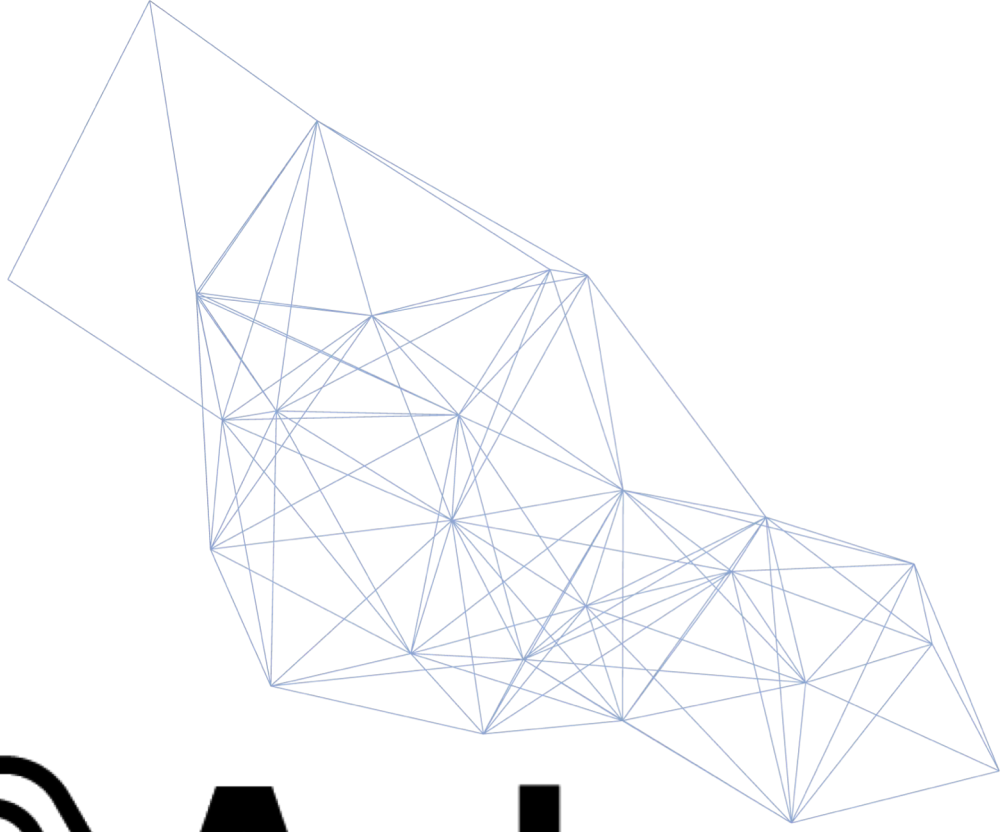


Apla

Blockchain as a Service

ENTERPRISE BLOCKCHAIN PLATFORM

New Website Content & Re-Arrangement

August 21, 2018

www.apla.io

Chris Bruck Ph.D.

chris.bruck@egaas.org

+ 352 691 914 800

Goals and Assumptions

Goals

1. Inform – Teach – Inspire
2. Provide core information and context for token sale
3. Present Apla platform, technology, and use cases for target markets
4. Establish communications backbone for company strategy

Assumptions

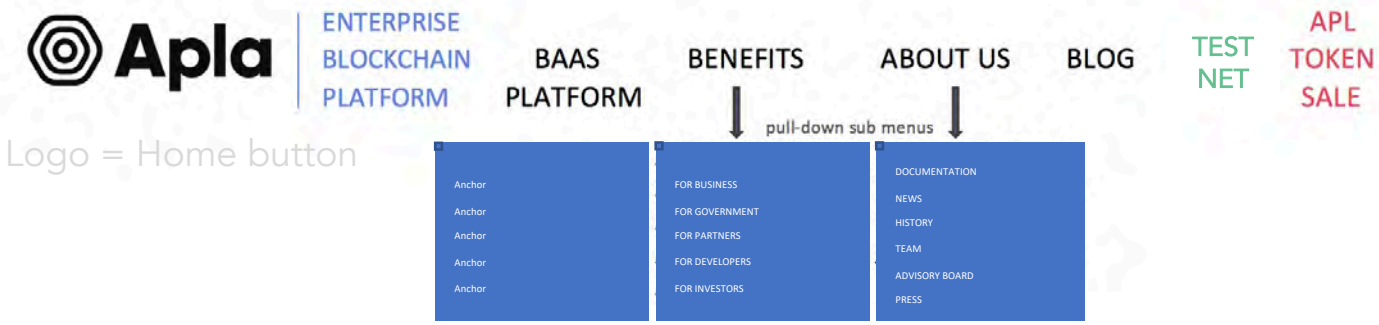
1. I presume that a valid CMS (WordPress?) is in use to build the website and I am not going into the myriad tech specifications to verify that.
2. I presume that the agency has competent SEO for each page, picture, etc. and I will go into the list of keywords at a later stage. ***This is crucial, though***!
3. In general, there is no time for testing and building personas to study and guide website usage, so this has to be driven by our cumulative professional experience.
4. I have abandoned the more innovative navigation object based on the logo icon because there will be no time right now to follow that more didactic and original avenue.
5. I have extracted all agency produced materials and rearranged by using as much as possible existing materials from the draft websites, plus all new presentations internal to Apla and chiefly produced by D. Bondar.
6. The first goal is to build right now a full first version and then check thoroughly for mistakes, inconsistencies and missing pieces.
7. USE THE EXISTING STYLE GUIDE ! NO STOCK PHOTO HEADERS.

Navigation and Overview

Content

Summary view and links

1. Home Page 2. 3. 4. 5. 6.



7. ?

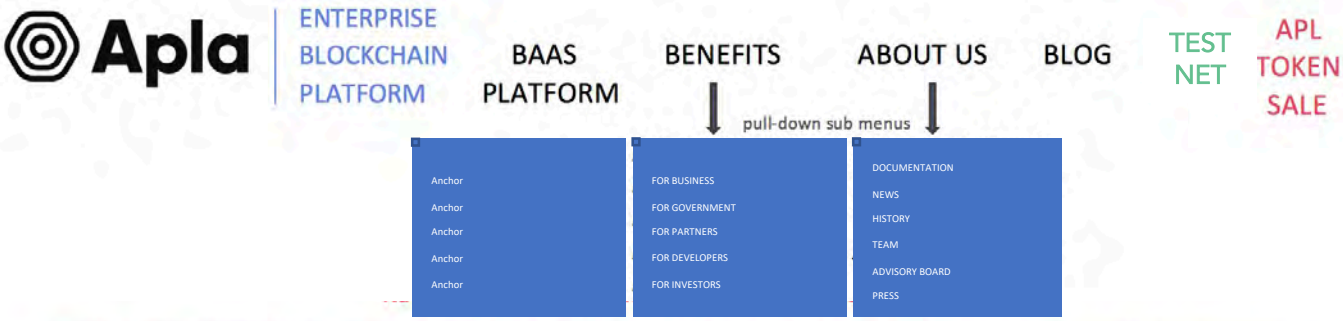
USE CASES
(hidden)

TESTNET

Content

Summary view and links

Content: http://34.195.85.204



HOME PAGE CONTENT Video, Mission, Vision, USP, value proposition and sections A to G summaries assembly and review

The Platform existing page ?
The Protocol (For Partners) existing tech page or new content? https://projects.invisionapp.com/share/C7FTIY6X8EF#/screens

For Business existing page
For Government existing page
For Developers page under development https://projects.invisionapp.com/share/E4EUPP176#/screens

About Us summary and link existing page

Sub-section partners and other inspiration references: bigchaindb.com chain.io


Anchor
Anchor
Anchor
Anchor
Anchor
FOR BUSINESS
FOR GOVERNMENT
FOR PARTNERS
FOR DEVELOPERS
FOR INVESTORS
DOCUMENTATION
NEWS
HISTORY
TEAM
ADVISORY BOARD
PRESS

Footer

DOCUMENTATION

WHITE PAPER | TECHNICAL PAPER | DOCS | TESTNET

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Home and Landing Pages Existing Content Detail (annotated)

1. Home Page

BAAS PLATFORM
new content page
CB

Simple and Compliant Blockchain Platform

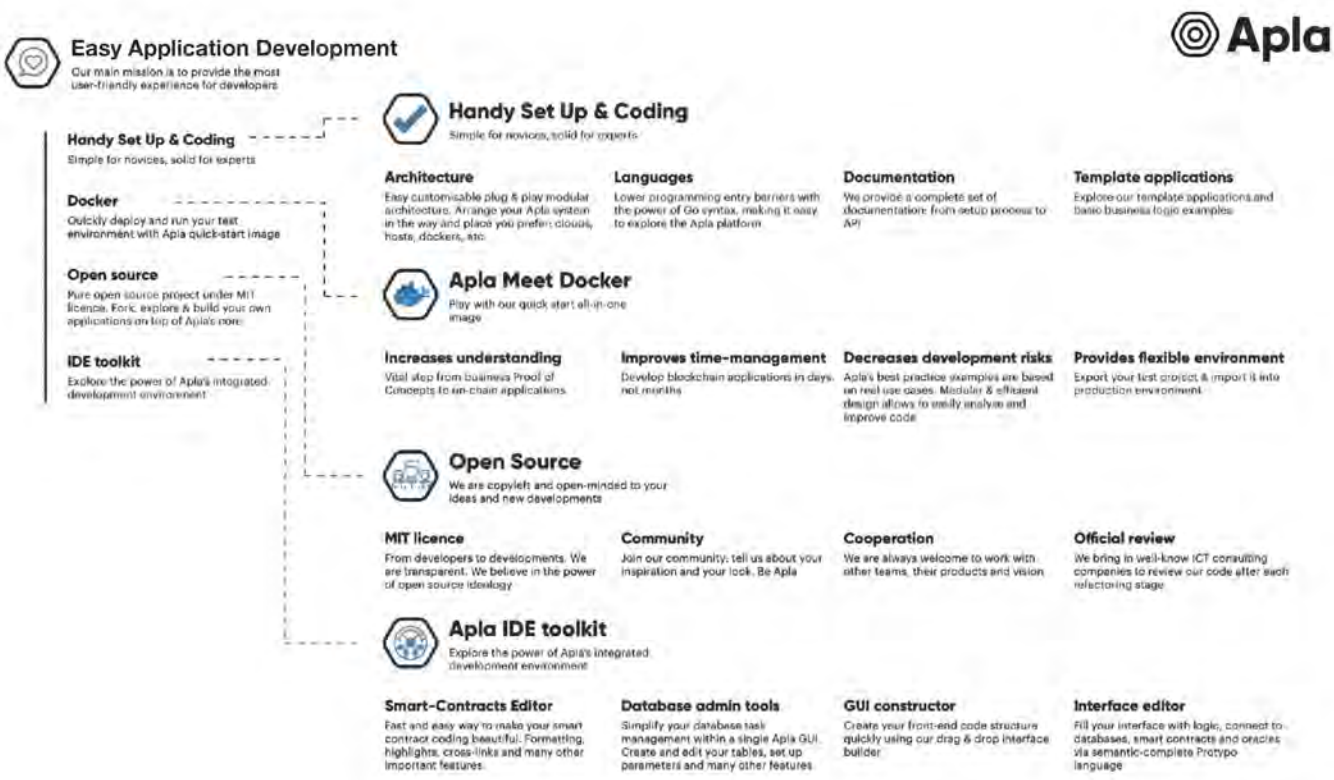
VIDEO
1 min team video

Apla is a public blockchain platform designed for the development of business applications by enterprises and transition of their processes into a blockchain network in a secured and compliant manner.

The key characteristic of the Apla platform is its simplicity (*apla* means "simply" in Greek) and user-friendliness. LINK TO "SIMPLICITY"

Apla offers a framework that makes blockchain application development very simple: different enterprises with different applications can easily roll them out, interoperate with each other with common currencies and common procedures.

Simultaneously with the **Apla Utility Token Sale**, the Apla Main Net platform will go live in autumn 2018 ready to featuring 1- click templated ecosystem build and drag & drop user interface designer in its signature rapid development architecture. So you can simply write applications on this new and unique blockchain platform.



COMPLIANCE (& LIQUIDITY)

LINK TO "COMPLIANCE

AML/GDPR Compliant

The Apla platform is designed to meet AML/GDPR[3] regulatory requirements. Creation of new wallets and transfer of tokens between the wallets are controlled by Supervised Financial Institutions. Special governance procedures are implemented to comply with data protection requirements.

APL is the utility token used as fuel for the Apla platform: APL Token is a new virtual currency within the meeting of Article 3 (18) of the EU AML Directive . It is to be accepted by the validating nodes and copyrights owner of the Apla platform as a means of payment for the use of the Apla platform IT infrastructure and copyrights.

Market of Public Blockchain Applications

Currently, the most fast growing business segments include mobile wallets, P2P Marketplaces and Mobile identity.

World Economic Forum research concluded that 10% of world GDP will be stored on blockchain. Taking in account this conclusion, we expect that 10% of three business segments can be absorbed by the public blockchain technology creating the value of $382B by 2022.

Apla users may opt between creating decentralized applications from scratch using friendly programming environment or use white label solutions developed by Apla to access the blockchain market driven by enterprises.

FAST GROWING BUSINESS SEGMENTS OPEN OPPORTUNITIES FOR BLOCKCHAIN

Business segments	Transactions value	Blockchain share
E-wallets	3 142	314
P2P marketplace	660	66
Digital identity	21	2
	3821	382

LINK TO "FOR INVESTORS"

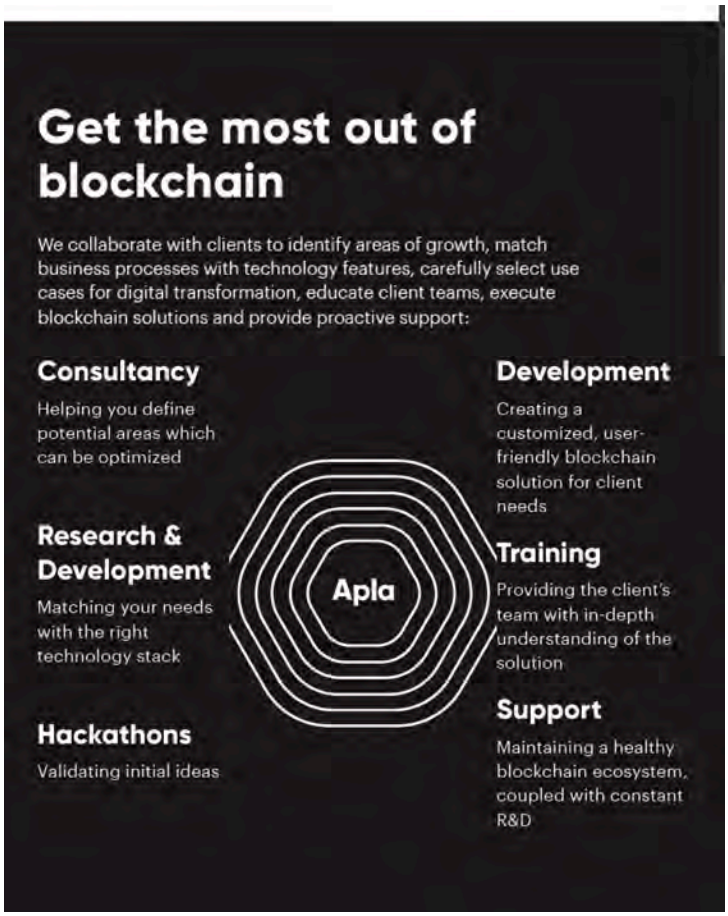
VIDEO

Process video

VIDEO PROCESS (NEW EDIT)

"Imagine Ethereum smart contracts, with Ripple payments, plus our Smart Laws on top, and all of it designed specifically for financial institutions, ready to go!
Your blockchain, drag & drop, out of the box... that's Apla."

Oleg Strelenko
– Founder & CEO



LINK TO "FOR GOVERNMENT"

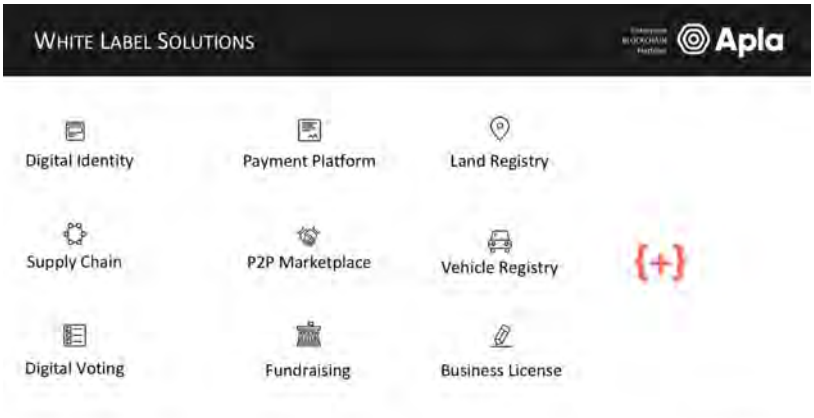
LINK TO "FOR BUSINESS"

USE CASES

technoport · Infrachain · BIT Valley

Spectrum

Digital Luxembourg: "Spectrum itself is a product of collaboration, drawing on input from local digital entertainment and blockchain service providers, including Sonopraxis, Infrachain, Bitvalley and **Apla**."



