



# Knowbella Tech

## Collaboration-powered Open Science

Crowdsourcing Unused Intellectual Properties (IP) Releases Significant Value.

Helix™ Security Token Offering (STO), Q1, 2020.

Ticker: HELIX

Initial Price: \$0.30 USD

Selling 133,333,334 Helix tokens

Hard Cap: \$40,000,000 USD

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## Executive Summary

### We are “open sourcing” intellectual properties (IP).

Scientists. They are amongst the most highly educated population on Earth. They increase the knowledge that changes the way we understand our world and the universe. Scientists are influencers and decision-makers at every level.

Scientists work in a system dominated by a “publish or perish” model. Researchers are dependent on grant funding to support their experimental work. The process of applying for a grant and writing a manuscript is a time intensive investment. After the research is conducted, scientists hope their manuscript will be accepted for publication. However, frequently the scientists are exploited during the publication process as publishers generate income on their articles but a portion of these revenues are not provided to the authors.

Compounding this problem is the protectionist “silo” model in which research teams working in isolation frequently cannot share knowledge across other disciplines or across the boundaries of their institutions due to employment agreements. Worse still, if an institution does not monetize a researcher’s work through patenting and licensing, the IP may never realize value beyond a publication. As a result, this creates idle intellectual property (IP). As such, other researchers miss out on the opportunity to build upon the now-dormant IP. This can waste time and money because the uninformed researchers may duplicate the same or similar research that is dormant.

The Knowbella Platform™ is a scientific collaboration ecosystem that puts the scientist at the center of research and provides economic rewards for participating in collaborative research, as a “scientific proof-of-work (SPOW)” managed on a blockchain. Researchers are highly incentivized to help grow their network by gaining AnthroTokens™ cryptocurrency tokens, “The Currency of Knowledge™” for collaborating. This cryptocurrency is managed on a blockchain. Scientists are provided AnthroTokens for referring colleagues to the Platform, collaborating, adding content, starting and working on projects, peer reviewing, publishing to the preprint server, and any number of other activities. As such, and in line with our non-exploitation philosophy, the researchers who are increasing the value of the platform get to enjoy the economic value of the Platform they are growing.



Knowbella Tech believes scientists should be in charge of their careers.

Due to a shortage of science, technology, engineering, and math (STEM) researchers, universities and companies are struggling to fill important positions within their organizations. One estimate says “60 percent of U.S. employers are having difficulties finding qualified STEM workers to fill vacancies at their companies.”<sup>1</sup> This creates a market that should favor scientists, but frequently does not. For those scientists who opt-in to provide personage data and earn AnthroTokens, Knowbella will provide matchmaking between employers and the researchers seeking career opportunities.

Just as GitHub® hosts open source software code developers, the Knowbella Platform opens the four trillion dollars of idle scientific IP to scientists.<sup>2</sup> The Platform enables scientific collaboration across the globe and allows researchers to share their research results immediately while earning AnthroTokens.

The Knowbella Platform™ scientific collaboration ecosystem is powered by AnthroTokens, which is based upon the Ethereum ERC-20 smart contract standard. With AnthroTokens, scientists will be able to conduct transactions with grant funders, vendors, service providers, and other scientists using AnthroTokens, which they earn by joining, participating in, and contributing to the Knowbella scientific community.

Accredited investors will be able to buy Helix™ tokens through a Security Token Offering (STO), which is also known as a Digital Security Offering (DSO). A previous filing for a STO in July 2018 which we expected to qualify



under the U.S. Securities and Exchange Commission (SEC) Regulation A+ Tier 2 was withdrawn in October 2018 over concerns that the SEC will not approve any STOs in 2018 or 2019. We expect to qualify the STO under the U.S. Securities and Exchange Commission (SEC) Regulation D 506(c) for U.S.-based accredited investors and Regulation S (Reg S) for international accredited and non-accredited investors.

