

Business Plan Summary

Company Description

The conception of MESG began in 2017 when developers Anthony Estebe and Nicolas Mahe found that no available solutions allowed for free-flowing communication between Ethereum and web services.

After months of experimentation and refinement, they discovered that not only could they allow for free communication between Ethereum and the web, but between any technology and any other technology through an open and decentralized network.

Since the company's conception, a third co-founder, Alexis Sirkia, expanded the team and brought MESG into the Yellow Incubator for financial support and marketing expertise. In mid-2018, MESG released Core, a working product which allows for free communication between any technologies.

The MESG Infrastructure is the first and only tool for combining any technologies or blockchains in a decentralized way. **The development platform encourages the sharing and reuse of components of applications, cutting development and maintenance costs by 50% or more.**



Vision Statement

To become the universally-used platform for connecting traditional technology to trustless systems. Business integration made simple.

Mission Statement

To save businesses time and money by making it dead-simple to integrate any number of their favorite technologies.

Values

- **DRY - Don't repeat yourself** - Repetitive work is inefficient. With MESG, components of applications are shared, reused and combined into innovative solutions.
- **KISS - Keep it simple, stupid** - Unnecessary complexities should always be avoided. MESG makes development easy: even build the back-end of applications without writing a single line of code.
- **Businesses benefit from embracing decentralization** - Incorporating decentralization can afford companies greater customer trust, autonomy, efficiency and compatibility. MESG helps companies adopt decentralization gradually, while also providing freedom to incorporate centralized processes.

Goals to Reach by 2020

- **50 partners using MESG**
 - To have at least 50 companies built and operating using the MESG infrastructure.
- **Release of public decentralized MESG Network**
 - The MESG Network is designed to be a self-regulating ecosystem which organically increases the value of the MESG Token as usage increases. This release will coincide with the transition from the temporary ERC-20-based token to the native MESG Token.
- **The launch of MESG Enterprise Solutions**
 - MESG Enterprise Solutions is a profit-driven subsidiary of the MESG Foundation, focused on delivering the global standard for the enterprise adoption of decentralized technology.



Market Research

The industry

There's a growing interest in blockchain technologies among businesses due to its potential to optimize industries.

Due to inherent incompatibilities, businesses are faced with issues when attempting to incorporate blockchains or new technologies into existing software suites. Committing to a technology limits the use of other technologies, thus restricting a company's ability to expand to new products and markets.

The tech and business industries are faced with major challenges:

- There is no common channel for blockchains to communicate with business technologies.
- Business IT infrastructures require inefficient and costly updates to accommodate new features.
- As new technologies and devices enter the market, interoperability between these devices increasingly becomes an issue.
- Prototyping products or features, particularly those based in blockchain, requires immense overhead and a large resource commitment, simply to test out a single technology.

We see opportunity in these issues. To solve them, we are tackling three large challenges within the business and tech industries simultaneously:

Interoperability - Free communication between any combination of blockchains, web and IoT

Scalability - A single infrastructure from startup to multi-national corporation

Efficiency - Streamline business functions with truly set-and-forget automation

The competition

Web services AWS, Google Cloud, Microsoft Azure

- **Strengths:** Well established, widely trusted by companies
- **Weaknesses:** Expensive, fully centralized, no user control of the platform, not compatible with blockchains
- **Threats:** The creation of blockchain features or a decentralization of their solution
- **MESG Opportunity:** These existing ecosystems can connect to MESG for an easy transition towards decentralization and blockchain adoption.

Workflow managers Zapier, K2, IFTTT

Zapier - Funding: \$1.3M (1 round), user base: 1M+

K2 - Funding: \$153.9M (2 rounds), user base: 4M+

IFTTT - Funding: \$62.5M (4 rounds), \$3M in revenue annually

- **Strengths:** Well established, trusted by companies
- **Weaknesses:** Limited use cases, no user control of the platform, no blockchain compatibility, fully-centralized
- **Threats:** Adoption of blockchains or decentralization
- **MESG Opportunity:** These existing ecosystems can connect to MESG for an easy transition towards decentralization and blockchain adoption.

Oracle Chainlink

Chainlink - ICO: \$32M, market cap: \$133M

- **Strengths:** Connects blockchains to real-world data
- **Weaknesses:** Expensive, highly technical, limited use cases
- **Threats:** Becoming easier to use and more efficient in specific areas
- **MESG Opportunity:** Companies such as Chainlink can connect to MESG to make it easier for their customers to use oracles. Additionally, they could use MESG to increase their product's number of compatible blockchains.

