



SHIVOM

THE GLOBAL
GENOMICS-BLOCKCHAIN ECOSYSTEM

SHIVOM VISION

With SHIVOM everybody will be able to get their genome sequenced and stored, and our ecosystem will offer an open web-marketplace for other providers to add their apps and services, alongside genomic data analytics and personalized medicine.

Our solution will create shared value for individuals, not-for-profit organizations, governments, and for-profit entities alike.



*We are building the largest
genomic data-hub on the planet.*



GENOMICS

WHAT IS GENOMICS?

A highly interdisciplinary study of DNA that provides information about:

- Ancestry
- Susceptible diseases
- Potential drug treatments
- Opportunities for precision medicine and new drug development
- Many other things, some yet unknown

THE CHALLENGE

Unfortunately genomic data is currently **siloed, inaccessible and doesn't reach its full potential** to improve healthcare

GENOMICS OTHER CHALLENGES

01

Critical data's control in untrusted third party organizations

02

Data being sold to for-profit institutions without donor's knowledge or profit

03

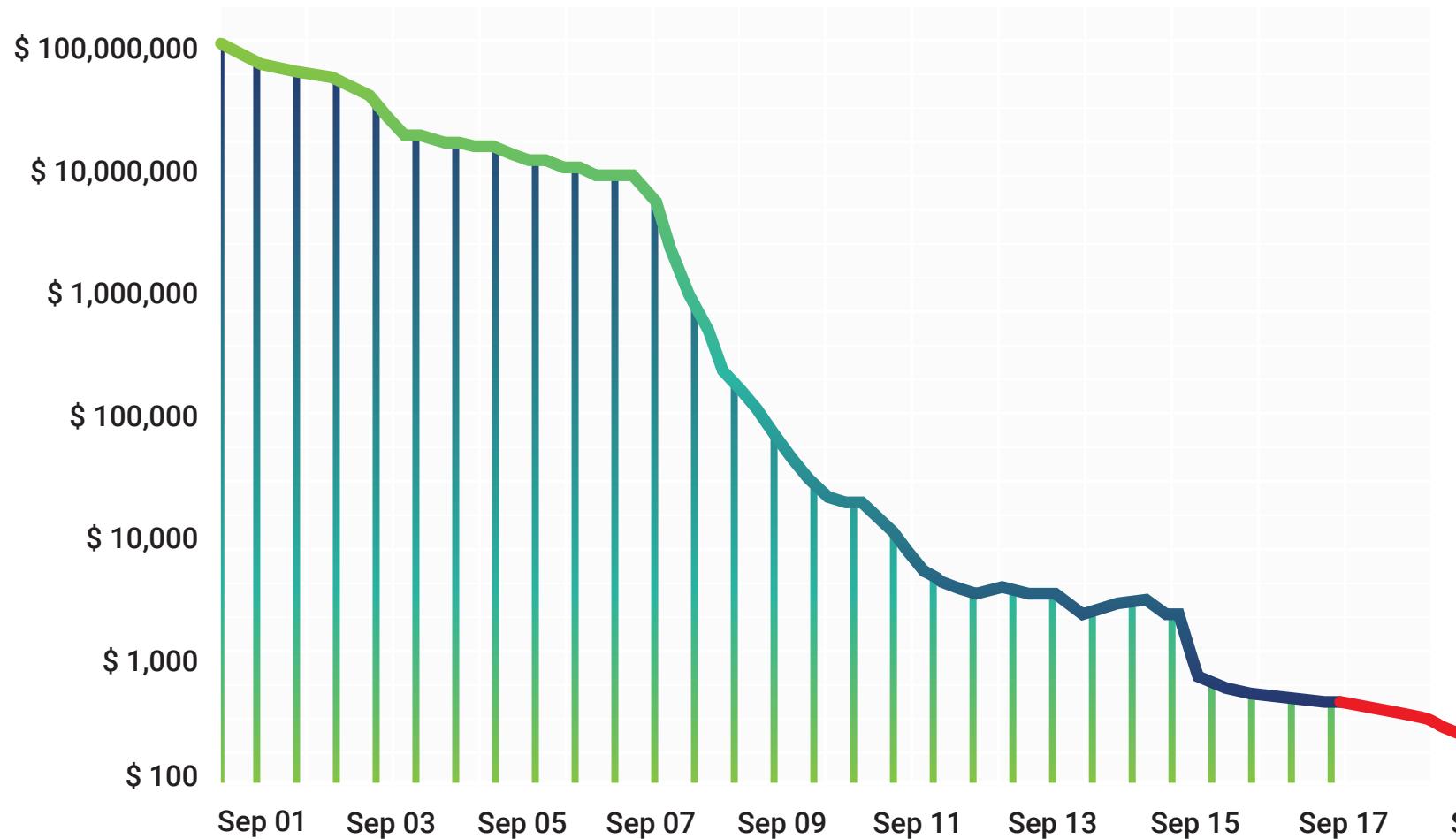
Huge market share and millions of revenue to large companies making money of donor's data

04

Patients effectively paying twice for data and higher drug prices



EXPONENTIAL GROWTH IN MARKET



With falling genomics prices and huge growth in the genomics and large data analytics markets (a conservative CAGR of 11%) in the recent and projected years, there's enormous potential for company growth

MARKET SIZE

1. Global healthcare market: projected 8.7 trillion by 2020
2. Precision medicine market: projected 112.6 billion by 2025
3. “90% people in the United States will be sequenced within the next 20 years.” -Robin Thurston, CEO of Helix

