



BitClave

The anti-Google search

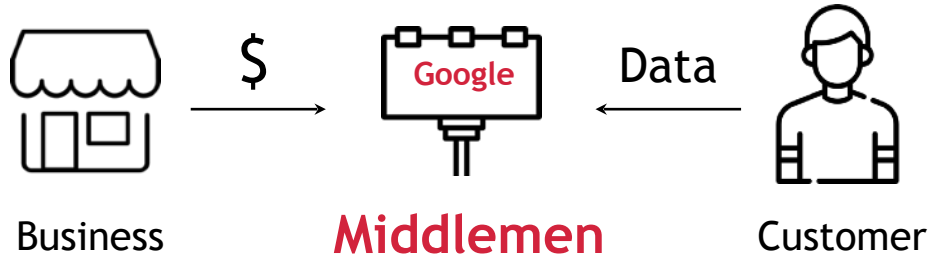
Vision

In 10 years, Google, Amazon and Facebook won't be able to compete with decentralized, self-regulated platforms built on the blockchain.

BASE (BitClave Active Search Ecosystem) has the potential to disrupt one of the largest markets in the world, the online advertising market (\$550B), which is currently monopolized by giant corporations who act as middlemen.

BitClave uses the power of blockchain to compete and defeat old school players who are currently controlling centralized and monopolized databases.

Problem

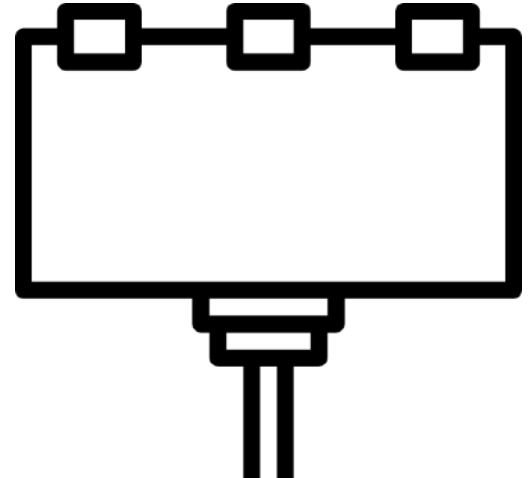


**Centralized search systems
force businesses to pay for ads,
not for real customers data**

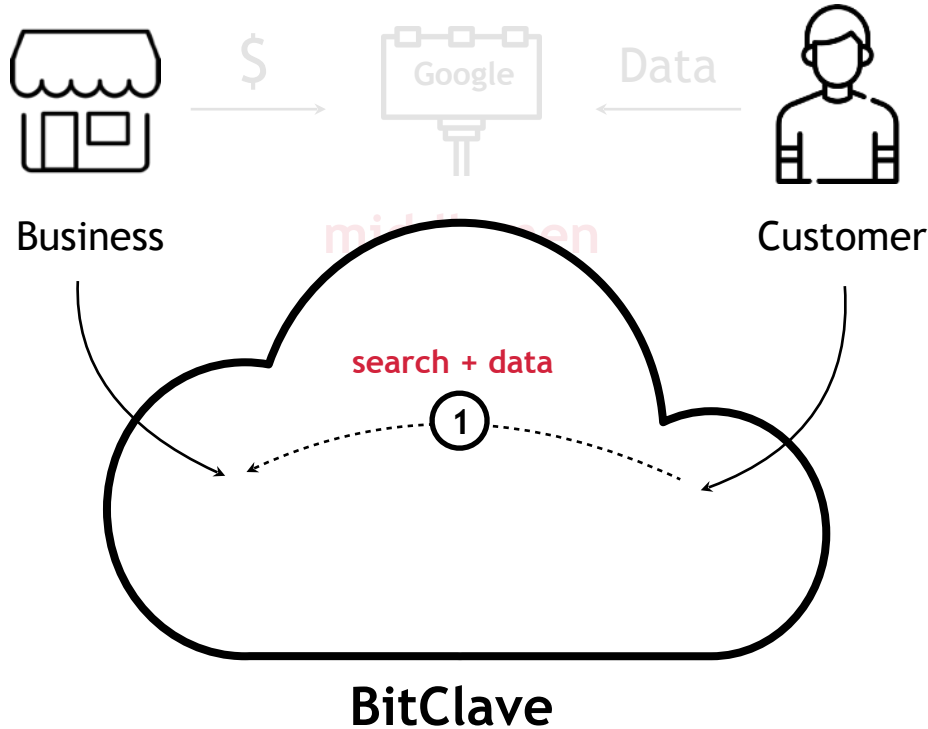
Online advertising market \$550B

1. Up to 50% traffic is generated by bots
2. Most of the ads don't reach their audience
3. Information about online and offline behavior in hands of corps
4. Customers are not payed for their data (searches, profiles)

