

LokDon, LLC

4/2/2017 | United States

Start-up
Business Plan 2019

What's the Big idea I



The big idea is to use 2048 bits encryption (symmetric cryptography) to develop a secret key infrastructure (SKI). SKI protocol is designed with decentralized networks and infrastructures in mind. SKI relies on Digital Nucleus Aggregators (DNA) and Digital data Nucleic Authority (DDNA). These components are so flexible they can equally be used asymmetrically. DNA are just profile attributes e.g name, dob, fingerprint, passport #, driver license number, PIN, etc. When many profiles DNA are stored in one bucket it then becomes DDNA. DDNA could be local or external from the device using it. With the encrypt of these we establish a secure, visible, granular, solid, robust and endpoint-to-endpoint encryption in levels that props a powerful identity and access management (IAM). Applying SKI can make blockchain technology cross certifiable and inter operable.

- What is the vision for the venture?

Our vision is to expand this in all business mediums: This does not exclude mobile, IoT, manufacturing and possible convergence to blockchain technology

- Describe your business model

License, support services, foreign exchange markups, sign on and subscription fees

What's the Big idea II



- Problem – What is the problem that your business is solving?

The friction in payments with IoT, mobile and internet results to pushing costs to the users. We are bringing no-frills security (encryption) for the cloud. Trust less exchange (payment and shipping) on the internet with less fees pushed towards users. We want to lay the foundation based on data security and privacy in turn this will become a full-blown digital market where users pay for goods and services not transaction fees. The promotion of fee less transactions will conveniently increase the user's interest in other items and services. - Layered revenue margin. This will make transition to the use of cryptocurrency easier since global payments with fiat money is expected to become trust less, hassle less and almost fee less in all regions. We want to exchange (share files, call, pay and ship) goods and services with all: We will enable all qualifying entities to take advantage of the benefits of the cloud in a secure and responsible way with ease of use. We want to use security and privacy to leverage the bottleneck in global finance, especially the purchase of items of social-economic value in the West by non-western states. These purchases presently are pained by delivery to only users within sourcing countries because of bank regulations. We are bridging the gap by covering for those who are physically absent from the source countries making global purchases available to all.

- And what is the problem they will solve in North America if that problem is not necessarily a problem in this market?

It will provide employment and trigger a revisit to lagging cryptography (PKI) as used for internet security. This, as an enabler will encourage many to expand their business wings abroad.

Team



Founder Introductions

Responsibilities:

- Josiah J Umezurike is a devout father of 5 who lives in Columbia, SC USA. He loves technology and he likes to tinker on how things work and making things perform other functions. He has 3 patents. In his spare time he tinkers on cryptography and IoT.

Roles:

He currently works a Security analyst Technical Lead with over 20 years experience in IT and 10 in security. Josiah is currently the CEO/CTO

Responsibilities:

- Onyedikachi Barnabas is a devout father of 3, a blockchain investor and enthusiast. He is very experienced in transportation logistics. He is a business owner with over 10 years experience in small business operation and management.

Roles:

Onyedika Barnabas is the current director of WA products (Legal).

Responsibilities:

- Ravi Prakash is a devout father of 2 who lives in Noida, India. He is a professional software engineer with over 15 years experience.

Roles: He is currently the director of Software Development and Engineering.

Target Market & Competition



- Problem Definition –What’s the key problem you are trying to solve?

The friction posed by lag of security privacy in IoT, mobile and internet security is our biggest .

- Market Size & Demographics of Core Customers

Market size could be 0.001 or 0.1% of North American population. Most of these users are baby boomers and millennials (all ethnicities) age 18+ years.

Market volume = Number of target customers × Penetration rate; Market value = Market volume × Average value

Market Volume = 5 * (0.001* NA population) = 0.001 * 579M = 579,000; **Market value = 579, 000 * \$1 = \$579,000**

- We are targeting North America (USA, Mexico and Canada) and the emerging markets.
 - a. Health
 - b. Financial
 - c. Legal
 - d. Packaging logistics
 - e. Education
- Competitors in the market
Boxcryptor.com, Cash app, Zelle, Venmo, Paypal, Lokdon\$
- Core differentiator of your solution

Use of secret key infrastructure (SKI), use of dynamic unsaved keys and 2048 bits encryption standard in symmetric cryptography.

