



Filling Inter-Party Trust GAP in Online Transactions & Interactions



ECOSYSTEM DRIVEN DATA-INTERCHANGE
ENABLING TRUST
Powered by Blockchain



Verifiable, Secure & Transaction Ready Data & Credentials, Blockchain powered Ecosystem to establish TRUST

Summary: About ThynkBlynk

WHO WE ARE

Incorporated in India & Singapore, with JVs in Kuala Lumpur-Malaysia, Dubai-UAE, Manila - Philippines* and with product engineering base in Hyderabad -India, ThynkBlynk is a technology company that created ChainTrail.com

WHAT IS

CHAINtrail 

ChainTrail.com is a Heterogenous Ecosystem of reliable Trust creators enabling secure Data Interchange powered by Permissioned Ethereum Blockchain installations

FOUNDING TEAM

International & Cross industry Experience of over 100 years (Banking, Knowledge Services, Automotive, Payments, Consulting) with business relationships in over 30 countries, our service is for the Global Marketplace, offering solutions for local use-cases

CURRENT GAP

No Cross Industry secure data interchange and transaction platform to establish inter-party Trust
Fraud Risk • High Cost
Trust Not Portable

OUR SOLUTION

ThynkBlynk has created ChainTrail.com, an online Data-Interchange bolted on the Blockchain that seamlessly enables inter-party trust in transactions - Securely, Efficiently and Digitally

MARKET SIZE

Businesses & Users currently spend over **\$50B** on online storage, verification, compliance & couriers to execute transactions. Additionally, global fraud loss in 2018 was estimated* to be **\$ 5 Trillion**

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We ♥ startups.
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भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad



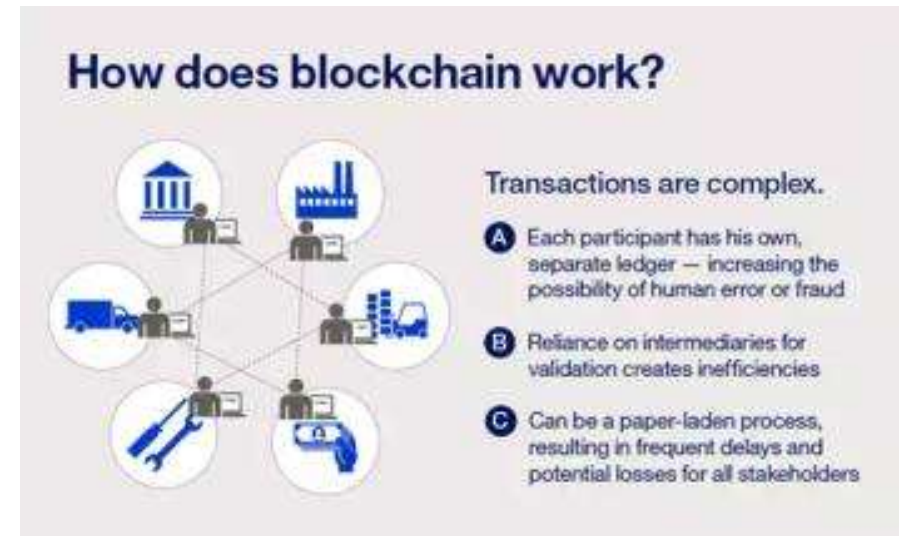
What is the Blockchain?



Blockchain is a growing list A blockchain is, in the simplest of terms, a time-stamped series of immutable records of data that is managed by a cluster of computers not owned by any single entity. Each of these blocks of data (i.e. block) is secured and bound to each other using cryptographic principles (i.e. chain).



By design, a Blockchain is **resistant to modification of the data**. It is “an open or consortium” based distributed ledger that records transactions and other information between parties efficiently, verifiably and immutably.



Current Context



OPPORTUNITY: Problem Statement



No Cross-Industry transaction platform to exchange, e-sign, track & verify data/documents with centralization of Trust function

Key Challenges: Data Reliability & Centralization, High Cost & Time, ZERO Empowerment Across Spectrum



