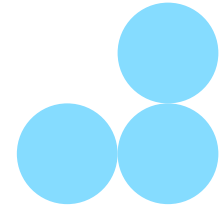
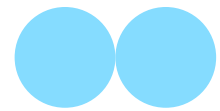


**BLOCKCHAIN
ENABLEMENT FOR
ENTERPRISE.**



**REDUCE COSTS.
IMPROVE CASH FLOW.
INCREASE TRUST.**



BLOCKBRIDGE

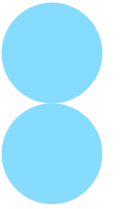


www.block-bridge.io



info@block-bridge.io

THE PROBLEM

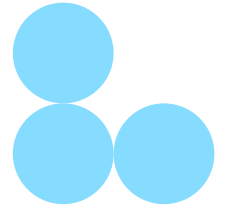


In enterprise finance and operations, businesses face:

- High transaction fees; slow settlement & reconciliation.
- Fragmented data and manual controls which increase compliance exposure.
- Cross-party workflows that lack a shared source of truth and auditability.
- Long, costly pilots with unclear ROI, stalling adoption.



Our **SOLUTION**



A no-hype path from concept to compliant launch.

(1) EDUCATION

Exec training, web courses, and workshops.

(2) CONSULTING

Opportunity mapping, treasury/compliance, and product design.

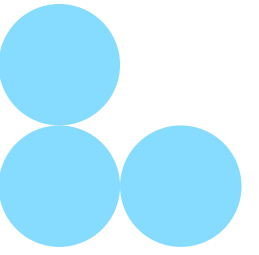
(3) IMPLEMENTATION SUPPORT

MVPs, pilots, and integrations with vetted partners

Outcomes: immutable audit trails, 24/7 settlement, programmable money.



WHY NOW?



Stablecoins enable programmable money with instant settlement and native auditability.

The enterprise mindset has shifted from hype to pragmatic cost, cash-flow, and compliance wins.

Tooling and partner ecosystems are maturing; integration can run alongside legacy.

CLIENT PROFILE

PRIMARY BUYERS

- CFOs
- CIOs
- CPOs
- Controllers
- Treasury
- Risk
- Compliance

Automotive:

- OEMs, dealer groups, auctions, floor-plan lenders
- Leverage CEO's network

Financial Services:

- Treasury and Reconciliation

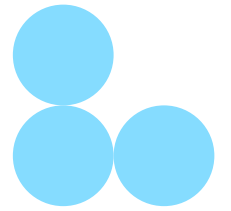
Healthcare and Supply Chain:

- Multi-party data & payments.

Focused execution in automotive for quicker wins;
Other verticals are in the pipeline.



Service **PRICING**



EDUCATION

- Web Training: \$149 - \$299/user, \$49 - \$99 certificate add-on.
- Corporate Training: \$4,000 - \$7,500 per engagement.

CONSULTING

- \$3000-\$5000/day.
- Typical 2 Weeks with Exec Read-Out.

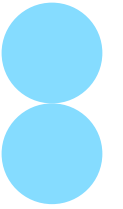
IMPLEMENTATION SUPPORT

- Fixed fee or T&M Pilots.
- Representative Pilot Cost ~\$50,000.

LONG-TERM OPTION

- Automotive Auction Payments Product.
- \$500/mo + \$1 per vehicle per side.

Y1 BUSINESS MODEL



ILLUSTRATIVE VOLUME x PRICE

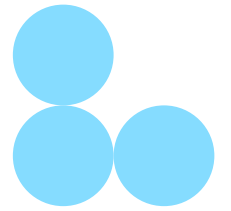
- Online Training: $500 \times \$199 = \$99.5K$
- Certification: $200 \times \$75 = \$15.0K$
- Corporate Training: $12 \times \$5K = \$60.0K$
- Consulting: $24 \times \$15K = \$360.0K$
- Implementation Pilots: $2 \times \$50K = \$100.0K$
- Sales Uplift (BD hire): **$\$90.0K$**



TOTAL REVENUE Y1: \$724.5K



Go-To- **MARKET**



Positioning:

“Your trusted, no-hype guide to enterprise blockchain.”

Channels:

- LinkedIn (daily shorts/carousels)
- Monthly Blockchain 101 webinars + quarterly vertical panels.
- 6 events/year
- Thought-leadership (whitepapers & case studies).
- 2-min explainer video and cut-downs.

Funnel sequence:

Webinar → nurture (email + case study) →
discovery call → paid workshop → consulting →
pilot.