Competition

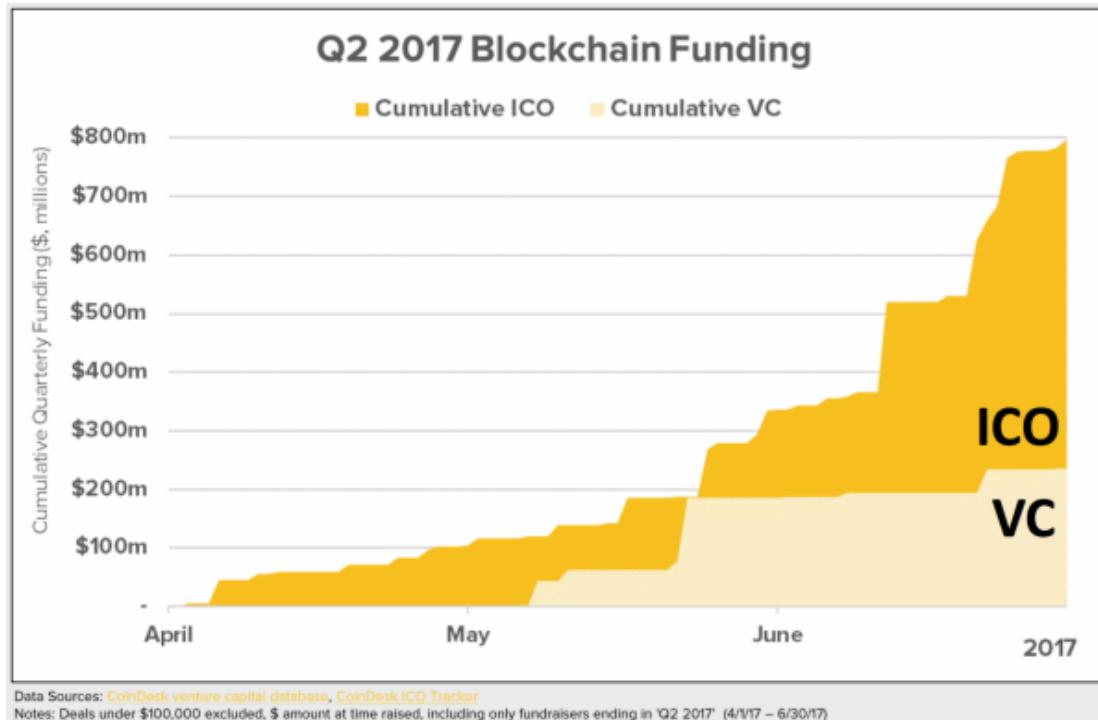
Company	People Sequenced	Market Value
23andme	1M	\$1.1 B
Ancestry DNA	4M	\$2.6 B
Helix	N/A	\$100M (Raised)



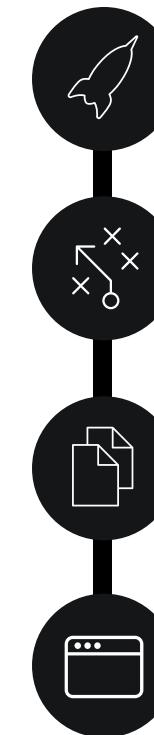
India's population is 1.3 billion individuals with the opportunity to sequence nearly all of them

BLOCKCHAIN TECH & ICOS

Investors should aim to buy tokens of projects that are likely to succeed and cause token's value rise (similar to VCs buying shares in start-ups).



ICOs exceeded VCs by over 3X in Q2 2017



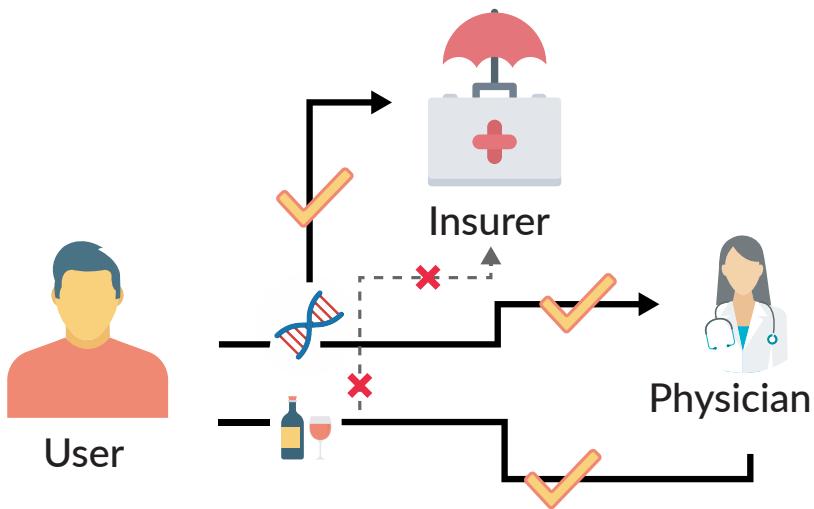
Initial Coin Offering (ICO): opportunity for the general public to buy tokens that a company is planning to issue as part of the project they are building

Liquidity is achieved via crypto-exchanges, P2P and smart reserves (such as Bancor), which trade globally 24/7, with minimal fees and instant settlement

Tokens enable governance via smart contracts using the blockchain

Token: unique cryptocurrency issued by company in a blockchain to provide utility, rights or economic value within a platform/ company

THE SHIVOM ECOSYSTEM



A decentralized blockchain where people can get their genome sequenced and stored, and an ecosystem where providers can add apps and services to drive personalized medicine, establishing a highly scalable and fully integrated healthcare vertical

SHIVOM SOLUTIONS

01

Decentralized blockchain where data being secured and owned by the donor completely

