



BiQ Crowd Sale Memorandum
Issued: July 19, 2017

www.burstiq.com





INTRODUCTION

Over the last decade, society has witnessed an explosion of health-related technology, from personal health trackers to low-cost whole genome sequencing to population health management tools. Data from these sources is largely siloed – viewed and analyzed separately or using only cursory integration with other data sources.

The convergence of these data sources, effective management of complex data rights and application of machine intelligence will usher in a new era of health. One in which healthcare is customized to the individual based on their own unique genomic, proteomic, medical, demographic, socioeconomic and social profile: their LifeGraph™. This is the true vision of person-centric health. This is the Health Singularity.

BurstIQ was founded in 2015 with the goal of creating a platform to power the coming Health Singularity. The BurstIQ platform leverages blockchain and machine intelligence to enable data from disparate sources to be brought together to create a single, unified data repository, and to be shared quickly and easily while still maintaining strict security standards and HIPAA compliance.

BurstIQ has solved two fundamental challenges that have, until now, prevented blockchain from being utilized in the healthcare space: support for large volumes of data and ensuring security of the underlying data. The result is a transformational platform that is able to ingest and coordinate Big Data across disparate sources, manage complex data permission structures and perform near-real-time data transactions.

However, BurstIQ's vision goes far beyond powering data transfers between health entities. We believe that health data will be the currency of the future, and that you should own your data. You should be able to protect it, share it, sell it, donate it, and use it to enhance the products and services you use to live your life. We are building an ecosystem where biotech and pharma companies can market their treatment products to the people who would benefit most from those treatments, where researchers can reach the right participants for their research or clinical trials, where wellness programs and insurers can offer individualized benefits to their plan participants, where health systems can market service lines to the most receptive audiences. And most importantly, we are building an ecosystem where people can access products and services that matter to them, and where each person controls how they engage with their health. An ecosystem centered around YOU.



BiQ - THE HEALTH SINGULARITY TOKEN

BurstIQ Tokens (BiQs) provide ground-floor access to the coming Health Singularity. BiQs will be redeemable for transaction credits on the datagrid, intelligence, and marketplace layers, including a huge range of health-related services. As the ecosystem expands and develops, these services will include precision medicine testing, health and wellness services, access to specific customer segments, clinical and operational data and analytics, and much more. As the pace of innovation increases, new and nearly unfathomable treatments, preventative medicine solutions, and B-to-B products and services will come online.

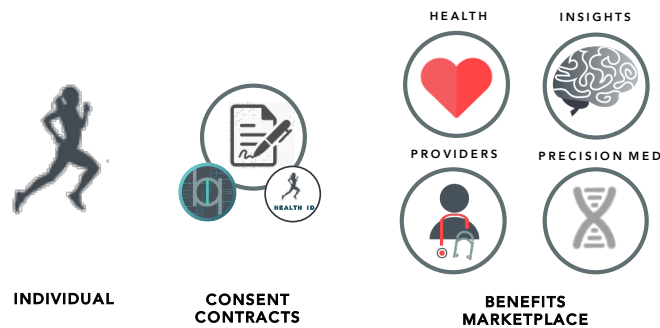
TOKEN MECHANISM

BurstIQ is offering BiQs as a means to create a community of people and organizations who are interested in creating a truly universal health data exchange and marketplace - with BiQs being the primary economic currency.

Using BiQs - Individuals

The BurstIQ Ecosystem contains individuals on one end and the full range of medical and health service providers on the other. Through the individual HealthWallet™, BiQs will be redeemable for a range of services tailored to individual's unique needs based on their personal LifeGraph™. Solution providers from primary care, telemedicine, pharmacy, wellness, insurance, and digital health will accept BiQs in exchange for services. Individuals will receive an initial allotment for creating an account. Individuals can then earn additional BiQs by engaging with interested parties that may wish to access and use their health data or provide a service.

Leveraging the BurstIQ platform, the HealthWallet™ and BiQs allow an individual to own and control their health data for the first time. When people choose to share their data, they are not only in control of the sharing mechanism, they are compensated for the use of their data.



