

REPORT DECK | 2023

BRIDGING BLOCKCHAIN AND BUSINESS

LUNARSPACE

KEY INFO

Patrick Fairon | CEO | patrick@lunarspace.io

Henry O'Neal | President | henry@lunarspace.io

Eric Fairon | COO, CFO | eric@lunarspace.io

20062 SW Birch St Suite 235, Newport Beach CA 92660 | Phone: (949) 355-9699

SEED ROUND 1:

\$2,000,000.00

Q1 2023 = \$500,000.00

Q2 2023 = \$500,000.00

Q3 2023 = \$500,000.00

Q4 2023 = \$500,000.00

DEFINITIONS

dERP: Decentralized ERP/CRM

dPASS: SBT Utility Key

Lunarspace (\$LSX): Mainnet Utility Token

HAMP Token (\$HAMP): Intra-ERP Reward Token

HAMP: Human Activity Mining Protocol

SBT: Soulbound Token (no-sell, no-transfer, authentication NFT)

TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
SOLVING PROBLEMS	4
CORE PRODUCTS	5
dERP IN DETAIL	6
IMPLEMENTATION PROCESS	7
MARKET ANALYSIS	8
CURRENT MARKET	9
BUSINESS MODEL	10
MARKETING PLAN	11
EXECUTIVE LEADERSHIP	12
EXECUTIVE LEADERSHIP	13
EXECUTIVE TEAM	14
DEVELOPMENT TEAM	15
FINANCIAL PROJECTIONS	16
FINANCIAL PROJECTIONS	17
CONCLUSION	18
REFERENCES	19

EXECUTIVE SUMMARY

Lunarspace is a decentralized ERP/CRM SaaS provider that offers innovative and customized solutions for small to mid-size organizations supporting many different industries. Our state-of-the-art system, dERP, is designed to optimize workflow, increase data retention, and foster collaboration among team members.

The current market is dominated by cloud-based CRM providers, but Lunarspace stands due to our focus towards decentralization along with our unique intra-ERP reward protocol, \$HAMP (Human Activity Mining Protocol Token). \$HAMP incentivizes team members to use dERP to its full potential by rewarding them for their valuable activity within the platform. Rewards are based on dynamic settings, determined by the owner of the system (usually a CEO or CTO). This protocol not only maximizes user workflow and data retention, but also aggregates microtransactions into dynamic leaderboards.

dERP's fully customizable leaderboards provide a more personalized approach to employee incentivization and recognition. These leaderboards offer granular data on employee performance, allowing for a more in-depth understanding of how each user is contributing to the overall success of the company.

Lunarspace is seeking a \$2 million investment to pay our executive team and developers, research and develop \$HAMP, hire additional developers, and invest in systems hardware. With this investment, we plan to onboard and train a minimum of 25 new zones per year at a rate of \$5,000 per week for deployment, customization, and support. We also expect to make additional sales at a rate of \$10,000 per week for larger enterprise builds.

According to market research and analysis, we expect to bring in approximately \$1,400,000 in revenue first year when we secure 25 active zones. Over the course of three years, this would result in total revenue of approximately \$5,000,000+. It is worth noting that this projection does not consider potential increases in dERP prices or the potential for securing larger or more complex deployments at higher price points. Additionally, this projection assumes consistent demand for dERP over the course of five years and does not account for potential fluctuations in the market.

We believe that our innovative products and experienced team make us a strong investment opportunity and we are confident in our ability to not only meet but exceed these financial projections. We look forward to the opportunity to partner with you and take Lunarspace to the next level of growth and success. We understand the importance of maintaining control of our company and are willing to negotiate terms that allow for a mutually beneficial partnership.

With our innovative \$HAMP reward protocol and experienced team, we are confident in our ability to deliver value to our customers and drive growth for our company. We believe that our solution represents a strong investment opportunity and with a \$2 million investment, we will be able to scale our operations, improve our products and services, and drive long-term success. Thank you for considering our proposal. We look forward to the opportunity to further discuss this exciting opportunity with you.

SOLVING PROBLEMS

PROBLEM: LACK OF OWNERSHIP AND CONTROL OVER DATA

In traditional cloud-based CRM systems, the provider's privacy policies and terms of service dictate how data is processed and used. This can lead to confusion and a lack of control for businesses over their own data. Additionally, companies are often held responsible for compliance with data privacy and security laws, even when using a third-party service provider.

