MESG

Business Plan Summary

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Introduction and History

MESG was conceived in 2017 by developers Anthony Estebe and Nicolas Mahé after they discovered that **no existing system enabled free-flowing communication between traditional web services and Ethereum.**

They set out to build a prototype that would enable "old world" technologies to communicate with this new and different kind of data/network. After months of experimentation and refinement, they had succeeded. Impressed by the potential, MESG's third co-founder, Alexis Sirkia, expanded the team and brought MESG into the Yellow Incubator, offering financial support, business mentorship, and marketing expertise.

In mid-2018 they released MESG Engine v1.0, an event-driven architecture-based platform offering developers and businesses tools enabling free communication between virtually any networked technologies, including, for the first time, technologies from the new blockchain frontier.

The next phase of MESG Engine, anticipated in mid-2019, will enable communication between any networked technologies via an open and decentralized network, unlocking the enormous business value inherent in new and unique properties of blockchain technology.

The MESG development platform is fully open source and encourages the sharing and reuse of components of applications and services, which can dramatically reduce development and maintenance costs by 50% or more.

Vision

To become the enterprise software industry's go-to platform for connecting traditional technologies to trustless systems.

Mission

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

Values

- **Share, reuse and combine**. Repetitive work is inefficient and tedious. With MESG, discrete components of applications (called Services) can be easily shared, reused and combined, saving money and frustration.

- **Avoid unnecessary complexity**. MESG makes development easy: imagine building the back-end of applications without writing a single line of code!

- **Many businesses can benefit from embracing decentralization selectively**. Decentralization can afford companies greater customer trust, autonomy, security, and compatibility. MESG helps companies embrace decentralization gradually and strategically, while at the same time providing full access to familiar centralized technologies.

Goals to Reach by 2020

- **50+ enterprises on MESG**
    - To have 50+ companies building and relying on applications created on the MESG platform.

- **$1MM+ total transaction value in the MESG Marketplace**
    - To have $1MM+ volume in the MESG Marketplace for application components (services).

Market Research

The industry

Businesses and developers alike are growing increasingly interested in blockchain technology due to its potential to improve transparency, security, efficiency, and transaction speed, and to reduce costs.

Businesses face significant hurdles when attempting to incorporate blockchains or new technologies into existing software suites. All technologies have inherent compatibilities and incompatibilities, so the use of one technology limits the use of other technologies, thus restricting a company's ability to add features, or to expand to new products and markets.

Businesses that are looking to leverage blockchain technology face complex challenges:

- No common channel exists over which blockchains can communicate with business technologies

- Business IT infrastructures can require costly and time-consuming updates to accommodate new tech

- As new disparate technologies and devices continually enter the market, free interoperability between these devices increasingly becomes more difficult to achieve

- Prototyping products/features (particularly those connecting to one or more blockchains) can require huge overhead/resources, even to test out a single technology.

These challenges allow MESG the opportunity to present efficient, cost-effective solutions. To address 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

MESG's Competition

Web services - AWS, Google Cloud, Microsoft Azure

- **Strengths:** Established, widely trusted by companies

- **Weaknesses:** Expensive, centralized, no user control of the platform, incompatible with blockchains

- **Threats:** The creation of blockchain features or decentralization of their solution

- **MESG Opportunity:** All of these ecosystems can easily connect to MESG to transition towards decentralization and blockchain adoption.

Workflow managers - MuleSoft, Zapier, K2, IFTTT

- **MuleSoft:** Funding: $259M (7 rounds), bought by Salesforce for 6.5B
- **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.

Oracles (Fetching external data from blockchains) - 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 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:** Serverless could be upgraded to a decentralized architecture, or create a marketplace of existing services and applications.

- **MESG Opportunity:** Companies such as Serverless can utilize MESG to expedite development processes.

Competitive Landscape
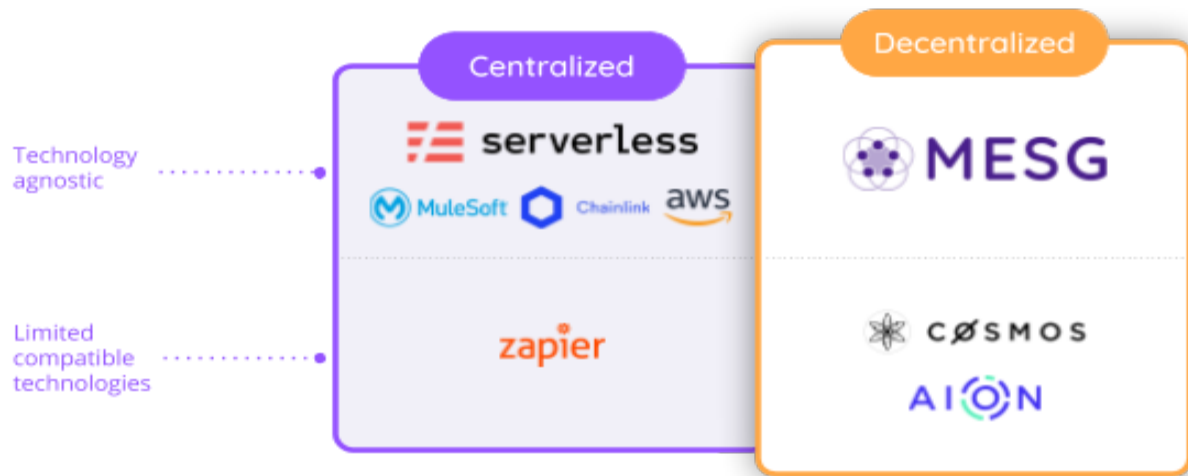
Market Differentiation