Every holder of Helix can freely gain shares of the Company with certain economic rights and voting rights. As the Company and its Knowbella Platform grow in value, so do the Helix and the Company's equity. If the Company is purchased or conducts an initial public offering (IPO), the holders of Helix have the opportunity to gain equity in the Company while keeping their Helix. Researchers earn AnthroTokens which they can exchange amongst themselves or use to purchase goods or services with external vendors. They can also contribute AnthroTokens to their favorite charities. While researchers get no equity rights for the AnthroTokens, these tokens may increase in value on a trading exchange as the company increases in value due to an increase in confidence regarding them.

The Company is also using a breakthrough blockchain technology to manage its utility AnthroTokens, Helix security tokens, and features such as managing grant funding, tracking provenance of intellectual properties, and managing lab equipment.

## Mission

Knowbella's mission is to make researchers' lives better by providing open access to intellectual property, tools, and services to advance science and improve the world. More specifically, our objective is to contribute to the global STEM research community by democratizing access to science ("open science"). Knowbella is a supporter of STEM careers and will contribute to building the global STEM workforce through education and collaboration. Knowbella can help fill positions in the STEM workforce that "take longer to fill than openings in other fields".<sup>3</sup>

We want to contribute to the global STEM research community by opening and democratizing access to science in order to maximize social good, generate economic incentives, and improve our world. We aim to help scientists around the world find previously hidden knowledge, connect with others to grow that knowledge, disseminate their findings more quickly, and reward them for their contributions to the scientific community under a scientific proof-of-work (SPOW). We seek to help researchers take control of their careers through a collaborative community that advances innovation while earning AnthroTokens cryptocurrency.

The Knowbella Tech philosophy is based upon bringing collaboration back to science, particularly among underserved scientists. This is the way science once was, and it is the wave of the future (see [Supplemental Literature](#)).

*"If I have seen further, it is by standing on the shoulders of giants."*<sup>4</sup>  
Sir Isaac Newton (1675)

## Background

Before Lyft®, no one thought to put a value on an empty car seat. With Airbnb®, many were surprised that an unused room in a home could have market value. Until now, idle intellectual property (IP) was not economically valued. Knowbella is a platform business model that will leverage underutilized assets by matching IP producers and IP consumers.

Currently, academic institutions can utilize only about twenty percent (20%) of their IP, which represents "up to \$1.3 trillion to U.S. economy and supported up to 4.2 million jobs since 1996."<sup>5</sup>

The Knowbella Platform crowdsources the global scientific and engineering communities around idle IP, so they can collaborate on research projects, gain grants, share laboratory resources, get early feedback through preprint service, develop manuscripts for publication, and earn AnthroTokens. We aim to help scientists around the world find previously hidden knowledge, connect with others to grow that knowledge, disseminate their findings more quickly than through the traditional publishing model, and reward them for their contributions to the scientific community under a SPOW.

## Meeting an Unmet Need

The Knowbella Platform provides a matching service for IP producers looking to derive value from their idle IP, and IP consumers (scientists) who do new research based on that IP. Knowbella has the potential to add market value to the nearly \$4 trillion of idle IP.<sup>6</sup> At the same time, the Platform provides employment matching opportunities for researchers and hiring organizations. This makes the Knowbella Platform a unique vertical and horizontal platform.

By open sourcing IP into a crowdsource platform, Knowbella Tech enables knowledge and value to grow in untold new and different directions, meeting an unmet need outside of the borders that currently exist in research and development. We want to open up and decentralize science, in order to maximize social good, generate economic incentives, and improve our world.

## Problem

### Primary Problem

By some accounts there is a global shortage of STEM scientists to meet formal employment needs.<sup>7</sup> By another account, the “skill set mismatch might give the appearance of a STEM worker shortage”<sup>8</sup>. Another data point may indicate the “push by high-tech companies [in the U.S.] for more H1-B visas is also an indication that they are not finding the needed skills within the United States; therefore, companies looking to foreign countries for STEM workers with matching skills is an indication of a skills mismatch.”<sup>9</sup> Regardless, technology companies are in a fierce battle for the top talent. Technology companies can no longer afford to recruit talent in an on-demand or a just-in-time process. Just as professional sports teams start scouting athletes years in advance, technology companies must start scouting and recruiting their employees months and years in advance.<sup>10 11</sup>

Furthermore, researchers often find a mismatch in their current position or would like to change their career path or area of research. Thus, they need a platform where they can take control and gain access and experience in areas they wish to work and advance their careers.