LINK TO "USE CASES" Landing Page"

PARTNERS

UAE · India · BearingPoint. · Grant Thornton · SNAPSWAP · FINESSE

Russia

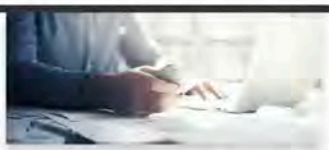
Netherlands Antilles

UPDATE !

LINK TO "FOR PARTNERS"

Latest news

?



Unlock the creativity of software developers

→

Unlock the creativity of software developers to deliver new apps and services to customers faster. Gain the freedom to build the right app with the right components and accelerate digital strategies.

Unlock the creativity of software developers

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Unlock the creativity of software developers to deliver new apps and services to customers faster. Gain the freedom to build the right app with the right components and accelerate digital strategies.

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WHICH SM ARE ACTIVE?

2.
BAAS
Platform

BLOCKCHAIN AS A SERVICE (BAAS):

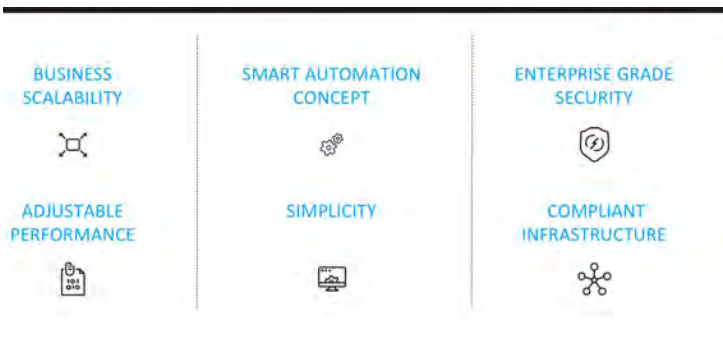
The Apla Blockchain Platform enables fast, simple, secure realization of decentralized applications (DAPP).

Overview (anchor)

The Apla Platform is an enterprise grade blockchain protocol for building secure government and business network applications ("ecosystems").

It is built from the ground up to satisfy specific security needs and requirements and provides Turing-complete functions for developing digital ecosystems.

Apla thus offers a ready-to-go Blockchain As Service (BAAS) solution for any blockchain project.



Trusted by Governments and State Owned Corporations

Apla blockchain technology has already been engaged by a number of governments, governmental and state owned corporations worldwide for the development of pilot blockchain projects in different areas, such as vehicle and land registries, marketplaces for assets sale and digital rights management.

Original

Apla has developed the original source code and other applications. The penetration test has been performed by Grant Thornton in Luxembourg.

Fast

The transaction processing speed should meet the requirements of enterprises to run FinTech and other business projects. This is due to the unique platform consensus protocol ("proof-of-elapsed-activity"), network infrastructure and governance (i.e., the validating nodes are stored in Certified Data Centers)

Secure

Apla offers enterprise grade security of the network. The validating nodes of the Apla platform are Certified Data Centers that must adhere to minimum IT system standards compliant with ISO/IEC 27001. Apla platform deployed an original data vulnerability risk management mechanism to remedy negative results of system failures, human errors or cybersecurity attacks without the necessity of creating a fork.

Business scalable

Apla architecture calls for the operation of multiple autonomous and interoperable ecosystems (i.e., digital environments that allow the users to work with applications) working on this platform.

The founders of ecosystems on the Apla platform can offer their goods and services to the growing number of verified Apla Users who have passed the KYC[2] procedure with Supervised Financial Institutions.

The automation of processes and interoperability between autonomous ecosystems is achieved through the application of smart laws, smart contracts and smart oracles.

Ready to Go

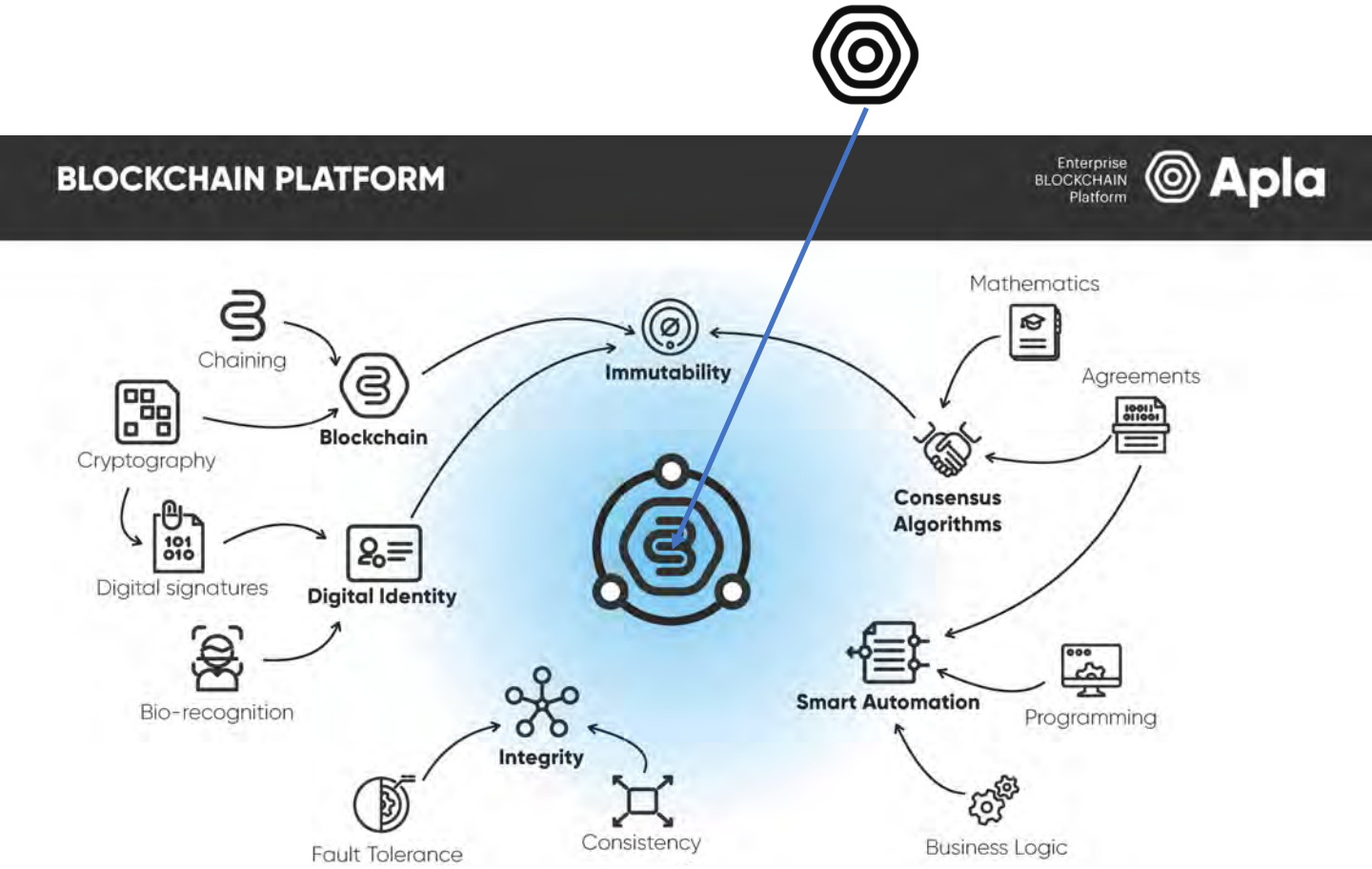
The Apla platform source code has already been developed. The platform Main Net is due for launch in Autumn 2018.

Simple

Apla offers ready-to-use integrated development environment and business management tools for creating applications on the platform. There is no need to use third party software products for that. This is combined with easy connectivity and coding of smart contracts. No special skills in coding are required.

AML/GDPR Compliant

The Apla platform is designed to meet AML/GDPR[3] regulatory requirements. Creation of new wallets and transfer of tokens between the wallets are controlled by Supervised Financial Institutions. Special governance procedures are implemented to comply with data protection requirements.



Apla Value Proposition

(anchor)

Our unique value proposition includes a combination of technical and compliance related features that ensure safe and effective use of the blockchain technology by enterprises and their customers. These are speed, scalability, security, data privacy, simplicity and GDPR/AML Compliance.

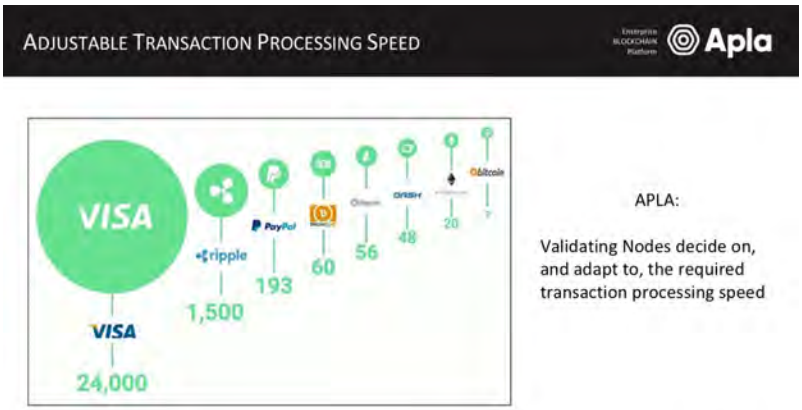
Fast

(anchor)

Speed

The speed requirement of a blockchain platform depends upon the network protocol, consensus mechanism and throughput of the validating nodes.
The demand for the processing speed is driven by industry. For FinTech projects, for instance, a much higher transaction speed is required. VISA pulls out more than 3 500 transactions per second that can be taken as a standard for payment systems.

According to the test results, the Apla network protocol can enable the transaction speed capacity equal to []. It can reach financial industry standards and be adjusted by validating nodes in the course of operation of the platform.
A further contribution to the enhanced transaction processing speed is the Apla consensus protocol. Apla deployed the consensus protocol called "proof of elapsed activity" (i.e., a modification of proof-of-authority). It ensures predictable time of formation of a new block (unlike PoW and PoS), high network performance and the network's resistance to the actions of malicious nodes.



APLA:

Validating Nodes decide on, and adapt to, the required transaction processing speed

Scalable

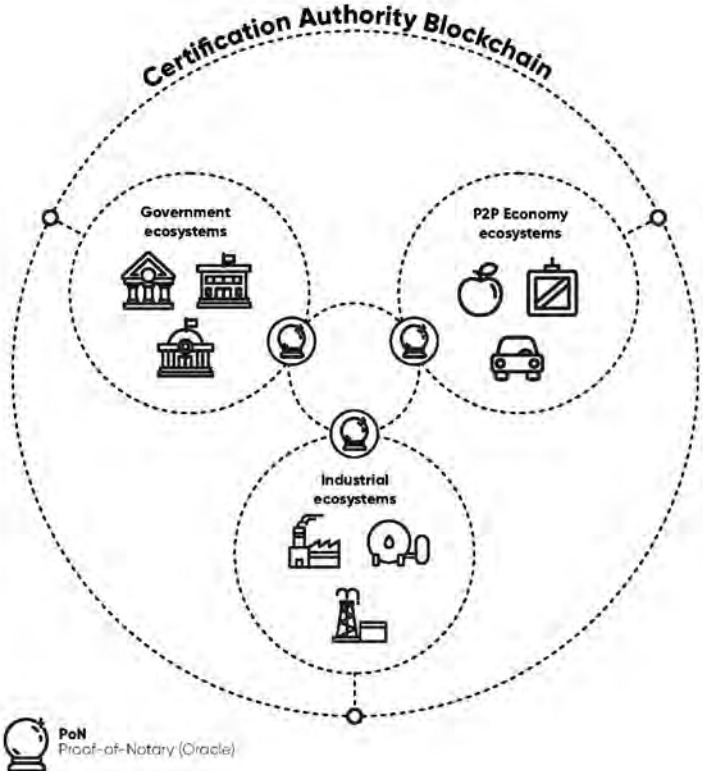
(anchor)

Business scalability

A growing collaborative economy demands fast and flexible technological approach with high degree of automation.
Apla architecture calls for the operation of multiple autonomous and interoperable ecosystems (applications) working on the Apla platform.

The founders of ecosystems on the Apla platform in different economic fields can offer their goods and services to the growing number of verified Apla Users who have passed the KYC procedure with Supervised Financial Institutions.

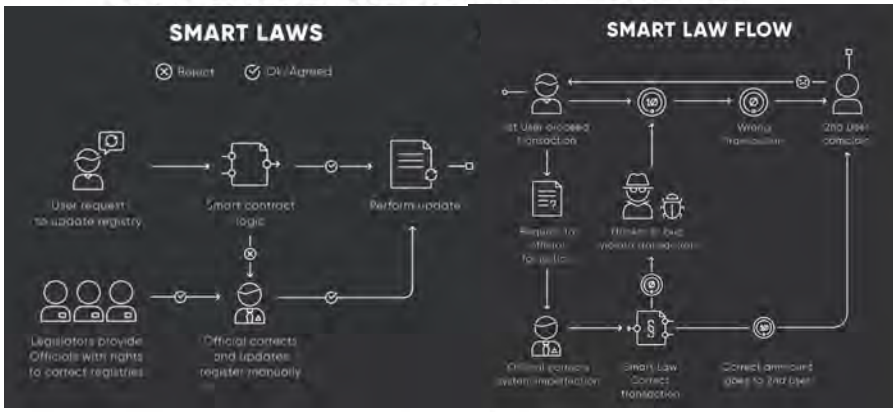
The automation of processes and interoperability between autonomous ecosystems is achieved through the application of smart laws, smart contracts and smart oracles.



(anchor)

Original

Apla Smart Automation Concept provides for the combination of Smart Laws, Smart Contracts and Smart Oracles.



Smart Laws

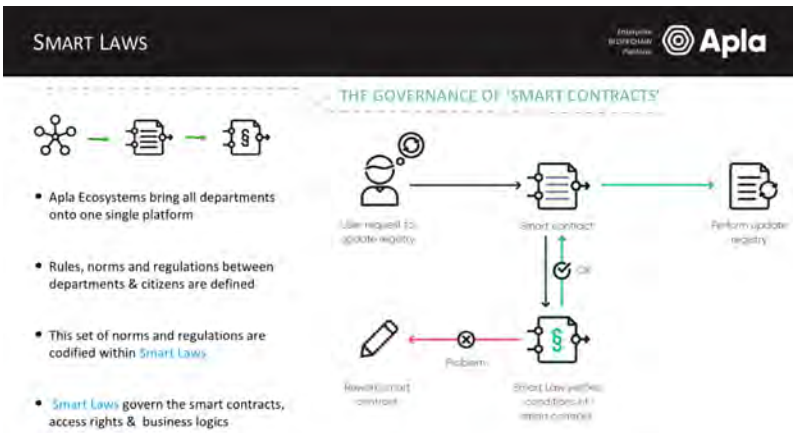
govern the rules of formation and execution of smart contracts, access rights to functions and business logics. The Smart Law rules are established by founders of ecosystems. They must be included in the blockchain prior to the launch of each ecosystem.

Smart Contracts

exchange data in accordance with Smart Laws.

Smart Oracles

exchange data between the existing infrastructure outside of the blockchain with the Apla platform.

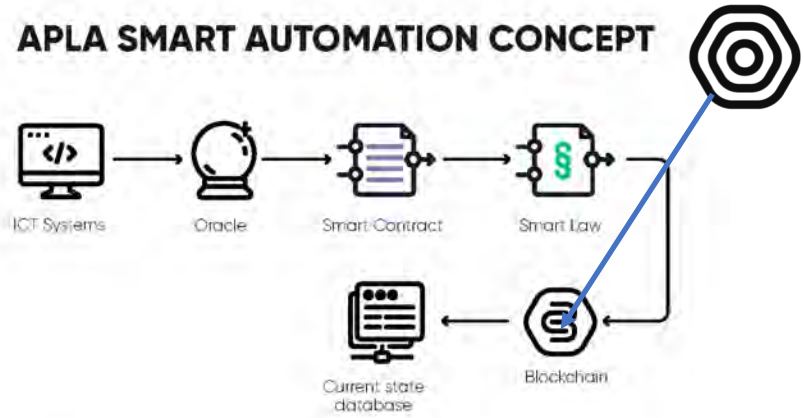


(anchor)

Original

replace

Apla Smart Automation Concept provides for the combination of Smart Laws, Smart Contracts and Smart Oracles.



Smart Laws

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Smart Contracts

exchange data in accordance with Smart Laws.

Smart Oracles

exchange data between the existing infrastructure outside of the blockchain with the Apla platform.

Secure

(anchor)

Cyber-security

Apla network structure provides for maximum performance capacity, which is necessary for operation of applications in digital ecosystems. Security rules require to place the servers of Validating Nodes in Certified Data Centers. Such Data Centers are organizations that render services related to storage, processing and transfer of digital data requested by third parties. The operations of such organizations in most jurisdictions around the world is subject to licensing and supervision by authorized government agencies.

Within the Apla network, Validating Nodes must adhere to minimum IT system standards compliant with ISO/IEC 27001. Onboarding of Validating Nodes is performed by Apla Consensus ASBL, i.e., the neutral and transparent non-profit structure established in Luxembourg for governance purposes. The Validating Nodes must be members of this organisation.

