SHAPING EUROPE'S BLOCKCHAIN FUTURE

BLOCK START

BLOCKSTART STARTUPS DEMO DAY

brpx Bright Pixel

CIVITTA

F6S

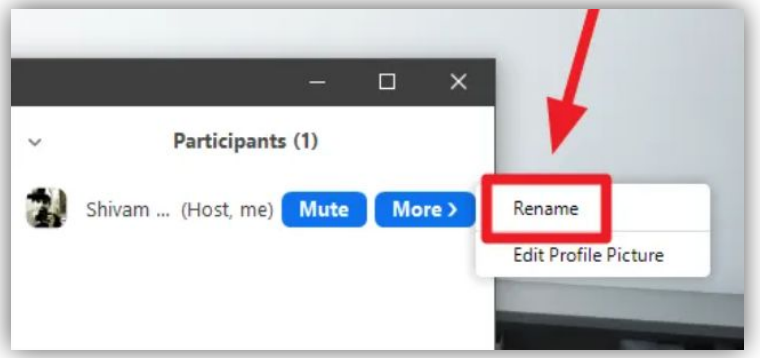
29 October | 3pm (CET)

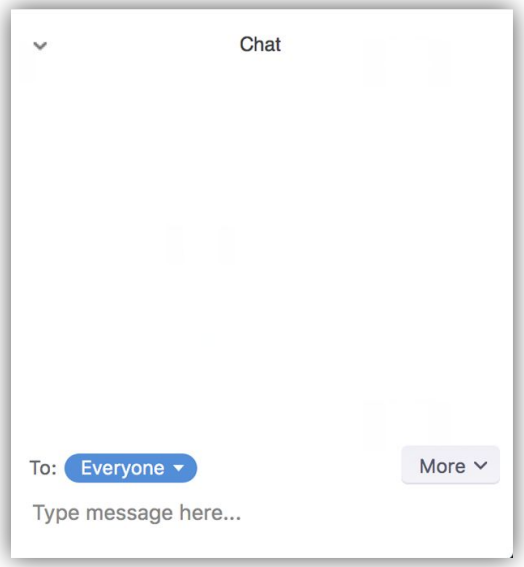
Online event

Media partners BNT Bitnews Today HBR Hrvatski Bitcoin Portal FINTECH IT Ukraine Association

Before we start...

- Make sure that you have your microphone and video **turned off** during presentation
- **Rename** yourself to first, last name and entity you represent
- There will be specific slots dedicated to Q&A. If you wish to ask a question, **send a message through the chat**
- Our moderator will select 2/3 questions, depending on the time available





Let’s break the ice...

We want to get to know you and what are your expectations!

Agenda

15:05-15:15 | **1 year of BlockStart** | Benjamin Júnior, Bright Pixel

15:15-15:55 | **The current state of blockchain adoption** | Max Lautenschläger, Iconic Holding

15:55-16:25 | **Blockchain startups pitch** | 2bSmart and Datarella

16:25-16:35 | **Are you ready for blockchain?** | Vytautas Černiauskas, CIVITTA

16:35-17:20 | **Blockchain startups pitch** | Infidia, Kedeon and REXS.IO

17:20-17:30 | **Wrap-up and takeaways** | João Fernandes, Bright Pixel

1 year of BlockStart

Benjamin Júnior, Bright Pixel

What is BlockStart?

- BlockStart is a **3-stage intensive mentor-led programme** that aims at fostering blockchain adoption among startups in **retail, fintech** and **ICT** sectors

- Main goal is to facilitate business-focused **partnerships** between DLT/blockchain solution providers and end-user SMEs

- **€795,000** equity free to support **60 tech startups** and **60 SMEs**

- BlockStart is run by **Bright Pixel**, **CIVITTA** and **F6S**

Who are the target companies?

BlockStart is looking for 2 types of companies:

DLT/blockchain startups
(solution providers)

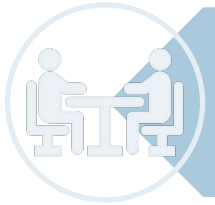
End-user SMEs
(solution adopters)

What does it offer?

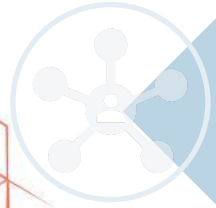
Startups accepted into BlockStart will have access to a variety of perks, including:

Equity-free funding: up to €20,000 for each DLT/blockchain solution providers | up to €4,500 for each end-user SME

Market validation: a 3-stage acceleration programme that helps fine-tune, test and demo the solution with real users



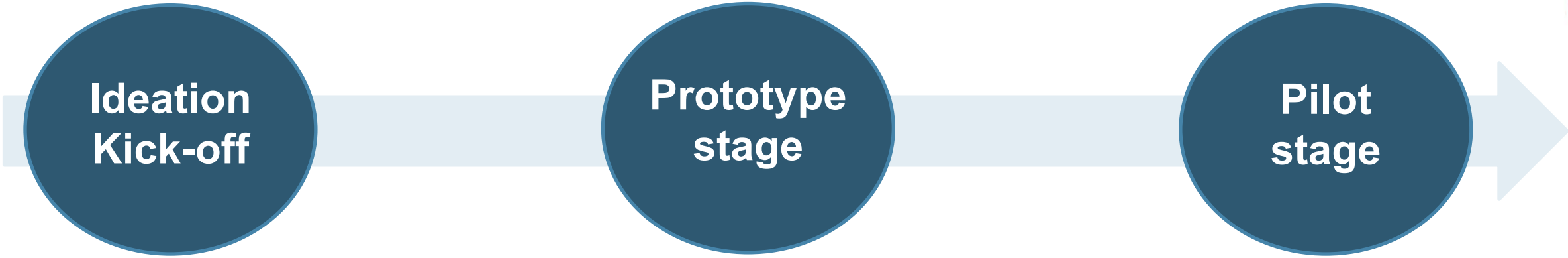
Growth support: access to personalized mentoring, training and additional resources



Network and community: access to clients and potential investors and showcase of the solution

How does it work?

BlockStart's Acceleration Programme



1 day (26 March)

- 20 DLT startups selected
- Solutions presented to 10 end-user SMEs
- Evaluation by business & technical experts

€1,000 for DLT startups

€1,500 for end-user SMEs

4 months (Apr-Jul)

- 10 DLT startups selected to further develop their solution towards product/market fit
- BlockStart provides mentorship (virtual meetings)

€15,000 for DLT startups

2 months (Aug-Oct)

- 5 DLT startups selected
- 20 SMEs to implement the solutions
- **Demo Day** (today!) to promote solutions to potential clients, investors and other startups

€4,000 for DLT startups

€3,000 for end-user SMEs

Open Call #1 in a nutshell

90 DLT startups applications, from 30 countries

57 end-user SMEs applications

Ideation Kick-off event: 73 participants, 30 pitch, 42 meetings

+90 mentoring sessions in Prototype & Pilot stages

Pilot implementations finalized

2bSMART DATARELLA infidia kedeon. rexs.io

More information at www.blockstart.eu/our-startups

The current state of blockchain adoption

Max Lautenschläger, Iconic Holding

ICONIC HOLDING

Frankfurt | Singapore | New York

Executive Management

Patrick Lowry, CPA

CEO & Co-Founder

Patrick, CEO and Managing Partner of Iconic, is also Head of Asset Management at Cryptology Asset Group. He is a venture capitalist and investor with over a decade of financial industry experience. Previously, Patrick was a PwC asset management auditor of clients such as Vanguard and Blackrock. He has worked many years in Private Equity and Venture Capital, most notably with Deutsche Börse, the German Stock Exchange. He holds an MBA and BS in Finance and Accounting and is a Licensed Certified Public Accountant (CPA).

Maximilian Lautenschläger, CAIA

COO & Co-Founder

Max, Co-Founder and Managing Partner of Iconic, is a former management consultant where he advised Fortune 500 companies on digitalization, project management and IT integration. An angel investor himself, he transitioned into Private Equity with a €40-billion AUM group before beginning with a fintech company builder, where he successfully launched several FinTech startups. He holds a BA in International Management, an MBA, is Harvard educated and completed the CAIA designation. Additionally, he serves on the Supervisory board of MLP, Germany's largest independent financial advisory group.

Company Overview

ICONIC HOLDING

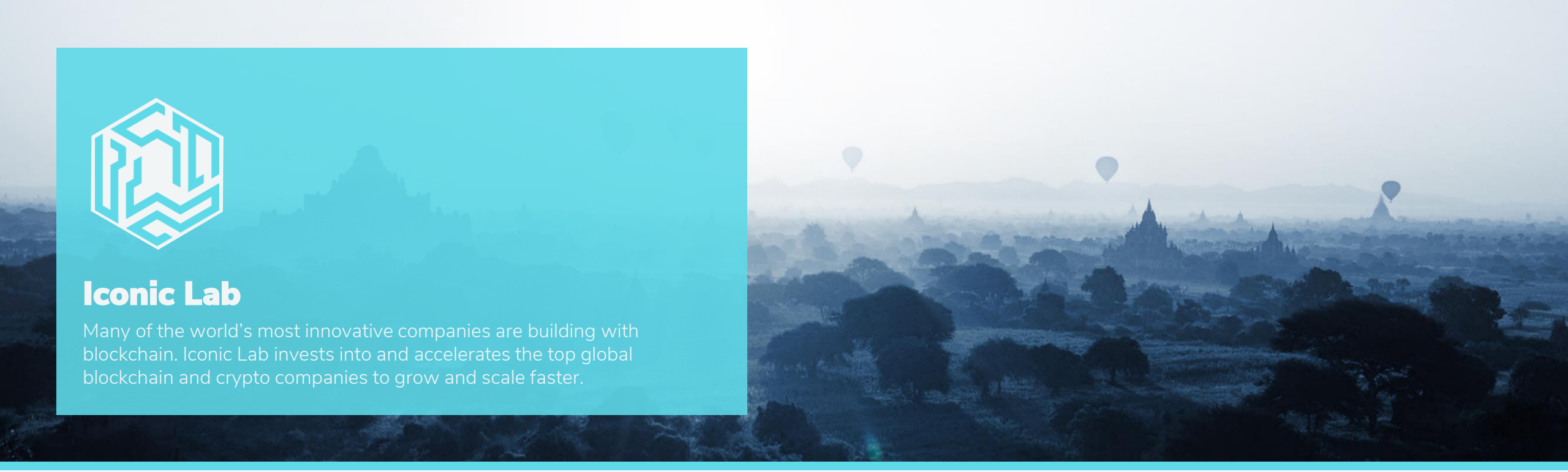
Iconic Holding is the parent company of Iconic Funds and Iconic Lab. Headquartered in Frankfurt, Germany, Iconic Holding's investors include FinLab, High-Tech Gründerfonds and Cryptology Asset Group.

ICONIC FUNDS

Iconic Funds, through its subsidiaries, is the issuer of crypto asset index funds and exchange traded products. A joint venture with Cryptology, Iconic Funds is also the operator of a multi-manager crypto hedge fund platform.

ICONIC LAB

Iconic Lab is a venture capital group focused on early stage blockchain and crypto companies. An award-winning accelerator program, Iconic Lab is vertical and geographic agnostic, focusing on seed/pre-seed ventures.



Iconic Lab

Many of the world's most innovative companies are building with blockchain. Iconic Lab invests into and accelerates the top global blockchain and crypto companies to grow and scale faster.

90% investment success rate

10 out of 11 Iconic Lab portfolio companies have gone onto secure follow-on financing in a Series A funding round exceeding €500k after joining Iconic Lab. Over €30M has been raised from Iconic's globally-diverse investor and partner network.

Exclusive dealflow of top startups

Iconic Lab only onboards the most promising blockchain/crypto startups, selecting only 11 out of over 1,500 applications. Iconic Lab enjoys exclusive dealflow from its network and partners and performs the industry's most thorough diligence.

Award-winning accelerator

Iconic Lab was named a top-3 accelerator program in Germany, alongside Techstars. More than investment and network, portfolio companies appreciate the hands-on approach the Iconic Lab team takes to grow and scale their business.

Blockchain and Crypto Venture Portfolio

We invest exclusively into highly disruptive, unique companies in the blockchain and crypto space. Our focus on identifying the most innovative ventures across a wide array of industrial verticals curates an unmatched dealflow spanning AI, Fintech, gaming and more.

01/10

verv

SECTOR:
ENERGY,
IOT ACCELERATOR

02/10

INDX

SECTOR:
CRYPTO ASSETS,
INVESTMENT

03/10

BRAINCITIES

SECTOR:
AI, DEEP TECH,
BLOCKCHAIN

04/10

vreo

SECTOR:
ADVERTISING,
GAMING, VR

05/10

TRADE FINANCE MARKET

SECTOR:
TRADE FINANCE

> The Iconic Lab portfolio is carefully constructed through rigorous due diligence and feedback from our venture partners and investor network. Only novel businesses led by exceptional teams meet our standards.

06 /10

UNIBRIGHT

SECTOR:
BLOCKCHAIN, INDUSTRIAL, ERP SYSTEMS

07 /10

H2 INDUSTRIES

SECTOR:
ENERGY

Our team of experienced VCs and venture builders take a hands-on approach as strategic investors, providing our companies a framework for success. Our approach has unparalleled results with over 90% of our accelerated companies successfully completing a follow-on financing round with over **€30 million raised across 10 companies**, continuously driving ROI to our investor and venture partners.

Our business development experts help talented entrepreneur teams grow and scale their business, preparing them for the next fundraise through our globally-diverse investor network via traditional equity, STO or ICO.

