SHARED ECONOMY TO VIRTUALIZE LAB FACILITIES AND SCIENTIFIC RESEARCH WORLDWIDE

iLab. P2P platform connecting R&D groups and Universities with customers on a specific demand
Case. Before

Commercial enterprise

Printing Enclosures for Sensors

Reasons for refusal:
uncertainty in the contractor from the state institution, geographical remoteness of the contractor

Grant

XXmln. RUR

University
Utility-token for «Social Network»

Customer / Institute A
- Statement of work
- Financial resources

Financial resources

Performers / Institute B
- Facilities
- Research & Development (R&D)

Network effect foundation

Here, token is the measure of R&D and equipment demand potential with a note to estimate order and work quality.

Social Networks
- Open Source Platforms
- IP Collector
Case. Blockchain

Commercial enterprise

Log-in
Order placement
Tokens purchase
Payment
SoW
Result
Charge
Rate
Poll

iLab. Marketplace

CLIENT-ID

Tokens
Process
Result
Tokens
Rating
Poll

Grant

XX mln. RUR

University

Platform eliminates risks

SUCCESS
Market estimation

Total world, Billion, $

Источник: исследование Grand View Research, анализ команды
Business model

Target audience: Universities, R&D divisions, private investors

Aim: cost reduction / efficiency improvement

Market: 2B RUR (Russia) << 100xB USD (Worldwide)

Major competitors:
4science.ru, scienceexchange

Competitive advantages: high efficient convenient service at mid-price

Sales channels:
#1. Direct Sales
#2. Google Adwords
#3. Listing in directories
#4. Articles, content
#5. Offline events (conferences, hackathons)
#6. SEO/SEM

Market placement: unique

Team: HHHM

Hypotheses: mid-order=200kRUR, customer search price=20kRUR and takes 1-2 months

Pre-MVP: 1-2 test cases

Loyalty program adds value to the functioning of the product as incentives for service quality (bonus tokens for a performer with high rating approved by delegates) and as recharge for large checks (bonus tokens per fiat accumulation rate)
Economics

Sales funnel: 2% from e-mail open-rate
Margin: 10%
Sales recoupment rate: 60 per month

Buyer's cost (CAC) - 459 $
Break even point – 44 CPM
$1M even point – 1859 CPM

Profit source:
• Subscription, profit from transactions commission 0.6%. Part of the commission from the transaction is transferred to the miners of the distributed registry.
• Profit from crypto investments.

Costs:
• Marketing, infrastructure, taxes and commission to miners
• Profit from crypto investments.

Profitability at the end of the year, 36%, 617,5k$
Break-even, months 3
Net present value (NPV), $ 567.3k
Unit-economy

What the token holders will get?
Access to the service within the platform. Confidence. Discounts.

Token economy: demand and price growth
Token becomes more expensive due to the expansion of community = increased demand.
Token demand 30M USD per year (fundamental, without news and hype).
Token emission is strictly limited.

Exit points
Additional emissions after the KPI reached on token price and platform turnover: after 1 year — 6M USD, at 0.01 USD per token, after 1.5 years — 18M USD, at 0.03 USD, after 2 years — 36M USD, at 0.06 USD.

Economy of the project
Burn rate: 60k USD/mo is enough for the operational self-sufficiency.

Presale
July 2018 Target: 0.5M USD reached.
Weekly reports:
https://www.facebook.com/VirtSci/

Token Sale
October 2018 Target: 10M USD (2.7M USD whitelisted in first week)
For project development, promotion, increasing the turnover, reaching self-sufficiency.
15-50% discounts for token buyers from 0.2M USD.
Token distribution

TOKEN DISTRIBUTION
- Token sale - 80%
- Team Tokens - 10%
- Referral Program - 5%
- Partners & advisors - 5%

TOKEN SALE PROCEEDS ALLOCATION
- Tech-Development - 25%
- Legal and Regulatory - 15%
- Business Development - 15%
- Marketing - 20%
- Ecosystem Development - 25%
Project milestones

Q2.2018. Working test cases and MVP.


Project team

Hipster
Science
Yury Ignatov

Hustler
Marketing
Svyatoslav Mitrofanov

Mentor
VC
Vyacheslav Popov

Hacker
IT
Nikita Emelin
# Roadmap Checklist

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- We have developed a basic smart contract implemented on our own blockchain.
- Smart contract uses the principle of multi-sig wallet freezing the funds in case of improper performance of work or payment.
Check points

Community

Communi
ty

Landing

WP+OP

Team

Smart-contracts

iLab: SHARED ECONOMY TO VIRTUALIZE LAB FACILITIES AND SCIENTIFIC RESEARCH WORLDWIDE

P2p platform connecting R&D groups and Universities with customers on a specific demand

What opportunities are we creating?

Customers can place their order to the Institution they never did before. Within the thrust and confidence of blockchain platform, it is strongly actual due to the demand of developed markets (Japan, US, EU, UK, Switzerland, Case study, Sales + Law
Thank you!