

jean lai

DESIGN PORTFOLIO



2017

JEANLAI.NET

CONTENTS

01 PROCESS

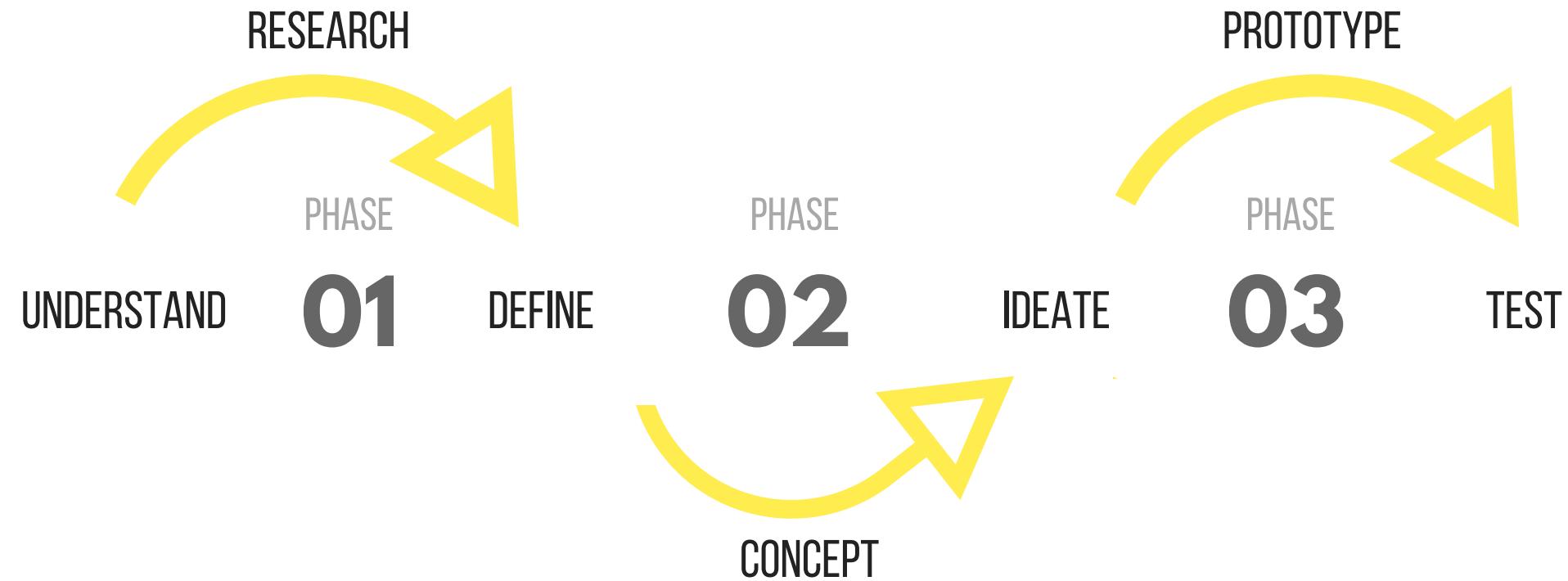
02 MOBILE DESIGN

03 DIGITAL DESIGN

04 PRESENTATION DESIGN

Design Process

(Inspired by Google's Design Sprint Process)



