GENESIS BLOCK

IT challenge for your business

Advanced Integrated Management Technologies

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www.genesisblock.it

About us

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We are a group of companies engaged in software development, implementation of payment systems, software and web solutions for e-commerce and blockchain business solutions.

We are one of the leaders of the Russian market for software development for electronic payment systems and payment terminals for self-service, processing and acquiring.
The company's software solution is used in more than 20,000 self-service payment terminals, pos-terminals and smartphones in Russia, Turkey, Saudi Arabia, United Arab Emirates, Spain, Turkmenistan.

Our clients are payment systems, service providers, telecommunications companies, banks, housing and communal services.
Since 2016, we have been engaged in R&D in the field of blockchain technologies and provide services in the field of consulting and development of blockchain projects.

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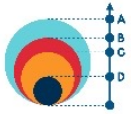
Current business needs require management applications to be flexible, functional, scalable and affordable at the same time.



Business environment is changing rapidly



Business has to be efficient to survive and grow



Numbers of customers and partners are growing



Financial constraints are tight



Flexibility



Functionality



Scalability



Affordability

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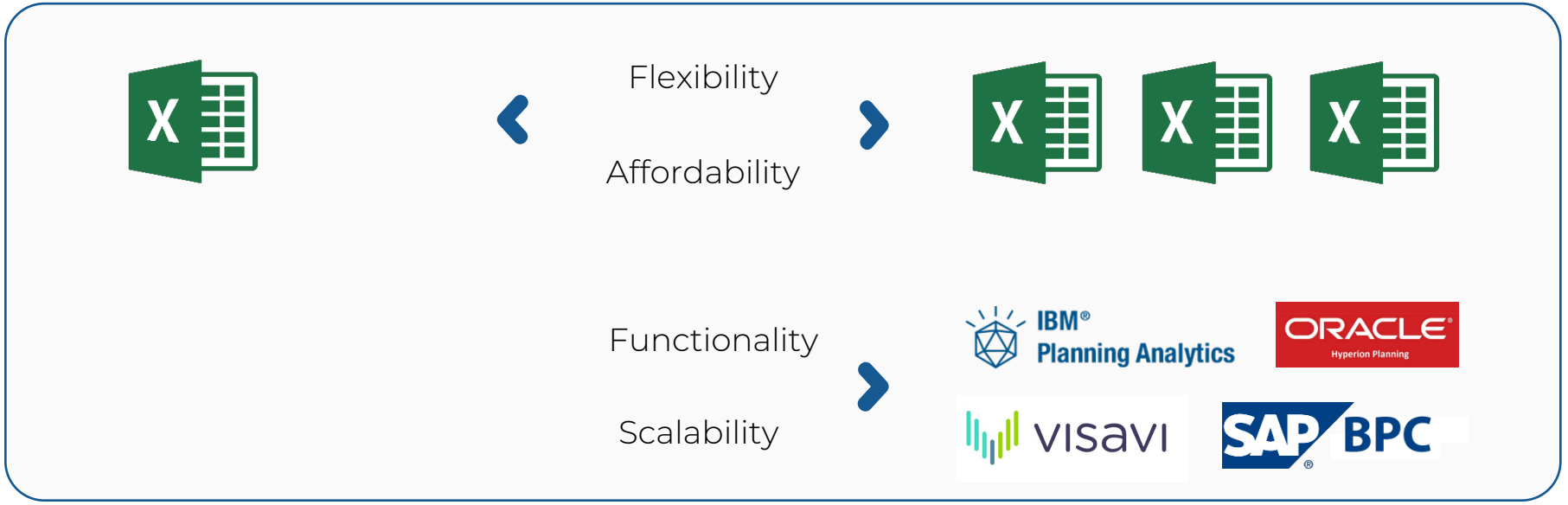
Traditional management applications do not comply with all the modern requirements

SMEs
can't afford industrial applications and are widely using MS Excel

Large companies
use industrial applications but employ MS Excel to compensate for their rigidity



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A new class of management application platforms is rapidly growing

SMEs ⟷ Large companies



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We can satisfy the needs of various customers ranging from SMEs to large corporations and their ecosystems



Simple business-apps

- Quick & easy citizen development
- Powerful & flexible replacement of MS Excel

Complex applications for corporate management

- Powerful and flexible tool for tasks requiring complex modelling
- High scalability & fast integration and deployment

Ecosystems of connected applications

- Robust ecosystem architecture development & management tool
- Environment for easy integration of applications