Blockchain to Blockchain Wanchain, Aion.network

Wanchain - ICO: \$36M, market cap: \$110M

Aion - ICO: \$20M, market cap: \$106M

- **Strengths:** Fully-decentralized, providing interoperability solutions to the public
- **Weaknesses:** Only blockchain-to-blockchain connections, connecting to applications is still difficult.
- **Threats:** If these companies added connections to traditional connections
- **MESG Opportunity:** These competitors could connect to MESG to allow for an incorporation of traditional (non-blockchain) technologies.

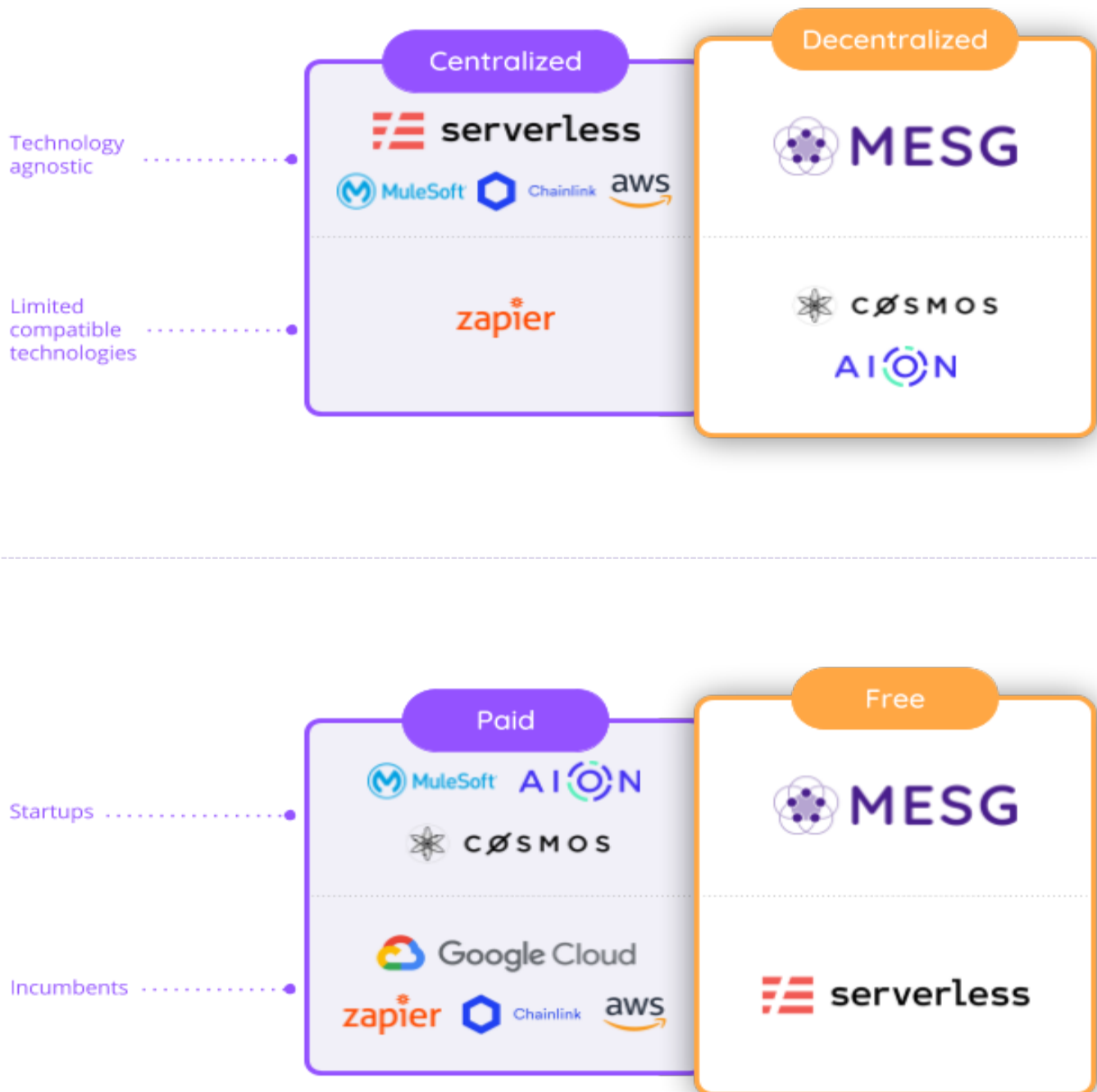
Development frameworks Serverless

Serverless - Funding: \$13M (2 rounds), user base: 1M+

- **Strengths:** Highly-customizable, developer oriented
- **Weaknesses:** Developer-oriented, steep learning curve, must build from scratch
- **Threats:** If Serverless upgraded to a decentralized architecture, or created a marketplace of existing services and applications.
- **MESG Opportunity:** Companies such as Serverless can utilize MESG to expedite development processes.