Growth Strategy

Scaling up strategy

- How will you acquire your first customer or the first 10,000 customers?
We will do that through social media since the application allows people to send money far and wide.
- What are your customer goals i.e. what do you want to get done for them by when?
We will like them to be able to move money around from one end of the globe to the other by the year end.
We will like them to have the ability to use enterprise level services (customized) without having enterprise cost or clout.
- What will it take to accomplish these goals?
We will need research/development, funds to expand our team to 5 software Engineers developers.
Growth Hacks – potential options for getting multiple X growth
- Sales Strategy
P2P, B2B
- Channels of sales
FB and meeting local businesses
Telegram group
Media (international and local)
Google play store
- Expected customer acquisition rate through each channel
5 cents per \$1
- Costs of sales
\$500,000 / \$3,000,000

Growth Strategy



We can grow organically by creating innovative products as below:

- Products

- 1. Lokdon\$ or Lokdon Wallet Dapp**

- 2. Lokdon\$ with mobile and IoT wallet dashboard**

- 3. SDK will integrate all its packages into an ABC technology path**

- a. Setup files for Mobile (IOS and Android) applications

- b. Web applications (authentication portals)

- c. Browser plugin

- d. Outlook email add on

- e. Desktop software applications

- 4. LokChain Platform (blockchain technology)**

- 5. Lokdon\$ with mobile and IoT wallet dashboard on LokChain**

- 6. Smart license plate / tabs signage**

Marketing & Services



Brand

- What is your brand personality?

Exciting, innovative, challenging, wholesome and new

- What is the brand proposition for the customer?

We provide security and privacy through innovation in payment, file sharing and packaging logistics.

Marketing Platforms & Messaging

- How do you Market your product?

Telegram

Local businesses

- **Current Customers**

Telegram community

Ubaniacc and associates

Aws networks

- **Revenue from the customers**

N/A

Target customers: Health, legal, retail, education, financial and distributed ledger

Tech & Product Plan

- **Platforms & Technology**

Financial and Distributed Ledger Technology

- Product Roadmap for 6-12

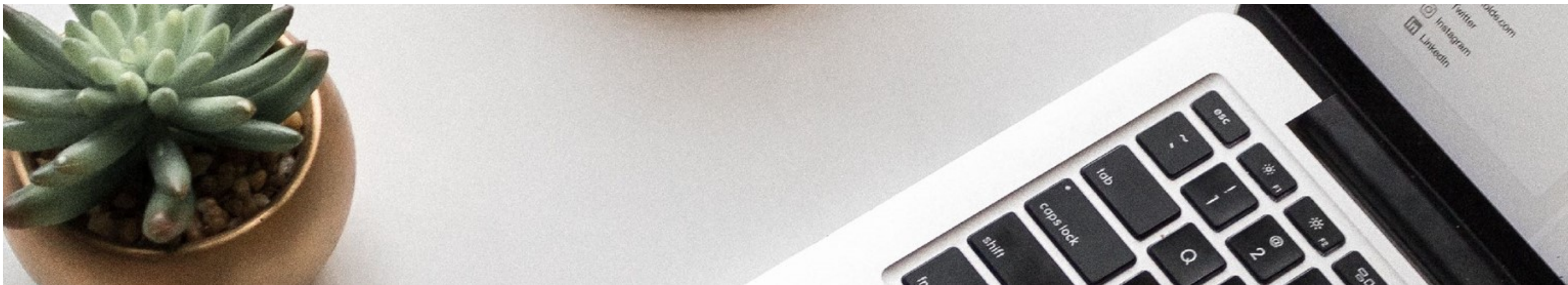
- **Tech Resources (skills, numbers)**

1. CEO(Business background)
2. COO(Financial background)
3. CTO (Comp Engineering background)
4. Director (R&D)
5. Manager (Software Development)
6. Electrical Engineer (Electronics/robotics)
7. Computer Engineer (IoT, integration)
8. Computer Scientist (Data, AI & ML)
9. Software Engineer (Blockchain -IoTa/NEM/Hashgraph)
10. NanoTech Engineer (Miniature Biometrics)
11. Fullstack developer
12. Mobile application devleoper (Android/IOS)
13. Cyber Secuirity(Pentester web/mobile application)
14. HR/Secretary
15. Sales/Marketer
16. Business Analyst/Strategist
17. Corporate Attorney (IP, Patent, ICO)
18. Technical/Support
19. Quality Assessment/Control tester
20. Certified Accountant

