



Smartphone Blockchain for Emerging Markets

Prepared for



ICO 2.0 Summit

SAFE HARBOR STATEMENT

This presentation is not an invitation to invest in the company or in a future Initial Coin Offering. It may include predictions, estimates or other information that might be considered forward-looking. While these forward-looking statements represent our current judgment on what the future holds, they are subject to risks and uncertainties that could cause actual results to differ materially.

You are cautioned not to place undue reliance on these forward-looking statements, which reflect our opinions only as of the date of this presentation. Please keep in mind that we are not obligating ourselves to revise or publicly release the results of any revision to these forward-looking statements in light of new information or future events.

CURRENT RAISE



Raised **\$1.2M**, at **\$8M** pre-money valuation



Pending Deloitte's completion of tax structure, ICO tokens will be distributed to all investors, based on equity positions



Founder, employee tokens in a traditional vesting schedule



Funds to be used for operations and ICO pre-sale

ICO Schedule (with \$1M budget)

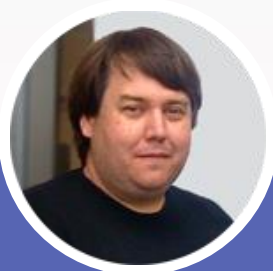


Pre-Sale: December 2017, **\$1M – \$2M**



Public Sale: February 2018, **\$25M – \$50M**

TEAM



Ron Williams,
CEO

CSO at Clover Health, VP) of Infrastructure & Security at Riot Games, Co-Founder and CEO at Zeevex (acq. by InComm)



Jacob Katsof
Co-Founder,
COO

Director of Mobile Apps at PCS Wireless, EIR at IDT Corporation



Charlie Hulcher
Co-Founder,
CTO

University of Maryland, Electrical Engineering, 3-time Hackathon Winner



Dean Gebert,
CMO

VP of Marketing at TestMax Prep, Consultant at TNT and Riot Games, Co-Founder and CMO at Zeevex (acq. by InComm)



