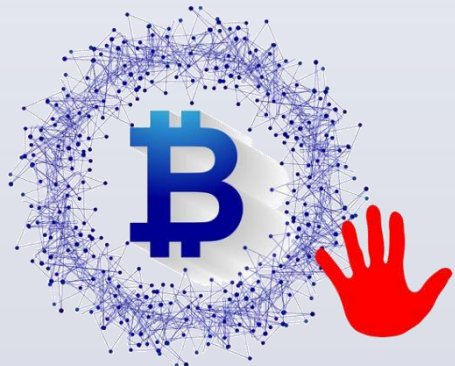


# iLab

## Virtual shared common use center

**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



 Blockchain Founder



# Case. Before

Commercial enterprise

Xmln. RPY



Printing  
Enclosures for  
Sensors

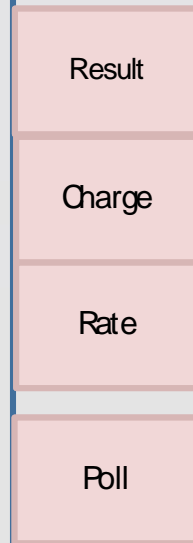
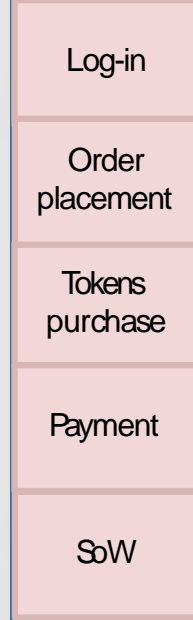
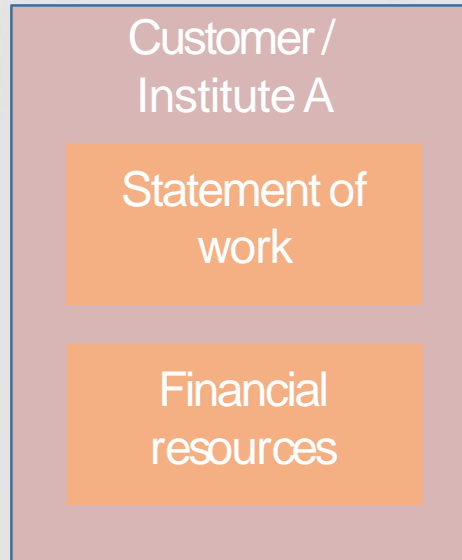
Reasons for  
refusal:  
uncertainty in  
the contractor  
from the state  
institution,  
geographical  
remoteness of  
the contractor

Grant

XXmln. RUR

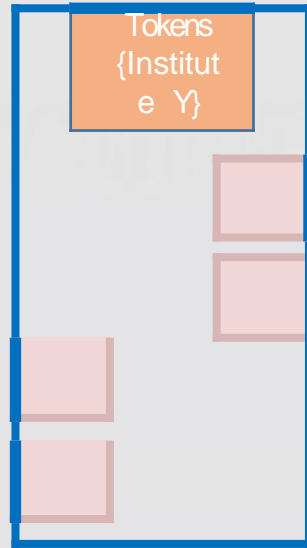
University

# Utility-token for «Social Network»



## Marketplace

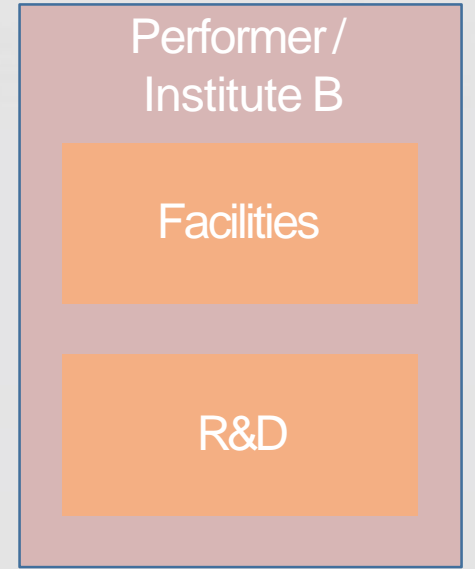
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Tokens  
{Institute  
X}