Even ad inviting people
to a ICO registration
costs on average
500 dollars per click

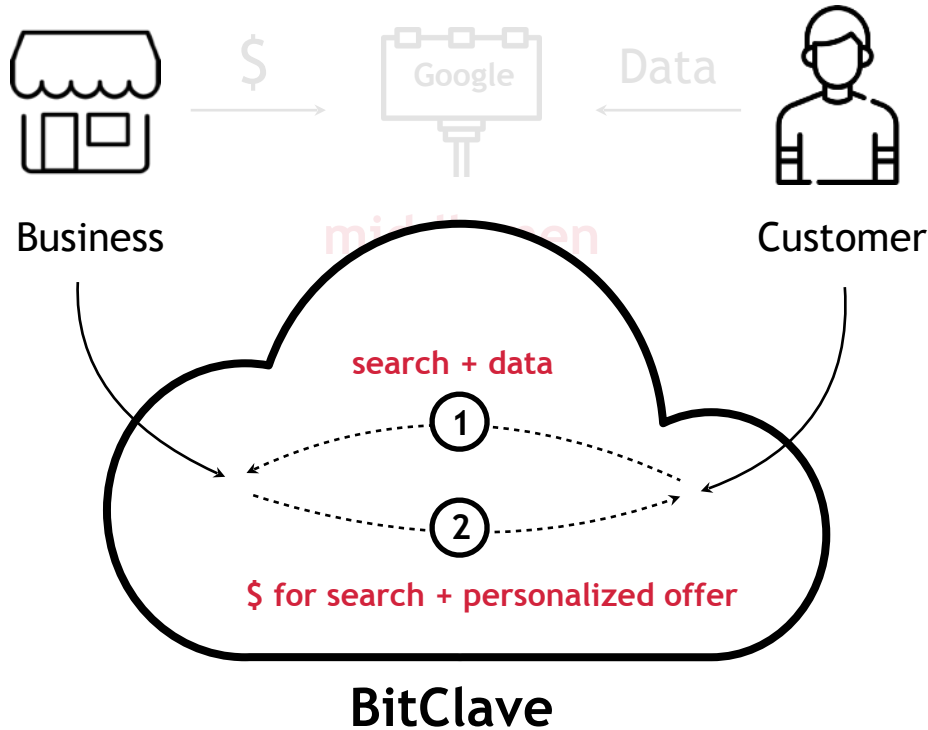


Solution



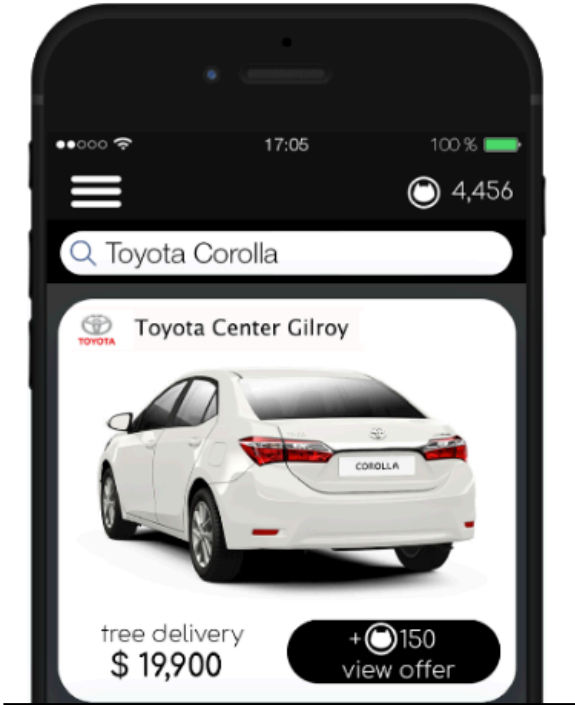
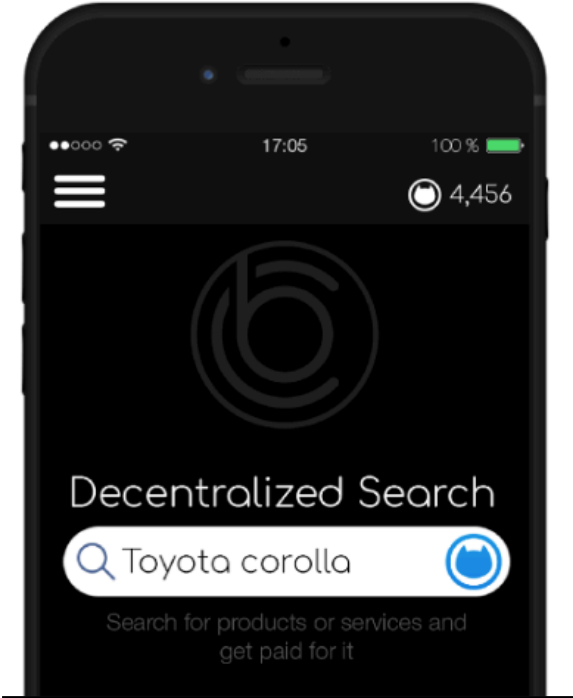
BitClave —
a **decentralized**
search engine that
matches businesses
and customers
directly, **cutting out**
the middlemen like
Google, Facebook,
and Amazon.

Solution



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Demo



Benefits for all



Businesses make money on personalized offers

- ▶ No more guesswork, direct advertising where and when it matters.
- ▶ Target to the right customers.
- ▶ Direct connections lift conversion rates.
- ▶ Personal offers at the right time.



Customers get paid for search requests in CAT's

- ▶ Anything they search for is private.
- ▶ Users get compensated for their data.
- ▶ Dynamic compensation based on digital identity and user behavior.
- ▶ No more pop ups and sponsored ads.

*CATs is a basic crypto-currency of Search Ecosystem

What powers BitClave and why

Blockchain

User data belongs to the users

So BitClave is powered by Blockchain – the most private and secure database ensuring the utter privacy of user data

Smart contracts

No dependency on the middlemen rules

To make it transparent, independent of itself and secure BitClave issues smart contracts to match Businesses with Customers

1. Business spends marketing dollars on valuable leads rather than ambiguous clicks.
2. Customers get compensated for their searches. While its data is not exposed or sold.

Activity Ledger

Decentralized search isn't possible with a centralized datacenter.

Using activity ledger Allows us to scale without having a centralized datacenter to support the operations.

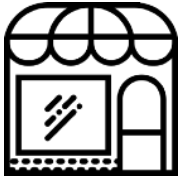
Operations are decentralized across all participants of the BitClave

Cryptography

How to prove that customer data is real, not expose it

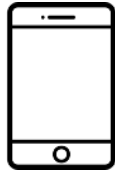
In development...

