

Report Date: 2019-09-16

Published for jwpark@crossangle.io

Singapore  
CrossAngle Pte. Ltd.

Disclosure Level

**A**

EN

## Due Diligence Report



# Prometheus Labs OÜ

**Estonia**

(Country or jurisdiction of incorporation)

**14381052**

(Entity Registration Number)

(Address, including zip code, including area code, of principal executive offices)

### Company Representative (Report Data Submitter)

Name	Position	Office Phone Number	Telegram ID
Nick Ivanov	Marketing Lead		@nick_prometeus

## TABLE OF CONTENTS

- [I. Corporate Profile](#)
- [II. Business Information](#)
- [III. Financial Information](#)
- [IV. Tokens](#)
- [V. Listing](#)

## WHERE YOU CAN FIND MORE INFORMATION

Readers and others should note that the company announces material information to the public using the company website, press releases, public conference calls, and webcasts. They may also use the following social media channels as a means of disclosing information about the company, products, planned financial and other announcements and attendance at upcoming investor and industry conferences, and other matters.

Channels	Address
Company Website	<a href="https://prometeus.io/">https://prometeus.io/</a>
Twitter	<a href="https://twitter.com/Prometeus_net">https://twitter.com/Prometeus_net</a>
Company Blog	<a href="https://medium.com/prometeus-network">https://medium.com/prometeus-network</a>
Facebook	
Linkedin	<a href="https://www.linkedin.com/company/prometeus-labs">https://www.linkedin.com/company/prometeus-labs</a>
Github	
Reddit	
Telegram	<a href="https://t.me/promnetwork">https://t.me/promnetwork</a>
Custom Link	KakaoTalk - <a href="https://open.kakao.com/o/g9l6x2hb">https://open.kakao.com/o/g9l6x2hb</a>

The information posted through these social media channels may be deemed valid. Accordingly, the public should monitor these accounts and the blog, in addition to following company press releases, conference calls, and webcasts. This list may be updated from time to time and these channels may be updated without notice.

# PART I. Corporate Profile

## ITEM 1. Basic Corporate Profile

<b>Official Name of Company as specified in charter</b>	Prometeus Labs OÜ
<b>Establishment Date</b>	
<b>Jurisdiction of Incorporation</b>	Estonia
<b>Address of Principal Executive Offices</b>	
<b>Address of Official Company Registration</b>	Punane 68-170, 13619 Tallinn, Estonia
<b>Entity Registration Number</b>	14381052
<b>Name of Company for Website Display</b>	Prometeus Labs Prometeus Labs is an influencer ranking, discovery and AI driven analytics platform.
<b>Description of Company</b>	Providing its customers with in-depth insights into demographic & psychographic data of social media influencers and their audiences.  Built on a decentralized data storage model which allows data owners to monetize fairly on their data.
<b>Number of employee</b>	20
<b>Company Website</b>	<a href="https://prometeus.io/">https://prometeus.io/</a>
<b>Whitepaper Link</b>	<a href="https://prometeus.io/whitepaper.pdf">https://prometeus.io/whitepaper.pdf</a>

## ITEM 2. Team

### Executive Officers of the Registrant

The following sets forth certain information regarding the company's executive officers and founders, their details and positions as of 2019-09-16:

Name	Position	Founder	Description
Sergey Bryukov	Chief Blockchain Architect	No	Sergey is technology leader in every aspect, from architecture, business and vision to implementation. He is ex-Head of R&D in LAToken, managed cryptocurrency exchange platform development team. He has participated in smart contract developing and applying projects: Acropolis, Melonport, DHARMA and hold a role of Market Making team leader. Sergey has got a huge experience in cryptography, while he had been working for more than 10 years on the cutting edge of R&D in Intel and Bosch.

