

# Message from the Exec team

**Dear Sparc supporters - Strategic postponement of ICO - Details below**

Sparc has gained significant traction and interest, and is developing strategic collaborations and partnerships with key stakeholders and investors. The Sparc team has expanded to include a new CFO, new strategic advisors, and new developers. Most importantly, Sparc has amended its strategy and timeline to ensure a successful ICO, and widespread adoption of the Distributed Compute Protocol©.

***Big progress for Sparc on all fronts; 2018 is our year!***

2018 is forecasted to be a year of growth in the decentralized application space. Sparc's technology is designed to facilitate a distributed Application Layer complementing Ethereum's distributed Asset Layer. The roadmap for Sparc is a fast, cost-effective platform, designed to handle the projected growth of peer-to-peer traffic and dynamic content.

Sparc foresees 2019 as the year of token economy mergers and acquisitions, and we are adapting our structure and strategy to position our organization to become a forward-thinking leader in this arena.

***Sparc will succeed and here are the reasons why:***

**Technology** Sparc is on track to publish tested and proven technology, thereby demonstrating the utility that underlies its economy. Sparc is currently preparing the beta release of its MVP, the Distributed Compute Protocol© (DCP). Sparc is collaborating with an S&P/TSX 60 compute supplier as a strategic beta-tester of the DCP. This company is enthusiastic to run the MVP in their network this February; a computational astronomy project will be deployed on their infrastructure using Sparc's DCP. This partnership has already sparked conversations with strategic and influential Canadian corporations and institutions, and with government agencies. Further testing will be leveraged to explore new collaborative opportunities to foster adoption of the Distributed Compute Protocol©.

**Strategic Investment** Mid-December 2017, Doyle Capital Management, NYC, invested a significant amount of pre-seed funding into Sparc's economy. Upon the successful outcome of Sparc's pilot project, Sparc will hold a private seed round led by Doyle Capital Management. Sparc ensures proper stewardship of its economy by raising only the amount of investment necessary to reach the crowdsale.

**Timeline and Strategy** Given the amount of positive traction that Sparc has gained with national level institutions, and with due regard to the constant evolution of regulations surrounding ICOs, the Executive Team has made the following amendments to strategy and timeline:

### **Key points**

- Sparc's ICO is postponed to summer 2018, date to be announced.
- Private pre-seed crypto round, current timeframe, private seed crypto + equity round, March/April timeframe.
- Pilot project with an S&P/TSX 60 compute supplier, February timeframe.
- Launch large-scale marketing campaign through an established Canadian firm, announcing successful pilot projects and strategic partnerships.
- Sparc's Distributed Compute Protocol© will be active by the end of Q1.
- Series of computational projects and collaborations with large government and corporate institutions to drive adoption.
  - Seek partnership with Compute Canada to provide auxiliary compute resources to Canadian academic institutions and industry.

**People** Jan 2018, Sparc has begun an expansion of its development team, has recruited additional high-profile advisors, and has restructured its leadership in order to meet evolving requirements. Of note, Sparc welcomes its new CFO :

**David Clark-Joseph**

**CFO, Sparc**

David is an experienced executive in private equity and portfolio company operations (CFO), with expertise in client negotiations, deal and entity structuring, underwriting and due diligence. He has served in Fortune 500 corporate finance (FP&A) and corporate development, with public and private firm track record of leading organic and inorganic growth, acquisition selection, modeling, due diligence, integration, synergy realization and performance measurement.

Thank you for your continued support,

The Sparc team.