

Innovative Cybersecurity Solution

Based on Antimalware software with 1+ mill users

- ✓ In 2015 we created Antimalware software called [WiperSoft](#).
- ✓ In 2016 we launched it for free and acquired 1+ mill users.
- ✓ In 2017 we monetized it and got \$300,000 in revenue.

Now we're introducing more advanced Antimalware protection solution based on the Blockchain with a new Brand name, called ACESO network.

Problem

1. Growing Malware Damage

Cybersecurity Ventures predict that cybercrime will cost the world \$6 trillion annually by 2021, up from \$3 trillion in 2015.

2. Limited Coverage

Over 70% of all malware threats go undetected.*

3. High Security Costs

There are 5 malware threats per mid-level user in a year**, but most anti-malware solutions cost around \$40 per year, with the cheapest high-quality protection just below \$20.

* <https://www.grandviewresearch.com/industry-analysis/internet-security-market>

** WiperSoft data from 1 million users.

Opportunity

1. Growing Spent

Global spending on cybersecurity products and services will exceed \$1 trillion cumulatively from 2017 to 2021. This is 12% - 15% year-over-year growth.*

2. Empty Market Segment

Major AV companies are interested in fixing malware infections that are quite widespread, with a 1,000 infected users at the very least.

3. Active Community

Common end-user behaviour for dealing with smaller threats is reaching out to individual experts on niche forums, with no monetisation.

* <https://cybersecurityventures.com/hackerpocalypse-cybercrime-report-2016/>

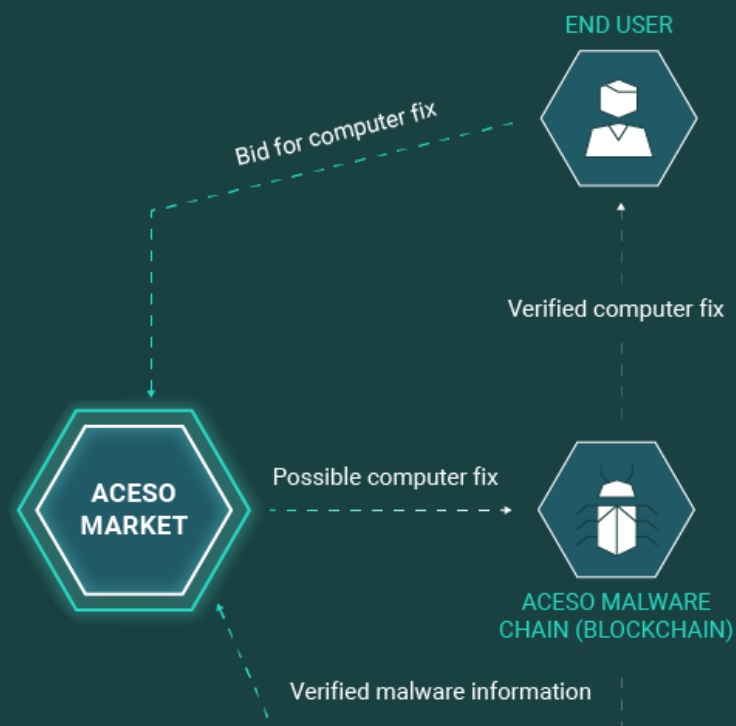
Solution

ACESO Internet Security

We minimize the expenses of anti-malware protection to \$1 per fix, replacing traditional software packages with customizable solutions, where the user pays only if there is a real threat.

This becomes possible due to the ACESO market, where 90% of anti-malware protection fee end-user is paying, goes back to the community.

Product



\$1 per Fix

End-user pays for the computer fix, instead of software/update itself what cost **\$1 per fix** (Equivalent in Tokens).

Token holder will also get free additional features:

- File guard;
- Network traffic control;
- Parental control;
- Ad blocker.