Name	Position	Founder	Description
Armen Beglaryan	COO	No	Armen started his career in IT as an SEO in 2004, and he was at the forefront of Internet marketing in the Russian Internet. He has a vast experience in creating and managing companies in IT and trading spheres (retail, wholesale, import, and export). He has a proven track record in leading teams and managing successful businesses. Armen knows what needs to be done to move to a new office, deal with hiring staff, launch customer support, establish connections and networks and turn a startup into a professionally managed company (lawyers, accountants, HR, and so on).
Arthur Suilin	CEO/CTO	Yes	Arthur is serial entrepreneur and a data scientist with over 15 years of experience. He has founded two successful companies: Webvisor, users' behavior analytics service - acquired by Yandex (YNDX \$10.5B) and Rusnew, predecessor of Reddit - acquired by Mail.ru (MAIL \$5.476B). He is also a Kaggle competition winner, contributor of ClickHouse (world's #3 fastest bigdata DB) and exlead of Yandex.Metrica (world's #2 web analytics service).

## Engineering Team Leaders

The following sets forth certain information regarding the company's development and engineering leaders, their details and positions as of 2019-09-16:

Name	Position	Team Name	Description
Arthur Suilin	CEO/CTO		Arthur is serial entrepreneur and a data scientist with over 15 years of experience. He has founded two successful companies: Webvisor, Users' behavior analytics service - acquired by Yandex (YNDX \$10.5B) and Talk.ru, predecessor of Reddit - acquired by Mail.ru (MAIL \$5.476B). He is also a Kaggle competition winner, contributor of ClickHouse (world's #1 fastest bigdata DB) and ex-lead of Yandex.Metrica (world's #2 web analytics service).

## Advisory

The following sets forth certain information regarding the company's advisories, their details and positions as of 2019-09-16:

Name	Company	Role of Advisor
Alex Mizrahi	Chromia	Technical advisory
Iddo Bentov	Spacemesh	Technical Advisory

## Organization Structure

The following sets forth certain information regarding the structure of the company as of 2019-09-16:

Name of Department/Group/Office/etc.	Number of Full-Time Staff	Number of Part-Time Staff	Head of Department (Maybe left blank)
<b>Total</b>	0	0	

Name of Department/Group/Office/etc.	Number of Full-Time Staff	Number of Part-Time Staff	Head of Department (Maybe left blank)
Operational team	10	5	
<b>Total</b>	0	0	

## PART II. Business Information

### ITEM 1. Business Overview

<b>Sector / Industry</b>	Information Technology / IT Services
<b>Category</b>	Interoperability, Network, Platform
<b>Business Model</b>	Prometeus will aggregate various types of data like information from Social networks such as Instagram and TikTok influencers, users data from the web uploaded to specially created plugins like common users' internet browsing history, analyze it and store into our decentralized storage. Using our marketplace, we offer that data sets to our customers (like brands and advertising agencies), which use it for ad targeting, building the marketing strategies, performing customers' journey analysis, finding valuable insights about customer behavior, etc. That data is very attractive for them because all of our info have been aggregated only with the permission of the data owners (common users and influencers) and we keep it 100% fresh, relevant and GDPR compliant. Brands and agencies purchase Prometeus data, paying us with PROM tokens (previously bought on exchanges). Our profit is delta between data sets aggregate sales volume deducted by data providers reward and network fees.

### ITEM 2. Industry Description

#### 2.1 Industry Overview

Nowadays, Influence Marketing on social networks is becoming the number one advertising channel, given the existing metrics and research on Word of Mouth marketing, as well as confidence in Influencers. Judging from an eMarketer report, Influence Marketing is more effective in areas such as buyer goods, tourism & leisure, personal care, alcoholic products, and beverages.

An average ROI of \$11.69 on every dollar spent Influence Marketing claim to generate for the brands. Accordingly, from the standpoint of ROI, Influence Marketing has proven to be more effective than traditional online advertising, while allowing brands to have a stronger impact on their audience.

According to Google Trends, interest in influencer marketing has more than doubled within 2016, tripled in 2017 and is continuing to grow.

Analytical reports show an increase in almost all metrics related to advertising through the blogosphere. Assuming rapid growth, this market will become a \$5–\$10 billion industry in the next two years, according to recent estimates by Mediakix.

#### 2.2 Target Market Size

We derive that \$49B is the value of personal data in USA every year, and \$155B across the world.

#### 2.3 Recent Trends

##### (1) Influencer marketing market growth rate

The Influencer marketing industry will be a \$5-\$10 billion market by 2020.

The Influencer marketing industry will be a \$5-\$10 billion market in the next 2 years. According to Google Trends, interest in influencer marketing has more than doubled within the past year. This is a significant increase from the previous year which already saw a 40% increase.

