Zocial

Executive Summary

Mission & Vision: Zocial, a Silicon Valley startup, offers a blockchain-based omnichannel mobile experience integrating social messaging, mobile commerce, and fintech services. Our mission is to power the new blockchain network (the Global Network of Trust) to enable explosive user adoption with rich user experience. In this new Blockchain network of the future, we envision trust, transparency, and privacy to dominate, and innovation will expand to include those left behind – the unbanked, underbanked and underserved communities and enterprises in all corners of the world.

Core Competencies: Led by a successful serial entrepreneur and 25-year veteran of the networking industry, the Zocial team possesses *proven* core competencies in various decentralized P2P blockchain protocols and algorithms, fintech and commerce software applications, and networking systems-level expertise. Additionally, Zocial has also attained a global advisory team of business and technical experts from Asia, Europe, and North America. These competencies, along with our Asian market advantages, provide us with a complete end-to-end system knowledge to enable and power the new Global Network of Trust.

Technology: Zocial has developed a high barrier of entry and scalable proprietary technology platform called Integrated Blockchain Architecture (IBA™). IBA™ represents a systems approach to partitioning the blockchain's functionality between software and hardware elements to provide optimal performance. At the core of IBA™ is the Zocial's IBA Blockchain Protocol, a low latency, deterministic, high throughput, lossless implementation. The second component of Zocial's core technology is the NEXUSS™ Omnichannel Application Platform, which currently consists of social messaging, mobile commerce, and fintech services components, with additional modules (such as AI) to be implemented in the future.

Markets & Strategy: Zocial has identified Southeast Asia as the key geographic location for its initial go-to-market development due to its organic unfair market advantages that it possesses in that region of the world. Zocial is enabling large communities, enterprises, and financial institutions to adopt its NEXUSS™ platform as the new Global Network of Trust for greater security, privacy, inclusivity, and transparency. Another key component of Zocial's go-to-market strategy is its strategic collaborations with local IT partners for customer integration and regional support, as well as its partnerships with key financial institutions and fintech service providers. All of these factors will position Zocial to be a dominant player in the region.

Traction: Zocial's NEXUSS™ platform is being deployed by SE Asia's (and world's) largest socio-religious organization with over 90 million members and 3 million business owners. This mobile application, known as '*Green Pages*' is a mobile social and business community network that serves the needs of this immensely large community.

Zocial foresees blockchain becoming the new dominant network of the future and experiencing an explosive growth of mass adoption that will require a new secure and reliable disruptive blockchain service provider such as Zocial.