



[Block23.me](http://Block23.me)

## Road Map

### 1.1 Current Technologies and Organisation

#### DEVELOPED TECHNOLOGIES

- AI and Deep Learning algorithms for joining/analyzing disparate data sets and transforming phenotype and genotype data into insight on the fly.
- GPU accelerated computing with an analytical processing engine for big data modeling, along with dashboards and interactive visual controls for fast exploration and discovery of data patterns
- CRM engine with automated processes that trigger product and service offers at key moments of engagement people looking to make a purchase and on their preferred communication channel, delivering more efficient engagements, sales conversions and savings.
- a bio-informatics platform that captures and analyses high-quality multi-institution medical data, designed to connect patients, doctors and research scientists for expedited research and therapy development.
- standardized scientific data collection model across participating organizations performing clinical evidence-based pharmaceutical research.
- an Electronic Data Capture (EDC) system to automate the collection of structured data relating to all aspects of healthcare (such as diagnosis, medication, laboratory test results, genetic, radiological and imaging data).
- DNN and data mining techniques to automatically identify associations between the structured data in the EHR (history of the patient, history of illness, treatments regimes, medications and lab results), deviation from the standard values from the reference knowledge base, and to further investigate disease comorbidities, patient stratification, drug interactions and clinical outcome
- a fine-grained longitudinal phenotypic profiles, biobanks and genetic data repository, together with systems biology approaches, for downstream personalized medicine development, patient safety improvement, and informed clinical decision making assistance.

## OPEN DEVELOPMENT PLATFORM

It is the core concept of Block23 to enable third parties to develop health care applications using Block23's Open Development Platform and the PMX crypto currency as a reward and value exchange token.

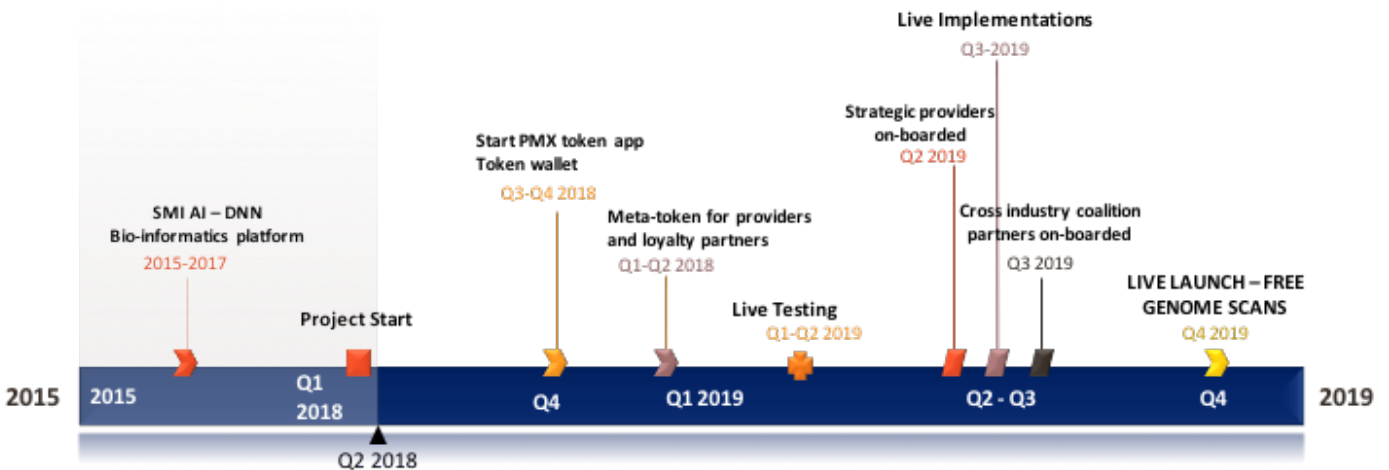
## ORGANISATION

The current organization includes a highly skilled team of experts in their relative fields of