08 /10

topl

SECTOR:
BLOCKCHAIN, IMPACT INVESTING

09 /10

SOLIDIFIED

SECTOR:
CYBERSECURITY, BLOCKCHAIN

10 /10

CAPTAIN BITCOIN

SECTOR:
ADVERTISING, VIDEO

The Current State of Blockchain Adoption

Keynote for Shaping Europe's Blockchain Future

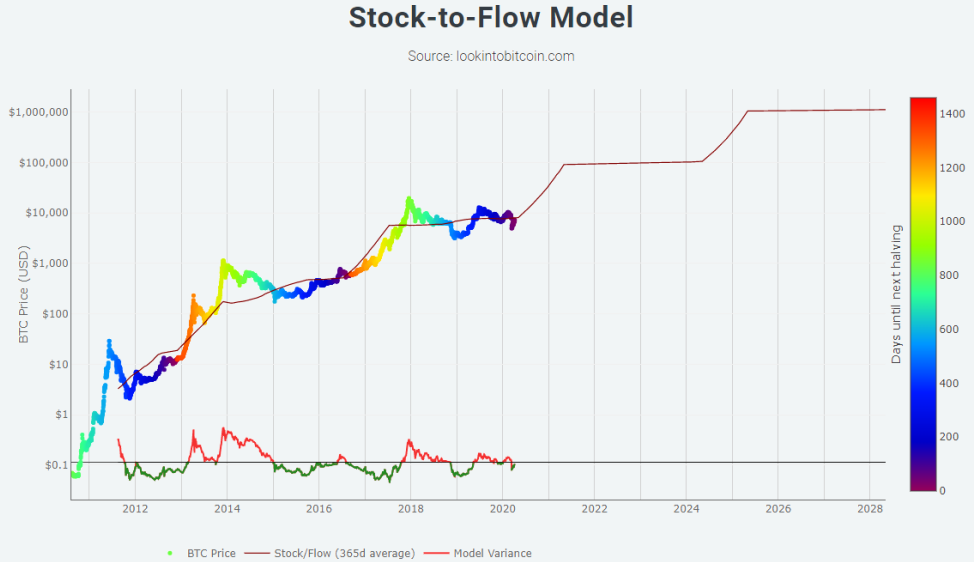
October 29, 2020

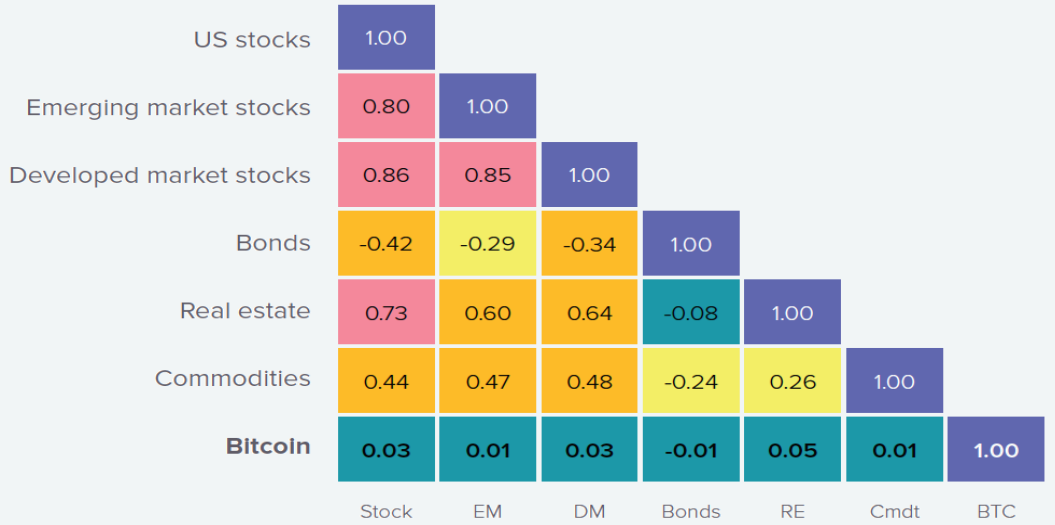
Max Lautenschläger

Iconic Funds

Blockchain Evolution

Bitcoin a.k.a. Blockchain 1.0





Bitcoin is the world's hardest money and fiat currency hedge

Bitcoin is argued by many to be the world's hardest form of money given its inherently deflationary nature. Bitcoin's stock-to-flow model accurately charts its historical performance with upcoming halvings expected to have profound pricing impacts.

picture source: lookintobitcoin.com

Bitcoin returns are uncorrelated to those of traditional assets

Many studies have proven crypto is uncorrelated to traditional asset classes. While all assets have short bouts of correlation in short time frames, crypto has always held its position as being uncorrelated to traditional markets for over a decade.

picture source: ABRA

Next Generation Blockchains

Smart Contracts

While the first blockchains were designed to transfer value, new protocols enable complex transactions

dApps

With blockchains becoming more scalable, whole applications are built leveraging the decentral infrastructure

Smart Oracles

IoT, NFC or other technologies are used as trusted data feeds, which verify data before distributed on-chain

Use Cases

Many blockchains offer much more use cases besides finance like utilities, data protection, real estate and identity

Decentralized Finance

While Bitcoin was designed as a peer-to-peer payment system, next gen blockchains are the backbone of DeFi

Private vs. Public

There are private (e.g. Hyperledger) and public (e.g. Ethereum) protocols which each serve different purposes

Smart Contracts

Smart contracts are a critical component of many platforms and applications being built using blockchain or distributed ledger technology, it's a computer code that automatically executes all or parts of an agreement on blockchain.

Automated Execution

If the parties have indicated, by initiating a transaction, that certain parameters have been met, the code will execute the step triggered by those parameters.

Code is Law

Human intervention is not required once the smart contract has been deployed and is operational. This reduces the execution/enforcement costs of the contracting process.

Complexity

At present, the input parameters and the execution steps for a smart contract need to be specific and objective. In other words, if "x" occurs, then execute step "y."

Native Payment

In the case of the Ethereum blockchain, smart contracts are executed on the Ethereum Virtual Machine (EVM. This payment, made through ETH, is known as gas.

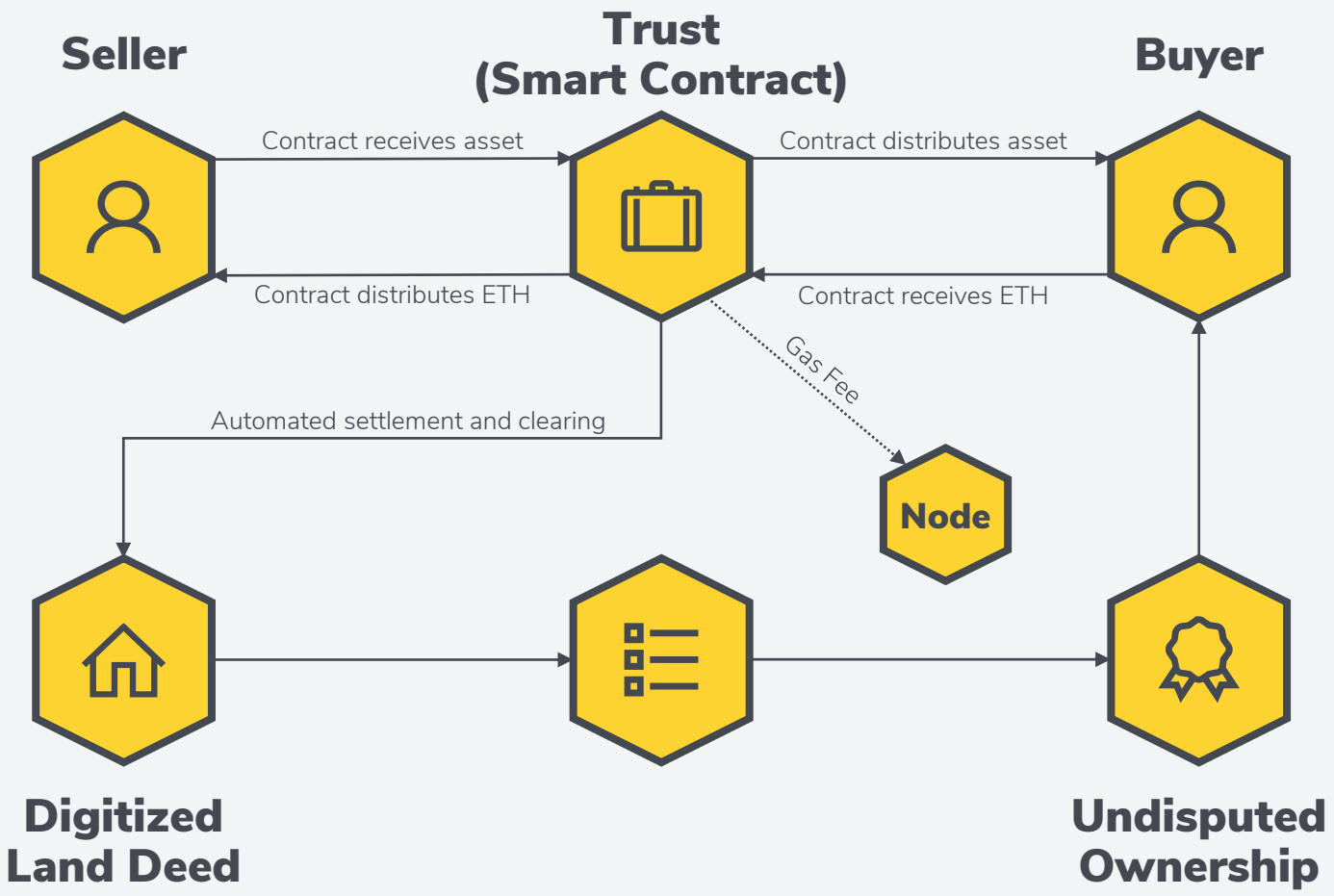
Legally binding

Although, certain contracts must be in writing, agreements do not always need to be in writing to be held enforceable. Thus, many code-only smart contracts will be enforceable

Smart Oracles Dilemma

Many smart contract-proposed use-cases assume that the smart contract will receive information or parameters from resources that are not on the blockchain itself

Smart Contracts in Real Estate



Smart Oracles

Oracles feed the smart contract with external information that can trigger predefined actions of the smart contract. Such a condition could be any data, like weather temperature, successful payment, or price fluctuations. The main challenge with oracles is that people need to trust these outside sources of information, whether they come from a website or a sensor.

Hardware Oracles are sensors integrated with tangible physical objects. Primary examples would be in supply chain tracking with the use of RFID tags for feeding data like environmental conditions of products to the blockchain.

Software Oracles are the most common form that pull data from third-party sources such as web APIs and can include real-world information like flight statuses and weather data.

Consensus Oracles represent a step towards decentralized oracles and rely on aggregating data from several oracles with proprietary methods for determining their authenticity and accuracy.

Current State of dApps

3,800

Aggregated number of dApps

83,000

Daily, unique active dApp users

1.4M

24h volume of dApp transactions

95M

24h USD volume in dApp contracts

6,650

Smart contracts deployed

Blockchain Adoption and Use Cases

Business Adoption

The business value-add of blockchain will exceed $3.1 trillion by 2030, according to a study by Gartner

The majority of manufacturers and financial service companies view blockchain as a top-5 critical priority (Deloitte)

Inexorable Growth

$7.5 trillion of financial assets will be stored on blockchain by 2027, according to a survey by the World Economic Forum

Blockchain-as-a-Service industry growth with a CAGR of approximately 70% between 2019 and 2024

Real World Applications

Blockchain is changing the mindset of businesses and governments as we know it. The sheer number of applications of the technology makes it next to impossible to list all of them, but here are some of the most interesting examples.

Financial Services

Barclays has launched a number of blockchain initiatives involving tracking financial transactions, compliance and combating fraud.

Supply Chain

Coke One North America (CONA), the tech firm that manages Coca Cola's bottlers, is using a blockchain solution developed by German software firm SAP to manage its supply chain.

Healthcare

Gem is working with the Centre for Disease Control to put disease outbreak data onto a blockchain which will increase the effectiveness of disaster relief and response.

Identity

REMME is a decentralized authentication system which aims to replace logins and passwords with SSL certificates stored on a blockchain.

Government

The Estonian government has partnered with Ericsson on an initiative involving creating a new data center to move public records onto the blockchain

Retail

OpenBazaar is an attempt to build a decentralized market where goods and services can be traded with no middle-man.

Billion $ companies building in crypto

Many of the world's largest and most successful companies are building on crypto and blockchain technology. As they continue to build, and users adopt their applications and payment methods, individual crypto's values increase through increased usage.

Ethereum

amazon
Google
COMCAST
Fidelity
Hewlett Packard Enterprise
SAP
Microsoft
SAMSUNG

XRP

AMERICAN EXPRESS
WU
BARCLAYS
UBS
Santander

EOS

PORSCHE
GALAXY DIGITAL
PORSCHE
voice

Stellar

IBM
Nestlé

Iota

BOSCH
PORSCHE
SIEMENS

Tokenization of Assets

What is Tokenization?

Modern Securitization

The tokenization of assets refers to the process of issuing a blockchain token that digitally represents a real, tradable asset - in many ways similar to the traditional process of securitization, with a modern twist.

Digital Representation

A token acts as a digital representation of an asset, which could be a share of a company, a piece of real estate, 0.1% of a Picasso painting or a participation in an investment fund.

Tokenized securities

The tokenization of all financial instruments and tangible assets will occur over the next decade. Standard valuation practices apply.

Equity

Tokenized shares of companies

Iconic Shares are tokenized

Debt

Tokenized corporate and gov't debt

Daimler $100M bond issue on ETH

Real Estate

Tokenized, fractionalized holdings

Fundament tokenized a $200 building

Commodities

Gold, silver and other precious metals

Tether Gold, Anthem Gold

Collectibles

Art, cars, memorabilia

William Shatner doll on Mattereum

Investment Vehicles

Alternative funds and vehicles

Securitize.io tokenizing funds

100 % of the stocks and bonds trading on Wall Street today COULD BE TOKENIZED and in 5 years [...] they WILL BE TOKENIZED

Robert Greifeld - **Former Chairman & CEO of Nasdaq | 2018**

$508 Trillion

Total Crypto Market Cap

In a tokenized economy, all global assets will be stored on blockchain. Formerly illiquid asset classes such as art, real estate and venture capital will be trading against liquid asset classes, such as equities and debt, in a completely fungible, transparent and truly global marketplace.

All global assets will be Crypto Assets

Financial Assets

such as Equities, Debt & Derivatives

Real World Assets

such as Real Estate, Arts & Commodities

High Cost of Trust

Every day, billions are spent to create trust through the use of intermediaries. Even though we don't perceive our financial system as inefficient and it always "works", it would be improved drastically through the use of blockchain technology.

Buyers & Sellers

Institutional asset managers and retail individuals will be matched to transact directly with each other in a peer-2-peer network

Settlement & Clearing

Centralized processing systems that settle cash and clear trades between parties are not needed since both functions are native to blockchain

Exchanges

"Trading floor" exchanges such as the NYSE or digital exchanges such as the NASDAQ will be plugged into blockchain technology

Broker

Stockbrokers who place and execute trades for clients on traditional or digital exchanges are not needed through the blockchain

Custodians

Safekeeping of financial assets or record keeping of a ledger of assets will be completely digital and store cryptoassets in wallet infrastructures

Auditors

Audit firms become more technology driven due to crypto's transparency, automating many audit procedures to provide investor assurances

Fractionalized and Fungible

In a tokenized market, every asset is fractionalized up to the 18th decimal, enhancing its tradability against other assets. Tokenization removes any need for traditional fiat currencies as a medium of exchange between assets.

