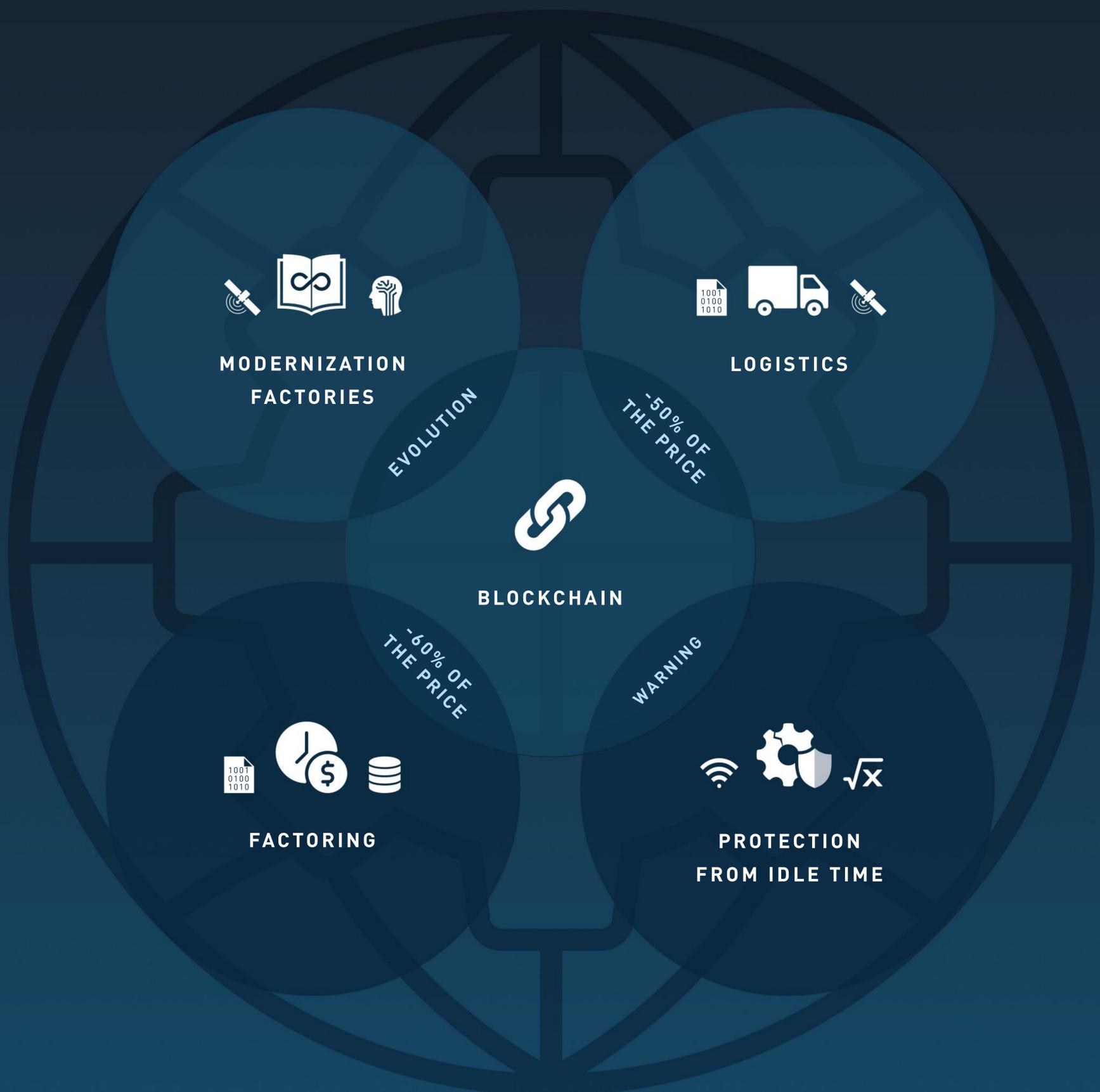




INDUSTRIAL
MARKETS

WORLD INDUSTRIAL PLATFORM

Blockchain, IOT (internet of things) and BIG DATA for the industrial sector,
logistics and modernization of plants.



