

The logo features a large circle with a horizontal gradient from orange at the top to magenta at the bottom. The word "Keastone" is written across the center of this circle in a white, bold, sans-serif font.

**Keastone**



**A new digital world is dawning!**

A world oriented to the topics and people in our lives.



**IRIIIS**

The digital world you deserve.

How do you build your world in IRIS?



# Share your art



## Graphic Designer

Id varius sodales sit quis id maecenas. Egestas elementum lorem placerat id venenatis pellentesque ut molestie. Nibh mattis auctor sed nibh tellus. Ac viverra pellentesque egestas.

12.5k

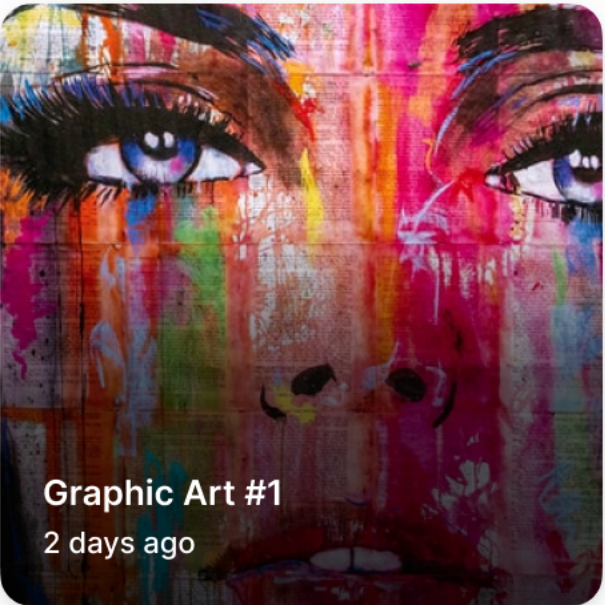
Followers

June 2018