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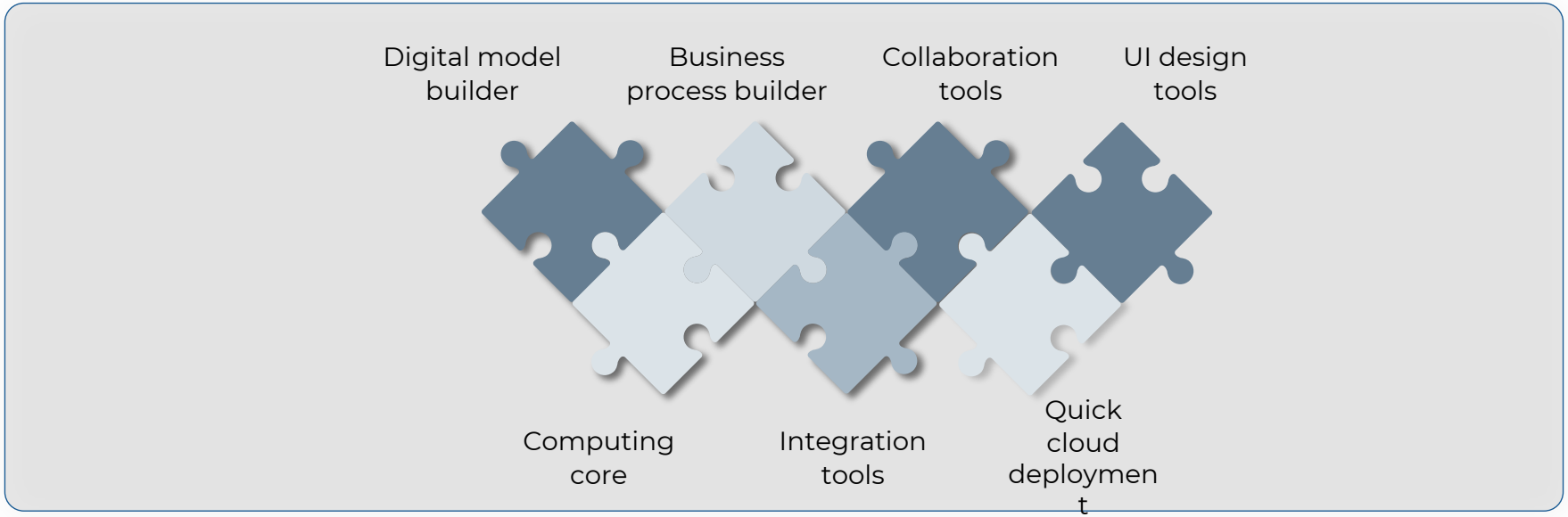
Genesis Block has the best fit for tasks simultaneously requiring modelling, workflow management and collaboration

1. Cross-functional and supply-chain planning and budgeting
2. Efficiency management
3. Management of complex projects



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In 2021-2022 we plan to establish the platform in Russia & CIS, refine its features and then expand to international markets and collaboration

	2021 – 2022		2022+
SMEs	Develop and market several cloud applications for SMEs in Russia & CIS. Build a community of developers around the platform.	›	Expand the range of cloud applications for Russia & CIS Find international partners and market outside of Russia & CIS
Large companies	Develop application “templates” for various use-cases and industries Build a network of partners for distribution of the platform applications in Russia & CIS	›	Expand business in Russia & CIS Find international partners and market outside of Russia & CIS
Corporate ecosystems	Develop an ecosystem of applications and refine the features of the platform	›	2023+ Market as an ecosystem development tool

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Features of the Genesis Block platform correspond to composite platform architecture technological trend (1/4)

Elements of GB platform	Value	Technical capabilities of the GB platform	
Key competitive advantage			
Digital models	Creation of complex computational models without developers	Building an ontological model (knowledge model) of any subject area	Support for any planning methodology, analysis, management decision support.
		Working with big data	Improving computing performance and expanding the feature set
		Resource scheduling with guided calculation logic	Using AI / ML capabilities: integration with external ML services, support for a standard set of ML algorithms
		Using time measurements, scenarios, horizons for any type of periods	Use of statistical functions: regression analysis, cluster analysis, probability distributions, etc.
Application development and visualization	Individualization of workplaces, analytical indicators, management information	Interface design customization tools	Adaptation of interfaces for mobile devices
		Visual tools for describing enterprise architecture models	Expansion of design customization tools (animations, visual styles, backgrounds, etc.)
		Configuring relationships between different interface elements	Generator of presentations, reports (text, diagrams, analytics, etc.)
	Omnichannel, maximum flexibility and ease of settings	Creation of tables, graphs, charts, Gantt charts, dashboards, trees, dialog boxes, menus, object cards	The ability to flexibly customize your workplace for the user
		The ability to view the granularity of data in tables to the required level	Adding new types of interface elements: questionnaires, maps
	Ease of development and navigation of digital products	The ability to generate descriptive documentation for different models and objects	Extending advanced debugging tools (process debugger, enterprise architecture, methodology)
		Using debuggers for app / model development	Development of hint / “wizards” for user navigation in the system
	Visual design and digital product development are integrated in a single environment	Using diagrams as a tool for managing a computational model	Development of possibilities for integrating diagrams with a calculation model
		Using charts as part of interfaces	
		Support for all common enterprise architecture modeling notations	

Technical capabilities of the GB platform planned for development

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Features of the Genesis Block platform correspond to composite platform architecture technological trend (2/4)

Elements of the GB platform	Value	Technical capabilities of the GB platform	
Workflow management (BPMS)	Processes setting of any complexity in relation to calculations and interfaces. Full transparency and efficient control	Basic process design	Expansion of notation format capabilities for building processes
		Processes respond to any events in the calculation model and can change the model itself	Optimization tools for modelled processes
		Process description in BPMN notation	Development of design tools and business process management
		The ability to use data from other sources of the model during the execution of the process	
		Automatic documents generation (contracts, invoices, etc.)	
API management and integration	Seamless integration into the existing IT architecture of the company	Integration of the GB platform with Excel, XML	Creation of connectors for different types of systems
		Integration with MS SQL, Oracle, PostgreSQL	Import of enterprise architecture models from other sources (including diagrams.net / draw.io, Visio)
		The ability to exchange data with different systems: integration via API, connecting external microservices via API	Managing the interaction of different external applications through BPMS
			Quality control and data enrichment constructor
			Integration with key DWH

