

Trust Advantage

Keynote Presentation

EXPO XXI: WARSAW POLAND





Transparency, Accountability and Reliability

PARTNERSHIPS ARE VITAL, BUT THEY CAN BE CHALLENGING WHEN IT COMES TO BUILDING TRUST

Transparency is essential. Everyone engaged with the initiative must have access to same information, insights, and key open issues.

Accountability is mandatory. Setting expectations and communication regarding plans and priorities of the initiative will give all partners confidence that results can be delivered on time and within budget.

Reliability is key in any partnership. Just as it's important to hold yourself accountable, it's also critical to provide reliable and effective support to your partners to help them achieve their goals.

Integrity Accountability Oversight P æ Censorship

Corruption Policies Journalists Governmen Business Open **Pretense Politics Practices Visibility Public Accessibility Access Trust** Documents



Transparency as a Governance Mechanism

TRANSPARENCY, OPENNESS AND TRUST ARE NATURAL AND LOGICAL EVOLUTION OF BUSINESS RELATIONSHIP

Transparency is a key operational principle that allows for reconciliation of interests enforced by platform governance, regulations and business needs

Openness is a competitive advantage, it accelerates innovation, attracts and promotes most efficient use of the capital and promotes network effect by orchestrating outcomes across entire ecosystem.

Trust advantage is a key driver that provides business incentive to engage in valuegenerating interactions. Traditional Financial services have adopted this mindset - trust is the core of their business.







Value Proposition

The future is not powered by transactions, its' focus is towards the outcomes

Innovation and transformation are a multidimensional duo whose impact must drive change, away from ingrained culture and values of the legacy environment that has been corrupt and nontransparent.

To manage dynamics of **uncertainty** which is a natural human condition, proposed approach incorporates it as a core consideration and business value proposition that would lead to successful results.

Focusing on outcomes is the practical way to build a partner-centric relationship as foundation in creating a sustainable and high value business propositions.







You Know Who You Are Working With

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All stakeholders must complete the ON-boarding



- Global Ambassadors
- Economic Development Officers

On-boarding process overview

- Initial registration and data collection, includes all individuals working on behalf of organization
- KYC and KYB processes¹
- Multi-jurisdiction sanction screening
- PEP² screening
- AML³ compliance checks
- Based on risk profile, continuous monitoring of activities both inside and outside of EoT⁴ ecosystem
- KYC process re-certification
- Project-specific requests to ensure compliance with required regulations





- Know Your Customer (KYC) and Know Your Business (KYB)
- (2) Politically exposed persons
- (3) Anti-money Laundering
- (4) Economy of Trust



Active Monitoring and Feedback Loop

MANAGED SERVICES, EVENTS AND TRANSACTIONS ARE SUBJECT TO FEEDBACK LOOP FROM THE PARTICIPANTS

Registration / KYC	Lead Management	Digital Asset Management	Services Events Transactions Etc.	Feedback
Audit & AML Compliance	CRM / Campaign Management	Tokenization		
KYC Compliance	Program / Project Management	Escrow Management		The Battery of Trust [™]
Program / Project Registration	Financial Management	Payment Gateway		
Investment Due Diligence	Banking / Credit Services	Marketplace / Auctions		Legal Transparency Financial stability
ntellectual Property Management	Insurance Services	Audit / Compliance		Customer's Feedback loop
Document Management	DataVault / DataRoom	Analytical Reporting		Suppliers Feedback loop Social responsibility
Content Management	Workflow Management	Operational Reporting		
Security / Access Management	Collaboration / Communication	+ OTHER		

The Battery of Trust [™]

- All stakeholders, vendors and individual participants will have an initial Score based on profile assigned during on-boarding process.
- Composite score is applied if multiple roles and engagement models are active during evaluation period
- Activity-driven scoring is applied to all engagement models and are time-based
- Supplier, Customer and Partner feedback, both negative and positive, attribute to the overall score.
- Deterioration of the overall score will trigger a re-evaluation event that may impact business arrangements between stakeholders
- The Battery of Trust is visible on all individual and company profiles along with feedback received



Network Effect

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COORDINATION OF ACTIVITIES BETWEEN PARTNERS ACCELERATES TIME-TO-MARKET

	business capabilities (partial)					
		Registration / KYC	Lead Management	Digital A Manager		
	Weekly / Monthly Newsletter	Audit & AML Compliance	CRM / Campaign Management	Tokeniza		
Business Media	Municipal websites	compnance				
Network (BMN)	Business directories	KYC Compliance	Program / Project Management	Escrov Manager		
	Lead distribution / introductions	Program / Project Registration	Financial Management	Payment G		
	Project funds Investment Due		Banking / Credit	Marketpl		
	Oversight / governance	Diligence	Services	Auctio		
Bioeconomy Open Air Nursery, Biomass Farm(s)	Transaction: Biomass sales	Intellectual Property Management	Insurance Services	Audit / Com		
	Transaction: Carbon credit management					
		Document Management	DataVault / DataRoom	Analytical Re		
	City / Citizen services		Workflow	Onematic		
	Commercial services	Content Management	Management	Operatio Reporti		
SmartCities	Project funding / Governance / Oversight	Security / Access	Collaboration /			
Horodok Pilot	Transactions: municipal, business / commerce, individual	Management	Communication	+ OTHI		
	Program / Project Mgmt.					
	Property / Asset Mgmt.					
Logistics Hub	Alerts / Notification Mgmt.					
Ukrposhta	Transactions: business / comme	erce / individual		Govern		
	Marketplace Listings					
	Auctions / Marketplace					
Marketplace		Asset Registration				
		Trade / Transactions				
Water Economy						
Power Generation	Financials / Trade Settlement (s)					
Ukraine Agro Valley						
AgroFood Construction	Asset Portfolio Management					

Business Capabilities (partial)



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