INTEGRATING BLOCKCHAIN, AI, BIG DATA AND IOT INTO THE MARKET
INDUSTRIAL EQUIPMENT

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INTRODUCTION

In 2016, the industrial equipment market reached \$ 3 trillion ⁽¹⁾, and the factoring market was \$ 3.2 trillion ⁽²⁾. Unfortunately, many manufacturers of industrial equipment sell their products using outdated and sometimes inefficient methods of sale ⁽³⁾, transportation ⁽⁴⁾ and factoring. Purchasing plants use inefficient methods of searching for and selecting equipment, which entails the purchase of poor quality or counterfeit products. Thanks to the technology of blockchain, AI (Artificial Intelligence), smart contracts, IOT (internet of things) and BIG DATA, it became possible to optimize this market and transfer it to a fundamentally new, more profitable (for all parties) level.

MARKET SIZE

(for 2016)



3 TRILLION \$

The global volume of the industrial market equipment.



~ 30,000

MANUFACTURERS

Industrial equipment only in the USA



9,1 TRILLION \$

The volume of the world logistics market



~ 250,000

PLANTS

and factories only in the USA

Against this backdrop, the question arose about creating a global **self-renewing equipment base (the data of which is confirmed by real monitoring** of operation thanks to the sensors installed in the factories) with the function of marketplace, where not only can you **find the most powerful equipment**, the **effectiveness of which has been proved** by the huge number of factories where it was installed, for its production, but also to **buy it there directly** from the manufacturers and **deliver it to itself under the most favorable conditions** through the very **best carriers**.

Our task was to find the most acute problems of the industrial equipment market, as well as to find ways to significantly increase the income of manufacturing plants (equipment) and customer plants (where this equipment will be installed). We found a

solution to these problems in symbiotic integration in the processes of the following new technologies:

- Blockchain
- IOT (Internet of things)
- BIG DATA
- Smart-contracts
- AI (artificial intelligence)

GOAL №1 ELIMINATION OF PARASITIC COMPANIES IN INDUSTRY

We will remove **parasitic industrial links (intermediaries) in the supply chain and low-quality producers into clean water and eliminate them** with the help of digital technologies.

In the industry there is a huge number of companies that are useless and use imperfection of the system to extract their income. They are dissipating their own and the new digital economy they will not need in the future.

The symbiosis of IOT + Blockchain + BIG DATA + AI technologies has an extremely strong subversive potential and **can completely eliminate a large number of annoying low-efficiency intermediaries**, whose actions lead to a strong and unreasonable price increase.

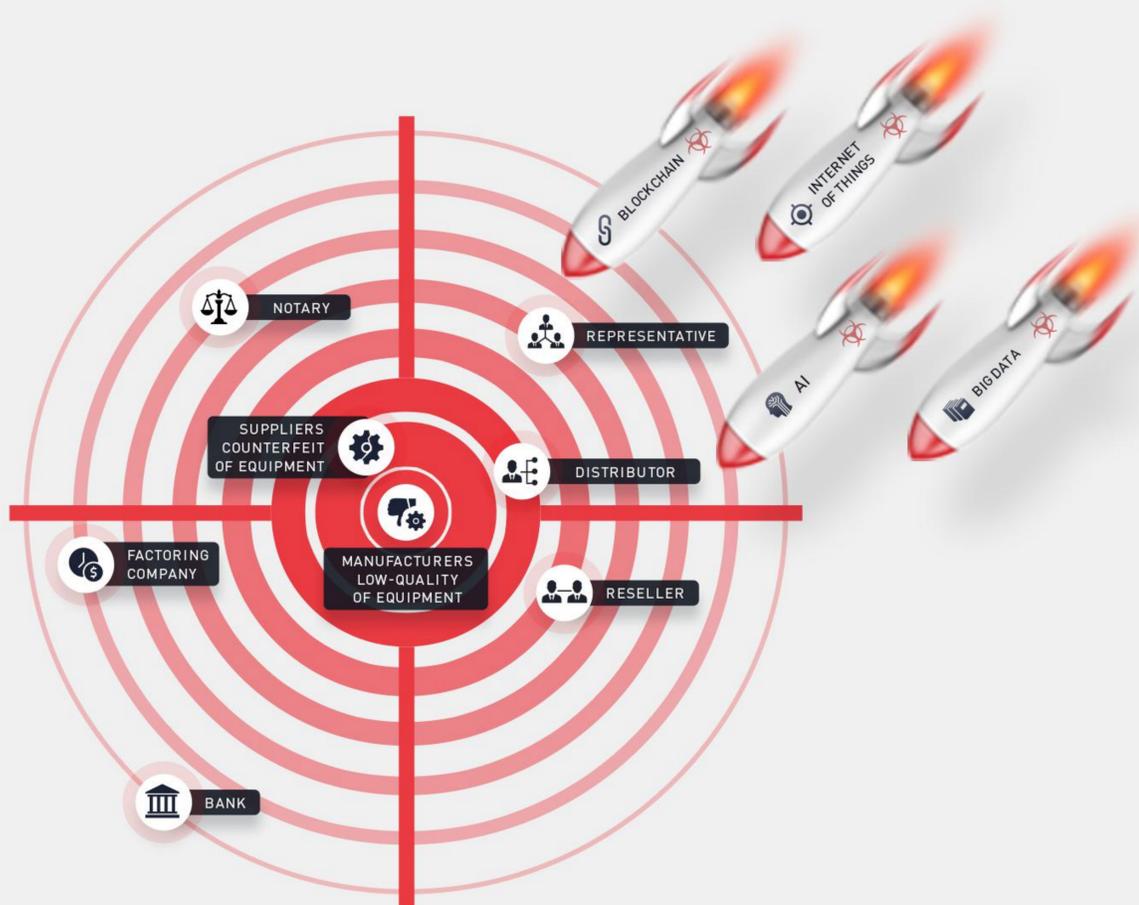
WHO BENEFITS FROM SUCH CLEANING:



Each plant,
buying industrial equipment



Manufacturers
of high-quality industrial
equipment



(The closer the company to the center of the target - the more damage it will receive from the introduction of new technologies)

What should we do to move to a new model of the digital economy?

1) To build a unified network of interaction between factories that have industrial equipment installed. Agree with them on the possibility of exchanging data on

monitoring the life of industrial equipment (which they have installed) obtained from IOT sensors for the mutually beneficial use of this accumulated information (in order to determine what equipment is the most powerful and viable and for maximum optimization and modernization of enterprises). When the factories will give this data, they will be able to receive data from other plants in processed form, that is, we must create quality profiles of each equipment based on real tracked data. For example, if at 1000 factories X1R2 equipment is installed, then collecting the monitoring data of its life from each plant, then we will be able to find the average quality indicators of this equipment (KPI, capacity, productivity) and the average time to breakages, which will allow predicting failure equipment and each of the factories to avoid production downtime with the help of a pre-made service of X1R2 equipment.

2) Use the technology blockchain to create this network because of its simplicity, reliability, economic feasibility, security, irreversibility of the information entered, as well as the absence of a single center, that is, even we will not be able to modify the information collected after making that guarantees its reliability.

3) Integrate blockchain, smart contracts and IOT (Internet of thing) into the supply chain and thereby reduce the transportation price to 50%, which can bring significant savings to the enterprises that this equipment is ordering.

4) Replace factoring companies with their services based on smart contracts and data analysis algorithms. For the manufacturer, this means reducing the price of factoring to 70%, since artificial intelligence will analyze the interrelationship of the applicant, as well as his reputation, which will allow him to establish conditions that are acceptable to him (and for us). This can help partially replace the services of expensive factoring companies in the market. And also significantly simplify (there is no need to prove their solvency and do not need to go anywhere) and speed up (the transfer of money in case of approval, is made instantly) the process of obtaining a factoring loan.

5) Exclude banks and notaries in the international B2B trade in industrial equipment, any contracts that were previously issued on paper can now be formed in smart contracts, with the help of the digital value of products, which is very significant on large volumes, and for low-margin trade such a commission is capable of significantly reduce the profit of the seller and the buyer. These organizations are custodians, which can be replaced, so they may be more appropriate to exclude.

6) To make the companies' reputation transparent, that is, to eliminate invalid

reviews by allowing only those reviews whose parties have a transaction record in the blockchain database. And also with the availability of a self-renewing equipment base (installed in a number of factories), we will be able to classify manufacturers using quality analysis of products that will be displayed in their profile and will be available to all market participants.

