



Keastone

Timeline & Capital Sourcing

Q3 '12	Phase 1 2 Y (Problem/Solution)	450k USD (cash) Seed Round Founders' Contribution & Consulting Revenue
Q1 '13	Problem definition	
	Problem solution	
	Prototype	
Q3 '13	User testing (EU scientific community)	
	Testing analysis	
Q1 '14	Primary focus	
	UX Research	
Q3 '14	Transition 1 1.5 Y	
	Silicon Valley validation	
Q1 '15	Plan to build proprietary tech stack	
	Series-A Round-1 funding campaign kick-off	
Q3 '15	Primary focus	
	Business Strategy	
Q1 '16	Phase 2 2 Y	
	(Native Services)	
Q3 '16	Fully integrated native services stack: Email, Calendar, Contacts, Documents, Notes, Messaging, To-do's & Collaboration	
Q1 '17	Primary focus	
	Engineering	
Q3 '17		
Q1 '18	Transition 2 1.5 Y	
	Transition from engineering oriented organization to a design driven organization	
Q3 '18	Series-A Round-2 funding campaign kick-off	
	Primary focus	
Q1 '19	Design	

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 IRIIS 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 IRIIS 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

(Alignment)

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)

NOW
Q1 '23

Phase 4 1Y

(Reset & Validation)

Build a prototype of the evolved IRIIIS product design for the purpose of increasing Keastone's valuation for the upcoming Series-A Round-3 capital sourcing campaign by:

- Placing a compelling version of the IRIIIS experience into the hands of potential stakeholders, influencers, and endorsers
- Securing user validation of the evolved IRIIIS product design
- Recruiting, attracting and securing the skill and talent required for the upcoming build phase of IRIIIS 1.0
- Generating buzz via excitement and anticipation of the IRIIIS experience

Primary focus

Grow the valuation of Keastone

Q3 '23
Q1 '24
Q3 '24

Phase 5 1.25 Y

(IRIIIS 1.0 Build/Delivery)

Build delivery team

Build & Test IRIIIS 1.0

Initiate marketing strategy to enter the market

Primary focus

Deliver product!

ASK

1.5m USD*

(The remaining balance of the current round)

***Special incentive for the first 300k USD funded by 31 OCT 2022**

Q4 '24
Q2 '25

Phase 6 1Y

(IRIIIS 1.0 Market Entry. User Target: 750k)

Primary focus

Enter the market and secure sustainable traction

4.5m USD (cash)

Series-A Round-3

Stock Purchase Funding Round

Target Valuation: 52m USD

Q4 '25
Q2 '26

Phase 7 1Y

(Market Push. User Target: 2.5m)

Primary focus

Grow market share

6m USD (cash)

Series-B Round-1

Stock Purchase Funding Round

Target Valuation: 146m USD

Q4 '26
Q2 '27

Phase 8 1Y

(Mass Market Push. User Target: 5m)

Primary focus

Grow market share

6m USD (cash)

Series-B Round-2

Target Valuation: 750m USD

