Unibright – the unified framework for blockchain based business integration

Token Launch 10th April 2018

🌐 unibright.io   ✉ team@unibright.io

MARTEN JUNG & STEFAN SCHMIDT
Unibright Founders

From the playground to the blockchain

2017
Unibright

2015
Shareholder and leader of a
Consulting Company

2005
Own Business in software
development and integration

2000
Reaching Master of
Computer Science Level

1990
Teaming up on the
soccerfield

Marten Jung
CEO, Founder
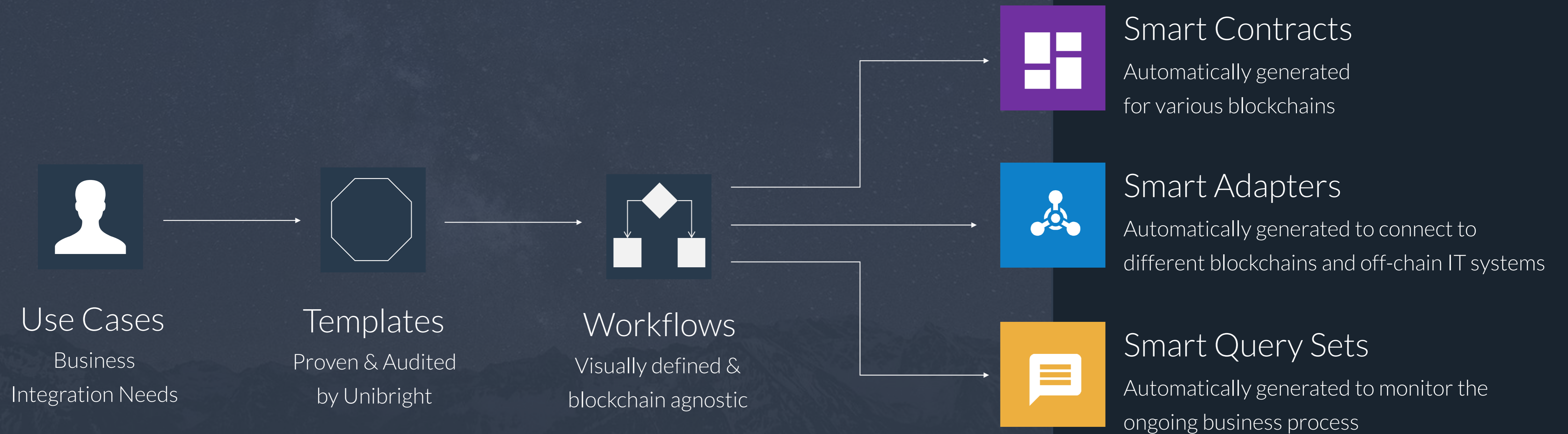Integration Specialist,
Blockchain Enthusiast,
Out-of-the-box mind

Stefan Schmidt
CTO, Co-Founder
Software Architect,
Spin Doctor,
Heavy Metal Musician

We are business integration specialists

We are now offering Unibright – the first unified framework for blockchain based business integration

Use Cases
Business Integration Needs

Templates
Proven & Audited by Unibright

Workflows
Visually defined & blockchain agnostic

Smart Contracts
Automatically generated for various blockchains

Smart Adapters
Automatically generated to connect to different blockchains and off-chain IT systems

Smart Query Sets
Automatically generated to monitor the ongoing business process

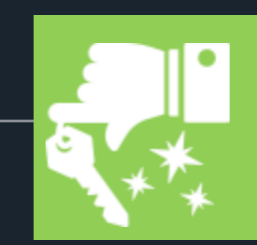# Blockchain for Business Integration?

Supply Chain Management
Tracking goods and processes

Finance
Payments, Trade, Approval,, ...

Internet of Things
Sensors, Data, Monitoring , ...

YES!

Data Ownership
User Data, Monetization, ...

Energy
Supply, Metering, Billing , ...

Unsafe markets
Security, Integrity, Disintermediation

Use case: Approval process for jewelry design

Design

Development

Sales

Marketing

IT

Company internal roles

Approval?

Manufacturer abroad

2018: Blockchain integrated
Private blockchain for manufacturer approval
with automatic integration in ERP System

2015: ERP based approval process
Still manual conversation with manufacturer abroad

2012: No integration
Emails, Calls, Excelfiles

Template

Multi Party
Approval

BATCH TRACING TEMPLATE
Use case: Tracing batches of a bottled beer

Processing

Production

Consignment

Raw Materials

Distribution
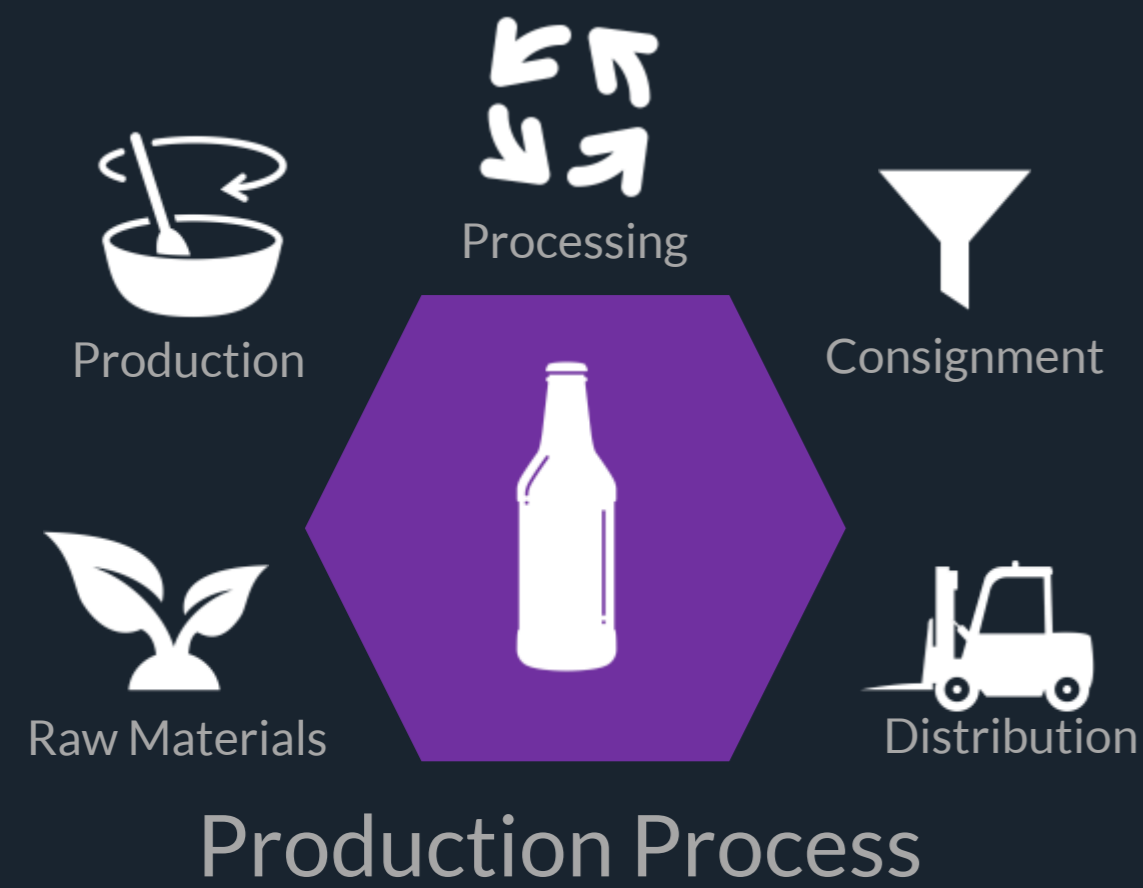
Production Process

Consumer Safety & Competitive Advantage

End Consumer

2018: Blockchain integrated
Sharing selected batch tracing information in a public chain, empowering end consumers