When scientists openly collaborate, they are building dynamic web-based persona that provides employers a real-time window into the expertise of each researcher that opts-in to be recognized.<sup>i</sup> Today, there is no scientific talent pool that freely provides researchers all the tools they need to participate in the new open science movement.

Legacy services such as LinkedIn® cannot provide any assurance the potential candidate’s information is accurate and not fabricated. Additionally, these profiles are generally stale and not updated regularly. Both of these conditions require the recruiter to spend more time vetting candidates they find through searching legacy recruiting services. The Knowbella Platform solves these problems since all claims are open and verifiable by the community.

A STEM professional who opts-in will have his/her profile updated dynamically. The profile is also tied to the areas within the platform where the scientist is collaborating (similar to GitHub®). This gives the recruiter real-time and accurate insights into the candidate’s skills, publications, teamwork abilities, and leadership abilities.

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<sup>i</sup> Those researchers who wish to keep their personas private will never have their identities divulged. Once Knowbella Tech moves identities to the blockchain, only the researcher can divulge his/her identity.

The global annual research and development (R&D) spending is approximately \$2 trillion.<sup>12</sup> Of that, billions of dollars are wasted each year to solve problems that have already been solved but are not widely known. Much of the research is conducted in corporate and institutional silos, and lots of information sits behind publisher paywalls. These silos and paywalls deny data access to underserved researchers, particularly in Africa, Asia, and Latin America. We know, through the efforts of the sister company, Open Therapeutics, that Technology Transfer Officers (TTOs) want to make value of dormant IP.

### **Secondary Problem**

Scientists labor for months, even years, to produce findings that increase knowledge and benefit society. These findings undergo a lengthy and peer review process in order to get published. A published manuscript is available in expensive subscription journals or open access journals funded by steep Article Processing Charges (APC) usually paid by the authors. Scientists are dependent on publications to secure their next round of funding, advance their authorship status, and achieve career tenure. It is a cumbersome process with many pain points, and these scientists are the fortunate ones. Some see their findings stuck in lengthy peer review or unpublishable due to negative results or lack of originality. Others simply do not have the resources to participate in this system at all. In the meantime, a potential goldmine of unshared IP and knowledge collects dust, out of reach of scientists who could grow its value.

### **Idle Intellectual Property (IP)**

Intellectual property (IP), which can be pending patents, patents, copyrights, or any memorialized knowledge, that sits idle on the shelves of many corporations, universities, inventor workspaces and other locations can be called *idle*, *dormant*, or *orphan* IP. The research, data, and insights within this IP are never published or shared, due to budgetary constraints, lack of market insights, lack of awareness of the IP, or lack of perceived marketability and value. TTOs must make tough decisions on which IP has marketability. However, those decisions are often based on the limits of the jurisdiction in which the IP was filed or budgetary constraints. TTOs gain significant benefits that start with using the idle IP as a marketing asset to push attention to the IP they strongly believe can be out-licensed. The TTO is also able to show the inventor traction for the disposition for the IP that ordinarily would not be licensed.

### **Economic Development**

Idle IP could also stimulate economic development, particularly for economically developing areas. As the IP is further developed by the community, from an entrepreneurial perspective, free research and development (R&D) is being conducted. This could stimulate underserved areas with local economic development without the investment of R&D.

In conclusion, when idle IP is opened to the global scientific community, new opportunities never previously envisioned may be realized.

