



Bird.Money

Advanced Analytics Delivered On-Chain

Vision & Strategy

Investor Relations Overview

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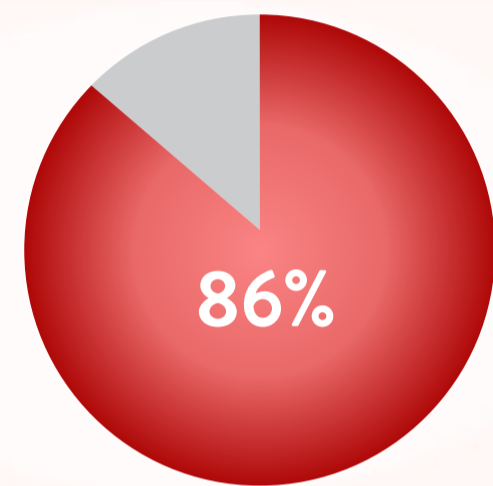
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Advancements in machine learning and Web3.0 will pave the way to a new digital experience, but few organizations have begun to capitalize on their synergies.

Machine Learning + Blockchain: An Untapped Predictive Analytics Opportunity

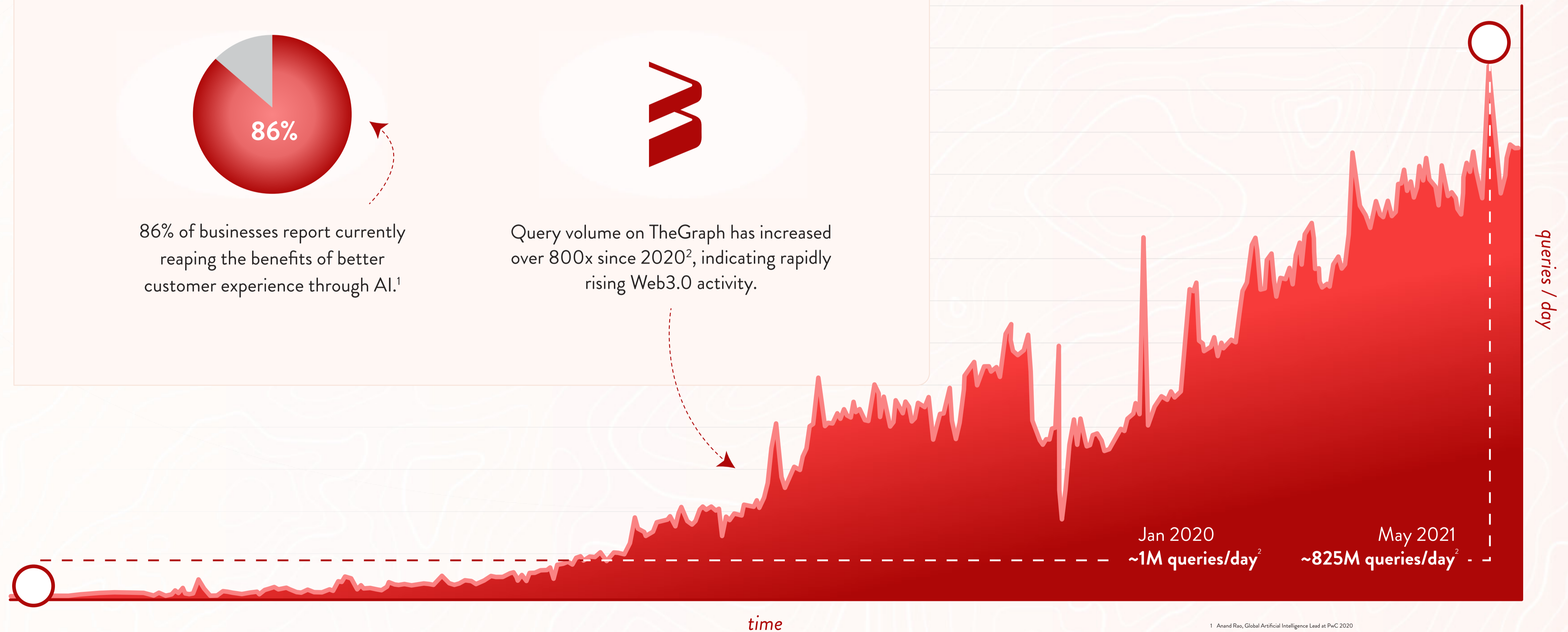
Investments in ML infrastructure and Web3.0 platforms are growing, but few companies are combining the two



86% of businesses report currently reaping the benefits of better customer experience through AI.¹



Query volume on TheGraph has increased over 800x since 2020², indicating rapidly rising Web3.0 activity.





Bird.Money is applying machine learning to blockchain data systems to accelerate Web3.0 innovation, enabling development of new types of products and user experiences.

Bird.Money's Vision is to Develop a Suite of ML Prediction Products for Web3.0

DLT creates a user data network that ML models consume to create a highly targeted, truly pioneering user experience

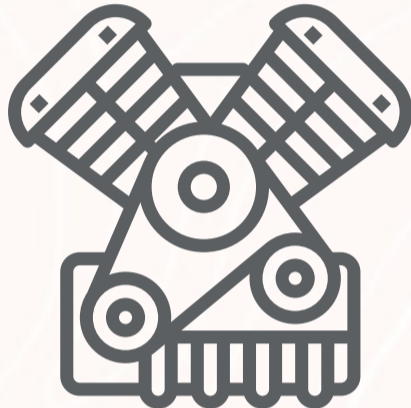
Big data created big tech

Many of the most valuable tech companies rely on the same business model: create user behavior predictions that other businesses leverage to improve sales, product design and strategy. However, their behavioral data are often implicit or limited to a single user.