US\$ 42B

Losses due to data fraud reported in the last 24 months

Data quality is poor > Reliability is low > Fraud risk is high



US\$ 124B

Worldwide security spending in the last 24 Months

Verifiable Data is in silos, Trust is not Portable

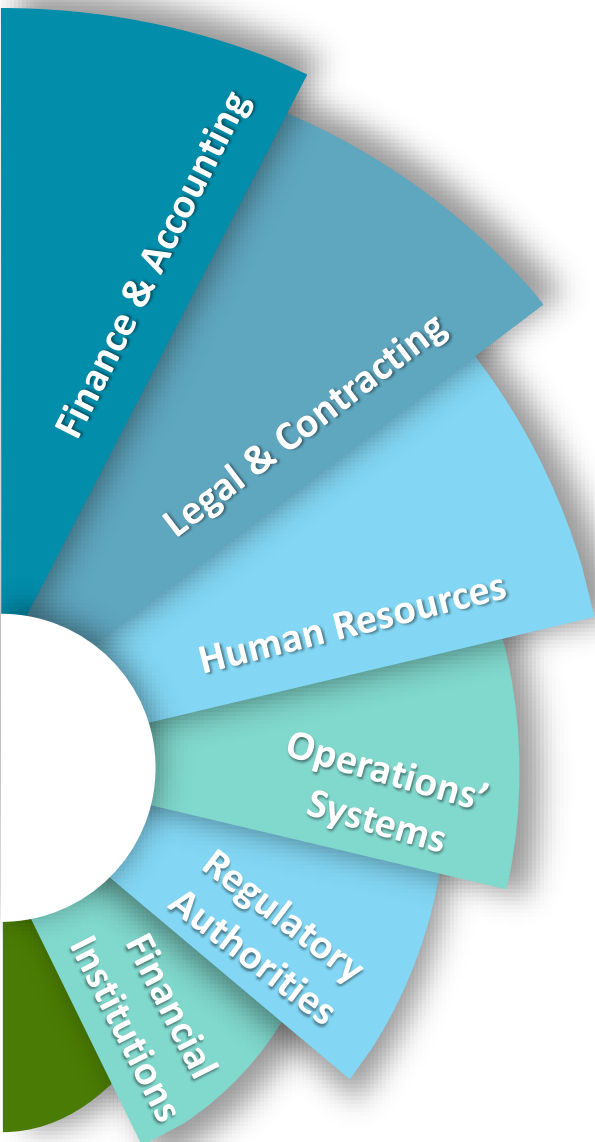


US\$ 7.4T

Digital Transformation Investment Spend between 2020-23

Delivery is very slow > Cost is very high

OPPORTUNITY: Data in SILOS, Lack of Trust in Data Exchange, High Cost



- Regulators
- Other Internal Stakeholders
- Various ERP Solutions
- External Party Touch Points
- Vendors, Suppliers
- Operational Data Systems
- Paper Storage & Tracking
- Multiple Systems Instances Globally
- Lack of Consistent Policy Implementation

Multiple Touch Points leaves long paper trails for approvals, negotiation & potential outcome

Tedious Process in collecting & verifying documents as there are multiple operators involved.

Duplication of document submission to enable services leading to loss in productivity & data security concern.

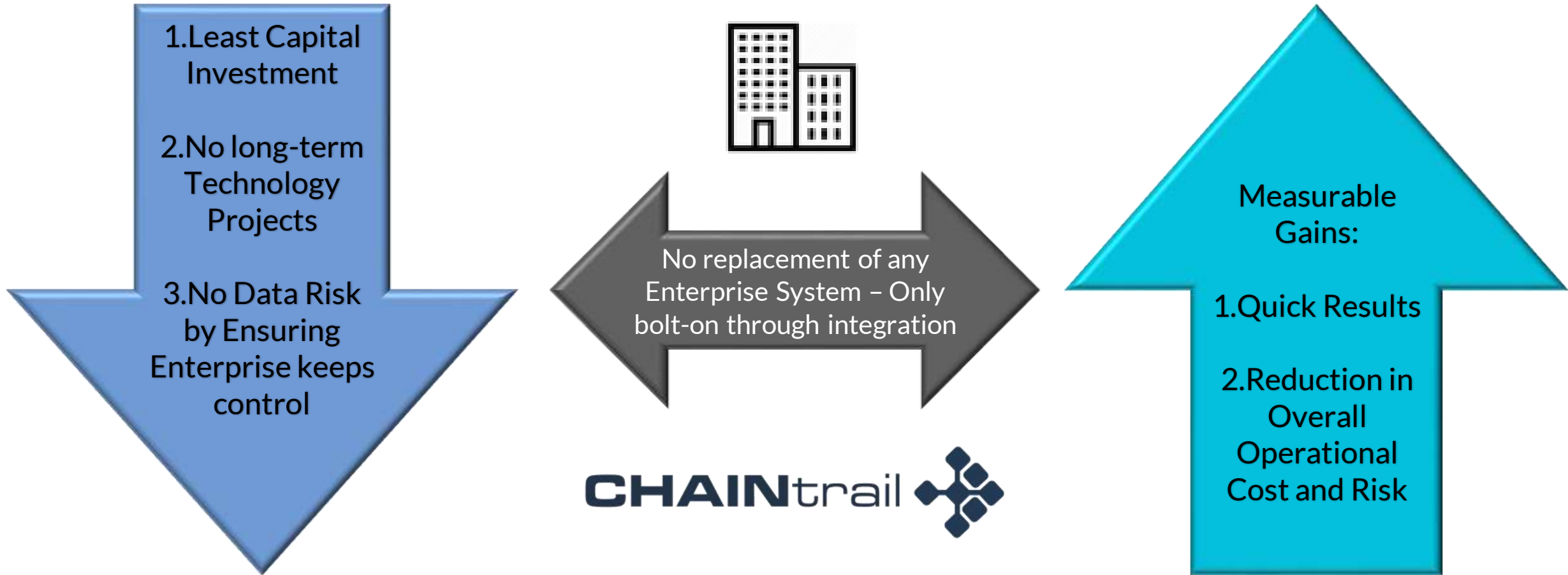
No transparency & easy to tamper confidential business / personal information as data generated is easy to tamper when shared externally.