- **Expected Technology costs**

\$US 3.5M resources including employee's salary / year

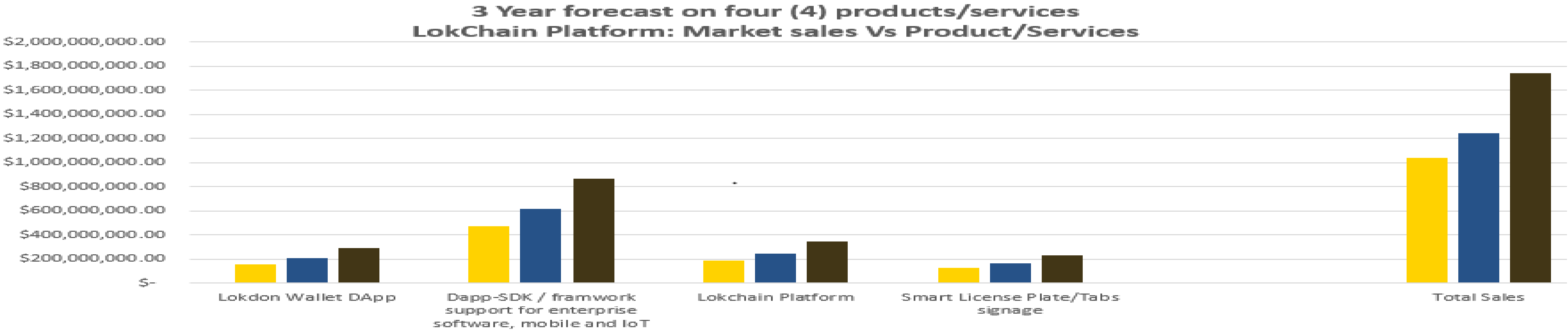
Economics



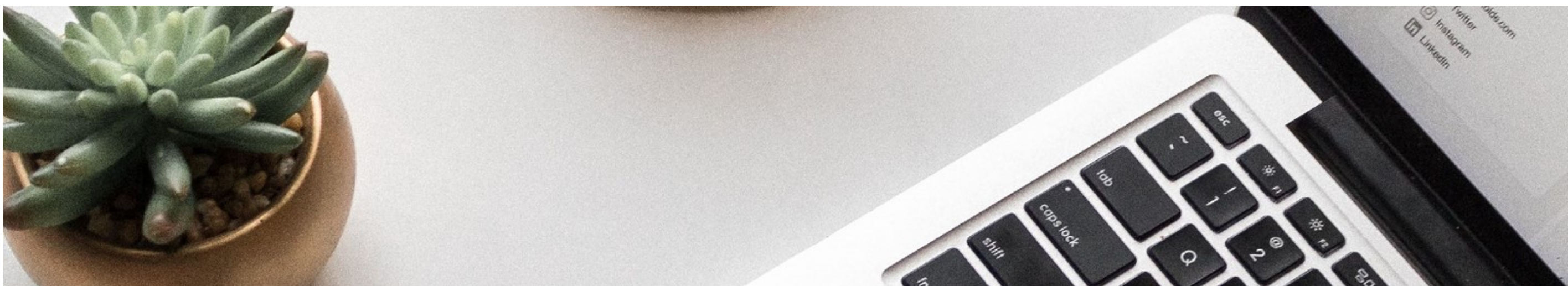
Relevant cost and Revenue:

- *Revenue

3 Year Forecast on 4 Product-Services				
Product/Service Lines	Year 1	Year 2	Year 3	
Lokdon Wallet DApp	\$ 159,171,265.20	\$ 206,922,644.77	\$ 289,691,702.67	
Dapp-SDK / framwork support for enterp	\$ 477,513,796	\$ 620,767,934	\$ 869,075,108	
Lokchain Platform	\$ 191,005,518	\$ 248,307,174	\$ 347,630,043	
Smart License Plate/Tabs signage	\$ 127,337,012	\$ 165,538,116	\$ 231,753,362	
Total Sales	\$ 1,039,388,362	\$ 1,241,535,869	\$ 1,738,150,216	