Input
User behavior data



Analysis
Machine learning (ML) models



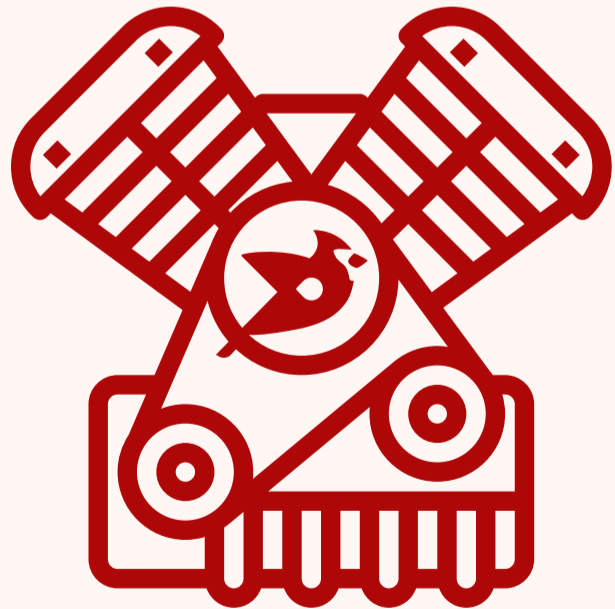
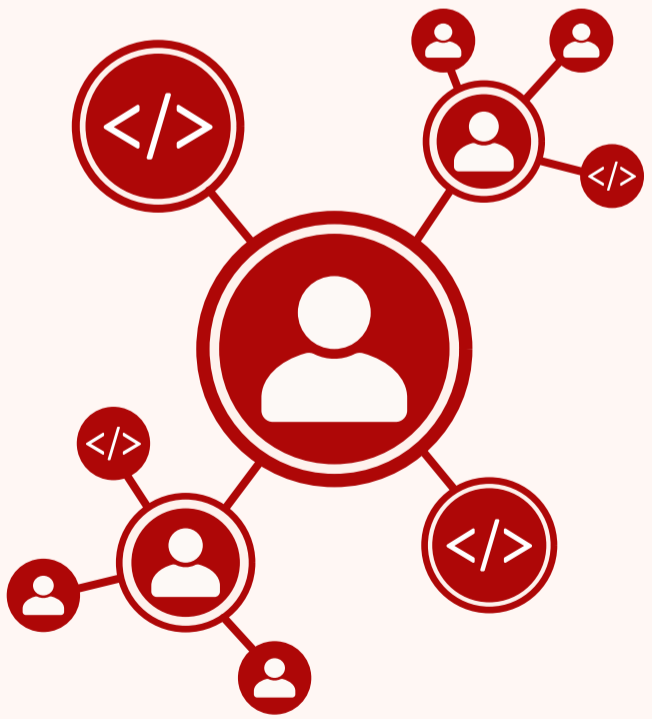
Output
Prediction products



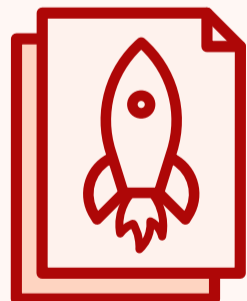
Behavioral predictions created highly lucrative targeted marketing businesses for Google and Facebook

Blockchains create bigger data

As blockchain adoption and application grows, Web3.0 will allow the scope and granularity of input data to be expanded to a user's entire on-chain network of peers and smart contract interactions covering all aspects of life. Blockchain data are also generally more explicit and accessible.



