



# Keastone

# Vision

To be your digital home.

# Mission

To provoke utter dissatisfaction with users by simply showing them what the major players in the tech space **should** be giving them today. We will introduce a product that unleashes the power of contextual orientation powered by fully integrated services; then capitalize on the market disruption to derive financial value.

# Problem

## No Contextual Orientation In Your Digital World

Today, contextual orientation happens in your head, but **not** in your digital world.

*Birthday party*  
*Lifestyle blogging*  
*Cycling club*  
*Project at work*  
*Cooking passion*  
*Class at school*

The digital content related to these topics is spread across multiple products, databases and devices.

The multiple products you're using and the lack of contextual orientation yield a highly fragmented experience, resulting in user fatigue and greatly limiting your digital capabilities.

# Solution

## IRIIS

Contextual orientation powered by fully integrated services



# IRIIIS

Create • Consume • Interact

Contextual orientation powered by fully integrated services

## IRIIIS Room

Contextual orientation

## Spaces

Fully integrated core native services

Open API architecture for supplemental third-party applications

- Learn
- Play
- Design
- Buy
- Sell
- Work
- Capture
- Promote

## For Whom?

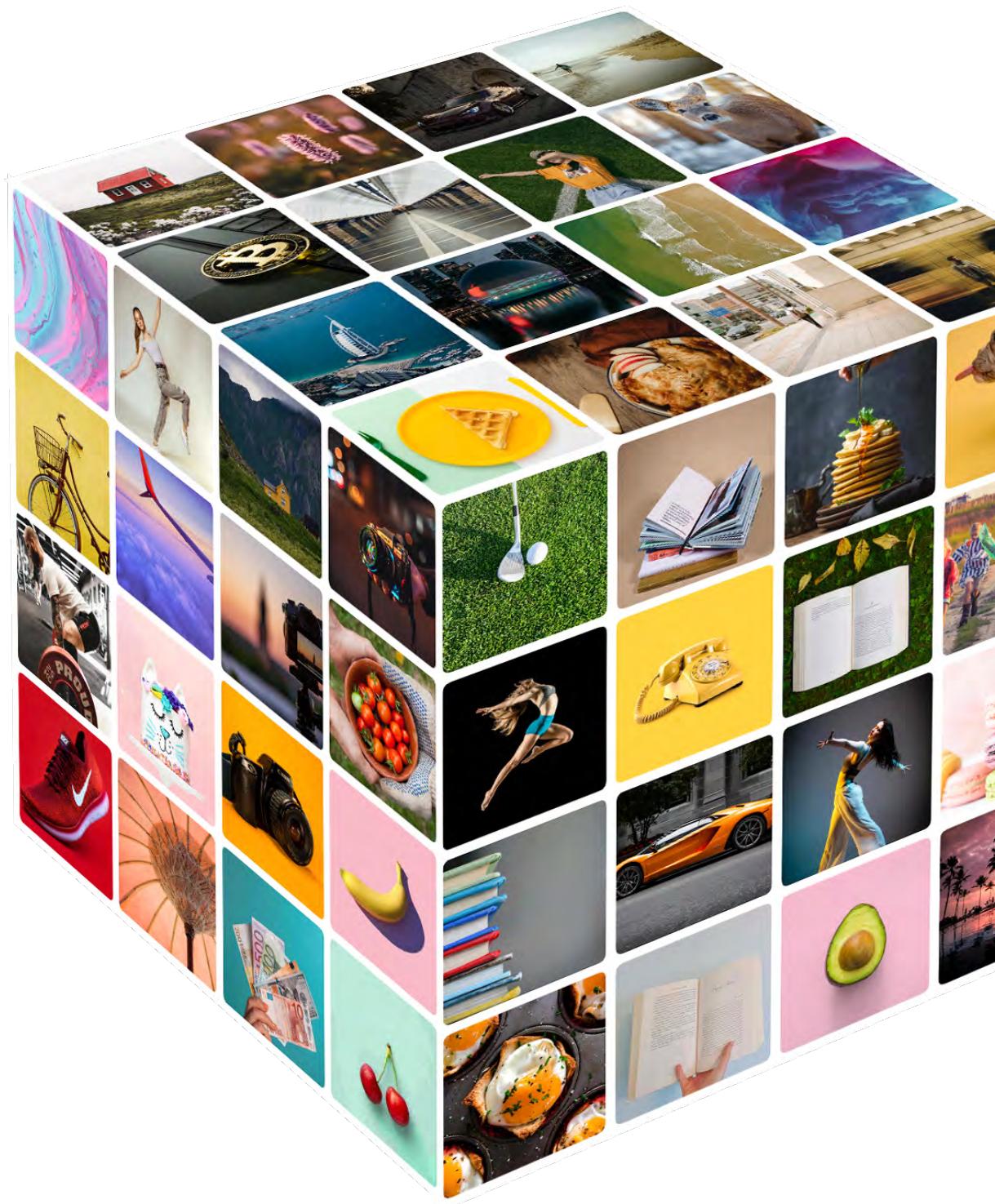
**You** as an individual user

**You & everyone** you digitally interact with

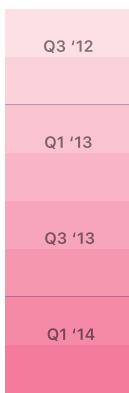
# Your IRIIS Home

## Rooms & Spaces

# What will your IRIIIS Home look like?



# Keastone Evolution Timeline



## Keastone 1 2 Y

(Problem/Solution)

