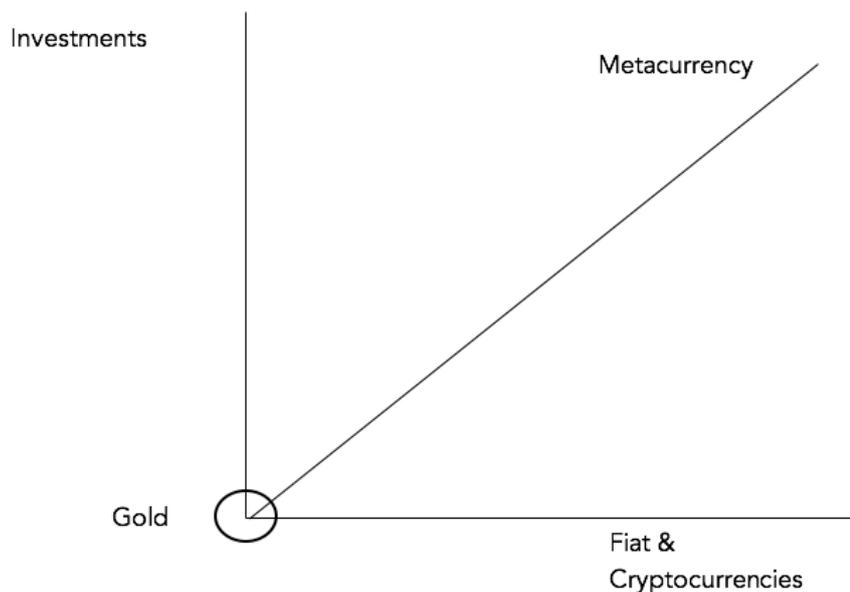


Figure 1: Financial product units by currency dimensions with  $x = 1D$ ,  $y = 2D$  and  $z = 3D$

## 2.0 Contemporary Finance In Digital Markets

### 2.1 Three-dimensional Metacurrency Structures

A third-dimensional currency contains an added dimension of value, still: utility value. Utility value can also be expressed as alternated payment value. In order to understand this better it's helpful to look at the difference between Fiat/Cryptocurrencies and investment products. While the former is a unit of financial value that the holder pays for something with, the latter is a unit of financial value that pays the holder an income such as a dividend, an interest rate, a profit share unit or whatever. In the instance where these two different aspects of financial value are combined, they form a new sort of utility. A utility in classic economics is a benefit that a consumer derives from a product. In this case, the benefit that the consumer derives from a 3-dimensional currency is that of a *profitable payment*. While making a payment with the new 3-dimensional currency, the holder is able to simultaneously make a profit, in the relative increase in exchange value of his 3D unit of currency versus the same-period relative value increase of the currency the payment is being settled in. We call this 3-dimensional hybrid income/payment currency a metacurrency.

