MaxGapPlus

White Paper

2018

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1. Executive Summary

MaxGapPlus aims to build the world's most technologically advanced insurance company. Our first product will concentrate on the $1 billion+ yearly automotive GAP insurance market.

Our research indicates that the insurance industry suffers from at least 7 areas that we can disrupt with blockchain technology.

- **Policy Sales**
  - Policy as a smart contract.
  - Sale for oracles, innovative coverage, riders and payout triggers.
  - More insight into customer for coverage insights.
- **Incident Management**
  - Accident notifications by smart contract oracle initiated prevention and recovery workflows.
- **Claims Management**
  - Claims validation and loss determination by smart contract, oracles, smart underwriting and/or blockchain insight.
- **Reserve Calculation**
  - Real time data flows and claims determination provide faster insights for reserve calculation impacting support processes.
- **Re-Insurance**
  - Industry consortiums to assess retrocessions in an automated manner using smart contracts.
- **Underwriting**
  - Risk liability reduced along with premiums and claims payout. Multiple underwriting models to evolve.
- **Fraud, Risk Determination**
  - Claims fraud determination with quicker turnaround reducing recovery risks.

The U.S. insurance industry total direct premiums written for L&H and P&C sectors for 2016 were $1.29 trillion, an increase of 2% over 2015 levels. The P&C levels alone were approximately $534 billion or 30% of net premiums written for the combined L&H, P&C, and health sectors, with total assets for the P&C sector at $1.9 trillion and capital and surplus of approximately $712 billion. Growth aspects for the insurance industry according to Munich Re is expected to increase by 3.1% globally in 2018.

2. DISCLAIMER

This document is a whitepaper setting out the current and future developments of the MaxGapPlus Platform and MaxGapPlus Ecosystem by MaxGapPlus (MaxGapPlus). This paper is for information purposes only and is not a statement of future intent. Unless expressly specified otherwise, the matters and products disclosed herein and set out in this whitepaper are currently under development and are not currently in deployment. MaxGapPlus makes no warranties or representations as to the successful development or implementation of such Platforms, technologies and innovations, or achievement of any other activities noted in the paper, and disclaims any warranties implied by law or otherwise, to the extent permitted by law. No person is entitled to rely on the contents of this paper or any inferences drawn from it, including in relation to any interactions with MaxGapPlus or the technologies mentioned in this whitepaper. MaxGapPlus disclaims all liability for any loss or damage of whatsoever kind (whether foreseeable or not) which may arise from any person acting on any information and opinions relating to MaxGapPlus, the MaxGapPlus Platform or the MaxGapPlus Ecosystem contained in this paper or any information which is made available in connection with any further enquiries. The information contained in this publication is derived from data obtained from sources believed by MaxGapPlus to be reliable and is given in good faith, but no warranties or guarantees, representations are made by MaxGapPlus with regard to the accuracy, completeness or suitability of the information presented. It should not be relied upon, and shall not confer rights or remedies upon, you or any of your employees, creditors, holders of securities or other equity holders or any other person. Some images used herein may be subject to copyright and used pursuant to the fair use regulations. Any opinions expressed reflect the current judgment of the authors of this whitepaper and do not necessarily represent the opinion of MaxGapPlus. The opinions reflected herein may change without notice and the opinions do not necessarily correspond to the opinions of MaxGapPlus. MaxGapPlus does not have an obligation to amend, modify or update this whitepaper or to otherwise notify a reader or recipient thereof in the event that any matter stated herein, or any opinion, projection, forecast or estimate set forth herein, changes or subsequently becomes inaccurate. MaxGapPlus, its directors, employees, contractors and representatives do not have any responsibility or liability to any person or recipient (whether by reason of negligence, negligent misstatement or otherwise) arising from any statement, opinion or information, expressed or implied, arising out of, contained in or derived from or omission from this whitepaper. Neither MaxGapPlus nor its advisors have independently verified any of the information, including the forecasts, prospects and projections contained in this whitepaper. Each recipient is to rely solely on its own knowledge, investigation, judgment and assessment of the matters which are the subject of this report and any information which is made available in connection with any further enquiries and to satisfy itself as to the accuracy and completeness of such matters. Whilst every effort is made to ensure that statements of facts made in this whitepaper are accurate, all estimates, projections, forecasts, prospects, expressions of opinion and other subjective judgments contained in this whitepaper are based on assumptions considered to be reasonable as of the date of the document in which they are contained and must not be construed as a representation that the matters referred to therein will occur. Any plans, projections or forecasts mentioned in this whitepaper may not be achieved due to multiple risk factors including without limitation defects in technology developments, legal or regulatory exposure, market volatility, sector volatility, corporate actions, or the unavailability of complete and accurate information. MaxGapPlus may provide hyperlinks to websites of entities mentioned in this

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3. Industry Problems

Despite the excellent growth prospects for the industry we have identified several key problems.

- **Fraud – A $34 billion problem**

  Thanks to its ability to provide a public ledger across multiple untrusted parties, blockchain has the potential to eliminate errors and detect fraudulent activity. A decentralized digital repository can independently verify the authenticity of customers, policies and transactions (such as claims) by providing a complete historical record. As such, insurers would be able to identify duplicate transactions or those involving suspicious parties. First-moving insurers (including some outside of P&C) are already exploring the use of blockchain to reduce fraud and risks associated with payments across borders and transactions involving multiple currencies. In specialty insurance and reinsurance markets, where insurers are often removed from the end clients, blockchain may be used to address the considerable inefficiencies, gaps and errors caused by poor data quality in both front and back offices. Health insurers and regulators in the US view blockchain as a powerful tool for combating Medicare fraud. Validation and verification, which can add value to many insurance processes, form the heart of the blockchain business case.

