



激发创新活力 畅享创业西安

**2017 XI'AN INTERNATIONAL
ENTREPRENEURSHIP COMPETITION**

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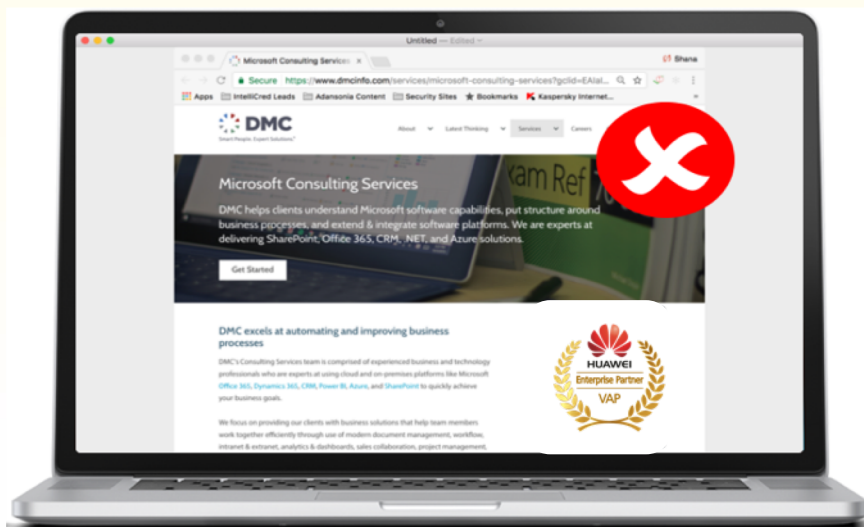
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(Profit Model & Competitor Analysis)

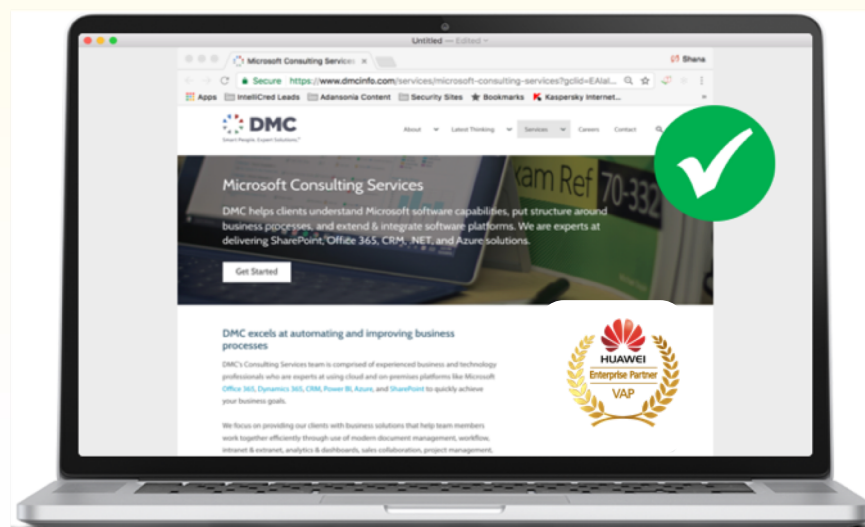
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Online Trust