### **Protectionist Research Silos**

Science is a social endeavor, but in today's competitive environments, much of modern science is conducted in "patent silos" - scientists working in isolation, their research locked down within the boundaries of institutions. This hinders knowledge growth, discovery, and innovation.

### **Cumbersome, Time-consuming Peer Review Process**

Many scientists are frustrated with the costs, timeline, and procedures required to get their research reviewed and published. Publisher peer review and workflow processes can take up to a year or more and require a serious investment of additional researcher time. The researcher's work sits idle instead of being advanced into the global scientific community.

## Awkward Funding Relationships

Grant funders depend on published research as verification of their financial support, so they have to navigate the same cumbersome, time-consuming system. Sponsors looking to drive innovation have to deal with too many third parties and “middle men” to support the research they believe in.

## Public Knowledge Gap

A great divide exists between the professional scientific community and the public.<sup>13</sup> Increasing awareness and enthusiasm toward scientific innovation is critical to improving our society and environment. There is an opportunity to bridge any gap between science and the public to grow support and continue funding scientific research. By bridging this gap, we can create more awareness to develop STEM talent, especially for women and minorities.

## Lack of Access for Underserved Scientists

Globally, there are many scientists that want to collaborate with fellow researchers but have limited or no access to IP and collaborative tools. They also want access to Key Opinion Leaders who influence careers and facilitate pathways to publishing and funding. Underserved scientists have great potential to make significant contributions to science and advance their careers, but many cannot even afford access to scientific journals or basic lab equipment.

## Fragmented Innovation and Collaboration Tools

A large number of excellent tools and services exist to support and enhance scientific collaboration, innovation, and development, but they are fragmented across multiple vendors and systems. This creates great inefficiencies that slow the pace and quality of innovation. There is no end-to-end ecosystem that serves IP producers and consumers rather than the needs of the tool and service providers.

## Diverse, Complex Transactions

Science happens in a transactional space. Grant funding is a transaction of money. Publishing is a transaction of information. Peer review is a transaction of time and expertise. There are many players (scientists, funders, institutions, publishers, etc.) and many assets (IP, money, equipment, knowledge, etc.). The complex exchange of these diverse assets among the many players raises concerns of trust and security. Any solution must address these concerns.

## Solution and Product

There is a better way. There is an estimated \$4 trillion of idle intellectual property languishing in institutions, universities, and companies around the globe.<sup>14</sup> Knowbella is working with these entities to unlock this idle IP and open it up to all researchers on the Platform. Just as GitHub® is a developer community for open source software projects, the Knowbella Platform is a researcher community for open source IP projects. The Platform provides researchers with IP, access to grant funding and lab equipment, manuscript development tools, preprint server, career and gig opportunities, and AnthroTokens rewards for collaborating under a scientific proof-of-work (SPOW) managed on a blockchain.

Scientists can choose to work on IP and be recruited by employers; all the while they will have the opportunity to connect, collaborate and work with other researchers and key thought leaders around the world. They will develop relationships as well as build their credibility and professional reputation. This Platform especially enables young and underserved scientists around the world to take control and advance their careers. They now have a platform to become rising stars and drive their careers and opportunities in directions they never before imagined.

Due to the Platform’s unique use of blockchain, funders and scientists establish mutual trust and transparency to share in the success of innovation goals. This makes the Knowbella community democratized and self-governing. It leverages blockchain technology to enable scientists to vote on grant funding through indelible and transparent voting.



Because scientists are working in real-time on the Platform, those that opt-in can be recruited by organizations seeking their research skills. Companies and researchers can then begin building relationships for future project and employment opportunities.

### **Opportunities for Recruiters**

There is a better way to source and recruit STEM researchers. Knowbella's Talent Solutions effort provides companies who subscribe dashboard access to source, pipeline, and nurture candidates who opt-in. Knowbella user profiles are built around actual activities by the researchers and are updated as the scientists collaborate. Tools such as LinkedIn® are not as reliable since user profiles are often stale and users can fabricate their profiles. Knowbella captures factual data and provides multidimensional user profiles only for those researchers who opt-in.

