



MEMBRANA

TRUST MANAGEMENT OF DIGITAL ASSETS

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.
- **Membrana blockchain platform is currently in MVP stage** with Beta version open to public.
<https://beta.membrana.io>
- The company has developed unique algorithm to address **\$50+ billion market opportunity.**
- The platform can be used from PC or mobile phone, from any point of the world.

Mission & Vision

Our mission is to bring:

SAFETY, TRANSPARENCY and

NEW BUSINESS OPPORTUNITIES

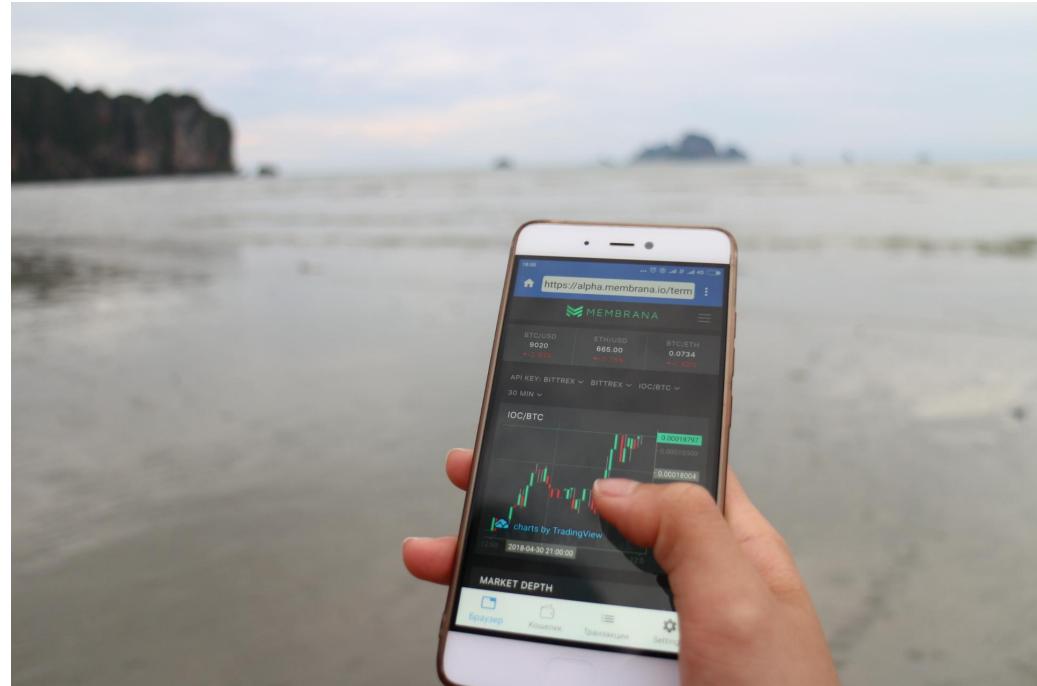
FOR TRUST MANAGEMENT OF DIGITAL ASSETS

We bring peace of mind to investors and traders.



The Product

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



Team Membrana



CEO

Yuriy Gerasimov

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



CTO

Pavel Rumkin

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



COO

Eugene Buev

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



CMO

Kirill Romanov

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



CBDO

Michael Creadon

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



Team Membrana



Lead Architect

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.



BDOF

Shahboz Urinbaev

10 years of experience as Head of Marketing, Team leader, Business developer.
Successfully implemented more than 15 strategies and 2 crowdsales of cryptoprojects (Cryptics, Adab)



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.