Being the only product which will connect 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 versus 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:

- **Legacy companies interested in incorporating decentralized technologies**

    - 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.

- **Enterprises 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.

- **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.

Business Model

MESG is creating a token-driven economy (the constituents of which are listed below). The MESG Token will support and power both the MESG decentralized network and is also used to compensate developers/businesses that contribute applications and services to the MESG Marketplace that are subsequently utilized by others for a fee. The aggregate value of the IP/labor traded in the marketplace, and paid in MESG token, will greatly impact the value of the MESG token over time.

The following actors participate in the MESG economy:

- **Creators:** Create MESG Services connecting with a specific third-party technology (say, Stripe for payments, Slack for messaging, Ethereum for Smart Contracts). Creators are developers of MESG Services and can consist of individuals and businesses alike. At their discretion, Creators can monetize their Services in the MESG Marketplace (Services need not necessarily be shared).

- **Emitter:** Listens to 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

To participate in the MESG Decentralized Network, all participants must purchase and stake MESG Tokens to incentivize them to 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.

Parties who 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.

Financial Plan

Startup Costs

Estimation of costs per year for a team of 15 people

- Development (x5) $480k / year
- Business, Marketing and Sales (x5) $420k / year
- Communication, Content and Community (x2) $144k / year
- Management (x2) $120k / year
- Administrative (x1) $36k / year

Total = **$1.3M / year**

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**

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

Q1 2019   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

Token Listing

Q1 2019

MESG Foundation sells tokens on public exchanges via an Algorithmic Token Distribution. This relies on a mathematical formula that determines released quantities based on the previous 24-hour market trading volume with the objective of minimizing market impact.

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)

Algorithmic Token Distribution (ATD)

- Daily released token supply is calculated algorithmically depending on the volume and activity of the token

- The number of tokens sold each 24 hours is published on the MESG website for transparency between the MESG Foundation and the community

Token Distribution

- Listing token price   **$0.4**
- Token total supply   **250,000,000**
- Sale Distribution   **62.5%**
- Reserve   **20%**
- Team and Founders   **12.5%**
- Partners & Bounties   **5%**

Marketing Mix

Purpose: to maximize reach and attract an ever-increasing number of B2B Partners, Developers, and Miners to adopt the MESG platform as active users by Q1 2020.

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

- Develop and promote compelling product demos, with a focus on the business-case value of MESG

- Sponsor online/physical events and hackathons to increase community engagement, especially devs

- Media coverage in leading publications, channels, podcasts, influencers

- Create and publish blogs on trusted forums where our target audiences congregate

- Build strong content and promotional material to attract Participants/Miners, Creators

- Illustrate myriad business cases that MESG can address via workflow schemas, with cost savings analysis

- Generate knowledgeable-yet-entertaining content via social media channels that create viral campaigns

- Build a video that explains what MESG is (90 seconds max)

- Create additional video marketing material

- Targeted communication via email campaigns

- 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

High-level objective: showcase MESG as a high ROI platform for enterprises looking for interoperability solutions.

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 is in an advantageous position to garner early adoption by both traditional enterprise software users and blockchain industry players.

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 SDK

The MESG SDK is a suite of free tools including the MESG Engine which optimize development hours by connecting services with other devices and technologies. The tools within the SDK manage the deployment of apps and the execution of all actions on the network.

MESG Marketplace

The MESG Marketplace is a participation-driven economy fueled by MESG Tokens where connections to technologies (services) can be reused and shared. The Marketplace connects buyers wanting to save time in development with sellers looking to earn royalties for the reuse of their application components.

MESG Enterprise Solutions

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

Market Opportunities

The majority of products on the market today combine old features into new forms. Combining these features is often costly and challenging due to technological incompatibilities.

Thus companies look to tools such as workflow managers, oracles, web services, blockchain connectors, and development frameworks to resolve these 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 tokenomic 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.