



# neuroware

**ENABLING INNOVATION IN DECENTRALIZATION**

**THE PROLOGUE**

**WHAT ARE BLOCKCHAINS...?**

# BLOCKCHAINS - THE FASTEST GROWING TECH OF OUR LIFETIME

In 2016 alone, over 100 banks and leading financial institutions started working on blockchain projects - with the eco-system receiving over US\$1 billion in funding





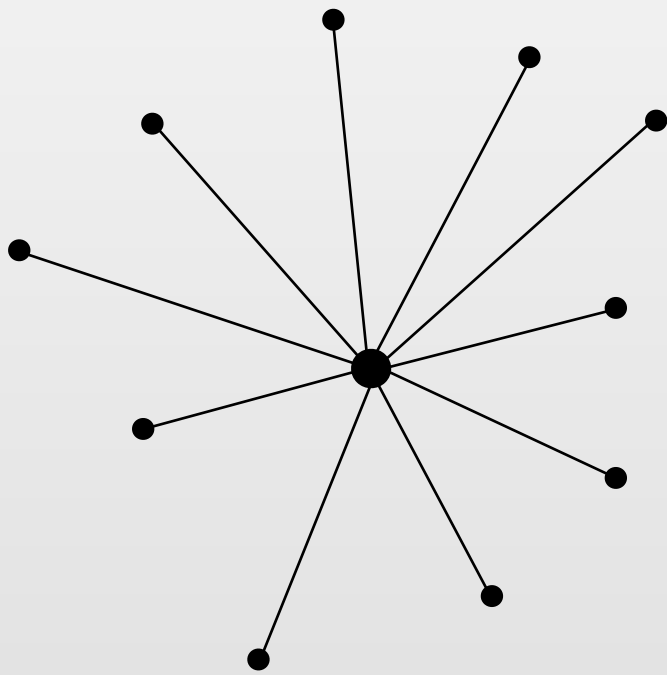
# WHY THE FUSS...? WHAT DO BLOCKCHAINS DO...?

- ⦿ They provide an **immutable** tamper-proof audit-trail of the truth
- ⦿ Data can be easily **shared** and independently verified by third-parties
- ⦿ Vastly increased security that is much less vulnerable to attack or outage
- ⦿ Programmable contracts that can radically reduce human errors and costs

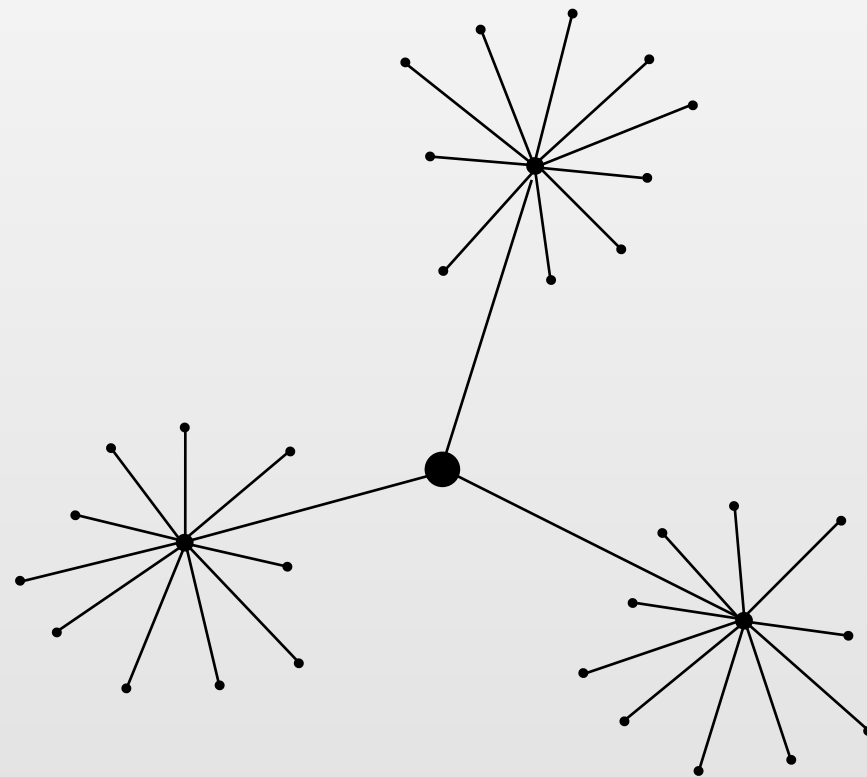


“While FinTech Disrupts Banks,  
the Blockchains Disrupt FinTech”