01 PROCESS

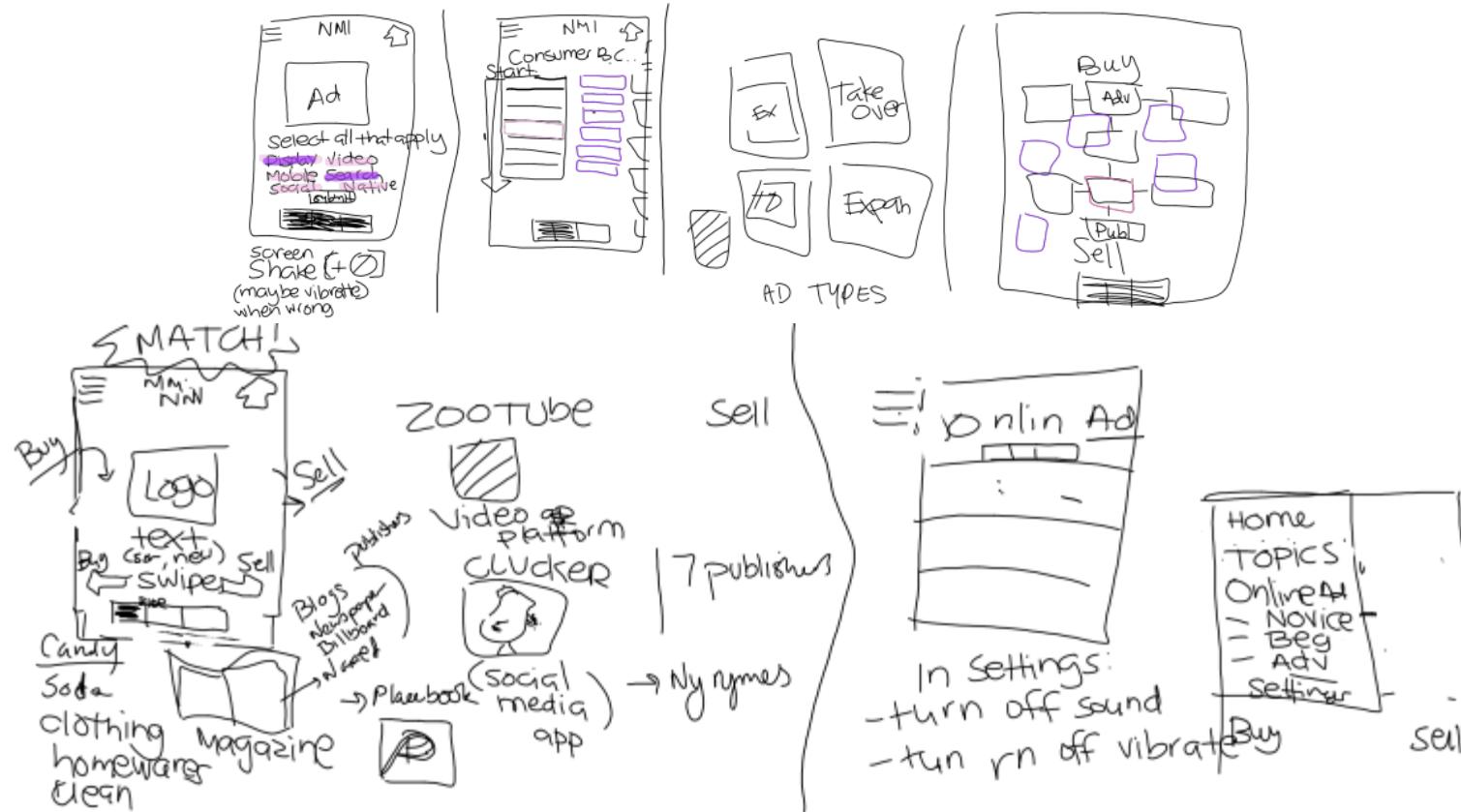
02 MOBILE DESIGN

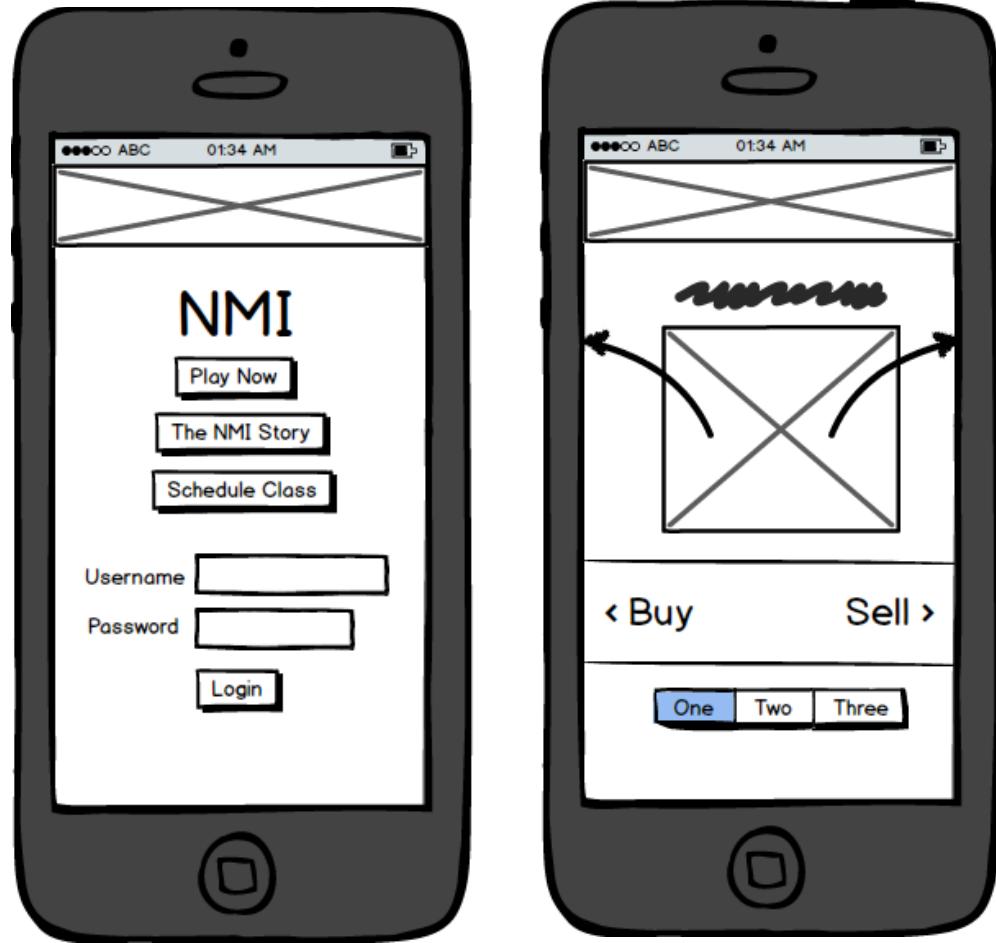
- MEDIAMATH - NMI MOBILE GAME
 - CONNECTUP - NETWORKING APP
-

MediaMath

NMI Mobile Game

Brainstorming session of game concept





MediaMath

NMI Mobile Game

Wireframes of iPhone user interface



MediaMath

NMI Mobile Game

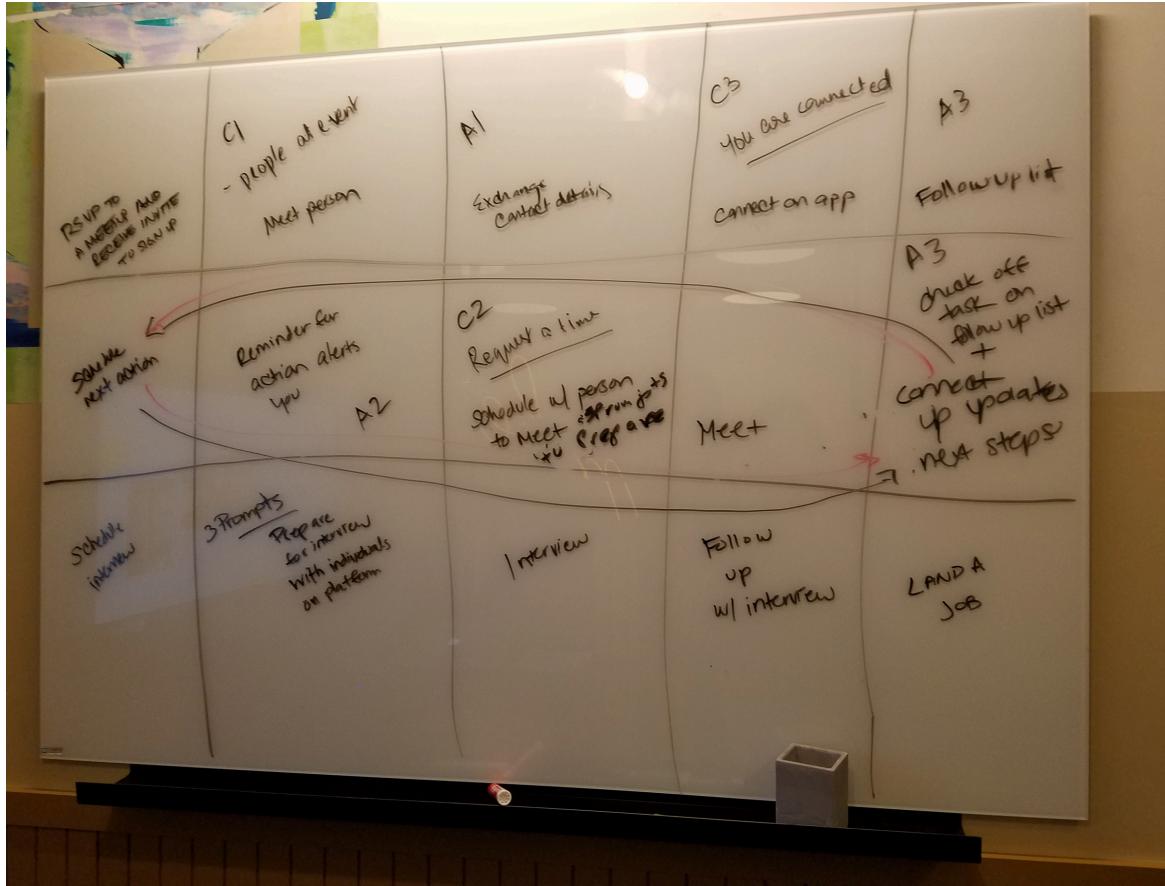
Designs were created using Adobe Photoshop.
The objective was to create a way to promote
online educational program and continued
education through New Marketing Institute.