Current capabilities of the Genesis Block platform

Technical capabilities of Genesis Block platform planned for development

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Features of the Genesis Block platform correspond to composite platform architecture technological trend (3/4)

Elements of the GB platform	Value	Technical capabilities of the GB platform	
Ecosystem Opportunities	Seamless integration of existing and emerging techniques, processes and data in a single environment	Creation of the relationship of all objects of the ecosystem within the model	Marketplace for digital products within the platform
		Digital products ecosystem deployment	Global search system
		Embedding into existing customer ecosystems as a business service provider	
Data storage	Ability to organize and store data for all ecosystem products in one place	Usage of industrial DBMS Postgre SQL	Implementation of all typical database functions

Current Genesis Block platform capabilities

Technical capabilities of the Genesis Block platform planned for development

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Features of the Genesis Block platform correspond to composite platform architecture technological trend (4/4)

Elements of the GB platform	Value	Technical capabilities of the GB platform	
Role model	Access management to interfaces / data in the system for different categories of users	Support for association of business role with different user interfaces	Development of access settings for discrete entities (object, indicator, etc.)
		The ability to differentiate access levels for roles	Parameters of the computational model can affect the access level)
Collaboration environment / communication environment	Effective work of cross-functional teams in a unified ecosystem of digital products	Creation and management of different user groups	Development of tools for working with tasks in different formats
		Working with tasks	Development of a teamwork environment (project, task, model, system objects)
		Collaboration environment is tied to all components of the model	Integration with modern collaboration environments
		User's personal account	Video communication
			Development of expertise tools (application of expert model tools)
Security	Reliability of information storage and processing	Access management to API and content	Protection of personal information
		Password Policy Management	FSTEC certification
		Synchronizing the Role Model with Active Directory Groups	Application lifecycle and versioning tools
		Event log	

Current Genesis Block platform capabilities

Technical capabilities of the Genesis Block platform planned for development

Integrated planning

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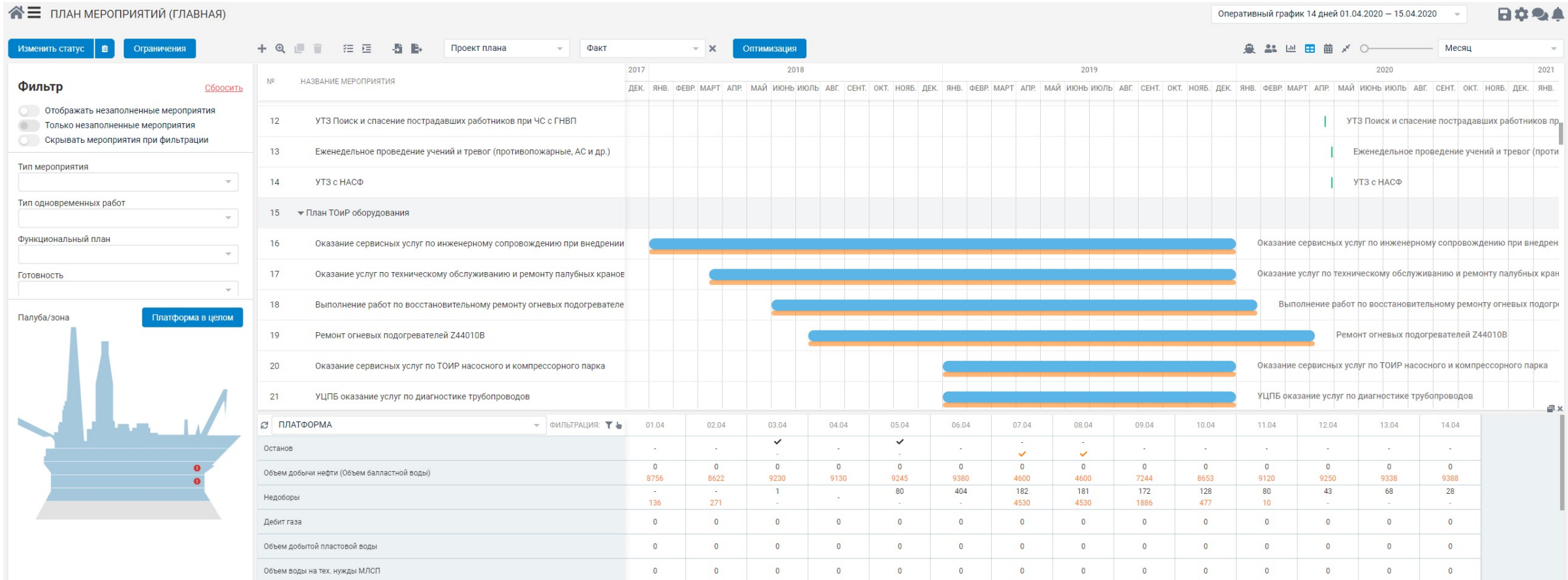

User workstation (1/2)

