

**PIKCIOCHAIN**

BY  MatchUpBox

**The secure blockchain-based exchange  
for valuable data assets**

**ICO Starts 24th Nov 2017  
Whitepaper**

**V1.6 14th January 2018**



# Table of contents

|  |           |
|--|-----------|
| <b>Table of contents</b>   | <b>1</b>  |
| <b>Abstract</b>  | <b>2</b>  |
| Pikcio in Brief  | 2         |
| Who we work with   | 3         |
| PikcioChain - the heart of the Pikcio ecosystem                  | 4         |
| You can make a world of difference                               | 4         |
| <b>About PikcioChain</b>   | <b>5</b>  |
| Structure  | 5         |
| History  | 10        |
| Our Experience   | 11        |
| Our Team   | 11        |
| Our Advisors   | 12        |
| <b>Use Cases</b>   | <b>13</b> |
| Financial Services   | 13        |
| Medical Services   | 13        |
| <b>Key Milestones</b>  | <b>14</b> |
| <b>ICO information</b>   | <b>15</b> |
| Allocation of tokens   | 16        |
| <b>Appendix A</b>  | <b>17</b> |
| Disclaimer: There Are Certain Risks Related to the Use of Tokens | 17        |



***Personal data is a hugely valuable business asset that also represents an increasing business risk.***

***Centralized storage means that valuable personal data is always vulnerable.***

***Pikcio is a decentralized, secure and transparent means of exchanging personal data.***

***Pikcio empowers the individual data producer, secures, stores and monetizes their personal information.***

## **Abstract**

We all know that data has enormous value but its provenance and authenticity can be difficult to confirm, leaving businesses vulnerable to fraud and unable to value data with confidence.

Today's data ecosystem also ignores the individual data producer. Using their data for free and leaving them with no knowledge of where their data is held.

Pikcio addresses these issues, creating a data ecosystem that delivers value and security to all users.

## **Pikcio in Brief**

Pikcio has been designed to store, secure, verify and certify data while ensuring the data source retains full control of their information at all times. Pikcio lets the user choose how to share their data, who to share it with, while also providing them with the opportunity to be paid for its use.

By empowering the individual, Pikcio creates certainty for businesses. As the regulatory spotlight focuses on the data industry, companies need to find efficient ways to comply with new rules like the EU's GDPR directive, and they need to know that the data they're buying is both authentic and legally available.

Pikcio creates the trust that's needed to trade data in confidence.

**Position Paper: Technical definition can be found in the Position paper**

[https://pikciochain.com/static/files/Position\\_Tech\\_MuB\\_01.pdf](https://pikciochain.com/static/files/Position_Tech_MuB_01.pdf)

## Who we work with

In just three years, Pikcio has been recognized as an elegant solution to a complex problem.

Our core value of ensuring privacy by design has been understood by many to represent the future of the data industry. Its implementation within Pikcio has led to a range of operational partnerships with major businesses that have the power to change the way millions of people think about and use their personal data.

We are currently working with:



**BNP PARIBAS**



**CARDIF**  
BNP PARIBAS GROUP

**NTT DATA**



## PikcioChain - the heart of the Pikcio ecosystem

### **PikcioChain**

is a highly secure and distributed permission-based platform designed to collect, certify and exchange personal data in a server-free environment that keeps the individual data provider in control.

### **PikcioChain**

acts as an information highway, enabling individuals and corporations to come together to create a data marketplace with two means of access.

### **PikcioMe**

is a personal device-based app that gives individuals access to the network. Users can verify, certify and trade their data. Each PikcioMe-enabled device acts as the server that provides their personal data to the Pikcio ecosystem.

Download the app: <https://play.google.com/store/apps/details?id=com.matchupbox.pikcio>

### **PikcioPro**

is the gateway through which businesses gain access to the Pikcio ecosystem. Using smart contracts that uphold the demands and restrictions of the individual data owner, organizations can buy and sell certified data from or to other parties.