Phase 1 Building
Credit scores to enable undercollateralized DeFi lending



Phase 2 Scoping
Investor scores for launchpads/ IDOs to optimize fundraising



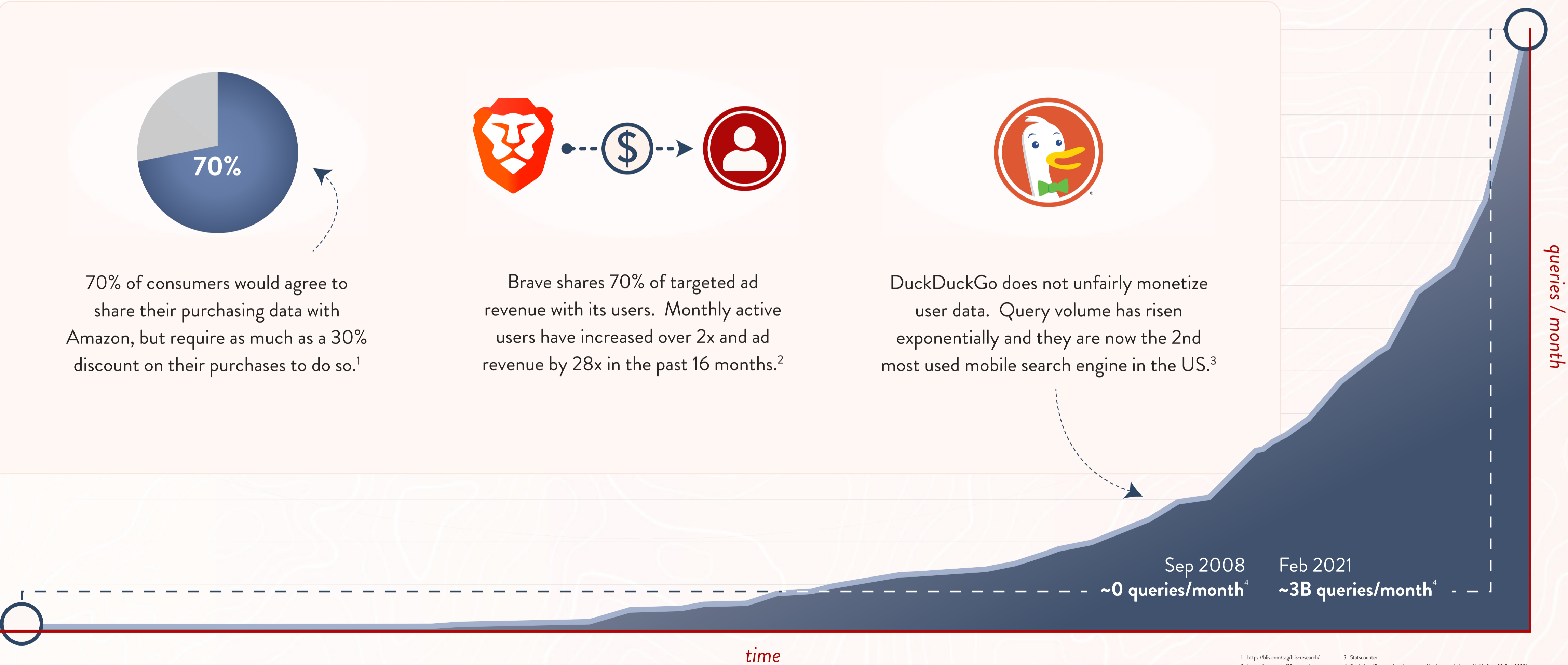
Phase 3 Learning
Consumer scores to drive next-gen targeted marketing



Users have begun to recognize their data as having significant monetary value, which serves to threaten long-standing technology business models.

Users Have Begun to Demand More Ethical Data Models From Tech Companies

The value of data is being recognized by users, allowing new entrants the opportunity to compete on these principles



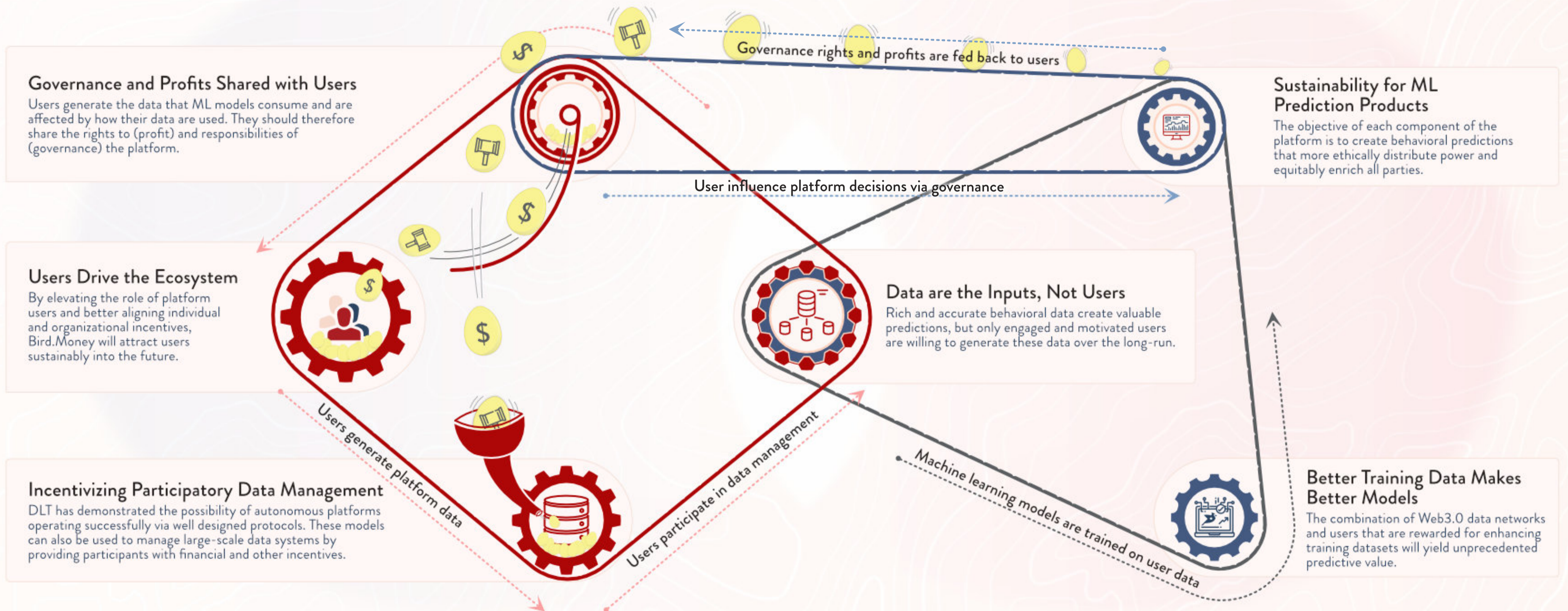
¹ <https://blis.com/tag/blis-research/>
² <https://brave.com/25m-mau/>
³ Statcounter
⁴ Statista, "Revenue from big data and business analytics worldwide from 2015 to 2022"



Bird.Money's blockchain+ML architecture is a first-of-its-kind model for a new generation of tech companies designed to create behavioral prediction products more ethically and sustainably.

