



MONITOR
—CHAIN—

MonitorChain User Segmentation and Go-to-Market Plan

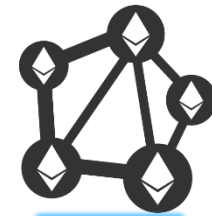
Unique Selling Proposition

MonitorChain is the first blockchain analytics service that focuses specifically on detection of hacks and exploits. It is the first and only blockchain monitor designed for use as an oracle for Ethereum exchange and token smart contracts.

While other security solutions focus on preventing fraud and loss, MonitorChain instead provides notification and protection from malicious acts once they have already occurred through timely actionable data.



Market Segments



Exchanges



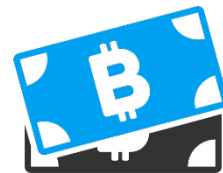
Centralized
Decentralized



Tokens



Existing
Future ICOs



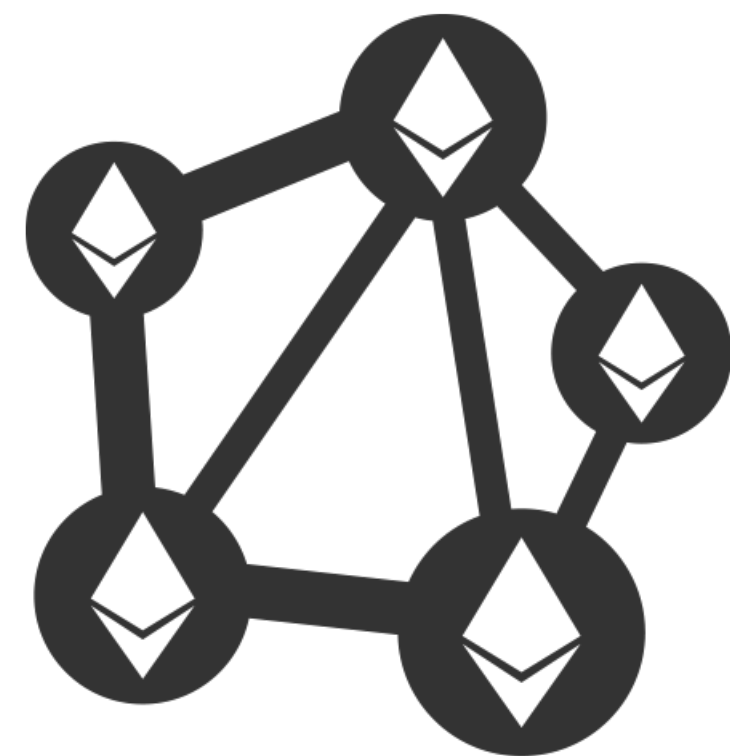
Wallets



Traders

Market Segment:

Decentralized Exchanges

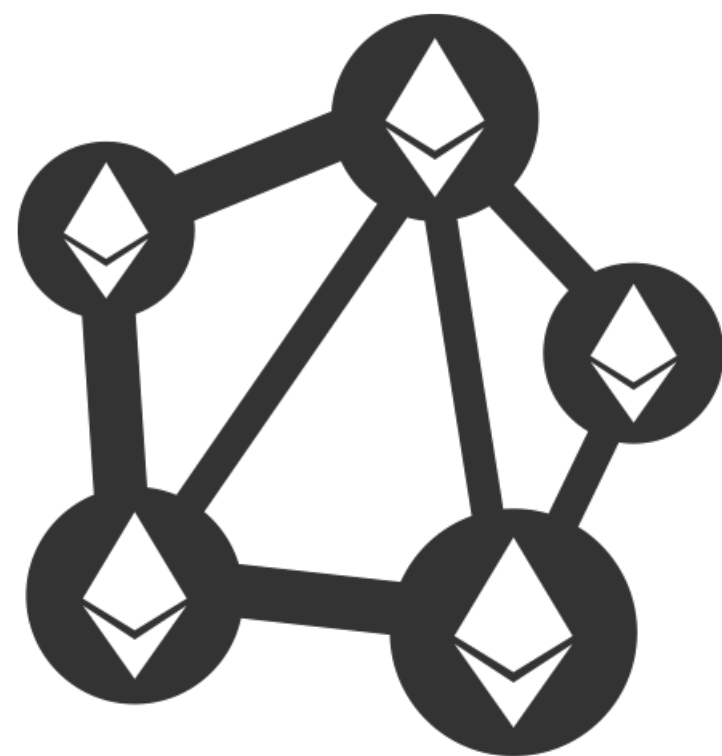


- Strongest value proposition of all segments. Core launch target market
- On-chain oracle and automated integration key selling point
- Due to novelty and early stage adoption of such exchanges, some have lower ability to pay
- Relatively easy sell, but price sensitive

Market Size	Sale Value	Sale Difficulty
100	Mid / High	Easy / Moderate

Market Segment:

Centralized Exchange



- **Highest ability to pay**
- **Often have some form of internal security, market as supplemental**
- **Difficult to reach and long sales cycle**
- **Moderate sale difficulty, but extremely high reward**

Market Size	Sale Value	Sale Difficulty
100	Highest	Easy / Moderate

Market Segment:

Tokens: Existing



- **Modrate value proposition, as many lack contact hooks and functions to enable full MonitorChain integration**
- **Only market segment to have less than stellar reception in early outreach**
- **Many appear suspicious to being sold due to likely being regularly pitched by snake oil salesmen because of their ICO money**
- **This segment will be targeted indirectly by attempting to first secure contracts with the exchanges to use as leverage and proof of value**

Market Size	Sale Value	Sale Difficulty
600	Low > High	Hard

Market Segment:

Tokens: Future ICOs

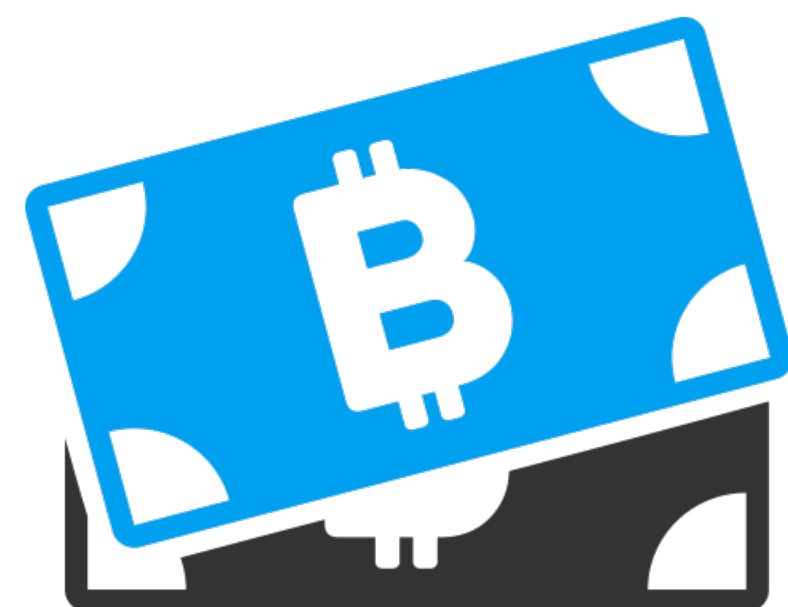


- Higher value proposition than existing tokens due to ability to integrate MonitorChain into token contract
- More open to paying due to their focus on demonstrating value during token sale
- Sales pitch involves marketing components such as trust badge, website listing and press release
- Best accessed via their development, smart contract auditing, and marketing agencies, who in initial outreach appear very receptive to revshare affiliate referral agreements.