### **PKC Tokens**

PKC is the lifeblood of the Pikcio ecosystem, pumping value into users' data and creating a monetized data marketplace. Holders of PKC can buy data and can access the full range of services available within the Pikcio ecosystem.

More detailed information about our technology can be found in the Position Paper:

[https://pikciochain.com/static/files/Position\\_Tech\\_MuB\\_01.pdf](https://pikciochain.com/static/files/Position_Tech_MuB_01.pdf)

## You can make a world of difference

Pikcio breaks open the exclusive world of data trading and puts data ownership back into the hands of the data creator. It represents the democratization of the data markets and the fairest way of making sure that the value of a person's data always flows back to them.

By creating a transparent and self-regulated data trading ecosystem, Pikcio empowers businesses to trade data with confidence and in full compliance with the wishes of the data owner and the relevant regulatory environment.



As a PKC holder, you will be facilitating a revolution in the information economy. Your involvement will bring transparency, security and control to an industry in which the individuals whose data the entire market is based upon, have all too often been missing.

Simultaneously, Pikcio creates an added-value data market that removes business risk and incentivizes individual data sources to supply it with verified data.

Crucially, when you choose to support Pikcio, you know that you're supporting a fully-operational business that already has clients and owns proven technology. Several key smart contracts, including KYC and GDPR are ready for use and, perhaps most importantly, the PikcioMe app is available and is already storing data securely on people's devices.

## About PikcioChain

PikcioChain is a secure and distributed permission-based platform specializing in the collection, certification and exchange of personal data. PikcioChain lets businesses trade and exchange personal data in complete security and with confidence, while simultaneously empowering individuals by giving them control of their own data and enabling them to realize its financial value.

### Structure

PikcioChain operates a decentralized structure that lets individual users keep control of their data because it is stored in its entirety only on their individual devices (although encrypted data can be shared onto authorized network nodes for backup purposes).

The Blockchain technology upon which PikcioChain is built, delivers functionality that cannot be replicated elsewhere. These benefits include:



The security of knowing that fraud, in terms of altering data or transaction histories, is impossible.




Knowing that data is being exchanged with the full permission of the data owner.



The decentralization of data storage is crucial to the successful prevention of data theft. Pikcio users store their data only on their own devices, making a large scale theft of data impossible.



Speed of transactions is an important factor in any data exchange. By using a third generation Blockchain platform, Pikcio is able to take advantage of the almost instant transaction speeds that it offers.



The **PikcioChain** lies at the heart of the Pikcio ecosystem and offers businesses and individual users two different gateways through which they can access it:

**PikcioPro** lets companies offer or use services (e.g. commercial offers, data portability) based on their customers' data permissions and certification. It also acts as the portal to the Pikcio marketplace where certified data can be exchanged, bought or sold.

PikcioPro is a paid-for service that gives business users access to the Pikcio data exchange. In the exchange, organizations can send & receive certified user data for KYC and other regulatory purposes. They can also buy and sell data with confidence, knowing that smart contracts are upholding the demands and restrictions of the individual data owner.

By using PikcioPro, organizations remove much of the risk associated with holding, buying, selling and exchanging personal data. As regulatory risk continues to increase, the legal and security assurances provided by Pikcio will become more important to companies as a means of business risk mitigation.

**PikcioMe** is the gateway for individual end users, enabling them to communicate and share data safely with third parties. Using PikcioMe, individuals can also retrieve their data from different sources or web

services and earn Pikcio Tokens by selling or certifying their data.


PikcioMe is a personal application that users install on their own devices (laptop, smartphone). It provides access to PikcioChain, our proprietary decentralized network and blockchain architecture (distributed database).

Each PikcioMe application works as the server for its registered user and, if permission is given, can act as the server for other users.

It is this decentralized server infrastructure that puts individuals in control of their data and, because there is no centralized data storage, means that Pikcio is much more secure than alternatives.

When messages or files are sent to another user, the data is sent directly via their Pikcio-enabled devices. Neither MatchUpBox nor anyone else has access to the communication or data exchange.