Cryptocurrencies

Bitcoin, Ethereum, tokens and other native crypto assets

CBDCs

Central bank issued and gov't backed digital currencies

Art and exotics

Illiquid assets such as arts and exotic cars or other assets

Financial instruments

Company stocks, bonds and other financial instruments

Real estate

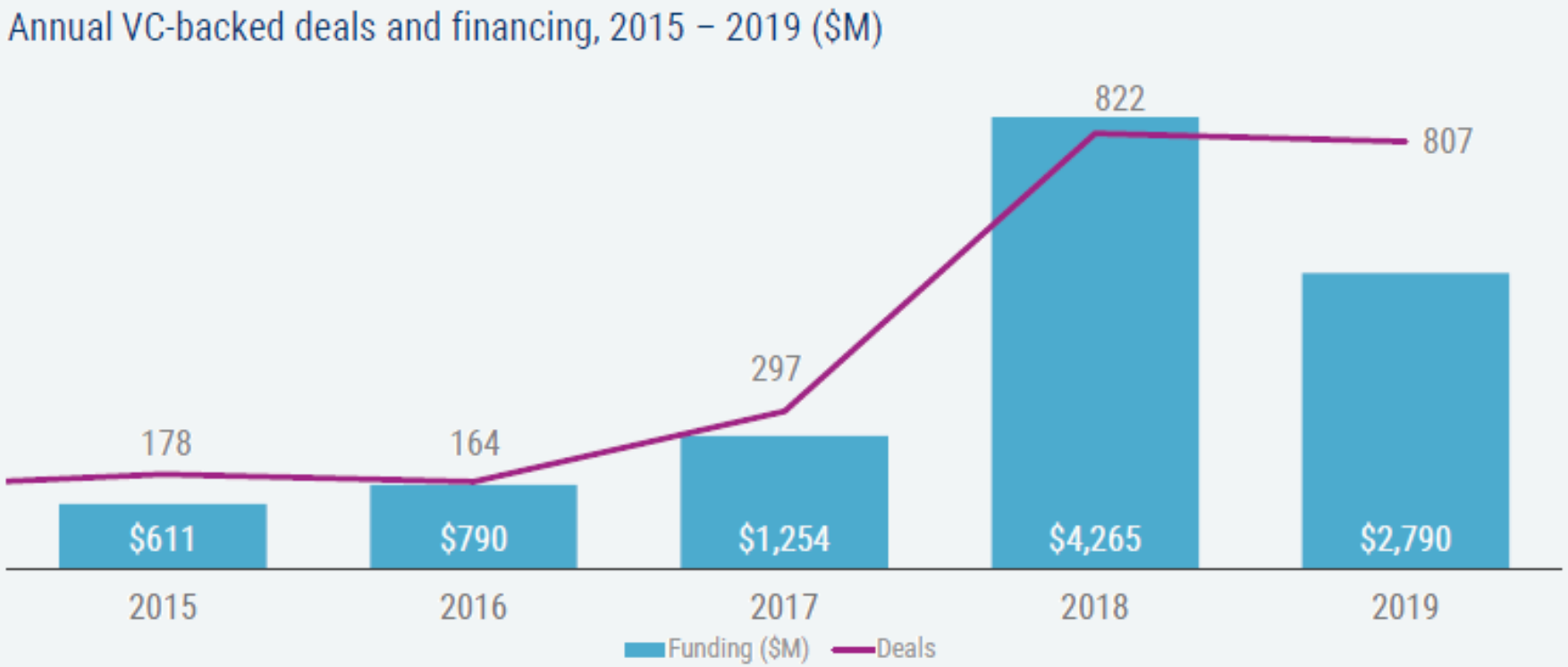
Real estate and other real-world, tangible assets

Commodities

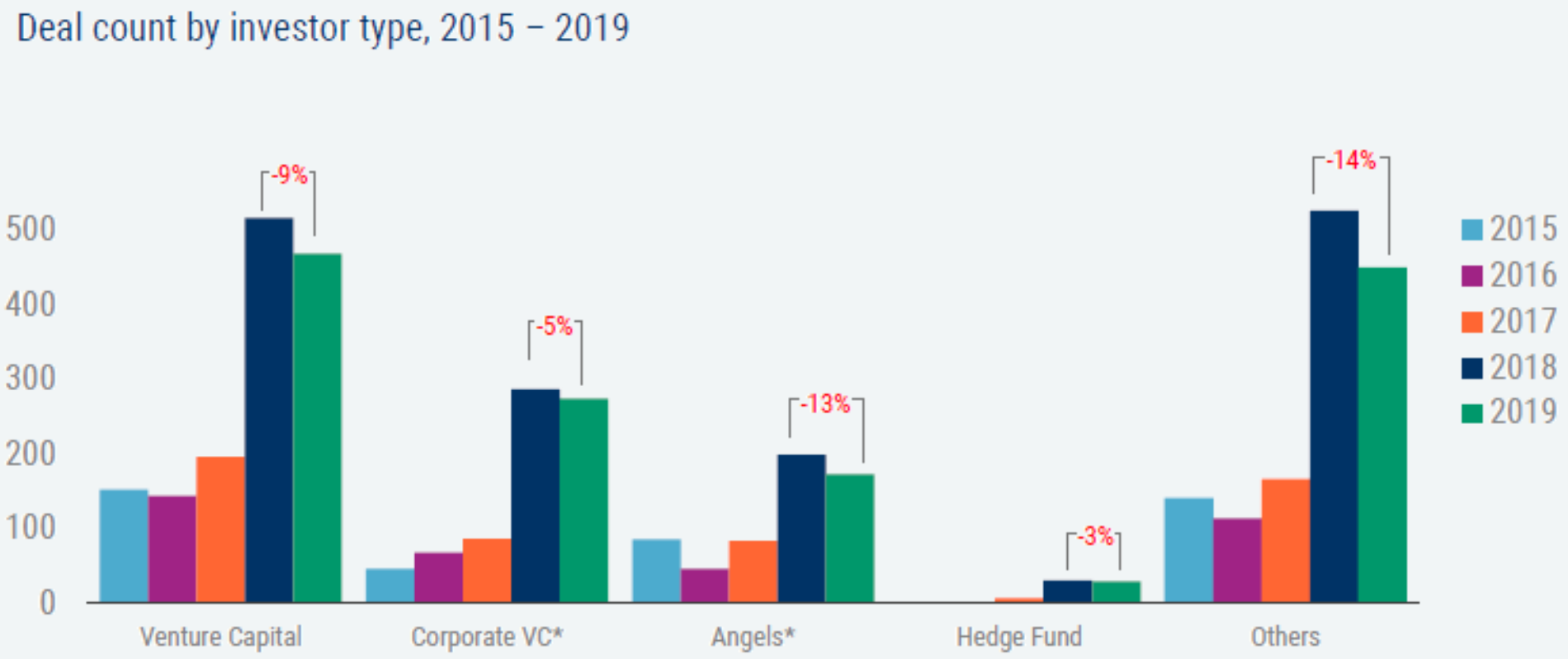
Gold, silver and precious metals. Oil and commodities

Blockchain Venture Capital

Deals held steady while funding fell



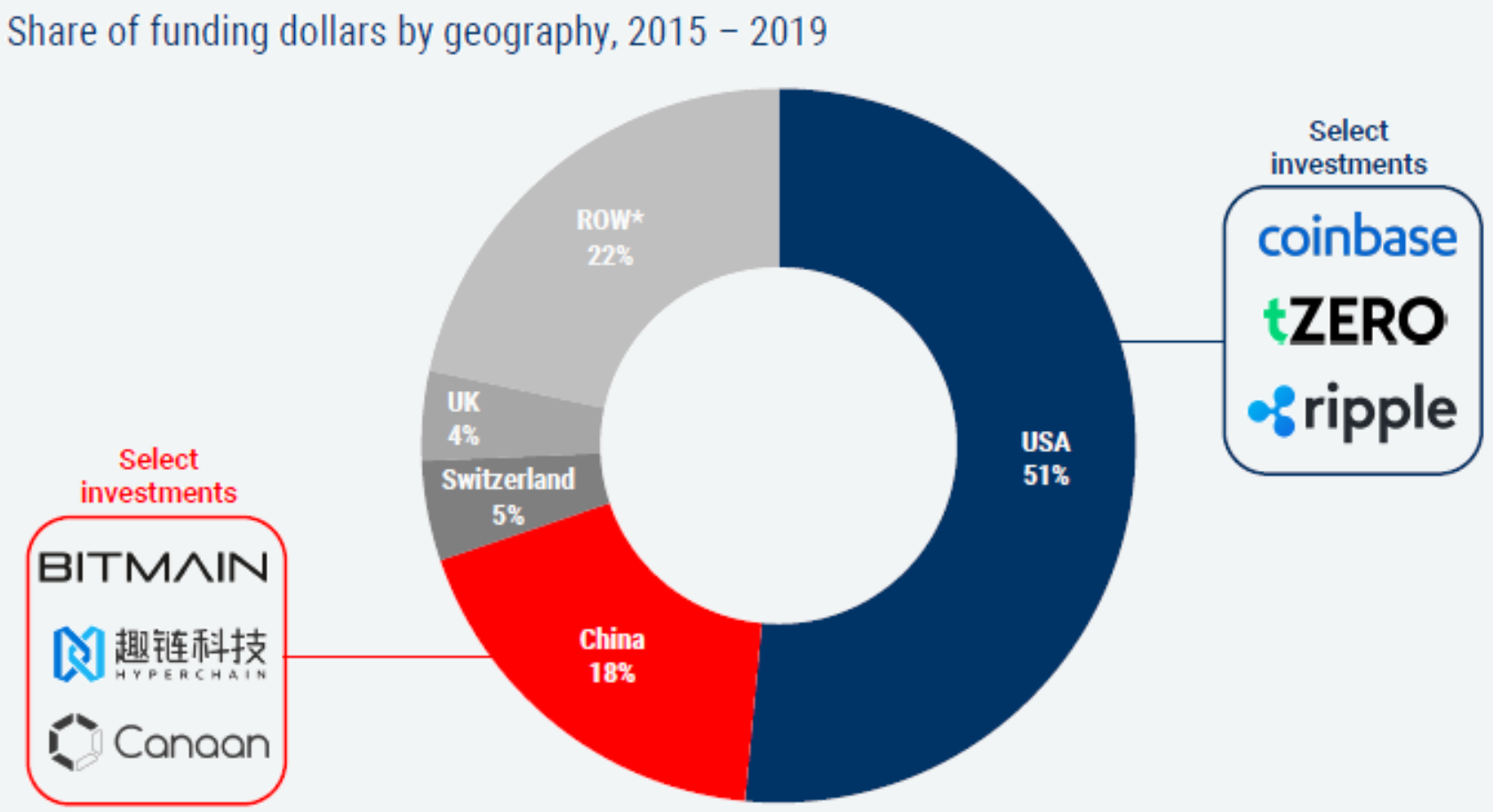
Venture Capital is still your best chance



Most Active Blockchain VCs in 2019

Rank	Investor	Select Investments in 2019
1	NGC NEO GLOBAL CAPITAL	VEGA, Dapix, Cere Network, MultiVAC, CoinFLEX, NYM, marlin protocol
2	coinbase Ventures	BisonTrails, MESSARI, NEAR, Dharma, O(1), BITSO, HORIZON BLOCKCHAIN GAMES, alchemy, Staked
3	GALAXY DIGITAL	MYTHICAL, BlockApps, iMMUTABLE, Spring, CIPHERTRACE, BisonTrails, flipsidecrypto, BlockFi, Digital Assets Data
4	FENBUSHI CAPITAL	SECURITIZE, BlockApps, Cere Network, SIBEX, amberdata, MESSARI, BLOXROUTE LABS
5	DIGITAL CURRENCY GROUP	BITSO, Digital Assets Data, FIGURE, Staked, flipsidecrypto, HORIZON BLOCKCHAIN GAMES, CoinFLEX, curv

Shift from the US to China?



A few EU players you should know

Also here in Europe we have a lot of VCs that are investing into Blockchain Startups, I would reach out to the following, happy to give advice on how to ;-)

- **FinLab**
- **High-Tech Gründerfonds**
- **Cryptology Asset Group**
- **Coparion**
- **Target Global**
- **Speedinvest**

Blockchain startups pitch

2bSMART

DATARELLA

SMARTYS

A CORONA PROOF OFFICE

Blockstart Demo Day

October 29th, 2020

BLOCK START

DWa

2bSMART

BRCONTROLS

weconomics

WHAT IS SMARTYS?

SMARTYS

EDUCATIONAL MODULE FOR STUDENTS

TRAINING & WORKSHOPS FOR BUSINESS

BUILD SMARTYS FOR BUSINESS

THE PROBLEM

CLOSED OFFICES DUE TO COVID19

SMARTYS

Negative impact on office rentals in NL

€ 700 to € 2.400 mln per year

THE SOLUTION

HEALTHY INDOOR ENVIRONMENT APP

SMARTYS

Work in a healthy office

Easy to apply everywhere

100% verifiable data

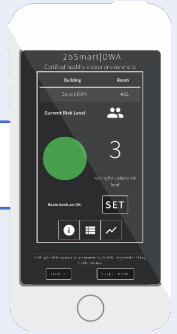
SMARTYS ARCHITECTURE

SMARTYS

C02

#people

Manual people input



User Interface

Physical world

Sensor Data

SSDI protocol

Manual data

User data

IPFS

Smart Contract

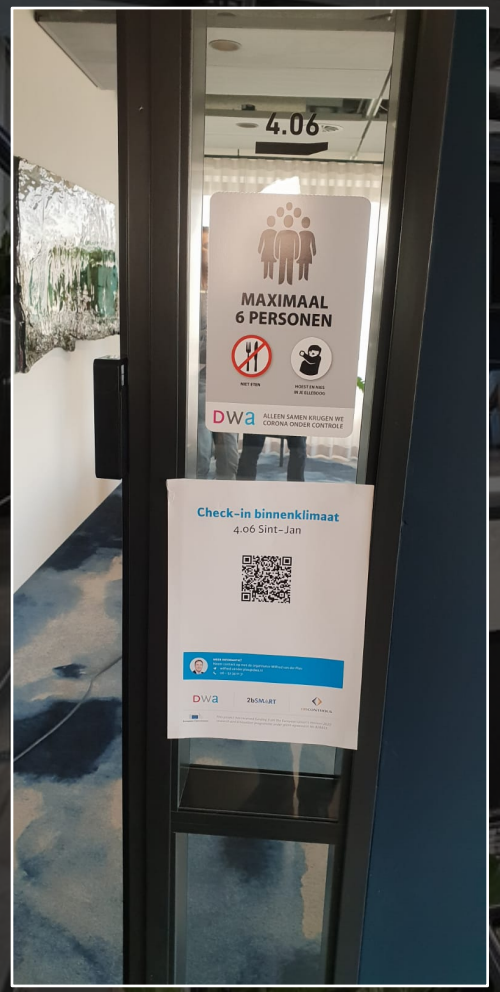
Digital world

Data Notarisation

Air Quality - Risk Assessment Module

Risk taxation & sensor data

Smartys Application

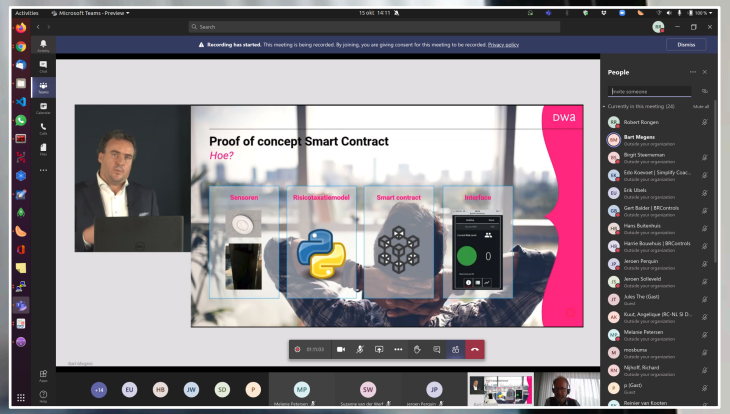

4.06
MAXIMAAL
6 PERSONEN
DWa
ALLEEN SAMEN KRIJGEN WE
CORONA ONDER CONTROLE
Check-in binnenklimaat
4.06 Sint-Jan
DWa
2bSMART

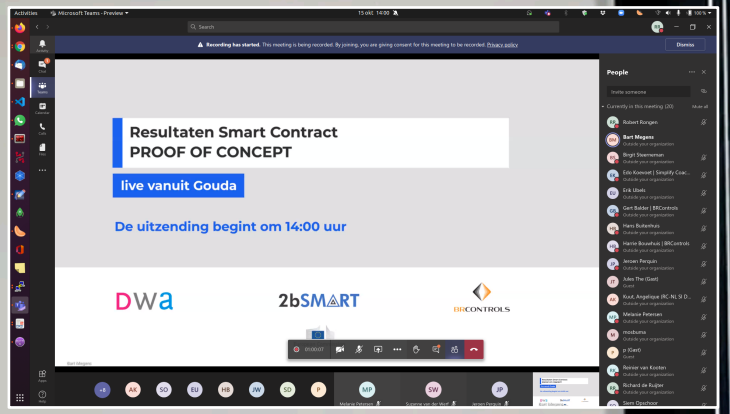
DEMO

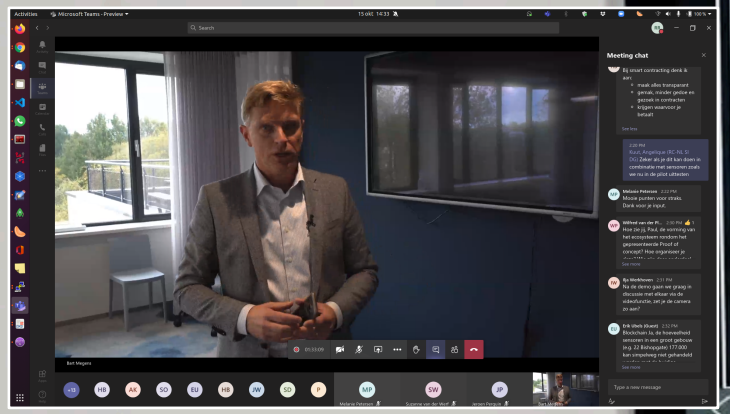
MARKET VALIDATION 15 OCT

DEMO DAY FOR FACILITY MANAGEMENT

SMARTYS







THE TEAM

SMARTYS

Robert Rongen
Founder, CTO
Blockchain Architect

Jeroen Perquin
Founder, CFO
Trainer

Christiaan Verhoef
Teacher Blockchain &
Logistics

Maxime Bouillon
Blockchain specialist

Marc Buma
Blockchain Developer

Harrie Goutier
Trainer

BRCONTROLS

SME Adopter

DWA

SME Adopter

NEXT STEPS

- Communication & presentation
- Cooperation agreement 2bSmart & DWA
- Funding
- New larger pilot environment
- Scale up and commercialisation

SMARTYS

INTERESTED TO PILOT, OR INVEST IN THIS?