Market Size	Sale Value	Sale Difficulty
100 (New ones every few months)	Mid	Easy / Moderate

Market Segment:

Wallets



- **Similar value proportion to Decentralized Exchanges**
- **Only a handful, but very high rewards**
- **Biggest sales obstacles are convincing to trust 3rd party, and implementation difficulty**
- **Secondary market segment, but includes several wallets capable of single handedly bringing profitability with a successful deal**

Market Size	Sale Value	Sale Difficulty
20	High	Moderate / Hard

Market Segment:

**Traders, Investors, and
Crypto Enthusiasts**



- **Extremely high in number, but most price sensitive**
- **Marketed as a trading tool for access to key knowledge before others**
- **Easy to close, but difficulties with churn on recurring billing**
- **Low priority market segment at launch, but will focus heavily on them once branding established and better recurring billing solutions implemented**

Market Size	Sale Value	Sale Difficulty
Millions	Lowest	Easiest



Sales Funnel



Pricing Strategy

Token Creator

Full Monitoring of Any Single ETC Token

- ✓ One ERC Token Monitored
- ✓ Instant Notifications of Alerts
- ✓ Email Support
- ✓ Best for Token Createros and ICOs

LOW > HIGH

Exchange

Unlimited Monitoring of All Supported Tokens

- ✓ All ERC Tokens Monitored
- ✓ Alerts copied to up to three Accounts
- ✓ Priority Support
- ✓ Best for DEXs and Small Exchanges

MID > HIGHEST

Enterprise

All Monitoring Plus Custom Features

- ✓ Bespoke Smart Contract Integration
- ✓ Dedicated Account Manager
- ✓ 24/7 Support
- ✓ Best for Large Exchanges and Institutions

HIGHEST

Trader / Investor

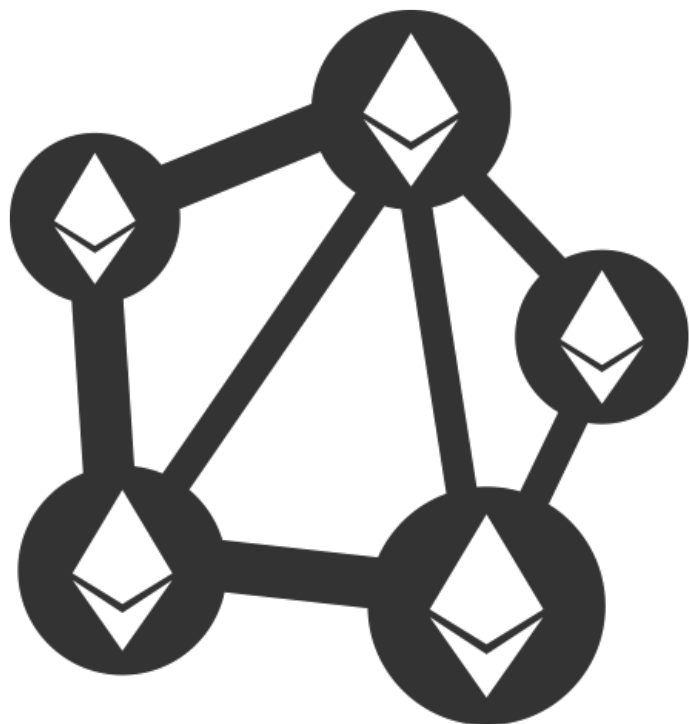
Saas for Individual Users

- ✓ Offchain alerts
- ✓ Self-serve platform
- ✓ Flexible & affordable subscription rates
- ✓ Gain a competitive trading edge

LOWEST

Pricing Strategy Continued

Pricing based on monthly subscription, plus setup / integration fee for Enterprise level



For exchanges and wallets, enterprise setup includes integration with all their current systems and training for their team*



For tokens, enterprise setup includes custom alert configuration and sender authorization*



No setup fees at Trader SaaS level

**Setup fees roughly 30% of annual subscription prices for tiers*

Sales done via human lead funnel to allow for price adjustment up / down based on needs and ability to pay.