2008: Batch tracing integration
Knowing all production batches, times and distributions, still holding all information internal
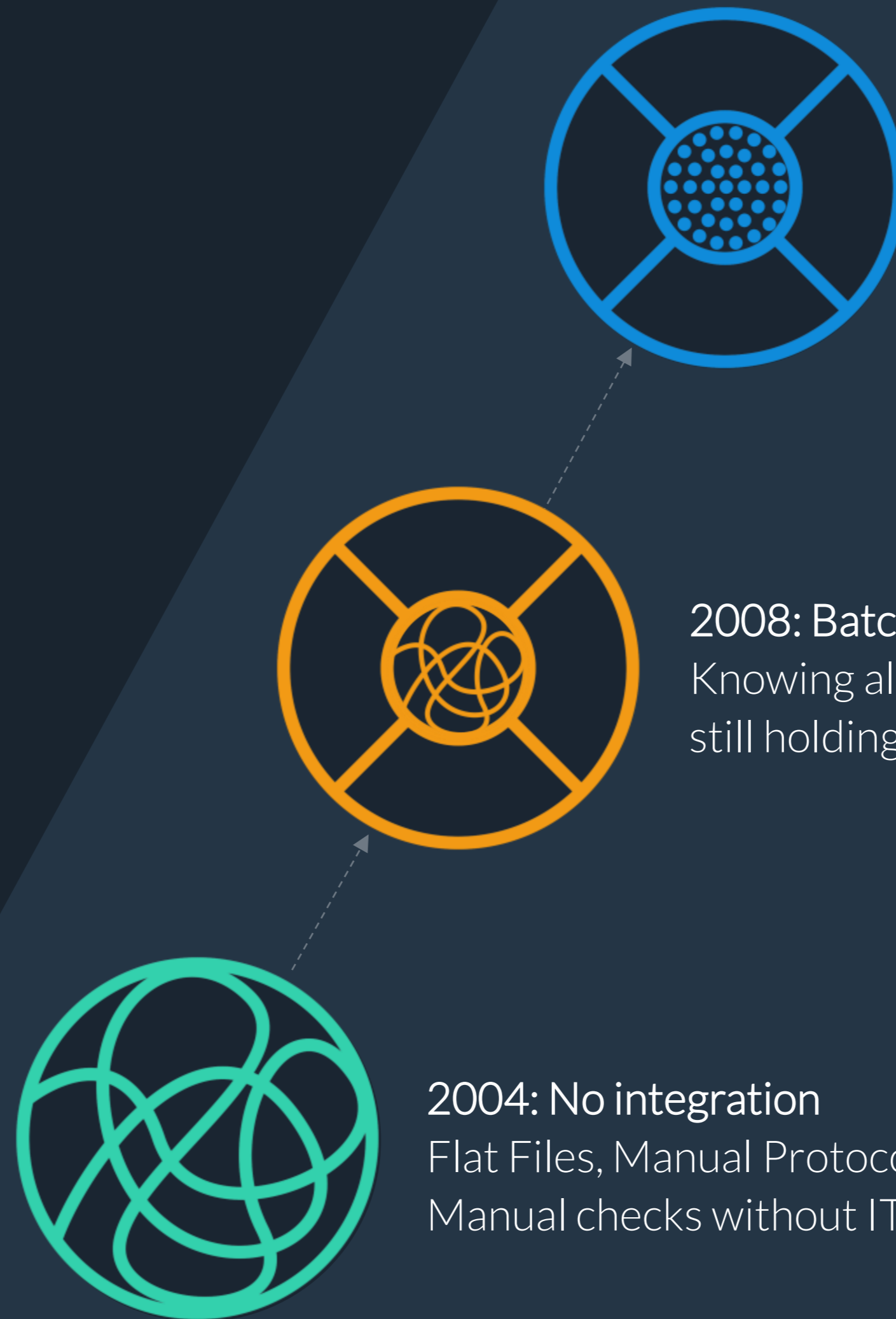
2004: No integration
Flat Files, Manual Protocols, Manual checks without IT support

Template

Batch Tracing

Use case: Quality tests and production control of fire-proof materials

Production

Supplier

Transport Roadways

Raw Materials

Quality Tests

Quality Control Process

Quality, Safety & Reliability

Processing Industry

2018: Blockchain integrated
Blockchain for exchanging and verifying quality certificates with automatic integration in ERP System

2012: Integration with SAP ERP
Quality data sent to ERP –still manual verification needed

2010: No integration
Printed certificates – manual quality control

Template

Asset Lifecycle

Empowering process specialists to use blockchain for business integration

HELP!

"Yet another domain in which we need experts. Developers are rare!"

HELP!

"Blockchain technology changes so fast! Which implementation to take?"
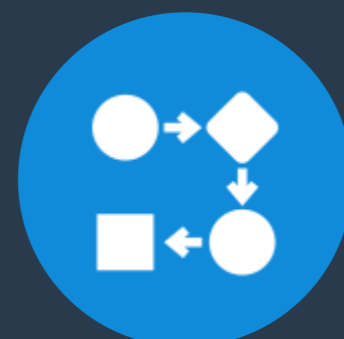
HELP!

"How can blockchain technology be integrated into our existing systems?"

HELP!

"We have all these systems and smart contracts! Now what do they tell me?"