Peyton Maynard-Koran,
VP of Business Development

VP of IT at ESPN, Tech Director at Riot Games, Senior Director at Alcatel-Lucent



TEAM

Investors



Partners



Advisory Board



Jeff Pulver
Founder,
Vonage



Flavio Mansi
CEO,
Qualcomm
LatAm



Javier Alonso
SVP of BizDev,
SanDisk



**Michael
Maloney**
CEO, VestChain



Mark Hillick
Player Security,
Riot Games



**Michael
Schuler**
Cloud Engineer,
Riot Games



OPPORTUNITY

A Day in the Life of Avu

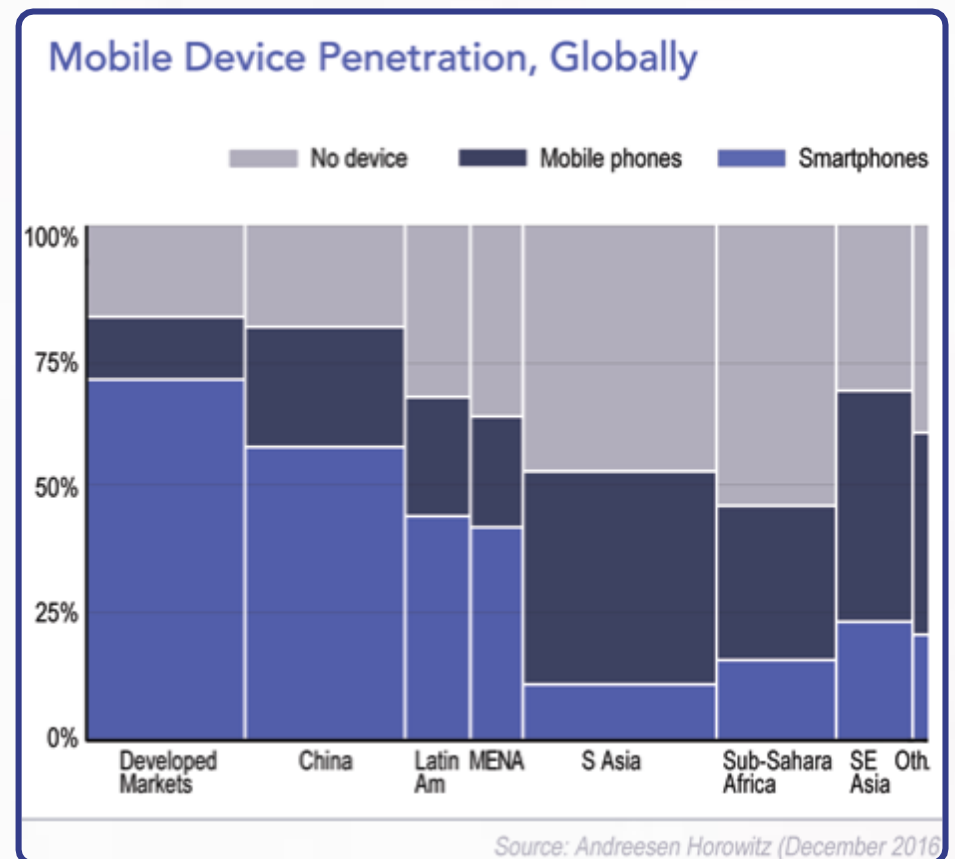
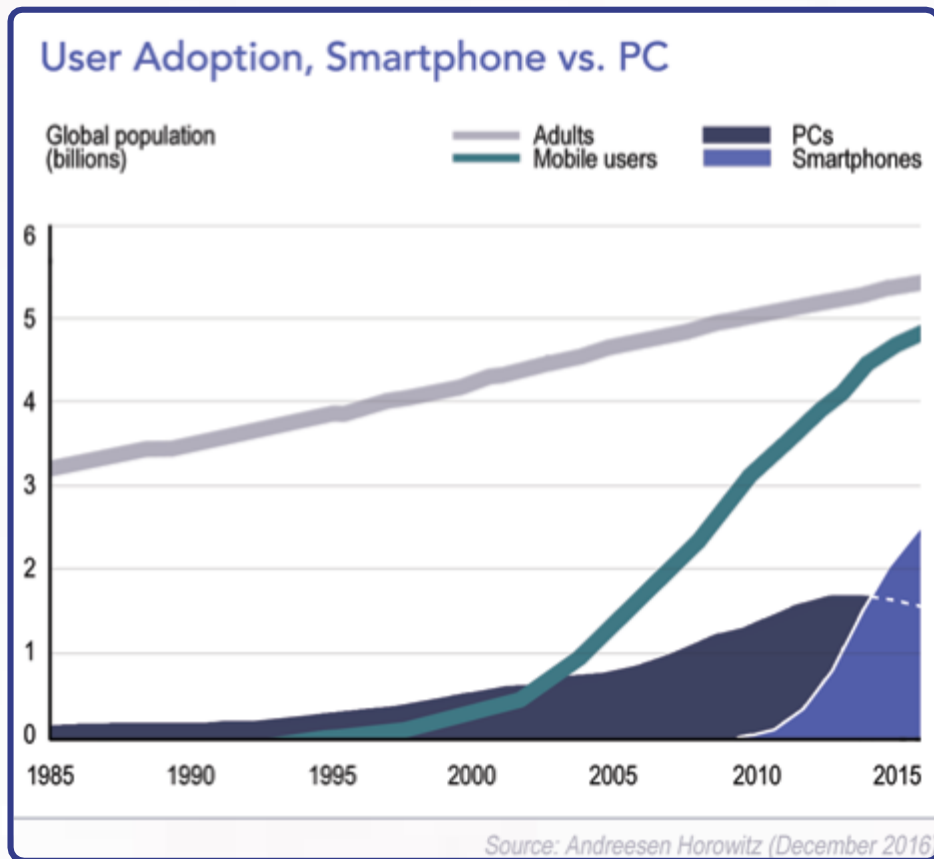


OPPORTUNITY



OPPORTUNITY

Smartphone Growth and Potential



OPPORTUNITY



UPCHANNEL CONNECT

Product Solutions



Track Devices

Learn where your devices are being activated and used.



Reduce RMA

Be proactive in addressing the reasons people return their devices.



Engage Customers

Introduce apps and content to drive usage and generate revenue.



Generate Revenue

Create a new revenue stream that could surpass device revenue.

UPCHANNEL CONNECT

**UpChannel Provides Carriers and Manufacturers
with Branded Android App and Dashboard**



Native App
(approx 12MB)



UpChannel
Cloud



Web-based Dashboard
and Control Panel

UPCHANNEL CONNECT

Dashboard

Know a customer's...



