BRANSONCONSULTING

An Introduction to

FACTOM MILESTONE 3 PROPOSAL

BRANSONCONSULTING

ORGANIZATION

▸ Branson Consulting is an LLC formed in 2017 based out of the Northwest part of the United States. We have been involved with blockchain projects since mid 2016 and have been hard at work since. We believe brand awareness, stable project development, community involvement and investing in people are the cornerstones to building a sustainable business.

PROJECT GOALS

▸ Brand awareness is one of the top priorities for Branson Consulting. We believe that with the right placement we can make a large impact on Factoms target market and assist in pushing the Factom brand here in the United States and beyond.

▸ Collaborate with other Authority Set operators and work together on new projects.

▸ Provide development staff to assist in community projects and help with furthering the Factom protocol.

▸ Provide 24/7 support for Authority servers to ensure uptime along with investigate redundant pathways and monitoring systems.

▸ Scale hardware as needed throughout growth of the Factom protocol. Cloud computing with AWS as well as options for a hosted server at a extremely high end colocation center with redundant power failover, redundant internet access and redundant cooling. Truly state of the art facility.

▸ UPTIME is the absolute most important item on our agenda.

▸ Provide multiple configured and managed servers for testnet development.

▸ Commitment to the Factom brand and assist in moving the project forward, one hash at a time.

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TEAM

▸ **Cody Branson** - *Owner*

▸ **Background** - Located in the United States Cody has worked with blockchain companies since 2016. Cody started Branson Consulting in January of 2017 after learning how disruptive blockchain technology could be. He has been involved with investing, mining, staking, and running nodes on multiple networks. He also has networked with blockchain company leads including Jared Tate, founder of *Digibyte* and more. Cody has spent time in previous employment working with AWS spinning up instances and deploying applications for company wide use with multiple users. Cody has also worked with start ups and assisted in developing their business across multiple demographics.

▸ **Education** - Business Management

▸ **Occupation** - Full time cryptocurrency trader, assist networks by mining and staking, consult and educate new investors.

▸ **Previous Employment** - Spent 5 years as a salesman for a telecommunication company focusing on reaching new customers and spreading our brand. Using his tech background, Cody spent time configuring AWS instances to support enterprise wide application deployment in order to run quoting tools for multiple users.

▸ **Brody Price** - Senior System Admin

▸ **Background** - Brody has worked with programming since he was 14 years old. Working with multiple different tools including Docker, Ubuntu, Linux deployments and server side admin work, Brody brings a lot to the table. His skillset includes working with bare metal servers all the way up to using cloud computing instances across major platforms. If selected for M3, our team will transition more reliability on Brody and what he has to offer.

▸ **Occupation** - Senior System Admin for Elevation Church

TEAM CONTINUED

‣ **Dennis Burton** - Business Manager/Advisor

‣ **Education** - Masters Degree in Theology

‣ **Occupation** - Most recently, Dennis served as the Channel Manager at Blackfoot, a Missoula based voice, data, cloud and IT services company, where he is responsible for creating and launching their Channel Partner Program. This resulted in partnering with Montana's largest IT Service Providers, acquiring large enterprise accounts across the state and driving $13M in incremental contract value in just 4 years.

‣ **Background** - Dennis has a well-rounded technology background with extensive experience in developing sales strategies for software, hardware and wireless companies. Prior to Blackfoot, Dennis served as the VP of Business Development at Cradlepoint Technology Inc., a global leader in 4G/LTE networking solutions. His responsibilities include acquiring strategic OEM Alliance Partners and launching new International markets. Dennis joined Cradlepoint in 2007 and quickly assembled a sales team in Montana resulting in company revenue growth from zero to $17.5M annually in just eighteen months. Dennis began his technology career with Extended Systems, Inc., as a Regional Account Manager where he launched a new product line. The launch increased company revenues by more than 25% in the first year (7.8M), which later resulted in an IPO. Through his efforts, Dennis' sales team was the highest revenue generating team in North America. Next, Dennis moved to a new challenge by accepting an executive management position at RightNow Technologies. There he consulted with fortune 500 companies to reevaluate their support processes and helped his customers drive cost out of their business model. During his tenure, RightNow Technologies realized 1,000% growth year over year and was acquired by Oracle for $1.5B. Shortly after 911, Dennis moved his family back to Montana where he was born and raised. Since his return and prior to Cradlepoint, he helped build two other high tech start-up companies and in both instances grew company revenues. Helping companies grow is a passion, but more importantly, Dennis values high integrity leadership and building company culture.