SOLUTION: ON-PREMISES DEPLOYMENT AND DATA OWNERSHIP

Lunarspace's dERP system offers on-premises deployment options, which means that the CRM system is installed and run on the client's own servers. This gives businesses full control over their data and how it is used, as well as the ability to customize the system to their specific needs and preferences. Lunarspace is committed to helping clients meet their data privacy and security compliance requirements and offers ongoing support to ensure the system is running smoothly and securely.

PROBLEM: LACK OF INTEGRATION WITH EXISTING SYSTEMS AND WORKFLOWS

Many CRM systems are not easily integrated with other systems and processes that a business may already be using, which can lead to inefficient workflows and data silos.

SOLUTION: FLEXIBLE INTEGRATION AND CUSTOMIZATION OPTIONS

Lunarspace's dERP system is highly customizable and can be easily integrated with a variety of other systems and processes. The platform offers a range of integration options, including API integration and custom integration services, to ensure that it fits seamlessly into a client's existing workflow. This helps to streamline processes, improve data accuracy and transparency, and increase overall efficiency and productivity.

PROBLEM: PROBLEMATIC MACRO LEADERBOARDS

Macro leaderboards often rely on broad, company-wide rankings that do not accurately reflect individual performance and contributions. This can lead to a lack of fairness and accuracy in employee recognition and rewards.

SOLUTION: DYNAMIC, MICRO LEADERBOARDS AND THE \$HAMP PROTOCOL

dERP's micro and dynamic leaderboards and the \$HAMP protocol offer a more personalized and nuanced approach to employee recognition and rewards. The \$HAMP protocol rewards employees for their specific contributions and actions within the system, using a customized point system determined by the owner of the SBT. This allows for a more fair and accurate assessment of individual performance and contributions, rather than relying on broad, macro-level rankings. The micro leaderboards also provide more detailed and granular data on employee performance, allowing for a more in-depth understanding of how each team member is contributing to the overall success of the company. Overall, dERP's micro and dynamic leaderboards and the \$HAMP protocol provide a more fair and effective approach to employee recognition and rewards, fostering a more collaborative and productive team environment.

CORE PRODUCTS

Lunarspace offers a suite of innovative products designed to streamline and optimize business operations, including:

dERP (Decentralized Enterprise Resource Planning):

dERP is a hybridized web2/web3 CRM/ERP platform that combines the security and customization of on-premises systems with the scalability and accessibility of cloud-based systems. It utilizes customized smart contract tokens, called dPASS SBTs, to delegate access to the network and protect user data from cloud-based attacks. dERP offers advanced customization options, allowing businesses to tailor the system to their specific needs and preferences, improving the user experience and increasing adoption among employees. It also features micro and dynamic leaderboards and the \$HAMP reward protocol, which incentivizes employees to use the platform to its full potential and rewards them for their valuable actions within the system.

dPASS SBT (Decentralized Personal Access Security Smart Contract Token):

dPASS SBTs are customized smart contract tokens that delegate access to the dERP network and protect user data from cloud-based attacks. They are unique to each user and can be configured to grant access to specific data, modules, or functions within the system. dPASS SBTs can be used to track employee performance, reward top performers, and ensure compliance with data privacy and security laws.

dERP Launchpad:

The dERP Launchpad is a customizable portal that allows businesses to easily deploy and manage their dERP system. It includes tools for onboarding new users, setting up custom modules and functions, and tracking system performance. The dERP Launchpad also features a comprehensive analytics dashboard that provides real-time insights into employee performance and business operations.

Human Activity Mining Protocol (\$HAMP):

\$HAMP is a reward protocol that incentivizes employees to use dERP to its full potential by rewarding them for their valuable actions within the system. Rewards are based on a point system customized by the owner of the SBT and deposited directly into the owner's Keplr wallet. This protocol not only maximizes employee workflow and data retention, but also aggregates microtransactions into dynamic and detailed leaderboard data, allowing for a more personalized approach to employee incentivization and helping to increase overall adoption and usage of dERP. Overall, Lunarspace's core products offer a secure, customizable, and scalable solution for businesses looking to streamline their operations and improve their bottom line.

dERP IN DETAIL

dERP is a decentralized enterprise resource planning (ERP) and Customer Relationship Management (CRM) system that utilizes blockchain technology to provide secure, customized, and scalable solutions for businesses. Specifically, dERP is designed to be used as a customer relationship management (CRM) system, making it well-suited for industries such as mortgage lending, personal injury law, and healthcare providers.

