



## BUSINESS PLAN

2018

## Executive Summary

In the following business plan we review the realization of AIAR's vision for **democratizing learning** on a global scale, and the **enormous potential** that exists for the one who achieve it digitally.

After an exhaustive assessment of the industry at large, everything is boiled down to **3 concrete challenges** for the market. This will be our strategic base for **3 concrete pillars** that lie at the heart of AIAR's **digital ecosystem for learning**, which will realize the full potential of the strategic window that the market offers.

After which, the **business model** is specified to balance the ecosystem to maximize profit for the company. This will, in turn, lead to a more **concrete roadmap** detailing step-by-step how we go from fiction to facts, followed by an account of the immensely strong tribe that are set to realize this.

Finally, this is translated into more monetary terms, showing an **extreme return of investment** in line with some of the top digital success stories in the world.

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# 1 Introduction

We live in an age of both serious problems and incredible opportunities. Sweden's next unicorn, AIAR, targets both. With the global ecosystem of learning, we will not only cure a large part of the world's crucial problems, but also earn a considerable amount of money in doing so. We are now offering a last chance opportunity for You as an investor in AIAR before we take the next step into a global level.

Without a doubt, the best rating a digital venture can get is customer satisfaction with both the brand as well as its products, and already there we have both *local and global Proof of Concept (PoC)* behind us.

The second best rating for a successful venture is a consensus view from smart investors that there is a global case that will not only make a difference in the world, but actively change it for the better – and earn a lot of money in the process.

To our great pride and joy, so far we've already accumulated an exclusive number of shareholders, predominantly themselves being fantastic entrepreneurs. Yet our ambition to democratize learning to truly broad masses and our ultimate goal of reaching 1 billion users, make us happily welcome a greater number of people to invest. Men and women who have come to understand the need as well as realize the fantastic global potential that lies within, and that AIAR has exactly the competency and ability required for both the technology and tribe needed to achieve said potential.

The following business plan is our tool to align our respective views with yours, as an Investor, and detail how we can achieve our goal together.

The business plan begins with a simple and straight-forward **market overview** that gives us insight into the issues that the market presents, followed by how we may technically and strategically solve those same issues. This is then followed by the **digital business model**, detailing the different digital and monetary flows of market ventures. After which, a roadmap with a number of **milestones** will be detailed – some already completed, some set in the immediate future. After reviewing the company's **tribe**, board and management, a section on the **financials** will follow, with an estimated Profit & Loss Statement (P&L), valuation and offer to you as an Investor (including the pre-sale discount of 40% offered as preparation for the Initial Coin Offering [ICO]).

But first, let us start with an assessment of the marketplace.

## 2 Vision Statement

When you build a venture, you may do it from two different directions – either to follow your *heart* or through your *wallet* (which with the aid of your *mind* will speed you toward your destination). Looking at the area in which AIAR has been working so tirelessly, both approaches is equally relevant.



The success of the latter approach was made palpable when one of the heroes of our field, Nicklas Zennström, presented Atomico's report on the European investment climate in the biggest European tech event, Slush. During which it was claimed that the European market has come so far in its climate for innovation companies that we are now not only ready to generate \$10 billion companies (also known as "unicorns") but \$100 billion companies (aka "800-pound gorillas").

Looking at the hard facts of the matter is a different story, however, where not one of the three largest so-called unicorns (all Scandinavia-based, the most

valued being Swedish Spotify), among the grand total of 41 unicorns across Europe, has been valued in excess of the \$10 billion limit. And among the ten largest companies of Europe, not one of these are tech companies, unlike the United States, where the top 5 companies are tech companies, and in China, where the top 2 are in the tech industry.

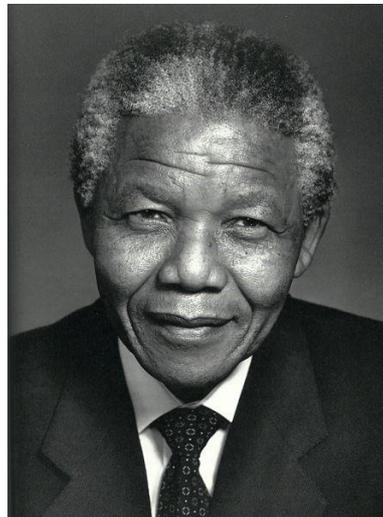
Listening to the giants of the industry, such as Mood Rowghani from Kleiner Perkins or Ankur Jain, founder of Kairos, the reason for this is not only due to mental limits among Europeans for what is achievable, but also the nature of the industry itself. In order to challenge existing gorillas such as Alphabet, Amazon, Alibaba, Adobe, Apple and so one, one first find a solution for one of the world's existing unsolved issues. The first and biggest of the five largest issues in the world today being...

...yeah, you guessed it: Education.



As a cornerstone of modern civilization, this is no surprise. The market for education is one of the largest markets in the world - with over \$6 trillion in turnover, it is more than twice the size of the automobile industry. If you make your decisions based on money alone, education is thus one of the biggest opportunities to transcend unicorn-status and become a gorilla in your own right.

Most of the genuine serial entrepreneurs don't usually build their value on the size of the industry however, but instead typically on problem solving. The bigger the challenge to overcome, the better. Even here, AIAR is on a journey entirely in line with that direction, expanding education to a truly global scale. Education is today set as the fourth goal for global sustainability of the United Nations. As Nelson Mandela said 30 years ago:



*"Education is the most powerful weapon which you can use to change the world."*

At the time, there were only four million people in the world with internet access. Today, there are an astonishing four billion of us. What was a strong solution in theory already 30 years ago is in practice an amazing solution today - A mobile solution.

If done right, it has the potential not only to help public enlightenment, education and development, but also help everything from poverty to emancipation and democracy. An educated public is a force to be reckoned with in the hyper-connected world of today, themselves finding new solutions to local as well as global problems every day.

The latter perspective is the DNA at the core of AIAR's culture and vision, as well as the pathos that drives every go-getter in the organization. At the same time, the first perspective is still of interest, both for investors and those who make it their mission to change the world...

...which is exactly what we intend to do.

## 3 An Exploding Market

Thus, education is one of the best tools available to solve a great deal of the problems we encounter across our world today. This can be said of education in general, but of the burgeoning digital applications of the field in particular.

A lot has been done in recent years in the digital learning industry. First coming into the 21<sup>st</sup> century, a large number of companies attempted to digitize education in a variety of locations around the globe, and since then development has skyrocketed. Despite this, the potential is far from fully realized. A thorough assessment of digital learning and education today shows that overall, there are primarily two causes for this – one strategic, one technical.

### 3.1 Strategic Focus

The first reason is concerned with strategic focus. On one hand, it is true that education is one of the world's largest markets. The digital part of the market in particular growing rapidly, showing up to 17% growth per year and is expected to be worth \$250 billion in 2020. However, the fastest growing subset of this is the mobile learning market, alone expected to reach \$40 billion the same year.

On the other hand, it is also true that it is one of the world's most slow-moving markets. The E-learning market is expected to take five times as long to transform digitally than other comparable markets, which is a reason for only 2% of the entire education market today being digitized.

Nevertheless, the focus for most EdTech, or Educational Technology companies, is to try to digitize the existing school systems, including government agencies, schools and professions, materials etc. They are all to be commended for their heroic efforts, and they *will* succeed... in 20 years' time or so.