A New Model for Creating Value from Machine Learning and User Data

By fostering an inclusive, rather than extractive, relationship with users, Bird can drive innovation now and into the future





Web3.0 dApps will use Bird.Money's products to deliver a UX that can be truly customized to an individual user, empowering decentralized platforms to optimize engagement, profits and more.

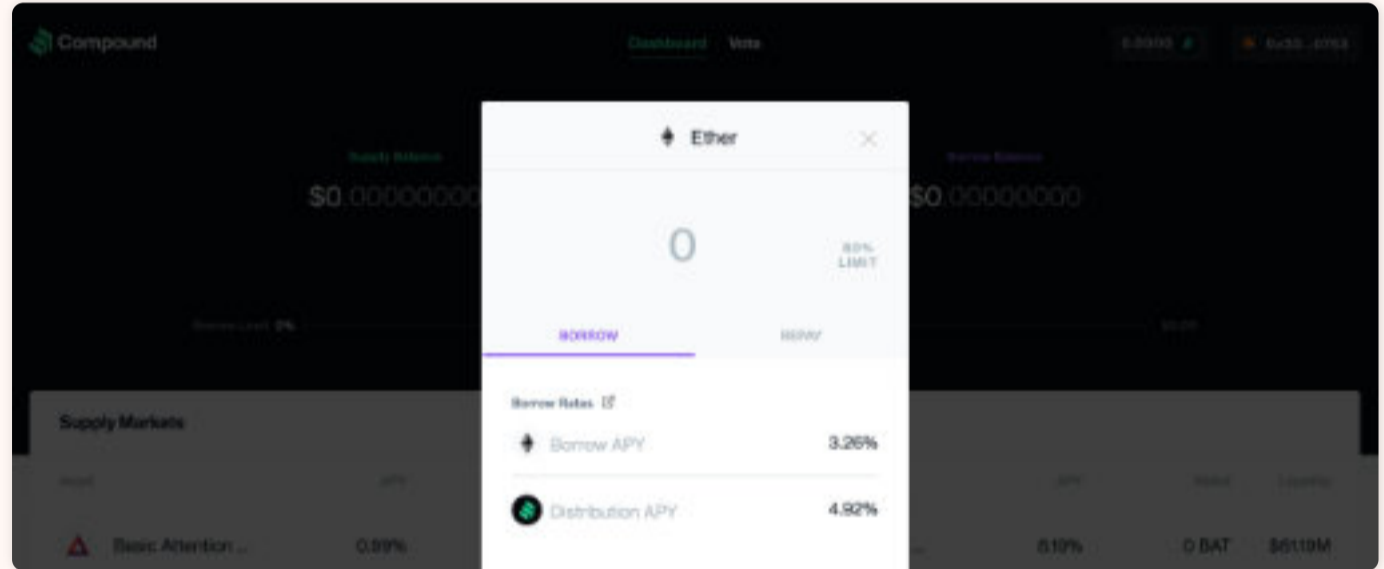
On-Chain Prediction Products Will Fuel the Next Evolution of Targeted UX in dApps

Platforms that use Bird's analytics will offer products and services customized specifically for each Web3.0 connected user

Variable DeFi Lending Terms

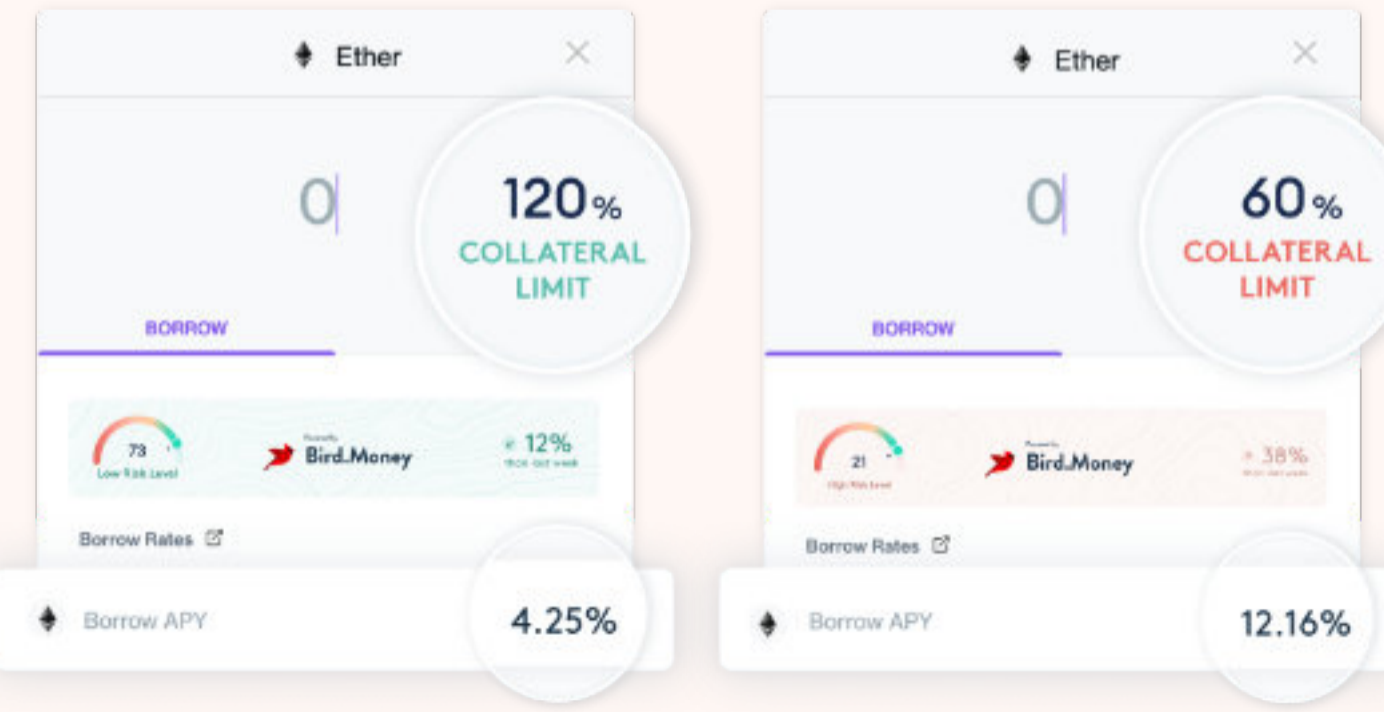
By adjusting lending terms based on each borrower's credit risk, lending platforms like Compound and AAVE can attract new customers and liquidity to their protocols.

