

# **Business Plan & Investment Proposal**

Prepared for: Lion Projects GmbH

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# **Executive Summary**

Fractal Silk Route Hub (FSR Hub) is a next-generation logistics and digital trade platform connecting USA 

↔ Europe (Germany) ↔ Central Asia through an intelligent, fractal-architected ecosystem.

# The Opportunity

- \$180B+ annual trade volume across USA-EU-Central Asia corridor
- 22% projected ROI within 3 years
- Fragmented market with no integrated digital platform
- Strategic timing: New Silk Road revival + digitalization push

### What We Offer

- 1. Multi-modal logistics optimization (sea, rail, road, air)
- 2. **Digital platform** with real-time tracking, automated customs, AI route optimization
- 3. Multi-currency operations (USD, EUR, UZS, KZT, RUB)
- 4. Verified provider network with quality guarantees
- 5. Fractal scalability tested architecture for exponential growth

### **Investment Ask**

- €2.5M Seed Round for platform development + pilot operations
- 12-month timeline to revenue generation
- Exit options: Strategic acquisition, IPO (2028-2030), or dividend flow



### **Current Market Pain Points**

### **For Shippers:**

- No unified platform for USA-EU-CA routes
- Opaque pricing (30-40% markup from intermediaries)
- Poor tracking and predictability
- Currency exchange complications
- Customs bureaucracy delays (7-14 days average)

### For Carriers:

- Low capacity utilization (40-60% empty returns)
- Fragmented client acquisition
- Payment delays and risks
- No data-driven route optimization

Market Gap: Existing platforms focus on China-EU or intra-EU routes. No one serves USA-Germany-Central Asia corridor effectively.



# Our Solution: Fractal Architecture

## **Core Platform Components**

### 1. Digital Marketplace

- Shipper Portal: Quote requests, booking, tracking, documentation
- Carrier Portal: Capacity management, route optimization, payment processing
- **Agent Network:** Local representatives in key cities
- **Provider Verification:** 3-tier quality certification system

### 2. Smart Routing Engine

- AI-powered optimization: Cost, time, reliability, carbon footprint
- Multi-modal combinations: Sea+rail, air+road, etc.
- **Dynamic pricing:** Real-time market rates + predictive analytics
- **Alternative route suggestions:** Bypass disruptions automatically

#### 3. Automated Customs & Documentation

- Digital paperwork: HS codes, certificates, invoicing
- Pre-clearance integration: USA (AES), EU (NCTS), CA customs
- Blockchain verification: Immutable audit trail
- Compliance automation: Sanctions screening, dual-use checks

### 4. Financial Services Layer

- Multi-currency wallet: USD/EUR/UZS/KZT with instant conversion
- Trade finance: Letter of credit, invoice factoring, insurance
- Payment processing: Escrow, milestone releases, instant settlements
- Currency hedging: Protect against exchange rate volatility

### 5. Analytics & Intelligence

- Market insights: Trade flow patterns, price trends, capacity forecasts
- Performance dashboards: KPIs for shippers and carriers
- Predictive alerts: Delays, disruptions, opportunities
- Data monetization: Anonymized insights for premium subscribers

### Why "Fractal"?

Our architecture follows Fractal Metascience Paradigm (FMP) principles:

- Self-similarity across scales: Same operational logic from single shipment to entire trade corridor
- Recursive optimization: Each transaction improves system intelligence
- **Distributed resilience:** No single point of failure
- Natural scalability: Growth doesn't require architectural redesign

**Proven in Terra Ecosystem:** FMP architecture already validated in AIUZ Terra Codex (knowledge management), TerraMemoryDNA (AI context systems), and Qariya (planetary care protocols).

# Market Analysis

**Target Markets (Phase 1: 2026-2027)** 

**Primary Corridor** 

USA (NY/LA) ↔ Germany (Hamburg/Bremen) ↔ Uzbekistan/Kazakhstan

Segment	Annual Volume	Avg Shipment	Our Target
Machinery & Equipment	\$45B	€250K	0.5% = \$225M
Textiles & Apparel	\$28B	€80K	1.0% = \$280M
Agricultural Products	\$22B	€120K	0.8% = \$176M
Automotive Parts	\$18B	€180K	0.4% = \$72M
Electronics	\$15B	€150K	0.6% = \$90M
TOTAL	\$128B	-	\$843M
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Conservative market capture: 0.66% in Year  $1 \rightarrow 2.1\%$  in Year 3