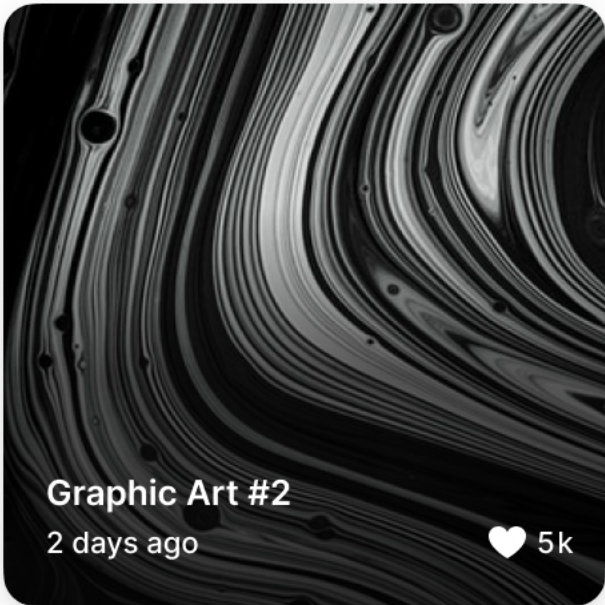
Started from

Follow Room

### Spaces

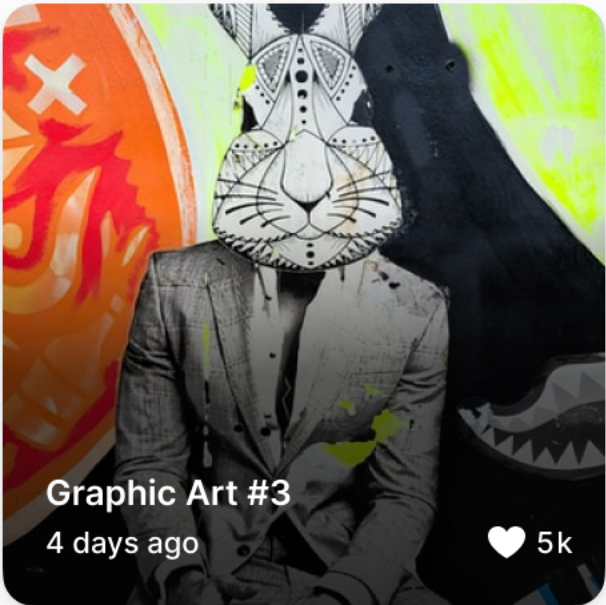


Graphic Art #1  
2 days ago



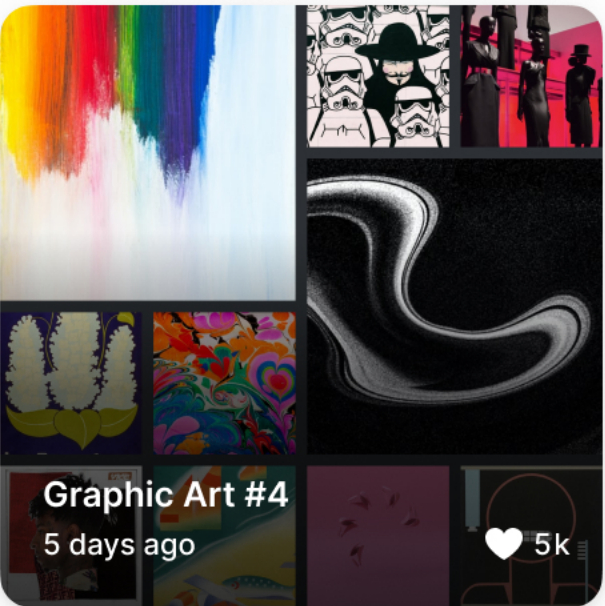
Graphic Art #2  
2 days ago

5k



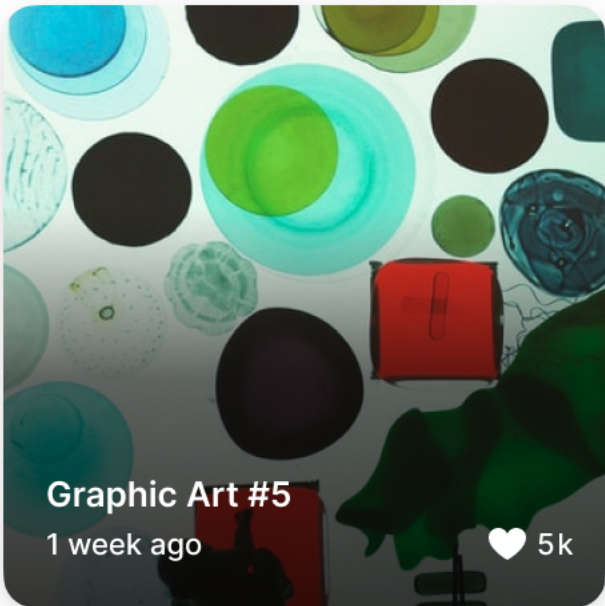
Graphic Art #3  
4 days ago

5k



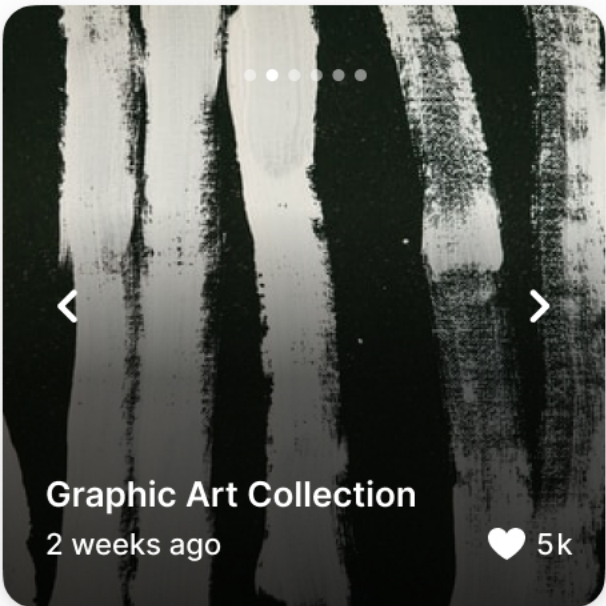
Graphic Art #4  
5 days ago

5k



Graphic Art #5  
1 week ago

5k



Graphic Art Collection  
2 weeks ago

5k



# Sell your products



## Mokobara (Luggage Brand)


Id varius sodales sit quis id maecenas. Egestas elementum lorem placerat id venenatis pellentesque ut molestie. Nibh mattis auctor sed nibh tellus. Ac viverra pellentesque egestas.

