



zkylos

Digital Animal Identity

Together for better world, together for better pet ownership

zkylos.io

MISSION

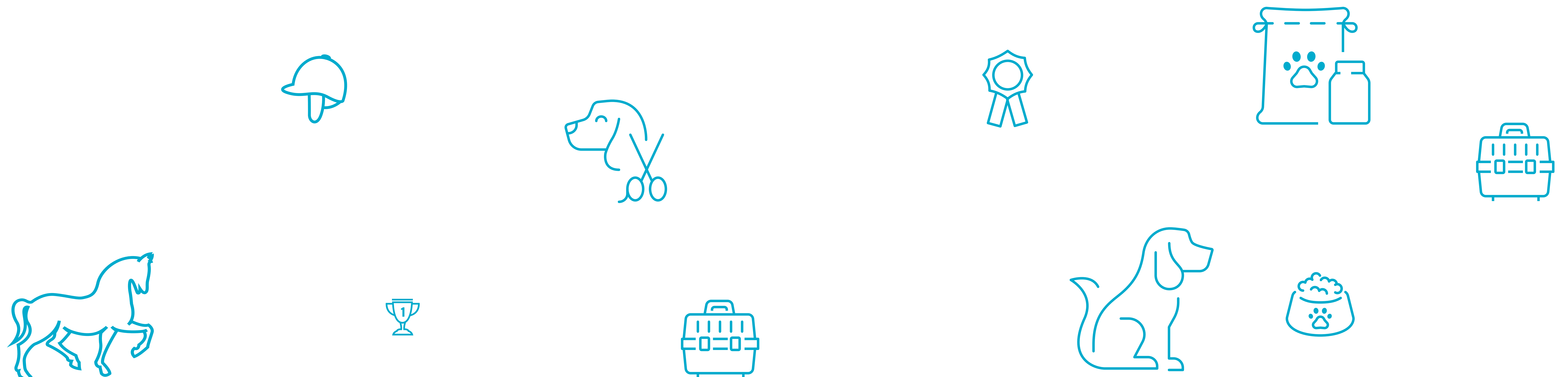
- Make pet-ownership easier, more convenient & enjoyable
- Unite all pet market participants in one ecosystem
- Make pet-related administrative procedures (documentation issuance, upkeep of registers, etc.) cheaper and instant
- Create common infrastructure by implementing new Identification Standard based on biometrics

PROBLEM

- Absence of Global Identification Standard and Common Databases (efficiency)
- Outdated infrastructure (labour)
- Lack of transparency (money)
- Inconvenience (time and other complexities)

TARGET

- Zkylos unites individual animal owners, breeders, veterinarian clinics, charities, national kennels, governmental bodies, pet food and accessories companies and other relevant pet market players into **one ecosystem** scalable up to a global extent
- Our Goal is to develop a '**Common Identification Standard**' and process all of the administrative procedures on the Zkylos platform



SOLUTION

Digital Animal Identity

Unique animal identification standard based on biometrics.

Pet Administrative Processing Systems & Data Storage

Optimization of every agent's routine administrative procedures.

Solves obstacles for pet owners, animal-related organizations, and government institutions.

'Single Health Registry' System for each species with 'Global Identification Standard'.

'AI Powered Data Analysis System'