One of the key benefits of using dERP as a CRM is its ability to provide secure, decentralized data storage. This means that user data is not stored on a central server, but rather on multiple servers in a decentralized network. This makes it much more difficult for hackers to access and compromise user data, as they would need to simultaneously breach multiple servers rather than just one.

In addition to its security features, dERP also offers advanced customization options that allow businesses to tailor the system to their specific needs and preferences. This includes the ability to customize the user interface, create custom fields and forms, and set up automated workflows and notifications. This level of customization makes it easier for businesses to use dERP in a way that is most effective for their specific needs, improving user adoption and overall efficiency.

Finally, dERP is designed to be scalable, meaning that it can grow with a business as its needs evolve. This is particularly important for industries such as mortgage lending, personal injury law, and healthcare providers, which often experience rapid growth and require a CRM system that can adapt to their changing needs.

- 1. Improved data security:** dERP uses a hybridized web2/web3 security system that delegates access to the network using customized smart contract tokens, on-premises servers, and decentralized Lunarspace servers. This helps to protect user data from cloud-based attacks and ensures the integrity of the data stored within the system.
- 2. Enhanced customization:** dERP offers advanced and personalized customization options, allowing businesses to tailor the system to their specific needs and preferences. This improves the user experience and increases adoption of the system among employees.
- 3. More detailed and granular data:** dERP's micro and dynamic leaderboards provide more detailed and granular data on employee performance, allowing for a more in-depth understanding of how each team member is contributing to the overall success of the company.
- 4. Increased productivity:** dERP's intra-ERP reward protocol, \$HAMP, incentivizes employees to use the platform to its full potential by rewarding them for their valuable actions within the system. This helps to increase overall adoption and usage of dERP and fosters a more collaborative and productive team environment.
- 5. More fair and accurate assessments of individual performance:** The \$HAMP protocol rewards employees for their specific contributions and actions within the system, using a customized point system determined by the owner of the SBT. This allows for a more fair and accurate assessment of individual performance and contributions, rather than relying on broad, macro-level rankings.

IMPLEMENTATION PROCESS

Lunarspace implements the following onboarding techniques to ensure a smooth and successful onboarding process for their clients:

1. **Detailed documentation:** Providing clear and comprehensive documentation can help clients understand how to use the dERP system and take full advantage of its features.
2. **Training sessions:** Offering training sessions or webinars can help clients get up to speed quickly and ensure that they know how to use the system effectively.
3. **Dedicated support team:** Having a dedicated support team available to answer questions and aid during the onboarding process can help ensure that clients are able to get the help they need when they need it.
4. **Customization options:** Offering customization options can help clients tailor the dERP system to their specific needs and preferences, improving the overall user experience.
5. **Testing and evaluation:** Providing a testing and evaluation period can help clients ensure that the dERP system meets their needs and requirements before fully committing to it.
6. **Integration support:** Offering integration support can help clients ensure that the dERP system seamlessly integrates with their existing systems and processes.

To onboard a client, Lunarspace typically follows a process that includes the following steps:

1. Initial consultation: Lunarspace's sales team meets with the client to understand their needs and discuss the potential benefits of using dERP.
2. Customization and configuration: Based on the client's specific requirements, Lunarspace's developers customize dERP to meet the client's needs and configure the system to work with the client's existing network.
3. Testing and deployment: Lunarspace's testing team ensures that dERP is functioning properly and meets the client's needs before deploying the system on the client's network.
4. Training and support: Lunarspace's team provides training to the client's employees on how to use dERP and is available to provide ongoing support as needed.

In terms of physical facilities, Lunarspace maintains a network of decentralized servers that can be accessed remotely by clients. In addition, Lunarspace may also provide on-site support and training as needed.