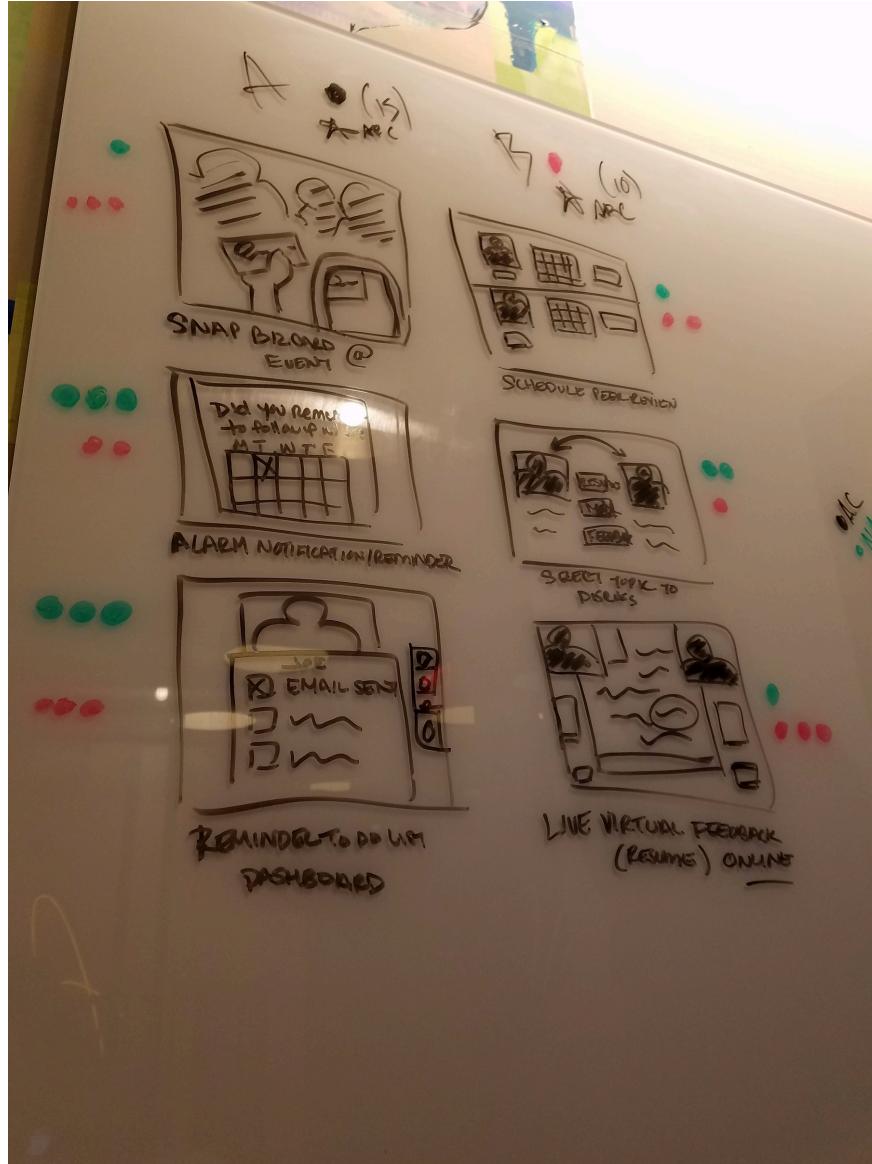
Solution: Mobile iPhone App

ConnectUp

Mobile Storyboard

Walkthrough user journey on ConnectUp.





ConnectUp

Solution Sketch

Designed a process that shortens the amount of time for a job seeker to find a job knowing that job seekers find personal branding, feedback / critique and networking challenging.

ConnectUp

Mobile Prototypes

Rapid prototyping using InVision App

The app customizes your networking experience by creating an easy way to save new contacts and follow-up with them afterwards.



02 MOBILE DESIGN - STORYBOARD

03 DIGITAL DESIGN

- MEDIAMATH
 - KETTLESPACE
-

MediaMath

NMI Banner Ads

Online banner ads designed with
Adobe Photoshop for promotional app
launch.

DOWNLOAD THE FREE APP AND RECEIVE 10% OFF YOUR NEXT CLASS!

EDUCATE. ENGAGE. EMPOWER.

MediaMath | New Marketing Institute



THE NEW MARKETING INSTITUTE APP

DOWNLOAD THE FREE APP AND RECEIVE 10% OFF YOUR NEXT CLASS

MediaMath | New Marketing Institute

03 DIGITAL DESIGN - MEDIAMATH



KettleSpace

Marketing Materials

Digital flyers and business cards were created with Adobe Photoshop.

FREE TRIAL WEEK

Affordable. Convenient. Coworking.

KETTLE SPACE

LOCATIONS

TRIBECA @ DISTILLED NY
211 West Broadway

MIDTOWN @ ATWOOD
986 2nd Ave

FLATIRON @ SHAY & IVY
39 W 24th St

MEMBERS ENJOY

- Comfortable Space to Work, Get Stuff Done, Meet & Connect
- Unlimited Artisanal Coffee, Tea, & Snacks
- Access to Happy Hour Specials and Exclusive Discounts

**COME CHECK US OUT!
THE FIRST WEEK IS ON US.**

www.kettlespace.com

@kettlespace @kettlespace @kettlespace

04 PRESENTATION DESIGN

- BLUSAPPHIRE INVESTOR DECK
 - CLAIMFAME PITCH DECK
 - KONA PITCH DECK
-



BLUSAPPHIRE

INTELLIGENT CYBER DEFENSE



INTELLIGENT UNIFIED CYBER DEFENSE STACK

with end-to-end visibility using a single tool, improving efficiency and response times, while reducing costs.

TEAM



KIRAN VANGAVETI
CISO



MO ALAM
VP CLIENT SERVICES



TEJ VANGAVETI
BIG DATA PROGRAM
DIRECTOR

BOARD OF ADVISORS



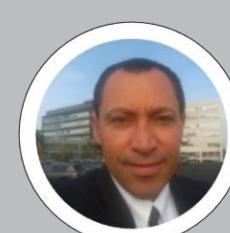
Michael Tanji
Co-Founder
Carbon Black



Oleg Oloyvannikov
Managing Director &
CTO



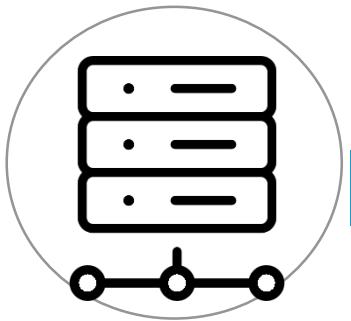
Jeffery Brown
Global Head of
InfoSec, Risk &
Compliance



