NSDQ
ETF COIN

Pitch Deck

The world’s first security token representing the NASDAQ

Traditional NASDAQ investing is still fragmented, restrictive, and not built for crypto-native investors

LIMITED ACCESS TO NASDAQ ETFS

Investing in NASDAQ ETFs often requires a brokerage account, paperwork, local market access, and compliance with traditional financial intermediaries. For many global users, this creates unnecessary friction.

NO TRUE ON-CHAIN INDEX EXPOSURE

The crypto market offers very few compliant products that mirror traditional equity indices like the NASDAQ. Investors who want regulated, blockchain-native access to stock market performance still have almost no credible options.

VOLATILITY NEEDS AN ANCHOR

Most crypto assets are highly speculative and volatile. Investors need a product that preserves the speed and flexibility of blockchain while being tied to real-world financial value and long-term equity growth.

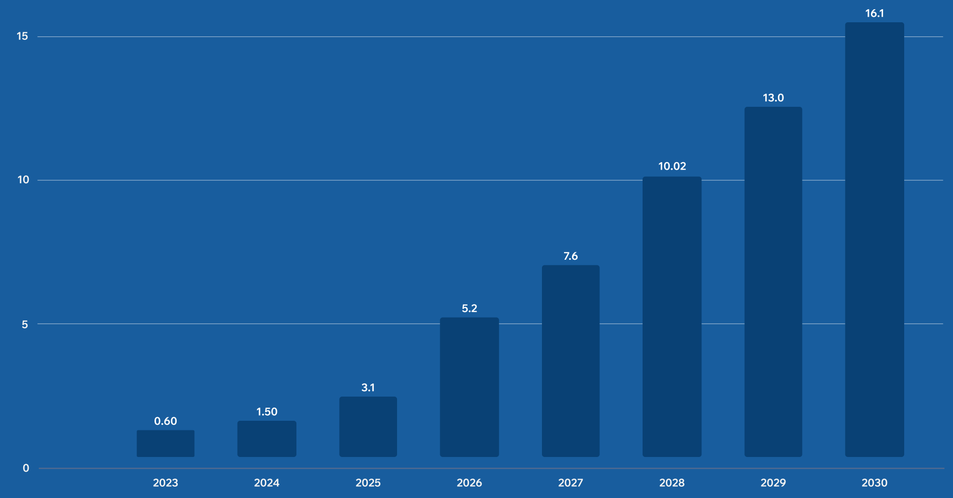
GEOGRAPHIC AND SYSTEMIC BARRIERS

Many investors outside major financial centers face restricted ETF access, currency friction, banking hurdles, and limited market hours. Traditional index investing remains inefficient for and cross-border users.

45%

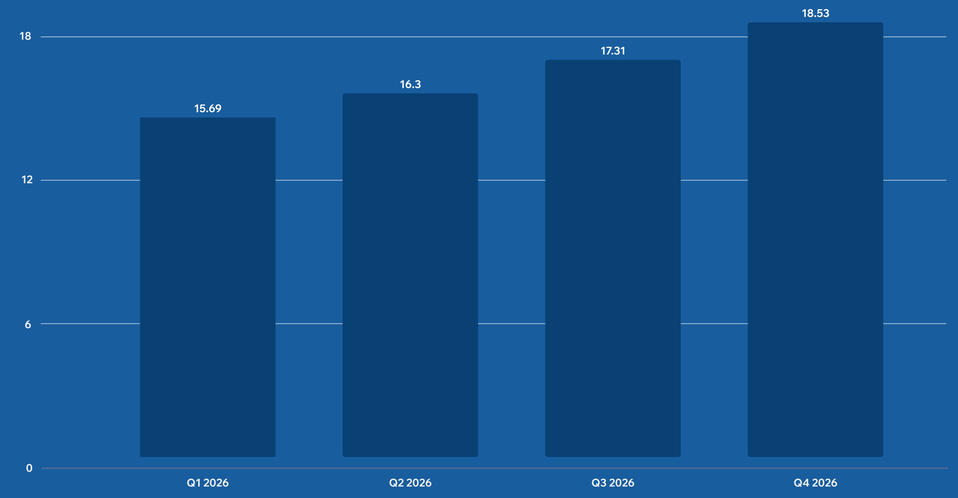
of non investors say investing still feels out of reach

$16T tokenization opportunity by 2030



The tokenization potential amounts to $68 trillion by 2030 in best-case scenario

$15.69B distributed asset value across RWAs



Real-world assets are scaling fast on-chain, with treasuries, credit, and real estate reaching $15.69B in distributed value.