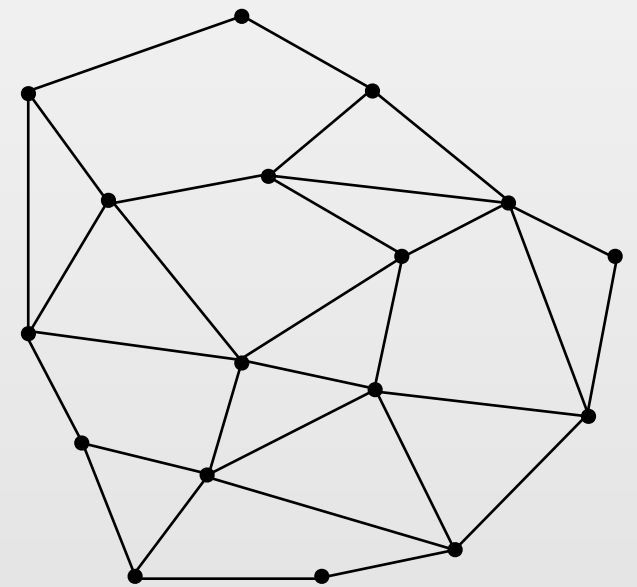
# COMPARED TO WHAT...?



**CENTRALIZATION**  
**DATABASE**

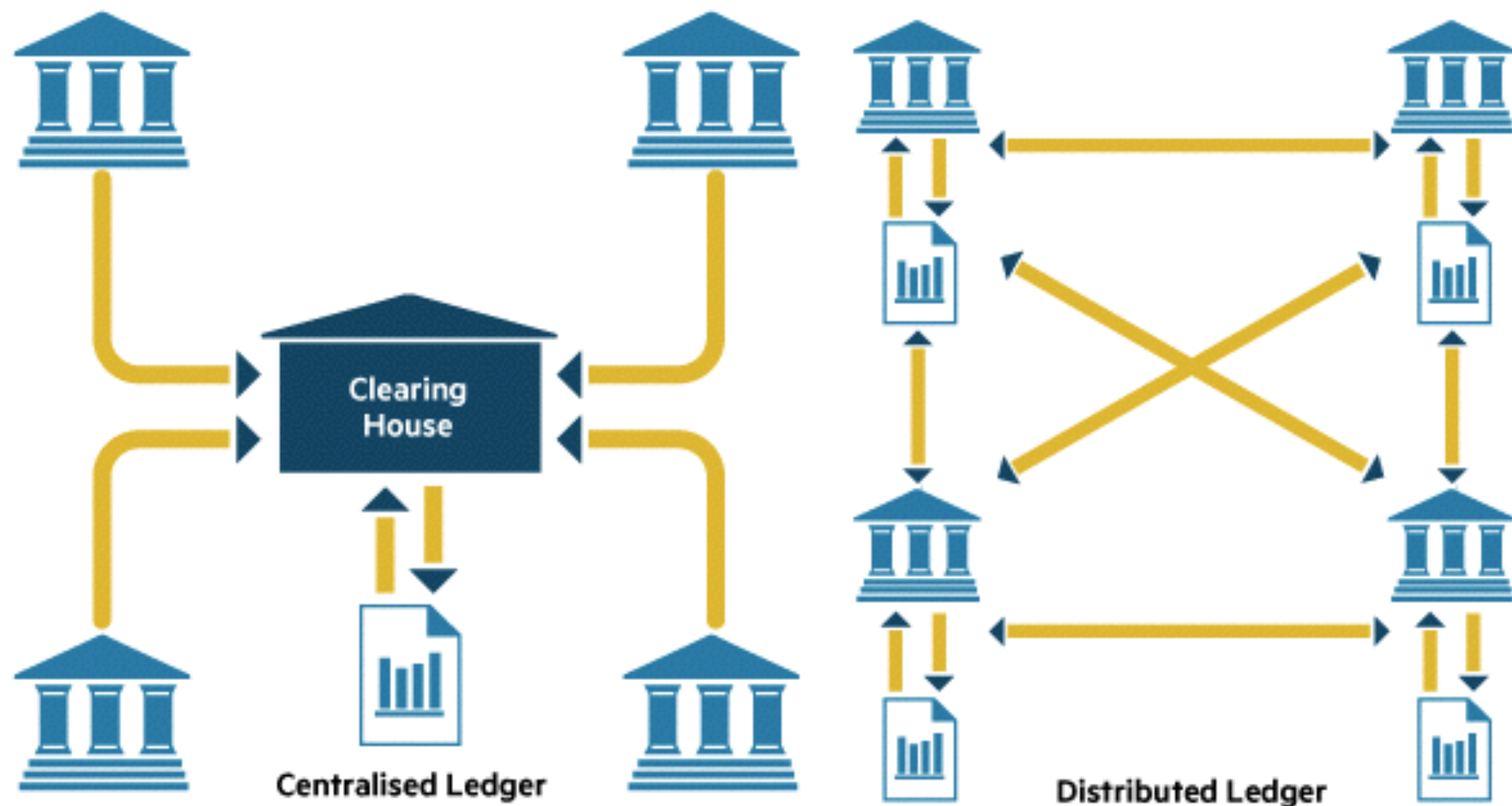


**DECENTRALIZATION**  
**THE CLOUD**



**DISTRIBUTION**  
**BLOCKCHAINS**

# SOLVING PROBLEMS FACED BY EVERY FIN-TECH PLAYER



- Reconciling Multiple Central Ledgers Vs Auto-Audited Distributed Ledgers?
- Batch Processing CSVs every 24 Hours Vs Really Real-Time Settlement?

**THE PITCH**

**WHO ARE NEUROWARE...?**

# WE ARE A TECH-STARTUP FOUNDED BY TECHNOLOGISTS



**Mark Smalley - CEO**

Living in Malaysia for the past 19 Years

Building Web Applications for 15 Years

Spent 10 Years Building Tech Communities

Developing Blockchains Apps for 5 Years



**Ruben Tan - CTO**

Building Web Applications for 10 Years

Active Community Evangelist & Presenter

Early Developer at MyTeksi and OnApp

Studying Distributed Consensus for 5 Years



# WITH EARLY FUNDING FROM INTERNATIONAL INVESTORS

## 500startups

Neuroware was the first Malaysian based team to attend the illustrious 500 Startups accelerator in Silicon Valley, where we received our initial pre-seed investment of RM400K

## coinsilium

Coinsilium are the world's first blockchain investment company to IPO on a stock market (with COIN as their ticker), investing RM250K into an extension of our pre-seed round