PikcioMe also creates an audit trail when users footprint a data/file in the PikcioChain, thereby certifying it. As well as being timestamped, messages and data files sent to other users are encrypted before being sent to an authorized PikcioChain node. Only the timestamped print of the data rather than the data itself is stored, ensuring that the user's data remains on their device forever.



**PKC** is the token that makes the whole Pikcio ecosystem work. PKC can be used in a similar way to a proprietary currency within the Pikcio network. When used in this way, it can be a medium of exchange facilitating the buying and selling of data.

PKC can also be used to incentivize data producers to keep their data up to date and to share their data with organizations. As such, PKC will become a proxy for the value of personal data held within the Pikcio ecosystem. This value should rise as more users store, update and share increasing amounts of data within Pikcio.

PKC are also used for individual identification with data certifiers fixing the price of the data so that when a client consents to share it with a data service consumer who itself is allowed to consume it, the transaction is challenged, and the smart contract executed.

The miner that undertakes this work is rewarded a minimum of 0.001 Pikcio Tokens per transaction for executing a smart contract. The volatility of Bitcoin and Ether make them unsuitable for this task as project cost structuring and evaluation become almost impossible under such volatile conditions.

Pikcio Tokens are designed to lessen the volatile cost of transaction over time, to enable sustainable and cost-reliable services, independently of fluctuations in value that affect both fiat and cryptocurrencies.

In short, PKC help businesses buy their client's data along with their proof of authenticity and integrity. It can also provide access to identification validation from third parties like banks that have already processed KYC.

In addition, Pikcio Tokens will grant users the right to deploy their own smart contracts and execute them in the safe and modular blockchain environment provided by PikcioChain.





## Partnership with NEO

NEO Council has purchased 660,000 of the PKC tokens made available during the PikcioChain pre-ICO. This significant investment demonstrates the confidence that one of the blockchain world's major players has in PikcioChain technology and the utility of its PKC token. Following the purchase, PikcioChain has also taken the decision to move the PKC token standard interface from ERC-20 to the NEO EP-5 format.

The flexibility provided by NEO makes it ideal for PikcioChain's future development and, given the cross-pollinating nature of the NEO DNA ecosystem, it opens Pikcio up to the potential of developing future partnerships in areas that will enhance Pikcio's attractiveness to the enterprise sector.

### Opening doors to China

NEO will now offer PikcioChain's service technology on its own blockchain and will provide technological, sales and marketing support for a new, Chinese subsidiary of Pikcio AG.

In addition to the technological benefits provided by NEO, Pikcio is committed to working as a close partner of NEO Council with a view to promoting and supporting the roll out of PikcioChain in China.

As a nation, China has been working hard to develop digital identity frameworks and NEO has itself been involved with such initiatives. PikcioChain's focus on the secure storage and exchange of personal data means it is well-suited to exploring these issues alongside NEO. Ultimately, Pikcio will benefit from the exchange of ideas that the NEO partnership will naturally encourage.

Pikcio and NEO are committed to working together to encourage chinese businesses, particularly financial institutions, to adopt PikcioChain as their preferred platform for the management of personal data.

As the world's single largest marketplace, China is a key jurisdiction for any global business seeking success. The partnership between NEO and Pikcio provides a direct pathway into China and will go a long way to ensuring that PikcioChain gains traction in the Chinese marketplace.



## History

PikcioChain is a proven and award-winning technology with an incredibly strong team behind it.

When companies and individuals choose Pikcio to store and exchange personal data, they know they're engaging with a service that has been in development for over three years.

Pikcio is the culmination of years of research and development undertaken by its parent company, MatchUpBox, a transatlantic business with offices in Lausanne, Switzerland; Boston, USA; Montpellier, France and Brussels, Belgium.

The focus of this R&D has been the quest for a secure, certified and accessible personal data exchange that enables individuals and companies to manage their digital identifications in a productive, privacy-aware environment.

Founded by fintech and security experts, the Pikcio team has grown over the course of three years as the benefits of Pikcio's Identity as a Service approach to digital identity management have become increasingly clear.