12.5k

Followers

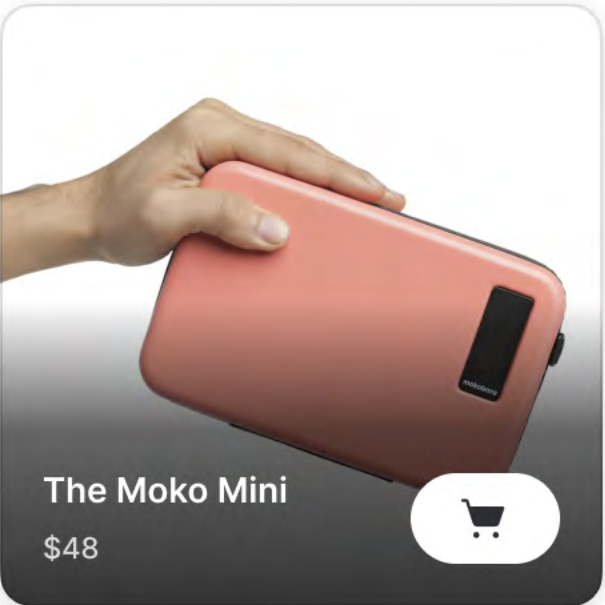
June 2018

Started from

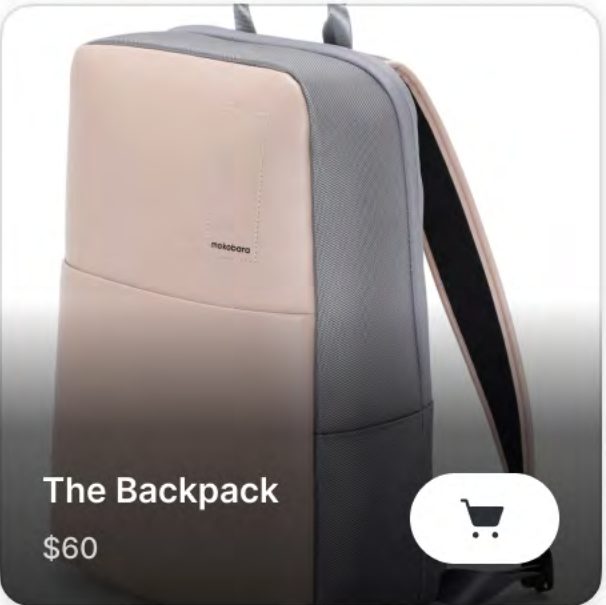
 Checkout

Spaces

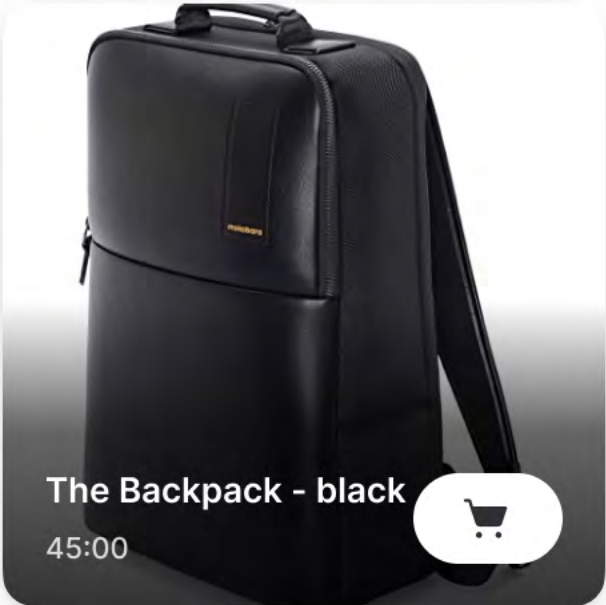
Store



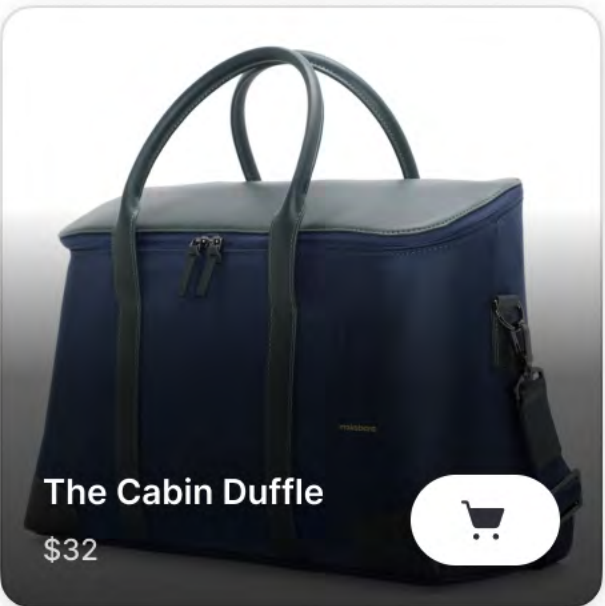
The Moko Mini  
\$48



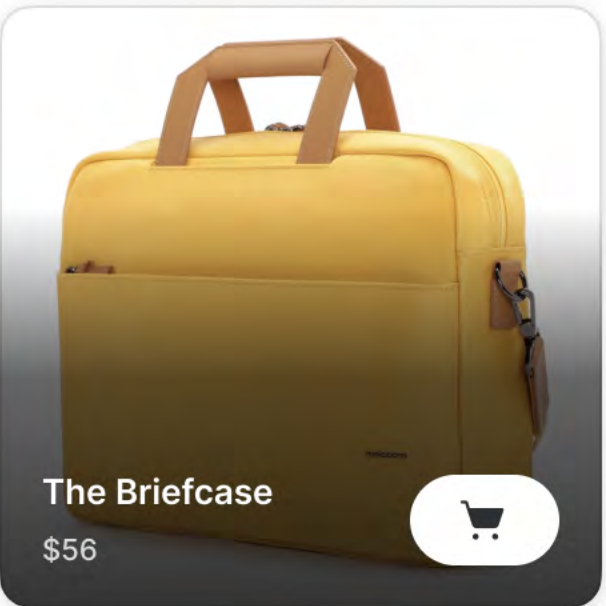
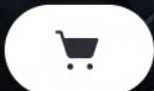
The Backpack  
\$60