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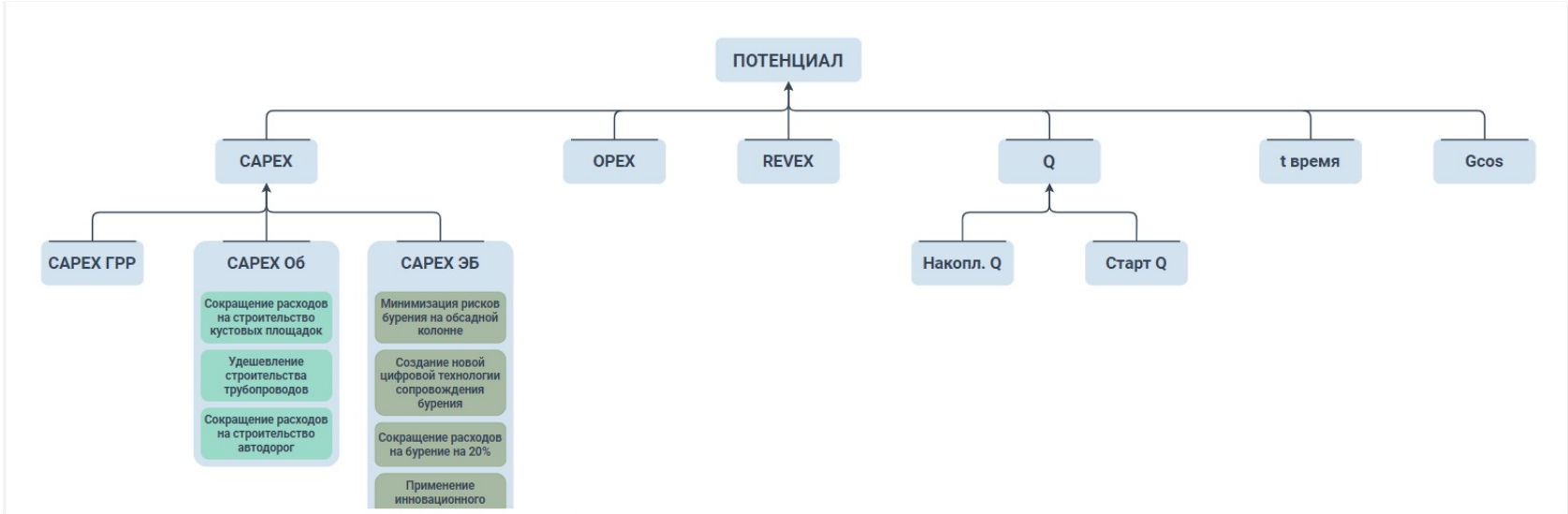
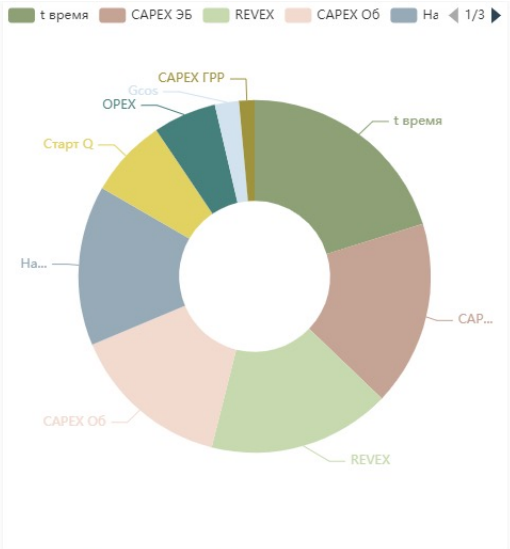


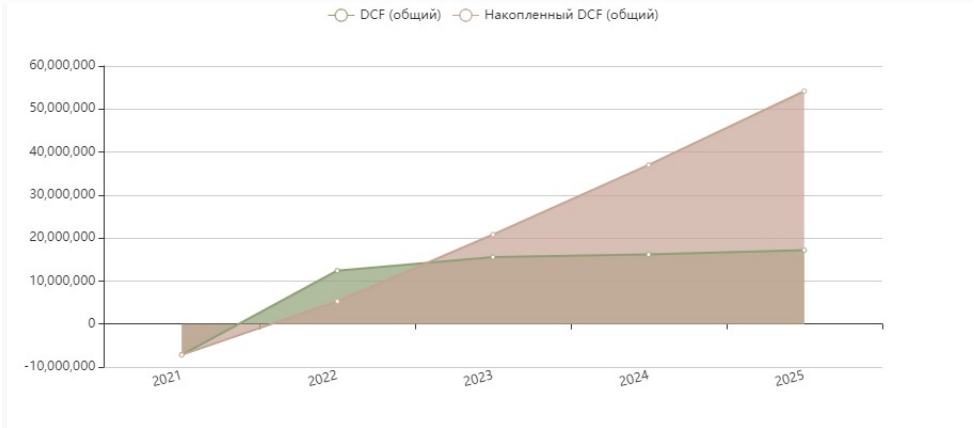


ОБЩИЙ ПОТЕНЦИАЛ
62 224 872

СУММАРНЫЕ ИНВЕСТИЦИИ
29 270 000

ОБЩИЙ ЭФФЕКТ
32 954 872

	Значение	Значение				
		2021	2022	2023	2024	2025
Сокращение расходов на строительство автодорог						
Масштаб (количество объектов воздействия)		3.00	5.00	5.00	6.00	7.00
Среднегодовой эффект на единицу объекта воздействия		120 000.00	120 000.00	120 000.00	120 000.00	120 000.00
Инвестиции (ресурсы на реализацию)	1 500 000.00	1 500 000.00				
Ставка дисконтирования	12%					
ЧДД	821 738.91					
Рисковые капитальные вложения	1 500 000.00					
Вероятность успеха	98%					
Рассчитать	✔					
EMV	775 304.13					
Рычаг	CAPEX Об					