UB Workflow Designer

🔧 High-level
📐 Visually oriented

UB Contract Lifecycle Manager

⚛ Blockchain agnostic
✔ Automatic

UB Connector

✳ Connective
⚙ Customizable

UB Explorer

👤 Informative
👥 Comprehensive

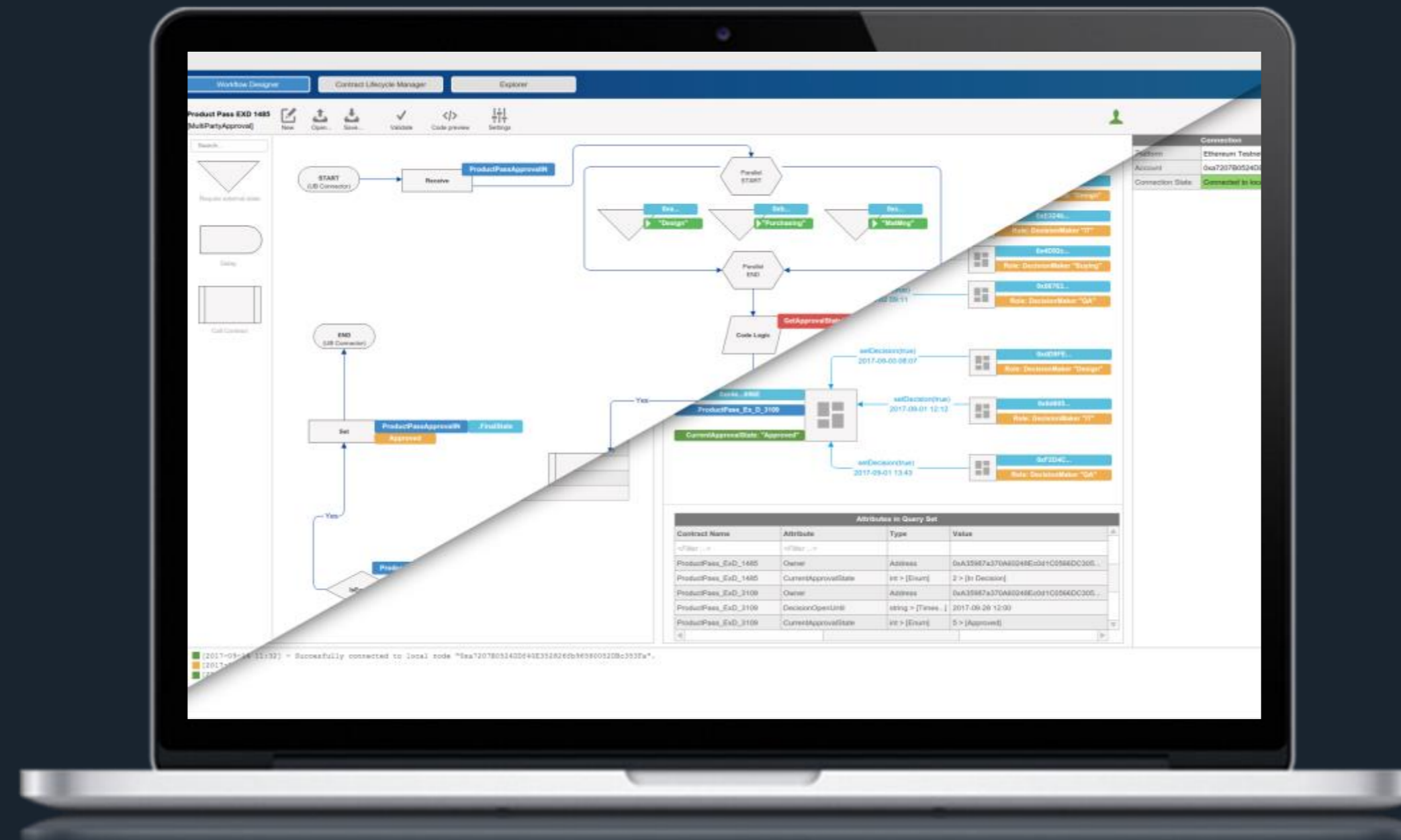# Supporting the complete Business Integration Lifecycle
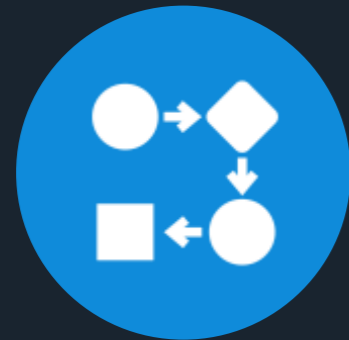
UB Workflow Designer

Visually define
Smart Workflows, system boundaries and blockchain use

UB Contract Lifecycle Manager

Deploy and Maintain automatically generated **Smart Contracts**

UB Connector

Smart Adapters connect to various blockchains and off-chain systems (e.g. ERP)

UB Explorer

Monitor the ongoing process by business case related **Smart Queries**

Choose a template, customize the integration workflow, generate all derived objects automatically and monitor the complete process.

Benefits from a unified framework

We have been running our own cloud-based integration platform PIP since 2011. We serve clients from producing industry, retail and banking. We integrate SAP ERPs and developed more than 50 adapters to connected systems.

"

We were looking for a plugin based integration solution. PIP reduced the manual costs of our integration cases about 90%"

— DG-Verlag, (Volksbanken + Raiffeisenbanken)

UNIBRIGHT

Reducing implementation costs

Relying on smart templates, use case specific and blockchain independent

Reducing adaption costs

Automatic generation of specific implementation items without changing the definition

Increasing process quality

High-level definitions of process and information flow, including monitoring

Unibright – Smart Templates, Workflows and derived smart objects
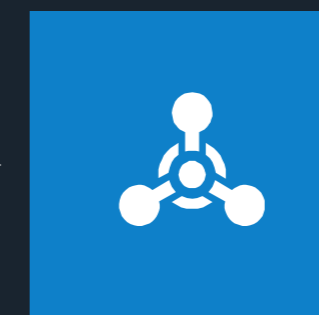
Smart Templates

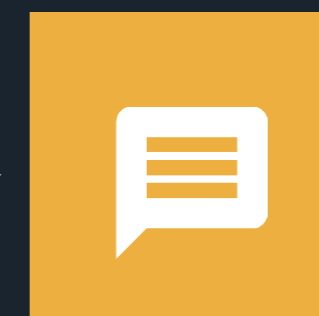|	
Multi Party Approval	Data Collector
Batch Tracing	Request for Quotation
Asset Lifecycle	… and many more…