TOKENIZED REAL-WORLD ASSETS ARE SCALING RAPIDLY

The market is moving beyond speculative crypto assets toward tokenized, real-world financial products.

NSDQ is positioned at the intersection of this shift by bringing regulated NASDAQ ETF exposure on-chain through an asset-backed security token.







Reinventing access to NASDAQ investing

NSDQ brings regulated NASDAQ ETF exposure on-chain through an asset-backed security token.



Designed to make NASDAQ investing more accessible, transparent, and blockchain-native.

- Real asset backing
- Regulatory compliance
- Lower entry barriers
- Blockchain-native access
- Tax efficiency potential
- Highly scalable model

NSDQ
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Our core values

NSDQ is built to make regulated index investing more accessible through tokenization. Our approach combines real asset backing, compliance, and blockchain infrastructure to create a transparent and future-ready investment product.



ASSET BACKED

Every NSDQ token is linked to real NASDAQ ETF exposure, giving the product intrinsic value tied to established financial assets.

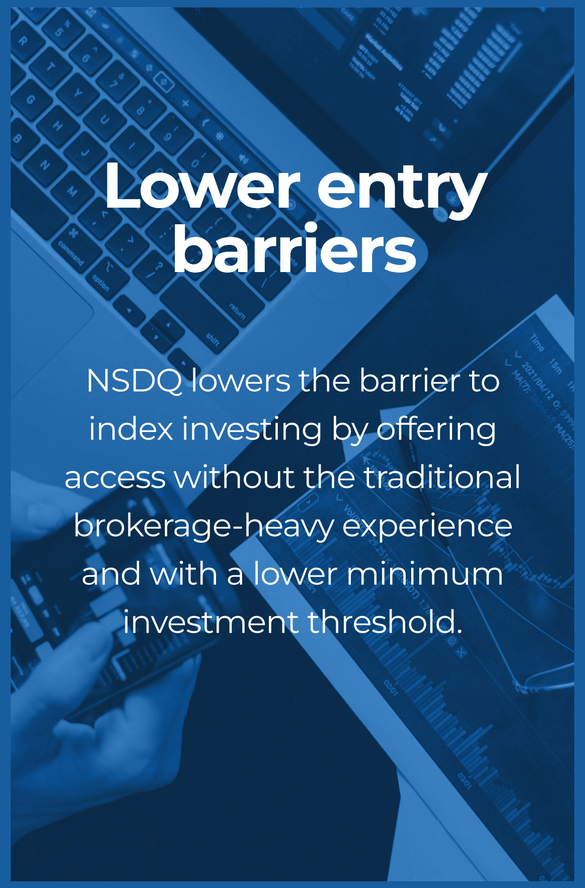
REGULATED BY DESIGN

NSDQ is structured as a security token with KYC, AML, custody, and audit-oriented processes designed to meet regulatory and investor standards.

BUILT FOR ACCESS

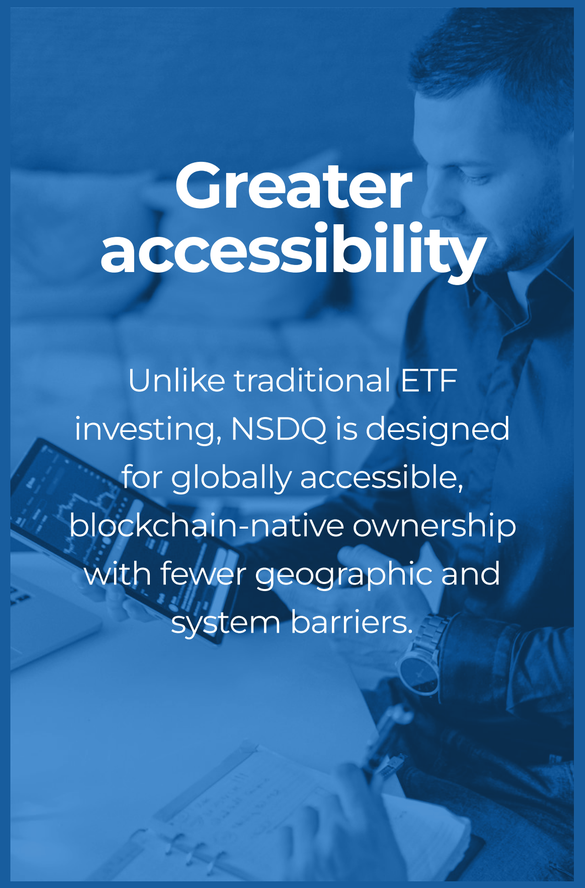
NSDQ lowers the barriers to index investing by offering a more accessible, blockchain-native format for gaining exposure to NASDAQ performance.