### 3.2 Technical Implementation

For those of us interested in more rapid developments, the latest trends on the consumer side provide more inspiration. For courses aimed at professionals, results show that as much as 80% of the knowledge acquired during an education is forgotten within a month after completing the course. Moreover, only one out of five report a level of satisfaction high enough to recommend the course further. That has led to an explosion in self-learning trends – with five times as many new initiatives compared to corporate learning, to an extent where people are willing to pay out of pocket expense for it (in the US, up \$340 per year).

During the past year, this has led to initiatives such as MOOC (Massive Open Online Courses) and mobile devices for *microlearning* gaining rapidly in popularity. This has in turn generated an enormous increase in accessibility of learning around the world, where eLearning first increased accessibility to 4 billion desktops and then micro-learning to 5 billion smartphones.

At the same time, from a consumer perspective these initiatives are far from revolutionary technical achievements. In general, it has been about using offline content and lectures and posting it online with the hope that it will have greater appeal for their prospective audiences. With the advent of modern smartphones, this has been complemented with gamification, the utilization of video game design and game elements in learning environments to engage learners, but the net results have so far been largely the same – new technology that is used to repair old processes rather than to innovative new ones.

For the industry this presents a unique set of problems, as well as a great opportunity for the one who want to take the leading position in the global field of eLearning. A rigorous assessment shows that these problems can be boiled down to three different components.

## **4 The Three Concrete Problems**

Exclusively viewed from a consumer perspective, it is apparent why the field of digital learning has such enormous potential, as well as how far it is from being realized. All of these issues are connected to the fundamental parts of human existence – defined below as motivation, credibility and economy. All with corresponding consequences for your mind, your future and your wallet.

### **4.1 Motivation**

The first problem targets the motivational prerequisite behind the learning process – to succeed with penetrating the market, the digital learning solution must be both stimulating and relevant enough to make the public want to learn – engage their motivation.

Ten years ago, the world's content providers realized that they could share their content on the internet. Since then, numerous attempts at digitizing content in a relevant way have been undertaken, with the result that we today are faced with an equal number of diverse ways to absorb knowledge through various courses, guides and pedagogical models.

Some of these attempts are better than others, but how would you as a consumer know which ones these are?

Lifelong learning – to be able to gain knowledge progressively throughout your life in order to stay on top and competitive as an asset in the marketplace – is today a growing problem for a considerable portion of the populace. On an individual level, it is no surprise that we all have differing personalities showcasing different ways to best absorb this knowledge. Despite this, today's MOOC courses and micro-learning options are limited in diversity and variety of both method and approach. In essence – you can pick whatever color you want, as long as it's black.

### **4.2 Credibility**

The second problem that online education and digital certifications still have is the lack of credibility compared to traditional schools and educational institutions. This applies specifically to fraud, as the accessibility of online education may also turn into a

disadvantage – the ease in which we connect ourselves anonymously online may also represent an ease of which to cheat or falsify academic credentials.

This is one of the biggest reason as to why the industry has an embarrassingly low completion rate. Of those who start a course, on average only 7% actually complete it, compared to the 70-80% completion rate of offline educations.

In the same way that Elon Musk doesn't want to build the world's best electric car, but rather the world's best car of any kind, the ambition of AIAR isn't to build the best digital education in the world but to build the world's best education of any kind. We thus don't want to *reduce* the distance between completion rates, between 7% and 70%, we want to *eliminate* the distance.

### 4.3 Economy

The third problem to take into account is the consumer's financial capacity. How do you fund and sustain your learning experience? By "you", we are no longer referring to how you personally, your colleagues and the rest of us with substantial disposable income in the western world. Our marketplace is a global one.

Today, AIAR exists in 165 countries, with the majority of users hailing from Asia, including India, Vietnam, Indonesia and Malaysia, followed by slightly more economically favorable markets such as Brazil, Argentina and Mexico (after them, we see an increasing number of users in areas such as South Korea, the United States, the UK and more).

Business-wise, everything is about volume. What that means, in the high-priority areas of Asia, are monthly wages as a few hundred dollars, if that. The choice is then to either feed your children today or invest in your own future to feed their children even better tomorrow.

The cost in terms of both time and monetary means of a traditional, offline education being prohibitively expensive then leaves only one option – online learning. But in a world of lifelong learning, the world of continuous education every year, if not every quarter, to stay competitive in the marketplace, the cost of education and certification even online presents a tough option.



LUST

- Offline student counselling is inefficient
- The online supply is complex and difficult to choose from
- Learning is not fun
- Courses are impersonal and not personalized



ECONOMY

- Offline education is expensive in time and money
- Knowledge quickly goes obsolete
- Online lifelong learning is difficult to budget



TRUST

- It's online easy to cheat at digital certifications
- Easy to let someone else do the course for you
- Most people don't even finish their courses

## 5 The Three Digital Solutions

After a rigorous survey of the entire digital education industry, we have identified the three abovementioned concrete problems. A thorough review shows that these problems lie at the core of the hesitation in place in the market – the inhibition of growth in the digital learning market, despite its enormous potential for expansion.

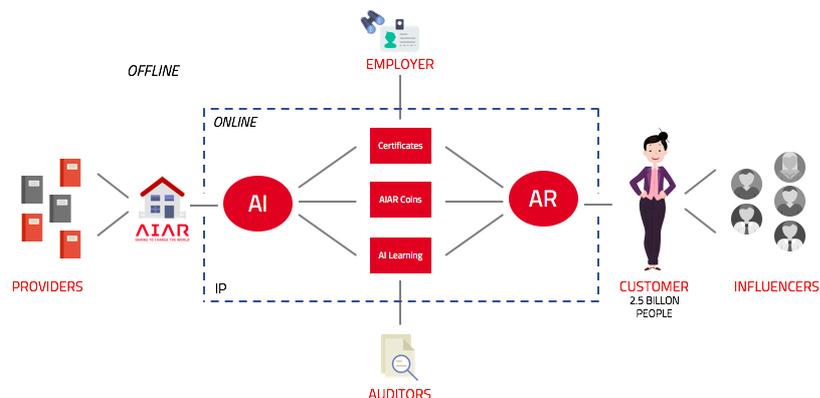
The AIAR® digital ecosystem for learning is a direct response to this.

### 5.1 The Different Parties

The entire digital ecosystem is based on the communication between the two different parties on the market today – content providers and learning consumers.

In between these, we have AIAR on one side helping providers with their digital communication and distribution. On the other, we have the 2.5 billion consumers in need of education, and all the influencers and factors that aid them in their choice of learning.

Both of these parties, providers and consumers alike, are clearly fundamental parts in AIAR's ecosystem. Still the learning consumers are without question the priority, and AIAR will never choose a single content provider due to the strength of their brand, size of their wallet or loudness of their voice. Instead, content is selected exclusively based on the underlying mathematics of what course maximizes learning for the consumer, governed by the three variables: learning performance, reviews, and above all, completion rate.



Alla modeller economy  
sist och blockchain i mitte

Below, you'll find a comprehensive description of the overarching technology platforms that form the basis of communication between providers and consumers. These are followed by the three concrete building blocks that constitute the core of the digital ecosystem. After which, we detail the consequence for a number of external actors who are set to benefit from the furthered development of said ecosystem.

