



UNIFIED
DEPOSITORY
OF INTELLECTUAL
ACTIVITY RESULTS

THE PROBLEM

Writers, designers, musicians, programmers, translators, authors of workshops face copyright infringement, such as plagiarism or illegal use of works.

To make a deal (licensing or sale) or participate in public events, a document proving the existence of copyright is required.

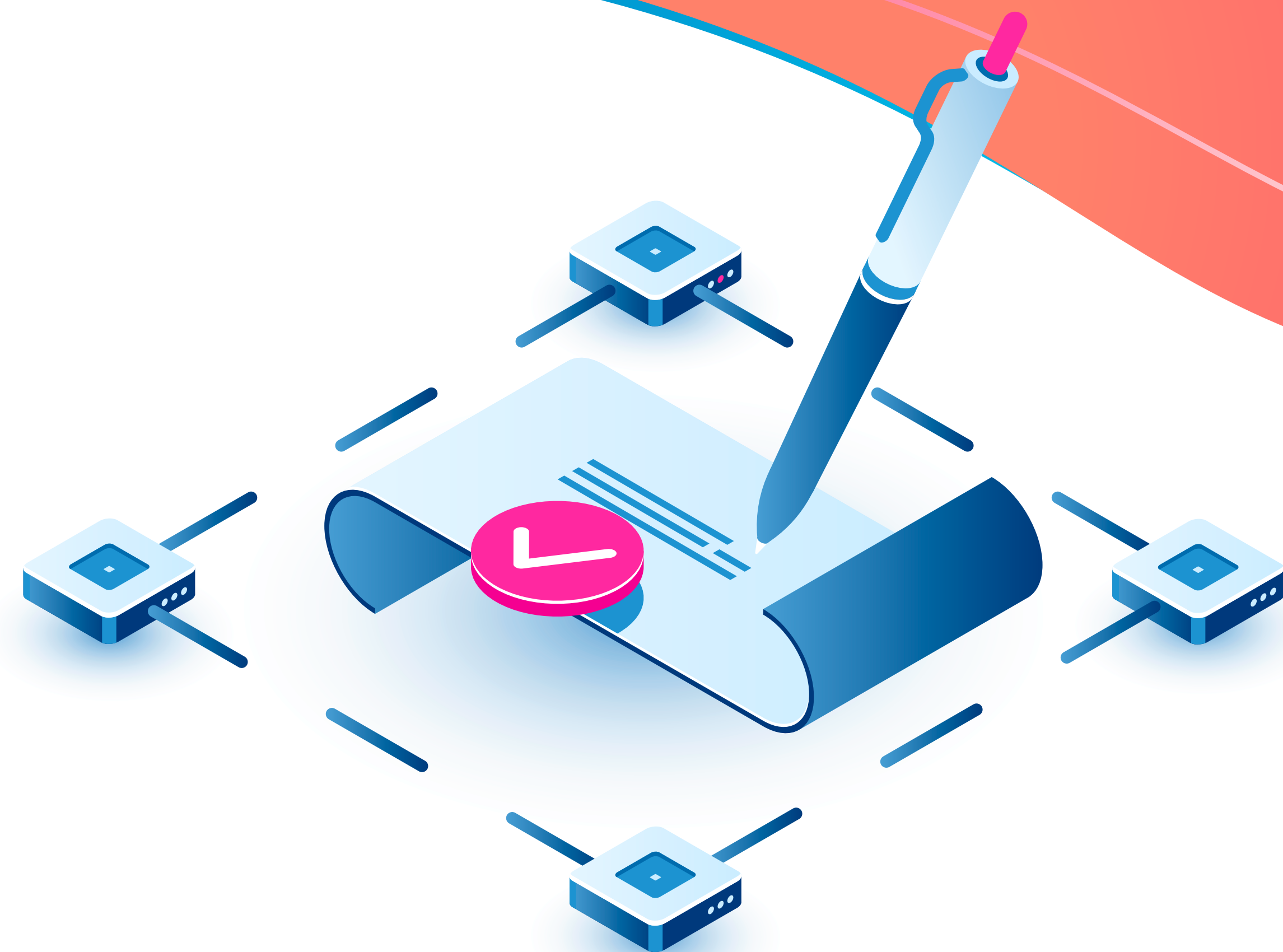


OUR SOLUTION

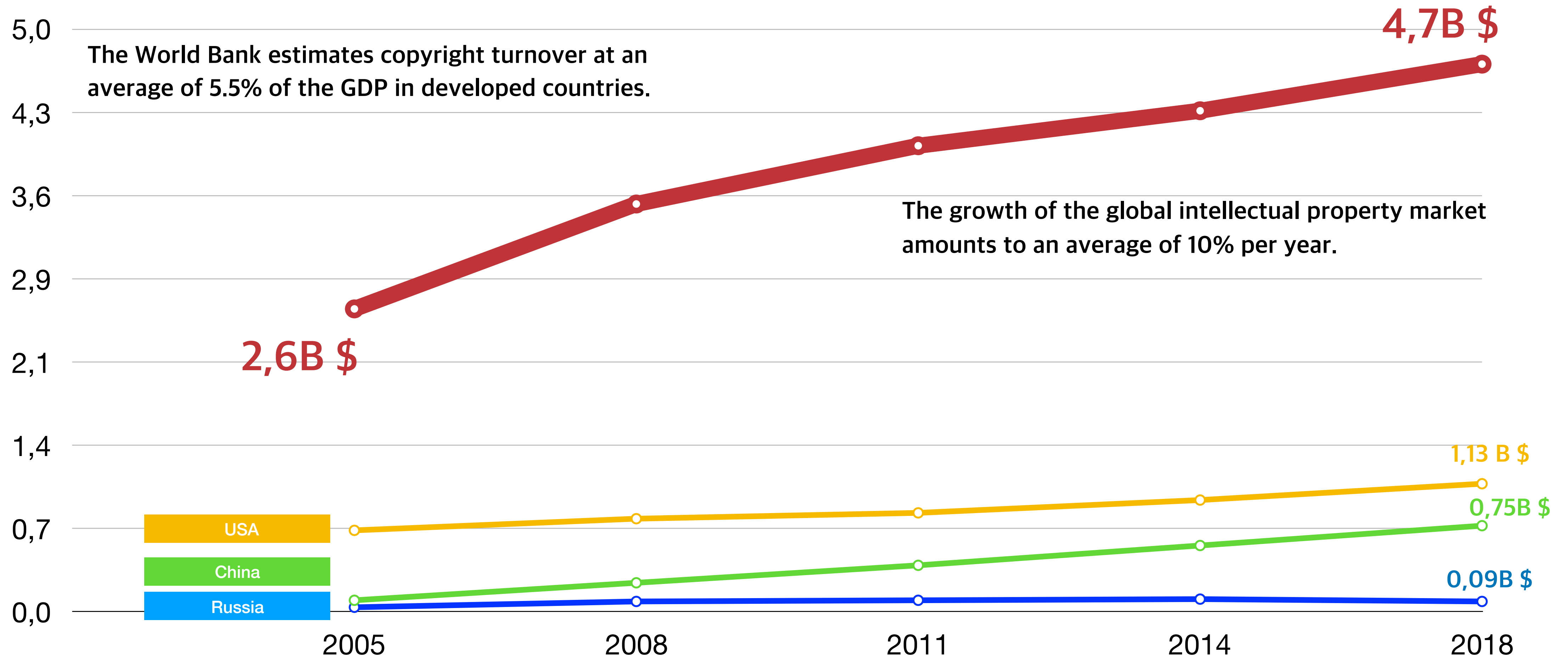
Online service UDIAR act as the third party and a witness of a copyright statement. UDIAR is a deposit service for safekeeping of the author's work, which also issues a copyright certificate.

UDIAR provides an opportunity to monetize results of intellectual activities within the marketplace. Works can be placed on the market by authors and rightholders, any individual and legal entity can buy them and use at their discretion.