We have come to the decision **to create a powerful ecosystem** that can successfully work and develop. We believe that only such a symbiosis of the use of digital technologies in industry and the gradual introduction into processes can have a great future and replace a lot of unnecessary intermediaries and low-quality equipment manufacturers. **The potential of our platform involves a strong change in the market of industrial equipment and the entire industry as a whole.**

GENERAL DESCRIPTION OF THE PROJECT

The Startup Industrial Markets is a global industrial base of equipment and a combined marketplace, which is intended exclusively for manufacturers of industrial equipment and industrial customers (factories, workshops, manufactures) and also for those who serve them (logistics companies, engineers, insurance companies) . The priority of our project is the introduction of modern digital technologies that were previously inaccessible to create honest and verified profiles of every existing equipment and reputation of the companies that produce them, the ability to buy them in one place, as well as a significant reduction in the final cost of equipment and a reduction in cost its transportation. The main competitive advantage is the complex integration of such technologies as: blockchain, smart contracts, BIG DATA, AI (artificial intelligence), as well as communication with IOT (Internet of things), that is, technologies that can solve a huge range of problems in the industrial equipment and problems of those who install this equipment on their factories and enterprises.

In addition, on our platform it will be possible to find an engineer with a large proven experience of a suitable specialization, a logistics company with a well-proven reputation and working on the necessary routes, as well as sell its obsolete equipment, but the main advantage remains a global database in which it will be impossible to modify data about the quality of the equipment operated, whose life monitoring data are collected by a huge number of plants where it is installed in real time and are reliable.

These data can not be somehow changed or deleted, but they can be supplemented, which will force manufacturers to work on improving its quality, and plants should choose only the most durable and powerful equipment to install for their production.

WHY WE BELIEVE IN SUCCESS IN INDUSTRIAL MARKETS

Why do we believe that the Industrial Markets project has a great chance of success?

The project actually can reduce the final cost of equipment and the cost of transportation, which will be beneficial for the buyer. It's time to introduce new technologies into the market of industrial equipment. This market is still working on the old paradigm and has flaws, which are expressed in the presence of a large number of intermediaries and unreliable data on the quality of the equipment being sold. Thanks to the appearance of the "Internet values" we can eliminate them without harm to the manufacturer and the buyer, thereby greatly reducing the final cost of equipment and the cost of its transportation. And the "Internet of things" will allow you to get real data about equipment quality from all the plants where it is installed and thereby make the market as transparent as possible, BIG DATA will allow data to be analyzed, and AI will allow to work with these data.

If our project is implemented, it will allow the plants to buy only the most powerful and high-quality equipment, thanks to confirmed data, and its producers will have to work harder on its quality.

Integration of the Internet of things and interaction with BIG DATA + blockchain will achieve an exceptionally powerful synergistic effect. This is a global database of profiles, which will be supplemented by real, up-to-date, verified monitoring data on the life and quality of each existing equipment. With the participation of customer plants in the exchange of information about the life of the equipment installed at our premises, we will be able to create some accumulation of knowledge that can be used in the future. This will remove from the market poor-quality equipment and increase sales of high-quality, since no one will buy something bad, and good (especially if good quality is confirmed by thousands of plants) will buy.

We use relatively young technologies, which appeared quite recently, but created a big stir around them, as they have the potential to solve many problems and change the conduct of business as such. Other similar projects simply did not have time to appear.

Limit concentration in the niche. We set ourselves the task of solving the problem that went around "Amazon" and "Alibaba", namely: to concentrate exclusively on industrial equipment and its use, this approach will allow us to become the best in this niche.

Low costs. We do not need to call a large number of people, since we are focused on robotization and automation of processes. We do not need a warehouse, we do not deal with wholesale supplies, we do not have expensive liabilities, so for Industrial Markets, the unstable economic situation is not terrible. The entire database will be stored in the locker, we do not need to duplicate it and protect it from hacker attacks.

On the project you can order a full cycle of work with the equipment. Opportunity to search for equipment and its analogs based on our proven database of profiles, which is based on monitoring, search for a carrier, as well as the search for engineers for installation and verification. And after the end of exploitation, sell it.

A valuable idea at the right time. Now, thanks to the opportunity to implement approaches that people had previously guessed, we can develop a plan of changes that will bring tangible benefits and make people's lives better, so the prices of manufactured products depend on the price of industrial equipment, and by reducing the price of equipment (and its delivery), we will be able to change a lot around the world. The factories that install it themselves will be able to choose only the best and most powerful equipment, which is 100% compatible with their system and the quality of which is confirmed by monitoring data, which means that their evolution will be accelerated. The world needs similar projects. One can even say that there is an urgent need for such projects.

Effective replacement of brokers by blockchain. With the help of blockchain and smart contracts ⁽⁵⁾, we will be able to exclude some intermediaries from the market of industrial equipment, which is one of the best and effective ways to cut costs, which in turn can multiply the incomes of both manufacturers of industrial equipment and from their customers.