This success has led MatchUpBox to receive a number of awards including an innovation award at the prestigious Banques et Innovations Grand Prix in Paris, this summer.

Most importantly for the successful development of the Pikcio ecosystem, success has led to partnerships with major multinationals like Lloyds Bank and Deloitte.

The strength of our history is your guarantee of Pikcio's quality and viability. As we move towards the PKC ICO and beyond, our team will develop and grow to ensure that Pikcio is always being designed and engineered by the very best.

## Our Experience

MatchUpBox, the company which owns and develops the Pikcio network was founded by Didier Collin de Casaubon, Fabien Bucamp and Dr Jorick Lartigau PhD. Information about the founders' careers and the rest of the Pikcio team can be found below:

## Our Team



### **Didier Collin De Casaubon - Founder, CEO.**

After achieving a post-grad in Philosophy, a masters in Mathematics and an MBA , Didier juggled working in the banking industry for over 15 years with his ambitions to be software entrepreneur. His understanding of financial services along with his technical expertise have helped him guide the development of Pikcio.



### **Fabien Bucamp - Co-Founder, CTO.**

Fabien's network security background working at the French Department of Defence makes him the perfect person to oversee the monitoring and management of our software and hardware development work.



### **Dr. Jorick Lartigau, PhD - Co-Founder, Research.**

Jorick leads research into Pikcio, conceptualising and designing new features for the service. His PhD in Computer Science focused on Data Security and Big Data algorithms.



### **Alizon König - Development.**

Alizon spends hours every day coding the engine behind Pikciochain. She ensures that bugs big and small are identified and resolved, making Pikcio an incredibly reliable service.



### **Gonzague Grandval - Strategy.**

Gonzague received his post-graduate diploma in Economics at the Sorbonne. Since then, he has focused his career on cryptocurrency and Blockchain technologies.



### **Jean-François Lienart - Chief Sales Officer.**

Jean-Francois has built up a strong track record in selling IT services solutions to the Benelux market. He specialises in sourcing and implementing new technologies to generate growth within large organizations.



**Cherie Arruda - Co-Founder, Plan & Audits.** Cherie built a successful 26 year career in financial services working at a large US bank. She brings her executive leadership in business controls, risk management and compliance to the Pikcio team.



**Delphine Benat-Rassat - Operations.** Delphine with her Master in Business Management also has a multisector background in particular in innovative companies. She deals with operations and helps Matchupbox in optimizing its administrative, HR and financial processes.

## Our Advisors



**Joe Zhou - CEO & Co-Founder at FirstBlood.** CEO & Co-Founder at FirstBlood, an innovative Esports platform that lets players challenge the field and win rewards, also one of the first Ethereum based project that raised funding through token launch. Founder and CEO of Alt-Options LLC, the first Bitcoin options trading platform based in the US.



**Lidia Bolla - Co-Founder at vision& | Crypto Asset Manager** After obtaining a PhD in Finance, Lidia co-founded startups in the field of crypto investments and machine learning applications. She advises PikcioChain in data analytics and financial services applications..



**Thomas Galovic - Founder of Crypto Investment Bank Technocracy Associates.** ex UNDP, World Bank Group staffer & DKVentures Associate; covering European and Russia & CIS markets.



**Luke Szkudlarek - Founding Partner at what.digital.** Luke has over 10 years international experience in the digital sector, leading a growth marketing and development agency in Zurich, specialising in fintech & cryptofinance.



## Use Cases

*Pikcio can deliver an enormous range of applications across industry sectors. However, to ensure a focused approach to business and in the interest of ensuring rapid but sustainable growth, we have identified the following areas as our primary targets.*

### Financial Services

The constant growth in regulatory requirements is seen as a burden by both clients and finserv companies. As such, the repeated requests for KYC documentation that businesses must make of their existing and new clients are becoming a hindrance, damaging the client experience and creating a barrier to the taking on of new customers.

One of the key factors behind the negative KYC experience for clients is that they have to keep providing the same information, often in a manual format, to a new institution when they wish to become a client. Pikcio directly addresses this issue, creating a smooth and streamlined process for both client and company.