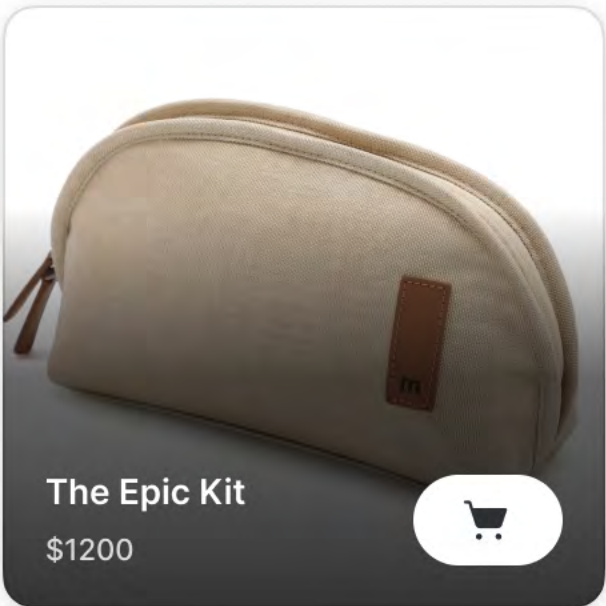
The Backpack - black  
45:00



The Cabin Duffle  
\$32



The Briefcase  
\$56



The Epic Kit  
\$1200



ge designed for  
n travel

ow →

# Publish the news



## New York Times

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12.5k

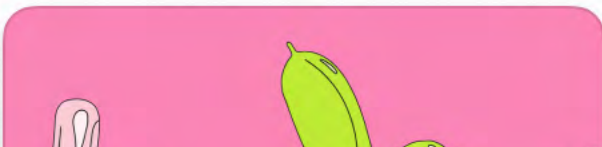
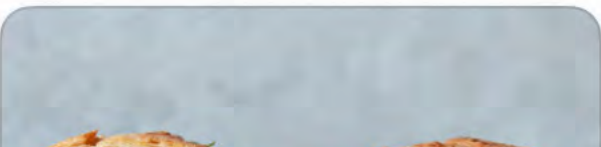
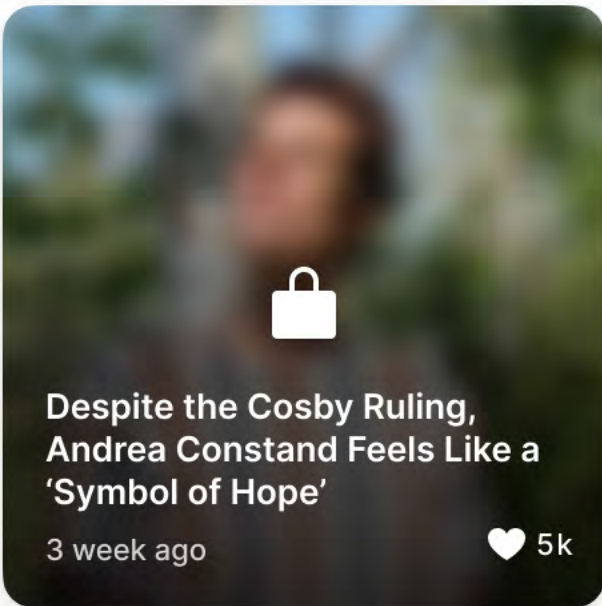
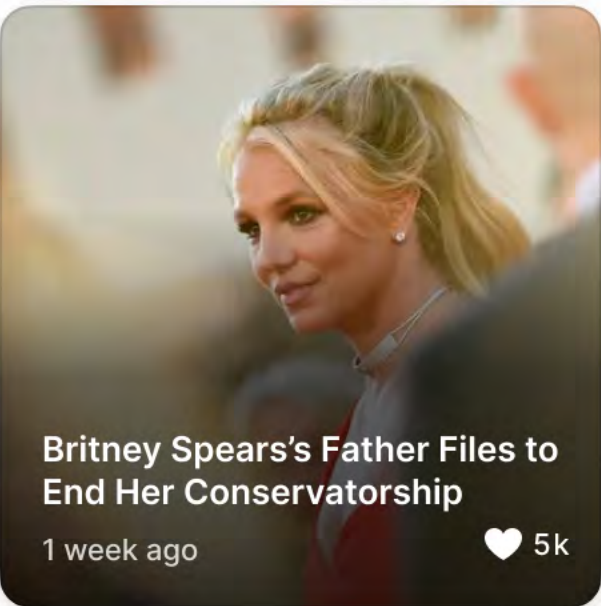
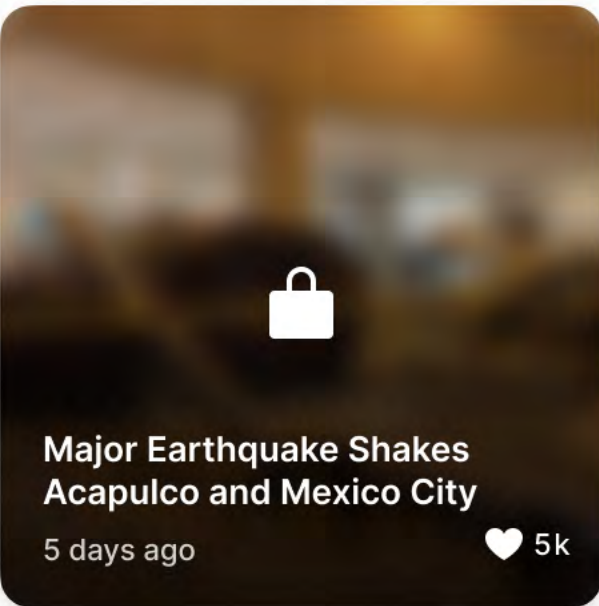
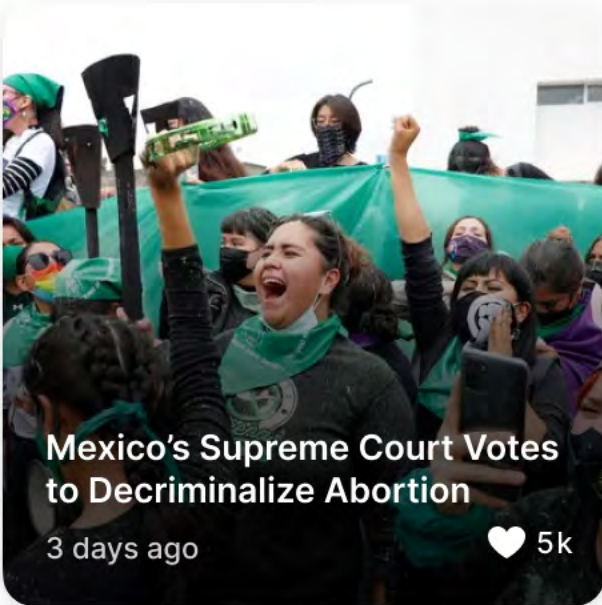
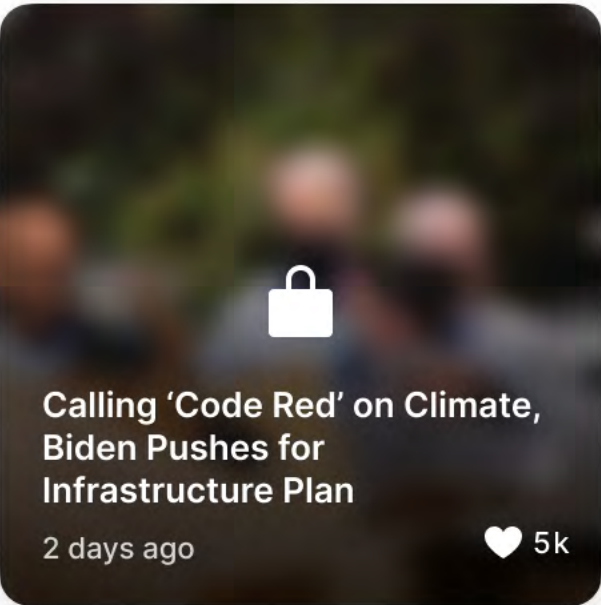
Followers