CLICK FOR MORE INFO



Low Risk Borrower

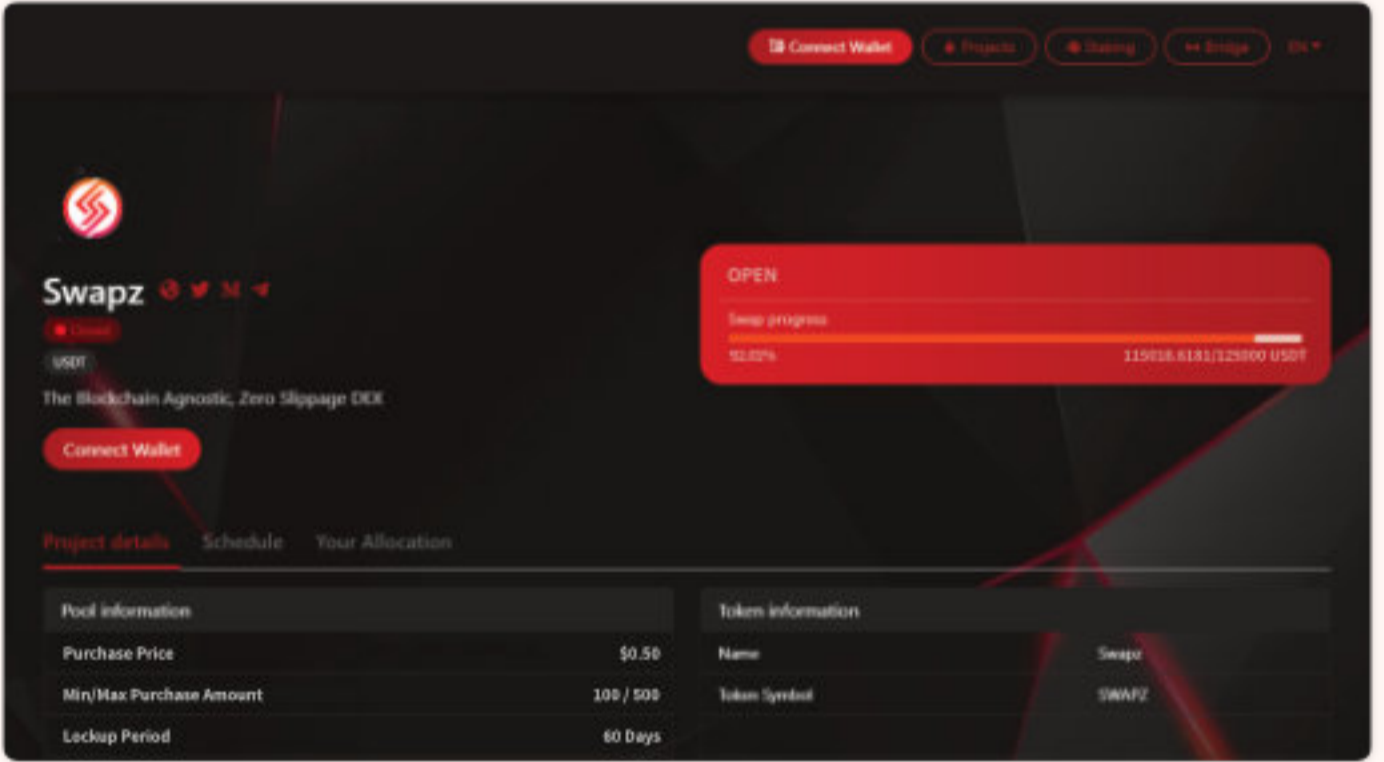
High Risk Borrower



Optimized Fundraising for Launchpads

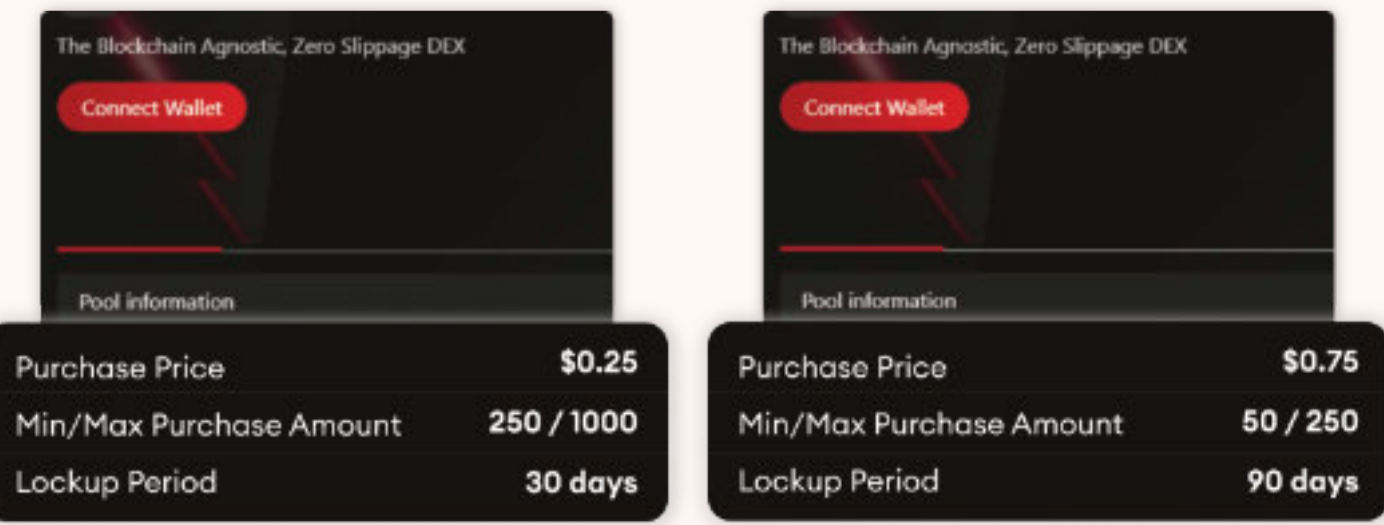
By offering better terms to investors that are more likely to engage in supportive behaviors, like long-term holding or providing liquidity, early-stage projects can raise smarter money.