### 5.2 The Different Techniques

#### 5.2.1 The Underlying Platforms

On the *sender's side*, we have the entire backbone and digital platform that constitute AIAR's basis for providing the most efficient learning system for each individual consumer.

In addition to things such as establishing a dedicated server environment, database management, AI-support and blockchain technology, it also includes the generic digitization standard (GDS) that is being developed for all kinds of learning. Herein lies the challenge to, with Neuro-linguistic Programming (NLP) and other Machine Learning-techniques for automation, create standardized content to serve as the base for a global standard of learning and education.

This forms the basis for all of AIAR's proposed function as a "Spotify of learning", where you similarly wouldn't need to learn a whole new digital interface to learn subjects as different as Python-language programming and corporate finance any more than you would need to learn a new interface to switch between genres of music.

On the *consumer side*, we have the Augmented Reality interface for eyewear, which most are familiar with as the smartphone killer that everyone will be wearing in the near future. At AIAR we are namely continuously engaged in an exhaustive R&D process to stay at the cutting edge of educational tools with some of the latest augmented interface software that will be common place within the next few years. That does not, however, mean any risk of a so-called first-mover disadvantage, as development will nonetheless keep in line with the industry as a whole, only presenting market-ready AR-solutions when a critical mass of users already exists.

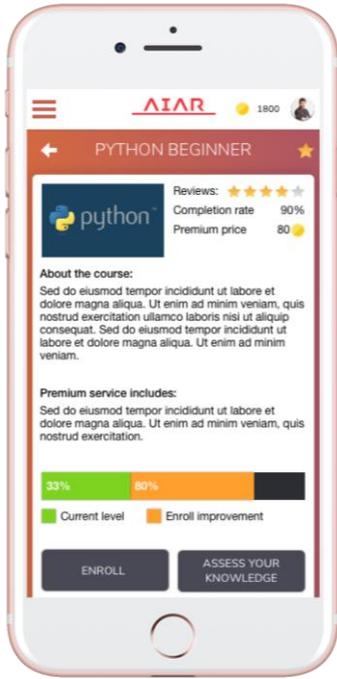
Until that time, the base of our development platform will remain the mobile device. Here AIAR is not working by the principle "mobile first", but mobile only. AIAR here uses a 3T methodology – tutorials, test and tools, a method that has proven extremely attractive.

Between these two different aspects, AIAR with its platform and different content providers on one side, and the learning consumers on the other – we have three concrete pillars that make up the very core of the entire digital ecosystem. Below, you find them sequentially listed.

### 5.2.2 The AI-learning

The first digital solution in the ecosystem is in many ways the heart of AIAR's entire business. Why? Because it solves the problem connected to motivation, engaging the learners having been proven a fundamental obstacle for digital learning to achieve market dominance.

Here, AIAR's learning solution is based on two parts. The first is about helping the consumer find their preferred course in the midst of the multiplicity of subjects and courses. With an AI-model inspired by cutting edge technology within both Advertising Technology (AdTech) and Marketing Automation (MA), we track the consumer's digital footprint through a number of different variables both off- and onsite. This is all used to get to know each individual consumer better than they know themselves, wherein recommendations of individual courses is more personalized for each consumer than in any other digital forum of learning.



In this aspect, AIAR isn't entirely unique as others have steered eLearning in similar directions. We will, however, shift the outcome to a completely new level for the industry.

The second AI application is however unique to AIAR and solves the quintessential problem linked to eLearning. As you know, we all have different ways of learning, yet today's supply of education businesses only offer rigid templates and methods for learning. By using similar data to identify a personalized learning journey we can maximize the individual's learning performance. Starting with a digital behavior identifier onsite on the user's first visit, mirroring other similar users learning data, we then gradually build up through learning AI algorithms a unique and personalized experience to maximize memory retention and material comprehension.

In both instances, the most advanced AI today is already ready on a prototype stage, with the first empirically proven learning

AI coming in Q2 2018.

### 5.2.3 The Blockchain Certificate

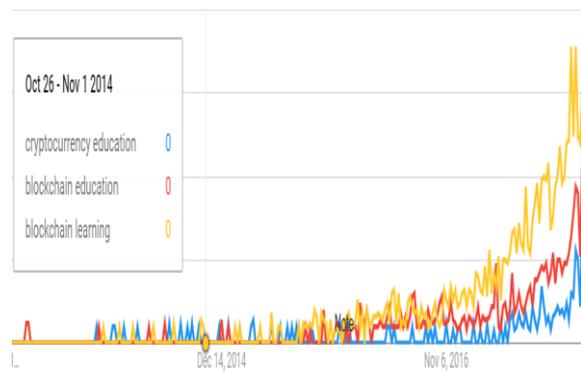
The second digital solution is about seriously taking on the challenge of fraud. Here we launch first a bullet proof interface of certification. Compared to the industry's extremely cautious security initiatives regarding certification, AIAR offers an extremely security-adapted solution to eliminate cheating entirely. There will no longer be a possibility for the user to look at someone else's answers, getting the answers from another person or let another person perform the test in your place.

As the second important point in this area, AIAR will in Q3 launch a global standard for a Blockchain-secured Certification, the *AIAR® Certification*. This will guarantee with 100% accuracy that only the right person does the test and that the certificates are neither stolen, faked nor given away or sold to third parties.

### 5.2.4 The Utility Token

The third digital solution centers on how we solve the issue with the economic challenges for hundreds of millions of potential users across the world. For this purpose, the *AIAR® utility token* is launched, where the consumer has the ability to invest in their own future but also "wish" for AIAR® utility tokens for birthdays and "beg" from employers.

This solution ensures that the student will always have a "wallet" of learning tokens, ready to be used when in need of further competency development, upgrading skills or to give away to family or employees. In short: The AIAR® utility tokens will make it possible and easy to plan and budget for lifelong



learning, for real.

But it doesn't end there. In addition to buying tokens, it is an even more important feature that tokens will be offered as a "reward". In other words, you can actually earn tokens for progressing through courses and learning – you *learn and earn*.

Rewards are partly based on obvious corporate benefits such as reviews and sharing, but also on what constitutes the greatest challenge for AIAR and the industry – completion rate. Through the simple introduction of a learning currency that is earnable, we introduce an element of positive feedback – you are incentivized through "payment" to complete your courses.

This is real *gamification*, most of us with experience in mobile gaming know that artificially constructed social incentives linked to performance (such as cheers and hand-claps) have little effect. Instead, it is only when linking a direct "economic" incentive such as points, tokens or coins that gamification succeeds in getting people "addicted". If we manage to get one billion people addicted to learning instead of gaming or gambling, AIAR will have achieved its goal.



Within this area, there has been a public outcry to create gamified learning and currency linked to education, yet there were zero (0) *large Initial Coin Offerings* (ICOs) in the field last year. This is thus a field where the need far outweighs the supply, and where AIAR with its head start in tech and tribe has the chance to take the gamechanging top position in the world.

Något fel på modellen

### 5.3 The Nice Spinoff

The three building blocks stated above, including the AI-platform and the mobile/AR interface, are all digital. Most of them consist of AIAR's exclusive Intellectual Property (IP), where we in theory don't "do anything", but through automated digital processes and algorithms.