# WE HAVE A TRUSTED TEAM OF VESTED-ADVISORS



**Colin Charles**

MariaDB Founder



**Adam Giles**

Ex Standard Chartered



**Hanson Goh**

Axiata / Ex Google



**David Barton Grimley**

Sapient Nitro



**Johnny Mayo**

Forbes 30 Under 30



**Wu Han Ngeow**

Maxis



**Gabey Goh**

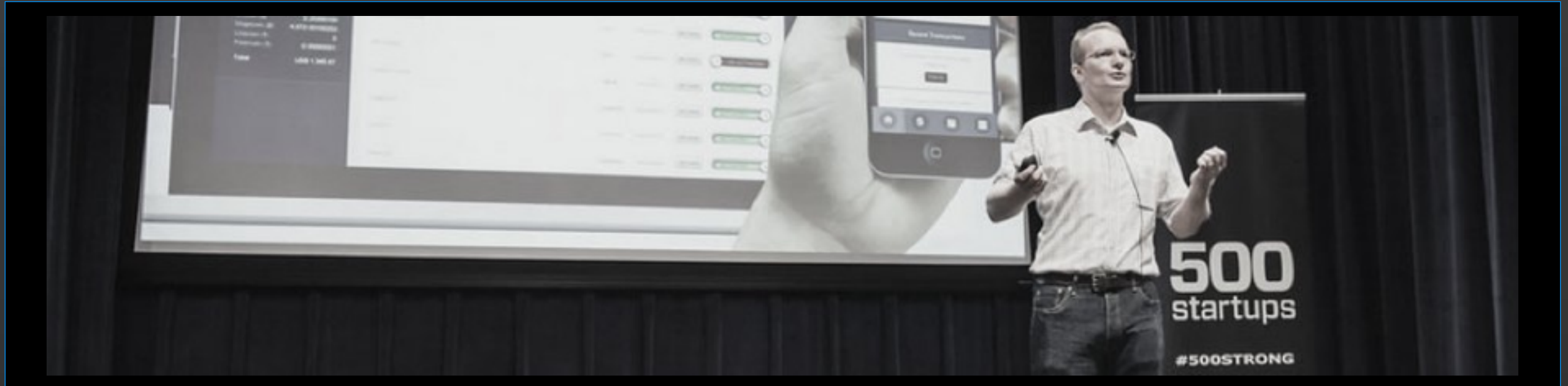
Campaign Asia-Pacific



**Gareth Davies**

Mindvalley

# WE ARE EXPERIENCED INNOVATORS IN AN EARLY ECOSYSTEM



- 🕒 **1st Malaysian Company** to Graduate from 500 Startups in Silicon Valley
- 🕒 **1st Company in Asia** Providing Public Blockchain APIs & Developer Toolkits
- 🕒 **1st in The World** to Develop Non-Financial Blockchain Agnostic Protocols
- 🕒 Helped Organize World's 1st Bank-Backed Blockchain Hackathon (DBS)
- 🕒 Over 15 Years of Collective Blockchain Development Experience

# WE'VE SPENT TWO YEARS DEVELOPING OUR BASE PROTOCOLS

**EVERSTORE**

**DISTRIBUTED  
STRUCTURED DATA**

 **blockauth**

**DECENTRALIZED ID  
AND AUTHENTICATION**

**dnkey**

**KEY LOGISTICS &  
BROADCASTING**


# AGNOSTIC PROTOCOLS PROVIDE COMPETITIVE ADVANTAGE

Although they are arguably very different due to their lack of data types (beyond 32 byte limited MD5 hashes - known as data anchoring), Factom and Tierion are our main competitors, but they are only servicing the US and European markets. No Asian competitors.

	FUNDING	DATA TYPES	DATA SOURCE	BLOCKCHAINS
FACTOM	US\$ 1.5M	1	1	1
TIERION	US\$ 1M	1	1	1
CORTEX	US\$200K	20	8	10





# LEADING TO THE LAUNCH OF OUR CORTEX OPERATING SYSTEM


 CORTEX


dashboard add domain add user add database add api key help


credits : 11.00000000 flush logout


 DASHBOARD


 DOMAINS


 USERS

 DATABASES

 API


 EXPLORER

 WALLET

 SETTINGS


You are currently logged-in with your private key!  
Please remember to logout when you are done editing in order to remove the private key from localStorage.


YOUR PROFILE EDIT





Name	Mark Smalley
Title	Co-Founder & CEO
Company	Neuroware


RECENT ACTIVITY MORE


 Updated DNKey on [mark.neuroware.io](#)  
12 seconds ago by [Mark Smalley](#)


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

 New Everstore db at [team.neuroware.io](#)  
3 minutes ago by [Mark Smalley](#)

 New wallet for [mark.neuroware.io](#)  
1 hour ago by [Mark Smalley](#)

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


 New Everstore db at [team.neuroware.io](#)  
3 weeks ago by [Mark Smalley](#)


 New DNKey on [keys.neuroware.io](#)  
3 month ago by [Mark Smalley](#)


CURRENT USAGE REPORTS


Domains	3 / 10
Sub-Domains	64 / 100
User Accounts	5 / 10
Databases	72 / 100
Active Modules	2 / 7
Active Protocols	3 / 8


# CREATE & MANAGE THE WORLD'S 1st BLOCKCHAIN DATABASES


 **CORTEX**


 DASHBOARD


 DOMAINS


 USERS

 **DATABASES**

 API

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 WALLET

 SETTINGS

databasesnew databaseimport databasepublic data directoryhelp

credits : 11.00000000flushlogout

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sort byMost Recentsearch databases

af1850ac00bc1c42ef6bddc9c2fdaa0ab86e339d41786710acfbcf8c3cdf6097OPEN

Key	Value
Index: ID [md5]	80c374f4d331e84b9618b8b68c4750ec
Name [string]	Cortex v0.0.1
URL [url]	http://localhost/neuroware/everstore/

