



R1 DOT MY Sdn Bhd [976862-M]

COMPANY PROFILE

28th of May, 2018

Executive Summary

R1 DOT MY is a technology solutions provider that was incorporated from Malaysia in 2012, where it has been working with publicly listed companies, government institutions and prominent startups from within the region. We help these organizations learn about how to benefit from and in-turn adopt new technologies such as NoSQL data storage and blockchains.

We've been fortunate enough to work on a host of exciting projects over the years, but perhaps most notable to date has been in the development of Neuroware's Cortex product line, which was first established when we were selected to join Batch 9 of the illustrious 500 Startups accelerator program in Silicon Valley at the beginning of 2014. It was during our time there in the USA that [Venturebeat](#) declared Neuroware as one of the 5 most promising startups to watch from the Batch 9 demo day pitches that took place at Microsoft.

Cortex provides a single unified interface for managing different blockchains and the various protocols being developed on them. By using private customized APIs we are able to offer a unique infrastructural foundation for enterprise clients by offering the following primary features:

- Identity, Authentication and Role Management
- Distributed Data and Document Storage
- Custom Token Generation & Analytics
- Cryptographic Keyless eWallets
- Works with Any Blockchain

Whilst finding ourselves [repeatedly](#) listed as one of Malaysia's top FinTech companies, as well as more recently listed by Deloitte as the [only Malaysian company](#) to make their top 50 list - in reality, we are a technical vendor with multiple financial and regulatory clientele. This includes our most recent Cortex subscriber being the Securities Commission of Malaysia as they welcomed us into their newly launched innovation lab and sandbox. We now find ourselves addressing national problems whilst also helping the country define industry wide blueprints.

With our more recent launch of the [Blockchain Embassy](#) of Asia and its successful registration with the Malaysian government as a non-profit organization, we now have a group consortium with which we can start to approach a much wider spectrum of industries. We've already seen some results with the launch of the Red Money blockchain based training certificate pilot project that was conducted at the end of 2017 as well as our ongoing Interplanetary Embassy work.

Kind regards;

Mark Smalley
Founder & CEO

Company Introduction

R1 DOT MY is a technology solutions provider that was incorporated in Malaysia in 2012. It has since founded several technology communities, products and various other brands. By providing full-stack development, product ideation and design, we have been able to work on a number of exciting projects over the past six years - from NoSQL storage to distributed ledgers.

History

At the beginning of 2012, R1 DOT MY won an award for its open-source NoSQL solution; MongoPress. It was this product that was used as the foundation for forming our company when we became the first Southeast Asian business to be registered with MongoDB Inc as a qualified vendor capable of providing MongoDB enterprise solutions. We then went on to help develop the Maybank PFM solution as a white-labelled financial management service; becoming the world's first banking solution to be successfully implemented utilizing NoSQL databases.

At the end of 2013 we launched Neuroware - a brand that was initially providing an open-source blockchain developer framework and public API service. It was this brand that caught the attention of 500 startups, who then offered us a place within their accelerator program in Silicon Valley where we spent four months further developing our ideas. Since then, we have been working with a broad spectrum of industries, from regional and central banks, through to licensed equity crowdfunding operators and the government institutions that regulate these organizations; with clients including DBS Singapore and the Securities Commission of Malaysia.

This led to us becoming the first blockchain-based MSC status company in 2016 as well as the first company of its kind to be certified by the Ministry of Finance for government tenders.

Mission

Neuroware's mission is to simplify the onboarding process for organizations seeking to benefit from the unique opportunities offered by blockchain technology. Our purpose at R1 has a much broader and more intricate scope - where we are building a series of complementary brands that work together to form the foundation for our future.

Vision

Disillusioned by the USA financial bailout in 2008 and awestruck by the implications of the technical community's response to that event by creating Bitcoin; the founders share a common goal. We continue the work to improve the lives of all Malaysians because we believe that the immutable data storage offered by blockchains and the transparency enforced upon participants within these new distributed networks finally provides the opportunity for change.