Our markets: C2C, B2C, C2B

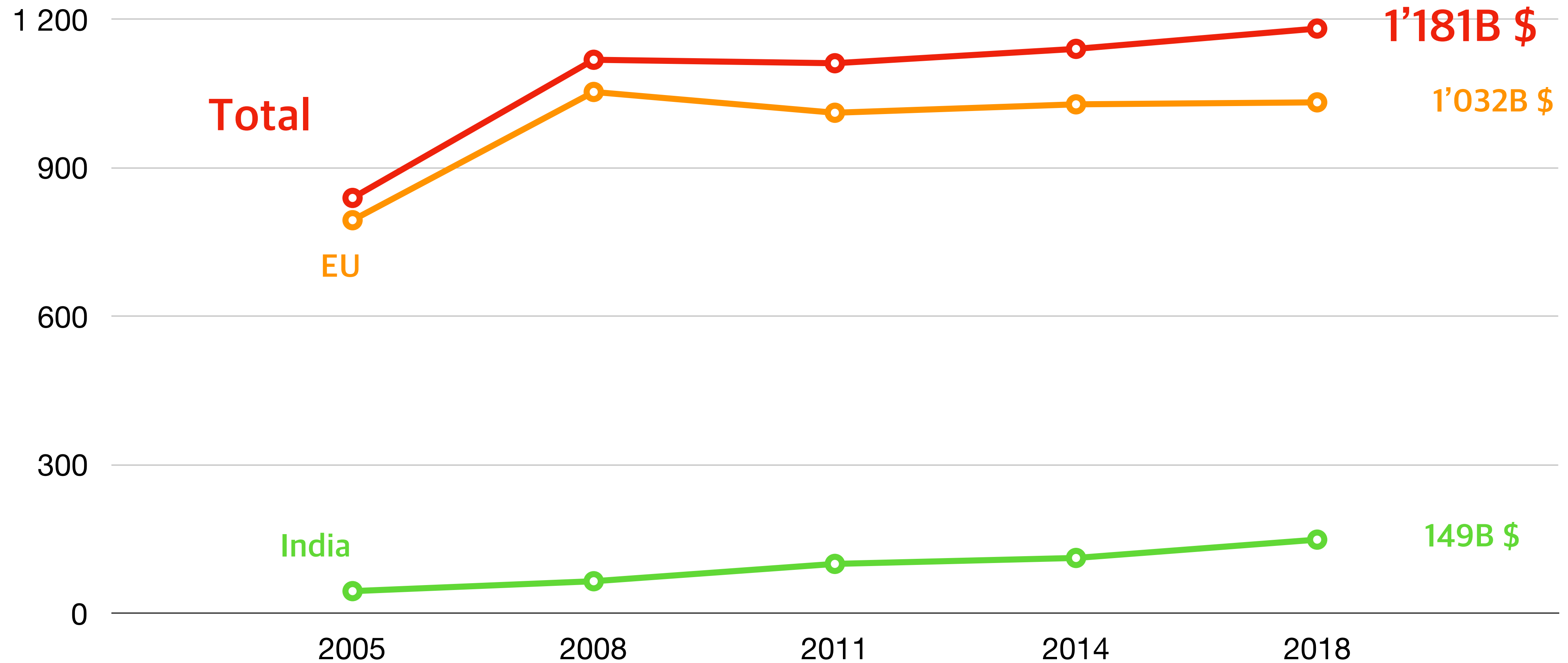


GLOBAL COPYRIGHT MARKET



*<https://www.worldbank.org/>

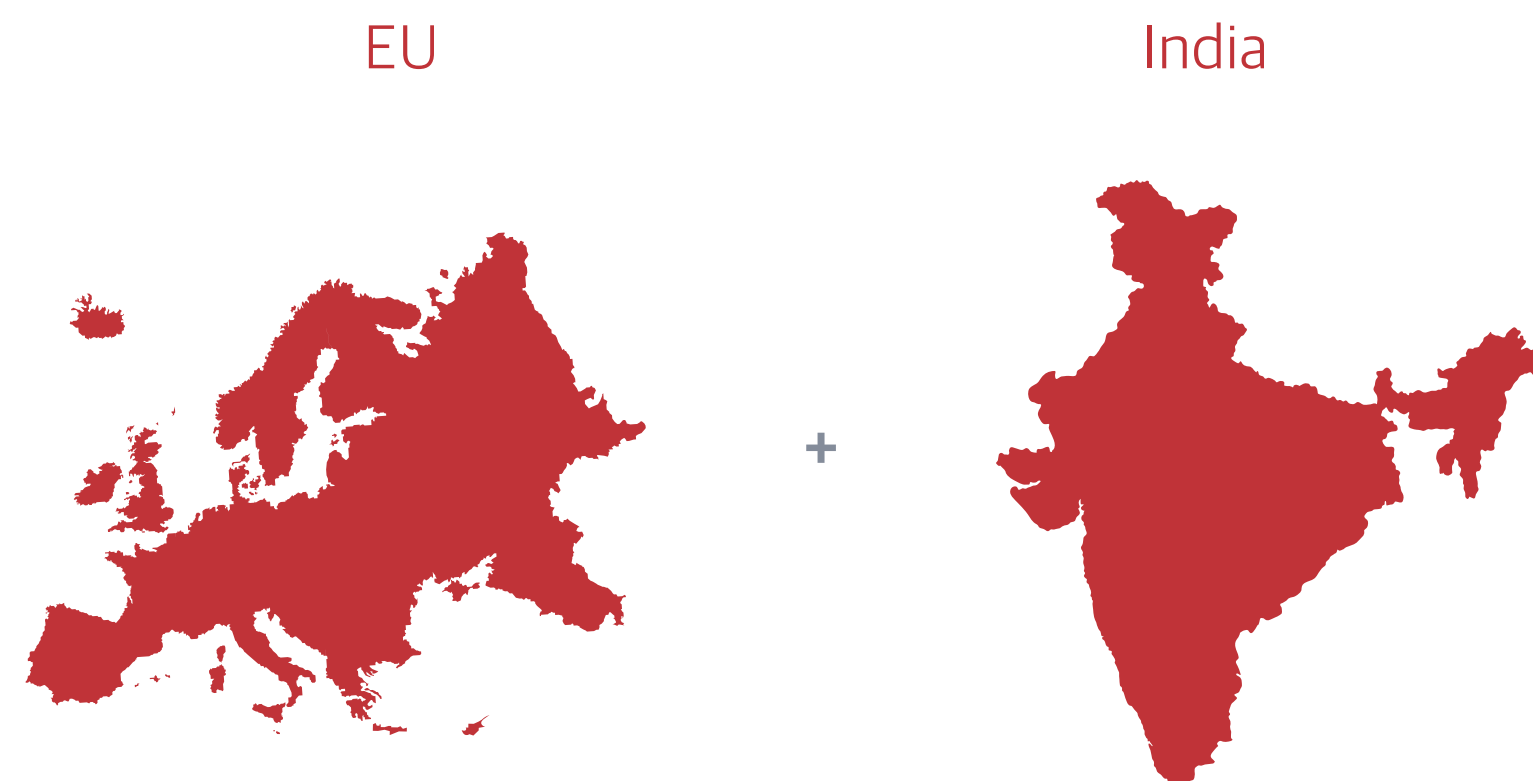
THE COPYRIGHT MARKET SIZE in EU and INDIA



We expect a significant increase in market size due to the digitalization of industry and services.

[*https://www.worldbank.org/](https://www.worldbank.org/)

OUR TARGET AUDIENCE



Working-age population of **EU** (248 million people) and **India** (519 million people)

According to the World Bank, 4-6% of the working-age population is involved in the copyright industry. We assume that our service will interest at least half of the target audience.

$$(248\text{M} + 519\text{M}) \times 5\% \times 50\% = \mathbf{19\text{M person}}$$

COMPARE UDIAR AND SIMILAR SERVICES



Library of
Congress USA



EU electronic
depositories
(about 15
services)



