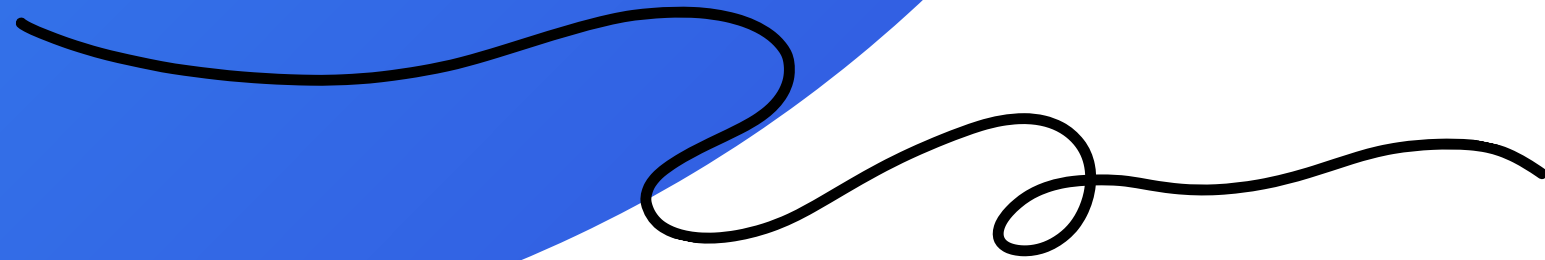# Mutual Knowledge Systems, Inc.

Making Web3 Boring AF

MuKn SaaS Version - Investors 2023-06 V.6

PROBLEM

International Wires Suck:

- High Fees
- Bad Exchange Rates
- Salespeople Call Accounting to Check on them

STABLE COINS AND BLOCKCHAIN PROTOCOLS

STABLE COINS ARE CHEAPER AND FASTER

- International Wires can take hours to deal with banks
  - Blockchain Transactions Post in < 1 Min
- Bitcoin and Ethereum are highly volatile
  - Stablecoins are Tied to Fiat Currencies that businesses use

BUT SO FAR, NO EASY INTEGRATION WITH

- CRMs (Customer Relationship Management)
- ERPs (Enterprise Resource Planning)
- BI tools (Business Intelligence)

THE SOLUTION
Web3 Enabler!

Makes Web3 Transactions Boring AF!

WEB3 ENABLER FOR SALESFORCE

MuKn was Salesforce's First Web3 ISV Partner.

The Web3 Enabler for Salesforce MVP is built.

Only Salesforce ISV Partners can sell in the AppExchange

Marketplace is a $44B Market selling to 150,000 Customers

WEB3 ENABLER FOR ZOHO CRM

Zoho has a large Global Footprint.

Web3 Enabler for Zoho is a port of Salesforce App

MuKn is a Zoho Partner.

WEB3 ENABLER FOR QUICKBOOKS

Quickbooks is the first ERP solution.

Xero, Sage, Zoho Books, are straight ports.

Established Marketplace with Billions in Sales

**Salesforce AppExchange - $44 Billion/year, exceeding Salesforce Itself**

Web3 Enabler for Salesforce is entering an **established channel** with limited well vetted SaaS channel participants.

Blackthorn connects Stripe to Salesforce.

Appfrontier Chargent connects Authorize.Net, NMI, and other Gateways.

MUKN'S WEB3 BUSINESS MODEL FOLLOWS OTHER SALESFORCE ISV PAYMENT SOLUTIONS		
	Blackthorn Payments	Appfrontier Chargent	MuKn's Web3 Enabler
Min/Yr Cost	$7,800	$3,000	$5,000
Typical/Yr Cost	$40,000	$13,000	$10,000
Processing Fees	3.5%	2.3%	0.3%