There is, of course, more to the story - while we in a best-case scenario have a fully automated system for formatting and standardizing content provided by content providers, in actual fact there will be a certain degree of manual labor. Still what is being built is a system that "eliminates creativity" to an extent that even unqualified workforce anywhere in the world should be able to assist with the final moderation.

At the same time, there are some stakeholders outside the IP that are equally important components for the success of the digital ecosystem, such as **auditors**. Contrary to traditional education, AIAR will never audit the courses (the "means" to the learning), rather use the mathematical formula and the correlation with learning performance that constitute the sole criteria if a course should exist or not.

There is, however, a strong value in externally validating the certifications (the “end” of the learning). This is to make sure that the certifications actually measures the skills and competency they are intended to verify. For this purpose, we will partner up with a number of important parties for this service.

The other important part externally of our IP is made up of **employers**. We have, on one hand, the obvious reason that a certain percentage of certifications will not be paid by employees but by employers. On the other hand, AIAR will also have the potential to become a hub for recruitment directly – where it will be possible to search among 1 billion possible users, centered on a learning AI at its core, for the competency your position requires.

This won't be the main focus of the enterprise, but as the business goal for all internet companies is to maximize the number of registered users on the one hand, and their lifetime value (LTV) on the other, with the *AIAR® hub of talent acquisition* we can potentially increase LTV from €5-10/member up to threefold that amount.

## 5.4 Summary

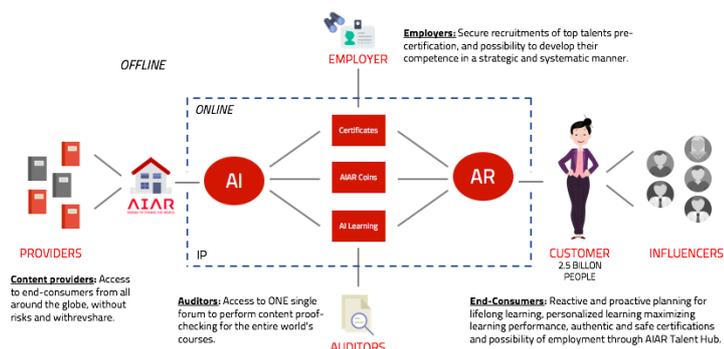
To sum it all up, AIAR has three different types of digital applications. Each one of them created to solve their end of the three concrete problems that are in the way of realizing the full potential for digital learning on a global scale. One of the most important consequences in developing this ecosystem is a rather unique win-win situation for all parties involved.

**Content Providers** are presented with zero risk or upfront money, since they only pay through revenue sharing, while AIAR does all the work after delivering the raw content. **Learning**

**Consumers**, in turn, gain access to the “Spotify of learning” with the simplest way to learn, featuring digital coaching and a tailor-made learning journey to maximize their education. Add to that the incentive to not only plan and budget your lifelong learning process, but also a way to actually earn and all the motivation and commitment that true gamification entails.

The **auditors** will in turn have fewer to keep tabs on while the **employers** not only get a superior way to plan and budget the competence development of existing employees – they are also presented with a unique opportunity for talent acquisition in the form of a comprehensive AI-guided database with predictive matchmaking long before the talents are even certified.

Thus we have a *win-win situation for all parties in the ecosystem*, which secures an increased opportunity for global success in and of itself. But looking exclusively from AIAR's point of view, the three core applications in the company also present a unique digital competitive force in the market.



First, by owning all the data of how you, as a consumer, consume learning materials and progress through courses, as well as subject data of what attracts you and entices you, AIAR will know you better than anyone else and customize and personalize your learning experience in a way no one else will ever be able to. We will, in essence, **own your brain**. Just as we have all grown so accustomed to using Word and Excel, and just as we all still use the same keyboard layout that was developed for typewriters in the 19<sup>th</sup> century, you will eventually not want to learn any other way because your mind will be accustomed to it.

It will become a matter of hardwiring people’s brains, and it would a momentous task to get out of the frame of mind to get used to any other method. The one or two agents to achieve this feat will own the industry and AIAR’s entire business model is setup to achieve this.

The second part of AIAR’s competitive force is launching the global standard of block chained certification that will, in a sense, **own your future**. As AIAR not only issues certifications but also stores and enables for you to manage your certifications, as well as ensure no certifications may be falsified or lost, we will be the most important part of your own success in life. Through AIAR you will also be able to publish your certifications and data and send it on to prospective employers, making us one of the most important, if not the most important partner for your work life success.

The third aspect of AIAR’s competitive force will be through establishing the global currency for learning, enabling us to also **own your wallet**. This is where you will invest, plan, budget and manage your entire economy for learning. If you’re a parent, this will also inevitably apply to your children. If you’re an employer, this will also apply to your employees. Thus there will be a highly social aspect in the context of AIAR’s currency system, bringing people closer together.

If we exempt your love life, AIAR will in summary be a substantial part for three of the most important things in your life – your mind, your future and your wallet. From a more strategic perspective, this also constitutes the most important foundation for digital success. AIAR has already proven itself to be part of the world elite in how to most efficiently *attract members*, and we have among us some of the premier figures and systems in the world to shake things up on a global scale.

With such powerful conditions for attracting users, the greatest challenge after that is to *create maximum Barriers to Exit (BTE)* to ensure that they stay.

The abovementioned systems show us exactly how to achieve this.

	PROBLEMS	SOLUTIONS	OWNERSHIP
	Offline student counselling is inefficient and courses are impersonal, while the <i>online</i> supply is complex and difficult to choose from with courses that are not personalized	<u>Advanced AI:</u> Advanced AI used for personalization of areas for lifelong learning and tailormade learning journeys	BRAIN 
	Offline education is expensive in time and money, and knowledge quickly goes obsolete, while <i>online</i> lifelong learning is difficult to budget and learning not fun.	<u>Cryptocurrency:</u> A closed-end AIAR® Coin cryptocurrency system for gamification and budgeting lifelong learning	WALLET 
	It's <i>online</i> easy to cheat at digital certifications or let someone else do them for you, causing most certifications to be so unreliable that most people don't even finish their courses	<u>Blockchain Certificates:</u> Game-changing blockchain technology for credible, bulletproof certifications	FUTURE 

## 6 The Digital Business Model

So we have identified the extreme market potential, we have detected the three huge issues that exist, and we have ensured that we have exactly the right strategy for the digital ecosystem of learning to solve these issues.

But as this isn't for our own personal amusement, how do we earn money from it? This is where we delve into the exact business model that forms the foundation for all economic processes that will take place between the different parties in the ecosystem, as well as how AIAR will optimize its turnover in relation to the ecosystem at large.

Below we will first go over the prerequisite conditions for the *freemium model* that serve as the basis for the entire operation, which will then be exemplified in two different kinds of revenue systems for two different kinds of consumers, followed by an account of the security of the currency that will be employed.

### 6.1 The Freemium Model

In accordance to the globally most accepted business model for internet ventures in general and for mobile apps in particular, the entire digital business underlying the ecosystem will be a freemium model.

More specifically it means that we give away substantial elements, contents or functionality within an app for free, which feeds interest and brand loyalty, both in the needs of the individual consumer, but also in their role as ambassador to other consumers. To monetize this, it is then used in conjunction with a selection of premium solutions that the consumer then pays for when they feel ready.