#### 2.4 Competitors

## 2.4.1 Existing Industry Competitors

The following sets forth certain information regarding the company's conventional competitors already established within the industry as of 2019-09-16:

Name	Country of Incorporation	Geographical Focus
No data available		

## 2.4.2 Token Project Competitors

The following sets forth certain information regarding the company's competitors that have implemented Token economics as of 2019-09-16:

Name	Token Symbol	Blockchain Network
No data available		

## ITEM 3. Project's Business Model

### 3.1 Business Description

#### Target Customers

Data Owner/Data Provider. They alone set the price for their own data,

Validator for the network.

Enricher - provides new insights emerging from data analysis. The role of Enricher can be carried out by AI and Machine Learning companies and data scientists.

DataMart - is responsible for selling and uploading system data to the Buyer. The role of DataMart can be carried out by Influence Marketing platforms.

Data Buyer - this role is typically carried out by advertising agencies or individual brands.

#### Platform or Application Description

Prometheus network is a secure and decentralized ecosystem for people-owned data markets with AI enhancements.

Our solution involves a decentralized and censorship-resistant distributed database (blockchain) with a well-thought-out and weighted system of incentivizing participants for providing/updating data, inviting new participants and market-determined free access to the data for anyone wishing to have so. With encryption mechanisms enabling secure personal data storage and sale.

#### Business / Product / Services Overview

##### · Influencer Marketing data analytics tool

Our current solution allows the search of potential influencers by applying multiple search criteria based on influencer data as well as engaged audience data. Key metrics available are geographic, demographic, psychographic and performance data for both an influencer and their audience.

### 3.2 Project development

#### Vision & Mission

Prometheus labs want to create technical and business ecosystem for the efficient and fair exchange of business and personal data belonging to social and web influencers necessary for saving costs in conducting web marketing campaigns.

#### History

Prometheus Network is developed by Prometheus Labs. A company existing out of data scientists and entrepreneurs who have been working for more than 15 years on machine learning, business development, and marketing. It is founded by Arthur Suilin, who is serial entrepreneur and a data scientist with over 15 years of experience. He has founded two successful companies: Webvisor, Users' behavior analytics service - acquired by Yandex (YNDX \$10.5B) and Talk.ru, predecessor of Reddit - acquired by Mail.ru (MAIL \$5.476B). He is also a Kaggle competition winner, contributor of ClickHouse (world's #1 fastest bigdata DB) and ex-lead of Yandex.Metrica (world's #2 web analytics service).

## Milestones

Title	Target Date	Status	Description
Main net	2020-09-30		
MVP ( $\beta$ testnet)	2020-03-31		
MVP ( $\alpha$ testnet)	2019-12-31		
Prototype Release	2019-09-30		
Prometheus Labs Launch Community Demo-Test Challenge	2019-06-24	Completed	

## 3.3 Partnerships

The following sets forth certain information regarding the company's partners and partnership details as of 2019-09-16

### ► Ankr

<b>Counterparty Details</b>	Ankr, a distributed computing platform that leverages idle computing resources in data centers and edge devices.
<b>Counterparty Website</b>	<a href="https://www.ankr.com/">https://www.ankr.com/</a>
<b>Partnership Period</b>	2019-07-14 ~
<b>Revenue Generation</b>	No
<b>Partnership Details</b>	The aim of this collaboration is to create a synergy of Ankr's computing power and Prometheus AI tech and, also, to develop a global market to further the long-term goals of both projects.

## 3.4 Intellectual Property (Patents, Copyrights, Trade Secrets, and Trademarks)

## 3.5 Status of Legal Proceedings

No Input

## PART III. Financial Information

### ITEM 1. Equity Info.

The following sets forth company cap table of equity shareholders of the organization with more than 5% stake as of 2019-09-16  
Number of Shares Outstanding:

Shareholder Name	Title or Relations with Company	Percentage of Total Outstanding Shares	Number of Shares
No data available			

### ITEM 2. Funding Info.

#### 2.1 Conventional Funding Rounds

Transaction Name	Announced Date	Number of Investors	Money Raised (In USD)	Lead Investors
Private Sale			4,000,000	NGC, Block Rock Capital
Public Sale	2019-05-22T00:00:00		850,000	