CONTACT US!

Jeroen Perquin
CFO Laevo BV & 2bSmart

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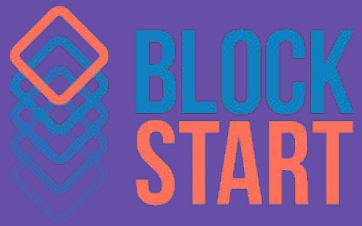
Try it yourself

BLOCK START

Blockstart: Public Presentation Track & Trust

October 29th, 2020



“How can Blockchain technology make the humanitarian supply chain more efficient?”

Kick-Off Workshop in London
November 2018

DATARELLA

CHALLENGES OF THE SUPPLY CHAIN

The main problems stakeholders within Supply Chains are facing:

- Lack of end-to-end overview of supplies
- High logistics costs
- Huge amounts of paperwork and custom formalities
- No access to accurate information
- Lack of transparency resulting in corruption fraud

"We believe that real-time information about custodianship and accountability will improve trust for key actors in the supply chain."

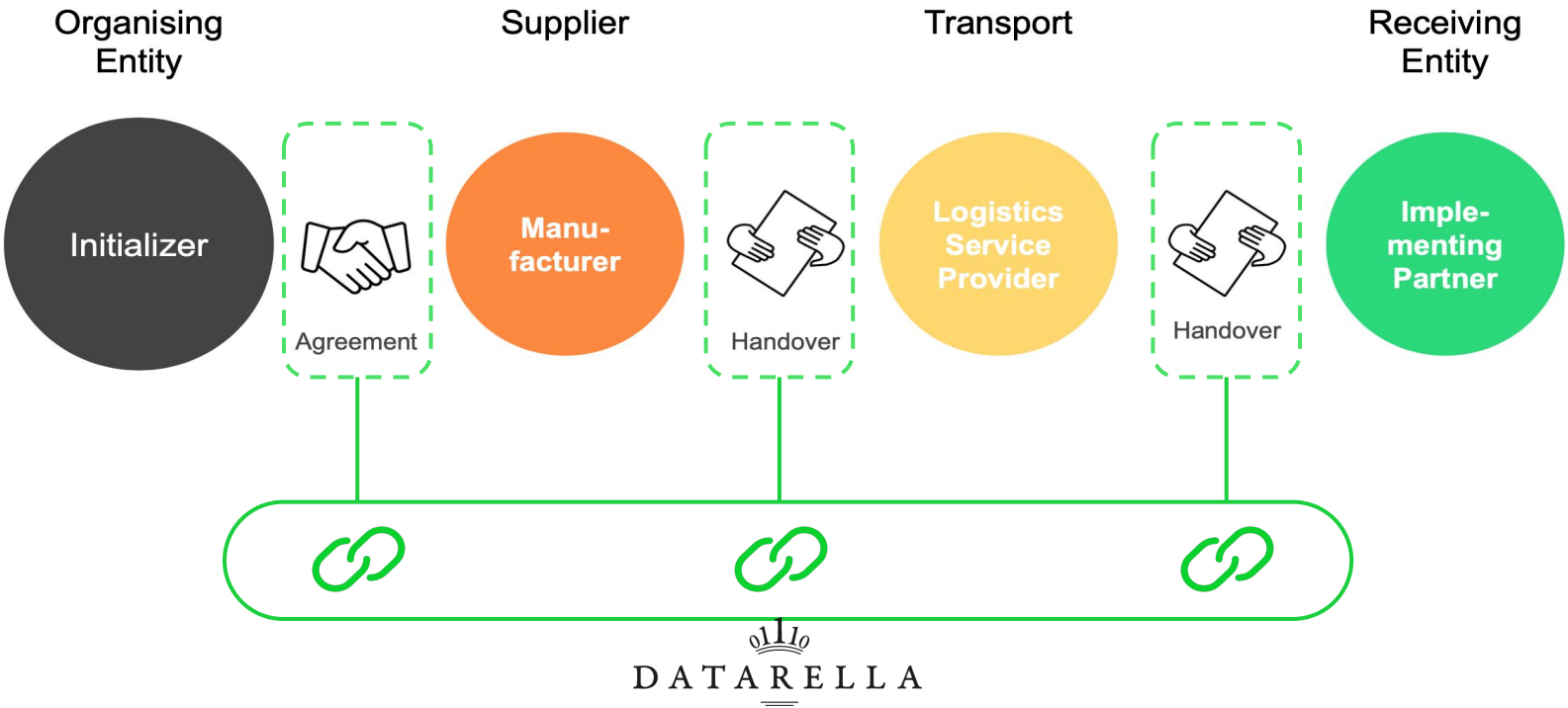
DATARELLA

TRACK & TRUST

A Blockchain-Based Tracking Solution for Supply Chains

DATARELLA

Humanitarian Supply Chain Flow



Key Features

Tracking Accountability
See where the shipment currently is

Handover documentation
Blockchain-based transaction integrity

Offline Functionality
Satellite infrastructure for use in areas without internet

Use Case Agnostic
Track & Trust can be adapted to any supply chain

DATARELLA

Humanitarian Organizations

iMC worldwide
Development | Management | Infrastructure

FRONTIER TECHNOLOGY LIVESTREAMING

Foreign, Commonwealth & Development Office

AgriFood Supply Chain

ITC
INOVACIJSKO TEHNOLOŠKI GROZD
INNOVATION TECHNOLOGY CLUSTER

AGRIFOOD
DIGITAL INNOVATION HUB

zelenatočka
Trgovina s slovenskimi pridelki in izdelki

TRACK &TRUST

Wine Supply Chain

albicchiere

beexLab
INNOVATION LAB

Aquaculture Supply Chain

GO LIMPETS
EST 2016
MARISCO DA MADEIRA

Results from Pilot Implementations

Goal: Perform a test through all processes of Track & Trust

Takeaways:

- Smooth onboarding process
- Little-to-Medium changes required to fully support their business-cases
  - specify T&T for a more local use
- The product would increase transparency for their supply chains
- Potential improvements:
  - Integration of ERP-Systems
  - Partial refusal of shipment

DATARELLA

Trgovina s slovenskimi pridelki in izdelki

BLOCK START

“

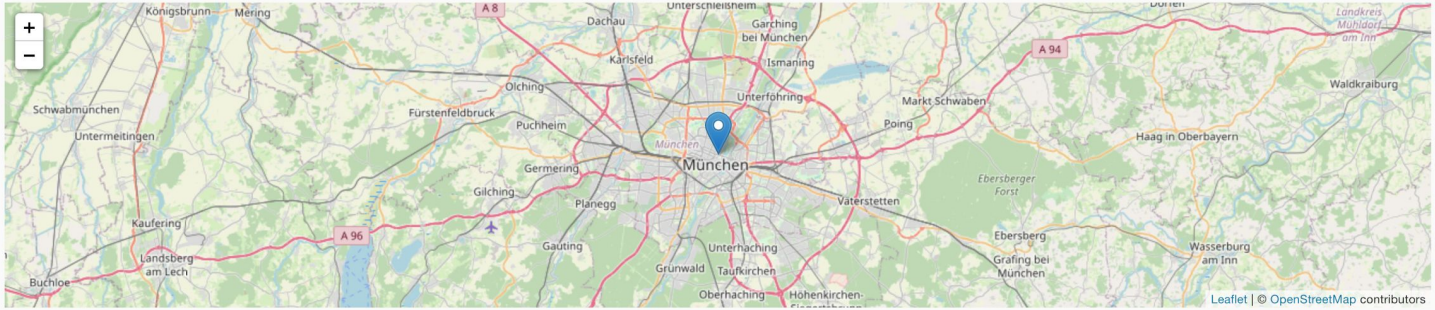
We are happy to see that different companies from different business cases successfully tested Track & Trust and consider it as a great option to increase transparency in their supply chain.

DATARELLA

IP

Conflict

Planning



Test Event Datarella

Event description

Supplies needed:

Total quantity	Item Description	Expected delivery date
2000	Snow shoes	January 21st

Planning

ACCEPT AGREEMENT

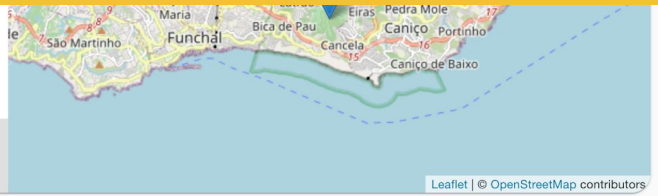
Final shipping address:

Ip Organization

MS Golf Manager

Lobster KG - 1000

Famine | Palheiro Golf | Planning



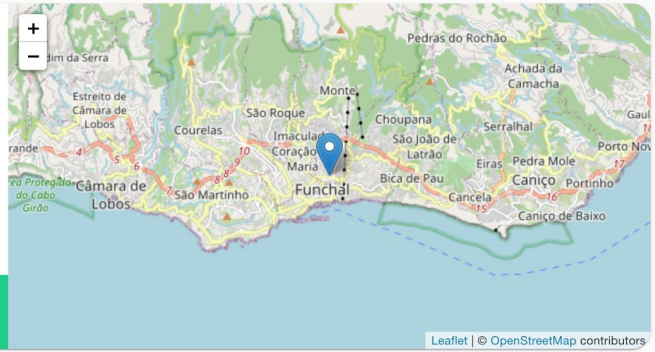
HO — SUP — LSP — IP

Shipment - Lobster

Golf manager

New lobsters KG - 1200

Famine | Funchal | Delivered



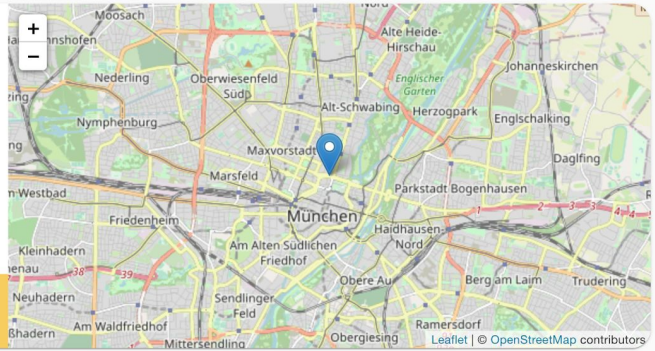
HO — SUP — LSP — IP

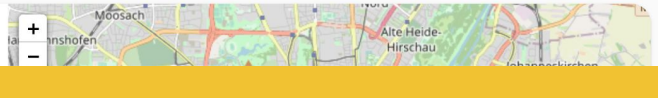
Shipment - Shipment from fort knox

Golden Kira

Gold bars 20kg - 10000

Protection crisis | Munich | Transit





IP

Conflict

Planning

Königsbrunn
Mering
A 8
Schwabmünchen
Untermeitingen
Olching
Kaufering
A 96
Landsberg am Lech
Buchloe
A 94
Waldkraiburg
Haag in Oberbayern
Wasserburg am Inn
Leaflet | © OpenStreetMap contributors

Test Event Datarella

Event description

Supplies needed:

Total quantity	Item Description	
2000	Snow shoes	January

Planning

ACCEPT AGREEMENT

Final shipping address:

Ip Organization

Please scan

17:04

Scan QR code

Product Roadmap

Q4 / 20	Q1 / 21	Q4 / 21
Finalizing Key Features	**Kick-Off Offline Functionality**	**Pilot Test Offline Functionality**
• Implement feedback from pilot stage • Improve stability • Release new version of the T&T app	• Start Project with offline functionality • Cryptocurrency-based incentive model • Preparation of hardware	• Continuous Improvements • Testing of Offline Functionality • Preparation for commercial phase

DATARELLA

Business Roadmap

Build

- Optimization
- Critical Design Review
- Optimize Track & Trust for a Pilot

Pilot

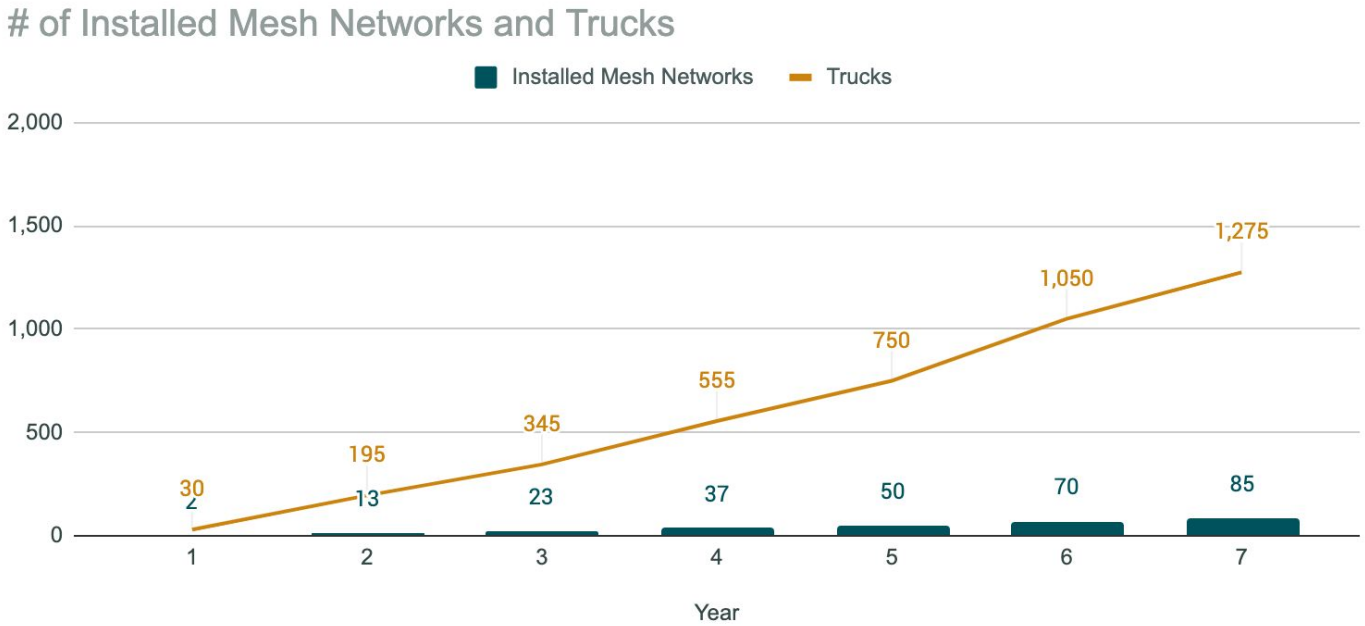
- Pilot Setup Phase
- Install infrastructure
- On-Site-Acceptance Test
- Pilot operations phase
- Final Review

Expand

- Expand pilot to a productive system
- Enrolling a second network
- Continuous marketing and sales

DATARELLA

Business Model



- Revenues are mainly driven by volume and pricing
- Volume for T&T is dependent on the number of installed mesh networks and trucks
- We plan a continuous steady growth

DATARELLA

What we are looking for

New Customers and new Businesses

Track and Trust is use case agnostic. We would be happy to talk to interested companies and organizations to implement a solution for their new use case.

