



# MEMBRANA

TRUST MANAGEMENT OF DIGITAL ASSETS

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Business Overview



# 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.
- The company has developed unique algorithm to address **\$50+ billion market opportunity.**
- Team includes experienced technical individuals from Intel, SxS, Citibank, Ernst & Young.
- The company has completed important partnerships with Toshi - Coinbase, Zeus.Exchange, Herdius exchange, Hacken, Trust Browser, Cipher, Ingvarr Advisory & Trust group, Colendi and others.

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# Mission & Vision

Our mission is to bring:

**SAFETY, TRANSPARENCY and**

**NEW BUSINESS OPPORTUNITIES**

**FOR TRUST MANAGEMENT OF DIGITAL ASSETS**

We bring peace of mind to investors and traders.



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# The Product

- **Membrana platform is currently in MVP stage** with Beta version open to public.  
<https://beta.membrana.io>
- Currently 300+ users with more than US \$1M dollars in management.
- The platform can be used from PC or mobile phone, from any point of the world.
- Two clear market opportunities to grow with our technological solution:

*Retail version and Corporate version*

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# Team Membrana



CEO

**Eugene Buev**

Master's degree, Engineer,  
Peter the Great St.Petersburg  
Polytechnic University Trader,  
Poker AI Developer, Blockchain  
Enthusiast.

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CTO

**Maxim Khuhro**

Master's degree Novosibirsk State  
University, 8 years at Intel corp  
as a team lead 18 years experience  
in IT development AI, neural  
networks, machine learning expert.

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COO

**Yurii Gerasimov**

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

in



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.

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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.

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# Team Membrana



PR

## Kseniya Kotvits

Northern (Arctic) Federal University named after M.V. Lomonosov, journalism Business and political PR since 2010. Worked in PR of The State Duma of Russia, Launched several business PR campaigns with millions of users.



BACKEND AND SOLIDITY DEVELOPER

## Igor Knyazev

Degree in "Computer science" in KNU. More than 10 years of experience in the IT industry. Winner of several information security expert's CTF competition. Since 2015 heavily involved in Blockchain related project development.



FRONTEND AND MOBILE APP DEVELOPER

## Vyacheslav Mychkin

Degree in "Computer science" in KNU. Development practice in Germany. Javascript full stack developer, mobile developer (Android, iOS). Developed own high load system for 80k customers.



REGIONAL BRAND MANAGER, ASIA

## Sonder S. Lim

Digital Assets Advocate Content Marketing Agency Founder Content Strategist.



REGIONAL BRAND MANAGER, INDIA

## Adam Joseph

Strategic Marketing Business Development Manager.



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# Advisors of Membrana



TECHNICAL ADVISOR

## Alexander Noxon

Expert crypto developer since 2015.  
10+ experience at IT.



FINANCIAL ADVISOR

## Marie-Noel Nsana

15 years in the Banking and Financial industry Anti-Money Laundering Certified Bitcoin & Cryptocurrency Professional (C4 cert).



LEGAL ADVISOR

## Anton Mogilevskiy

PhD degree in law, from Mikhail Speransky Faculty of Law of the Academy of National Economy  
More than 14 years of experience in major international law firms Norton Rose and Allen & Overy.



TECHNICAL ADVISOR

## Kushed

The founder of Salus (SLS).



LEGAL ADVISOR

## Yan Stolyar

CEO Telecom IT, project management expert MBA in management.

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## Partners

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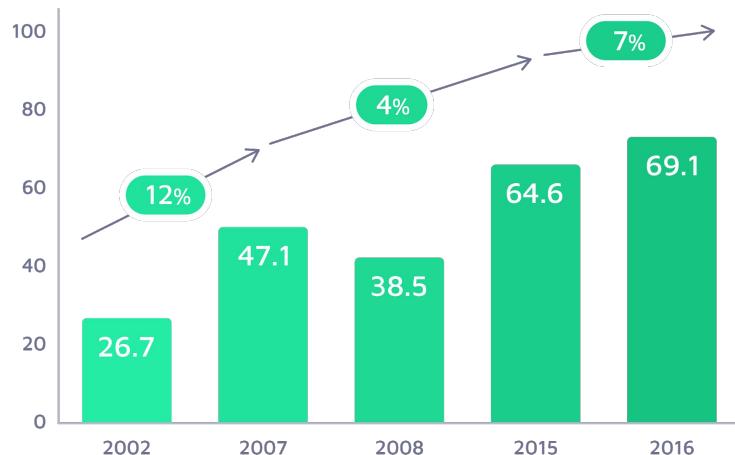
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advisory & trust

