BLOCK EXPERT

DECK

03/20/2018

SEEDCAMP

BLOCK EXPERT AT A GLANCE

BLOCK EXPERT

- Block Expert is a software company that makes business applications based on Blockchain technology.

- Block Expert is developing a core SAAS Platform BLOCK.SOFTWARE that leverages capabilities of Blockchain, IoT and AI.

- Block Expert goes to market with a first application focused on counterfeiting problematics in the luxury industry: BLOCK.LUXURY
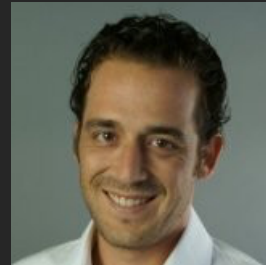
ABOUT US

BLOCK EXPERT

Benjamin GIEVIS

CEO

40 ans – ESCP Europe

Jean-Philippe RAYNAUD

CTO

40 ans – CentraleSupélec

Benjamin and Jean-Philippe founded together 5 IT companies since 1999.

1999	2005	2008	2014	2018
CHEWING COM	METRICAM	BIVA.COM	LUDOBROS	BLOCK EXPERT

DISRUPTIVE TECHNOLOGY

- Blockchain is disrupting traditional business processes and values flows between organizations.

- Nevertheless, Blockchain for business is still an emerging technology:

  - ✓ New technology that needs an evangelization stage
  - ✓ Cryptocurrencies disturb the vision of Blockchain true benefits
  - ✓ Real-world Blockchain applications are to be invented!

VISION

- Block Expert aims to be the leading Blockchain software company in France by addressing industry problems with Blockchain business applications:

  - ✓ Innovative
  - ✓ Plug-and-play
  - ✓ Cost effective

- Block Expert builds an evolutive and scalable Blockchain SAAS platform that enables creation of child applications tailored for each industry/market.

