

Economic overview of the project

September 2018



Products overview

STEEL Messenger

Encrypted anonymous messenger with verifiable privacy, PGP algorithm for text and AES for audiocalls. Unified app for all desktop and mobile platforms, also enables node function.

Data storage

Distributed data storage, formed by unlimited number of servers, where anyone can provide or rent disk space and securely transfer data.

Antivirus

Blockchain-based flexible adaptive protection system, which detects invasions of private data, searches and corrects defective settings of the security system.

Payment system

Each messenger account has build-in wallet for cryptocurrency and token storage and transfers.

Blockchain

Decentralised P2P network, incentivised by STEEL token.

Blockchain-based solutions

Free mode

Maximum speed

Privacy

TOR network

PGP Encryption

- ✓ Alarm function
- ✓ Invisible texting
- ✓ Clans with creator's broader powers
- ✗ Random keyboard adjustment
- ✗ Uneditable messages
- ✗ White Noise optional feature
- ✗ Antivirus blocks all other channels during data transmission

Pro mode

Medium speed

Strong privacy

10-100 nodes

PGP Encryption

- ✓ Alarm function
- ✓ Invisible texting
- ✓ Clans with creator's broader powers
- ✗ Random keyboard adjustment
- ✓ Uneditable messages
- ✗ White Noise optional feature
- ✗ Antivirus blocks all other channels during data transmission

Premium mode

Low speed

Ultimate privacy

100 - max nodes

Double PGP Encryption

- ✓ Alarm function
- ✓ Invisible texting
- ✓ Clans with creator's broader powers
- ✓ Random keyboard adjustment
- ✓ Uneditable messages
- ✓ White Noise optional feature
- ✓ Antivirus blocks all other channels during data transmission

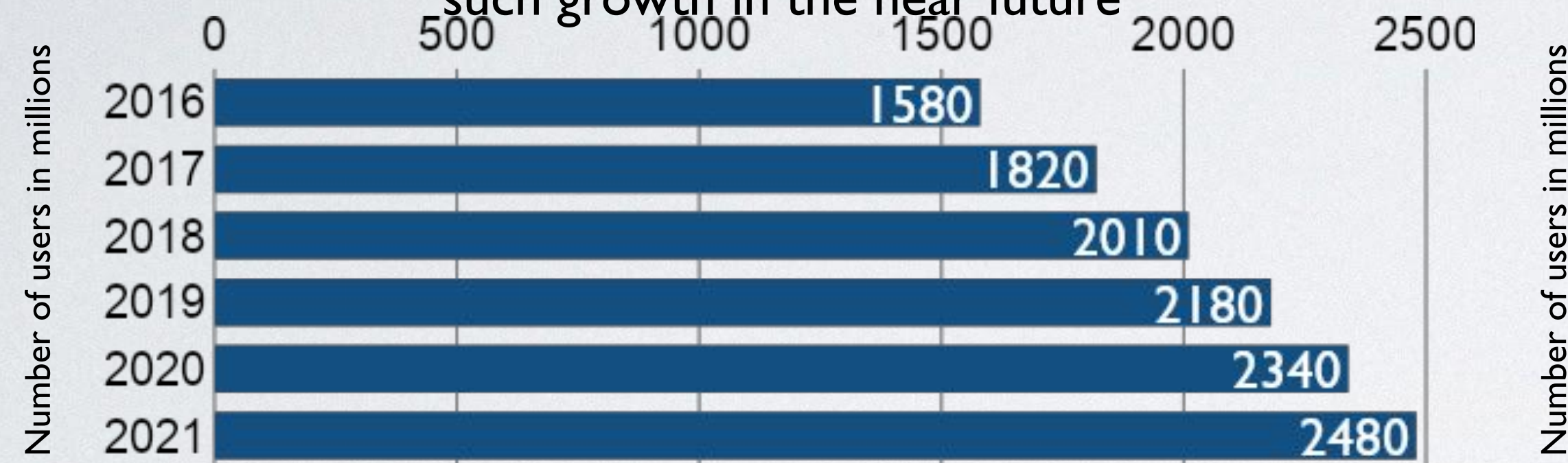
Messenger use options

Freemium pricing model

Market Overview & Trends - Messengers

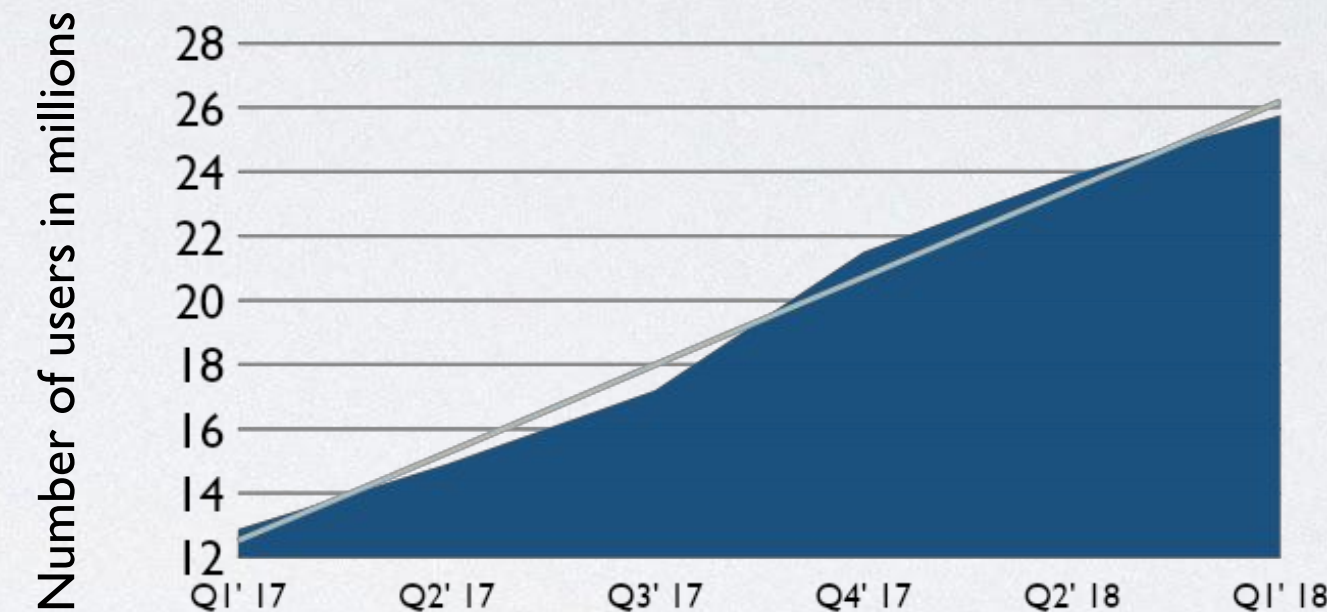
An increasing number of people around the world are using messengers for everyday communication. In addition, many companies use messengers for corporative purposes and staff coordination. Applications actively penetrate into human life

Number of mobile phone messaging app users worldwide has grown significantly and **exceeded 2 billion users**. In addition Experts predict such growth in the near future



Sources: Statista research. Number of mobile phone messaging app users 2018
<https://www.statista.com/statistics/483255/number-of-mobile-messaging-users-worldwide/>