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# Market Analysis



- Our customers consists of hedge funds, venture capitalists, crypto-holders, miners and casual traders and investors.
- According to the Boston Consulting Group's Global Asset Management Report 2017, the amount of managed assets in 2016 was about 70 trillion US dollars.
- We believe that the **total addressable market** of Crypto Assets in Management for our solution is in excess of **\$50 billions and is growing rapidly**.

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# The Problem

Here at Membrana 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.

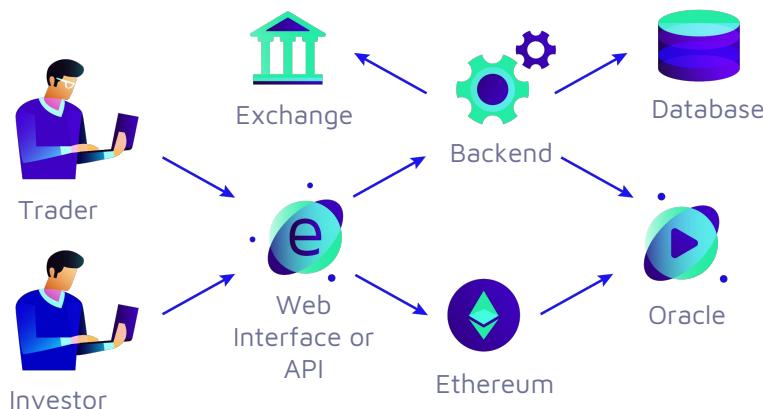
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# The Solution

- **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.



# 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.

When deal is concluded, trader receive a temporary access for trading with investor's assets through Membrana's inner terminal or through our external API.

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

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# The Product - Retail version



Retail version

## Details:

Customers - Casual Investors, Traders and Portfolio Managers

Free to use, with multiple exchanges available from single terminal

Advanced features for token holders

## Advantages:

Licensing for the customers

Open ecosystem for trust-management



# Revenue Streams

## 1. Affiliate program:

We encourage new users to create accounts on different exchanges, where we have affiliate partnership agreement.

Depending on exchange, we, as an affiliate partner will receive up to 40% of the commission, generated by the user. The exchange commission is 0,25% of the order size.

Affiliate program is matching with our customer engagement events and provides a long term revenue stream from users, even if they are not directly using the platform services.

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# Revenue Streams

## 2. Commision fees:

Revenue is gained by commission fee, paid by investor for concluding a contract for trust management.

The contract can be concluded between an investor and trader, or between investor and portfolio manager, who is managing all the work with traders. Also, considering big amount of successful trading bots, contracts can be concluded with them.

Fee is sliding scale depending on contract amount and duration of it. Generally it is 0,5% of contract amount. If the user is holding certain amount of Membrana tokens, we significantly reduce the commision fee.

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# Revenue Streams

## 3. Paid features:

For traders and investors we offer additional features, which are available to use on Membrana platform. To unlock them, user need to either have a certain amount of Membrana tokens on his wallet, or to defray a monthly payment.

Those additional features will include advanced trading tools, united API, news feed and alarm systems, analytic tables, consolidated market depth, signals feed-reader, etc

The general cost for such features will varies depending on the payment method.



# Revenue Streams

## 4. Joint operation with non-proprietary software

We are creating a strong ecosystem on our platform, inviting partners to join with their services.

The services we are adding: fiat/crypto conversion, crypto lending, OTC trading pool, algorithm workshop, market forecasting and more others.

For all additional services provided, we are receiving a part from revenue gained by our partner.

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# The Product - Corporate version



**Corporate version**

## Details:

Customers - Family offices, Hedge funds, Crypto funds

Customised software according for unique technical requirements

Non-transparent data of trading algorithms

## Advantages:

Choose any required tool or connect your own software

Attract more investments into the company's trust from Retail customers



# Revenue Streams

## Monthly subscription payment:

All payments are done with fiat or crypto, and then converted to Membrana token by back-end system.