In our case, the free (or freemium) content will be the digital learning experience in general, as well as the AI-support for each individual consumers learning plan and personalization of their customized learning journey in particular.

The premium solutions will consist partly of more advanced types of learning, such as online coaching, e-com solution for matchmaking of private tutors and students, as well as other more advanced AI support features. But above all, it's about certifications as premium content. The entire business model is thus based on a free educational experience (the basis for your competency), while we charge for the proof that you have attained said competency (the certification).

### 6.2 A Time Perspective Where Everything Needs to be Done Yesterday

A thorough mapping of global digital dominance shows two things – first, how those in dynamic markets introduce premium models at the outset have a limited chance of success, and second, those in slower markets that introduce premium models at the outset have a longer journey to success.

With AIAR's market, the first option applies more than ever. In the market of digital learning, there is, right now, a unique strategic window. Partly due to extreme demand from

consumers, partly due to the significant lack on the supply side. But also due to the technological advances in gamechanging area of ABC deeptech (AI, Blockchain & Crypto), which is well under way to significantly disrupt other existing markets and revolutionize consumer behavior, but have yet to do so in the field of eLearning.

We thus now stand in front of an amazing strategic window. At the same time, we are painfully aware that we have no idea when this window will close – it may as well be 10 months, as 10 weeks or 10 days. To this, we might add that there is no room for runner-ups. The same business case shows that in every digital vertically integrated industry, there is room for one, at most two, “gorillas” that own the market.

In every digital vertical, it is more in the shape of an imbalanced hourglass, with 1-2 gorillas at the top, none in the middle and a broad base of small, localized ventures that are not long for this world.

AIAR is very much aware that the digital reality is simply a case of “the winner takes it all”, and therefore there is no interest in being a middle ground company with a few hundred million in revenue. We will be one of the 1-2 gorillas that will own the industry, or none at all. And we have the head start in tech and tribe to render the potential, and have the will power to make the potential happen, to secure the first alternative will be the outcome.

But still we’re in a hurry. To not hamper ourselves with thresholds to meet incrementally, our focus will be on taking the global top spot over a long-term perspective, and no distractions of chasing premium revenue will dissuade us before we achieve that top spot.

What follows is a Truecaller model (as many others like them) where it’s about being the first worldwide to fill a huge demand and only after achieving market dominance exploiting that position to reap the true rewards of a premium model. Until then, the revenue will primarily be in selling data to content providers as well as employers.

### **6.3 A Digital Value Chain in Two Dimensions**

To clarify how the business-to-consumer journey will look like, below two different cases are illustrated. Initially, we have a man of some means from Asia who is looking to upgrade his competency within corporate finance. When searching for courses in AIAR’s ecosystem, he is presented with a selection of recommended courses the predictive AI selected for him and picks the one with the highest completion rate.

After intense week-long study, he is offered a so-called “post assessment” that indicates that he has probably reached a high enough level to qualify for a “gold badge” within the field. He decides to test it out, sees that he has during his studies earned 50 AIAR® tokens. To complete the 200 token required for the test, he purchases another 150 tokens (worth \$15). He manages to pass the test and through the blockchain he gains access to a certificate and a digital badge that he can post on his LinkedIn page. He also opts in to give possible employers access to his test results on the AIAR® Talent Hub.

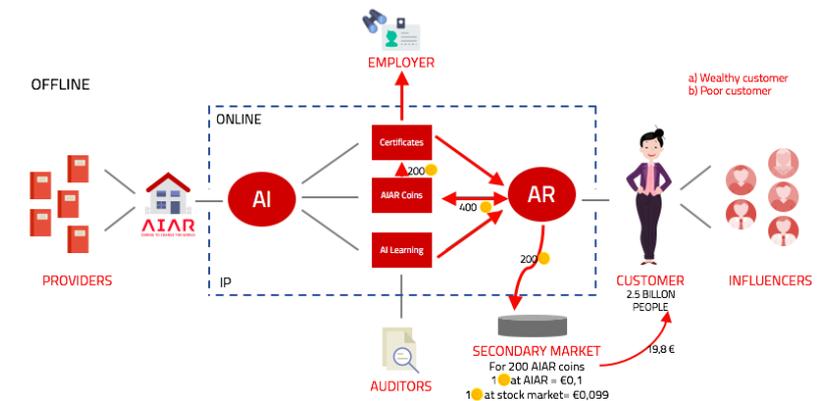
**The result:** The consumer gains significant knowledge in the field, manages through his study activity earn 50 AIAR® tokens, gains a blockchain secured certificate as proof of his

competency, gains a gold badge to show off on his LinkedIn, and gains another opportunity to appeal to prospective employers through the “talent hub”, while in return AIAR earns \$15 in direct profit.

As a secondary example, we have a less well-to-do consumer, for instance any number of the 260 million children without access to education despite living in areas with decent mobile access. This person does not have a clear view of what she wants to learn, only a dream to become a good programmer to be able to qualify for local or global work to supply for herself and her family.

The AIAR® AI Coach recommends a shortlist of courses and she decides to take them all. She studies hard during all her free time and makes sure to get completion rates on every course. The better she gets, the higher learning performance (post-assessment/pre-assessment). Adding to that, she also shares the experience to her friends on social media and reviews all the courses until she has earned over 400 AIAR® tokens.

She now feels increasingly confident within the field and chooses the certificate tests where she has the highest probability of success as well as the courses that appeal the most to her. She buys a test for 200 AIAR® tokens, takes the tests and succeeds. Euphoric, she takes her gold badge and posts it on LinkedIn, shares her data on the talent hub and tells her entire family and village of her accomplishments, securing her future and the future of her children as employers globally start contacting her through the talent hub.



### Alla modeller economy sist och blockchain i mitte

Anyone observant enough reading this story has of course noticed that she still has 200 tokens left. What can she do with that? A number of options present themselves: A) Take another certificate and increase her chances of employment, B) Give to a member of her family or friends in the village as a gift, or C) Sell it on a second-hand marketplace for AIAR® tokens and earn back real money for it.

**The result:** The consumer gains competency in the field, manages to earn 400 AIAR® tokens through diligence and hard work, gets a blockchain secured certificate, gets a gold badge for her LinkedIn page, gets the opportunity to attract prospective employers through the talent hub, and earns \$20 (minus currency exchange rates and possible brokerage fees), while AIAR gains a net worth of \$20.

## 6.4 A Self-Securing Utility Token

For the overly kind-hearted, the fact that AIAR could get a negative net on our customers might sound fantastic. For the rest of us, more business-oriented, it might sound like an economic disaster.

The “right” answer is more about the level of aggregation you see. The “disaster” only occurs if you look at single clients. In a freemium model, there will always be a greater number of “freeloaders” while a smaller number (often known as “whales”) account for the majority of the income. The digital entrepreneur has to ensure that the cost of the former never exceeds the takings of the latter.

In AIAR’s case, that is controlled by an algorithm that ensures that the level of consumer “earnings” on the individual level on an aggregated level never exceed the total revenue on a macro level, including a healthy profit margin.

As soon as you go into second-hand markets, we also have other factors to take into account, such as exchange rates and so on. Here there will always be an element of risk, as AIAR will fill the function of governor to guard for inflation, with a greater amount of the currency stored within AIAR, and where the internal head of the bank (i.e. the CFO) support with buying AIAR® Tokens when demand subsides and sells if the prices go up. This will be needed as new tokens will never be created, as the mechanics are dependent on a fixed amount of available tokens to safeguard from a rise in value.