Why NSDQ over traditional options



Lower entry barriers

NSDQ lowers the barrier to index investing by offering access without the traditional brokerage-heavy experience and with a lower minimum investment threshold.



Greater accessibility

Unlike traditional ETF investing, NSDQ is designed for globally accessible, blockchain-native ownership with fewer geographic and system barriers.



Potential tax efficiency

In some jurisdictions, moving between crypto-based assets may be more tax-efficient than exiting into fiat first. This is not possible with traditional ETFs.



Security and compliance

NSDQ is built as a security token with KYC/AML controls, real ETF backing and auditability designed to increase investor trust and protection.

FOR INVESTORS

The NSDQ token

SEC-ACKNOWLEDGED

NSDQ is positioned as an SEC-acknowledged security token built within a regulatory-first framework. It is designed to combine blockchain efficiency with a structure aligned to real-world investment standards.

TECHNICALLY SECURE AND AUDITED

The token has already passed a technical audit and is built on Ethereum using the ERC-1400 security token standard. This creates a stronger foundation for secure issuance, controlled transfers, and long-term scalability.

LICENSED CUSTODIAN BACKING

The underlying NASDAQ ETF assets are held through a licensed custodian in segregated custody. This adds an institutional-grade protection layer around the token’s real-asset backing.

BUILT FOR FUTURE EXPANSION

NSDQ is designed as the first layer of a broader tokenized investment ecosystem. Planned future phases include P2P transfers, additional index tokens, and a native ETF.

Asset backing and value allocation

NSDQ channels investor funds into real NASDAQ ETF exposure, with a structure built to increase token collateralization over time.



Up to 99% of invested capital

is allocated to the acquisition of NASDAQ ETF holdings after the STO, maximizing the asset backing of the NSDQ token.



100% of ETF gains are reinvested

All capital gains from the underlying ETF holdings are reinvested to increase the long-term value backing of the NSDQ token.

How to invest in NSDQ

STEP 1

Complete KYC

Investors register on the platform and complete the required verification process. Once approved, they are eligible to participate in the NSDQ ecosystem.

STEP 2

Acquire NSDQ tokens

Investor funds are used to purchase underlying NASDAQ ETF exposure, and the corresponding NSDQ tokens are issued. This creates a direct link between token issuance and real asset backing.

STEP 3

Hold or trade

Investors can hold NSDQ for long-term NASDAQ exposure or trade the token where available. Any dividends and capital gains from the underlying ETF holdings are reinvested to strengthen long-term token value.

Our Team



FOUNDER & CEO

Kaloyan Iliev

Passionate stock investor and entrepreneur with deep understanding of capital markets.

Our Advisors

Blockchain experts with a diversified expertise across all Web3 areas and a considerable track record.



BLOCKCHAIN ADVISOR

Dimitri Haußmann

- Founder of one of the leading agencies for blockchain development in Germany
- Over 15 successful ICOs and STOs with a total funding of >$500 million
- Vast experience in the technical development of complex projects



STRATEGY ADVISOR

Martin Slavchev

- Strategy advisor and project manager for over 15 successful ICOs and STOs
- Extensive experience with blockchain and cryptocurrency concepts such as ICOs, STOs, DeFi, NFTs, Metaverse and dApps



LEGAL ADVISOR

Syed Rizvi

- More than 14 years of experience as a corporate lawyer
- Specialty in blockchain-based projects
- Expertise in credit risk management

OUR TARGET

We’re raising USD 15M

to launch NSDQ with strong initial asset backing, allocating 90% of the raised capital to NASDAQ ETF shares and the remainder to the legal, technical, and operational infrastructure required for scale.

Interested? Let’s talk!

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