UDIAR



Depositories of
India

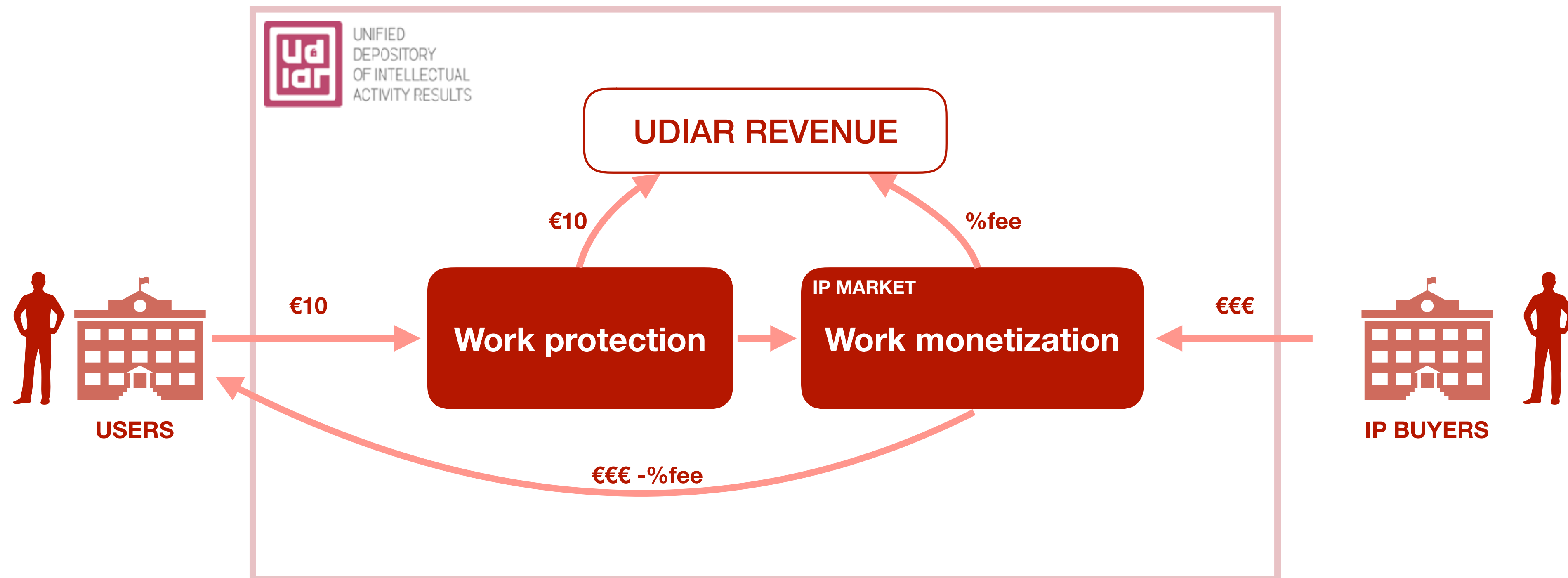


National public
libraries

Method of deposit	On-line	On-line	On-line	Off-line	Off-line
Cost for user	From \$55	From €10	€10	Or \$10	
Issue of the certificate	up to 6 months	instantly or up to 7 days	instantly	6 months	from 1 month
Market share	20 %	15 %	0 → 9%	0,5 %	40 % For literary works