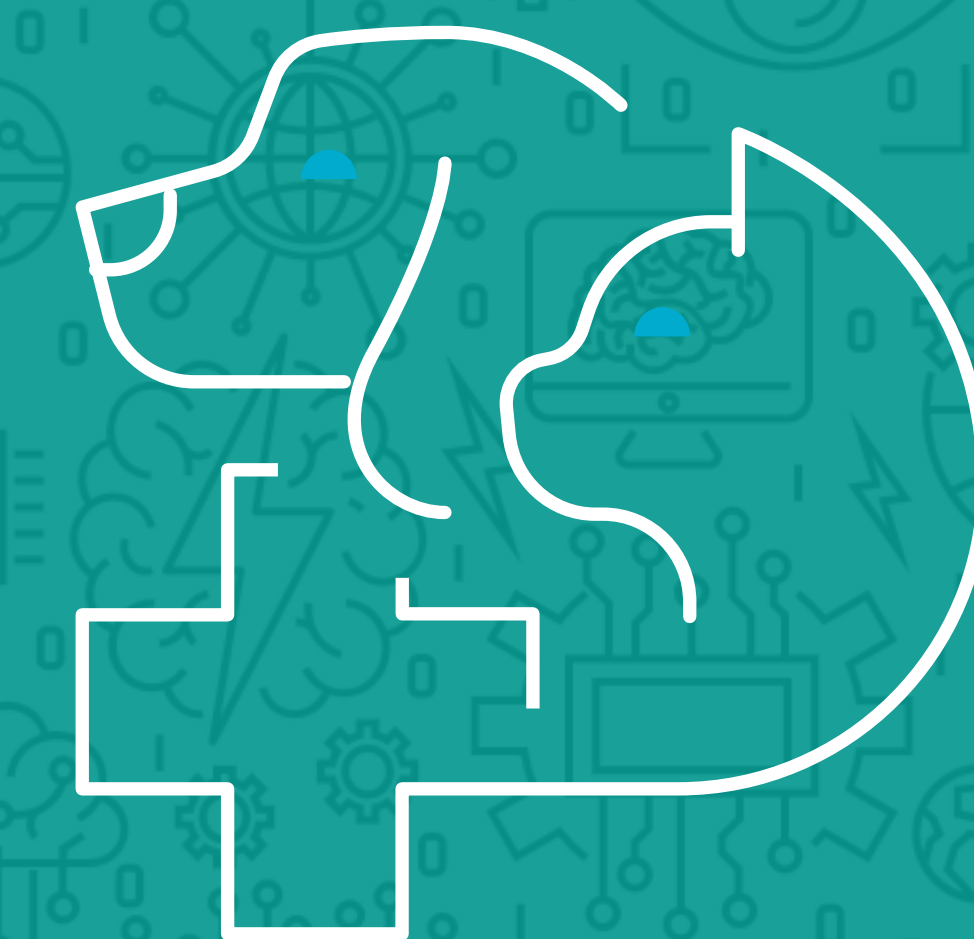
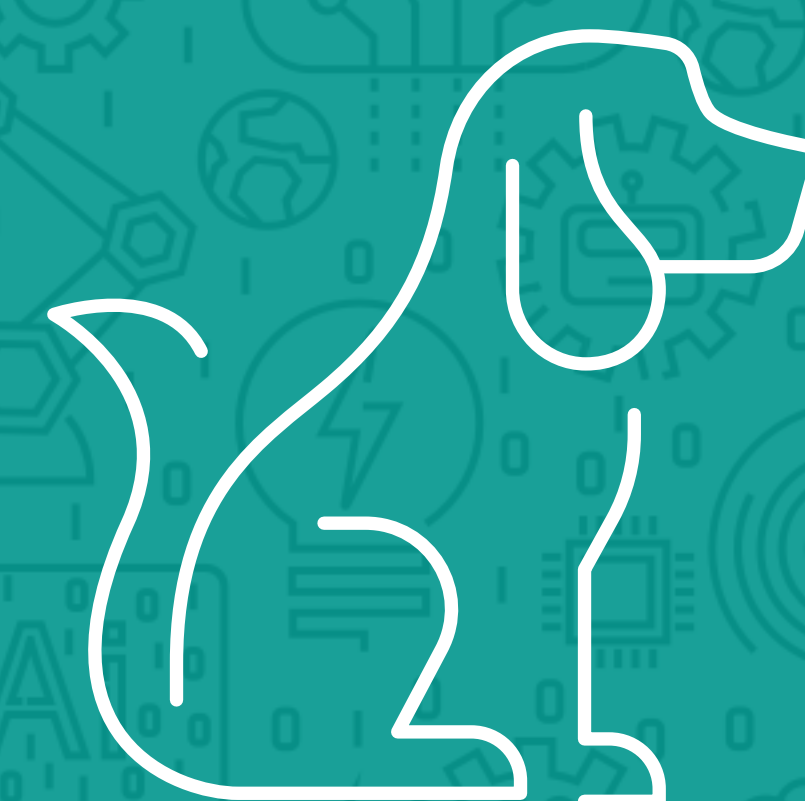
Accessible to the broad public, it skyrockets pet ownership to an entirely new level. Helps the scientific community by serving needs met mostly within the genetic field.

Additional advanced infrastructure features

Marketplace (incl. P2P), deep social functions (blogging and publishing platform, networking), greater user convenience.

Social Importance

The project solves real and tractable global problems, promotes significant societal transformation: strong networking, local businesses promotion, social journalism and responsible pet ownership with charity integration.