Unauthorized Use



Authorized Use

Securing your logo online



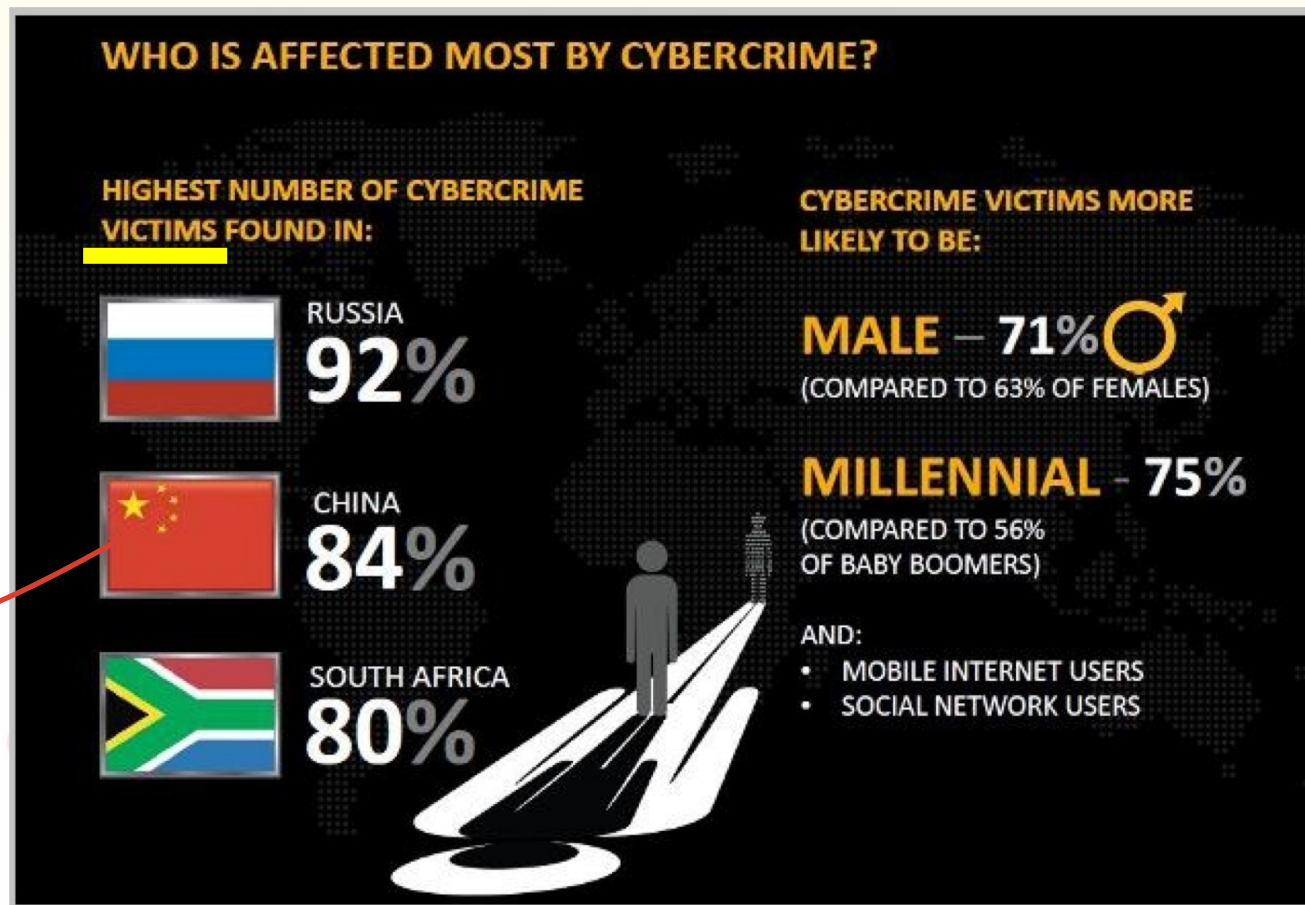
"Fake products damage more than your brand reputation — they erode consumer trust and even jeopardize public health."

Source: Mark Monitor Inc.



Statistics

- Brand Reputation
- Customer Safety
- 88% Originates
- Technology is key!





Brand protection is for diligent business people. This is true around the world; even more so in China. For brand protection in China, a pro-active approach is essential. Despite the dangers, research, careful preparation and acting upon infringement will lay effective foundations for a business's intellectual property. The Chinese government is incessantly trying to expand and co-ordinate the IP tribunal system, in all parts of China, not only Beijing and Shanghai becoming your best partner to this effort.

MORE ON BUSINESS

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[This map will change how you see the world's tech titans](#)

[BitLocation in talks to bring Bitcoin Trading to the High](#)

IP protection in China today

Many foreign brand owners are totally unaware of the risk and avoid to protect their brands prior to begin their Chinese venture, either to avoid the high cost or thinking such a step is completely unnecessary. Both approaches are wrong and must be avoided. International IP protection is required for all exporting companies, and they should include China, even if they do not intend to immediately approach its market.