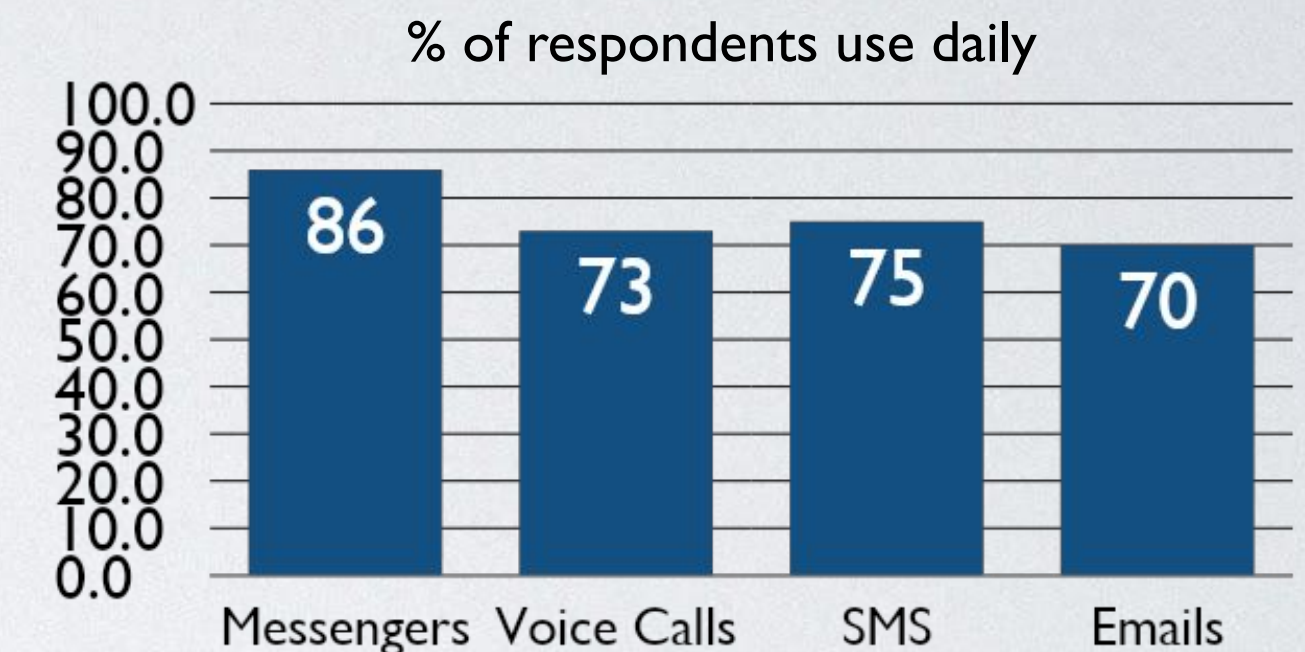
The number of Blockchain wallets has been growing since the creation of the Bitcoin in 2009, reaching over 25 million today



Source: Statista 2018. Number of Blockchain wallet users worldwide

<https://www.statista.com/statistics/647374/worldwide-blockchain-wallet-users/>

Messenger's usage is challenging ways of communication. Chats are now the dominant way of staying in touch according to respondents opinion



Source: OnDeviceResearch. Messenger Wars

<https://ondeviceresearch.com/blog/messenger-wars-how-facebook-lost-its-lead>

Messengers were successful as a payment method. They can be used for convenient contactless payment as well



Sources: Better than Cash Alliance China Report 2017. Research on Fintech and Payments in China.

<https://ru.scribd.com/document/346080647/better-than-cash-alliance-china-report-april-2017-1>

WeChat, KakaoTalk & Line are planning to launch their own blockchain platform

KakaoPay

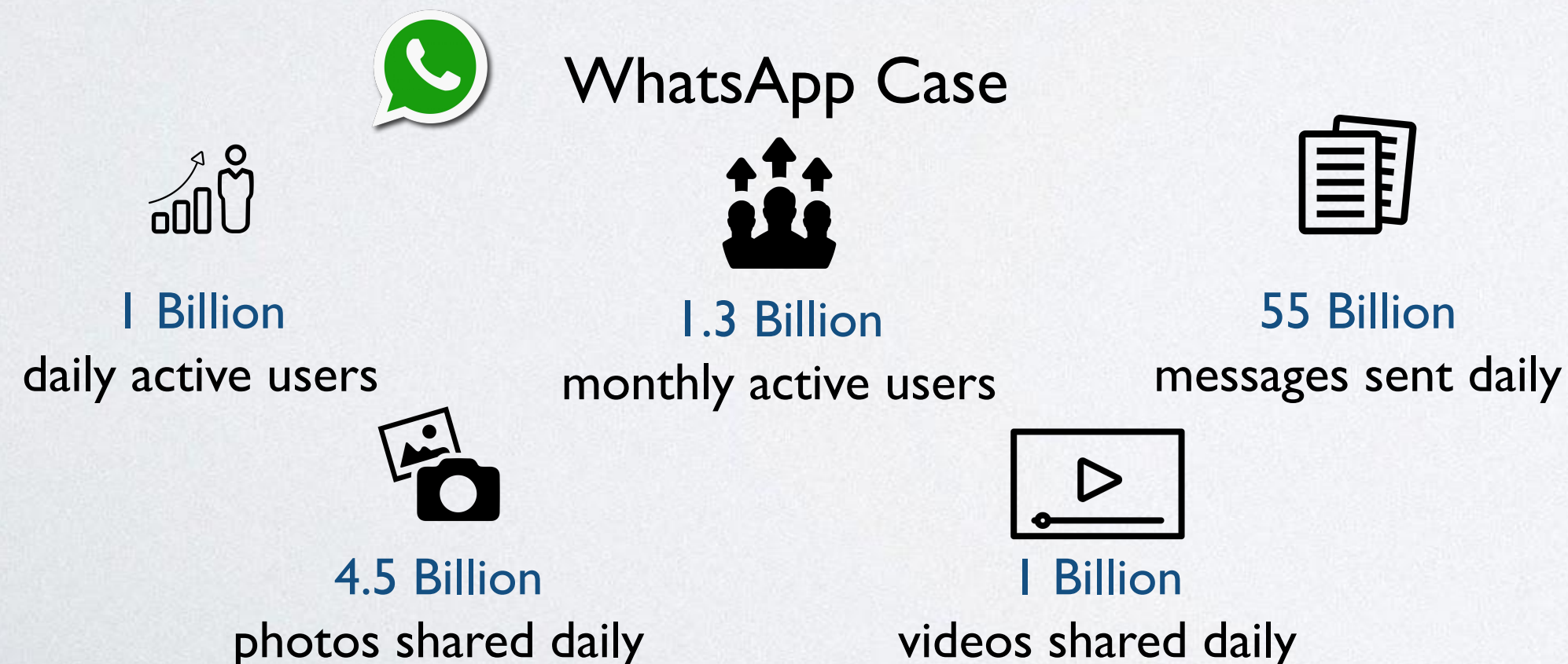
1438% percent growth from the launch

1.78
Total value (\$bln) of its monthly transactions

Sources: Korea Herald. Korea's mobile payments market grows in both offline, online

<http://www.koreaherald.com/view.php?ud=20180403000679>

WhatsApp Case



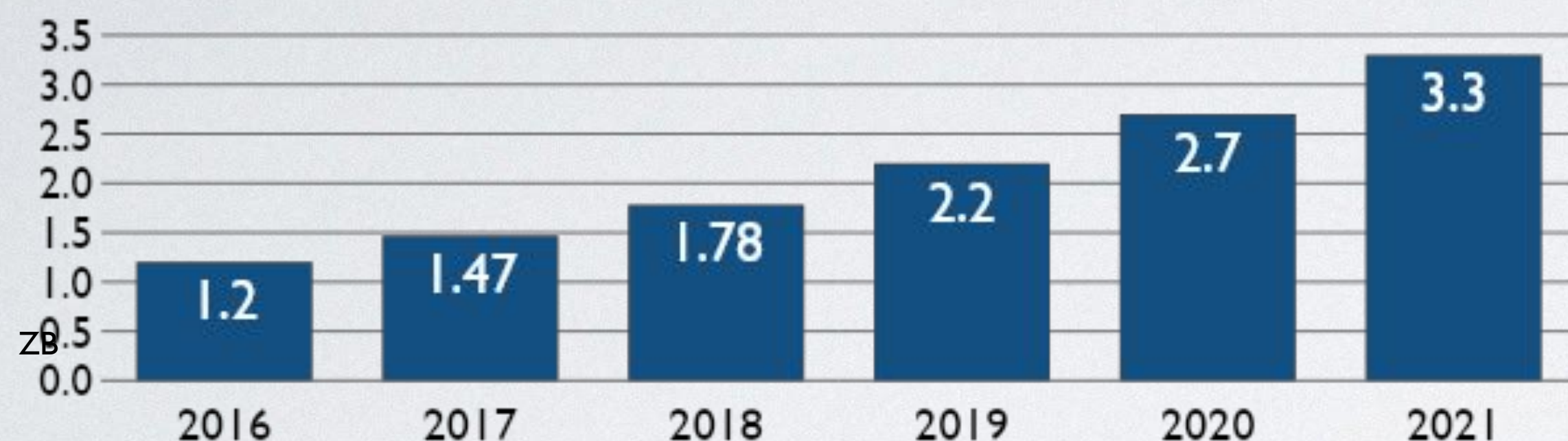
Source: WhatsApp official announcement. Connecting One Billion Users Every Day

