Re-Inventing the Link

Investors deck June 2019

About 2key

Redistribution of wealth and empowerment for individuals is essential in the present times.

Our goal is to give people and organizations the ability to empower their customers and communities by using advanced encryption technologies.

What amazing things we can do if we could add to each HTTP link a tracking code that accompanies it everywhere online, draws its distribution graph and economic value, as it travels online between people, and all that embedded right into the link itself.
That's exactly what 2key built.

2key developed the technology to transform regular links into Smart Links. 2key links identify and track the exact distribution chain of all the people who shared the link and saves the information in the link itself in an innovative encrypted method.
And if that's not enough, we've even developed a way to embed smart contracts into our Smart Links, so now 2key links can hold contractual liabilities, rights, ownership, and value.

This is the technology we created (and patented), and with that, we're building an amazing referral product for SMBs and SMEs, and much more then that.

From

Basic URLs

http://centralized_website.com/info&?source=gibrish&utm_other&?fbclid=All.Same

To

2key Encrypted Links!

http://2key.network/0x825140dGu610C9a72Dk02c2622nMB1BxC3A6Fa1A5

Introducing 2key link

Contains

2key Protocol

Wallet

Interface

Smart Contract State

Economic Value

Tracking State

`http://{code_hash} & {state_hash}`

Source

IPFS

Decentralize File Storage

Merkle-web hash dictating the code. Making the browser a decentralized blockchain node.

2key Protocol State

A transaction request or state identifier propagated between the parties in the campaign's Multi-Party State Network.

The 2key Link: a simple http + 2key protocol = An independent link that can run an entire campaign

The Unique Technology Behind 2key

2key combines blockchain technology with 3 unique innovations built by 2key labs:

- The **2key Protocol** - a revolutionary 2nd layer running on top of Ethereum, embedding smart-contracts into HTTP links.
- Our **Multi-Step Tracking** technology allows links to track and record every person who interacts with them.
- 2key's **Multi-Party State-Networks** technology connects all people sharing a link into a dynamic blockchain shard, without requiring prior knowledge of their identity or wallet address

