Morpheus Labs

The Blockchain Company

Executive Summary

Seldom has a technology fascinated the media and public like blockchain. Touted to be the catalyst of the fourth industrial revolution, institutions are experimenting with the technology. Similarly, investors have invested hundreds of millions of dollars in blockchain-related firms. Such investments carry risks of failure in commercialisation and organisations, which generally lack the lab-like environment to experiment with the technology in a low risk, safe-to-fail setting.

Innovation is a combination of creativity and implementation. Often, an idea needs to go through phases of evolution or to pivot before it reaches maturity for commercialisation. In reality, most ideas seldom reach their commercialisation value because the cycle is too long and expensive, rendering it too ineffective in time and costs to allow ideas to grow and mature. Hence, commonly, almost 99% of start-ups fail.

Join us in this journey of experimentation, discovery and innovation

Our objective is to build an enterprise-grade blockchain platform as a service (BPaaS) with an additional blockchain app marketplace that enables organisations of any size, regardless of whether they are a two-person company or a Fortune 500 company to rapidly design, deploy and operate distributed ledgers.

Too much focus has been given to the price of tokens but not enough to the fundamentals of Satoshi Nakamoto's original purpose of the blockchain, which is to enable anyone and everyone to partake in the exchange of value and realise the power of the blockchain. We believe that blockchain technology has the power to change lives for the better and we are building a platform for inclusion. This BPaaS will be the vehicle to enable anyone to benefit from this technology.

This will help idea originators create their own blockchain innovation lab, with the necessary infrastructure and set of integrated tools. It will empower them to test-drive blockchain applications and experiment with the technology at a fraction of the cost and time.

Working closely with business partners, we will offer comprehensive blockc hain-based solutions. Our partner-driven model allows us to bring in complementary emerging technology and blockchain expertise, allowing customers to experiment with and build bleeding edge blockchain applications atop our platform.

This project is founded by a cross-functional team that has a combined 70 years' experience in artificial intelligence, blockchain, mobile application, cybersecurity and IoT across Europe and Asia. We are advised by a seasoned advisory team consisting of industry veterans, prominent angel investors with over 125 years' experience in legal, IP, IT, finance, investment and technology.

'The Best way to predict the Future, is to build it' ~ Abraham Lincoln.

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INTRODUCTION

Vision for Blockchain Platform as a Service: Inclusion

Blockchain is a cryptographically secure distributed ledger technology that allows businesses and government to streamline their business processes built on top of a new generation of applications and cross entity services. It provides trust, accountability and transparency by using a shared ledger among the distributed network of participants. We believe the power of the blockchain will fundamentally change the way we interact and conduct business. The way forward is to build an inclusive society in which anyone can access this technology in a cost-effective manner.

The blockchain platform will provide corporates, banks, financial institutions and government entities easy access to a platform that enables them to develop, test and manage blockchain applications using different blockchain protocols supported by the platform to achieve rapid prototyping, cost efficiency and a fail-safe environment. This way, organisations can stimulate and encourage innovation.

The platform will support distributed hosting for blockchain network nodes and off-chain applications while providing a centralised platform service for developing, managing and regulating blockchain networks. Ultimately, our platform will enable anyone to partake in this revolutionary technology.

Problem Statements

Distributed ledger technology (DLT), also known as blockchain, is a relatively new technology made famous by Bitcoin in 2008. Globally, governments, enterprises and idea owners are eager to find the best fit use cases in various industries. Restrained by global shortages of experienced blockchain talents, and challenged by evaluating and adopting blockchain technology, most projects were initiated as proof-of-concepts and most ideas died before they could pivot or mature for commercialisation. Most of the time, these challenges can be identified as listed below:

- **Which DLT?**
  Enterprises have difficulties evaluating multiple blockchain technologies and selecting which to use because they lack collective blockchain expertise and a single multiple-blockchain-enabled test environment. For example, many blockchain technologies are available now, such as Ethereum, HyperLedger, Multichain, Ripple and more, but no single platform provides a test environment for these blockchains, and no single technology vendor or consulting firm has deep collective knowledge of these blockchains to help enterprises select the best fitting blockchain technology.

- **Difficult to find fit use cases and evaluate business benefits**
  Companies have difficulties finding the use cases that will apply to their industry and knowing how to evaluate the return on investment.

- **No easy way to install and test**
  Piecing together the blockchain nodes, storage, cloud development environment and GitHub requires a lot of effort and time.

- **High development costs**
  The cost of blockchain project development, whether in-house or outsourced, is prohibitive for a lot of enterprises to build an application from scratch for idea validation, let alone going through trials and errors. Thomas Edison famously ‘failed’ 10,000 times before inventing the light bulb. Our platform makes failing less costly and allows innovation to go through its natural process.

Four Pillars of Value—Our Solution for Inclusion and Blockchain

Evaluate Various Blockchain Technologies on one Platform
Using multiple blockchain technologies and multiple experiment environments on one platform minimises the time to switch between various platforms, applications and providers.

Crowd Sourcing
Obtain services, ideas, or tools by soliciting contributions from a wide range of partner experts, and curate crowd contribution allowing broad aggregation of innovative ideas and solutions in a relatively short period.

Enterprise Grade
Scalable, secure and robust enterprise blockchain platform for rapid prototyping and easy production deployment in segregated environments for enterprises.

Ready to Deploy App (from our App Library)
Quickly build and validate blockchain use cases atop select pre-deployed blockchain applications by leveraging our ready to deploy blockchain applications. This shortens the time and lowers the costs to create a fail-safe and fast environment.

Overview

Morpheus Labs Blockchain Platform as a Service (BPaaS) simplifies and expedites your blockchain application development and gives you the flexibility to choose between available programming languages and blockchain runtimes that better suit your needs. You receive unparalleled benefits from an integrated collaborative development environment, workspace management, version control repository and many preconfigured tasks. Let our platform do the heavy lifting while you focus on value-adding work such as application creation and experimenting with the blockchain technologies at a fraction of the cost and time. The following paragraphs describe our competitive advantages.

TURN-KEY SOLUTION

Preconfigured ready-to-use blockchain solutions support multiple blockchains and integrated development. The test environment provides the most efficient blockchain platform services and addresses the most technical challenges being faced by enterprises.

ACCESSIBLE

Our team is cross functional and experienced in the business of blockchain with varied backgrounds.

TRUSTED

Our idea and our founder has been accepted into SGInnovate, Singapore Government's hand-picked start-up group. Staffed by the most skilled engineers and award-winning team, SGInnovate has extensive experience in implementing large scale and complex platform applications.

