



**Blockchain-based File Sync & Sharing**

# Information Flow Creates Value

Public information starts to flow when it can be easily searched

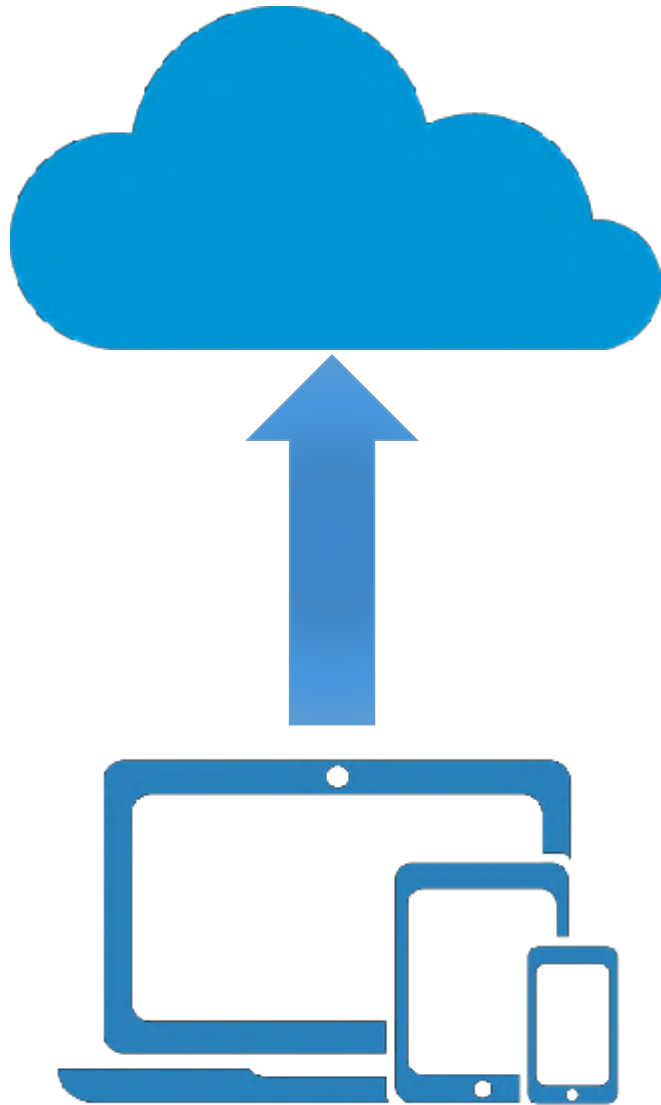




Semi-private information starts to flow when online communities can be easily formed



Private information can only flow when it can be easily and securely shared and collaborated upon