Product



Empowered Community

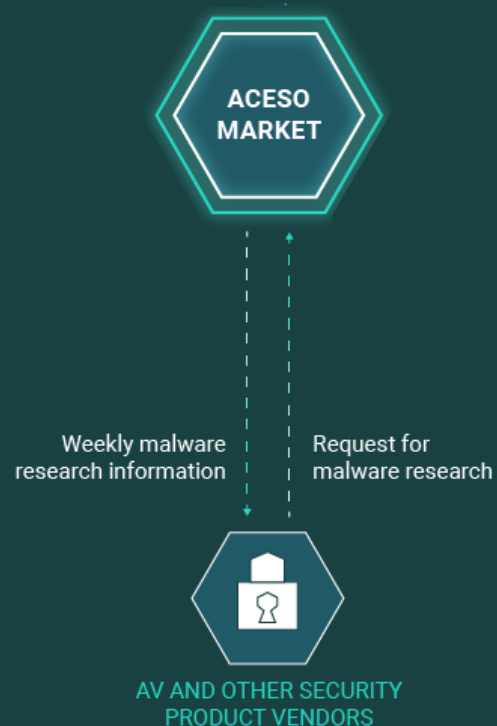
- **Analyst** for fixing the issue gets 60% of the price User is paying
- **Researcher** for providing malware sample gets 30% of the price User is paying

All together community will earn more than \$50 million in the first 5 years.