03

Patients being incentivized directly for donating data to the research studies

05

Whole genome tests at subsidized rates bringing mass adoption

02

Complete control to the patient over the accessibility in a secure fashion

04

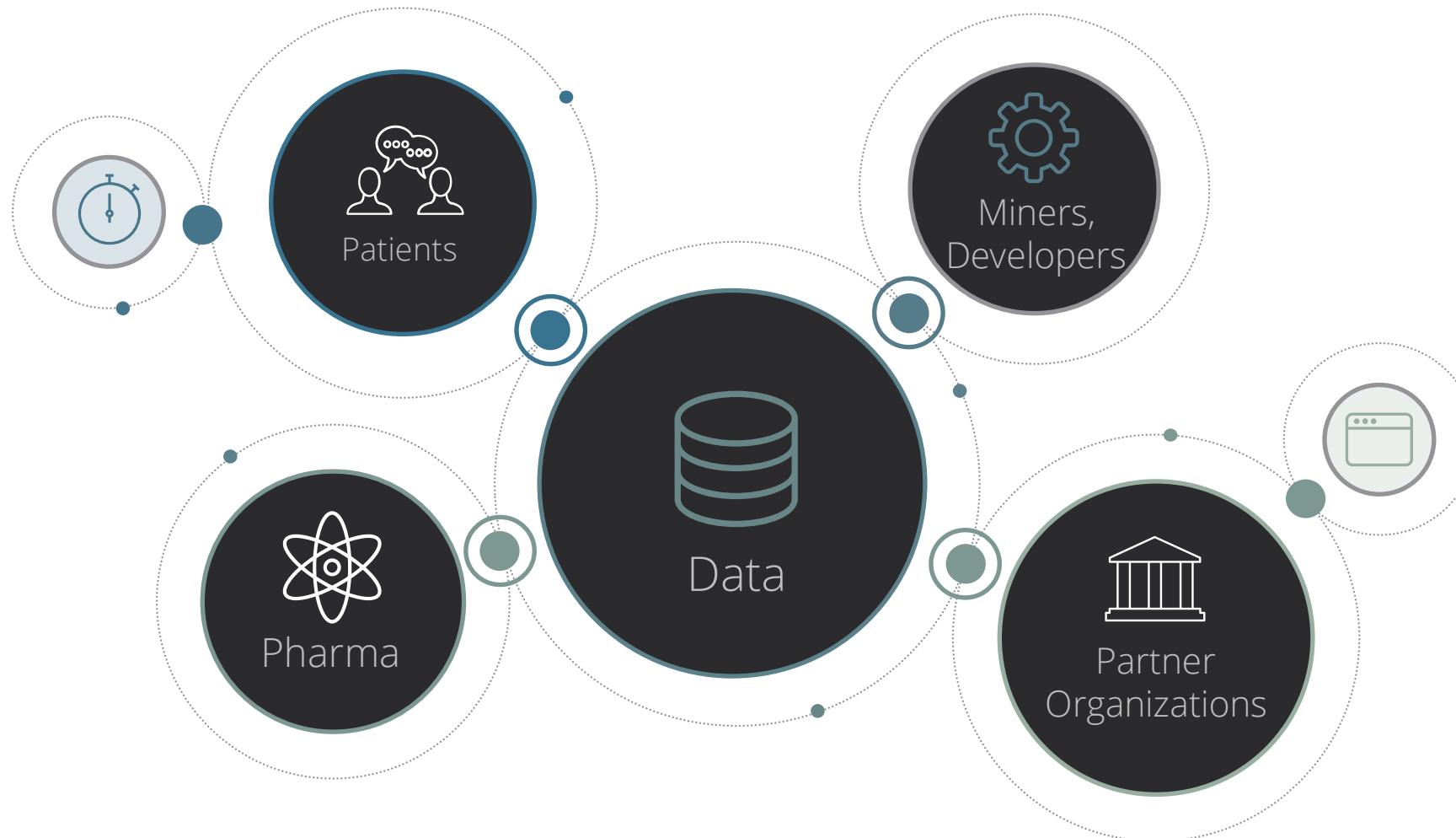
Single largest repository of genomic data for R&D, precision medicine and DNA supercomputing

06

App marketplace and sharing economy on top of the blockchain for full genomic data integration