# **Secondary Corridors (Phase 2: 2028+)**

• EU (Poland/Romania) ↔ Central Asia

• Turkey ↔ Central Asia ↔ China

• South Caucasus route (Georgia/Azerbaijan)

# **Competition Analysis**

Competitor	Strengths Weaknesses		Our Advantage
Freight forwarders (DHL,	Freight forwarders (DHL, Established		25-30% lower cost, full
Kuehne+Nagel)	Kuehne+Nagel) network		transparency
China-focused platforms (Alibaba	Tech capabilities	Wrong geography, no CA	Native CA expertise, USA-EU
Logistics)	reen capaomities	focus	corridor
Traditional brokers	Local relationships	Manual processes, opaque	Automation, real-time visibility
Startups (Freightos, Flexport)	Modern UX	Limited to specific regions	Multi-modal, multi-currency, fractal scale

Key Differentiator: We're the only platform purpose-built for USA-Germany-Central Asia with fractal architecture proven in other domains.



# **5** Financial Model

### **Revenue Streams**

# Primary (80% of revenue)

- 1. Transaction Fees: 3-5% of shipment value
  - Shippers pay 2-3%
  - Carriers pay 1-2%

• Average ticket: €100K × 4% = €4K per shipment

### 2. Subscription Plans:

• Basic: €99/month (unlimited quotes, basic tracking)

• Professional: €499/month (priority support, analytics, API access)

• Enterprise: €2,999/month (dedicated account manager, custom integrations)

### Secondary (20% of revenue)

### 3. Premium Services:

• Expedited customs clearance: €500-2,000 per shipment

• Insurance: 0.5-1.5% of cargo value

• Cargo inspection: €300-800 per container

• Warehousing/consolidation: €50-200 per day

### 4. Data & Analytics:

• Market reports: €5,000-50,000 per report

• API access for third parties: €10,000-100,000/year

• White-label platform licensing: €200,000-500,000/year

### 5. Financial Services:

• Currency conversion spread: 0.3-0.5%

• Trade finance commission: 1-2% of financed amount

• Payment processing: 0.8-1.2% of transaction

# **Financial Projections (€ thousands)**

Metric	Year 1 (2026)	Year 2 (2027)	Year 3 (2028)
Shipments processed	850	3,200	8,500
GMV (shipment value)	€85,000	€320,000	€850,000
Revenue	€3,825	€14,080	€36,550
COGS	€1,148	€3,520	€8,032
Gross Profit	€2,677	€10,560	€28,518
Operating Expenses	€2,950	€5,632	€10,965
EBITDA	(€273)	€4,928	€17,553
Net Profit	(€420)	€3,695	€13,165
Net Margin	-11%	26%	36%

# **Capital Requirements**

# **CAPEX (€2.5M total)**

Category	Amount	Purpose	
Platform Development	€900K	Core platform, mobile apps, integrations	
Infrastructure	€400K	Servers, security, GIS/AI systems	
Pilot Operations	€350K	First 100 shipments, customer acquisition	
Legal & Licensing	€250K	Multi-country registrations, compliance	
Pilot Hub (Tashkent)	€300K	Office, warehouse, equipment	
Marketing & Sales	€200K	Brand launch, lead generation	
Working Capital	€100K	Buffer for initial operations	
◀	•	<b>)</b>	

### **OPEX (Year 1: €2.95M)**

Category	Monthly	Annual
Personnel (18 staff)	€95K	€1,140K
Technology (hosting, licenses)	€35K	€420K
Operations (insurance, logistics)	€55K	€660K
Marketing	€25K	€300K
General & Admin	€35K	€420K
Contingency (10%)	-	€295K
TOTAL	€245K	€2,950K

# **Break-even Analysis**

• Break-even point: Month 14 (Q2 2027)

• At: 320 shipments/month, €3.2M monthly GMV

• Cumulative investment to break-even: €3.2M

# **Implementation Roadmap**

Phase 1: Foundation (Q1 2026 - 3 months)

January - March 2026

# **Objectives:**

- Platform MVP ready
- Legal entities established

- Initial team hired
- Lion Projects partnership finalized

**Deliverables:** Core booking platform (web + mobile)

- Basic route calculator with 3 corridors
- Shipper/carrier registration and KYC
- Payment processing integration
- ✓ Company registration (Germany, Uzbekistan)
- ✓ Banking relationships established
- 5 verified carrier partnerships signed
- ✓ Beta testing with 3 friendly shippers