Revenue is gained by monthly subscription payments, charged for using our software product.

Payments are paid by fund, using the technology. Monthly payment is starting from \$10000 + 1% of revenue and depends on complexity of the software.

*This revenue is not included into business planning until it is fully calculated*

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# Token Economy Model

Membrana Token is a Utility token, created to provide some privileges for users.



## 1. Pay less commission

If user holds certain amount of Membrana tokens, he pays less commission fee. The reduction percent is 40%.

## 2. Use advanced features

There are some paid features available on Membrana platform. User can receive access to those features not only by paying monthly fee, but also by holding certain amount of Membrana tokens on his 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. Paying with Membrana tokens is cheaper.

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# Customer Portrait

Type of customer	Less than 1btc	1 - 10 btc	10 - 100 btc	More 100 btc
CAC	\$100	\$500	\$1500	\$5000
Where to find	Twitter, BCT, youtube, tg	BCT, twitter, tg, blogs	BCT, events	events
Value proposal	Free money to start trading	Open ecosystem for trust management	Multiple tools in one platform. Safe algorithm.	Safe algorithm, External API

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# Attracting Customers

The main channels for attracting new customers are:

- 1) SEO
- 2) Youtube
- 3) Telegram
- 4) Social Networks
- 5) Crypto-forums and blogs
- 6) CPA based on AI
- 7) Traffic from partners
- 8) Live events



# Customer Engagement

Right now we launched several events and PR campaigns to engage new customers:

- 1) Get free 100\$ on Binance
- 2) Global Traders Competition
- 3) Youtube video
- 4) Telegram advertising
- 5) Repost network in socials

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# Customer Lifecycle

- We attract new customer with our engagement event. He creates an exchange account on our affiliate program.
- We receive commission fee from all his trading activity on that exchange.
- He uses our paid features
- He uses services of our partners
- He acts as an investor and concludes contract for trust management, paying a commission fee
- Even if user leaves platform, we got commission fee from affiliate program



# Customer Acquisition Cost

Average CAC up to May 2018 is \$300 per user. TOTAL number of new users: 300

It is calculated on such costs:

Salaries for marketing - \$20,000

Roadshow - \$30,000

Starting and tuning marketing campaigns - \$30,000

Other costs required for work - \$10,000



# Unit economy

Let's take a customer with 1-10 btc in management. He can act as a trader and as an investor on our platform. The cost of acquisition such customer will be around 300\$.

If he opens an account on exchange with our **affiliate program**, we will receive around 360\$ every year (calculated on a monthly volume of trading 2btc). We see that 30% of users will bring us that value.

If he uses **paid features** or **partner software** we will receive \$40+ per month - around \$480 per year. We see that around 20% of users will bring us that value, using such features.

If he concludes **contracts for trust management** we will receive 25% around \$50 per month - around \$600 per year. (calculated on a monthly volume of trusted money 2 btc). We see that 35% of users will bring us that value.

Cost of acquisition equals \$300. Average revenue gained through the first usage year of the platform = \$400.

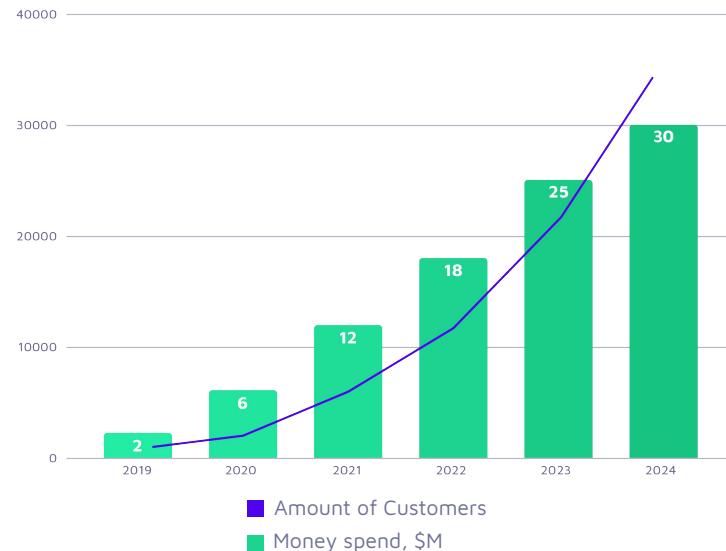
# Growth plan

With incoming investments we are planning to reach such numbers of customer:

Year	2019	2020	2021	2022	2023	2024
Customers	4000	11500	23500	36000	48500	61000
Money spent, \$ million	\$2	\$6	\$12	\$18	\$25	\$30

Current convert ratio allows us to reach 4000 active customers with US \$2 million attracted. This calculation consider that customer attraction will cost more, because of plasticity of the market.