Actual price levels subject to change:

 **Trader:**
\$10-100/m

 **Token:**
\$200-2000/m

 **Exchange:**
\$500-20,000/m

Marketing and Customer Acquisition Strategy

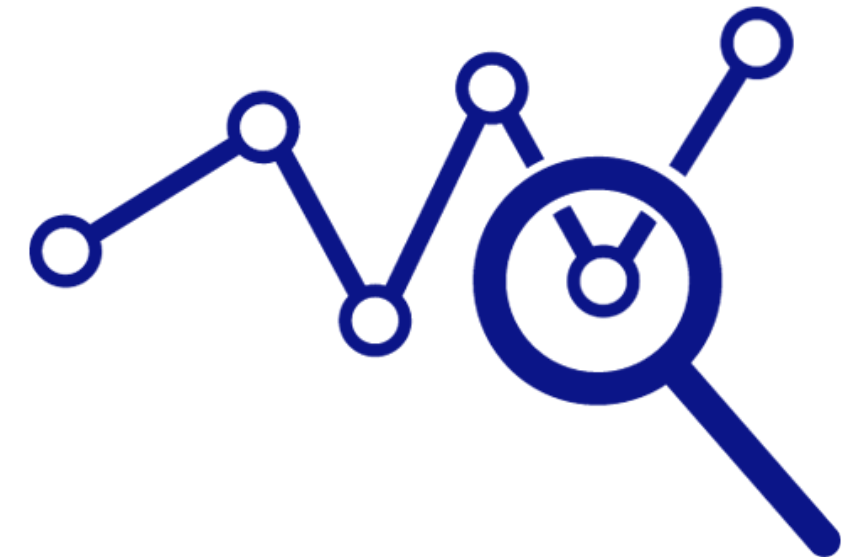
Pricing based on monthly subscription, plus setup / integration fee for Enterprise level



Partners, Referrals, and Affiliates



Direct Outreach



Data Driven Content Marketing

Partners, Referrals, and Affiliates



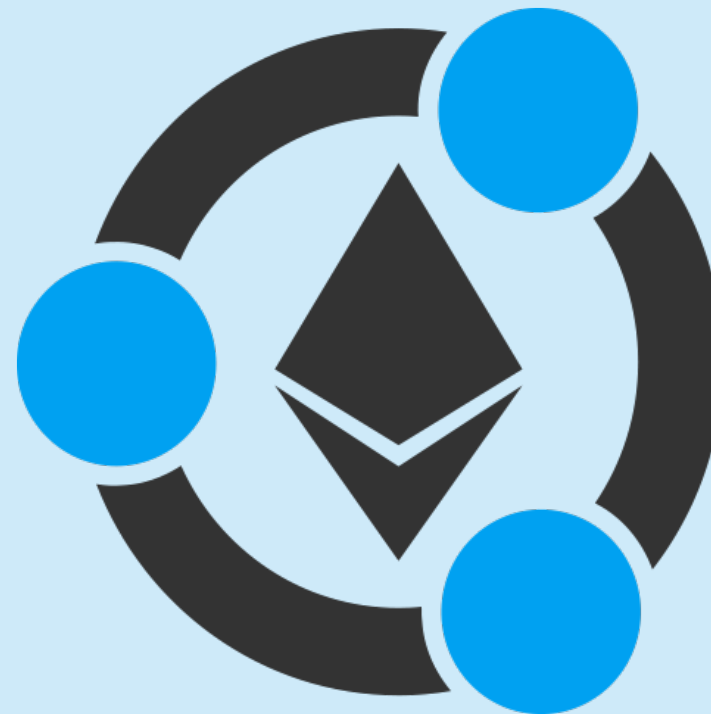
Structured as referral percentage revenue sharing agreement (25-50%)
In some cases, feeless agreements for two-way referral agreements
Provides branding benefit in addition to inbound customer leads
Will supplement all segments, largest benefit in upcoming future ICOs

Partners, Referrals, and Affiliates Continued



Smart Contract Auditors

- Complimentary service that pairs very well, makes for natural partnership
- Early reception on prospective partnership extremely positive (1 already signed, others in negotiation)



ICO Marketing and Community Management Agencies

- Primary access point to future ICOs



Outsource Development Teams

- Very receptive to partnership given their lower margin business
- Make effective 3rd party sellers due to their influence over their clients (mainly future ICOs)