This Knowbella Talent Solutions system reduces the hiring cycle time, builds a talent pipeline and provides a better vetting of employment candidates. This model also opens employment opportunities to researchers in under-represented areas of the world where current employment recruiting does not reach.

In summary, researchers who opt-in can be “scouted” for employment opportunities without taking valuable time to build online profiles that recruiters tend not to trust without first spending valuable time and money to verify it.

### **Open Intellectual Property (IP)**

Knowbella opens up IP for the benefit of all. Idle IP brings no value to the institution or inventors. In some cases, it might actually be costing money to continue prosecuting the IP. By out-licensing idle IP to an open platform, scientific institutions can unlock the value of their IP by exposing it to a global community of inquisitive users. This can enhance the institution's brand and recruitment activities. By providing the global community with free exposure to the provided open IP, the institution may also enhance its licensing activities.

Open IP provides interdisciplinary opportunities for use of the IP that may produce new applications and discoveries that otherwise might never develop. Opening up this locked-down knowledge to the wisdom of the crowd could result in significant discoveries and innovations. It also impacts the researcher whose IP is dormant, because the IP is then being used to increase the proliferation of science. It also increases the number of potential co-authors for publications on new advancements. The researcher can also gain exposure as a thought leader, which in turn could lead to sponsored research and consulting opportunities.

### **Open Science and Research**

Knowbella makes open IP available to a community of professional researchers, citizen scientists, teachers, students, and enthusiasts – anyone looking to contribute to the advancement of discoveries and innovation. By collaborating across borders and institutions, we can accomplish great things and improve our world. In line with our commitment to open science, all research based upon IP within the Knowbella Platform must be made available under a Creative Commons 4.0 and Copyleft model.<sup>15 16</sup> This Open Data and Open Access model is becoming part of the modern science culture and it returns science to the open and collaborative model that fostered world-changing discoveries such as the cure for smallpox.<sup>17</sup>

Scientists can start with existing IP and develop it (or “fork” it) into new directions and applications. The IP remains open under a CC licensing model and may be developed further. That IP requires all developments to be freely provided to all researchers on the Platform. This model expands the potential and value of the original IP with a network effect. Similar to software engineers in GitHub® what are developing open software, scientists are incentivized to open science developments in order to gain attention to their efforts for employment, co-authorship, and grant opportunities.

### **Accessible Peer Review Process**

The Knowbella Platform supports the “Open Access” publishing model, putting much of the control of publishing science back into the researcher's hands. Since all research is open, authors may seek pre-publication peer review

(pre-peer review) at any point in the manuscript development process, so potential problems can be addressed before a significant investment of time is made. Finished manuscripts are uploaded to a Preprint server for further review and for Open Access publishers to compete to publish them.

### **Direct Funding Relationships**

Whether from large grant-issuing institutions or crowdsourcing philanthropic donations, the Knowbella Platform connects available funds with researchers and establishes mutual trust, transparency and accountability via blockchain technology. As a result, the Knowbella Platform promotes the success of shared research goals.

### **Engaged, Empowered Public**

The Knowbella Platform enables everyday enthusiasts and citizen scientists to learn, collaborate, observe, donate funds, and even vote on projects that should receive funding. With market acceptance of the Knowbella Platform, donations, grants, and sponsored research will grow. This will empower both scientists and science-minded citizens.

### **Access for Underserved Scientists**

Knowbella's Open Research model enables scientists can gain access to knowledge, networking, and resources that have previously been out of reach. Scientists can collaborate across the globe, do research around open IP, acquire equipment through a free Asset Exchange, and review the findings of research projects as they are underway. Fulfillment of this unrealized potential benefits both individual scientists and the cause of science.

### **Integrated Innovation and Collaboration Tools**

Knowbella Tech's end-to-end ecosystem gathers inventors, institutions, researchers, foundations, educators, students and citizens, and gives them the tools to work together to advance science. Free access to the platform includes open IP, network and community building features, communication and collaboration tools, a grant management system, manuscript development process, preprint server, free equipment exchange, and advanced search and matching tools to find and connect with the people, projects, content, and resources most relevant to each user's interests and goals.