- **Reinsurance**

  P&C insurers seeking clearer visibility into their reinsurance contracts and risk exposures may gain it through blockchain. Consider the case of an insurer seeking to offload an equal amount of risk to two separate reinsurers. A blockchain ledger could provide insight and notification if one of those reinsurers then tried to offload some of its portion to a subsidiary of the other reinsurer. It also would help insurers gain confidence that, as they pay out claims, they are appropriately rebalancing their capital exposures against specific risks. Within reinsurance, the benefits of blockchain include more accurate reserve calculations based on actual participating contracts and automatic calculation updates once underlying data is updated. Plus, insurers gain more flexibility in moving capital and enhanced transparency into known risks, capital efficiency and capital requirements for compliance. Practically speaking, audit trails become easier to follow, modeling requirements are greatly reduced and there is less need for coordination between finance and IT.

- **Use of intermediaries, distribution, & payment models**

  A number of global insurers are developing alliances and exploring new payment business models (and bitcoin technologies) to achieve capital efficiencies through single global ledgers. Increased automation to capture risk data in contracts also offers new opportunities to build market knowledge, streamline payments and attract financing risk. At minimum, global insurers can use blockchain to cut asset management costs by reducing the hedging fees they pay to protect themselves from currency fluctuations in international transactions. Mobile wallets are another potential use case. Insurers developing these offerings typically restrict consumers' options and limit the data that can be included. With blockchain, wallets can achieve customer engagement on a much greater scale, with tailored functionalities and more integrated data. Consumers could have all their identities and insurance information available instantly.

- **Claims prevention and management**

  Alongside big data, mobile and digital technologies, blockchain is essential to establishing an efficient, transparent and customer-focused claims model based on higher degrees of trust. Within claims prevention, new data streams can enhance the risk selection process by combining location, external risk and analytics. A distributed ledger can enable the insurer and various third parties to easily and instantly access and update relevant information (e.g., claim forms, evidence, police reports and third-party review reports). The use of data from a mobile phone or sensors can streamline claims submission, reduce loss adjuster costs and increase customer satisfaction, with blockchain systems facilitating communications and coordination among all parties. Consider how sensors can trigger alerts to insurers that a crash has occurred (thereby initiating a new claim), and then route secure and relevant data to preapproved and conveniently located medical teams, towing services and/or repair garages. Here again, blockchain is the network connecting and ordering data from the multiple devices and apps involved in the multidimensional process. Similarly, the combination of sensor data, satellite imagery, mobile technologies and blockchain could be used to facilitate claims payments and rescue services when natural disasters occur in remote areas. Data from weather stations could determine claims amounts based on actual weather readings, with blockchain enabling greater automation, more efficient data sharing and stronger safeguards against fraud.

- **IoT (Internet of Things)**

  *"The **Internet of Things** refers to the ever-growing network of physical objects that feature an IP address for internet connectivity, and the communication that occurs between these objects and other Internet-enabled devices and systems."*

  As more devices and objects are connected to the IoT, the amount of data that will be created and collected will increase significantly. This data will be hugely valuable to insurers as they look to develop more accurate actuarial models, or new products such as usage-based insurance (UBI) models. In the auto insurance market, for example, consider how encrypted data gathered about driving times and distances, acceleration and braking patterns, and other behaviors can be used to identify high-risk drivers, validate information included on applications and give consumers more control over their premiums. The challenge in this future state, however, is how to manage the sheer volume of data and logic as thousands or millions of devices are communicating with each other. With blockchain, you can manage large, complex networks by having the devices communicate and manage each other on a peer-to-peer basis, securely, instead of building an expensive data center to handle the processing and storage load. Having these devices manage themselves is significantly cheaper than the data center model.

Insurance Value Chain

Today

| Product Development | → | Marketing & Distribution | → | Pricing & Underwriting | → | Policy Processing | → | Claims Management | → | Performance Management |

Tomorrow

Marketing & Distribution

Product Development

Pricing & Underwriting

Performance Management

Blockchain Smart Contract

Policy Processing

Claims Management
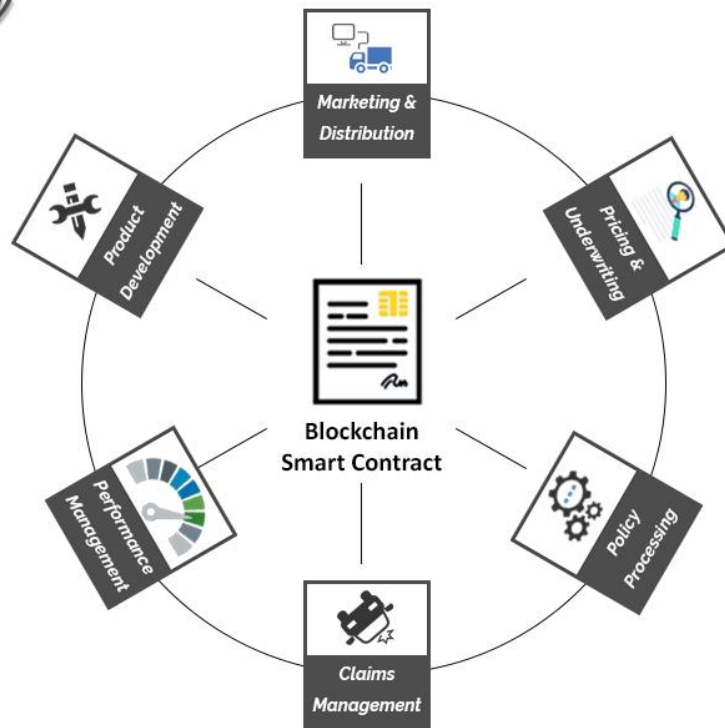
4. Product Architecture and Development Timeline

We expect to have working prototypes within 1 year of launch and will utilize best practices for software and or hardware development while also being as transparent as possible about our progress, setbacks, and wins.