#### 2.2 Token Sale

##### Token Sale Funding

Funding achieved in relation to the target hard cap (%): 100

Proportion of ICO raised token supply allocated to individual investors from all ICO funding Rounds (%): 20

Amount of Tokens sold, incentives or discount terms offered to top 10 Token holders, and the lock-up period:

Round Name	Start Date	End Date	Funding (In USD)*	Institutional Participants
Private Sale			4,000,000	
Public Sale (IEO)	2019-05-24	2019-05-24	850,000	

\*: Proposed calculation, but not necessarily mandatory, is based on USD equivalent of cryptocurrency received between the start and end date of the Token sale duration calculated by  $((High+Low)/2)$  of market price

#### 2.3 Extraordinary Relations with Company

The following sets forth companies and organizations with extra-ordinary relations with company as of 2019-09-16

Company Name	Country of Incorporation	Start Date	End Date	Relationship Details
No data available				

### ITEM 3. Financial Disclosures

The following are simplified and condensed financial statements submitted by the company for disclosure last updated on 2019-09-16:

### 3.1 Simplified Income Statement

(USD)

---

Revenue

Cost of Goods Sold (COGS)

Gross Profit

Operating Expenses (SG&A)

Other Revenue & Expenses

---

Operating Income

### 3.2 Simplified Balance Sheet

(USD)

---

Fiat

Cash Equivalent

Total Fiat & Cash

DigitalAssets

---

Book Value of All Assets

### 3.3 Key Ratios

No data available

## PART IV. Tokens

### ITEM 1. Token Info.

**Token Symbol:** PROM

**Base Blockchain Platform:** Ethereum Blockchain

**Type of Consensus:**

**Project Type:** Utility Token

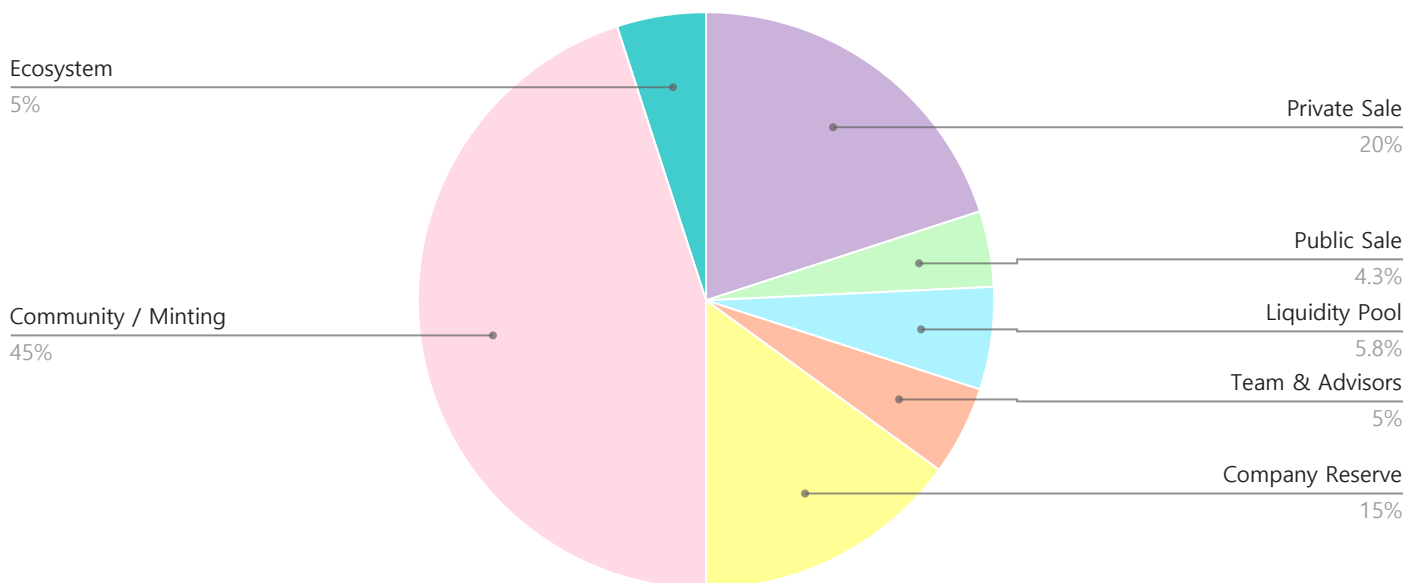
**Project Status:**

**Total Token Supply:** 20,000,000

#### Token Description (Long):

The Prometheus Network native token performs two main functions: allowing customers to access the product (utility token) and rendering financial support for stable and secure network operation (work token). One token combines the two functions in an effort to strike a balance between the interests in intra-network token price rises and falls.