MORE INFO COMING SOON



Low Risk Investor

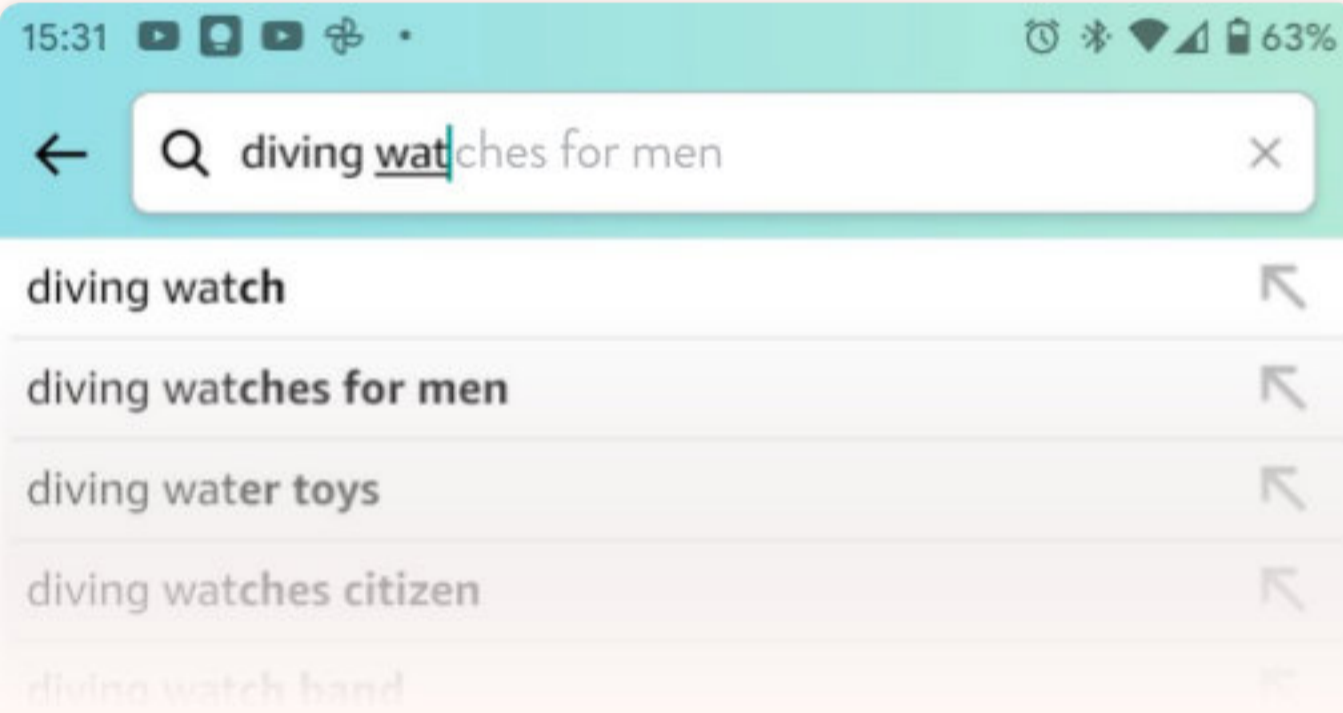
High Risk Investor



Max Profit & Conversions for eComm

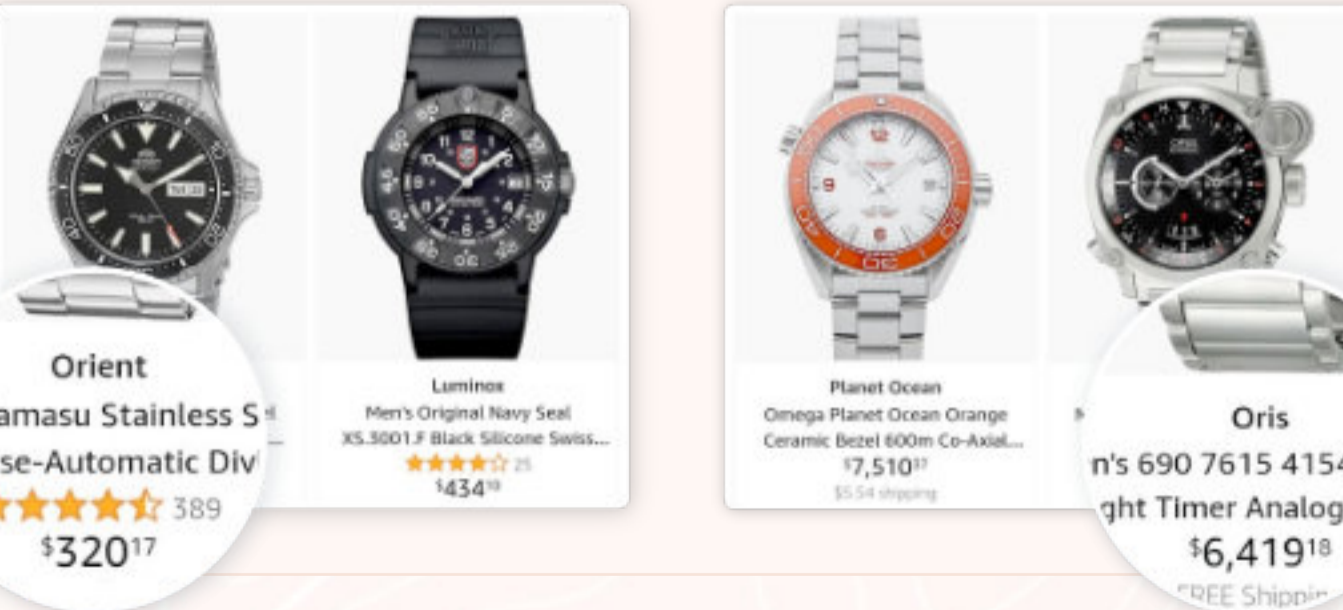
By tailoring search results, advertising or promotions to a given consumer's purchasing behaviors, blockchain eCommerce platforms can boost conversions, retention and profits.