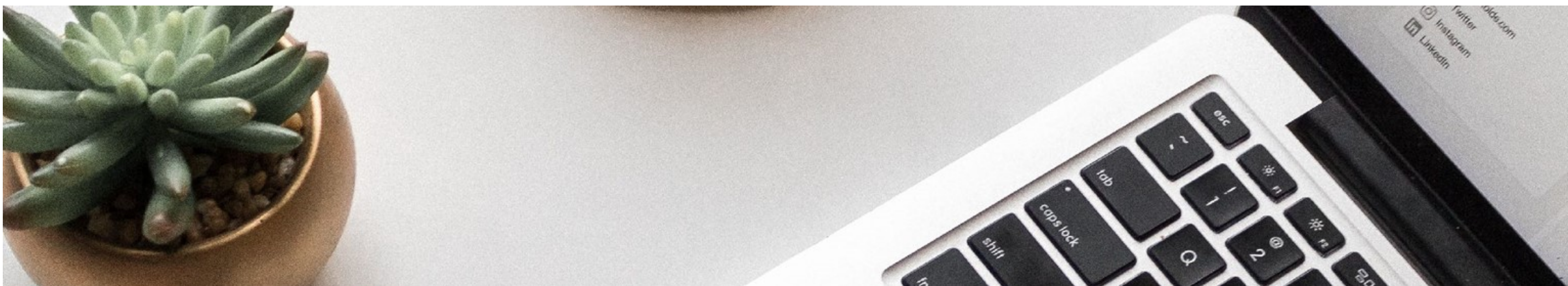
Economics



- *Cost of Sales

			LokDon, LLC												
	Complete This Chart First:														
	Service Lines	Units	Price Per Customer	COGS Per Unit	Margin Per Unit		# days open per week	Avg.# cust. Per day	# cust. Per week	Avg. \$\$ per cust.	sales per week	Per month	Per year	# cust per month	
	Lokdon Wallet DApp	1	\$ 10.00	\$ 1.00	\$ 9.00		5.00	50000	250000	\$ 10	\$ 2,500,000	10750000	129000000	1000000	
	LokChain Wallet Dapp	1	\$ 2.00	\$ 1.00	\$ 1.00		5.00	5000	25000	\$ 2	\$ 50,000	215000	2580000	100000	
	LokChain IoT/Mobile wallet Dapp and dashboard	1	\$ 120.00	\$ 10.00	\$ 110.00		5.00	1000	5000	\$ 120	\$ 600,000	2580000	30960000	20000	
	framework support for enterprise software, mobile and IoT	1	\$ 150.00	\$ 5.00	\$ 145.00		5.00	2000	10000	\$ 150	\$ 1,500,000	6450000	77400000	40000	
	Lokchain Platform	1	\$ 60.00	\$ 15.00	\$ 45.00		5.00	10000	50000	\$ 60	\$ 3,000,000	12900000	154800000	200000	
	Smart License Plate/Tabs signage	1	\$ 20.00	\$ 8.00	\$ 12.00		5.00	20000	100000	\$ 20	\$ 2,000,000	8600000	103200000	400000	
	Dashboard for Tracking and IoT funding	1	\$ 30.00	\$ 8.00	\$ 22.00		5.00	1000	5000	\$ 30	\$ 150,000	645000	7740000	20000	
	LokChain SKI architecture Consulting	1	\$ 500.00	\$ 120.00	\$ 380.00		35.00	89000.00	445000.00	\$ 500	\$222,500,000	956750000	11481000000	1780000.00	