Product

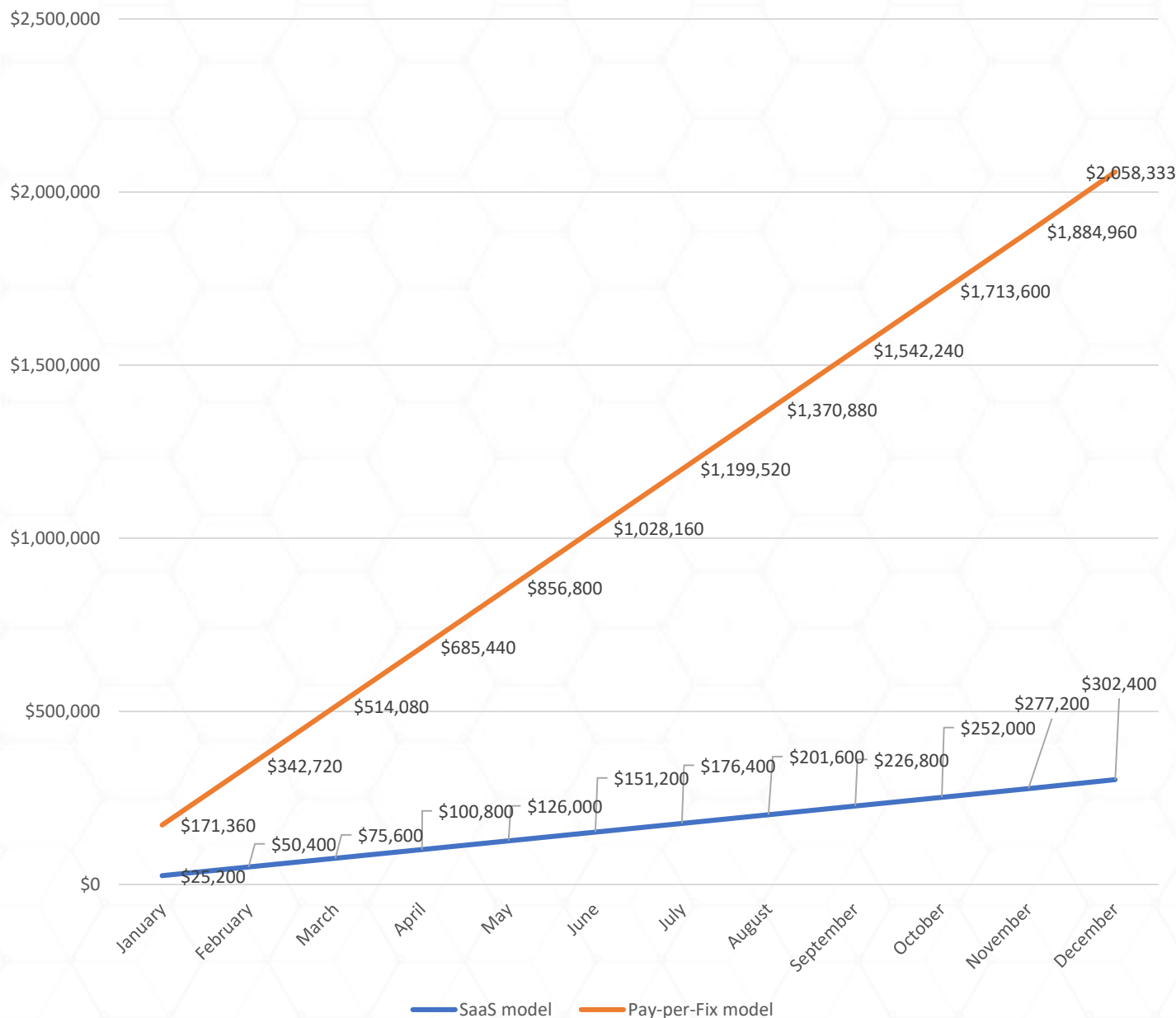
B2B Solutions

- **SMBs** will benefit from malware database and services including Computer security, Server security, Network security and Phishing emails
- **Closed Enterprise Solutions** will be given to military, government and corporations, where strict rules for privacy and data breaches applies.
- Customised **IoT** solutions in further development.



This is natural Cybersecurity evolution, where:

- ✓ Every user independently controls cyber threats, what decreases anti-malware protection costs up to 83%.
- ✓ Community helps each other to solve the cybersecurity problems and earns, rather all the cybersecurity protection fees go to major AV brands.
- ✓ Even the low spread infection gets fixed since people decide which malware threat should be investigated over another.



Business Opportunity

Higher revenue stream

Pay-per-Fix solution has much higher conversion rate compared to the subscription model at average market price. At the same time, it minimizes the churn rate, which gives up to 7x higher revenue numbers in the long run.

Chart 1. Business model comparison: Pay-per-Fix vs Service Subscription

* Based on WiperSoft price tests with 1 million users.