<https://blog.whatsapp.com/10000631/Connecting-One-Billion-Users-Every-Day?>

Market Overview & Trends - Data Storage Services & Cyber security market

In the context of the Internet spreading, increasing mobile devices number and corporate clients, as well as the number of internet users, the demand for data warehouses and cloud services is growing rapidly. Users' multimedia preferences and companies needs increase the volume of stored information

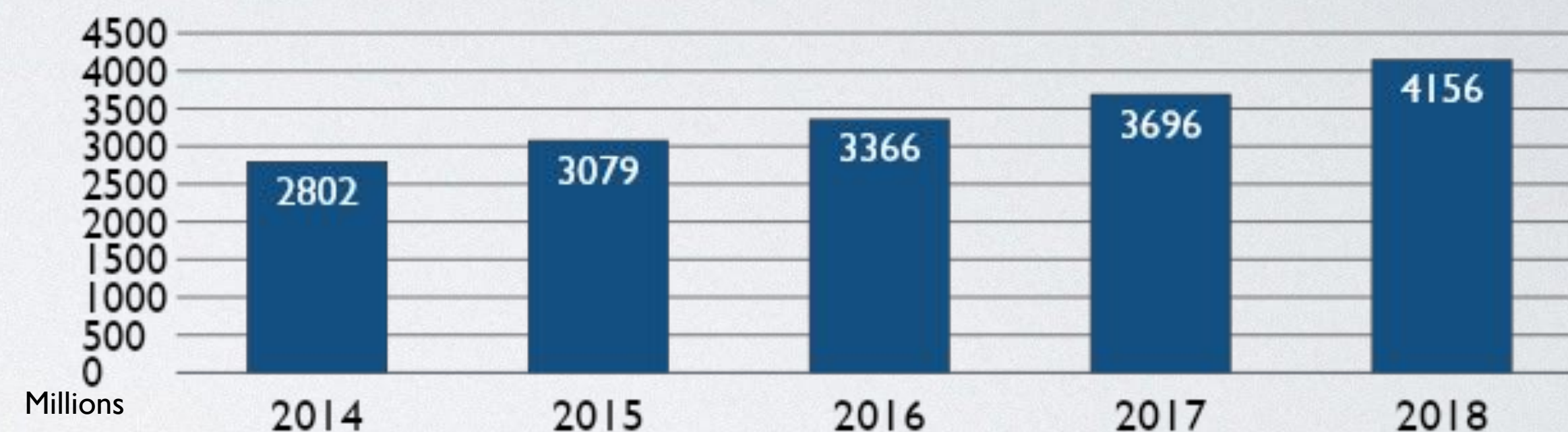
The global volume of Internet traffic will triple by 2021 and will reach 3.3 zettabytes. This data needs to be stored somewhere



Source: Visual Network Index Forecast, Cisco

<https://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/vni-hyperconnectivity-wp.html>

The number of Internet users has exceeded 54% of the world's population. Everybody of them requires protection and data storage.

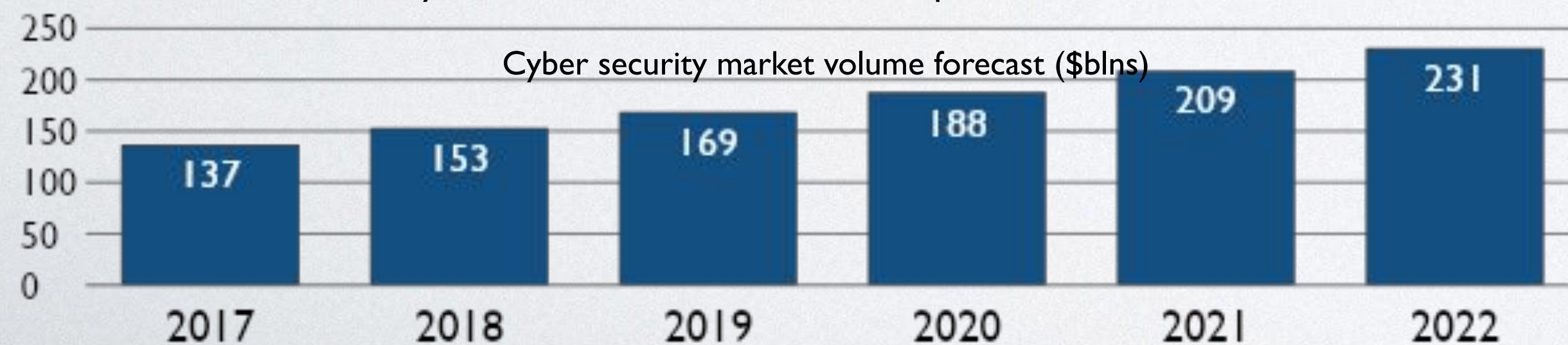


Sources: Internet WorldStat

<https://www.internetworldstats.com/stats.htm>

The cyber security segment is expected to grow at the highest CAGR from 2018 to 2023

Encryption solutions offer consistent protection to sensitive data across all critical points in the entire lifecycle. These solutions enable enterprises to hide their critical data



Sources: Size of the cyber security market worldwide. Statista 2018

<https://www.statista.com/statistics/595182/worldwide-security-as-a-service-market-size/>

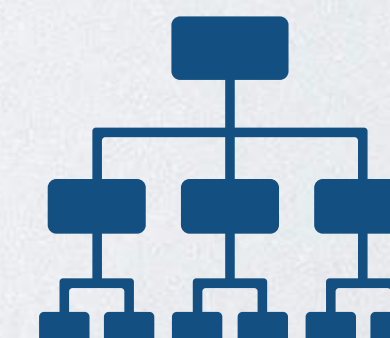
The main reasons why people go to the cloud storages