All platforms speak in silos making the **data portability vulnerable to fraud, leakage & non-compatible.**

Data needs to be verified at each transaction point which needs additional process workflows, time & manpower.

Demanding to conduct audits as there is **no verifiability of the data** shared for review with external agencies.

Target Outcomes: Least Capital Investment, Visible Reduction in OPEX, No Risk



The Solution



Tamper Proof, Verifiable Data, Interchangeable Seamlessly



Data Repository > Data Exchange > Mimicking Business Flows

Six Tenets of an Effective Data-Interchange

Exchangeability

Verifiability
Attribution & Authenticity

Reliable

Compliant

Regulation & Residency

Privacy & Security

Paper-Less

CHAINtrail is solving 3 dimensions of the core problem



Inter Party Trust Deficit



Time & Cost in Executing Transactions



Powering the Network of Trust

CHAINtrail is only the Enabler. TRUST is created by Reliable Participants in a Network using BLOCKCHAIN

ChainTrail: Tamper-Proof & Verifiable Data : How it Works

Ecosystem powered Trust: ChainTrail Blockchain Data

DATA ISSUERS, CREATORS



Digital-Fingerprints of Reliable Data distributed into Blockchain powered Trust-Creating Ecosystem

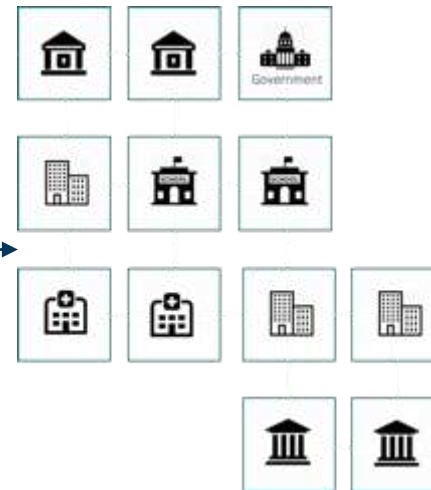
DATA OWNERS



DATA CONSUMERS, VERIFIERS



Blockchain to Power Ecosystem of Trust
Blockchain ensures data is 100% verifiable, immutable, trail lasts forever