This second-hand market will also continuously be boosted as content providers and auditors will also be paid in AIAR® tokens.

As always, there is a risk factor with secondary market, but with *risk* comes a significantly higher *return*, and we are dealing with currency on a potentially extremely high global scale.

Add to that, that if you had to choose, maybe it wouldn’t be an entirely unpleasant experience to know that you didn’t just satisfy a great number of paying customers who also earned you a massive amount of money, but also given something back to hundreds of millions of kids and young people in the form of an education, certification and access to both a local and a global workplace, as well as the opportunity to actually earn money during the process? At AIAR, that is the strongest driving force – an ecosystem that wouldn’t just make a difference, but actually change the world. Because we are...

..daring to change the world.

## 7 Milestones – Past, Present and Future

We have a strategy with the highest likelihood of materializing the potential of our strategic window, as well as a business model with optimal balance between customer value and business value. But how is it all taken into practice? Below, the milestones in the business plan are tailored in order to reach the target with as strong effect as possible with as little

time and recourse as possible. A number of these milestones AIAR has behind them, a few more in front of us.

Regarding the milestones behind us, the tribe has in their original business plan, consistently outdone themselves and outperformed expectations on exactly the same month estimated. This has thus given us great credibility to achieve the milestones that lie ahead, which among others manifest itself in the fact that we have attained loyal investors who have followed us in every step of the way.

### 7.1 A Crude DMP as MVP and Local PoC

The more concrete story of AIAR began in the fall of 2016. The founder of AIAR had contracts with the global organization for all marketers of the world, WFA, representing over 90% of the world's media investments. In Sweden, the world's first certification in digital strategy was to be carried out, and AIAR were awarded the job.

The project was divided into two parts, as a type of A/B test, where 350 marketers received training offline with good testimonials and another 350 marketers obtained their training through a rather simple *Minimum Viable Product* (MVP) in the form of an app, *Digital Marketing Professional* (DMP) furthered by an apprenticeship. Marketers in Group A, who received offline education and finished had a test score of 73% as their final mark, while Group B, who received an online education and an apprenticeship had received a test score of 92%.

That gave us the answer and the push needed because when it became clear that AIAR had an enormous potential found in the model. Decisions were made to put it all in a singular company and lift the entire project globally.

Time	Autumn 2016
Goal	Empirically test how well the simple micro-learning model works compared to a traditional offline education.
Users	700 marketers in contract with WFA, the world's largest advertising association.
Results	Despite a technically rather crude MVP, the users who learned via online education outperformed the offline users by over 25%.

### 7.2 Cleaned up DMP as MVP and Global PoC

Following the successful *local Proof of Concept* (PoC), the project was taken further to build a cleaner version of the app, though still as an MVP, to be taken to global level. Now, we didn't just have 6.000 of Sweden's marketers to account for, but an estimated number of 100 million people in the world with the need for knowledge in digital strategizing. The app was retooled in the English language natively and loaded with a number of tools, while a new international board was recruited for the company and the first seed was procured. The ambition from the board was to have 10,000 unique downloads through the Appstore and Google Play for the first three months. That didn't happen.

Instead, we were rewarded with over 100,000 downloads.

Today the app, in Appstore named "DMP" with 160,000 downloads, is already the second most downloaded in the category (digital marketing), and has the highest review rating in the world; 4.7 out of 5. It is also located at the top searches in both the Appstore and Google Play in all major markets, including India, United States, Brazil, etc., where AIAR has already surpassed giants such as a as Udemy, Coursera, LinkedIn and even Google themselves.

In med pic från datasheet?

Even more amusing is that the company proved itself as a global success, as we exist in 165 countries, with our biggest user base being in Asia with countries like India, Vietnam, Malaysia, Indonesia, South Korea and others, with an explosive development throughout Latin America, including Brazil, Mexico, Argentina and more, as well as an increasingly concentrated interest from countries such as the United States, the UK and English-speaking African countries.

Time	2017
Goal	10.000 downloads
Users	160.000 downloads
Results	Second biggest industry company in the world within months, the highest review ratings in the world (4,7), born global (165 countries)

**7.3 PoC for AI DMP 2.0**

Yet again, AIAR has received a truly gigantic PoC, this time in the global market. Once again, this reinvigorated the spirit as consumers have recognized us as we, during our rigorous development process, are innovating unique elements no other company in the field have previously attempted.

When Elon Musk started Tesla with the desire to create the greatest car in the world, he opted out of recruiting experienced car engineers from Detroit, but instead turned to star programmers from Stanford – who didn’t have a clue how to build a car. So too has the AIAR team benefitted from joining the burgeoning industry with a certain healthy naiveté to provide a fresh perspective on both the challenges we faced as well as the solutions developed.

With innovative experience of world-leading AI-applications in Advertising Technology, it was taken for granted that a high degree of personalization with AI-support was the given approach. It was also a given that increased security in the certification process was a necessity. And it was also seen as given to gamify and finance the courses themselves.

When the eyes finally was turned to the rest of the market, it was clear EdTech was far behind AdTech, as with other more dynamic areas for the founders such as gaming and gambling. That’s why AIAR instead opted to first build an AI prototype and test with an existing app to use as a platform to elevate the project to a full-scale learning ecosystem,

with a high degree of motivation, rigorous safety protocols, and secure economical factor. “The Spotify of Learning”, for all subjects, was born.

<b>Time</b>	<b>Q1 2018</b>
<b>Goal</b>	Test the practical application of an AI-supported learning journey with the aim of leading to a substantially improved learning performance compared to the absence of AI-support.
<b>Users</b>	0.5 million
<b>Results</b>	TBC

#### 7.4 SoL Platform 1.0 with GDS from 5 Categories

After AIAR has empirically proven the efficiency of its AI-supported model, work will begin with the round of pre-sales to finance the large-scale development of the software. This will be about building the entire platform for all 130 competency levels and fields, including the so-called Generic Digitalization Standard (GDS), AI-learning, as well as the blockchain certification process and AIAR® tokens.

<b>Time</b>	<b>Q3 2018</b>
<b>Goal</b>	Scale to “Spotify of learning”-levels with a global standard for the digital ecosystem of learning
<b>Users</b>	1 million
<b>Results</b>	Ensure GDS with 5 categories, tested AI, AIAR® Tokens as well as blockchain secured certification

#### 7.5 Optimized SoL Platform 2.0 incl. GDS with Full Stack Categories

After having first tested the *technology* on a global platform with all the parts of the digital ecosystem for learning present, it will soon be time to test the *tribes’* capacity to tackle the world market.

After an initial optimization of all the components of the technology itself, it will be time to include a full stack of subject matters, both courses and certifications, as well as change up the marketing strategy and aggressively target our primary markets. The ambition here is to approach the goal of 130 possible courses, and by the end of the year have 10 million users.