RoadMap

DEC 2017	JAN 2018	AUG 2018	Q3 2018	Q2 2019
1	2	3	4	5
Development of MaxGapPlus bgan	Business Plan, PPM Documentation WhitePaper & Website Created. Discussion of ICO began.	Go Live With ICO, Alpha Release.	Close ICO, Closed beta release. OnBoard first beta customers	MVP Release

5. Market Opportunity and Business Model

The opportunity that we have before us is a trillion dollar industry, with the industry itself inching towards automation and the use of blockchain with the advent of industry initiatives such as B3I, we believe that a smart, nimble, and fast startup can position ourselves as the leader in the industry for innovation, automation, technology, and efficiency.

6. Marketing Strategy

MaxGapPlus's marketing strategy will target both consumers and automotive dealerships and will utilize traditional (offline) as well as digital marketing techniques.

Light vehicle dealerships in the U.S. consist of approximately 18,251. A light vehicle dealership is defined as: *A dealership is the building in which at least one vehicle brand is sold. It might include several franchises, selling a manufacturer's various brands.*

Light vehicle sales for 2017 was 17,134,700 with roughly 30% of these being leases vs financed. A leased vehicle in most areas of the U.S. requires a GAP policy. Our strategy will begin by targeting the light vehicle dealerships in the U.S. that would benefit from our unique product which offers our down payment assistance program. We believe this will be attractive enough for consumers as well as dealerships to create a critical mass regarding our execution and onboarding process. Our goal for year 1 of sales is to capture 0.005% of the leases sold in the U.S. or approximately 22,500 policies taken on an average yearly light vehicle sales figure of 15,000,000; (15,000,000 * 0.30 * 0.005) as well as 0.005% of financed vehicles (15,000,000 – (15,000,000 * 0.30) * 0.0025) 26,250 for a total

policy sales volume on year 1 of 48,750 policies or roughly $24,375,000 (total policies * average policy amount of $500.00) in gross policy sales.

We also intend to empower our token holders and certain other individuals with an affiliate program whereby they would be incentivized and rewarded to drive traffic, leads and ultimately customers to our self-directed DIY policy web application and or smart phone applications for IOS and Android.

Direct to Consumer Sales

Very few consumers consider that GAP insurance can be purchased outside of the dealership at the time they are purchasing their vehicle. We are planning on running a multi-channel marketing campaign aimed at consumer education on GAP insurance, brand awareness and ultimately sales.

With most consumers, in the U.S., their vehicles are usually their second largest purchase. We will engage and educate our audience to the numerous reasons why protecting their purchase with GAP insurance makes sense.

Token and Token Eco-System
Symbol: MAX
Total Token Supply: 450,000,000
40% released to public
Soft-Cap Raise: $10,000,000
Hard-Cap Raise: $35,000,000
Each token has an initial price of $0.077

The total token supply has been derived from the average of U.S. car and light truck sales from the last 3 years multiplied by 3. This gives us an upper bound of how many policies and thus tokens that could possibly be written/used over the next 3 years.

The initial token price has been derived from the hard-cap divided by the total token supply.
$35,000,000 \div 450,000,000 = \$0.077$