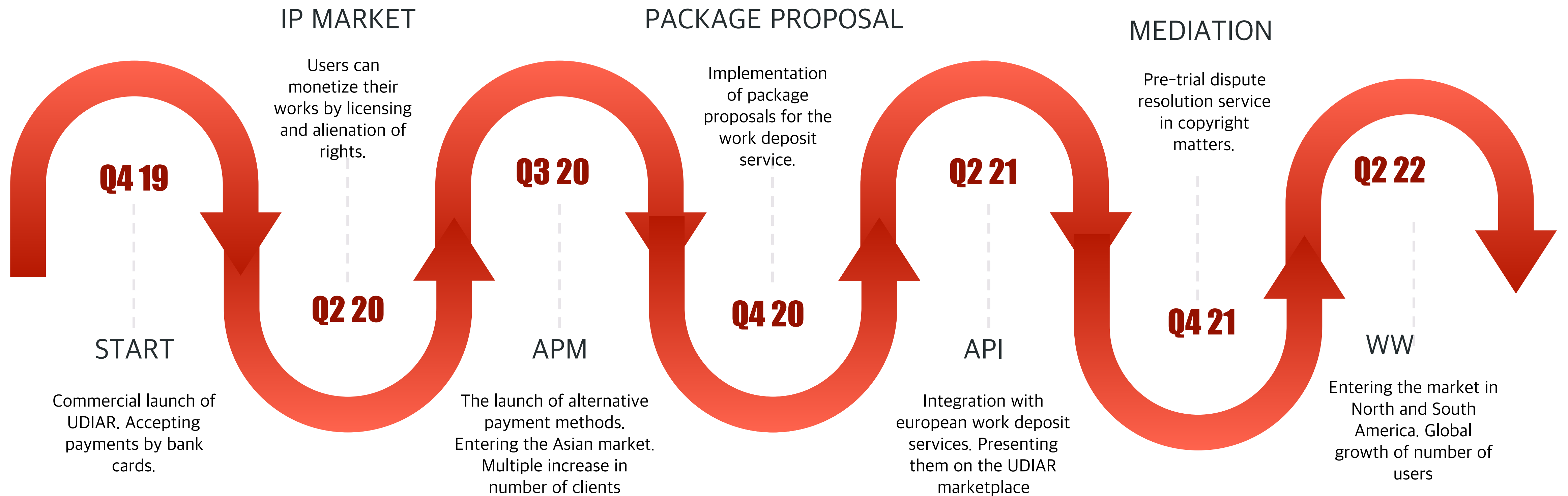
MONETIZATION

We earn on legal service and the international transfer of technologies and creativity