ROBUST, SECURE AND SCALABLE

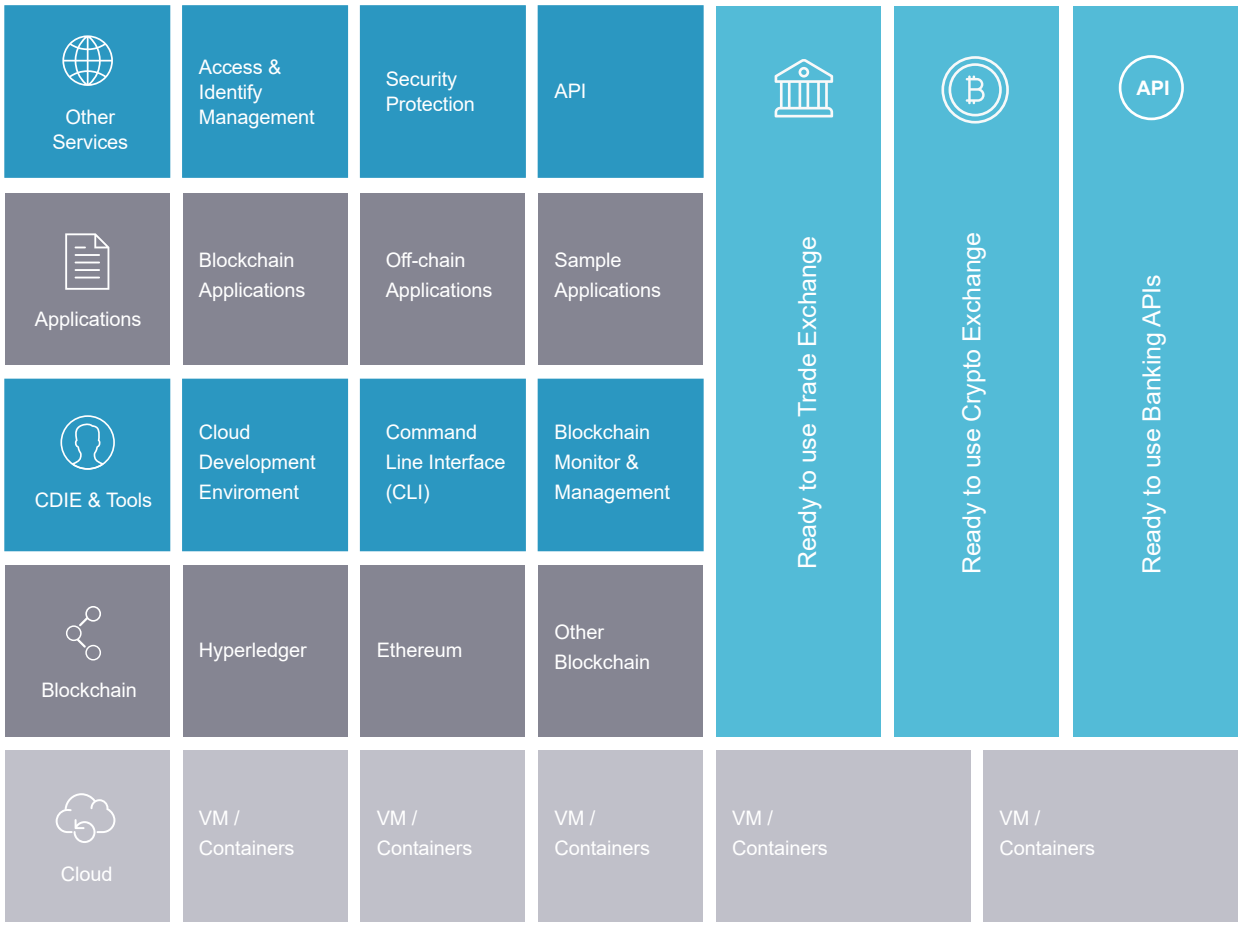
All resources and support are made ready on the cloud, allowing you to customise and deploy applications anytime and anywhere in a secure, reliable and scalable environment. The platform is hosted in a private cloud environment during MVP and Phase 1. It will be hosted in a leading cloud environment, such as AWS, from Phase 2 onwards.

COST EFFICIENT

We stand by the quality of our products and services. We are committed to providing value to our clients with no hidden costs. Blockchain for inclusion is our mantra.

Platform Architecture Overview

The following diagram provides a high-level view of our vision of our blockchain platform.



Blockchain Platform as a Service

We offer all businesses an integrated blockchain platform to rapidly develop, test and deploy enterprise blockchain applications at a fraction of the cost. The platform can also be used by individual developers.

- Multiple blockchain technology, private blockchain alongside public blockchain.
- In-region hosted cloud data centres, leveraging VM and Docker container virtualisation technology to provide a reliable and scalable cloud environment.
- Integrated cloud development environment with suite of tools to develop, test and deploy blockchain applications.
- Preconfigured sample applications and ready-to-use applications from in-platform application marketplace and ready-to-use APIs published (e.g., banking APIs) for fast prototyping and easier customisation. For example, we provision open sourced trade exchange or cryptocurrency exchange, as shown above.
- User and identity access management and security protection services to secure access to the platform.
- Support micro service–based application architecture to easily composite new applications.
- Able to expose blockchain applications as APIs and consume external APIs.

The platform will also provide one-stop management services for:

- Provisioning and governing blockchain network
- Applying operational intelligence to blockchain network
- Provisioning software and middleware as application services.

Refer to Platform Components Overview for a comprehensive view of the platform services to be provided.

Platform Architecture Principles

Long-term success and scalability of the platform is underpinned by the specific platform architecture principles outlined below:

1. Adopt open standards by design, specifically leveraging open source tools and technologies where appropriate.
2. Conform to a layered architecture with modular and pluggable components.
3. Build on robust cloud technology to support scalability, elasticity and auto-provisioning of compute resources.
4. Facilitate blockchain applications to remain agnostic of underlying computer and network structures on the platform.
5. Provide a secure segregated environment for users' entities to host their blockchain network, thus maintaining data privacy.
6. Provide containerised technology such as containers and virtual machines, for hosting of blockchain nodes on the platform in a distributed way.
7. Support micro-service architecture pattern in developing and hosting blockchain applications.
8. Provide a defined way to integrate self-provisioned middleware services in the platform for additional integration with external world and other private or public blockchain networks.
9. Because of the evolutionary nature of blockchain technology, new protocols are emerging. The platform is architected to support any blockchain protocol, specifically, the following protocols initially:

    - Ethereum
    - Hyperledger Fabric
    - Multichain
    - NEM

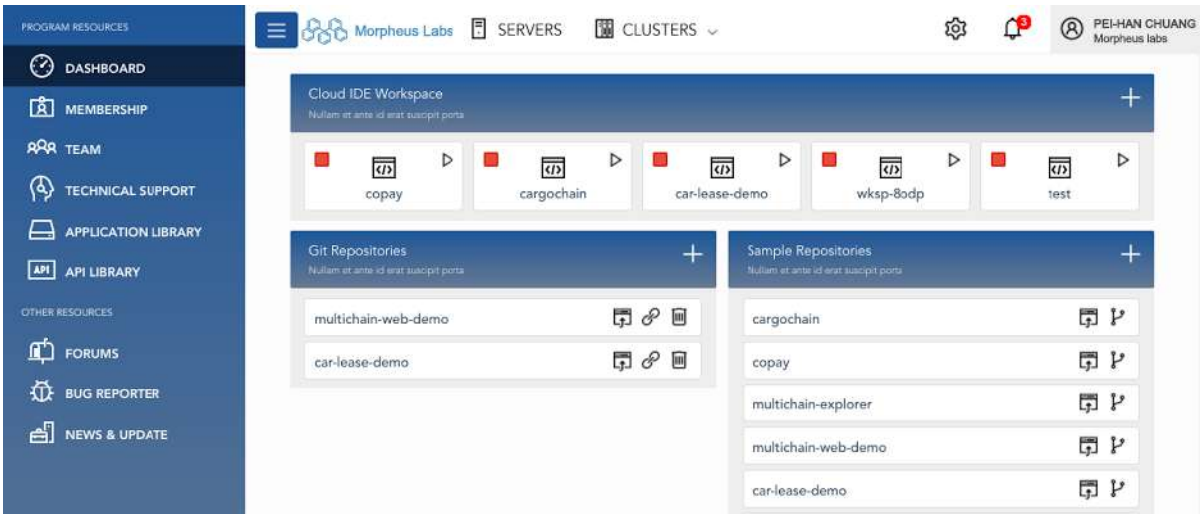
Platform Components Overview

Our integrated blockchain platform consists of the following components that provide ready-to-use resources for rapid blockchain application prototyping, development and hosting. The components will be available for use on the platform in phases.

Platform Presentation Layer

Platform Admin Console

The admin console component aggregates the administrative functions required to manage the platform. Administrative functions include monitoring, management, audit and security checking of the components of the platform. This console will be used by the platform system administrators.



Blockchain Operation Console

The operations console aggregates the operational activities required to manage the blockchain network provisioned on the platform. The operational activities include self-provisioning, monitoring health and membership management of the blockchain network. It will be used by blockchain network owners, auditors and member operators.

Blockchain Developer Workspace

This workspace provides development and deployment capabilities for the blockchain and off-chain developers. It provides DevOps capabilities to the blockchain application developers to develop, test and deploy their code on test environments for both smart contracts and off-chain applications before deploying to production instances.

Executive Dashboard

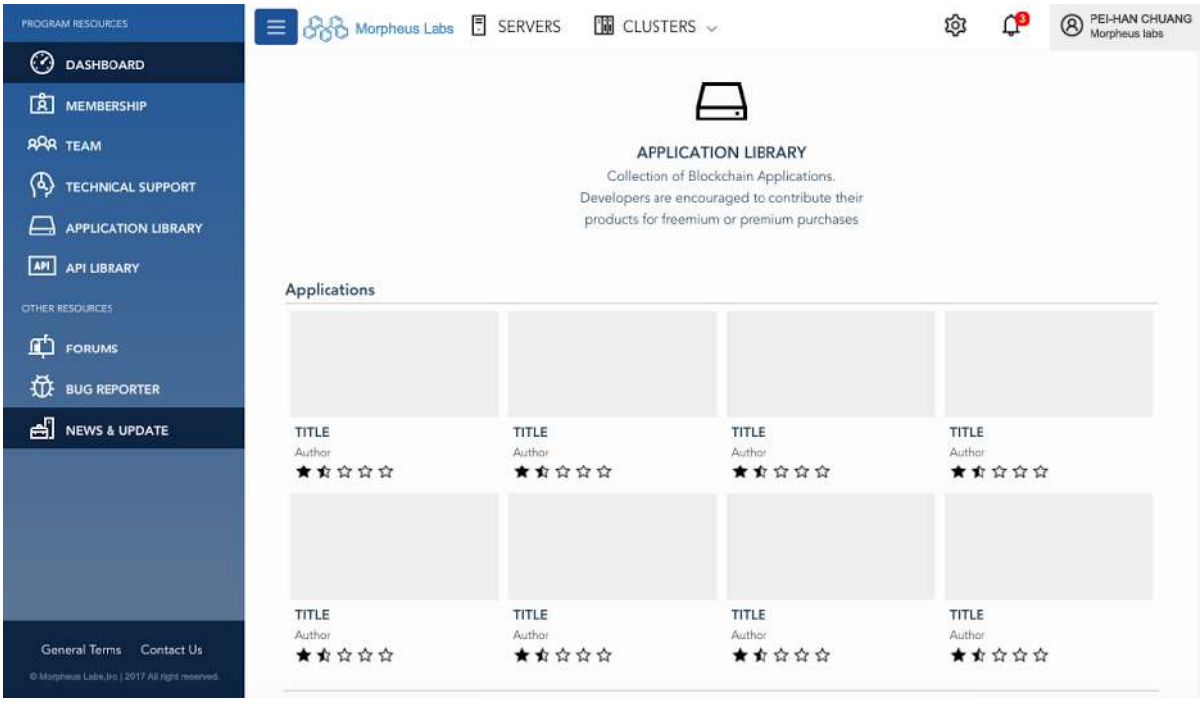
The dashboard provides an executive view of blockchain technology adoption by business owners and their management teams. Executive users will be able to track key performance indicators focusing on multiple dimensions of blockchain adoption.

DevOps Tooling

The platform provides DevOps tooling to facilitate rapid development of conventional or micro service–based blockchain applications and solution templates for rapid prototyping. These include but are not limited to source code management, continuous integration, protocol specific IDEs and tooling.

Off-chain DevOps Tools
This comprises a set of development and operations tools for platform developers to rapidly develop and host off-chain applications on the blockchain platform.

Application Store (Application Library)
Application store is a crowdsourced marketplace to curate all blockchain-based applications. It allows seekers to browse for ideas that suit their businesses and purchase ready-to-use or customised products; it also allows contributors to promote their applications.