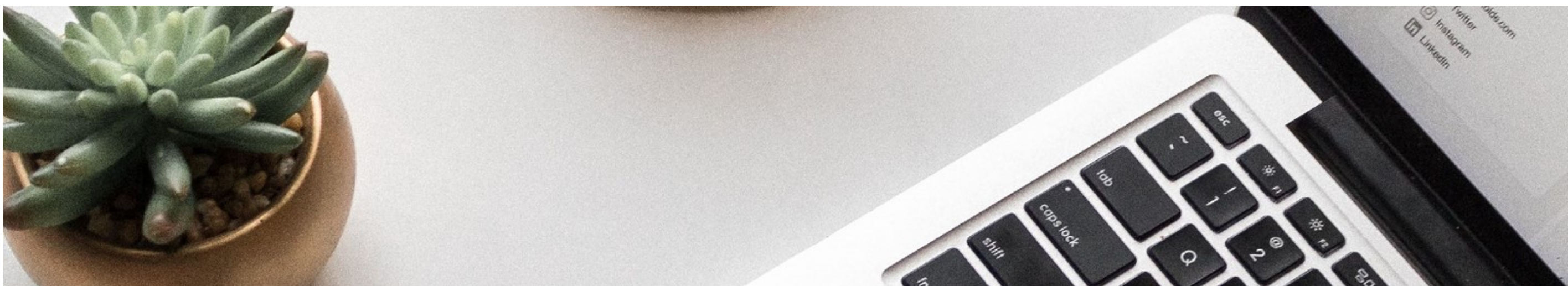
Economics



- *Unit Cost & Margins

		LokDon, LLC												
	Complete This Chart First:													
	Service Lines	Units	Price Per Customer	COGS Per Unit	Margin Per Unit	# days open per week	Avg.# cust. Per day	# cust. Per week	Avg. \$\$ per cust.	sales per week	Per month	Per year	# cust per month	
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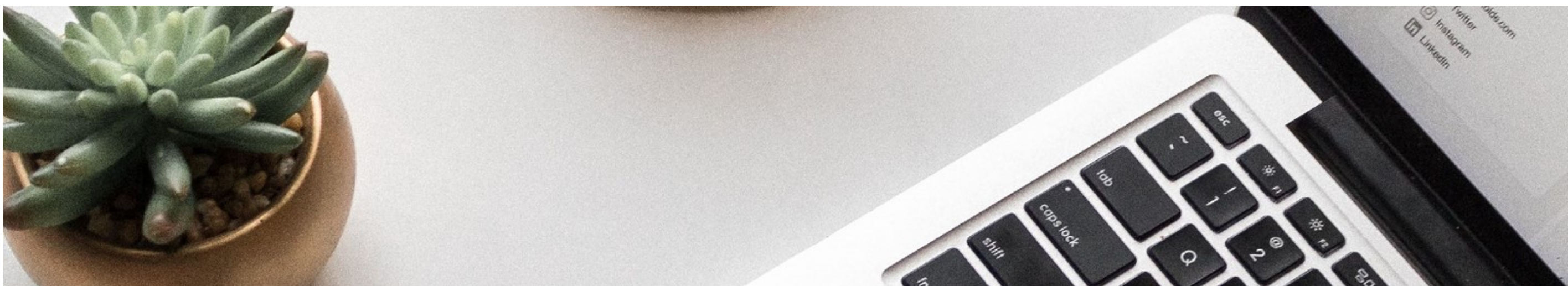


- *Current & Projected Financials

	Total Fixed Assets	\$	650,072,920				
	Operating Capital	Amount	Notes				
	Pre-Opening Salaries and Wages	3,003,520					
	Prepaid Insurance Premiums	500	per year				
	Inventory	1,200	per year				
	Legal and Accounting Fees	2,000	per year				
	Rent Deposits	500	Lease down payment				
	Utility Deposits	500	per year				
	Supplies	1,200	per year				
	Advertising and Promotions	2,300	per year				
	Licenses		per year				
	Other Initial Start-Up Costs	8,000	Applications				
	Working Capital (Cash On Hand)	3,000					
	Total Operating Capital	\$	3,022,720				
	Total Required Funds	\$	653,095,640	*If the innovation center becomes a necessity			
	Sources of Funding	Percentage	Totals	Loan Rate	Term in Months	Monthly Payments	Notes
	Owner's Equity	75.00%	210,000				
	Outside Investors	25.00%	\$ 652,885,640				
	Additional Loans or Debt	0.00%	0				
	Commercial Loan	0.00%		5.00%	60	-	
	Commercial Mortgage	0.00%	-	5.00%	360	-	
	Credit Card Debt	0.00%		7.00%	60	-	
	Vehicle Loans	0.00%		6.00%	48	-	
	Other Debt	0.00%	-	15.00%	36	-	
	Total Sources of Funding	100.00%	\$ 653,095,640	Cell D 42 must equal cell C31		\$ -	
	Total Funding Needed		\$ -	You are fully funded (Balanced)			

- [illegible]

Economics



- *Critical assumptions
1. Business continuity and disaster recovery must be in place for reliability of data over time.
 2. We assume that the chasm of adopting new products will be crossed very quickly and easily.
 3. Heavy reliance on social media marketing and fremium offers attracts just about anyone.

