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

Up to 50% traffic is generated by bots

Information about online and offline behavior in hands of corps

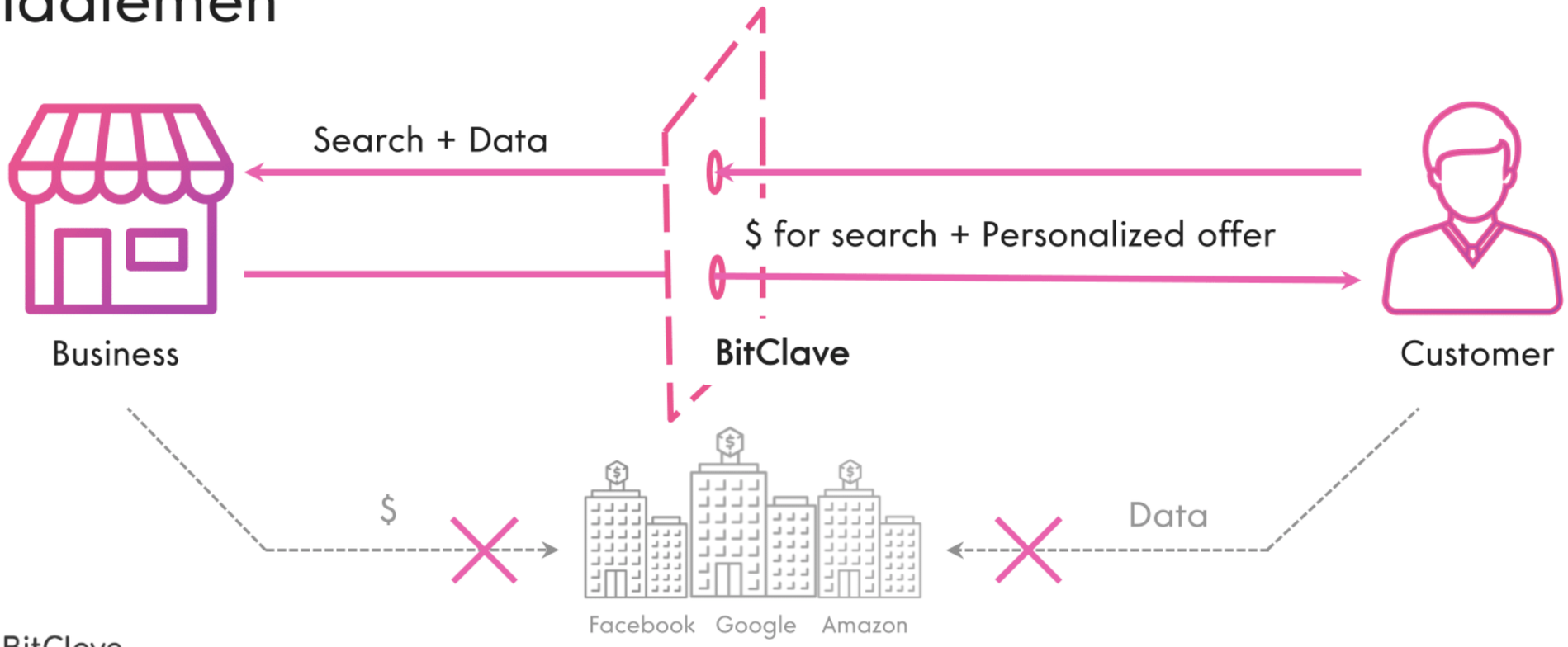
Most of the ads don't reach their audience

Customers are not payed for their data (searches, profiles)