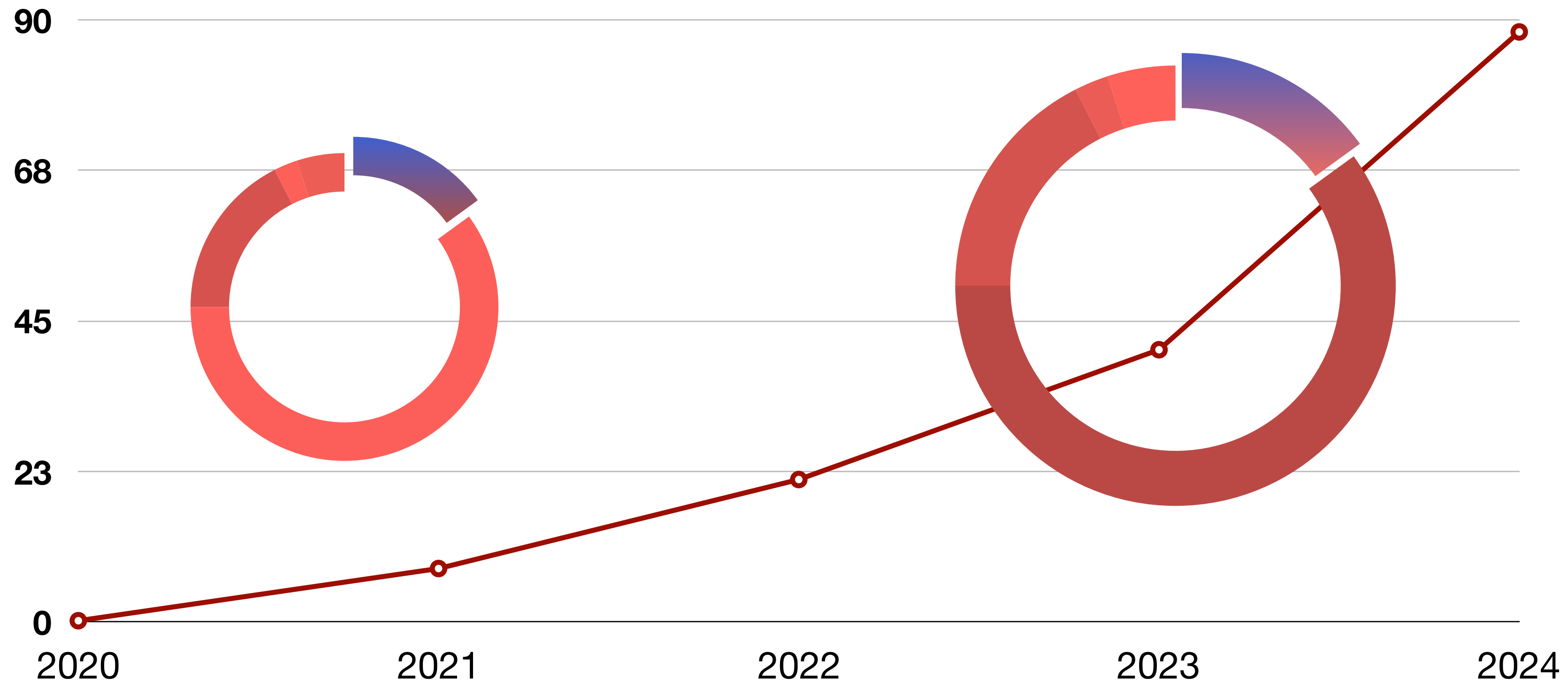


UDAIR monetization is formed by the deposit fee (10 euro or a package offer) and a percentage of transactions on the market (15%).

ROADMAP



OFFER TO INVESTOR



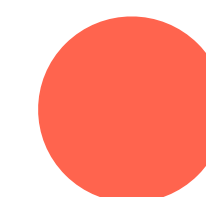
We offer a stake in a European company (IP UDIAR Ltd is valued at 45 million euro) for 3 million euro with a projected output multiplier

CURRENT STATUS

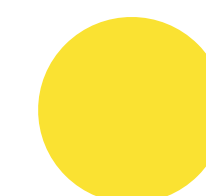
Financing	Investment Offer
Key Personnel and Cooperating institutes	
Sales system	Pre-orders
Product description	Industrial facilities
Intellectual property	
Commercial organization	Brand



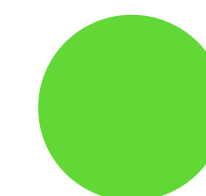
The module is absent



There are critical risks associated with the module



There are particular challenges and issues - requires special attention



The module is ready (well prepared)

OUR TEAM



Evgenii Pen

CEO, founder.

CEO of a number of business companies, Executive director of Endowment Fund “SPbU Development”, Member of the Expert Council on Intellectual Property under the Plenipotentiary of the President of the Russian Federation in the North-West Federal District. CEO, Member of the Intellectual Property Advisory Board, 15 years of banking experience, 20 years of consulting.



Maksim Dyshluk

Intellectual Property Expert in RTC National Center, State expert on the evaluation of the Innovative Development Program of state-owned companies, SCO International Expert on Intellectual Property. Practicing lawyer for company capitalization.



Anton Arkhangelsky

CFO

17 years in financial consulting



Vladimir Pen

CTO

20 years of experience in international technology companies



Anna Rubtsova

Patent attorney of Russian Federation, Intellectual Property Expert




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Evgenii Pen
co-founder

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Maxim Dyshluk
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Report on IP assessment





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Short Report of Market Valuation

Valuation subject
100 percent stake in the company
UDIAR (Unified Depository of Intellectual Activity Results) LLC

Valuation date
01.09.2019

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SUMMARY

Evaluated business – Unified Depository of Intellectual Activity Results

Business goal – solving the problems of interaction between the parties on the intellectual property market; make IP protection more accessible for everyone.

Founded in 2018.

Functionality:
Online-service allows authors to protect the results of intellectual activity from plagiarism by using timestamps and blockchain systems.

UDIAR is a marketplace where users can monetize the results of intellectual activity by selling the rights.

Market valuation.
According to WIPO, IP market is one of the fastest growing and capital-intensive markets with an annual growth rate of 12-14% and a total value of more than \$500 billion a year.

In our opinion, UDIAR users will be both creative people and inventors, and corporations – the main suppliers of objects of intellectual property rights on the market, in particular, digital economy representatives.


Analysis of the competitive environment showed the lack of a comparable offer on the international market, along with a steady demand. We are sure that UDIAR in the short investment period is able to become the first global demanded platform for intellectual property turnover.

Cost estimate.
As a result of the analysis of the valuation subject (legal and technical documents, market analysis) and after fulfilment of calculation, the appraiser determined, that

the market value of the valuation subject as of 01.09.2019 is estimated at
45 (forty five) million euro

The assessment was conducted in accordance with the requirements of the International Valuation Standards (IVS).

Respectfully,
CEO, Managing Partner
ARKA LLC



Третьякова К.А./
Value ARKA consulting

Value ARKA consulting

