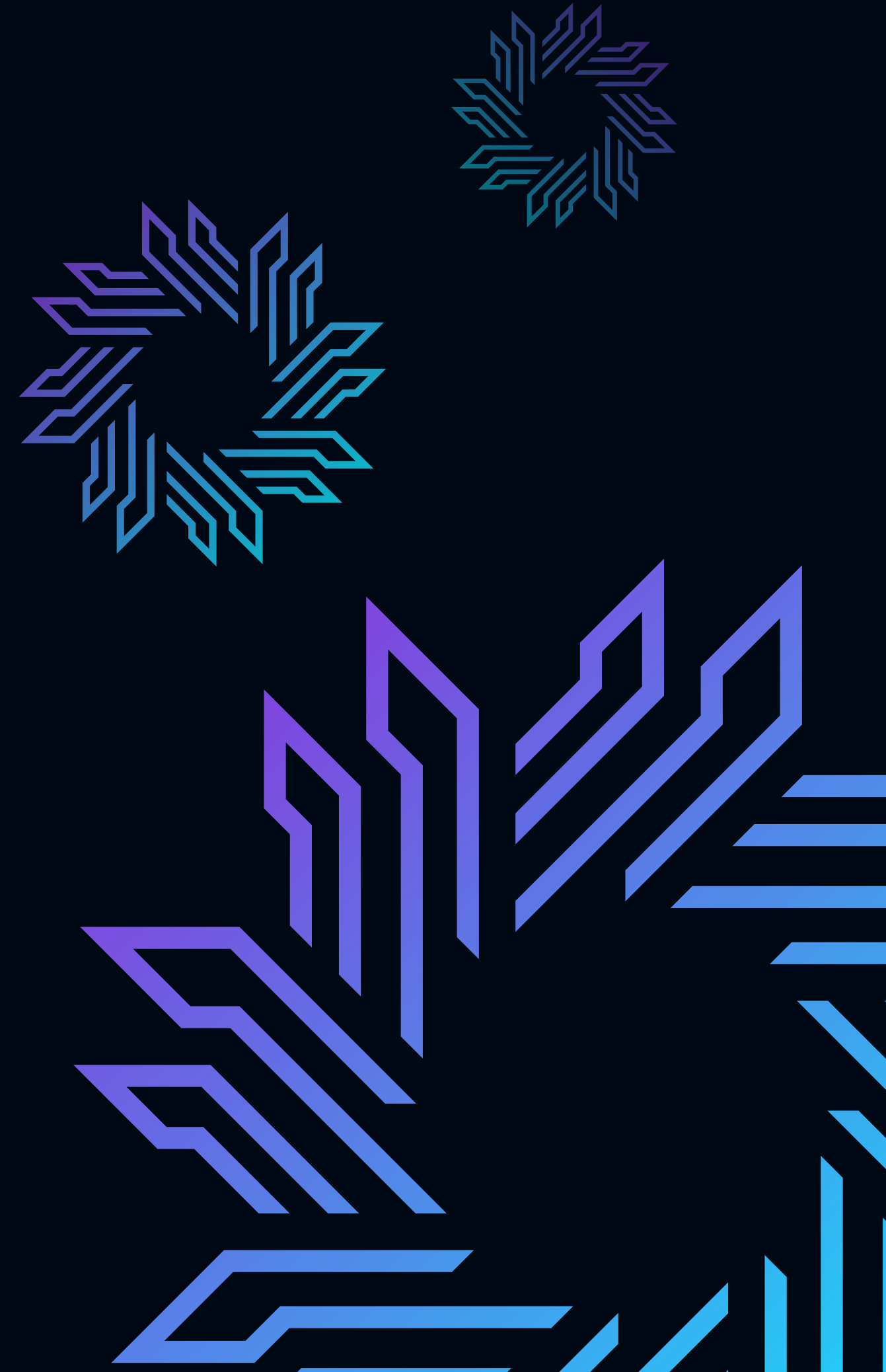


# MPRISE

## AI & Blockchain Security and Validation

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



# ● Problem

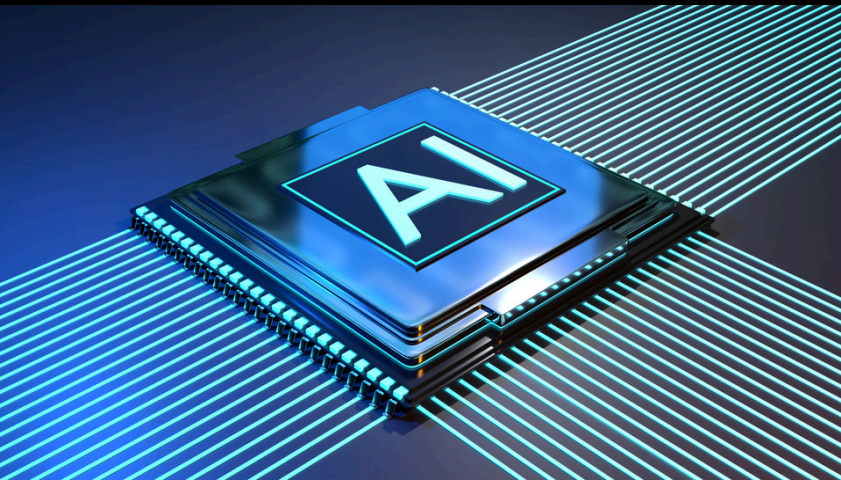


## Cybercrime in Enterprises & SMB's

- 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, supply chain, legal & compliance, healthcare, intellectual property, and IOT transactions.
- It ensures multi-channel transactions have enhanced security, real-time analysis, seamless integration, and scalability.