User workstation(2/2)

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КАБИНЕТ КОММЕРЧЕСКОГО ЭКСПЕРТА

Витрина вызовов | Витрина откликов | Меню закупочных возможностей

Реестр вызовов

	Значение							
	Статус вызова	Связь с бизнес-заказом	Ссылка на бизнес-заказ	EMV	Рычаг	Драйвер	ДО-заказчик	К о
Ускорение сроков ГИС на 25%	Опубликован	Есть	БЗ001	410 258.72	t время	Сокращение сроков исследо...	Мессояханефтегаз	
Удешевление строительства трубопроводов	Черновик	Нет		0.00	CAPEX Об	Снижение затрат на строител...	Газпромнефть-Заполяр...	
Увеличение скорости принятия решений при концептуальном проектировании	Черновик	Нет		5 250.12	CAPEX ГРР	Повышение VOI / качества да...	Газпромнефть-Ямал	
Сокращение расходов на строительство кустовых площадок	Черновик	Нет		3 470 220.68	CAPEX Об	Снижение затрат на обустрой...	Газпромнефть-Восток	
Сокращение расходов на строительство автодорог	Черновик	Нет		775 304.13	CAPEX Об	Снижение затрат на строител...	Газпромнефть-Ямал	
Сокращение расходов на освоение в процессе ПРБ	На верификац...	Нет		462 736.47	CAPEX ГРР	Снижение затрат на освоение...	Газпромнефть-Хантос	
Сокращение расходов на бурение на 20%	Готов к публик...	Есть	БЗ002	301 337.35	CAPEX ЭБ	Снижение затрат на бурение, ...	Газпромнефть-Ноябрьс...	
Сокращение расходов на ДТ на 30%	Черновик	Есть	БЗ002	860 221.31	OPEX	Снижение потрбления электр...	Газпромнефть-Хантос	
Сокращение простоев из-за недопоставок МТР до 0,3%	Черновик	Есть	БЗ002	612 119.50	t время	Автоматизация, цифровизация	Газпромнефть-Ямал	
Сокращение персонала, обслуживающего месторождения, на 20%	На верификац...	Есть	БЗ002	674 195.25	OPEX	Автоматизация процессов (в ...	Газпромнефть-Развитие	
Сокращение нормативов расходов МТР при ТКРС	Черновик	Есть	БЗ001	2 088 084.57	REVEX	Снижение объемов материал...	Газпромнефть-Ноябрьс...	
Сокращение длительности обустройства площадок на 50%	Опубликован	Есть	БЗ002	537 529.34	t время	Снижение затрат за счет пла...	Газпромнефть Оренбург	
Сократить резкое падение добычи на месторождении N	На верификац...	Есть	БЗ001	2 738 772.63	Накопл. Q	Повышение эффективности п...	Газпромнефть НТЦ	
Сократить график ввода новых скважин на месторождении M на 6 месяцев	Черновик	Нет		2 368 343.49	Старт Q	Оптимизация ввода новых ск...	Газпромнефть-Восток	
Создание новой цифровой технологии сопровождения бурения	Готов к публик...	Нет		1 489 902.50	CAPEX ЭБ	Автоматизация, цифровизация	Мессояханефтегаз	