Current Status/Traction



20 partners

which agreed to start using BitClave after alpha-release



Alpha

version of BitClave for Android



A side project

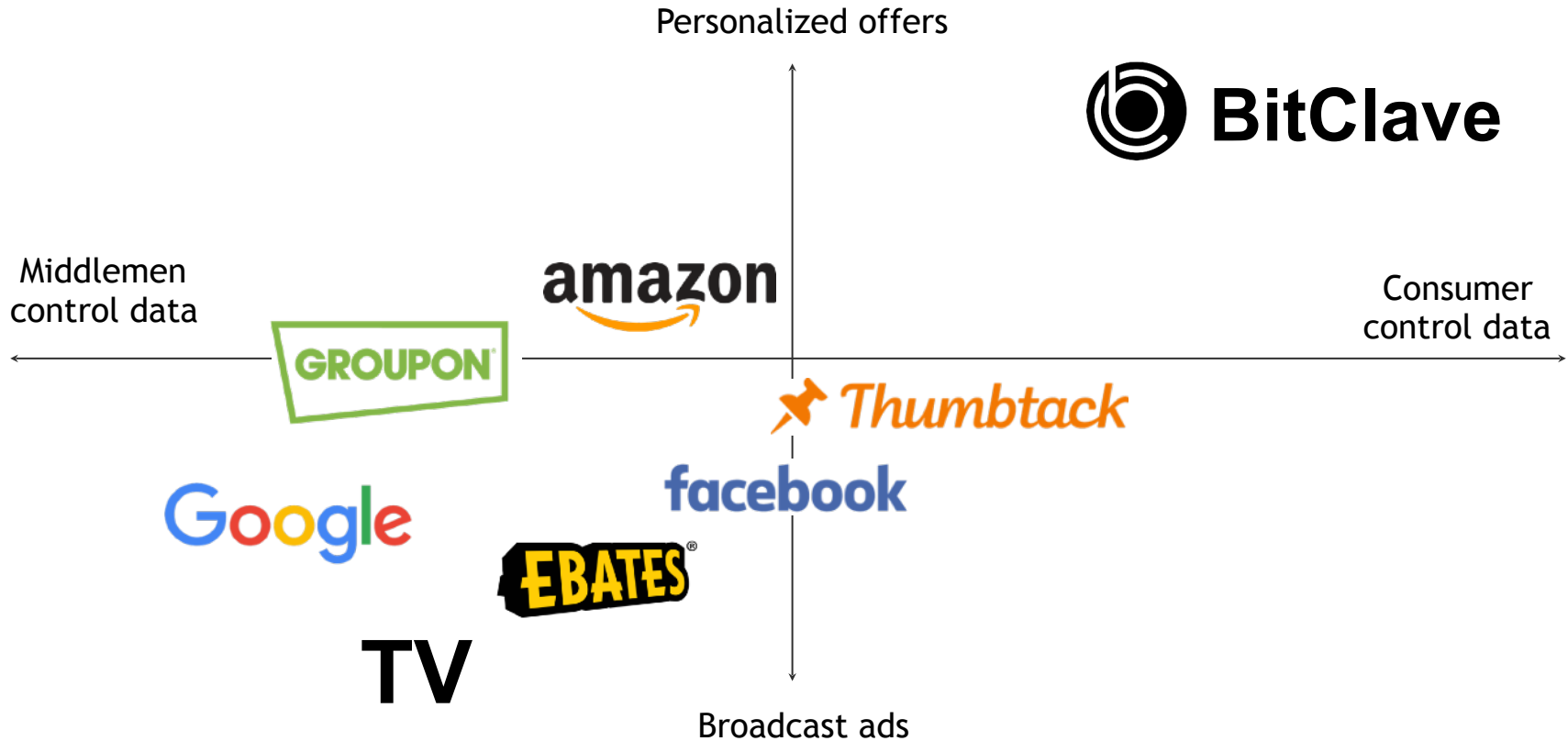
powered by BitClave (app + site)



Hired 20+

professional

Business Landscape



Market Analysis

Every single
ad click costs
businesses
enormous
amount of
money

97%

of Google's
Revenue is
from ads

TOP expensive Cost-Per-Click

Insurance – \$54
Loans – \$44
Hosting – \$31
...

Market Opportunity

to be update

Найти статистику по долям

- % люди, которые ищут услугу/товар
- % люди, которые просто серфят
- % люди, ищут мелочь

Чтобы можно было ткнуть пальцем в первый процентиль и сказать — видите, как их много? Мы с ними хотим работать.

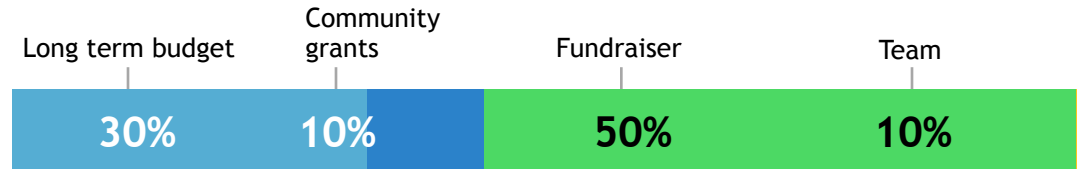
Амазон обогнал Гугл по кол-ву поисковых запросов — откуда цифры, источник?