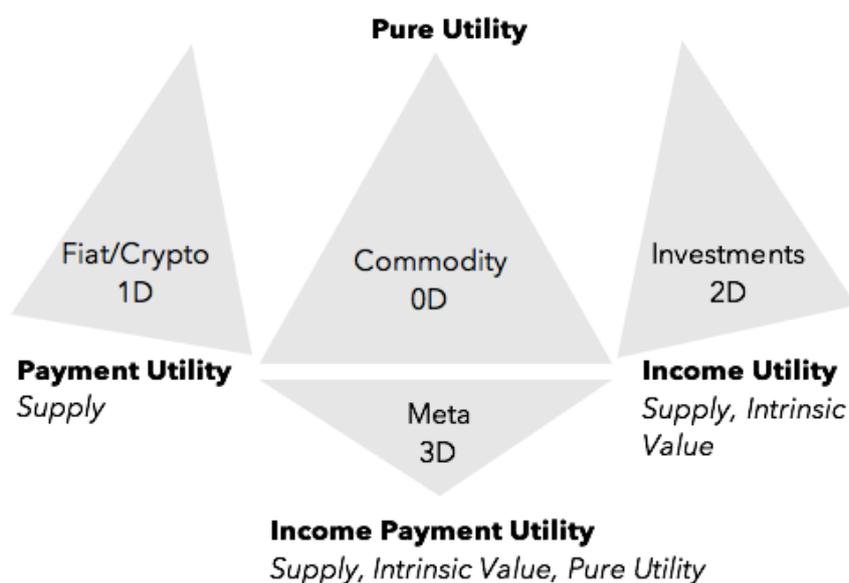


Figure 2: A more detailed currency value dimension depiction using the faces of an object

### 2.2 A Five-Year Business Plan: \$1 Trillion in Market Capitalisation

By combining the market values and intrinsic enterprise values of 1D and 2D currencies into a 3-dimensional structure, we firmly believe that it is possible to harness a decentralised growth strategy so that it produces an additional \$1 trillion within the next half-decade period. In this way, it is possible to incorporate and manage operations entirely on Metacurrency modelling alone.

Such a structure necessarily decentralises most of the standard corporate and capital financing process that we are accustomed to in financial markets today, and instead utilises digital assets as a mechanism to speed up growth in about a tenth of the time it ordinarily takes companies to achieve the same. At the time of writing, Apple, which was founded by Steve Jobs in 1976, is nearly \$1 trillion in total market value. Apple is essentially a conglomerate of hardware, software, music provision and alternate online markets commingled under one brand. The commingled nature of the firm allows it to cross promote products in a fraction of the time. We estimate therefore that it will take just an average of 4.2 years to create a similar market capitalisation using metacurrency structures entirely, with no requisite registered security offering necessarily undertaken in that period of time.

### 3.0 Metafinance

#### 3.1 Sale of DUNA

Metacurrencies contain two types of value: payment utility value and intrinsic utility value. The payment utility value is inherited from the network upon which Metacurrencies run, in this case the Blockchain, as for all cryptocurrencies.

DUNA	PRICE (GBP)	META MARKET (GBP)
396,000.00	£ 1.00	£ 396,000.00
435,600.00	£ 1.50	£ 653,400.00
479,160.00	£ 2.50	£ 1,197,900.00
527,076.00	£ 4.00	£ 2,108,304.00
579,783.60	£ 6.50	£ 3,768,593.40
356,788.91	£ 10.50	£ 3,746,283.56
304,659.33	£ 17.00	£ 5,179,208.61
374,813.15	£ 27.50	£ 10,307,361.63
536,868.46	£ 44.50	£ 23,890,646.47
630,243.19	£ 72.00	£ 45,377,509.68
732,955.39	£ 116.50	£ 85,389,302.94
1,129,834.22	£ 188.50	£ 212,973,749.64
1,242,817.64	£ 305.00	£ 379,059,379.34
1,367,099.40	£ 493.50	£ 674,663,554.34
1,503,809.34	£ 798.50	£ 1,200,791,758.78
1,654,190.28	£ 1,292.00	£ 2,137,213,835.41
1,819,609.30	£ 2,090.50	£ 3,803,893,247.08
2,001,570.23	£ 3,382.50	£ 6,770,311,312.64
2,201,727.26	£ 5,473.00	£ 12,050,053,272.87
2,421,899.98	£ 8,855.50	£ 21,447,135,288.45
<b>20,696,505.67</b>	<b>-</b>	<b>£ 183,277,905,988.44</b>

Figure 3: Price schedule and hurdle table for allotments of DUNA

Intrinsic values are inherited from the range of assets that Metacurrencies are in certain circumstances tasked to purchase. We created 21,000,000 units of Dunaton (symbol: DUNA) Metacurrency for the purpose of purchasing the shares of Dunaton Metaconglomerate, a company which will hold other subsidiary corporations, as well as to use for the purposes of making payments for the products and services provided by the conglomerate. All DUNA is sold on a pre-set price schedule which is adjusted manually and which adjusts upwards at various intervals across 20 levels by around a 60% price increase each time.

