



## OUR CONSIDERATIONS

## The CIRCUS NETWORK

The Circus has in its lifetime focused on building a network of designers, and consumers for its services. For many this is not immediately obvious, because your frame of reference limited.

For different parties in the network you will think of us differently. But at our core, the Circus has been building a network. A virtuous network that feeds on itself and grows.

For designers we offered a method to recover more of their sunk production capital, feedback on products, marketing to high income high educated and well travelled women, and sometimes handholding while they developed their companies or tested new things. This should not be diminished. Designers were the genesis and have been the key to the Designers Circus all these years.

For New England women we offered a focal point where they could come together a few times a year and engage in socializing, hunting, talking, shopping, playing roles, and having fun like in a club. Tell a friend, meet a friend bring a friend created and extended our network and defined us. Friendship was the thing, not commerce.

We have never been a typical company, employing traditional business models. We pioneered our own model, which is unique in the industry. In effect we've been a form of investment bank offering, trust, services, advice, inventory services, and capital help for all of our customers.

FROM CIRCUS NETWORK  
TO  
CIRCE OPEN LEDGER SMART BLOCKCHAIN NETWORK

The Designers Circus thru a related entity is planning on holding an INITIAL COIN OFFERING in furtherance of a CIRCE blockchain ecosystem which will be a network expansion of the CIRCUS NETWORK.

What does that mean?

It means two things.

1

The creation of a new cryptocurrency, named CIRCE, named after the Greek goddess of Magic.

Our CIRCE coin is similar to other crypto currencies or tokens you have read about like Bitcoin, but it is different. Every cryptocurrency token has different properties and the CIRCE token will be tailored to the CIRCE blockchain.

Unlike Bitcoin, the CIRCE token will POSSIBLY be what is called ERC 20 compliant meaning that it is using the ETHEREUM standard interface and Ethereum development platform, although that is a technology consideration that is still in discussion.

## 2

The creation of a new CIRCE blockchain or more simply an OPEN LEDGER, devoted to our network and industry, which is intended to be more universally used over time. This is the first blockchain dedicated to our industry, with a focus on solving many of the problems in the supply chain.

This means the creation of a new blockchain specific to our needs. Without getting technical, a blockchain is a shared OPEN LEDGER database. We are going to replace our closed ledger system with an OPEN LEDGER system usable by all the parties in our vertical market, and hopefully more over time.

Think of a blockchain as a layer that rests on top of the internet. So now, instead of the net connecting computers around the globe, we are creating a grid of digital applications (DAPs) that will exist on

computers around the globe performing all sorts of decentralized tasks. In essence one large computer that consists of many computers linked holding blocks or links in the chain, a blockchain.

A blockchain – originally block chain – is a continuously growing list of records, called blocks, which are linked and secured using cryptography. Each block typically contains a hash pointer as a link to a previous block, a timestamp and transaction data. By design, blockchains are inherently resistant to modification of the data. A blockchain can serve as "an open, distributed ledger that can record transactions between two parties efficiently and in a verifiable and permanent way." For use as a distributed ledger, a blockchain is typically managed by a peer-to-peer network collectively adhering to a protocol for validating new blocks. Once recorded, the data in any given block cannot be altered retroactively.

For Circe, an open ledger blockchain has many immediate pluses.

There are many blockchains. There are many tokens associated with those chains.

## CIRCE BLOCKCHAIN

It turns out that one of the best uses for blockchain technology is as a ledger. An open ledger used by all participants in a type of network.

Designers Circus has already been investing in and developing ledger technology these past many years. It is ongoing process.

Some of you know it as PIXIEDUST.me. Further, Designers Circus has always thought of itself first and foremost as a NETWORK of designers, customers, reps, people in the ARTS community, educators and more. So, for us, blockchain represents everything we have been doing for the past twenty years and a natural extension of our business, just a new technology for it.

- We already have TRUST with our CHAIN.
- We receive many \$millions of dollars from it based on our reputation with no formal agreements. That can't be replicated. It is a defensive moat for the firm. It is also a strategic advantage for the firm.
- Our network is based on personal relationships and TRUST. Accordingly, we have a responsibility to our chain, as much as to ourself. While we are a first mover, we do not want to jeopardize our network in any fashion.

- Proceeding cautiously and with the input and participation of the chain is a priority. Nothing gets done without revisions, and we know that going in.
- Every party in the chain can benefit from an openledger.
- Many of you know that we spend 65% of our time managing our inventory and only 35% on other.

## Considerations

We have different considerations than usual token and blockchain developments

Ground UP not Waterfall DOWN

The CIRCE blockchain is a ground up organic movement of an existing chain of parties using disconnected ledgers of all sorts onto a connected openledger chain utilizing the same tech. This is an application layer blockchain project, not a technology development layer.

Real Companies, Real goods, Real People

It is a blockchain of real companies, real people, and real goods transversing multiple countries, cities and states. It is a first for this



vertical segment, and has the potential to draw in others in the segment and similar segments, because it will hopefully be universal. Most importantly, this is a chain of friends. We like our friends, and put them first, before money.

We have trust.

In blockchain there is much talk of trust. With CIRCE, trust is already established.

It is important that we proceed cautiously and not pursue the industry approach of creating a solution and then dropping it like a waterfall onto participants. We do not want to jeopardize the 30 years of trust that we have earned and our personal relationships. That is our number one priority.

We own our company.

This firm took years to build, and many risks to overcome. We are leary of taking on partners or investors, unless they can bring some strategic value to the endeavour. It has to fit.

We have time.

This is not something that we engage in frivolously. We treat our company like an art project. It never ends. We are always revisiting refining and improving it. Blockchain migration from client server architechure [PIXIEDUST.me](https://PIXIEDUST.me), is a continuation.