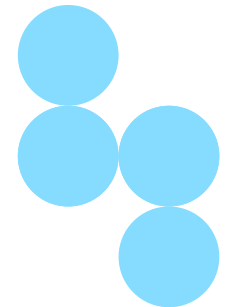
90-day plan:

Launch paid course + certificate; run webinar #2
focused on finance pain points; close first
corporate trainings.

PIPELINE & KPI TARGETS

- **Top-funnel:**
 - 6 webinars × 150+ registrants → ~900 leads
- **Education sales:**
 - 50+ paid users in first 90 days; ~500 paid users in Year-1
- **Consulting:**
 - 2–4 new engagements/quarter
- **Pilots:**
 - 1–2 implementation pilots in Year-1
- **Pipeline health:**
 - \$1M+ weighted; ~10% close rate

COMPETITIVE LANDSCAPE & OUR EDGE



COMPETITOR TYPE

STRENGTHS

WEAKNESSES

OUR EDGE

**BIG 4 &
BOUTIQUES**

Change Management,
Enterprise Reach

Slow, Expensive,
Less Blockchain-Native

Education → Consulting →
Pilot Continuum;
Faster, Pragmatic

**BLOCKCHAIN
DEV SHOPS**

Build Fast,
Tech Depth

Limited C-Suite Framing,
Compliance Gaps

Compliance-Aware Designs;
Partner Network for MVPS

**TRAINING-ONLY
PROVIDERS**

Scalable Content

No Path To
Pilots/Outcomes

Content → Consulting →
Pilots → Measurable ROI

OUR TEAM

Nimble, experienced, and deeply knowledgeable.

Bradley W. Smith

President & CEO

20+ yrs automotive data & product leadership; Former VP Product (Experian Automotive); keynote speaker and cited expert.

Patrick Kehoe

Co-Founder & Marketing Director

Branding, content, creative, demand gen; leads webinars, short-form video, events.