Geographic Data



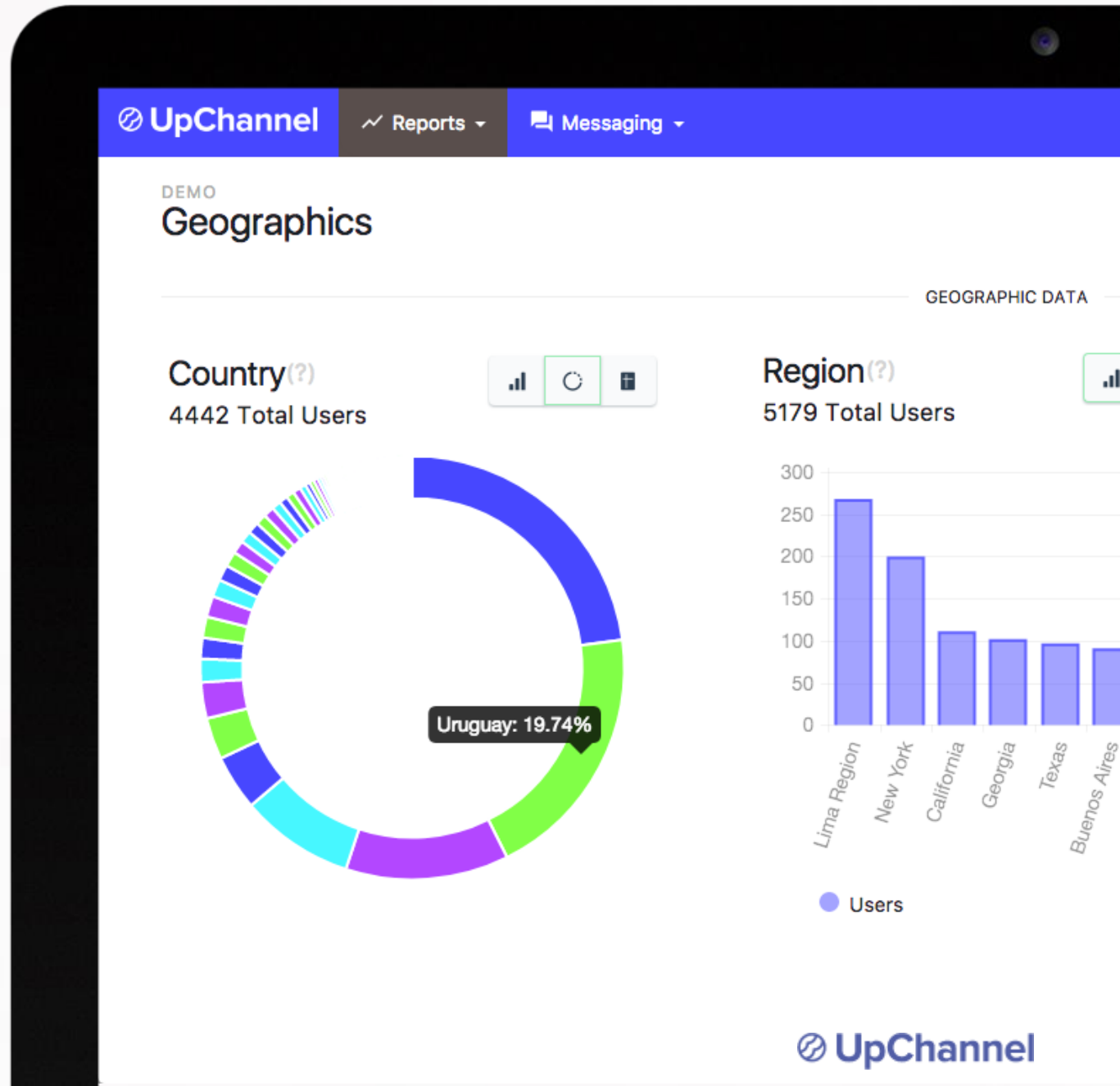
Carrier



Device Info



Email Address



UPCHANNEL CONNECT

Dashboard

Know a customer's...



Geographic
Data



Carrier



Device
Info



Email
Address

Know a customer's...



Live
Chat



Push
Notifications



Device
Diagnostics



Accessory
Mgmt



Insurance
Mgmt

The screenshot displays the UpChannel mobile application interface. At the top, there's a navigation bar with the UpChannel logo, a 'Reports' dropdown, and a 'Messaging' dropdown. Below this is a 'Filter Chats' section with a dropdown menu set to 'Unread First'. A list of chat entries follows, each with a contact name, a status indicator (like a red dot), and a 'SOLVED' or 'NEW' label. The selected chat is with 'Jeanette_Daugherty@yahoo...'. The chat view on the right shows messages from 'Jeanette' and 'Sent from Android'. The messages are: 'My phone is not charging', 'Plug in the charger Icon on the display lightning bolt.', 'Ok it's plugged in, I see the lightning bolt.', and 'Great! I see it too. L new battery! You ca'. At the bottom, there's a 'Start writing...' input field and a 'Page 1 of 1' indicator.

UpChannel Reports Messaging

Filter Chats

Sort: Unread First

Logan.Wunsch@hotmail....

SOLVED NORMAL

Jeanette_Daugherty@yahoo...

SOLVED NORMAL

test@utahhw.com

NEW NORMAL

dmotes@hw.com

SOLVED NORMAL

Eudora39@hotmail.com

PAST OPEN NORMAL

Kenton.Conroy@hotmail....

NEW NORMAL

Orval.Zulauf23@hotmail....