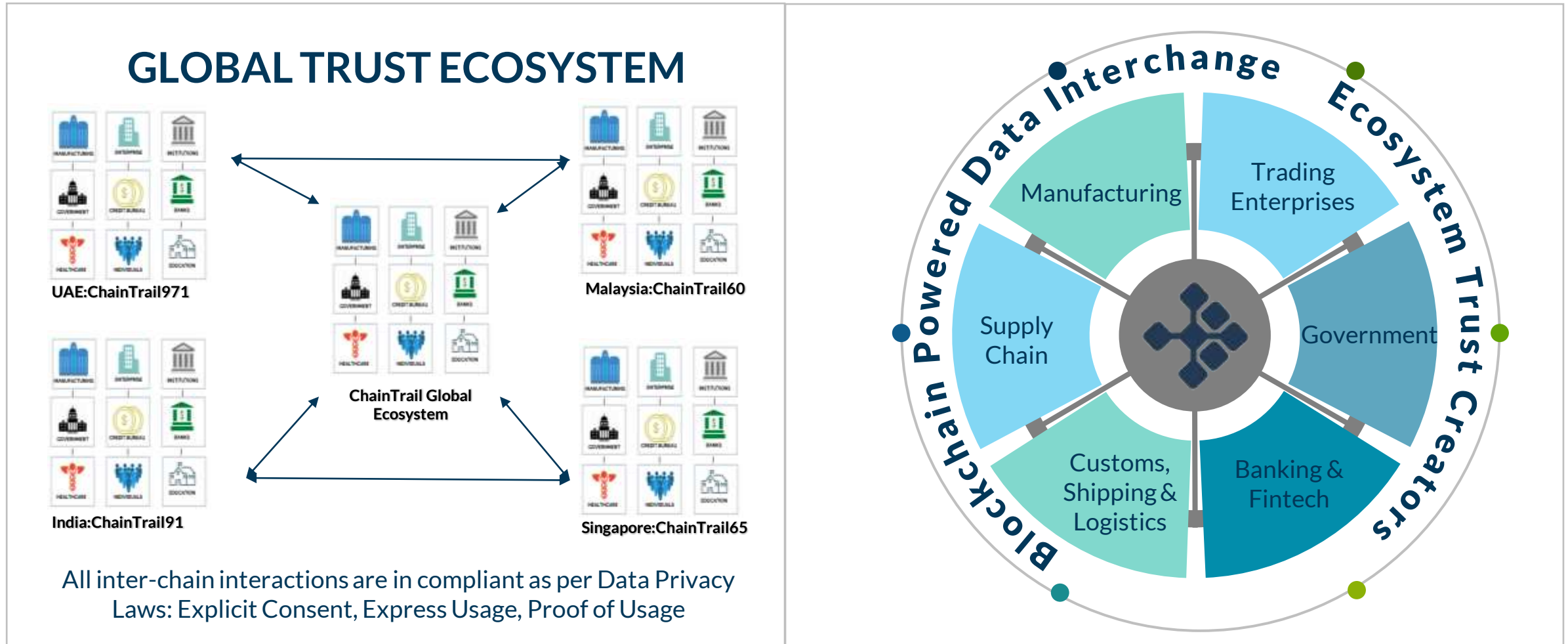
TRUST CREATING ECOSYSTEM

- > Online Data Repository
- > Secure & Time-bound Data Exchange
- > Industry Work-Flows

Local Data, Global Reach in Compliance with Regulation



ChainTrail Blockchain powered Multi-Region Data-Interchange



Solving the Single Source of Truth Anomaly

No Single Source of Truth

A multi-interface network of interactions amongst stakeholders

No subsidiarity or superiority

No single instance of truth

Blockchain enables TRUST – Principal of distributed responsibility

Horizontal platform for integration

No upfront or Capital Risk for deployment, thanks to Azure Cloud.

Agility to integrate with open APIs building interparty trust

Centralised control over data empowering the ecosystem.

Enables even the nonparticipating stakeholders to verify & authenticate.

Secure & Private Data ownership

Enterprise hosts & controls all e-Signed documents.

Documents can be set to expire, revoke with a valid reason.

Strengthen and secure sensitive personal & financial data

Fraud prevention, cyber security & data protection

Getting Started



Ideation to Delivered Value



Creating Measurable Value with ChainTrail

ChainTrail is a ready platform & ecosystem making it possible for rapid integration & implementation.

No need for complex IT project management, Deployment of huge capital or creating unwarranted operational risk.

POC, Integration & Controlled Pilot – Measure Success



Week 6-12

Finalize Use-Cases that brings Immediate, Measurable Outcome



Week 3-5

Ideate & Identify Potential Use-Cases



Week 2-3

Meet, Discuss & Understand the Platform



Week 1

VALUE



IDEA

Local Ecosystems – Global Trust

Key Traction



Key Traction

CHAINtrail 

- ✓ A \$15B telco is using our platform to issue HR letters so the banks and embassies who receive the same can verify and rely on them instantly without having to seek manual verification **saving immense amount of time and cost** for all parties involved
- ✓ Winner of Novartis NBSX Innovation challenge in partnership with Start-up India. We are one of the 4 companies and the only one in Blockchain to have been shortlisted in the challenge.
- ✓ Large eHealthCare provider in India is at integration stage for eSignature based verifiable reports and prescriptions – 20K transactions/month and over 250K active users
- ✓ Large SAP integrator in Middle-East is at integration stage to integrate PO and Invoice Work-Flow on SAP Business One. Plan to roll-out across its user based of 100+ small & large enterprises including government. Revenue share partnership.
- ✓ Malaysia's Largest University at MoA stage for full digitization of Student & Employee records
- ✓ One of the Top 4 global car manufacturer considering a POC for Digital Asset Tracking & Loan Risk Assessment with KYC Flow

CallHealth⁺
Everything about health



Proud Winner
NBSX Innovation Challenge
NOVARTIS | #startupidia



thynk
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Thank You

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CHAINtrail 