

Unification Offering Document Q4 2018

The UND TGE is designed to sell UND tokens and raise capital for two purposes:

1 - Foundation Operating Capital for 36 months.

After 36 months the organization will either be revenue positive, take further equity investment or have folded. History and our forecasts show that new technologies that are not firmly established within 36 months will never be established. Our team is incentivized to succeed because the duration of their lock matches this at 36 months which means that if the project does not succeed, then nobody receives their payday.

2 - Go-to-Market Strategy

Common sense and exchange policies prohibit disclosing or discussing information about exchange listings, however know that this is an in depth process and furthermore we understand that it is the Foundation's responsibility to adhere to the best interests of early adopters of the Utility Token. Taking these two criteria into account, the core Unification team has set an operating budget of 9-12mm USD that will support the stated goals. This practically means a Hard Cap of 12mm USD for combined public and private sales.

Important Information

A - Founding Team lockup is 36 months

B - Advisor Lockup is 12-24 months depending on role

C - Private Sale Lockup is 50% distributed at TGE, 25% at 3m and 25% at 6m

D - Public Sale No Lock

These lockups are important and designed in coordination with our market making team who have been responsible for numerous successful support campaigns.

A total of 1,000,000,000 United Network Distribution Tokens (UND) are generated during the TGE and are allocated as following:

20% Private Sale

5% Public Sale

30% Ecosystem Tokens

15% Market Support

12% Founding Team

8% Future Team

5% Advisory

5% Community Distribution

Please Note: The UND token distribution and contract will be executed in a way to prevent early DEX trading.

Private Sale Information

Due to the current volatility of ETH, the Foundation has determined that it is not in the best interests of purchasers to contribute in this currency. For this reason, the Foundation will primarily be accepting contributions in BTC for the private sale. The peg price will be a 21 day EMA of BTC. Minimum Private Sale contribution is 10 BTC executed through legally binding SAFT agreements - a total of 200,000,000 UND tokens will be sold via private sale. Please contact your representative for information on allocations. You may also email meera@unification.com.

Please note: In order to prevent socially engineered fraud - all BTC contribution addresses for the private sale will be read out loud in an unlisted YouTube video by our CEO Neyma Jahan on our official Unification Channel. You will be provided the URL of one of these videos when you receive your SAFT and the address on the video will match the address in your SAFT. Here is a video of Neyma for reference: <https://youtu.be/AaFZAryafGM>

Public Sale Information

Public sale will occur via a whitelist process and executed through an Ethereum Smart Contract. Hence contributions will be in ETH with a cap of 1 ETH per whitelist participant. The spot price of ETH will be used to execute the contract. To participate in the public sale, please join our telegram for updates and announcements here: <https://t.me/unificationfoundation>

Updated TGE Timeline

November/December 2018 - Private Sale

January 2019 - Public Sale and Exchange Listing.

Unification Technology Overview and Resources

Unification is not a “white paper project.” The purpose of Unification is not to stack the team with PhDs and high profile advisors with the hopes of a “successful coin.” Rather, Unification is designed to be a functional layer protocol that not only is supported by technical robustness, but is also a dedicated enterprise outreach team that focuses on real world uses cases and goes beyond the scope of “DApps and blockchain startups.”

Unification is a Data Liquidity protocol that functions via State Channel. It functions as follows:

- An existing Data Provider (App, DApp or Enterprise) wishes to liquify their data
- They implement the HAIKU protocol which shifts the data into a standardize format and encrypts it
- The hash of this encryption is then passed from HAIKU to the blockchain
- This hash can then be bought, sold, and traded over the chain with an immutable audit trail
- The Smart Contract which executes the trade also facilitates the exchange of UND for the data
- The original data producer (in many cases end consumer) has immutable control over revoking access to this data and can also receive a portion of the UND
- No data is actually stored on the blockchain - only the hash to “unlock” the data is passed through the chain in order to optimize transaction efficiently. Enterprises and apps continue to use their current storage solution (Oracle, MYSQL, Amazon s3, etc)

- For each end consumer/actor whose data is entered into the Unification ecosystem an identifier is generated. This is called Unified Verifiable Credentials Identification (UVCID). This consists of private key access for the owner to have immutable access over their data.
- End Consumers do NOT need to claim their UVCID in order for their data to be liquid
- Unification implements Machine Learning to match individuals who may have been imported from different data sources so that UVCIDs may be consolidated under a single identifier
- Unification is blockchain agnostic with 90-95% of it's codebase written off chain in State Channels.

There are many similar “competitors” in the market who promise data liquidity, none of which seem to be gaining any traction because they are all built on the premise that DApps need to build from scratch in their walled garden. Ideas like this seem to have gotten “good coin valuation” in the early days of the blockchain industry, but quickly were discarded once it became apparent that no company or enterprise was going to build from scratch in a completely new ecosystem.

Furthermore, other “competitors” came with the promise of data liquidity and have taken the approach that end consumers need to onboard directly to their system. As showcased by ICOs that raised upwards of 33mm and were unable to gain any traction in this way, it is obvious that going direct to the consumers is a flawed approach as well.

Unification is first and foremost a B2B enterprise which has a C2B component.

Use Case 1: Insurance Fraud Prevention

This is an actual use case in progress in a developing country where insurance fraud is an issue with doctors double billing multiple entities for the same patients. For this, all of the insurance companies agree to join the consortium. Each patient and doctor on the system is assigned a UVCID. When an insurance company is billed for a service, a hash of the service details and patient UVCID is passed through the Unification ecosystem.

The machine learning engine developed by Unification will then determine if there are flags for fraud that must be considered. This is obviously a hybrid case where Unification is acting as both a provider of the protocol layer and SAAS/BAAS systems integrator. In an ideal world “developers” will take it on their own accord to adopt the system, however we find business growth much more predictable if we spark the market by allocating resources to build out a revenue positive enterprise model.

Use Case 2: Consumer Data Marketplace

Unification has built out a “house wallet” called BABEL which dually serves as a wallet for UND and as a control interface and “view” for all data collected and traded associated with a user. This allows the end consumer an easy interface to review/revoke access to their data points out in the wild. This takes advantage of the access points and provides a framework for compliance with current and future data privacy laws across jurisdictions. For a demonstration and walkthrough of the BABEL wallet and interface, please contact your Unification representative or watch this demonstrative video here: <https://live.unification.com/>

Technical Development

Independent code reviews of the UND codebase have shown a deep and thoughtful development. While there are some repositories posted on our public github, the majority of code is being developed in private repositories. Currently interested developers can go to our public github and install the HAIKU demo respiratory on their Linux or OSX environment and begin generation and transfer of UND tokens in a closed test environment.

For technical diligence, please contact your UND representative who can direct your questions to our CTO Paul Hodgson.

Further Resources

[White Paper](#)

[YouTube Channel](#)

[Vision Paper](#)

[Telegram](#)

[Medium Publications
\(ongoing updates\)](#)

[Workshop Recording
with CEO and CTO](#)