Competitor Analysis

	Int'l Transaction rate	Message security and privacy	Filesharing	Enterprise cloud (AWS Azure)	Personal cloud	Crowdfund (personal)	eWallet	Compliance
<u>Zelle</u>	n/a	unclear	No	No	No	N/a	Yes	PCI-DSS
<u>Venmo</u>	n/a	unclear	No	No	No	n/a	Yes	PCI-DSS
<u>Paypal</u>	5%	RSA	No	No	No	n/a	Yes	PCI-DSS
<u>Cash App</u>	n/a	AES 128	No	No	No	n/a	Yes	PCI-DSS
<u>Boxcryptor</u>	n/a	RSA/SHA-2 /AES 256 bits	Yes	No	30+	n/a	No	PCI-DSS, GDPR
<u>Lokdon\$</u>	Yes 3.99%	End-to-end D-AES 2048 bits	Yes	Yes	30+	n/a	Yes	PCI-DSS, GDPR

Canada Focus

- Business case for the company to come to Canada and its plans here.

Canada is a research-oriented economy in which we can grow to provide the needed security and privacy to keep abreast with rogues and future vulnerabilities on the internet.

- Why do you want to tap the Canadian market?

Canadian market has a fair share of diversity in it as well as a huge mobile penetration power. We hope to innovate where necessary. More so, we will like to tap into the stability of the technology policies using this timely technology.

- What we will be able to achieve by bringing our business to Canada?

Firstly, since Canada is viewed in good light across the globe. We can achieve the North American coverage with less resistance. We will boost sales by capturing 2% of 400+ Million population.

- Market Research on North America – USA and, specifically Canada.

Global Mobile Payment Technology Market Will Reach USD 3,371 Billion By 2024-[3]

US In-Store Mobile Payments Are Forecast To Reach \$128 billion in 2021 (2018)-[2]

The mobile payment industry in Canada is expected to record a CAGR of 9.1% to reach US\$ 117,670.7 million by 2025.-[1]

- Addressable Market – Overall market size or addressable market size

1.7 Billion

- List of Competitors (at least top 5) and comparison of these with your business (features, results, ease of use, how is your solution unique)

Boxcryptor.com this uses AES 256 and RSA 4096

- Potential Customers in Canada.

Aws Networks

Canada Market Roadmap

- Product/Customer Roadmap

- 1. Lokdon Cash \$ - 2019**

2. SDK will integrate all its packages into an ABC technology path - **2020**

- a. **Setup files for Mobile** (IOS and Android) applications- Jan

- b. Web applications (authentication portals)- Feb

- c. **Browser plugin (multitude of browsers)- June**

- d. Outlook email add on- May

- e. **Enterprise (workstation-server) software applications- August**

- Potential Partners/ Clients

TBDC

- Funding/Resource requirements

Founder's sweat/cash contribution, Angel Investors and Venture Capitalists

Market Research references:

[1] <https://www.businesswire.com/news/home/20190206005259/en/Canada-Mobile-Wallet-Payment-Market-Opportunities-Databook>

[2] <https://www.prnewswire.com/news-releases/mobile-payment-technologies-market---global-industry-analysis-size-share-growth-trends-and-forecast-2016---2024-300485267.html>

[3] <https://www.globenewswire.com/news-release/2018/11/30/1659943/0/en/Global-Mobile-Payment-Technology-Market-Will-Reach-USD-3-371-Billion-By-2024-Zion-Market-Research.html>



