

WHAT IS THE DREAM EXCHANGE?

THE FUTURE OF REAL WEALTH

This document is an introduction to a new and innovative stock exchange in formation called the Dream Exchange. The Dream Exchange is being created for emerging companies in order to provide a platform for small business owners and investors with an eye on the future. The Dream Exchange will become the channel for owners, entrepreneurs and investors to meet and gain access to each other in a controlled, fair and ethical environment. The Dream Exchange will be an open public market for the purpose of stimulating the growth of innovation and creating economic expansion of the best that human beings have to offer.

The Dream Exchange is founded and led by Joe Cecala, who has a track record and previously demonstrated ability to use his leadership to bring groundbreaking projects to fruition. Joe is an internationally published scholar and he has well-recognized expertise in the area of public markets, capital formation, small business funding, emerging industries and investment opportunities. He has credentials and practice experience as an attorney and CPA for 25 years.

WHAT PROBLEMS DOES THE DREAM EXCHANGE SOLVE?

Many researchers and experts have found that there is a 17-year decline in small business initial public offerings in the US stock market, including Dr. Ioannis Floros, co-author with Dream Exchange founder Joe Cecala on the theories behind this decline. (see the graph on the next page). Many consequences to our capital markets are evident from this decline, such as:

1. Only the largest, multi-billion dollar “unicorn” companies conduct public offerings of stock for the public.
2. Even when a “unicorn” does conduct a public offering, a widening gap between large and small investor wealth is created because fewer investors are able to participate in capital growth until the company has reached the later stages and higher value of the offering. Smart investors are not able to capitalize on the growth of early-stage companies without the public market.
3. Public markets have a long track record of support for the most imaginative and creative geniuses, and the rewards for entrepreneurs and investors are less frequent without public market support for those idea-rich companies.

WHAT PROBLEMS DOES THE DREAM EXCHANGE SOLVE? (cont.)

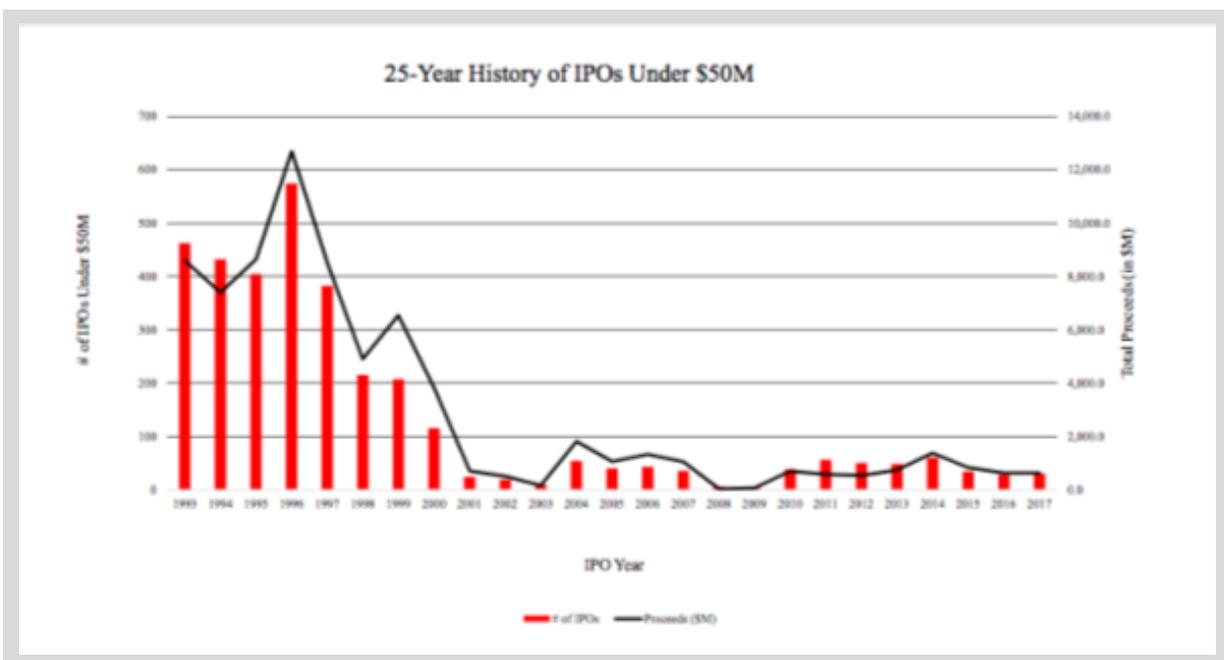
4. The increased institutionalization of investing and investment decisions made by larger fund managers who control both the choice to invest and the investment sectors that receive funds.