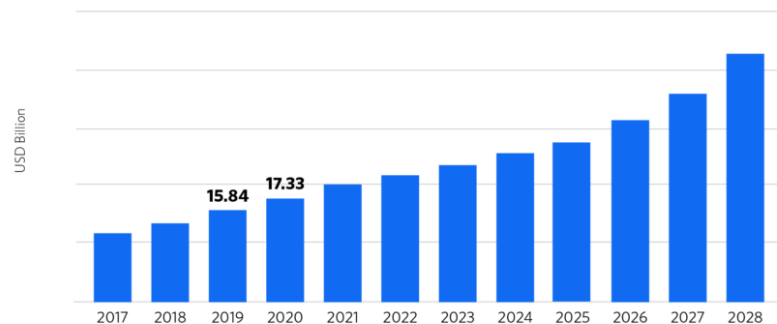
MARKET ANALYSIS

The market for CRMs and ERPs is large and growing, with a forecasted global market size of \$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.

The market for enterprise resource planning (ERP) software is currently worth over \$10 billion in North America, with a projected global market size of \$78.4 billion by 2026. While manufacturers make up most ERP users, there is significant potential for adoption in other industries such as real estate, medical practices, law firms, and financial firms.

Lunarspace's decentralized ERP platform, dERP, is uniquely positioned to address the security and data ownership concerns of most organizations in the era of increasing digitalization. By providing trustless access to the network and data sovereignty, as well as efficient workflow management and transparent teamwork accountability, we aim to appeal to a wide range of organizations looking to make the transition to web3.

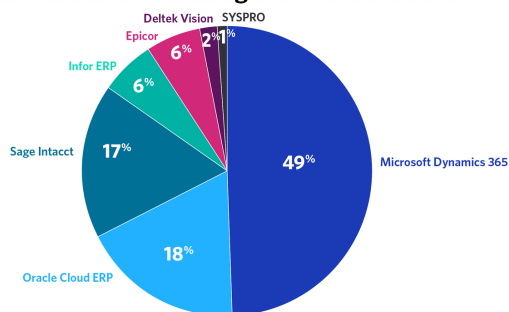
CRM Market Size in North America



Source: Fortune Business Insights 2021

© TrustRadius

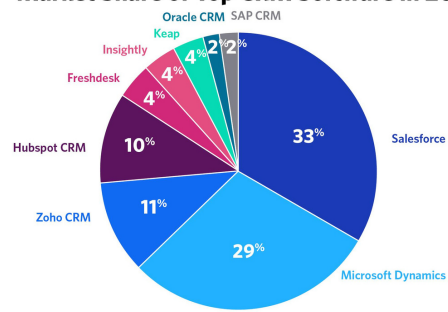
Market Share of Leading ERP Software 2021



Source: TrustRadius platform data collected in July 2021

© TrustRadius

Market Share of Top CRM Software in 2021



Source: TrustRadius platform data collected in June 2021

© TrustRadius

CURRENT MARKET

COMPETITION:

SALESFORCE, QUICKBOOKS, NETSUITE, CLIO, DYNAMICS 365

The market for cloud-based CRM systems in the industries that Lunarspace focuses on (law firms, mortgage lending firms, and healthcare providers) is highly saturated with under-utilized, highly unsecure cloud-based features and technologies ran by corporations that don't truly know their clients.

Some disadvantages of using high-volume, cloud-based CRM providers

1. **Security and data ownership:** In a cloud-based CRM, the provider has access to and control over the data being stored and processed. This can be a concern for businesses that want to maintain complete control over their data and ensure its security.
2. **Customization and flexibility:** Cloud-based CRMs can often have limited customization options, requiring businesses to conform to the system rather than the system conforming to the business.
3. **Performance and reliability:** Cloud-based CRMs can be affected by outages and performance issues due to factors such as network congestion and server maintenance.
4. **Cost:** Cloud-based CRMs can often have higher upfront and ongoing costs due to subscription fees and additional charges for features and storage.

Why choosing dERP as a CRM solution may be the best decision for a business:

- **Customization:** dERP allows for advanced and personalized customization options, allowing businesses to tailor the system to their specific needs and preferences. This greatly improves the user experience and increases adoption of the system among employees.
- **Data security:** 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.
- **Incentivization:** 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.
- **On-premises deployment:** Unlike many cloud-based CRM solutions, dERP is deployed on-premises, giving businesses complete control over their data and infrastructure.
- **Cost-effective:** Unlike many high-volume, cloud-based CRM companies, dERP is sold with a weekly payment for customization, deployment, and testing. After the initial process is finished and the client is satisfied with their new system, they will own the system and can choose to pay for continued support and customization or completely own their system.