Individual users are able to trust Pikcio to transmit their relevant data securely to those companies they wish to do business with. They're even able to instruct third parties to send their personal details to other approved third parties in accordance with their wishes. This means that one bank can send approved client details to another bank that the client wishes to use for a loan.

From the business perspective, the ability to securely receive certified client details will speed up the KYC process, improving customer onboarding and delivering a far better client experience.

### Medical Services

The delivery of health and medical services increasingly takes place between institutions and even across national boundaries; however, the speed of care can be greatly affected by the slow delivery of personal medical information.

Whether it is in the event of an emergency or because a person is moving to a new area, the positive identification of individuals and the timely arrival of medical records can mean the difference between positive and negative health outcomes.

Pikcio can supply both certified identification records and medical data in the space of seconds, providing comfort for the individual and the opportunity for the institution to deliver the highest standards of care.



# Key Milestones

**2014**

MatchUpBox established with offices on two continents

**2016**

Pikcio first developed

**2017 Q4:**

Release **Pikcio Wallet** (laptop and Android platforms), setup the PikcioChain infrastructure level 1

Pikcio AG incorporated in Lausanne, Switzerland

**2018 Q1:**

NEO Partnership and tokens available on NEO's blockchain

Launch **Shaktior** subscription program, include 100 more authenticated personal data connectors/providers in the PikcioChain

**2018 Q2:**

Launch **PikcioLab** (smart contract builder), certify our technology by third party like ANSSI, release iOS Pikcio Wallet

**2018 Q3:**

Grow **PikcioChain** infrastructure, include 100 more authenticated personal data connectors/providers in the PikcioChain

# ICO information

|                         |                               |
|-------------------------|-------------------------------|
| <b>Token Name</b>       | PKC                           |
| <b>Pre-ICO Duration</b> | 24th Nov 2017 - 28th Feb 2018 |
| <b>ICO Duration</b>     | 1st March - 31st March 2018   |

## For the Pre-ICO

- A contribution of one ethereum (1 ETH) will lead to an allocation of 327 PKC plus a time dependent premium. A contribution of one NEO will lead to an allocation of 30 PKC plus a time dependent bonus.
- Capped at 80% of the Sale Tokens
- The following premium will be offered:

|          |                 |     |
|----------|-----------------|-----|
| <b>1</b> | Until 20th Dec: | 30% |
| <b>2</b> | Until 3rd Jan:  | 25% |
| <b>3</b> | Until 17th Jan: | 20% |
| <b>4</b> | Until 31st Jan: | 15% |
| <b>5</b> | Until 14th Feb: | 10% |
| <b>6</b> | Until 28th Feb: | 5%  |

## For the Token Sale

- A contribution of one ethereum (1 ETH) will lead to an allocation of 327 PKC,
- A contribution of one NEO will lead to an allocation of 30 PKC.



## Allocation of tokens

*The fundraiser will last for a period of 18 weeks after the date of ICO launch. Throughout this period, the PKC (Pikcio Token) allocated to the crowdsale (the “Sale Tokens”) will represent from 20% up to 33% of the amount of PKCs created for the fundraiser (see steps above).*

### **In addition to the Tokens available in the ICO, the Company will issue:**

**A.** The same amount as issued for the Sale Token. These PKC will be used to promote adoption of the Ecosystem via rewards and other incentives for participants (the “Incentivization Supply”). Some of the ways in which a company anticipates using the Incentivization Supply may include:

1. Early adopters in the form of commercial partners (“Partners”) who implement PikcioChain solutions will receive free Tokens from the Incentivisation Supply, enabling them to pay some fees in Tokens and to benefit from any rise in utility brought about by greater adoption of the Ecosystem.
2. Users may also receive Tokens from the Incentivization Supply. For example, at sign up via a Company-supported website, the website owner, a Partner, and new Users may receive a certain number of Tokens, and Users may also receive Tokens for referring new participants to the Ecosystem.
3. Company reserves the right to prescribe lockup requirements regarding the Incentivization Supply Tokens distributed to Partners or Users.