TOTAL AVAILABLE MARKET

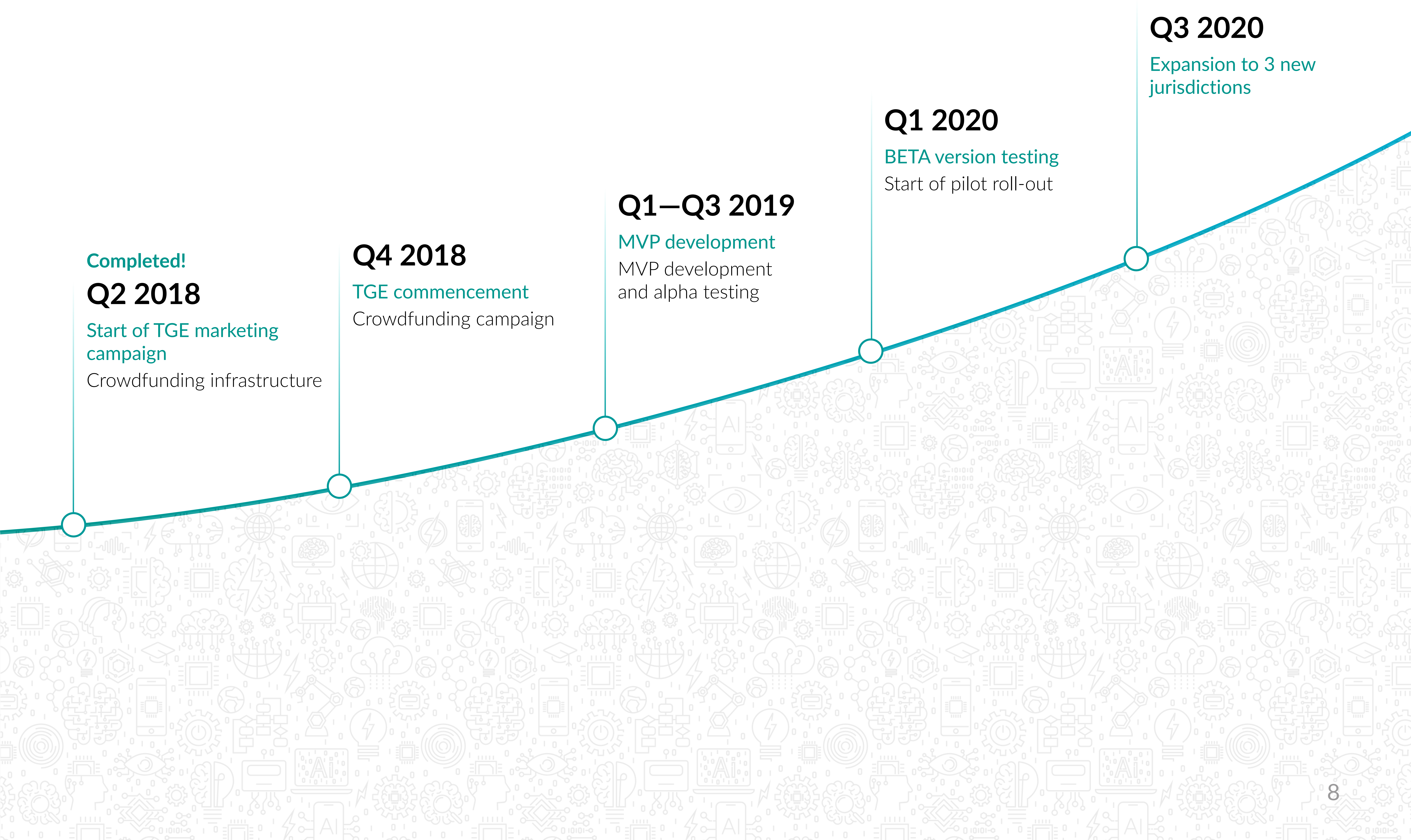
- Global Pet care market (2017) – app. 110 bln.\$ with 4-5% of annual growth in money terms
- Administrative procedures market: 9,8 mln. puppies are registered annually worldwide. With pedigree issuance procedure it accounts for app. 300k transactions per average national kennel (country). Charging \$2 per transaction, each country generates revenue of \$0.6 mln. And this only refers to canine!
- In our finance model (see below) we rely on basic admin procedures only: initial animal registration including 2 operations. These are tractable services - we know the exact amounts charged and the pricing policy along with the actual statistical info.
- The platform will generate additional revenues, such as advertising and referral fees and other based on traffic attracted.

THE BIG PICTURE

- Pet market is boosting.
- Zkylos will be the first to introduce a product of its kind to the global pet market.
- We will approach professional bodies in the industry who benefit directly from our platform, knowing it is in their interest to implement the solution since it changes overall experiences and workflow dramatically and most importantly makes their operations cost-efficient.
- Zkylos is to cut costs drastically for many market participants.
- No direct competitors are known up to moment. There are companies engaged in DNA tests, local pet show event aggregators, local kennel software management etc. with no challenge to standardization, unification and costs cutting.