<b>Time</b>	<b>Q4 until the new year 2019</b>
<b>Goal</b>	Optimized platform, nearing the goal of having full stack courses
<b>Users</b>	Up to 10 million
<b>Results</b>	TBC

## 7.6 SoL Platform 2.0 with GDS and Boosted Categories

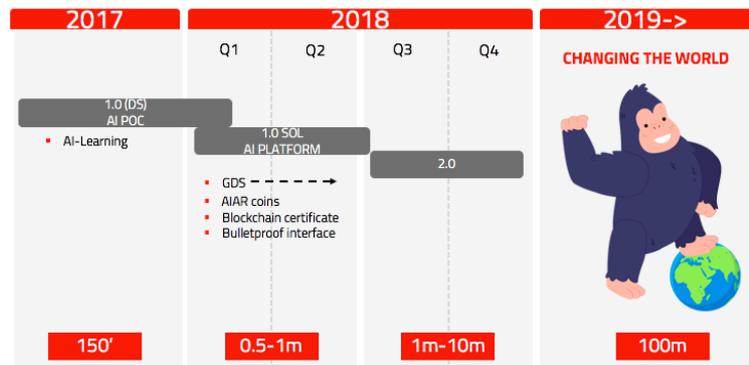
After both testing our tech as well as our tribe, we will then have achieved a full-scale digital ecosystem with full stack content, which will then have been thoroughly vetted.

With so many users, we will have enough data to entirely prove which SOP that in the shortest amount of time with the least amount of required resources, will take us to our goal. Now's the time to conquer the world.

The goal is by 2020 approach 200 million unique users and by 2022 1 billion.

Somewhere in this process AIAR will have to remain humble as we enter into and disrupt a market with world-leading technology, so we have to be ready for the same thing to happen to us. So far,

everything points to this – save for a few further steps in AI and blockchain development – being about Augmented Reality. To ensure a sustainable future of growth for AIAR, we will conduct continuous research into both AR and other applicable technologies to stay ahead of the curve and lead whatever trend will follow.



<b>Time</b>	<b>2020-2022</b>
<b>Goal</b>	Total market dominance in eLearning
<b>Users</b>	At least 1 billion
<b>Results</b>	TBC

## 8 A Crazy Tribe of Super-Competent Go-Getters

So with both a strategic window, strategy, business model and a well-specified roadmap behind us, who are the crazy stars among us to achieve it? Below we detail first the management and key figures involved, then the international board of directors that stand behind them.

### 8.1 The Chieftains and the Tribe

The company is led by a professional *management team* with a combined 120 years of experience, half of which being in managerial positions. Of these, 3 are managing support processes, while 2 are team leaders for our core processes.

### 8.1.1 Rufus Lidman, CEO and Founder

**Background:** Lidman has a scientific background as a researcher at the University of Uppsala, where he, after two degrees in economy and statistical analysis, as a PhD student researched change processes.

**Experience:** The past few years he has acted as a digital strategist for some of the most established brands in both Sweden and internationally, such as Samsung, Electrolux, IKEA, PwC and Mercedes. This has taken him across the world, from Scandinavia to Paris and Frankfurt, Lisbon, London and Barcelona to New York, Singapore and Seoul.

**Expertize:** As a digital strategist, Lidman is often hired as a public speaker with over 300 lectures made, he is also one of the most frequented bloggers in the area, having published 3 books on digital strategy, is finishing the worlds' first book on Block chain Strategy, started the world organization Online Marketing and has for a number of years held the honorary position as digital advisor for the world's biggest advertising organization.

**Today:** As his most prominent characteristic, he is a serial entrepreneur, starting his first company as a 19 year-old and has since then been active in a number of pioneering digital enterprises. Today, Rufus is the CEO and founder of AIAR, which binds together his combined experience of digital strategist on one end as well as the digital entrepreneur on the other.

**Crew:** Lidman is the head of the company and works tirelessly both internally with developing strategies and innovative technology to ensure the competitiveness of the company, with particular love of big data and the application of AI for both personalization and external marketing. To succeed, he works intensely with both management, the board and retains by his side an ever-loyal project leader (Ida Ståhlberg).

### 8.1.2 Mats Sköld, CFO and Partner



**Background:**

Sköld has a Bachelor's Degree in Business Administration from Gothenburg School of Business, Economics and Law.

**Experience:** He started his trajectory by developing independent businesses and entrepreneurs as well as M&A for British Oxygen Company, followed by Corporate Finance as well as M&A with a number of international investment banks, such as Nordea Securities, HSBC, Deloitte & Touche and Generali Group. Sköld has since then led an intensive career with investment- and consultation work within corporate finance, interim solutions and business development, where he has as an entrepreneur been the founder or co-founder and acting VD or CFO been part of a great number of startups, the latest being Acast – the biggest platform in the world for podcasting.

**Expertize:** Corporate finance, capital acquisition, startup structuring and initial organization.

**Today:** He is part owner of a number of companies, including Acast, as well as a member of the board of directors in AIAR and 110% CFO in AIAR.

Crew: Mats is known internally as “Mats the mauler” and works with both investors and owners to ensure internal administration stays within the organization. To his aid, he works with both accounting firms and external accountants.

#### 8.1.3 Denise Lopez, COO



Background: Lopez has a background as a singer, songwriter, music producer, DJ and entrepreneur. On her resume you can find everything from working as a producer to opening act for Michael Jackson and DJing to music manager for Scandic Hotels.

Experience: She has experience as a VD and CEO for her own companies, being founder and owner of the lifestyle magazine XOXO Magazine, running her own online casino via 24hNetwork, columnist for Kurera and guest columnist for Expressen. She has also arranged her own golfing tournament in partnership with Tonino Lamborghini, she’s been head of music for Grand Central by Scandic, top blogger, nightclub director, booking agent in her own company as well as consultant for a major international music festival, social media manager for AirHelp and project head etc.

Expertize: Building a company from the ground up and entrepreneurial activities. She has many years of professional experience in both the music industry, events, service, entertainment, sales and marketing.

Today: COO and head of HR as well as contact person for investors in AIAR EdTech AB. 100% owner & CEO in her own company for artistic endeavors such as singing, songwriting, music producing and DJing. Will soon be launching her new single, "Dare to Change the World", which is the theme song for AIAR’s marketing campaign, and is currently writing her first autobiography.

Crew: Denise is known within the team as “the chief” and works internally with both overarching responsibilities for HR and ensuring an organizational platform with maximum effort to go from vision to reality. Outside of this, she is responsible for IR and relationships with both existing and prospective investors.

#### 8.1.4 Johan Granath, CTO and partner



Background: Granath has over 10 years of experience internationally with FinTech, as well as experience as an entrepreneur and partner in multiple companies within emerging technologies, IoT and digital communication. He’s worked in several high-profile FinTech projects where he, among other things, launched the first MTF-exchange in Europe, the world’s first exchange with real-time based clearing in Sao Paulo, as well as Asia’s most business optimized commodity exchange in Hong Kong.

Experience: Technical Head at FinTech with many years of international experience working with digital financial marketplaces and institutions. He’s been Senior Manager for product integration at HQ for Spotify, system architect and CTO, last being CTO for an emerging tech agency as well as CTO for an international IoT start-up in transport logistics.

Expertize: Is comfortable to stay between business and technology, translating business demands to system architecture and code, building teams and running software development.

Today: Granath is the tech lead at AIAR, focusing on continuously building the in-house team which until now primarily has consisted of internal forces of data science, AI/ML, NLP and experts on CMS. Is responsible for external partners, who until now remain a partnership of leading tech hubs in Barcelona and Stockholm.