- **Security and defense against attacks**

A blockchain is an informational system which by its own architecture is able to offer high-level security from falsification and loss of data. However, there are different ways in which hackers can launch attacks which crash nodes or the system as a whole.

- **51% attack**

Apla deploys the original proof-of-elapsed activity consensus mechanism. The 51 % attack may theoretically work only in case of someone taking a full control over the 51 % of the validating nodes in the system. The chances that it may happen in practice are very low in the Apla environment and they will further be reduced with a growing number of validating nodes. It is also worth noting that placing Apla network nodes in certified data centers serves as additional protection against someone taking control of the network.

- **Remote attack**

The building of an alternative chain is eliminated by introducing a parameter that determines the maximum depth of branching the blockchain. If a blockchain node breaks from the other nodes for over a specified number of blocks, it will not be accepted as valid.

- **DDoS attacks**

Protection from attacks which work by sending a large amount of unwanted transactions is secured by the introduction of payment for transactions in network APL tokens. A fully fledged attack would be financially ruinous for the initiator. Moreover, the network places limits on the number of transactions per block signed by each user. Protection from DDoS attacks which execute data reading (interface calls) is facilitated by standard methods for servers. (Nodes which aren't able to withstand DDoS attacks will be excluded from the list of validating nodes where they are unable to process transactions within a set period of time.)

- **Sybil attacks**

The blocking of a separate node by connecting it only to the nodes of the hacker is practically impossible since the number of the Apla network nodes is fixed and the full list of such nodes is stored on each individual node.

- **Exploiting hash function crypto-algorithms**

Transactions are signed by the algorithm with an open ECDSA key, which is defined in a group of points through an elliptic curve. It is currently considered as the most secure.

Simple

(anchor)

Simplicity

In the Greek language, the word "Apla" means simply. The name of the platform refers to the unique features of the protocol as regards the connectivity and coding environment.

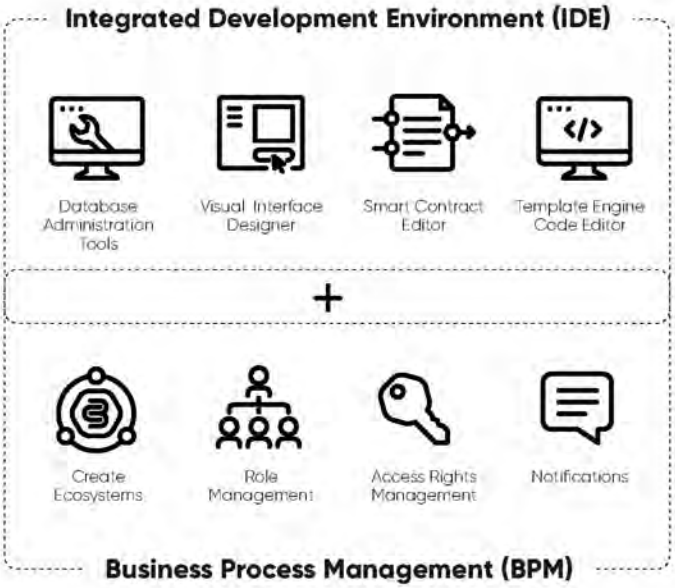
- **Easy Connectivity**

In order to connect to the Apla platform, Apla Users should download the Apla Software, mobile application (Android, iOS) or use a browser.

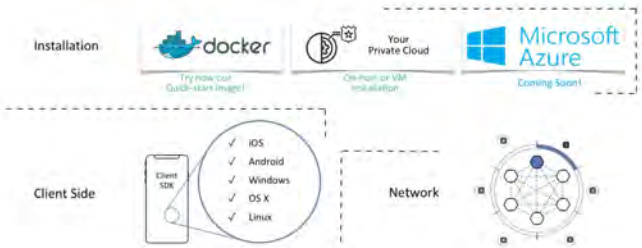
- **Intuitive and Comfortable Coding and Usage**

Apla offers ready-to-use integrated development environment and business management tools for creating applications on the platform. There is no need to use third party software products for that.

APLA "READY-TO-USE" INSTRUMENTS



SIMPLICITY: EASY TO SET UP ENVIRONMENT



SIMPLICITY: DRAG & DROP INTERFACE DESIGNER ON BLOCKCHAIN

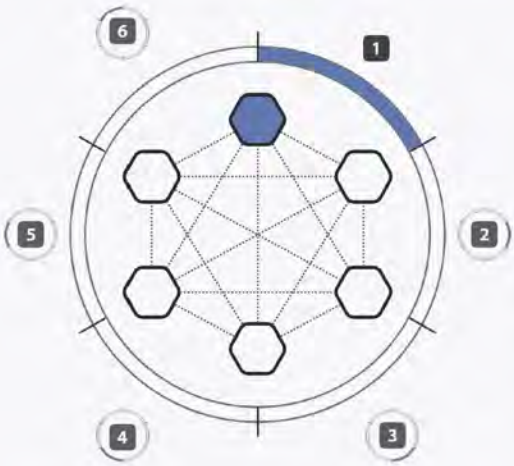
- Simplified Interface Designer on Blockchain Itself
- Drag & Drop Pages Builder
- The *only* platform with built-in interface designer

SIMPLICITY: INTUITIVE SMART CONTRACT EDITOR

- Intuitive & Easy Smart Contract Editor Environment
- Color Coded and Auto-Complete Mechanism
- Simplified language (Simvolio) similar to Javascript

Blockchain Ecosystem Architecture

Apla



Network Topology

- Full connected topology
- Nodes are placed in a logically single-level p2p Network
- All nodes maintain one or many business ecosystems
- All nodes maintain single source of the truth - blockchain
- All nodes are equal in functionality

Block Generation

- All Nodes in Apla network are connected to Cluster of NTP servers
- Every period of time (for instance 2 seconds - customisable) the right of the block generation passes to the next node
- Block will not be generated if Nodes don't have new transaction in the network
- Block size is flexible - customisable property

APLA BLOCKCHAIN CONSENSUS: PROOF OF ELAPSED DUTY

Enterprise BLOCKCHAIN Platform Apla

Blockchains Consensus Comparison

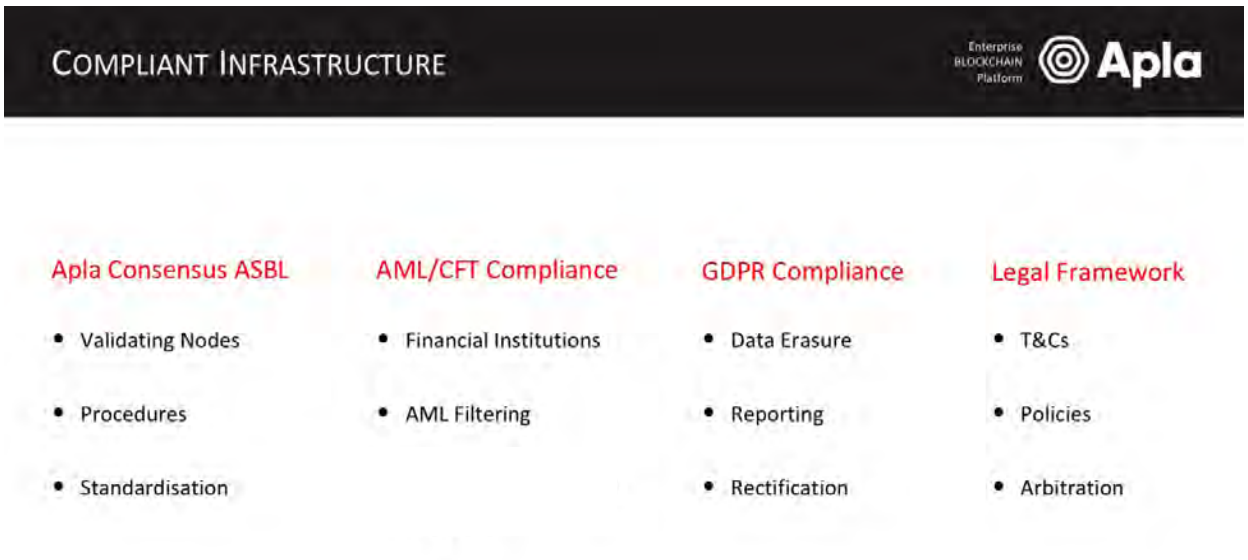
	PROOF OF WORK	BYZANTINE FAULT TOLERANCE	PROOF OF STAKE	PROOF OF ELAPSED TIME	FEDERATED BYZANTINE	PROOF OF ELAPSED DUTY
Type	Permissionless	Permissioned	Both	Both	Permissionless	Both
Transaction Speed	Slow	Rapid	Rapid	Moderate	Rapid	Rapid
Transaction Fees	✓	✗	✓	✗	✗	✗
Trust Framework	Untrusted	Partial	Untrusted	Untrusted	Partial	Partial
Scalability	High	Low	High	High	High	High
Transaction Finality	Probability based	Instantaneous	Probability based	Probability based	Instantaneous	Instantaneous
Participation Cost	✓	✗	✓	✗	✗	Pluggable

Compliant

(anchor)

AML/GDPR Compliant

The Apla platform is designed to meet AML/GDPR[3] regulatory requirements. Creation of new wallets and transfer of tokens between the wallets are controlled by Supervised Financial Institutions. Special governance procedures are implemented to comply with data protection requirements.



On-going monitoring of transactions with APL tokens. It will be all transactions in the system as APL token will be used to pay for the fuel.

NEW TEXT TO BE ADDED ?Lorem ipsum dolor sit amet, per te nostrud rationibus, his possim partiendo ut, falli primis essent sit no. Enim efficiantur cu eam, cu incorrupte adversarium duo. Ex tollit populo eos, dicant prompta repudiare te qui. Eam vidit efficiantur te. Sea ex putant inimicus iudicabit, sint ferri praesent ea est, homero oporteat no his. His ea ullum iuvaret eligendi, te cum modus novum posidonium.

REVIEW OF TEXT REQUIRED

APL Token

(anchor)

APL is the utility token used as fuel for the Apla platform.

Liquidity

Apla partner SnapSwap – a regulated electronic money institution in Luxembourg – is to open accounts (with IBAN) in any currency for those want to buy/sell APL tokens.
Those accounts will function as personal/enterprise accounts of their owners.
Account holders can transfer/receive fiat from/to these accounts to their bank accounts outside of SnapSwap.
Apla will add a function in the wallet on Apla blockchain that will enable the transfer of fiat between the accounts at SnapSwap and outside.
So, the APL wallet will function as online bank interface.

Decentralised marketplace for trading with APL tokens for the fiat currency held on the accounts of SnapSwap. It will be available at the launch of the platform.

Interoperability

The Apla platform allows ecosystems to define and issue their own tokens which remain inter-operable with APL and thus APL liquidity in relation to fiat currency.

Apla is also an ICO platform for early stage investments up to 1 M EUR per year.
The founders of ICOs can accept APL tokens as payment means for their tokens. APL tokens can be exchanges into fiat on the decentralised market place

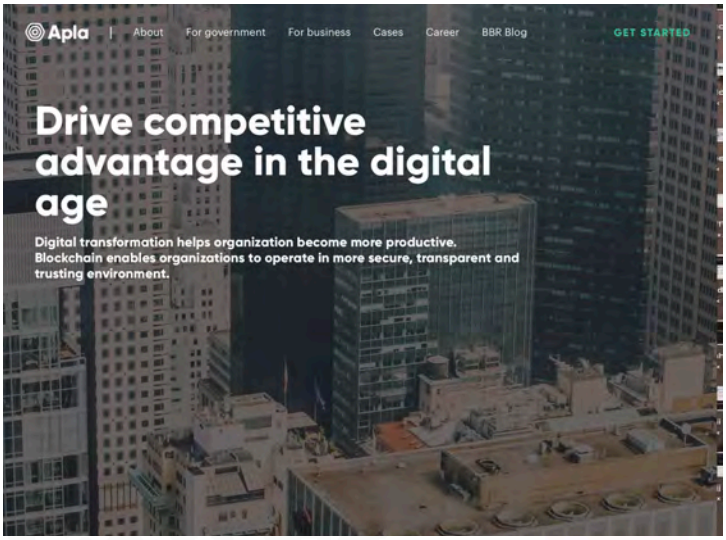
3. Benefits

Landing page for BENEFITS

3.1. BENEFITS FOR BUSINESS
3.2. BENEFITS FOR GOVERNMENT
3.3. BENEFITS FOR PARTNERS / SYSTEM INTEGRATORS
3.4. BENEFITS FOR DEVELOPERS
3.5. BENEFITS FOR INVESTORS

3.1. Benefits For Business

For Business



Examples of services for businesses

BOOK APPOINTMENT

adjust

Supply chain

Precise location tracking and reliable identification of freight in addition to rapid integration of new contractors.

Asset registration

Eradication of corruption and fraudulent practices. Increased efficiency with paperless data.

Certificate validation

Simple and reliable verification of qualifications and attestations making misrepresentation impossible.

Data management

Smart data storage and access rights management within a distributed but unified database for increased security.

Contract administration

Smart contracts automate contract management between counterparties to bring increased reliability and disintermediation.

Asset tokenization

Real world assets placed on the blockchain which offer easy subdivision and simplified transfers of assets.

KYC & ID

Simplified compliance which provides full and immutable records that fit within existing regulatory requirements.

Reward management

Real transparency and trust to loyalty programs which will increase overall participation.

Why should you use blockchain?

Optimization

Blockchain-based solutions optimize the business structure as a whole, accelerating transaction speed to a supersonic level. For example, verification and approval of documentation for international shipping would earlier take several months; now this is down to just a few minutes.

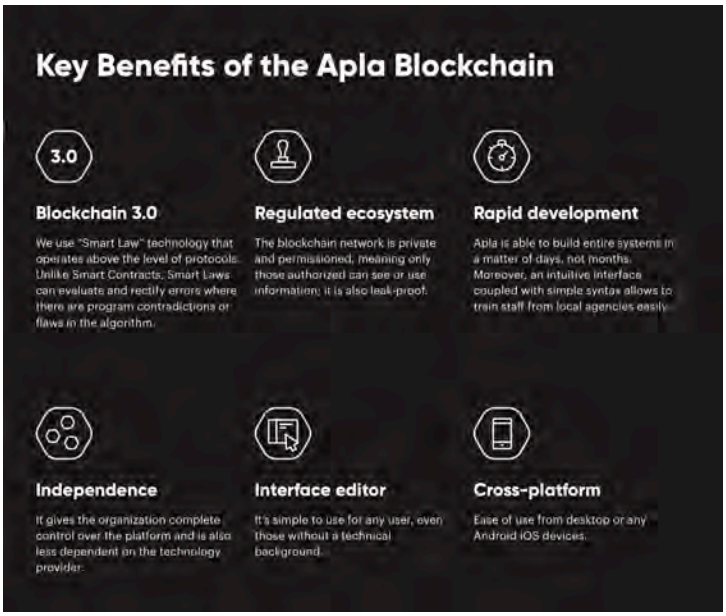
Reduced risk & expenditure

Blockchain applications replace complete departments that are concerned only with forwarding and signing paperwork. Moreover, errors are brought down to zero.

Transparency

Blockchain brings about trust since all operations within the ledger are open for inspection, while contract execution is clear and obligatory.