- Token Distribution
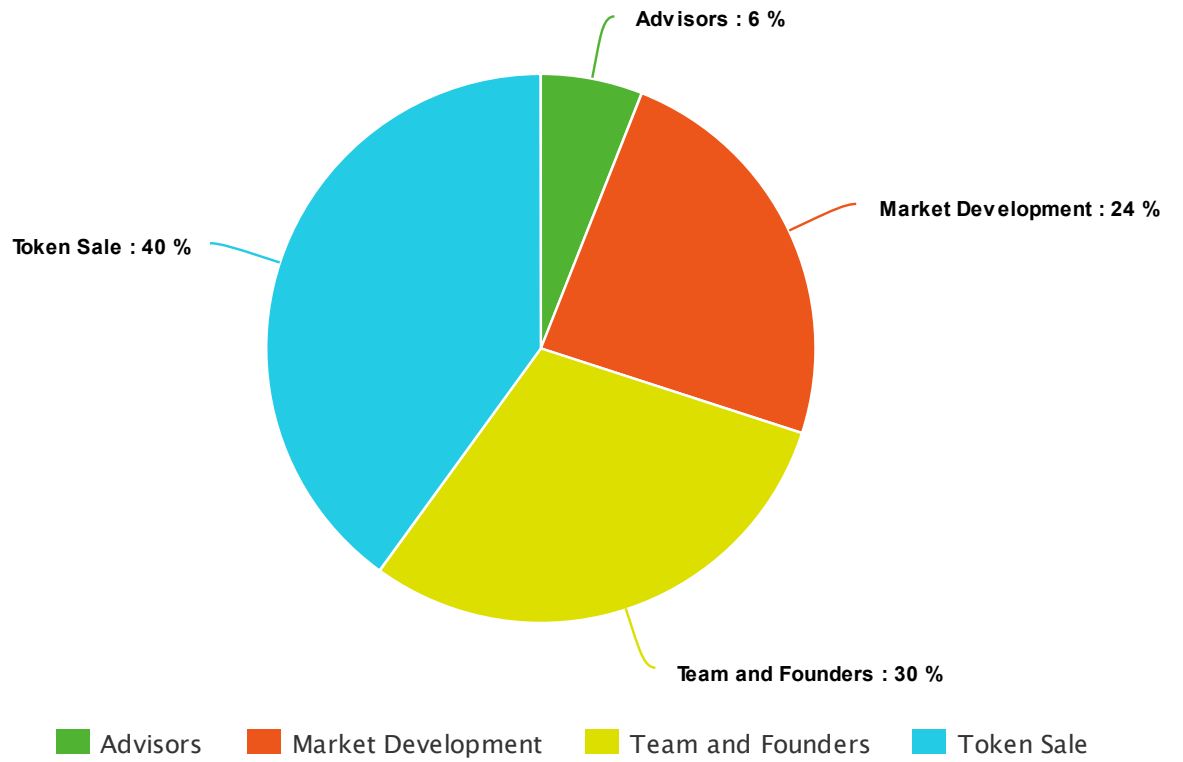
Token Diagram

How A MaxGapPlus policy comes to life:

A MaxGapPlus policy is sold to a consumer through our innovative direct to consumer marketing or by a vetted and approved agent, broker or dealership.

Our policies can only be purchased with MAX tokens. Although a consumer can use a traditional form of payment,

behind the scenes their payment is seamlessly converted to MAX tokens.

To incentivize the general public to participate, a token is randomly chosen from the public pool of available tokens so that the original token holder can be rewarded for their contribution. This reward is currently set at 20% of the wholesale price of the policy.

The remaining funds are awarded to the foundation for general accounting and to fund future liabilities. The wholesale price of the policy is set by our internal systems. Agents, brokers and or dealerships can markup the price of the policy from the wholesale cost.

Example:

Users:

- **Bob:** Is a customer.
- **Alice:** Is a dealership representative at AutoCity.
- **David:** Is a Token holder who recently bought 100 MAX tokens from his favorite crypto exchange.
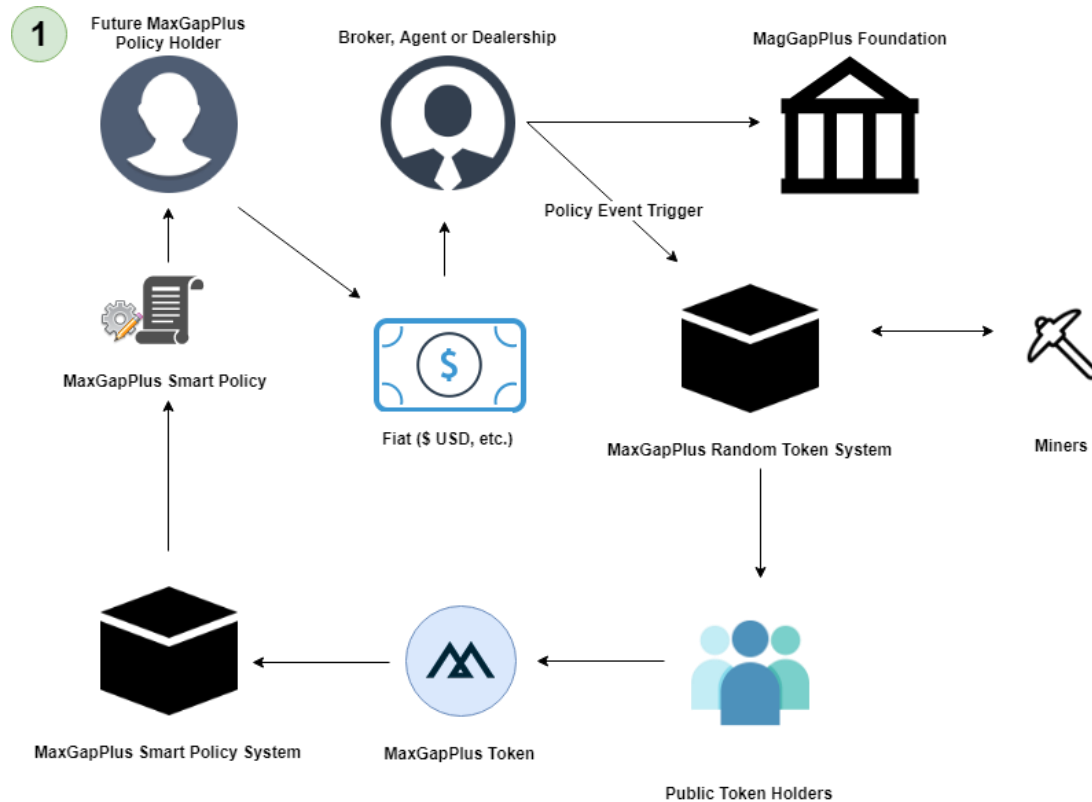- **MAX Foundation:** Legal entity for the MaxGapPlus system.

Procedure:
1. **Bob** purchases a MaxGapPlus smart gap policy for $600.00 during his purchase of a lease from **Alice** at the AutoCity dealership.
2. **Bob** receives his MaxGapPlus smart gap policy.
3. **Alice** receives the difference between the sale price of the policy and the factored cost of the policy which is anywhere from $150.00 - $300.00. In this example Alice's cost is $200.00** and therefore her profit is $400 ($600-$200)
4. **David** (the original token holder) receives 20% of the policy's wholesale price. *$40.00 ($200.00 * 20%)
5. **MAX Foundation** receives: $160.00 ($200.00 - ($200.00 * 20%))

* David is paid out in tokens. In the above example David would receive $40.00 worth of tokens, which he can then go onto the open market and sell if he so desires or keep them as part of his portfolio.