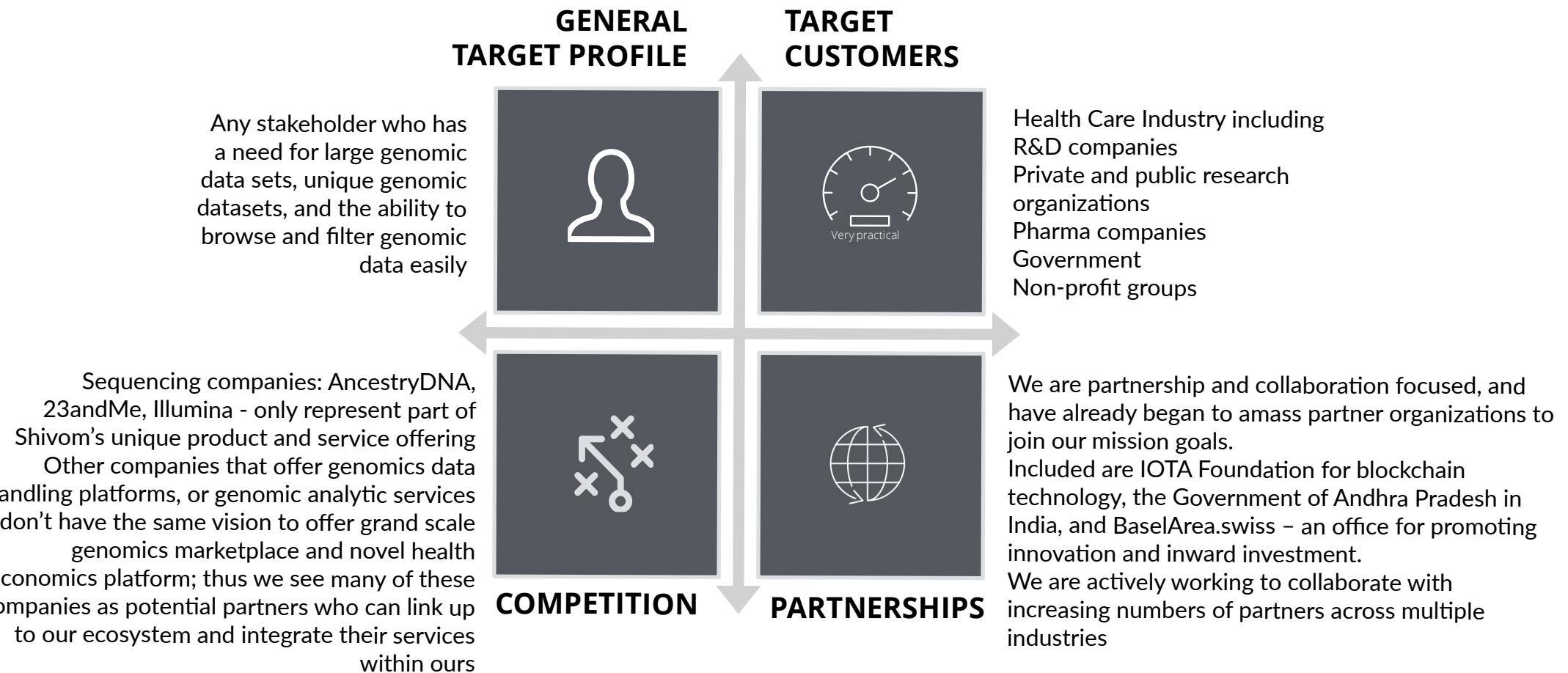
SHIVOM ECOSYSTEM

A fully integrated, open, shareable, scalable community for all stakeholders

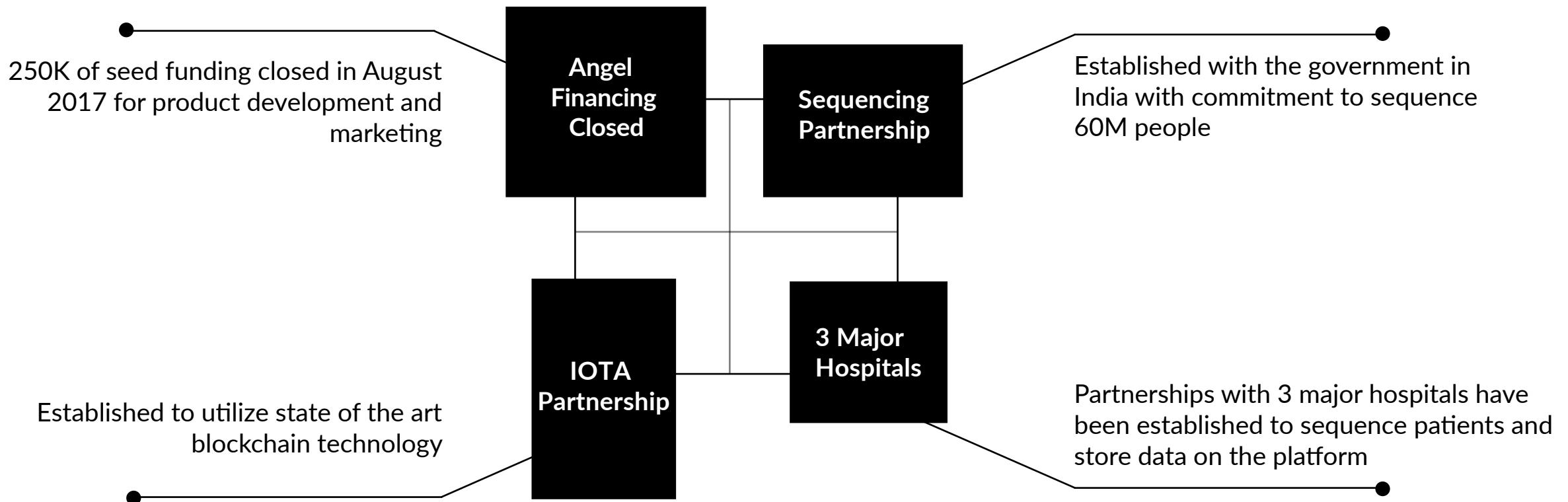


PARTNERSHIP & BUSINESS MODEL

Leveraging partnerships and collaboration for maximum return



TRACTION MODEL

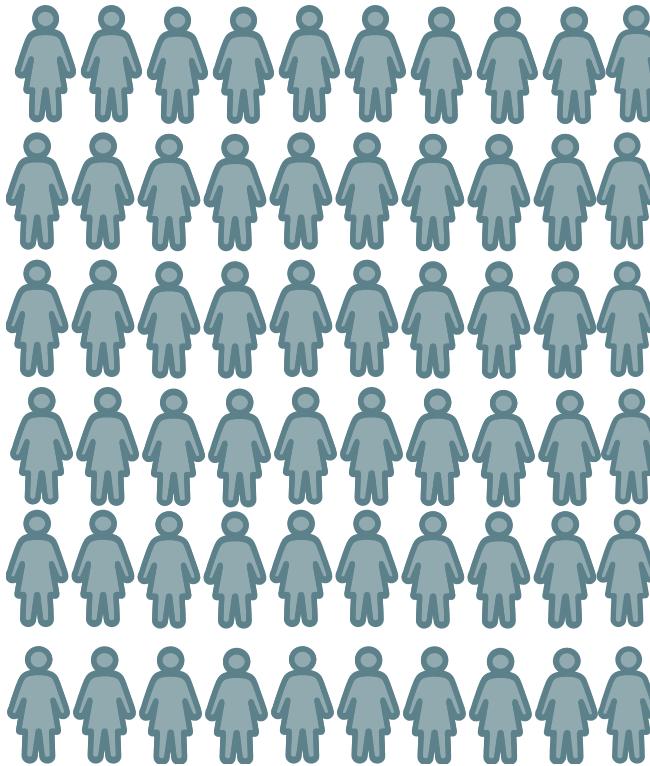


PROOF OF CONCEPT PROJECT

23 & Me
1M people sequenced
Market Value: USD \$1.1B



Shivom's
first sequencing project
*60X more people
will be sequenced*

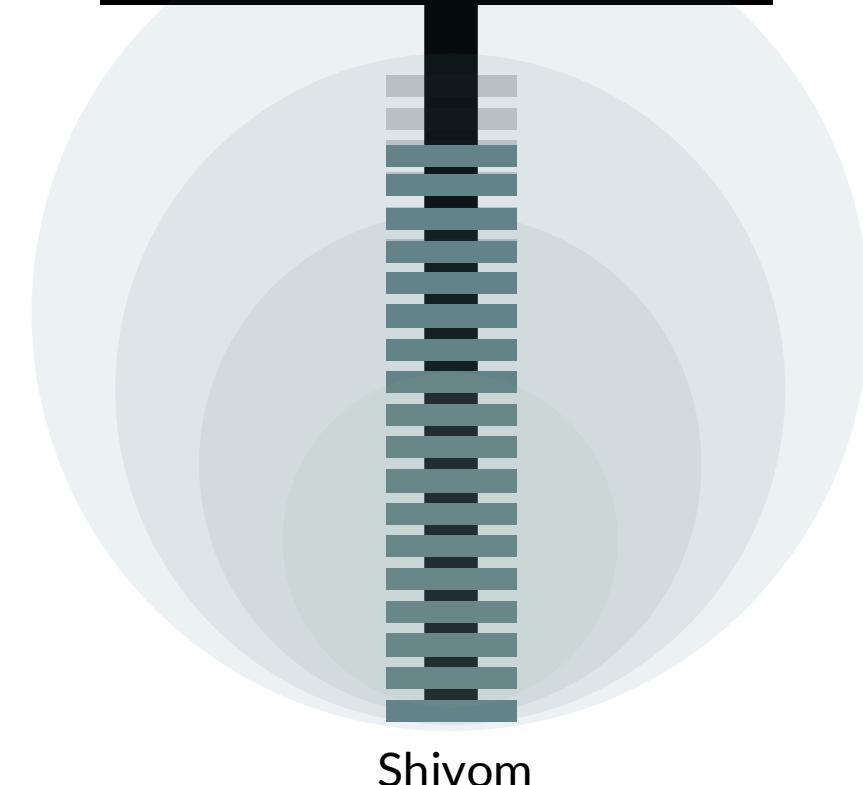