WEB3 ENABLER GLUES TOGETHER SEVERAL TECHNOLOGIES
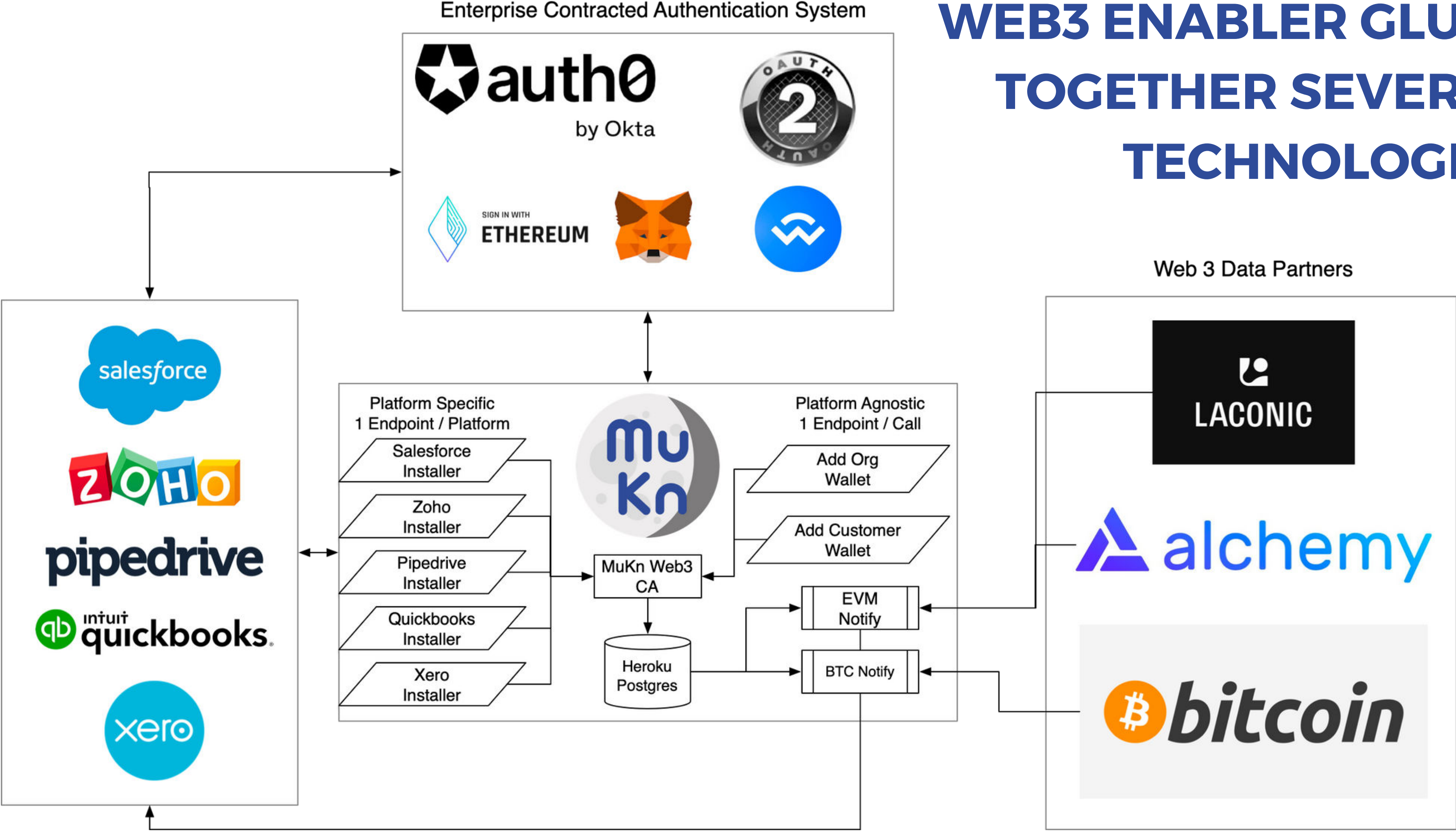
CRM MARKETPLACES ARE HUGE

Salesforce

- 150k Active Customers
- 27 Countries
- Revenue Target: $150MM in ARR

Zoho CRM

- 50k Active Customers
- 160 Countries
- Revenue Target: $50MM in ARR

Status: July Launch

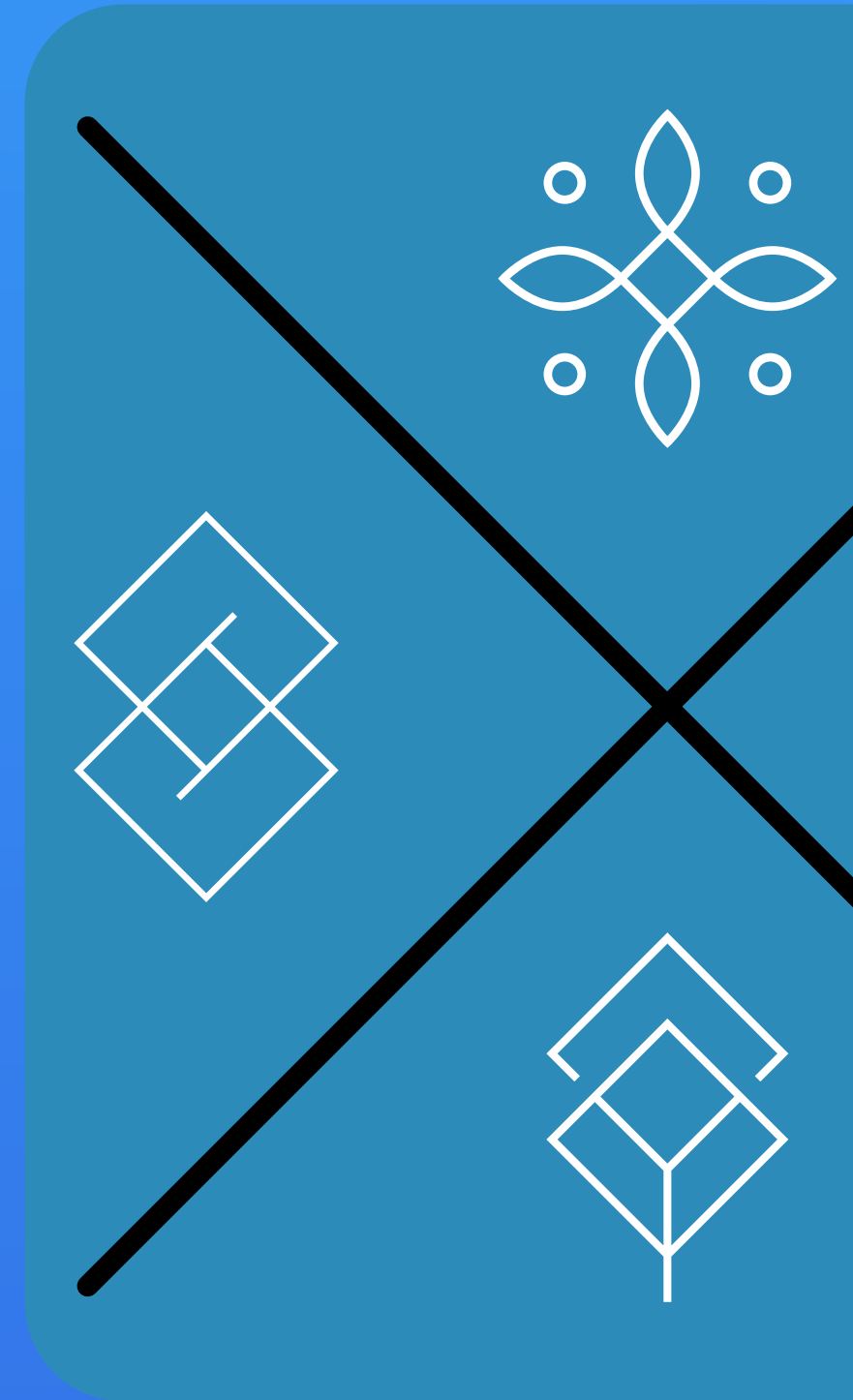Status: Q3 Launch

Planned for 2024:

NATIVE APPLICATIONS

Two Approaches:
- Native App on each Platform
- Integration from App to Platforms

Salesforce customers prefer Native Apps.

Native Apps are harder to create, and require rigorous approval.

Salesforce restricts competition in native application market. Integrations are virtually unlimited.

GO-TO-MARKET - MARKETING STRATEGY

CRM CUSTOMERS BUY FROM TRUSTED SOURCES

- Recommendation from Integration Partners or Account

- Searching an APP Marketplace (Salesforce, Zoho or other)