MORE INFO COMING SOON



Low Value Prospect

High Value Prospect

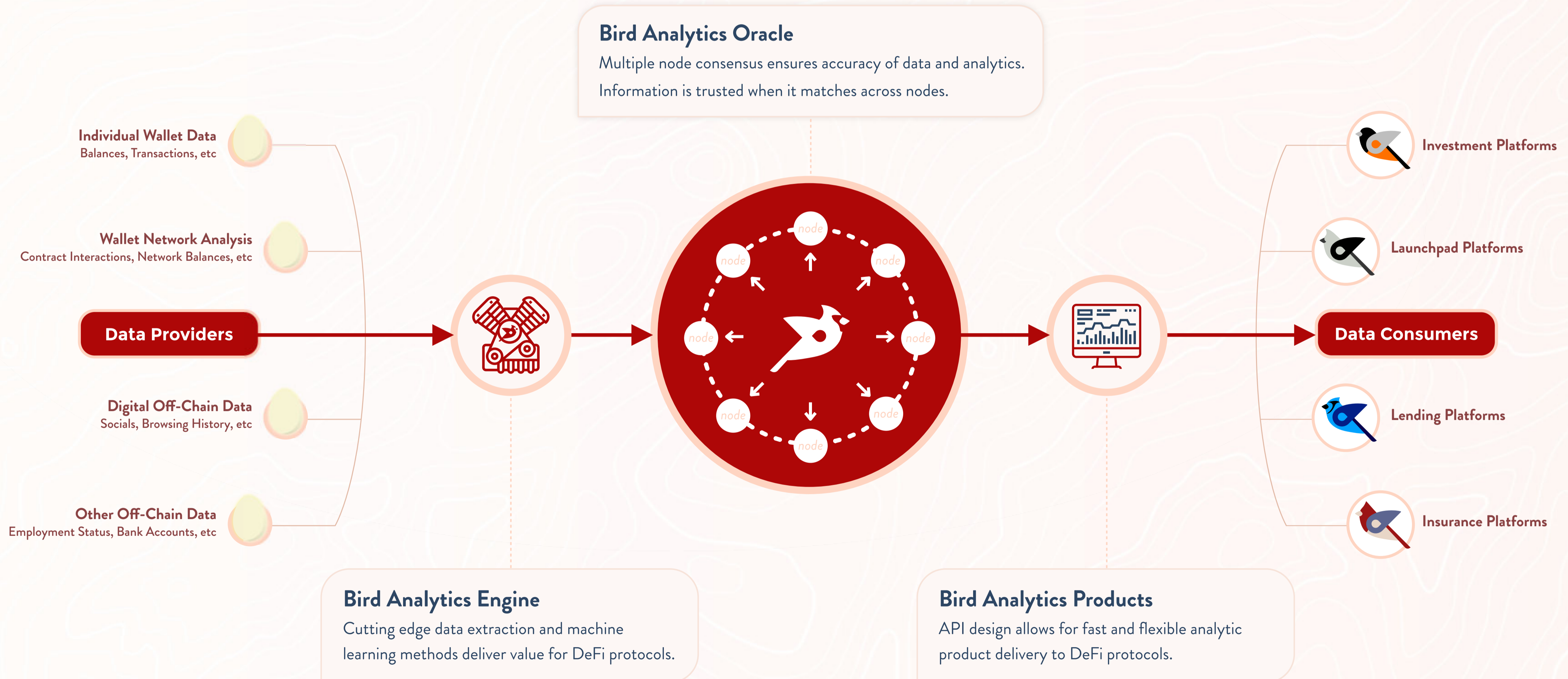




Bird.Money's decentralized analytics oracle delivers prediction products to dApp developers in a secure and permissionless manner.

The Decentralized Bird Oracle Enables Open and Secure Access for Partners

The Bird oracle delivers analytic products on-chain to data consumers and drives price discovery for Bird's tokens





Bird.Money is positioned for long-term growth thanks to future-conscious development strategies relating to platform users, data and privacy.

Strategic Roadmap: Future-conscious principles applied to next-gen tech

The way users engage with technology is changing and Bird is building for that future today

Phase 1: Buildout

- Deployment of core smart contracts, such as analytics oracle and tokens
- Cross chain interoperability to maximize accessibility
- Development of initial data pipelines and storage for on-chain sources
- Development of MVP prediction products
- Simple, low-cost oracle pricing structure to promote rapid adoption

Phase 2: Scaling

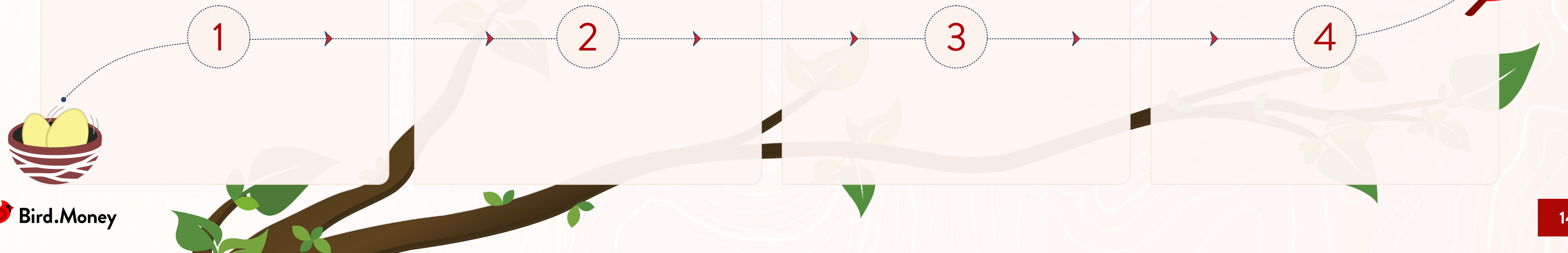
- Interfaces to capture and store verifiable, digitized off-chain data sources
- Deployment of MVP incentivized data management programs, where users are rewarded for maintenance activities
- Development of full, version 1 prediction products
- Deployment of MVP DAO for ecosystem governance

Phase 3: Monetization

- Advanced pricing structures, allowing for full market price discovery and token economics control via DAO
- Advanced prediction products targeting new segments and platforms
- Advanced incentivized data management program for users to maintain greater control/responsibility for their platform data

Phase 4: Optimization

- Privacy-oriented model training, such as federated learning
- On-chain computation via protocols such as TrueBit
- Data architecture moved to Decentralized Encrypted Storage
- Interfaces to capture and store other off-chain data, non-digitized or less verifiable