Crew: Johan is known internally as “the Grenade”, and is team leader for the tech department which until now has mainly consisted of internal forces of data science, AI/ML, NLP and expertize with CMS. To this end, there have been outsourced development to companies in Uppsala, Falköping and Barcelona, which will continue to shift and change as new recruits are hired in-house for Android/iOS and Node.js for app development, as well as Java, Solidity, Docker/Docker Compose and Go for block-chain development.

#### 8.1.5 Therese Lundquist, CMO and partner



Background: Lundquist has a Bachelor in Business Administration at the University of Stockholm, and was also trained in StyrelseAkademien.

Experience: She has a strong entrepreneurial basis as a VD and founder for Tessie’s chain of stores, with 15 offline boutiques. She has since also been VD and founder for Butik One, been regional manager for Benetton, country manager and VD for Louis Vuitton Sweden, marketing head for Glitter International, VD for StudioNoc, Head of Content at Bergendahls Food AB and been on the board of both EC-GO and Advisory Board Action Aid.

Expertize: Lundquist is a commercial leader who loves working with change in general, and advanced marketing in particular. She is known for her ability to develop teams and has a deep expertize of serialentrepreneurship, heading up a board of directors and high-intense management. She has a passion for both social commerce, sales- and marketing strategies, social media and PR, media strategy, CSR, concept development and analysis.

Crew: Tess is known within the company as “Tess the Tornado”. She is team leader for marketing and a whirlwind of action with everything from digital marketing and PR to EMM and SMM. To her assistance, she has both digital analytics, project leaders and digital copywriters.

#### 8.1.6 The Tribe

The Team itself has grown quickly from barely half a dozen six months ago to 12 today. On the tech side, these are mainly specialists of data in general and AI in particular. This was then supplemented by our first team members specializing in blockchain technology and an elite team of digital marketers to attract consumers better than anyone in the world.

The entirety of the team consisted already from the start of people from all over the world. Aside from members from Sweden, we find team members from China, South Korea, Iran and Slovenia. The team will soon expand during the first quarters of 2018, particularly on the tech side and, as subjects expand, also on the content side, becoming 15 new before April, 20 before May and a substantial increase up to 80 members by Q3.

Adding to this is a production team from Barcelona, where the company gained its first foothold in the form of an office with a production lead and a first batch of insourced

programmers as a more cost-efficient solution, which will be continuously expanded in the time to come.

## 8.2 The Experienced Board & Advisors

Above the team we have an international board which, aside from the abovementioned Lidman and Sköld, consists of a handful of notable individuals with experience heading up other unicorns, a group of digital ventures, international VC and local businesses, IT and international schools. Adding to this is a senior advisor, as well as an established ICO advisor with a phenomenal background.

**Cecilia Carnefeldt:** Cecilia has a Master's degree in law from the University of Stockholm, an EMBA from Stockholm School of Economics and is today the CEO of Kunskapsskolan Education. With Cecilia steering the ship, the global education group have expanded their operation to India, Saudi Arabia, the UK, the United States and the Netherlands.

**Mattias Hansson:** Hansson has a mini-MBA in business management and a BA in marketing, with over 20 years of experience in sales, marketing and corporate management. He is a serial entrepreneur and has, as a professional investor, been involved with over 20 tech-focused startups.

**Mattias Hjelmstedt:** Hjelmstedt is a digital serial entrepreneur, known among other things for creating "The Electronic Sport Network" which was later sold to EA. He has also founded VOD Services, Voddler and MAgineTV. Today, Hjelmstedt dedicates his time to developing the AI-driven music service UTOPIA.

**Magnus Larsson:** Larsson has been working with IT for over 30 years where he, among other achievements introduced Microsoft's product chain to the Swedish market alongside Tech Data. In addition to a successful career, Larsson has also had the honorable position as vice chairman in the board of the Confederation of Swedish Enterprise.

**Kent Sander:** Sander has over 35 years experience in leading roles from the international scene of telecom and IT. Sander worked in the US for over 20 years, including as VP of Ericsson, CEO of TurePosition and Senior Advisor for Samsung Global. Sander is today chairman in three unicorns – Tobii, Mr. Green and Serneke Group, where AIAR will be his fourth one.

**Pics on everyone**

## 8.3 Partners

AIAR uses Amazon Web Services for server hosting and data management, as well as AWS managed framework for models of Artificial Intelligence and Machine Learning algorithms, as well as Big Data. Development of AI/ML models is done in Python, Scala and Apache Spark by our in-house team of Data Scientists. For App development and backend, we have partnered with BeMobile, which is a part of Barcelona Tech City.

## 9 The Financial Return

We have now not only identified a strategic window but developed the digital strategy that fully realize the potential of this window, as well as specified the business model to maximize AIAR's profit in relation to the ecosystem. After which, we described the more practical areas of roadmap and detailed the tribe that will be responsible in actualizing this plan.

Now we will finally translate all the analytical, strategic and organizational aspects into purely financial terms in terms of prognosis, evaluation, offer and use of finances. Below is a short detail of each of these.

### 9.1 Financial Prognosis

The entirety of the estimated Profit and Loss Statement is based on the *prospective users* on the one hand and the *lifetime value* on the other (LTV). With an estimated 10 million users by 2018, 200 million by 2020 and a billion users by 2022, and a modest LTV (excluding any possible additional value profits generated by the talent hub) of €0 in 2018, €6 in 2020 and €15 in 2022, the revenue will land around €20 million in 2018, €1 billion by 2020 and €15 billion by 2022.

With an aggressive handle on the market, this will generate a negative cashflow of €60 million in 2018, leading eventually to a positive cash flow of €70 million in 2020 which finally results in a healthy operating margin and cash flow of €4 billion in 2022.

### 9.2 Estimated Value of Offer to Investors

With a discounting of cashflows and balanced by the probable outcome of the coming years, the company is valued today at €16 million. This has, in turn, been tested by the market, where investors in last round has been committed to existing estimated value.

Prior to the Initial Coin Offering, a round of ICO pre-sales is taking place, including 115.600 shares at a 40% discount as preparation for international establishment and allocation of assets to accelerated tech development and some marketing investment. A part of which is offered through crowdfunding for a discounted post, given a reduced voting right in posts of at least 10 shares at 140 kr per share.

[In with poster on use of investment](#)

## 10 Summary and Conclusion

After going over the vision and mission statements, we have seen the market boiled down to 3 concrete challenges. This has in turn led to 3 concrete pillars that lie at the heart of the strategy that will realize the full potential of the strategic window available to us.

We have then specified the business model to balance the ecosystem to an extent where it will yield the maximum return of investment and profit for the company. This then led to a concrete roadmap detailing, step-by-step, exactly how we go from vision to reality, followed by an account of the magnificent tribe that will achieve this reality.

Finally, this was translated into more monetary terms where we showed conclusively an extremely high return of investment in line with some of the biggest digital success stories in the world. All in accordance to a company looking to become the gorilla who actually...

...dare to change the world.

## 11 Contact

CEO & Founder

[rufus.lidman@aiar.com](mailto:rufus.lidman@aiar.com)

tel: +46733901880

**Picture**

CFO

[mats.skold@aiar.com](mailto:mats.skold@aiar.com)

tel: 46709606204

**Picture**