No need to purchase complex equipment



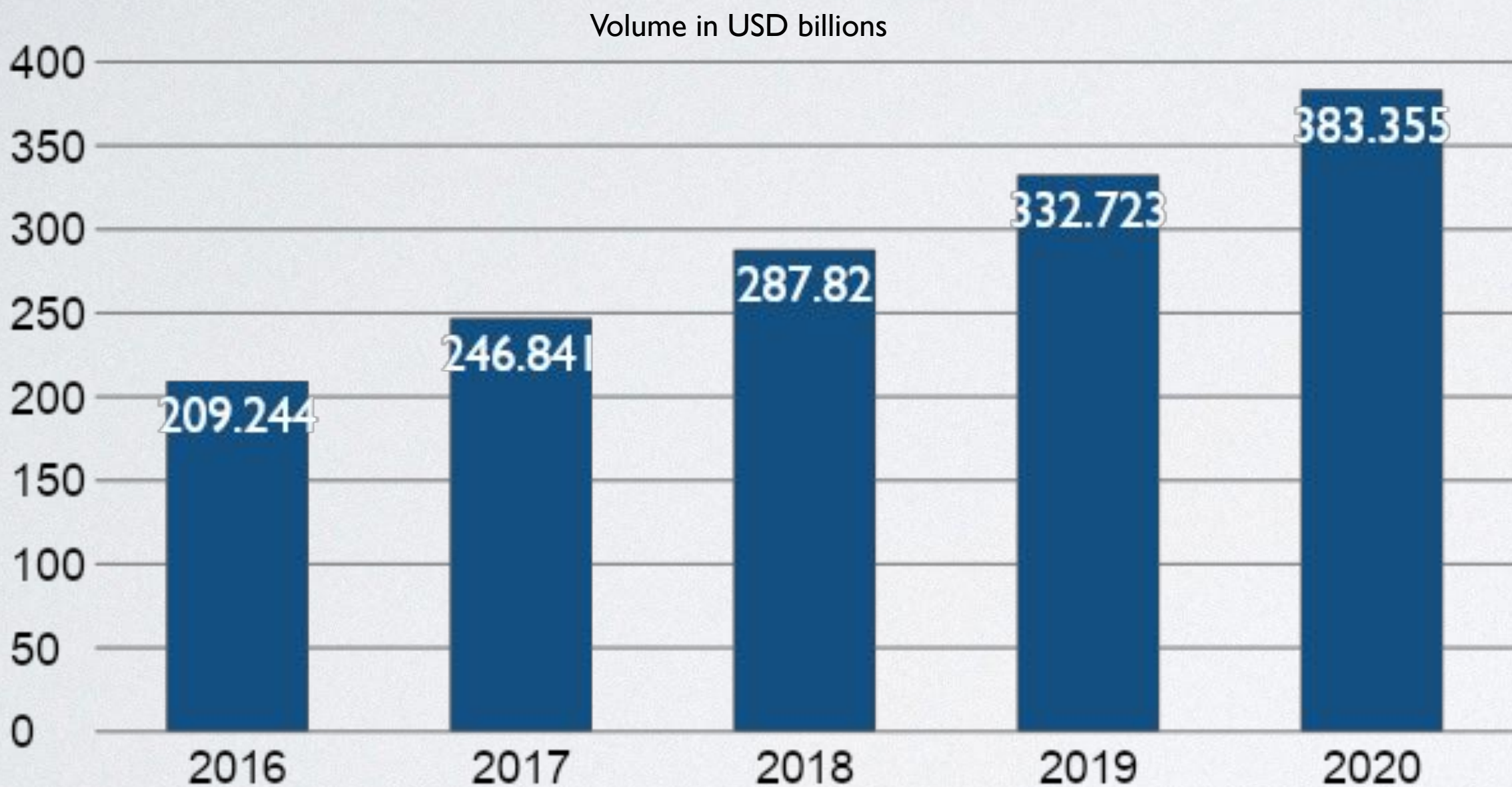
Worldwide reliable access



Flexibility and scalability

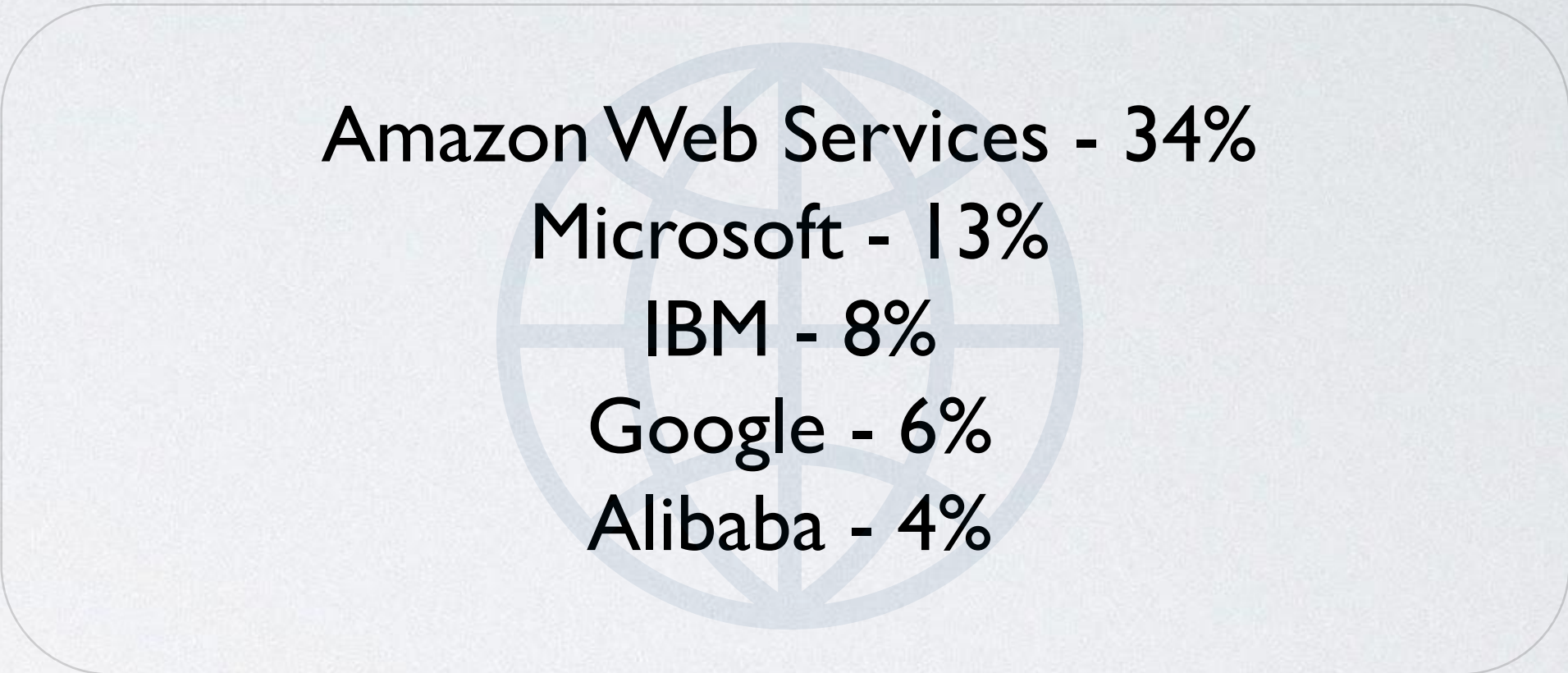
Advantages and usability of cloud solutions allow industry to take a significant market share and continue to grow with with a fast growth rate. More companies are choosing this way of storing information.

Increase of the cloud solutions market is caused by companies' interest and more profitable use in comparison with the classical methods of storage and information