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

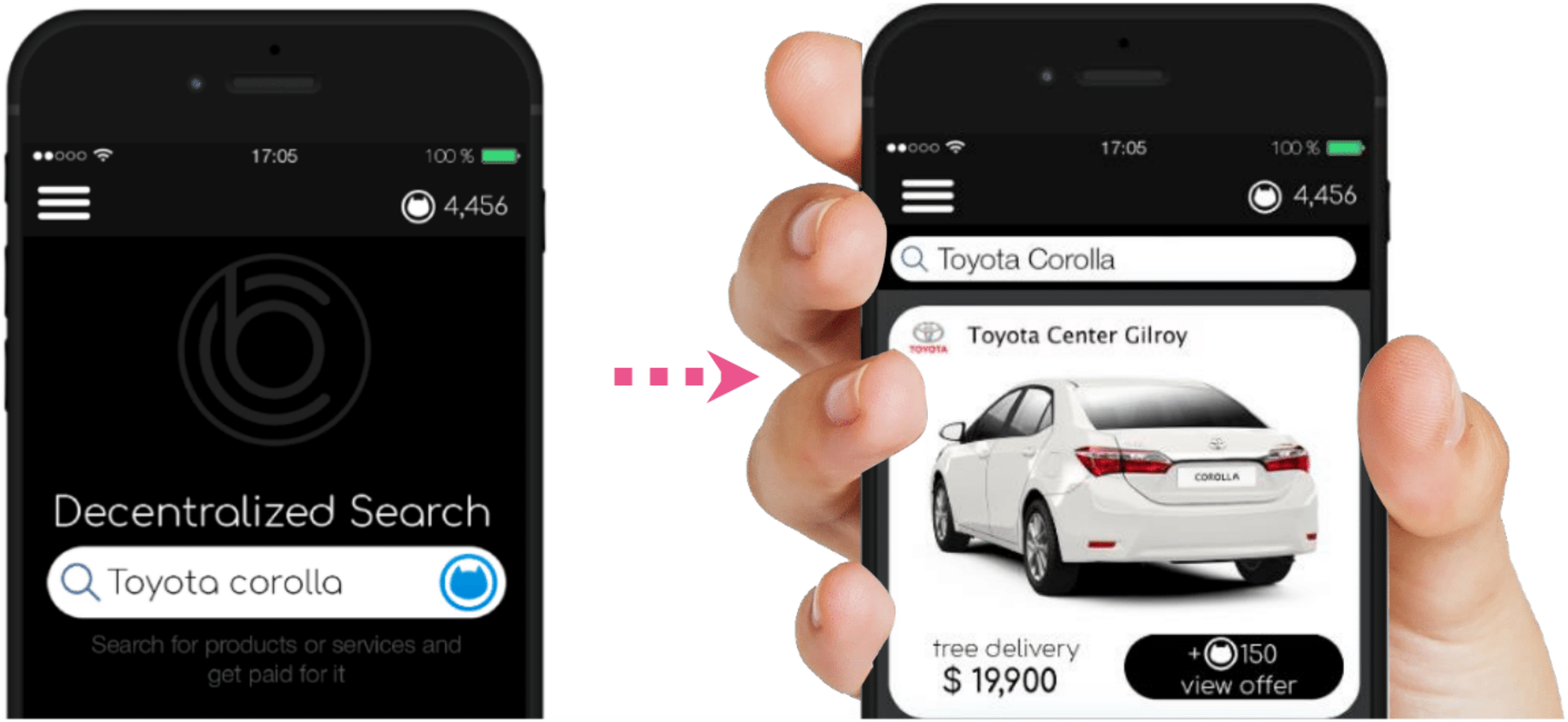
Solution

BitClave – a decentralized search engine that matches businesses and customers directly, cutting out the middlemen



BitClave

Demo


17:05
100 %
4,456
Decentralized Search
Toyota corolla
Search for products or services and get paid for it
17:05
100 %
4,456
Toyota Corolla
Toyota Center Gilroy
COROLLA
free delivery
$ 19,900
+ 150
view offer

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

BitClave

* 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.

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.

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.

Cryptography

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

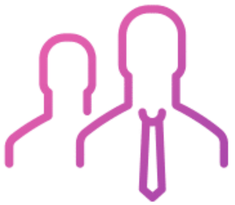
In development...