# Future of Cloud Storage



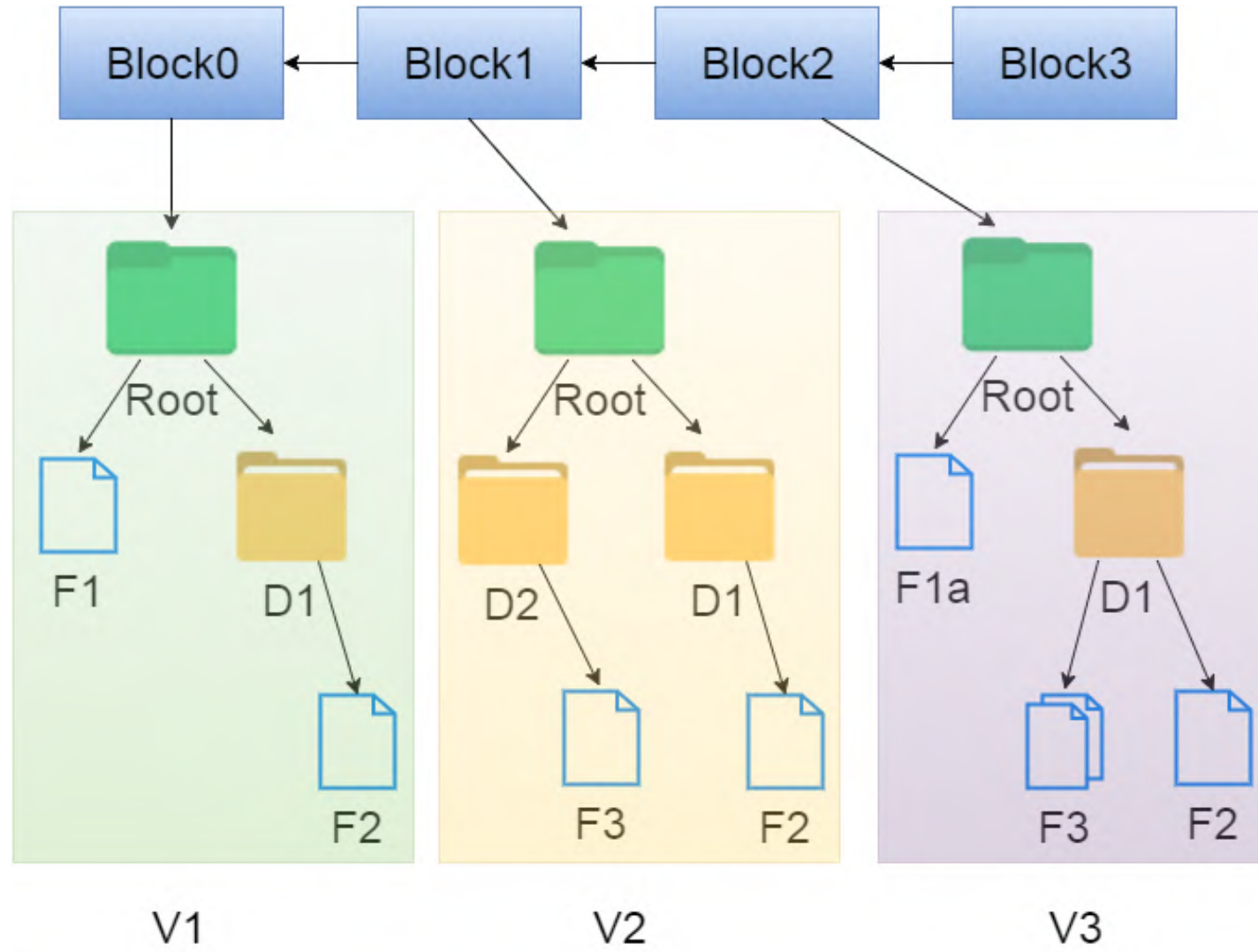
- Transition to cloud storage is the future.
- Stumbling block for business: **Data Security** (logical data ownership).
- Traditional approach: Firewall 
- New paradigm: **Blockchain** 

# Cloud Storage Solutions Overview

	Logical Data Ownership			
	Immutable & Distributed	Content & Metadata Encryption	Man-In-The-Middle Attack Detection	Search on Encrypted Data
Traditional Security Solution: Firewall	✗	✗	-	-
Current EFSS Solutions	✗	✗	✗	✗
<b>ALLIVault</b>	✓	✓	✓	✓