#### Token Allocation Percentage:



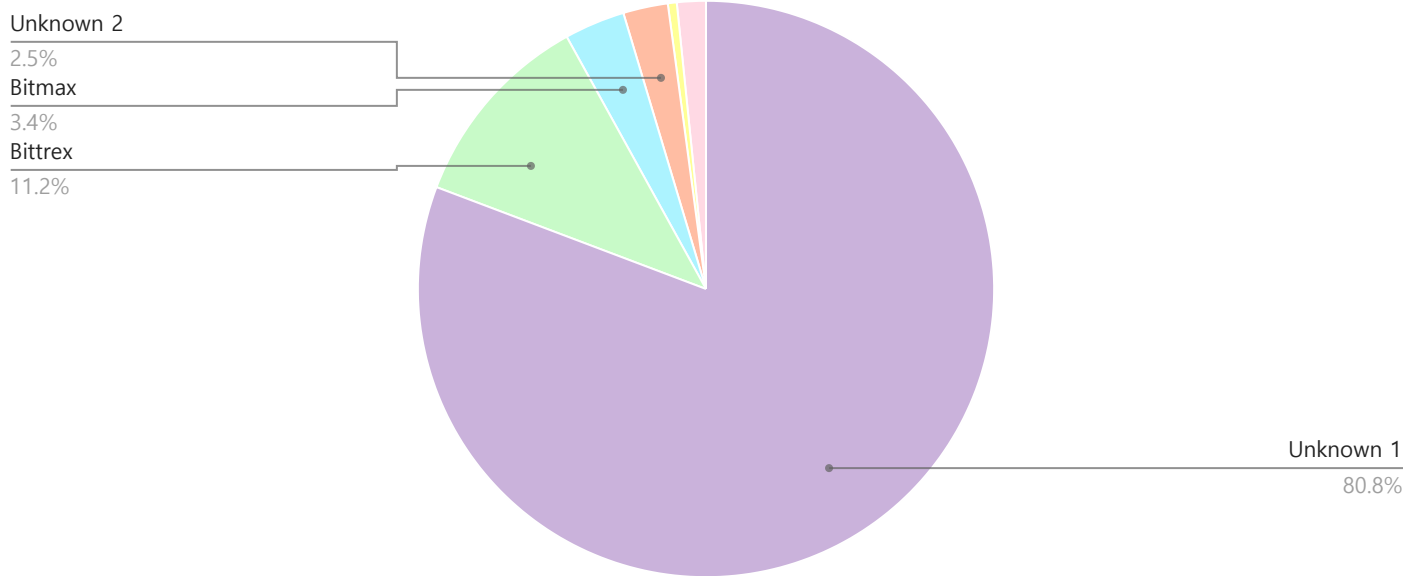
### ITEM 2. Token Supply History

The following is a manual record Token supply history as of 2019-09-16. Corresponding transactions hashes have not been provided within this report.

Purpose	Date	Amount	Value (USD)	Post Total Supply	Post Circulating Supply
No data available					

### ITEM 3. Token Ownership

The following is an automatic query result of wallet addresses based on balance holdings with meta data application as of 2019-09-16.



