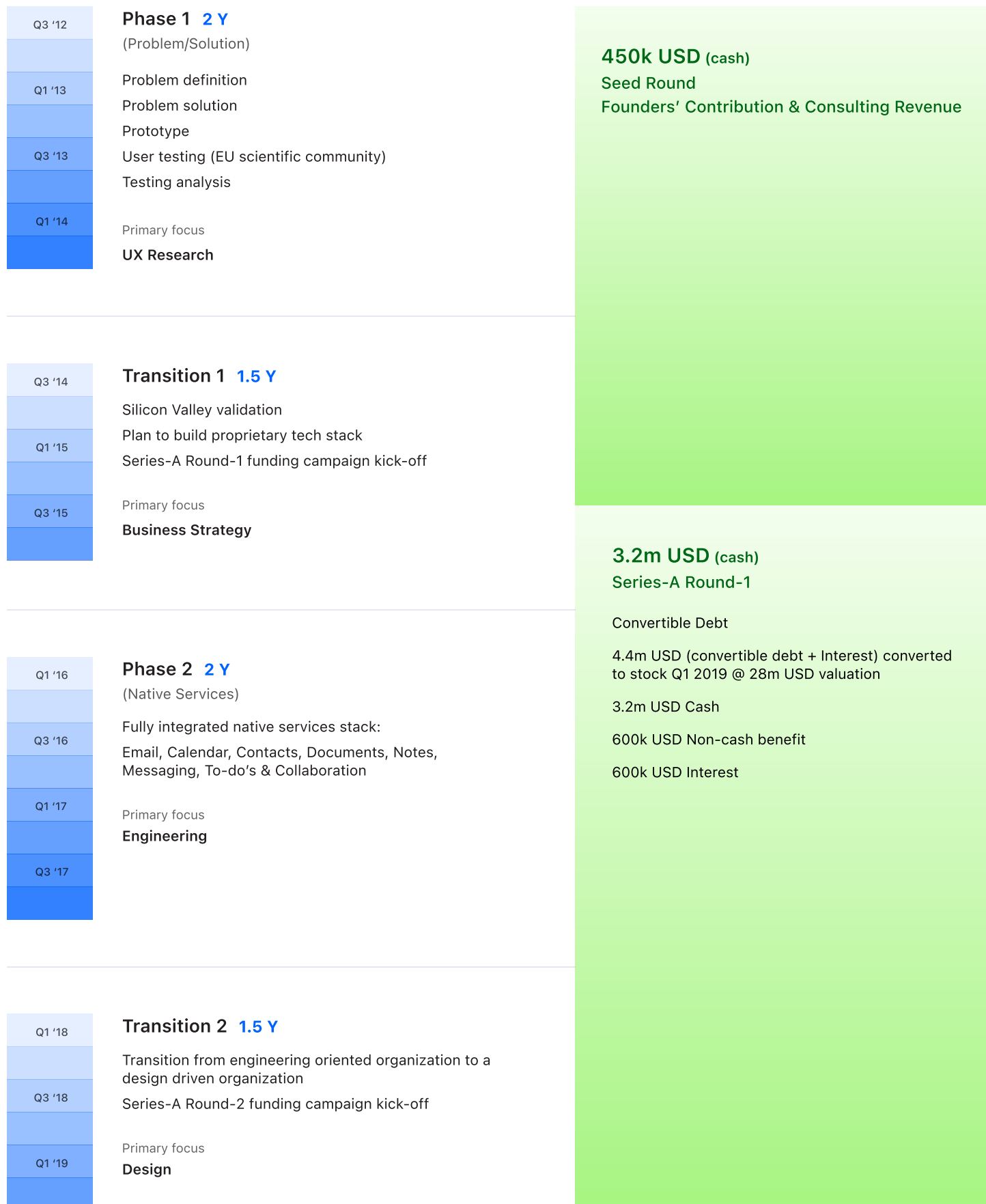




# Keastone

# Timeline & Capital Sourcing



Q3 '19
Q1 '20

### Phase 3 3 Y

(Phase from Hell 🔥)

