



Updated: 19th April, 2017

Created by: [@NeurowareIO](#)

Executive Summary

Idea

Cortex is our blockchain based operating system

Unique Selling Point

Works on **any** blockchain and allows for limitless data structures to be stored

Progress

2 years of development of **three** underlying protocols that make Cortex possible

Seeking to push institutional adoption of distributed ledger technology

Step 1

Launch Blockstrap.com for Rapid Development

Step 2

Develop Neuroware.io Data Protocols & APIs

Step 3

Form BCE.asia - ASEAN Blockchain Consortium

The Problem - Lack of Blockchain Experience

Blockchains are a complex technology with enormous potential. Most organisations and SMEs (small to medium size businesses) are unable to tap this opportunity due to the lack of in-house technical expertise or time and resources required to support the necessary infrastructure for blockchain applications.

Cortex provides a way to instantly launch blockchain based applications with APIs, SDKs and example services in production.

*In 2016 alone, over 100 hundred banks and financial institutions started various blockchain trials with over **US\$1 billion** in venture capital entering the space.*

The Benefits of Blockchains

Immutability Inspires Trust

Record keeping especially relating to proof of ownership resides in conventional database structures that are susceptible to failure and corruption that is difficult to trust

Radically Reduce Costs

Radically reduce long-term infrastructure and lower the mid-term time and resources spent protecting users whilst immediately removing public key infrastructure costs

Collaboration & Innovation

Blockchains provide a neutral environment for companies to work together to remove middlemen and intermediaries, which also leads to innovative new business models

The Value - One Interface for Everything

Cortex

Cortex is a single unified interface for managing and supporting blockchain-based applications. It also provides a customizable API and suite of SDKs for distributed data and identity protocols.

Domain Controller

User Accounts

Structured Data

API & Wallets

Value

Modular

allows for other protocols and services to be drag, dropped and managed without coding

Agnostic

supports 10 blockchains out of the box but can easily be configured to support new ones

Unique

the only API that currently supports our protocols (Everstore & BlockAuth)

Demands

CRUD-Like (Create, Read, Update & Delete) Functions for Structured Data

Customised key management and identity protocols for authorising entities

e-Wallets, Token Generation & Cryptocurrency Exchange APIs

Integrated Development Environments for Smart Contracts



CORTEX

dashboard

add domain

add user

add database

add api key

help

search



dashboard



domains



users



databases



api



explorer



wallet



settings

THIS IS OUR PRODUCT - CORTEX - SWITCH TO LIVE DEMO

Welcome back [Mark Smalley](#)

You last updated this system 12 minutes ago

SHOW UPDATE

X

YOUR PROFILE

EDIT



Name: [Mark Smalley](#)

Title: Co-Founder & CEO

Company: Neuroware

URL: twitter.com/m_smalley

RECENT ACTIVITY

MORE



Updated domains - mark.neuroware.io
12 minutes ago by [Mark Smalley](#)



Added new user johnny.neuroware.io
1 hour ago by [Mark Smalley](#)



Updated database instance team.neuroware.io
12 minutes ago by [Mark Smalley](#)



Updated domains - mark.neuroware.io
12 minutes ago by [Mark Smalley](#)



Added new user johnny.neuroware.io
1 hour ago by [Mark Smalley](#)



Updated database instance team.neuroware.io
12 minutes ago by [Mark Smalley](#)

CURRENT USAGE

REPORTS

Domains	<div><div></div></div>	3 / 10
Sub-Domains	<div><div></div></div>	21 / 100
User Accounts	<div><div></div></div>	1 / 10
Teams / Groups	<div><div></div></div>	1 / 100
Everstore Instances	<div><div></div></div>	12 / 100
Configured Blockchains	<div><div></div></div>	3 / 8
Active API Functions	<div><div></div></div>	22 / 22
Active Modules	<div><div></div></div>	2 / 7
Active Protocols	<div><div></div></div>	3 / 8

The Business Model



Cortex License (Hosted)

Setup Fee
FREE

Annual Licence Fee
USD 20,000

Source Code
**Hosted by
Neuroware**

Cortex Enterprise (White-labelled)