Introducing the 2key.Network

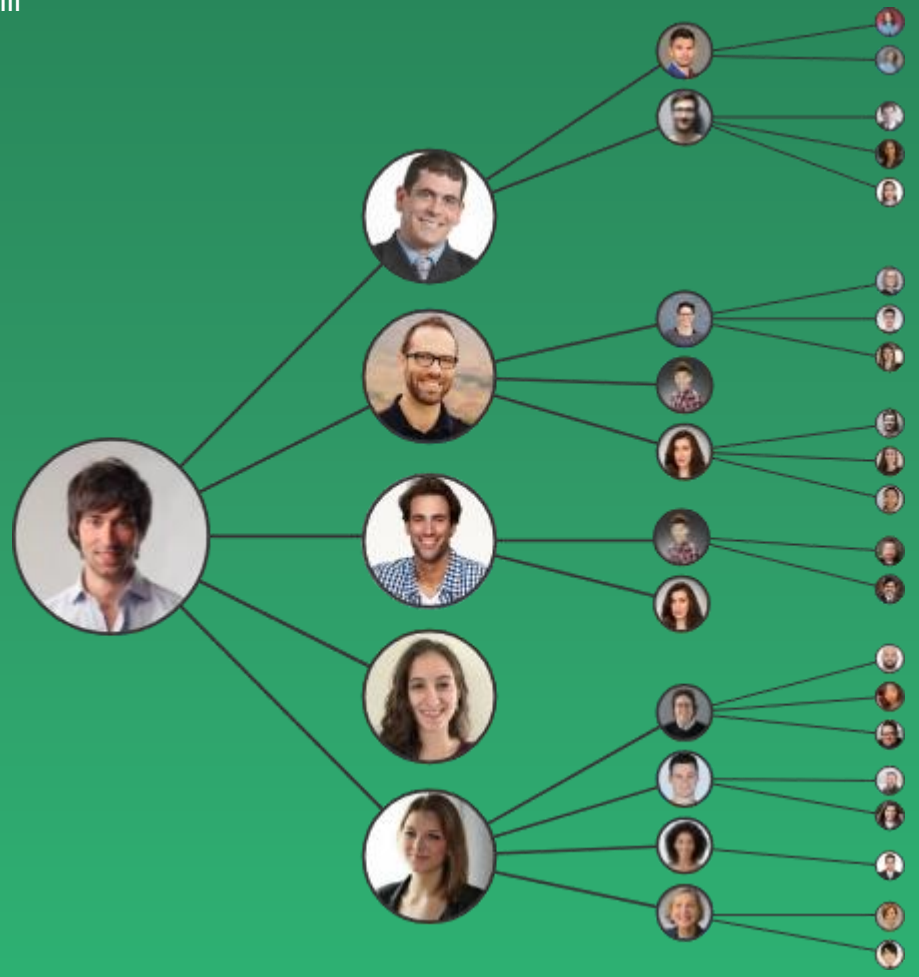
A Blockchain based Referral Platform

Putting the Power of 2key's Technology to Work

2key network offers an entirely new incentivization model to make people participate, collaborate and achieve results together.

Each campaign on the 2key network automatically generates a 2key link that can track each person who shares it and automatically rewards them whenever the campaign achieves a result.

When everyone is sure to get their share, everyone works together to get campaigns to their target. Empowering people to unlock their collective social intelligence to achieve real-life results.



Empowering people to unlock their collective social intelligence

2key Protocol's Real-Life Applications

Sell Tokens
Active!

Donation
Coming Q2

Patrons
Coming Q3

Crowdfund
Coming Q4

Subscription
Coming Q3

Leads & Forms
Coming Q4

Signups

Airdrops

Tickets & Events

Petition & voting

Content

Exchanges

Information

Installs

HR

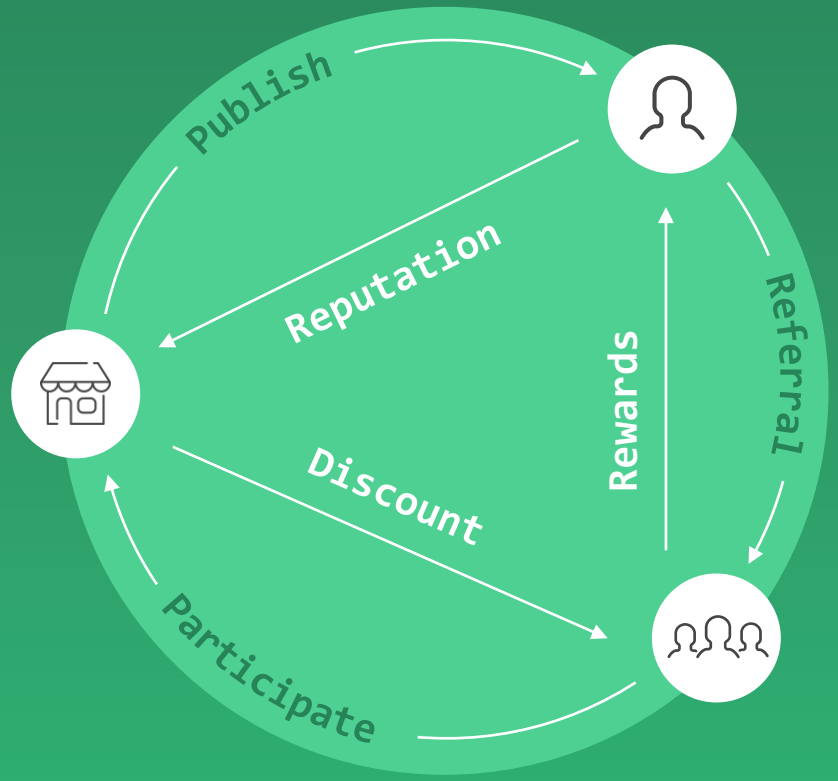
Online Goods

Offline Goods

Contests

Open API Coming Q4 2019

The 4 Types of Players in the 2key Network



Contractors

Instantly create risk-free campaigns that create a buzz, reach the right audience and generate results.

Referrers

Automatically get rewarded for sharing links to the stuff they like with the people they know.

Participants

Get reliable referrals from people they know about stuff they're interested in.