MARKETING & BRAND AWARENESS

‣ The game plan is to push the Factom brand in multiple verticals and across multiple demographics. Being that Factom is already a well respected company in the crypto community, we believe that holding a high standard of quality is imperative to the integrity of Factom. We have a few ideas on how to go about doing this. We would create and design new material that we would then use to push the brand at meetings and events. We pledge to be transparent with Factom before hand to ensure quality is preserved. We could also create material under Branson Consulting with an emphasis on Factom, not associating the two together to keep liabilities straight. This would need to be developed more in depth in order to pencil in a solid game plan.

‣ We believe business conventions and events are a great way to start out with pushing the brand. Using our network, we will strategically plan and carry out attendance of multiple functions across the board in order to put material in the hands of businesses. We will keep records of all interested parties and keep a pipeline in order to think future.

‣ Social Media has a proven track record of reaching many users. We can explore the many different aspects that Factom brings to the table from a business point of view. We can make a variety of cost analysis showing comparisons of data storage options from traditional sources to what Factom offers, then use our existing base to market to. By gaining momentum, we will achieve a larger footprint and reach new potential customers as time and material is created.

‣ Networking people with an audience can be a very useful way to push the brand. Obtaining written reviews on Factom from well respected people in the crypto community is a step we would like to discuss with the Factom community to decide If this is worth pursuing. Obviously, this is a great way to spread the word, however we will not risk the integrity of Branson Consulting or Factom for that matter in order to obtain a larger audience inorganically.

DEVELOPMENT

‣ Branson Consulting would like to offer up collaboration with other Authority set operators to pursue continued success through the development of projects tailored towards the Factom ecosystem. We are prepared to navigate through our network and extended network in order to locate top tier developers with the longevity and integrity of Factom in mind. We believe that by joining forces with other Authority set operators, together we can move forward at a faster and more sustainable pace.

‣ If selected for M3, we will allocate 50% of the tokens received to fund development on our own as well as collaborating with other node operators.

‣ We believe the testnet has been a great way to test out new code and fail forward. Being that the testnet in our opinion is critical to the success of M3, we would like to pledge 3 servers to the testnet for future development purposes if selected.
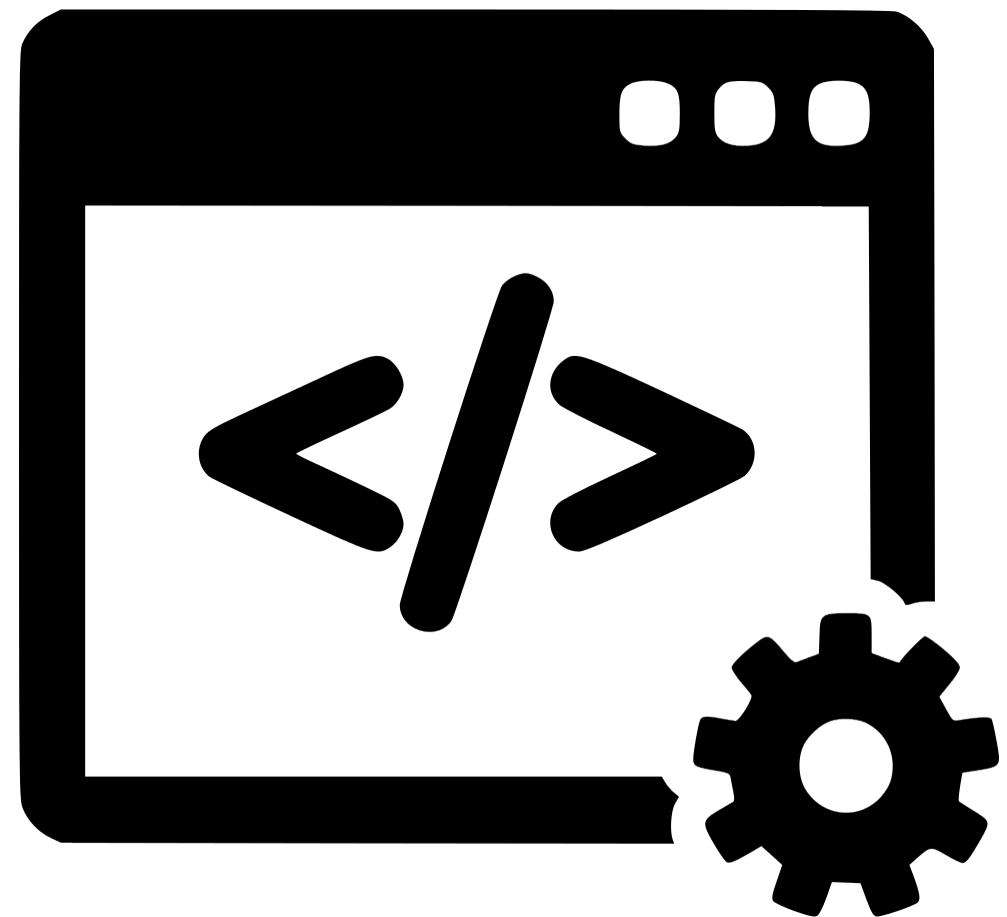
SERVER ARCHITECTURE