23 & Me

A vertical bar chart with a single bar extending upwards, composed of 10 horizontal grey bars, representing the market value of 23 & Me.

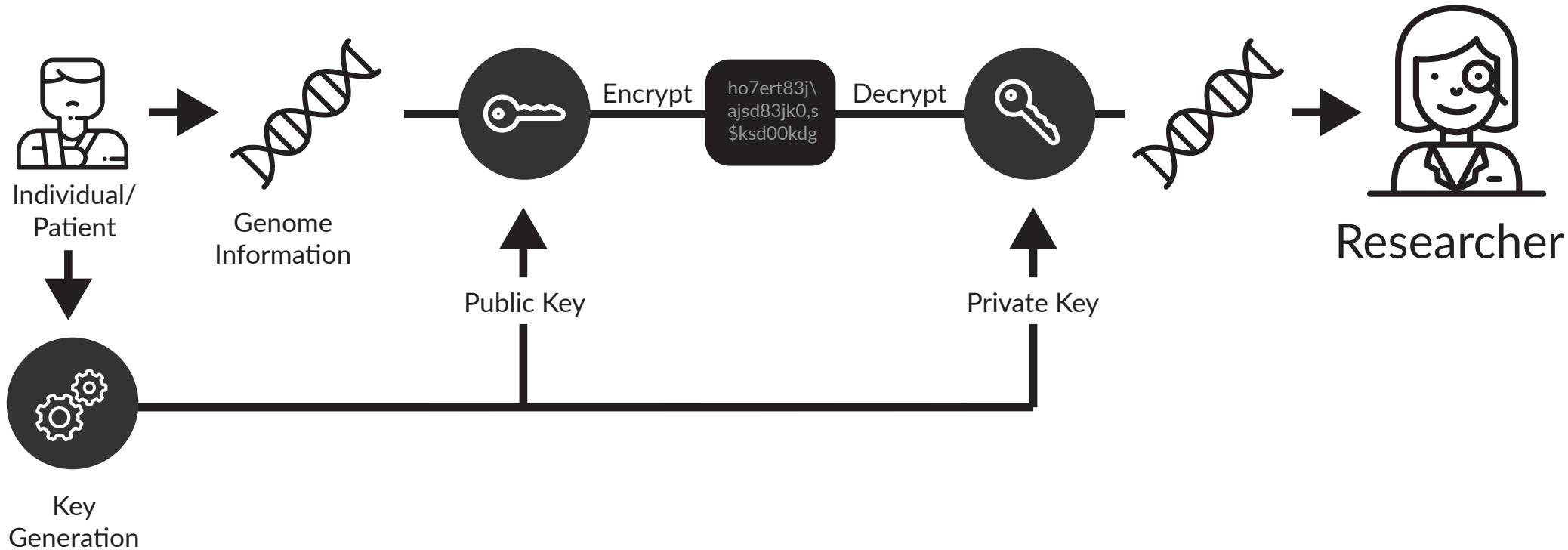
Sequencing Partnership with Andhra
Pradesh Government in India
60M people will be sequenced

Follow On
Network Effects and Partnerships
Will See Increased Growth

A vertical bar chart with a single bar extending upwards, composed of 60 horizontal teal bars, representing the increased growth of Shivom due to network effects and partnerships.