June 2018

Started from

Subscribe for \$4 / month

### Spaces



# Teach your skills



## Advanced Cooking Techniques

Id varius sodales sit quis id maecenas. Egestas elementum lorem placerat id venenatis pellentesque ut molestie. Nibh mattis auctor sed nibh tellus. Ac viverra pellentesque egestas.

12.5k

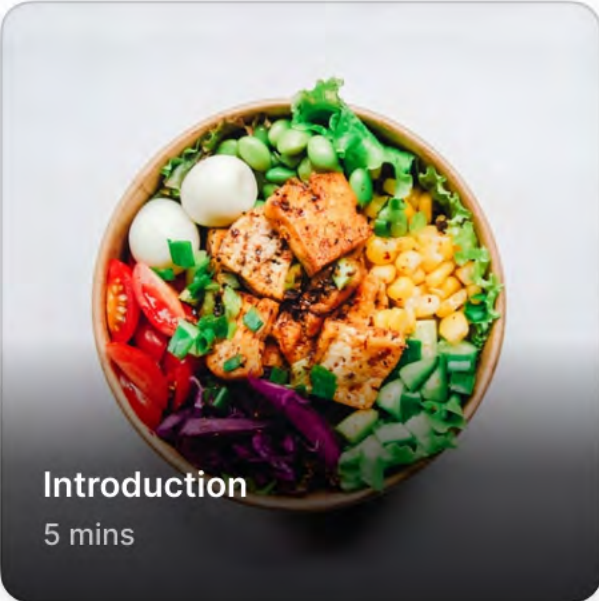
Followers

June 2018

Started from

Unlock for \$9

### Spaces



Introduction

5 mins



Chapter 1: My First Salad

21 mins



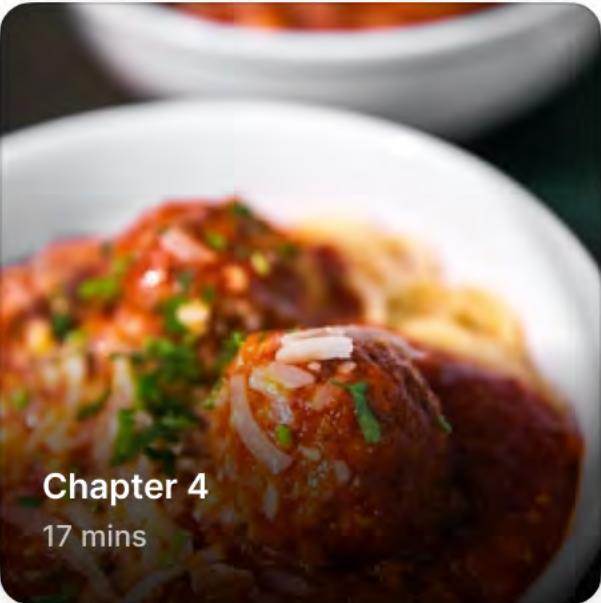
Chapter 2: What makes a good curry?