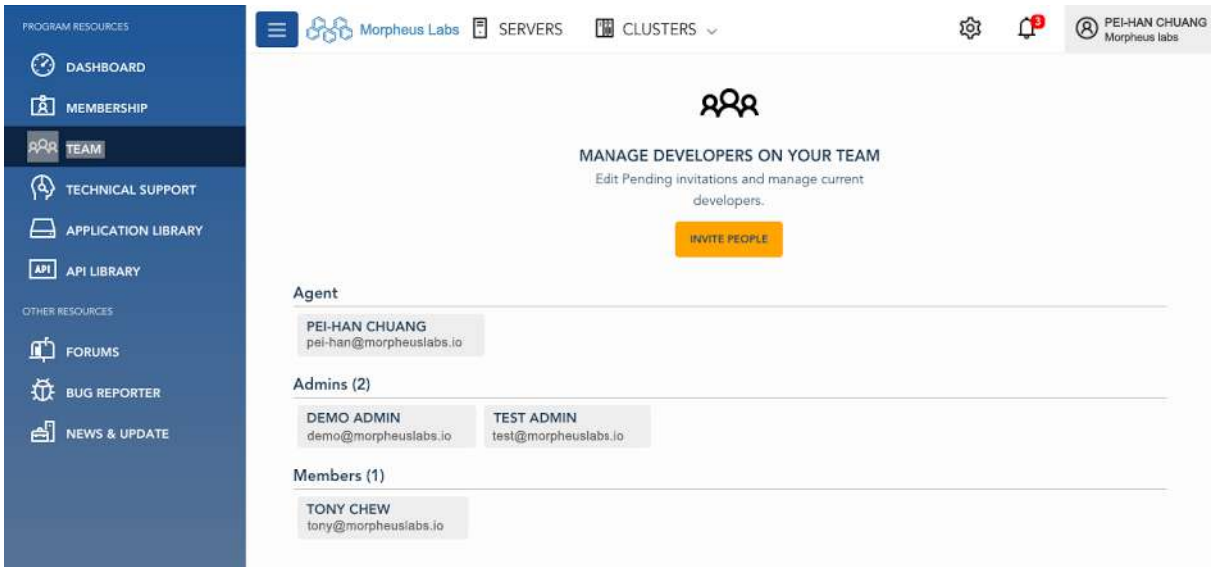
Platform Command Line Interface and APIs
The platform command line interface (CLI) and API component provides command line tooling and APIs for the entities to interface with the blockchain platform to manage blockchain applications, networks and accounts.

Blockchain Protocol–Specific DevOps Tooling
Since different blockchain technologies provide different tools for the development of blockchain applications, the blockchain platform supports either the host of those tools on the platform or provides API/CLIs for integrating with the tools.

Platform Support Systems

User Account Management

The blockchain platform provides user and account management functions for the platform administrator and entity operators to manage their blockchain platform accounts.



Platform Identity Management

The blockchain platform will provide an identity management system to manage, authenticate and authorise blockchain platform users from multiple entities and public participants.

Configuration Management

The platform should provide a source code management system for the entities and public developers to manage the source code of their blockchain applications

Blockchain Middleware Layer

Blockchain Protocol Runtime Images

The blockchain protocol runtime is a logical component that provides the runtime of blockchain protocols (such as HyperLedger Fabric supported by the platform as collections of virtual images, or Docker containers. It also provides sandbox environments for the supported protocol.

Blockchain Event Hub and Gateway Adapters

The blockchain Event Hub and Gateway Adapters provide the asynchronous messaging or event backbone for blockchain applications, as well as integrating with the enterprise systems. These are used for the integration of blockchain networks using different protocols, integration of blockchain solutions running on BPaaS with the entity's backend systems and integration of blockchain solutions that require asynchronous communication.

Cryptographic and Security Services
The cryptographic and security services provide a collection of security software components as services.

API Management Services
The platform provides API management as a platform services in the catalogue. This allows blockchain applications to be exposed as APIs, employing security and governance around the API.

Application Services
The application services component represents a collection of application software and APIs that should be services on the platform, to be used in developing blockchain applications. For example, data and analytics services, multi-tenant content management services and notification services.

Infrastructure Services Layer

Docker Containers Infrastructure
The Docker container infrastructure provides a complete infrastructure virtualisation suite to manage and optimise Docker containers on the blockchain platform.

Virtual Machine Infrastructure
Virtual machine infrastructure provides a complete infrastructure virtualisation suite to manage and optimise hardware infrastructure of the Morpheus Labs BPaaS platform.

Platform Management Layer

Platform Catalogue Management
This component provides capabilities to create and manage middleware services and blockchain specific services. Administrative users can create new services and add them to the catalogue. Platform users can access available platform services in the catalogue and self-provision new instances of these services for their use.

Some of the examples of services in the catalogue could be:

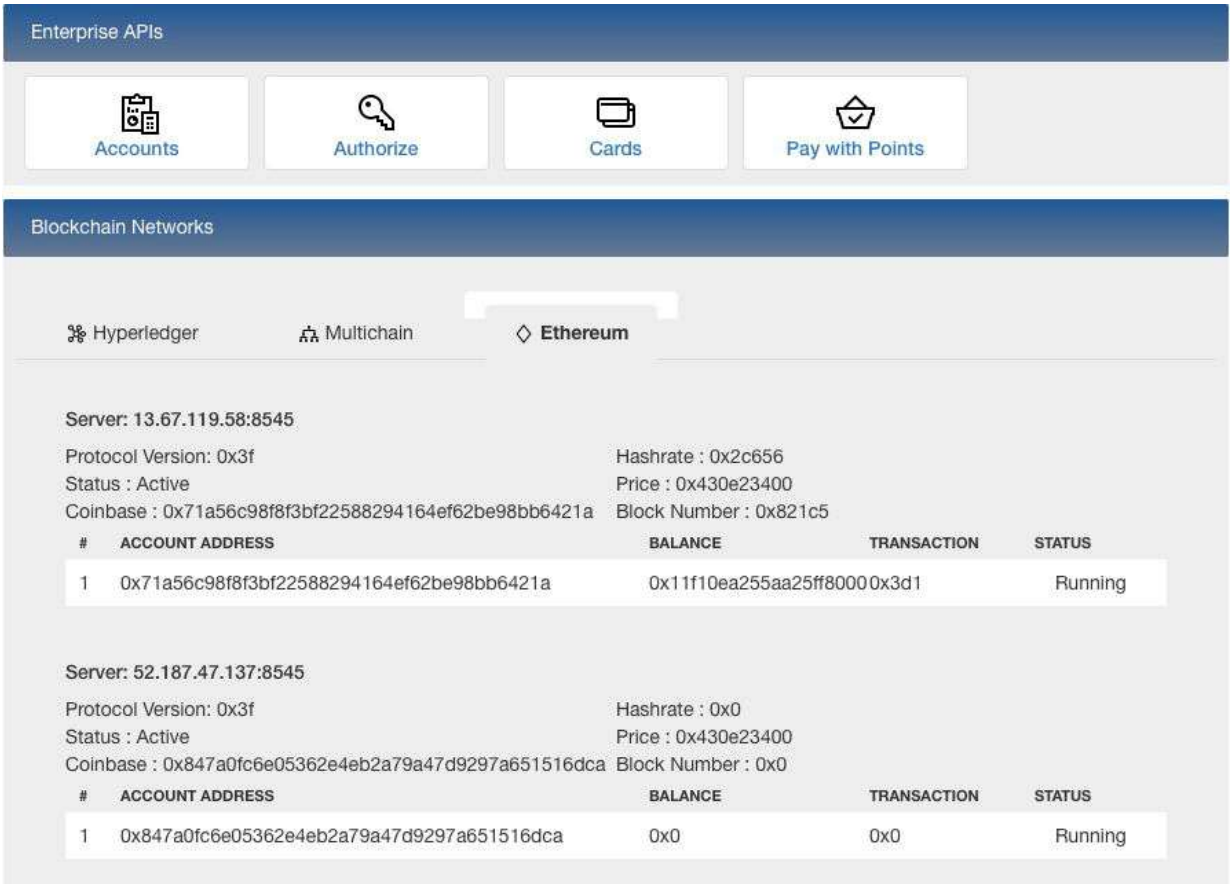
Blockchain
- Ethereum Development Sandbox
- Multi-Chain Development Sandbox
- Hyperledger Fabric Development Sandbox
- Other blockchain development sandbox