Integrators

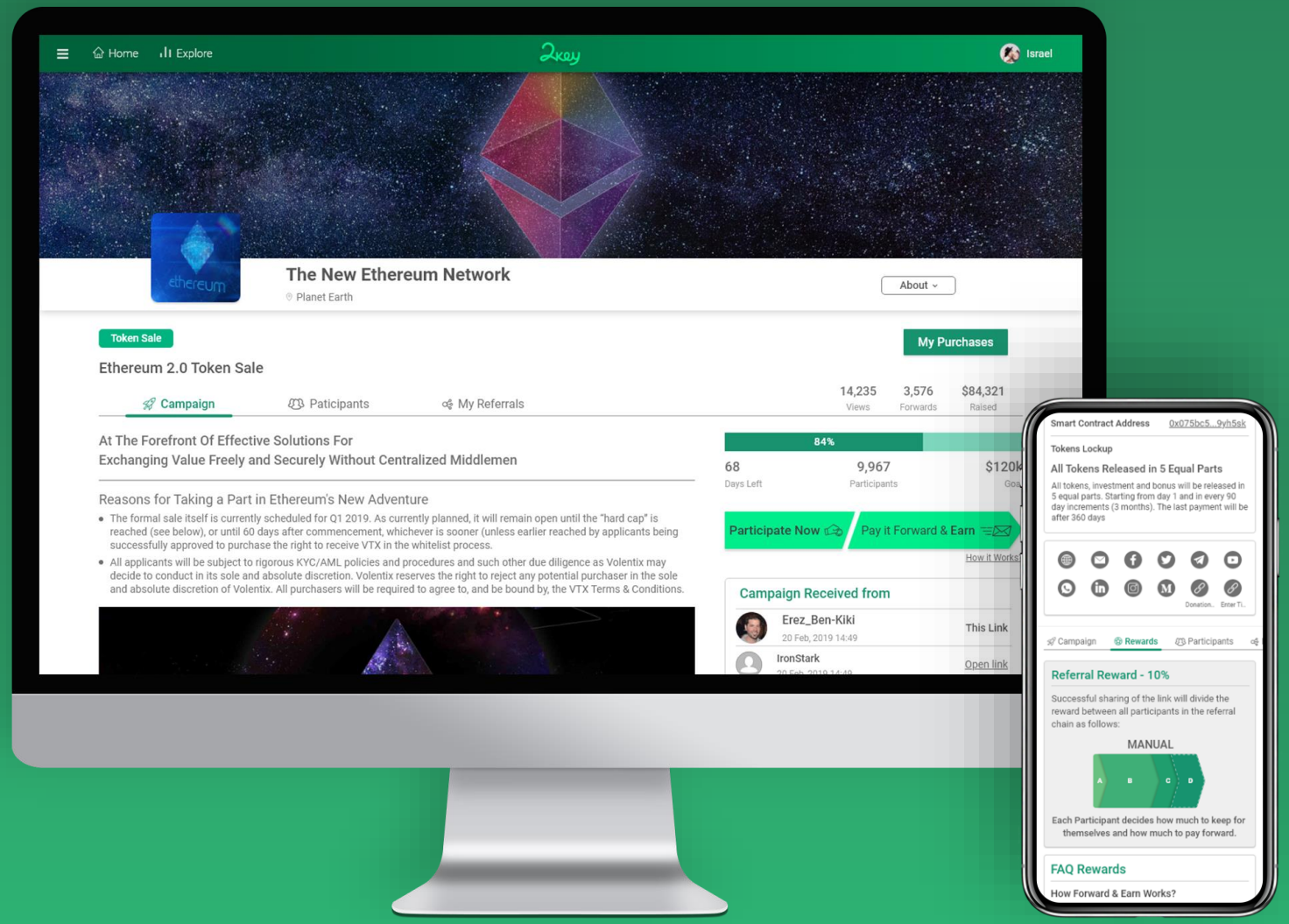
Offer their services to the network's contractors and users on a for-profit model.

Redistributing wealth is a win for everyone!

How 2key Campaigns Look

Campaign page is self-produced and is fully designed and editable in a simple and fast way without the need to implement any code. 2key is fast, easy and self-served.