** These fees are remitted to the MaxGapPlus foundation directly from the AutoCity dealership's finance and insurance department.

The focus of our marketing and our largest potential sales channel will be the direct to consumer network. We will utilize traditional digital marketing techniques such as banner ads, Google Adwords, Affiliate programs, etc. The consumer will then be directed to our website, smart phone apps and or sales teams for streamlined purchasing. This will be one of the best ways to purchase a MaxGapPlus policy at the lowest price point.

How It Works - Illustrated

Example:

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- **Alice:** Is a dealership representative at AutoCity.
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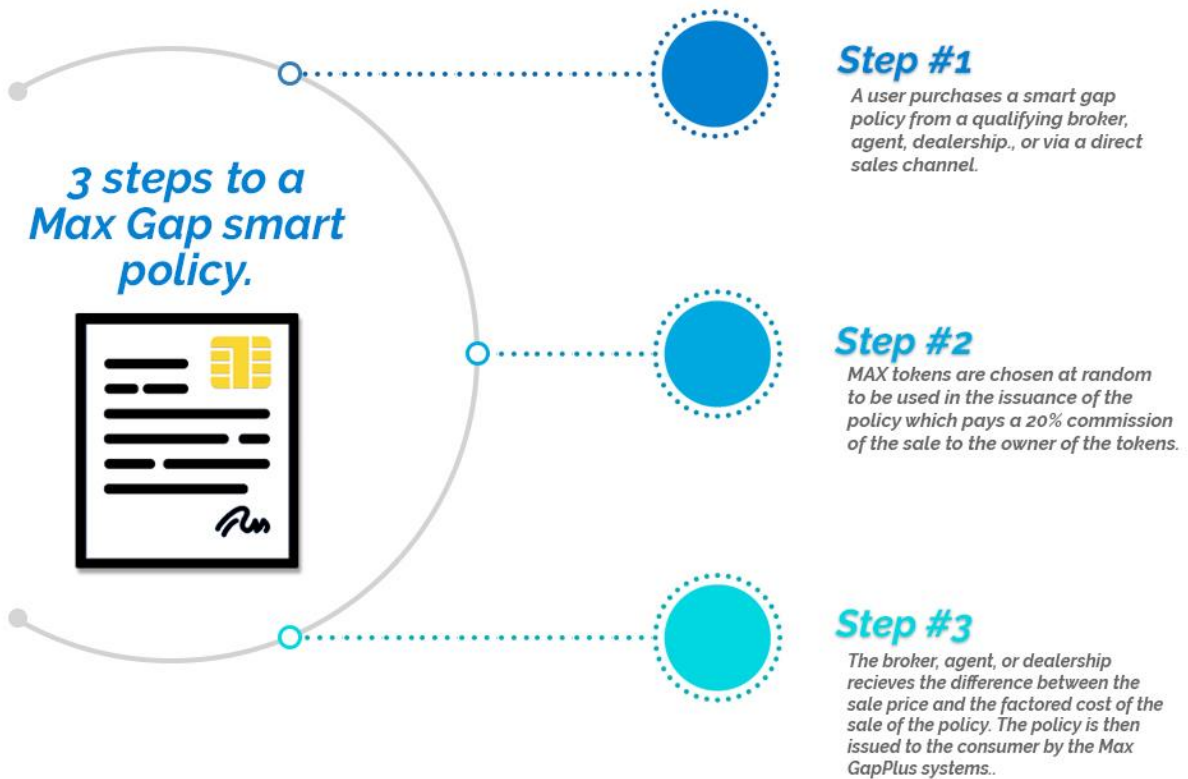- **MAX Foundation:** Legal entity for the MaxGapPlus system.

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How It Works - Simplified - Illustrated

3 steps to a
Max Gap smart
policy.

Step #1

A user purchases a smart gap policy from a qualifying broker, agent, dealership., or via a direct sales channel.

Step #2

MAX tokens are chosen at random to be used in the issuance of the policy which pays a 20% commission of the sale to the owner of the tokens.

Step #3

The broker, agent, or dealership recieves the difference between the sale price and the factored cost of the sale of the policy. The policy is then issued to the consumer by the Max GapPlus systems..

7. Mining

Mining is introduced to facilitate the choosing of a random token from the public pool as well as a mechanism to entice additional users to participate in the eco-system.

The reasoning behind this is to provide transparency into the process of randomly choosing a token from the pool to be the "winner" of a policy token, i.e. provably fair.

We therefore will introduce the concept of Proof of Randomness or (PoR)
The community of miners will need to supply entropy to the system so that a truly random token can be announced the "winner". Entropy in this context is defined as "noise" from the miners' system's and is based upon standard, publicly available open source RNG software libraries. See https://en.wikipedia.org/wiki/List_of_random_number_generators for a potential list of candidate libraries. It may be possible to license the RdRand chip from Intel or perhaps an RNG ASIC chip from http://www.ipcores.com/True_Random_Generator_TRNG_IP_core.htm and sell purpose built mining "rigs" or UBS sticks, complete with our logo/icon.

The "work" that needs to be computed for choosing a random token should not be overly difficult.

A miner should never be able to tell if the entropy that they submitted has been used to find a token. This will discourage bad actors from attempting to "game" the system and try to corner the market in "winning" tokens. To this end all miners are rewarded 1 token for participating in the mining system per policy transaction.