Language
- Java Runtime
- Node.js Runtime
- .Net Runtime
- GO Runtime

Database
- MySQL
- PostgreSql
- CouchDB

Blockchain Monitoring Dashboard

This component provides a monitoring dashboard to collect and display monitoring metrics and reports for each blockchain network on the platform. It includes performance data, network information about member nodes status, ledger state and deployed smart contracts. The dashboard provides separate views for different types of operators (blockchain network operators, entity operators, regulators).



Blockchain Permission Management

The permission management component provides blockchain network operators and owners the capability to manage membership and permissions of blockchain users and nodes within a blockchain network.

Blockchain Network Registry

The Blockchain Network Registry is the key component that manages provisioning of blockchain networks on the blockchain platform. It interacts with other components to create new blockchain networks as well as add nodes to an existing network.

Blockchain Audit Management

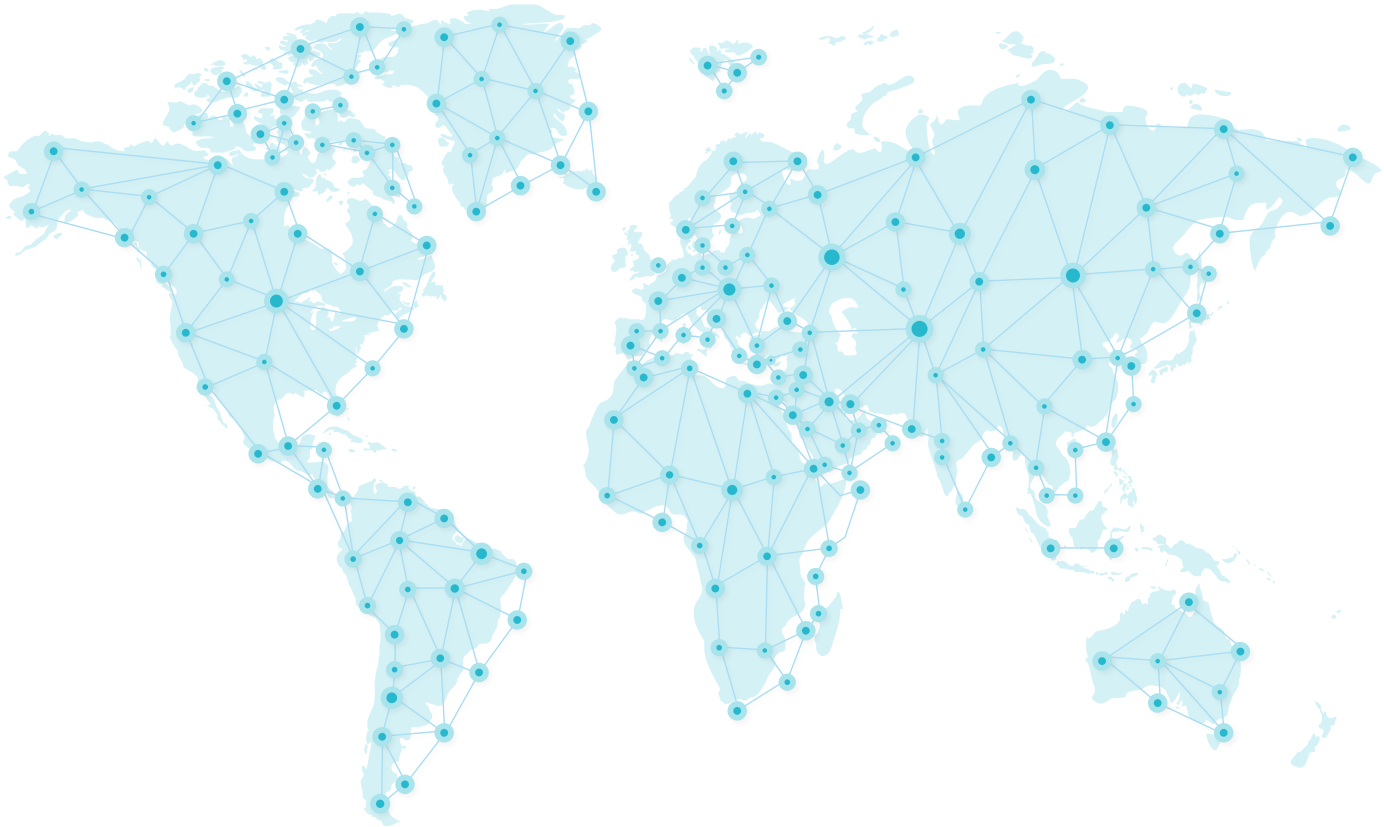
This component provides audit management capabilities to the blockchain network auditors or regulators. These users can audit the transactions on the blockchain network to verify compliance with regulations and to detect any fraudulent behaviour.

Metering and Subscription Management

Metering management provides a set services for collection of usage information and metering the platform usage for the accounts. It also provides a service to define subscription plans for platform services.

THE MARKET OPPORTUNITY

Market Size



$3.16 Trillion

Year 2030
Blockchain market is estimated to be worth

$2 Billion

Token Sales
Source: Forbes 2017

$1 Billion

Coinbase
Valuation Q2 2017

$ 500 Million

Investments
Blockchain Startups in 2016 (non-ICOs)

Business Model

Morpheus Labs BPaaS is founded as an enterprise-grade B2B platform as a service, enabling businesses to rapidly prototype their ideas and validate potential markets in a cost- and time-efficient manner. The platform also supports a B2C model for freelancers to develop their applications or provide professional services. Alternatively, individual developers can use it as a learning or prototyping platform. Apart from providing a lab-like environment, the platform also provides blockchain application development and hosting services, and a marketplace for contributing and selling blockchain applications.