### **Smart Contract Transactions**

Knowbella Tech uses Smart Contracts on the Ethereum blockchain to transact within the platform, with AnthroTokens as "The Currency of Knowledge" and Helix as "The Currency of Science." Smart Contracts are the foundation upon which the Knowbella scientific community is decentralized and self-governing. Transactions are stored on the Ethereum blockchain, providing transparency, efficiency, and security for all parties. AnthroTokens are also the currency of the Knowbella rewards system managed under a SPOW, incentivizing users to grow the Knowbella Tech community through a SPOW.

## **Business Model**

The initial business model is a crowdsourcing model developing a STEM talent pool and sell access to recruiters, universities, governments, and corporations to researchers who have opted-in to be recruited for career opportunities.

Our platform business model provides a scientific ecosystem that attracts users and producers to interact and develop valuable data, analytics, and innovations. The "open" model has proven to be successful as represented by companies such as Redhat® and platforms such as Linux. The Knowbella Platform will be an open repository for IP (as GitHub® is with open source projects); and, as a platform, we match IP producers (inventors/authors) with IP consumers (researchers/scientists).

There are other similar models. For example, Wikipedia™ enables anyone to participate in the creation and updating of encyclopedia entries. The entries are vetted, modified, and accepted or rejected by the community. In

this case there is no economic model other than donations. The volunteer community does all the authorship, editorial, and peer review activities.

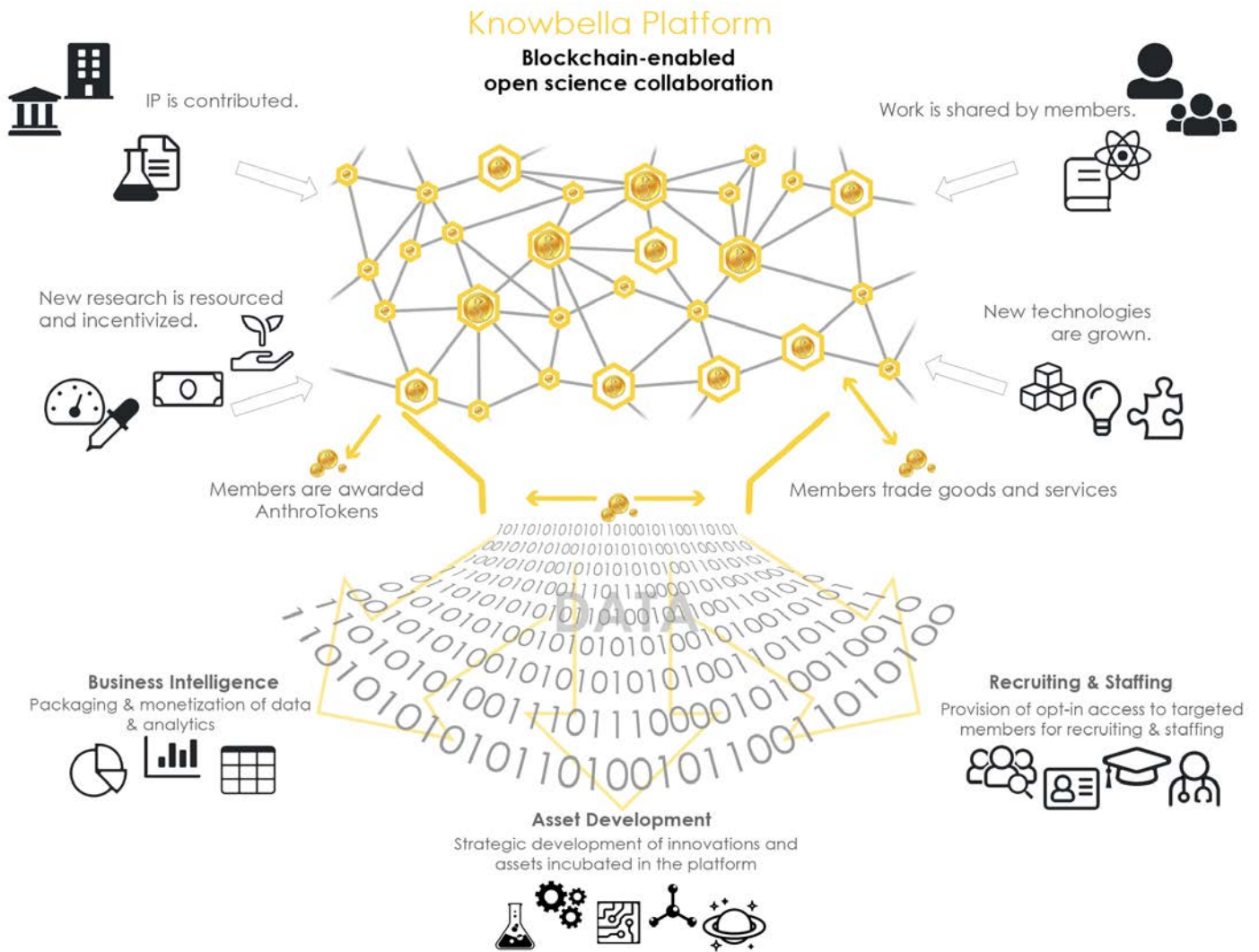
So, even though the initial business model is developing a STEM talent pool and selling access to the opted-in researchers, many other business models can develop from this crowdsourcing model.

