



Company: MetaSepia, Inc.
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Management:

Kerry Brown, CEO
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Peter Landrock PhD, CTO

Tagline:

The Prismatic Token
Company

Industry:

Augmented Reality > Mobile
Digital Portals and Bridges

Company Founded:

June, 2015, Delaware Inc.
Portola Valley, CA office

Number of Employees:

1 FT, 3+ PT

Strategic Partnerships:

[Cryptomathic](#) (UK),

Prototype:

Yes

Current Investors:

Founders, \$100k+

Funding Stage:

Seed

Amount Financing Sought:

Seed round of \$3.2M

A Round of \$2-4M in +18
months, post-Seed funding

Use of Funds:

Token Server development,
Business and Partner
Development, Operations

IP

4 issued patents, May 2017
Business Plan, Team,
Technology

Legal Representation

Carr and Ferrell LLP,
<https://www.carrferrell.com/>

Business Summary:

MetaSepia was founded in Portola Valley California, in 2015 by 3 highly-experienced security experts and a digital security Company, [Cryptomathic](#) (uk). MetaSepia is 3 Dimensional securitized Token Service Provider (sTSP), enabling Corporations to augment/populate their Trademarked Branding Logos/Icons with scannable color codes. We issue Securitized Trademarked Branding and Communication Logos as scannable objects for Mobile AR (Augmented Reality) applications utilizing Digital Portals and Bridges for Marketing and Communications.

Customer Opportunity:

Consumer engagement for scannable codes, such as the 2Dimensional QR or SnapChat codes, is growing for product/social/security use-models, as seen by recent adoptions by FaceBook/ SnapChat/ Alibaba/ PayPal/, etc. The introduction of AR for the Apple IOS 11 utilizes an AR channel for Independent App Developers and Corporate initiatives that will utilize our Digital Portals or AR Bridges. The customer will visually validate/authenticate an encoded Trademarked logo, reducing security concerns.

Corporations lose a branding opportunity when presenting ubiquitous Black and White non-corporate differentiating code elements, and consumers resist for perceived value, security, and poor utilitarian aesthetics of the actual element. Alibaba is addressing this problem with Mashang Tao, and Machine Learning is synergistic with our technology.

Products and Services:

We offer the world's first optical scannable Trademark technology. We encode corporate branding logos with scannable digital codes for product and company information/services, both offline and online, as audio-visual trademarked icons that are owned by the corporate entity. We offer encoding, issuance, analytics and lifecycle services. We securitize and encode tokens with the customer's own recognizable and trademarked logo/Icon.

Target Market:

An Asian Market that has large numbers of consumers using Optical Scanning utilities and applications for QR codes, and a USA application for the new AR capabilities of mobile devices and new apps. We'll seek partnerships with those that provide product information and services via mobile proximity AR.

TAM and SAM:

TAM is potentially everyone with a mobile device, or approximately 6.1 Billion smartphone enabled people in 2020. The SAM is over 500,000 Corporations and hundreds of millions of paid issued codes for millions of users.

Target Price and Market:

Ranging from ~\$0.20+ for OEM enterprise platform licensing to OEM or large Resellers to specific vertical markets, to over \$1.00 for subscription and low volume, high services, on-demand users. The Market includes all product manufacturers that interact with consumers via Scannable Optical Codes, and mobile device AR applications, including visual security/authentication, branding, games such as Pokémon-Go, and social avatars.

Sales/Marketing Strategy:

B2B: Free app hybrid integration into their present scanning utility, with niche carve-outs for partner resellers or vertical organizations. We will license our Token Server to international entities for early introduction.

B2C: Personal avatar codes for social media and personal usage on subscription or single-use model with free scanning utility hybridized with existing utilities. AR apps can access our products/services.

Business Model:

We are a Securitized Token Service Provider. We'll sell Products and Services on B2CSubscription and B2B Enterprise Models on an SaaS technology platform.

Competitors:

Approximately 2 large Public Sector Competitors; Visualead (Israel) is the primary aesthetic issuer competitor. Proprietary Competitors/Opportunities include Alibaba/Mashang Tao in China, and SnapChat/ FaceBook/ Amazon/other verticals in Europe and Americas, most offering hybridized scanners and proprietary code elements.

Competitive Advantage:

We offer the same services on similar SaaS platforms as every other TSP competitor. We differentiate on the personalization opportunity for the Scannable Element, itself. We believe the extreme company-differentiating aspect of our scannable Proprietary Branding Logos will drive new Corporate Marketing and Branding initiatives.