For Business



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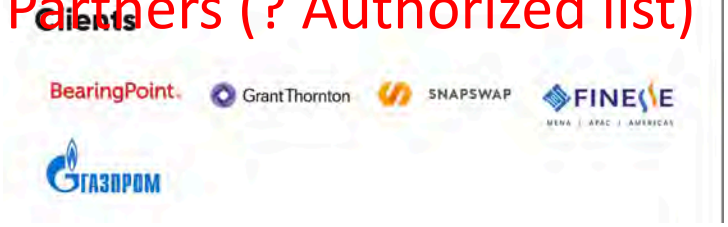
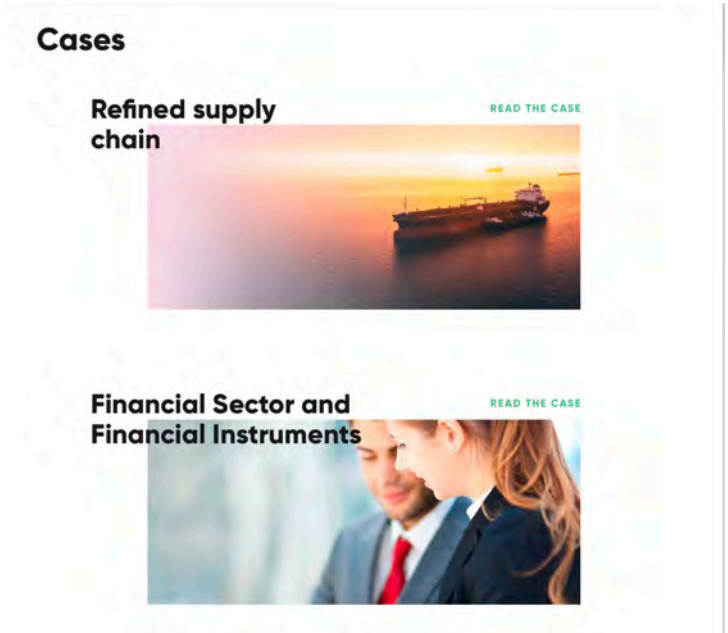
Partners (? Authorized list)





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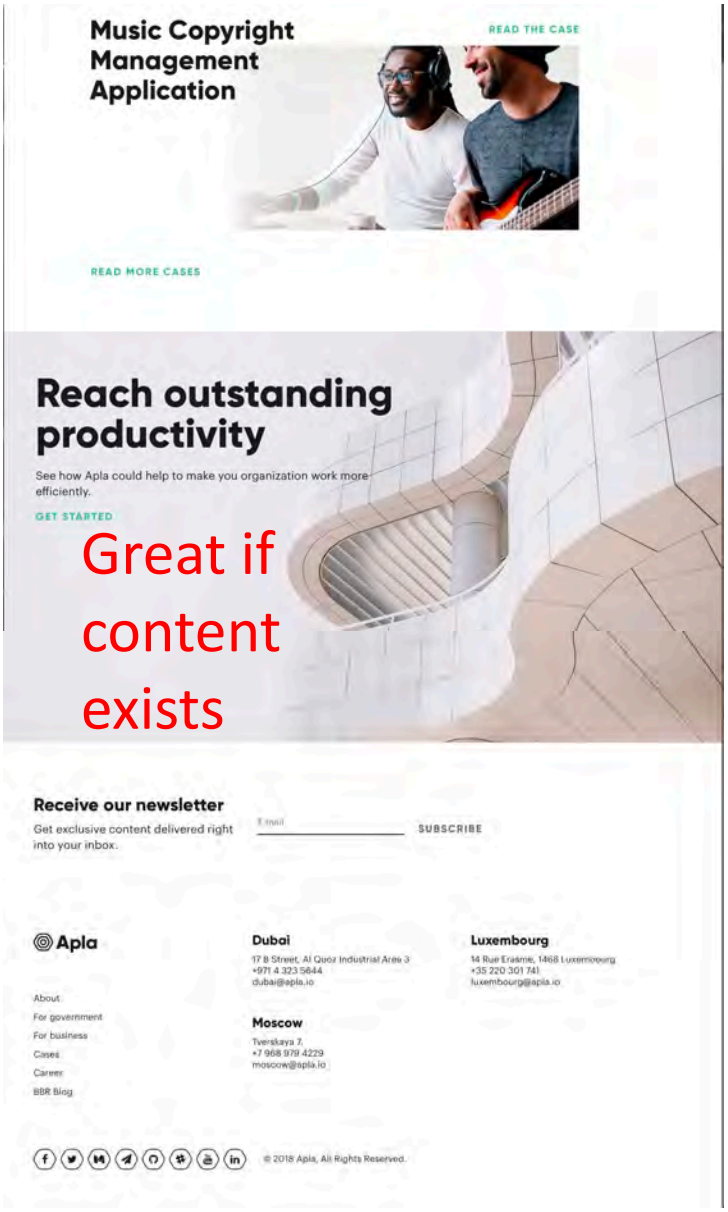
For Business



For Business Possible additional content

ONE PLATFORM, MULTI ECOSYSTEMS!

Enterprise BLOCKCHAIN Platform Apla

(IDE) INTEGRATED DEVELOPMENT ENVIRONMENT

- DATABASE ADMINISTRATION TOOLS
- TEMPLATE ENGINE CODE EDITOR
- VISUAL INTERFACE DESIGNER
- SMART CONTRACT EDITOR

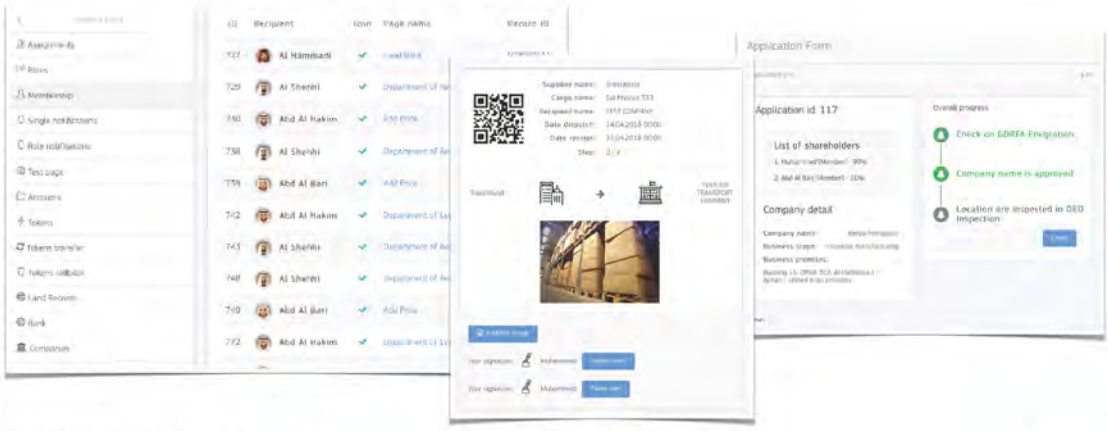
(BPM) BUSINESS PROCESS MANAGEMENT

- CREATE ECOSYSTEMS
- ROLE MANAGEMENT
- ACCESS RIGHTS MANAGEMENT
- NOTIFICATIONS

INTEGRATED BLOCKCHAIN APPLICATIONS DEVELOPMENT ENVIRONMENT

Enterprise BLOCKCHAIN Platform Apla

Establish Your Business Logic



INTEGRATED BLOCKCHAIN APPLICATIONS DEVELOPMENT ENVIRONMENT

Enterprise BLOCKCHAIN Platform Apla

Monetise / Incentivise Transactions, Interactions With Wallets & Tokens

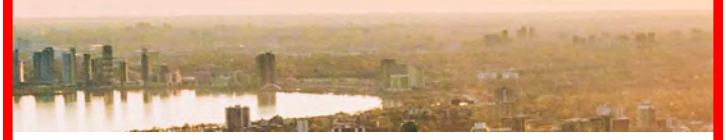
3.2. For Government

For Government 1

Apla | About For government For business Cases Career BBR Blog GET STARTED

Let's make digital society a reality

e-Government on blockchain increases Foreign Direct Investment, raises citizens' overall welfare, making government services work faster.



Examples of services for e-goverment

BOOK AN APPOINTMENT

Digital identity

Ensuring all citizens have a digital ID isn't just the foundation of e-government, but it will also lead to increased efficiency and, therefore, satisfaction from citizens interacting with government services.

Business licence issuance

Businesses of all sorts need all kinds of licenses to operate. With paper documents, storage takes up space and the documents become easily disorganized, whilst this is completed rapidly with blockchain-based digital solutions.

Land registry

Registering land in the name of an entity or citizen can take an extended period of time and corruption can mire the process, meaning it can drag on for months. With e-government, this process is transparent and efficient.

Vehicle registry

Registering a vehicle can be a long and arduous process with documents becoming lost and problems arising with regards to vehicle ownership. By using immutable blockchain-based solutions, owners can be sure of the full vehicle history.

Contract management

Many agreements between counterparties need to be registered with the government for their validity to be confirmed. Blockchain simplifies this process by making document management

Supply chain

Governments have their own supply chain problems that are more complicated by the bureaucracy of the system being so large. Reducing bureaucracy and going paperless will eliminate many of these

Education system

Attestations are currently issued in paper format with many institutions holding copies, in addition to the certificate recipient. However, these documents can be easily falsified and their validity cannot be

Digital voting

Ballot box stuffing and political apathy are big issues for democratic systems. Blockchain-based voting systems make it simpler to cast ballots whilst voting data is chronologically stored and

Asset tokenization

Any property titles held by citizens can be entered as a registry onto the blockchain, making any asset transfers that subsequently take place more efficient and easier to tax due to the heightened transparency of the system.

Wallets for financial transactions

Citizens can hold funds digitally in so called wallets, and these funds can be used to conduct financial transactions with the state, for example: paying fines or settling tax debts before the state.

Why should you use blockchain?

Secure data

Blockchain guarantees that any information can not be arbitrarily amended, altered or or deleted by anybody except those via the democratic vote of the ecosystem community.

Transparent

It is easy to track actions made by every system user and define who is specifically responsible for each.

Speed

Operational efficiency is increased hundreds of times.

For Government 2

Key Benefits of the Apla Blockchain

Blockchain 3.0

We use "Smart Law" technology that operates above the level of protocols. Unlike Smart Contracts, Smart Laws can evaluate and rectify errors where there are program contradictions or flaws in the algorithm.

Regulated ecosystem

The blockchain network is private and permissioned, meaning only the government can see or use information; it is also leak-proof.

Rapid development

Apla is able to build entire systems in a matter of days, not months. Moreover, an intuitive interface coupled with simple syntax allows to train staff from local agencies easily.

Independence

It gives the organization complete control over the platform and is also less dependent on the technology provider.

Interface editor

It's simple to use for any user, even those without a technical background.

Cross-platform

Ease of use from desktop or any Android iOS devices.

Blockchain evolution

Clients

UAE

India

Russia

Netherlands Antilles

Cases

We developed a land registry system in India

READ THE CASE

Improved vehicle e-registry

READ THE CASE

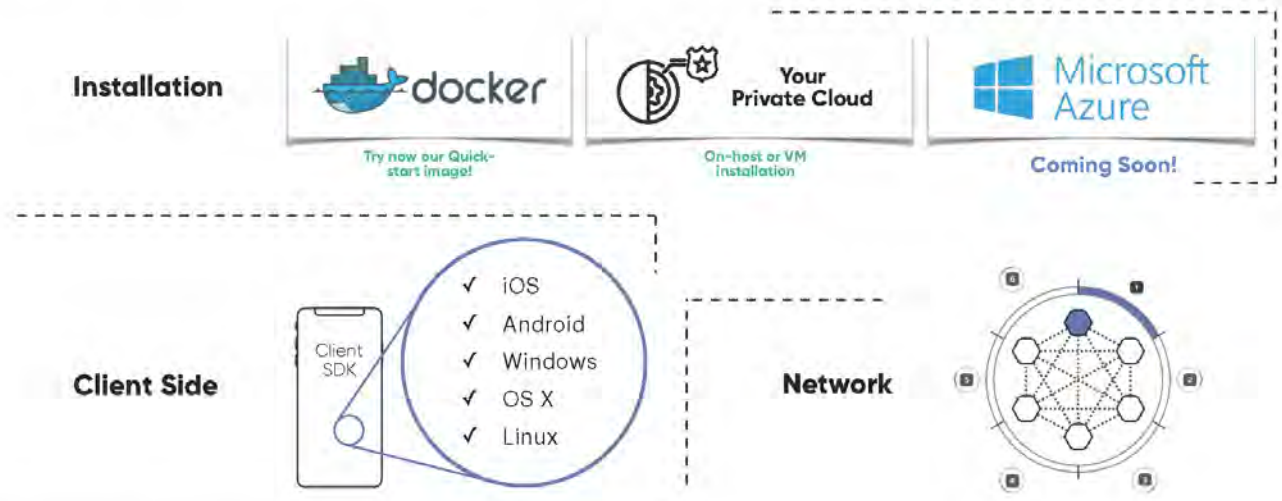
Modify content

For Government

INTEGRATED BLOCKCHAIN APPLICATIONS DEVELOPMENT ENVIRONMENT

Enterprise BLOCKCHAIN Platform — Apla

Easy to Set Up The Environment



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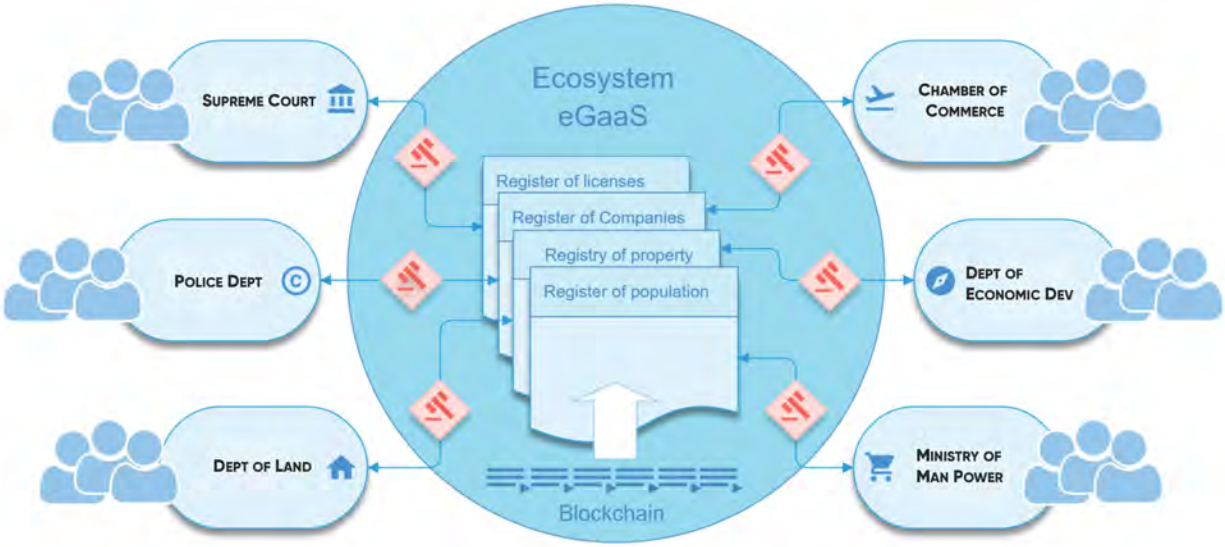
www.apla.io

BUILD THE ENTIRE ECOSYSTEM WITH APLA

Enterprise BLOCKCHAIN Platform — Apla



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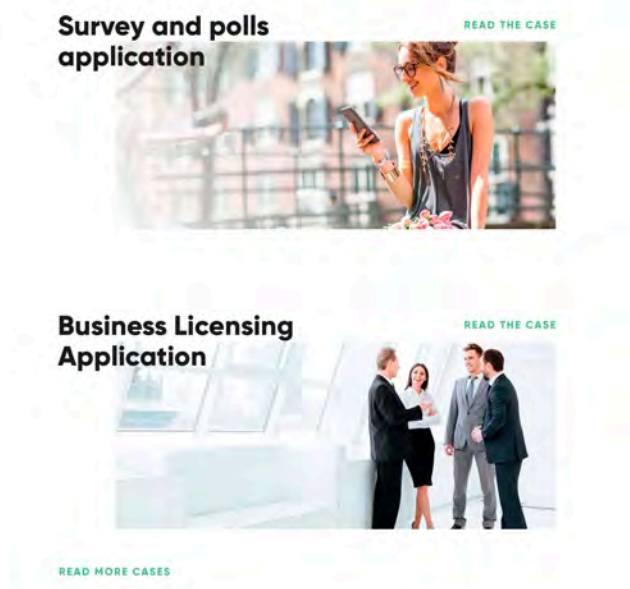
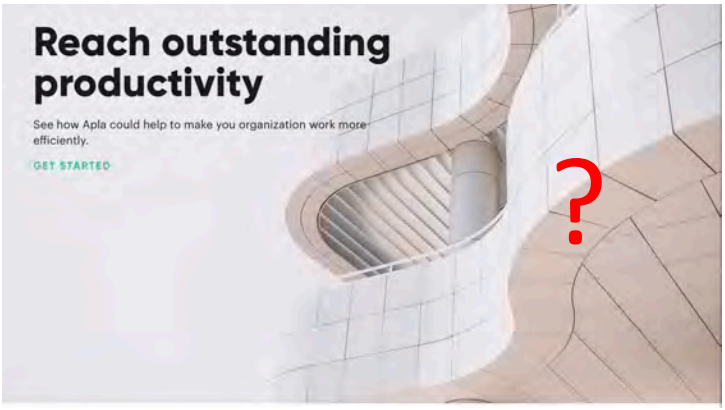
For Government 3





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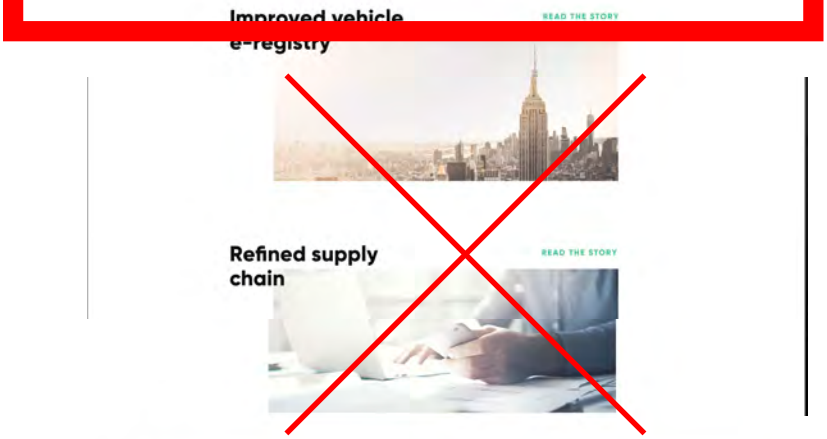
3.3. For Partners

