



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](https://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](http://www.msomalaysia.my/what_is_msc_malaysia_status)



**Mark Smalley**

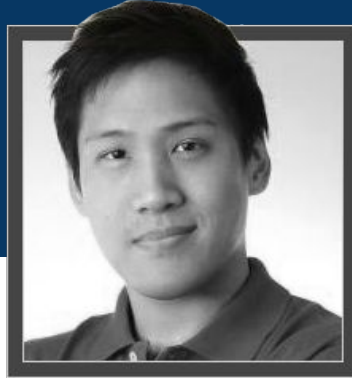
**Co-Founder & CEO**

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)

**Ata-Plus Video (Script & Direction)**

<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

**500**startups  
coinsilium



**TEDx**

**BFM** <sup>89.9</sup>  
The  
Business  
Station

Asia 8<sup>th</sup> Annual Premier Banking Technology Event  
**BankTechAsia '16**  
*Where banking meets technology...*



**DBS**

**axiata**



**atap**plus



**Maybank**



thank you for your time and interest

[founders@neuroware.io](mailto:founders@neuroware.io)