Brand protection in 7 Steps

What we said so far proves that a brand protection strategy in China is not only advisable but compulsory. A registered trade mark is also a powerful tool in the fight against counterfeit goods. Seven considerations are therefore essential:

1. Early registration and prior research

China operates its trade mark registration system on a first to file basis therefore early registration of business, brand names and logos as well as prior to registration research is



to eating at 34,000ft

Editor's Column

To hold off Wilders, the new Dutch government embraces some of his rightist ideas

By: N. Peter Kramer



In March, Geert Wilders' Party for Freedom (PVV) became the second biggest political group in the Dutch parliamentary elections. Only Prime Minister Mark Rutte's conservative People's Party for Freedom and Democracy (VVD) won more seats

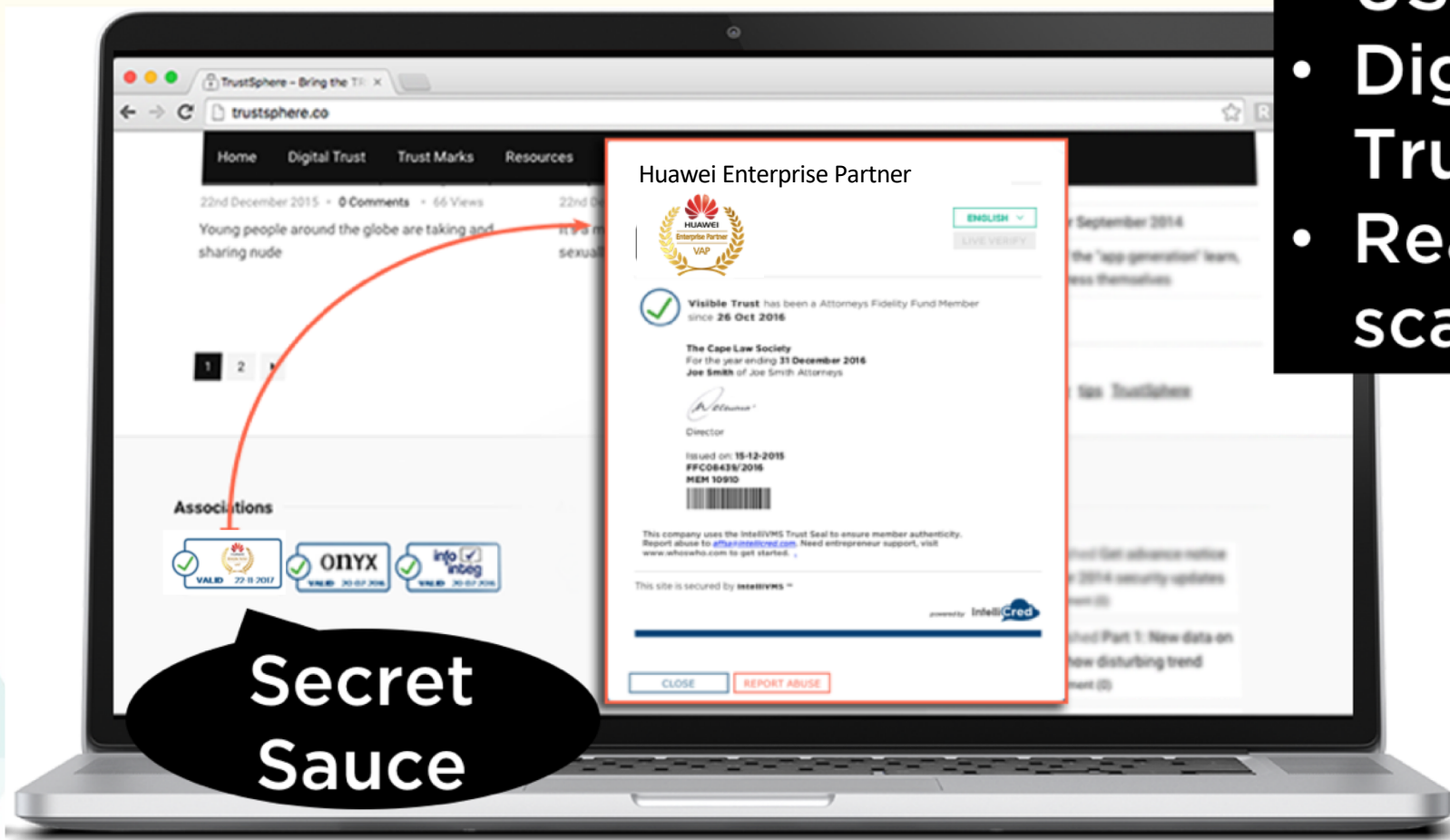
AdChoices

pipedrive

Sales CRM for small teams with big

2、Function

- US Patent
- Digital Trust Seal
- Real-time scanning



Function

INTELLIMONITOR - IMAGE SEARCH REPORT



Provider: Dell

Month: **December** | Year: **2016** | Report Type: **Image Search**

Image search URL: <http://www.icsapac.com/images/logo/EMC.jpg>

Print Date: **Thursday, December 08, 2016 13:29 pm** | Printed By: **Karin Quintos**

dell@intellcred.com

| | IMAGE | IMAGE DETAILS | DETAILS | LINK MATCH |
|---|---|----------------------------------|--|---|
| 1 |  | JPEG Image 104x174 , 18096 KB | Crawled On : 2013-12-11 Image : http://www.cdillc.com/img/partners/emc.jpg Page : http://www.cdillc.com/partners Images Found : 2 Is Member Match : No - www.cdillc.com |  |
| 2 |  | PNG Image 200x333 , 66600 KB | Crawled On : 2015-06-08 Image : http://www.nvisiongroup.ru/images/cms/content/news/emc.png Page : http://www.nvisiongroup.ru/news/news_and_press_releases/emc-center/ Images Found : 2 Is Member Match : No - www.nvisiongroup.ru |  |

*Broken image means image has been removed from site.

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Total of **232** result(s). Searched over 15 billion images in 5.70 seconds.