24 mins



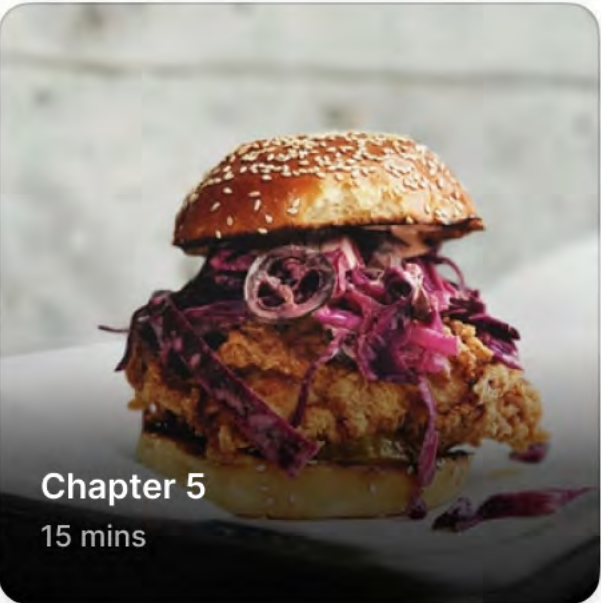
Chapter 3

30 mins



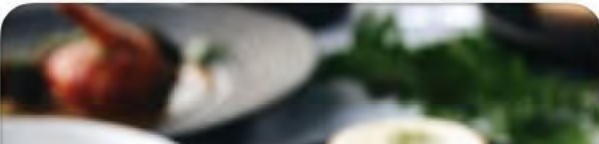
Chapter 4

17 mins



Chapter 5

15 mins



# Collaborate on projects



## Mobile App Project

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### Spaces

**Approved designs**  
You, Stacy & Jonathan  
5k

**Project Plan**  
You, Adam, Stacy & Jonathan  
5k

**Bugs report**  
You, Adam, Stacy & Jonathan  
5k

**Timesheet**  
You, Adam, Stacy & Jonathan  
5k

**Miscellaneous**  
Stacy & Jonathan  
5k

**Back-end stuff**  
Stacy & Jonathan  
5k



Leave room

### Chats +

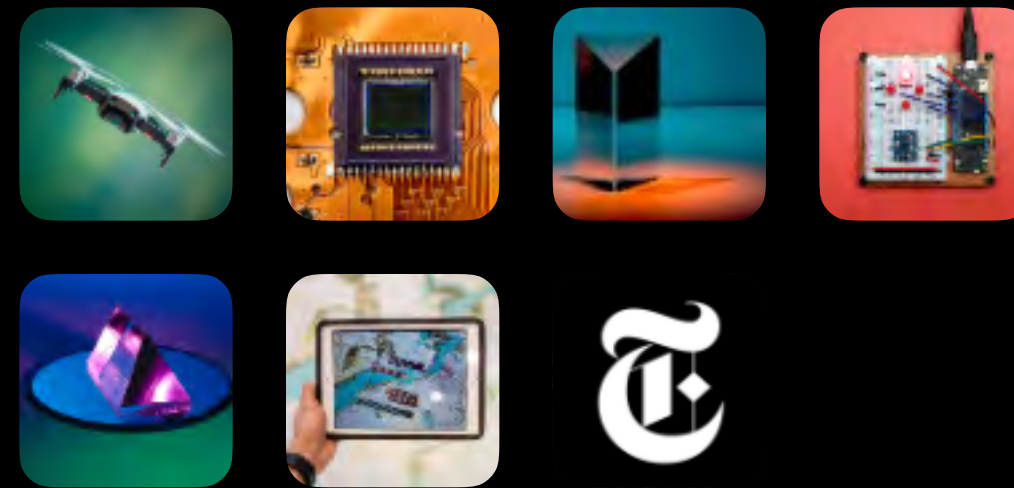
- Contact 1
- Contact 2
- Contact 3
- Contact 4
- Team ABC
- Team XYZ
- All in Room