**ALLIVault: Blockchain-based technique guarantees user complete logical ownership for data stored on cloud.**

# Blockchain/Merkle Tree



# Immutable and Distributed

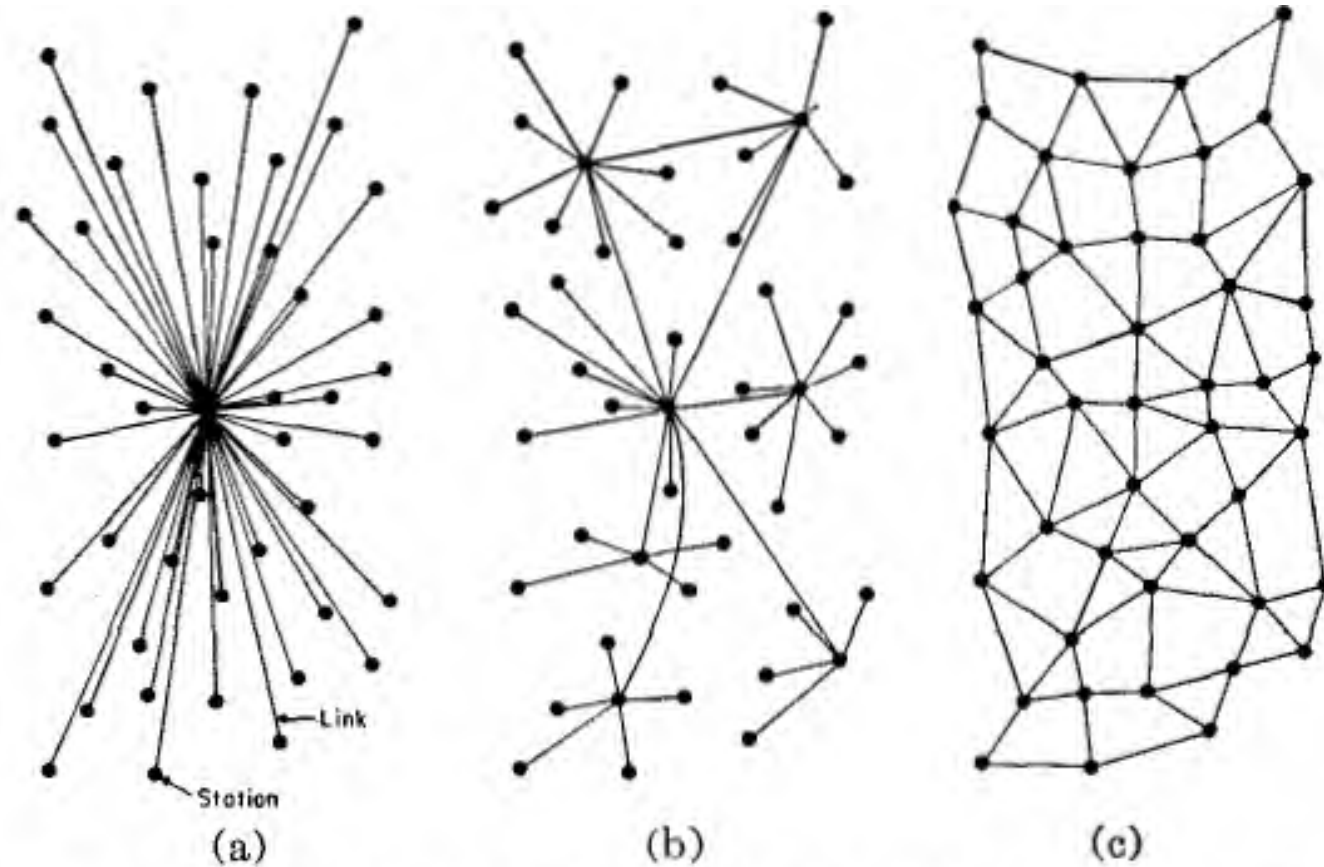
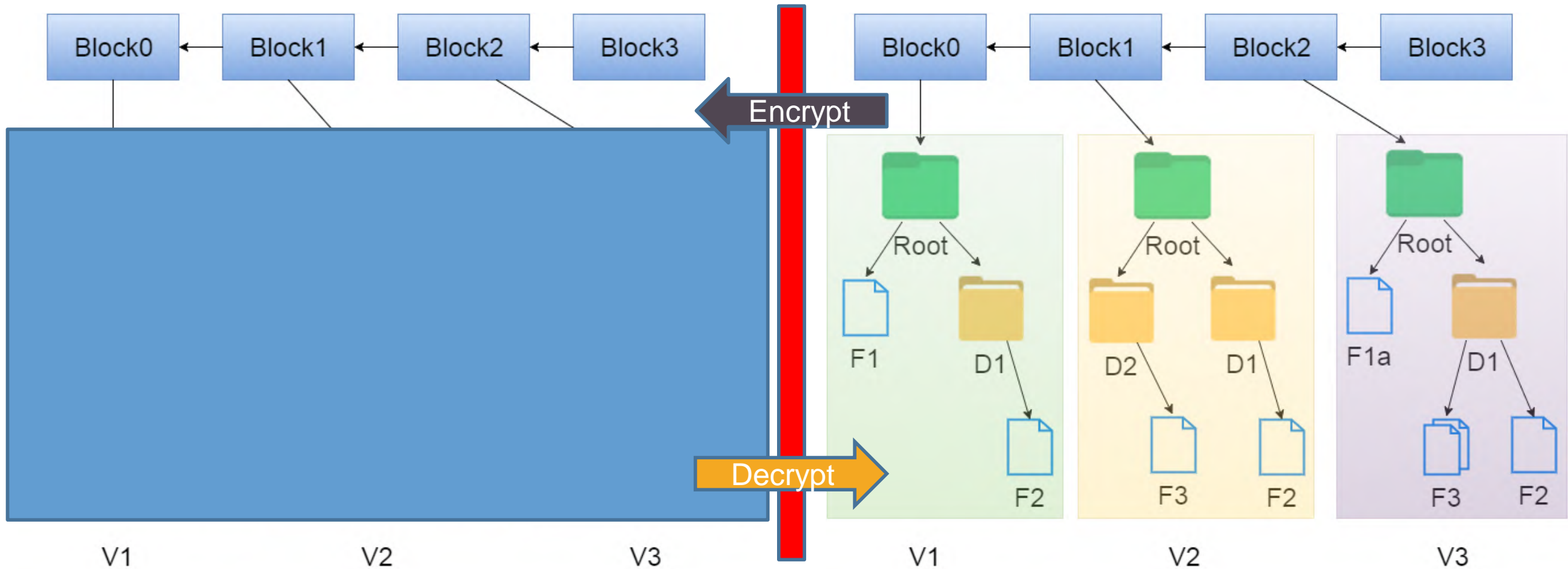