Rank	Address	Balance	Percentage
1	0x3CDfA426726347a728b8e136bD33f914d3cc6d1c (Unknown 1)	16,150,000	80.75%
2	0xFBb1b73C4f0BDa4f67dcA266ce6Ef42f520fBB98 (Bittrex)	2243581.4332626	11.22%
3	0x4B1a99467a284Cc690e3237bC69105956816f762 (Bitmax)	679496.20717247	3.40%
4	0x986a2fCa9eDa0e06fBf7839B89BfC006eE2a23Dd (Unknown 2)	502659.60024331004	2.51%
5	0xd3784180818152D2810D6857e904ADB571C72FCb (Unknown 3)	99,998	0.50%
6	0x6C432978708D2606287D9a042bC0F3C4a1b15c01 (Unknown 4)	67,500	0.34%
7	0x84B41b3c2379942a70C9ef662C5da5162E2b452c (Unknown 5)	49999.99999999999	0.25%
8	0x5b71EdE91dE6FE2Bfcd4DD85E42c4C49af08C692 (Unknown 6)	30,000	0.15%
9	0xecBd16EA20de9D041fE8622f6Ca25758e6536Fb7 (Unknown 7)	27236.381167710002	0.14%
10	0x591f29a3d28d1e5BA93A88DDd99f6670dce06a2A (Unknown 8)	16799.20484	0.08%
11	0xED31286952F1C277902B1cb59dAB1acD62db1089 (Unknown 9)	15630.53332492	0.08%
12	0xfb080B4571DF96f65ff0481A3406103C09fcAa65 (Unknown 10)	14385.2224	0.07%
13	0x274F3c32C90517975e29Dfc209a23f315c1e5Fc7 (Hotbit)	12186.59180303	0.06%
14	0xd0C5C4181dBFC38862b52e95C0D34cB5C2ec2782 (Unknown 11)	10066.689999999999	0.05%
15	0xb36c8A90BCae6EfBadFCB90d1E0C4334E9d58aEf (Unknown 12)	10,000	0.05%
16	0x0e67277623e68d4E6F87Eba295f3952eB43707f4 (Unknown 13)	8515.52	0.04%
17	0xF1A2df5c6328EF033949F2F89453e764432Ef0b5 (Unknown 14)	6761.19561708	0.03%
18	0xf7793d27A1b76CDF14Db7C83e82C772cF7C92910 (Bilaxy)	4758.172747940001	0.02%

Rank	Address	Balance	Percentage
19	0xFb38230e1109cc1a598b182375564B003A925A1F (Unknown 15)	3,000	0.01%
20	0x600aa1a95941aB4f64Ea14bBcB65CF4961438E5c (Unknown 16)	2559.5328999999997	0.01%

## ITEM 4. Token Price and Market Cap

The following are market data present as of 2019-09-16.