Current Traction

20 partners
which agreed
to start using BitClave
after alpha-release

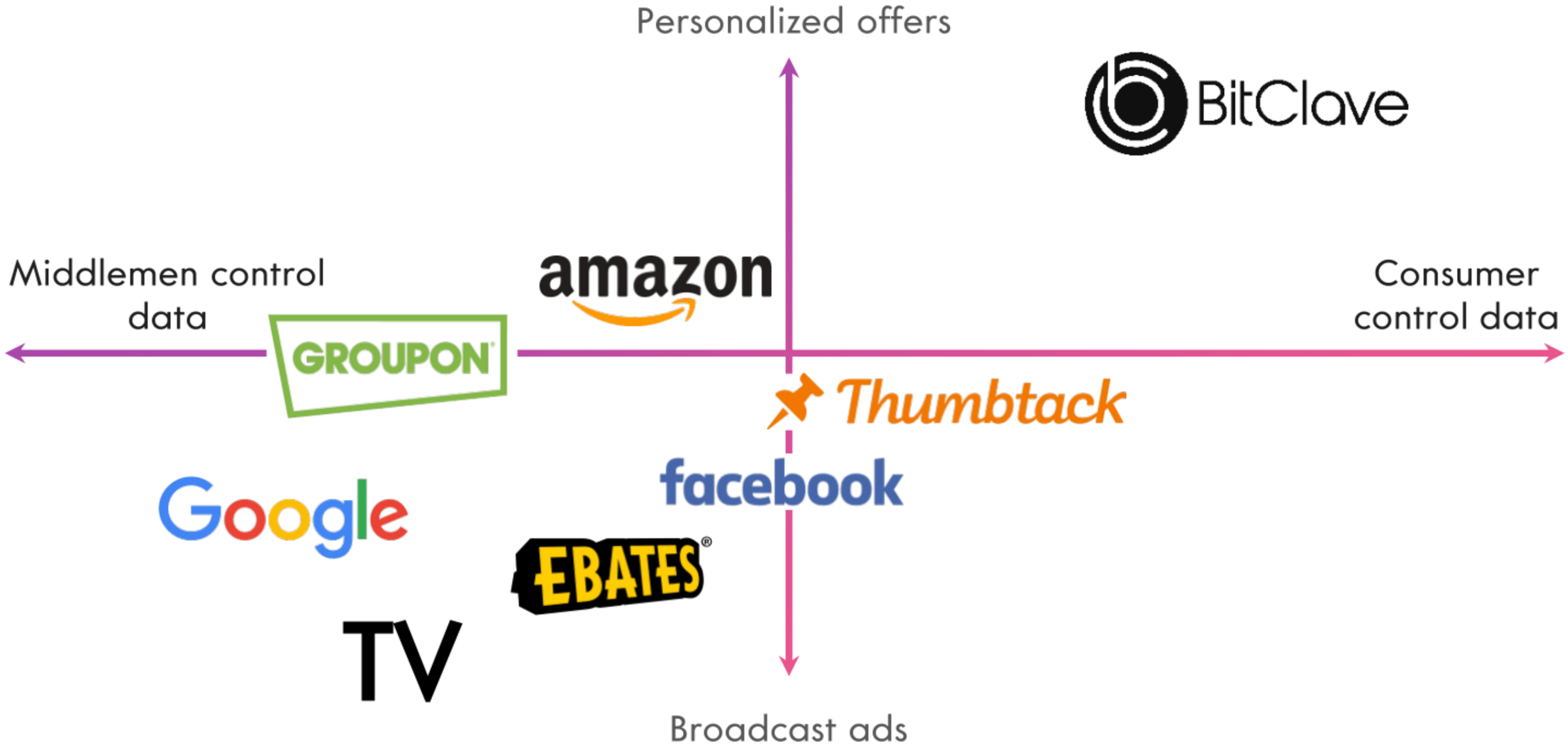
Alpha
version of BitClave
for Android

A side project
powered by BitClave
(app + site)



Hired 20+
professional

Business Landscape



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
Lawyer — $42
Treatment — $37
Software — $32

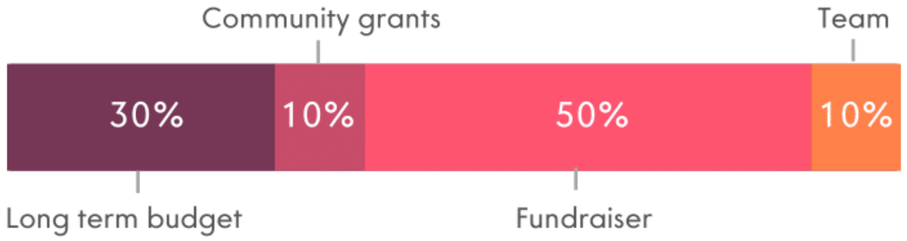
www.wordstream.com/articles/most-expensive-keywords

Business Model

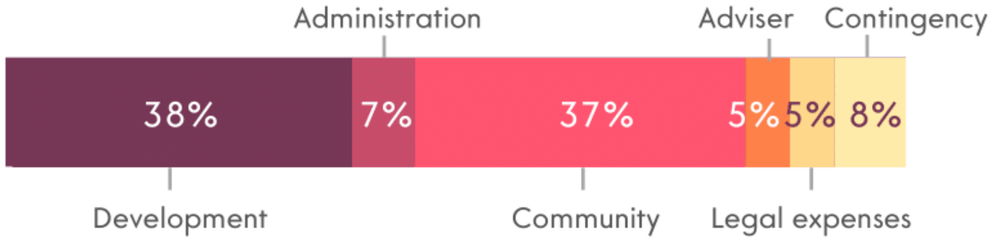
BitClave is free for users.