Integration Workflows
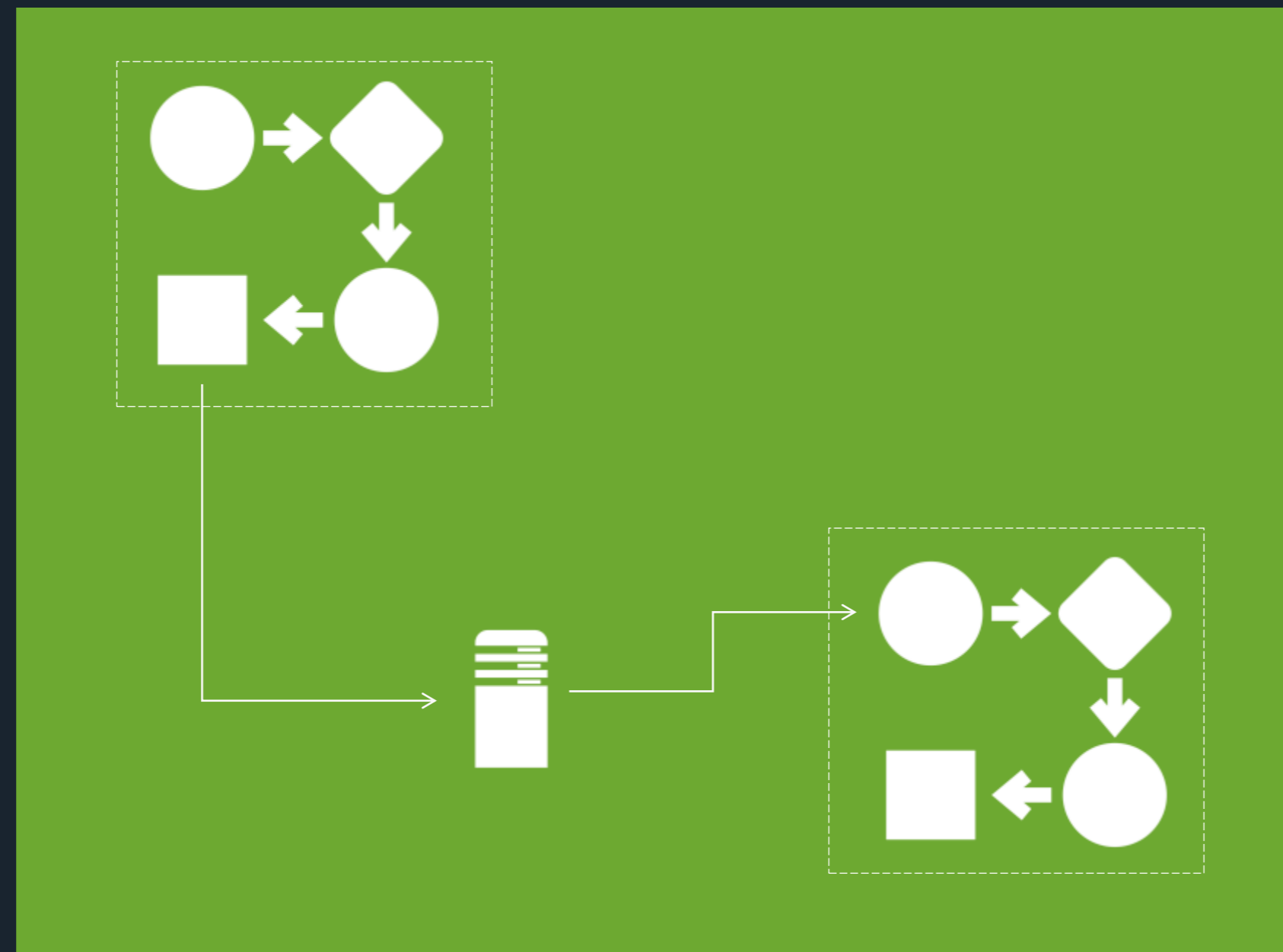
Smart Contracts
Automatically generated for various blockchains

Smart Adapters
Automatically generated to connect to different blockchains and off-chain IT systems

Smart Query Sets
Automatically generated to monitor the ongoing business process

- ✓ Basic workflow
- ✓ Mappable data object
- ✓ Usecase related QuerySets

- ✓ Control flow, connections and system boundaries
- ✓ Cross-Blockchain and Cross-System scenarios
- ✓ Template related and blockchain agnostic

- ✓ Implementing the Unibright Contract Interface
- ✓ Connector includes Mapping Engine
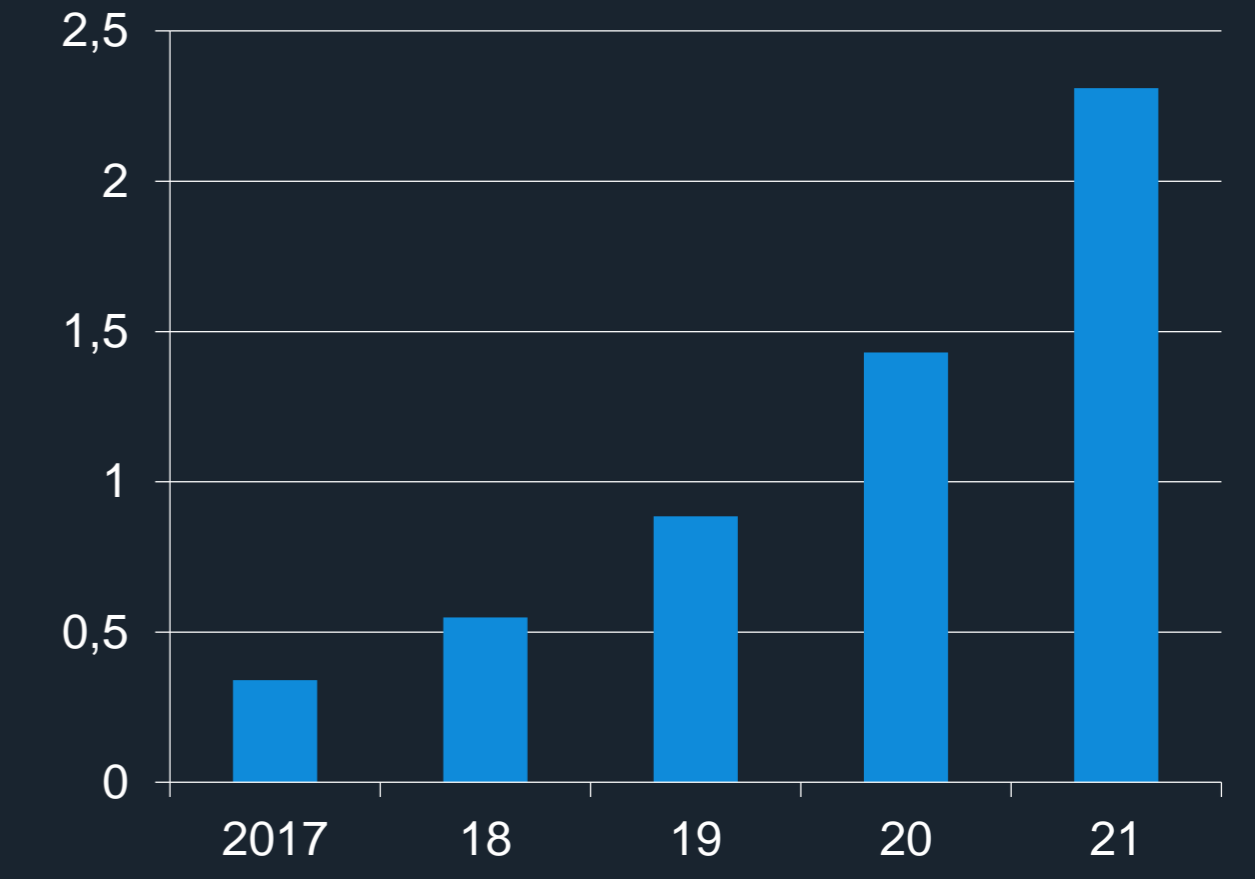- ✓ Showing transaction and information flow