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

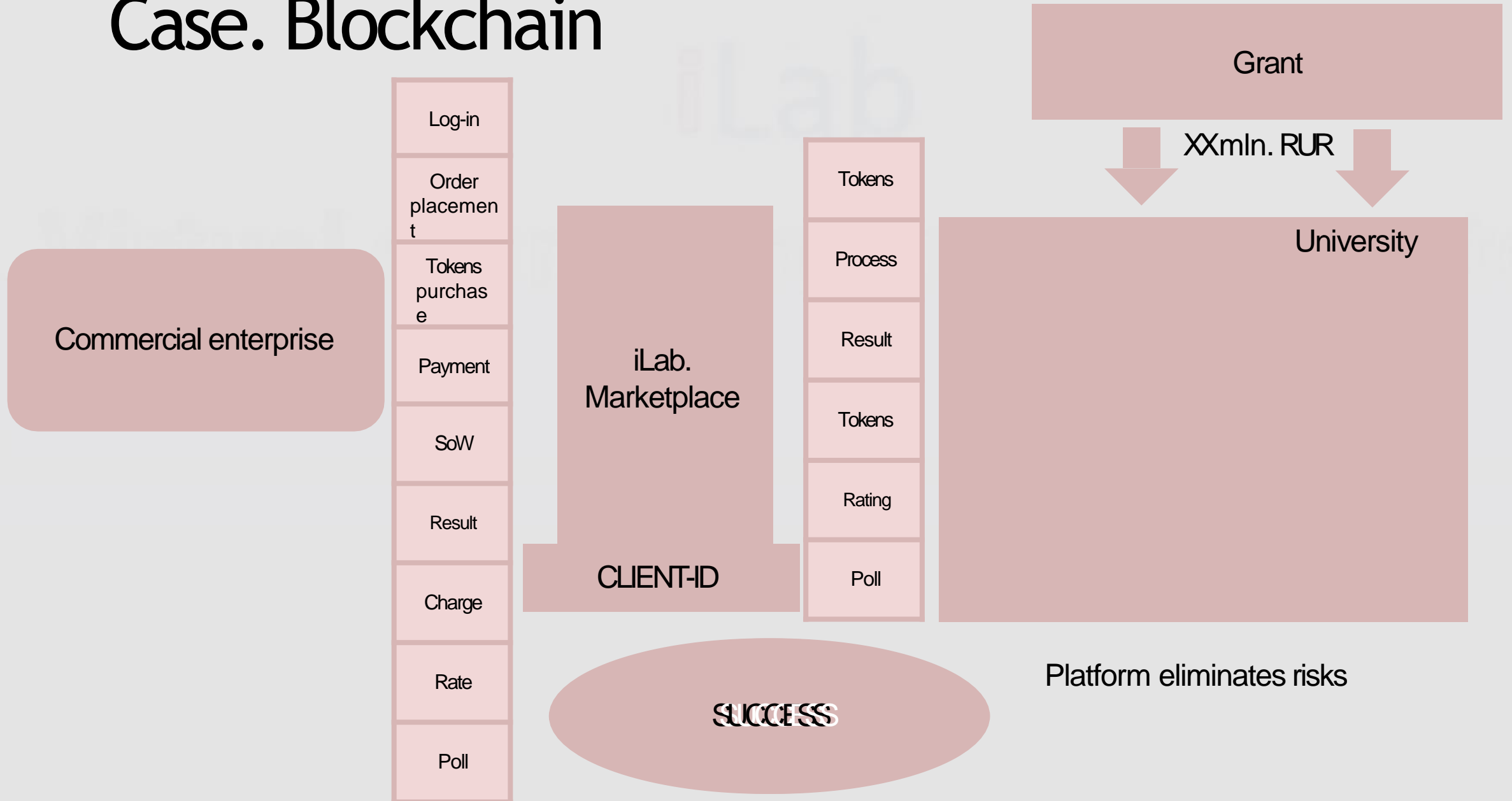


Network effect  
foundation



CLIENT-ID

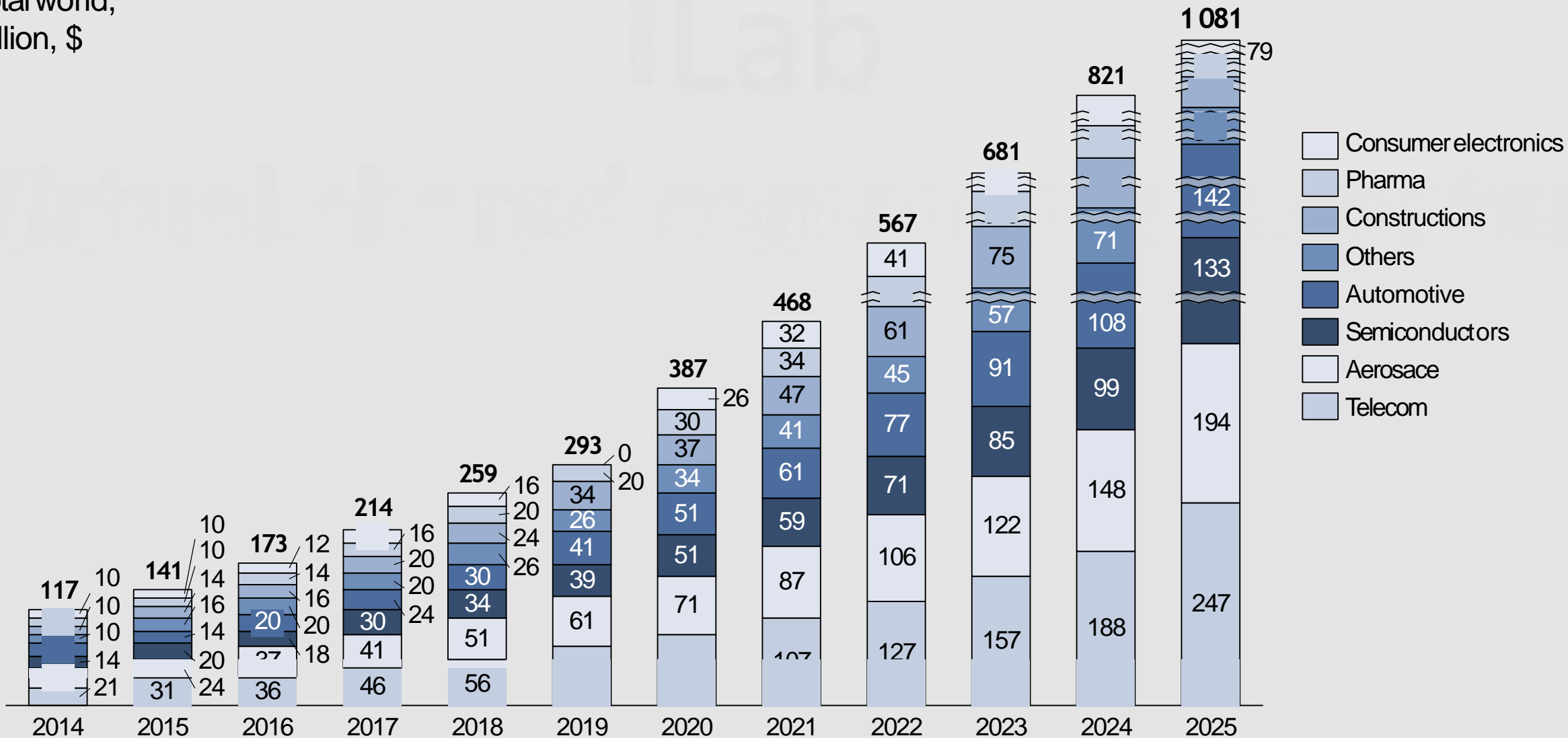
# Case. Blockchain



# Market estimation

Total world,  
Billion, \$

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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