Fig. 1—(a) Centralized. (b) Decentralized. (c) Distributed networks.

# Trade-off b/w Metadata Encryption and Ease of Use



**ALLIVault Solution: Blockchain-based architecture for Key Management (Patent-pending, App. # 14/750,567)**



# Search On Encrypted Data

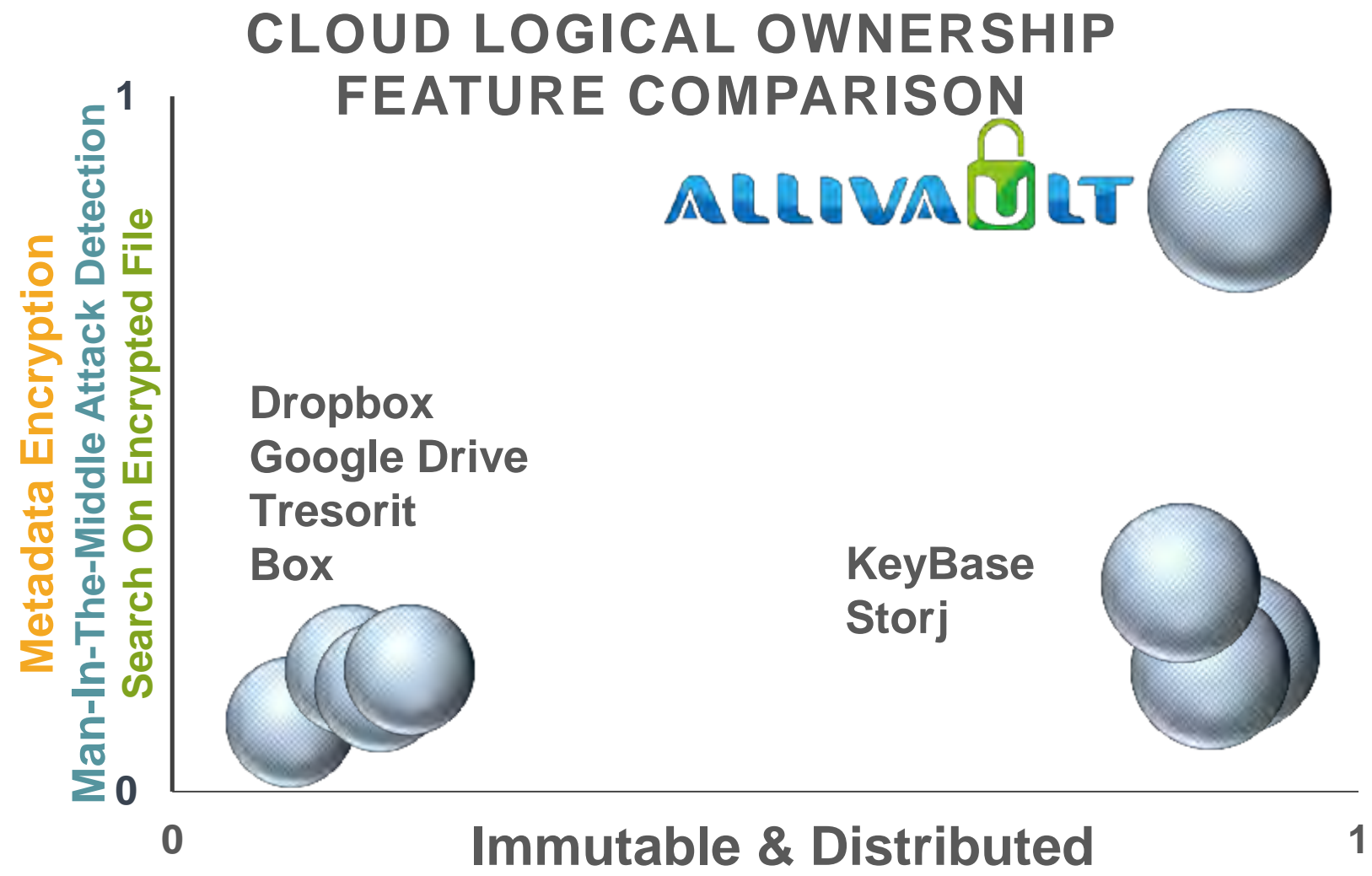


**ALLIVault Solution: Separation of Index DB and ciphertext DB**  
**(Patent pending, App # 15/048,726)**



# Competitive Landscape

- Metadata Encryption
- Man-In-The-Middle Attack Detection
- Search On Encrypted File



