



INTRODUCTION

With rapid and substantial growth, the use of digitalized currencies has eased prior complexities faced by the monetary/value transfer system globally.

As cryptocurrencies have gained acceptance, new revolutionary deployments of a blockchain technology have materialised, disrupting established players in the market. One of the biggest stories in cryptocurrency has been the tokenisation of assets. Existing real estate assets or companies can be instantly democratized by placing their ownership rights on the block chain. We envisage another dimension of tokenisation, the opportunity to capture and trace value created through social entrepreneurship - "from an idea born, to a unicorn".

We are witnessing the devastating effects Capitalism 1.0 has brought to our everyday lives. The world is getting warmer, income disparity has never been greater, and species are vanishing from our planet awash in plastic, while many are left homeless by deforestation.

A radical paradigm shift is required to disrupt the status quo. This paradigm shift begins with transforming education and entrepreneurship In a way which delivers new disruptive products and services to market and promotes the wellbeing of the planet.

Winston Graf AG Switzerland introduces Capitalism 2.0 with a new token; HEIDICOIN (Token symbol HDI). HEIDI is a Swiss cryptocurrency payment and utility token which delivers sustainable social impact and creates an new circular economy through an unprecedented innovation pipeline of **Education, Research, and Social Entrepreneurship.**

This document introduces Winston Graf AG and our revolutionary vision to reimagine capitalism via the introduction of the HEIDI token into to the market, encompassing the education, research and social-finance through the concept of tokenensation.