Advisors of Membrana



TECHNICAL ADVISOR

Alexander Noxon

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



FINANCIAL ADVISOR

Paresh Masani

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



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

Sam Kushed

The founder of Salus (SLS).
Chairman of Coinbar Venture fund



[Full team](#)

Partners



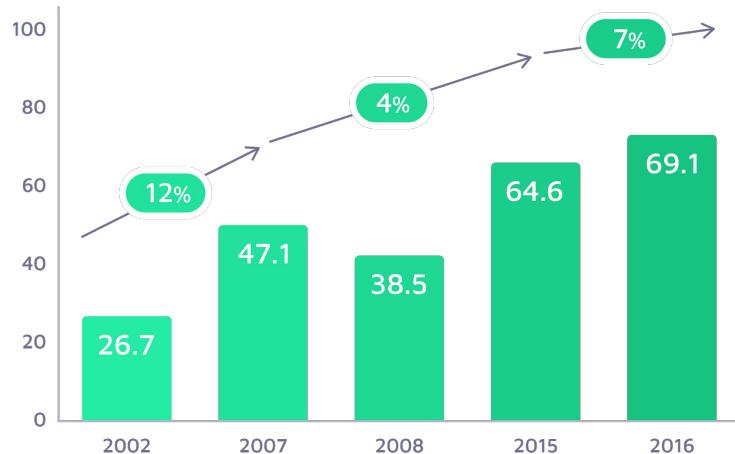
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Backed by



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**.

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**

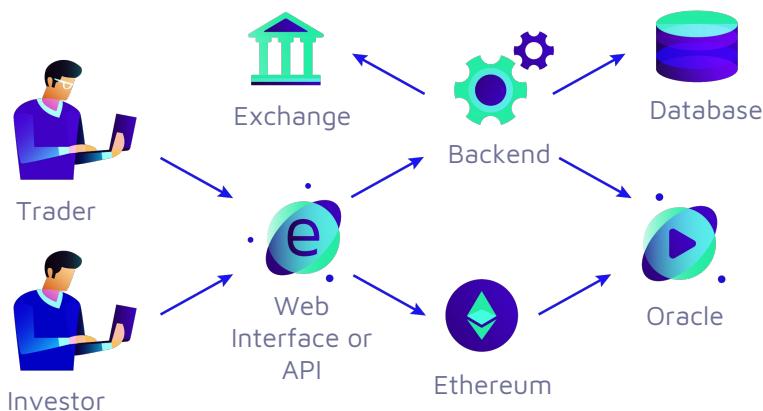
Investor can't get any proof of traders activities. Trader can send him fake data and get the profit.

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](#).

The Product - Released features:



✓ Already released

<https://beta.membrana.io>

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

The Product - Upcoming updates



 In development

- Conditional orders
- Fund management and portfolio management
- EOS, NEM integration
- Advanced features for MBN token holders
- Social trading
- ICO-pool marketplace
- Fintech development open platform
- Fully custom Enterprise solutions



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.

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.



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.



Revenue Streams

5. Monthly subscription payment for Enterprise solution:

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

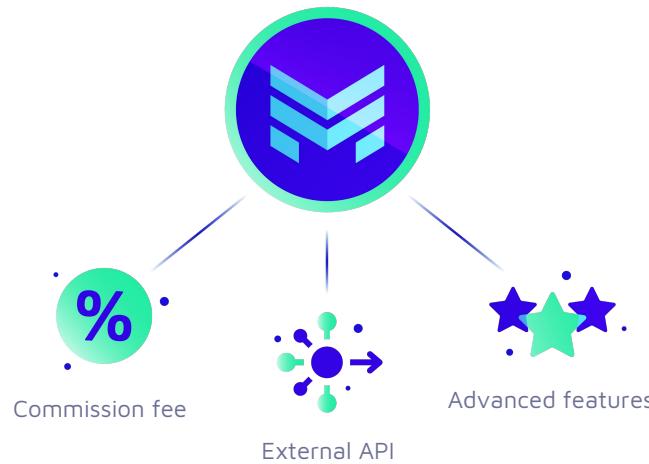
Revenue is gained by monthly subscription payments, charged for using our software product.

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

Token Economy Model

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



1. Pay less commission

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

2. Use advanced features

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

3. External API

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

4. ICO pools

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

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 |

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

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.