Combining two growth markets

MarketSize 2017: 27 B$
+11% p.a.
[gartner.com]
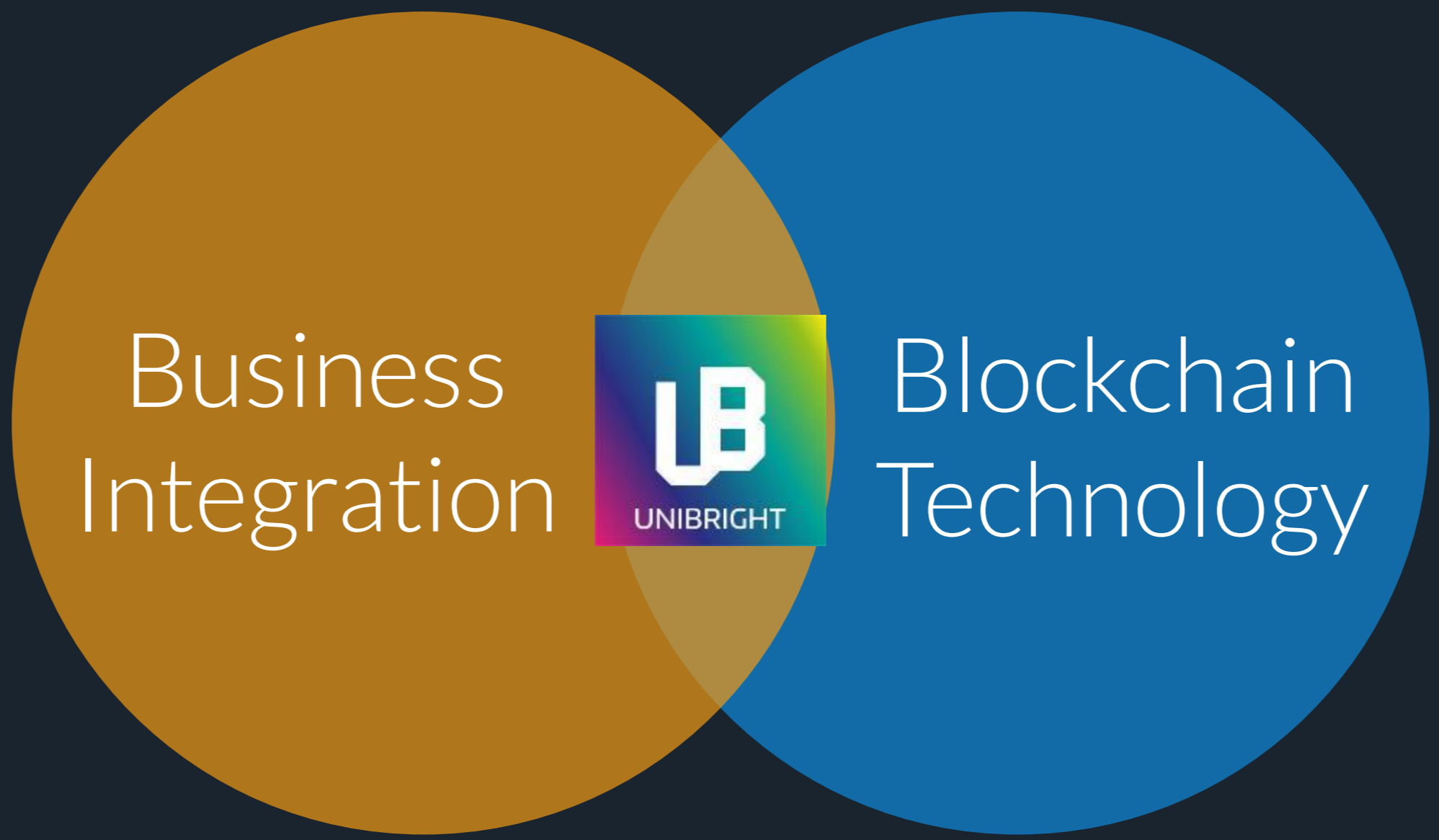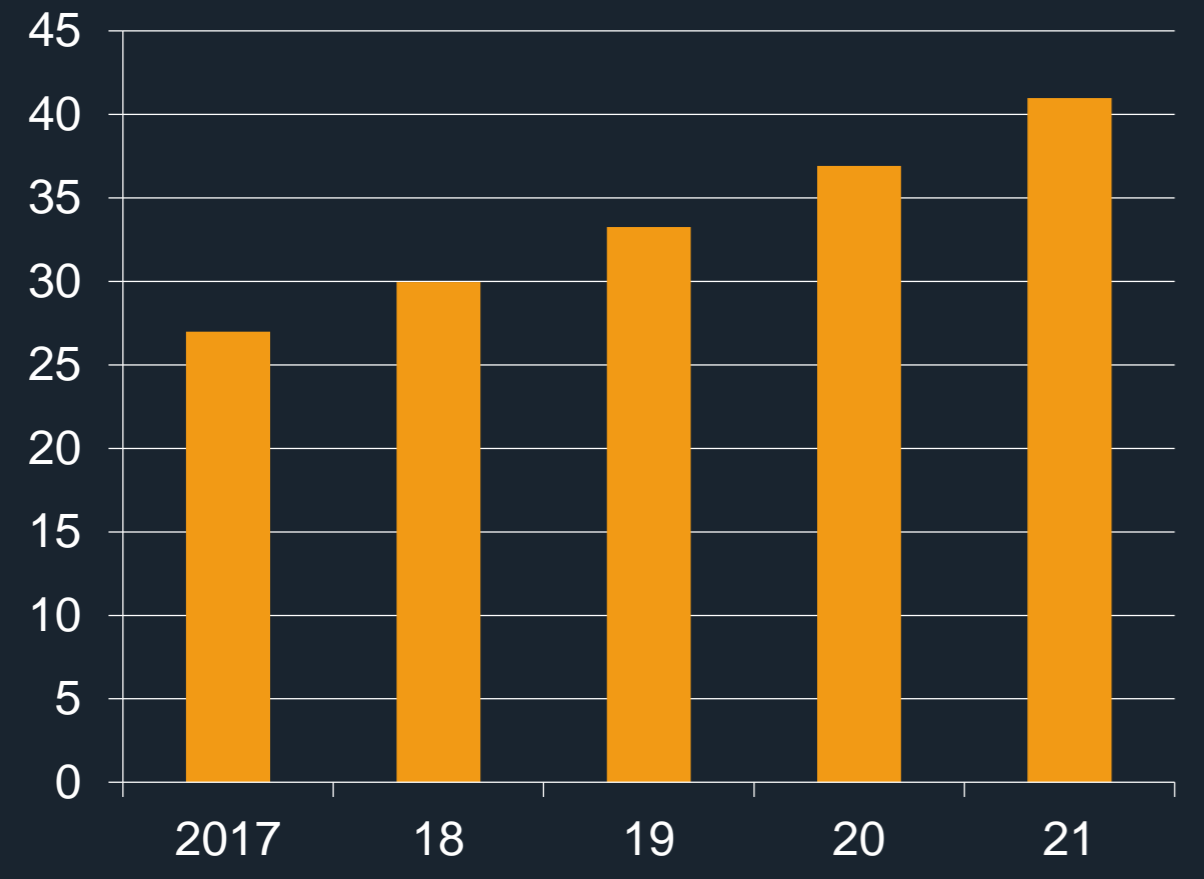
Market Size 2017: 0,34 B$
+61,5% p.a.
[statista.com]

Business
Integration

UB
UNIBRIGHT

Blockchain
Technology

The need for business integration rises due to automatization, digitalization and globalization.
Blockchain technology will become more and more widespread and offers new possibilities.