5. The decrease in the small broker/dealer network and market makers from electronic, mechanical trading, which chooses investments based upon trading algorithms rather than on the merits of the new idea and the company ethics, integrity and the moral code of the products sold and developed by the company issuing the stock.

6. The loss of the market specialist functions of the public market system of the past, where the great companies of America were born and flourished.

Today, an emerging company has no simple way to raise money and subsequently expand.

The loss to our society and the investing public is that many of these emerging companies have incredibly valuable services and products that do not always make it or are slowed significantly because of the prohibitive barriers to the “going public” decision, which smaller companies often cannot overcome.





JOE CECALA CAREER HIGHLIGHT

JOE CECALA

In the late 1990's, Joe was the attorney for the founding team that created Archipelago, the first company to trade stocks over the internet. In order to do this, the founding team had to develop a revolutionary new trade matching and routing system. The electronic system that became Archipelago forever changed how public companies obtained liquidity by allowing the consumer direct access to the public equity markets.

The innovation of Archipelago also changed the use of human stock trading decisions from tactical, human-centered decisions to strategic, electronically controlled investment decisions. This shift to mostly electronic public trading of stocks had the most significant effect of any technology on stock trading since stock markets were created several hundred years ago.

Archipelago's electronic trading platform was so efficient and prolific that it merged with the New York Stock Exchange in 2005. In fact, the truth is that Archipelago was so well perfected as a place for company stocks and investors to get liquidity at the best price that the eventuality of Archipelago would have consumed the New York Stock Exchange were the merger not to have taken place. The president and one of the founders of Archipelago (and Joe Cecala's former client), Jerry Putnam, became the president of the New York Stock Exchange to oversee the transition to this new world of electronic stock trading.

The lessons of Archipelago are simple: creating a state-of-the-art, turnkey system to allow investors and companies to have access to one another, hunt for liquidity, and buy and sell stocks at the best market price are the optimal products of a stock exchange; and, helping to create the best companies to "onboard" and the most forward-thinking investing public to take advantage of such a market is now needed in the emerging company capital marketplace.



THE VISION

Joe Cecala is dedicatedly working to realize his vision of the Dream Exchange, targeting the market of private companies with a vision to help sustain life on our planet in the perfect stock market environment for those companies to flourish. The financial resources of our world deserve a place to invest in the greatest ideas of our time at the earliest possible stage in the company evolution. The Dream Exchange is Joe's vision of such a future.

OXFORD UNIVERSITY PUBLISHED DREAM EXCHANGE WHITE PAPER

For a more in-depth analysis, theory and data on the market mechanics of the type of stock exchange envisioned by the Dream Exchange, follow the link to the scholarly white paper authored by Joe and Professor Floros:

“Lower Visibility Platforms Serving as Stepping Stones to National Stock Exchanges: The Case of Shell Reverse Mergers,” April 2016, by Joseph J. Cecala and Dr. Ioannis V. Floros, Oxford University Press.



WHAT ARE THE BENEFITS OF THE DREAM EXCHANGE?

- The Dream Exchange will be a national stock exchange for small and emerging private companies to list and trade their stock.
- The Dream Exchange will provide investors, who would otherwise not have access to this market, the ability to review and participate in a vast array of early-stage opportunities.
- The Dream Exchange will exist for US-based companies eligible to list shares as “venture securities.”
- The Dream Exchange will provide these small and emerging private companies with a fast and simple way to raise capital for expansion, or for the owners of a company to sell part or all of their interest in a company.
- The Dream Exchange will utilize a unique proprietary system to evaluate companies that will take into account their social impact and emphasize those companies with services and products that enhance the long-term survival of mankind by fostering sustained business success.

A core value of the Dream Exchange is to reward pro-survival ideas and entrepreneurial acumen by becoming the central marketplace where vetted buyers and sellers gain access to each other, resulting in wealth creation for business owners and investors alike.



MISSION STATEMENT

Who are we? We are the **DREAM MAKERS**. The new kids on the street. Tenacious trailblazers ready for **adventure**. Champions of growth. Paving the road of a new financial frontier. We are the **GAME CHANGERS** creating a world that invests in people, innovation and **ideas**. The launch pad for the little guys, who won't be little for long. We are their chance to lift off and **ROCKET** to success. Because this is their time. And we are their bridge. A simple platform for everyday people to finally live their dream. And we are relentless. Determined to **break boundaries** and **level the playing field** for a better tomorrow. We are the pond where small fish become sharks. Where moms and pops make it big. We are here to **empower** prosperity, putting **EXCHANGE** back in the exchange. We are building a new world designed for more **dreamers**, more innovators and more entrepreneurs. Who are we? **We are the future.** The Dream Exchange. The future of real wealth.

