



MEMBRANA

TRUST MANAGEMENT OF DIGITAL ASSETS

Membrana.io



Company Overview

KEY FACTS:

- **Membrana is a decentralized platform for trust management.** This technology is made for investors and traders to contact directly and conclude a mutually beneficial, secure, and reliable contracts.
- **Membrana blockchain platform is currently in MVP stage** with Beta version open to public.
<https://beta.membrana.io>
- The company has developed unique algorithm to address **\$50+ billion market opportunity.**
- The platform can be used from PC or mobile phone, from any point of the world.



Value proposition

- Product in **public beta stage with 2500+ customers**. More than 1,000 of them passed KYC and are actively using the technology. Desktop and Mobile version of the platform are already released.
- Successfully passed **security audit** from Hacken.io company.
- **2 venture funds** have already invested into the company.
- **High ratings** on ICO trackers and **big community** - 95k telegram users.
- Starting of monetization and token-economics is connected with ICO ending, providing **organic usage of the token**.
- Technology works with **cryptocurrency market and stock/bond market**. This growth is included into scaling strategy.



The Problem

We have developed a unique algorithm to solve the following problems:

- **Loss of control over invested funds**
To get his assets in management, investor need to send them to 3rd party or to a trader.
- **Middleman issues**
No reliable tool for middleman to work with his customers.
- **Lack of trust**
Counterparties don't trust each other and that limits possibilities for gaining profit.
- **Lack of transparency**
Investor can't get any proof of traders activities. Trader can send him fake data and get the profit.

The Solution

- **Unique contract-type trust management**
- Trader never possesses investor's money. He receives **temporary access for trading** with investors funds through platform interface or our own API.
- **Risk-management and deal traction** is done with Smart Contract technology - reliable and decentralized self-executing algorithm.
- All data is transparent and stored in the blockchain. **Verification of trader's ROI** and their past activity.



Partners

ZEUS



CIPHER



Backed by



The Product

- Beta version released in August 18` ~ 300 customers.
- Currently **2500+ customers**
- Expected 50,000+ customers till 2020
- Start of platform monetisation in January 19
- Release of Token in March 19`



The Product - Released features:



Already released

<https://beta.membrana.io>

- Smart Contract system for trust management
- Risk management tools with advanced maxloss mechanics
- Trading on multiple exchanges from single terminal
- Desktop and Mobile versions
- External API for trading bots or trading software
- Trustlog and blockchain verification of past activity

The Product - Upcoming updates



In development

Conditional orders

Fund management and portfolio management

EOS, NEM integration

Advanced features for MBN token holders

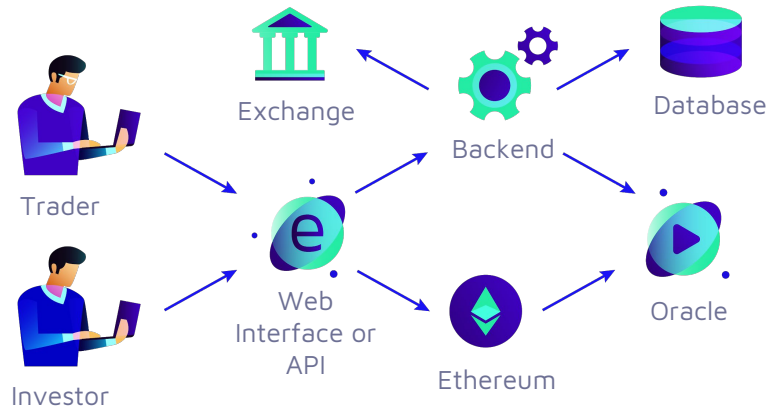
Social trading

ICO-pool marketplace

Fintech development open platform

Fully custom Enterprise solutions

Technology



The technology is designed to work with decentralized and centralized exchanges.