Shuk Khader
CISO

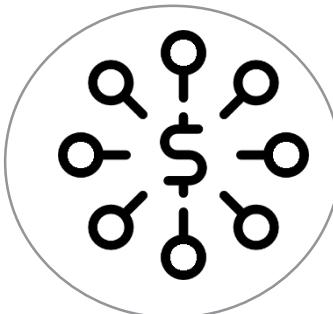
PROBLEM

THE PROCESS IS COMPLEX IN EVERY STEP

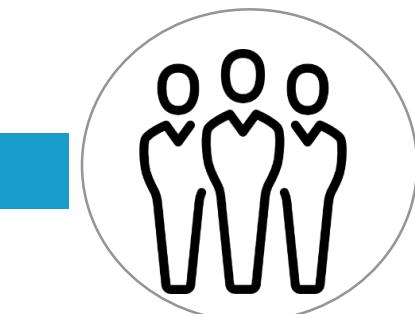


STEP 1: DETECT

MULTIPLE TOOLS



STEP 2: ANALYZE



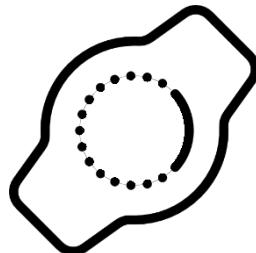
EXPENSIVE RESOURCES



STEP 3: RESPOND



STEP 4: REMEDIATE



COMPLEX & INEFFICIENT

SECURITY RISK

TIME & REDUNDANCY

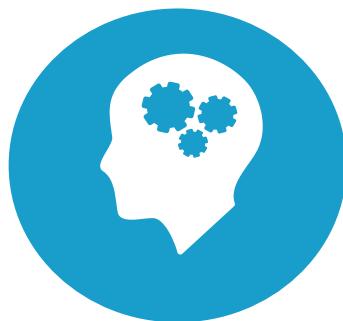
SOLUTION

A CLEAN SLATE

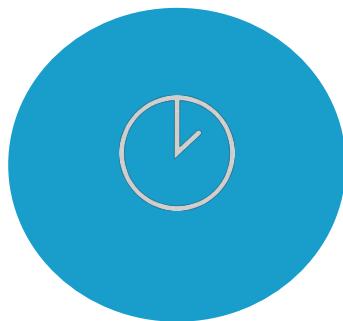
CUT COSTS



IMPROVE EFFICIENCY



REDUCE TIME



REDUCE RESOURCES



STEP 1: DETECT



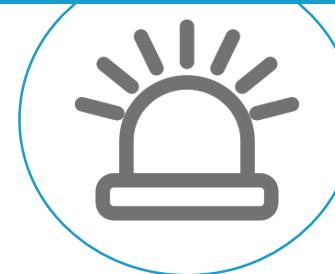
DETECT

STEP 2: ANALYZE



ANALYZE

STEP 3: RESPOND



RESPOND

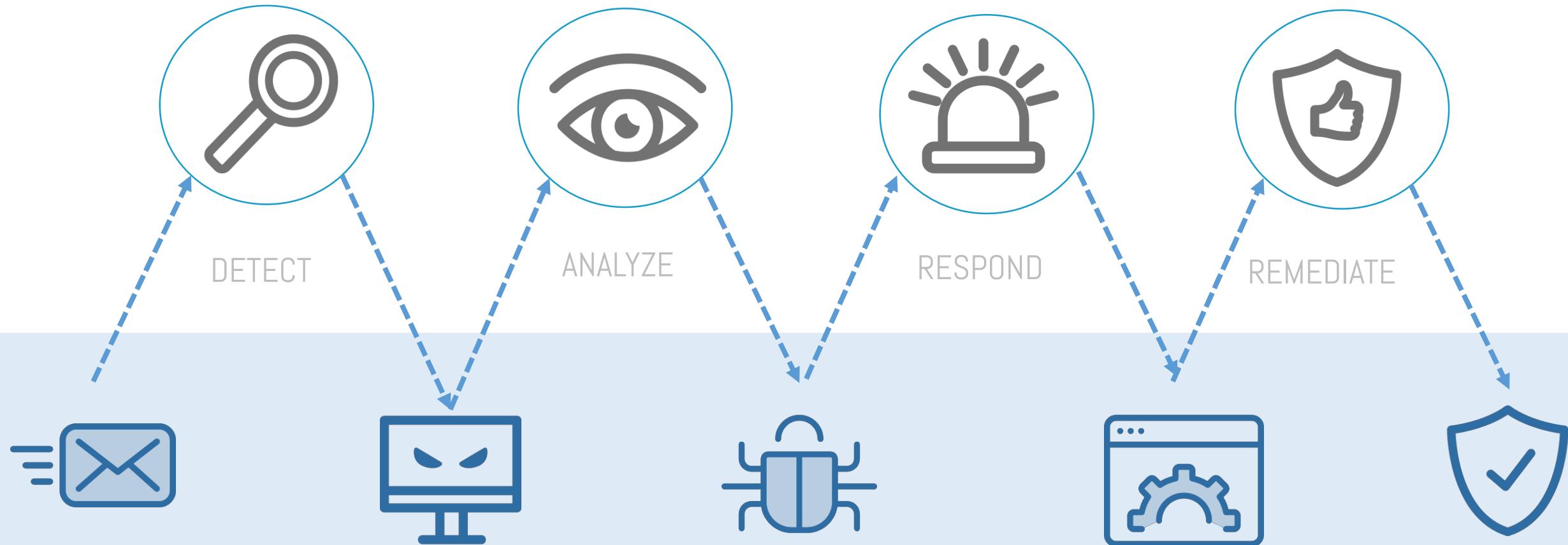
STEP 4: REMEDIATE



REMEDIATE



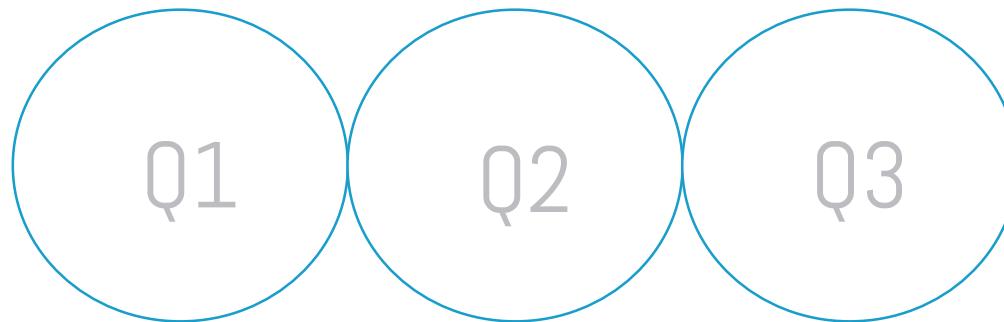
HOW WE DO IT



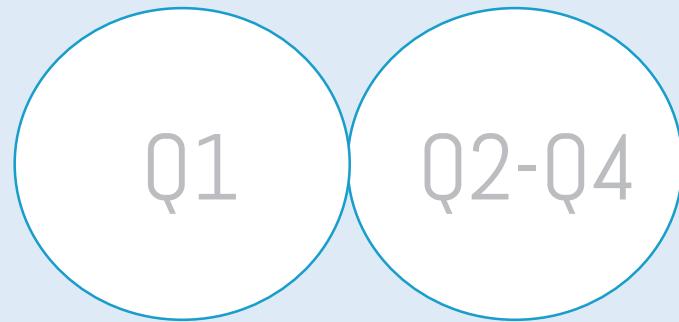
TIMELINE



2014



2016



2015

GROWING TO **\$120B** IN THE NEXT 4 YEARS



APAC WILL HAVE A HIGH GROWTH RATE OF CYBER SECURITY IN THE NEXT 4+ YEARS

COMPETITION



BLUSAPPHIRE
INTELLIGENT CYBER DEFENSE



	Blusapphire	Cyphort	FireEye	Damballa
Single Tool	●	✗	✗	✗
Network Anomaly Detection	●	✗	✗	✗
Lateral Movement Detection	●	✗	✗	✗
Zero-client Quarantine	●	✗	✗	✗
Threat Hunting	●	✗	✗	✗
Malware Detection				
Apt				
Protocols				
Intrusion Detection		✗	✗	✗
SOC Support		✗	✗	✗
Data Sources*				