Subscription
Ideas take time to evolve and software applications need a lab-like environment for continuous improvement and upgrading. To ensure long-term business sustainability and cost-effectiveness, our business model is based on a combination of fixed, recurring fees and one-time initial fees under three tiers (for enterprise). Each tier consists of different levels of support and service:

- Individual (free for limited functions, or payment applies for full functions)
- Starter
- Optimum
- Enterprise

Application Fees
Our marketplace of curated blockchain DaPPs enables developers or DaPP owners to earn fees. Morpheus Labs collects a commission from these fees—a practice akin to Apple's App Store.

Cross Selling
We partner with global brands in the tech ecosystem to grow our revenue with existing customers and attract new ones. The cloud marketplaces and start-up accelerators are also exciting entities within our ecosystem with potential to contribute a significant revenue growth to our business.

Distributorship and Reseller
We have received enquiries for distributorship and reseller licensing from global and regional system integrators, telco and content providers.

Go-to-Market Strategy

Our strategy is to leverage our network of partners and distributors and reach out to potential users who have an acute need for our technology. As a B2B firm, partnering with the right distributors and platforms is key to scaling across various verticals rapidly.

As an infrastructure play, we intend to focus on building value-added peripheral services to maximise ease of deployment for companies and enterprises. We have secured numerous in-principle arrangements with enterprises to provide our BPaaS and are in the process of sealing partnerships with MOUs.

Using our platform, our customers can serve their existing clients with higher value-adding services. In addition, by tapping into their network distribution channels, this will create additional demand for their existing services platform.

For the B2C model, we leverage digital marketing to build our brand as a leading integrated BPaaS platform and increase market awareness to enable networks to attract freelancers and individual developers.

Our platform has attracted attention from the market; the following are some of the key stakeholders and partners who have approached us:

- Software development houses
- System integrators (SIs)
- Blockchain as a service providers
- Telecommunication companies
- Major Internet content providers
- Government related agencies
- Education institutions such as universities and polytechnics
- Established accelerators and incubators

ROAD MAP

Platform/Technical Road Map

Phase 0: Design and Version Alpha - Sep 2016

Develop alpha version, which is focused on the implementation of Platform Presentation Layer (refer to Platform Components Overview). The purpose of this phase is to create a fundamental set of user-facing functionalities and applications catered for the public to try.

Phase 1: Develop DevOps Tooling - Jan 2018

MVP with user interface (UI) and technology enhancements based on feedback from usage of Version Alpha. Deploy basic DevOps tooling, which aims to facilitate rapid development of blockchain applications and rapid prototyping (refer to Platform Components Overview). This will enable our first batch users to try hands-on prototyping. The basic blockchain network is preconfigured in this phase. Only HyperLedger Fabric and Ethereum are supported.

Phase 2: Support Co-creation and Group Development - Apr 2018

With careful implementation of Phase 1, we will deploy (refer to Platform Components Overview) further enhancements of DevOps tooling to support co-working and group development. We will enable micro service–based blockchain application development and allow exposure of the application services as APIs. Multichain is supported in this phase. And limited admin and operation console functions are supported.

This is to allow further and faster innovation, sharing of ideas and bringing ideas to fruition. This will further boost our user base and usage frequency. Before this phase, the team will be further expanded to implement API, micro-service, multichain and consoles within the schedule.

Phase 3: Commercialisation Phase - Jul 2018

After two phases with key feedback gathered to improve user experience, we will be ready for a final push in this phase to provide a comprehensive platform of services. At this stage, our platform will enable users to manage their monthly usage of the platform, hence permitting the commercialisation of our service (refer to Platform Components Overview). Further team expansion will be required to perform comprehensive testing to prepare platform commercialisation.

Phase 4: User Experience Enhancement - Oct 2018

As our users grow and the development environment stabilises, we will next focus on building a new set of capabilities to empower and encourage our users to try different blockchains and find the most suitable for their product by evaluating different features of different blockchains using our platform (refer to Platform Components Overview for additional services provided by our platform).

Phase 5: Interoperability Between Blockchains - Future, 2019

Business Road Map

Phase 1 - Q3 2016

- Idea and founder was hand-picked by SGInnovate (a Government initiative)

Phase 2 - June 2017

- Founding advisory team joined in August
- Received and in discussions with global names on distributorship and MoUs
- Top 5 (out of global 22 bidders) in Smart Dubai Government

Phase 3 - Oct 2017

- Received initial seed investment
- Completed whitepaper and soft marketing launch
- Pre-ICO sales in December
- Government Polytechnic in Singapore in discussion of a 5-campus implementation of our solution and co create a curriculum

Phase 4 - Feb 2018 (Southeast Asia)

- Launch official token sales
- Official sales partnership campaign for Southeast Asia region

Phase 5 - June 2018

- Official sales partnership campaign for rest of Asia and UAE region
- Launch blockchain lab across Southeast Asia in all established and recognised innovation labs, accelerators, co-working spaces, colleges and universities.

Phase 6 - Future

- Launch blockchain lab across rest of Asia and UAE in innovation labs, accelerators, co-working spaces, college and universities.
- Sales activities launch in rest of Asia and UAE.

Token Use Cases

Morpheus Infrastructure Token Use Cases

The token used in all Morpheus Labs platform services will be called Morpheus Infrastructure Token (MIT). MIT is an ERC-20–compliant token and is designed to be used within the Morpheus BPaaS network for all services and products rendered.

The services are: Platform subscription payment, Application usage fee and Distributorship licensing fee, as stated below:

 Platform subscription payment	• Payment for different tiers of services
 Applications usage fee	• Download to use wide range of applications in our app store with exclusive benefits • Download to customise, or engage the application owner to customise for you
 Distributorship licensing fee	• Financial settlement for various tiers of licensing • Resources support and sharing
 Token swapping and trading	• Token swap among apps within the network • Traded on cryptocurrency exchange

The primary use of the token is for both platform subscription and application-related usage, whereby users can use these tokens to procure any services within the platform network, and pay service providers within it. Users can switch among different subscription tiers with full flexibility. Upgrades are featured for applications that are chosen.

As more blockchain applications are curated on our app store, MIT will also allow convertibility to discount coupons for other ICOs within our network. This will translate into cost savings and promotional items in other applications.

Financial settlement and resources support between licensees and licensors, where distributorship could be easily managed, facilitates critical real-time support for any distributors or sub-distributors in any corner of the world. Easy token swapping among our app stores will also permit savings on transactional fees and more effective portfolio management for individual and corporate investors.

MIT will be traded on crypto exchanges and this offers token holders the flexibility to trade and liquidate their holdings, if they so choose. They will be able to convert to fiat currency or swap to other cryptocurrencies. Holders can capitalise on trading opportunities and maximise value appreciation of their tokens.