# Rooms for all aspects of your life

## Social



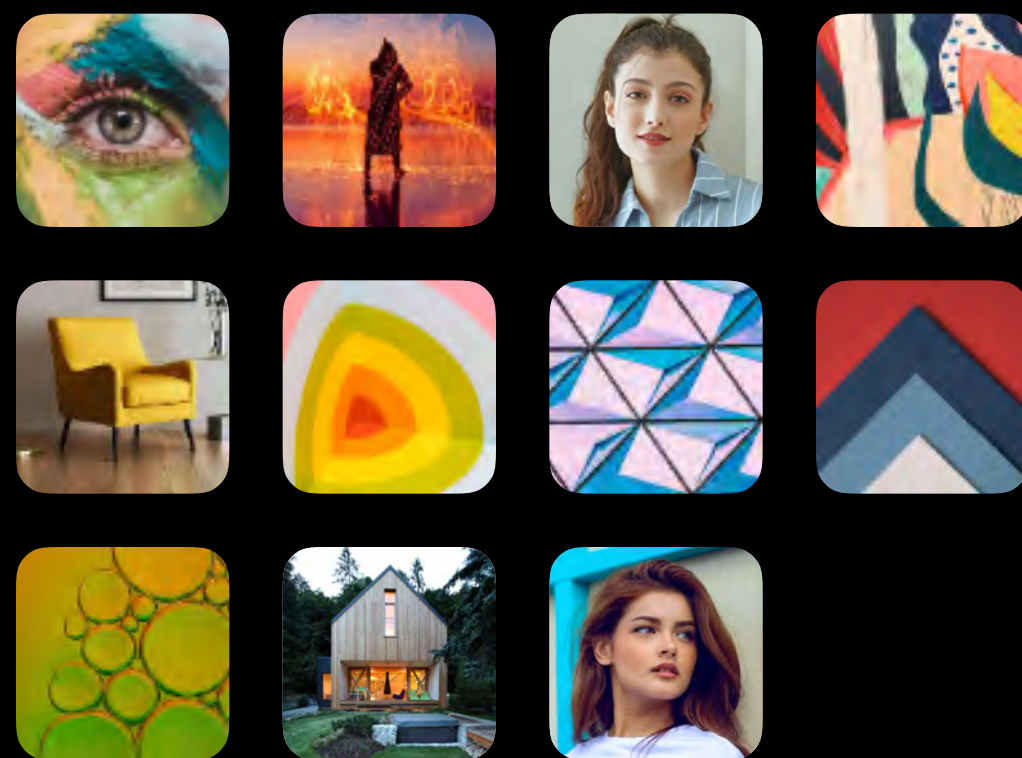
## Education



## Food & Wellness



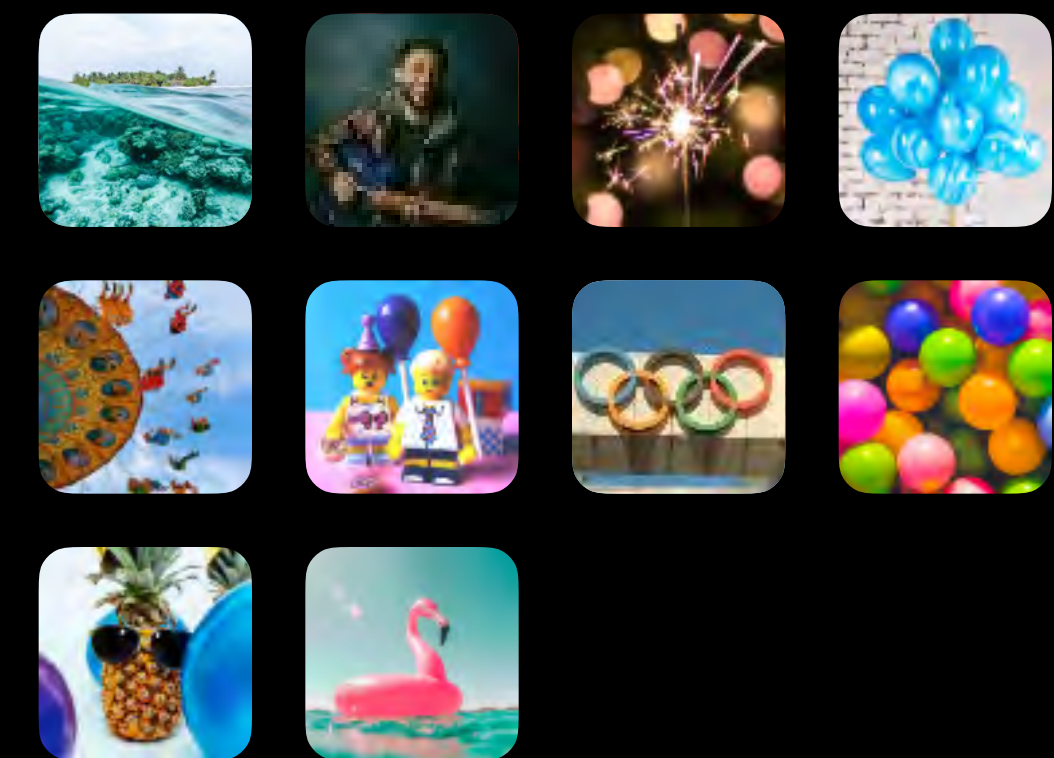
## Creative



## Work



## Fun





Your world in IRIIS

# Market Size

In excess of 3 billion users.

# Competition

We know of no comparable products in the market designed with holistic topical orientation.