Competitive Landscape



Market Differentiation

Being the only product which combines any technologies in a decentralized way, MESG brings a unique solution to the market. For the first time, companies can maintain an ideal level of decentralization while allowing for free communication to external technologies.

MESG not only provides a unique solution to the market, but finds opportunities in the competition. The ability to connect to any technology means that competitors' products can be improved by connecting to MESG.

With no direct competitors, but rather partners and complementary ecosystems, competition transforms from being one company versus MESG, to being one company verses that same company plus MESG (e.g. AWS verses MESG and AWS).

Target Market

We've identified a few target markets who are immediately in need of our solution:

- **Blockchain DApp builders**
 - MESG connects blockchains to any external technology, giving DApp builders the ability to add features like notifications or fiat payment processing to their blockchain-based apps. Increased usability directly results in greater user adoption and revenue.
- **Legacy companies interested in moving to a decentralized system**
 - MESG can connect to any legacy company's tech infrastructure. By connecting to MESG, companies can easily adopt any level of decentralization into current practices, allowing for improved security and unrestricted growth.
- **Entrepreneurs looking to cut costs by optimizing their infrastructures**
 - Connecting previously-incompatible technologies means entrepreneurs can streamline business processes that weren't previously able to be streamlined through autonomous, event-driven applications.
- **Innovators wanting to push the boundaries of what's possible with technology**
 - With many reusable and interchangeable connections to any technologies available to build with, innovators can shift their focus from implementation to creativity.



Business Model

MESG uses a tokenomics model to promote an increase of token value on the Network. MESG Tokens are purchased and exchanged for the use of other users' work or assistance on the ecosystem.

To participate in the Network, all users must first purchase and stake MESG Tokens to ensure that they will complete their respective functions.

Once users have staked tokens to join the ecosystem, applications and their reusable components can be bought and sold at flat pay-per-use rates using the MESG Token.

The following actors participate in the MESG economy:

- **Creator** - Creates the service that connects a MESG app with a specific third-party feature.
- **Emitter** - Listens to a connected technology and forwards events to the Network
- **Executor** - Executes tasks on a specific technology requested by the Network
- **Validator** - Validates the results of executed tasks, replacing the need for a centralized authority

The actors who help execute tasks on the Network receive income for completing their respective functions, at flat rates dictated by the Creator. Actors can choose to lend their efforts to whichever task is most profitable for them.

As more users adopt MESG to create applications, or help others execute tasks on the Network, token supply becomes increasingly scarce, driving up potential value.



Personnel Plan

The MESG Foundation will require a team of 15 people working full time in house on the product.

Development team:

- At least 5 full-time developers with average salary of \$8k

Business/Marketing/Sales team:

- 5 to 7 persons to onboard new businesses with average salary of \$5k

Communication/Content/Community team:

- 2 to 3 persons with average salary of \$4k

Management:

- 1 or 2 persons with average salary of \$5k

Administrative:

- 1 person with average salary of \$3k

Total costs of the staff is between \$81k and \$100k per month.

The MESG Foundation will then split into a for-profit branch called MESG Enterprise Solutions that will be focused entirely on providing business solutions for partners wishing to build their business solutions on the MESG platform in order to enjoy the full range of benefits it offers. A portion of the MESG Foundation team will move to this independent for-profit company.

The expenditures of MESG Foundation will remain stable while MESG Enterprise Solutions grows a large sales and support team, supported by its own business model based on consulting, easy adoption, businesses solutions and customer support.

Financial Plan

**More detailed financial schedules and assumptions will exist in a separate document.*

Startup Costs

Estimation of costs per year for a team of 15 people *(see Staff and Training paragraph for details)*

- Development **\$480k / year**
- Business, Marketing and Sales **\$420k / year**
- Communication, Content and Community **\$144k / year**
- Management **\$120k / year**
- Administrative **\$36k / year**

Total	\$1.3M / year
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Estimation of external costs per year

- Infrastructure and Services **\$20k / year**
- Events and Hackathons **\$100k / year**
- Networking and Conferences **\$120k / year**
- Sponsorship **\$500k / year**
- Public Relations **\$500k / year**

Total	\$1.3M / year
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Exceptional expenses

- Exchange listings **\$6M**

Funding

Q4 2017 Seed funding ----- \$500k

- Provided by Yellow Capital in exchange for equity
- Used for covering the operational costs of a small team

Q4 2018 Angel round ----- \$1.5M

- Provided by investors in exchange for equity
- Used for covering operational costs of a growing team and some marketing and PR

Q2 2019 Series A funding / private sale ----- \$9M

- Provided by a combination of investors and customers in exchange for tokens
 - The more customers invest in the token, the more tokens will be staked on the network, resulting in a reduction of available circulating tokens during the public sale.
- Used for covering the operational costs for one year for the full team, plus the costs from the public sale (ICO, listing on exchanges)