**Budget:** €850K

**Team:** 8 people (4 dev, 2 ops, 1 sales, 1 admin)

# Phase 2: Pilot Launch (Q2 2026 - 3 months)

### April - June 2026

### **Objectives:**

- First 50 commercial shipments
- Platform refinement based on feedback
- Carrier network expansion
- Marketing launch

**Deliverables:** ✓ 50 shipments processed (target: €5M GMV)

- ✓ Average customer satisfaction: 4.2/5.0
- ✓ 15 verified carriers onboarded
- ✓ Customs integration (Germany, Uzbekistan)
- ✓ Real-time tracking operational
- ✓ Marketing campaign (digital, trade shows)
- First 20 subscription customers
- Data analytics dashboard v1

**Budget:** €680K

**Team:** 12 people (+4 for sales, support, ops)

### **KPIs:**

- Platform uptime: >99.5%
- Average quote response time: <2 hours

- Booking conversion rate: >15%
- Customer acquisition cost: <€500

# **Phase 3: Scale-up (Q3-Q4 2026 - 6 months)**

# July - December 2026

# **Objectives:**

- 800 shipments total in Year 1
- Break-even trajectory established
- Series A preparation
- Secondary corridors activated

**Deliverables: 7**50 additional shipments

- **✓** €80M+ cumulative GMV
- ✓ 40+ verified carriers
- ✓ 200+ active shipper accounts
- ✓ Poland-CA corridor launched
- ✓ Trade finance module live
- ✓ Blockchain documentation pilot
- Series A materials prepared

**Budget:** €1,420K

**Team:** 18 people (+6 for expansion)

### **KPIs:**

- Monthly shipment growth: >25%
- Gross margin: >65%
- Customer retention: >80%
- NPS (Net Promoter Score): >50

# Phase 4: Expansion (2027)

### Full Year 2027

### **Objectives:**

• 3,200 shipments (4x growth)

- Profitability achieved
- New corridors and services
- Strategic partnerships

### **Key Initiatives:**

- Turkey-CA corridor
- South Caucasus route
- Warehousing/consolidation services
- White-label partnerships
- Insurance products
- AI-powered dynamic pricing
- Mobile app v2.0
- API marketplace

### **Target Metrics:**

- Revenue: €14M
- EBITDA: €4.9M (35% margin)
- 60+ carrier partners
- 800+ active shippers
- 4 office locations
- 35 employees

# **Team & Partners**

### **Current Core Team**

### Abdurashid Abdukarimov - Founder & CEO

- Independent researcher, FMP architect
- Terra Ecosystem creator (AIUZ, TerraMemoryDNA, Qariya)
- Deep expertise in Central Asia markets
- 10+ years in knowledge systems and AI

# Required Key Hires (Q1 2026)

- 1. CTO Platform architecture, dev team leadership
- 2. COO Operations, carrier relations, logistics optimization
- 3. Head of Sales (Germany) European market, Lion Projects liaison
- 4. Head of Sales (Central Asia) Regional partnerships, shipper acquisition
- 5. CFO (Part-time/Advisor) Finance, fundraising, reporting
- 6. Legal Counsel (Part-time) International trade law, compliance

### **Strategic Partners**

### Lion Projects GmbH (Germany) - PRIMARY PARTNER

### **Proposed Role:**

- Co-investor (€500K-1M equity stake)
- European operations lead
- Carrier network in Germany
- Customer acquisition in EU market
- Brand credibility and legitimacy

### Value Exchange:

- Equity stake: 15-25%
- Board seat
- Revenue share from EU-originated shipments
- White-label opportunities for Lion's clients

# **Other Partners (Under Discussion)**

- Uzbekistan Railways Rail capacity, preferential rates
- Hamburg Hafen Port services, warehousing
- Central Asian logistics companies Last-mile delivery
- Deutsche Bank / Commerzbank Trade finance products
- Insurance providers Cargo insurance integration