Market Cap Rank **930**

### Price Performance



#### ► USD

**Current Price** : \$0.224093

**Change (7d/24h/1h)** : -4.9% | -2% | -0.9%

**Market Cap** : 862,758.43

**ICO Price** : \$1.000

**Return since ICO** : 0.22 X

#### ► ETH

**Current Price** : 0.001172 ETH

**Change (7d/24h/1h)** : -9.8% | -3.3% | -1%

**Market Cap** : 4,513.80

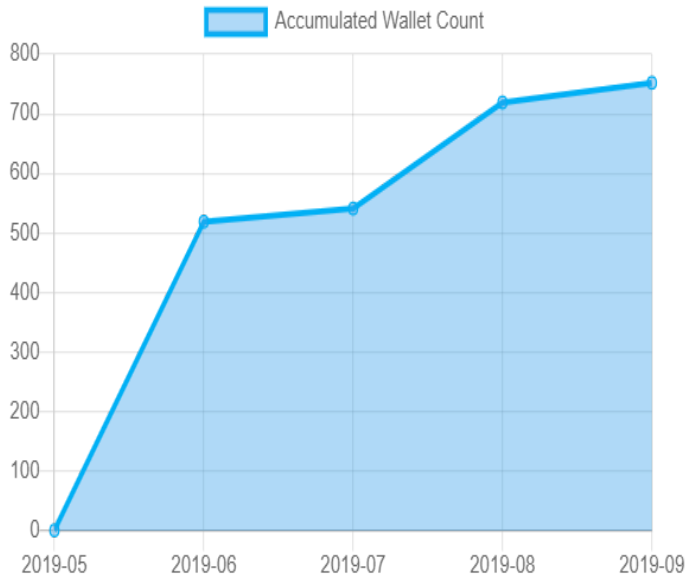
**ICO Price** : 0.00000000 ETH

**Return since ICO** :

## ITEM 5. On-chain Performance

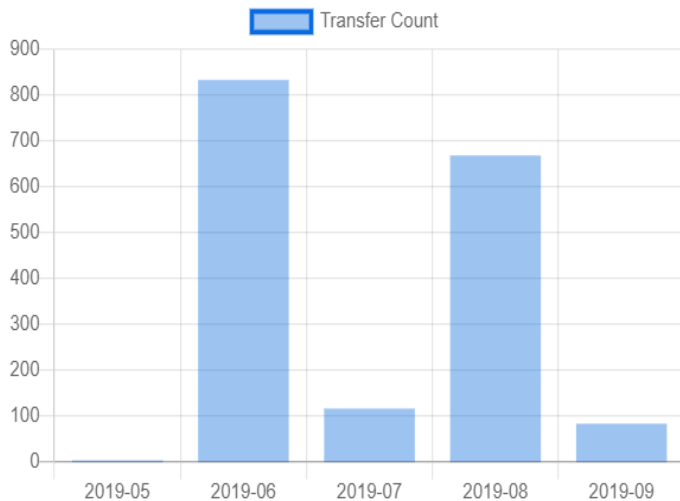
The following are data sets derived from on-chain data present up to 12 months as of 2019-09-16. Row data may be truncated if the network life is shorter than 12 months.

### Accumulated Wallet Count



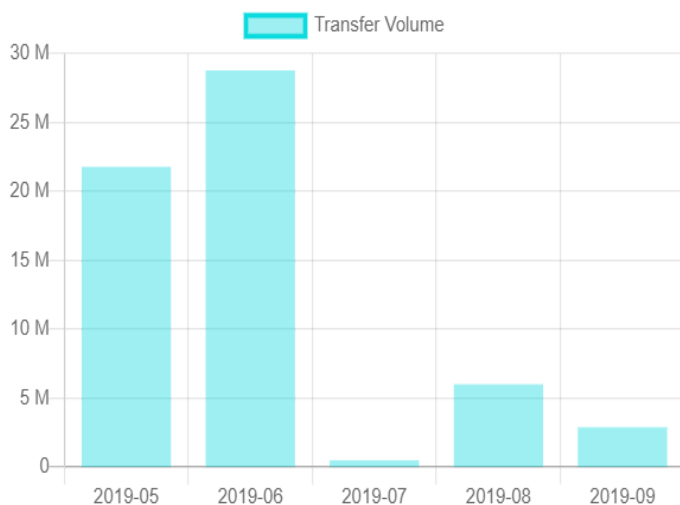
Date	Accumulated Wallet Count	New Wallet Count
2019-09	752	33
2019-08	719	178
2019-07	541	22
2019-06	519	518
2019-05	1	1

### Transfer Count



Date	Token Transfer Count
2019-09	84
2019-08	669
2019-07	117
2019-06	834
2019-05	4

### Transfer Volume



Date	Token Transfer Volume
2019-09	2,888,321
2019-08	6,004,853
2019-07	493,691
2019-06	28,783,922
2019-05	21,785,000

## PART V. Listing

### ITEM 1. Technical

#### Technical audit results and other equivalents

File	Date	Document Title	Audited by / Reported by
No data available			

#### Technical Compliance

**Q:** Can you ensure that your company has the technical capability to cooperate with exchanges? (Daemon/Wallet/Mainnet support/etc.) If your answer is yes, please use the input field to describe what necessary steps are required for the exchanges to engage in listing your project.

**A:**

### ITEM 2. Legal

#### Legal Memorandums and Opinions

Date	Target Jurisdiction	Sender / Written by	File
No data available			

#### Legal Compliance

**Q:** Can you ensure that your project is in compliance with all laws in the countries that you conduct business and the jurisdiction of where your company is incorporated? Please use the input field to describe your circumstances in case you cannot ensure compliance.

**A:** Yes

**Q:** Can you ensure that there are no elements or features that potentially involve damaging public interests in certain countries due to the activities promoted by the project? (Gambling/drugs, etc.) Please use the input field to describe your circumstances in case you cannot ensure compliance.

**A:** Yes

**Q:** Can you ensure that your token/coin project is not categorized as a security under any existing global capital market regulations? Please use the input field to describe your circumstances in case you cannot ensure compliance.

**A:** Yes