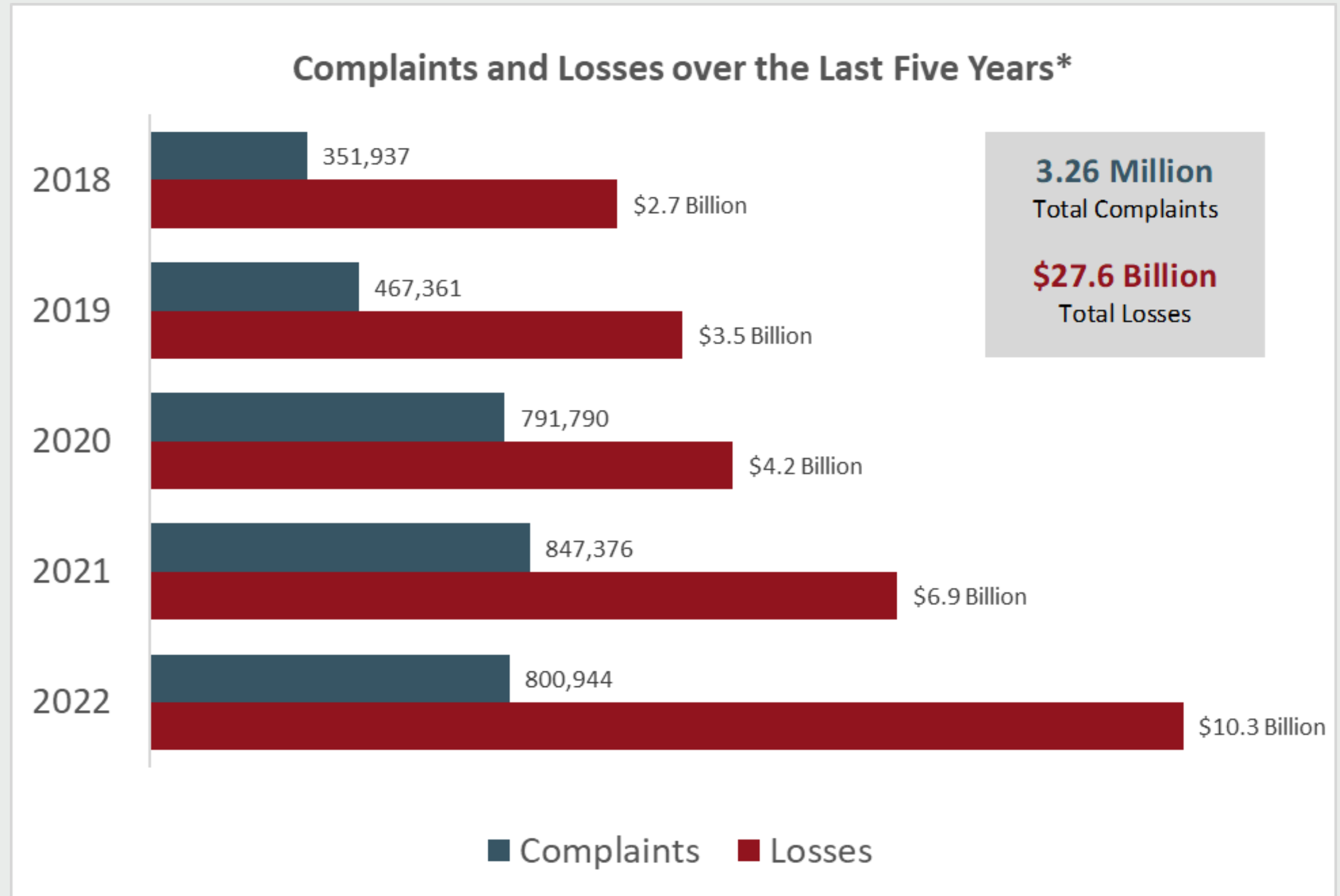




# ● Market Validation

## Internet Crime Complaint Center: 2018–2022 Global Loses

- 3.26 Million Total Complaints
- 27.6 Billion total losses





# ● 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:**

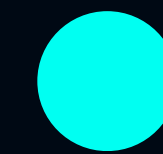
- Financial transactions
- Supply chain transactions
- Legal and compliance transactions
- Healthcare transactions
- Intellectual property transactions
- IoT transactions

## **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

The logo for JetBlue Airways, featuring the word "jetBlue" in a blue sans-serif font with "AIRWAYS" in a smaller, all-caps blue font below it.The logo for Kayak, consisting of the letters "K", "A", "Y", "A", and "K" each inside a separate orange square.The logo for Southwest Airlines, featuring a red and blue airplane icon above the word "SOUTHWEST" in a bold, black, sans-serif font.

## 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](https://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.



**Purva Chakravarti**

Senior Software Engineer

- A skilled software engineer with 10 years of experience in wide range of applications and technologies. Proven ability to leverage full-stack expertise to build interactive and user-centered website, web-apps, mobile applications, software, APIs, microservices that scales improvement in revenue. Extensive expertise in large system architecture development and administration, as well as database configuration and management.



**In Progress**

Senior Marketing Manager



**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.

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