

Macroansy

'E-Commerce of Global Consulting Business'

\$BEEPower Coins

ICO White Paper ...a combined Business Plan + ICO document.

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Section 1.0 to 5.0 : Covers Business Plan details...

Section 5.0 to 10.0 : Covers ICO details...

1.0 Abstract

1.1 Introduction:

8am to 5pm white collar jobs, typically belongs to the Global Consulting Services, the traditional Offices, Teams, Projects, Earnings, Buying Homes, Marriage, Children, Cars, long life loan payments and finally one morning we understand that life is too short and without a godly purpose.

That was the point which made me to realize that to run projects, it is required a good team with good infrastructure but have to leave the long lived community and travel elsewhere for a job and also the work life balance is at stake for a job. Having a good work life and for having global seamless opportunities on global projects requires an 'ice breaker' from the traditional way of working.

E-Commerce has made a revolution in the way people shop for their living and life style and has created an avenue for shopping an international

quality product seamlessly with ease and from their home dining room, which otherwise becomes impossible due to geographical locality and mobility constraints.

'Macroansy Business Process©' was conceived on the concept of E-commerce for Global Consulting Professionals for Projects.

The inherent Distributed nature of Professionals and Projects and Offices creates a Disjointed Interface in the workflow of a group of people who have to interact hierarchically together to successfully complete a project.

Connecting the disjointed interface with online E-commerce type of solution is the core of our Business Process Framework. That is what we have achieved, this project is not on paper, but our 'Business Process Framework©' has been planned, coded and tested for commissioning by the founder.

This Business Plan is intended to be a fair business analysis document to help investors to review and make investments on this business startup.



1.2 Macroansy Business Process©:

Macroansy Business Process is an Online Platform Connecting Global Professionals with Global Consulting Services and its Hierarchy Online, to work from Anywhere to Anyone, breaking the Geographical Barriers for work, Creates Avenue for E-Commerce of Global Human Talent, Creates Value for Wonderful work Life.

It is programmed on web server php script, JavaScript, Linux & MySQL platforms. Testing offline platform was on Microsoft OS and the corresponding packages noted above.

The project was started from Jan 2011 and was tested beta during Aug 2014. From thereupon marketing awareness was done through email, linkedin and twitter campaigns and by email through a period upto 2017.

The founder, an engineer also worked intermittently on his engineering domain for financial needs. 2017 December was the time, Founder decided to expand the Startup business through public funding.

1.3 Opportunities and Efficiency of Online Consulting Platform:

Seamless Hierarchy Online Formal Connection Creates a Rainbow of Opportunities as follows...

- Access to Global Experts for Global Consultants
- Revolution in 'working' and taking 'vacations' due to seamless opportunities for the experts in consulting by connecting online
- Distributed use of Co-Working spaces across the globe
- Creating & Executing Own Projects like Low Cost Housing Renewable Energy of Solar/Wind, by any aspiring entrepreneur without investing for large office space & infrastructures
- Global Consultants can seamlessly engage with global professionals for job opportunities on the fly
- Online Subscription Sale of Time Protected Docs like Spreadsheets, Business/Tech Data, Apps
- Real Time Formal hierarchy workflow Management of Distributed Entities and Services like Brexit Deals, Tender Process

1.4 Real Time Management of Distributed Consulting Business:

Online connection supports for Real Time Access & Management of consulting businesses as identified in the following sectors:

- UN projects + NGO's interface
- Government Services + Public interface
- Global Project Owners + Consultants interface
- Global Consultants + in-house workflow Management
- Global Consultants + Construction Site Interface
- Global Doctors + Patients Second Opinion interface
- Media Real Time Edition Management + Onsite Journalists
- Global Research Entities + Real Time Space Science Events
- Formal Authorities + Real Time Emergency Management
- Global Trainers on Consulting Areas + Global Trainees
- Global Government Entities + Deals like Brexit
- Global Contractors + Tenders

note:'+' refers to automated online connecting a disjointed informal/manual interface...

1.5 Potential Revenue Streams:

Our Business Process Framework has the potential to be a similar segment like Microsoft Productivity & Business Processes...

a) Main Revenue Stream

Online Subscription monthly / yearly



b) Secondary Revenue Streams...