Наличие бизнес-заказа

Есть

Рычаг

OPEX

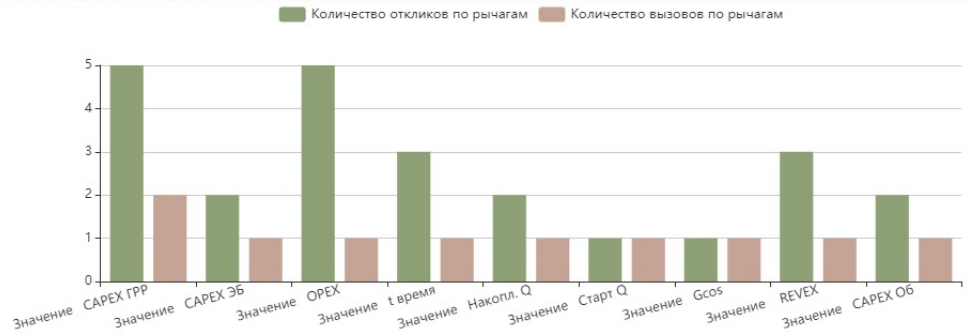
Драйвер

Автоматизация, цифровизация

Количество вызовов по ДО



Вызовы и отклики по рычагам



Digital Model Builder

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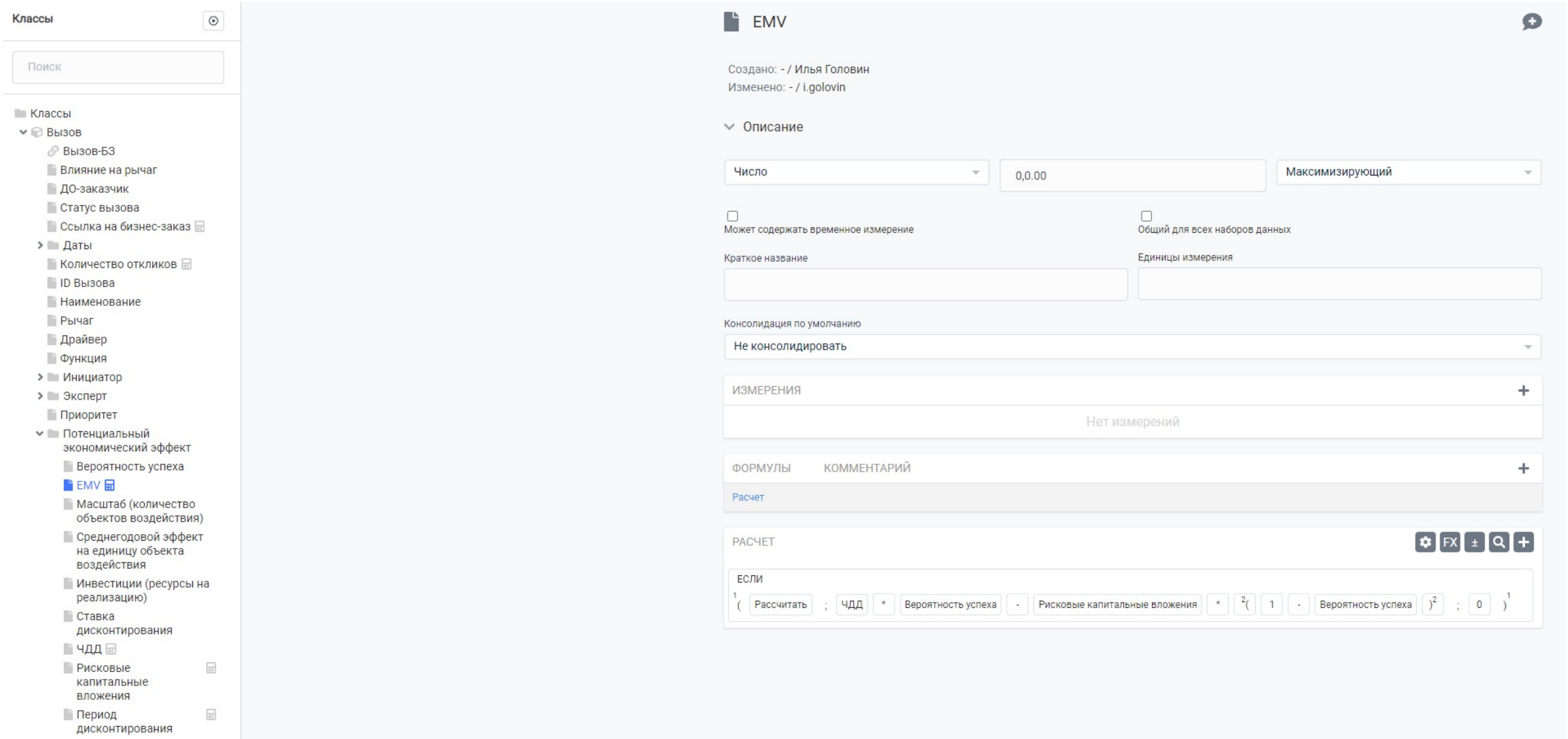

Business process builder (BPMS)

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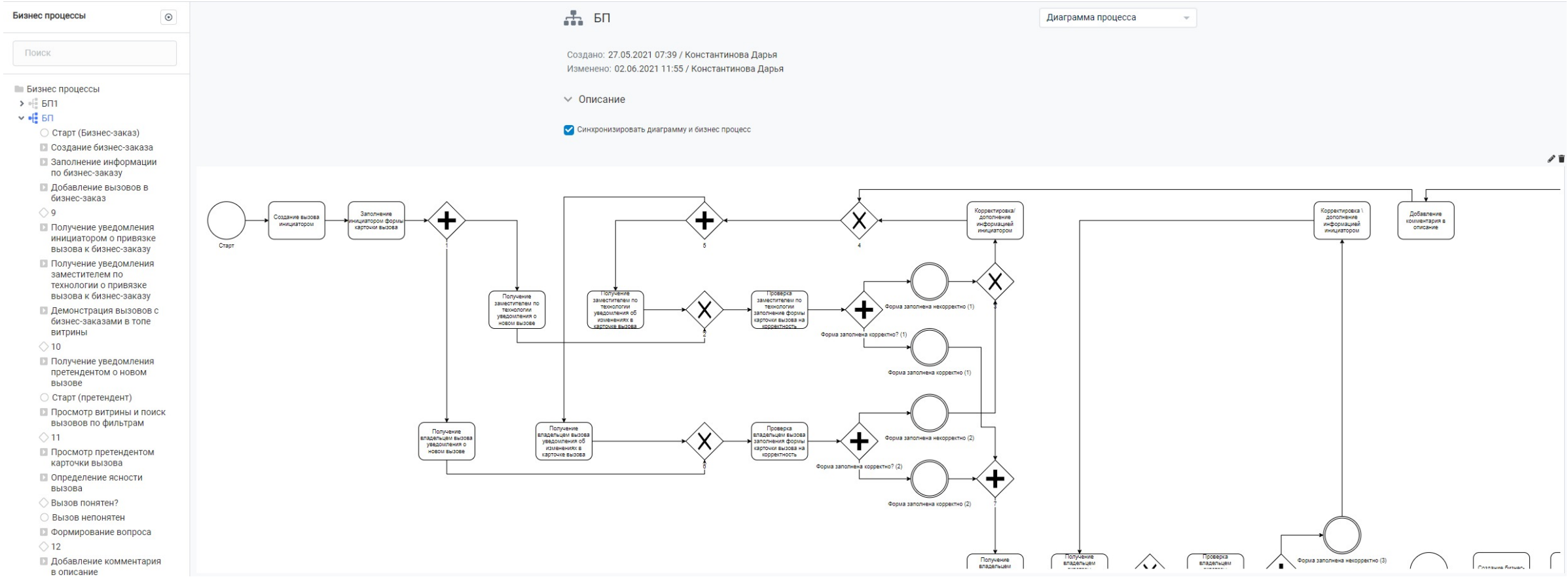