PROOF OF CONCEPT PRODUCT

A platform for individuals and user groups to upload and analyze genomic datasets



Donor Dashboard: My Profile >> My Wallet >> My Data >> App Marketplace >> Privacy Settings

Pharma Dashboard: Company Profile >> Wallet Credits >> Data Sets >> Orders

PROOF OF CONCEPT PRODUCT

Secure, Trusted and Functional Payment System Using an Established Wallet

1BTC = USD 6911.73 [Sign Out](#)

[Home](#)

[Transactions](#)

[Security Center](#)

[Settings](#)

Powered by Auxesis.

Be Your Own Bank.®

[Send](#) [Request](#)

Most Recent Activity.

File	Transaction	Oct 24, 2017	Sent 1.00003797 BTC
File	Transaction	Oct 18, 2017	Sent 0.01013742 BTC
File	Transaction	Oct 07, 2017	Received 0.00063475 BTC
File	Transaction	Oct 07, 2017	Received 0.00126951 BTC

2.46865041 BTC
USD 17062.65

Send
Send Bitcoin to any Bitcoin Address

Step 1 of 2

From:

To:

Enter Amount in BTC USD

Description: Eg. For rent..

Transaction Fee:

[Regular Send](#) [Cancel](#) [Next Step](#)

OMIX TOKENS

The OmiX token is a key component of the system that enables buying, trading, incentivizing and other upcoming services. The token is the **fuel of an internal mechanism of the Shivom ecosystem**, as well as part of the **governance component of the system**.

Benefits of omiX tokens

- Acquiring premium services in the Shivom ecosystem
- Ability to acquire genome sequencing kits
- Ability to sponsor sequencing projects
- Acquiring access to health/fitness apps from 3rd party providers
- Ability to access the genome database
- Ability to pay data donor for data/participation in research studies
- Acquiring access for service providers to use the platform

Acquiring tokens

- Token Sale
- Secondary Markets
- Rewards Collection



TOKEN DISTRIBUTION - 3 BILLION OMIX TOKENS

Token Sale:

OmiX Token will be sold during the ICO process.

Allocated: 990M OmiX utility tokens

Community:

90M OmiX Token will be distributed to the community, for example in form of bounty programs to leverage network effects, growing the Shivom ecosystem, and for community initiatives to reward developers, entrepreneurs, and strategists to nurture a global healthcare network.

Founders:

420M OmiX will be allocated for founders support for the development of the Shivom ecosystem and their continued long-term alignment with the project.

Advisors:

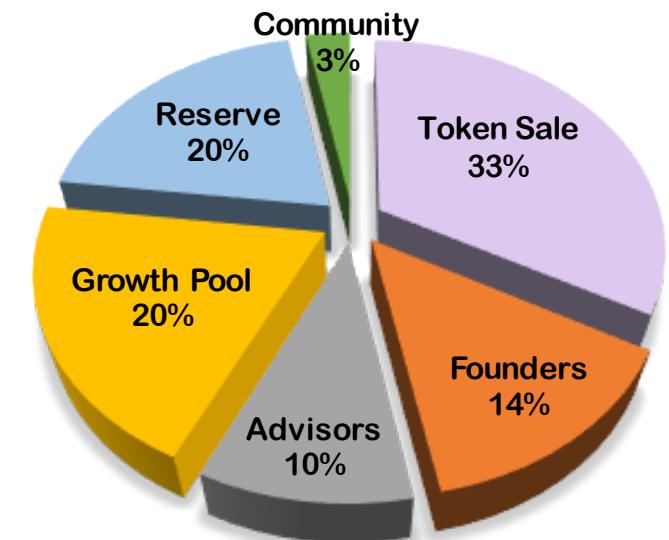
300M OmiX will be allocated for early backers and global network of advisors.

Incentivizing Growth Pool:

600M OmiX of the total supply of tokens will be secured in a smart contract, allocated to the database, and introduced into circulation as rewards for data generation.

Company Reserve:

600M OmiX will be kept by the Foundation as reserve fund for future data contribution, running the Foundation and associated non-profit R&D efforts. The Foundation maintains all authority to utilize a few or the majority of the reserve tokens held for major future external investors.



TOKEN SALE - USE OF PROCEEDS

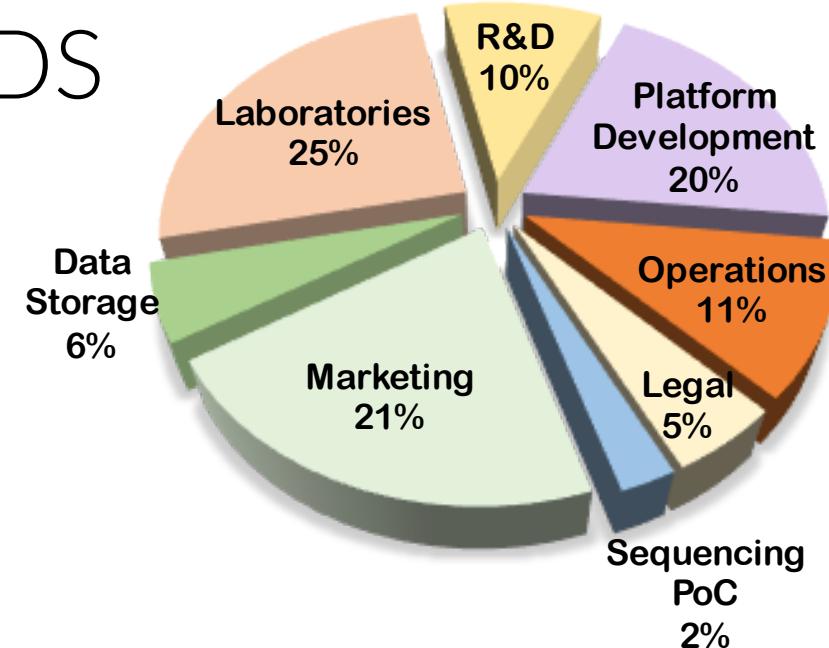
The level of funding received dictates the distribution of funds, however, reserve structure allows us to reduce the volatility along the way towards achieving long-term objectives.