BLOCKCHAIN BENEFITS

BLOCK EXPERT

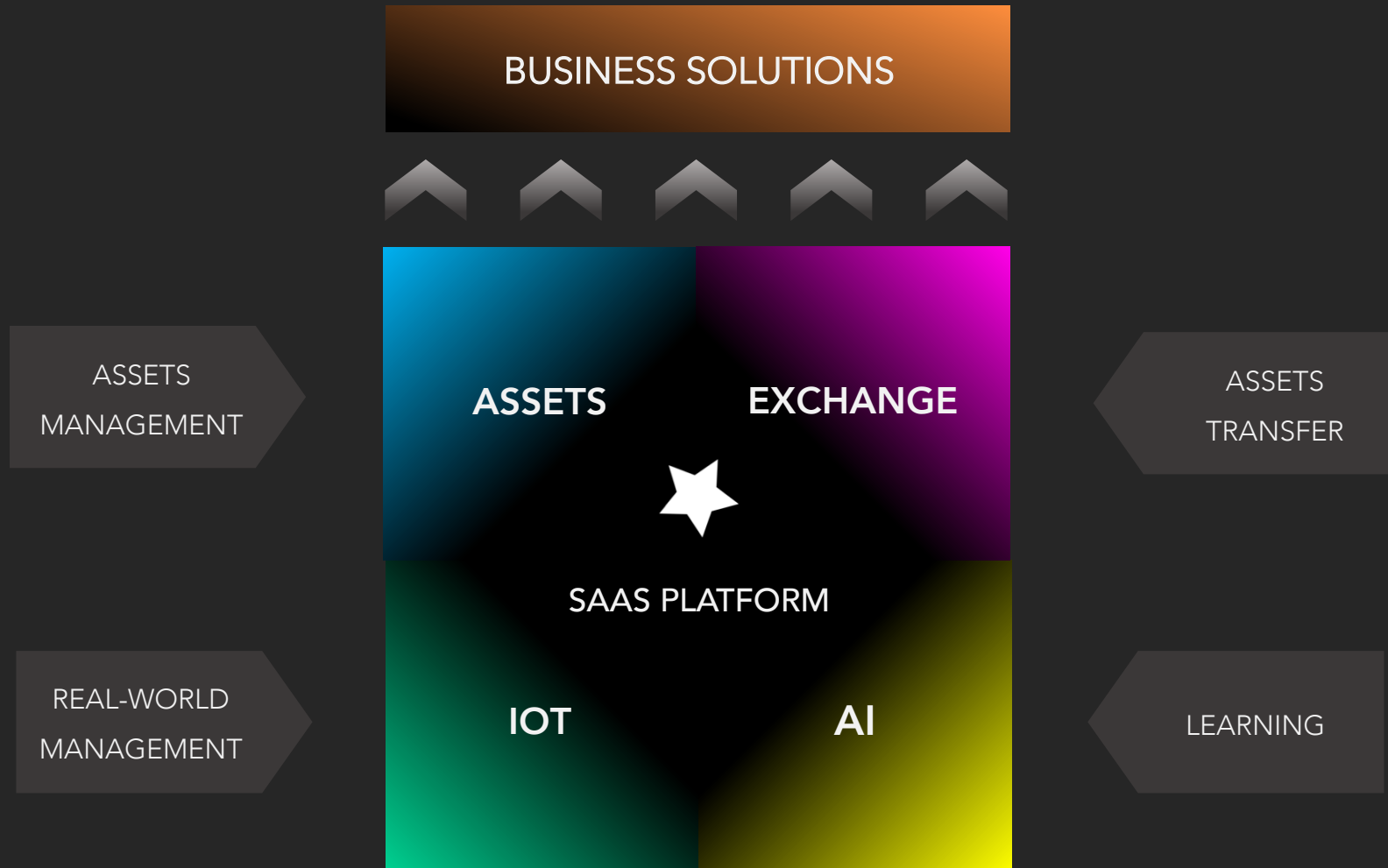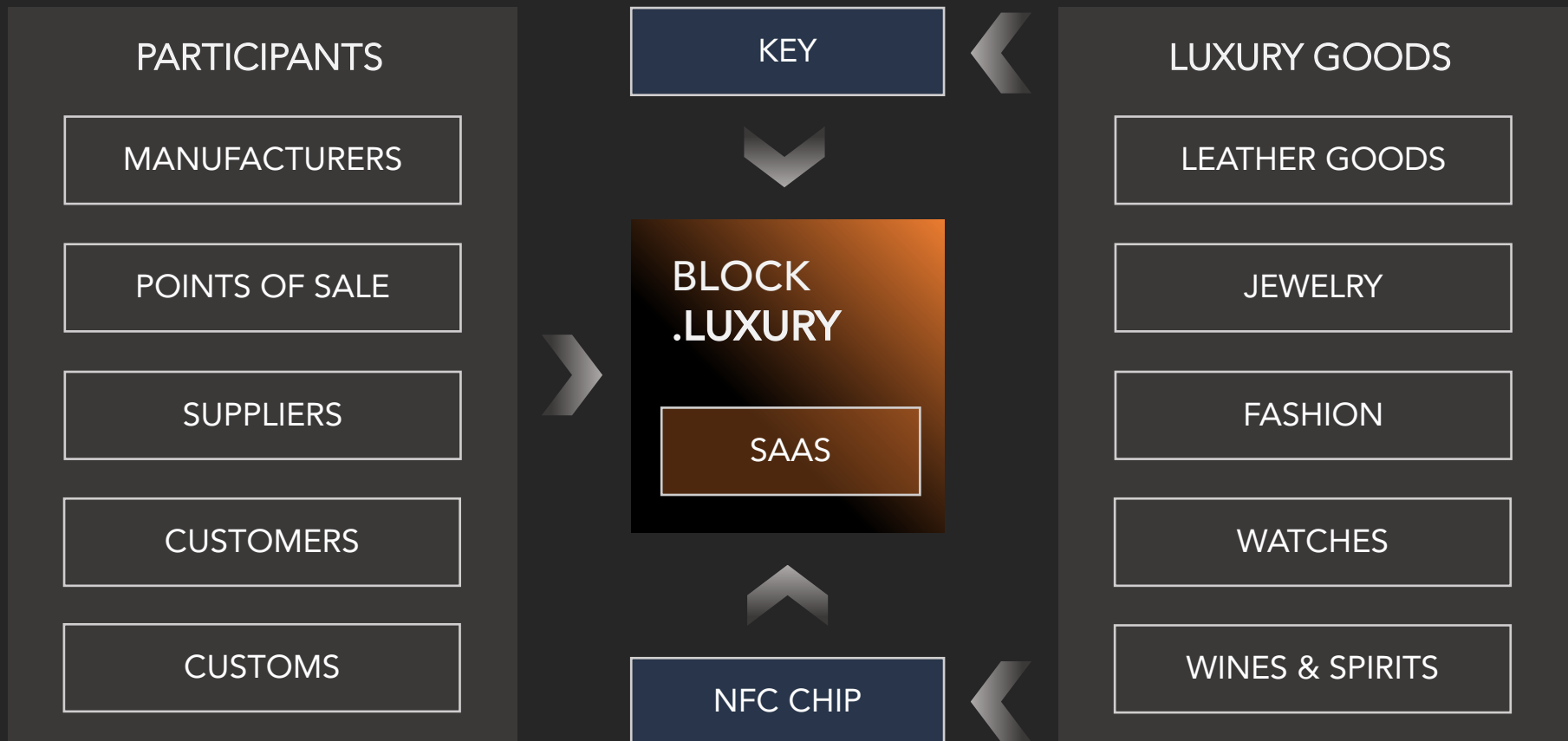|	
AUTHENTICATION	Authenticity of assets
CONTRACT	Agreements between parties
TRACEABILITY	Tracking and traceability of assets
TRANSACTION	Transfer of assets between parties
AUTOMATION	Trusted IoT and automated processes