BUSINESS MODEL

Lunarspace's business model is centered around the sale and deployment of dERP, our advanced CRM platform. We offer customization, deployment, and testing services for a weekly fee, typically for a duration of around 6 months. During this time, we work closely with our clients to ensure that their dERP system is tailored to their specific needs and preferences, improving the user experience, and increasing adoption among employees. Once the initial deployment and customization process is complete, the client owns the system and has the option to continue working with Lunarspace for ongoing support and customization, or to take the system and manage it independently.

The dPASS SBT and dERP Launchpad are both features of dERP and are not sold separately at this time. However, we are constantly working to improve and expand our product offerings and may consider offering these features as standalone products in the future.

Overall, our business model is focused on providing high-quality, customized CRM solutions to businesses in a variety of industries, including mortgage lending, personal injury law, and healthcare providers. We believe that our innovative products and experienced team make us a strong partner for businesses looking to streamline their operations and improve their data management processes.

Lunarspace utilizes a dedicated sales team that works to identify potential clients and present the benefits of dERP to them. This involves conducting market research to understand the specific needs and pain points of target industries, and tailoring sales pitches to address these issues. Lunarspace also utilizes traditional marketing methods such as advertising and networking events to raise awareness of its products and services. Additionally, the company relies on word-of-mouth recommendations and positive customer reviews to attract new business.

MISSION STATEMENT

Lunarspace's mission is to provide businesses with innovative and secure enterprise resource planning solutions that maximize productivity, data retention, and employee satisfaction. We strive to continuously improve our products and services to meet the evolving needs of our clients, and to empower organizations to take control of their data and operations through decentralized technology. Our goal is to become the leading provider of decentralized ERP and solutions, helping businesses thrive in the digital age.

MARKETING PLAN

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.

Our in-house team of digital marketing experts will handle round-the-clock social media management on relevant platforms, create live-action and animated videos and commercials, produce original news content, and design email and SMS campaigns. We will also manage live channel servers and utilize large platform advertising tools.

We will target businesses and nonprofits in a variety of industries, including manufacturing, real estate, medical practices, law firms, and financial firms. We will also target IT decision-makers and C-suite executives who are responsible for implementing new technologies within their organizations.

In addition to digital marketing efforts, we will also attend relevant conferences and trade shows to network and generate leads. We will also engage in partnership and referral marketing to further expand our reach.

- Develop a strong online presence: This includes creating a website and social media accounts, and regularly publishing engaging content to attract potential customers.
- Utilize search engine optimization (SEO): Use keywords and key phrases related to dERP and the benefits it offers in website and social media content to improve visibility in search engine results.
- Network and build relationships: Attend industry events, join relevant online groups, and reach out to potential partners or clients to build relationships and generate leads.
- Offer demos and trials: Allow potential customers to experience the benefits of dERP firsthand by offering demos or free trials of the platform.
- Use targeted advertising: Utilize targeted online advertising to reach potential customers in specific industries or locations.
- Encourage customer referrals: Encourage current customers to refer dERP to their colleagues or other businesses, as word-of-mouth can be a powerful marketing tool.
- Utilize email marketing: Use email marketing to keep current and potential customers informed about new features, promotions, and updates related to dERP.
- Host webinars or workshops: Host webinars or workshops to educate potential customers about dERP and its benefits and answer any questions they may have.
- Create informative and engaging content: Publish blog posts, articles, and other content that showcases the benefits of dERP and how it can help businesses improve their operations.
- Offer excellent customer support: Provide prompt and helpful customer support to ensure that current and potential customers have a positive experience with dERP.

EXECUTIVE LEADERSHIP



PATRICK FAIRON
CEO, CO-FOUNDER

Patrick Fairon is the CEO and Co-Founder of Lunarspace, a seasoned entrepreneur with a diverse 30-year track record in C-level leadership and incubation of innovative new business, products, and services that drive measurable results.

With a background in software development, API development, PSI, HIPPA, mobile development, custom ERP-CRM software architecture, cloud, eCommerce, new media, financial services, real estate-mortgage, and legal services, Fairon has a wealth of experience in translating sales and business processes into technology platforms to increase efficiency and profitability.

