



ALPEN DESIGN STUDIO

WHITEPAPER

INTRODUCTION

We engage in multi-line businesses in the animation-related industry, with the primary focus on the trading and marketing of animated stories penned down by different authors across the globe with the provision of value-added services.

Under the leadership and vision of Mr. Amal Sharma, our Founder, Chief Executive Officer and Executive Director, and with a view to enhancing and diversifying our core businesses, we are developing into the movie production in UK, Andora and India. Our first project in this business is the first ever MOTION BOOK – known as VHR (View, Hear and Read)

We also develop the multimedia animation entertainment business in the areas of (i) movie investment and production; (ii) music animation concerts; and (iii) online entertainment and mobile applications. Our movie investment and production business has yet to provide any revenue contribution. Nevertheless, our team believe that these new business initiatives form an extension of our core businesses and an integral part of our strategic progression in the animation-related industry with an aim to promoting and cross-selling our different lines of business and creating synergies among them.

Led by a team of passionate and talented artists and professionals, Alpen Design Studio Limited delivers innovative and dynamic animations to help bring our clients' visions to life.

We're proud of our excellent track record of creating engaging and original animations through a combination of traditional techniques and modern technologies.

The Alpen Design Studio Ltd has a mission to improvediscover some of the projects we've worked on and see how our qualified and experienced Design & Animation Studio can take client's project to the next level.. This could not happen with one single action; it is a sequence of purposeful measures. For this purpose 22,500,000 TWEX Tokens at 0.20 Euros each, representing 4,500,000 Euros will be available for sale during the ICO in the aforementioned mission by giving power to the investors.

PROJECT OVERVIEW

The Company was incorporated on 4th May 2016 under the laws of England and Wales as a private limited company (registration number 10162022) under the name of Alpen Design Studio Limited. The Company's objects and purposes are unrestricted.

The principal legislation under which the Company operates is the Companies Act 2006. The Company's shares are not admitted to trading on any stock exchange or otherwise publicly traded. The Company's registered office and principal place of business is at Kemp House, 160 City Road, London, EC1V 2NX.

The Company is engaged in multi-line businesses in the animation-related industry, with the primary focus on production, distribution of animation movies, films, clips, advertisements with both features of audio and video and motion pictures also dubbing, design, programming of animation clips and appoint related talent, man power to help in create, programming and design of animations in various countries of the European Union and Asia.

The Company was incorporated with the main objective of marketing of " THE ADVENTURES OF ALFIE", a book written by AUSTIN ROSS that has launched the first ever MOTION BOOK – known as VHR (View, Hear and Read) for both android and apple operating systems. This Motion book will enable the user to view, hear and read the book. Each chapter of the book is animated and a live person narrates the book. This will grant users a new audio visual and learning experience – THE VHR.

Vision

- To propose the same service to other authors worldwide whereas their books can be converted in VHR and offered to users in various languages and across various devices.
- To establish the VHR as an important tool for learning, entertainment to people from the age of 4. The animation entertains and develops writing, reading, comprehension skills while at the same time generating profits for the authors and us.
- To provide services such as Creative Design & Development, Web & Application Development, Legal Documentation, Marketing.

The APP is being made in two versions, one for adults and one for kids.

CORPORATE GOAL

- To become a revenue generating and profitable company within 5 years.
- To provide a platform whereas anybody can log in, input his or her story and choose from an extensive database of images, data and sound that will, when put together, create an animation of the story – possibility for anyone to create his or her own MOTION BOOK. Creation of the database has already started and is expected to last three years thus giving us the time to generate a big enough word to image association library.

Problem Overview

Animation is not a quick and easy process. It involves thorough visualisation and adequate process of storytelling. Therefore, the genre needs more time and labour.

The future of cinematic experience is already a fluctuating prospect, with the digital vs. film war pretty much a one sided fight at this point . Throwing animated films into the mix makes the market place even more unstable, especially considering how many 4K projectors are in operation.