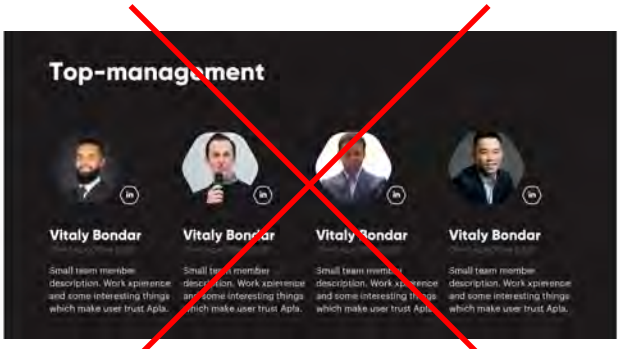
(For System Integrators and Partners)

Insufficient Content; Some New Content needed

For Partners

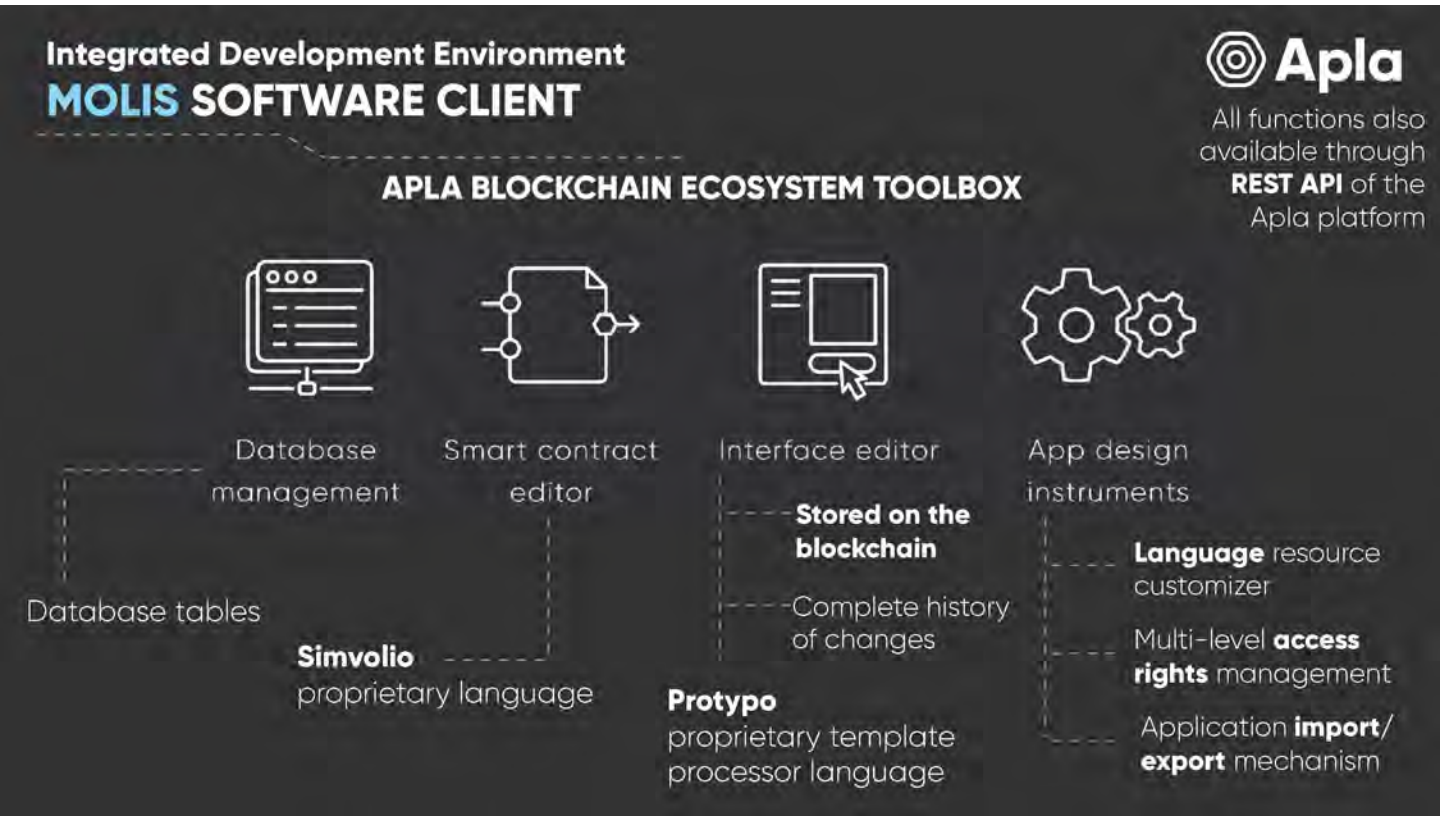
MUHAMED TO SUGGEST ADDITIONS: PARTNER ENROLLMENT; STRATEGY…

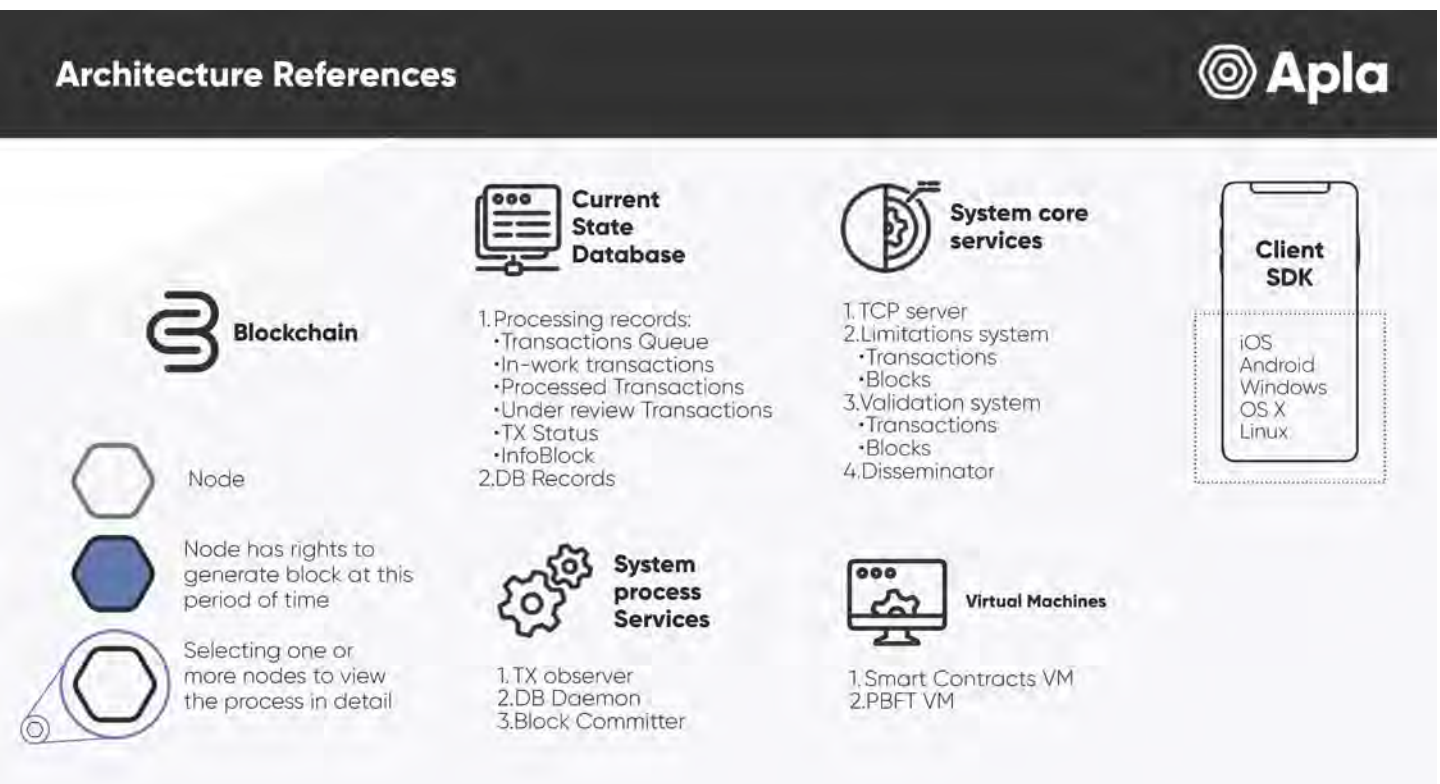




For
Partners

Additional possible content





For Partners

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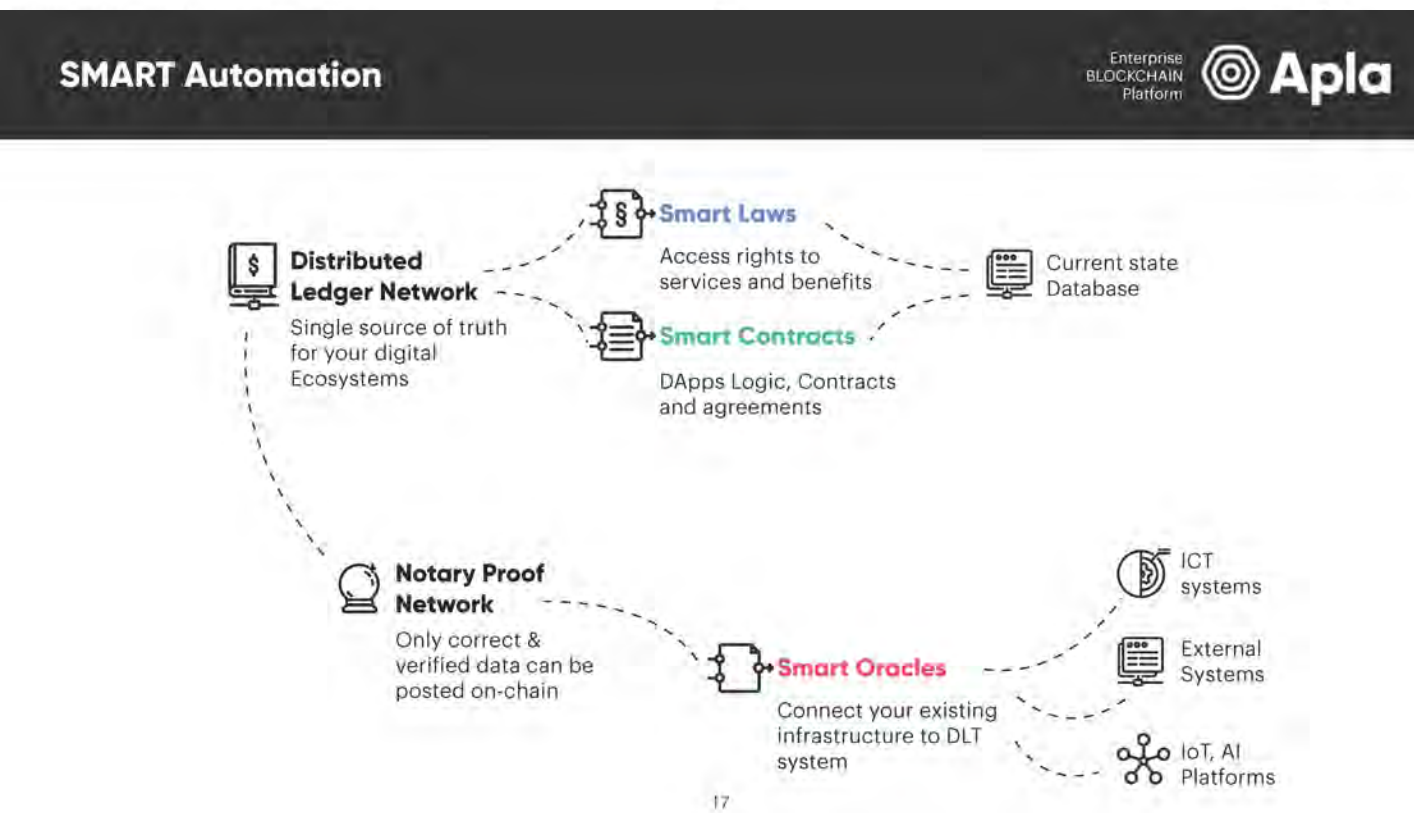
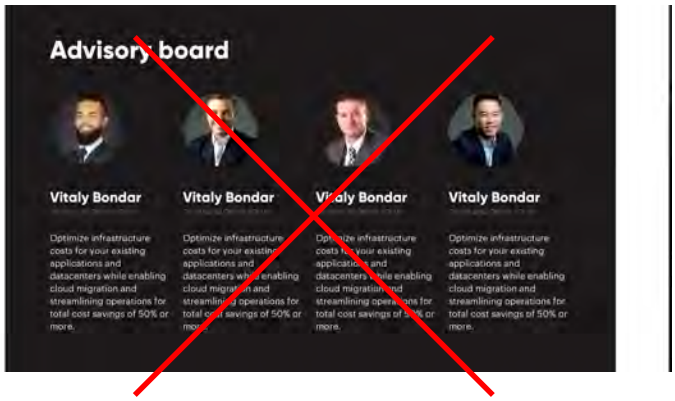
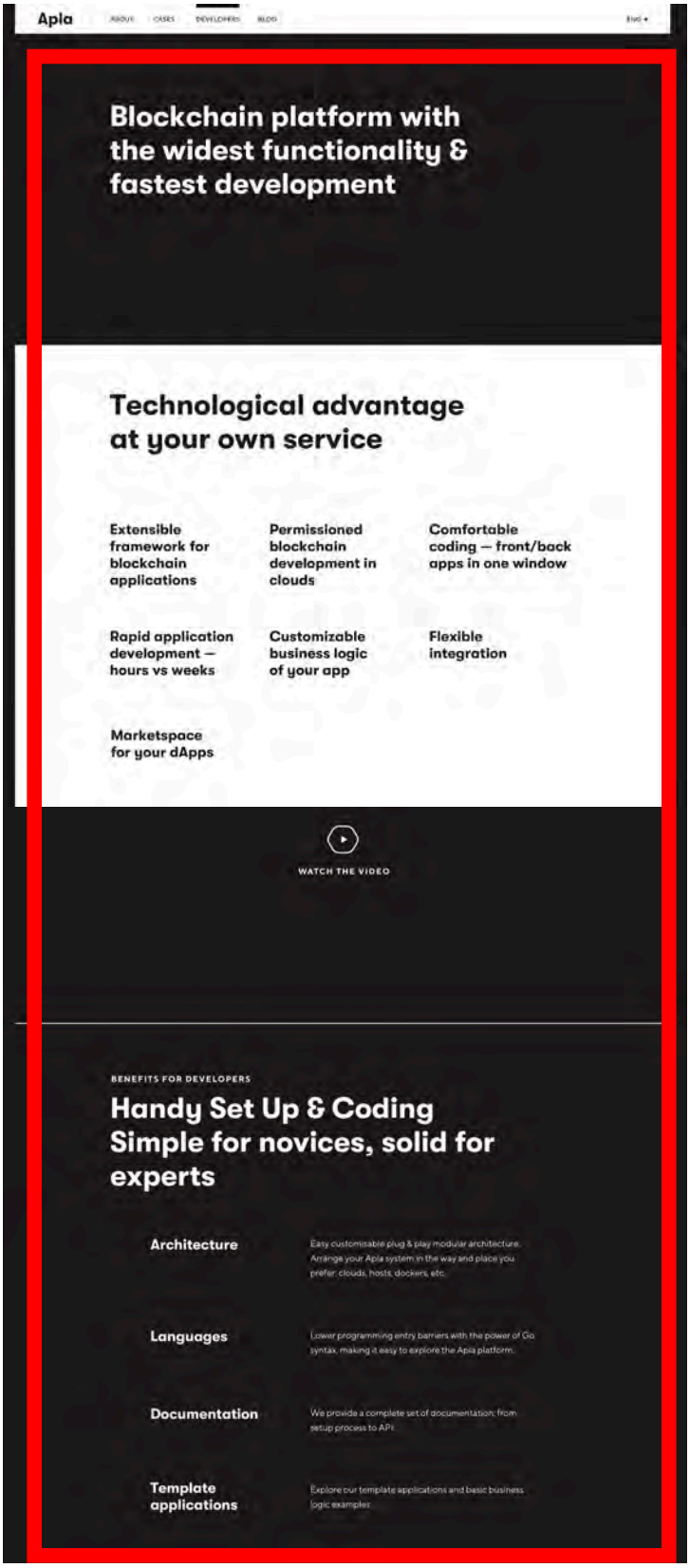