- Franchise for Business Process Training
- Franchise for Co-working Spaces at Local Community
- Consultancy Services
- Payment Management for other Consultants on the Platform
- Human Resource Outsourcing
- Partnering with HR consultants for HR Outsource
- Advertisement Revenue

Cost Structure abstract:

Fixed Cost: Rental, Infrastructure-servers/office capital & Maintenance, General Admin

Variable Cost: Salary, Product Development, Marketing, Sales & Training, Franchise, Customer Service

Competition Risk:

Even with a similar new competitor the Global opportunities are enormous and cannot Strip down the Profits of the First Spear Head & sticky user base established globally...

Moat:

Business Process Framework is a unique concept and requires complicated programming to successfully establish, and we have already coded, tested and is ready for launch.

2.0 Market and Industry of Our Business...

2.1 Industry:

Global Consulting Business

(~100 million employee population globally, based on oecd data-employment by activity - industrial services. Consulting Industry Population assumed as 10 million, that is 1/10 of 100 ml)

2.2 Market:

I.T Enterprise Software as a Service (SaaS)

2.3 Segment:

IT Productivity & Business Processes

~3 billion \$US Revenue attainable at 100 % penetration globally

(ie benchmark approximately compared with 1/10 of Microsoft 'Productivity Business Processes' segment with average growth rate of 5% year on year. Ref: MicroSoft annual report 2017).

2.4 Pricing:

Online Subscription per user per month (forecast \$US 3 to 9)

(+secondary revenue streams)

Note: market size is forecast for Consulting Industry alone. For services related with Government Public Services the industry population size would be the total adult population.

2.5 Critical Success Factor for the business:

After Sales Support & Training.

Establishment of descent Co-Working Office Spaces at every Local Community

2.6 Competitors:

Currently our Business Process is Unique and New.

Our Business Process can be an established first spear head with sticky users.

3.0 Value proposition, Key products, Customers, Differentiation

3.1 Industry Sectors Typical Customers:

Our Typical Customers belong to the Sector of Consulting Projects, which requires a group of personnel to interact together, work and create Projects/Service on Paper leading to executing Projects Physically on Ground or providing an ID for a Service.

Customers belong to various sectors as below:



- Engineering / Technology Consulting
- Government & Public Service interfaces
- United Nations & NGO Services & charity Claimants interface
- Global Doctors and Patients Second Opinion Consulting
- Real Time Media Edition and Broadcasting
- Real Time Event Managements related with Space events like comets, Emergency workflow Management for the Communication of formal authorized documents across formal channels
- Connecting Distributed Projects like Farming technology at Site and Research Institutions
- Global Practical Trainings connecting Trainers and Fresh grads
- HR Consultants outsourcing to Project Consultants interface
- Global freelance Professionals with Global Consultants interface

- Ecommerce Subscription Sale of Time Protected Docs like Spreadsheets, Apps...

3.2 Key Product & Value Proposition:

A seamless Hierarchy Integration of the above Services with the Physical and Human Entities is the core service we are targeting in this business.

This seamless hierarchy integration is a unique concept which would be a new revolution in the 'project workflow management concept globally'.

- This Removes the Inefficiency and Pain involved in the Informal and Manual Interface between the Distributed Disjoint Services and the Human/Business Entity.



- Responsibility and Accountability of Project Hierarchy is enforced automatically.
- Formally connects the Global Professionals & Hierarchy with Global Consulting Services which are Distributed across the Globe and aids the Professionals to formally work with the Services from any Geographical Location providing good work life balance and job security with global opportunities.
- This helps Professionals to do Global Consulting on this Platform without investing in large office infrastructure.

- Provides an avenue for Services like Global doctors + Patients consulting, Real Time Emergency Management + Disaster Relief Teams.
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4.0 Examples of Key Services...

B2C-Government Public Services + Citizens:

One of the most important service sector(B2C) is the interface between the Government Public Services and the Citizens. By creating a Private Consulting mirror of Govt offices hierarchy, Citizens can submit the services through the Private Consulting mirror online from home and the Private consulting mirror can coordinate formally online with Govt Offices to successfully execute citizen welfare services and despatch the final product like the Certificates, Formal Docs and IDs online to the citizens. Definitely the Govt offices would welcome this approach. This service would remove the stigma, pain and delay in approaching the Govt body. Citizens would like to pay easily to seek help through a Private Consulting Mirror who can directly deal with the Govt body for the descent service. The online subscription population for this service would be equal to the adult population of a country/ state and ever growing.