- Technology team experienced in Blockchain technologies, smart contract applications, big data processing, industrial product design and manufacturing
- Scientific and bio informatics resources with academic and industry experience to perform pathway, network and other meta-analysis of relevant collection of internal and external omic data, capable of defining patient populations, surrogate markers, drug repositioning and defining effective drug combinations in order to generate actionable scientific insights
- Sales and customer support team in major markets including North America, EU, CIS, Middle East and Africa
- World-wide partner sales channel servicing health care sector.
- Current offices in Reading UK and Moscow, Shanghai and Oslo.
- A signed agreement with strategic partners ([Rennova Health](#) and [Genomas](#)) to provide genomic scans on preferred terms and conditions

## 1.2 Product and Business Development

### Summary Project Timeline



## **Q2, 2018**

### **R&D: TECHNOLOGY DEVELOPMENT PLAN**

#### **PMX Tokens for eco-system participants**

- Extend the development platform for creating and managing reward tokens with smart contracts powering the framework as well as the general web interface,
- Ensure wallet compatibility on any mobile web-enabled device, including tablets and PC, with iPhone and Android apps offered. The universal wallet to operate on an Electrum-style approach, with no downloads required.

### **PRODUCT DEVELOPMENT PLAN**

#### **Block23 application and crypto wallet**

- Development of Block23 application for managing transactions that is modular, connects to Blockchain CRM, enabling providers to configure their offers as a reward system in the form of tokens which are transferrable between providers.
- Develop a transactional platform on Ethereum using smart contracts for mediating exchanges between people, pharma and providers, generating a toll type transaction and revenue model for Block23

### **ORGANISATION PLAN**

- Opening of new office in North America
- Hire Blockchain developers for wallet and user interfaces, new applications, integration protocols
- Hire additional partner project and support team resources
- Install Block23 platform and applications to run on AWS for servicing N.A. customers

### **SALES AND IMPLEMENTATIONS**

- Grow the partner network and community into N.A.
- Expand the EU partner network to increase the number of providers to 100
- Develop strategic partnerships with research institutes and pharma
- Develop joint ventures with technology partners and major health care providers

## **Q3-Q4 2018**

### **R&D: TECHNOLOGY DEVELOPMENT PLAN**

#### **PMX token for providers**

- Continued development of the Block23 platform and integration with the Ethereum framework

- Test prototype of mobile wallet to allow providers to send crypto using text message or email; trial wallet compatibility on iPhone and Android; evaluate usability and user experience

#### PRODUCT DEVELOPMENT PLAN

##### **Block23 application and crypto wallet**

- Continued work on the development of the Block23 application and PMX wallet

#### ORGANISATION PLAN

- Opening of new office in Singapore
- Hire additional Blockchain developers for continued work on wallet and user interfaces
- Hire Blockchain developers for wallet and user interfaces, new applications, integration protocols

#### SALES AND IMPLEMENTATIONS

- Expand the partner network into Asia
- Expand partner channel and partnerships with global providers serving related health care industry
- Grow the coalition of Block23 providers in cross service industries, such as insurance and financial services, enabling a cross industry crypto loyalty network
- Create new joint ventures with technology partners and service providers

#### **Q1-Q2 2019**

##### R&D: TECHNOLOGY DEVELOPMENT PLAN

##### **Live testing**

- Live tests with selected partners, providers and people/patients
- Conduct test transactions on embedded wallet
- Final design specifications and support requirements for live roll out

#### PRODUCT DEVELOPMENT PLAN

##### **Block23 application and PMX wallet**

- Continued work on the development of a new Loyalty Management application and wallet.

#### ORGANISATION PLAN

- Hire additional Blockchain developers for continued work on wallet and user interfaces

- Hire additional Revoz developers for continued work on new applications, integration protocols
- Hire additional project and support team resources

#### SALES AND IMPLEMENTATIONS

- Go live end of Q2 2019 with selected providers
- Expand partner channel and partnerships with global coalition of providers serving non-health sectors such as insurance and equipment providers
- Create new joint ventures with technology partners and service providers
- **Distribute app to people/patients with free genome scans**