Unibright is the first unified framework for blockchain based business integration.
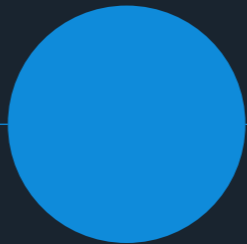
Roadmap and Business Model

We are able to run our business bootstrapped. The Token Launch helps us to accelerate.
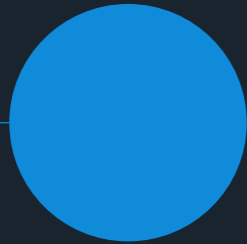
Q1 2018
Token Launch
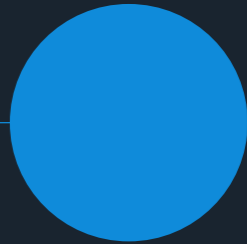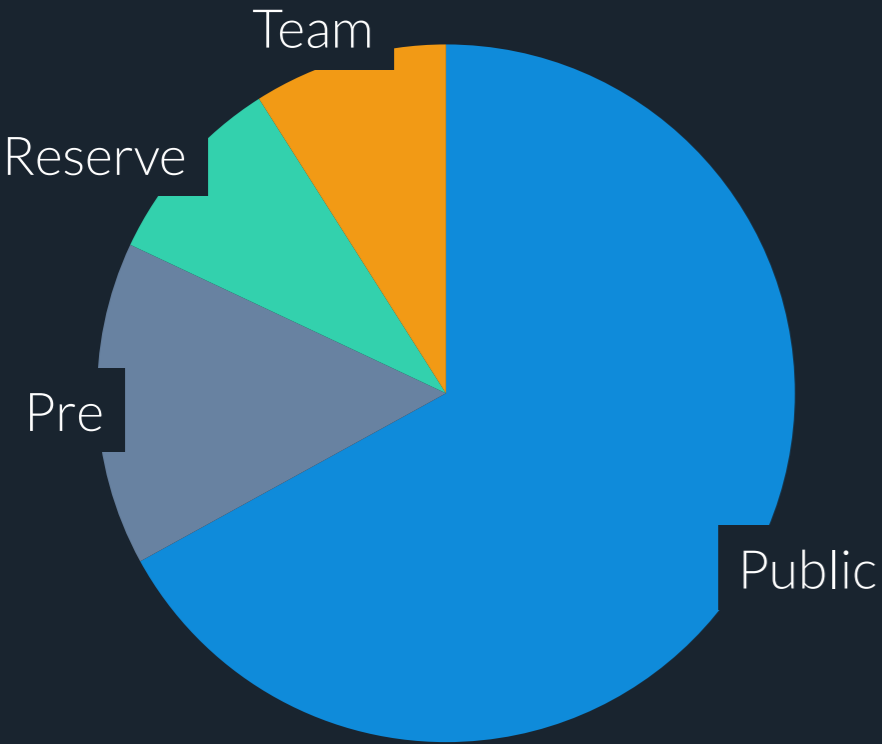
Q2 2018 – Q2 2019
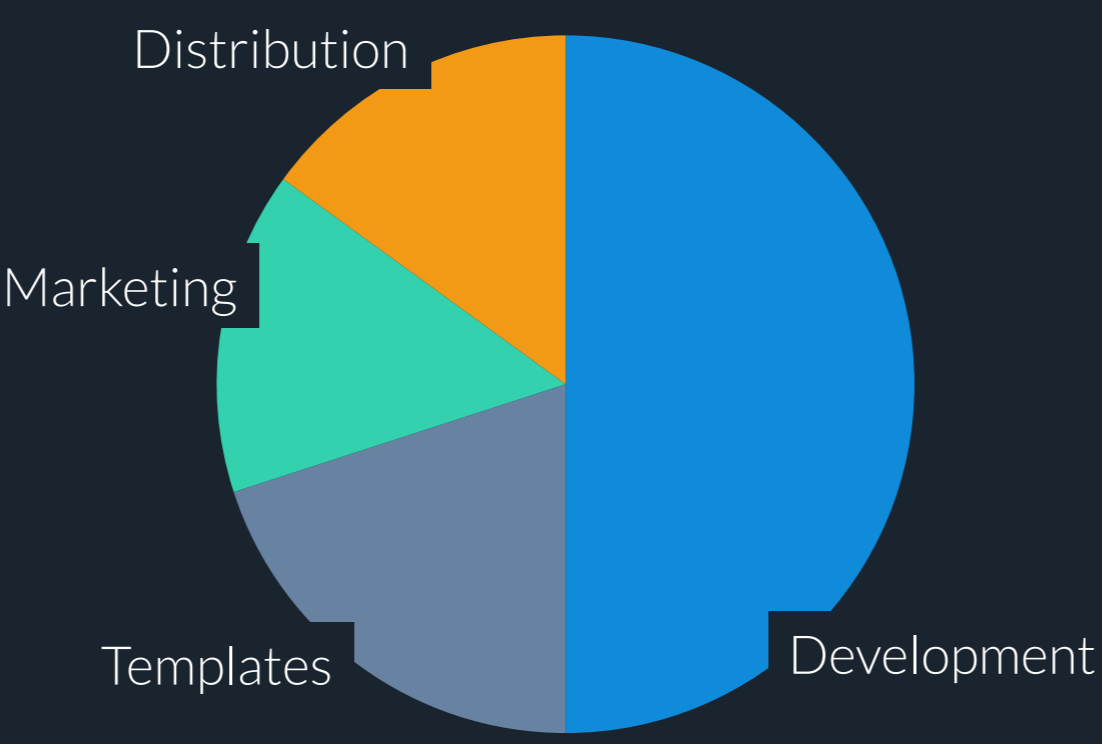Implementation