B2B - Project Owners + Consultants

A similar important service(B2B) is the Engineering/Technology Projects Review interface between the Design Contractors and Govt Department or Project Owners. The Total Project Review can be connected in Real Time removing the pain and inefficiency of physical paper document submissions 'review and return back' and the significant amount of time delay in the project due to this disjoint between the submissions review cycle. The Project Owners have an opportunity to review and track projects on an everyday basis and provide valuable corrections before it reaches the final submission phase. Project Owners would be greatly relieved of the pain in seeing final unqualified service and would definitely enforce the contractors to use our Business Process for their Engineering/Technology work execution. This online subscription consulting population is in millions globally.

B2C - Global Hospitals, Doctors + Global Patients

A great life saving consulting service is the formal interface between Globally located experts like a Doctor and a Critical Patient who likes to have a couple of second opinion of critical illness with global experts. This Business process platform can spawn an exclusive HealthCare Service for this purpose and can help doctors and patients to consult, send medical records online, receive reports online and pay online.

B2C / B2B - E-Commerce Sale of Time Protected Digital Data

Online Subscription E-commerce for sale of Time Protected Digital Data like Spreadsheets, Business/Tech Literature, Apps, Books by way of access to data by monthly/yearly subscriptions..., anyone having such Data can sell that to public on a subscription with our business process.

B2B - In-House Project WorkFlow Management

Project Consultants can automate the Hierarchy Workflow Management replacing the manual intervention between the hierarchy for Document Submissions and Review which creates an avenue for an efficient stress free and time saving workflow and seamless connection of global professionals to projects across the globe and saves travelling for professionals for work.

B2B - Global Consultants + Global Construction Site Offices

Global Design Consultants Hierarchy and Construction Site Hierarchy can seamlessly connect with each other on a Project without manual intervention or without adhoc channels like email for receiving Design Documents for Construction issues and any Techno commercial queries related with it and As-Built Issues of Design Documents.

B2C- Govt Emergency Management Entities + Natural Disaster Relief Teams

Govt Emergency Management Entities Hierarchy can formally and seamlessly connect with Natural Disaster Relief Teams for the requirement

of Real Time Formal Authorized Signed Docs for the Execution of Emergency Disaster Relief works.

B2C- Real Time Media Edition Hierarchy + Free Lance Journalists Hierarchy on site.

Media Edition can seamlessly connect with Real Time Journalists Data for a Fast Authorized broadcasting.

B2B - Real Time Management of formal communication across Govt Entities to handle deals like Brexit.

It would be a nightmare to communicate with paper work between informal disjoint interfaces connecting formal Govt entities dealing with issues like Brexit. Connecting the Hierarchy teams of the Entities online helps to discharge the hierarchy work seamlessly and with formal responsibility and accountability enforced automatically...

B2B - Real Time Management of formal communication and execution of Global Tenders Online.

Tender activities are disjoint interfaces between the Project Owners and Project Contractors. All happens by physical paper work and each amendments and queries have to issued to every one of the parties independently. Our Business Process would make this Tender Process a Seamless formal connection between all parties involved and both can send queries and responses formally online through e-signed docs and amendments can be posted on a general document area wherein all parties get access to the amendments in one go. By adopting e-signed docs all physical 'paper and human intervention' could be replaced by automatic online postings and the Tender floating and finalizing would be like a knife on butter act of smoothness.

B2C / B2B - E-Commerce of Human Talent to Consulting Business

One of the most important Gem of this Business is the prospects for creating our Own Global Consultancy harnessing global professionals as associates and execute our own infrastructure projects for essential Humanity needs like Low Cost housing; cotton growth and market; Bio Fuel

and Renewable energy; Farming and Food Processing to help Farming community...

can do Consultancy Services for other Project Owners with our seamless Global Human Power...

can Outsource seamlessly our Global Human Power to Global Consultants...

can Partner with existing HR consultants globally to help them outsource their Human Resources seamlessly across the global consulting services...

How about bringing 90% of Global Consulting Professionals under our one Umbrella of Macroansy Global Union?...and we treat the Global Professionals as Associates, not workers anymore...



5.0 Financials, Capital, Organization, Management...

Present Status:

The Business Process has been planned, coded, tested and is ready for launch. Further Business needed to be expanded further from sole proprietor firm.

Present Location is Coimbatore/Chennai India, founder's own home offices at Present. Team is a single founder.