Setup Fee
USD 180,000

Annual Licence Fee
USD 20,000

Source Code
**On-Premise
Solution**

Consulting

Technical Consultation
USD 2,000 per day

Cortex Consultation
USD 500 per day

2 Day Training Workshop
USD 5,000

Proof of Concept

Average price of USD 40,000
+USD 20,000 per annum for Cortex

Minimal Viable Product

Average price of USD 100,000
+USD 20,000 per annum for Cortex

Production Ready Solution

Average price of USD 350,000
+USD 20,000 per annum for Cortex

Go to Market Strategy

January 2017

Launch Cortex, get 1st SME client on board

June 2017

Get 1st Enterprise client on boarded

October 2017

Open up Cortex for automated online signups

March 2017

Launch BCE.asia
ASEAN's first public blockchain consortium

July 2017

Launch our own turn-key solutions that utilize Cortex

2018

Q1 to Q2

Launch BCE services:
-- Identity
-- Notarization

Q3 to Q4

Launch turnkey modules such as Loyalty Rewards and regulatory sandboxes

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

Q1 Q2 Q3 Q4

Our Competitors

Cortex Competitors

FACTOM

USD 8 million
in VC Funding

Data Anchors Only

Centralized Authority

Supports one chain

Pre-Defined End
Solution Focus

TIERION

USD 1 million
in VC Funding

Data Anchors Only

Centralized Authority

Supports one chain

Generic Focus

VAULT OS

Funded with
Unknown details

Full Data Storage

Centralized Authority

Supports one chain

Skewed towards
Banking applications

CORTEX

How do we compare?

USD 100K from 500 Startups
USD 60K from Coinsilium

Full Data Storage

Distributed by Default

Supports Multiple Blockchains

Supports Multiple Use-Cases

The Only MSC Status Blockchain Company

http://www.msomalaysia.my/what_is_msc_malaysia_status



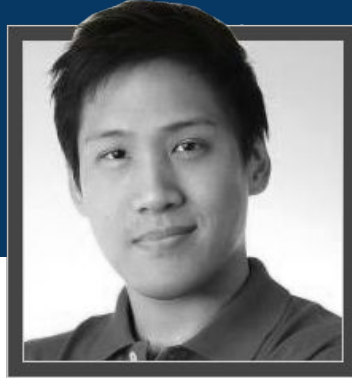
Mark Smalley

Co-Founder & CEO

1st ASEAN Mongo Master

Award-Winning OpenSource Developer

TEDx Talk - The Cost of Cash
<https://www.youtube.com/watch?v=66ctEX47I4E>



Ruben Tan

Co-Founder & CTO

Community Leader

Ex-Developer @ MyTeksi (now Grab)

Regular Presenter @ BankTech Asia
<http://bit.ly/2pLMhOI>



Zayan Yassin

CMO

Designer & Copywriter

Led Formation of Ata Plus (licensed ECF)

Wrote & Directed The Essence of Crowdfunding
<https://vimeo.com/160050837>

Key Performance Indicators

Milestone 1 Q1 2017

Register Blockchain Embassy Asia as a non-profit public consortium entity with a legally binding constitution

Milestone 2 Q2 to Q3 2017

Sign-up first Cortex Enterprise Client (currently negotiating contracts with regulators, banks and telcos)

Milestone 3 Q4 2017

Secure IP for Cortex with Singapore Entity & Launch Turnkey Solutions

Goals

- Promote potential cross-collaboration use cases and pilot projects using Cortex
- Educate potential partners whilst providing governance solutions and blockchain APIs
- Demonstrate Cortex can Improve efficiency within multiple industries & use-cases
- Provides us with turn-key solutions that have a larger market than ECF operators
- Open our base protocols in order to ensure that clients are not locked-in to our APIs
- Provide working publicly accessible demonstrations of potential end-solutions

Financial Projections

Current Investments

2014 @ US\$1.5M Valuation

500 Startups invested US\$100K

Malaysian Angel invested US\$50K

Current Round @ US\$3M Valuation

Coinsilium invested US\$60K

Malaysian Angels invested US\$90K

Seeking an additional US\$350K

Next 12 Months

This can be achieved by launching two minimal viable products from our extensive sales pipeline - and can be doubled if one of those projects manages to go to a live production ready state

Within 2 Years

This would require us to launch three production ready client solutions, by which time we will have enough examples to launch our own turnkey solutions

breaking
even since
2012

Need to double the
size of the team

Revenue:
US\$240K

Costs:
US\$120K

Introduce online
signups & sales

Revenue:
US\$1M+

Costs:
US\$240K

Training, Funding, Presentations & Clients



BANK NEGARA MALAYSIA
CENTRAL BANK OF MALAYSIA



Suruhanjaya Sekuriti
Securities Commission
Malaysia



MINISTRY OF FINANCE MALAYSIA

500startups
coinsilium



TEDx

BFM ^{89.9}
The
Business
Station

Asia 8th Annual Premier Banking Technology Event
BankTechAsia '16
Where banking meets technology...



DBS

axiata



atapplus



Maybank



thank you for your time and interest

founders@neuroware.io