▸ Decentralization is key to Factom so we made it our priority as well. If selected for M3, we propose to use multiple cloud platforms to ensure total separation in the event of an availability zone undergoing unforeseen circumstances like natural disasters. We will institute a security group firewall similar to that from the servers we have on the testnet, however a much tighter locked down firewall. We plan on taking weekly snapshots of each instance to ensure backup recovery is a breeze in the event of an unhealthy server. If selected for M3, we plan on purchasing reserved instances to ensure availability and reliability. We have successfully performed multiple brainswaps between Federated and Follower nodes in order to update the master node without bringing it offline. We will also be changing RSA keys everyone month to ensure an added level of protection. We are currently designing a failover redundant system using load balancing and auto scale groups in the event of an outage or instance failure. Guard nodes seem to be a great way to add another layer of protection and would implement if selected for M3.

▸ **Authority Set 1** - AWS M5.2XLARGE - 2.5 GHz Intel Xeon

We selected the M5.2XLARGE instance type using a Ubuntu 16.04 LTS AMI. We chose this instance based off what it offers, 8 vCPU's, 32 GB of RAM with an attached 200GB SSD. We plan on scaling up if need be depending on how fast the protocol grows.

▸ **Authority Set 2** - Azure D8-64 v3 - 2.3 GHz Intel XEON

We chose this instance type from Azure due to the tailored specs. Using an Ubuntu 16.04 LTS image and offering 8vCPU's, 32GB of scalable RAM and an attached 200GB SSD we will be able to achieve high cpu power and scale as the protocol grows.

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▸ UPTIME is the most valuable asset we can obtain and will be a top priority for Branson Consulting. We have enabled multiple Cloudwatch monitors on our AWS instances as well as in Azure in order to stay on top of CPU usage tracking. By using this data we can better predict the future overall health of the servers.

▸ We have run multiple servers on the testnet using cloud computing and have shown 100% uptime. As the Factom network continues to grow and things scale over time, we are ready for the changes. We are open minded and if necessary are ready to migrate CPU power off the cloud network and into a hosted facility with state of the art equipment. We have networked with a regional tier 1 internet service provider that owns and operates a colocation facility out of their main hub and are prepared to migrate over when deemed necessary. Decentralization is vital to M3 for Factom, and we couldn't agree more.

▸ By using our network and working with other Authority set operators around the globe, we intend on developing a 24/7 monitor system in order to achieve total awareness and maximum support.