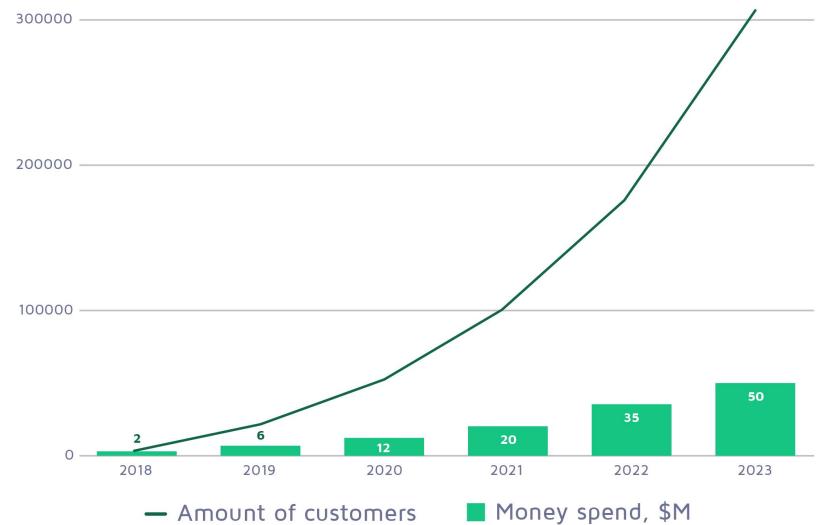
Growth plan

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

| Year | 2018 | 2019 | 2020 | 2021 | 2022 | 2025 |
|-------------------------|------|-------|-------|--------|--------|--------|
| Customers | 5000 | 20000 | 50000 | 100000 | 175000 | 300000 |
| Money spent, \$ million | \$2 | \$6 | \$12 | \$20 | \$35 | \$50 |

Current convert ratio allows us to reach 5000 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)

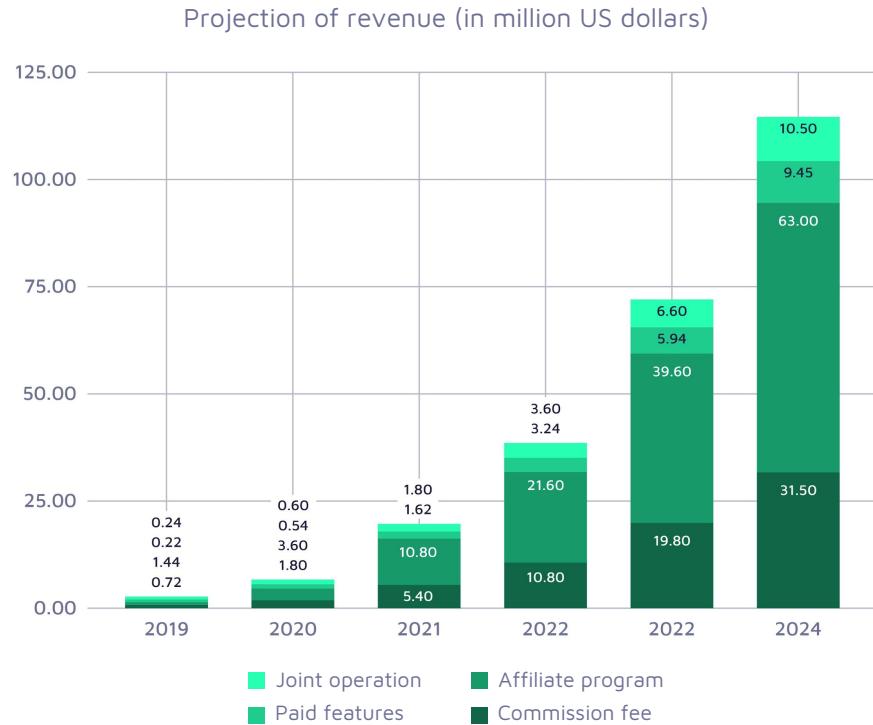


Financials

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 fin model can be requested with an email on 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 | \$35 m | \$45 m | \$65 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