This, the first 300,000 or so DUNA are sold at 1 GBP; the second 400,000 DUNA are sold at just under 1.6 GBP etc. and so on up to the 20<sup>th</sup> level. The result is a multi-tiered, exponentially-increasing (relative to total token supply issuance) algorithm which ends up with an average price of \$12,500 per DUNA and around 250 billion GBP of total market capital raised.

The reason why we end the sale of Metacurrencies at a gross value of one-quarter of the market value we are targeting is that it is quicker to achieve rapid price appreciation and that the inbuilt utility value of the 3D currency will easily lift the value of DUNA over 4 times higher in the post-sale period. We estimate the sale of all DUNA to take approximately 2-5 years, after which point it will have a market capitalization beginning at 250 billion GBP, and about 2-2.5 years for the 3-4 x price appreciation of the completely-issued DUNA.

### **3.2 Functions of DUNA Metacurrency**

Metacurrencies function as both units of payment and income-generating, or income-equivalent assets. DUNA is no different. Over the next 5 years, we will build an organization that will include real estate, technology, entertainment, finance and other industry segments so that the portfolio base of our conglomerate is well-diversified in terms of risk exposure. The generalized conglomerate will have a wide range of different product and service offerings, from holiday stays at hotels and resorts to cool new tech product offerings through to entertainment choices such as hit songs and movies. These can all be paid for and priority accessed with DUNA.

At the same time, we will also create a line of decentralised investment products such as synthetically-divided shares of private hard-to-get companies such as Uber and more expensive out-of-reach public ones still in high demand such as Berkshire Hathaway. Further, one DUNA will always be able to purchase one share of the company Dunaton Metaconglomerated, which will only ever have 21 million common shares in issue.

### **3.3 How DUNA Targets A \$2.4-Million-A-Day Value Increase**

The aspect of DUNA that is specifically its ability to purchase value directly gives the Metacurrency its own value-supported role in digital asset economics, so that by providing this basic level of value in the form of purchases of intrinsically-sound value products, the additional value increases of the value of DUNA from perceived and real demand for payment utility act as exponents on the Metacurrency price. Because DUNA always purchases shares in the conglomerate on a one-for-one basis, the combined payment-and-investment-generated values of DUNA translate directly into the market capitalization of Dunaton Metaconglomerated, which is 100% wholly-owned by Dunaton, a limited partnership in which it has an 80% share in the profits of sales of its own stock. The result is a consistently exponential increase in market value with the Metacurrency acting as both a highly-discounted payment coupon for making high quality products and services for customers and a synthetically leveraged investment product with no repayment default risk.

## **4.0 Enterprise Utility**

### **4.1 Zero-Securitization Issuance**

As we stated, there is no requirement at any stage for us to undertake an equity issuance as a result of our issued utility Metacurrency token having highly discounted purchase values to the shares of Dunaton Metaconglomerated. BY simply selling a utility token on the Blockchain, and providing a reference value to the securities of Dunaton and other Dunaton securitized product offerings, no equity raise need be undertaken at all while the purchaser is effectively afforded the same thing with the added plus of getting a supply-constrained payment utility which is further enhanced by high quality product and service offerings over a very broad spectrum of industry choices.

### **4.2 Combining Markets & Companies Forces**

The reason for the apparently startling economic effects of DUNA's multi-  
[urpose functionality on the values of Dunaton shares is simply that by first utilizing its own widespread unit of value to make product and securities purchases, Metacurrencies essentially harness a corporation's growth and apply it in a market-wide content, then re-applying that growth to the corporation's market value. This process can be written thus:

$$\begin{aligned} & [\text{Utility} * \text{Transaction Volume}] + ([\text{Market Value} * \text{Volume}] * [\text{Exponent}]) \\ & = [\text{Enterprise Utility Market}] \text{ Value} \end{aligned}$$

Enterprise Utility is the value expression we use to sum up the resultant combined payment and income value of a Metacurrency-enabled company. Enterprise Utility Value is the entire value of the company's market power, from its product sales and purchasing power, to its earnings capability, to its external goodwill that might be used to effect unrelated payments where customers nevertheless opt for DUNA as a mechanism of choice.