2f9805d2f32853b9e47785225261d37f074d666fcc0f0c94c54cb9995fa4161fOPEN

Key	Value
Index: ID [md5]	abd05c4ec8bf854d52292cffcde34e75
Name [string]	ATA-Plus v0.0.1
URL [url]	http://localhost/neuroware/everstore/?skin=ata&logout=true

ADD NEW RECORD

ID

Name

URL

COMMIT

# EASILY CUSTOMISED THROUGH MODULAR THEMES AND PLUGINS

**ataplus**

Dogecoin (Testnet) Blockchain / ATA-Plus V0.0.1 / Datastores / Investments

Credits: 254.00000000 **FLUSH** **LOGOUT**

**COMMITTS**

**DATASTORES**

**ISSUERS**

**COMPANIES**

**INVESTORS**

**INVESTMENTS**

**SECTORS**

**ADD NEW**

**SCHEMA**

**DOCUMENTATION**

**6 Months Sitewide Total Investments**

Month	RM Invested (Millions)
January	0.4
March	0.34
March	0.3
April	0.5
May	0.7
June	0.7

**ADD NEW RECORD**

74c87dfa57a94dc86666209cd87a01b5

Date of Investment

Select Investor

Select Company

RM Invested

Equity Given

**COMMIT**

sort by **Most Recent** search investments

f2583c4bbbc1d7f70fe776ef8de24e3e9131884de2be5ed3365fe72e53fa2177 **EDIT** **DELETE** **SCHEMA**

Key	Value
Index: Investment ID [ auto ]	bf28617205e695439c0dd2285a76d7c1

powered by neuroware

# PROBLEMS FACED BY ATA-PLUS AND OUR SOLUTIONS

- ⦿ Difficult to truly include as many retail investors as possible due to 50 limit
- ⦿ Difficult to attract international investors due to current market sentiment
- ⦿ Difficult to actually work in real-time due to offline financial trustee services and daily batch-based CSV transactions with other financial institutions
- ⦿ Having worked with ATA-Plus now for several months, we've been able to:
  - ⦿ Utilize the blockchains to store public data related to our campaign
  - ⦿ Utilize the blockchains to provide an optional digital form of equity
  - ⦿ Utilize the blockchains to develop an ECF loyalty reward platform
  - ⦿ **World's 1st** fully licensed ECF campaign to accept crypto-currency

## OTHER BRANDS WE HAVE BEEN WORKING WITH INCLUDE

“Having finally seen Cortex in action, I can safely say these guys have something truly special on their hands, my only disagreement is that they should be based in Singapore!”

“Neuroware have been our ‘go to’ guys with respect to blockchains and critical in raising the understanding of distributed ledgers for our senior leadership teams and partners”

“Neuroware have consistently been our key consultants with regards to blockchain technology. Their participation provided us with use cases that weren’t first obvious”



**Anson Zeal - CEO**  
**Bitcoin Remittance Company**



**Amran Hassan**  
**Head of Innovation**



**Max Tiong**  
**Head of FinTech**



# NOW RAISING RM 2 MILLION AT A RM 12 MILLION VALUATION

In order to reach annually recurring revenues of RM60 million in 3 years, our financial projections account for obtaining 4 clients within the first 3 months and then growing at 10% month over month with an initial burn-rate of only RM 86,000 a month for a team with four developers

	YEAR ONE	YEAR TWO	YEAR THREE
ANNUAL COSTS	RM 1,032,000	RM 1,548,000	RM 2,268,000
ANNUAL REVENUE	RM 5,903,104	RM 19,175,637	RM 59,199,966
ANNUAL P&L	RM 4,871,104	RM 17,627,637	RM 56,931,966
Nett Profits	<b>RM 4.8 Million</b>	<b>RM 22.4 Million</b>	<b>RM 79.4 Million</b>



neuroware

**BUILDING THE FUTURE TOGETHER**

<http://neuroware.io>