Demo & Workflows



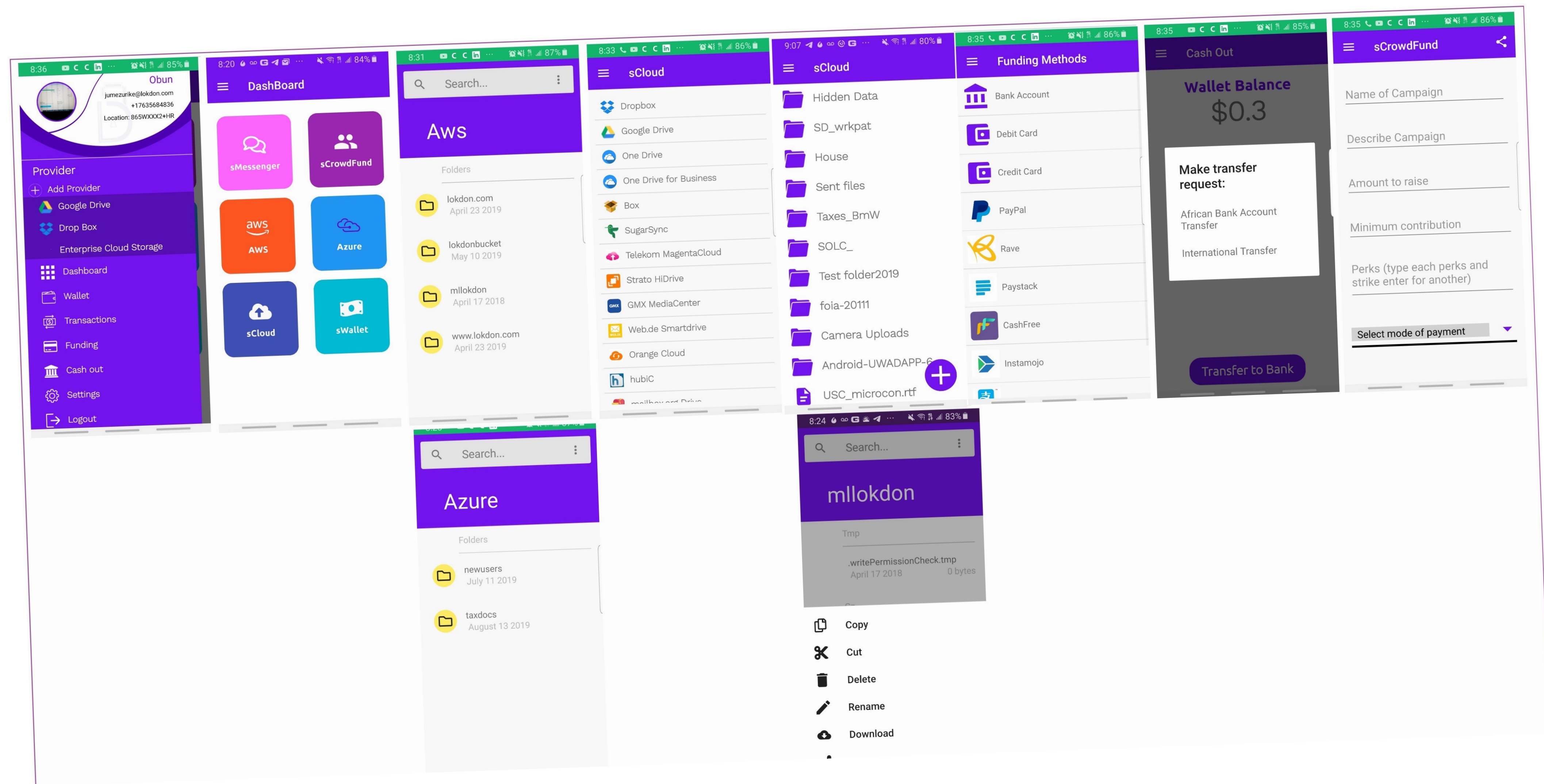
- [Demo of the product](#)
- [Value Proposition](#)
- [Workflow of different users of the product](#)
- [Pitch Deck](#)

[We can send you the application for testing if you like.]

Contact us if you need any assistance.

Find the details on the next slide.

LokDon\$ User Flow



Venture Roadmap (12-18 months)

- Venture plan 12-18 months

Lokdon\$ or Lokdon DWA (android/ios) – 3 months

Lokdon\$ with mobile and IoT wallet dashboard on web– 3 months

SDK will integrate all its packages into an ABC technology path – 2 months

LokChain Platform (blockchain technology) – 12 months

- Detailed plan for the next 6 months

We will build and test SDK for others to use in their business or enterprise

- a. Setup files for Mobile (IOS and Android) applications
- b. Web applications (authentication portals)
- c. Browser plugin
- d. Outlook email add on
- e. Desktop and enterprise software applications

Thank You

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