Tables / graphs design tool

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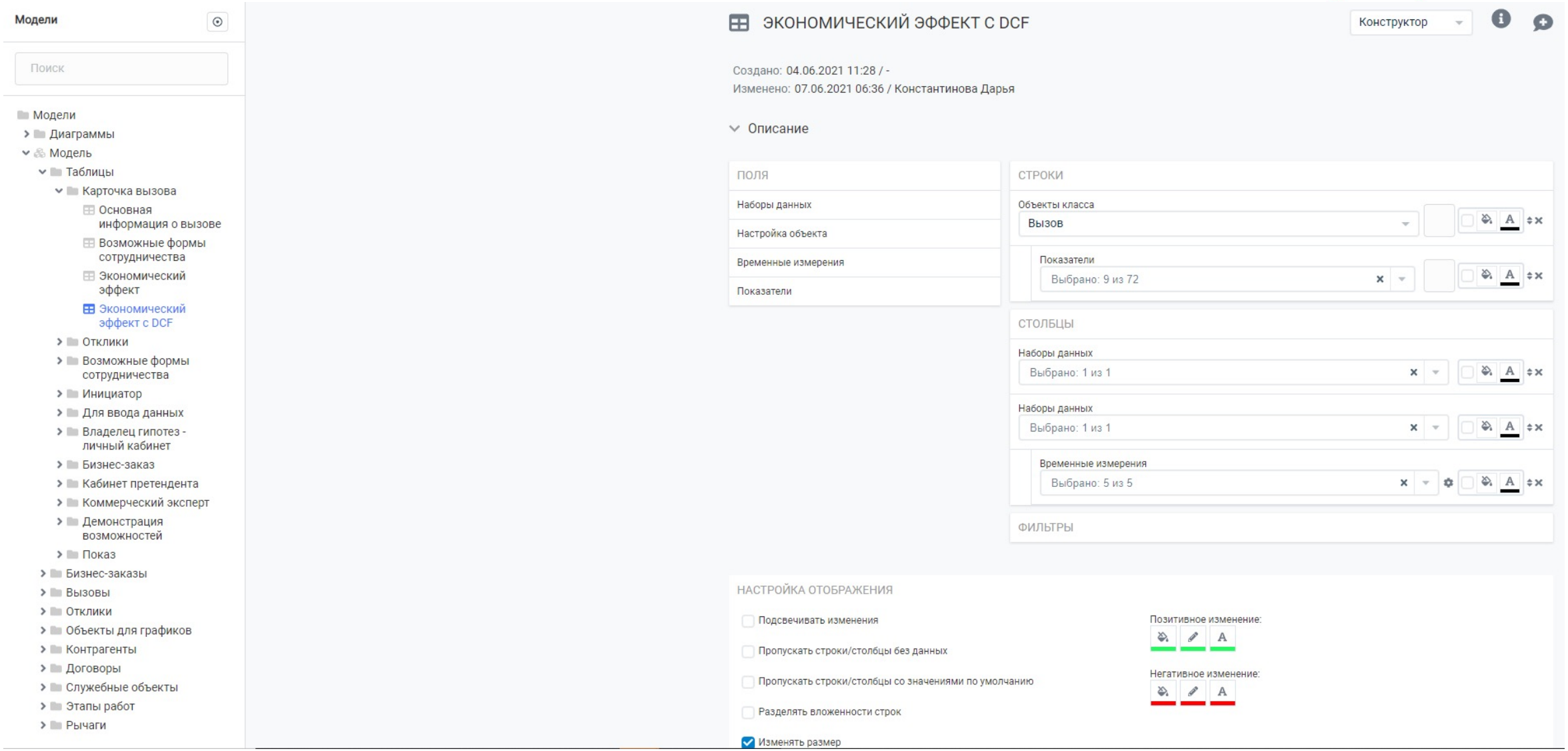