Token Generation Event Structure

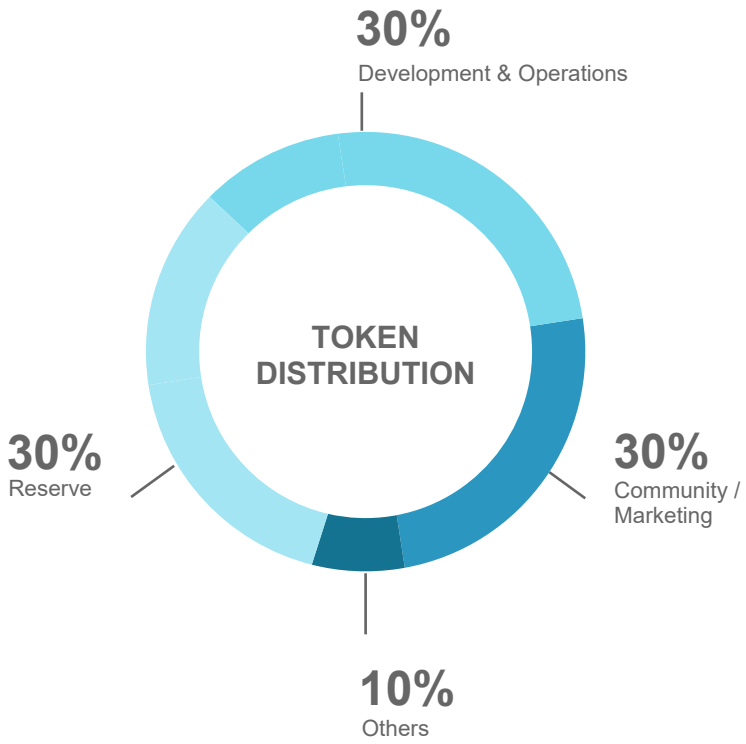
A total of 80 million MIT will be minted and issued to the public in three phases consecutively.

The early bird phase will open at the end of December 2017, followed by pre-sales in January 2018 and official crowd sales to follow in February 2018. All proceeds generated from these events will be used only for product and business development.

Name:	Morpheus Infrastructure Platform
Token Name:	MIT (Morpheus Infrastructure Token)
Total Supply:	80,000,000 (80 Million)
Decimals:	8
Value:	1,000 MIT = 1 ETH or 26,000 MIT = 1 BTC (amount will be confirmed on actual release date)

These tokens will be used to facilitate all transactions initiated and processed with the Morpheus Infrastructure Platform. These include: platform subscription payment, app store–related payment and financing distributorship.

Financial Plan



All proceeds generated from the token swap campaign will be used solely for platform and business development to ensure long-term sustainability. Fund allocation has been carefully planned to ensure smooth growth and achieve maximum operation efficiency, with the aim to be the most powerful platform to facilitate blockchain developments.

Reserve (30%)
This amount caters for future further growth in different regions or any potential change in strategy that might occur because of changes in the business environment, for example, capturing a new market that has a surge in demand.

Development & Operations (30%)
A significant amount is allocated for our core platform development, as planned in the roadmap and listed in Platform Components Overview. It is a top priority to convert all our distributorship and collaboration enquiries to revenue generating channels with strong backend support and operations in place.

Marketing & Community (30%)
Branding, online and offline marketing efforts are necessary not only to spread awareness of us across the globe but also to support our distributors by increasing their sales efficiency.

Others (10%)
This amount is set aside for legal, ad hoc activities and fees for engagement of external parties' services, such as events, conferences, software licensing, local services, translation and others.

Why Morpheus Labs Blockchain Platform as a Service

Imagine trying to run a business (provide a service or sending a good) without roads, electricity and telecommunications in place. Running operations would be extremely hard, and communication externally or internally would not be efficient.

Hence, for all growing economies, there is a need for a well-designed, stable and scalable infrastructure. This is similar to the blockchain economy, which is one of the latest and fastest growing technologies, and which governments and enterprises across the globe have identified, pledging huge resources to adopt significantly in the next decades. Our goal is to be the enabler for this technology, building 'roads and infrastructure' for the blockchain world.

Our BPaaS is based on our mission to provide efficient connectivity among all networks and resources; hence, it provides a conducive environment for innovation to fast track success. We have a seasoned and highly skilled team in entrepreneurship, application development and implementation of large scale infrastructure, coupled with the strong support of a committed and prominent advisory team who are leaders of their own industry with strong networks.

We are confident and committed to commercially and viably scaling our BPaaS operations and capturing a huge blockchain market.

For Investor

We are in the midst of a surge of interest across global markets in blockchain technology. We have also witnessed Bitcoin, Ethereum and other cryptocurrencies gaining popularity.

Interest in blockchain technology is likely to grow with an increased push for blockchain adoption across industries. We aim to leverage this rising wave of intensive interest as we launch our blockchain platform.

While Google has been successful as a platform for information, and Alibaba as a platform for products, our platform is in the same category regarding value creation. Here, we stand at the forefront ready to lead the next technology revolution.

Since we launched our private Version Alpha in mid-2017, we have received overwhelming enquiries for partnership, distributorship and various forms of collaboration from Southeast Asia and UAE regions.

These enquiries are mainly from key industry players such as major system integrators, global tech giants, educational institutes and government innovation departments. Most have indicated interest to sign collaboration agreements once our commercialised version is ready.

For User

We are focused on providing the best UI and experience for your development environment on the cloud. The aim is to disrupt current inefficient ways and processes of validating ideas by enabling rapid prototyping and avoiding unnecessary costs.

This is an integrated and one-stop platform for your development team, hassle free, with all resources ready to hand. After all, as a business owner, time should be spent on developing and designing a better idea or solution, not on sourcing tools or resources to build it.

OUR TEAM AND PARTNERS

Core Team Members

Chuang Pei-Han

Bachelor of Information system (University of Melbourne, Australia)
Finance Technology: Future Commerce (Ave. 95%: Leader of voted Global top Capstone project - Massachusetts Institute of Technology).

After 7 years experience in Banking, Pei-Han turned to his first venture and ended up building a series of successful business. He has experience in raising multi-million investment and built a proven track record in the management of accounts with large conglomerates. He has successfully grown one of his startups to a million dollar generating business. His Blockchain Platform as as service (BPaaS) was selected and incubated in SGInnovate as first batch incubatees.

Having been through the delivery of 25 software development cycles, he has developed core expertise in handling multi-million deals and high-level marketing campaigns. Pei-Han past clientele includes Scoot, Singapore Airline, Vivocity, Shwe Taung Group, Chinsu Myanmar Group, Prince Hotel group, Taiwan Tourism Board and other major enterprises.

Branson Lee

Bachelor of Computer Engineering (Nanyang Technology University, Singapore)
Finance Technology: Future Commerce (Massachusetts Institute of Technology).

Branson is currently an ex-co-member of the Singapore Fintech Association and heads the Talent Committee. With over 13 years' experience in business development and channel partnership, Branson was selected as one of only two undergraduates during his university days to undergo internship with Sun Microsystems. Branson has worked at LinkedIn and is currently heavily involved in the blockchain and start-up ecosystem. He is also an active public speaker for blockchain and Fintech events.