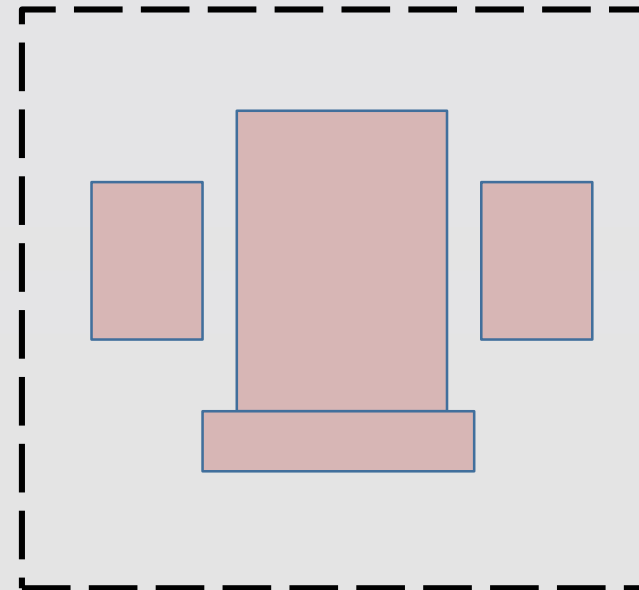
- #1. Direct Sales
- #2. Google Adwords
- #3. Listing in directories
- #4. Articles, content
- #5. Offline events (conferences, hackathons)
- #6. SEO/SEM

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.

What for: alpha version, team empowering, legal construction, PR&Marketing, token sale preparation.

Weekly reports:

<https://www.facebook.com/VirtSci/>

## Token Sale

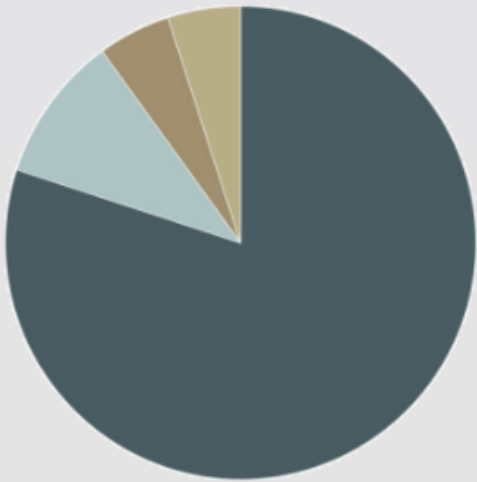
October 2018 Target: 10M USD (2.7M USD whitelisted in first week)

For project development, promotion, increasing the turnover, reaching self-sufficiency.

15-50% discounts for token buyers from 0.2M USD.

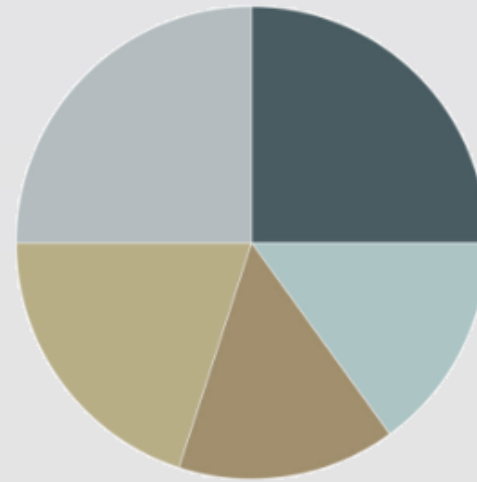


# Token distribution



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.

Q3.2018. Blockchain App Alpha version.

Q4.2018. Cross-border fiat and crypto p2p transactions.

Q1.2019. Bonus and poll campaigns implementation.