Enterprise architecture modelling tool

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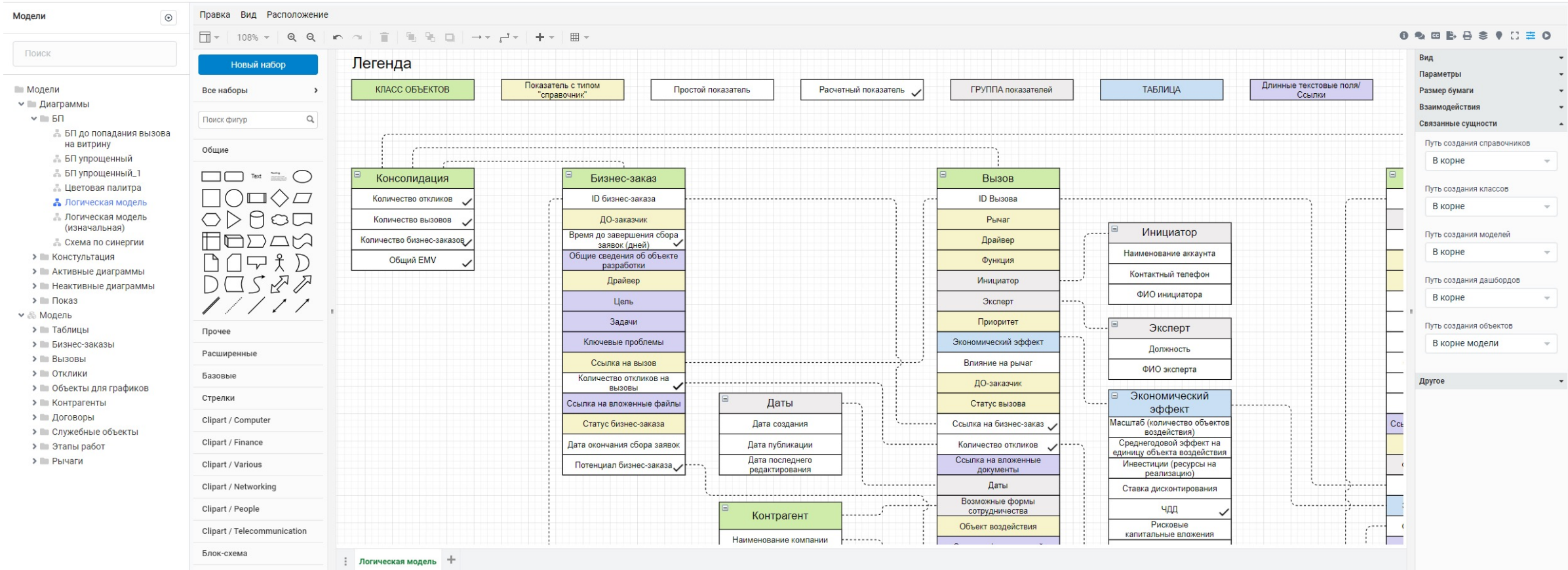

User interface / dashboard builder

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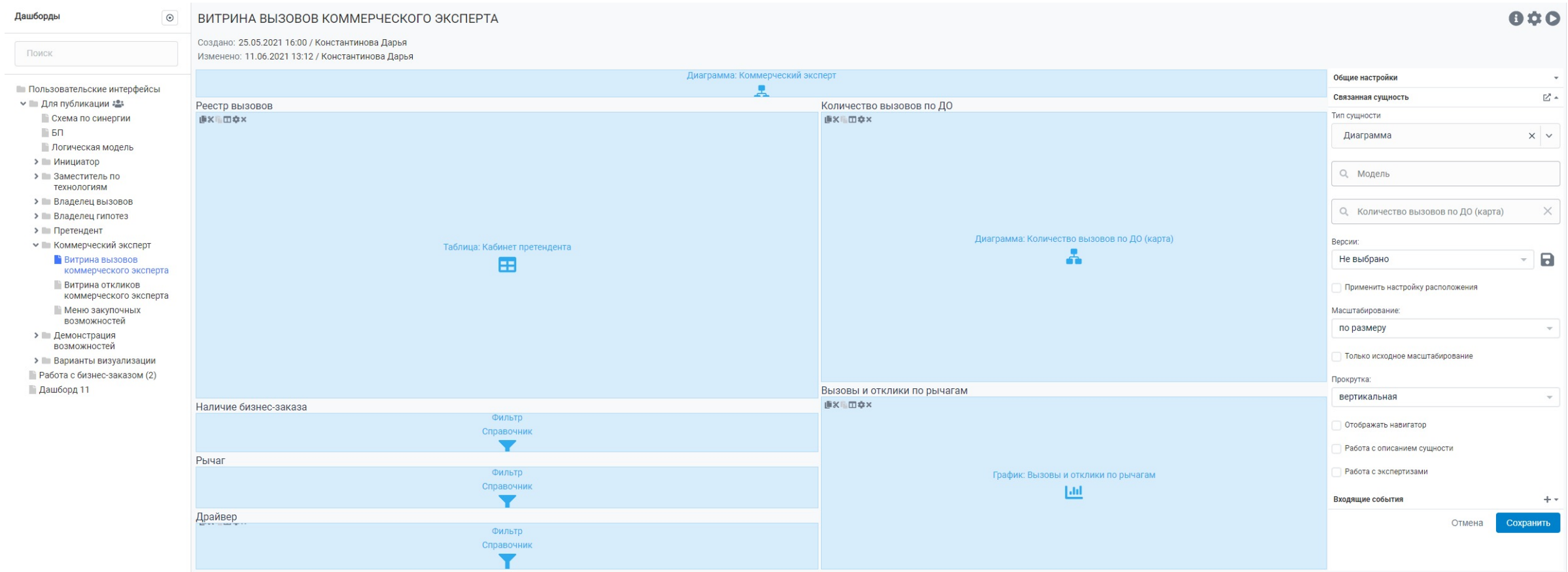

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