# **(** Risk Analysis & Mitigation

# **Key Risks**

Risk	Probability	Impact	Mitigation Strategy
Carrier adoption slow	Medium	High	Offer 6-month commission-free trial; guarantee minimum volume
Regulatory barriers	Medium	Medium	Legal counsel in each jurisdiction; phased compliance
Technical delays	High	Medium	Agile development; MVP-first approach; experienced CTO
Geopolitical disruption	Low	High	Alternative routes (South Caucasus, Turkey); route flexibility built-in
Competition from giants	Medium	Medium	Niche focus (USA-CA); superior UX; fractal scalability
Currency volatility	Medium	Low	Hedging products; multi-currency accounts; rapid settlement
Customer acquisition costs	High	Medium	Partnership model (Lion Projects); referral program; content marketing

# **Competitive Moats**

1. First-mover advantage: Only USA-Germany-CA focused platform

2. Fractal architecture: Proven in Terra ecosystem, unmatched scalability

3. **Network effects:** More carriers  $\rightarrow$  better prices  $\rightarrow$  more shippers  $\rightarrow$  more carriers

4. Data accumulation: Proprietary market intelligence improves over time

5. Multi-currency native: Built-in, not bolted-on

6. Local expertise: Deep Central Asia knowledge (Uzbekistan, Kazakhstan)

# **Technology Architecture**

### **Platform Stack**

#### **Frontend**

• Web: React + Next.js (SSR for SEO)

Mobile: React Native (iOS + Android)

• Design: Tailwind CSS, responsive, accessible

• Languages: EN, DE, RU, UZ (i18n built-in)

#### **Backend**

• **API:** Node.js + Express (RESTful + GraphQL)

• Database: PostgreSQL (transactional), MongoDB (documents)

- Cache: Redis (session, rate limiting)
- Queue: RabbitMQ (async jobs, notifications)
- Search: Elasticsearch (shipments, carriers, routes)

#### **Infrastructure**

- Cloud: AWS (EU-Central-1 + US-East-1 regions)
- **CDN:** CloudFront (global asset delivery)
- Monitoring: DataDog (APM, logs, alerts)
- Security: WAF, DDoS protection, encryption at rest/transit
- Compliance: GDPR, SOC 2 Type II roadmap

### AI/ML Components

- **Route Optimization:** Python + TensorFlow (cost/time prediction)
- Price Forecasting: Time series models (ARIMA, LSTM)
- Anomaly Detection: Identify fraudulent bookings, unusual patterns
- NLP: Chatbot support (Dialogflow), document extraction (Tesseract OCR)

### **Integrations**

- Customs: USA AES, EU NCTS, Kazakhstan, Uzbekistan APIs
- Carriers: API integrations (Maersk, MSC, DB Schenker, etc.)
- Payment: Stripe, PayPal, SWIFT, local payment systems
- **Blockchain:** Hyperledger Fabric (document verification)
- GIS: OpenStreetMap, Google Maps API (route visualization)

### **Fractal Architecture in Practice**

L0 (Ontological Core): Platform philosophy - transparency, fairness, efficiency

L1 (Metatheoretical): Data models, API contracts, business logic

L2 (Methodological): Development processes, testing, deployment pipelines

L3 (Empirical): Actual code, databases, servers

L4 (Systemic Integration): Carrier/shipper/customs integrations

L5 (Socio-Cultural): User experience, multi-language, local adaptation

L6 (Technological): AI/ML, blockchain, automation

L7 (Collective Evolution): Network effects, community feedback, continuous improvement

**Result:** System that scales naturally, self-corrects, and improves recursively - just like Terra ecosystem projects.

# **Investment Proposition**

### The Ask: €2.5M Seed Round

#### Allocation

- 65% Platform & Infrastructure (€1.625M)
- 20% Operations & Pilot (€500K)
- 10% Marketing & Sales (€250K)
- 5% Legal & Admin (€125K)

### **Investor Structure (Proposed)**

- **Lion Projects:** €500K-1M (20-35% equity)
- Strategic Logistics Investor: €500K-1M
- Angel Investors / Family Offices: €500K-1M
- Founder / Team: €0-500K (secondary from future revenue)

### **Equity & Terms**

**Pre-money Valuation:** €8M

**Post-money Valuation:** €10.5M

### **Seed Round Terms:**

• Equity offered: 24% (€2.5M / €10.5M)

• Instrument: Convertible note or priced equity (flexible)

• Board seats: 1 for lead investor (Lion Projects)

Liquidation preference: 1x non-participating

• Anti-dilution: Weighted average

• Vesting: Founder 4-year vest, 1-year cliff

### **Lion Projects Specific:**

• Equity: 15-25% (depending on involvement level)

• **Investment:** €500K-1M cash + in-kind (office space, network, advisory)

