



Business Plan Lite Edition

Criptyque Limited: Company and Opportunity Overview

The Mission

“Pryvate to provide the world's most evolutionary, intuitively designed, and impenetrably secure cyber-ecosystem and application vault to safeguard the privacy and security of individuals.”

The Vision

“Pryvate to become the worlds most trusted and accessible trade and communications platform for the blockchain economy, with a reputation for complete data integrity through continuous development.”

The Challenges

Communication evolution, privacy, and security are ever at risk.

Existing solutions either compromise security protocols and/or are designed with narrow scope.

Cryptocurrency trading and storage security may be just as insecure.

Additionally, trading is inefficient and difficult, requiring the use of multiple platforms.

Overall, these represent a vast and rapidly growing yet addressable conundrum

The Solutions

Enter Pryvate: a secure communications platform developed by Criptyque Ltd. With security at the heart of its ethos and philosophy.

No R&D risk; Pryvate exists today for both institutional and consumer markets

Pryvate endeavors to resolve the pressing challenges of the new blockchain economy by providing an entire secure communications (PryvateNow) amalgamated with our crypto trading eco-system (PryvateX)

To achieve these goals, Pryvate formed a specialist team with formidable design, UI, coding, systems security, and network security expertise.

Pryvate then developed a comprehensive range of tools to meet the trade and communication demands for government organizations, businesses, and consumers.

Pryvate products have been developed over time, adapting a mobile communications platform to include an unhindered global cryptocurrency trading platform. In doing so, Pryvate fortuitously created a Secure Applications Vault that can house 3rd party Applications, protecting such apps from the exposures and vulnerabilities of the underlying mobile operating systems i.e. iOS and Android.

Pryvate Products

- **Pryvate App** – Mobile Applications Encryption Platform
 - o Addresses inherent mobile operating system exposures using three-layer encryption & other measures
 - o Provides Secure Applications Vault to house 3rd party apps, benefiting all app providers and customers
 - o Potential relevance to become to the mobile applications market that Google is the to the web
 - o Anti-blocking technology providing adaptive re-routing to overcome ISP & government obstructions
- Pryvate Mobile Communications – A suite tools consisting of VoIP Calling with conferencing, Video Calling, Chat Messenger, and Email encryption with message destruct & one-time passkeys; it is impenetrable-by-design by Pryvate and hence, any attempted prying eyes and eavesdroppers also
- Pryvate Closed User Groups (**BUG**) – combines full Pryvate functionality with dedicated supporting servers to create impenetrable networks for corporate / government customers
- Secure Managed Conversations (**SMC**) – Pryvate’s innovative GDPR, HIPPA, and other privacy compliance tool allowing corporates to record conversations while protecting customers’ data
- PryvateXchange, (**PryvateX**) – Pryvate’s conversion and trading platform is a fully featured exchange combining fiat & crypto-asset conversion, crypto-asset trading and arbitrage trading on a single low-cost platform
- Pryvate **Hot and Cold Wallet** on and off-chain storage and transaction solutions on a single device, giving users secure custody of their crypto assets, with convenience and ease of use.
- PryvateCoin (**PVC**) – the PryvateCoin, a crypto currency for transactions on **PryvateX** or other exchanges.
- White-labeled solutions:
 - o Secure IP telephony with presence
 - o Closed User Groups
 - o SMC raw-text file and sound to text indexing service

Separate to Pryvate’s app, wallets, trading platforms, and other technology such as video calling, the PryvateCoin (PVC) utility token runs on open source code (similar to Ethereum and BitCoin blockchains) hence the term BitCoin uses to define such levels of transparency and security:

“Vires in numeres,” which is Latin meaning, “Strength in numbers.”

In the same way Cryptocurrency is a trustless financial system enforcing a continuous, un-corruptible counterparty verification, so too is the **Pryvate** eco system. Our apps are highly encrypted, peer to peer, and require no trust in our company as we actually have no ability to observe or intercept our users’ communication and hence no ability to compromise our users trust in the privacy we provide.

We do not hold the encryption keys, only our users do, ensuring maximum security.

Several million £s (GBP) of capital and contributed resources have funded the Pryvate thus far.

Pryvate seeks to further raise an additional £10 million in financing to expand upon development of Pryvate’s hot/cold storage cryptocurrency wallet while also funding marketing research and promotions to accelerate the adoption and integration of the PryvateNow app, the PryvateX cryptocurrency exchange, and PryvateCoin (PVC) utility tokens.