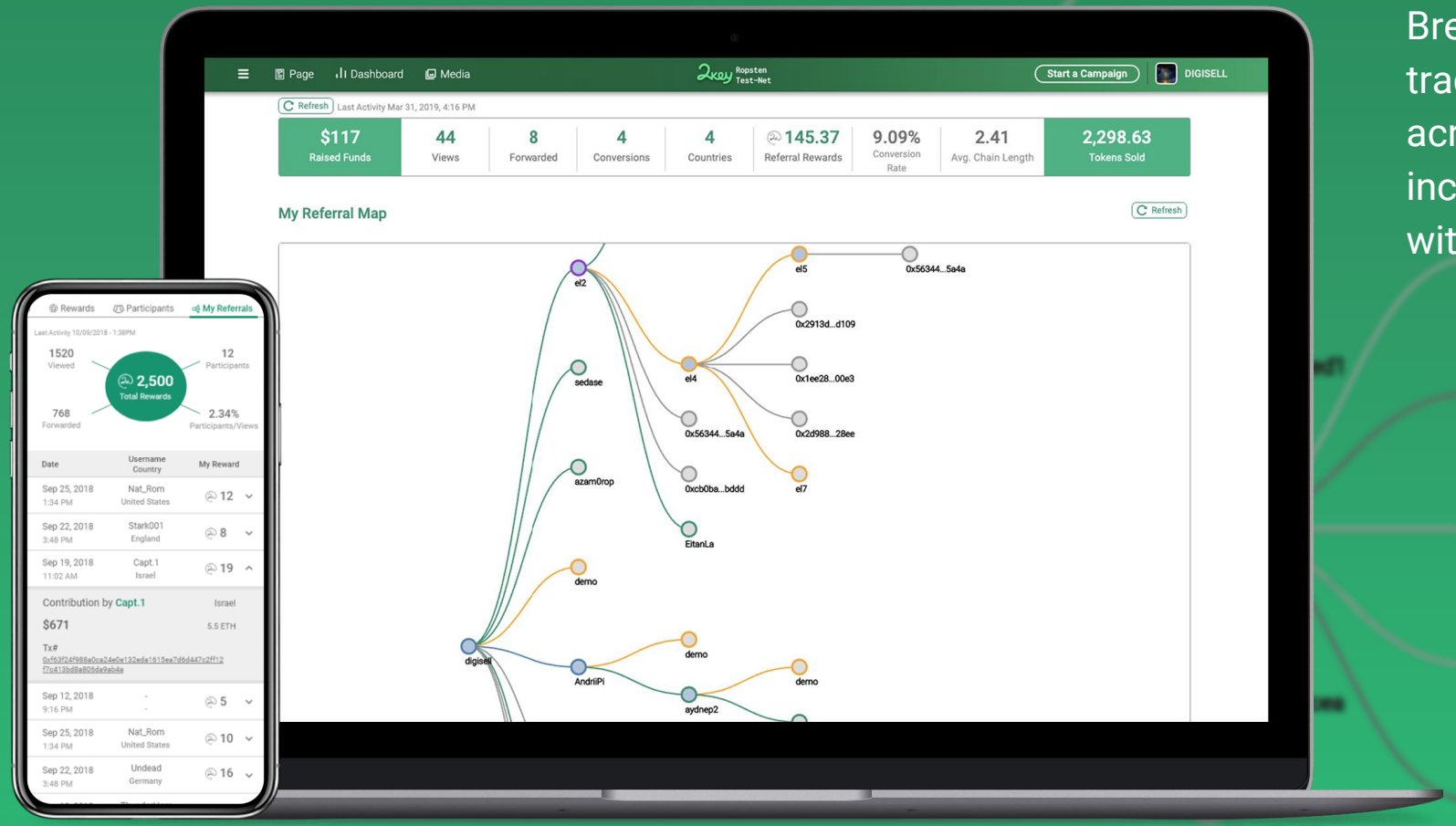
Product V1.0 Ready!