Q3 2019 Public sale

- MESG Foundation sells tokens either directly or through exchanges
- Goals:
 - To distribute the token in a way which increases user and business adoption
 - To increase the stability of the MESG Network by allowing any public user to stake tokens (proof of stake)
- Long-term public sale (6 months)
- Price based on market price (EOS style)
 - Token release is set at a certain number per day, and the demand for those released tokens determines their price.
- Initial price ----- \$0.4

Token Distribution

- Public token price ----- \$0.4
- Initial token total supply ----- 250,000,000
- Sale Distribution ----- 62.5%
- Reserve ----- 20%
- Team and Founders ----- 12.5%
- Partners ----- 5%



Marketing Mix

Purpose: to maximize reach and have more and more B2B Partners, Developers and Miners adopt the MESG platform as active users by Q1 2020.

In order to achieve the above desired results from marketing and sales perspective MESG would have to:

- Build Strong Content and promotional material to attract Participants/Miners, Builders.
- Quirky/witty yet knowledgeable content via social media channels that create viral campaigns
- Create and circulate blogs on trustworthy forums where target audience spends more time
- Build a video that explains what MESG is within 90 seconds max
- Video Marketing Services
- Targeted communication via email campaigns
- Use cases
- Online/physical competitions/events for the Participant and builder community to increase engagement
- Coverage in leading publications
- Partner network marketing
- Attend Global Blockchain and Cryptocurrency Conferences and Meetups

Medium for distribution:

- Promotional Email
- Blogs
- Infographics
- In-Studio Videos
- Animations
- Newsletters
- CTAs
- Social Media
- eBooks
- Case Studies
- Customer Testimonials

Objective: Showcase MESG as an viable high ROI product.

Executive Summary

Introduction

The common technological challenge for growing businesses is that business solutions, particularly blockchains, do not integrate or share data with each other. This makes it difficult for businesses to update, scale or expand to new markets.

MESG is the first infrastructure for application and business development which combines **any** technologies or blockchains in a decentralized way. It will be the universal infrastructure for easily combining any technologies, blockchains or even entire industries together.

Because MESG Core, the tool which connects any technologies together, has been released, MESG will leverage our existing labor force to build and promote the decentralized network. The Network is designed to organically increase the value of the MESG Token.

Within three years, we intend to radically simplify business integration by becoming the universally-used platform for connecting traditional technology to trustless systems. As more users participate in the Network, token supply will become increasingly scarce.

Company and Management

MESG's owners, Anthony Estebe, Nicolas Mahé and Alexis Sirkia, have over 30 years of combined entrepreneurship and development experience, having worked on companies such as GSR, Schlumberger, Prediction VC, Cryptfolio, and Momentum.

Because of their extensive industry contacts, MESG has an advantageous position to garner early business adoption in business, technology and blockchain industries.

Being a technological solution, MESG will require a lean team of full-time employees, including five developers, seven-to-ten communication and marketing professionals, and two administrators. Those employees will be attracted through competitive wages.

Products and Services

MESG Core

Core is a free software which acts as a middleman between your business or application and any technologies. It automatically manages the deployment of apps and the execution of all actions on the network

MESG Network

The MESG Network is a participation-driven economy fueled by MESG Tokens, where connections to technologies can be reused and shared. The Network provides limitless scalability: delivering low costs for startups, and unlimited expansiveness for large companies.

MESG Enterprise Solutions

Beginning in 2020, MESG will create a for-profit subsidiary focused on helping companies incorporate decentralization into their business.



Market Opportunities

The majority of products on the market today come from the combination of features into new forms. The combining of these features is often costly and challenging due to technological incompatibilities.

To solve this, these companies look to tools such as workflow managers, oracles, web services, blockchain connectors, and development frameworks to resolve the incompatibility issues. The annual revenue of our main competitors within these industries exceeds \$27 billion.

MESG not only offers greater functionality than those competitors, but also can work in combination with any competitor to expand their functionalities, or allow them to reach new markets.

Competitive Advantages

MESG offers a unique solution; no other tool allows for the combination of any technologies in a decentralized way. This means that unlike any other competitor, MESG allows companies to create or maintain an ideal level of decentralization while allowing for an unlimited number of features to be added.

Business Model

MESG uses a tokenomics model to promote an increase of token value on the Network. MESG Tokens are required to be purchased and exchanged for the use of other users' work or assistance on the ecosystem. All users must stake tokens to participate in the network. An increased user base results in a greater number of tokens is staked, and an increase of token scarcity.

By the beginning of 2020, MESG aims to acquire at least 50 partners who actively use MESG to build, maintain and run their businesses. The greater number of users results in more tokens staked on the Network and a scarcity of token supply.