

## Evident Proof Ltd Executive Summary

1<sup>ST</sup> Draft

### 1.1 Investment Opportunity

**Evident Proof have a revolutionary new type of data engine provably un-hackable and immutable.** The platform delivers a step change in how data events and workflows can be stored, managed and proved. Data stored on Evident is de-risked and automatically compliant with regulations like GDPR.

**The first database in the world that can output a court ready proof and evidence certificate at the press of a button**

It's in great demand, distributors and resellers are selling the service. 106 countrys now have data regulations, regulations which get increasingly strict year on year with personal liabilities for directors. Many countrys are moving to the GDPR financial penalty model creating an imperative to use Evident Proof.

The team has a successful track record and deep experience in delivering to the target market. The senior management team demonstrates significant relevant experience. Our CEO was ex CTO and Innovation Director of Microsoft. Several of our team members also enjoyed successful high-level careers at Microsoft & Oracle.

Currently positioned as a regulatory data proof and verification solution. It reduces the costs of audits, reporting and proving compliance with regulations. Audits and proof certificates show immutable proof of data transactions, entire workflow processes and documents provenance history.

Our solution ushers in a new era of data security providing a unified platform to store and record all transactions, a single source of truth that is easily accessible, transparent, unchangeable and tamper proof. Evident's data engine can output court ready proof certificates at the press of a button.

### 1.2 Market Opportunity

Globally, demand for commercial data proof is growing rapidly; according to Cloud Technology SA "The data market is growing fast and in 2019 its value will hit \$26B globally. Since 2016 the data market is expanding at a double-digit rate".

*Existing databases are hackable & changeable. They are not a good source of truth and proof. Evident Proof is an advance on current database technology.*

"Evident Proof positioning of its solution offering affords perfect market entry timing. Most organisations worldwide are increasingly required to justify and verify their data activities. This includes operational data management and data events for compliance, risk verification, business reporting and various other due diligence purposes."

*The integrity of data is the one consistent problem facing all companies and leaders of enterprise.* 106 countrys have Data Regulations. Many are moving to the GDPR fine based model. Data verification is essential for all industrial and commercial organisations that require reliable and detailed information in relation to people and processes, whilst the amount of data being produced grows exponentially each year, new data standards, laws, attacks and increasing liability are making the need to prove the integrity of data more and more important.

Client User Case's:

*Pharmaceutical production and distribution company needs Evident Proof to comply with the EU 2018 Medicine Directive. They need to be able to provide immutable supply chain provenance data to help prevent the distribution of counterfeit drugs.*

*Hydra Jaws IOT platform. Building Safety test devices storing test data on Evident Proof to prove compliance with regulations and reduce insurance risk.*

*Electricity generation and billing data being stored on Evident Proof for anti repudiation purposes.*

#### Information

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#### Industry

Cloud SAAS, Data, Blockchain, Regulatory Compliance, Security

#### Development stage

5 Distributors, Paying clients, channel partners in place

#### Year founded

2017

#### Number of Employees

8 Full time employees

#### Value

£30 Million

#### Current use of Funds

10% Product Development

50% Marketing/Sales

30% Operation/Inventory

10% Legal/Other

#### Existing Investors

None. Privately Funded by founder

#### Banking: Turicum Gibraltar

**Legal Advisors:** CMS Nabbaro London, Hassans Gibraltar

#### Accountants: PWC

*Food distribution and production companies in the US have recently been told by the FDA they have to now store supply chain information with 100% reliability so they can provably identify where infected food may be to enable accurate removal.*

*GDPR : The only way to immutably prove compliance with Subject Access Requests and Data Removal requests is to use Evident Proof.*

### **1.3 The Technology Solution**

Our unique proprietary and highly valuable intellectual property/technology is non disruptive. An on-demand plug in solution. It plugs in alongside existing databases and workflow activities. Clients do not need to replace existing technology. An enterprise scalable, utility-based service that delivers immutable proof, evidence chains, reporting and easily accessible **Proof Certificates that can be presented in a court of law as evidence** for any data event or workflow.

#### **The Key Advantages & Benefits**

- Delivers compliance with regulatory requirements
- Court and dispute-ready Proof Certificates for data events
- Unhackable Immutable Data which cannot be destroyed or hacked
- Delivers Compliance with data regulations
- Anti repudiation tool
- Data Provenance as a service
- Reduces client risk profile
- Verifies audits and operational activities
- Provides accurate reporting
- Combats counterfeit goods
- Reduces the costs of audits
- Reduces the cost of disputes

Videos: [Why Evident Proof Overview](#)

[Evident Proof Platform Demonstration](#)

[Evident Proof Data Platform Integration](#)

### **1.4 Execution Strategy**

Our Management team previously ran Microsoft's independent software vendors, system Integrators and developer channels.