Fairon is skilled in C-level management and leadership, financial sales leadership, ERP & CRM platforms, and has a successful record in creating high-level sales environments, constructing complex business deals, raising new capital, and orchestrating mergers and acquisitions.



ERIC FAIRON
CFO, CO-FOUNDER

Eric Fairon is a seasoned Chief Level Financial and Operational Executive with a proven track record of creating and implementing effective strategies to achieve positive business results. He has a wealth of managerial, leadership, and multi-industry experience, as well as profit-and-loss responsibility, business process development, and resource management for various operations and entities.

Throughout his career, Eric has led businesses that are poised for growth, companies that require swift turnarounds, organizations undergoing change, and start-ups that require proven and innovative leadership. He has extensive P&L management experience and "C" level experience in companies ranging from \$100-\$1000M in size, typically achieving more than 30% revenue/margin growth.

Eric earned his Master of Business Administration with the McLaren School of Business Award for highest academic average in 1999 from the University of San Francisco, and Bachelor of Science from the University of Southern California. He is a valuable asset to the team, bringing his wealth of experience and knowledge to guide the organization's success.

EXECUTIVE LEADERSHIP



STEVE BOTELLO
CTO, SR. FULL-STACK

Steve Botello is a formally educated and highly skilled and experienced full-stack software engineer, with over a decade of experience in the field. He is driven by a passion for solving problems and optimizing solutions, and is dedicated to constantly acquiring new skills and adopting better ideas in order to become the best in his field.

As the CTO and senior full-stack developer at Lunarspace, Steve brings a wealth of knowledge and experience to the team. Throughout his career, he has worked with a wide range of technologies, including object-oriented design, web development, and database design. He is a talented problem solver with extensive experience in communicating ideas and finding solutions to complex problems.

In addition to his technical expertise, Steve is also highly experienced in providing analysis, design and support for various applications, and has a proven track record in developing rich application interfaces to wow clients.



MATT EDENHOFER
CIO

Matt Edenhofer, our CIO and a seasoned software architect, brings a wealth of experience to the team at Lunarspace. He has spent a long-time as a Senior Software Architect at Balboa Capital, where he developed a deep understanding of software engineering and cyber security. As the head of all technological systems at Lunarspace, Matt brings a high level of expertise to the company, ensuring that our systems are safe and secure, while still remaining efficient and user-friendly.

With a strong background in CRM and Saleslogix, Matt has a proven track record in designing and implementing effective software solutions. He is also an expert in Salesforce.com, which means he has the skills and experience necessary to help us design and implement CRM systems that are tailored to the specific needs of our clients.

In addition to his technical skills, Matt is also a talented leader and communicator. He is experienced in public speaking and has a proven ability to guide teams of developers and engineers to achieve success. His leadership skills will be invaluable as he helps guide Lunarspace's technology team in the development and implementation of new systems and features.

EXECUTIVE TEAM



HENRY O'NEAL, PRESIDENT & CO-FOUNDER

Henry O'Neal is a young tech entrepreneur with a passion for web3 technology and decentralization. As the President and Co-Founder of Lunarspace, he is dedicated to providing secure, ownership-driven solutions for businesses looking to migrate off of big-tech cloud servers. With experience as a digital marketing strategist, website developer, brand developer, and IT network support manager, Henry has a diverse skillset that he brings to the table at Lunarspace.

As the lead designer and developer of Lunarspace's digital presence, Henry has played a key role in building the brand and driving the company's growth. In addition to his technical expertise, he is also known for his innovative thinking, creative problem-solving, and ability to lead and motivate his team. With a background in dev ops, project management, and writing and research, Henry is well-equipped to handle the many challenges of running a successful business in the fast-paced world of tech.

Henry's expertise in digital marketing and branding has also been a valuable asset to Lunarspace, helping to promote the company's products and services to a wide audience. As the company continues to grow and evolve, Henry is committed to staying at the forefront of web development and decentralization, always seeking new ways to help businesses take control of their data and drive growth and success.