Also, the cost of our company may exceed our revenue in the initial years. But this will surely take a turn in the future financial years.

OUR COMPETITIVE STRENGTHS

We believe we have the following competitive strengths:

- Established trading business of animation derivative products with stable English speaking customers
- Proprietary animation characters with in-house animation creative and development capabilities
- Taking considerable part in the education of kids with the help of the animation and the narrator and the written words
- Stable operating cash inflow from our trading business offers a solid foundation to capture opportunities in the animation-related industry

- Experienced, dedicated and entrepreneurial management team with the vision to expand our business strategically and create synergies among our businesses in the animation-related industry

OUR SERVICES

Creative Design& Development

One of our main services is providing 3D Animations for our clients. This service is flexible and can be customized to fit your needs, whether it's for film, TV, commercials, or apps, we've worked on many challenging projects, and have the experience to take your project to the next level.

Our exclusive designs are based on client's general idea. But our team executes and creates a proprietary design and work that fulfill client's basic requirements. We have an expert team of 3D animators who create the given subject in a 3D virtual space form where it can be viewed and animated from different camera angles.

Softwares which support 3D animations are Autodesk Maya and 3Ds MAX. 3D animation has got the advantage of being realistic. One can take the 3D animation to a whole new level by making it look like realistic things.

Alpen Design Studio has animators who are experts in cell animation and 3D animation. Cell animation is considered to be one of the hardest forms of animation and therefore it's easier for our team to work on other types of animations.

Average completion time for 2 minutes animated work is around one month including background score and voice over if required.

Web & Application Development

Our Clients are keen on not just getting their products created using 3D animation but as well to build a website that can enable them to showcase their products in the market.

Clients have a vivid requirement to have their product represented in the best possible way to its audiences through a website that clearly focuses on its USP and offerings.

Just how a good web and application design and development can help the client to cater into a wide audience is our goal, a goal that is common for all of us to succeed.

Our development team is in constant know how of the new technological upgrades that take place each day so that we can deliver the best to our client.

In this Endeavour we successfully employ best of our skills and abilities to meet our customer's ever changing needs and requirements by doing a detailed study about the competitive environment as well.

Legal Documentation

One of our main services is providing Legal consultation and preparing documentation for our clients.

This service is flexible and can be customized to fit your needs, whether it's for film, TV, commercials, or apps, we've worked on many challenging projects, and have the experience to take your project to the next level.

We look into various legal aspects of the deal wherein we need to check on the desirability, feasibility and viability aspects of the project as well.

Our team involves the client in the process to prepare the required whitepaper, prospectus, investor pitch and presentations alongwith creating the detailed design documents for the project.

Our Legal team will ensure that a valid prospectus have been duly made in order to comply with Laws in the EU, UK, US and India.

Marketing

We have a strong team of marketing personnel who work with the clients to prepare a detailed marketing strategy and plan including the budgets involved.

Our team is not only proficient at the traditional ways of marketing but is well strong with digital marketing that includes social & professional media.

Via our associates and London office we also offer marketing and fund raising possibilities. Please contact us for more details

OUR PROJECTS

Alfie's Guardian Angel

It's the story of a cute little Dalmatian since the time he is born up to his adoption in a loving family. You can also watch, hear and read this story via our new system: The Motion Book.

App coming soon for download and possibility to view all other chapters! An email will be sent to you if you register with us for your free download of the App once it is available.

<https://www.youtube.com/watch?v=75ghvHNrd1w>

Aqua Vitae Parallelex

Based on Financial events that shaped the Economy of various countries at the end of the 80s. This story revolves around a man too ambitious for his own good. A rag to riches story spanning various continents and time zones. Action packed and very educative. High finance in ways, forms and fashion never told before.