Projection of customer growth compared to money spend (in million US dollars)

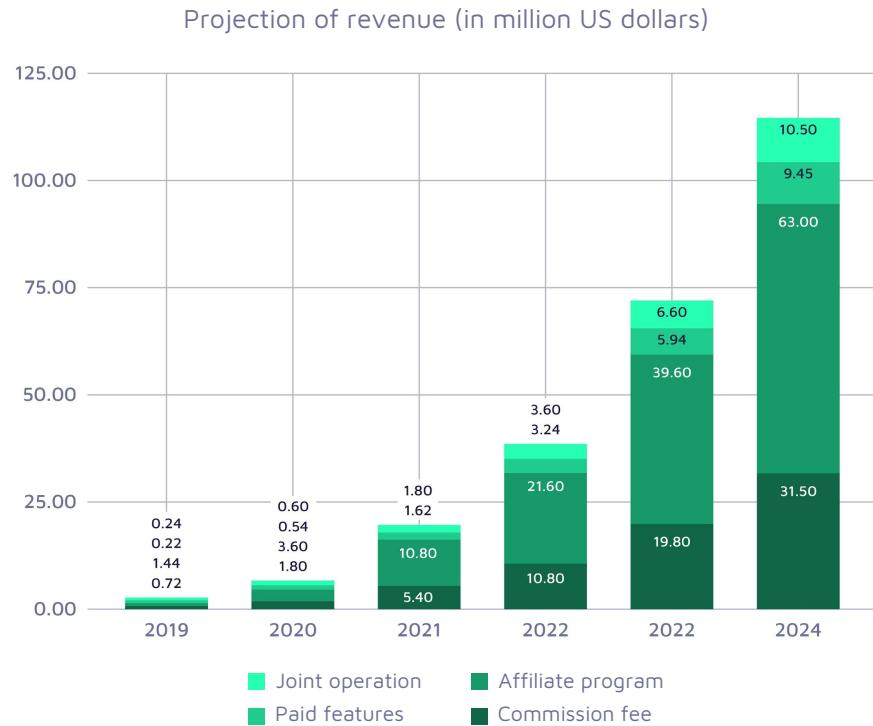


# Financials

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 requested with an email on [invest@membrana.io](mailto:invest@membrana.io)

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





# Financials

Projections (in millions)

	2019	2020	2021	2022	2023	2024
Gross Revenues	\$2.6 m	\$6.54 m	\$19.62 m	\$39 m	\$71.9 m	\$114.5 m
Gross Expenses	\$2.4 m	\$6 m	\$17 m	\$30 m	\$40 m	\$55 m
EBITDA	\$0.2 m	\$0.54 m	\$2.62 m	\$9 m	\$31.9 m	\$59.5 m

# Competitors

Competitors are “tokenized funds” and “social trading platform”.

Below is the list of most known competitors with their crypto market capitalization.

Next slide is comparison of technology used.