• Board seat: Yes

• Advisory role: European strategy, carrier relations

• Revenue share: 5% of EU-originated gross profit (optional alternative to full equity)

### **Exit Scenarios**

Scenario	Timeline	Valuation	Lion ROI
Strategic Acquisition	2028-2030	€50-100M	5-10x
Series $B \rightarrow IPO$	2030-2032	€200M+	20x+
Dividend Flow	2027+	-	15-25% annual yield
			<b>&gt;</b>

### **Comparable Exits:**

• Flexport: Valued at \$8B (2022)

• Freightos: IPO at \$800M (2022)

• Convoy: Raised \$1B+ before shutdown (cautionary tale - importance of unit economics)

• Forto: Valued at \$1.2B (2021)

Our advantage: Niche focus, fractal architecture, proven in Terra ecosystem, capital-efficient model.

# **Partnership Model with Lion Projects**

# Why Lion Projects?

### 1. Strategic Fit

- Deep German logistics expertise
- Established carrier relationships
- Credibility in European market
- Aligned vision for digital transformation

## 2. Operational Synergies

- Lion's clients become our first customers
- We provide Lion digital platform for their operations
- Shared infrastructure (office, warehouse in Hamburg/Bremen)
- · Joint sales and marketing in Germany

### 3. Financial Alignment

- Co-investment reduces risk for both parties
- Revenue share ensures ongoing engagement
- Exit upside for both founders and investors

### **Collaboration Framework**

### Phase 1: Partnership Launch (Q1 2026)

- Legal structure: Joint venture or strategic investment (TBD)
- Lion invests €500K-1M for 15-25% equity
- MOU signed covering roles, responsibilities, IP, revenue split
- Joint team meetings (weekly in Q1, bi-weekly after)

### Phase 2: Joint Operations (Q2-Q4 2026)

- Lion provides:
  - Office space in Germany (Hamburg/Bremen)
  - Introductions to 20+ potential customers
  - 5-10 verified carrier partners
  - European regulatory guidance
- FSR Hub provides:
  - Platform development and hosting
  - Central Asia market access
  - Technical support and training
  - Brand marketing and customer acquisition

### Phase 3: Scale & Expansion (2027+)

- Joint decision-making on major initiatives
- Revenue share: 5% of gross profit from EU-originated shipments to Lion (if not full equity model)
- Co-investment in Series A (optional)
- White-label opportunities for Lion's other ventures

### Governance

- Board composition: 5 members
  - 2 FSR Hub (Founder + CTO/COO)
  - 1 Lion Projects
  - 2 Independent (investors, advisors)
- Decision-making:
  - · Operational: CEO has authority

- Strategic (fundraising, M&A, budget >€500K): Board approval
- Major changes: Supermajority (75%)

# 7 Impact & Vision

## **Beyond Profit: The Terra Ecosystem Connection**

FSR Hub is not just a logistics platform - it's the first commercial node in the Terra Ecosystem, a fractal metascience-based approach to planetary-scale challenges.

#### Revenue Reinvestment Model

Once profitable (Q2 2027+), 10-20% of net profits will fund:

- 1. **Terrapedia** (€1.8M) Fractal knowledge management system
- 2. **Hub Network** (€5.2M) Physical infrastructure for global coordination
- 3. **Terra Ubique** (€800K) Local services platform (Uzbekistan pilot)
- 4. Civilization 2.0 Projects (€50M+) National transformation initiatives

**Investor benefit:** These projects create additional revenue streams and ecosystem value, compounding returns.

### **Social Impact Metrics (by 2028)**

- 5,000+ jobs created (direct + indirect in logistics sector)
- \$2B+ in facilitated trade (GDP contribution)
- 30% reduction in carbon emissions per shipment (route optimization)
- 200+ SMEs enabled to access international markets
- Bridge USA-EU-Central Asia understanding and economic ties

### **Long-term Vision (2030+)**

### FSR Hub evolves into:

- Global Trade Operating System expand to Africa, South America, Southeast Asia
- Planetary Logistics Brain AI-powered optimization of physical goods movement worldwide
- Foundation for Qariya planetary care architecture operationalized through logistics

The Fractal Principle: Just as a single shipment optimization scales to entire trade corridors, FSR Hub's architecture can scale to manage global goods flows, contributing to Earth's self-optimization - the ultimate goal of FMP.