JACK FAIRON, HEAD OF SALES & OUTREACH

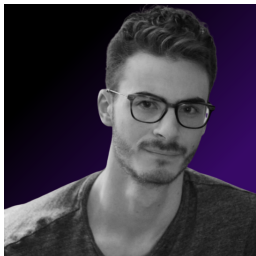
Jack Fairon is a driven and focused sales professional with a strong background in business development and account management. With a degree from the Iowa business school and experience as the president of the largest fraternity chapter, Jack is known for his discipline and goal-oriented approach to work. As the head of sales and outreach at Lunarspace, Jack is responsible for managing the sales team and driving business development efforts. He is skilled at building and maintaining relationships with clients and is dedicated to helping Lunarspace achieve its sales and outreach goals.

DEVELOPMENT TEAM



FORD FAIRON, VP & DEV OPS TEAM LEADER

Ford Fairon, our DevOps team leader at Lunarspace, is a young, ambitious entrepreneur with a passion for creating innovative solutions. He is a skilled UX/UI designer and coder proficient in HTML, CSS, and JavaScript. As a web3 creator and blockchain mining enthusiast, Ford brings a unique perspective to the team. With a background in IT network administration and desktop support, he is a fair and patient leader, yet is also able to maintain a high level of discipline and efficiency within the team. He is also known to be a courageous individual, having been honored by the Mayor of Newport Beach for saving a woman from a burning car.



MAX LAREAU, SENIOR BLOCKCHAIN DEV, R & D SUPERVISOR

Max Lareau is a skilled web developer with a focus on projects in the Cosmos. He has a strong background in IT network administration and support, and transitioned to blockchain development in 2019. Max is the creator of SparkIBC, an interchain-advancement oriented charity that focuses on promoting and rewarding decentralization and innovation throughout the Cosmos. He is an innovative and meticulous developer, proficient in both full stack development and senior blockchain development. As the Senior Blockchain Developer and Research and Development Supervisor at Lunarspace, Max is an essential member of the team, bringing his expertise and passion for blockchain to the company.



GERSHON FOSU, FULL-STACK DEVELOPER

Gershon Fosu is a highly skilled and versatile developer with a passion for tackling challenging projects. Based in London, he has a strong background in web development and automation, with expertise in a wide range of programming languages and technologies. He is especially proficient in AWS, Angular 2, C++, Bootstrap, Discord Bot Development, Express.js, Firebase, Gatsby, GCP, GraphQL, Java, Jest, JavaScript, MEAN, MERN, jQuery, NoSQL, Node.js, MySQL, MongoDB, PostgreSQL, React, PHP, SQL, SQLite, Three.js, Unit Testing, and TypeScript. With a focus on delivering high-quality code, Gershon is known for his ability to rescue projects that have lost all hope, making him a valuable asset to the Lunarspace team. He is driven, focused, and dedicated to helping the company deliver innovative and effective solutions to its clients.

FINANCIAL PROJECTIONS

To drive the growth and success of the company, The company 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.

According to market research and analysis, we expect to sell at least 25 zones in our first year at an average rate of \$5,000 per week for deployment, customizations and support. This would bring in a total of \$1,400,000.00 for the first calendar year with our "Beta Launch" of dERP. We also expect to sell additional zones at a rate of \$10,000 plus per week based on larger enterprise organizations.

In the first year, we project total expenses to be projected of about \$1,400,000.00 annually, which includes payments to the executive team and developers, research, and development for the \$HAMP reward protocol, hiring additional developers, and investments in systems hardware.

With total revenue and expenses of about \$1.4 for the first year in BETA brings us close to cash flow positive by the end of our first fiscal year in dERP BETA V.1. We plan on "doubling" our zone counts annually to provide a conservative roadmap for your ROI.

It is important to note that financial projections are based on estimates and assumptions and are not guarantees of future performance. With that said, the following is a detailed financial projection for Lunarspace over the course of five years:

Year 1: Total expenses: \$1,400,000.00 Total revenue: \$1,400,000 Gross revenue

Year 2: Total expenses: \$1,900,000.00 Total revenue: \$2,800,000.00 Gross revenue

Year 3: Total expenses: \$2,400,000.00 Total revenue: \$4,200,000.00 Gross revenue

Assuming an average price of \$5,000 per week for dERP deployment and based on the projected demand for dERP within the targeted market areas with the highest conversion will be in the areas of law firms, finance lending firms, and healthcare providers. These financial projections estimate that Lunarspace will generate approximately \$1.4 million in revenue in the first year, with a net revenue positive by year end of our first calendar year after deployment of dERP V.1 Beta.