Dorel Dumitru Burcea

Bachelor in Physics (University of Bucharest); MBA (University of Liverpool)
Member of Institute of International Finance

Dorel has over 16 years' experience in application development and infrastructure management. He has been a technology leader with seasoned experience in large B&FSI, overseeing multi-million digital transformation projects with focus on digital revenue streams, digital ledger businesses, omni-channel businesses, payment services and open API services. Beside his leadership position as Digital Transformation ICT Manager—Group CIO at UniCredit Bank, Dorel is an entrepreneur in Tech Accelerators @CampFlex, Cyber Security Services @Revel Tech, and Internet of Things Advisor @Lucas Bernoulli.

Bruce Lu Yang

Bachelor in Applied Mathematics (Tianjin University)
Executive MBA (Rutgers Business School)
Finance Technology: Future Commerce (Massachusetts Institute of Technology)

Bruce has more than 20 years' experience in software development and technology innovation with business acumen. He has worked with IBM, as a technical leader, focusing on cloud application development and technology innovation in various industries. Throughout his professional career, he has successfully delivered more than 20 projects. He has been focusing on blockchain technology research, prototyping and implementation for the last few years. Recently, as the lead architect, he successfully implemented a business application using HyperLedger Fabric for his client, which is the first production implementation of HyperLedger Fabric V1.0 in the region, and probably one of the first few in the world.

Eddy Low

Bachelor of Multimedia Design (The One Academy of Malaysia)

UI designer Eddy Low specialises in strategy and design. He creates better UI and user experiences through design for mobile and desktop clients. Eddy has over 10 years' working experience in the design industry. He works closely with clients to ensure the design solutions meet their requirements and business directions. UOB, OCBC, DBS, Standard Chartered Bank are examples of clients he works with. Currently, he is studying in Japan for his higher education.

Edward Loke

Bachelor of Information System Technology and Design (Singapore University of technology and Design,Singapore)

Edward has successfully delivered multiple web and mobile applications for big clients, including local financial institutions and banks abroad, during his professional career in IBM. Edward is also fluent in design thinking and is a strong advocate of Agile Development.

Xu Cong

Bachelor of Information system (National University of Singapore, Singapore)

Having worked as a senior UX technology consultant in IBM for three years, Xu Cong has experience executing multi-million mobile and web engagement with global clients from multiple industries, including banking, retail and manufacturing. He helps his clients shape their digital strategies, create bold innovations and deliver the best user experiences to their customers using transformational technology.

Founding Advisors

Lok Choon Hong

Master of Law (University of Cambridge); MBA (INSEAD); EMBA (Tsinghua University)
Founding President of Association of Intellectual Property Entrepreneurs and Organisations (AIPO) and Treasurer of Malaysian Business Angel Network (MBAN).

Mr Lok Choon Hong was featured as one of the world's 1000 leading patent practitioners in 2013, 2014 and 2015 by IAM Magazine. He specialises in all aspects of intellectual property registration, transfer, licensing, commercialisation, enforcement and advisory work. He is the founder director of Global IP Southeast Asia Pte Ltd, an intellectual property rights consultancy firm with offices based in Singapore, Malaysia, Philippines and Brunei with representative offices in Indonesia, Thailand and Vietnam.

Mr Lok is also actively involved in venture/angel capital investment in IP-based companies.

Dr. Allen Yeo

Bachelor and PhD of Mechanical Engineer (Glasgow University); MBA Scholar (University at Buffalo); Research scholar sponsored by Committee of Vice Chancellors and Principals; Associate Professor (Hon. and Adjunct of National University of Singapore)

Dr Allen Yeo is a frequent conference speaker on intellectual property and business management issues, particularly on technology innovation and application, and IP commercialisation. He is one of few selected IP consultants by intellectual property of Singapore. At the same time, he is a seasoned entrepreneur who has founded several successful companies, including Magadallen Quant Pte Ltd—a multi-million financial technology company, which was acquired by a US-listed company. He has held IP-related key positions at government bodies in Singapore.

Dr. Rex Yeap

Master of Science (Distinction—University of Leeds); DBA (University of South Australia); Partner, Invention Capital; Vice-Chairman, BANSEA

Dr Rex Yeap is currently a Partner of Invention Capital LLP directing efforts towards the creation and commercialisation of novel inventions, and investing and incubating early stage companies. In addition, he is Vice Chairman of Business Angel Network (BANSEA) and also co-founder of an angel investment fund (BANSEA Fund One), and served as the Chair on its Investment Committee Board for this fund. Dr Yeap is the Head of Education in the Singapore Cryptocurrency and Blockchain Industry Association. Over the past decades his angel investment portfolio has included early stage technology companies, mostly in the information technology space, and increasingly Fintech space.

Dr Yeap has three decades of experience across the information technology value chain, which spans industry, government and academia. He is the co-inventor of the IP Blockchain (patents pending) and has created over 20 information technology–related patents and thousands of inventions over the past three decades, see http://ye.sg/patents.

Dr. Yeo Yong-Kee

*Bachelor of Electrical and Electronic Engineering (National University of Singapore); PhD in Electrical and Comp Engineering (Georgia Institute of Technology); National Science Scholarship (A*STAR), author of eight patents, with more than 50 research papers published in the telecommunications field.*

Dr Yong-Kee Yeo was a research programme manager in the Institute for InfoComm Research (which is part of A*STAR) where he managed more than $10 million in research grants. His main responsibilities include identifying strategic research projects, selecting and managing research teams, and commercialising intellectual properties. He founded LightBridge Technologies, a solutions provider for companies interested in developing and harnessing technologies for the data-centric world of the future. He was appointed by the Singapore government to lead a working group to develop standards for Singapore's nationwide fiber network.

George Han

Bachelor of Economics & Political Science (National University of Singapore)
MBA—Investment (Hull Business School)

George Han has extensive experience in helping start-ups raise investments. He has spent six years at a university incubator, during which time he helped create 80 start-ups and advised over 500 founders in their business development plans.

He has helped numerous companies raise their follow-on and Series A investment, and seen them grow to further successes. He is presently managing a cryptocurrency fund and spearheads the development of a financial technology platform.

Dr. De-Wai (David) Chou

Finance Technology: Future Commerce (Massachusetts Institute of Technology)
MBA, Ph.D. Finance (LeBow School of Business - Drexel University)
David has been serving as professor in University for more than 15 years. His expertise is in finance, investment, corporate governance and robotic trading. He has conducted research projects funded by Ministry of Science and Technology for years. He also serves as Board of Independent Director for Nanoplus, Inc., providing his expertise in assisting firm's management. In 2016, he funded eFXhome, Ltd. Co. with his friends. This company's main business in robotic trading in Forex market. Currently, he is still active to explore new business model and opportunity by combining technology and finance.