ROADMAP



Completed!
Q2 2018
Start of TGE marketing campaign
Crowdfunding infrastructure

Q4 2018
TGE commencement
Crowdfunding campaign

Q1–Q3 2019
MVP development
MVP development and alpha testing

Q1 2020
BETA version testing
Start of pilot roll-out

Q3 2020
Expansion to 3 new jurisdictions

BUSINESS MODEL

- **Pet owners deal with administrative tasks** related to pets, whether that is involving national kennel/cattery etc. clubs or government offices.
- **Zkylos simplifies the mentioned complexities** of these operations by creating an **autonomous infrastructure for each involved agent** and terminates the need of various complex interactions among the participants of the process.
- Each type of user obtains its **tailored functionality** and **data access level**
- **Every member organization of the Zkylos platform will subscribe to a “license agreement”** to use Zkylos (i.e., its data storage, processing and other services provided)

TOKEN MODEL

“Service” and “Utility” tokens

- All of the **administrative operations will be settled** by using ‘service units’ which are **limited to internal circulation** only, meaning that the public is exempt from interaction with the unit
- ‘Service units’ are to be **used for transaction/entry validation ONLY** and exist to backup each transaction
- ‘Utility tokens’ represent specified value based on the financial plan of the project
- A ‘utility token’ will be used for project support serving one’s appreciation of the project together with the variety of functions at the actual Zkylos platform
- **Utility token functions:** form of **settlement for the goods** (together with traditional ways of payment), as a reward for platform users for various contribution to the project (e.g. new users involvement and attraction, social section moderation, new agents offline/onsight inspection, master nodes operations (if applicable), content creation and other)

KEY PLAYERS



Elias Konstantinides
Founder & CEO

Entrepreneur. Extensive experience in Risk Management and International Project Management.
Negotiations specialist with 5 years experience as Strategic Management consultant



Victor Grinchenko
Founder & CFO

PhD Economics. Entrepreneur. 10+ years experience in finance: Deloitte, Philips. Head of Budgeting in Sheremetyevo Airport, Moscow. Two years CFO in IT company

The international team consists of serial entrepreneurs, financial professionals, experienced IT project managers and developers as well as industry professionals, well-known designers, editors.

We are proud of being advised and collaborating with profound industry leaders of a global scale – our advisors and partners.

KEY POINT SUMMARY

- We will develop a unique Identification Standard to be used worldwide!
- Zkylos aims to enter huge and fast growing market worth 110 bln.\$ and solve real life problems
- The market size from even basic services handled by Zkylos are approx. 200 mln.\$ annually (dogs only)
- To breakeven we need only 3-4 kennels/catteries to adopt Zkylos
- We've already attracted investments from 2 angels and now are on MVP development stage (Technical Planning)
- Would love to base our blockchain part on EOS technological platform

FINANCIAL

	2018	2019	2020	2021	2022	2023	2024	2025
Partners on platform, #	–	–	2	4	6	8	10	12
Transactions, m	–	–	0.7	2.1	3.3	4.5	5.7	6.9
Revenue, \$m	–	–	1.5	4.8	8.0	11.4	15.2	19.3
Opex, \$m	(0.3)	(1.3)	(1.8)	(1.9)	(2.0)	(2.3)	(2.5)	(2.7)
Admin overheads, \$m	(0.5)	(1.7)	(1.8)	(1.7)	(1.7)	(1.8)	(1.9)	(2.0)
EBITDA, \$m	(0.8)	(3.0)	(2.2)	1.3	4.2	7.3	10.7	14.6
% of revenue	–	–	–	26.0 %	53.0 %	64.3 %	70.8 %	75.6 %
Income tax, \$m	–	–	–	–	–	(0.8)	(1.3)	(1.8)
Net profit, \$m	(0.8)	(3.0)	(2.2)	1.3	4.2	6.5	9.4	12.8
% of revenue	–	–	–	26.0%	53.0%	56.8%	62.0%	66.2%
Enterprise value, \$m	–	–	2.9	9.6	15.9	22.8	30.3	38.5
Dividends, \$m	–	–	–	0.8	2.5	3.9	5.6	7.7
Investor cash flow (exit 25Y), \$m	(7.4)	–	–	0.4	1.2	1.9	2.8	22.6

Investor returns

Value multiple at expansion stage, x of sales	x2.0
Token appreciation (exit Y25)	x5.2
Dividend yield	9.1%
Investor IRR (exit Y25)	23,5%

During TGE we are issuing tokens equivalent to the amount of \$7 350 000 as our cap (No soft/middle/last hope etc. caps)

FUNDRAISING

So far we

- spent own funds for initial project setup activities
- attracted 30k\$ and 100 ETH from private investors

We are looking for

- MVP developing funds - 550k\$
- Listing and support of ZKS token - 650k\$