# **For Lion Projects**

# **Immediate Actions (Next 2 Weeks):**

- 1. Review this document and internal discussion
- 2. Due diligence materials we'll provide:
  - Detailed financial model (Excel)
  - Technical architecture docs
  - Legal structure options
  - Reference checks (Terra ecosystem validation)
- 3. **Initial meeting** (video call) to discuss:
  - Partnership structure preferences
  - Investment amount and terms
  - Operational integration plan
  - Timeline and milestones
- 4. **Decision:** Go / No-Go / Modified proposal

### **Proposed Timeline**

Date	Milestone	
Week 1-2	Lion reviews, due diligence, initial questions	
Week 3	Video meeting, discussion of terms	
Week 4	Term sheet draft (if proceeding)	
Week 5-6	Legal documentation, final negotiations	
Week 7-8	Signature, fund transfer	
Week 9+	Operational launch (Q1 2026)	
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Target Start Date: January 1, 2026

# **Appendices**

# A. Comparable Company Analysis

Company	Founded	Last Valuation	Revenue (latest)	Model
Flexport	2013	\$8.0B (2022)	\$3.3B (2022)	Freight forwarding + tech
'	•	•	•	•

Company	Founded	Last Valuation	Revenue (latest)	Model
Freightos	2012	\$800M (IPO 2022)	\$120M (2022)	Booking platform
Forto	2016	\$1.2B (2021)	€400M (2022)	Digital freight forwarding
Sennder	2015	\$1.3B (2021)	€600M (2022)	EU road freight network
Convoy	2015	\$3.8B (2022)	\$300M (2021)	US trucking marketplace (shut down 2023)

**FSR Hub positioning:** Niche focus (USA-EU-CA), capital-efficient, fractal architecture, proven in Terra ecosystem.

### **B.** Market Research Sources

- World Bank Trade Statistics (2023)
- European Commission Trade Data (2024)
- Uzbekistan State Statistics Committee (2024)
- Kazakhstan Ministry of Economy (2024)
- UN Comtrade Database (2023)
- McKinsey Logistics Report (2024)
- Gartner Supply Chain Technology (2024)

# C. Legal & Regulatory Considerations

### **Jurisdictions:**

- Germany: GmbH or SE (European Company) registration
- Uzbekistan: LLC with foreign investment
- USA: Delaware C-Corp (for future fundraising)

### **Licenses Required:**

- Freight forwarding license (Germany, Uzbekistan)
- Customs brokerage authorization (EU, USA, CA)
- Payment processing (PSD2 in EU, FinCEN in USA)
- Data protection (GDPR compliance, cross-border data flows)

**Timeline:** 3-6 months for full licensing

# D. Technology Roadmap (Detailed)

Q1 2026: MVP

• User registration and authentication

- · Basic shipment booking flow
- Route calculator (3 corridors)
- Payment processing (Stripe)
- Email notifications

### Q2 2026: Pilot Features

- Real-time tracking (GPS integration)
- Document upload and management
- Carrier bidding system
- Basic analytics dashboard
- Mobile app v1.0 (iOS, Android)

### Q3-Q4 2026: Scale Features

- Customs integration (Germany, Uzbekistan)
- Multi-currency wallet
- Advanced route optimization (AI)
- Blockchain document verification
- API for third-party integrations

### 2027: Advanced Platform

- Trade finance module
- Insurance marketplace
- Warehousing/consolidation booking
- White-label platform
- Predictive analytics and market intelligence

# E. Financial Model Assumptions

#### **Revenue:**

- Average shipment value: €100K
- Transaction fee: 4% (blended shipper + carrier)
- Subscription: 30% of customers (€499/month avg)
- Premium services: 15% take rate

#### Costs:

- Platform development: €900K (capitalized, 3-year amortization)
- Personnel: €85K avg salary (fully loaded)
- Technology: €35K/month (AWS, licenses, tools)
- Customer acquisition cost: €500 per shipper
- Churn rate: 20% annual (80% retention)

#### **Growth:**

- Year 1: 850 shipments
- Year 2: 4x growth (3,200 shipments)
- Year 3: 2.7x growth (8,500 shipments)
- Year 4+: 50% annual growth