Platform development. Database building, UI, APIs and metadata curating. A large part of this budget will be used to make the platform secure and scalable. From there we will implement new features along with the creation of the open marketplace.

Operations & Business Development. Day-to-day operations, team building (developers, geneticists, marketers and product managers). Forming the Foundation.

Non-profit R&D platform. Drug discovery platform combining elements of Big Data analytics, artificial intelligence, genomics, proteomics, lipidomics, and metabolomics.

Marketing & Forming Partnerships Ongoing community building events and reaching the general public via traditional marketing channels and persona-based approaches. This includes also educational materials, roadshows, cooperating with other genomics-initiatives, organizing events and conferences, and KOL management.



Legal. Regulatory compliance for all markets where Shivom will operate.

Conducting initial PoC. First sequencing project in hospitals in rural India.

Data Storage. Forecasted to sustain platform for the first years.

Setting up labs. Setting up a global network of laboratories and counselling services.

SHIVOM LEADERSHIP TEAM



Dr. Axel Schumacher
Co-Founder & CEO
PhD Genetics, over 20 years
of R&D leadership experience
in genomics, epigenetics,
biomarker discovery, Bio-IT,
aging & longevity. Author of
the 'Blockchain & Healthcare
Strategy Guide', the standard
compendium for the
healthcare industry. Faculty
Member, Blockchain
Research Institute, Toronto.



Gourish Singla
Co-Founder & COO
Serial Entrepreneur.
Background in investment
banking and wealth
management. 4th Company
in the Digital health space;
Single-handedly established a
unit and drove it \$35 million
revenue.



Sally Eaves
Co-Founder & CMO
Experienced Chief
Technology Officer, one of
the top 10 blockchain
influencers, Practising
Professor of FinTech, Global
Strategic Advisor, and
member of the Forbes
Technology Council of UK
Govt.



Per Lind
Co-Founder & CSO
Co-founder of IOTA
foundation (\$15 billion
market cap). Per is an advisor
to several governments. He is
an excellent innovator and
strategist.



Akash Gaurav
Co-Founder & CTO
Blockchain expert - started
India's first blockchain
company, Auxesis Group (Top
100 blockchain companies),
Blockchain Lab, India, and is
an advisor to the blockchain
startup Cashaa (\$15 million
raised).

SHIVOM CORE TEAM



Dr. Natalie Pankova
Chief Scientific Officer
Serial entrepreneur, currently a director in 2 early stage health companies, with focus on ophthalmology and inflammatory diseases, 8+ years of University teaching experience and multiple roles in the non-profit sector.



Henry Ines
Chief Information Officer
Global executive and trusted advisor with 17+ years of investment, corporate finance & management consultancy experience. Currently a venture partner at DraperDragon Fund and a mentor at multiple accelerators and startup organizations.



Agam Kansal
Marketing Lead
Co-founded a funded startup in an IOT space, with a certificate course in Entrepreneurship from Stanford, has extensive experience in developing and implementing communication strategies across organisations.



Kumar Gaurav
Co-Founder & Chief Technology Advisor
Serial entrepreneur, among the top 100 most influential people leading the evolution of Blockchain, awarded Extraordinary status (O1) by the United States government. Founder of Cashaa, and Chairman of Auxesis Group.



Stephane Laurent
Chinese Subcontinent Head
Started his career in the field of conflict resolution, working for UN-backed projects in the Middle East, with strengths in international business analysis and development; currently manages a community of social entrepreneurs out of Shanghai.

SHIVOM CORE TEAM



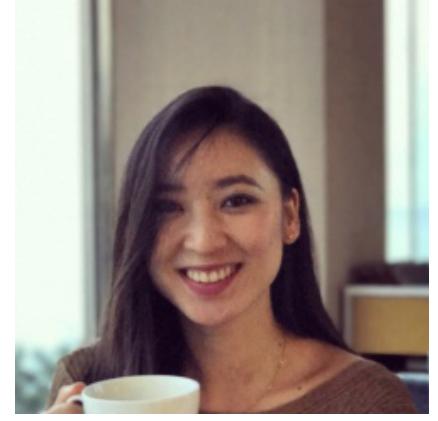
Pierre Maarek
Investment Lead
Currently head of the Equity Derivatives activities of Exane America. With 15 years in the industry working for the biggest players (JP Morgan in London, Natixis in Paris and now Exane in New York), he will bring his deep knowledge of the financial industry and his extensive network.



Dr. Kayleen Schreiber
Design Lead
Kayleen communicates complex concepts to the general public through animation, infographics, and writing. She displays the value of science and technology by highlighting wonder, process, challenges, and storytelling.



Hosam Mazawi
Strategy Lead
Experienced in global and regional market development within fintech, innovation and IT industries. Specialized in marketing strategy, crypto investment and ICOs. An active member of the Israeli crypto community.