Why now?

Three phenomena have materialized over recent years that have created a pressing need for a comprehensive solution:

- *The advent of smartphones*: now the de facto primary communications tool for the vast majority of the world's industrialized population, yet exceedingly vulnerable to cyberattacks and data theft
- *The rise of cryptocurrency*: with a collective market cap measured in the \$100s of billions, and many new and exciting variations of currency in the pipeline, the industry is still in its infancy
- *Growing regulation pressing companies to ultimately take action*: GDPR, the EU data protection act, was launched earlier this year and as penalties begin to bite, organisation will be required to adopt robust data security (encryption) solutions

The founding principle of the [Pryvate](#) ecosystem – **security first and foremost** - is ideal when building solutions that cover the full range of communications and crypto economy needs.

Pryvate is the only tool comprehensively addressing the security requirements of these three key constituents above and the following is how it meets the demands of the three core user groups:

- Individual smartphone users – a comprehensive solution that fully secures users' voice, video, messaging, storage, and email communication needs
- Cryptocurrency investor – an integrated secure exchange with prospectively unique cold and hot storage wallet solutions
- Corporate users:
 - i) an advanced Secure Managed Conversation (SMC) solution enabling corporate users to comply with current regulation, and to concurrently and significantly lower costs
 - ii) a customized Closed User Group Solution (CUG) enabling impenetrable and closed networks for prospective corporate and government users

Pryvate specifically acknowledges there is presently a pressing need to integrate cybersecurity and cryptocurrency exchanges – the Pryvate Exchange is the first to comprehensively offer fully secured communications, wallets, and trading via Pryvate's intuitively accessible, user friendly platform.

Considering the inhibitors to accelerating mainstream acceptance of the new cryptocurrency financial system, barriers to mainstream adoption such as layman simplicity for non-technical users and the unforgiving nature of decentralized systems, etc. are not being addressed as rapidly as the market requires to realize full growth potential. Such trends are evident from October to December 2017, in particular, revealing that mainstream adoption is severely hindered by:

- Availability: regional access, regulatory blocking/outlawing by some governments
- Obtainability: payment method restrictions, technology presence, and other challenges
- Complexity: technical confusion with potential/frequent loss of funds through errors
- Vulnerability/Mistrust: exposure through susceptible integrity resulting in loss to fraud, etc

Market potential

Pryvate's different products and offerings have different target markets. As with the Internet, television, email, and other forms of communication, Pryvate's target market is truly global. In fact, due to Pryvate's *unblockable* accessibility, PryvateNow is already in use in more than two dozen countries, and Pryvate strategizes to corner emerging markets through Pryvate communications, and trading functionality equally, while Pryvate's core market in industrialised countries stems primarily from users particularly seeking improved trading functionality.

Cryptocurrency Exchange

To understand market potential through real-world cases instead of projections, the following cryptocurrency exchanges earn the relative daily dollar amounts as of **September 2018**:

Binance = \$3.48 Million Daily
Bittrex = \$2.20 Million Daily
OKEx = \$1.24 Million Daily
Coinbase/GDAX = \$390,430 Daily
Poloniex = \$69,730 Daily

These figures represent total average daily revenue based solely on the lower end of an exchanges offered trade fees, which are poised to grow considerably in future.

With our superior technology, storage, communications and exchange platform, we believe we are well positioned participate meaningfully in this market.

Corporate Solutions

GDPR 2018 legislation created a pressing need for corporate users to adopt solutions to protect the integrity of customers' data. Pryvate has identified verticals in the medical, financial, legal, and government sectors in the UK alone have expressed interest in Pryvate's new SMC solution, and Pryvate anticipates significantly exponential trajectory in 2019 sales and service activities.

Pryvate CUG and SMC products appeal to corporate and government customers in the security and medical sectors. Pryvate's medical clients/users are proof of concept as a result of inhibiting foreign government security services attempting to control individuals' medical records and communications similarly to banking/currency control. As such, Pryvate accesses such institutional insight to anticipate Pryvate's 2019 financial projections.

Mass Market Adoption

Pryvate's addressable market is vast and involves anyone with a Smartphone (over 2 billion owners globally), valuing privacy with an interest in cryptocurrency (over 25 million Blockchain wallets as of June 2018 according to Statista).

