

# Problems & Challenges

The ability to store and share information digitally offers so many benefits that it has become a growing trend. However, alongside the advantages of cost and convenience, a new set of concerns have developed.

## Data ownership

The vast majority of Internet identities are centralized. This means that they are owned and controlled by a single entity, such as an eCommerce website or a social network

## Security

The cost to organizations to store, manage and protect huge volumes of user data is increasing in tandem with the liability. Yet, the security is never a guarantee, and users constantly fall victim to data breaches.

## Trust

The real currency of digital commerce is trust. Consumers have tens or hundreds of fragments of themselves scattered across different organizations, with no ability to control, update or secure them.

# **User Experience**

User sees yet another web site or app that demands the same details that they entered in the last 50 services they wanted to use. And then they have another username and password to remember

We identify the following 4 problems that

- Data ownership
- Security
- Trust
- User Experience

In 2017, there were 16.7 million victims of identity fraud, a record high that followed a previous record the year before. The amount stolen hit \$16.8 billion last year, an increase of 12% from 2016.

Account takeovers tripled in 2017 from 2016, and losses totaled \$5.1 billion.

The majority of the data breaches in 2017 affected the business sector, reaching 55% of the total number of breaches, followed by medical/healthcare with 23.7% and banking/credit/financial sector with 8.5%. The business category has suffered the most breaches for the third year

53% of customers abandoned a transaction due to: 1) a lack of visible security, 2) too much information required for account setup and 3) mandatory account creation for a one-time purchase.

# Hive Solution

Hive is a complete self-sovereign identity management solution that institutes a system of relationships between businesses and consumers.

# Benefits for consumers

- Full control of identity
- Least-disclosure for

Tokenized loyalty program

Pseudonymity & security

nermissioned access

Intrinsic solution

# Game-changer for businesses



Increased conversions



Global trust network Catch all vectors of fraud



Minimized regulatory

exposure



Immutability & Transparency

&

# Token Generation Event (TGE)

Hive ID (HID)

**Total Supply** 700 000 000 (no new tokens will ever be created)

**Token Value** Soft Cap **Hard Cap** 

1 HID = 0.10 USD \$5 000 000

\$25 000 000

**Unsold Tokens** All unsold tokens will be burned

**Major Exchanges Listing** Q4 2018



# **Token Distribution**

- 10% Team
- 5% Advisors and Bounty
- 20% Reserve
- 65% Sale and Incentives

# **Market & Strategy**

**TAM** - Total Available Market is the total market demand for product.

SAM - Serviceable Available Market is the segment of the TAM targeted by our product, which is within our geographical reach.

**SOM** - Serviceable Obtainable Market is the portion of SAM that we can capture.



TAM – \$42.5B (2023 – \$88B)

Identity Management - \$20B (2023 - \$30B, CAGR - 8.45%) Identity Verification - \$13B (2023 - \$40B, CAGR - 25%) Identity Protection - \$6B (2023 - \$12B, CAGR - 15%) Employment Screening - \$3.5B (2023 - \$6B, CAGR - 11.45%)

- SAM \$6B
- SOM \$229MM within 3 years, \$603 MM within 5 years

Year 1 - \$29MM Year 2 - \$111MM Year 3 - \$229MM

Year 4 - \$402MM Year 5 - \$603MM

# **Key Value Proposition**

**Employment Screening** 

Base

+109% growth

# +47% growth



**Transaction Volume** 3 years - \$229 MM 5 years - \$603 MM

**Token Volume** Fixed - \$25MM

# **Go-to-Market Strategy**

- Leverage existing and develop new strategic partnerships to launch and grow Identity verification vertical
- Use rewards to create strong incentive for users and service providers to join and stay on the platform
- Upsell existing users to Identity protection and Employment screening products
- Keep scaling Identity verification and develop new strategic partnerships to scale Identity protection and Employment screening verticals



# Leadership



## Kostiantyn Shterental Co-Founder and CEO

Influential leader with

over 7 years of global business growth expertise in logistics and e-commerce.



Yuriy Znatokov Co-Founder and CTO

Expert strategist. Integrator of complex IT systems for continuous business scaling with over 11 years of experience.



Kyrylo Sopot **VP of Business** 

Development, LATAM Tech writer & motivational speaker. Structuring business processes and building sales departments since 2013



Alena Yudina **VP of Business** 

Development, EMEA Meticulous business analytic with effective communication skills. Phylantropist.



Yevgen Yurash VP of Business Development, APAC Business operations, logistics and B2B

expert with over 8

Chinese markets.

years of experience on



Artem Mirchenko Lead Frontend & Mobile Developer

Highly structured frontend developer, experienced in ecommerce sector. Community educator



Ivan Arabadzhv Senior UI/UX Designe

Creative designer with a strong understanding of A-Z business product development process.



Alexander Ivanov Chief R&D Officer

Blockchain architect with a strong expertise in Smart contract solutions and ICO technical support.



Sergei Poznanski Lead Backend Architect

Veteran of back-end architecture integrations with over 20 years of experience in Banking



Sergey Zenkov Senior Blockchain Developer Experienced team

leader with over 15

years of experience in

systems architecture.





## **Gary Baiton** Growth Hacking

Inspired visionary, blockchain entrepreneur, with long lasting experience founding and developing innovative solutions



## Ismail Malik Blockchain R&D, Strategist

Pioneer and innovator in the deployment of smart ledgers and smart contracts. Ranked among the top 100 most influential blockchain people



## Colin Breeze Senior Counsel

securities and commercial legal representation with a focus on technology startups and capital formation.

Two decades of experience in



## Andrey Verbitsky Token Architect

Alchemist of crypto, expert in token economics with strong record of achievements in creating products & solutions. Designed 80+ tokens



Strategic partners















**TGE Partners** 