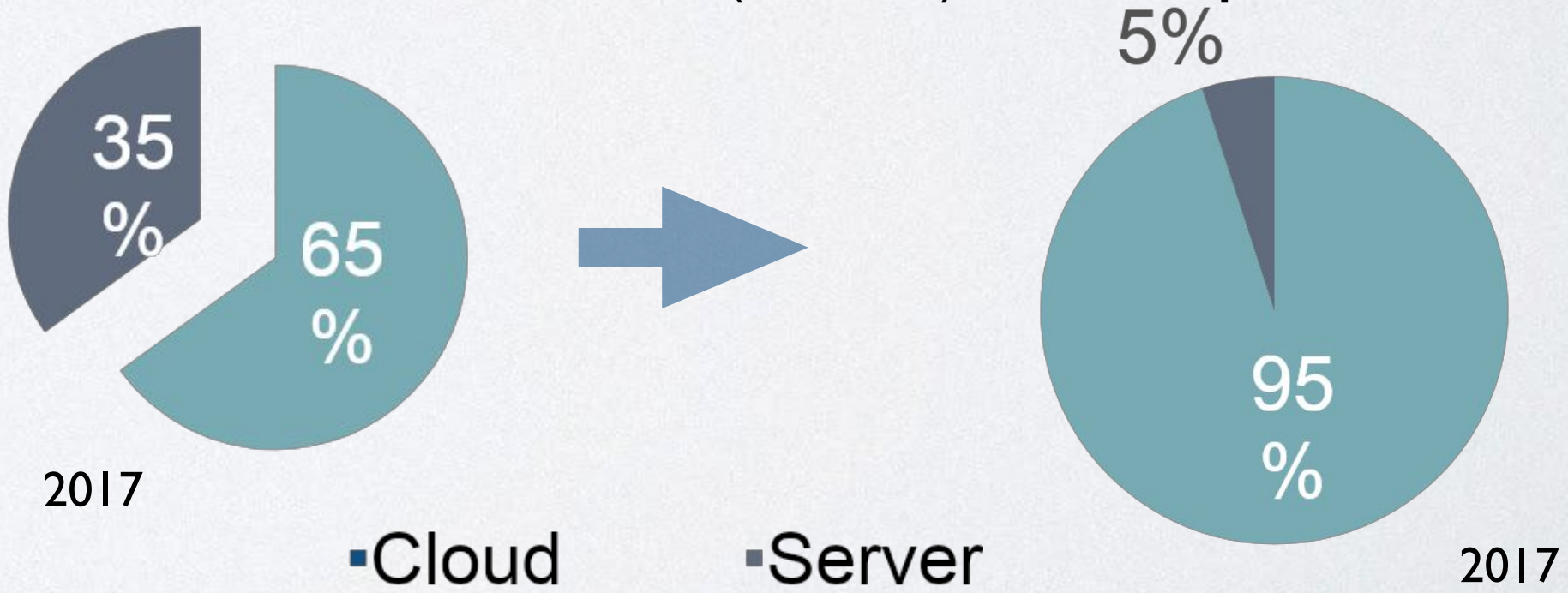
Sources: Gartner, Worldwide cloud service forecast
<https://www.gartner.com/en/newsroom/press-releases/2017-02-22-gartner-says-worldwide-public-cloud-service-s-market-to-grow-18-percent-in-2017>

Global market share of cloud infrastructure services in 2017, by vendor









<https://www.statista.com/statistics/477277/cloud-infrastructure-services-market-share/>

Global cloud traffic will reach 95% of total traffic by 2021
With an annual increase (CAGR) for this period will be 27%








Cisco Global Cloud Index 2016-2021
http://www.tadviser.ru/index.php/Статья:Облачные_вычисления_%28мировой_рынок%29

Competitors overview - Messengers

Messengers features Payment System features	Functionality	 SISHUB SECURITY INTELLIGENT SYSTEMS	 Telegra m	 WhatsAp p	 Slac k	 KakaoTal k	 DISCORD Discor d
	End-to-end encryption	Yes	Yes	No	No	No	No
	Personal distributed data storage for users	Yes	No	No	No	No	No
	P2P WORLDWIDE SAFE Money Transfer	Yes	No	No	No	No	No
	Ability to store cryptocurrency	Yes	No	No	No	No	No

Competitors overview - Data Storage Services

Data Storage features	Functionality		 SIA	 Google Drive	 ethereum	 Amazon Cloud
	Possibility of renting out a storage with stake economy model	Yes	No	No	No	No
	Independence and autonomy of nodes for storage	Yes	Yes	No	No	No
Antivirus features	Direct data transfer without ability to throw a virus	Yes	No	No	No	No
	Automatic virus scan	Yes	No	Yes	No	No
Blockchain features	Anonymous and safe use	Yes	No	No	No	No
	Cheap blockchain usage for business needs	Yes			No	

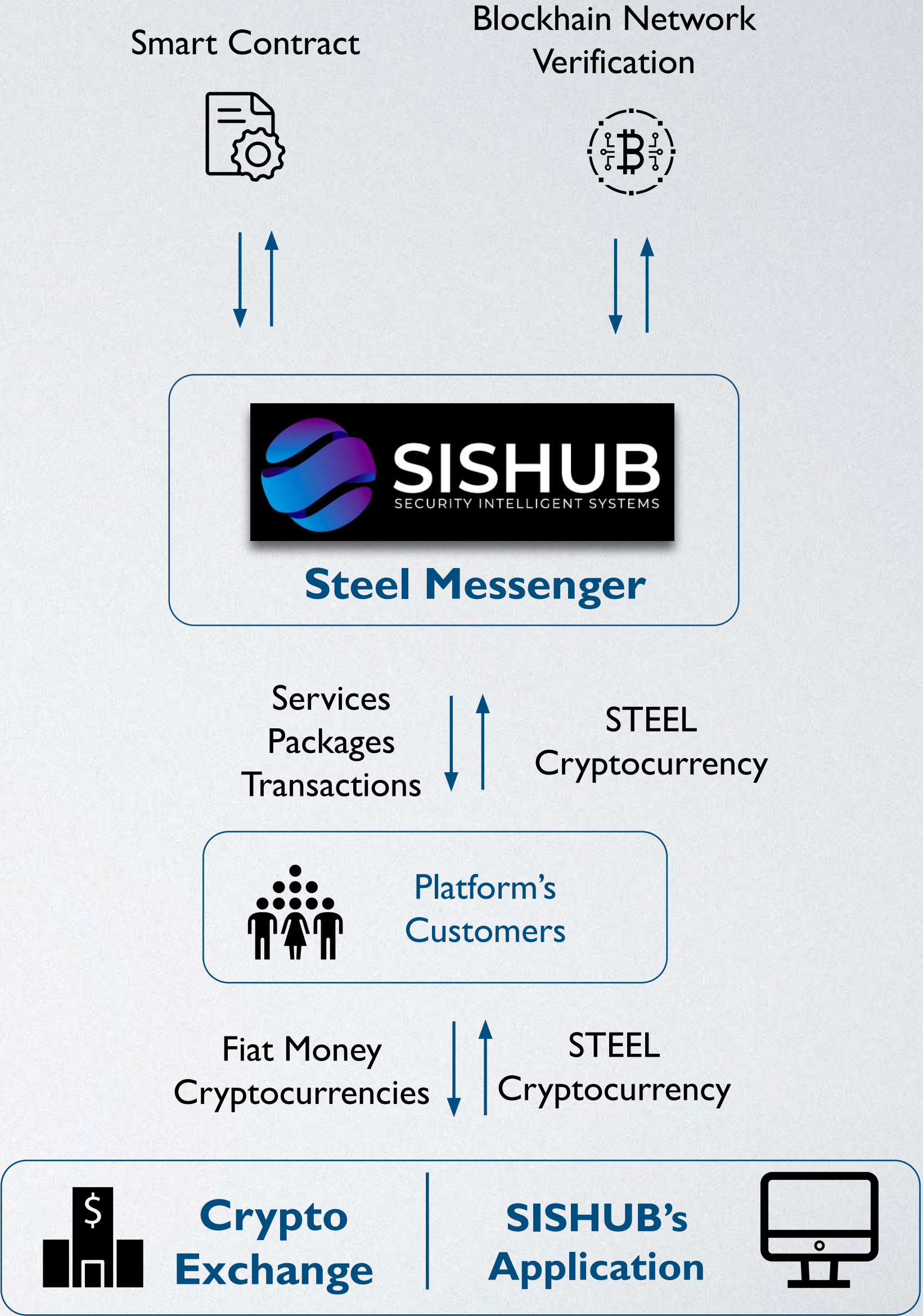
STEEL Cryptocurrency as a payment method for platform packages, fees and additional services

Ways of using the STEELs as a payment instrument for services and fees:

- Payment of additional packages, services and platform subscriptions
The user of the platform has the opportunity to purchase an additional package of messages, as well as purchase an unlimited number of messages for a certain time. Using the STEELs, user can purchase additional services like stickers, sound effects and access to a professional mode
- Payment for corporate services, enterprises and brands
Enterprises and companies are able to purchase for corporate chats for interaction between employees of different departments and increasing the effectiveness and safety of communication.
- Payment of commission fees for the SISHUB blockchain network
The use of network capacity implies payment of commission fees for transactions in STEEL Cryptocurrency. Commission model guarantees the demand for STEEL Cryptocurrency from the network users and developers. Projects implemented within our network will be forced to pay for transactions in STEEL Cryptocurrency.