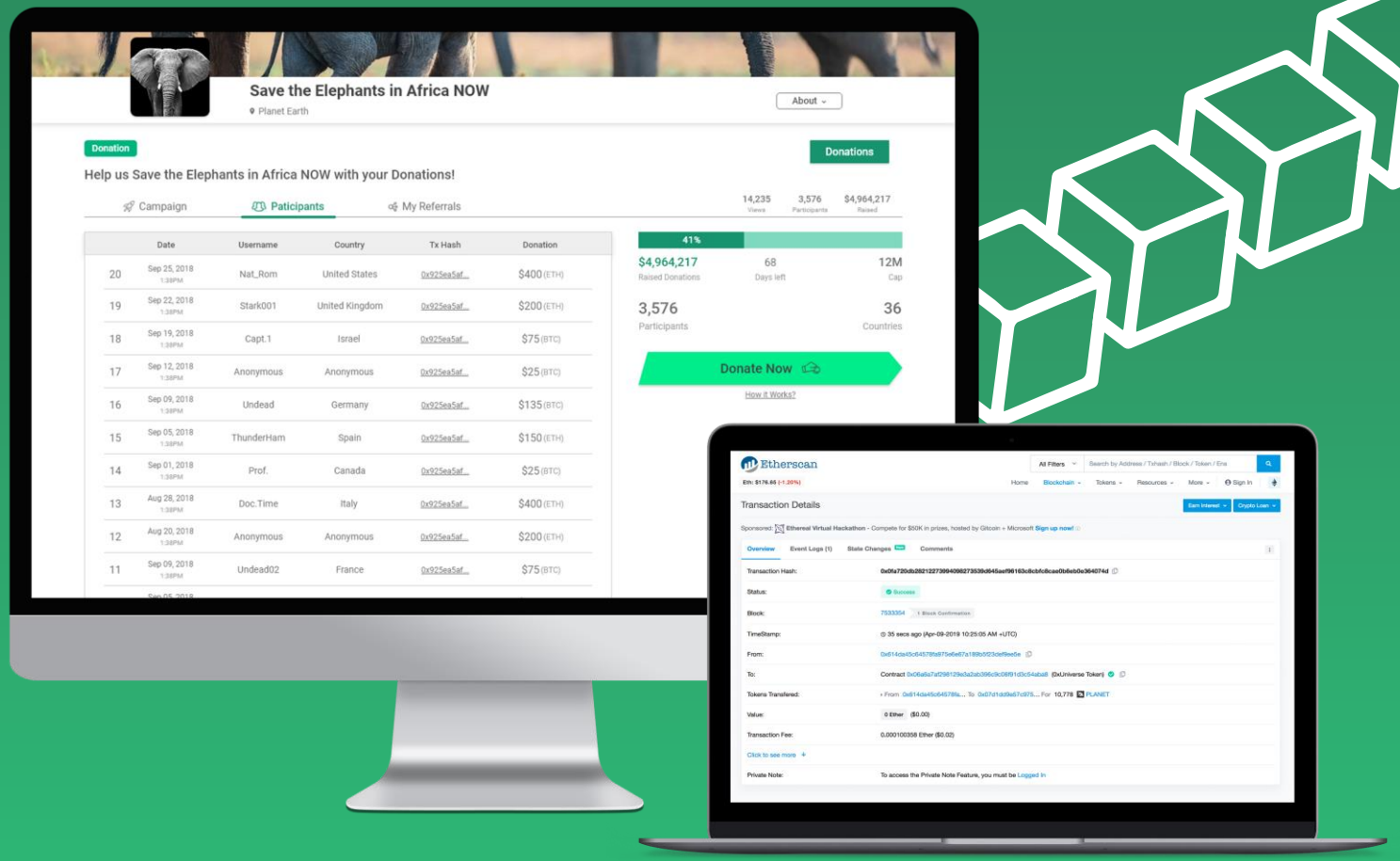
Innovative

Multi-Step Tracking Technology

Breakthrough technology for tracking each link's precise path across the web offers a new way to incentivise people to share links with target audiences.



Clear



Full Transparency

Runs on Ethereum public decentralized blockchain - Contracts and transactions are fully visible to all.

Secure

Managed by Smart Contracts

Automatically ensures that interests and assets of all parties are upheld and secured.

More 2key Campaign Advantages

One-stop-shop for all contractors and users needs

Raise Cryptocurrencies
An additional and innovative fundraising model

No Tx fee Its crypto!
No need to pay 3rd parties like Visa or Paypal

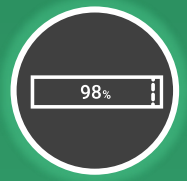
Participation Tokens
Create and give unique ERC tokens to all participants in donation campaigns

Global
Open to the whole world! It's crypto

Self-Serve
Ease of use. No code or software integration needed

Credit Card Accepted
Option to enter with Credit Card. (Powered by Simplex)

Distribution Models
5 Different models to split the reward in the referral chain



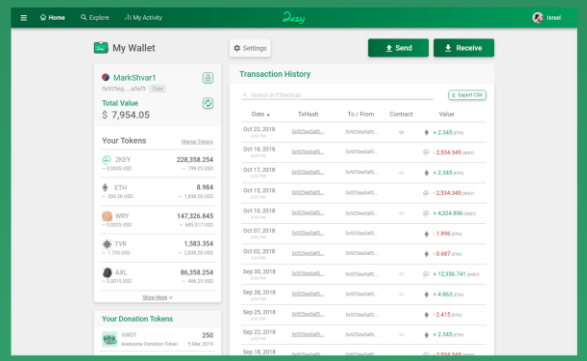
Platform fee -only **2%** compared with 5%-10% avg. on other platforms

Feedback
Each 2key link contains an option to give feedback on the content or sender

1st to Market!

