



# ***LUNARSPACE***

BRIDGING BLOCKCHAIN AND BUSINESS

## PITCH DECK 2023

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See Report Deck for an in-depth analysis.



# Solving Problems

Detailed problems and solutions  
on page 4 of the Report Deck.



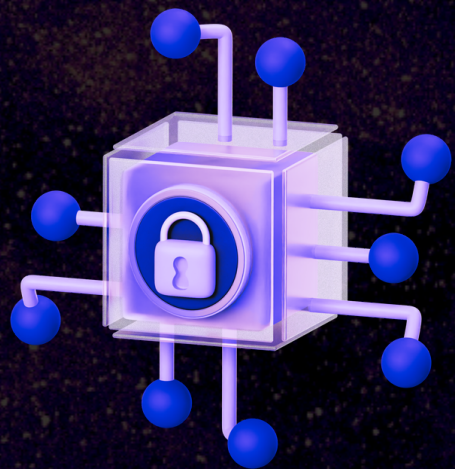
**PROBLEM: LACK OF CLOUD SECURITY & INTEGRITY**  
**SOLUTION: dERP, SBT ACCESS KEYS, ON-  
PREMISE DEPLOYMENT**

Cloud security and data integrity: dERP protects user data from cloud-based attacks through a hybridized web2/web3 security system that delegates access to the network using customized smart contract tokens, on-premises servers, and decentralized Lunarspace servers.



# Solving Problems

Detailed problems and solutions  
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PROBLEM: LACK OF INTEGRATION WITH EXISTING  
SYSTEMS AND WORKFLOWS

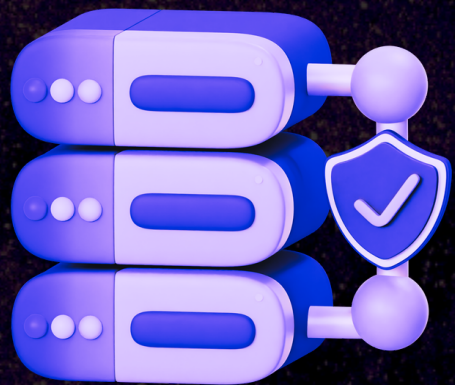
SOLUTION: FLEXIBLE INTEGRATION AND  
CUSTOMIZATION OPTIONS

Lunarspace works directly with clients to customize their platform or enabling businesses to tailor the system to their specific needs and preferences. This greatly improves the user experience and increases adoption of the system among our client's employees.



# Solving Problems

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PROBLEM: INSUFFICIENT MACRO-LEADERBOARDS  
SOLUTION: DYNAMIC MICRO-LEADERBOARDS  
AND THE \$HAMP PROTOCOL

dERP's micro and dynamic leaderboards and the \$HAMP protocol incentivize employees to use the platform to its full potential by rewarding them for their valuable actions within the system. This not only maximizes employee workflow and data retention, but also aggregates microtransactions into dynamic and detailed leaderboard data.



# Core Product



dERP is a robust, blockchain-gated, hybridized web2/web3 Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) platform that earns rewards as you work.

- Secure data storage
- Customizable UX/UI
- Employee incentivization
- Efficient operations
- Improved data insights
- Enhanced security measures
- Wide range of integrations
- User-friendly interface
- Personalized rewards
- Dynamic leaderboards
- Streamlined communication

Detailed product description on pages 5 and 6 of the Report Deck.





# Product Demo

This is a demo of dERP Launchpad's token-gated access control feature and blockchain functionality for an Executive-level team member to log into dERP for the first time.

visit: [derp.space](https://derp.space)



[click to play demo](#)



# Market Analysis

Detailed market analysis  
on page 8 of the Report Deck.

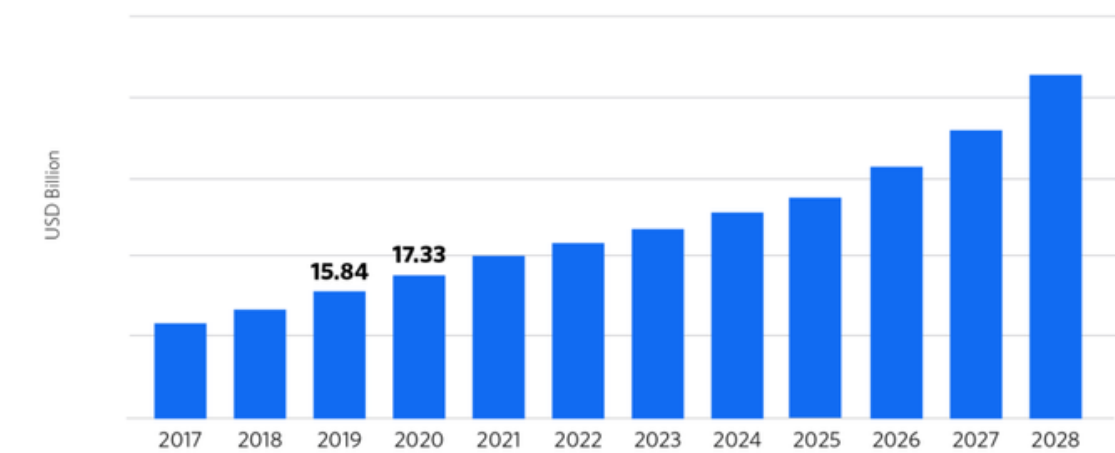
CRM and ERP forecasted global market size:  
\$79.2 billion by 2025