FINANCIAL PROJECTIONS

The projection continues to estimate steady revenue growth in the following years, with aggregate revenue reaching approximately \$5 million within thirty-six months of Beta release. It is worth noting that these projections do not consider potential price increases for dERP, the potential for securing larger or more complex deployments at higher price points, or potential fluctuations in demand for dERP within the targeted market. Additionally, these projections assume that expenses such as salaries, research and development, and hardware investment will remain consistent over the course of three years.

In addition to generating revenue through sales of dERP, Lunarspace will also be able to generate revenue through the research and development of the \$HAMP reward protocol. This innovative protocol rewards employees for their valuable actions within the dERP system, encouraging adoption and usage of the platform. The \$HAMP reward protocol will be customized for each individual client, with the points earned by employees being deposited directly into the owner's Keplr wallet. This protocol not only maximizes employee workflow and data retention, but also aggregates microtransactions into dynamic and detailed leaderboard data.

These financial projections suggest that Lunarspace has the potential for significant growth and profitability over the course of five years, provided that the company can successfully onboard and retain a steady stream of new clients at the projected price point. It is important for the company to carefully monitor and adjust its expenses and pricing strategies to maximize profitability and achieve these projections.

Overall, Lunarspace is confident in its ability to not only meet but exceed these financial projections. The company's innovative products and experienced team make it a strong investment opportunity, and Lunarspace is committed to using the \$2 million investment to drive the growth and success of the company. This includes investing in the executive team and developers, researching and developing the \$HAMP reward protocol, hiring additional developers, and investing in systems hardware. By focusing on these key areas, Lunarspace will be able to continuously improve and expand its products and services, leading to increased customer satisfaction and profitability.

CONCLUSION

We at Lunarspace are excited to offer investors the opportunity to partner with us and take part in the next phase of our growth. Our team of experienced professionals has a proven track record of success in developing innovative products and providing top-notch services in the enterprise CRM and blockchain space. Our flagship product dERP is a state-of-the-art CRM solution that offers businesses of all sizes a secure, customizable, and user-friendly platform that maximizes employee workflow, data retention, and revenue growth.

We are confident that the \$2 million investment will be utilized effectively to scale our operations, expand our reach, and invest in new technologies and developments. As we continue to onboard new clients and expand into new industries, we anticipate that our revenue will grow exponentially. Our financial projections reflect this growth and demonstrate the potential for a significant return on investment for our partners.

Furthermore, we believe that the team we have assembled to lead the company is some of the best in the industry. Each member has a unique set of skills and experience that will help us succeed in our mission to provide the best CRM and blockchain services to businesses of all sizes. With our head of sales, head of R&D, CEO, CFO and CTO all on board, we believe that we have what it takes to achieve our goals and provide our investors with a significant return on their investment.

We are excited about the opportunity to partner with investors and take Lunarspace to the next level. We look forward to discussing this opportunity in further detail and answering any questions you may have. Thank you for considering investing in Lunarspace.

REFERENCES

<https://www.trustradius.com/vendor-blog/crm-statistics-trends>
<https://www.trustradius.com/vendor-blog/erp-statistics-trends>
<https://review42.com/resources/crm-statistics/>
<https://springengage.com/salesforce-statistics/>
<https://www.scnsoft.com/blog/5-salesforce-problems>
<https://www.acecloudhosting.com/blog/quickbooks-intuit-stats/>
<https://www.inteltech.com/top-five-disadvantages-of-quickbooks-every-buyer-needs-to-know/>
<https://www.netsuite.com/portal/resource/articles/erp/erp-statistics.shtml>
<https://abouttmc.com/why-not-netsuite/>
<https://techcrunch.com/2021/04/27/canadas-newest-unicorn-clio-raises-110m-at-a-1-6b-valuation-for-legal-tech/>
<https://www.digitallogic.co/best-law-firm-practice-management-software-reviews/clio/>
<https://msdynamicsworld.com/story/dynamics-365-business-central-reaches-15k-cloud-customers-user-count-rising-even-faster>
<https://waypathconsulting.com/microsoft-dynamics-365-pros-cons/>
<https://www.crazyegg.com/blog/microsoft-dynamics-crm-review/>