REVENUE MODEL

REGULATED INDUSTRIES WILL BE EARLY ADOPTERS



100M-2B
MARKET SEGMENT

SUBSCRIPTION MODEL

WHAT

CLOUD HOSTED

APPLIANCE

WHO

FINANCE & HEALTHCARE

ALL / OTHER INDUSTRY

REGULATED INDUSTRY

HOW

CHANNEL
PARTNERS

CLOUD
PARTNERSHIPS

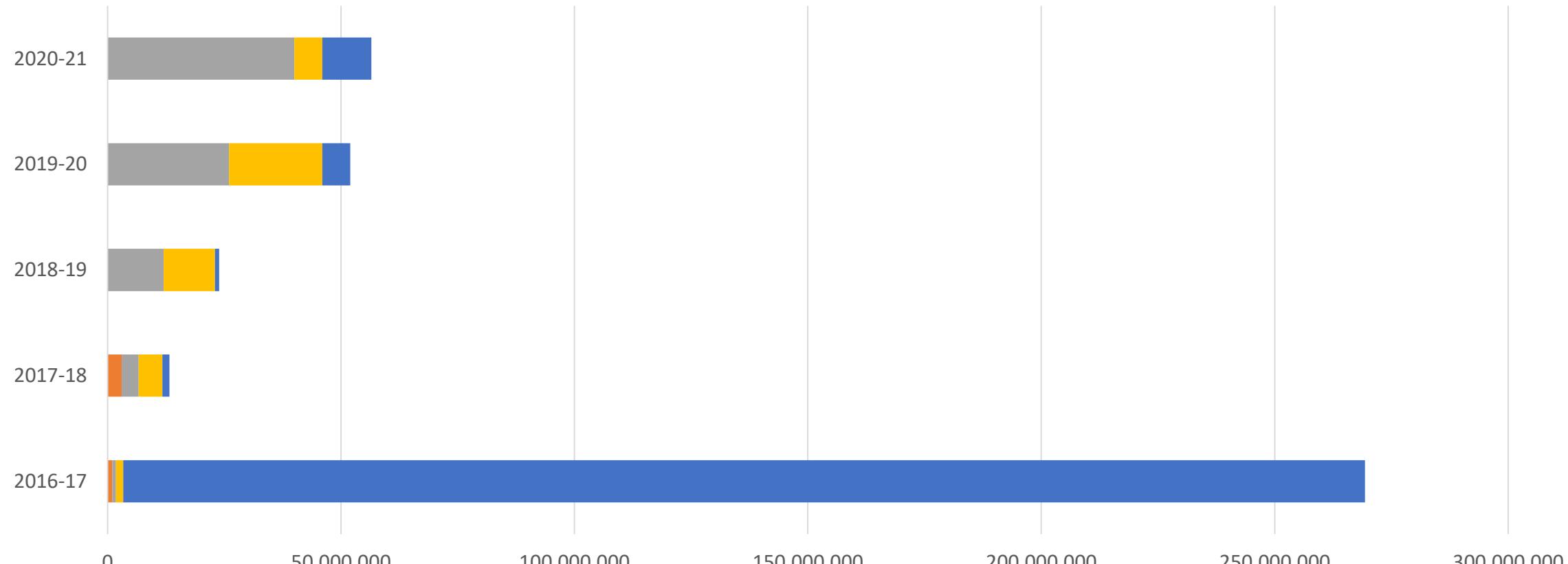
PREMIUM MANAGED
SERVICES

PARTNER WITH
MSSPS

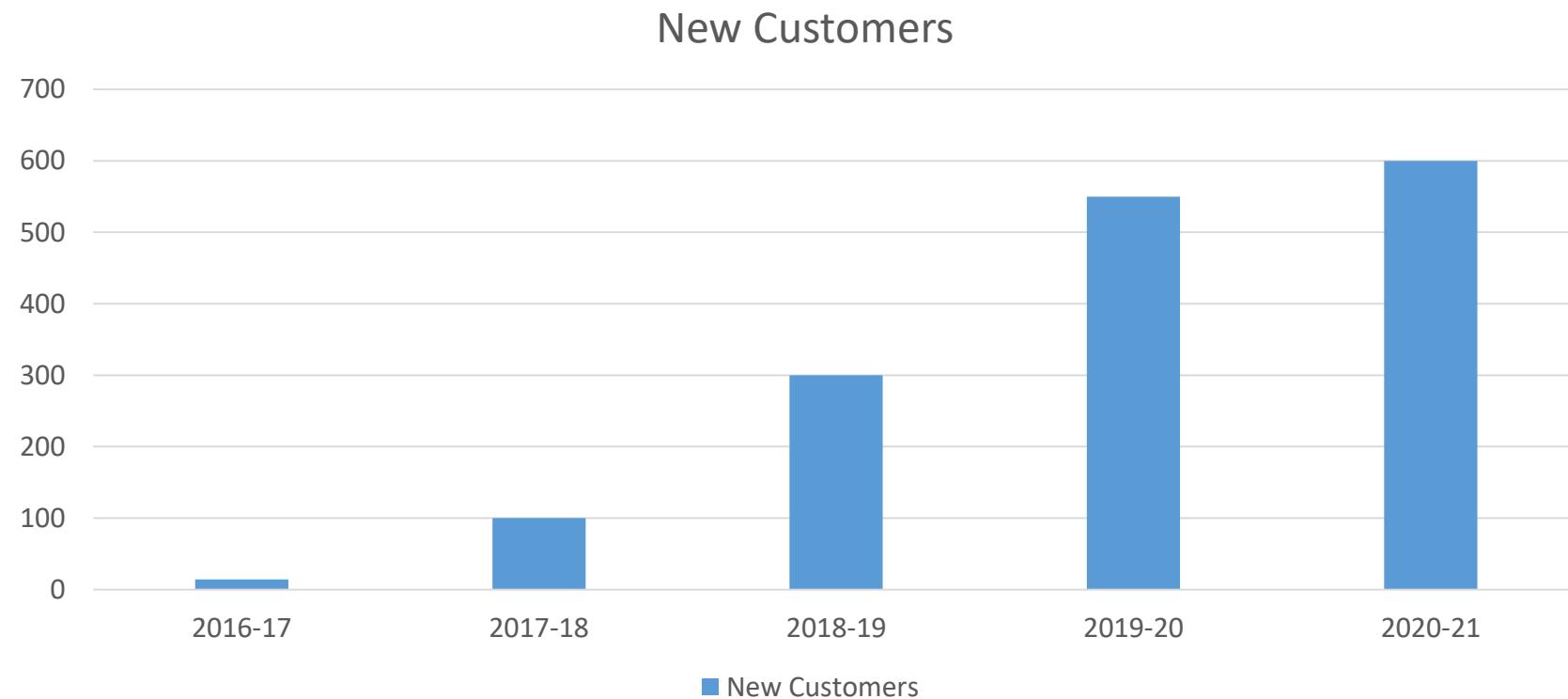


BLUSAPPHIRE
INTELLIGENT CYBER DEFENSE

5 YEAR FINANCIAL PROJECTIONS



5 YEAR FINANCIAL PROJECTIONS



THANK YOU



Q&A

CLAIMFAME

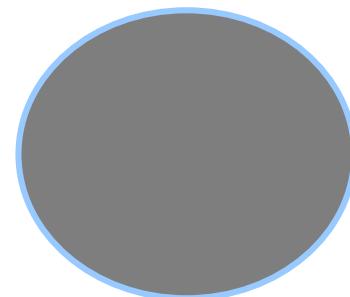
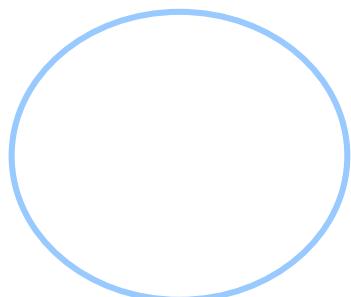
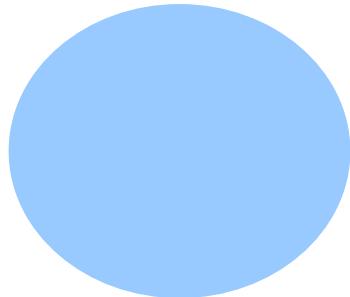
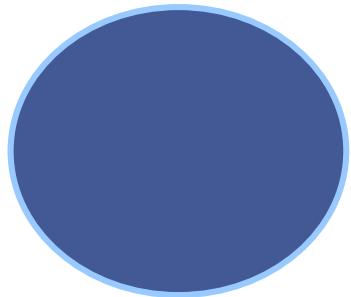


YOUR FANS ARE WAITING.

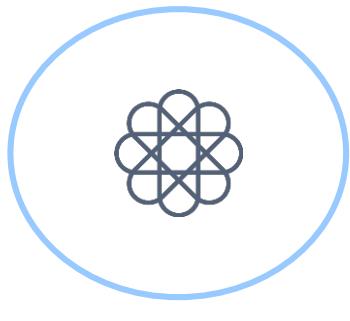
TITLE: LATO BLACK 28 PTS

SUB-TITLES: LATO BOLD REGULAR 20 PTS

Text: Abel Regular 20 pts

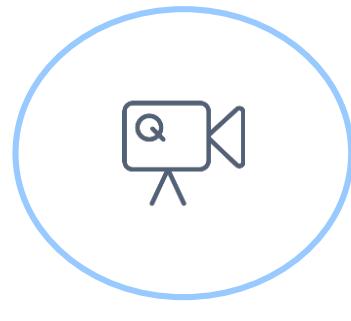


HOW IT WORKS



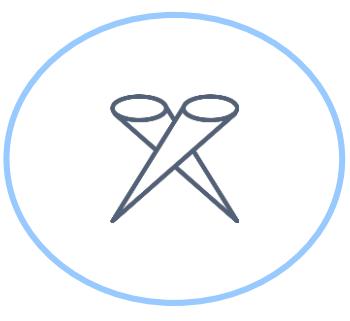
CHALLENGE

Provoke content creation through a wide array of niche-specific challenges (acting, comedy, singing dancing...)



CREATE