For Partners



3.4. For Developers

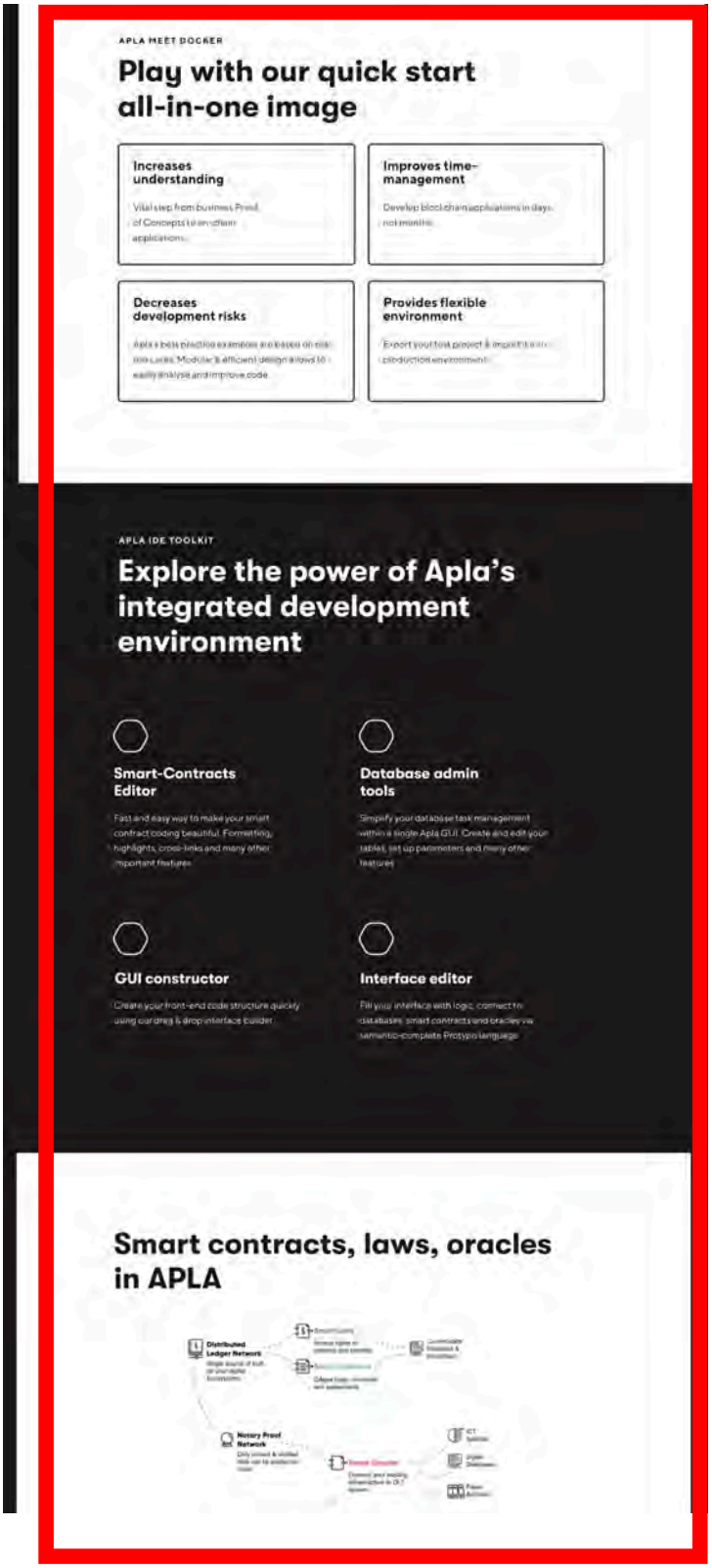
For Developers 1



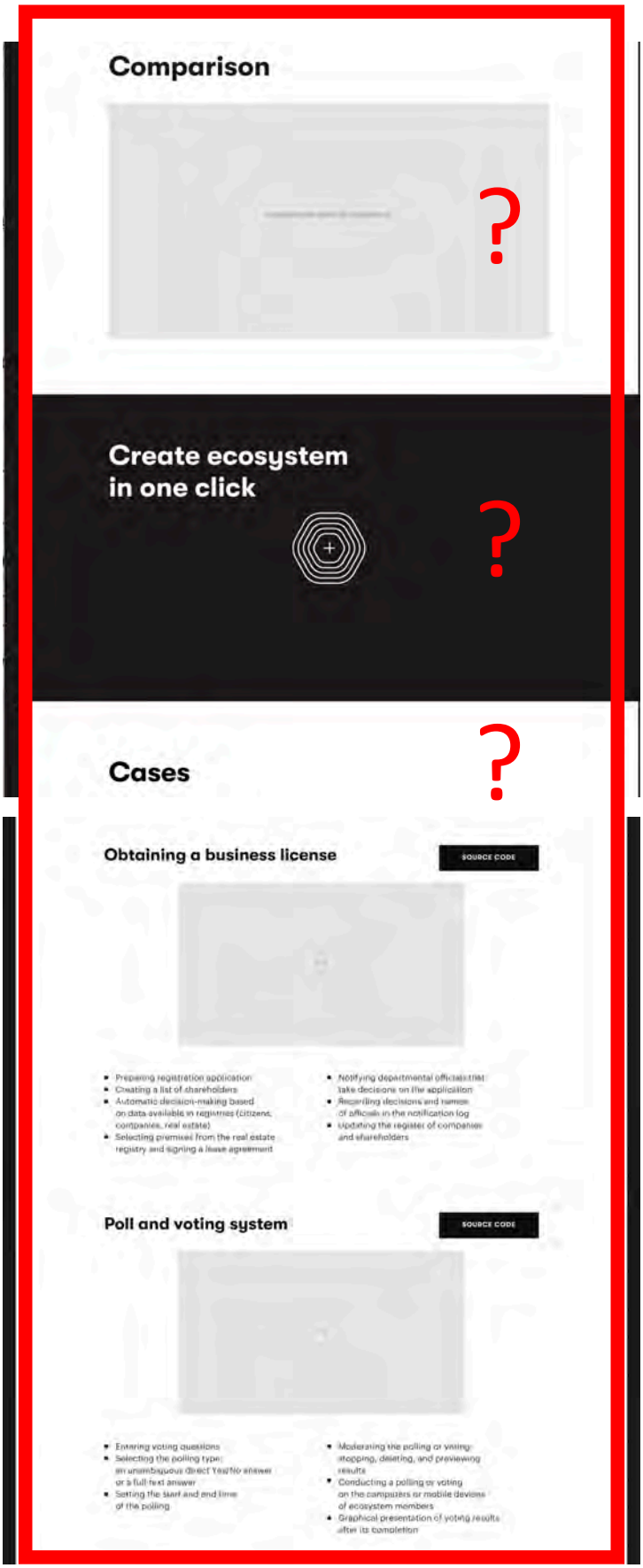
Text modifications

Which video? (EIB POC?)

For Developers 2



For Developers 3



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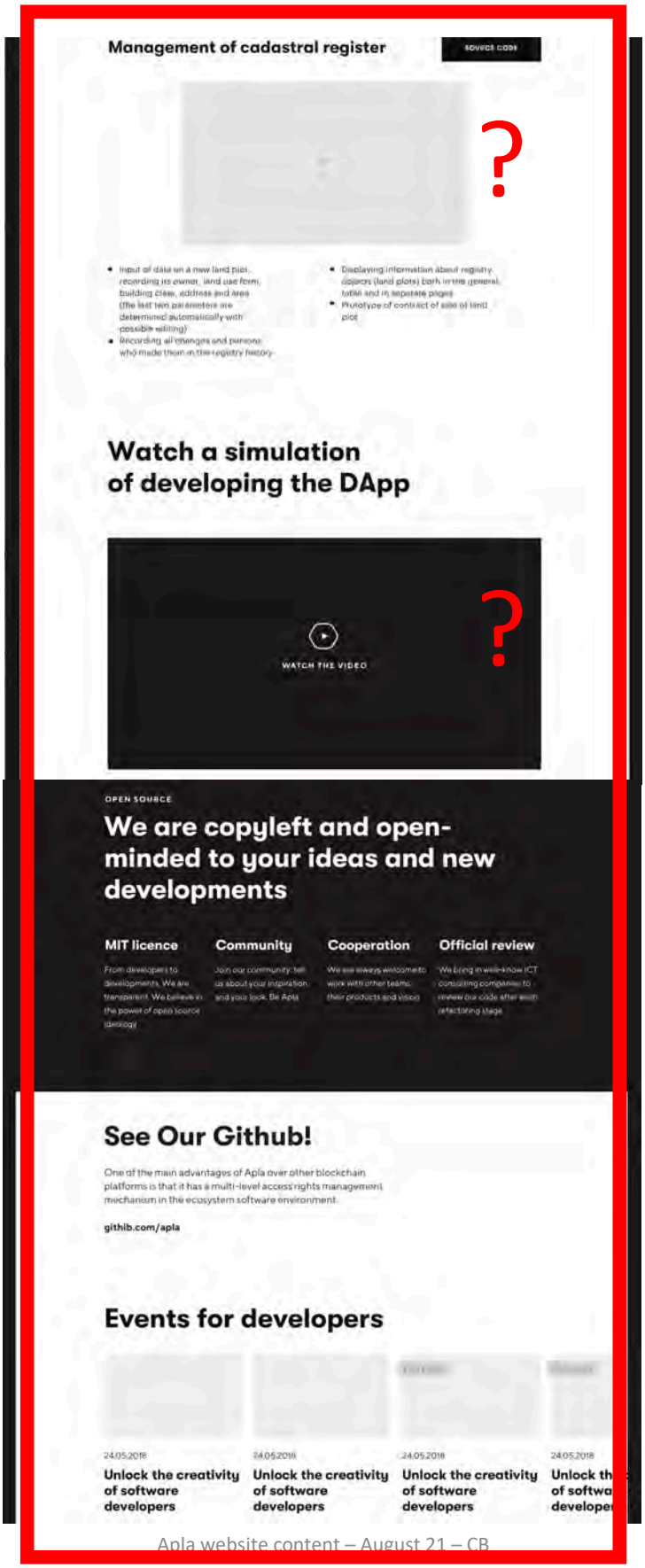
For Developers 4



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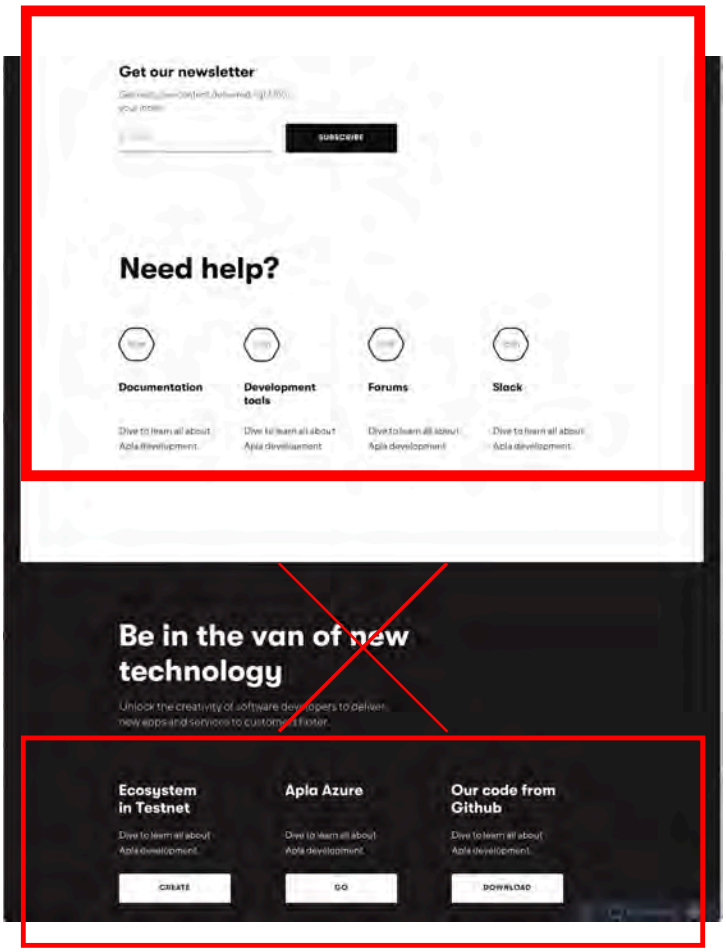
For Developers



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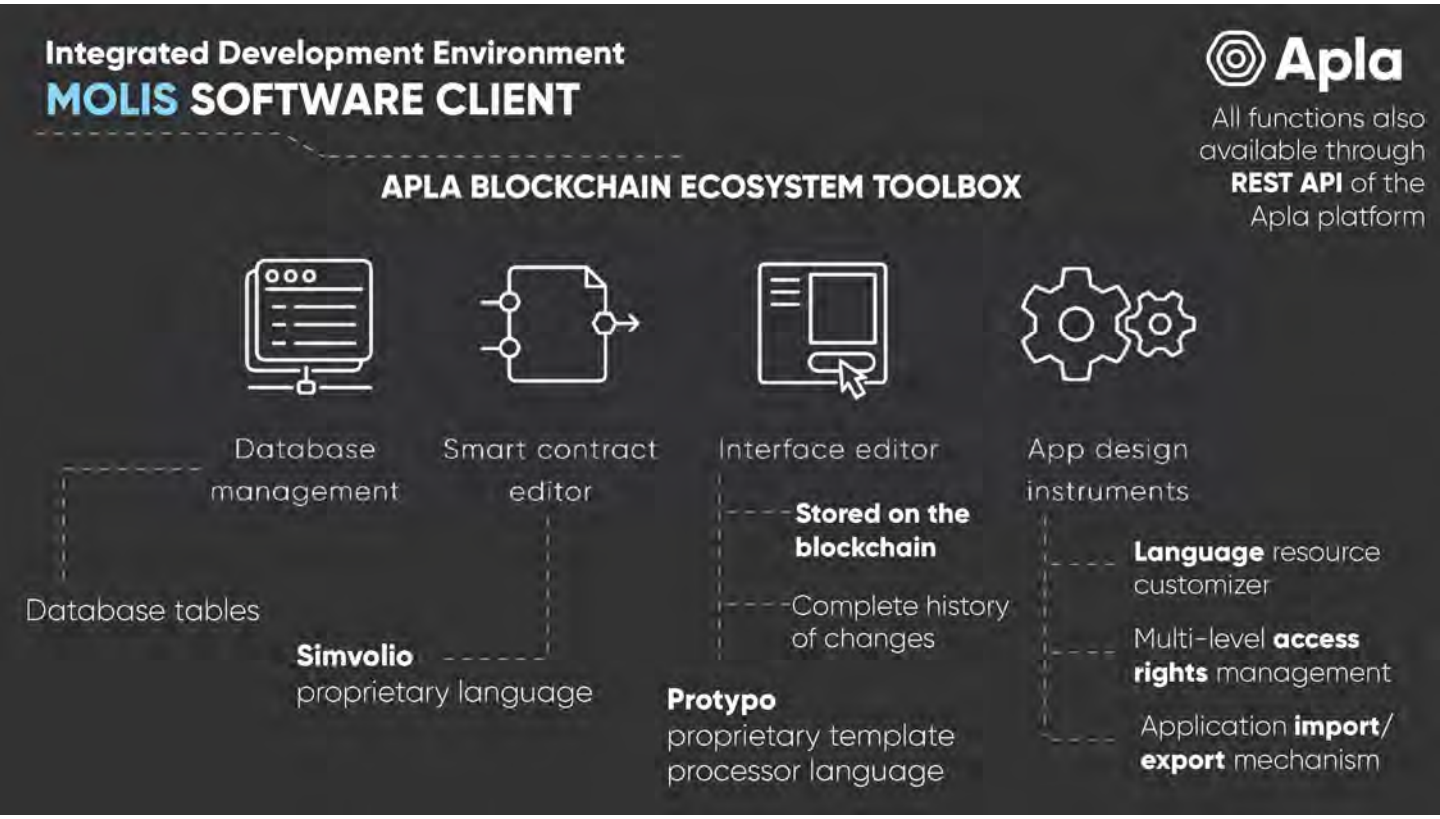
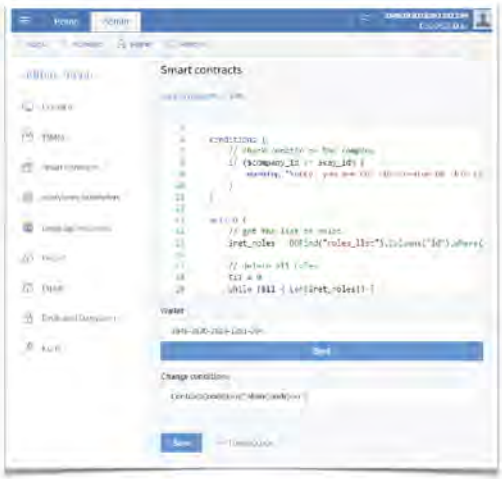
Possible additional materials



INTEGRATED BLOCKCHAIN APPLICATIONS DEVELOPMENT ENVIRONMENT

Enterprise BLOCKCHAIN Platform Apla

Simplified Smart Contract Editor:



- Intuitive & Easy Smart Contract Editor Environment
- Color Coded and Auto - Complete Mechanism
- Turing Complete Language - Simvolio
- Simplified language similar to Javascript
- Reduces the development time & cost dramatically

SCALABILITY: ONE PLATFORM, MULTIPLE ECOSYSTEMS !

Enterprise BLOCKCHAIN Platform Apla

(IDE) INTEGRATED DEVELOPMENT ENVIRONMENT

+

(BPM) BUSINESS PROCESS MANAGEMENT

3.5. For Investors
(Note: this section might be placed elsewhere)

4. About Us

Adjust texts

Our mission

By placing distributed ledger technology at the heart of digital transformation, we increase cyber security, reduce bureaucracy and replace legacy systems. With this, businesses and governments become more efficient.

Smart implementation of blockchain redefines the trust we place in each other, making interactions more transparent, fair and reliable. This is why we will impact on the World Happiness Index, giving everyone access to knowledge, integrating developing countries into the global economy and **bringing joy to people's lives**.