**B.** Up to 60%, or the difference between 100% and the total token issued for the crowdsale (Sales Token) and the token issued for the Incentivization Supply will be issued and allocated to the Pikcio AG, subsidiary of MatchUpBox (the “Company Inventory”), for its use as follows:

1. One third of the PKT Tokens will be available from the Crowdsale End Date; another third of the Company Inventory will remain in a locked state for 1 year from the Crowdsale End Date; and the remaining third of the Company Inventory will remain in a locked state for 2 years from the Crowdsale End Date.
2. Once unlocked, Pikcio AG reserves the right to use the Company Inventory for any purposes at its sole discretion.
3. When on sale, the Tokens from the Company Inventory will be sold by the Company Inventory for the then market price.





# Appendix A

## Disclaimer: There Are Certain Risks Related to the Use of Tokens

**Important Note:** As noted elsewhere in these Terms, the Tokens are not being structured or sold as securities or any other form of investment product. Accordingly, none of the information presented here is intended to form the basis for any investment decision, and no specific recommendations are intended. The Company expressly disclaims any and all responsibility for any direct or consequential loss or damage of any kind whatsoever arising directly or indirectly from: (i) reliance on any information contained herein, (ii) any error, omission or inaccuracy in any such information or (iii) any action resulting from such information.

By purchasing, owning, and using Tokens, you expressly acknowledge and assume the following risks:

1. Risk of Losing Access to Tokens Due to Loss of Private Key(s), Custodial Error or your Error  
A private key, or a combination of private keys, is necessary to control and dispose of Tokens stored in your digital wallet or vault. Accordingly, loss of requisite private key(s) associated with your digital wallet or vault storing Tokens will result in loss of such Tokens. Moreover, any third party that gains access to such private key(s), including by gaining access to login credentials of a hosted wallet service you use, may be able to misappropriate your Tokens. Any errors or malfunctions caused by or otherwise related to the digital wallet or vault you choose to receive and store Tokens, including your own failure to properly maintain or use such digital wallet or vault, may also result in the loss of your Tokens. To minimize this risk, you should guard against unauthorized access to your electronic devices. Best practices dictate that you safely store private keys in one or more backup locations geographically separating from the working location. Your failure to precisely follow the procedures set forth in for buying and receiving Tokens, including, for instance, if you provide an incorrect Token Receipt Address, or provide an address that is not compatible with the PikcioChain digital wallet, may result in the loss of your Tokens.

2. Risks Associated with the PikcioChain Protocol

Because Tokens and the Ecosystem are based on the PikcioChain protocol, any malfunction, breakdown or abandonment of the PikcioChain protocol may have a material adverse effect on the Ecosystem or Tokens. Moreover, advances in cryptography, or technical advances such as the development of quantum computing, could present risks to the Tokens and the Ecosystem, including the utility of the Tokens for obtaining Services, by rendering ineffective the cryptographic consensus mechanism that underpins the PikcioChain protocol.



### 3. Risks Associated with Matryoshka and Kademia

Because the Company intends that some of the smart contracts in the Ecosystem will be based on the Matryoshka and Kademia protocols, any malfunction, breakdown, or abandonment of the Matryoshka and Kademia protocols may have a material adverse effect on the Ecosystem or the utility of the Tokens within the Ecosystem. Moreover, advances in cryptography, or technical advances such as the development of quantum computing, could present risks to the Tokens and the Ecosystem, including the utility of the Tokens for obtaining Services, by rendering ineffective the cryptographic consensus mechanism that underpins the Matryoshka and Kademia protocols. Additionally, Matryoshka and Kademia, including all necessary features of each such platform, may not be complete in a timely fashion for its use in the growth and development of the Ecosystem, which could also have an adverse effect of the utility of the Tokens in the Ecosystem.

### 4. Risk of Mining Attacks

As with other decentralized cryptographic Tokens, the Tokens are susceptible to attacks by miners in the course of validating Coin transactions on the PikcioChain, including double-spend attacks, majority mining power attacks, and selfish-mining attacks. Any successful attacks present a risk to the Ecosystem and the Tokens, including accurate execution and recording of transactions involving Tokens.