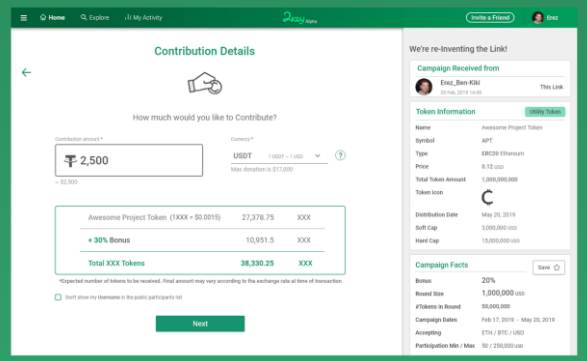
More Network Features

Already deployed in our beta version



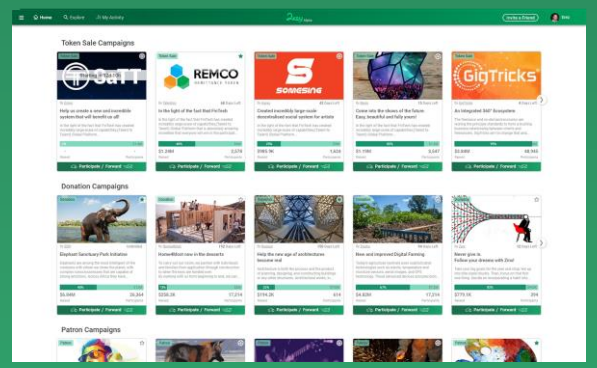
Wallet

In-app **2key wallet** and integration to **Metamask** and **Ledger**.
More wallets to be supported soon.



Currencies variety

Accepts **Ether** and many other **ERC** tokens including **Stable-Coins**
+ Option to buy ETH through **Simplex**.
Also - accepts fiat bank transfers.
Soon to accept BTC.

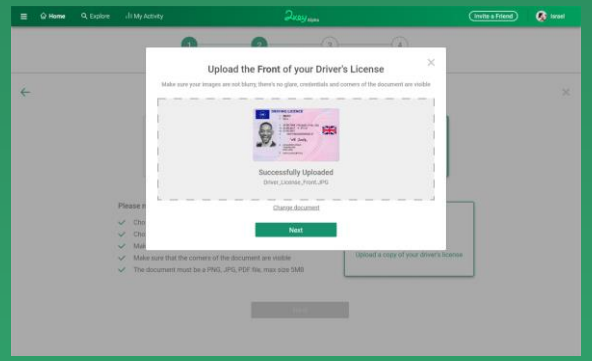


2key Marketplace

All campaigns are displayed on the network and can be found by category, location or time, thus generating **organic** and **search** traffic.

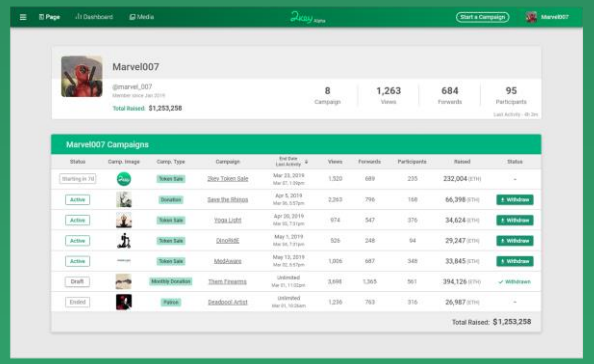
Other Network Features

Already deployed in our beta version



KYC

Free KYC (Know your customers) service by 2key- Passport/ ID/ Driving License + Selfie+ Proof of residence. Also- Integration to KYC providers like **Civic, Onfido, Netkey** etc.