[Iconomi](#) Market Cap - \$126M



[Melonport](#) Market Cap - \$40M



[Blockport](#) Market Cap - \$17M



[Genesis Vision](#) Market Cap - \$80M



[Caspian](#) Market Cap - No data



[Covesting](#) Market Cap - \$16M



# Comparison of Technology

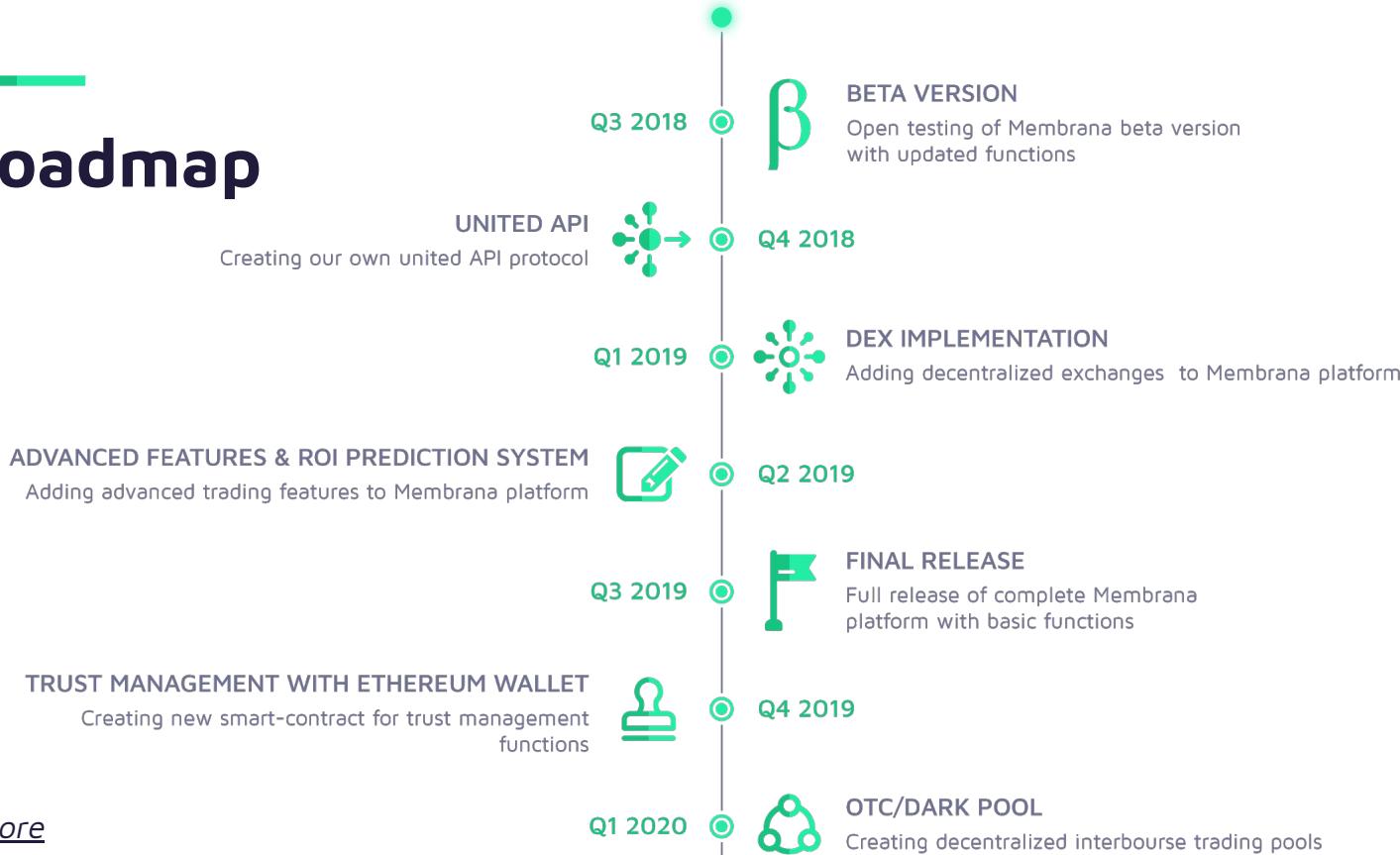
	Membrana platform	Ionomi, Melonport, Genesis V	Blockport, Covesting, Caspian
Technology	Contract system	Tokenized fund	Social trading
Asset control	Assets are always on investor's exchange wallets, access for trading is provided only through Membrana platform	Assets are send to smart-contract address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



# Risks

Potential risk	Probability	Impact	The solution
Crypto will fade, as a digital asset	Very low	High	Change company focus to stock market
Users don't join our platform	Low-Average	High	Create more customer attraction events
Users don't generate revenue	Low-Average	Low	Implement technical solution like OTC, ICO pools and others
Big competitor appears	Average	Average	Find a market possibility and focus on the needs of our customers base
Platform get hacked	Low	High	Working in advance to make platform more decentralized

# Roadmap



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## Contact us:

If you are interested in our product, please contact us via e-mail:

**[invest@membrana.io](mailto:invest@membrana.io)**

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

Best regards,  
Yuriy, Team Membrana



Yuriy Gerasimov, Chief Operating Officer at Membrana platform.

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