Management Team

Mark Smalley | CEO

Mark has been building distributed applications on the blockchains for over 6 years now. Before that, he used to build web-applications and helped to organize and present at several prominent technology groups and conferences. He was the first qualified MongoDB Master in Southeast Asia, where he won an award for his open-source NoSQL Content Management System.

Ruben Tan | CTO

Ruben is one of Malaysia's leading NodeJS developers, founding member of the Malaysian JS User-Group, and regular contributor to many open-source projects and communities. Having explored distributed consensus technologies and relational graphs with previous projects such as MyTeksi and OnApp with a wealth of server-side knowledge and programming languages.

Yu Jin | Lead Developer

Yu Jin also worked with Ruben at Bookya, a former NodeJS developer who has spent the past two years learning the ins and outs of Ethereum smart contracts and the Solidity language used.

Zayan Yassin | BCE Attache

Zayan has not only been providing Neuroware with a temporary marketing manager but is much more importantly leading our efforts at the blockchain embassy, which amongst a host of ever-changing responsibilities also involves the coordination of the various volunteers that are contributing to these community efforts.

Gareth Davies | Security Advisor

Gareth currently serves as the CTO at Mindvalley.com and also operates a prominent security news portal called DarkNet, from where he advises organizations such as the BBC.

Wu Han | UX Advisor

Wu Han currently serves as the Head of User Experience at Maxis.com.my and has been a pivotal force within the local technology and startup community.

Hanson Toh | Marketing Advisor

An ex-Google employee now leading Axiata Digital Services in Malaysia, Hanson has provided considerable insights into our overall strategy and marketing efforts.

Products and Services

Since being paid by DBS in Singapore to help organize the world's first bank-backed blockchain hackathon at the end of 2015, we've been executing the following three step-plan, which we considered a foundational requirement first needed before we could realize our long-term plans:

1. [Blockstrap.com](https://blockstrap.com) - an open-source tool for rapid blockchain application development
2. [Neuroware.io](https://neuroware.io) - non-financial blockchain agnostic protocols with private infrastructure
3. [BCE.asia](https://bce.asia) - a blockchain consortium for cross-industry collaboration and education

With these three important milestones completed, we are now focusing on turn-key solutions.

Blockstrap

Blockstrap is the only product and service that we are currently providing for free. However, in being an open-source framework it is now self-maintained by the community who supports and uses it, and more importantly, also provides us with a recruitment channel for hiring developers.

Neuroware

Neuroware is where the majority of our time over the past two years has been spent - for it was whilst working with DBS in Singapore that we discovered what the vast majority of enterprises and institutions were seeking to benefit from. They were searching for ways to store tamper proof data or improve system-wide efficiencies by introducing digital self-sovereign identities.

The only way that this could be achieved - whilst also ensuring that the solutions would be future-proof and compatible with any blockchain was to design them as protocols:

- **DN-Key** - allowing applications to replace public keys with domain names
- **Everstore** - allowing for structured data to be stored with a tamper proof audit trail
- **BlockAuth** - allowing for self-sovereign digital identities and serverless authentication

Combining these three protocols quite literally allows for the development of any application, but on their own they can neither been seen nor even directly monetized. This is why we first used these protocols to develop an application that could be used to rapidly deploy any other kind of product or service - which we call Cortex. This is currently the only paid product that is offered by Neuroware and in-turn provides the central pillar to our three short-term paid services:

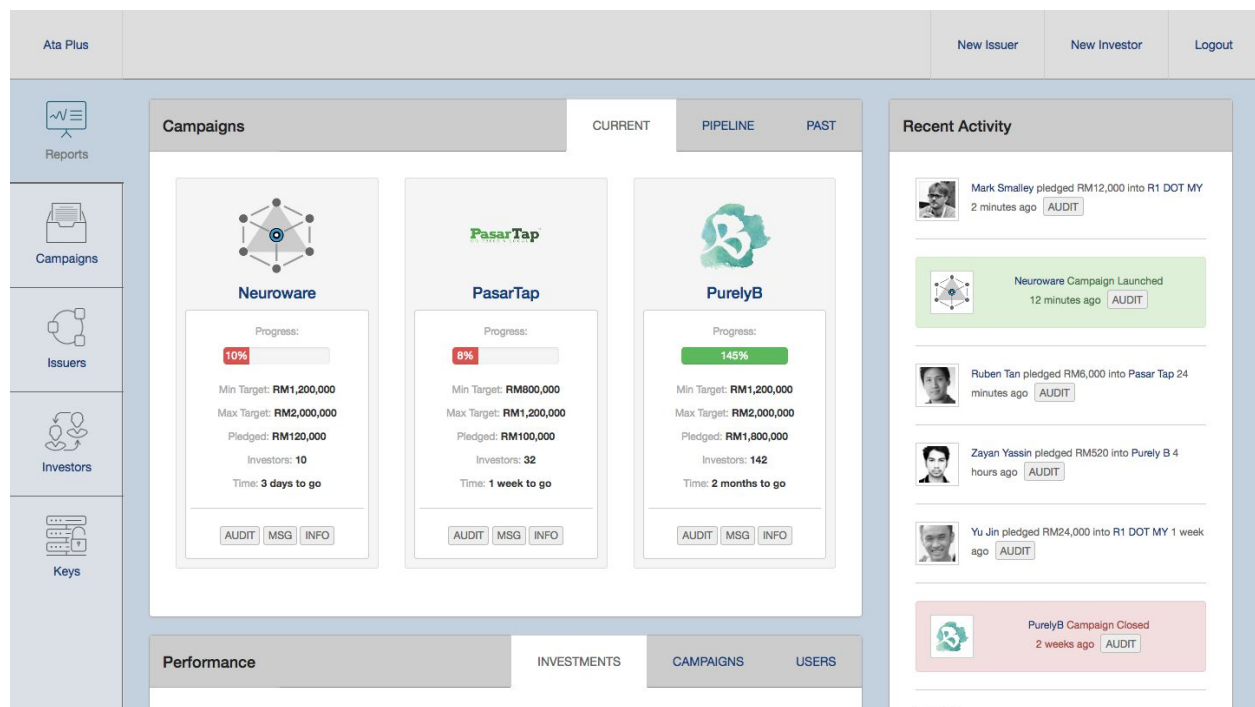
- **Corporate training and workshops**
- **Consultation and implementation**
- **Product development**

Cortex

Cortex not only provides a unified interface for any blockchain, which allows business owners a way to easily manage distributed data, digital identities and role management - but much more importantly, since we maintain our own blockchain infrastructure - we are also uniquely capable of providing private APIs that are designed around each client's individual protocol schemas.

Cortex is currently being used by the following organisations:

- ATA-Plus - <http://ata-plus.com> - Licensed Equity Crowdfunding Operator
- Blockchain Embassy - <http://bce.asia/chancery> - Public Blockchain Consortium
- Securities Commission - Blockchain Pilot Project (as seen below)



By offering our own private APIs - which have specifically been designed to understand and support our non-financial blockchain-agnostic protocols, we were able to deploy the application above within one month - inclusive of the following special features:

- **Capable of working on any public blockchain supported by any API provider** - which would not have been possible without first developing data storage protocols
- **Does not store any passwords or private keys anywhere** - which would not have been possible without first developing key abstraction and identity protocols
- **Can easily switch between public and private networks** - which would not have been possible without first developing our own APIs and cloud-based infrastructure