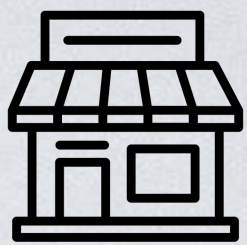
Demand for STEEL Cryptocurrency in accordance with users' needs



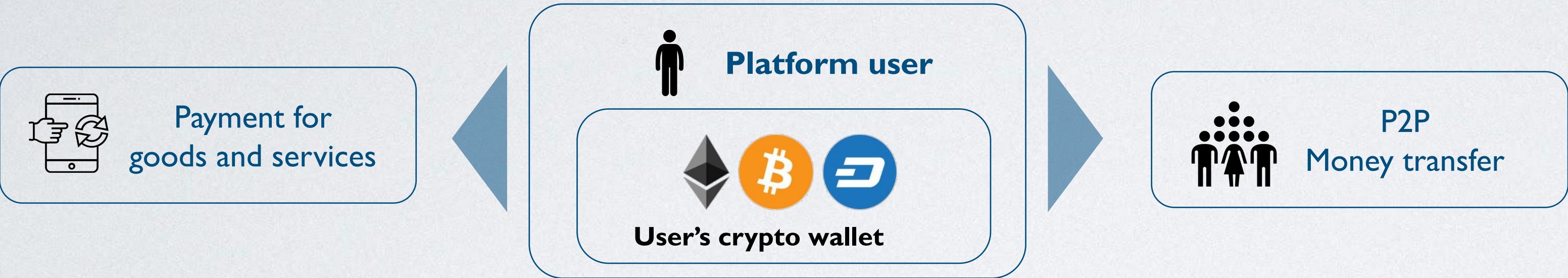
STEEL Cryptocurrency as a monetary unit of the payment system and its monetisation

Monetary unit of SISHUB payment system

Every user of the platform can use STEELa for payment and accept STEEL cryptocurrency as a method of purchase. STEEL cryptocurrency can be used as a payment method in a line with other crypto-currencies available in the wallet



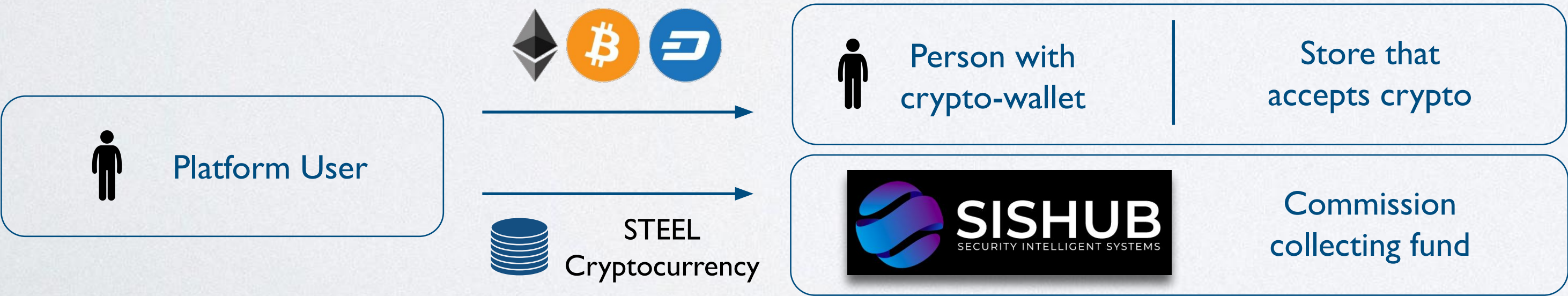
An important part in the payment system is played by corporate users.



Making transactions using SISHUB wallet users must pay a commission fee, which will be charged in the platform STEEL Cryptocurrency. *If the user does not have the required amount of STEEL cryptocurrency, then they will be automatically purchased by cryptocurrency*

Advantages for shops agents that will use the system

- The ability to accept cryptocurrency in a contactless way directly in the application
- Additional customer flow among platform users and STEEL Cryptocurrency holders
- Cheaper acquiring fees in comparison with banks and Lower Fixed System launch Costs



Corporate client needs only to:

- Pay monthly membership fee in STEELs
- Pay blockchain transaction fees in STEELs
- Hold the fixed amount of STEEL Cryptocurrency

STEEL Cryptocurrency as a stake providing the operation of the network

Transactions must be verified and accepted for providing the functioning of the SISHUB blockchain network, payment system and messenger. There must operating master-nodes for the ensure trouble-free operation.

The keeping of STEEL Cryptocurrency on the balance reduces commissions

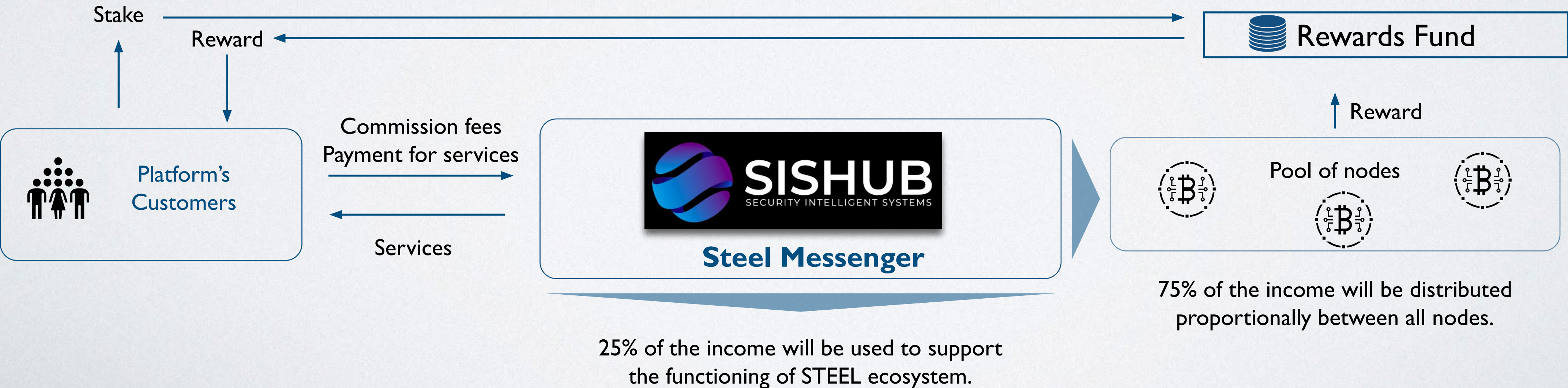
The increase in the number of network users, the number of transactions, increases the advantageous of receiving rewards, the beneficial of the steak and the potential profit of asset holding. In case of STEEL Cryptocurrency's holding attractiveness raise, in the market there may be a decline in supply and a deficit situation



Each user has the opportunity to receive a part of the commission fees and profits earned by the platform. Every user can make a stake and receive the reward.