NEW NORMAL

Page 1 of 1

Jeanette

Sent from Android
Mon, Dec 19, 2016 9:42 AM

My phone is not charging

Plug in the charger
Icon on the display
lightning bolt.

Sent from Android
Mon, Dec 19, 2016 9:44 AM

Ok it's plugged in, I see the lightning bolt.

Great! I see it too. L
new battery! You ca

T T T

Start writing...

USER APP



CLIENT TRACTION



1.2M+
Devices



26M+
in Pipeline



105
Countries



90%
Engagement

Current Carriers, Manufacturers



UPCHANNEL BLOCKCHAIN



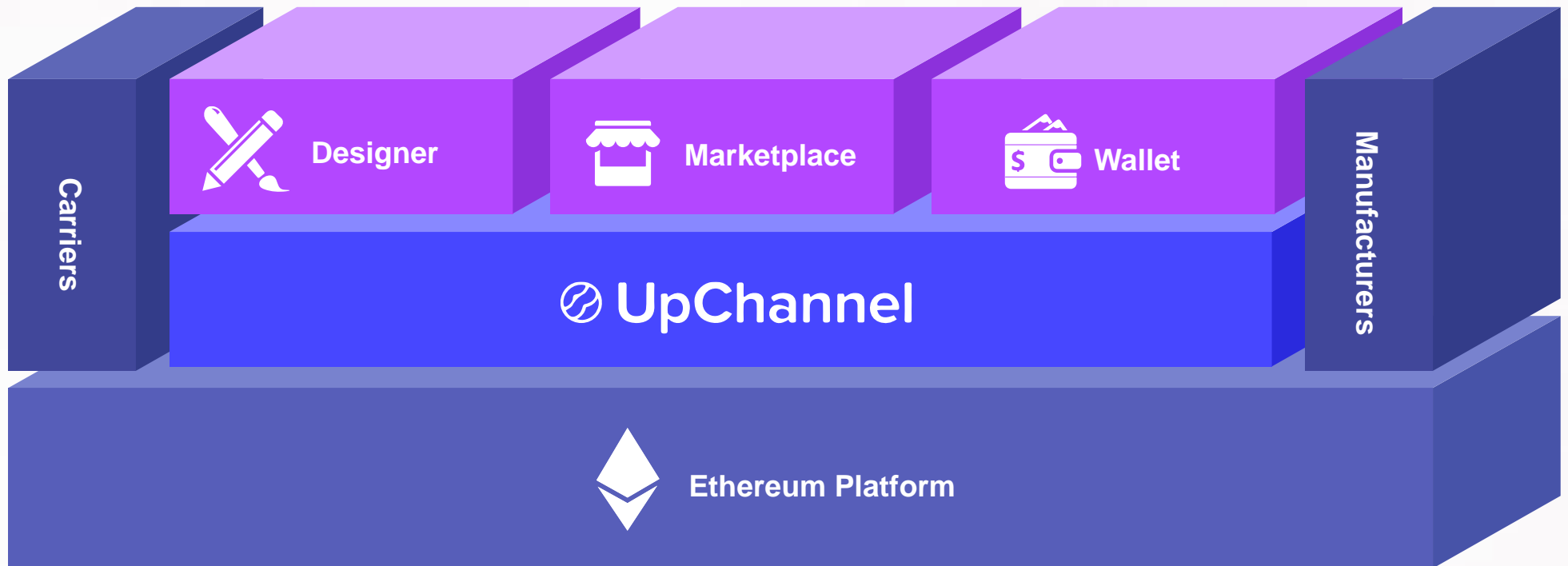
MARKETPLACE

Through our API, 3rd party app developers will be able to offer new products and services.



WALLET

All of our carrier and manufacturer partners will receive a customized, branded wallet on each device.



UPCHANNEL BLOCKCHAIN

Common Characteristics of Money

Poor ← → Excellent



	Barter (before 600BC)	Gold/Silver (600BC - present)	Fiat (c.806 - present)	Cryptocurrency (c.2009 - present)
Highly Divisible				
Globally Transferable				
Durable				
Secure (counterfeiting)				
Widely Accepted				
Scarce (predictable supply)				
Non-Sovereign (government issued)				
Distributed*				
Smart (programmable)*				

*New characteristics, brought about by blockchain

Source: BTCS Inc.

UPCHANNEL BLOCKCHAIN

FINANCIAL TIMES

JPMorgan files patent for Bitcoin-style payment system

BTC \$903

December 10, 2013

VB



JPMorgan CEO delivers
bitcoin's 164th death notice

BTC \$3952

September 12, 2017

BUSINESS INSIDER

**Jamie Dimon: Silicon Valley
startups are coming to eat
Wall Street's lunch**

BTC \$241

April 10, 2015



Smartphone Blockchain for Emerging Markets

Ron Williams, CEO
ron@upchannel.com