Problem definition

Problem solution

Prototype

User testing (EU scientific community)

Testing analysis

Primary focus

### UX Research

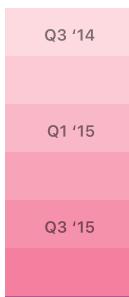
Where

**Germany (Dresden)**

**Czech Republic (Prague)**

**450k USD (cash)**

**Founders' Contribution & Consulting Revenue**



## Transition 1 1.5 Y

Silicon Valley validation

Plan to build proprietary tech stack

Series-A funding campaign kick-off

Primary focus

### Business Strategy

Where

**Germany (Dresden)**

**Czech Republic (Prague)**

**US (Silicon Valley)**

**3.2m USD (cash)**

**Series-A**

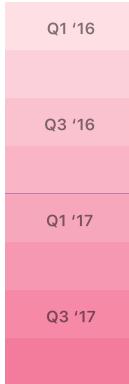
Convertible Debt Funding Round

4.4m USD (convertible debt + Interest) converted to stock Q1 2019 @ 28m USD valuation

3.2m USD Cash

600k USD Non-cash benefit

600k USD Interest



## Keastone 2 2 Y

(Native Services)

Fully integrated native services stack:

Email, Calendar, Contacts, Documents, Notes, Messaging, To-do's & Collaboration

Primary focus

### Engineering

Where

**India (Bangalore)**

**Czech Republic (Prague)**

**3.2m USD (cash)**

**Series-A**

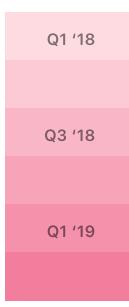
Convertible Debt Funding Round

4.4m USD (convertible debt + Interest) converted to stock Q1 2019 @ 28m USD valuation

3.2m USD Cash

600k USD Non-cash benefit

600k USD Interest



## Transition 2 1.5 Y

Transition from engineering oriented organization to a design driven organization

CZ-Series-B funding campaign kick-off

Primary focus

### Design

Where

**India (Bangalore)**

**Czech Republic (Prague)**

Q3 '19
Q1 '20

### Keastone 3 9 Mo

(Product Delivery Start)

Formation of core engineering delivery team  
IRIIIS delivery roadmap  
IRIIIS engineering architecture

Primary focus

#### Build Product Delivery Team

Where

**India (Bangalore)**

**Czech Republic (Prague)**

Q2 '20
Q4 '20

### 1 Y

(Pandemic Mode)

Reduced team to core brain-trust (10 members)  
Shifted to a different investor profile  
Focused on evolving and maturing the IRIIIS vision and product concept

Primary focus

#### Financial survival until world economy stabilization

Where

**India (Bangalore)**

**Czech Republic (Prague)**

Q2 '21
Q3 '21

### 6 Mo

(Transition to US capital market)

Defined a US-Series-B capital sourcing round by resetting the product delivery capital requirement to 10-15m USD.

Reallocated the remaining CZ-Series-B commitment to serve as funding to support our transitioning to the US capital market.  
(Approx 500k USD)

Significantly evolved & matured the Keastone/IRIIIS vision & product concept.

Primary focus

#### Resize & relocate Keastone's capital sourcing strategy to increase odds of success

Where

**India (Bangalore)**

**Czech Republic (Prague)**

### NOW

Create high quality presentation collateral for the US-Series-B capital sourcing round. (IRIIIS demo, pitch, financial modeling, etc.)

Warm up our US network of contacts to leverage in the US-Series-B funding round.

Finalize IRIIIS 1.0 design documentation for handover to Keastone engineering to size/build/deliver.

### CURRENT ROUND

**2.3m USD\* (cash)**

**CZ-Series-B**

Stock Purchase Funding Round

@ 15m USD Valuation

3m USD Cash proceed commitment

2.3m USD funded to-date

700k USD remaining to fund

*\*(This valuation was negotiated to be more on par with the Series-A valuation less the interest and discounting considerations associated to the 4 year debt conversion round. Because the Series-B round is a direct stock purchase round with a set price, the modification in valuation was necessary to stay more on par with the Series-A round while still offering an incentive to invest in the Series-B round.)*

**6m USD**

**(Total cash capital raised since the inception of Keastone)**

### ASK

Secure remaining commitment of 700k USD

Q4 '21

Q1 '22

## 6 Mo

(Transition to US- capital market)

Secure a Keastone value-pop.

Secure an early exit option for current stakeholders.

Secure 10-15m USD in capital.

Primary focus

**Secure 10-15m USD**

Where

**U.S. (Silicon Valley, NYC, Seattle)**

Q2 '22

## Keastone 4 1.5 Y

(IRIIIS 1.0 Delivery)

Assemble IIRIIS 1.0 delivery team.

Q4 '22

Transition Keastone organization to product delivery mode.