#### 9 Mo

(Product Delivery)

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

Primary focus

**Build product delivery team**

Q2 '20
Q4 '20

#### 12 Mo

(Pandemic Safe 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**

Q2 '21
Q4 '21

#### 9 Mo

(Product Orientation Shift)

Shifted the overall orientation of IRIIIS from services to contextual orientation  
  
Production of collateral to demonstrate the shift in orientation

Primary focus

**Evaluate & enhance the product design**

Q1 '22

#### 6 Mo

(Allignment)

Evolved the Keastone mission statement, vision statement, and key business drivers

Redefined & delivered financial modeling, (budget, capital sourcing strategy, etc), to support the evolved business drivers

Primary focus

**Sync-up the business strategy with the evolved product design**

### 4m USD (cash)

#### Series-A Round-2

Stock Purchase Funding Round

@15m USD Valuation

- 2.6m USD funded to-date
- 1.4m USD remaining to be funded

*\*The valuation was negotiated to be more on par with the Series-A **Round-1** valuation, less the interest and discounting considerations associated to the 4 year debt conversion round. Because the Series-A **Round-2** 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-1**, while still offering an incentive to invest in the Series-A **Round-2**.*

### 6.3m USD

(Total cash capital raised since the inception of Keastone)

<div><div>NOW</div><div></div><div>Q1 '23</div><div></div></div>	<div><div>Phase 41 Y</div><div>(Reset &amp; Validation)</div><div>Build a prototype of the evolved IRIIS product design for the purpose of increasing Keastone's valuation for the upcoming Series-A Round-3 capital sourcing campaign by:<ul style="list-style-type: none"><li>Placing a compelling version of the IRIIS experience into the hands of potential stakeholders, influencers, and endorsers</li><li>Securing user validation of the evolved IRIIS product design</li><li>Recruiting, attracting and securing the skill and talent required for the upcoming build phase of IRIIS 1.0</li><li>Generating buzz via excitement and anticipation of the IRIIS experience</li></ul></div><div>Primary focus</div><div>Grow the valuation of Keastone</div></div>	<div><div>ASK</div><div>1.5m USD*</div><div>(The remaining balance of the current round)</div><div>*Special incentive for the first 300k USD funded by 31 OCT 2022</div></div>
<div><div>Q3 '23</div><div></div><div>Q1 '24</div><div></div><div>Q3 '24</div></div>	<div><div>Phase 51.25 Y</div><div>(IRIIS 1.0 Build/Delivery)</div><div>Build delivery team</div><div>Build &amp; Test IRIIS 1.0</div><div>Initiate marketing strategy to enter the market</div><div>Primary focus</div><div>Deliver product!</div></div>	<div><div>4.5m USD (cash)</div><div>Series-A Round-3</div><div>Stock Purchase Funding Round</div><div>Target Valuation: 52m USD</div></div>
<div><div>Q4 '24</div><div></div><div>Q2 '25</div><div></div></div>	<div><div>Phase 61 Y</div><div>(IRIIS 1.0 Market Entry. User Target: 750k)</div><div>Primary focus</div><div>Enter the market and secure sustainable traction</div></div>	<div><div>6m USD (cash)</div><div>Series-B Round-1</div><div>Stock Purchase Funding Round</div><div>Target Valuation: 146m USD</div></div>
<div><div>Q4 '25</div><div></div><div>Q2 '26</div><div></div></div>	<div><div>Phase 71 Y</div><div>(Market Push. User Target: 2.5m)</div><div>Primary focus</div><div>Grow market share</div></div>	<div><div>6m USD (cash)</div><div>Series-B Round-2</div><div>Target Valuation: 750m USD</div></div>
<div><div>Q4 '26</div><div></div><div>Q2 '27</div><div></div></div>	<div><div>Phase 81 Y</div><div>(Mass Market Push. User Target: 5m)</div><div>Primary focus</div><div>Grow market share</div></div>	