Austin Ross combines Politics Power and money in this thrilling new novel and shares his life experiences with a collaboration of people from around the world, experiences he incurred when he was an Executive Manager and part owner of a Swiss private bank in Geneva in the early nineties. In the world of shady Swiss Banking, one of the biggest scams of the eighties is unfolded and reveals a ruthless conspiracy who's members participate in their new found international pass time 'quick in and quick out, at whatever cost, minimum exposure and maximum rewards and the highest level of profit. From Geneva, Hong Kong, to Munich and New York, the story captures a serious side, yet Humor, intrigue, love, sex, power and corruption!

The movie will be out soon!

<https://www.youtube.com/watch?v=DjS-cUCM3Iw>

The Crash of the Rising Sun

The Crash of the Rising Sun based on Financial events that shaped the Economy of various countries at the end of the 80s. This story revolves around a man too ambitious for his own good. A rag to riches story spanning various continents and time zones. Action packed and very educative. High finance in ways, forms and fashion never told before.

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The movie will be out soon in two parts!

<https://www.youtube.com/watch?v=hMrJfJHU8Tk>

The 2\$ Spring

This novel was published under Vania Von Vanistan

“Victor Peters is back with another spell bound story set in the exotic backgrounds of China and the Middle East.

Once again Peters plays in the playground of the ultra rich and powerful people of various continents where people of all races, creed and social level fight for ultimate power. This is a story of an International global power game and revenge, of economic maneuvers in order to gain that little edge over the competition and of political bickering and infighting that more often than not leads to cataclysmic events.

The author has a unique gift of capturing the twists and ironies of fate. His insights into the ambitions and passions of his characters are brilliant. The girls are gorgeous and ready to protect Peters, some for love and others for selfish motives.”

https://www.youtube.com/watch?v=N9_Gxs_s-sQ

THE OFFERING

Alpen Design Studio Ltd is a client company of TWEX Ltd the ICO campaign will be launched on the TAG World Exchange platform and incentivize long-term holding by providing an additional income stream for TWEX Token holders.

ICO will be performed for 22,500,000 TWEX Tokens at 0.20 Euros value each for a total to be raised of: 4,500,000 Euros (Four Million, Five hundred Thousand Euros)

TWEX Tokens

TWEX Tokens are issued by TAG World Exchange. TWEX Tokens are utilities tokens to enable the using of the TWEX services and development of a fruitful ecosystem with token holders and funded companies. TWEX Tokens are proof of membership of their holders in the TWEX Ecosystem and entitled them benefit from prom profit generated by the payment of all Funded Companies of 1.5% of their Gross Sales. However, under no circumstances TWEX Token holders can be considered as shareholders of the TAG World Exchange, TWEX Ltd, TAG Investment Bankers Ltd, TWEX Ltd Portugal branch and/or any of their associated companies. TWEX Tokens are not and shall not be considered as securities.

Each TWEX Token holder is entitled to a portion (1/500,000,000) of the net profits generated by the TWEX Ecosystem. Said profit is generated by the collation of all funds paid by companies that benefitted from the initial investment derived from the ICO. Alpen Design Studio Ltd is obligated to pay TWEX Ltd 1.5 % of total sales.

One percent to be distributed among TWEX Token holders and half a percent to be used by TWEX Ltd to ensure that TWEX continues to exist.

Each Token acquirer receives smart contracts for capital and interest + pro-rated number of tokens based on amount invested.

TWEX allows to run decentralized code with smart contracts, enabling reliable services and payments handling. 'Smart Contracts are a central component to blockchain platforms.' With such self-executing contract, single party manipulation is averted because control over the execution of the smart contract is no longer possible due to the execution being no longer in the hands of a single party. Hence, it could be said that smart contracts give us autonomy, trust, speed and safety. TWEX smart contracts are computer protocols that facilitate, verify, negotiate and close contracts between individuals and their partner, partially self-executing and self-enforcing.

USE OF PROCEED

Funds raised during the ICO will be used solely for the development of the Company. The following distribution of funds is preliminary and can be a subject to change:

Operational – 85%

This covers the necessary costs incurred for a functional system. This includes: hosting and infrastructure costs, staffing, outsourcing, management and other related expenses like hiring professionals, providing training and employing qualified animator.