Existing Capital:

Existing Capital is the Business Process Framework software, planned, coded & tested for commissioning by the founder through a period from Jan 2011 till this date. The Project is valued at \$US one billion (1/3 of Gross Revenue). This software business process framework can generate revenues of ~\$US 3 billion a financial year for a 100% assumed market penetration. Please refer to Market and Industry section above for the authentic references for the above data.

Proposed Capital:

New Head Office at Chennai, India

New Main Servers secured at HO and served globally. Global scale up is planned for future.

Community Posh Co-Working Space at every downtown and cities globally by Franchise offer.

Proposed Management & Organization:

Senior Team: Founder, New HR and New Finance, New Admin General, New Admin Servers.

Key Activities: Server Admin, Payment/Access service processing, office general administration & Customer Service, Marketing & Sales, Product Development.

Sales & Marketing: Aggressive Sales and Marketing team located through co-working spaces at important cities, preferably as Associates.

The core product team to be newly recruited based on a case by case basis.

The 'Business Process Framework' version 1 is ready for launch globally

Note: Personnel represented in Photos are commercial photos for business content description.

6.0 Macroansy ICO Introduction

The purpose of the ICO is for funding the startup's three business entities through a sale of the ICO's to public. The three business entities are as follows:

Business Process Entity:

This Entity is responsible for the development, launch and maintenance of the Macroansy Business Process Framework software and Subscriptions to Public Professionals and Business Entities.

Co-Work Spaces Entity:

This Entity is responsible for the development, launch and management of the Posh Co-Work Spaces entity to be established across the Globe at every city and down town communities. These spaces would be used as working spaces for professionals and consulting business entities for doing their business by just logging in and getting connected to their global consulting business through the Macroansy Business Process Framework engine.

Global Union Entity:

This Entity is the Macroansy Global Union, which is deemed to be a global umbrella of association of professionals across the Globe and would become the Global Consulting Business, executing own projects and projects for other businesses and would be using the above two entities as its infrastructure.

7.0 ICO Model and Strategy of Execution

Block Chain Platform: Ethereum Block Chain.

The first project coin with symbol \$BEE was launched during February 2018 and was live until April 2018. Further to that the new Project coin with symbol \$BEEPower with more functionality and safety features was deployed. The previous project coin \$BEE is present on ethereum blockchain and is deemed closed for use for this project.

The following are the contracts for ICO, which together executes and manages the ICO process.

TokenMacroansyPower (\$BEEPower),

This is the Coin contract which is the only direct interface with the public who would trade with the coin for:

- . Buy, Redeem and Sell with this token contract.
- . Independent public peer to peer trading of coins at this token contracts own exclusive simple exchange.
- . For using the coins as a token for formally signing a Business Deal with globally distributed parties.
- . For using the coins as a digital currency.

This coin contract interfaces with three more Contracts which are responsible for coin supply, exchange and crowd-sale.

Coin Contract Owner:

Ethereum block Chain contract can be used to provide access rights for the contract creator (owner) to manage the contract for coin sales. In the Coin contract launched by Macroansy, the owner is the Founder's ether wallet address. The owner has the exclusive access to contract to control the coin sale activities as mentioned below.

Coin Contract Owner has exclusive rights to manage and control:

- Opening or Suspending or Closing a Coin sale
- Opening and Closing of the coin redeem windows
- Setting incremental and Total Caps for Quantity of Coin sale
- Setting Caps for redeem capital during each redeem window period
- Setting the Quantity of Coins released for each series of sale

The Founder reserves all rights to any issue which cannot be perceived and explicitly specified herein.

ICO, Quantity and Price:

Total Supply and Company Share

A total of 270 million coins (with 3 decimal digits) of life time max Hard cap for the ICO would be created while initiating the Coin contracts. 20% is allocated for the Founder, 9% for Startup Pool, 41% Cold Reserve, 10% for Venture Capital Reserve and 20% for the Public.

Cold Reserve may be deemed to be used for various purposes for future developments, and is in the control of the Founder of Macroansy.