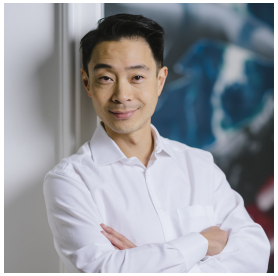
Partners with Innovative Technologies

Track and Trust is open to include innovative technologies that improves the user experience or adds new functionalities

DATARELLA

Datarella Track & Trust Team

Michael Reuter
CEO, Co-Founder



Yukitaka Nezu,
CFA, CFO, Co-Founder

Kira Nezu
CPO, Co-Founder

Michal Lukasiewicz
CTO

Daniel Makurat
Lead Developer

Rebecca Johnson
Blockchain Architect

Martin Schäffner
Blockchain Architect

Philipp Kothe
Blockchain Consultant

Munich, Germany

Gdansk, Poland

Thank you for your attention!

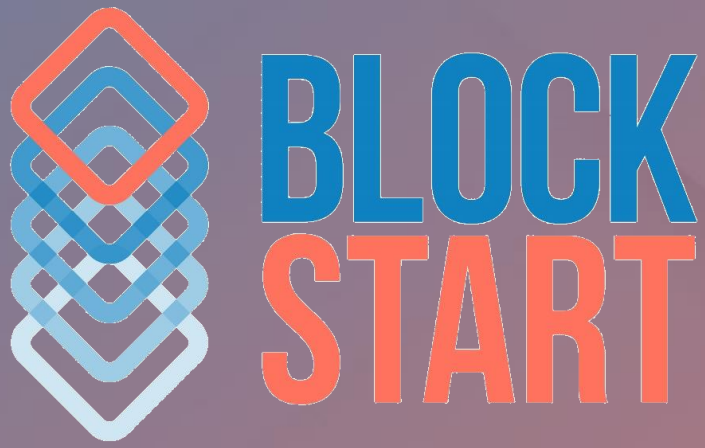
www.datarella.com/
martin.schaeffner@datarella.com

DATARELLA

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 828853.

Are you ready for blockchain?

Vytautas Černiauskas, CIVITTA



ARE YOU READY FOR BLOCKCHAIN AND DO YOU NEED IT?

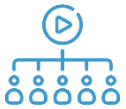
\ OUR AGENDA

- In which sectors blockchain has the highest potential?
- Overview of the 3 top sectors for blockchain application
- How do you know if you should use blockchain?

\ WHERE BLOCKCHAIN TECHNOLOGY HAS THE HIGHEST POTENTIAL TO CREATE IMPACT?

The impact of blockchain is highest in the **markets, where there are/is…**

… A common interest


… Flows of information with no sole owner

… Need of getting rid of a trusted third party or intermediary

… Contractual relationship

… If This Then That logic

… Digital assets transactions

… Immutable, secure and/or transparent action logs

WE USED A COMPLEX APPROACH TO DETERMINE WHICH SECTORS ARE THE MOST PROMISING FOR BLOCKCHAIN IMPLEMENTATION BY SMES

DESK RESEARCH

- **Sectors identification**
- **Criteria selection**
- Desk criteria assessment
- Use-cases collecting

EXPERTS INTERVIEWS

- **Methodology verification**
- **Experts criteria assessment**
- Expert insights' collecting

FINDINGS VERIFICATION

- **Verification of research results** with SMEs from Top-3 sectors

\ WHAT ECONOMY SECTORS WERE IDENTIFIED?

- AGRICULTURE
- MINING AND QUARRYING
- MANUFACTURING
- UTILITIES AND ENERGY SUPPLY
- CONSTRUCTION
- WHOLESALE AND RETAIL
- TRANSPORTATION AND STORAGE
- MEDIA, ARTS AND ENTERTAINMENT
- INFORMATION AND COMMUNICATION
- HEALTHCARE AND MEDICINE
- EDUCATION
- FINANCE AND INSURANCE (FINTECH)
- REAL ESTATE ACIVITIES
- OTHER SERVICES
- CHARITY AND NON-PROFIT

Sectors identified based on: 1. United Nations Statistics Division “International standard industrial classification of all economic activities (ISIC),” rev. 4. Available: https://bit.ly/3f1XGng; 2. Eurostat, “Statistical classification of economic activities in the European Community (NACE),” rev. 2. Available: https://bit.ly/3cF7aDf

WE USED 7 CRITERIA TO ASSESS THE POTENTIAL OF BLOCKCHAIN IMPLEMENTATION BY SMES

QUANTITATIVE

SHARE OF VALUE ADDED BY SMES

NUMBER OF SMES

QUALITATIVE

MATURITY LEVEL

LEGISLATIVE AND REGULATORY BARRIERS

LEVEL OF BLOCKCHAIN IMPACT

LEVEL OF BLOCKCHAIN SOLUTIONS FEASIBILITY

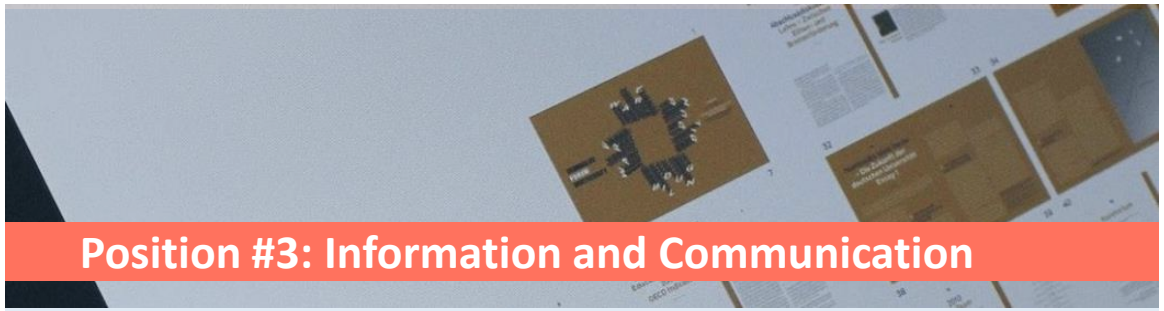
SOLUTIONS VARIABILITY

RANKING RESULTS: WHOLESALE AND RETAIL, FINTECH AND ICT ARE THE TOP-3 MOST PROMISING SECTORS FOR BLOCKCHAIN-BASED SOLUTIONS IMPLEMENTATION BY SMES

SECTORS RANKING RESULTS

Wholesale & Retail	**1**
Fintech	**2**
Information and Communication	**3**
Transportation and Storage	4
Media, Arts and Entertainment	5
Real Estate Activities	6
Other Services	7
Healthcare	8
Agriculture	9
Manufacturing	10
Education	11
Charity and Non-profit	12
Utilities and Energy Supply	13
Construction	14
Mining and Quarrying	15

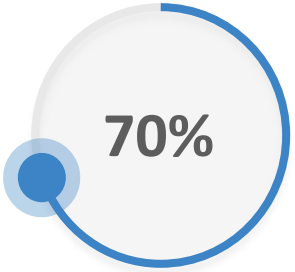
TOP-3 SECTORS



WHOLESALE AND RETAIL ARE HIGHLY PROMISING FOR BLOCKCHAIN ADOPTION DUE TO THE HIGH LEVEL OF FEASIBILITY AND TECHNOLOGY MATURITY

TOP #1: WHOLESALE & RETAIL

SMEs in the industry



Share of SMEs in total sector's value added

Level of legislative and regulatory independence

Blockchain solutions feasibility

Blockchain impact on the industry

Maturity of the technology

COMPLEX NATURE OF MARKET ACTORS INTERACTION AS WELL AS THE ACCESSIBILITY OF WELL-DEVELOPED SOLUTIONS DRIVE THE MARKET TO BLOCKCHAIN ADOPTION

TOP #1: WHOLESALE & RETAIL

DRIVERS

There is a **need for increased efficiency** and speed in retail because it is a highly competitive market

The international trade and **retail industry scenario is transforming rapidly**, e. g. growing online market

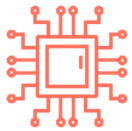
The requirements for environmental friendliness and **purity of origin of goods** and services are increasing

The **compulsory labeling legislation** and supply chain security legislation are being developed

Technological giants actively take part in the development of blockchain-based **supply chain** solutions

BARRIERS

The challenge is **how to attract suppliers** to the blockchain-based supply chain management system and convince them of the benefits of transparent operations



Unavailability of infrastructure: to create an effective supply chain tracking system a unified approach to storing data and wide use of IoT-sensors are needed

BLOCKCHAIN-BASED SUPPLY CHAINS AND GOODS PROVENANCE SYSTEMS MAY BRING HIGHER TRANSPARENCY AND EFFICIENCY TO THE WHOLESALE AND RETAIL MARKET

TOP #1: WHOLESALE & RETAIL

EXPERTS OPINION

Ivana Todorovic, *COO at Balkaneum:*
"Since people want to know where products are coming from, blockchain enables great opportunities **for tracking goods & counterfeiting prevention**. In addition, synergy with IoT opens up additional opportunities for blockchain adopters in the retail and transportation sectors"

WHO CAN USE IT?

- Wholesale stores
- Retailers
- Distributors
- Suppliers
- Warehouses
- Other supply-chains actors

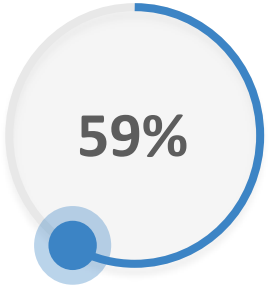
SELECTED SOLUTIONS FOR SMES

- SUPPLY CHAIN MANAGEMENT
- CUSTOMERS IDENTIFICATION
- DIGITAL ADVERTISING AND MERCHANDISING
- PROOF OF GOODS PROVENANCE
- SMART LOYALTY

FINANCE AND INSURANCE SECTOR IS LEADING THE WAY IN EXPLORING BLOCKCHAIN

TOP #2: FINTECH

SMEs in the industry



Share of SMEs in total sector's value added

Level of legislative and regulatory independence

Blockchain solutions feasibility

Blockchain impact on the industry

Maturity of the technology

\ FINTECH IS THE MOST PREPARED SECTOR FOR SMES TO IMPLEMENT BLOCKCHAIN TECHNOLOGY

TOP #2: FINTECH

DRIVERS

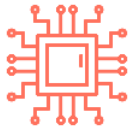
Development of **customer data protect legislations** (e.g., EU's General Data Protection Regulation), as well as fraudsters countering and anti-money laundering programs make blockchain one of the most perspective tools in this direction

Blockchain significantly accelerates transactions, as well as **eliminates intermediaries**, which is also a critical factor for the sector

The **technology is highly advanced** in relation to the variability and development level of solutions that may be implemented in this sector

BARRIERS

Blockchain opportunities in the financial sector are still determined by **high legislative barriers**



The widespread use of blockchain is limited by **the inertia of the sector**: blockchain-based solutions often bring together many market actors, which requires the development of common standards for data storage, processing, and protection

\ THE MOST PROMISING BLOCKCHAIN SOLUTIONS FOR SMES IN FINTECH ARE MOSTLY RELATED TO KYC AND CUSTOMERS IDENTIFICATION

TOP #2: FINTECH

EXPERTS OPINION

Ken Timsit, *managing director at ConsenSys:*
"Mostly, the great potential of blockchain in the Fintech area may be explained by its **ability to reduce time and money wasted by data reconciliations** and **information exchanges** back and forth between industry participants. It also drives the market to the creation of **new business models around digital assets** as a new class of financial products"

WHO CAN USE IT?

- Financial services provider
- Banks
- Insurance companies
- Fintech companies

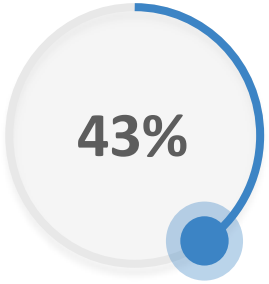
SELECTED SOLUTIONS FOR SMES

- **KYC AND IDENTITY DATA MANAGEMENT**
- **DIGITAL USERS IDENTIFICATION**
- **RECORD SHARING AND STORAGE**
- **PEER-TO-PEER INSURANCE PLATFORM**

STRONG POSITIONS IN IMPACT AND FEASIBILITY MAKE TECHNOLOGY ADOPTION GROW RAPIDLY IN ICT SECTOR

TOP #3: ICT

SMEs in the industry



Share of SMEs in total sector's value added

Level of legislative and regulatory independence

Blockchain solutions feasibility

Blockchain impact on the industry

Maturity of the technology

\ ICT MAY EASILY ADOPT BLOCKCHAIN DUE TO THE HIGHEST LEVEL OF NEW TECHNOLOGIES ADOPTION AND SAVVY TECH BACKGROUND OF THE SECTOR

TOP #3: ICT

DRIVERS

Increasing **security and privacy of data** - blockchain provides better data access control in terms of storage and communication

Reducing costs of storing data and extending data storage – users can store the traditional cloud 300 times over and rent out their excess storage capacity, Airbnb-style

Fast new technologies adoption is inherent for the ICT sector since it has a savvy tech background and has the most digital approach among all industries

BARRIERS

The challenge is to provide a guarantee of **confidentiality of information** as blockchain is also subject to hackers in case the private key is stolen or lost

There is a **lower processing speed** with blockchain as validation from all participants is required for a modification to be made in the data

\ DATA-STORAGE AND TRANSFERRING AS WELL AS INFORMATION SECURITY-RELATED ARE OF THE TOP BLOCKCHAIN-BASED SOLUTIONS FOR ICT

TOP #3: ICT

EXPERTS OPINION

Ivana Todorovic, *COO at Balkaneum:*
"Fast new technologies adoption is inherent for the ICT sector since it has a **savvy tech background** and has the most digital approach among all industries. ICT companies are digital and fastly adopt new technologies, so they create **new ways of data management with blockchain**"

WHO CAN USE IT?