### 5. Risk of Hacking and Security Weaknesses

Hackers or other malicious groups or organizations may attempt to interfere with the Ecosystem or the Tokens in a variety of ways, including malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing and spoofing. Furthermore, there is a risk that a third party or a member of the Company team may intentionally or unintentionally introduce weaknesses into the core infrastructure of the Ecosystem, which could negatively affect the Ecosystem and the Tokens, including the utility of the Tokens for obtaining Services.

### 6. Risk of Security Weaknesses in the Company Platform Core Infrastructure Software


There is a risk that the Company team, or other third parties may intentionally or unintentionally introduce weaknesses or bugs into the core infrastructural elements of the Company platform interfering with the use of or causing the loss of Tokens.

### 7. Risk of Weaknesses or Exploitable Breakthroughs in the Field of Cryptography

Advances in cryptography, or technical advances such as the development of quantum computers, could present risks to cryptocurrencies and the Ecosystem, which could result in the theft or loss of Tokens.

### 8. Risks Associated with Markets for Tokens

Tokens are intended to be used solely within the Ecosystem and the Company will not support or otherwise facilitate any secondary trading or external valuation of Tokens. This restricts the contemplated avenues for using Tokens to the provision or receipt of Services, and could therefore create illiquidity risk with respect to any Tokens you own. Even if secondary trading of Tokens is facilitated by third-party exchanges, such exchanges may be relatively new and subject to little or no regulatory oversight, making them more susceptible to fraud or manipulation. Furthermore, to the extent that third parties do



ascribe an external exchange value to Tokens (e.g., as denominated in a digital or fiat currency), such value may be extremely volatile and diminish to zero.

#### 9. Risk of Lack of Adoption or Use of the Company Platform

While the purchase of Tokens should not be viewed as an investment, the Tokens may have value over time. Such value may be limited or non-existent if the Company platform lacks use and adoption. If this becomes the case, there may be few or no markets following the launch of the platform, potentially having an adverse impact on Tokens.

#### 10. Risk of Uninsured Losses

Unlike bank accounts or accounts at some other financial institutions, Tokens are uninsured unless you specifically obtain private insurance to insure them. Thus, in the event of loss or loss of utility value, there is no public insurer, such as the Federal Deposit Insurance Corporation, or private insurance arranged by Company, to offer recourse to you.

#### 11. Risks Associated with Uncertain Regulations and Enforcement Actions

The regulatory status of the Tokens and distributed ledger technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether regulatory agencies may apply existing regulation with respect to such technology and its applications, including the Ecosystem and the Tokens. It is likewise difficult to predict how or whether legislatures or regulatory agencies may implement changes to law and regulation affecting distributed ledger technology and its applications, including the Ecosystem and the Tokens. The functioning of the Ecosystem and Tokens could be impacted by one or more regulatory inquiries or actions, including the licensing or restrictions on the use, sale, or possession of Tokens, which could impede limit or end the development of the Company platform and increase legal costs. Further, the Company may cease operations in a jurisdiction in the event that regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction.

#### 12. Risks Arising from Taxation

The tax characterization of Tokens is uncertain. You must seek your own tax advice in connection with purchasing Tokens, which may result in adverse tax consequences to you, including withholding taxes, income taxes and tax reporting requirements.

#### 13. Risk of Competing Ecosystems

It is possible that alternative ecosystems could be established that utilize a source code and protocol similar to those underlying the Ecosystem and attempt to facilitate services that are materially similar to the Services. The Ecosystem may compete with these alternatives, which could negatively impact the Ecosystem and Tokens, including the utility of the Tokens for obtaining Services.

#### 14. Risk of Insufficient Interest in the Ecosystem or Distributed Applications

It is possible that the Ecosystem will not be used by a large number of individuals, companies and other entities or that there will be limited or a lack of public interest in the creation and development of distributed ecosystems (such as the Ecosystem) more generally. Such a lack of use or interest could negatively impact the development of the Ecosystem and therefore the potential utility of the Tokens, including the utility of the Tokens for obtaining Services.