Give users a frictionless way to capture and post video or live feeds via ClaimFame's platform-agnostic technology.



ENGAGE

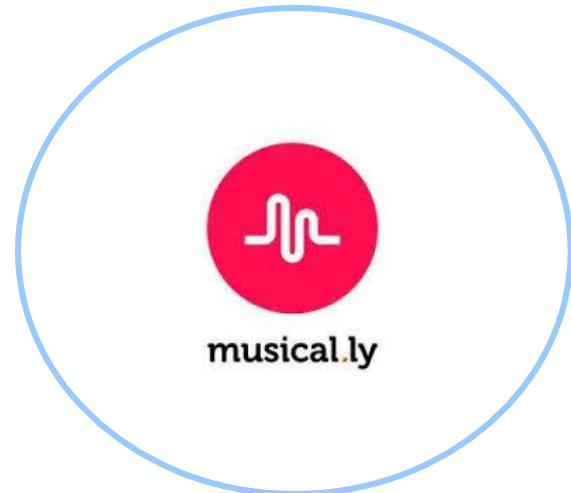
Participants share and promote their own content to win votes and views through comprehensive social-media tools and tactics.



RECOGNIZE / REWARD

Scoring algorithm yields winners for each challenge who are rewarded with a combination of micro-prizes and "ClaimFamous" recognition.

Millions Of Millennials Display Their Talent And Gain Attention By Creating Authentic Videos



200 M

Downloads



80 M

Active users



3 MM

Daily uploads



1 MM

Daily live feeds

MANAGEMENT & TEAM

BRIAN HECHT
Founder & CEO



- 20 years experience in digital media, including 3 startups and exits.
- Prior experience running successful venture in digital casting media resulting in acquisition. Further experience in purchasing TV media and producing sponsored video content.
- Veteran of **tripod**, **enews**, **instantcast**, and former publisher of premium services for **thestreet.Com**.
- Nationally-recognized expert in consumer marketing and content monetization