Advantages of Membrana platform

| | 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 or one trader | User chose one trader and assets are used to copy his trading activity |



Value proposition

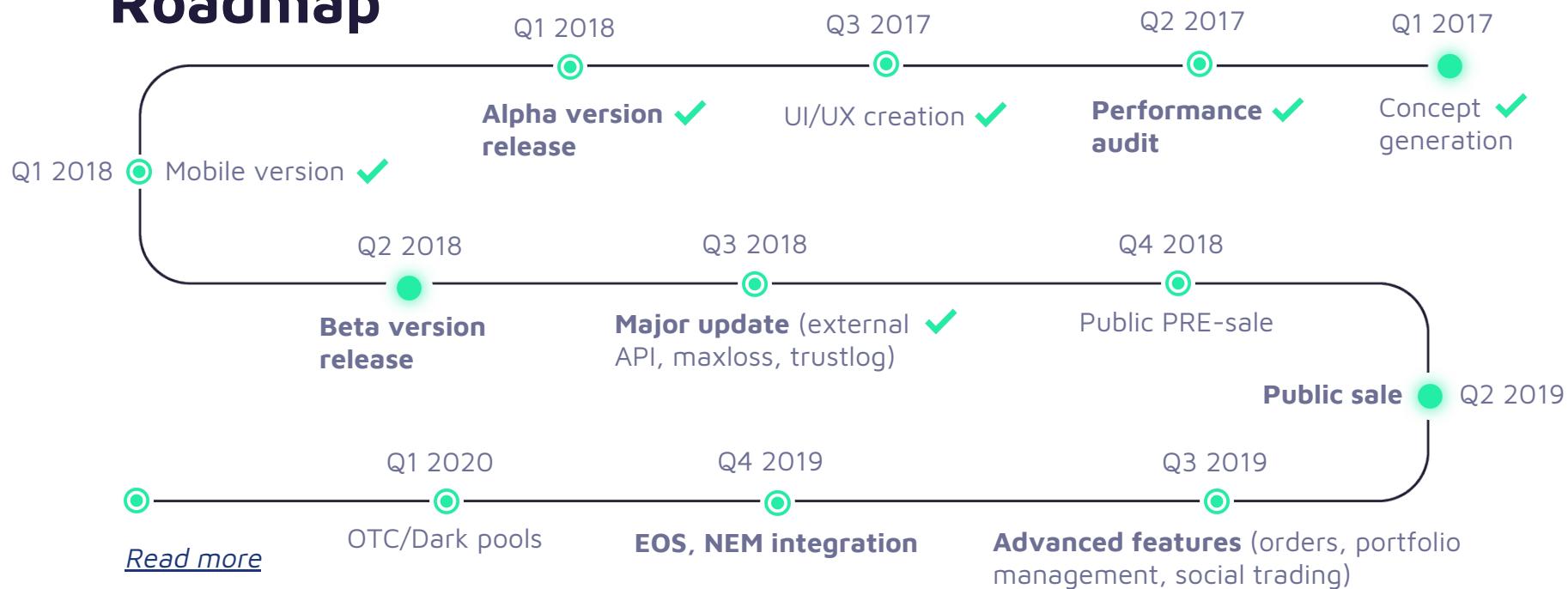
- Product in **public beta stage with 2500+ customers**. More than 1,000 of them passed KYC and are actively using the technology. Desktop and Mobile version of the platform are already released.
- Successfully passed **security audit** from Hacken.io company.
- **2 venture funds** have already invested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



Risks

| Potential risk | Probability | Impact | The solution |
|--------------------------------------|-------------|---------|--|
| Crypto will fade, as a digital asset | 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



Contact us:

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

invest@membrana.io

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

Best regards,
Yuriy, Team Membrana



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Blockchain Platform.

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