2 MAIN MARKETING AXES

- Digital and Social marketing

- Conferences and events
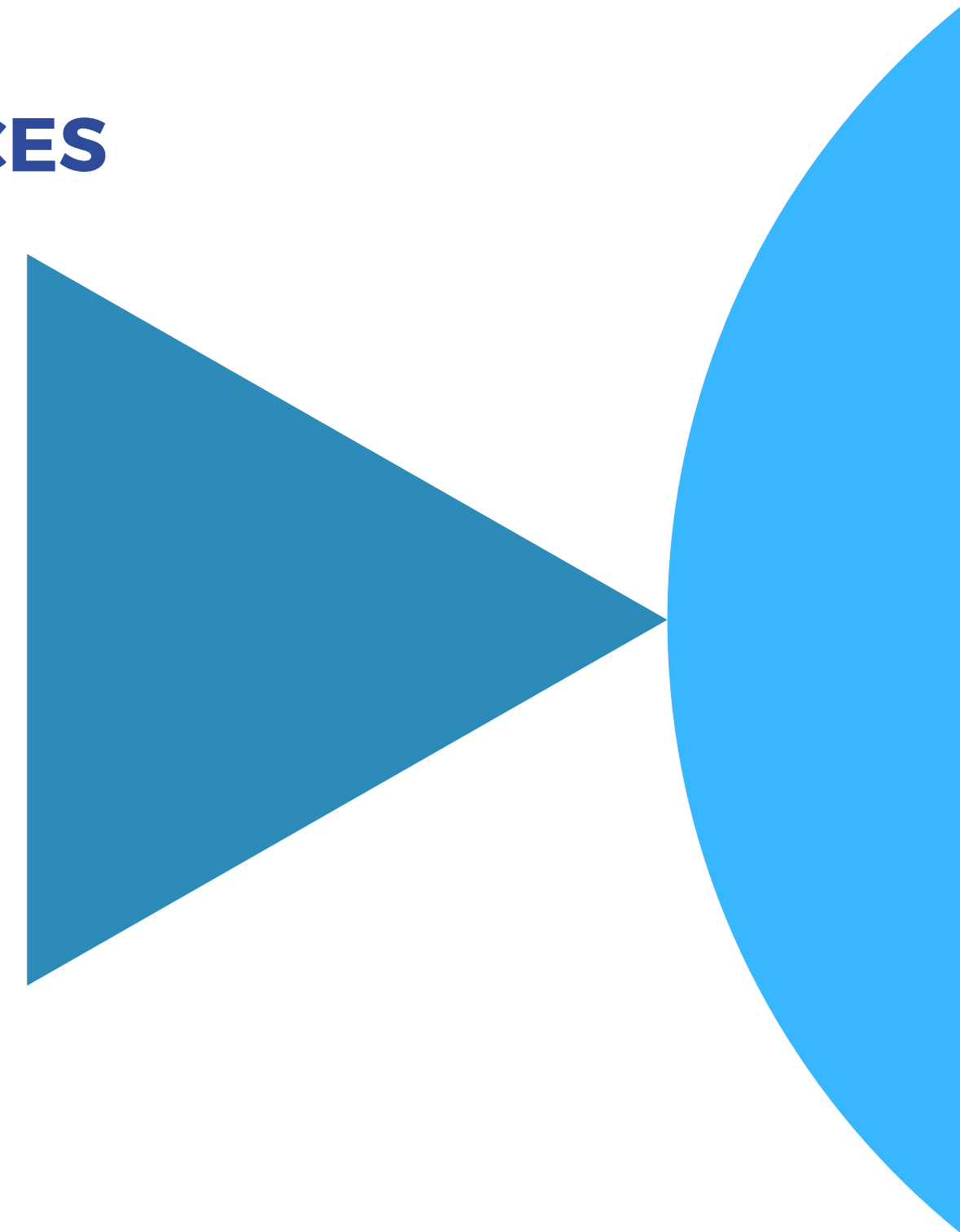
LEADERSHIP

MuKn's c-suite team is championed by entrepreneurs and tech leaders with diverse backgrounds and >100 years of combined industry experience.

Chief Scientist & Visionary
Télécom Paris, Ecole Normale Supérieure, Lycée Louis-le-Grand
François-René Rideau
Philadelphia, PA

Chief Executive Officer
UChicago, Pepperdine Law
Alexander Smart
Boston, MA

Chief Financial Officer
Yale, Tufts
Peter Hubshman
New York, NY

Chief Information Officer
Drew, Hunter
Zoe Braiterman
New York, NY

Chief Communications Officer
EICAR - Paris
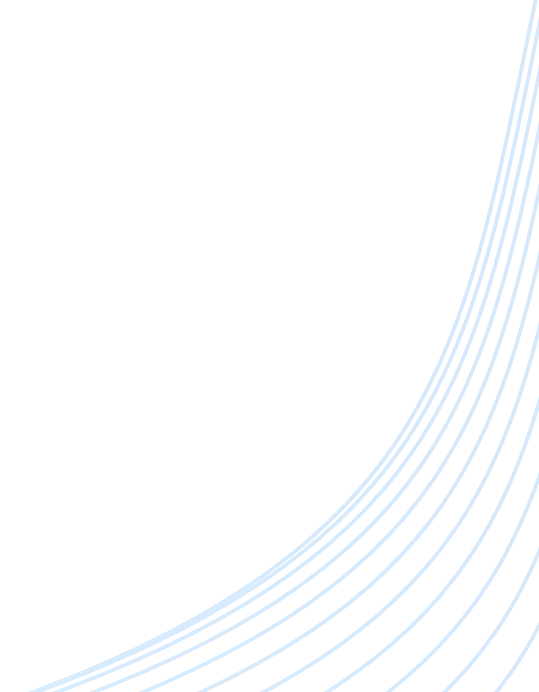Gauthier Lamothe
Paris, FR

Chief Product Officer
MIT, Duke
Alex M. Hochberger
Miami, FL

CAPITAL STRATEGY

MuKn to raise $2M in a Seed Round.

- Build Marketing Channels for Salesforce / Zoho - $400K

- Build Sales and Support Teams - $1,100K

- Develop Quickbook, Xero, Sage versions - $500K

Missed Paypal's IPO in 2002?

DON'T MISS MUKN IN 2023!

FOR MORE
INFORMATION

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