



## SmartHab Officially Opens its Worldwide ICO Private Pre-Sale to Investment Funds

*The French proptech startup is aiming at a US\$ 13 M raise to develop its blockchain-based platform dedicated to notarize sensitive data from Smart Cities and Smart Buildings IoT systems.*

*SmartHab ICO will be the first smarthome player to forestall the Financial Market Authority (AMF) regulatory framework and will be fully managed from France, its historical headquarters.*

**Paris, Aug. 27, 2018** – Smarthab, the leading Proptech startup in home automation launches today its ICO to fund the development of the HAB platform, a decentralised solution to register sensitive data from IoT systems from Smart Cities and Smart Buildings on the blockchain.

The ICO will allow the issuance of 8 billion HAB tokens for transactions on HAB Platform and the creation of micro cryptographic “black boxes” to store sensitive security data from Smart Cities, Smart Buildings and infrastructure.

The ICO first phase starts today with a global Private Pre-Sale targeting investment funds specialised in cryptocurrencies. It will be followed by a Public Sales in Q4 2018. The Soft Cap is set at US\$ 3 million.

*“The trust on the integrity of IoT data is fundamental for the rapid adoption of Smart Cities and Buildings technologies. The upcoming deployment of “smart contracts” using stored data from the HAB Platform will support the reliability and efficiency of office, residential and retail space security systems,” claims Godefroy Jordan, SmartHab CEO and Co-Founder.*

### **A True Answer to the Issues of Security Data at Smart Buildings**

Currently there’s more than three billion IoT devices connected to the Internet collecting data from Smart Buildings and smart city infrastructures. Within the next 10 years the number of IoT will have reached nearly 60 billion (source: Gartner), whose 80% will be dedicated to security (fire, leakage, intrusion, pollution, etc.)

Whether for security, certification or insurance purposes, the HAB platform opens up a new era for the notarization of sensitive data. The ability to feature immutable and unforgeable data to determine the responsibility in case of events related to security is necessary to build trust among services providers operating in Smart Buildings and sensitive infrastructures. This approach is very similar to the Flight Data Recorder (or ‘black boxes’) implemented in commercial aircrafts for over 50 years.

The HAB Platform brings a technological response to the issues of decentralised storage and data integrity thanks to the blockchain. It addresses several key-sectors with a focus on Facility Management, Building Security, Energy, Insurance and local governments among others.

Thanks to its plasticity, the HAB Platform will support several hundreds of trillion transactions every year. Its launch is due to Q4 2019. A dozen corporate key-account users are being invited to participate to the “Pioneer Program”, which will enable them to test the HAB platform as it develops.



### **A Project Supported by Expert Advisors and Partners of Reference**

The development of the HAB Platform is advised by several senior experts in blockchain and digital technologies, such as Prof. Vincent Danos (CNRS, ENS), Bertrand de la Chapelle (former ICANN board member), Eric Besson (Former Minister of Digital Economy of France) and François-Xavier Thoorens (founder of blockchain Ark.io)

The HAB Platform is supported both by SmartHab partners and corporate shareholders, including crowd equity fintech Anaxago that is engaging its large community of investors and by well-known technology partners from the blockchain ecosystem such as IoTeX, Hacken and Futurs.io.

### **An ICO Anticipating France Upcoming Regulatory Framework for ICO Operations**

Anticipating future provisions to be implemented in 2019 by the French Financial Market Authority (AMF), SmartHab has adopted a fully transparent approach and has taken every possible step to ensure that the HAB ICO process is compliant and secure:

- the HAB token, can be qualified as a “utility token” not governed by securities rules,
- a strong KYC procedure has been implemented,
- the collected funds will be held securely,
- any fund related to unlawful activities will not be accepted,
- only investors acting as professionals will be accepted in private pre-sale phase,
- investors from countries where ICOs are prohibited (China) or strongly regulated (the US) will be excluded.

*“The objective of France Minister of the Economy seeking Paris to become an active place for ICO goes through the promotion of outstanding projects like ours, showing that it is possible to combine legal protection granted by the French jurisdiction with high technological and industrial ambitions”, highlights **Godefroy Jordan**.*

### **For Further Information About the HAB Platform and ICO.**

HAB ICO published several supporting documents such as Yellow Papers consisting of scientific research data and a White Paper presenting the Project general information. This content is available at <https://hab.global/> or through contacts at : [hab@smart.com](mailto:hab@smart.com)