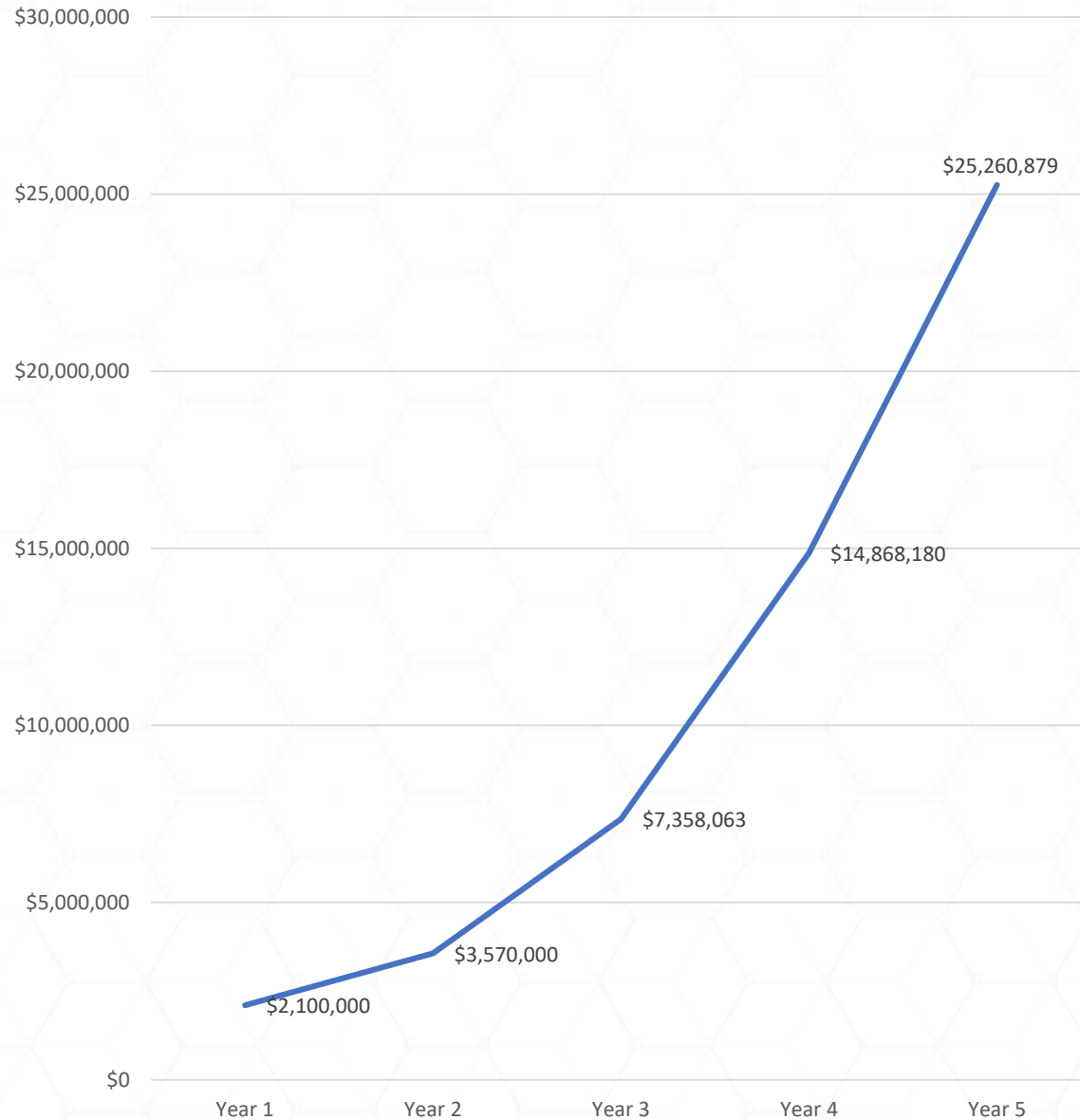


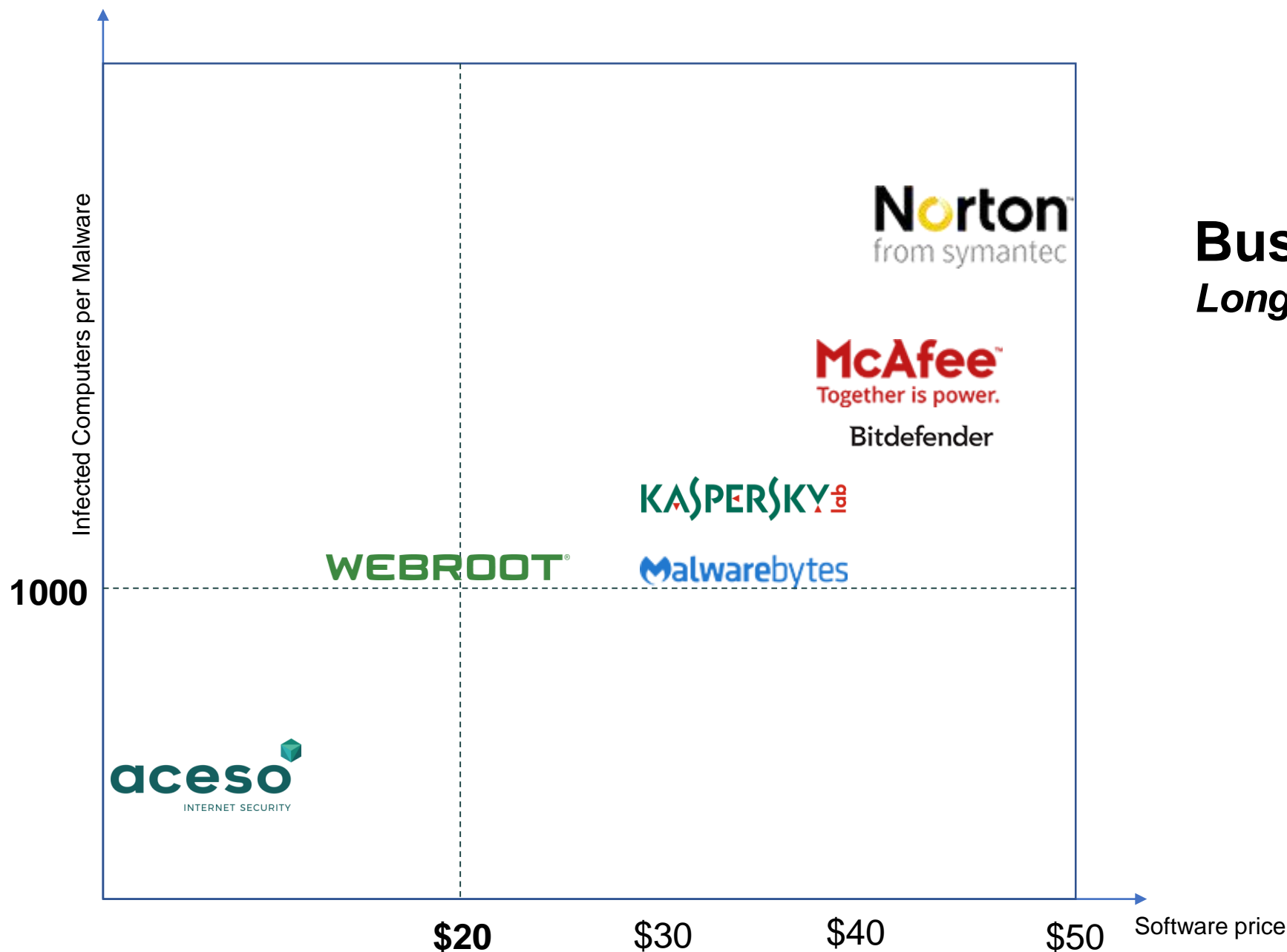
Chart 2. Community Earnings

Business Opportunity

Empowered community

Community is helping users to solve their PC problems already.

By participating in the project, our community will earn more than \$50 million in the first 5 years.



Business Opportunity

Long Tail Model

1. Major AV companies are focusing on 1,000 infected users at the very least.
2. Cheapest antimalware solution starts from \$20 per year, and costs around \$40 for Premium brands.

Due to the focus on low spread threats and low-cost solution, ACESO avoids competition from main market players, making this an long tail business opportunity.

Business Opportunity

B2C market

User base	Year 1	Year 2	Year 3	Year 4	Year 5
Existing End Users	300,000	443,333	800,333	1,728,942	3,415,397
New End Users*	333,333	700,000	1,669,583	3,150,197	4,396,263
Total End Users:	633,333	1,143,333	2,469,917	4,879,139	7,811,660

* With the \$3 CPA in a first year, decreasing by \$1 CPA till reach optimum \$1 CPA.

Revenue per User	Year 1	Year 2	Year 3	Year 4	Year 5
Initial Scan&Fix, \$3	\$1,900,000	\$2,100,000	\$5,008,750	\$9,450,591	\$13,188,790
On-Demand Fix, \$0,5	\$158,333	\$239,167	\$441,906	\$943,226	\$1,817,605
Total turnover:	\$2,058,333	\$2,339,167	\$5,450,656	\$10,393,816	\$15,006,395

B2C:

- We'll start targeting most price-sensitive emerging markets where we already have the presence as WiperSoft: Brazil, India and Russia.
- In a first year existing WiperSoft user base will secure us 300k clients, giving \$1,9 million in revenue.
- Based on WiperSoft experience, new User Acquisition Costs will start at \$3 till rapidly decrease to \$1.

Business Opportunity

B2B market

User base	Year 1	Year 2	Year 3	Year 4	Year 5	
Enterprise Solutions	Development		4	15	29	46
SMB*	Development		1200	4900	15675	35756

* With \$500 CPA in first operating year decreasing by 30% in next years till reach \$250 CPA.

Revenue per User	Year 1	Year 2	Year 3	Year 4	Year 5
SMB, \$2k**	\$0	\$2,400,000	\$9,800,000	\$31,350,000	\$71,512,500
Enterprise Solutions, \$350k***	\$0	\$1,400,000	\$5,250,000	\$10,237,500	\$16,078,125
Total turnover:	\$0	\$3,800,000	\$15,050,000	\$41,587,500	\$87,590,625

** Based on competitor data.

*** Based on Gartner data.

B2B:

- Product development, based on existing B2B clients will help to capture emerging B2B market needs.
- We'll introduce our B2B solutions to the emerging markets with the strongest B2C presence first.
- SMB User Acquisition Costs will start at \$500 and decrease to optimum \$250 on the third year of activity.