How it works:

- Individuals enter into a smart contract with BurstIQ to create their personal LifeGraph™. They can then consolidate their medical records, pharmacy information, precision medicine test results, digital health app data, IoT (e.g., fitness device) data, and any other data sources, into their LifeGraph for free.
- Individuals can share their information with their care providers as part of the free service.
- Individuals can monitor their personal health profile scores, and if they desire, they can use the score to receive additional benefits or discounts from the marketplace. An individual's health profile score will never be disclosed without the individuals express consent.
- Individuals can use BiQs through their personal HealthWallet to purchase products or services on the marketplace, and can receive BiQs for providing all or some of their data to service providers.
- Individuals may choose to donate their data to community research initiatives.
- Individuals may receive BiQs to engage with a researcher for a specific purpose or period of time.
- Individuals may receive BiQs based on their active participation on the platform.

Using BiQs - Data Managers

Data Managers are organizations that collect and manage individuals' health data. These organizations may own or co-own the data; ownership will depend on the specific terms and conditions of their contract with the individual. Data Managers could include health systems, physician practices, biotechnology and pharmaceutical companies, researchers, digital health solution providers, and other institutions.

Data Managers may redeem BiQs for platform and marketplace services and to offset platform fees.



How it works:

- Data Manager enters into a smart contract with BurstIQ to provide secure data grid services. BiQs may be used to offset or eliminate platform fees; specific pricing is dependent upon the size of the data set and transaction frequency.
- Data Manager creates a verified data store(s) using the BurstIQ data management tools. The data management tools allow the data Manager to create and manage connections and data transfers between the Data Manager's data sources and the BurstIQ platform.
- Data Manager receives access to the insight tool kit and dashboards which contains a set of pre-configured insights and the ability to create new insights.
- Data Manager may use BiQs to subscribe to, purchase, or license third party data, such as customer segments, clinical data, research data, etc. The fee to connect to these data sources will be set by the primary owner of the data.
- Data Manager can license or publish their data store and custom-developed insights (subject to ownership rights) using smart contracts and set fees and usage rights associated with the license.
- As the data marketplace matures, advanced services are expected to emerge, including deep learning engines, swarm intelligence services, data science as a service, and others. BiQs can be used to license or purchase these advanced services.
- For each contract entered between parties other than BurstIQ and the Data Manager, BurstIQ charges a broker fee for executing and managing the smart contract.
- All fees are paid in BiQs.

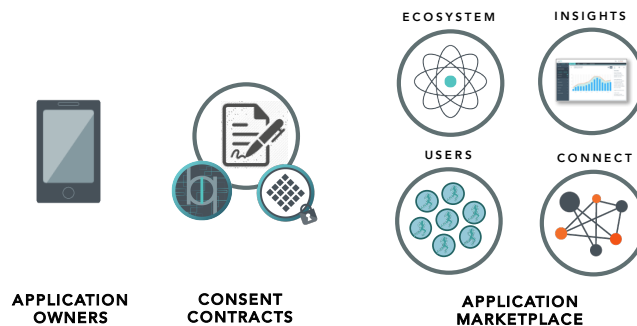
Using BiQs – Solution Providers

Solution Providers are organizations that offer products or services within the BurstIQ marketplace. This could include clinical support solutions, patient engagement solutions, organizational wellness programs, benefits providers, payors, direct-to-consumer precision medicine testing services, nutrition or fitness apps, analytics tools, deep



learning or artificial intelligence solutions, pharmaceuticals, pharmacy services, health systems, provider practices, or any other B-to-B or B-to-C solutions. Solution Providers may also be Data Managers.

Solution Providers may redeem BiQs for platform and marketplace services. Solution Providers receive BiQs from individuals and organizations who subscribe to, license or purchase their product or service.



How it works:

- Solution Provider enters into a smart contract with BurstIQ to provide platform services. BiQs may be used to offset or eliminate platform fees; specific pricing is dependent upon the number of individuals or organizations that use the solution and the associated transaction volume.
- Solution Provider integrates their solution onto the BurstIQ platform using the BurstIQ management tools. The management tools allow the Solution Provider to create and manage connections to other data sources.
- Solution Provider may use BiQs to subscribe to, purchase, or license third party data, such as customer segments, clinical data, research data, etc. The fee to connect to these data sources will be set by the primary owner of the data.
- Solution Provider can license, sell or publish their solution or the underlying data (subject to ownership rights) using smart contracts and set fees and usage rights associated with the license.
- For each contract entered between parties other than BurstIQ and the Solution Provider, BurstIQ charges a broker fee for executing and managing the smart contract.
- All fees are paid in BiQs.