Sales

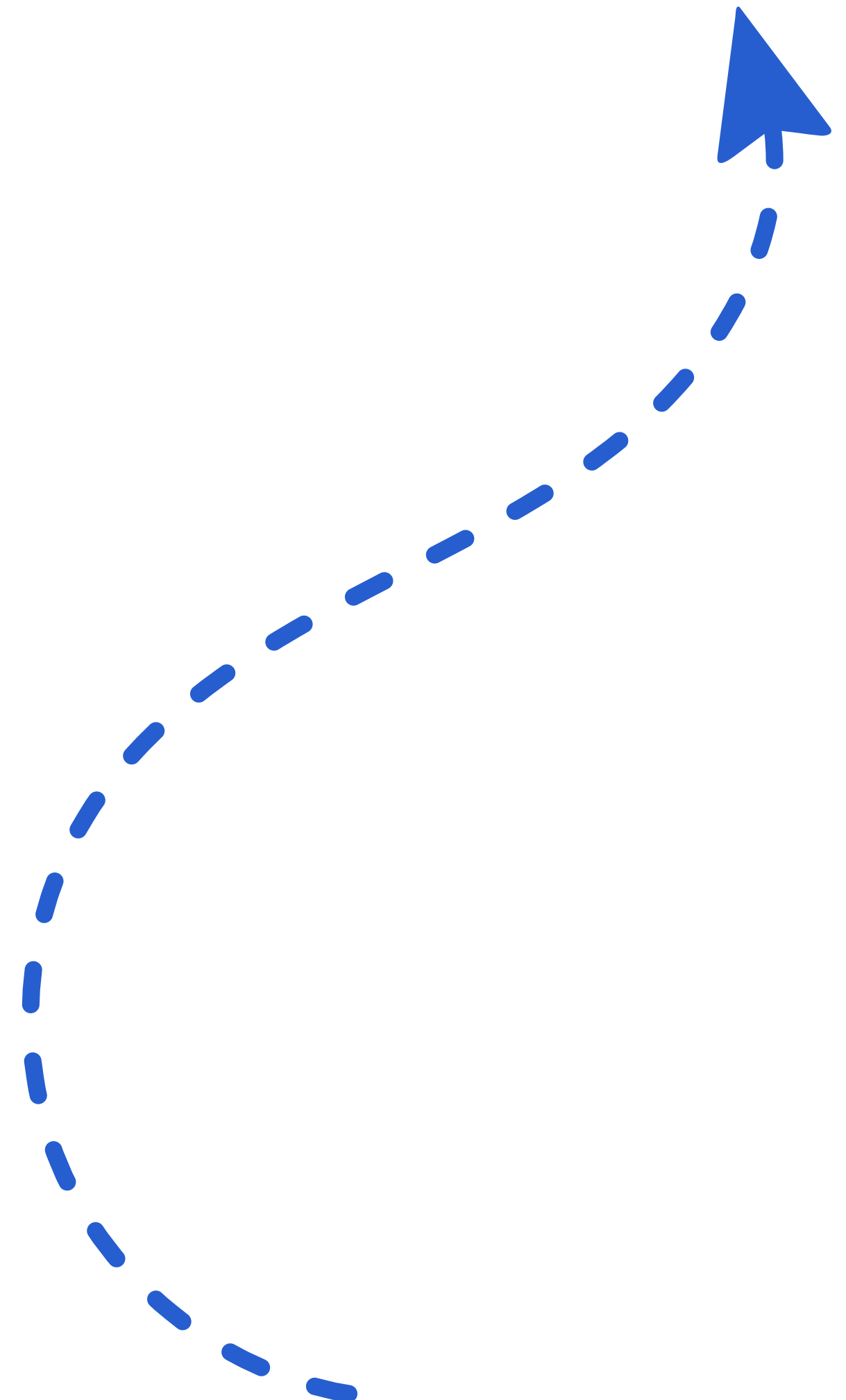
Business Development

Year-1 hire focused on named accounts and partnerships (OTE 90K).



OPERATING PLAN

- Remote First; Day-Office Rentals for Client Sessions
- Standardized SOWs; Security & Compliance Checklists
- Contractors for MVPs and Pilots; Audit & Compliance Partners; LMS partners for education distribution.
- Planned Hiring: Y2 Admin Support; Y3 Junior Consultant for added billable capacity.



Year 1

FINANCIAL SUMMARY

Revenue: \$724.5K

Fixed Costs: \$444.0K

- **Salaries:** \$300.0K (CEO: \$150K; Marketing: \$60K; Sales/BD: \$90K OTE)
- **Opex:** \$144.0K (Legal: \$10K; SaaS: \$3K; Events & Travel: \$66K; Lead Gen: \$50K; Misc: \$15K)

Net Operating Income (Pre-Tax): \$280.5K

THREE YEAR FORECAST

	Revenue	Expenses	Net Income
Y1	\$724.5K	\$444.0K	\$280.5K
Y2	\$1.41M	\$555.0K	\$860.0K
Y3	\$2.45M	\$668.0K	\$1.78M

USE OF FUNDS & RUNWAY

\$500K Seed (12-18 Months)

- Salaries (CEO + Marketing): \$210K (42%)
- New Hire – Sales (BD): \$90K (18%)
- Marketing & Lead Gen: \$80K (16%)
- Product/Curriculum Dev: \$60K (12%)
- Pilot Implementation: \$40K (8%)
- Legal/Overhead/SaaS: \$20K (4%)

Objective:

Fund leadership and sales capacity; prove demand; deliver initial pilots.

MILESTONES

12-18 Months



- Launch paid course + certification; reach **500** paid users by end of Year-1
- Close **8-12** consulting engagements; **2** implementation pilots
- Publish **3-5** referenceable case studies/whitepapers
- If growth round closes: commence automotive pilot with anchor partners
- Establish **2-3** channel/partner relationships (LMS, compliance tooling)

Risks & Mitigations

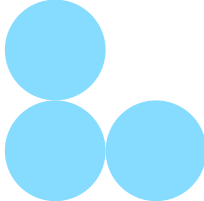
- **Regulatory Shifts (Stablecoins, Digital Assets):**
 - Specialized counsel; compliant rails; fallback designs.
- **Enterprise Inertia/Long Sales Cycles:**
 - Education-led GTM; ROI case studies; land-and-expand via workshops, pilots, programs.
- **Talent Constraints (Blockchain Dev):**
 - Vetted contractor bench; standardized pilot patterns; audit partners.
- **Adoption Friction:**
 - Sandbox Demos; guided onboarding; “run-alongside-legacy” plans

Automotive Auction Payments



Optional
Vertical
Product

- **What it is:**
 - Stablecoin-based payment platform on Algorand to streamline auction transactions (dealers, auctions, floor-plan lenders).
- **Why it matters:**
 - $\approx \$0.001$ /tx costs, ~ 4 -sec finality, end-to-end visibility via smart contracts; measurable savings and faster liquidity.
- **Pilot approach:**
 - 12–18-month pilot (one auction, one lender, 10–15 dealers) with KPIs on speed, cost, satisfaction.
- **Business model:**
 - \$500/month subscription + \$1/vehicle per side; not included in Year-1 revenue plan.



Ask & CONTACT

RAISING:

- \$500K Seed

USE OF PROCEEDS:

- Scale content & delivery.
- Win paid training/consulting
- Deliver pilots
- Fund automotive pilot groundwork

CONTACT

Bradley W. Smith - President & CEO,
brad@block-bridge.io