High level of involvement. All customers will be active. We are making a project that can increase the income of all its users: manufacturers (equipment sales), buyers (economy), logistics companies (orders), industrial engineers (orders). The project assumes improvement of the rating of the user due to the active use of the platform, which will be a good incentive for action, because the high rating will contribute to a significant increase in revenue generated by the industrial markets platform.

Really full use of IOT (internet of things), blockchain, BIG DATA and Ai (artificial intelligence).

One of the few examples where these technologies can combine and bring great benefits to manufacturers and buyers of industrial equipment. Internet of things allows you to collect monitoring data on the life of installed equipment on a huge number of plants. BIG DATA allows you to extract from this data all the most valuable, as well as will classify this knowledge, which will allow to use this data in the future. Blockchain is the same missing part that will participate in this scheme as an environment in which it is possible to replenish and exchange information. And artificial intelligence (Ai) will be able to identify the needs (the need for repair, replacement of equipment, modernization of production and the search for appropriate solutions in our database) of each user and offer him the best and quality equipment for solving the problems of its production and repeatedly increasing its efficiency.

Huge growth potential. A huge number of clients can use the platform. Industrial Markets can become the very project that the entire global industrial market will be able to use.

An acute need for change. The market of industrial equipment is at the stage of searching for new, more effective ways of interacting with customers, as this can greatly increase the income of producers. Concept 5.0 offered to use internet of things and block to move the quality of interaction with customers to a new level, we believe that the present subversive potential for the synthesis of these technologies has not been used so far. industrial markets allows you to look at their use on the other hand and is the solution that can greatly increase the income of manufacturers and buyers of industrial equipment without affecting any other aspects of production.

OUR MISSION

We are obliged to change the current situation in the market of industrial equipment. For radical changes, it is necessary to use the latest Internet technologies. We will implement blockchain and smart contracts in logistics processes, factoring, and international transfers. And we will also achieve transparency in assessing the quality of each industrial equipment, so we will create their profiles based on data analysis (BIG DATA) from the sensors (IOT) installed on them and store these data in the database, which will additionally eliminate counterfeit and equipment from the market Low quality. The maximum benefit we achieve, if the blockchain will be combined with the IOT (internet of thing), BIG DATA and elements of artificial intelligence.

1) For the successful interaction of the producer and the buyer, we must remove all barriers, be they linguistic, barriers in the form of distance, in the form of intermediaries, mistrust, high commissions or different mentalities.

2) Products go through too many intermediaries ^{(6) (7)} before they reach the buyer (who eventually pays for their often useless services). Intermediaries can and should be eliminated, especially since now it has become possible. The equipment must be transferred from the seller to the buyer directly. From the manufacturer's factory to the buyer's factory.

3) The problem of trust should be resolved, it is necessary to make the industrial equipment market more open and transparent, thereby globally improving the quality of all interrelated elements.

4) We will actively "push" ourselves towards the goal, which is to completely transform the market of industrial equipment. The world is changing, new technologies such as blockchain, IOT, smart contracts, BIG DATA and artificial intelligence allow companies to interact more effectively (not only the buyer and seller, but also the buyer and the buyer) and significantly increase their profitability. It is necessary to overcome stagnation and force the market of industrial equipment to change its paradigm, because in this field there are a large number of opportunities that must be used. This task is complicated, but it is worth it to fulfill it. Who will do this if not us?

To make an evolution in the field of equipment modernization in factories through its transition (elimination of the human factor) **to automatic mode** with the help of artificial intelligence and BIG DATA, the possibility of equipment selection and the possibility for the plant to buy its automatics and in advance thanks to the monitoring system through IOT sensors (thanks to the Internet of things and interaction of these data with artificial intelligence).

WAYS OF GENERATING INCOME

1) Access to the self-renewing equipment base.

Initially, access is free of charge, so that any buyer can find reliable data on the performance of a particular equipment, but then, if he wants to continue to be able to view them, he must provide life-monitoring data from his production (thus simply exchanging information) . In other cases, the right to use the database will need to be purchased.

2) Premium accounts.

Enter into the system premium accounts for all categories of users, which will expand their capabilities on the platform of industrial markets. For example, for logistic companies and engineers, there will be a restriction on the number of responses to tenders and auctions, and only the premium account will remove this restriction. Products manufacturers that have premium accounts will be located in the issuance of higher than those who do not have it. This service will be able to significantly increase the profits of those using it, as it can substantially increase their profits, that is, it is economically feasible.