We are delivering our service to software developers, software companies, enterprise's and government bodies direct and through a dedicated reseller and partner channel. This sales and marketing strategy is a cost-effective means to reach a large base of clients.

Evident Proof increases security and reduces risk in existing IT solutions, platforms and data services. It also enables partners to generate new revenue streams.

Three high-profile global distribution partners, two of the largest distributors for the ISV and SI partner channels in Europe have completed due diligence on Evident Proof and established a high demand for our solution in their channels. We have signed agreements with four UK distribution partners who have generated a large pipeline of enterprise clients that include: Mastercard, HP, Tata, Northgate, Lloyds, and uk police forces.

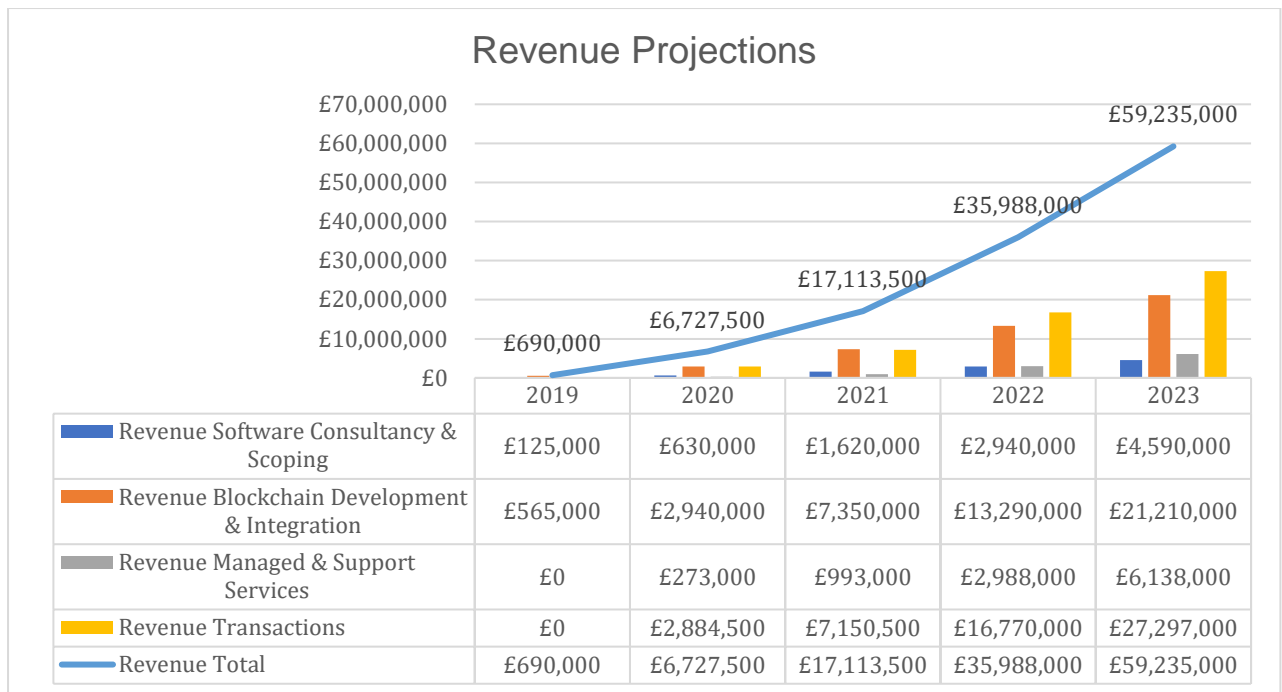
### **1.5 Experienced Management with a track record of success**

The senior management team demonstrates significant relevant experience. Our CEO was ex CTO and Innovation Director of Microsoft and responsible for the ISV channels. Several of our team members also enjoyed successful high-level careers at Microsoft & Oracle.

The team has a successful track record and deep experience in delivering to the target market.

### **1.6 Financial**

Our 5-year revenue projections are detailed below



### 1.7 Example Data company acquisitions in 2018

Cisco, one of the biggest names in computer networking, acquired Michigan-based cyberdata company Duo Security for \$2.35 billion in 2018

Telecommunication giant AT&T bought San Mateo-based cybersecurity company AlienVault for over 200 million in 2018

San Francisco-based DocuSign acquired Chicago-based document data proof company SpringCM for \$220 million in 2018

Salesforce acquired Israel-based Datorama for more than \$800 million in 2018

Oracle bought Datafox, a data startup whose for \$43 million in 2018

### 1.8 Independent Report on Evident Proof

We were approached by Equity Development, a respected London Stock Market Financial Analyst they produced an independent evaluation / report on Evident Proof. Some quotes from the report below:

"What investors might also be interested in given the volume of M&A activity in the technology sector in recent months is a future value for Evident Proof as a whole." "of the order of £180m."

"Evident Proof is a pioneer of immutable truth"

"The investment proposition appears unusually strong"