Miners submit a constant stream of entropy to the system, when a policy is and are validated as participating they receive their reward of 1 token.

Miners are required to stake a sliding scale amount of tokens (worth $10,000) per payout address, this is to discourage/prevent bad actors from spinning up thousands of low cost vm's to ddos and or attempt to corner the market on this part of the system.

When a request for a random token is submitted, a "block" of entropy is captured and computed according to the below rules.

A block of entropy is defined as 64^6 (68,719,476,736) bytes from ALL miners' submitted entropy during the capture window.

A capture window is defined as 3 seconds from the time a request is made.

Mining Rules:

Bad Actor Rules:

A system should be implemented to determine if a miner is submitting truly random data by looking at previously submitted "work".

Work Rules:

10 blocks of 64 bytes are extracted from the submitted capture window.

*Starting from the center (and in both directions) move 3 bytes and pull the next 64 bytes, move 3 bytes more and repeat until 5 blocks are pulled from each "side".

For each of the 64-byte blocks extracted from the previous step use each 64-byte block as the public key for an Ethereum address.

An Ethereum address is then calculated using the standard GETH library using this now randomly selected and conceived public key.
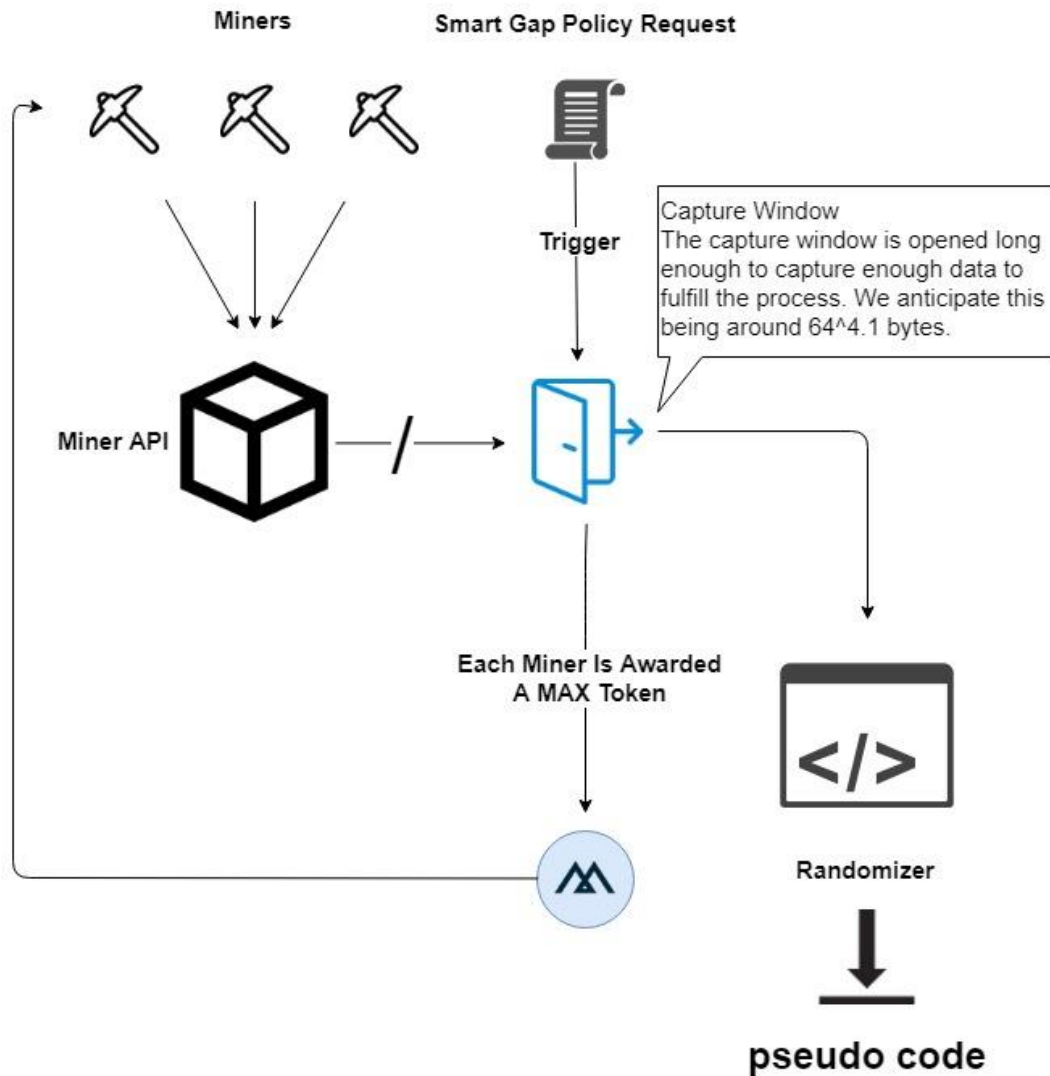
If an address is not matched from the 10 extracted blocks the system will request a new capture window.

The entropy submitted to the system is saved for auditing purposes.

Assumptions:

* This algorithm will be tested and analyzed vigorously by a certified mathematician/cryptographer.

Mining InDepth

Miners

Smart Gap Policy Request

Miner API

Trigger

Capture Window
The capture window is opened long enough to capture enough data to fulfill the process. We anticipate this being around $64^{4.1}$ bytes.

Each Miner Is Awarded A MAX Token

Randomizer

pseudo code

10 blocks of 64 bytes are extracted from the submitted capture window.

*Starting from the center (and in both directions) move RANDOM() bytes and pull the next 64 bytes, move RANDOM() bytes more and repeat until 5 blocks are pulled from each "side".