- Cloud storage providers
- IT companies
- Telecom companies

SELECTED SOLUTIONS FOR SMES

DISTRIBUTES CLOUD STORAGE

DOCUMENTS ENCTYPRION SYSTEMS

VOICE COMMUNICATION

UNIFIED COMMUNICATION

TO HELP SMES UNDERSTAND IF THEY MAY IMPLEMENT BLOCKCHAIN SOLUTIONS WE HAVE DEVELOPED "DO YOU NEED BLOCKCHAIN?" SURVEY

BLOCK START

THIS IS HOW IT LOOKS LIKE

THIS IS WHAT IT IS FOR

Assess the **innovation level** as well as the need and **blockchain potential**

Visit **blockstart.eu/dlt**

Blockchain startups pitch

Infidia

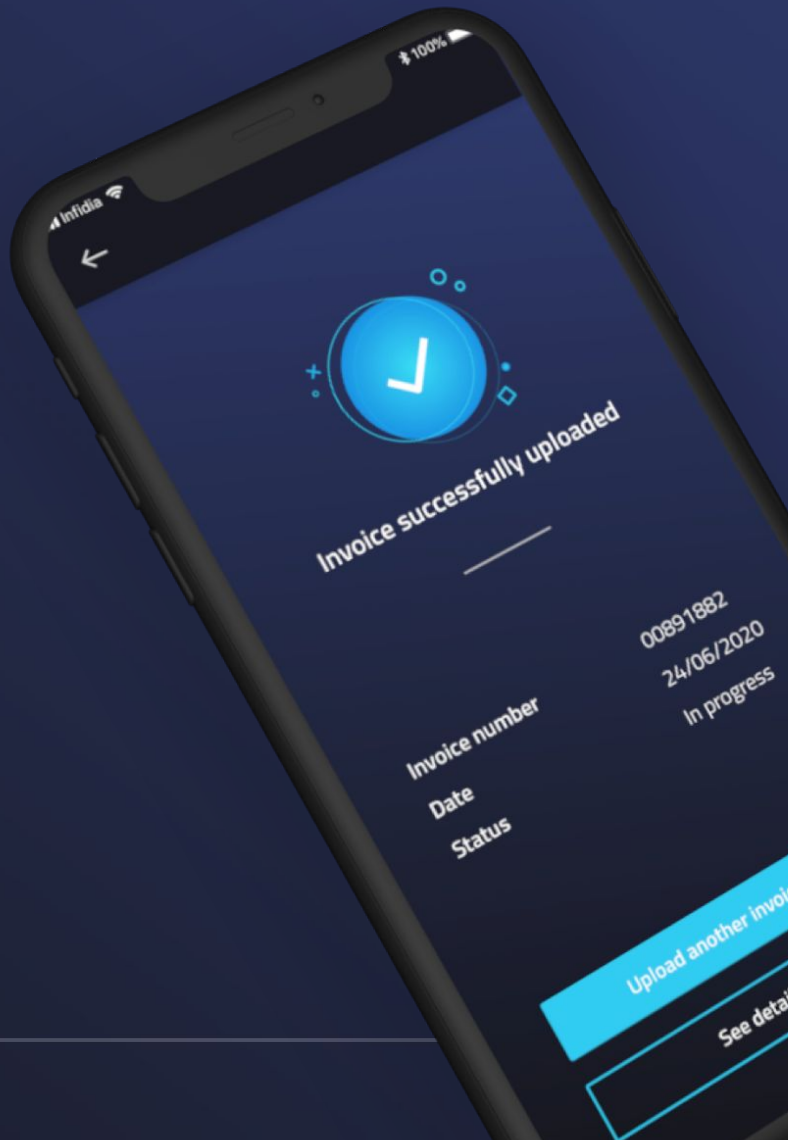
Seamless Invoice Verification for Invoice Financing

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 828853

BLOCK START

Invoice financing

short-term crediting method against unpaid invoices, that helps businesses to improve cash flow.



infidia

Who needs Invoice Financing?

Small Manufacturers

Logistics Companies

Distributors/ Importers

...with 15-60 days payment terms

Problem

Due to LACK OF TRUST invoice financing is accessible only to a few.

Fraudulent invoices *450 million/year globally

Lack of credit history data

High costs and Extensive due diligence process

Lack of Debt confirmation by Borrower's client

The Infidia Solution

Enabling SEAMLESS FINANCING and OPTIMIZING business processes.

SMEs

Financing & Light ERP

Infidia Platform

Invoice financing fees

Banks & Lenders

Scalable loans & New Clients

How it Works

Infidia Order Management records all borrower's transactions

Borrower request financing

Lender reviews the records and approves the loan

Ideal Customer Profile

SMEs in Manufacturing, distribution & wholesale

B2B (for profit) founded between 2010 and 2018,

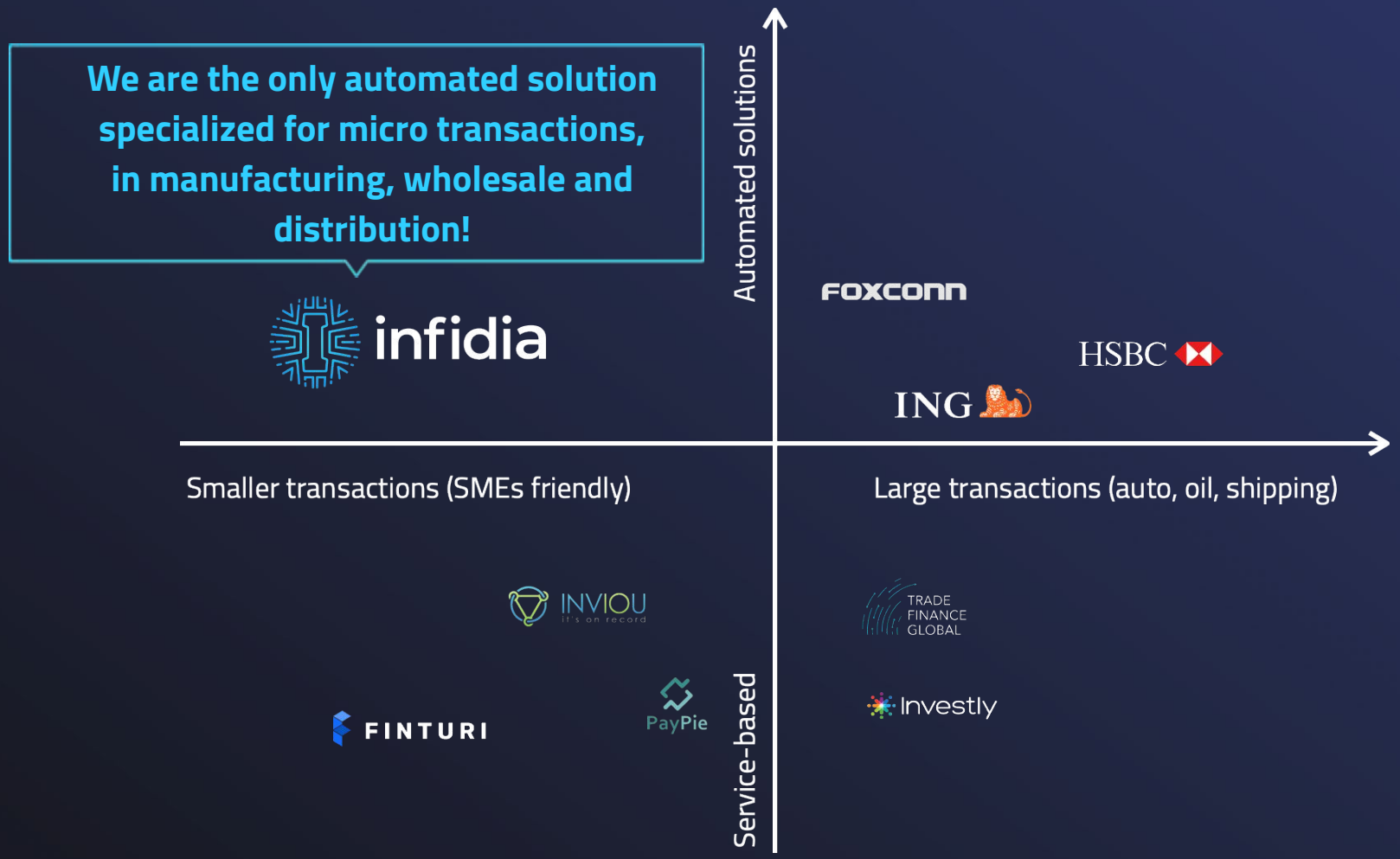
Revenue below €2 million per year

Up to 100 employees.

Invoice due date over 15 days

Defining the ideal customer is the result of BlockStart mentorship in the Prototype phase.

Competitive Landscape



Why we are better

We are the only solution that also records processes preceding invoice creation.

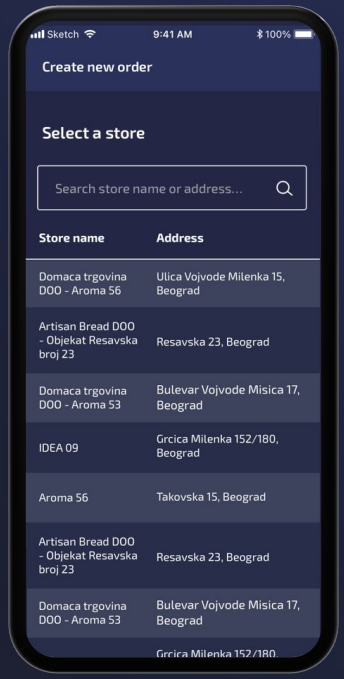
ADDED VALUE

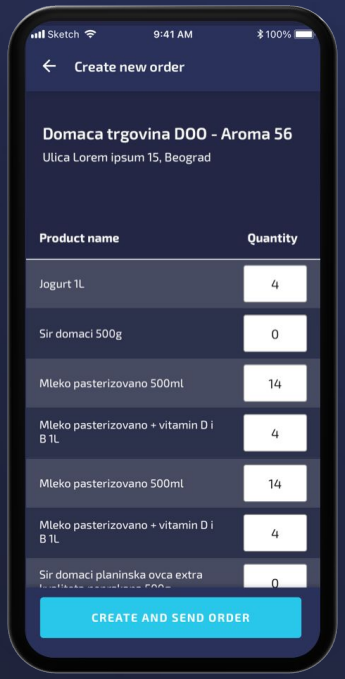
LOWER RISK

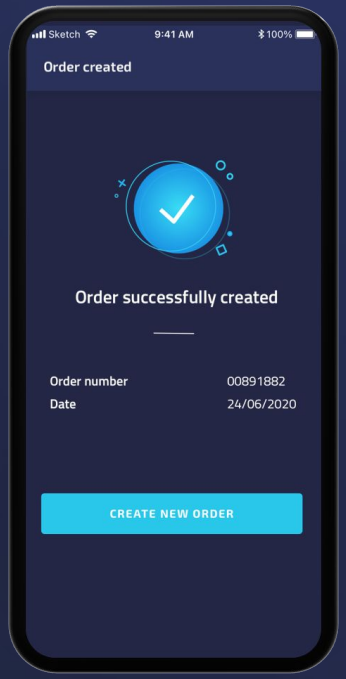
SCALABILITY

EXPERIENCE

Infidia Order App is a sales tool that increase salesmen productivity + registers orders in blockchain







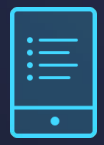
Our solution is built on corda
the technological infrastructure of r3. shared by
more than 300+ financial institutions worldwide.

infidia

Infidia Promo Video

infidia

Process Cross Section



Infidia Order App

Infidia Web App Platform

01 Infidia Order App → **02** Infidia Platform → **03** Access to Infidia Platform

User Personas:
- SMEs

Tech:
- Android App
- iPhone App

Tech:
- Permissioned Blockchain
- R3 Corda
- Smart Contracts
- P2P encryption
- Cloud

User Personas:
- Banks
- Other Lenders

Tech:
- API

Corda R3 + Blockchain benefits = Infidia

We have 10 SME users/testers

BlockStart testers

Outside BlockStart

Results of the Pilot stage/Lessons Learned

mBrainTrain

Evaluation of the specific KPIs and the approach to the banks

Bizbaz

Real example of the use of the Infidia Order in the retail stores

Marsben

Use case of the connection to the software solution used by many freelancers

Mlekara Petrov

Integration with their existing software for extracting the data to web app

Leste

Business case for notification system between borrower, lender and client.

Main **KPIs**

- **Evaluate Adopters' business processes**
- Identify **invoicing process**
- Agree upon preliminary steps to **integrate with existing software**
- Negotiation with **10 SME adopters**
- Making our SME Adopters **personalized solutions**
- Fine tuning of the **automation** based on the Adopters' feedback

Factoring Market

Global potential

€2,87T
current market

€8T
in invoices untapped

European Union

22,1
Million SMEs in EU

65,5%
Share of the global market

€889B
targeted EU countries

€800M
beachhead market

infidia

Business Model

1

Freemium

- The service is free
- The software "as is,"
- Possible paid customization
-

2

Subscription Model

- A monthly subscription
- Steady cash flow

3

Funding Transaction Fee

- Percentage of the credit line approved
- The most viable source of Infidia income

4

Invoice Marketplace Model

- Data analytics of favorable terms
- Banks compete for their future customers

5

Data Model

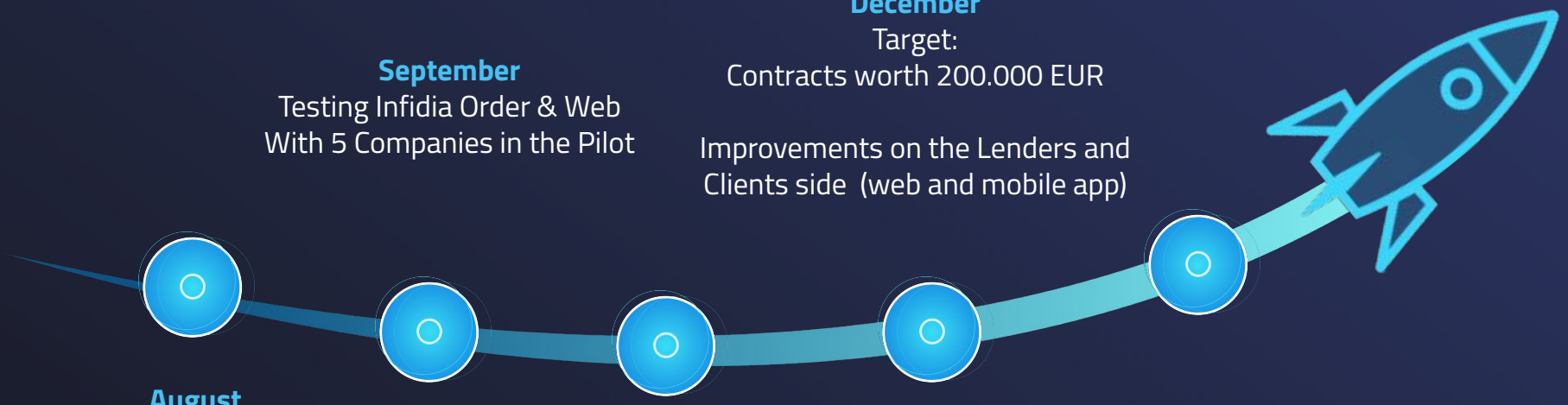
- Data analytics of favorable terms

Pricing

	Basic	Advanced	Premium
Free ordering app	Yes	Yes	Yes
Number of invoices / Loan amount per month	Up to 100 invoices or up to 10.000 €*	Up to 3.000 invoices or up to 150.000 €*	Get a quote
Support for the invoice uploads per month	19 €	150 €	Get a quote
Fee per invoice	0.15 %	0.1 %	Get a quote
Fee per invoice after the cap	0.2 %	0.15 %	Get a quote

infidia

Business and Product roadmap



August
Top 5 Startups of
BlockStart
(EU H2020)

September
Testing Infidia Order & Web
With 5 Companies in the Pilot

November
Targets:
1 bank & 1 other lender
New users
Integration with first ERP

December
Target:
Contracts worth 200.000 EUR

Improvements on the Lenders and
Clients side (web and mobile app)

Feb '21
Invoice Marketplace
Development

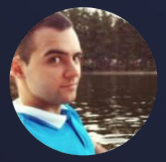
infidia

The Team

Mirko Kiković
Co-founder and CEO

Dimitar Anastasovski
Co-founder and CTO

Milica Sokolović
COO



Nikola Dameski
Senior Product Designer & UI/UX Designer

Marko Pavlović MBA
Payments Innovation Expert & Consultant

George Petrović
Blockchain Strategist & Consultant

Vladimir Karatosić
Software Developer Frontend

Toyin Okezie -MBA
Finance professional & Consultant

Emil Panovski
Freelance QA Software Tester

Joseph Mwadime
Freelance Software Developer

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Ask

Partnership/collaboration with a bank or alternative lender

Contact

Email: mirko@infid.app
Mobile: + 381 60 381 0 183

Legal entity: Infi DOOEL
Website: www.infid.app

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 828853

BLOCK START

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SOLUTIONS
Last-mile delivery monitoring

Problem

Spoiled Food in Amazon Fresh

Not so great Walmart grocery delivery review.

minutes. They arrived an hour later with all the groceries. I'm not sure if things were properly kept cold during this time since the milk was spoiled when we tried some last night. They arrived in a cooler, but who knows if they were kept in the cooler the whole time they were in the van. They were only slightly cool to the touch when they arrived. The yogurt and other cold dairy will have to be thrown out also as I'm not risking food poisoning during my vacation time. We ended up going to Walmart last night and bought the rest of our groceries and realized after that the dairy was spoiled. I hate

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Problem: High risk

Made for minds.

