



## **Craft Beer Mob Overview**

The Craft Beer Mob (CBM) uses Blockchain Technology to “tokenize” craft beer drinking, allowing craft beer breweries to raise capital to grow, expand, or even start new businesses.

By issuing security token offerings on the blockchain, the Craft Beer Mob makes investments in craft breweries and craft brewery related businesses with the crowdfunding money raised through the tokens.

With the money raised by issuing Craft Beer Mob tokens, the Craft Beer Mob then makes these investments in breweries in exchange for a percentage ownership stake in the breweries they invest in. Similar to Shark Tank, each deal with each individual brewery is made on a deal-by-deal basis based on valuation and negotiation between the Craft Beer Mob and the participating brewer.

As more money is raised via the Craft Beer Mob tokens, more money can be lended out, with the end game of the making the Craft Beer Mob entity itself as the owner of a conglomerate of craft beer breweries across the country (or the world). With each deal, the company keeps growing!

In addition, because the Craft Beer Mob offering is done over the blockchain, these security tokens can be immediately tradeable on a secondary market, giving investors into the Craft Beer Mob the liquidity that all investors desire, but very few would achieve with this type of investment in the past. The value of these tokens rises/falls based on the performance of the breweries in the Craft Beer Mob's portfolio as well as on the growth in the company in general via acquisitions and loans.

The best part is it gives breweries access to capital that is almost impossible to find, especially during these trying economic times. But the breweries aren't the only ones who see value in this opportunity: by purchasing Craft Beer Mob tokens, it also provides craft beer drinkers and brewery fans with a sense of pride of ownership in perhaps their favorite brewers, knowing they own a piece of the company that creates their favorite beer.

This concept does not end with customers or fans. It can go to the ancillary partners of breweries; the vendors, the truckers, the distributors, the local retail shop. The potential investors become exponential through word-of-mouth marketing.

Don't just drink craft beer – OWN Craft Beer instead! The Craft Beer Mob is the ONLY resource currently tokenizing the craft beer industry – and we have done it using the most

unique, safe, secure and compliant manner: through Tokenization where we are essentially creating our own branded cryptocurrency for the advancement of breweries nationwide!

By creating Security Token Offerings (STO), not only do we appeal to a much wider audience of potential investors into brewery related projects, but we're providing an investment platform of liquidity meaning investors can buy and/or sell tokens on a secondary market; previously unheard of.

We expect to raise substantial money with this concept. No longer do we have to rely on the big-money \$100,000 investor; now we can go to the smaller \$500-\$1,000 investor who actually drinks craft beer! Using the logic of "more volume" of small investors, it becomes easier to quickly raise more capital for craft beer businesses. Plus,, as previously mentioned, the tokens allow for trading and liquidity of investment.

This is truly revolutionary and made possible exclusively to the craft beer industry through association with the Craft Beer Mob using the tokenization platform found on the [World Token Market](#).

The second aspect of the Craft Beer Mob is participation through the phone app on **World Beer Syndicate**. The app allows the drinkers, customers and fans the opportunity to take part in online beer parties as well as drinking together with other craft beer fans. It allows craft beer drinkers to talk about what they like and to possibly meet other people who like beer in their areas or even other cities. They can also talk with the brew master about what they like best and find out what is coming next.

Finally, all this works together with the **I Love Beer Show** which features various breweries, festivals and general craft beer drinkers. Here are the websites and domains we currently own and operate.

- <https://CraftBeerMob.com>
- <https://CraftBeerInvestors.com> (OwnCraftBeer.com)
- <https://WorldBeerSyndicate.com>
- <https://ILoveBeerShow.com>
- <https://WorldTokenMarket.com>

**Please contact Vickie Huchmala for more information.**

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