Marketing, Software Development, Creative Design Cost, Infrastructure, Communication and Office space etc.

Overhead Cost – 15%

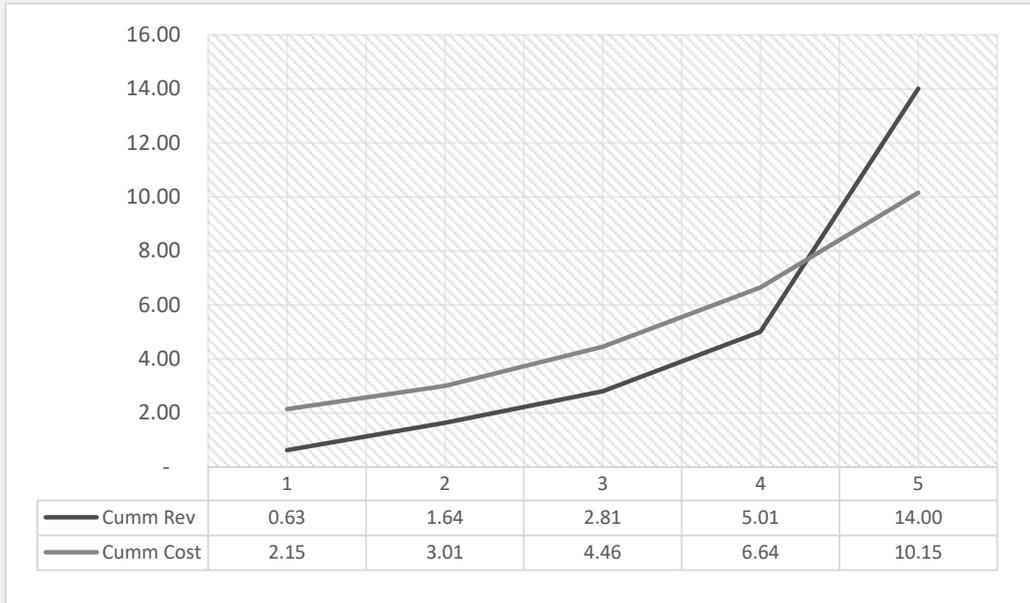
There are legal costs associated with privacy protection and registrations with regulators. The legal costs might vary from region to region, accounting cost, director fees, agent fees etc.

FINANCE

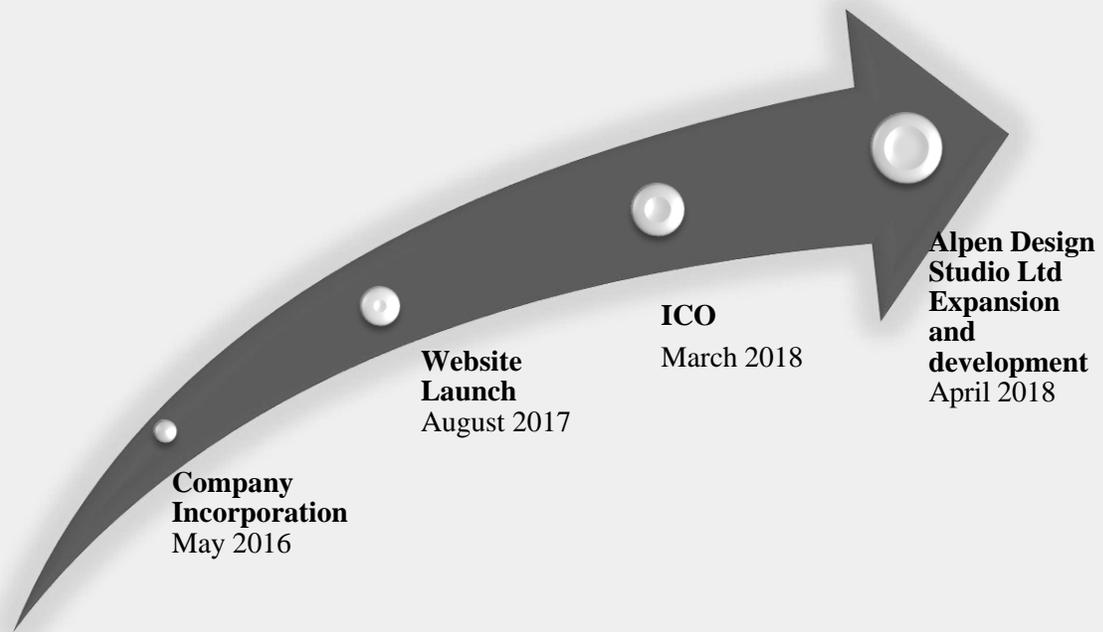
Revenue Heads	2017-18	2018-19	2019-20	2020-21	2021-22	Total	Million Euro
Total Software Development Revenue	462,668	485,801	510,091	535,595	562,375	2,556,530	2.56
Total Creative Design Revenue	3,191	23,931	134,612	1,121,769	7,852,385	9,135,889	9.14
Total Marketing Revenue	165,922	497,288	522,152	548,260	575,673	2,309,295	2.31
Total Revenue	631,780	1,007,020	1,166,855	2,205,625	8,990,433	14,001,714	14.00