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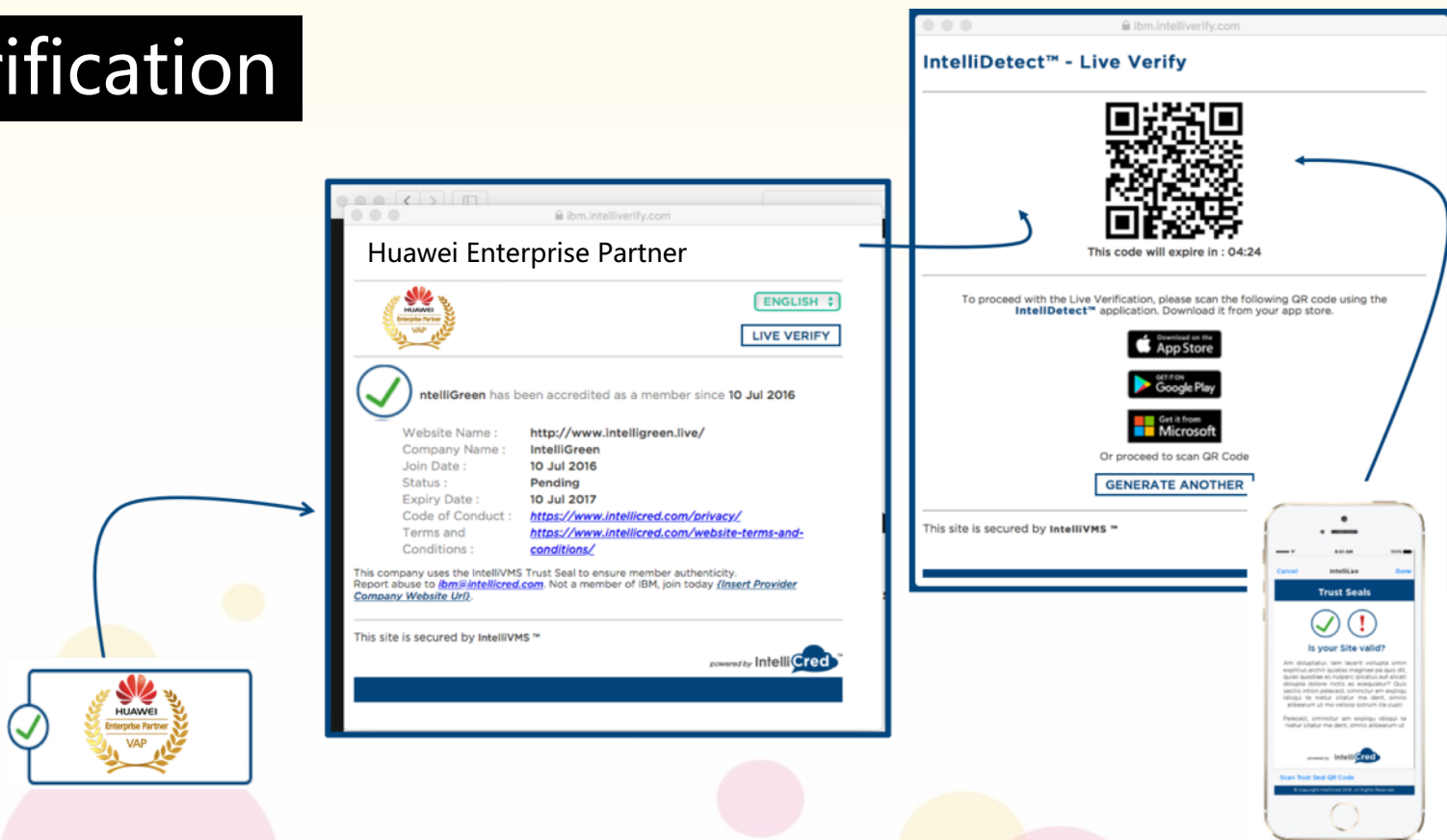


- **Automated scans** on images
- **Website matching**
- **Clickable links**
- **Ad-hoc checks**
- **Automatic saved reports**
- **Automatic exception report flagging**
- **Proactive reporting tool**

- **Note:** IntelliMonitor scans:
 - **keywords**
 - **images**

Function

Live Verification



3、 Business Model & Market Analysis

| Recurring Revenue (Annual License Fee) | Price |
|---|------------------|
| Standard <ul style="list-style-type: none"> • 100 Trust Seals • 10 Business Verifications | ¥ 10 000 |
| Professional <ul style="list-style-type: none"> • 10 000 Trust Seals • 100 Business Verifications • Limited Cyber Insurance | ¥ 99 000 |
| Enterprise <ul style="list-style-type: none"> • Unlimited Trust Seals • Managed Service • Full Cyber Insurance • API Integration | ¥ 350 000 |

| Recurring Revenue |
|---|
| Business Identity Seal ¥399 <ul style="list-style-type: none"> • Business Verification • Business Identity Seal • Live / Real-Time Verification |

| Recurring Revenue |
|--|
| Brand / Logo Monitoring ¥1000 per scan and report <ul style="list-style-type: none"> • Real-Time Web Scanning • Rea-Time Reporting • Automated Scheduled Scans |