Статистика с Анны и Василия

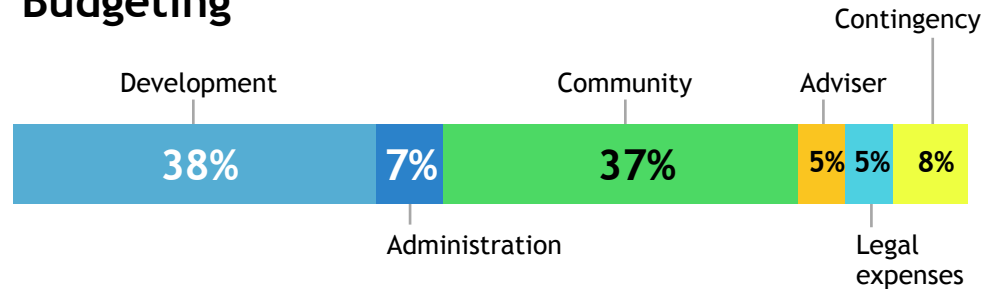
Business Model

1. **BitClave is free** for the users
2. We are focused on the value **growth of the emitted tokens** due to number of users.

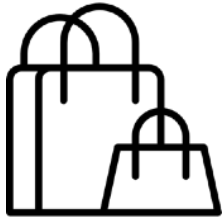
Token Allocation (2B of tokens)



Budgeting



Go-to-Market Strategies



Partnering
with retailers



Embed BitClave
into third sites & apps

Team



CEO
Alex Bessonov

Senior Executive with over 20 years of experience in the security, privacy and blockchain industry. Former CSO of LGE.



CTO
Patrick Tague

Associate Research Professor in the ECE Department at CMU. Expert in mobile, embedded, and wireless security.



Dev Lead
Emmanuel Owusu

Кандидат наук из CMU. Эксперт в области безопасности, блокчейна, виртуальной собственности.



Founder
Vasily Trofimchuk

Магистр в программировании, MBA. Серийный предприниматель. Эксперт в области рекламы, теории игр и блокчейна.

+20 experts in blockchain and ads

Advisory Board



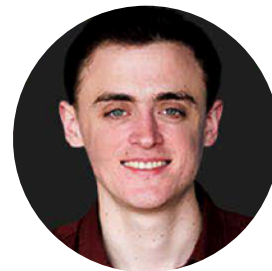
Charlie Liu
Sony, CTO Innovation

Руководитель отдела глобальных сторонних инноваций и партнерства в Sony Mobile. Эксперт по технологиям



Kevin Doerr
GoDaddy, SVP

Руководитель в таких компаниях как Microsoft Yahoo, Weather.com и GoDaddy. Эксперт по пользовательскому опыту, безопасности и созданию команды. Ангел инвестор.



Lucas Hendren
SimplyVital, CTO

Выпускник University of Illinois Alum. Блокчейн предприниматель и эксперт. Сооснователь SimplyVital Health.

Milestones

MILESTONE 1.0

The BitClave ecosystem allows for the creation of search-based mobile applications, as well as access to the broader BASE ecosystem.

- ▶ Partnerships with sizeable retailers (online retailers that have \$2M+ revenue)
- ▶ 1M search by the end of the year
- ▶ 25M users by the end of 2020

1

PRE MILESTONE 1.0

BitClave has a functioning Activity Ledger.

2

BEYOND MILESTONE 1.0

BitClave provides a built-in wallet to control the flow of CATs distributed on Ethereum which enables users to start redeeming CAT's for merchandise and services.

3



Looking for

Token Pre-Sale RAISED

\$2M

Token Fundraiser

\$50M

Structure

Incorporation



Singapore

profit and non-profit foundation

- ▶ Token distribution



Delaware C-Corp affiliate

- ▶ Security ownership
- ▶ Profit sharing
- ▶ Fully owned by co-founders

BitClave is the anti-Google search enabling direct customer-to-business interaction

- ▶ Customers get paid for their search requests
- ▶ Businesses make money on personalized offers
- ▶ Customer data is private and secured
- ▶ Based on blockchain technology

We are about to disrupt the online advertising market (\$550B)



 **BitClave**

Alex Bessonov

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