

Morpheus Labs is a Singapore-based blockchain startup primarily operating a B2B enterprise-focused platform for blockchain development. This flagship Blockchain-Platform-as-a-Service ('BPaaS') is a centralized cloud-based hub designed to simplify and expedite the processes and procedures involved in evaluating, developing, and deploying blockchain solutions for organizations of any size.

The overarching mission of the company is to be a connector; bridging the gap between commercial enterprise and the possibilities emerging blockchain protocols present as alternatives to legacy systems.

Blockchain Platform as a Service

By providing the infrastructure and a safe sandbox testing environment, users of the BPaaS can more easily find relevant usecases and streamline the deployment of blockchain-driven solutions. The service has been designed to save time and money in research and development expenditure with cost-effective prototyping and deployment a core focus in design. With enterprise customers a target userbase for the service, role-based team access controls allow for the separation of permissions and access-rights for team members. The platform allows users to experiment with 7 partnered blockchain protocols, develop in 8 supported programming languages, and receive active consulting and technical support from the Morpheus Labs team as part of their subscription.

Application Library

Built into the platform is a marketplace to trial and subscribe to pre-built turnkey applications submitted by developers and curated by the Morpheus Labs team. The App Library is comparable to smartphone app stores and enables users to search and subscribe to vetted blockchain applications.

Management and Team

Pei-Han Chuang [Founder & CEO]

Graduated from the University of Melbourne before working in banking and financial services. Pei-Han has relevant experience in business development and implementation of software solutions for SMEs from his previous roles.

Dorel Burcea [Founder & CIO]

Graduated from the University of Bucharest and completed an MBA at the University of Liverpool. Over fifteen years of experience working in banking and financial services. Experience with startups in fintech and IoT led to his introduction to blockchain technology. Dorel's focus as CIO includes defining the architecture of the BPaaS and streamlining adoption.

Bruce Lu Yang [Founder & CTO]







Graduated from the University of Tianjin and completed an MBA at Rutgers Business School. Over twenty years of experience in enterprise software development including over ten years at IBM in Singapore. Working closely with the other core management team, Bruce is responsible for the design and implementation of technical components of the BPaaS.

A larger team of in-house software developers assist with core duties including maintenance and support for the BPaaS, client consulting, and vetting Application Library submissions.








Summary

FOUNDATION	2017
LOCATION	SINGAPORE
STATUS	POST-LAUNCH
MANAGEMENT & TEAM	20+
TOKEN CODE	MITx
TOKEN TRADABLE	YES

Essentials Overview

PLATFORM FOR BLOCKCHAIN-AS-A-SERVICE	
B2B ENTERPRISE FOCUSED	
SANDBOX TESTING ENVIRONMENT	
15 BLOCKCHAIN PROTOCOL PARTNERSHIPS	
EXISTING REVENUE	
BLOCKCHAIN DEVELOPMENT	

Notable Blockchain Partners

CHAINLINK—August 2019	
NEO—June 2019	
VECHAIN—October 2018	
NEM—May 2018	
WAVES—July 2019	
ICON—October 2019	
STEEM—August 2019	

*Highest ranked partnered blockchains by market capitalization according to coinmarketcap.com

Revenue Model

Morpheus Labs held the official launch of the BPaaS platform in January 2019. Within the platform several revenue streams have been designed of which fees will be earned. The primary source of revenue will come from user subscription fees for access to the platform which is spread across four tier levels. As with many tiered subscription-based models, each plan offers an increasing level of flexibility and capacity. Subscription fees are denominated in US dollars which are dynamically converted to a quote in the Morpheus Labs Infrastructure Token ('MITx'). Aside from a free trial subscription, fee tiers range from US \$99 for the 'Developer' tier to \$1,899 for the 'Advanced' subscription targeting SMEs. In addition there is an 'Enterprise' tier which is reserved for bespoke tailored solutions for larger clients with unique needs. The BPaaS is currently in operation and earning revenue with existing clients.

Highlights

Blockchain Village at Medini ('BVAM')

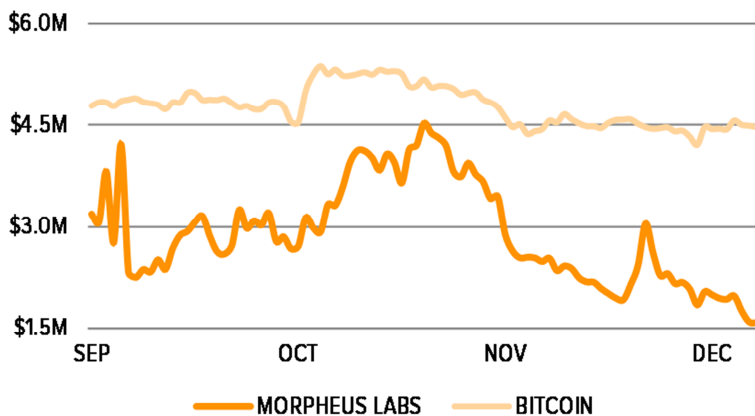
Being based in Singapore, Morpheus Labs are the standout Blockchain-as-a-Service startup in this region. Recently an announcement was made of their inclusion in a Malaysian 'Smart City' initiative launched by i2M Ventures, a wholly-owned subsidiary of the sovereign wealth fund of the Government of Malaysia. This Smart City is located in Iskandar Puteri, a city within the Johor Bahru district in Malaysia. This cooperation begins their international expansion and will put the company within close proximity to enterprise and education providers in Medini City.

Hanwha Group—An Education Focus

Hanwha Group is a multi-billion dollar conglomerate in South Korea. Morpheus Labs have formed a relationship with 'Hanwha DreamPlus', an early-stage startup accelerator from Hanwha Group as part of their 'Blockchain Academy' initiative—a first in Asia. This involves Morpheus Labs producing a seven-week online education course for students of the academy to study, and opens the door for future collaboration.

Morpheus Labs Infrastructure Token

The primary purpose of the token is for payment of subscriptions to the platform and for applications within the BPaaS. Payment is not the single utility of the MITx token as there are several 'staking' incentives built into the token model. Incentives include discounted platform subscription fees and reduced commissions for app developers. The team have indicated an openness to adding additional utilities in the future.

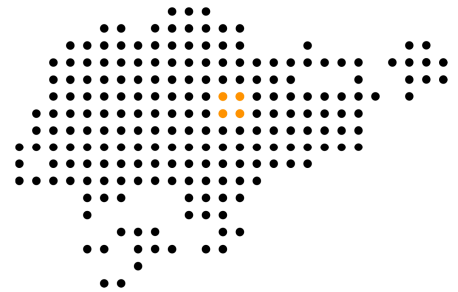


Source: coinmarketcap.com data



Roadmap

Successfully completed ICO fundraising of US \$10m	Q22018
Launch event for the Blockchain-Platform-as-a-Service	Q12019
Agreement with DreamPlus for Asia's first 'Blockchain Academy'	Q22019
BVAM collaboration, partnered with ICON and integrationWorks	Q32019
Blockchain interoperability, expand to Europe & North America	2020+



Token Detail

TYPE	ERC-20
CIRCULATING SUPPLY	~384m
TOTAL SUPPLY	~747m
PRICE	US \$0.0044
MARKET CAPITALIZATION	\$1.55m
24 HOUR VOLUME	\$442,000
90 DAY RANGE	\$0.004– 0.014
52 WEEK RANGE	\$0.0029– 0.029

Prepared by Hillrise Capital Pty Ltd ('Hillrise Capital'). The information presented in this report is general in nature. This report has been prepared based on current information as at November 30, 2019. Copyright 2019.