FINANCES

▸ In order to preserve the price per FCT, we have funded an account with enough capital to ensure uptime and server costs. As the business grows, we will conservatively draw on the rewards at a need only basis to cover operational costs. If elected, depending on how many servers we are responsible for, we will have a better understanding on expenses and design a system to aid in calculating out costs to better assist in future analysis.
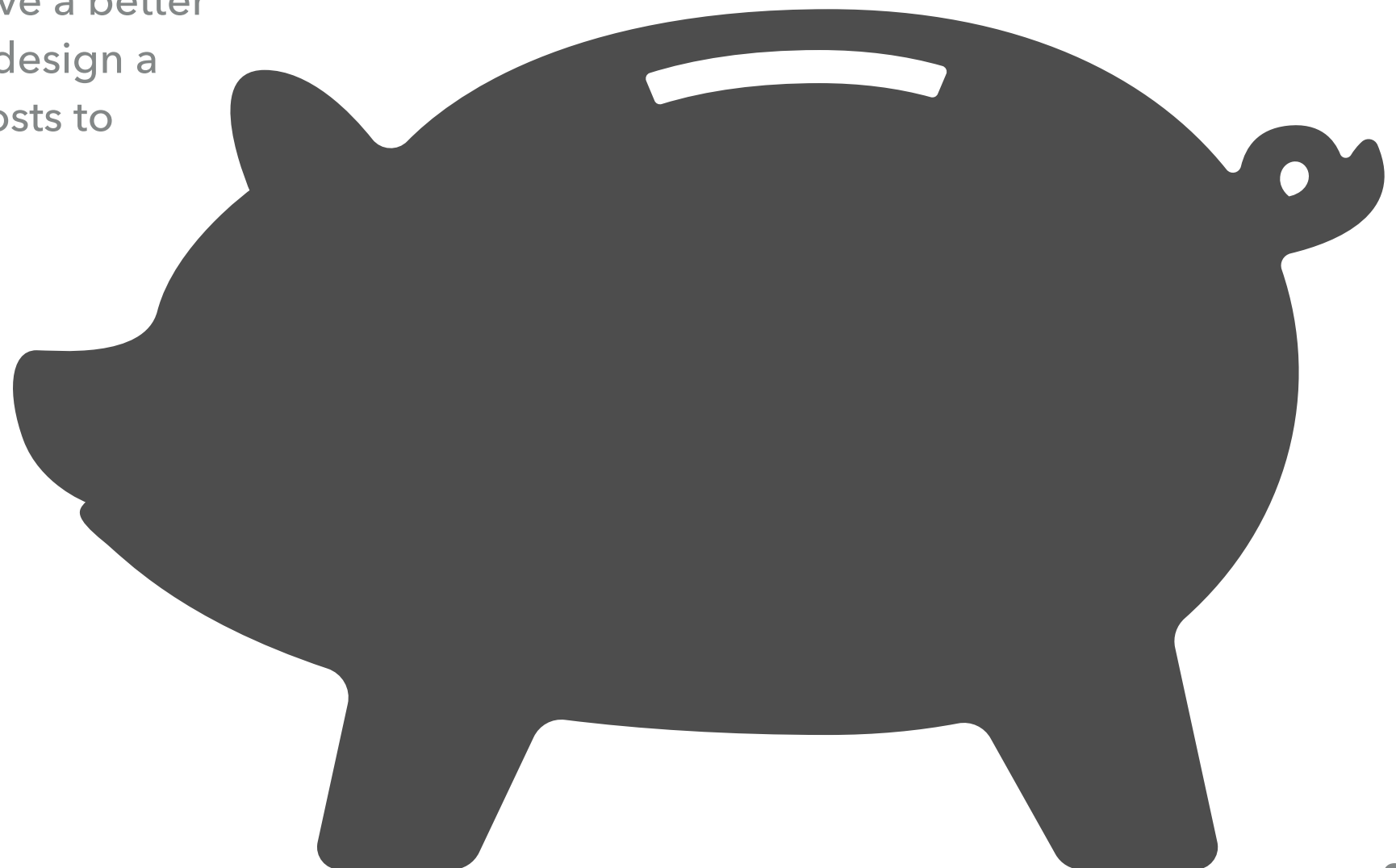
PLEDGES

▸ Provide 3 AWS instances for the testnet community to test new code.

▸ Collaborate with Authority Set operators in development and furthering Factoms blockchain.

▸ Develop marketing material and deploy across a wide array of platforms.

▸ Attend blockchain events/functions in order to spread Factom brand awareness and business.

▸ Continue to hold a role in the working groups and assist in on-boarding new members as well as load generation.

▸ Support furthering Factom by deferring a percentage of tokens received to fund the grant pools.

▸ Submit a grant, proposing allocated funds to support a Factom "evangelist" to aid in brand awareness.

▸ Scale hardware as needed, either local or cloud computing, to ensure sustainable growth for the long term.

▸ Implement monitoring systems along with redundant backups in order to ensure maximum uptime and security.

▸ We will be committed to the Factom brand and moving the project forward, one hash at a time.
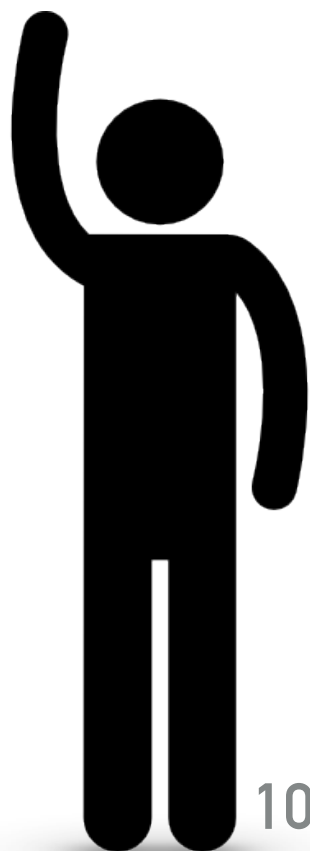
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