Q3 2019
Roll-Out

2020
Operating

Token Distribution

- Team
- Reserve
- Pre
- Public

Money Use

- Distribution
- Marketing
- Templates
- Development

Token Lifecycle

- Registering
- Marketplace
- Connecting
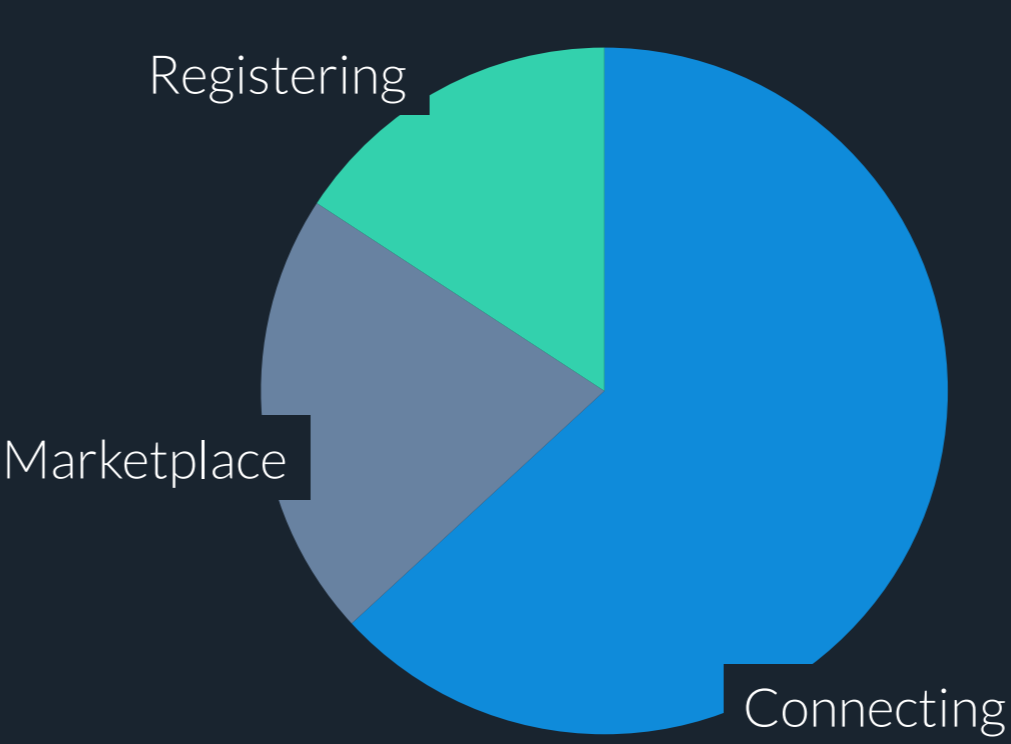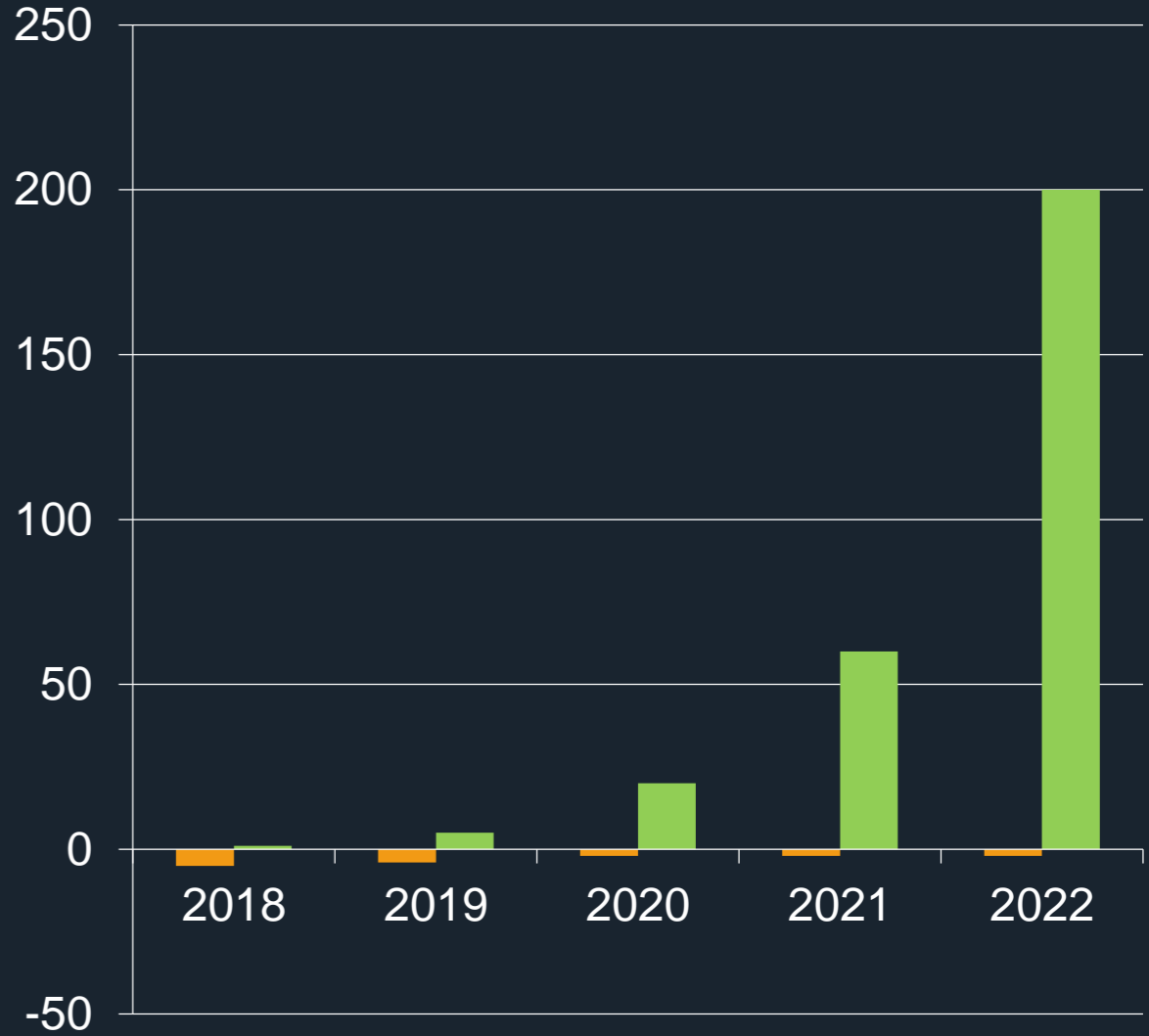
Revenue (Mio EUR)

Utility Token Model
The Unibright Token

Client A

Client B

Client C

A
B
C

Available Tokens
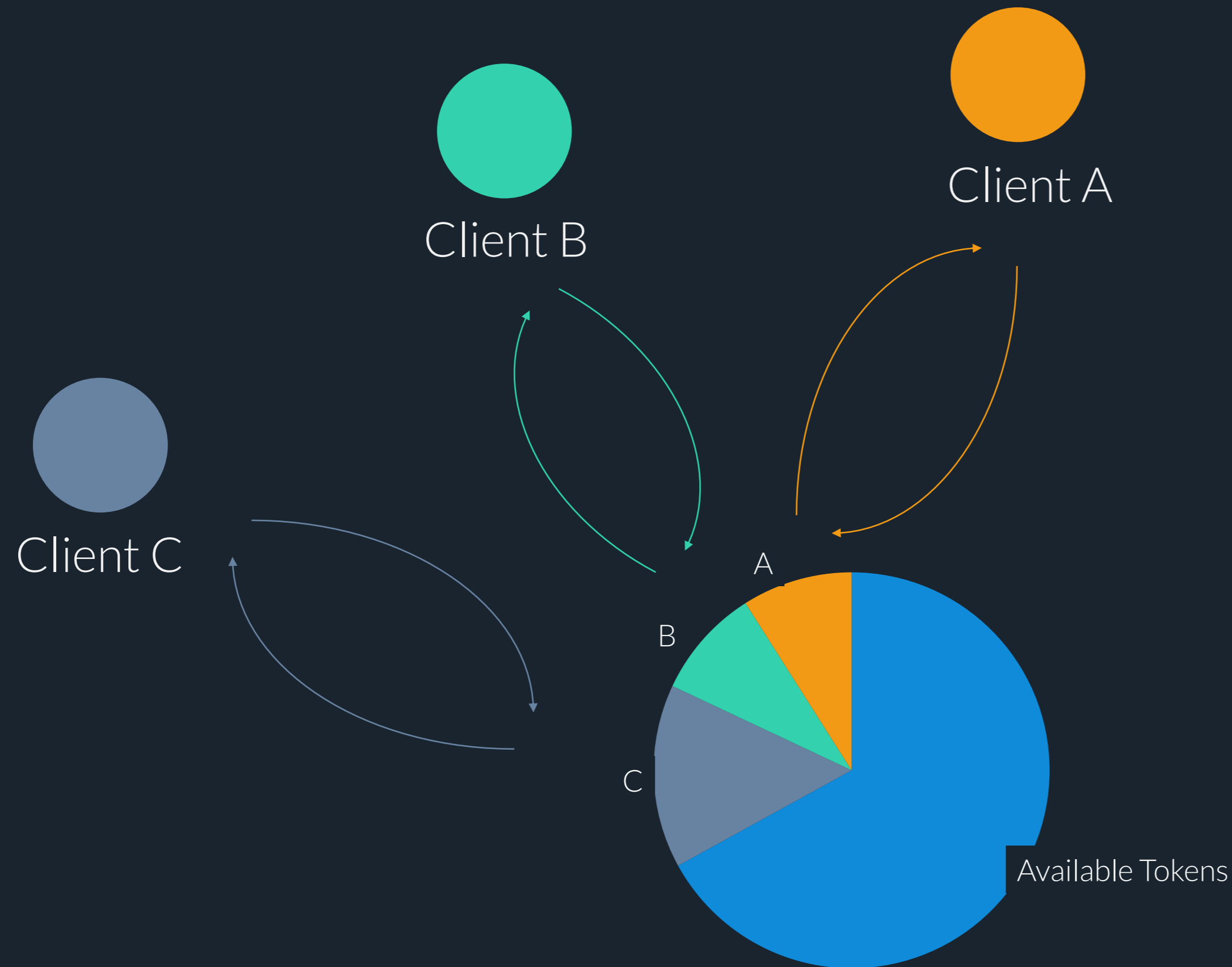
✓ Client purchases tokens for proposed monthly integration actions (from Unibright or from token exchange)