Peng Ting
Community Manager
Associate professor with demonstrated experience in higher education in Busan, South Korea. Background in International Relations and business anthropology. Consultant and translator for businesses and international education conferences. Radio show guest host. A truly passionate communicator.

GO TO MARKET STRATEGY

01

Collaborations: Working with medical centers, non-profit healthcare organizations, patient support groups and for-profit organizations to ensure a global and wide adoption of the platform

02

Incentives: To make these developments viable, we are implementing many incentives for people to use the platform. Eg, a user rewarded for participating in research studies, providing health information, or for recommending the platform to family and friends.

Bounties: Rewards (including tokens, cryptocurrency, free health apps or discounts) can also be earned for creation of original social media content, social promotions, sharing research campaigns, or using apps, encouraging word of mouth marketing.

03

Strong Global Marketing Campaigns

04

Working directly with governments to get whole populations sequenced

05

Targeting quantify-self movements to spread the word that they can use their sequences from other providers. Shivom database can properly deliver value even when genomes from other genomics services such as 23andMe, AncestryDNA, Sure Genomics, Genos, NationalGeographic, GeneDx, Gencove and others, are uploaded to the database.

MILESTONES COMING UP



Proof of Concept
Successful PoC was
carried out Q4 of 2017

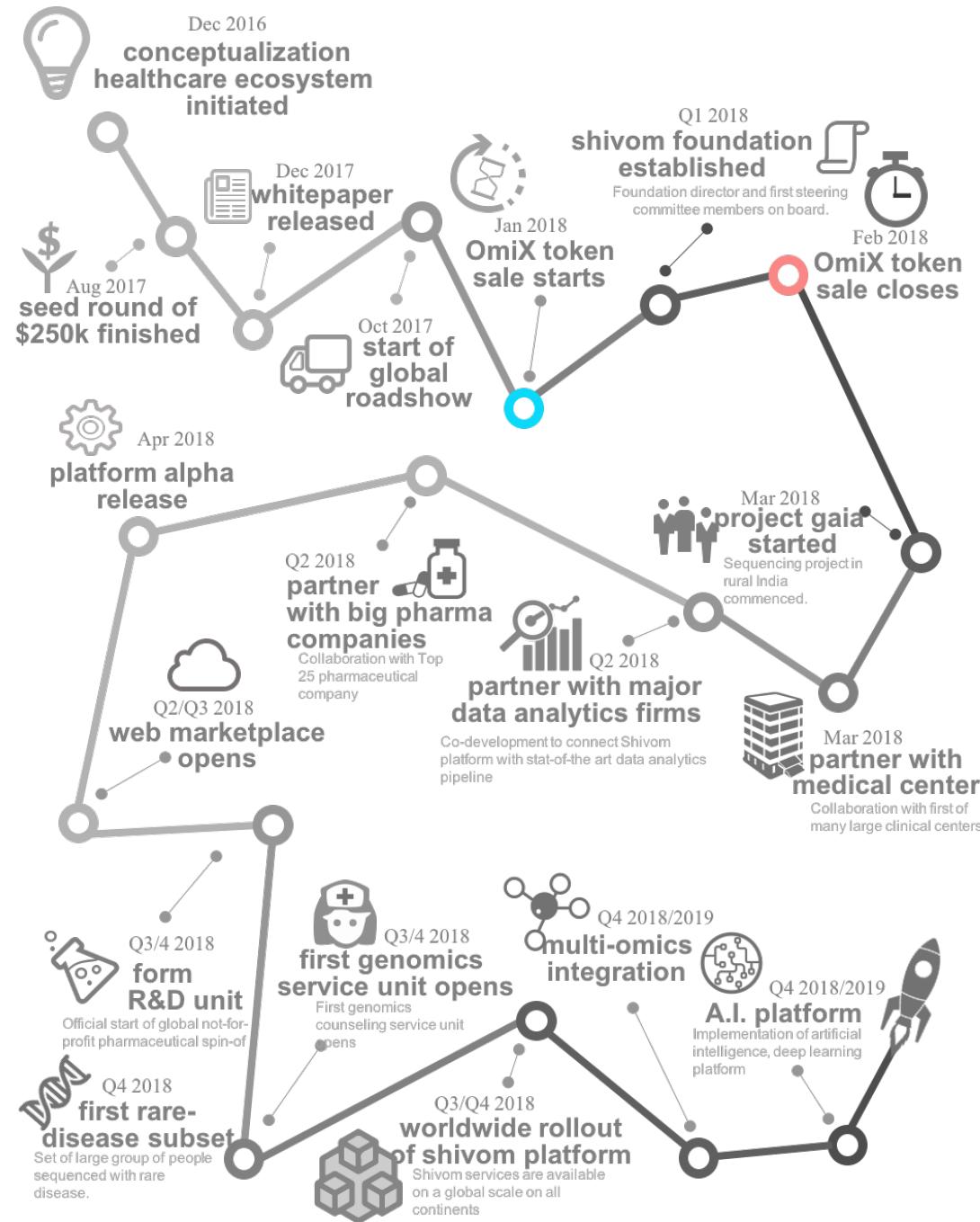


Token Sale
OmiX tokens on sale
Jan 2018



Product Launch
Beta version launched to
partners and public Q1
of 2018 .

Roadmap



PARTNERSHIPS & COLLABORATIONS



Team Shivom with the assistant to the Chief Minister, Andhra Pradesh Govt (India)



Team Shivom at the World Blockchain Summit 2017 in Dubai

CONTACT US

We are building the world's largest blockchain powered digital genome repository.

Website: www.shivom.io
Email: info@shivom.io

 shivom.slack.com

 t.me/joinchat/F-VT6BHQLyzSAIzOXaqzg

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