# Project team

iLab



**Hipster**

*Science*

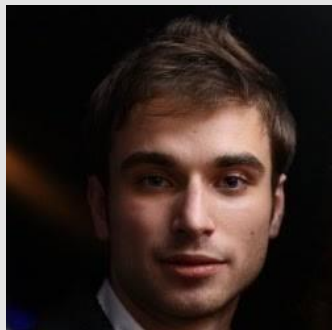
Yury Ignatov



**Mentor**

VC

Vyacheslav Popov



**Hustler**

*Marketing*

Svyatoslav Mitrofanov



**Hacker**

*IT*

Nikita Emelin

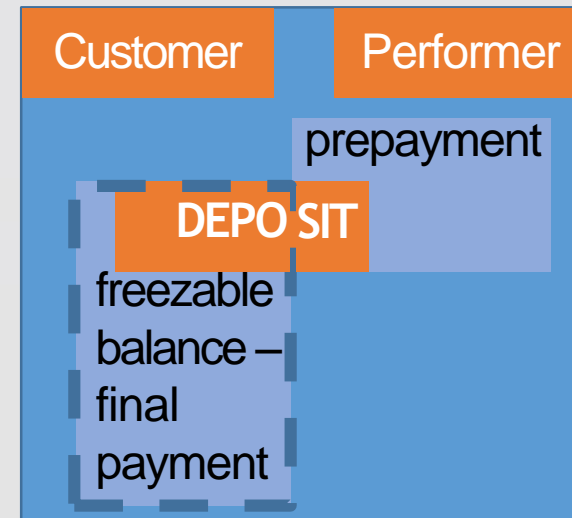
# Roadmap check- list

TEAM	V	V	V		
ONEPAGER	V	V	V	V	V
WP	V	V	V		
SMART- CONTRACT	V	V			
LANDING	V	V	V	V	
COMMUNITY	V	V	V	V	V
SALES	V	V			
MARKETING	V	V			
PRE-ICO	V				

# Smart contract development

```
137 lines (110 sloc) | 4.25 KB
1 using System;
2 using Microsoft.EntityFrameworkCore;
3 using Microsoft.Extensions.Caching.Memory;
4 using System.Collections.Generic;
5 using System.Linq;
6 using System.Threading.Tasks;
7 using PersonalCard.Blockchain;
8 using PersonalCard.Context;
9 using PersonalCard.Encrypt;
10 using PersonalCard.Models;
11 namespace PersonalCard.Services
12 {
13
14
15
16     public class BlockchainService
17     {
18
19         private IMemoryCache cache;
20         private mysqlContext db;
21         public BlockchainService(IMemoryCache memoryCache, mysqlContext context)
22         {
23             db = context;
24             cache = memoryCache;
25         }
26
27         public async void Initialize()
28         {
29             if (!db.Block.Any())
30             {
31                 db.Block.Add(getGenesisBlock());
32                 db.SaveChanges();
33             }
34         }
35     }
36 }
```

- We have developed a basic smart contract implemented on 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



Landing



Smart-contracts

```
137 lines (118 sloc) 4.25 KB
1 using System;
2 using Microsoft.EntityFrameworkCore;
3 using Microsoft.Extensions.Caching.Memory;
4 using System.Collections.Generic;
5 using System.Linq;
6 using System.Threading.Tasks;
7 using PersonalCard.Blockchain;
8 using PersonalCard.Context;
9 using PersonalCard.Encrypt;
10 using PersonalCard.Models;
11 namespace PersonalCard.Services
12 {
```

WP+OP

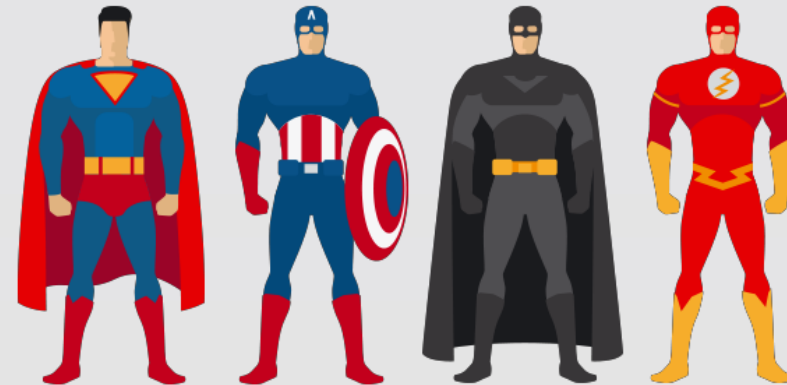
## iLab. SHARED ECONOMY TO VIRTUALIZE LAB FACILITIES AND SCIENTIFIC RESEARCH WORLDWIDE

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,

Team



Case study,  
Sales + Law



iLab

**Thank you!**