Institutional Utility is the maximum economic benefit as a value expression of the financial value of the company in addition to the economic impact of its growth more generally. This Enterprise Utility when applied as market capitalisation value will tend towards very, very unusual increases over short spaces of time due to its inherently exponential derivation.

Dunaton Investments owns 80% A Shares of Dunaton LP and 20% B Shares of Dunaton LP. It is anonymously owned and managed. GP of Dunaton LP is Dunaton Investments and LP of Dunaton LP is Dunaton Meta LLC. An oral contract exists here.

Dunaton Meta LLC owns 80% B shares and 20% A Shares in Dunaton LP. Dunaton LP issues DUNA notes which are used for purchase of Dunaton Meta LLC shares. Board Management of Dunaton Meta LLC is via Dunaton LP and Dunaton Investments.

Dunaton subsidiary company shares are held by Dunaton Meta LLC. When justified, Dunaton Meta LLC may undertake an INO on any subsidiary company, issuing a currency on the company or SPV (e.g. Dunaton Unicorns). Dunaton Board is Dunaton Meta LLC, Dunaton LP and Dunaton Investments.

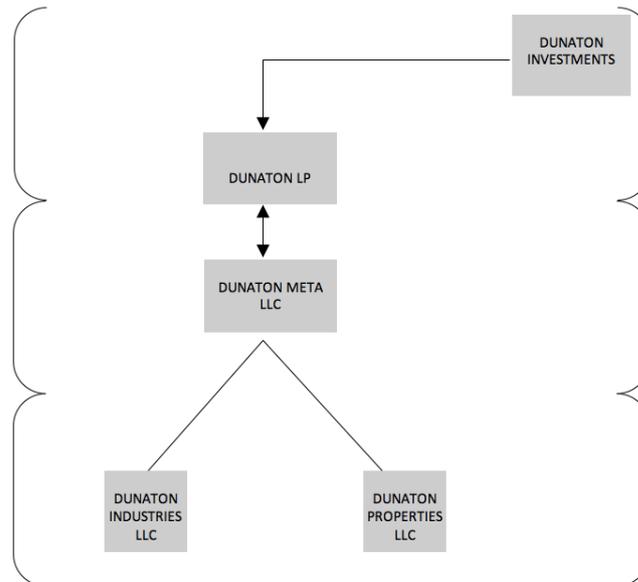


Figure 4: Illustration of offshore structure of Dunaton whereby Metacurrencies are issued

### 4.3 Example of Enterprise Utility Value Increases

John and Mary’s trade against Bitcoin has \$100 increase on the \$1000 value of DUNA. Meanwhile, Alice’s use of DUNA as a payment mechanism for Dunaton goods increases Duna another \$500 in bottom line-earnings-per share value. Finally, Simon’s two buy orders each pushes DUNA northwards a further \$300, settling at a P/E of 45.

$$\begin{aligned}
 & [\$1100*2 = \$2200] + [\$1000*2 \text{ Trades at } \$1150 \\
 & = \$1300] * [\$50 \text{ P/E} * 45 \text{ P/E} = \$2250) \\
 & = \$5,750 \text{ per share value}
 \end{aligned}$$

Because the higher price of the securities is reflected in the DUNA Metacurrency price, which is used simultaneously to better the bottom line average and elsewhere external to the Dunaton market, the Metacurrency in this example has an additional 340% impact on the market price, pushing P/E values up to 154x earnings. P/E and exterior financing opportunities are further strengthened. In this way, we expect to achieve a synthetically high market valuation, since the market valuation is not predicated solely on the margins between goods sold and cost of goods, but on the broader network value that such products create within their consumer product orbits.