Market

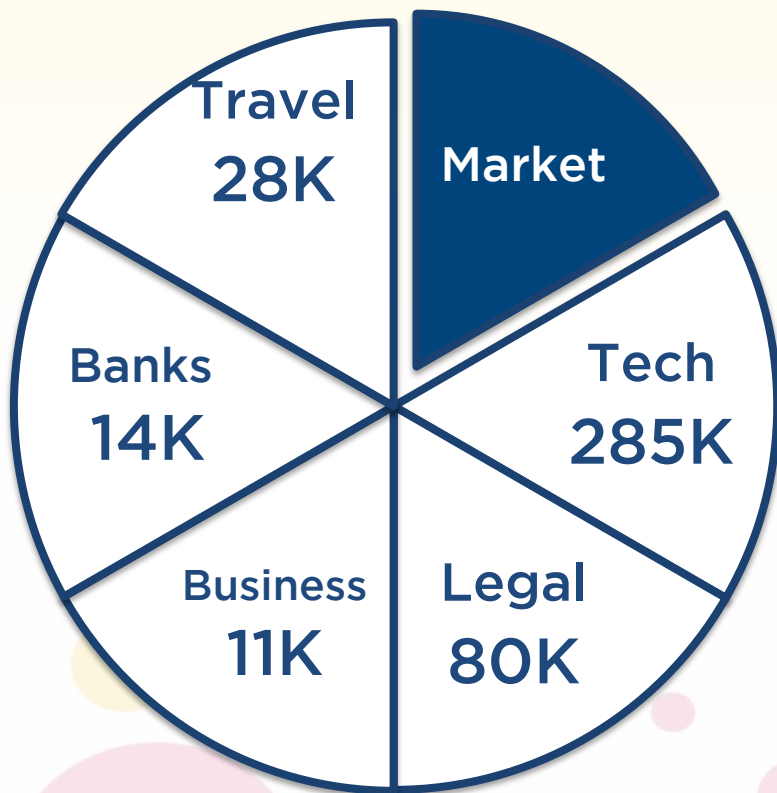


Market Analysis



- Focus on Legal, Tech, Media

Addressable Market



418,000
COMPANIES
TARGET: 5%
=20,000

To Date:
1000
Verified
Leads

Competitor Analysis

| FEATURE | IntelliCred | Mark Monitor | Symantec | Brand Protect | Safe Signed | Verify Brand | JasTec |
|----------------------|--------------|--------------|---------------------------|---------------|-------------|--------------|----------------------------------|
| Overview & Control | | | | X | | X | X |
| Activity Reports | | X | | X | | | |
| Logo Protection | | X | X | X | | X | X |
| Live Verification | | | | | | X | X |
| Live Logo Monitoring | | | | X | | | |
| Digital Seal | | X | X | X | | X | X |
| Price | ¥10k – ¥350k | ¥3,8 Mil+ | ¥13,5k (Transactional) | Quote | Quote | Quote | ¥13,3k - ¥326k (logo scan) |

4、Team



Shana Derman,
Co-Founder, CEO
20 Years ICT Experience
Bachelor of Commerce
(Information Systems)
University of Cape Town,
South Africa. Gamification,
Coursera.org.



Kevin Derman,
Co-Founder, Director
20 Years ICT Experience
Bachelor of Science (Med),
Sports Science University of
Witwatersrand, JHB.
Honours, Masters, MBA
University of Cape Town.



Paul Michaels,
Systems Administrator
CTI International
Advanced Diploma in
Computer Studies.



Raj Moodaley,
Software Architect
25 Years Dev Experience
BSc Maths,
Computer Science
University of Cape Town.

Very strong Advisory Board with advisors
across 3 continents (Africa, Europe, North
America).

5、Financial Situation

| | Year 1 | Year 2 | Year 3 | Year 4+ |
|---------------------------|----------|----------|-----------|------------|
| Number of Customers | 3 | 22 | 120 | 688 |
| Sales | ¥1,9 Mil | ¥21 Mil | ¥79 Mil | ¥298 Mil |
| Net Profit / Loss | -¥9,2Mil | ¥8,2 Mil | ¥58,4 Mil | ¥111,5 Mil |
| Capital Need | -¥10 Mil | - | - | - |
| Full Time Employees (FTE) | 8 | 20 | 30 | 45+ |

5、Financial Situation

| | |
|----------------|--|
| Capital Raised | ¥4,6 Million |
| Capital Needed | ¥10 Million |
| Use Of Funds | <ul style="list-style-type: none">• Commercialization• Product Enhancements• International Expansion |
| Exit Plan | Trade Sale |

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THANKS

www.intellicred.com for explainer videos.

<https://www.intellicred.com/intellidetector.aspx> - Chrome Browser Extension

<http://www.visibletrust.info/portfolio> - Customer Demos