ELI SZUS
VP Technology

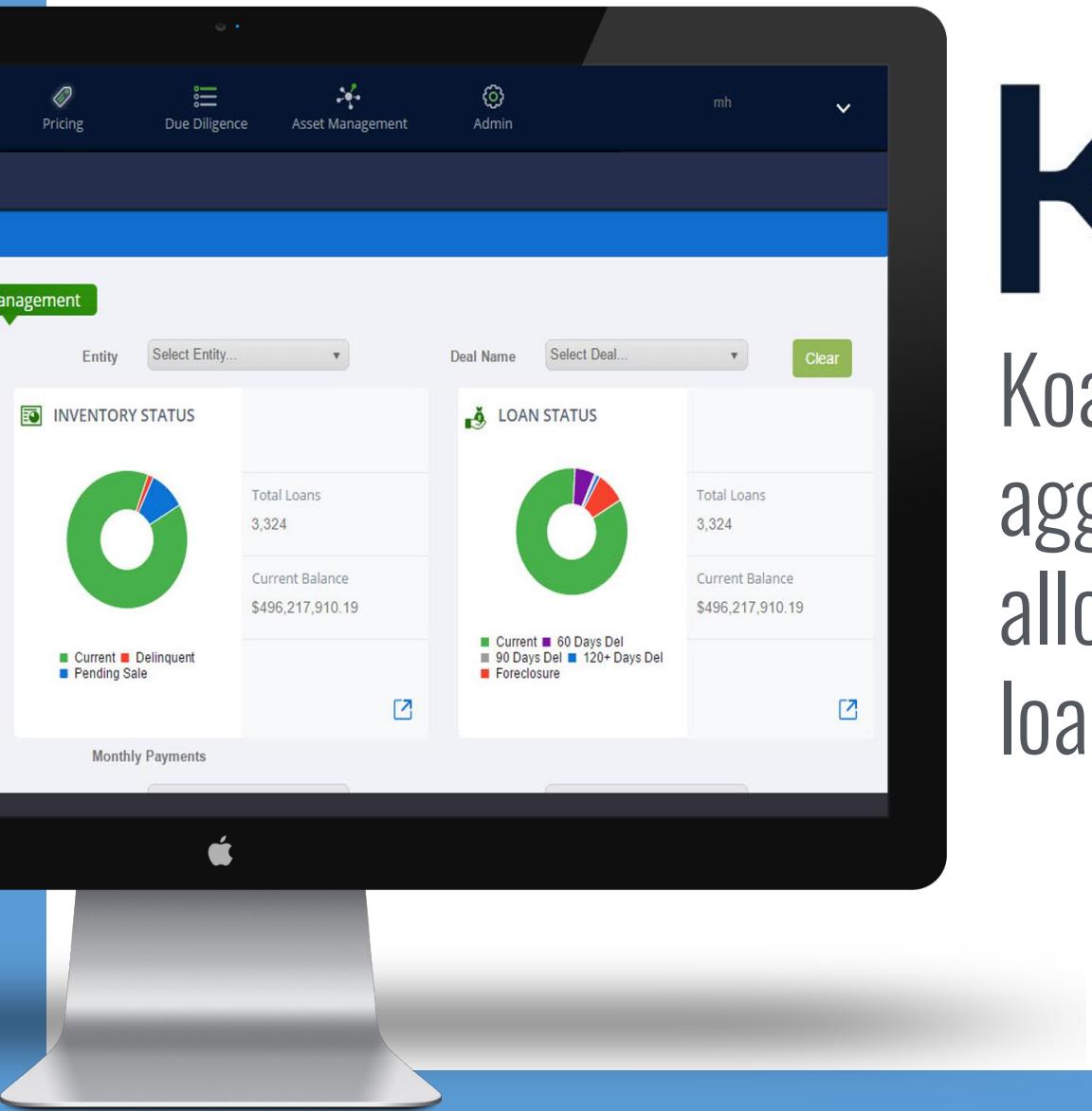


VERONICA PESHEVA
Casting & Content



SETH FINKELSTEIN
Community Manager



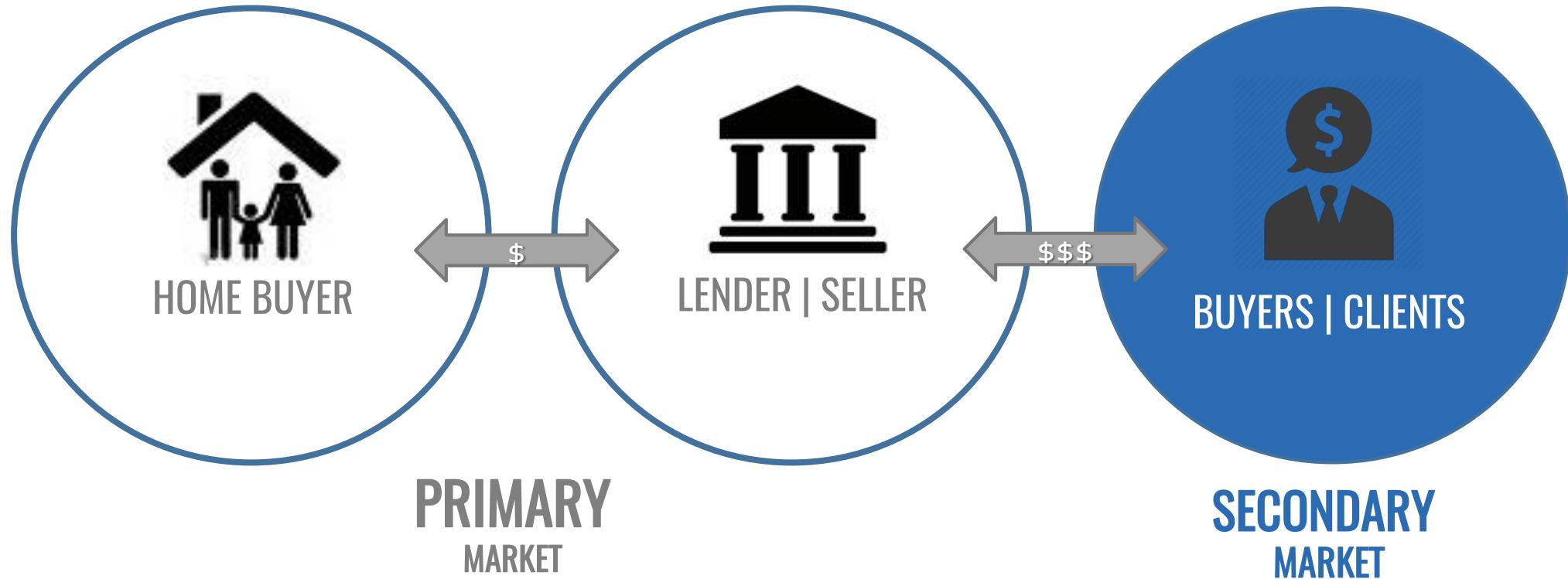


Koa

Koa's platform offers a seamless way to aggregate, manage and execute data allowing buyers and sellers of mortgage loans to make informed decisions.

OVERVIEW

Primary vs Secondary Market



Millions of mortgages are traded in the Secondary Market.

PROBLEM

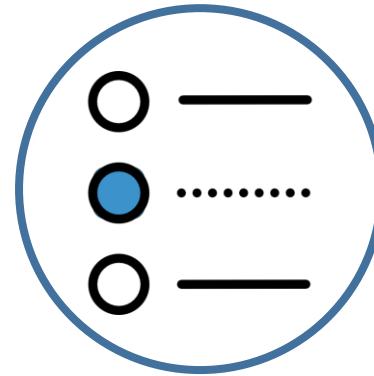
Investors are using spreadsheets to buy and manage loans.



MANUAL

Manual mistake prone pricing models

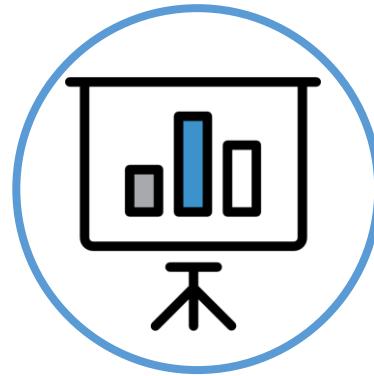
Secure programmed pricing assumptions



INEFFICIENT

Inefficient aggregation of non-uniform data

Easily normalizes data to identify high risk loans



MONITORING

Inability to continuously track loan performance

Allows for real-time portfolio monitoring

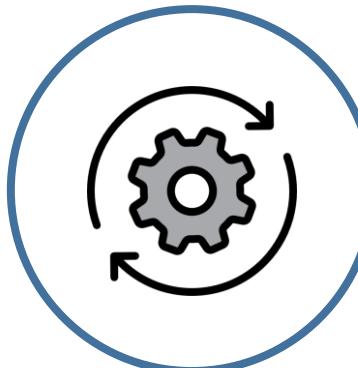
SOLUTION

Investors are using spreadsheets to buy and manage loans.