# F. Team Bios (Expanded)

#### Abdurashid Abdukarimov - Founder & CEO

- Background: Independent researcher, FMP architect, Terra Ecosystem creator
- Expertise: Knowledge systems, AI, Central Asian markets, fractal metascience
- Track Record:
  - AIUZ Terra Codex: Validated fractal knowledge architecture
  - TerraMemoryDNA: Recursive context management (88% fidelity across languages)
  - Qariya: Planetary care protocols
- Education: [To be added university, degrees]
- Languages: English, Russian, Uzbek, German (intermediate)

### [Additional team members to be hired - see Required Key Hires section]

# **©** Conclusion: Why Now, Why Us, Why Lion?

# Why Now?

- 1. New Silk Road revival: \$1T+ Belt & Road investments creating infrastructure
- 2. Post-pandemic reshoring: Diversification away from China-only supply chains
- 3. **Digital transformation:** Logistics sector 10 years behind other industries

- 4. Central Asia opening: Uzbekistan reforms (2016+), Kazakhstan diversification
- 5. **Geopolitical shifts:** Need for alternative trade routes (Russia sanctions, Middle East instability)

### Why Us?

- 1. Fractal architecture: Proven in Terra ecosystem, unmatched scalability
- 2. Niche focus: Only USA-Germany-Central Asia platform
- 3. Founder expertise: Deep Central Asia knowledge + technical capability
- 4. Capital efficiency: €2.5M to break-even vs. €50M+ for competitors
- 5. First-mover advantage: Market window open for 12-18 months before giants notice
- 6. **Impact alignment:** Not just profit building planetary-scale infrastructure

### Why Lion Projects?

- 1. **Perfect strategic fit:** German logistics expertise + Central Asia access
- 2. Mutual value creation: Your network becomes our foundation, our platform scales your business
- 3. **Risk mitigation:** Co-investment model aligns incentives perfectly
- 4. Market timing: Launch together in Q1 2026 captures optimal market window
- 5. Long-term vision: Beyond logistics building Terra ecosystem foundation together

# Confidentiality & Intellectual Property

This document is confidential and intended solely for Lion Projects GmbH evaluation purposes.

### **IP Protection**

- FMP Architecture: Open methodology, proprietary implementation
- **Platform Code:** Fully owned by FSR Hub (or joint venture entity)
- Trade Secrets: Route algorithms, pricing models, carrier contracts
- Trademarks: "Fractal Silk Route," "FSR Hub," "Terra Ecosystem" (pending registration)
- Patents: Potential filings for fractal optimization algorithms (2026-2027)

### Non-Disclosure

All parties agree to:

- Keep business terms confidential for 2 years
- Not share financial projections or technical details with third parties

• Return or destroy confidential materials if partnership doesn't proceed

# **Contact Information**

# **Primary Contact:**

Abdurashid Abdukarimov

Founder & CEO, Fractal Silk Route Hub

Email: a.a.abdukarimov@tutamail.com

**ORCID:** 0009-0000-6394-4912 Location: Tashkent, Uzbekistan

**Website:** [To be launched Q1 2026]

### For Lion Projects Team:

Please direct all inquiries, questions, and feedback to the email above. We aim to respond within 24 hours for all partnership-related communications.



# A Thank You

Thank you for taking the time to review this proposal. We believe Fractal Silk Route Hub represents a rare opportunity to:

- ✓ Capture a \$180B+ market with no integrated digital platform
- ✓ Build on **proven fractal architecture** from Terra ecosystem
- Achieve profitability within 14 months with capital-efficient model
- Create lasting impact beyond financial returns
- ✓ Establish USA-Germany-Central Asia as premier trade corridor

We look forward to exploring partnership with **Lion Projects** and building something extraordinary together.

**Document Version: 1.0 Date:** October 13, 2025

Status: Confidential - For Lion Projects Internal Review Next Review: Upon feedback from Lion Projects team

# 🔁 Additional Resources Available Upon Request

- 1. **Detailed Financial Model** (Excel with 5-year projections, sensitivity analysis)
- 2. Technical Architecture Documentation (System design, API specs, security protocols)

- 3. **Legal Structure Options** (GmbH vs SE vs JV comparative analysis)
- 4. Market Research Report (100+ pages, commissioned data)
- 5. **FMP Theoretical Papers** (Fractal Metascience Paradigm foundational documents)
- 6. Terra Ecosystem Case Studies (AIUZ Terra Codex, TerraMemoryDNA validation)
- 7. Pilot Customer Letters of Intent (3-5 companies ready to commit)
- 8. Carrier Partnership MOUs (Draft agreements with 5 initial partners)
- 9. **Regulatory Compliance Checklist** (Germany, USA, Uzbekistan, Kazakhstan)
- 10. **Platform Demo** (Video walkthrough + clickable prototype)

To request any of these materials, please email with subject line: "FSR Hub - [Material Name] Request"

# **E** Closing Statement

In 2013, a small team launched Flexport with a vision to fix global trade. Today it's worth \$8 billion.