# Go To Market Strategy

## Step 3: Expand to more industries and professional services

- Acquire users in massive-scale

B2B  
B2B2C

## Step 2: Partner with prevalent third-party products and provide embedded security feature.

- Provide embedded enhanced security features

B2D

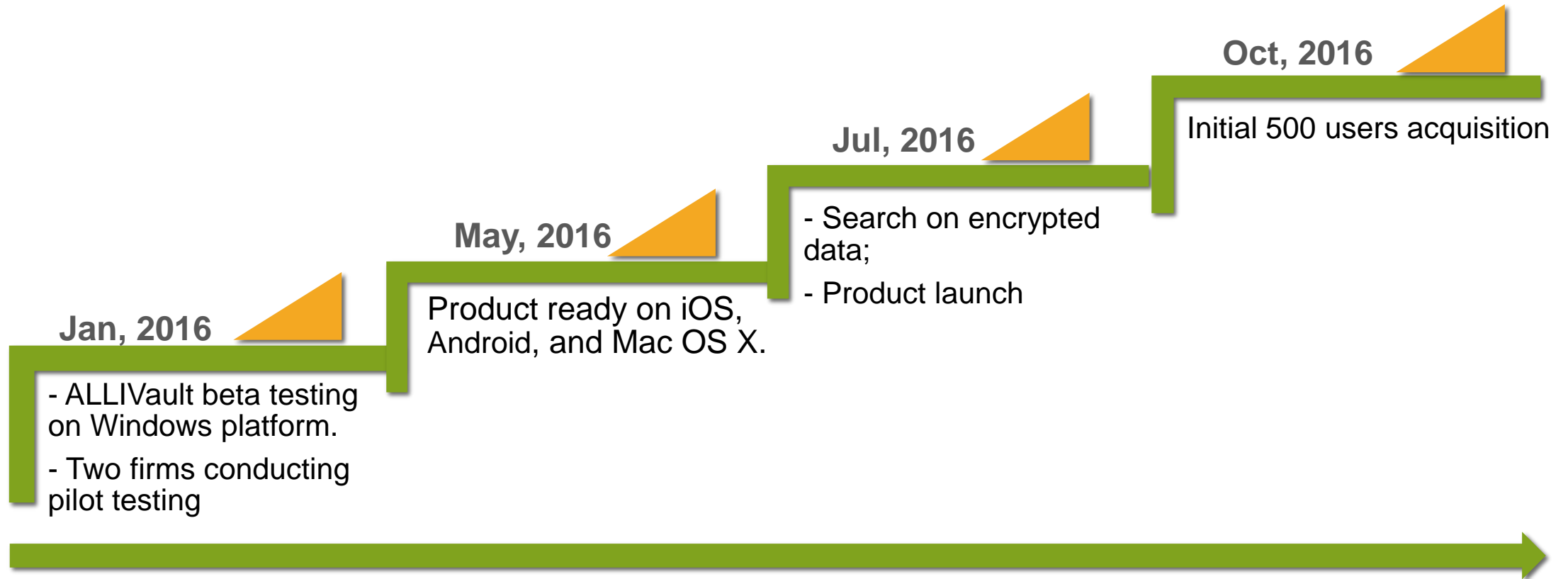
## Step 1: Focus on financial and media industries

- As a lump-sum package or by number of licenses

B2B

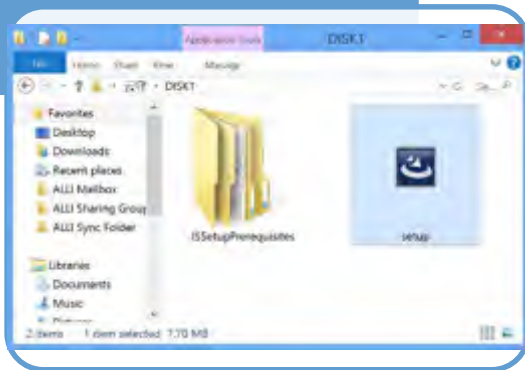
**Revenue Model: Subscription-based SaaS Model**  
**\$10-20/month/user**

# Timeline and Milestones

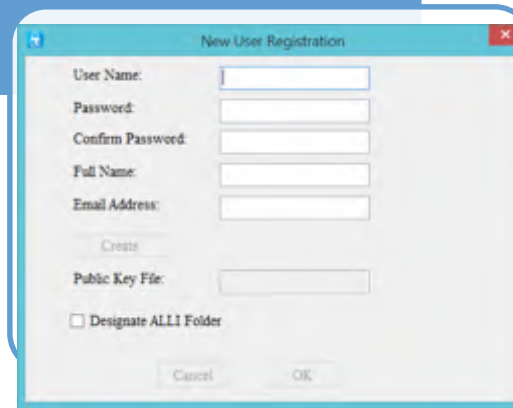


# Product deployment: Easy as dropbox

Installation



Registration



Normal use



# Our Team



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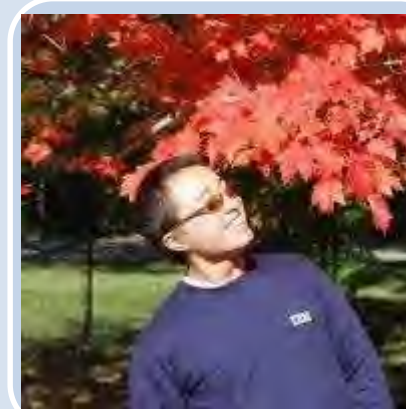


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Dan



Twitter

Data Storage  
Expert





Blockchain-based Data Ownership

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**Thank you!**

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