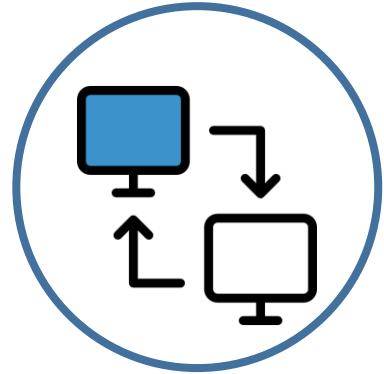
PROGRAMMED

Secure programmed pricing assumptions



NORMALIZE

Easily normalizes data to identify high risk loans



REAL-TIME

Allows for real-time portfolio monitoring

MARKET SIZE

Total Addressable Market

\$5BILLION

RESIDENTIAL LOANS

\$1BILLION

COMMERCIAL LOANS

\$2.5BILLION

CONSUMER LOANS

\$1.5BILLION

INITIAL TARGET MARKET

COMPETITION

Competitive Features

RESPONSE ANALYTICS

Affordable
Data repository

STREET SOLUTIONS

Robust
Data Repository
Deal Flow

Koa

Affordable
Robust
Data Repository
Deal Flow
Smart Analytics
Trading Exchange Portal
Other Asset Types

COMPANY

Traction

BUSINESS DEVELOPMENT

2 Clients in Beta

1st Live Deal
Purchase executed on
platform in July 2016

\$140K+ in Revenue

20K+ Loans currently
monitored on platform

MARKETING

1 of 12
companies
accepted into
**NYC's Top
Accelerator
Program**
(6/2016-9/2016)

PIPELINE

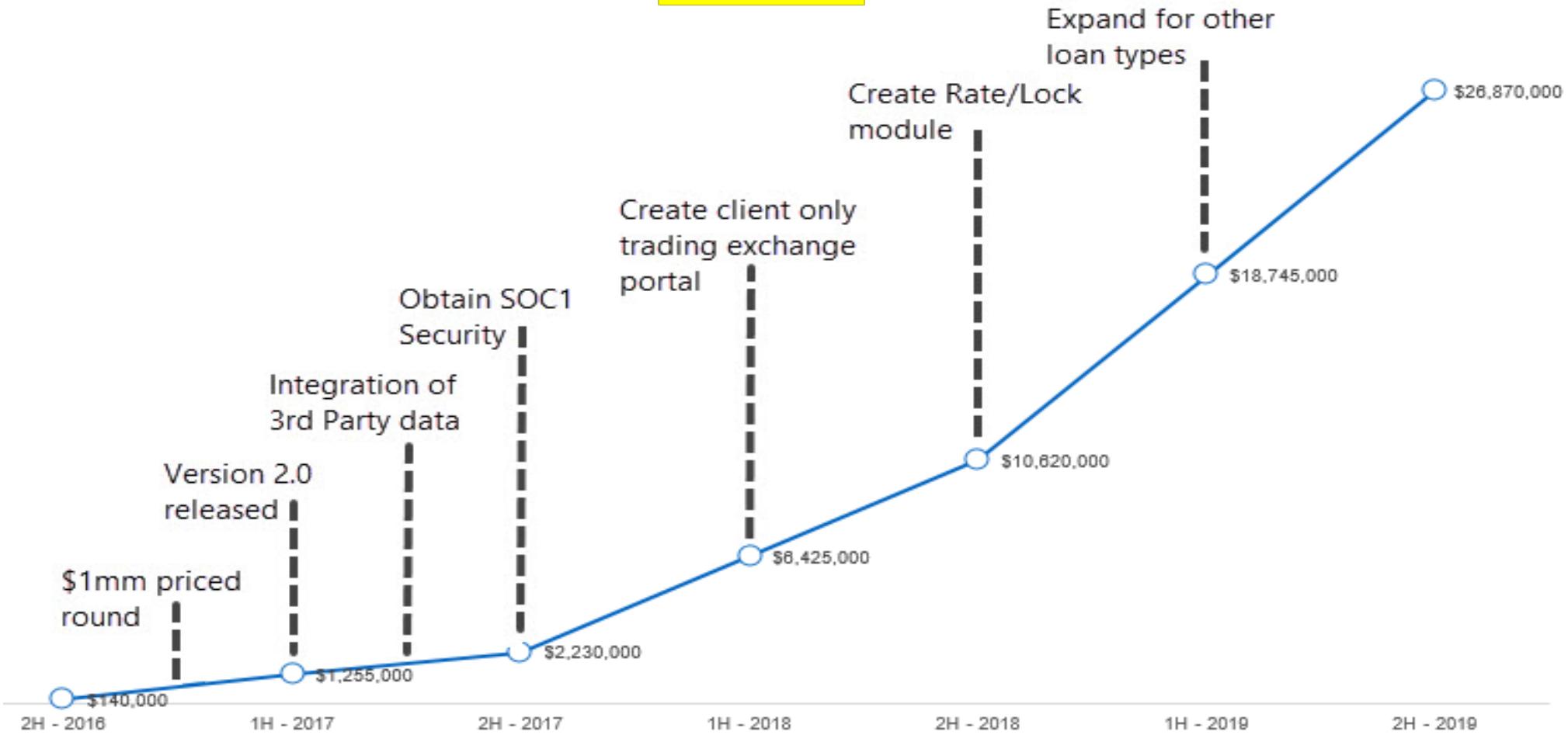
5
Clients towards end of
the sales funnel

+10
Clients in sales funnel

Partnership
discussions w/ 3rd Party
data providers

FUTURE Milestones

3-YEAR REVENUE PROJECTIONS



FUTURE

5-Year Exit Strategy

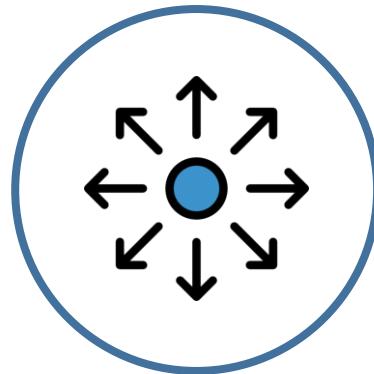
Potential Identified Buyers

DUE DILIGENCE COMPANIES



CLAYTON
AMC

DATA PROVIDERS



CORE LOGIC
FIRST AMERICAN
SWBC

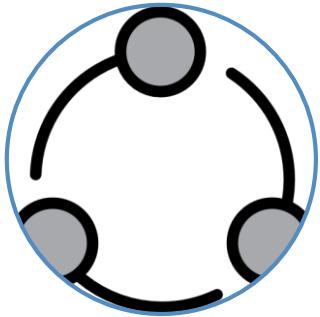
FINANCIAL TECH COMPANIES



BLOOMBERG
THOMSON REUTERS

OUR ASK

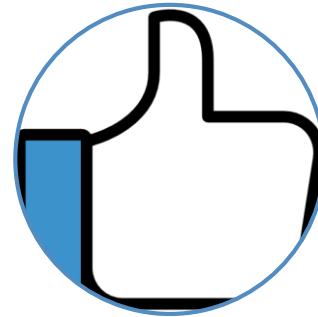
We Are Looking For **\$1.5MM** Priced Round



PRODUCT
DEVELOPMENT
(INSERT %'S)



CUSTOMER
DEVELOPMENT



EARLY
MARKETING
EFFORTS



CUSTOMER
SERVICE



ADDITIONAL
STAFFING

To Cover 24+ Months Of Runway Allocated Across These Categories

WHO IS KOA?

Our team is comprised of mortgage and technology veterans



Mike Hartman, Founder and CEO

15+ YEARS OF DIRECT INDUSTRY EXPERIENCE

J.P.Morgan



Jyoten Patel, CTO

17+ YEARS OF DEVELOPMENT EXPERIENCE



Q&A

mike@koaplatform.com

www.koaplatform.com

646-276-4452