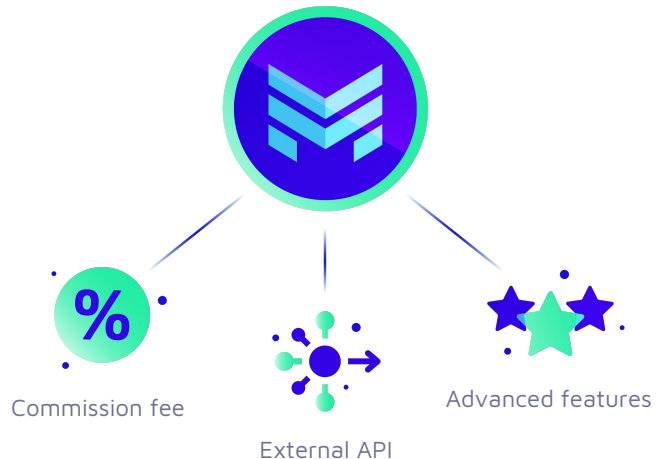
Users contact on Membrana platform through Web-Interface.

On the website, Investor and Trader can conclude a deal between each other with Smart-Contract. Smart-Contract holds all the information about the deal and allows autonomous and safe workflow for users.

For more details please read our [Whitepaper](#).

Token Economy Model

Membrana Token is a Utility token, created to provide some privileges for users and for usage inside the platform as a payment.



1. Pay less commission

When concluding contracts for trust management, users can pay platform commission fee with supported cryptocurrencies or Membrana tokens.

2. Use advanced features

User can receive access to advanced features by not only paying monthly fee, but also by holding certain amount of Membrana tokens on their wallet.

3. External API

Customer can use Membrana external API protocol for connecting their software to any exchange and using the platform custodianship. This feature can be unlocked with monthly payments which can be done with Ethereum, fiat currencies or Membrana tokens.

4. ICO pools

You can join ICO pools using Membrana tokens and receive additional discounts for your investments.

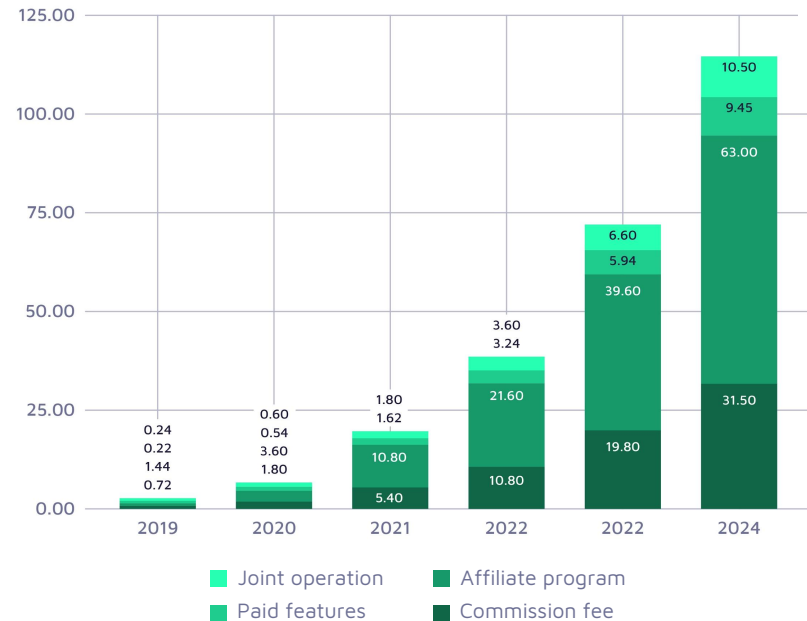
Financials

This graph indicated our vision on amount of revenue that can be gained through company operation in upcoming years.

It is based on calculation of the average unit economy and customer growth plan. Detailed calculations can be found in [Business Overview](#)

The graph includes main revenue streams: Retail, Corporate, and Joint operation.