TOKEN GOVERNANCE

BurstIQ intends to establish a separate oversight company, BiQ Health, as a public benefit company to oversee and manage the contributions received.

TOKEN SALE DETAILS

Token Name: BurstIQ Token (BiQ)

Token Symbol: BIQ

Token Blockchain: Ethereum

Offering Frequency / Recurrence: one-time

Total number of tokens: 1,000,000,000

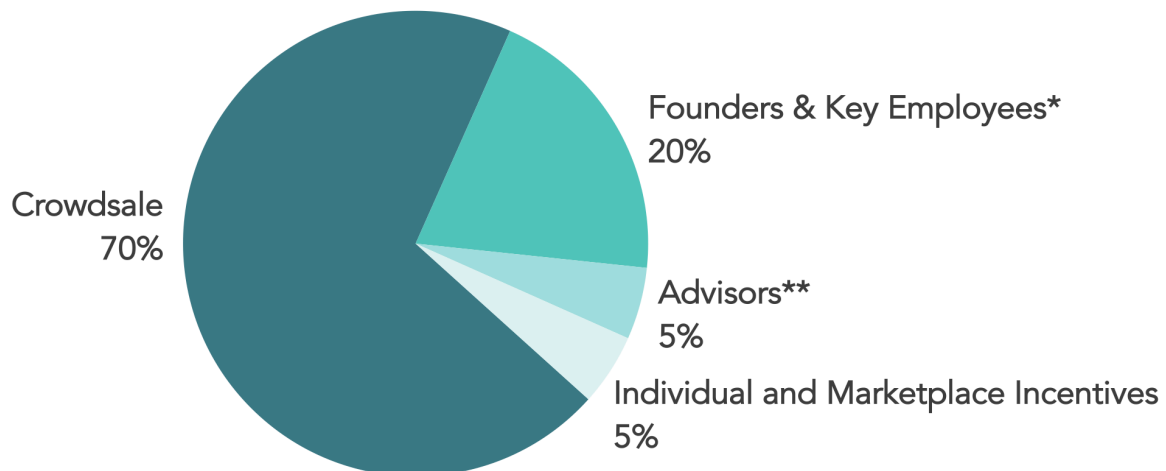
Contributions: ETH (please refer to the legal document and terms of sale that will be issued by BiQ Health for more details)

How Funds are Held: Smart contract

Token Distribution Date: End of sale

Token Price: Ether equivalent of \$0.12 USD at the time of sale

Token Distribution:



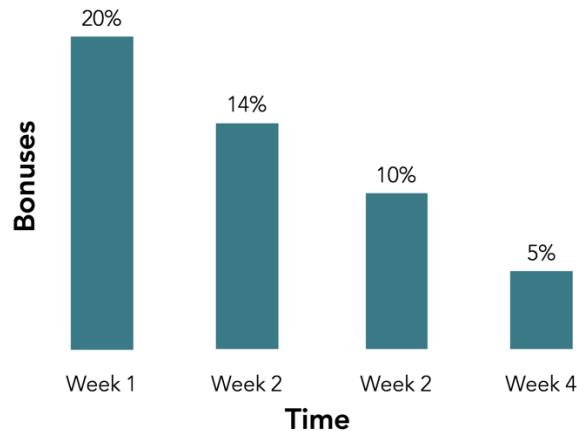
* Subject to a hold schedule.

** Subject to a hold schedule.



SCHEDULE

During each time bloc, there is no cap set on the number of available BiQs. This is structured to ensure that everyone will have an equal opportunity to contribute and receive the associated bonus within the time frame. However, the overall number of BiQs that will be sold will be limited to 70% of the total available.



The bonus schedule is meant to incentivize contributors not to delay their participation. For example, if the contributor participates in week 1 and acquires 100 BiQ, their allocation will be 100 BiQs + 20% bonus for a total of 120BiQs. The bonus decreases progressively to 0% over 5 weeks.

Note: BurstIQ reserves the right to make a portion of BiQs available for early purchase. Early contributors who decided to contribute prior to the first week will receive a 20% discount of the base price for contributions of \$100K USD or greater and 15% discount for contributions of \$50K USD or greater.