For each of the 64-byte blocks extracted from the previous step use each 64-byte block as the public key for an Ethereum address.

An Ethereum address is then calculated using the standard GETH library using this now randomly selected and conceived publickey.

If an address is not matched from the 10 extracted blocks the system will request a new capture window.

8. Legal

- ## General Information
  The MaxGapPlus token does not have the legal qualification of a security, since it does not give any rights to dividends or interests. The sale of MaxGapPlus tokens is final and non-refundable. MaxGapPlus tokens are not shares and do not give any right to participate to the general meeting of MaxGapPlus MaxGapPlus tokens cannot have a performance or a value outside the MaxGapPlus Platform. MaxGapPlus tokens shall therefore not be used or purchased for speculative or investment purposes. The purchaser of MaxGapPlus tokens is aware that national securities laws, which ensure that investors are sold investments that include all the proper disclosures and are subject to regulatory scrutiny for the investors' protection, are not applicable. Anyone purchasing MaxGapPlus tokens expressly acknowledges and represents that she/he has carefully reviewed this white paper and fully understands the risks, costs and benefits associated with the purchase of MaxGapPlus.

- ## Knowledge Required
  The purchaser of MaxGapPlus tokens undertakes that she/he understands and has significant experience of cryptocurrencies, blockchain systems and services, and that she/he fully understands the risks associated with the crowdsale as well as the mechanism related to the use of cryptocurrencies (incl. storage). MaxGapPlus shall not be responsible for any loss of MaxGapPlus tokens or situations making it impossible to access MaxGapPlus tokens, which may result from any actions or omissions of the user or any person undertaking to acquire MaxGapPlus tokens, as well as in case of hacker attacks.

- ## Risks
  Acquiring MaxGapPlus tokens and storing them involves various risks, in particular the risk that MaxGapPlus may not be able to launch its operations and develop its blockchain and provide the services promised. Therefore, and prior to acquiring MaxGapPlus tokens, any user should carefully consider the risks, costs and benefits of acquiring MaxGapPlus tokens in the context of the crowdsale and, if necessary, obtain any independent advice in this regard. Any interested person who is not in the position to accept or to understand the risks associated with the activity (incl. the risks related to the non-development of the MaxGapPlus platform) or any other risks as indicated in the Terms & Conditions of the crowdsale should not acquire MaxGapPlus tokens.

- ## Important Disclaimer
  This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way nor should it be considered as an offering of securities in any jurisdiction. This white paper does not include or contain any information or indication that might be considered as a recommendation or that might be used as a basis for any investment decision. MaxGapPlus tokens are just utility tokens which can be used only on the MaxGapPlus platform and are not intended to be used as an investment. The offering of

MaxGapPlus tokens on a trading platform is done in order to allow the use of the MaxGapPlus platform and not for speculative purposes. The offering of MaxGapPlus tokens on a trading platform does not change the legal qualification of the tokens, which remain a simple means for the use of the MaxGapPlus platform and are not a security. MaxGapPlus is not to be considered as an advisor in any legal, tax or financial matters. Any information in the white paper is provided for general information purposes only and MaxGapPlus does not provide any warranty as to the accuracy and completeness of this information. MaxGapPlus is not a financial intermediary according to U.S. law and is not required to obtain any authorization for Anti Money Laundering purposes. Acquiring MaxGapPlus tokens shall not grant any right or influence over MaxGapPlus's organization and governance to the Purchasers. Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies throughout the world. In that respect, regulatory measures, investigations or actions may impact MaxGapPlus's business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire MaxGapPlus tokens must be aware of the MaxGapPlus business model, the white paper and terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire MaxGapPlus tokens acknowledge and understand that neither MaxGapPlus nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes. MaxGapPlus will do its utmost to launch its operations and develop the MaxGapPlus platform. Anyone undertaking to acquire MaxGapPlus tokens acknowledges and understands that MaxGapPlus does not provide any guarantee that it will manage to achieve it. They acknowledge and understand therefore that MaxGapPlus (incl. its bodies, subsidiaries, affiliates, and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use MaxGapPlus tokens, except in case of intentional misconduct or gross negligence.

- Governing Law and Arbitration
  Any dispute or controversy arising from or under the crowdsale shall be resolved by arbitration in accordance with the U.S. Rules of International Arbitration of the U.S. Chamber of Commerce in force on the date when the Notice of Arbitration is submitted in accordance with these Rules. The arbitration panel shall consist of one arbitrator only. The seat of the arbitration shall be Florida, United States. The arbitral proceedings shall be conducted in English.

- Representation and Warranties
  By participating in the crowdsale, the purchaser agrees to the above and in particular, represent and warrant that they/you:

  1. have read carefully the terms and conditions attached to the white paper; agree to their full contents and accept to be legally bound by them;
  2. are authorized and have full power to purchase MaxGapPlus tokens according to the laws that apply in their jurisdiction of domicile;
  3. are neither a US citizen or resident;
  4. live in a jurisdiction which allows MaxGapPlus L.P. to sell MaxGapPlus tokens through a crowdsale without requiring any local authorization;

5. are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;
6. will not use the crowdsale for any illegal activity, including but not limited to money laundering and the financing of terrorism;
7. have sufficient knowledge about the nature of the cryptographic tokens and have significant experience with, and functional understanding of, the usage and intricacies of dealing with cryptographic tokens and currencies and blockchain-based systems and services;
8. purchase MaxGapPlus tokens because they wish to have access to the MaxGapPlus platform;
9. are not purchasing MaxGapPlus tokens for the purposes of speculative investment or usage.