TOP STORIES MEDIA CENTER TV RADIO LEARN GERMAN

GERMANY BREXIT WORLD BUSINESS SCIENCE ENVIRONMENT CULTURE SPORTS

TOP STORIES

NEWS

Listeria-tainted sausage deaths in Germany lead to calls for better consumer protection

A public holiday likely contributed to a delay in the spread of information regarding a recall of bacteria-tainted meat in Germany. Advocacy group Foodwatch has urged new action to inform and protect consumers.

The advocacy group Foodwatch called on Saturday for more consumer protection measures after sausages containing listeria bacteria were linked to two deaths and potentially several cases of illness in Germany.

Speaking to the dpa news agency, the organization also criticized the way the problem was dealt with by authorities in the state of Hesse, where the company producing the sausages is based. The group urged officials to provide more comprehensive information on the affected products and where they were sold.

Authorities said there are now 37 cases of illness in Hesse possibly connected with the tainted goods, made by the company Wilke.

Two elderly people in southern Hesse are also suspected to have died from eating the meat contaminated with the listeria bacteria, which are most dangerous to those with weak immune systems, such as the aged, newborns, people with chronic illnesses and pregnant women and their unborn babies.

The Guardian

News Opinion Sport Culture Lifestyle

UK news

Sixth person dies from listeria outbreak linked to NHS sandwiches

Public Health England says latest death was one of nine cases previously confirmed

▲ Microscopic view of Listeria monocytogenes, the causative agent of the listeriosis bacterial infection. Photograph: StockTrek/Getty

A sixth person has died after eating pre-packaged sandwiches and salads linked to a listeria outbreak, Public Health England (PHE) has said.

The latest death was one of the nine cases previously confirmed and PHE said there had been no new cases linked to the outbreak.

The patient acquired listeriosis from The Good Food Chain products while at Western Sussex hospitals NHS foundation trust, PHE said.

The other deaths occurred at four hospital trusts - two at Manchester

GOOD & PROPER

WHOLESOME — HANDMADE — FOOD

July 2019

Good Food Chain Ldt.

6 deaths

wilke®

October 2019

Wilke Wurst GmbH

25 deaths

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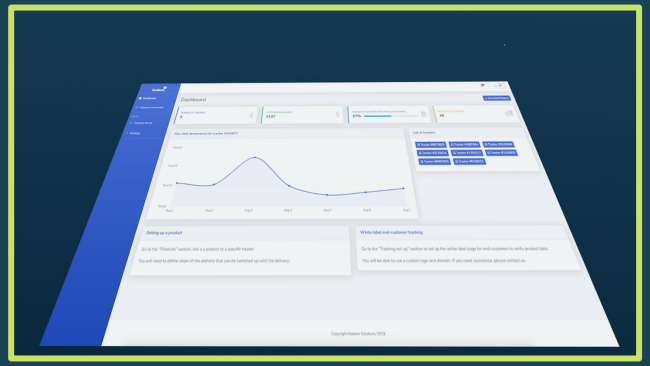
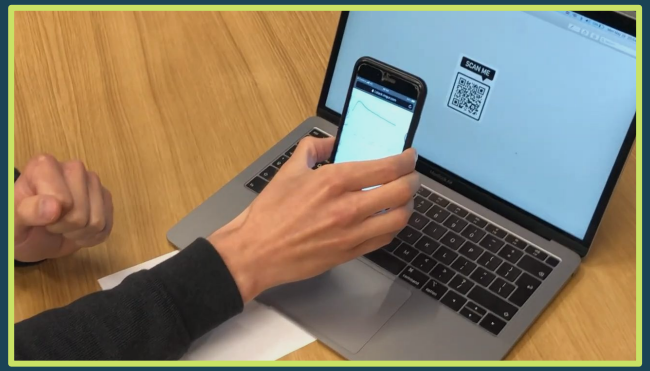
Solution





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DEMO

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kedeon.
kedeon.
Skenē QR kodu, lai pārbaudītu svaigumu!
PIEGĀDE69/498
deliv
Skenē QR kodu, lai pārbaudītu svaigumu!
DELIV/248
ABIROJS/247
JS/049

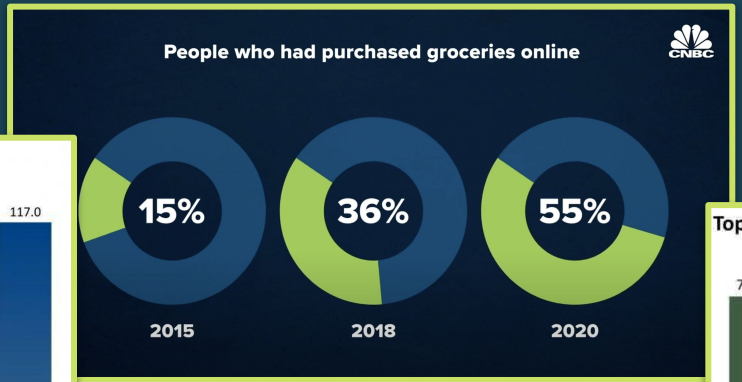
Result

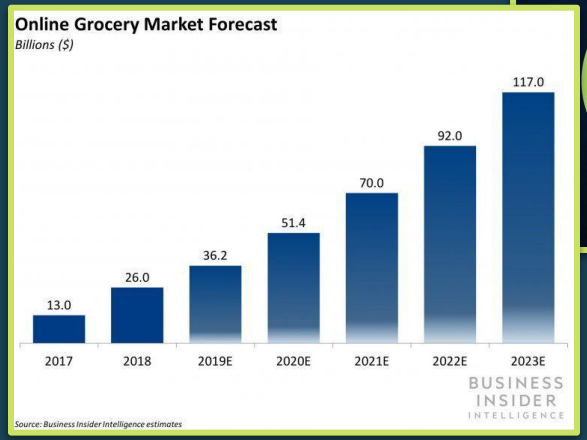
→ **Protects from liability** and increases efficiency

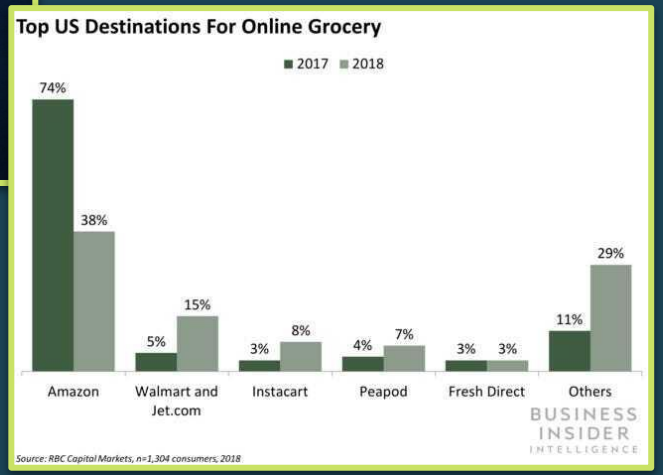
→ **Stand out from competitors** in the highly competitive market

→ **Customer trust, confidence & satisfaction** results in loyalty

Market: Why now?







- → AAGR of 49%
- → 300% market share growth of SMBs

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Revenue Model

→ **Monthly subscription for each sensor unit**

→ **Monthly subscription** for platform based on number of deliveries (starting at €100/month)

→ **Additional revenue through white-label features**

Competition and Alternatives

→ Established corporations

Not usable without IT department, not suitable for SMBs, no data verifiability, no visibility to end-consumers

→ Blockchain platforms

No solutions available for real-time monitoring, high risks with own blockchain ledger, high complexity of implementation

→ Start-up solutions

No real-time monitoring without connection to phone, implementation requires training, no visibility to end-consumers

Progress & traction during BlockStart

→ **Customer interviews:** 46
→ **Committed companies:** 18
→ **Signed agreements:** 5 (+3 in process)
→ **Identified leads:** 200
→ **Development progress:** Developed MVP and tested in relevant environment
→ **Team:** Recent hire of top engineering prospects

Pilot stage

BIROJS.lv

Piegāde 69.lv

ērtzīve.lv

JS JĀNIS SAUKA no sirds uz mēles

BLUE circle

deliv www.deliv.lv

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Testimonials

“We have received a lot of positive feedback from end-consumers, who are excited to be able to verify the quality of their deliveries themselves.”

deliv

“Kedeon quality monitoring allows us to react to any temperature breach during a delivery in real time, preventing the loss of products. This way we can provide a better service to our clients!”

Piegade 69 .lv

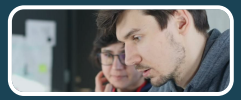
Team

Reinis Skorovs
CEO
Prev. CTO at Monetizr, alumni of Techstars and UpTech

Aleksandrs Levinskis
Head of Engineering
Prev. Embedded Systems Engineer at MikroTik, Researcher at EDI

Kristaps Mikasenoks
COO
Prev. lead expert at MoF of Latvia, participated in 500 Startups blockchain program

Edgars Grava
Engineering
Expertise in rapid prototyping, prev. MikroTik and Catchbox



Ronalds Sovas
Development
Expertise in time-series database solutions

Kristofers Ozolins
Development
Expertise in real-time data handling

Lorens Lacis
Development
Expertise in scalable system development

techstars 500 GEORGIA'S TOP 40 INNOVATIVE COMPANIES MikroTik catch box MAGEBIT

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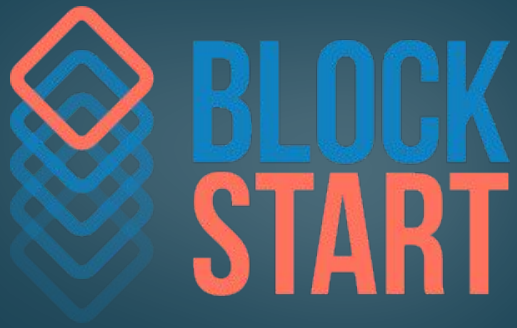
Next

→ **Execute hardware and dashboard dev** roadmap
→ Onboard next companies from waitlist
→ **Expand outside of Latvia**



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Ask

Looking to expand to new market:

- Can you help with any specific markets?
- Do you know any company who could be interested in pilot?

Summary

Kedeon provides a platform for the transparent **monitoring of last-mile deliveries**, such as perishable food products.

Utilizing easy to implement hardware **IoT modules** that require little to no changes in the existing operations and minimal training, **protecting the company** and reassuring end-consumers.

Contacts

Get in touch:

Reinis Skorovs
reinis@kedeon.com
+1 (513) 646-6664
+371 25644362

Helping to shape a safer and more sustainable world.

kedeon.

rexs.io

A Data Trust Company

Lack of trust in data is **the problem**

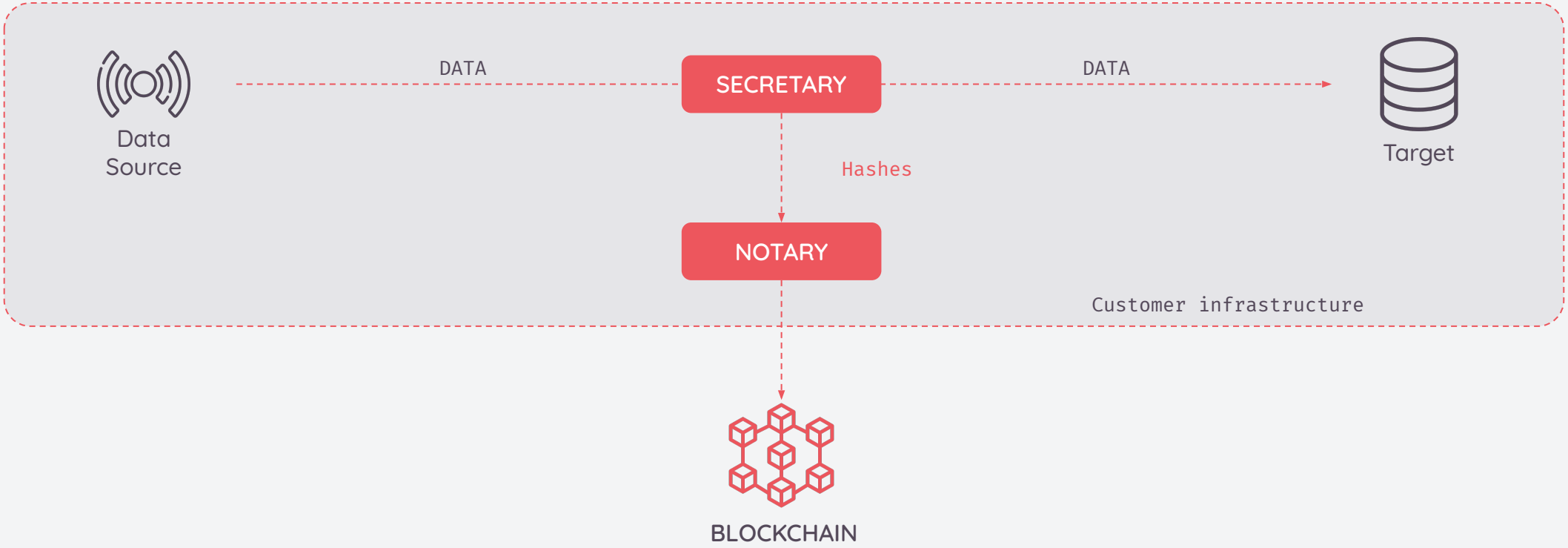
Many industries require evidencing important processes and behaviors.

Today this is a broken process.

Our technology simplifies this radically and helps reduce the cost of that kind of attestation.

We do all this with no radical IT infrastructure changes.