Final Point to Consider

Binance went from zero (\$0), to the largest exchange in the world within eight months; at the beginning of the third quarter achieving over \$2Billion in profits, becoming more profitable than Deutsche Bank.

Competition / alternatives

Pryvate as a niche needs provider currently has no substantial direct competition. This may seem unlikely, but consider the fact that Pryvate's comprehensive suite of solutions was partially developed in Q4 of 2017 before many such services needed development, and have since become popular demand.

Pryvate's only current competition comes in the form of lesser-organized, off-shoot companies attempting to rival some of the individual services of Pryvate's overall solution.

Categorized examples of Pryvate's indirect competitors as follows:

Secure video, chat, email and Voice *

WhatsApp, Facebook Messenger, Telegram, Slack, Discord, Hangouts, and Skype:

- *All six provide less encrypted or non-encrypted voice, video, and chat than Pryvate*
- *None integrate agnostic email in a single, easy-to-use platform as Pryvate does*

Secure conferencing calling & presence *

Hangouts, Skype, and, soon, WhatsApp:

- *All currently or will soon provide less encrypted group/conference calling than Pryvate*

Secure Hot Wallet and Cold Storage

Hardware Wallets – Trezor, Keep-Key, Ledger, BitFi*:

- *All currently require proprietary hardware rather than employing the user's mobile device*

Software hot and cold Wallets – Mycelium, Freewallet, Coinomi, Coinbase and many many more:

- *None overcome inherent device security vulnerabilities*
- *Web based cold storage like Coinbase and Gemini prevents users owning their own keys*

Paper cold wallets – Mycelium, Freewallet, Coinomi, and many many more:

- *Although safe, these are not convenient and error can be introduced if addresses must be manually input, if QR code is not present or readable*

Secure Exchanges

Fiat / Crypto Conversion & OTC – Coinbase, CoinMamma, Gemini, Luno, CirclePay, CashApp*:

- *All attract higher fees with less currency pairs, less payment options, and serve less markets*

Centralized Crypto-Asset Trading – Binance, Bittrex, KuCoin, Cryptopia, Gate.io, etc*:

- *All attract higher fees, slower due to trade-engines not written in low-level languages*
- *All retain control of private keys giving ownership/custody issues by definition*

Decentralized Crypto-Asset Trading – EtherDelta, ForkDelta, BitShares*:

- *All solve the customer key custody issue, all are very slow, little or no support*

Centralized Crypto-Asset Arbitrage Trading – Bitfinex, Poloniex*:

- *All attract higher fees, slower due to trade-engines not written in low-level languages*

Corporate offerings

- *SMC – Secure Managed Conversations, a privacy compliancy and big data indexing product **
- *CUG – Ultra-secure business communications solution: no other company provides CUG with comparable functionality as Pryvate CUG*

*** = \$1Bn industry - Pryvate is modeled to compete in 6 separate billion dollar industries, among others**

Business model

SMC and CUG Users

Pryvate's pricing model anticipates a fixed, monthly, per-port fee payable by the corporate subscriber:

- i) We are implementing a CUG for a foreign government with 600 ports, and an annual charge per port of £120. We anticipate growing this business to 6,000 ports by the end of 2019.
- ii) SMC, we have proposals to customers covering 6,000 total ports, with an average monthly price per port of £4.00 (net of sales fees). We have a dedicated sales effort here and expect to grow this to at least 12,000 ports by the end of 2019.

Consumer Communications, Wallet and Exchange Users

Pryvate's pricing model enables user communication to remain free as an incentive. Meanwhile, Pryvate profits through a combination of competitive trading, corporate products, b2b Coin and DApp listings, and the capital-gains of the rising value of Pryvate's PryvateCoin PVC cryptocurrency token holdings.

The initial plan is to offer early adopters of Pryvate a reward of 40 PVC, and then encourage such users to refer third parties, with a bonus of 8 PVC for each referral.

Pryvate reserved up to 1 million PVC coin for this initiative, with an initially trial of 500,000 PVC, which is substantial enough to support a minimal community of 8,000 users. Pryvate encourages users to trade PVC coin at highly competitive industry standard trading rates.

Pryvate specifically accessed known active exchange participants trading over \$10,000 cryptocurrency per month.

Unlike Facebook Messenger, WhatsApp, Skype, and similar communications platforms, Pryvate does not have the ability (nor desire to violate Pryvate's core business principals) to inspect user data in order to customize advertising feeds. While such activities have their value as further selling points, the Pryvate platform, underlying tools, and features sell themselves.

Pryvate's core business model assumes fees based as assessed:

- i) ranging from 0% for PVC transactions to between 0.5% - 2% for non-PVC crypto conversions
- ii) between 0.05% - 0.08% of the nominal amount in trading fees.

Pryvate's future revenue stream generation:

- i) DApp inclusion fees given the proven security of Pryvate as a "Secure Applications Vault"
- ii) new coin listing fees for both Pryvate trading and fiat/crypto conversion platforms
- iii) API access and connectivity for institutional investors for trading and OTC purposes

The Company – 28 People and associate organizations

Pryvate is a Jersey (Channel Islands) based company led by a seasoned team of British, American, and French executives, programmers, technical systems, and network security specialists.

In addition, the Company works with a number of partner service providers that assist it in a broad range of activities, many of whom are also shareholders in the Company.

Board of Directors

The Company is overseen by a Board of Directors comprised of the following:

- i) **Jonathan Parker Bray** – Founder and current CEO with LLB Honors
Founded or co-founded Expo Communications, World Wide Connect, Spiritel Communications, Peach Technologies and Trans Global Access; All have been successfully exited
- ii) **Walid Kamhawi** – 20+ year career with investments
- iii) **Guy Coltman** – 20+ year career in law
- iv) **Richard Blaksley** – 25+ year career in security / intelligence services
- v) **Gary Wilson** – 30+ year career in law

Apart from Pryvate CEO, Parker-Bray, no Board member has ever drawn a salary from the Company and all are significant shareholders.

Management Team

The core management team is comprised of:

- i) **Jonathan Parker Bray** – CEO with LLB Honors
- ii) **Jan Vekermans** – Senior Operations Manager
- 30+ year career in cyber-security and networks, including Netilla Networks, Commodore, Vasco Data, Baltimore Technologies, Cryptocard, Regify and Option
- iii) **Upi Sahota** – Senior APP project manager, 20+ year experience telecom experience
- Focused on systems integration, data security and billing integration
- iv) **Christophe Deschamps** – Senior Technical team leader, 20+ year career in telecommunications
- Software development with IBM, Nortel, Oracle, Vodafone and Amdoc
- v) **Ricky Magalhaes** – Sales Manager, 20+ year career in cyber security
- vi) **Craig Ralton** – Head of Project Delivery, 20+ year career in Telecomm's and IT Infrastructure
- *Founder of multiple IT & Tech companies in New Zealand, Australia, UK & USA*
- *Very early crypto adopter, investor & trader*
- *Chief Strategy Officer at BlackBox Hosting (UK) and CEO of Max 9 Inc (USA)*
- vii) **Thomas Pepperz** – Director of Marketing
- MS Data Science (2019), MA English Literature (2013), BA Philosophy & Applied Ethics (2012)
- viii) **Zachary Broniszewski** – Lead Developer
- ix) **Edward Parker-Bray** – Social Media Community Manager

Wider Teams

Security Protocol Verification and Testing

Pryvate alliances:

- i) Zion Security (Germany) – protocol integrity/robustness, further certified Pryvate of the same
- ii) Applause (Israel) – app testing in select Western and emerging markets
- iii) Sakhr Software – app testing in select Middle Eastern markets
- iv) M and A Ltd – app testing in select European markets

Advisor Team

Walid Kamhawi – Finance & Investment*

Brent Whitney – Software Design

Joshua Musicant – Literacy Specialist, Founder Artpusher Studios, MEd, MFA, BA Eng, BA Psy

Rikki Long – Advertising & Social Media Campaigns

Sebastian Pietrzak – Audio Visual Creations *

** Persons also hold additional active staff roles at Pryvate*

Contractor Team

Sebastian Pietrzak – Sound Engineer

James Parfrey – Infrastructure Engineer

Rikki Long – Lead Generation Specialist

Hamid Masud – B2B Sales

Sergio Masud – B2B Sales

Shaun Piper – B2B Sales

Blockchain Team

Mark Powel – CEO & Founder of ‘New Crypto Order’

Bruno Caballero – CEO & Founder of ‘Blockchain.mx’ + Developer & Advisor of ‘New Crypto Order’

“ White-Hat”

Team

“R”ANON

“Q”ANON