In the United States alone, the CRM market is expected to reach  
\$41.4 billion by 2024.

Small and medium-sized businesses are the main adopters of  
CRM systems, with 69% of SMBs using CRM software.

The adoption of ERP systems is also widespread, with 82% of  
businesses using some form of ERP software. The adoption of  
cloud-based ERP systems is on the rise, with a projected CAGR  
of 10.3% from 2020 to 2025.

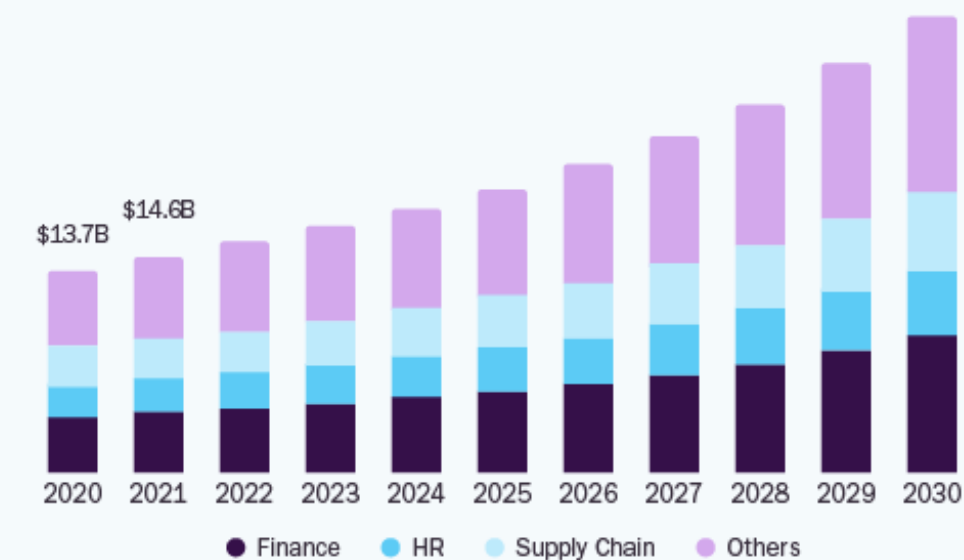
## CRM Market Size in North America



Source: Fortune Business Insights 2021

© TrustRadius

## U.S. ERP Software Market size, by function, 2020 - 2030 (USD Billion)



GRAND VIEW RESEARCH

8.9%

U.S. Market CAGR,  
2022 - 2030

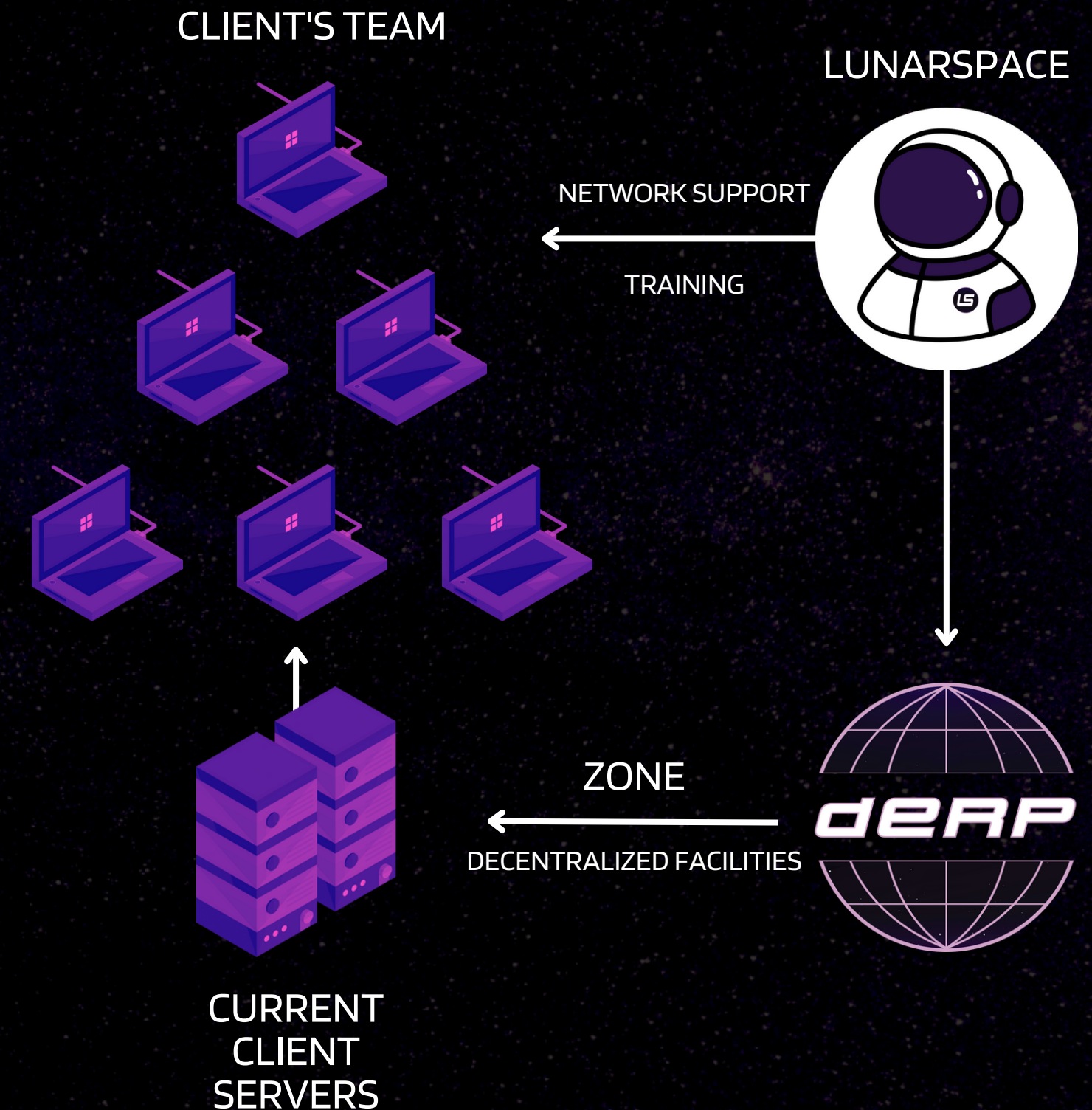
Source:  
www.grandviewresearch.com



# Sales Model

Lunarspace has physical and decentralized facilities called "Zones" that store dERP and provide support and training to clients. The dERP Launchpad dapp, Keplr wallets, and SBTs are all included within the Zone, and clients can choose to pay for additional IT support and training if needed.

Detailed sales process  
on page 10 of the Report Deck.





# Marketing Plan

Detailed marketing strategy  
on page 11 of the Report Deck.

Lunarspace is dedicated to helping businesses of all sizes obtain trustless blockchain access and sovereign ownership over their network and data. To effectively reach and educate potential clients about the benefits of dERP and our other products, we have developed a comprehensive marketing plan.

- Organic search optimization
- Paid online advertising
- Email marketing
- Social media marketing
- Influencer partnerships
- Networking events
- Trade shows
- Referral marketing
- Content marketing
- Public relations



# Financial Projections

Lunarspace is currently seeking a \$2 million investment to pay the executive team and developers, research and develop the \$HAMP reward protocol, hire additional developers, and invest in systems hardware.

Year 1:

Total expenses: \$1,400,000

Gross revenue: \$1,400,000

Year 2:

Total expenses: \$1,900,000

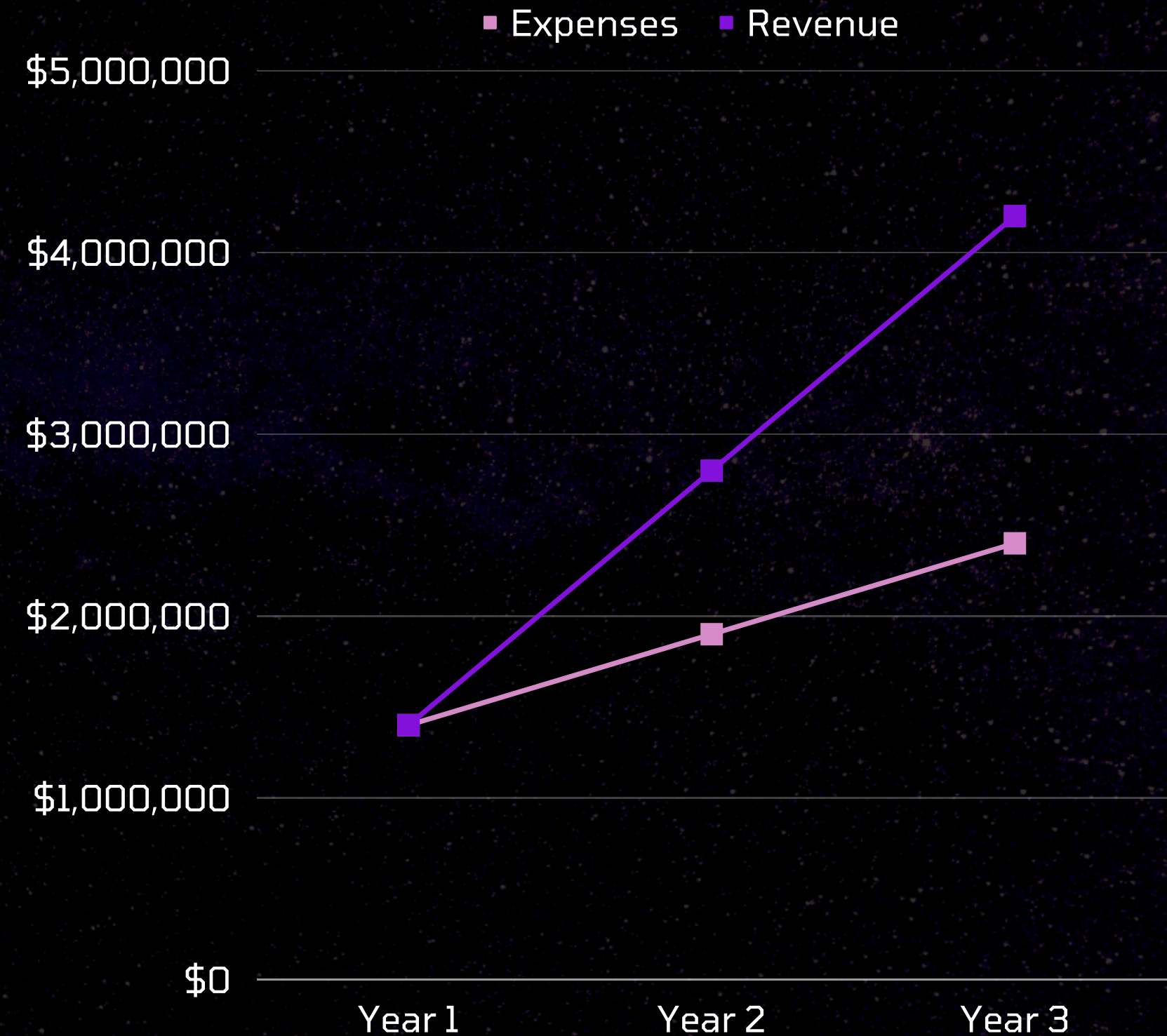
Gross revenue: \$2,800,000

Year 3:

Total expenses: \$2,400,000

Total revenue: \$4,200,000

Detailed financial projections  
on pages 16 and 17 of the Report Deck.





# Investment Plan

With additional funding, Lunarspace plans to invest in the customization, security, integration, data analytics, user experience, and employee incentivization of dERP, allowing businesses to tailor the system to their specific needs and streamline their operations with improved insights and decision-making capabilities, as well as enhanced rewards for employee use.

## IMMEDIATE INTERNAL HITLIST

- Advanced customization options for dERP
- Enhanced security measures for dERP
- Improved integrations for dERP
- Expanded data analytics and reporting capabilities for dERP
- Improved user experience for dERP
- Enhanced employee incentivization for dERP



# Team

Lunarspace's executive team has over 50 years of combined experience in technology, development, finance, and sales. The team is led by CEO Patrick Fairon, a seasoned technological solutions expert, and President Henry O'Neal, a young and driven entrepreneur with experience in a variety of fields.

The team also includes CFO Eric Fairon, a financial guru with P & L management experience, CIO Matt Edenhofer, a senior architect and developer, CTO Steve Bottelo, an expert full-stack software engineer

The operational team consists of R & D Team Leader Ford Fairon, EVP and Head of Sales Jack Fairon, Senior Blockchain Developer Max Lareau, and Full-Stack Developer Gershon Fosu.

Together, the team is well-equipped to lead Lunarspace in its mission to bring mainstream businesses into the web3 environment.



PATRICK, CEO



ERIC, CFO



HENRY, PRESIDENT



STEVE, CTO



MATT, CIO



JACK, SALES



MAX, DEV



FORD, OPS



GERSHON, DEV



# Thank you for considering an investment in Lunarspace!

Lunarspace is a revolutionary decentralized ERP/CRM system that is poised to change the way businesses operate. By providing trustless access to blockchain technology, transparent teamwork accountability, and decentralized ownership of data, our system helps businesses of all sizes work more efficiently and securely. We are confident that with the right funding, we can bring our product to market and make a significant impact on the industry.