Direct Outreach

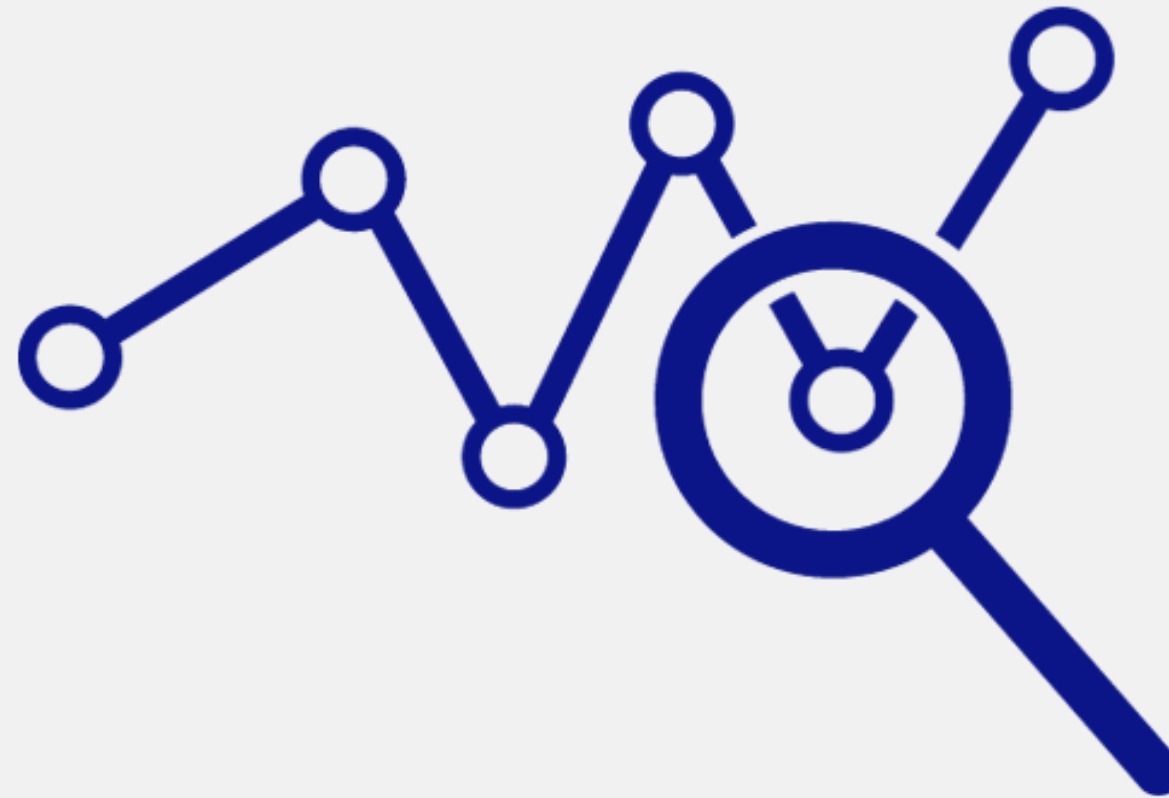


**For most companies, this method has lower effectiveness, but Zenchain have overcome this by using high degree of personalization
Outreach begins by offering something of value with no strings attached to the prospect**

***Telegram Anti-Phishing Admin Bot was built specifically for use as a freebie to open conversation for future sales pitches**

Semi-automated sales funnel has been created to handle the higher volume of leads via this method

Data Driven Content Marketing



MonitorChain and the Zenchain team's research and development create as a byproduct a considerable amount of unique high value data

- Includes code vulnerabilities in existing smart contracts, market price correlations to transaction data trends/events, controversial functions included in some tokens
 - With proper content marketing, strong potential to go viral

MonitorChain has already detected one critical token smart contract exploit in under a month live

**Unfortunately, token was already abandoned by team and had insignificant trading volume*

**Being first to detect and publicly notify of a major security incident will generate substantial positive PR and brand awareness*