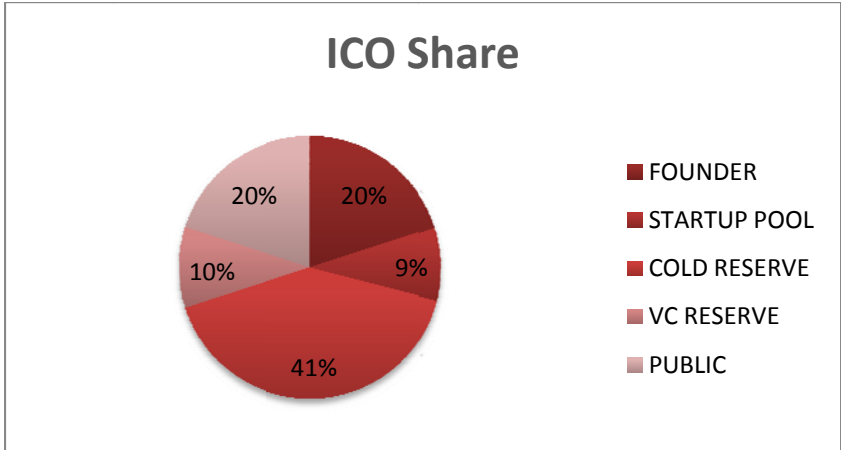
Incremental release of Coin Sale

The public issue for sale would be in increments covering various Series campaigns through the Business Development. The series campaigns would be by a typical crowd_sale or direct open ended sale like an ipo.

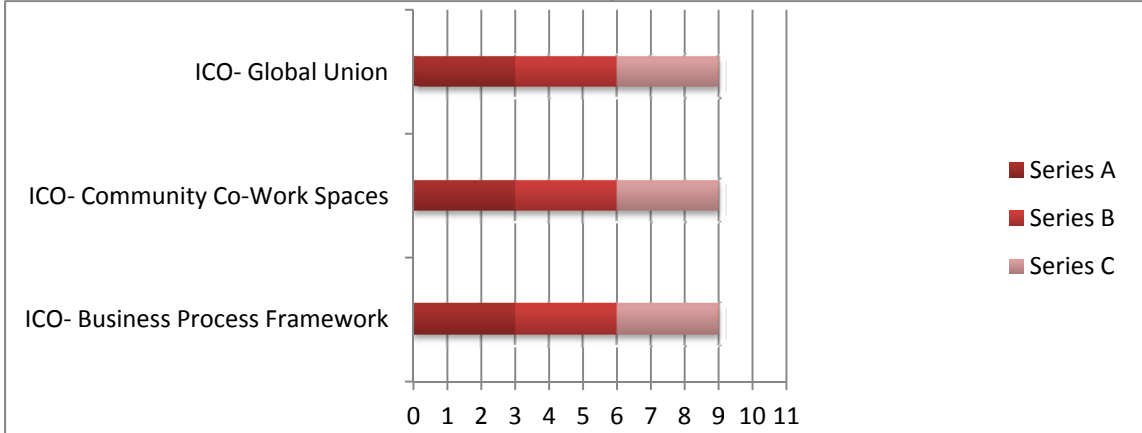
Price of Coins:

Price of Coin varies. Please review our website <https://macroansy.org> for latest information.

The following pie chart shows the share of ICO for the investors and business entity.



ICO Time Line...in months, the first spear head launch series:



Where to Buy and Buy limitations:

During Dec 2018 two Distributed Applications (DApps) have been coded, tested and deployed for use with this project. These are described below.

DApp MAS Exchange© is a web interface application using web3.js, which talks with the Coin contract on blockchain. This application is for private retail sell-buy trading of project coins and as well for direct purchase of project coins.

DApp MAS Trade© is a web interface application using web3.js, which talks with the coin contract on blockchain. This application is for private banking operations with \$BEEPower coin as its digital currency.

Project **coins can be bought instantly** from the DApp MAS Exchange©.

Please review our website at <https://macroansy.org> for latest and live details.

The amount of Coins Sale is restricted to 1% of total supply for any individual ether crypto account. Investors shall oblige themselves to this and Macroansy would treat one crypto account as one individual of the ICO contract.

Coin Utility Value and Redeem Process:

Coin utility value is the pro-rata share of X... days of Business Revenue redeemable one time at any of the Quarterly Redeem windows periods

opened in the Coin Contract. However the X... days Business Revenue may vary according to the Business growth. Macroansy reserves the right to set these figures as per Business Development.

A Max Cap of Redeem Capital available for redeem would be fixed during each Quarterly redeem Window period and the redeem event would be stopped after reaching this max cap. Further Redeem will be allowed through the next redeem window period opened on the contract. The first redeem window period would be initiated after a positive revenue in business is gained, and from thereupon it is expected for a quarterly redeem window periods, however Business Developments would decide these events and would be informed through our website at <https://www.macroansy.org>

ICO Sale strategy:

This ICO sale is through two avenues.