In 2016, Forto started with a simple idea: make freight forwarding digital. By 2021, they hit \$1.2B valuation.

In 2026, we launch Fractal Silk Route Hub.

But unlike them, we have:

- **Proven architecture** (not theory tested in Terra ecosystem)
- Untapped corridor (USA-Germany-Central Asia, \$180B/year)
- Capital efficiency (€2.5M to break-even, not €50M+)
- Strategic partner ready (Lion Projects you)

The question is not "Can this work?"

The question is: "Are we moving fast enough?"

Market window: 12-18 months.

Competition awakening: 2026-2027.

Our launch: January 1, 2026.

### Let's build the future of global trade. Together.

"The universe is recursive, and so must be our understanding of it."

— FMP Codex, §L0.5

"Success is where preparation and opportunity meet."

— Bobby Unser

# **Appendix G: FAQ for Lion Projects**

### Q1: Why should we trust the fractal architecture claims?

**A:** FMP has been validated in AIUZ Terra Codex (knowledge management system) and TerraMemoryDNA (AI context management achieving 88% semantic fidelity across 4 languages). These are operational systems, not theoretical models. The same architectural principles apply to logistics optimization.

# Q2: What if carriers don't adopt the platform?

**A:** We offer 6-month commission-free trial for first 20 carriers. Additionally, Lion Projects' existing relationships provide guaranteed initial capacity. Break-even model assumes only 850 shipments in Year 1 - very achievable with even 10-15 active carriers.

### Q3: How do you handle currency exchange risk?

**A:** Multi-currency wallets with instant settlement. We also offer hedging products for customers. Our treasury management includes forward contracts to lock exchange rates for 30-90 days.

### Q4: What's your competitive advantage if DHL or Kuehne+Nagel enter this market?

**A:** 1) They're structured for high-margin, low-volume; we're optimized for mid-market efficiency. 2) Fractal architecture allows faster iteration. 3) We have local expertise they can't replicate quickly. 4) Network effects compound over time. 5) By the time they notice, we'll have 2-3 year head start.

### Q5: What happens to our investment if you raise Series A?

**A:** Your equity percentage is protected with anti-dilution provisions (weighted average). You'll have pro-rata rights to participate in future rounds. Standard terms for seed investors.

### Q6: Can we exit earlier than 2028-2030?

**A:** Yes - we can explore secondary sales, dividend recapitalization, or strategic partnerships with buyout options. Flexibility is built into shareholder agreement.

### Q7: How involved would Lion Projects need to be operationally?

**A:** Flexible based on your preference:

- Minimum: Quarterly board meetings, carrier introductions, strategic advice (5-10 hours/month)
- Medium: Above + weekly ops sync, active sales support (20-30 hours/month)
- Maximum: Above + dedicated team member, co-location, joint ventures (full-time equivalent)

We adapt to what works best for Lion Projects' capacity and strategic priorities.

### Q8: What if the platform doesn't reach 850 shipments in Year 1?

A: We've stress-tested the model. At 500 shipments, we extend runway by 3-6 months but remain on path to

break-even. At 300 shipments, we'd need bridge financing or pivot strategy. However, with Lion's network + conservative assumptions, 850 is highly achievable.

# Q9: How do you plan to handle sanctions compliance (Russia, Iran, etc.)?

**A:** Automated screening against OFAC, EU, and UN sanctions lists. Every shipment and every counterparty checked in real-time. We work with compliance software providers (e.g., Dow Jones Risk & Compliance) and legal counsel specialized in trade law. Zero tolerance for violations.

### Q10: What's the founder's commitment level?

**A:** 100% dedicated. This is not a side project. Abdurashid will relocate as needed (Germany/Uzbekistan), full-time on FSR Hub, with 4-year vesting schedule to ensure long-term alignment.

### END OF DOCUMENT

Prepared with precision, presented with confidence, ready for partnership.

Fractal Silk Route Hub × Lion Projects = The Future of USA-EU-Central Asia Trade

Next Step: Your move, Lion Projects. Let's talk.