9. Team

- The MaxGapPlus Team

Eric Cogen: co-founder, COO. LinkedIn

Mr. Cogen has been in the technology industry since 2000 and has worked with teams from large and small companies, including Equifax, Norwegian Cruise Lines, TBC Corp (A division of Sumitomo America), as well as 2 INC. 500 startups and has held senior level and other key roles for the past 7 years. Mr. Cogen also held series 7, and 63 licenses as a registered financial advisor prior to his move into the technology field in the later part of 1999. Mr. Cogen has a proven track record as an experienced technologist and has been involved with crypto-currencies since late 2011.

Jeffrey Barnett: co-founder, CEO. LinkedIn

Mr. Barnett has had more than twenty years of professional sales and management experience. Mr. Barnett operated as a real estate consultant on several multi-million-dollar real estate projects. As a young entrepreneur Mr. Barnett owned and operated fine dining establishments in the Naples Florida area. Mr. Barnett managed a local residential lending facility that grew into a high-end boutique mortgage bank operating in New York, Connecticut and Florida. Prior to coming on board with MaxGapPlus, Mr. Barnett worked as an investment banker and consultant to "The Integrated Energy Group" as well as founding Hopper Energy Systems. Mr. Barnett has a proven track record as an experienced team leader and enterprise developer of the Hopper patents and technology.

Howard Khan: CTO. LinkedIn

Experienced Chief Information Officer with a demonstrated history of working in the Currency Trading, Telecom & Health Care industries. Skilled in Enterprise Software, Entrepreneurship, Enterprise Architecture, Databases, and Strategic Partnerships. Strong information technology

professional with even stronger communication skills.

10. Advisory Board

Christopher Frankland: LinkedIn

    Expertise: R.P.A, A.I., Machine Learning

    Mr. Frankland is an accomplished leader in Chatbots, Robotic Process Automation, Analytics, Cognitive Services and is our key advisor in these areas. Mr. Frankland is currently an advisor for the HIP Pocket InsurTech startup.

Jeff LeGare: LinkedIn

    Expertise: Risk, Insurance, ReInsurance

    Mr. LeGare has over 27 years of experience in the reinsurance industry, working closely with insurance companies, managing general agencies and reinsurers to deliver innovative risk transfer solutions to clients across the United States. He has developed a significant network of contacts throughout the US property/casualty insurance and world-wide reinsurance communities and has a keen awareness of the issues that face the property/casualty insurance industry, particularly those in catastrophe exposed property markets.

John Amore: LinkedIn

    Expertise: Business, Finance, Technical

    Mr. Amore is a senior finance professional with 10+ years at both start-up (SB50, SVP) and large companies (Apple, Clorox, Nestle) at the intersection of product and tech. Diverse experience including Strategy Consulting, M&A Advisory Services, and Operational FP&A (Corporate and Marketing).

Phil Duncan: LinkedIn

    Expertise: Risk, P&C, Insurance, Blockchain Strategy

    Mr. Duncan is the C.O.O. of Insurance Blockchain Center, Inc and has been working in the insurance industry for over 18 years. He is a licensed property and casualty broker and a surplus lines broker specializing in commercial insurance. His passion is helping insurance professionals with difficult insurance risks and using technology to streamline the process. He has written insurance continuing education courses and trained Fortune 500 companies on insurance sales. He especially enjoys learning new emerging technologies and helping insurance agents adopt them. His personal mission is to eliminate paper from the insurance process.

David Hernandez: [LinkedIn](#)

Expertise: General Counsel

Mr. Hernandez is an experienced senior corporate generalist accustomed to a high visibility role providing management, subsidiaries, and various corporate departments (e.g., Operations, EHS, HR, Procurement, Quality, Finance/Tax, and Sales) sound practical legal advice on a wide variety of legal issues, including claims management, corporate transactions and commercial matters, compliance and risk management, insurance, intellectual property, labor/employment, and litigation and arbitration in national and international jurisdictions.

Mr. Hernandez excels at management, investigation, and resolution of complex claims (commercial and contractual claims, insurance claims, construction disputes, personal injury, property loss, and compliance matters such as OSHA, EPA, FCPA, DOL and SOX). Conduct comprehensive training in laws, regulations, and internal policies and procedures. Identify, investigate, respond and provide training on non-compliant activity. Manage programs to ensure compliance with all applicable laws, regulations, and rules governing operations. Manage and respond to ethics, retaliation and compliance complaints. I identify and analyze potential impact of exposure of loss and work closely with EHS and Risk Management on a broad range of matters.

Mr. Hernandez has substantive first chair state court trial experience, and federal court experience, in areas that include general business and complex commercial litigation along with first party and third party insurance claims (breach of contract, creditor claims/collections, E&P disputes, fraud and business torts, product liability, construction, commercial real estate and business property disputes).

11. References

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12. Glossary

L&H

Refers to Life & Health insurance as opposed to P&C which refers to property and casualty insurance.

Definition: Life and health insurance protects the finances of an individual and/or their family in the event of the death of the policy holder (life insurance) or a medical issue that requires professional treatment (health insurance).Life and health insurance protects the finances of an

individual and/or their family in the event of the death of the policy holder (life insurance) or a medical issue that requires professional treatment (health insurance).

P&C

Refers to Property and Casualty insurance.

Definition: Property and casualty insurance is an umbrella term which includes many forms of insurance. Homeowners insurance is one type of property and casualty product, as is renter's insurance, auto insurance, and powersports insurance. The term property and casualty insurance typically contain two primary coverage types: liability coverage and property protection coverage.