PROPRIETARY SAAS PLATFORM : BLOCK.SOFTWARE

BLOCK EXPERT

BUSINESS SOLUTIONS

ASSETS
MANAGEMENT

ASSETS
TRANSFER

ASSETS

EXCHANGE

SAAS PLATFORM

REAL-WORLD
MANAGEMENT

IOT

AI

LEARNING

FIRST APPLICATION

BLOCK EXPERT

BLOCK.LUXURY   ANTI-COUNTERFEITING PLATFORM

PARTICIPANTS

- MANUFACTURERS
- POINTS OF SALE
- SUPPLIERS
- CUSTOMERS
- CUSTOMS

KEY

BLOCK .LUXURY

SAAS

NFC CHIP

LUXURY GOODS

- LEATHER GOODS
- JEWELRY
- FASHION
- WATCHES
- WINES & SPIRITS

BLOCK EXPERT

- BLOCK.STORE

  Branded goods authentication and traceability platform.

- BLOCK.MEDICAL

  Medications authentication and traceability platform.

- BLOCK.FOOD

  Food authentication and traceability platform.

- BLOCK.SAVE (LAB)

  Sensitive Data authentication platform.

BLOCK EXPERT

- Block Expert adopts SAAS business model practices:

  - ✓ Monthly billing per user

  - ✓ "Plug-and-Play" solutions

  - ✓ Scalable solutions

  - ✓ Set-up costs

  - ✓ Support costs

PRICING MODEL EXAMPLE

BLOCK EXPERT

BLOCK.LUXURY Solution / 100 users

Services	AMOUNT
Solution set-up	10 K€
Monthly subscription / user	40 € / month
Dedicated Support	1000 € / month
TOTAL AMOUNT Y1 :	70K €
TOTAL AMOUNT Y2 :	60K €

ROADMAP

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	2018	2019	2020	
	FRANCE	UK - GER	US	

MARKET

	2018	2019	2020
APPLICATIONS	2	4	8
CLIENTS	6	40	120
USERS	600	4 000	12 000

RESOURCES

	2018	2019	2020
STAFF	10	25	40
COUNTRY	1	3	4

TARGET TEAM

BLOCK EXPERT

2018
2019
2020

CMO   CFO   CEO   CTO   CHR

SALES

| PRODUCT OWNER | PRODUCT OWNER | PRODUCT OWNER | PRODUCT OWNER | PRODUCT OWNER | PRODUCT OWNER | PRODUCT OWNER | PRODUCT OWNER |
| PRODUCT OWNER | PRODUCT OWNER | PRODUCT OWNER | PRODUCT OWNER | PRODUCT OWNER | PRODUCT OWNER | PRODUCT OWNER | PRODUCT OWNER |

SIDE COACH   AGILE COACH   SIDE COACH

SQUAD 1   SQUAD 2

| SCRUM MASTER | DEV | DEV | DEV |
| DEV | DEV | DEV | DEV |

| SCRUM MASTER | OP | OP | OP |
| OP | OP | OP | OP |

FINANCIAL FORECAST 3Y

BLOCK EXPERT

	2018	2019	2020
REVENUES			
SERVICES	420	2,800	8,400
TOTAL REVENUES	**420**	**2,800**	**8,400**
GROSS MARGIN			
SERVICES	420	2,800	8,400
TOTAL GROSS MARGIN	**420**	**2,800**	**8,400**
OPERATING COSTS			
PAYROLL	1,010	2,365	4,100
CHARGES	70	335	700
TOTAL	**1,080**	**2,700**	**4,800**
EBITDA	**(660)**	**100**	**3,600**
TAXES	-	20	1,200
NET PROFIT	**(660)**	**80**	**2,400**

FINANCIAL NEEDS

- Block Expert is looking for an investment of 1M€ to sustain its growth on the french market for 2018:

  - ✓ SAAS Platform Evolutions
  - ✓ Business applications development
  - ✓ Sales and Marketing
  - ✓ Client Support
  - ✓ Partnerships
  - ✓ R&D