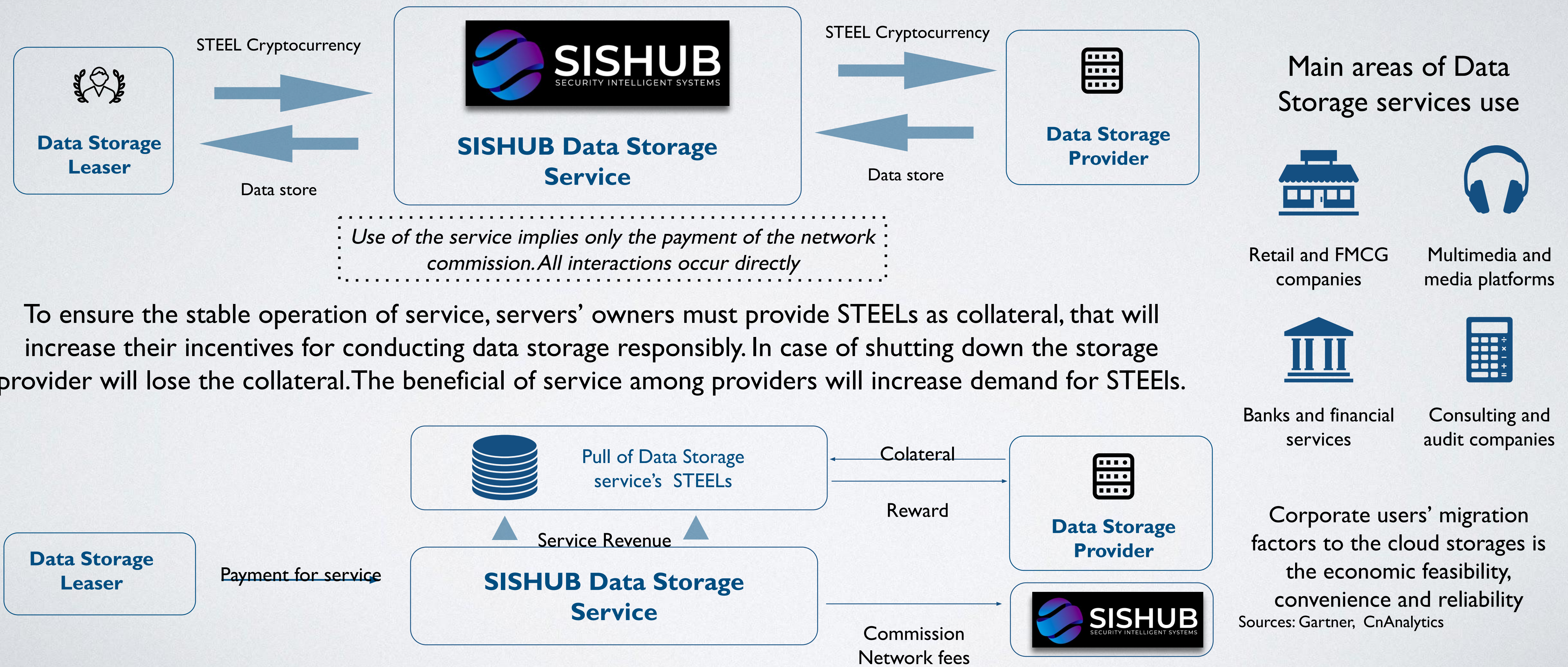
The formula for calculating the stake reward

$$\frac{3}{4} * \underbrace{(\text{commission fees} + \text{profits})}_{\text{Platform income}} * \frac{\text{Stake}}{\text{Total network stake}}$$

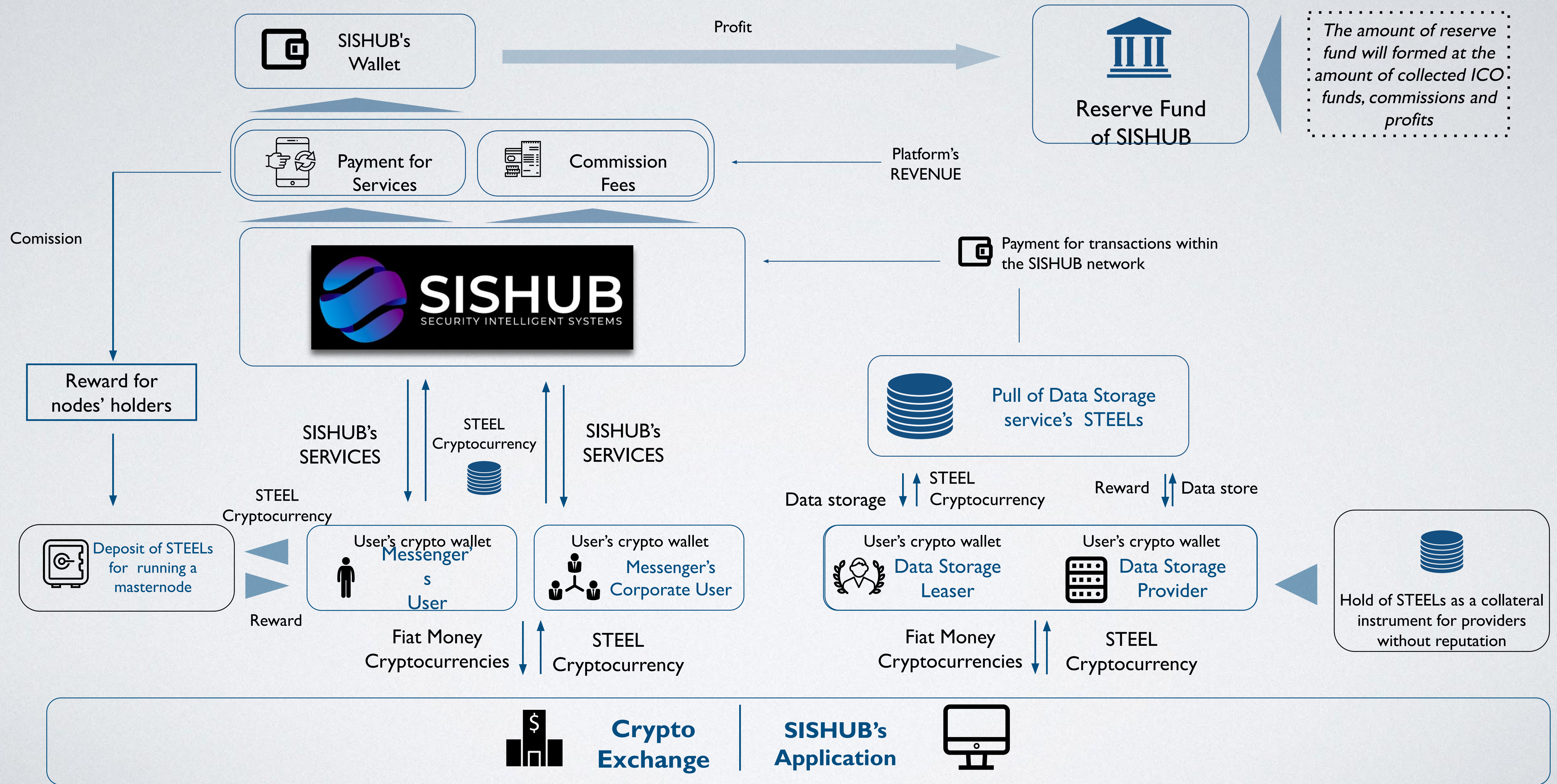


STEEL Cryptocurrency as the monetary unit of Data Storage Service

Owners of extra data storage are able to lease the storage to platform users and earn STEEL. They can lease the repository directly to users. Platform customers receive a unique opportunity to rent a storage directly and without intermediaries paying only the commission of the network.