The first avenue is the fixed time CrowdSale which allows for fundwithdraw if the funding goal is not reached.

The Second avenue after a CrowdSale is the unlimited open ended sale through business life time.

Coin Names & Launch Date:

Coin Name: TokenMacroansyPower

Coin Symbol: \$BEEPower.

Further Information would be updated at our website at <https://www.macroansy.org>

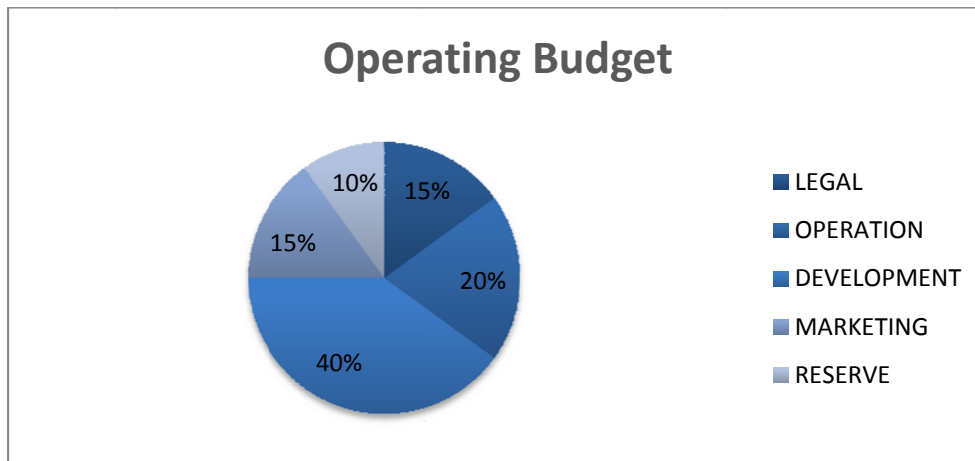
Coin is not a US SEC Security:

Kindly read information about the status of the project coin and the related SEC Security information at project website.

8.0 Systematic investment of ICO Sale Fund for the Startup:

So far from 2011, this startup business has been created from scratch and has come to this stage of ICO launch, solely by the Founder's untiring will power and hard work. A Private Ltd company would be set up with a new Organization and Management and with at least two Board of Directors.

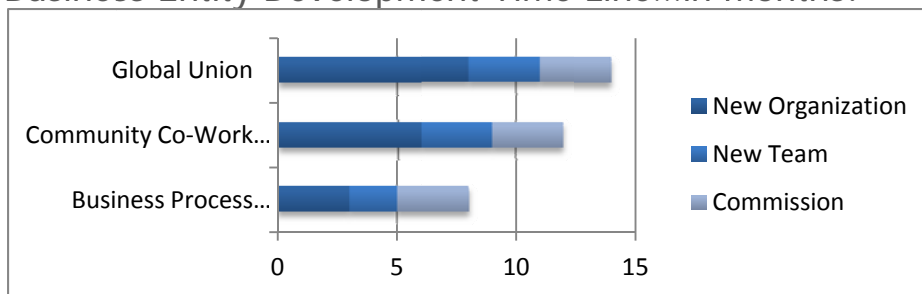
Pie Chart below shows the proposed operating Budget of Business Entities.



The Funds would be used in a professional way to develop the three Business Entities supported by this ICO.

A Founder's development Fee is envisaged for the untiring hard work the Founder has put in this organization from 2011 till this date and this would be calculated on a professional manner. Moreover the Business Process Frame Work which is ready for version 1 launch is valued at not less than \$US 1 billion and would be patented and valued professionally with the Business Development of the three Business entities. Please refer to Business Plan on the authentic information on this valuation.

Business Entity Development Time Line...in months:



9.0 Know Your Customer KYC

The Coin Purchaser shall oblige themselves to their 'Know Your Customer Credentials'.

Macroansy reserves the right to any other issues which cannot be perceived and explicitly mentioned herein including legal jurisdiction.

Investors who purchase our ICO's kindly register the KYC details on our website <https://www.macroansy.org>

10.0 Sole Proprietor firm

Macroansy® is a Sole Proprietor firm registered for tax under consulting portfolio at the city of Coimbatore, India. PIN 641006. The firm is functioning from office setup at Founder's own homes at Coimbatore and Chennai, India. New Office would be established after a new Private Company Registration with a complete set of new Divisions, and Resources after successful public funding.

End of ICO White Paper