- Greater platform control ceded to DAO, such as new model acceptance





The Bird.Money leadership team has proven experience across blockchain, software development, data science and finance.

The Bird Nest: An Experienced, Innovative Leadership Team

100% of our team was sourced organically from within the Bird community and began as volunteers

Daniel

Founder & CEO

Data scientist and economist with over 15 years experience. Former Biotech CTO, Econometrics Director at a Fortune 100 FinTech, and Senior Analyst at Google, with additional specialties in risk classification for FinTech. 5 years of experience in blockchain software, hardware, investing and business development.



Luciano

Director of Growth

Strategist and marketer with over 20 years of experience in branding, growth, UX, operations management and team leadership. Specializes in breakthrough adoption and new market penetration for technology start-ups. 2 years of experience in blockchain investing and business development.



Simba (anon)

Founder & Director of Engineering

Engineer and academic researcher with 15 years experience in FinTech, data science and digital forensics. Former lead developer for defense contractors, technology startups and cryptography research. 10 years of experience in cryptography and 5 years of experience in blockchain.

Alex

Strategic Advisor

Engineer and researcher with a PhD in Biomedical Engineering from the University College London. Former research coordinator for the University College London's Centre for Blockchain Technologies with 10 years of experience in cryptocurrency ranging from business development to protocol design.



Zazu (anon)

Founder & Software Engineer

Software developer and product designer with 15 years experience in FinTech, SaaS and mobile platform solutions. Specialties include money remittance, e-commerce and enterprise-grade architecture design. 5 years of experience in blockchain software, investing and business development.

Support staff

11 developers

4 designers

3 community managers

1 staff writer