Dashboards

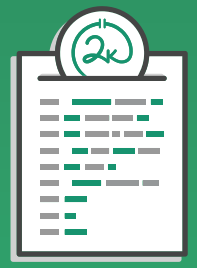
Simple, clear dashboards for contractors or users, Gathering all past activity and optional actions.

Responsive

2key Network is fully responsive to all screen sizes from day one.

The 2KEY Token – The Benefits of Decentralization

2KEY tokens are ERC20 tokens, built specifically as the 2key network's native utility currency.
They're used in all activities on the 2key network such as launching campaigns or rewarding participants.



Activate Campaigns

Referral Rewards

Reputation Rewards

2key's tokenomics are designed to ensure 2key network's efficiency and create a strong link between the network's performance and 2KEYs value, so that people holding them will always gain value from 2key network's overall success.

Download 2key's Tokenomics paper- 2key.network/tokenomics

Where We're Heading Next Year

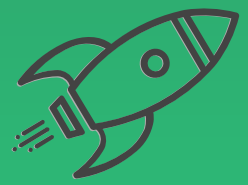
Development → Production → Market → Fit → Scale → Repeat

Development:

- New verticals: Crowdfund, Leads, Subscriptions, Petition, HR, Content, Exchanges and more
- API + Pixel
- SDK
- White-label solutions
- Supporting more wallets
- Basic Audience & CRM Product
- New Languages
- Raise Design level

Others

- Marketing & acquisition
- S. Contracts Auditing
- Pay gas fees for first-time users
- Legal and Regulation
- Listing on exchanges and Market Making



2key Labs

Expending the frontiers of Blockchain

2key Labs is the innovation arm of the 2key network. Headed by 2key Chief Scientist Udi Ben-Reuven and managed by 2key CTO Eitan Lavi, 2key Labs is focused on developing breakthrough blockchain technologies to help ensure blockchain's future is truly decentralised, scalable and accessible.

2key Labs has already developed 3 patent pending technologies that form the basis for the 2key network. Our revolutionary Multi-Party-State-network technology lets 2key network participants effortlessly interact with smart contracts simply by sharing links through their regular browsers and enables the entire 2key network to easily scale-out.

Currently, the lab is focused on developing a general purpose Layer 2 (L2) solution for running any smart contract on browser-based Multi-Party-State-Networks (MPSNs). The solution is the lab's main goal for 2020 and includes several pillars, including solutions for running any solidity code, enabling the efficient use of zero-knowledge methodologies, allowing buffered offline persistence into L1, facilitating p2p direct communication of transactions with zero reliance on centralized infrastructure and dynamic addition of contract parties.

Learn more: 2key.network/2key-labs

How Big Can it Get?

A global technology platform for human-centric ad-targeting

The ad-targeting is a huge business and is the primary revenue driver of Alphabet and Facebook, for example.

An entirely groundbreaking solution for the long tail of businesses: simple, accessible and entirely risk-free

Current solutions simply don't answer to the needs of smaller players.

One stop shop for all campaign needs

The Wix of smart contracts, referrals and much more.

$210B
Global online advertising Budget

110M
SMBs & SMEs Globally

$180B
Cryptocurrencies market size

Blockchain technology is estimated to take 20% of online activity within 3 years

2key | Team & Advisors

Who's Behind the 2key Project

Team

Erez Ben-Kiki

Founder, CEO, Product

Eitan LaVi

Founder, CTO

Udi Ben-Reuven

Chief Scientist

Andrii Pindiura

Director of Engineering

+14 more

Advisors

Dr. Reshef Meir

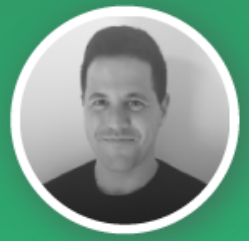
Algorithmic Game Theory Specialist

Nimrod Lehavi

Founder, CEO @ Simplex

Dr. Roey Tzezana

Author, Futurist



Guy Zyskind

Founder, CEO @ Enigma

Check all Team members and Advisors @ 2key.network/team

We're heading towards a future where people will share the value generated by using their own data and information. With the right tech, that's not only possible but even more productive for everyone.

2key will always be at the forefront of this revolution, creating an entirely new kind of relationship between campaigners and audience, one in which everyone is on the same side.

Re-Inventing the Link

www.2key.network

For a Product Demo Contact

Erez@2key.network