We are focused on value growth of the emissioned 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

Core team

CEO

Alex Bessonov

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

Dev Lead

Emmanuel Owusu

Ph.D. from CMU. Expert in the fields of security, blockchain, Internet of Things, public policy and privacy.

CTO

Patrick Tague

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

Project Manager

Vasily Trofimchuk

MSc in CS, MBA. A serial entrepreneur. Expert in advertising, game theory, blockchain and management.

+20 experts in blockchain and ads

Advisory Board

SONY

Charlie Liu
Sony, CTO
Innovation

Head of Global External Innovation & Partnership at Sony Mobile Communications. Technology expert.

GoDaddy

Kevin Doerr
GoDaddy,
SVP

Microsoft, Yahoo, Weather.com and GoDaddy executive. Expert in user experience, security and team building. Angel investor.

SWARM

Philipp Pieper
Partner at Swarm
Fund

Startup entrepreneur in advertising and blockchain technologies. Angel investor.

Milestones

1

PRE MILESTONE 1.0

BitClave has a functioning Activity Ledger.

2

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

3

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.

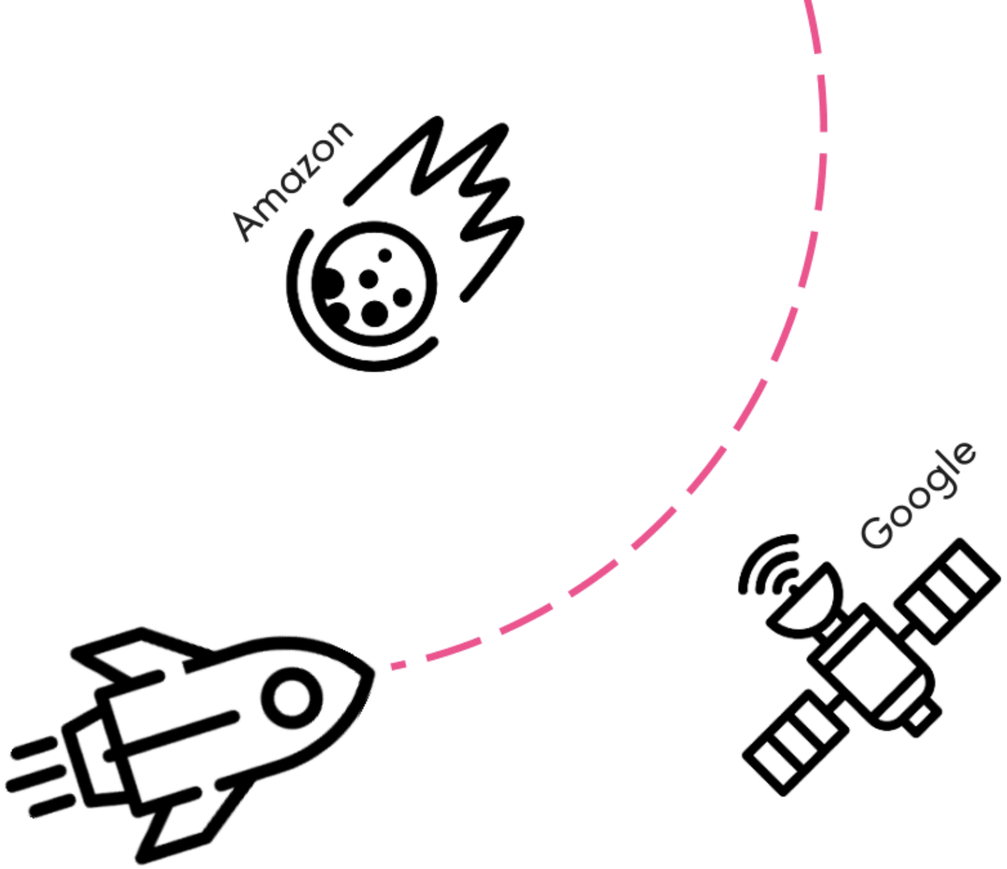
Looking for

Token Pre-Sale RAISED

$2M

Token Fundraiser

$50M



Incorporation

Singapore profit and non-profit foundation

- Token distribution

Delaware C-Corp affiliate

- Security ownership
- Profit sharing

Summary

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

Let's discuss.

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