



**ASSET-BACKED INVESTMENT
IMAGE GEYSER WHITE PAPER**

INVESTMENT STRATEGY

IMAGE GEYSER® is the digital extension of DSD Publicity Consulting (DSD). The company offers private equity investments focused on the acquisition, trade, and sale of both physical and digital assets. IMAGE GEYSER® is a Blockchain based solution for creatives to secure revenue via asset-backed investments and short-term loans.

Our Business

The IMAGE GEYSER® business model is all about managing Cash and/or Cash-Equivalents being transferred into and out of the business daily!

Our Investment Module

We are among the first to leverage loosened SEC and federal government regulations on investments (**Obama JOBS Act**) and emerging technologies (Blockchain) to deliver equity-based crowdfunding. This simply means that we enable private individuals, by means of small investment groups, to invest in worthwhile assets that generate large profits.

1. Crowd Investing Is Happening Now

Crowd investing in the new normal! It is simply equity-based crowdfunding where the members of our group invest in businesses, projects and people for a revenue return.

2. Capital Appreciation Is Our Game

We make money on money! Our module is based on rapid growth with low risk. How?

IMAGE GEYSER® identifies undervalued assets with a strong infrastructure, vision for the future, and proven success, in need of capital infusion, marketing, and promotions to reach optimum potential, or to facilitate growth and expansion. That capital infusion is group investments. Profits from such investments are by way of capital appreciation.

3. What is Capital Appreciation

Capital appreciation is a rise in the value of an asset based on a rise in market price or revenue projection. It occurs when the asset invested commands a higher price in the market, or returns higher revenue than projected, and is based on what the investor originally paid for the asset. The capital appreciation portion of the investment includes all of the market value/revenue return exceeding the original investment or cost basis.

4. Liquidity Matters Most

Liquidity equals - liquid assets; cash. IMAGE GEYSER® only aligns with digital and physical assets with verifiable value (liquidity) to overcome market fragmentation, risk and loss problems. The focus on assets producing verifiable revenue and/or assets that maintain provable equity gives us a unique point-of-difference in the marketplace.

- a. The acquisition and investment in an undervalued asset inherently increases the value of said asset by adding capital to the overall balance sheet

- b. Company X worth \$100K receives investment of \$100K is now worth \$200K. It is now eligible for a \$50K line-of-credit. The value of the company is already up 150% and has yet to start selling its already successful product.

5. Shorter Terms Bigger Returns

Our investments are short to medium term by choice. We focus on assets on the move, in need of capital for a short term, and managed by people willing to share profits.

- a. We invest in revenue returns only. In short, it's gotta already make dollars to make sense
- b. Terms like 90 Day, 180 Day to 18 Months is our sweet spot.
- c. We do take risks but only on longer term investments (24 Month minimum)

INVESTMENT MANAGEMENT

OLD WAY OF THINKING: "investors should only risk what they can afford to lose" or "the higher the risk, the higher the potential return"

IMAGE GEYSER® changes this old, outdated way of doing business. We are investors not prospectors. We won't invest in a search for gold but we will spare no expense helping to mine and market the gold once it has been found. We mitigate risk for our members by lowering the cost for entry, by spreading the investment across a group. Also, all of our assets are backed!

What is an Asset-Backed Investment (ABI)?

An asset-backed investment (ABI) is a financial security collateralized by a pool of assets such as land, loans, leases, credit card debt, royalties or receivables.

ABI's position IMAGE GEYSER® to generate more cash flow for both investors and owners, which is used for more lending. Our finance module pools members together to mitigate risk. However, this process also creates financial security or securitization for the asset. In short it makes our assets more marketable.

- **Breaking Down Securitization!**
 - Almost any financial asset can be securitized—that is, turned into a tradable, fungible item of monetary value. Fungible simply means something that is able to be replaced by another identical item; mutually interchangeable. In essence, this is all securities.
 - The process of securitization creates liquidity by letting retail investors purchase shares in instruments that would normally be unavailable to them.

- **Our Asset Types and Groups**
 - Our ABI's are secured through real estate, the cannabis industry, intellectual content, hemp, entertainment industry productions and the receivables built therein.

- These assets are part of our overall reference portfolio and offered in various tranches (or portions or shares) for trade and investment.
- Just about any cash-producing situation can be securitized into ABI.

The investors taking advantage of ABI are on the fast track for wealth-building with limited risk.

Small Crowd Investing and Securitization by way of ABI offers opportunities for new investors and retail investors, while infusing capital to asset owners, which creates liquidity in the market.

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