7
years of blockchain development

80
people are contributing to our mission

20
successful cases of blockchain integration

Here is our history

2011
Oleg Strelenko, the founder of the project, started creating his own cryptocurrency: DCoin.

April 2014
Release of DCoin: a cryptocurrency viable without exchanges, banks and other mediators. 66 types of transactions, 77 currencies, video identification and an integrated exchange system for converting DCoin into cash.

December 2014
DCoin rewritten from PHP to Go (more than 73,000 lines of code). Works on Win (64/32), OSX (64/32), Linux (64/32), FreeBSD (64/32), Android, IOS, supports PostgreSQL, SQLite, MySQL.

Jc
DC

Leadership

Leadership in innovations makes an impact on a global scale. Multicultural, multidisciplinary and diverse top-management allows Apla to speak in one language with worldwide leaders from prime ministers to CIOs.

Our leaders eat last. Creating a workplace of the future: bureaucracy free, with a greater purpose, based on constant learning and individuality at its core.

Apla Blockchain Platform

Enterprise BLOCKCHAIN Platform Apla

Blockchain as a Platform Service

Commercial organisations & consortiums

Banks & Financial Institutions

Governments & Nonprofit organisations

OWN PROTOCOL & PLATFORM

H.Q: LUXEMBOURG + 3 OFFICE(DXB, IND, MOS)

WORKING WITH GOVERNMENTS ACROSS

History and Roadmap

Apla Luxembourg will continue the development of the Apla Software and platform infrastructure. The following activities are included in the Apla platform roadmap to be executed in the medium term:

- Listing of APL Tokens on a regulated exchange
- Development of Visual Logic Redactor
- Implementation the GDPR compliant reporting and data erasure tools and procedures
- Development and integration of the cryptographic tools for the execution of private transactions on the platform.

October 2016

Symvolio and Prototypo programming languages and the Molis software client

December 2016

Language resources, export-import of applications

June 2017

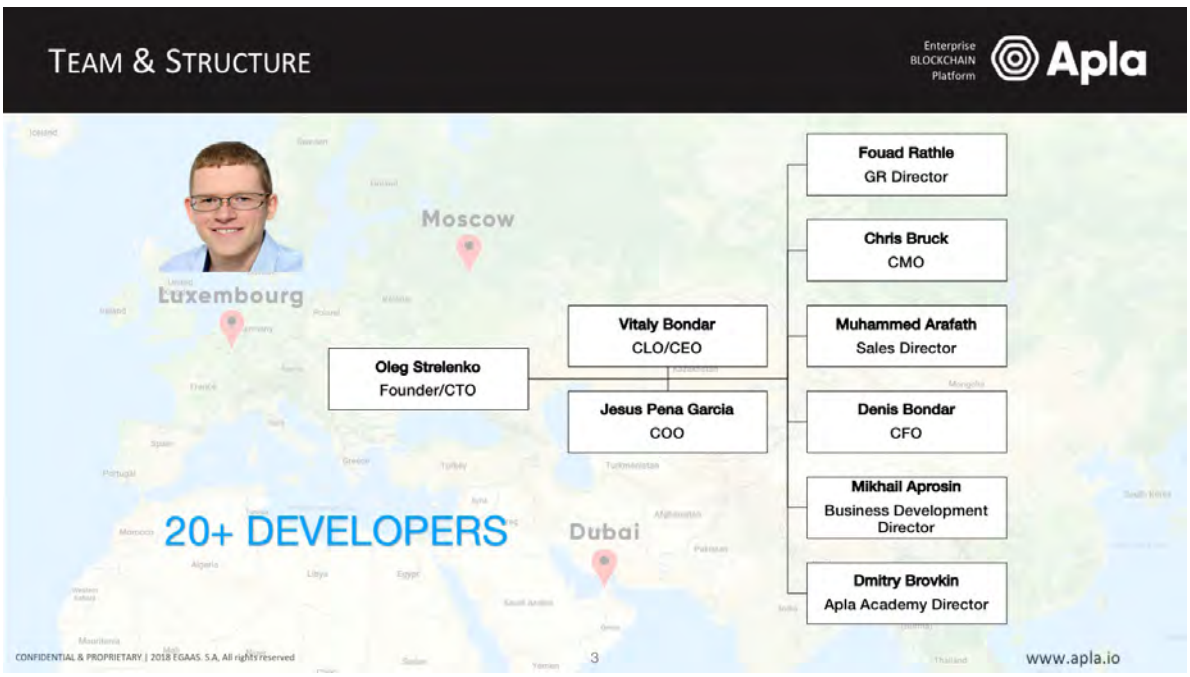
Basic applications for ecosystems

October 2017

Visual Interface Designer

February 2018

Completion of the platform source code development, technical audit, and AML/FT compliance verification



Team

Oleg Strelenko
Founder/CTO

Oleg is an expert in computer sciences with more than 10 years of professional experience in programming and managing IT projects. He was leading the team to develop the new coding languages for the blockchain platform called "Symvolio" & "Ptotypo". The team of Apla programmers under the Oleg's leadership is ready to launch the original blockchain platform after 6 years of hard work. Oleg studied at the Saint - Petersburg State Marine Technical University. He is known in the blockchain community as one of the leading IT professionals.

Vitaly Bondar
CEO/Legal

Vitaly is a professional lawyer. He specializes in e-commerce and private international law matters. Over the past 15 years, he has held senior positions at large international law firms and industrial companies with a focus on cross-border mergers and acquisitions, and transaction structuring. Vitaly holds a postgraduate diploma (L.L.M) in International Banking and Commercial Law received in 2001 from Queen Mary University in London.

Jesus Pena-Garcia
COO

Jesus is a blockchain enthusiast, serial entrepreneur and cybersecurity expert with more than 10 years of experience in the IT field. In addition to his job functions at Apla, he is also heading the Grant Thornton Technology HUB in Luxembourg. Jesus worked for the Spanish Ministry of Defence and homeland security as a cybersecurity expert in the Centro Nacional de Inteligencia (Spanish National Intelligence Service). He holds a bachelor degree in Computer Sciences and BTS diploma in Electronics Engineering.

Chris Bruck
CMO

Chris can be described as a Media Entrepreneur and Global Top 100 Brand-Image Marketing Executive, Innovator, and his interest is International Business Development. As a top digital strategist and innovator, he initiated and led the Global Digital Initiative of Rolex from 2005 to 2009. Chris holds a Ph.D. in Business and Commerce as well as J.D in International Law.

Fouad Rathle
Director of Government Relationships

Fouad Rathle, Head of government relation. Fouad has 30 years of experience in working in management positions. Before joining the team of Apla Blockchain, he held the position of Branch Manager at Garanti Bank Luxembourg. In addition, he has been a Board member of The Association of Bankers & Banks of mLuxembourg for 15 years, and a member of the ABBL negotiation committee for 10 years, and president of the Banking Academy (IFBL) 12 years.

Muhammed Arafath
Sales Director

A graduate of Southern Cross University in Australia, Muhammed is a certified Blockchain business analyst and has 10+ years of experience working with diverse verticals, industries and international markets. He is currently exploring the intersection between artificial intelligence, blockchains, and the internet of things. He actively works with governmental and private organizations to help them adopt blockchain technology.

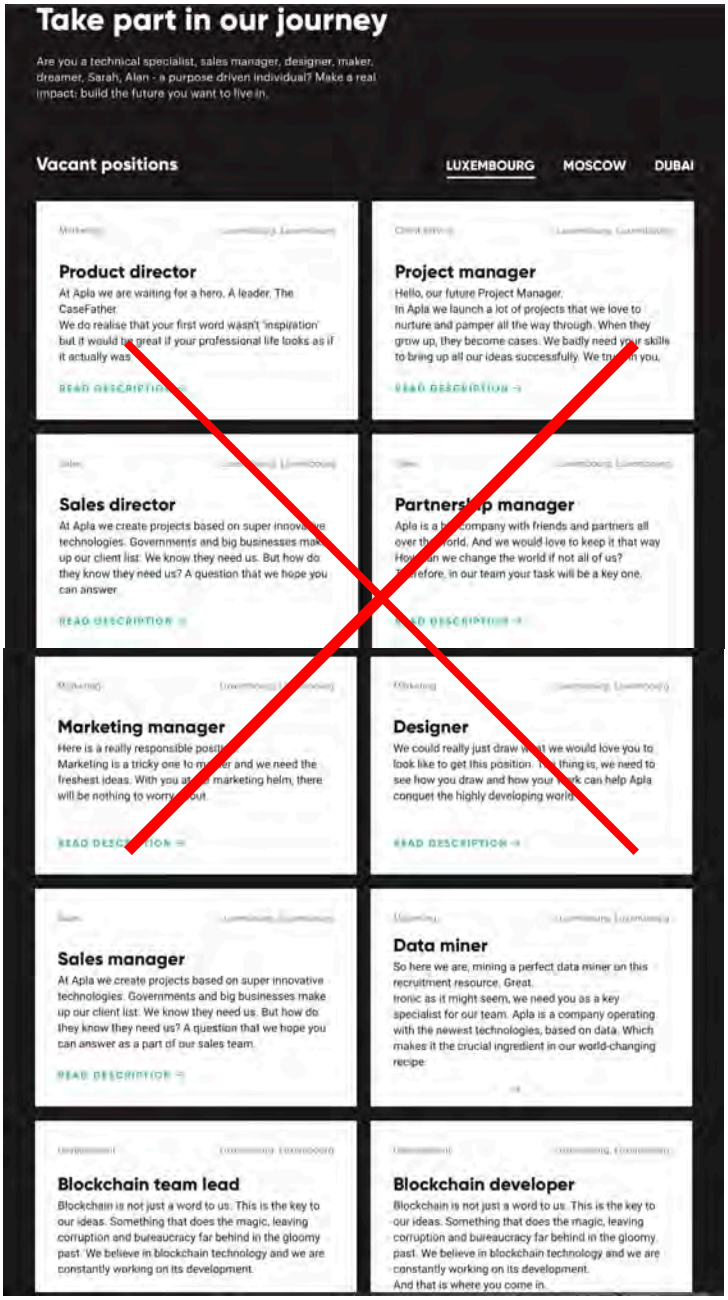
Denis Bondar
CFO

Over 15 years of business support and finance experience with multinational market leaders and fintech startups. Denis has been engaged in the development of Online FinTech Academy. He holds a Master of Business Administration from Webster University and has completed the Global Fintech Program at Said Business School (University of Oxford) in 2018.

Michael Aprossine
Business Development Director

Boldachev Alexandr
System Architect

Alexander is a philosopher, analyst, and member of the Association of Russian Futurologists. His primary areas of interest and research are: global evolutionism, temporal ontology, philosophy of artificial intelligence, and futurology. In recent years, he has worked on the creation of a subject-event approach to complex systems modeling.



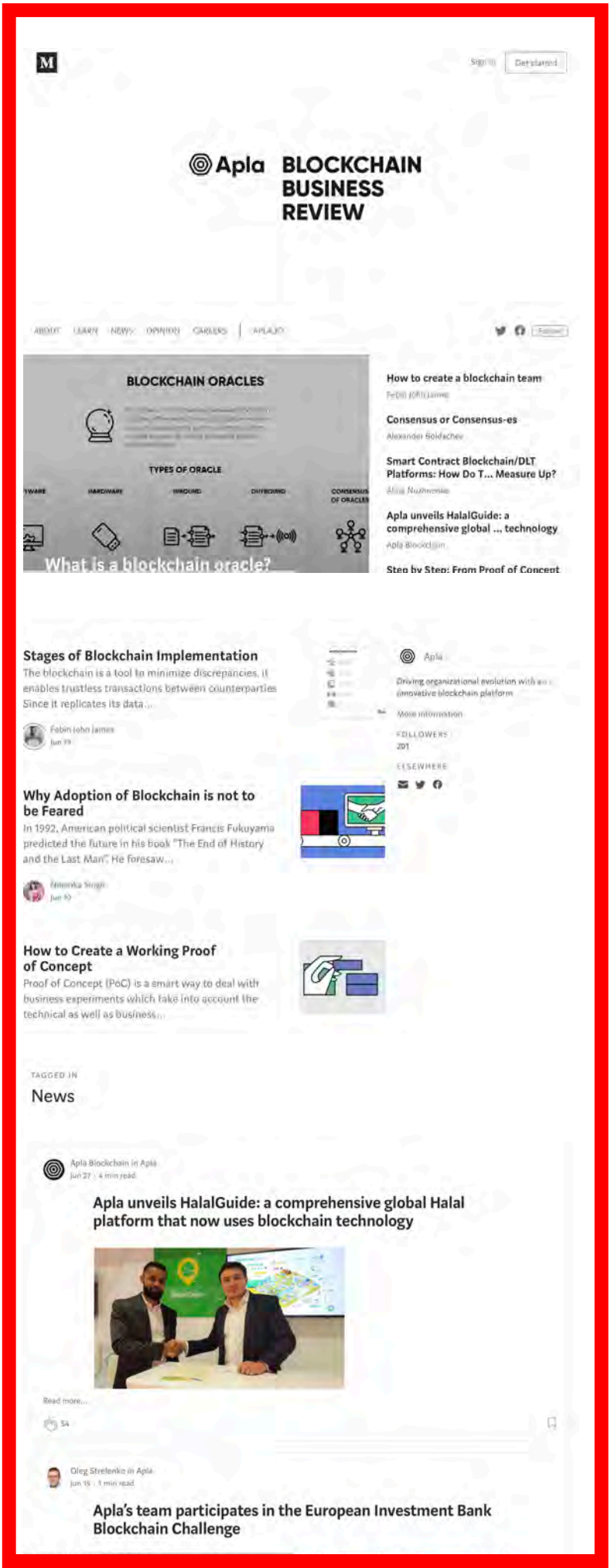
Not sure if real…

Adjust & update

REGULAR FOOTER

5. Blog

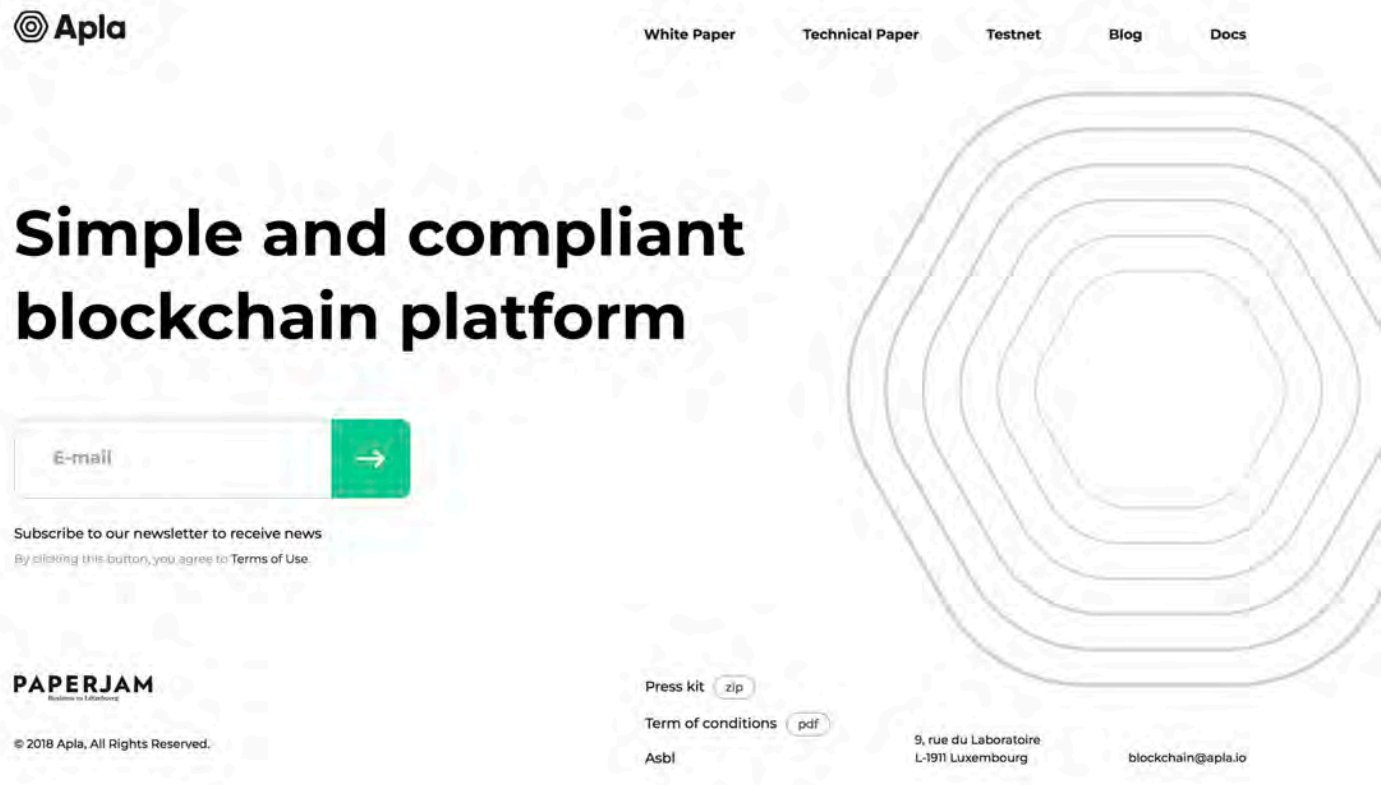
Blog


Apla BLOCKCHAIN BUSINESS REVIEW
BLOCKCHAIN ORACLES
TYPES OF ORACLE
What is a blockchain oracle?
How to create a blockchain team
Consensus or Consensus-es
Smart Contract Blockchain/DLT Platforms: How Do T... Measure Up?
Apla unveils HalalGuide: a comprehensive global .., technology
Step by Step: From Proof of Concept
Stages of Blockchain Implementation
The blockchain is a tool to minimize discrepancies, it enables trustless transactions between counterparties Since it replicates its data...
Why Adoption of Blockchain is not to be Feared
In 1992, American political scientist Francis Fukuyama predicted the future in his book "The End of History and the Last Man". He foresaw...
How to Create a Working Proof of Concept
Proof of Concept (PoC) is a smart way to deal with business experiments which take into account the technical as well as business...
Apla
Driving organizational evolution with an innovative blockchain platform
More information
FOLLOWERS
201
ELSEWHERE
TAGGED IN
News
Apla Blockchain in Apla
Jun 27 · 4 min read
Apla unveils HalalGuide: a comprehensive global Halal platform that now uses blockchain technology
Read more...
54
Oleg Strelenko in Apla
Jun 15 · 1 min read
Apla's team participates in the European Investment Bank Blockchain Challenge