USE OF PROCEEDS

BurstIQ will use the funds raised in this offering for the development and benefit of the BurstIQ platform. The amount of funds received will determine the final allocation of the funds. Due to the volatility of ETH and Bitcoin, BurstIQ will convert some or all of the funds raised into USD to provide a 24-month operational runway.

The following allocation structure assumes a base raise of \$20M.



45%

Platform Development

Includes Phase 2 development of the secure data grid, intelligence layer, and ecosystem tool set. Also includes Phase 1 development of the Health Wallet and improvements to user experience.



15%

Ecosystem Development

Focuses on creating ecosystems to address specific marketplace initiatives and expand the platform's swarm intelligence and deep learning capability. This may include support for partner development activities.



15%

Cloud Operations

Will be used to grow the BurstIQ operations team and cloud infrastructure to ensure the continued security and integrity of the platform. This will include maintaining security readiness and regulatory compliance, performing regular security audits, and day-to-day cloud operations.



15%

Business Development

Will be used to drive strategic and long-term growth of the platform, including recruiting partners to create marketplace initiatives and drive marketplace utilization. This will be supported by a marketing function facilitate ecosystem growth and market awareness.



5%

Community Health Initiatives

Will be used to drive and support initiatives that expand health access for underserved communities and support research initiatives targeted at underrepresented populations.



5%

Corporate

We will continue to strive to keep our corporate expenses below industry average. Corporate expense includes items such as facility expense, administrative expenses, and corporate management.



LEGAL DISCLAIMER

This Initial Token Offering Memorandum, or "Memorandum", contains certain information regarding the opportunity to purchase digital tokens ("BiQ Tokens"), that represent credits towards the purchase of products and services related to the BurstIQ platform. The purpose of this Memorandum is to provide preliminary information to parties which may have an interest in purchasing BiQ Tokens ("Prospective Buyers").

The Memorandum is being furnished on behalf of BurstIQ solely for use by Prospective Buyers in connection with their preliminary consideration of BurstIQ as described herein. No person has been authorized to give any information other than as contained in this Memorandum or in any supplemental information to be furnished or made available by BurstIQ ("Supplemental Information") to Prospective Customers as more fully described herein. If given or made any such other information or representation, it may not be relied upon as having been authorized by BurstIQ. In furnishing this Memorandum, BurstIQ does not undertake any obligation to provide recipients of the Memorandum with access to any additional information or to update this Memorandum or to correct any inaccuracies herein, which may become apparent.

The information contained in this Memorandum and any Supplemental Information was created by BurstIQ from its own internal records and from published and unpublished sources it believes to be reliable. Neither this Memorandum nor the Supplementary Information purports to be inclusive and accordingly, each Prospective Customer is expected to conduct its own "due diligence". Neither BurstIQ, its managers, nor any of their respective officers, directors, employees, affiliates, or agents make any representation or warranty, expressed or implied, as to the accuracy or completeness of this Memorandum and any Supplemental Information, nor any of the contents therein, and no legal liability is assumed or is to be implied against any of the aforementioned with respect hereto.

No information contained in this Memorandum or any other written or oral communications transmitted or made available to a recipient of this Memorandum is, or shall be relied upon as a promise or representation, whether as to the past or future, and no liability will attach except as may be provided in a definitive purchase agreement. In addition, any projections and estimates contained in this Memorandum or any Supplemental Information involve numerous and significant subjective determinations. Accordingly, no representation or warranty can be or is made as to the accuracy or attainability of such estimates and projections. BurstIQ does not expect to update or otherwise revise this Memorandum, any Supplemental Information, or any projections attached thereto. Such projections have been prepared by and are the sole responsibility of the management of BurstIQ and have not been reviewed or compiled by BurstIQ's independent auditors.

BurstIQ reserves the right to negotiate with one or more Prospective Buyers at any time and to enter into a definitive agreement for the purchase of products and services, investment in BurstIQ, or any other transaction related to BurstIQ without prior notice to the recipient or other



Prospective Buyers. Also, BurstIQ reserves the right to terminate, at any time, further participation in the consideration, proposal and negotiation process by any party and to modify any procedures without giving advance notice or providing any reason therefore. The purpose of this Memorandum is to assist the recipient in deciding whether he or she wishes to proceed with further consideration of BurstIQ.

All inquiries with respect to this Memorandum or request for additional materials should be directed to BurstIQ.