

AN INTRODUCTION

Major projects. Tokenised capital.

We help institutions and governments fund, build and launch major projects through tokenisation. From financial infrastructure to large-scale property development, we bring strategy, build and deployment under one engagement — taking serious projects from concept to production.

Operators before consultants.

Crave is a team of strategic advisors and builders with deep roots in both traditional business and emerging technology. Our people have spent careers inside major global organisations — structuring transactions, managing capital, and building ventures from the ground up — and we bring that experience to the founders, institutions and governments we work alongside, as partners rather than vendors.

OUR POSITION

We don't just advise. We've built, launched and run the things we now advise on — protocols, platforms and companies. Capital can be traditional, tokenised, or both: the discipline is the same. Our base is the Middle East and Asia — our reach and network is global.

One engagement, from concept to production.

Four connected disciplines under one roof. Most firms offer one or two; we carry a project through all four without handoffs.

1 Advise

Strategy, planning and readiness — for founders, institutions and governments.

2 Capital

Structuring traditional, tokenised and real-world asset (RWA) models for raising capital.

3 Build

Designing and developing digital products, from concept to deployment.

4 Manage

Infrastructure, operations and support for live products and platforms.

The experience before the strategy.

Four measures drawn from live products and decades of senior leadership — the proof behind every engagement we take on.

100+

Years' combined team experience

Careers spent inside major global organisations, across finance, technology, brand and project delivery.

1,000+

Days live in uninterrupted production

Longest-running active protocol — independently audited and immutable by design.

5,000+

On-chain users on live products

Products in production with real users — not pilots or prototypes — independently audited and operating for years.

30,000+

Community members across our ecosystems

Engaged audiences built around the products, platforms and media we operate.

Major projects we are helping shape.

Real estate is where our experience runs deepest — from destination-scale development to prime residential investment.

REAL ESTATE & HEALTH

Wellness & longevity development

Advising on an integrated wellness and longevity destination — from the initial concept and operating model through to the funding strategy for the development. A city-scale project built around health and longevity, planned as one integrated model.

City-scale Health & longevity Integrated model

REAL ESTATE & FINANCE

Prime residential offering

Consulting to a UK residential property group on tokenised investment structures for prime residential property — from the fundamentals and market education through to the routes a first offering could take, within a UK regime that is now in place and evolving.

Prime residential UK market Fund structures

More projects we are helping shape.

The same approach, applied across finance, energy and digital infrastructure — capital-intensive projects at different scales and stages.

FINANCIAL SERVICES

Digital-first banking venture

Advising on the launch of a digital-first, AI-enabled commercial bank in a fast-growing market — from funding strategy and structure to the technology that will run it.

Digital-first AI-enabled

Emerging market

RENEWABLE ENERGY

Utility-scale solar farm

Consulting on a large-scale solar energy project — covering the commercial structure, the funding strategy, and the practical route from planning through to delivery.

Utility-scale Renewable energy

Grid-connected

DIGITAL INFRASTRUCTURE

Off-grid energy platform

Advising the founders of an off-grid renewable energy and digital infrastructure platform on capital readiness, investor positioning and the sequencing of a first offering.

Off-grid solar Digital infrastructure

Southeast Asia

The products we built and manage.

The substance behind the advisory work — products designed, built and managed today, in production with real users.

FINANCIAL INFRASTRUCTURE

Decentralised lending protocol

0% interest borrowing and earning, with no admin keys, so no one can change the rules — immutable and ownerless by design. Independently audited, and live in production with real users for more than 1,000 days.

0% interest Immutable & ownerless Halborn-audited Multi-chain

DATA INFRASTRUCTURE

Blockchain oracle network

Brings real-world data — price feeds and beyond — on-chain without a trusted middleman, via an open network of staked reporters kept honest by economic disputes. Live, immutable, permissionless and independently audited by Halborn.

Permissionless Immutable Halborn-audited Economically secured

SECURITY INFRASTRUCTURE

Multi-signature treasury platform

Smart-wallet infrastructure that eliminates the single point of failure in holding digital assets: control is shared across owners, funds move only on a threshold of approvals, with spending limits and role-based access. Non-custodial and battle-tested.

Non-custodial No single point of failure Threshold approvals

3+ years in production

AUDIENCE & REACH

Media brand

An independent, research-led media brand across video, social and long-form — making complex on-chain topics across Ethereum and Base clear, to inform and educate a global audience.

Video Social Long-form Tens of thousands reached

How we approach a tokenised raise.

Most failed projects don't fail on technology — they fail because the steps were taken in the wrong order, or skipped entirely. Our method puts them in the right order.

1 Assess the asset — and the rationale

Before any technology decision, the commercial question: is tokenisation the best route — or is a traditional raise the better answer?

2 Get the legal and regulatory structure right

The token is only as good as the legal claim behind it — and the legal structure dictates the token design, not the other way round.

3 Design the token and choose the infrastructure

The token encodes the rights investors are buying; the chain and platform determine cost, compliance tooling and institutional trust.

4 Run the distribution

A tokenised offering is still an offering — investors must be found, convinced, verified and onboarded, within financial promotion rules.

5 Operate post-issuance

Issuance is the start of an ongoing obligation — distributions, reporting, and a credible answer to “how do I sell this later?”

The people behind the work.

Every engagement is led directly by Crave's founders — backed by a global team with a century of combined experience.



CO-FOUNDER & CEO

Cristian Ulloa

Before Crave, Cristian was a Partner at BDO and a Principal at Mercer in Australia, advising multinational organisations on strategy and performance. In recent years, he has led the development and deployment of three decentralised protocols across borrowing and lending, digital asset security and oracle infrastructure. Cristian is a highly regarded public speaker, the author of *Hold. Borrow. Build.* and brings 30+ years across traditional business and emerging tech.

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CO-FOUNDER & COO

Dave Gordon

Dave brings 25+ years of leadership in brand management, client delivery and business development throughout Europe, the Middle East and Australia, on accounts including Microsoft, General Motors, Coca-Cola and Shell. Recently, he has been responsible for the go-to-market launch of three decentralised protocols across borrowing and lending, digital asset security and oracle infrastructure. Dave now leads growth marketing and operations across the business.

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09 / NEXT STEPS

Serious about what you're building? So are we.

Whether you have a project taking shape or are looking closely at one, the first step is the same — a conversation. One email reaches both founders.

1

Start the conversation.

partners@cravemanagement.co reaches Cristian and Dave directly. Tell us what you're working on, in whatever state it's in.

2

Read the thinking.

The playbook, whitepaper and frameworks behind our approach are free at cravemanagement.co/resources.

3

Connect with the founders.

linkedin.com/in/cristianmulloa
linkedin.com/in/scottishdave