Q2 '23

Primary focus

**Deliver IIRIIS 1.0**

Where

**India (Bangalore)**

**Czech Republic (Prague)**

**U.S. (TBD)**

Q4 '23

## 3 Mo

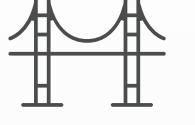
(Significant value-pop & exit options)

Primary focus

**Secure increase in stock valuation & exit options**

## US-Series-B

Secure 10-15m USD



**Keastone, Inc.**

Parent entity

San Francisco, CA, US



**Keastone s.r.o.**

Wholly owned subsidiary

Prague, CZ



**Keastone Software Labs**

Wholly owned subsidiary

Bangalore, IN

# IRIIIS Architecture

IRIIIS is a multi-tenant platform for maintaining relational data and providing efficient search and query.

The platform core architecture is micro-service based with individual modules composed into services (12 current, 21 planned) with a focus on correctness, maintainability, reliability and security.

The platform runs on a highly distributed and dynamic environment, i.e. Kubernetes, which is the de-facto industry standard for container orchestration.

The IRIIIS application itself is lightweight, fast, and easily accessible. The key aspects which enable IRIIIS to be so lightweight and powerful are:

**Flux Architecture**

**Reactive & Composable Component-Based Elements DOM Caching**

**Virtual DOM Management**

**Data Binding**

**Global State Management**

These aspects provide the required abstraction for efficiently managing large-scale containerized applications with declarative configurations, an easy deployment mechanism, and both scaling and self-healing capabilities.

As is consistent with any production-grade infrastructure, we have log collector agents for centralized logging using Elasticsearch and Kibana which can analyze logs of users and architecture in case of application crashes or user disputes.

We have monitoring setup for the Kubernetes clusters to help our team proactively monitor the environment: cluster visibility and capacity planning, trigger alerts and notifications, and a dashboard for key metrics.

IRIIIS will be developed for web, mobile (android, iOS) and PWA. The web version is currently in development.

Every individual system module is planned, documented, designed, reviewed and tested. We follow Agile and Scrum and our sprint runs in a 3-week cycle. We have implemented a formal process to manage the entire development effort, applying effective checks and balances to maintain high quality while still enabling rapid development.

# Leadership Team

The people who steer Keastone and IRIIIS



## Keith Adams

CEO, Product Visionary, Co-Founder

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### Why Keastone?

Design is my passion. Creating is never 'work' for me!

Keastone/IRIIIS is the ultimate creative challenge. We identified a foundational problem in the information technology space and have designed an amazing solution for solving that problem. We are now on the threshold of delivering the solution, IRIIIS.

My entire focus is on delivering the best possible ROI for Keastone's stakeholders who are making it possible for IRIIIS to fully come to life. We will deliver IRIIIS with mass market appeal and disruption!

Keastone/IRIIIS is a once-in-a-lifetime experience. I'm enjoying every moment of the ride!

### Favorite quotes

People will forget what you **said**,  
people will forget what you **did**,  
but people will never forget  
how you made them **feel**.

- Maya Angelou

You better work!

-RuPaul



## Jeff Medeiros

Chief Strategic Relations Officer, Co-Founder

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### Why Keastone?

What's most exciting about working on IRIIIS over the past 6 years is knowing you're working on something that is a once in a lifetime game changer. Looking back at major innovations over the past decades from PC's to the internet and browsers, to smart phones and anything connected to the Internet and AI... each of these have unleashed the power of the human spirit and propelled people to be able to do things unimaginable before their existence.

IRIIIS has that potential. IRIIIS takes away the inherent and intentional barriers that exist between the myriad of proprietary single service applications and their related data...and puts them into the hands of the individual, empowering them to do things they didn't even realize they could do.

This all started while working with scientists many years ago... a community with boundless energy, tasked with solving the most challenging problems and unanswered questions about humankind and the world. Along the way, realizing that IRIIIS can help both the smartest person in the world AND the everyday person, like me and you, is the most inspiring aspect of working on IRIIIS. To be a part of this team creating something that has the potential of helping everyone on the planet to maximize their potential in the same way the PC did... is very exciting. I can't wait to set IRIIIS free and see what it can do... or more importantly, to see what each of us can do. I've never been so motivated to make something happen in my life.

### Favorite quotes

I would rather be a superb meteor, every atom of me in magnificent glow, than a sleepy and permanent planet.

- Jack London

Be of use.

- Cider House Rules



## Divyam Khurana

Chief Product Design Officer

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### Why Keastone?

Changing people's lives: The audacity of IRIIS's vision is so insane that I want to be part of the madness. You don't get opportunities like this often, if at all. We have the potential to affect every single person's life on the planet. As a designer, you wouldn't be prouder of anything else.

Design driven organization: Just the vision isn't enough. You have to make it a reality. Keastone leadership keeps user needs front & center at all times. We realize that user experience is key in achieving what we set out to do. This creates a very healthy & fulfilling experience for a Design leader. Keastone wants to be a design driven organization, and I can proudly say it is.

### Favorite quotes

You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future.

- Steve Jobs



IRIIIS. A Keastone Product.