✓ Tokens are "re-collected" by Unibright and resold to Client, ensuring price stability for a given period (by smart contract)

✓ If client needs more integration actions, he can either
    ✓ purchase additional tokens
    ✓ subscribe to faster roundtrip for a higher price

✓ All client related agreements (price, validity period, roundtrip options) are controlled by smart contracts.

DIFFERENTATION
Unibright is blockchain independent

Empowering business process specialists to use blockchain technology without having to be a specialist in a specific blockchain implementation.

Cross Blockchain / Cross System Business Integration

Proprietary Business Integration
(blockchain and system dependent)

Blockchain APIs and Frameworks (MS Coco, sophia.tx, …)

Technical Integration (Microsoft Azure for Blockchain, …)

Blockchain Implementations (Ethereum, Hyperledger, R3 Corda, sophia.tx, …)
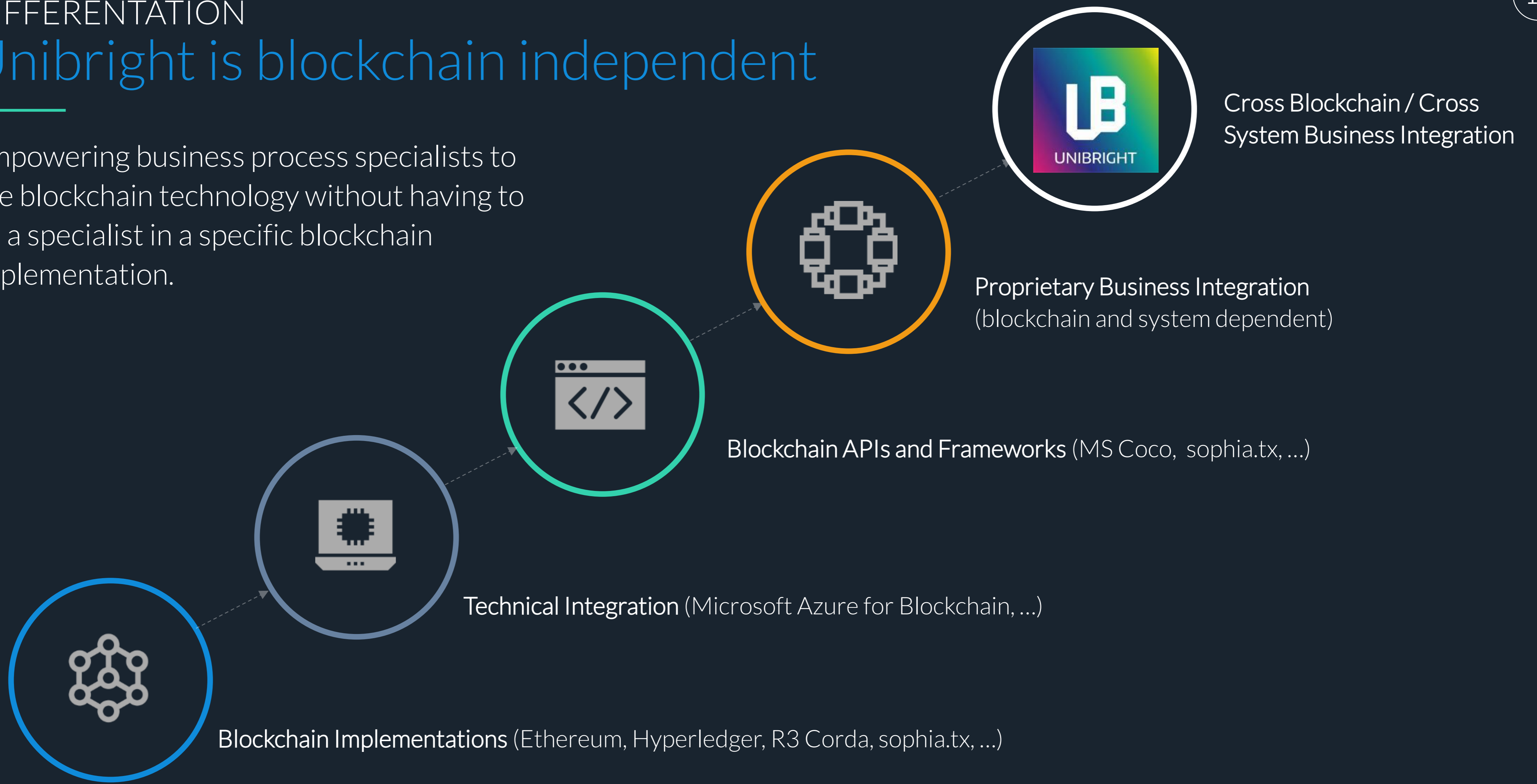
ROADMAP
Stairway to Unibright

Our roadmap started 25 years ago.
Now we aim to establish blockchain technology in the
Business Integration World.

2019
Product Readiness

2018
Token Launch and
Implementation

2017
Business Setup, Prototypes,
Pilot Customers and Token
Launch Preparation

2016
Spin-Off to focus on
Blockchain Technology

1989 - 2015
Business Integration,
ERP development and
business process consulting

UNIBRIGHT.IO PITCH DECK

We are Unibright

Marten Jung

CEO, Founder
Blockchain Enthusiast

f · t · in

Stefan Schmidt

CTO, Co-Founder
Software Architect

f · t · in

Daniel Benkenstein

CMO, Head of Marketing

f · t · in

Bastian Emig

Lead usecase specialist

f · t · in

Dr. Moritz Gomm

Start-Up-Advisor

f · t · in

Dr. Thomas Schmidt

Lead Engineer
Data Modelling

f · t · in

Ingo Sterzinger

Lead Engineer
Frontend

f · t · in

Fabian Schlarb

Lead Engineer Testing

f · t · in

The unified framework for blockchain based business integration.

Token Launch 10th April 2018

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