Our **Solution**



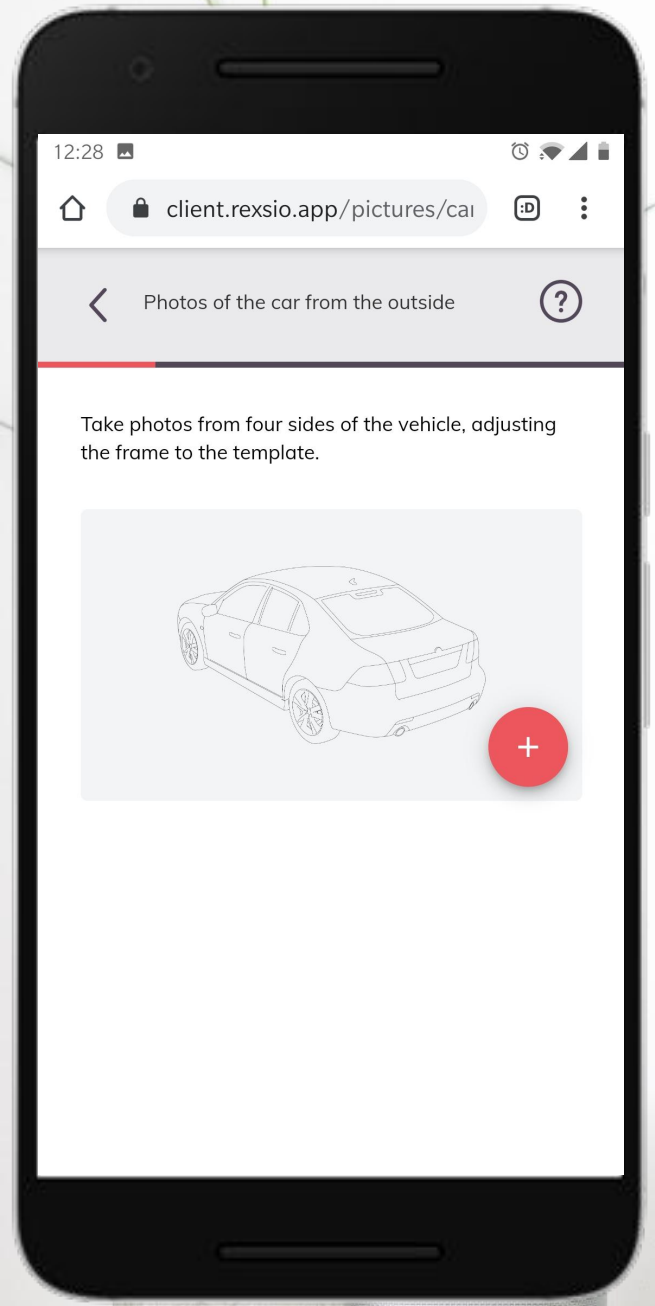
IMMUTABLE • TAMPER RESISTANT • PERMANENT • TRACEABLE

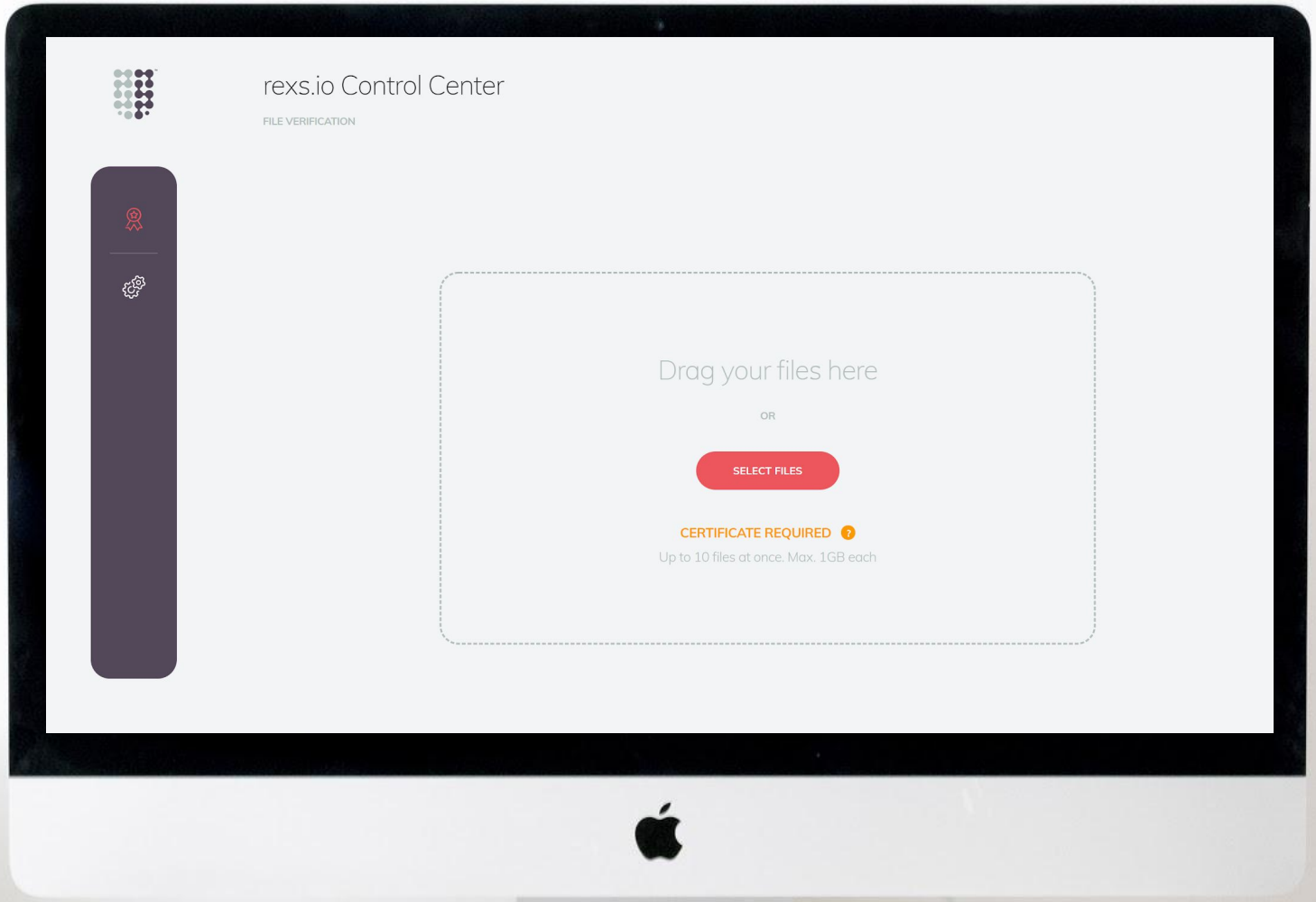
Extending Trust to the **Data Source**

FRAUD PREVENTION • **DOCUMENTATION QUALITY** • **PROCESS SIMPLIFICATION** • **PROFIT INCREASE**

Simple & intuitive **interfaces**

There is no learning time required for the user.

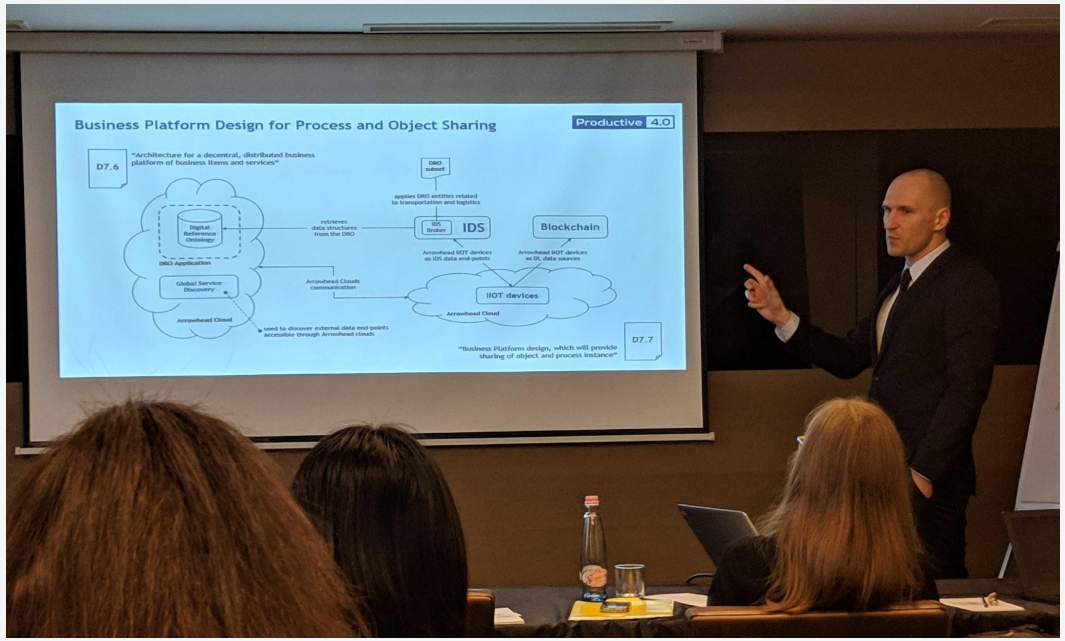




OUR **HISTORY AND FUTURE**

March 2019

Budapest



October 2019

Berlin

Productive 4.0

Diffusion 2019

March 2020

Reno, US

June 2020

London, UK

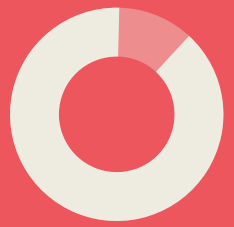
September 2020

Warsaw, Poland

June 2020

Zurich, Switzerland

OUR **BUSINESS**



10%

of all claims expenditure in Europe is represented by detected & undetected **fraud**.

12%

of each new policy's value must be paid to the agent as his service **fee**.

Frauds reduction and addressing **agent service fees** can be key levers to **increase profits** by as much as

€9B annually

Platform **Applications**

InsurTech

FinTech

RegTech

TRUSTED REMOTE INTERACTIONS • DOCUMENT AND DATA IMMUTABILITY • FRAUD MITIGATIONS

CRITICAL INFRASTRUCTURE • PROCESS AUTOMATION • DURABLE MEDIUM • KYC

The **Team**

Przemek Szleter
COB, Founder

13+ years of business development and sales

Created and introduced a TMS system, that gained over 50% market share in Poland.

Krzysztof Radecki
CEO, Founder

15+ years international experience as an IT manager

Background in banking, insurance, telco, commercial real estate and retail

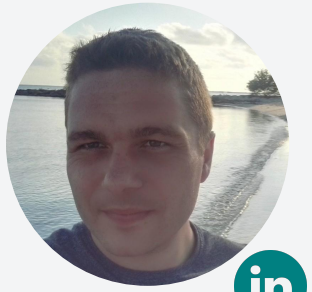
+ 1 sales executive

+ 1 developer

Our team keeps growing!

rexs.io

Key **Personnel**



Adrian Nicos

Solutions Architect

- 14+ years of experience in software development.

Agata Kukwa

Communications Director

- 10+ years of international PR & marketing for digital and high-tech businesses.

Karol Krakówka

Full Stack Developer

- 7+ years of experience in software development.

Radosław Szmit

New Business Director

- 15+ years in custom software business development.

Aleksander Kotyński-Buryła

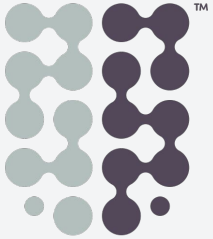
Software Developer

- 5+ years of experience in software development.

Kamil Nowak

Backend Developer

- 4+ years of experience in software development.



PILOT **IMPLEMENTATIONS**

Progress

Companies that have expressed commitment to collaborations	Status
Eldro (SME, Poland)	**BlockStart Pilot Phase finalized**
Latitudo40 (SME, Italy)	**BlockStart Pilot Phase finalized**
Vawlt (SME, Portugal)	**BlockStart Pilot Phase finalized**
Rohlig Suus (Large enterprise, Poland)	Contract signed
RS Components (large enterprise, UK)	Contract under negotiations
Sollers (Large Enterprise, Poland)	Contract signed
Pirxon (SME, PL)	Ongoing discussions
BuildingBloc (SME, USA)	Ongoing discussions

Authentication tool
for a road infrastructure maintenance

"Around 40% of our contractual fines can be easily avoided with help of rexs.io. rexs.io became an integral part of our maintenance process and now is our new definition of work done".

-- Pawel Piechowiak
CEO

Image validation solution
for insurance business

"We can be the first company to integrate blockchain data notarization in the field of earth observation and geoinformation".

-- Gaetano Volte
CEO

Cloud Storage authentication
for any business

In my view the PoC was very successful, we proved the concept and therefore validated a very strong value proposition that both our companies can offer to our customer base. Therefore, we are looking forward to evolve this partnership to the commercial level in the near future.

-- Ricardo Mendes
Co-founder and CEO

First **Outcomes**

$50K

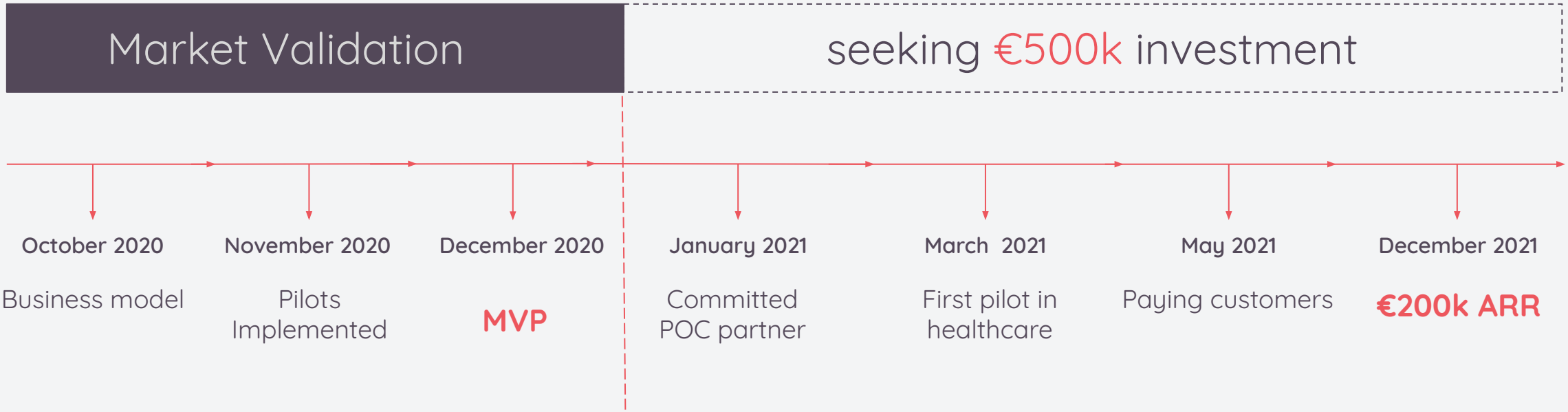
avoidable contractual fines per year

2%

of annual revenue saved

OUR **CHALLENGES**

Roadmap


Market Validation
seeking €500k investment
October 2020
Business model
November 2020
Pilots Implemented
December 2020
MVP
January 2021
Committed POC partner
March 2021
First pilot in healthcare
May 2021
Paying customers
December 2021
€200k ARR

rexs.io

A Data Trust Company

Krzysztof Radecki
krzysztof.radecki@rexs.io
+48 533 83 63 63

Wrap-up and takeaways

João Fernandes, Bright Pixel

Next week we'll share with you

Video of the event

Blog post with main takeaways

Profiles of the startups

Videos about the startups' pilot implementations

Call for meetings with the startups

Feedback survey

What's next

2nd Acceleration Programme

Ideation Kick-off

1 day
(26 Nov 2020)

Prototype stage

4 months
(Dec 2020-Mar 2021)

Pilot stage

2 months
(Apr-Jun 2021)

Demo Day
(Jun 2021)

3rd Acceleration Programme

Open call for applications March-May 2021

Thanks!

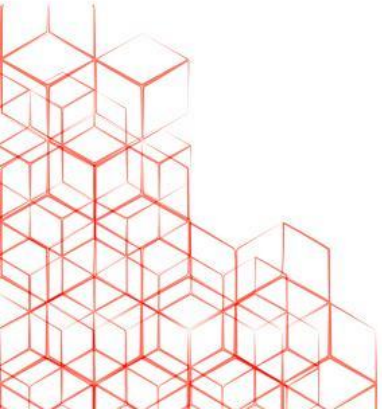
Max Lautenschläger, Iconic Holding

Vytautas Černiauskas, CIVITTA

Thanks!

20 SME Adopters

20 DLT Developers



Thanks!

BlockStart Consortium

SHAPING EUROPE'S BLOCKCHAIN FUTURE

BLOCK START

BLOCKSTART STARTUPS DEMO DAY

brpx Bright Pixel

CIVITTA

F6S

29 October | 3pm (CET)

Online event

Media partners BNT Bitnews Today HBR Hrvatski Bitcoin Portal FINTECH IT Ukraine Association