Cost Heads	2017-18	2018-19	2019-20	2020-21	2021-22	Total	Million Euro
Total Software Development Cost	14,071	135,546	261,902	505,424	974,091	1,891,034	1.89
Total Creative Design Cost	10,657	201,149	390,045	755,584	1,462,157	2,819,592	2.82
Total Marketing Cost	9,381	67,773	130,951	126,356	121,761	456,222	0.46
Total Cost of Space	2,078,005	207,801	311,701	311,701	353,261	3,262,468	3.26
Total Cost of Communication	7,545	7,545	7,545	7,545	7,545	37,724	0.04
Total Cost of Electricity	9,709	9,709	9,709	9,709	9,709	48,547	0.05
Total Cost of Infrastructure	2,347	11,735	11,735	11,735	11,735	49,289	0.05
Operational Cost	2,131,716	641,257	1,123,588	1,728,055	2,940,260	8,564,876	8.56
Total Admin & HR Cost	3,159	7,466	10,855	14,014	16,943	52,438	0.05
Total Legal Cost	4,690	33,886	65,475	63,178	60,881	228,111	0.23
Total Accounts & Finance Cost	3,159	7,466	14,474	28,028	27,109	80,236	0.08
Total Management Cost	-	30,249	58,354	112,419	108,130	309,151	0.31
Total Director Cost	-	92,028	88,416	84,803	81,191	346,438	0.35
Agent Fees	4,661	46,824	90,253	154,184	275,082	571,004	0.57
Overhead Cost	15,669	217,921	327,827	456,626	569,336	1,587,378	1.59
Total Cost	2,147,385	859,178	1,451,414	2,184,681	3,509,596	10,152,254	10.15

All Figures in Million Euro							
Year	Revenue	Cost	EBIDTA	Tax	PAT	Cummulative Revenue	Cumulative Cost
2017-18	0.63	2.15	(1.52)	-	(1.52)	0.63	2.15
2018-19	1.01	0.86	0.15	0.04	0.10	1.64	3.01
2019-20	1.17	1.45	(0.28)	-	(0.28)	2.81	4.46
2020-21	2.21	2.18	0.02	0.01	0.01	5.01	6.64
2021-22	8.99	3.51	5.48	1.64	3.84	14.00	10.15
Total	14.00	10.15	3.85	1.69	2.15		



ROADMAP



CONCLUSION

CONTACT

To reach us visit our website at:<http://alpendesignstudio.com/>

Or contact us via email:info@alpendesign.com

For TWEX information visit www.twex.exchange

Or contact TWEX via email: info@twex.info