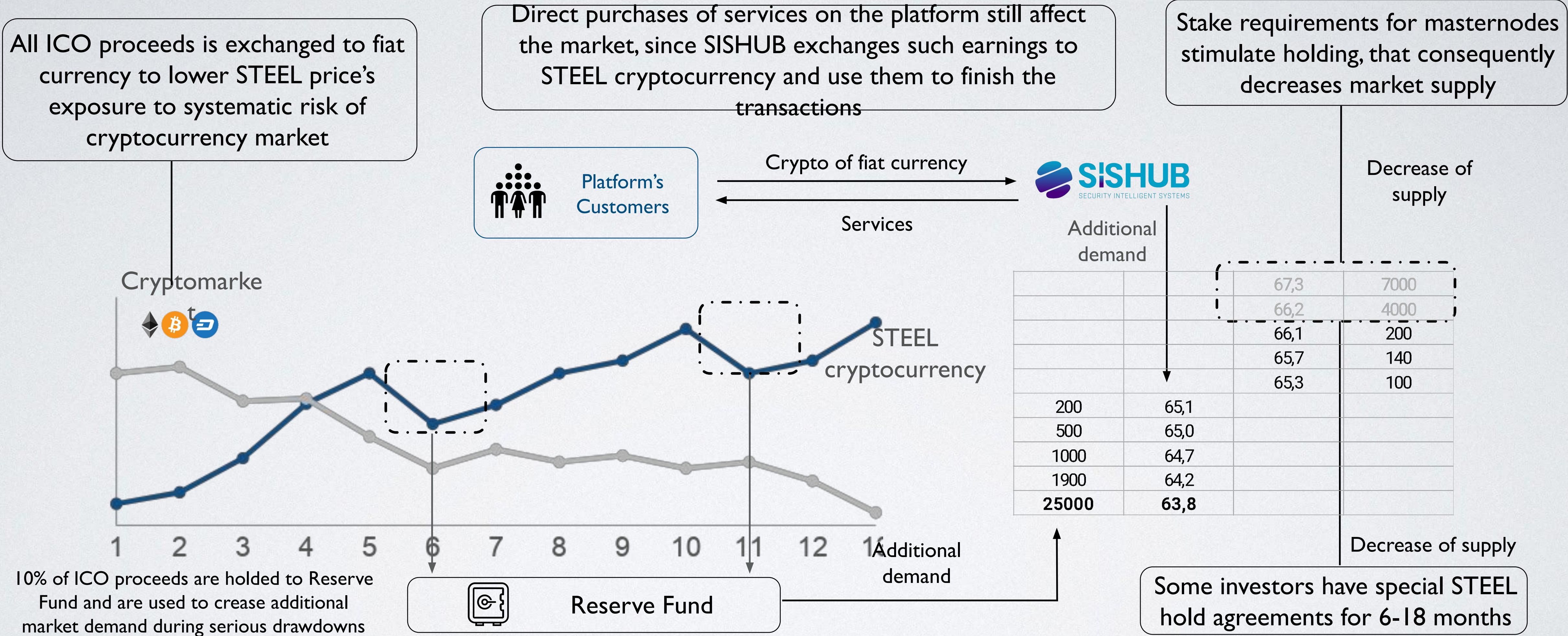


Scheme of the STEELs' circulation in the SISHUB ecosystem



Public market

Economic model of SISHUB project endows STEEL cryptocurrency with intrinsic value and correspondingly creates mechanisms for increasing the market demand, the liquidity and decreasing the market supply.



The growth of circulation value of STEEL will result in the increase of its value to each member with each addition agent. Moreover, the value of STEELs will be determined by willingness of people to accept them as payments for goods and services. In this way, the marker rate of STEEL cryptocurrency is economically rigidly correlated with the number of users of the SISHUB ecosystem and its' development as a project.

Additional paid services for users - Monetisation of the platform

STEEL name service

Users and corporate clients of the platform receive the opportunity to receive a unique and usable address of the wallet, which will be used for communication and financial transactions.

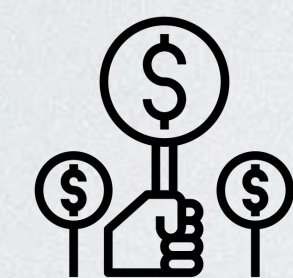
Ordinary SISHUB's blockchain account address:

0x32Be343B94f860124dCk4fEe278FDCBD38C102D88

Special SISHUB's blockchain account address purchased in name service:

Ordinary User @username

Corporate Client @brandname



Distribution of names will occur through an auction. Each user sends a request for a specific name, after which the auction begins. The stack that will be greatest after 7 days receives private keys to this name.



Users make bets for the current name



Wins the maximum amount

The advantages of a personal name

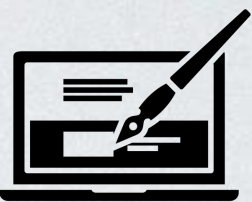
Human readable format

Important image component
for brands for brands

Less probability of making
mistake in name

Additional paid services for brands and corporate clients

Creating a unique chat design
with special colours and fonts



Each company or brand can order the development of its own unique design solutions from the SISHUB. Such a solution will increase the loyalty of employees and customers.

Creating and supporting a corporate
channel with the latest news and
promotions

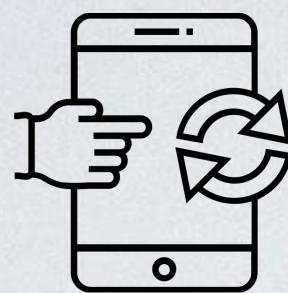


Brands have the opportunity to create a corporate official channel, in which buyers can get the latest news, as well as get 24/7 support

Benefits and advantages of STEEL cryptocurrency usage



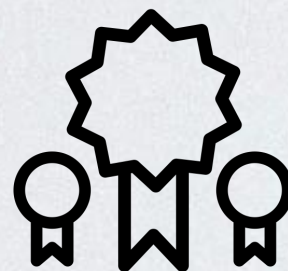
Participation in the distribution of fees
Each holder of STEEL cryptocurrency gets the unique opportunity to receive passive income, which is equal to his share of the steak in the total steak. An increase in aggregate commission increases the final amount of the reward received.



Paying STEELS allows users to use the services and infrastructure of the platform cheaper
Payment transactions, financial services and the use of the blockchain network using STEELS more beneficial and cheap in comparison with credit card payment and other cryptocurrencies. In this case, there are no commissions of intermediaries and payment gateways.



More advantageous payment for goods and services from platform partners and shops
STEEL cryptocurrency allows you to pay for purchases in partners who accept cryptocurrency. Due to the use of their own payment infrastructure, companies get cheaper acquiring, which will allow making commissions lower. STEELs currency also allows you to form a pool of loyal customers



Receiving bonuses and cashback for using STEELS as payment
For those users and customers who use to pay for services and goods in everyday life, there are cumulative loyalty programs, bonuses and increased cashback due to the absence of a commission of financial acquiring. Companies share money saved with customers



The ability to use as a transfer of value over the world with minimal commissions and safe
STEELS can be used as a transferable value around the world. Thanks to a secure and fast infrastructure, users can make payments with minimal fees. Such assets cannot be tracked and seized by third parties. This increases their attractiveness.

SWOT analysis

Strengths

Unique functions (Alarm, White Noise, Keyboard randomiser, Channels blocker, Double PGP)

Project addresses joint of growing markets - messengers, cybersecurity, data storage, cryptocurrency and online payments

Pricing below market

Strong experienced team

Weaknesses

Low operational speed

ICO market cool down

Expensive marketing

Internal payments are made with uncommon STEEL cryptocurrency

Vague legal framework for cryptocurrencies

Opportunities

Increase of the technology’s interest and awareness of the secure information storage methods importance

Growth in market volumes and the number of users

The ability to work with clients around the world and receive payment using cryptocurrency and Steel cryptocurrency

Lack of blockchain solutions for corporate clients in the market (B2B)

Opportunity of reducing data storage expenses and ease of setting up cloud solutions

Threats

Competition between platforms that develop blockchain solutions and distributed data storage

Lack of legal framework for the use of smart contracts by counterparties in resolving of litigations

The importance of the network effect in the development and attraction of a critical mass of users

High volatility of the cryptocurrency market and its susceptibility to various news related to government regulation

Strong and well-known competitors in the market with significant R&D budgets and political lobbies