#### 15. Risks Associated with the Development and Maintenance of the Ecosystem

The Ecosystem is still under development and may undergo significant changes over time. Although we intend for the Tokens and Ecosystem to function as described in Exhibit A, and intend to take commercially reasonable steps toward those ends, we may have to make changes to the specifications of the Tokens or Ecosystem for any number of legitimate reasons. Moreover, we have no control over how other participants will use the Ecosystem, what products or services will be offered through the Ecosystem by third parties, or how third-party products and services will utilize Tokens (if at all). This could create the risk that the Tokens or Ecosystem, as further developed and maintained, may not meet your expectations at the time of purchase, for any number of reasons including mistaken assumptions or analysis, a change in the design and implementation plans, and execution of the Company platform. Furthermore, despite our good faith efforts to develop, complete, and participate in the Ecosystem, it is still possible that the Ecosystem will experience malfunctions or otherwise fail to be adequately developed or maintained, which may negatively impact the Ecosystem and Tokens, and your Tokens may become useless and/or valueless due to technical, commercial, regulatory or any other reasons.

#### 16. Risk of an Unfavorable Fluctuation of ETH Value

If the value of ETH fluctuates unfavorably during or after the Crowdsale, we may not be able to fund development, or may not be able to develop or maintain the Ecosystem in the manner that it intended. In addition to the usual market forces, there are several potential events which could exacerbate the risk of unfavorable fluctuation in the value of ETH including uncertainties created by the lack of resolution to the bitcoin scaling debate, the possibility of a so-called "Hard Fork" of bitcoin if one of the competing camps in the scaling debate decides to force the issue; another DAO-like attack on the Ethereum network; or significant security incidents or market irregularities at one or more of the major cryptocurrency exchanges.

#### 17. Risk of Dissolution of the Company or Ecosystem

It is possible that, due to any number of reasons, including an unfavorable fluctuation in the value of ETH (or other cryptographic and fiat currencies), decrease in the Tokens' utility (including their utility for obtaining Services), the failure of commercial relationships, or intellectual property ownership challenges, the Ecosystem may no longer be viable to operate or the Company may dissolve or fail to launch.



18. Risk of Malfunction in the Ecosystem

It is possible that the Company platform malfunctions in an unfavorable way, including one that results in the loss of Tokens.

19. Risks Arising from Lack of Governance Rights

Because Tokens confer no governance rights of any kind with respect to the Ecosystem or the Company, all decisions involving the Company's products or services within the Ecosystem or the Company itself will be made by the Company at its sole discretion, including decisions to discontinue its products or services in the Ecosystem, to create and sell more Tokens for use in the Ecosystem, or to sell or liquidate the Company. These decisions could adversely affect the Ecosystem and the utility of any Tokens you owns, including their utility for obtaining Services.

20. Risks Arising from the Identity Verification Market

The identity verification industry, and by extension the Ecosystem, is subject to a variety of federal, state and international laws and regulations, including those with respect to KYC/AML and customer due diligence procedures, privacy and data protection, consumer protection, data security, and others. These laws and regulations, and the interpretation or application of these laws and regulations, could change. In addition, new laws or regulations affecting the Ecosystem could be enacted, which could impact the utility of the Tokens in the Ecosystem. Additionally, the Ecosystem participants are subject to industry specific laws and regulations or licensing requirements. If any of these parties fails to comply with any of these licensing requirements or other applicable laws or regulations, or if such laws and regulations or licensing requirements become more stringent or are otherwise expanded, it could adversely impact the Ecosystem and the Tokens, including the Tokens' utility for obtaining Services

21. Unanticipated Risks

Cryptographic tokens such as the Tokens are a new and untested technology. In addition to the risks included in this Exhibit C, there are other risks associated with your purchase, possession, and use of the Tokens, including unanticipated risks. Such risks may further materialize as unanticipated variations or combinations of the risks discussed in this Exhibit C.