IRIIS will compete for users of products used today to create, consume, and interact.

Keastone is currently a  
pre-product, pre-revenue venture.

# How will we generate financial value?

## 1. Freemium Model for Individuals

### Basic plan

- Limited items & activities
- Limited Room size
- Limited storage

### Premium plan

- No limits
- Premium Room analytics
- Room monetization

## 2. Freemium Model for Organizations

### Basic plan

- Limited members in org.
- Limited Room size
- Limited storage
- Limited items & activities
- One admin per org.

### Premium plan

- No limits
- Org. Email IDs
- Org. level Rooms
- Verified public identity
- 24x7 support
- Private dedicated server

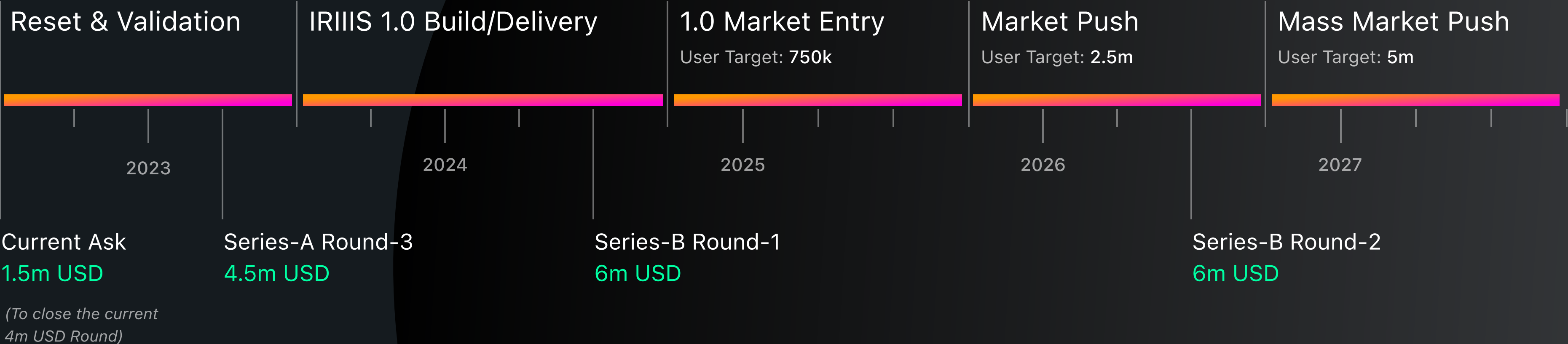
## 3. Boosting Fees

- Improve brand awareness
- Promote content & events
- Promote products & services
- Promote communities

## 4. Platform Fees

- Sell products & services
- Room membership fees
- Room subscription fees

# Timeline & Capital Sourcing



\* *Special incentive* in place to close the next 300k USD within 60 days.

\* Capital raised to date: **6.3m USD**.

# Leadership Team



## Keith Adams

CEO, Product Visionary,  
Cofounder

+420 777 577 065

keith.adams@keastone.com

*"You better work!"*

*– RuPaul*

Education in General Business.

Credit Manager and merger-acquisition team member at the Fairmont Management Co. in San Francisco, CA.

COO/CFO and Cofounder of rs-unix, an IBM Premiere Business Partner firm headquartered in San Francisco, CA.

Information Management Consultant in the Physics Research Community.

## Why Keastone?

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

Keastone/IRIIS 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, IRIIS.



## Jeff Medeiros

Chief Strategic Relations  
Officer, Cofounder

+420 776 754 863

jeff.medeiros@keastone.com

*"Be of use."*

*— Cider House Rules*

BSc Finance and Marketing. MBA Information Systems.

Large Systems Sales Specialist at IBM.

CEO and Cofounder of rs-unix, an IBM Premiere Business Partner firm headquartered in San Francisco, CA.

Adjunct Professor and Lecturer on Information Systems and Management at NYU and UNYP.

## Why Keastone?

What's most exciting about working on IRllIS 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. IRllIS has that potential.



## Divyam Khurana

Chief Product Design  
Officer

*"Wherever you go, go  
with all your heart."*

– Confucius

Bachelor of Technology, Information Technology.

Web Designer at RS Tritex Corp.

Software Design & Development Consultant in Chandigarh  
Capital Region (CCR).

User Experience Design Lead at Netbrama Studios in  
Bengaluru, KA.

## Why Keastone?

Changing people's lives: We have an audacious vision in IRIIS. It has the potential to affect every single person's life on the planet. As a designer, there's nothing more fulfilling than that.

Design driven organization: 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.

# What matters to us

## Universal Appeal

Position as a universal value proposition for EVERYONE. Not niche/exclusive.

## Individual First

Adhere to a UX design perspective that focuses first on the individual user.

## Awareness Advocacy

Introduce and promote a new and compelling experience in using technology to mimic and enhance the interests and activities in an individual's life.

## Community Building

Build a user, customer, and 3rd party developer community by earning excitement, commitment, and trust.

## The place to be!

Strive to be the most exciting, dynamic, innovative, fulfilling, and financially lucrative opportunity for industry skill and talent.