Blockchain Embassy

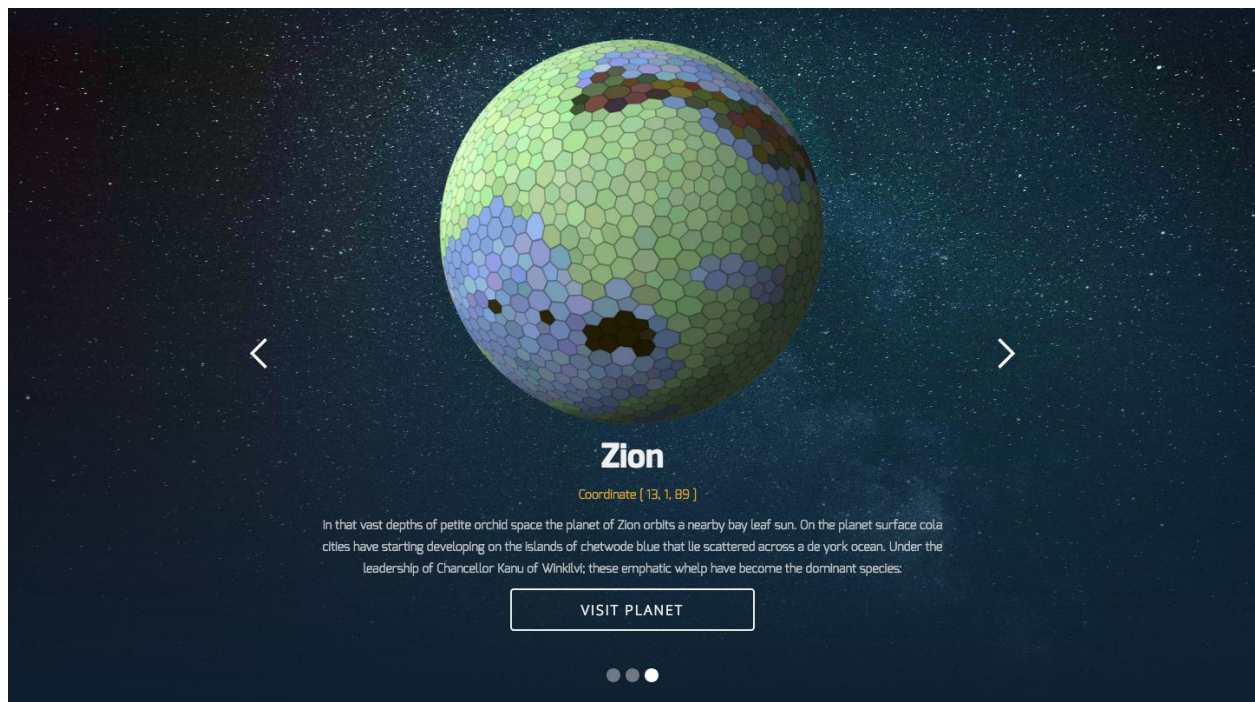
The recently registered non-profit organization known as the Blockchain Embassy of Asia is what ties everything together. It was formed by representatives from several Malaysian companies working collaboratively to improve the ecosystem, with other ambassadors including:

- Maybank
- RHB Bank
- ATA-Plus (ECF Operator)
- Capital Bay (FinTech Startup)
- Red Money (Islamic Financial Training)
- iTrain (Technology Training)
- Lim Jo Yan & Co (Law Firm)

At a surface level, the blockchain embassy provides community and organizational education, but from a strategic perspective it acts as a lead generation tool for both business and talent.

In addition to this, membership fees and donations are used to pay for Cotex usage, which is then being repurposed by the embassy to generate their own products and services.

One such public tool that also showcases Cortex's ability to easily launch custom tokens can be seen by visiting the [Interplanetary Embassy](#), which acts as the organization's donation platform:



REGULATORY TRAINING & WORKSHOPS



INSTITUTIONS FUNDING US



REGULATED INSTITUTIONS WE HAVE DONE BUSINESS WITH



Between these Neuroware partners, and the Blockchain Embassy ambassadors, we're working on some big problems - many of which involve multiple partners working together:

