MPRISE

AI & Blockchain Security and Validation

An innovative startup utilizing AI and Blockchain technology to create Decentralized Security Products for safeguarding your data.

Problem

Cybercrime in Enterprises & SMB's

- Enterprises experience 130 security breaches per year, per organization, on average. And over 50% of cyber attacks are done on SMB's.

- Enterprise Data breaches rose from $3.86 million to $4.42 million in 2021. The average cost of a data breach to small business can range from $120,000–$1.24 million.

- There are 30 million SMB in the USA and over 66% of all SMB's had at least 1 incident between 2018–2020.

- On average, a malware attack cost a company over $2.5 million including the time needed to resolve the attack.

Solution

Security Driven AI

- MTECT our flagship product, is an Innovative Multi-channel Security Driven AI SaaS product. Security Driven AI has been proven to have the best cost mitigation, saving up to $3.81 million in cost mitigation (80% cost difference).

- MTECT swiftly detects viruses, hackers, and data breaches for financial, suppply chain, legal & compliance, healthcare, intellectual property, and IOT transactions.

- It ensures multi-channel transactions have enhanced security, real-time analysis, seamless integration, and scalability.
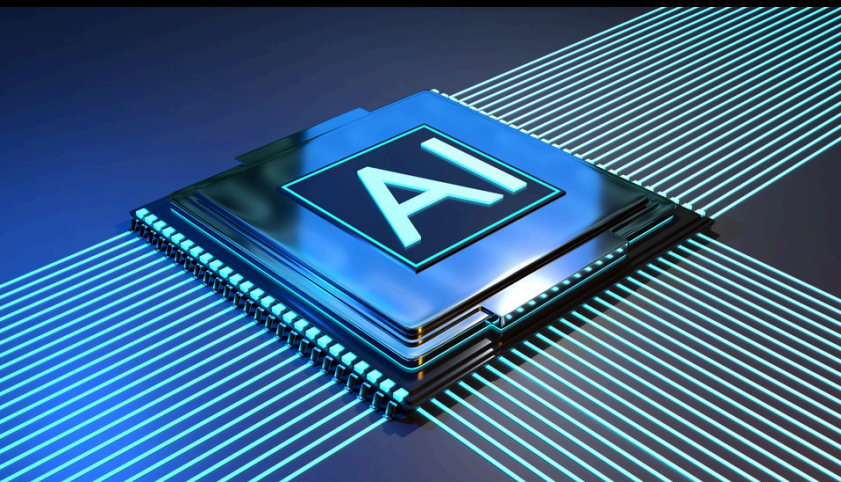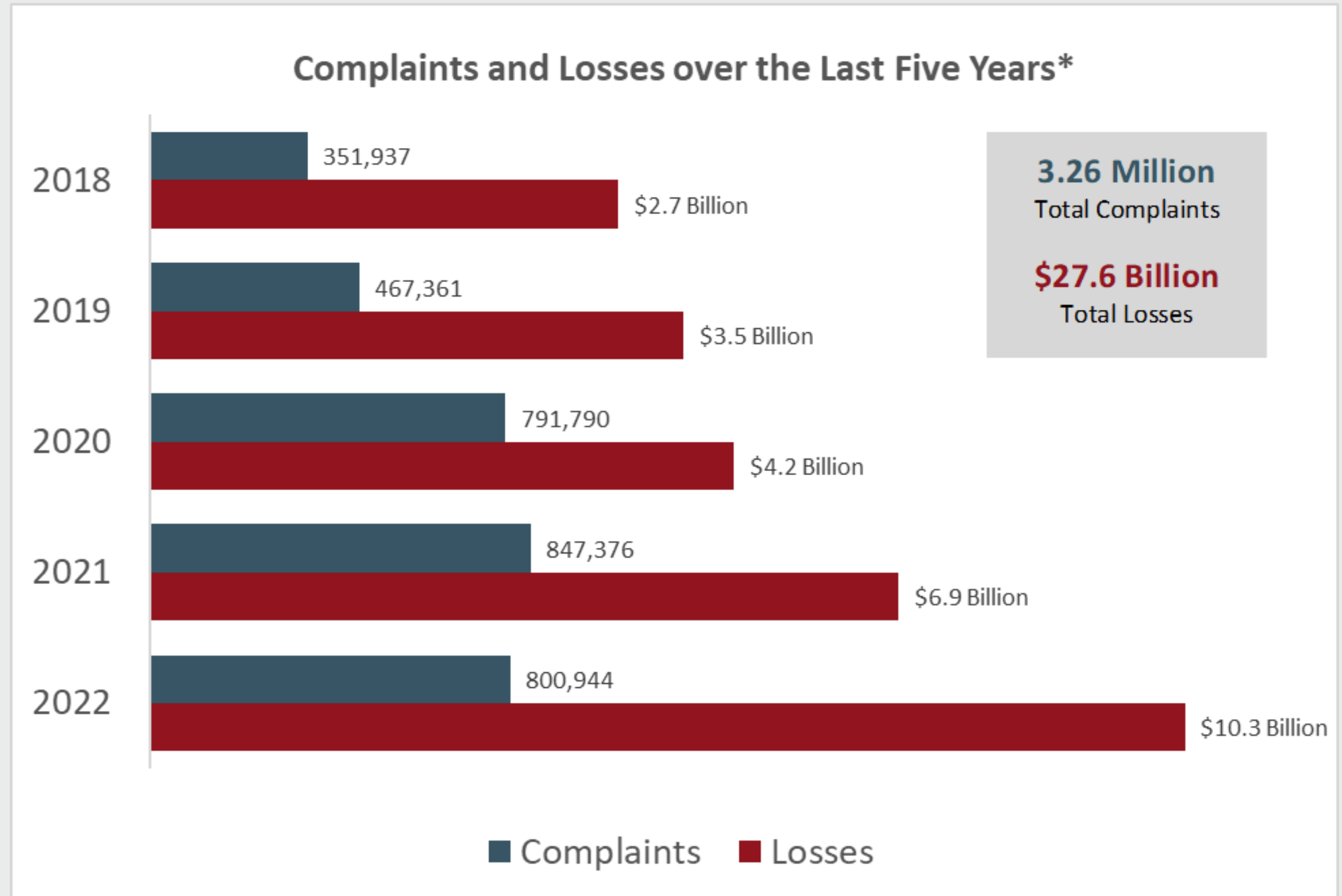
Market Validation

Internet Crime Complaint Center: 2018–2022 Global Loses

- 3.26 Million Total Complaints

- 27.6 Billion total losses

Complaints and Losses over the Last Five Years*

Year	Complaints	Losses
2018	351,937	$2.7 Billion
2019	467,361	$3.5 Billion
2020	791,790	$4.2 Billion
2021	847,376	$6.9 Billion
2022	800,944	$10.3 Billion

3.26 Million Total Complaints

$27.6 Billion Total Losses

■ Complaints   ■ Losses

● Market Size

$10.6 Trillion + TAM

Cyber Crime (World Wide)

Total Available Market

Source: https://www.ic3.gov/

$10 Billion + SAM

Cyber Crime (USA)

Serviceable Available Market

Source: https://www.ic3.gov/

$2.1 million SOM

Cyber Crime Stopped by MPRISE

Share of Market

0.021% of Available Market

Product

- MTECT is a security focused AI SaaS product with advanced threat detection using LSTM neural networks. It offers superior protection against AI threats and deep fakes through behavior profiling, encryption, and blockchain-based data architecture. This comprehensive cybersecurity platform addresses challenges for Enterprises and SMBs.

- AI & Blockchain Technology combined to create decentralized security products.

Transaction Types Managed:
- Financial transactions
- Supply chain transactions
- Legal and compliance transactions
- Healthcare transactions
- Intellectual property transactions
- IoT transactions

Key Features:
- Promotes transparency and trust
- Ensures scalability
- Secure and efficient payment processing
- Tracks goods through the supply chain
- Securely manages legal documents and patient records

Business Model
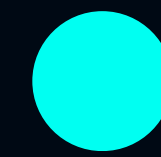
● **B2B/B2G**

- Our software is designed to be highly adaptable, running seamlessly on the cloud for off the shelf computers and entry level servers.

- High operational margins.

- One time purchase with a monthly subscription.

12 → **$175,000** → **$2.1 Million**

CLIENTS W/MPRISE

Share of Market

0.021% of Available Market

AVG FEE

$25,000 One Time Payment + $12,500 Monthly Subscription

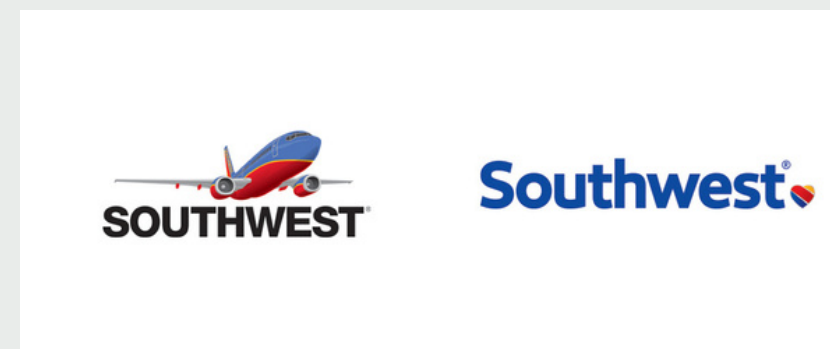## REVENUE

Projected by 2025

Adoption Strategy

Events

Target Events Monthly

- CES (115,000+)
- Viva Tech (124,000)
- Web Summit (70,000)
- Mobile World Congress (90,000)
- South by SouthWest (SXSW) (300,000)
- Afrotech (25,000)
- Techcrunch Disrupt (10,000+)

Partnerships

Cheap/Alternative Travel

jetBlue AIRWAYS

KAYAK

SOUTHWEST — Southwest

Direct Sales

- Direct sales for personalized interactions.
- Online presence with a professional website and digital marketing campaigns.
- Implementing referral programs to incentivize existing customers and partners.

Competition

- Today's security companies offer centralized security products.

- Centralized security products are susceptible too hacking.

- MPRISE offers decentralized security products utilizing AI And Blockchain technology, not susceptible too hacking. That distinguishes us from our competitors. Learn more at mprise.org

Our Team

Ranzel Merritt
Founder–CEO

- The founder of MPRISE has a background in product management from Cal Berkeley Haas School of Business, and experience with software development through agile methodologies to scale and solve the problem MPRISE is addressing.

Katherine Bailey
CTO

- Katherine Bailey, a seasoned Global Tech & Security executive with 15 years of experience, excels in transforming IT and security landscapes for strategic alignment and efficiency. Her innovative approach to crisis management and system integration thrives in complex multinational environments.

Raghu Chalasani
VP of Engineering

- Raghu, a 25+ years innovator, now with MPRISE. PhD in Computer Engineering, expert in blockchain, AI, and Cloud security, with 6+ patents. Notably led Suki's healthcare AI platform team.

Johnathan Flowers
CMBO

- 25+ years in marketing and design with a BA in Fine Arts/Graphic Design, AA in Creative Writing, and certifications in Business Marketing/Management. Former Staff Sergeant in the US Army and NFL veteran, specializing in leading creative teams and strategic implementation.

Wil Stevens
Senior Advisor

- Wilbur P. Stevens, Jr. has 50+ years of experience in early-stage companies, holding an MBA from Harvard Business School and a B.S. in Finance from New York University. He's successfully led global deals in technology transfer, acquisitions, and consolidations.

The Ask

- We are looking for 12 months of financing to reach 12 customers for MPRISE.

- To develop and take our Alpha version of MTECT to a MVP(Minimum Viable Product).

- To develop and hire the MPRISE Team.

- To develop marketing and promotion of the MTECT software.

$450k

PRE-SEED ROUND

Intial Investment Opportunity

12

CLIENTS W/MPRISE

$25,000 One Time Payment + $12,500 Monthly Subscription

$2.1 Million

REVENUE

Over 12 months

●The Ask

Phase 1: MVP Development (2 months)

- **Funding Required:** $50,000
- **Objective:** Develop a Minimum Viable Product (MVP)/Patent Cost
- **Milestone:** Completion of MVP with core functionalities ready for initial testing

Phase 2: Beta Testers Testimonies and Traction (6 months)

- **Funding Required:** $150,000
- **Objective:** Gather testimonials, gain traction with beta users, and refine the product
- **Milestone:** Achieve significant beta user engagement and collect meaningful feedback

Phase 3: Go-to-Market Strategy (4 months)

- **Funding Required: $200,000**
- **Objective: Execute marketing strategies to acquire customers**
- **Milestone: Launch marketing campaigns, secure first customers, and establish market presence**

Phase 4: Reserve Funds (Ongoing)

- **Funding Required: $50,000**
- **Objective: Maintain a financial reserve for unforeseen expenses**
- **Milestone: Available as a contingency to ensure smooth operations**

Summary of Fund Allocation:
- MVP Development: $50,000 (2 months)
- Testimony/Traction: $150,000 (6 months)
- Go-to-Market: $200,000 (4 months)
- Reserve: $50,000 (Ongoing)

This structured funding approach ensures that we maintain momentum and achieve critical milestones, aligning our growth with investor confidence and market demands.

Thank You
For Watching

- Invest in MPRISE today to be at the forefront of the cybersecurity revolution and realize substantial growth and investment returns.