good

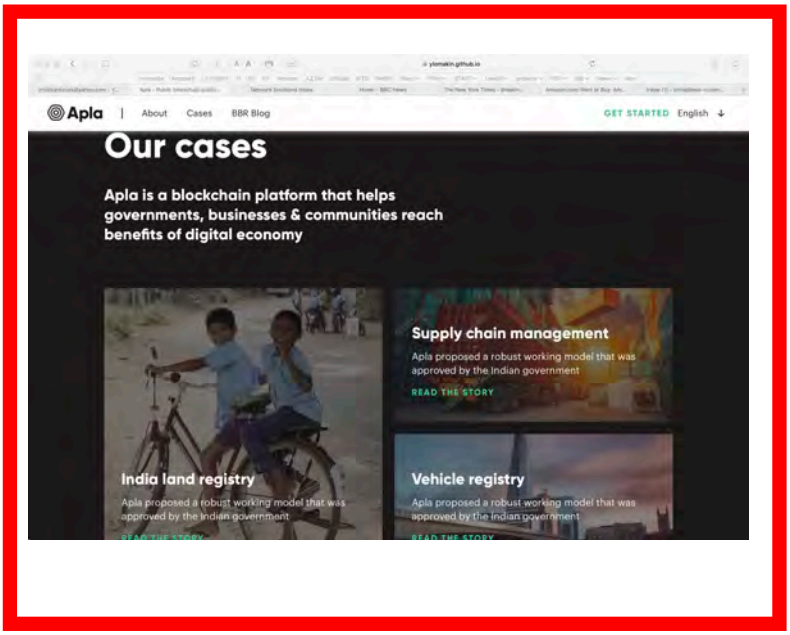
6.
APL Token

APL Token Sale Content:
Link to latest version of landing page below



7. Use Cases

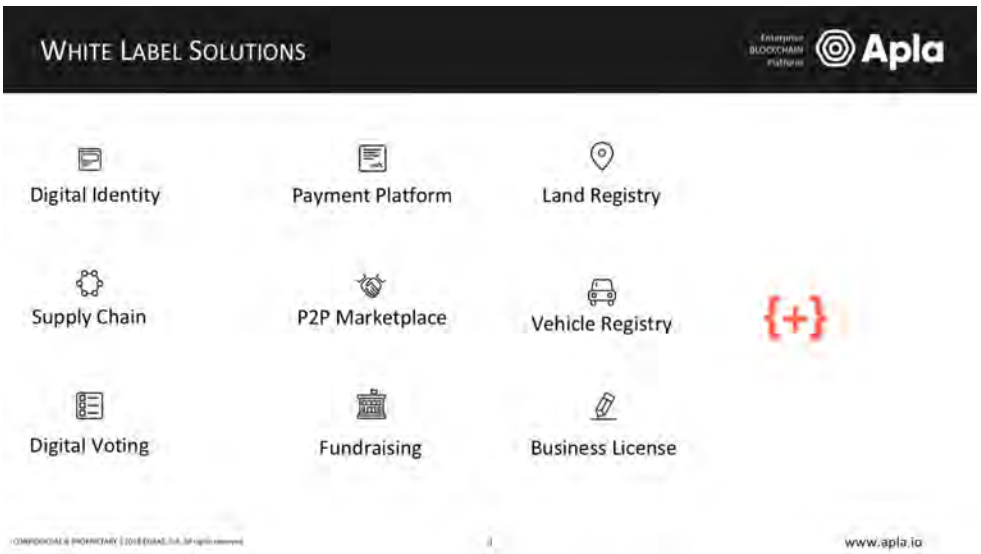
Cases (old cases landing Page)



Improve page design and adjust text to POC and hackathons; ADD EIB CASE & video

USE CASES LANDING PAGE LONG SCROLL (HIDDEN?)

Improve page design and adjust text to POC and hackathons; ADD EIB CASE & video



Anchor
Government

Cases

We developed land registry system in India

READ THE CASE

Improved vehicle e-registry

READ THE CASE

Anchor
Business

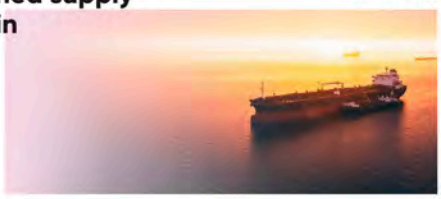
Refined supply chain

READ THE CASE

Cases

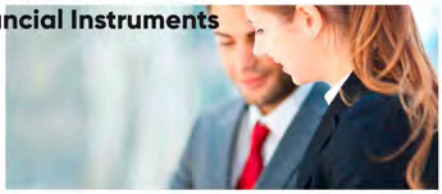
Refined supply chain

READ THE CASE



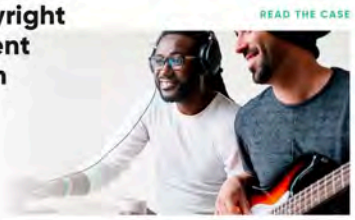
Financial Sector and Financial Instruments

READ THE CASE



Music Copyright Management Application

READ THE CASE



READ MORE CASES

Case Land Registry

Goverment of India

The Government of India is simplifying their services for customers by going digital and using blockchain technology. As part of this drive, in 2017 they decided to reinvent the land registry experience.

After an exhaustive search for the right partner, the Government of Andhra Pradesh chose Apla to design & engineer a new digital platform that could respond to modern needs & behaviors.

We partnered with the Government of India to design and develop the world's first blockchain land registry proof of concept that meets the needs of modern citizens. We created a working prototype in just 8 days. It was well-received & endorsed by the client. $700 million saved only on bribes. Apla solution increase speed of operation in 1000%, decrease number of paper documents from 3000 to 1 and saves billions with improved process efficiency

Our contributions

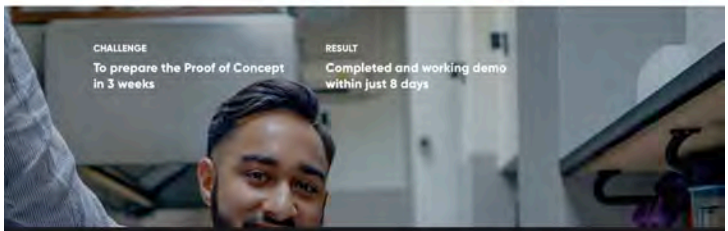
- Strategy
- Process workflow Research
- User Research
- Development of ecosystem
- Software Application Architecture
- Quality Assurance
- Technical documentation
- Third party security audit
- Full functional project (go live)

The current system is rife with corruption. It is estimated that $700 million is being paid in bribes at land registrars across India.

Problems

- Physical verification of documents takes months.
- Paper-based documents total up to 3,000 pages per registration process.
- Property cases take years to solve in court.
- Multiple authorities for owner verification, property verification, legal status, financial verification & regulatory checks.
- Payment of stamp duty is recorded manually paper ledger.
- Preparing the documents involves a third party.
- High levels of bureaucracy stall the process significantly.
- Over $700 Million lost to corruption.
- Zero confidence in the property market.

All had been solved by one solution – Apla

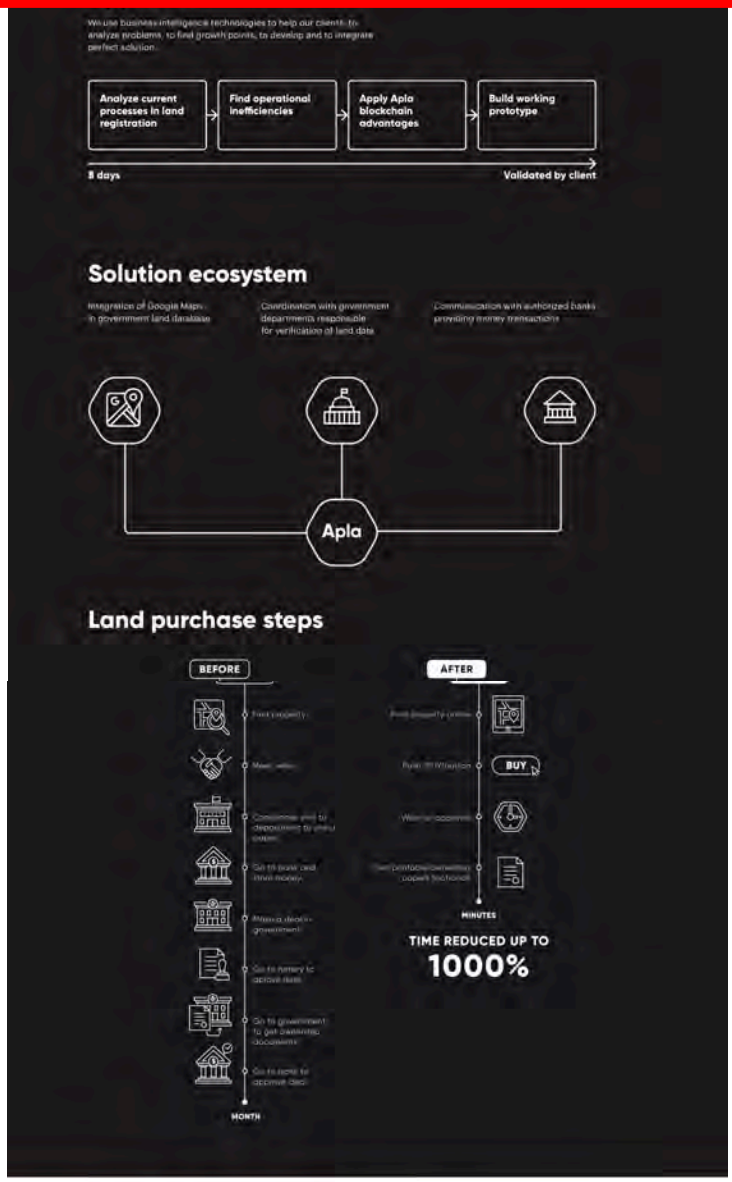


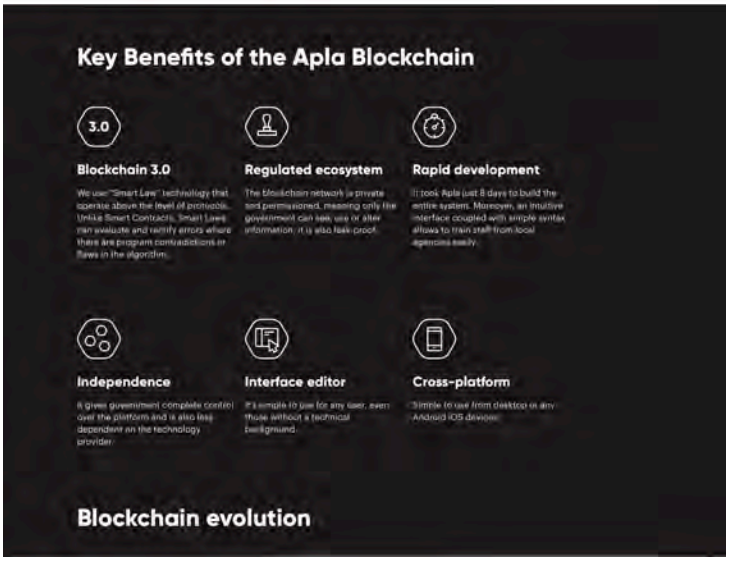
Approach

We use business intelligence technologies to help our clients: to analyze problems, to find growth points, to develop and to integrate perfect solution.

adjust text to POC and hackathons

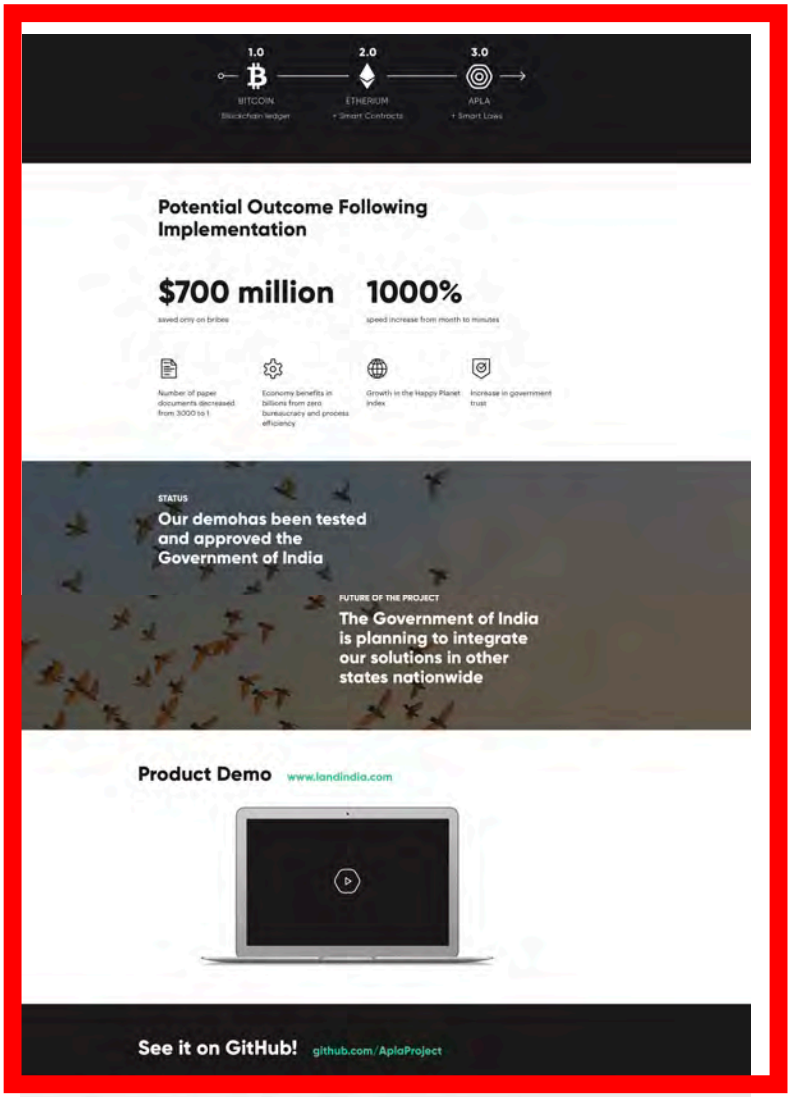
Case Land Registry



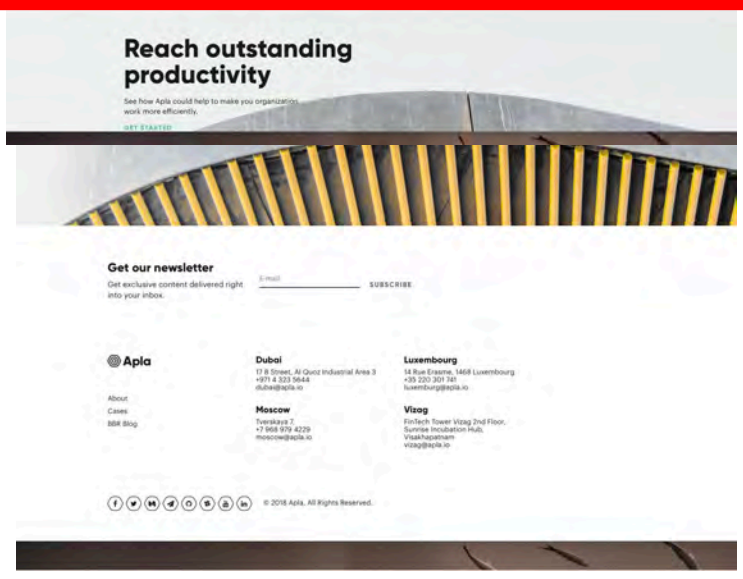


adjust text to POC and hackathons; Some cases missing here…

Case Land Registry



adjust text to POC and hackathons



Documentation

Documentation

UPDATE !

WP
Technical