

## The Opportunity

By 2020 leading mainstream applications will bring decentralized services to billions of consumers









Payments
Solve compliance,
(Playtech)

**Social**Build communities,
(Kik)

Games
Virtual goods,
(Zynga)

Adtech
Cut the middle man,
(IronSource)



There is no infrastructure that can currently support all of their needs

#### Blockchain 1.0

Make it work

**\*\*** bitcoin

#### **Blockchain 2.0**

Make it general purpose



#### Blockchain 3.0

Make it business applicable



#### Challenges:

Scale, Fees, Compliance, Updates, Mobile clients, Appstore policies, Miner politics, Privacy



A Dedicated infrastructure designed to transition large consumer applications into Blockchain



#### Requirement driven, Holistic solution,

#### Integrated accountability

#### Ethereum ecosystem:

- Build infrastructure then find a use case
- Develop DAPP then find users

#### Orbs ecosystem:

- Find a use case then develop
- Have a large user base then build DAPP

### What is orbs?

Orbs is a decentralized blockchain infrastructure empowering leading consumer applications to bring blockchain to the mass market

#### Core Technology



#### Scalability

Completion time, transaction rate, fees, mobile users

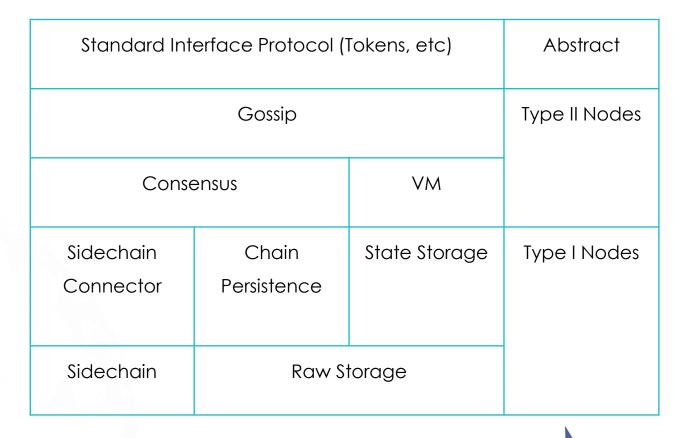
#### Compliance

Transaction tracking, privacy

#### Rapid Upgrades

Gradual rollouts, rollbacks, no lock-ins, API interfaces

#### Architectural Diagram



# Competitive Analysis

Requirements Driven









Scale



No Scale







Non Requirements Driven







#### Building An Ecosystem





- An open source project is as strong as its core team and ecosystem
- CoinTree is amongst the top3 ICO advisory firms in the world

- Alignment is the "Consensys" of Orbs



Pre Sale ICO and TestNet live with first consumer app 2018 Production scale with first consumer app Compliance and smart contracts 2018 First migration feature: **Gradual versions** upgrades



DANIEL PELED PRESIDENT

Co-Founder and CEO at PayKey, an Israeli Fintech startup with investors such as MasterCard and Santander InnoVentures. Veteran member of the Israeli Bitcoin community and the first person in Israel to ICO a blockchain company. Holds Masters in law and Economics.



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Full-stack software engineer with expertise in native iOS/Android and security. Innovator, tech lead and entrepreneur; co-founder of two technology companies, the latter acquired by Wix.com. Holds BSc summa cum laude in Electrical Engineering from the Technion.



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CO-FOUNDER, VP PARTNERSHIPS & HEAD OF COINTREE

Co-founder at Visualead, an Israeli O2O and IoT startup with investors such as Alibaba. Formerly a team leader in Mellanox, a leading Israeli high-tech company. Holds BSc summa cum laude in Electrical Engineering from the Technion university.



ORI ROTTENSTREICH CHIEF RESEARCH OFFICER

Researcher whose focus is on network algorithms. In 2015-2017 Ori was a Postdoctoral Research Fellow at the department of Computer Science, Princeton university. He received the BSc in Computer Engineering (summa cum laude) and PhD degree from the Technion.



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Former founder & CEO of Tingz.me, a technology startup. Investment team member at Viola Growth and a financial professional in various Israeli companies. Holds BSc in Physics and MA in Economics. Veteran of an elite section of IDF 8200.



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Head of cryptocurrency architecture, algorithms and models. Founder of VidWatch and PhraseTech, technology startups. Senior engineering and management positions at Mobixell Networks, Adamind, Schema and Gate42. Holds BSc (cum laude) in Maths.



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Founder of SpaceIL, working to land the first non-governmental spacecraft on the moon. Mentor and public speaker on entrepreneurship and strategic thinking. Cyber-security and computer networking expert. Board member and advisor in several startups.



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Leading security and engineering, focusing on system security, cryptocurrency systems, and various blockchain protocols and implementations. An all-around player and a technology geek with proven experience in management and hands-on development.



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Economist and Data analyst. Formerly Algorithms engineer in Altair, programmer and algorithms engineer at the Prime minister office. Holds BSc summa cum laude in Electrical Engineering and Computer Science from the Tel-Aviv university and MSc magna cum laude.



JONATHAN NOAM
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With 25 years of experience as entrepreneur and executive Jonathan was involved in various capacities in the start-up and management of companies such as Internet Gold (Israel's then-leading ISP) and Spacecom - Operator of AMOS satellites.



OFIR AVIGAD
HEAD OF MARKETING

Ofir bought his first Bitcoin in 2013, and has since created 3 complementary currency networks in Tel Aviv & San Francisco. He is a regular speaker on Digital Growth and Virtual Currencies. He is the creator of an online social innovation community with 50K members.



OREN DE-LANGE
HEAD COMMUNITY MANAGER

Head of Community Management Orbs. Active crypto enthusiast since 2014. Holds an LLB in Law and B.A in Business Administration, both cum laude, from IDC Herzliya.



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Asia Community Manager. Previously Overseas Technology Director at TyonTech, a leading Chinese surface engineering company. Big Data Engineer at Yaspeed. Design Engineer at AT&T. Holds M.Sc Information Science, Cornell University.



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Formerly HR manager at a real estate Start-up company. People oriented person and passionate about relationship building. Holds B.A in Behavioral sciences, majoring in Human Resources from Tel-Aviv-Jaffa Academic College.