Business Opportunity

EBIT

EBIT: 5 years cumulative estimated EBIT is \$145 mill. The calculation is based on \$5 million initial investments.

	Year 1	Year 2	Year 3	Year 4	Year 5
EBIT	-\$1,977	\$1,050	\$14,288	\$42,864	\$89,180

Revenue per User	Year 1	Year 2	Year 3	Year 4	Year 5
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Total turnover:	\$2,058,333	\$6,139,167	\$20,500,656	\$51,981,316	\$102,597,020

* Based on competitor data.

** Based on Gartner data.

Business Opportunity

Cash Flow

1. **Pessimistic scenario, \$1,500,000.** This is our Soft Cap – amount necessary to deliver the innovative solution to the market.
2. **Realistic scenario, \$5,000,000.** This is the optimum amount, which would allow us to enter the market faster than estimated in the roadmap and to have fast and healthy market penetration.
3. **Optimistic scenario, \$8,192,000.** This is our Hard Cap based on the \$250 per 1 Ethereum market price. This amount would allow us to deliver B2B solution to the market 1 year earlier and improve B2B revenue numbers by \$97 million.

We are looking at our cash-flow in three different scenarios, based on the amount raised.

Detailed 5-year cash-flow and business plan are available upon request.



Romualdas Cukuras

CO-FOUNDER / CTO

Co-Founder of ACESO, already created 4 malware/spyware removal software. 10+ years of experience in software development and apps. CEO and Core Developer of WiperSoft antispware. Co-developer on cellular network GSM/3G, network inspection, embeddable scripting language and other projects.



Giedrius Morkūnas

HEAD OF GROWTH AND MARKETING

Co-Founder of ICO Growth Hacking agency with 13 years' experience working in both start-ups and Fortune 500 companies. Board member in Lithuanian Marketing Association (LiMA) and member of LiMA Blockchain Marketing group. SEO and Growth Hacking trainer.



Mindaugas Sinkevičius

CEO

Having worked and consulted for Google partners [LionBridge](#) and Fortune 500 companies, professional services firms and startups across diverse industries. Mindaugas can boast 8 years of experience in cybersecurity, data-driven Marketing and Product Management.



Jonas Krikštopaitis

CLOUD SPECIALIST

Over 10 years of professional IT experience in local and international companies, Jonas took part in project developing and supporting secure scalable and resilient platforms for self-service consumption. Provided hosting integration for AWS cloud, VMware, Nutanix, Red Hat Openstack and other internal service hosting solutions.



Marius Vizbaras

LEAD OF TECHNICAL SUPPORT

Marius is currently involved in projects for a leading UK Microsoft Gold Enterprise Resource Planning Partner [Evo-soft Ltd.](#) He brings experience in secure software engineering, vulnerability analysis, digital forensics, and reverse engineering.



Marius Sinkevičius

LEAD DATABASE DEVELOPER

With experience as division team lead in [Technologiju ir inovacijų centras](#), Marius will serve as the technical lead in database-centric software development projects of moderating-to-high complexity. As team lead, he will also be responsible for hands-on software development and design.



Tomas Zuklys

LEAD SOFTWARE ENGINEER

With more than 10 years of software developing experience for local and international companies, as well as 5+ years on technical leadership with architecture responsibilities, he will work with partial homomorphic encryption applied to network signatures.



Povilas Jurna

LEAD BLOCKCHAIN DEVELOPER

As a specialist in blockchain, Povilas has successfully started ICOs like [SpectroCoin](#), an all-in-one solution for Bitcoin, and Bankera. As a developer, he has strong technical, analytical, architectural and communication skills, and is willing to help the team, as well as share his knowledge.



Milda Morkūnienė

CFO

With the extensive experience on treasury management as well as cash-flow and investments management for international companies, Milda will look after business and financial planning, cash-flow planning and forecast, financial reporting and treasury management.

Experienced Team

Our success is based on our team. All WiperSoft Antimalware Software developers are working on ACESO product, supported by the new Fortune 500 experienced team leads.

Private Sale

ACESO network offers a hybrid investment model (equity + tokens) and is looking to raise \$1.5 mill to reach the Soft-Cap.

Contact Details

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