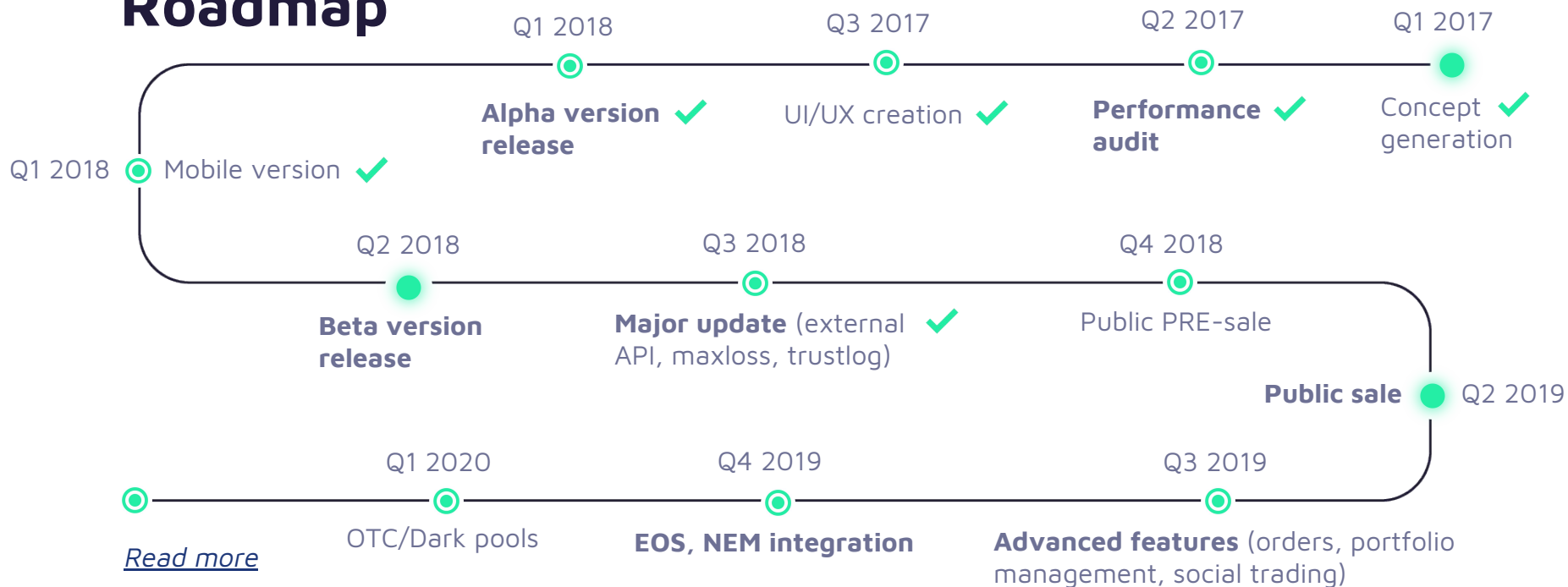
Projection of revenue (in million US dollars)



Advantages of Membrana platform

	Membrana platform	Iconomi, Melonport, Genesis V	Blockport, Covesting, Caspian
Technology	<i>Contract system</i>	<i>Tokenized fund</i>	<i>Social trading</i>
Asset control	<i>Assets are always on investor's exchange wallets, access for trading is provided only through Membrana platform</i>	<i>Assets are send to smart-contract address of the fund, where trader possess them</i>	<i>Assets are send to smart contract, or trader has direct access via API</i>
Risk management	<i>All terms of deal are put in the smart-contract, everything executes automatically</i>	<i>No risk-management system</i>	<i>No risk-management system</i>
Portfolio management	<i>Users can trust their assets directly to trader or to portfolio managers, who pick up traders</i>	<i>User trust their assets to only one fund manager or one trader</i>	<i>User chose one trader and assets are used to copy his trading activity</i>

Roadmap



Team Membrana



CEO

Yuriy Gerasimov

Master's degree, Peter the Great St.Petersburg Polytechnic University, Marketing in SxS corporation, Serial Entrepreneur, Cryptanalyst



CTO

Pavel Rumkin

JS developer with 7 years experience in Node.js. Blockchain expert. Worked in Lisk over protected sandboxes. Blockchain enthusiast and writer. One of the top authors on Habr.com the most popular Russian tech media.



CMO

Kirill Romanov

Bachelor of Telecommunications Digital-agency; founder Awards at Web development and advertisement. Launch startups at mobile, ibeacon and loyalty programs Marketing since 2009.



CBDO

Michael Creadon

Master's degree of Columbia University, NY CEO of 4Rev, managed interest-rate risk at CME for 20 years as a trader and CEO of a \$25 million prop firm.



FINANCIAL ADVISOR

Paresh Masani

Paresh is an ex-Executive Director of Goldman Sachs' Global Investment Research. He is an expert in Blockchain Technology, security, cryptography, and complex end-to-end system development



Contact us:

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We are open for any ideas of collaboration, so feel free to reach us.

Best regards,
Yuriy, Team Membrana

membrana.io



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