Similar to GitHub®, Knowbella’s business model offers researchers and companies a choice: They can use the collaborative platform for free as a place to further develop open IP, or they can pay to use their own IP behind a private wall and take advantage of the Platform features.<sup>23</sup> The private area is part of Knowbella's white-label product where enterprises can develop proprietary technologies that form part of a commercial product or service. The white label enterprise version is non-branded and lives locally on the company’s own servers. It can be priced into the millions of dollars per year. Enterprise clients could include companies such as Boeing®, Intel®, 3M®, Proctor & Gamble®, and any company that has research efforts. Startup companies could rely upon the open IP to build their new businesses.

Again, it is important to note that no one, including enterprises, can lock-down the open IP. All the open IP must remain open and is governed by the Creative Commons (CC) and Terms of Service (TOS) licenses. Any IP freely offered to the community must remain open and free to use for the entire community.

Once we have collected the users within the Knowbella Platform, the Company seeks to (1) provide match-making services between corporate recruiters and scientists who have chosen to be recruited (OPT-IN), 2) analytics for sale to for-profit companies (e.g., “what science is ‘hot’; profile-driven “alerts” on new IP meeting their search criteria); and (3) strategically select and further develop assets from the community.

Researchers are incentivized to join the Platform because it is free, provides tools, services, lab equipment, manuscript development tool, preprint server, job postings, and, when the researchers collaborate, they are awarded AnthroTokens cryptocurrency – a significant incentive for underserved researchers in Africa, Asia, and Latin America.



Once we have attracted the global scientific community, additional business models and revenue streams will follow. Those revenue streams may include:

- Selling recruiters access to science, technology, engineering, and math (STEM) professionals who opt-in to be recruited.
- Selling analytics and subscriptions to industries for human capital resources, marketing intelligence, and competitive intelligence decision-making support.
- Equipment and consumables advertising and sales commission.
- Private enterprise version (white label) collaboration platform based upon the Knowbella Tech Platform. This enables other organizations to use the Knowbella Platform in their private environments.
- Incubate and spinout companies that use the developing IP and use AnthroTokens.
- Consulting services and supplemental R&D services to private industry.
- IP offices to create potential value for idle IP.
- Marketing non-idle IP for institutional technology transfer officers (TTOs).
- Hosting Innovation Challenges.

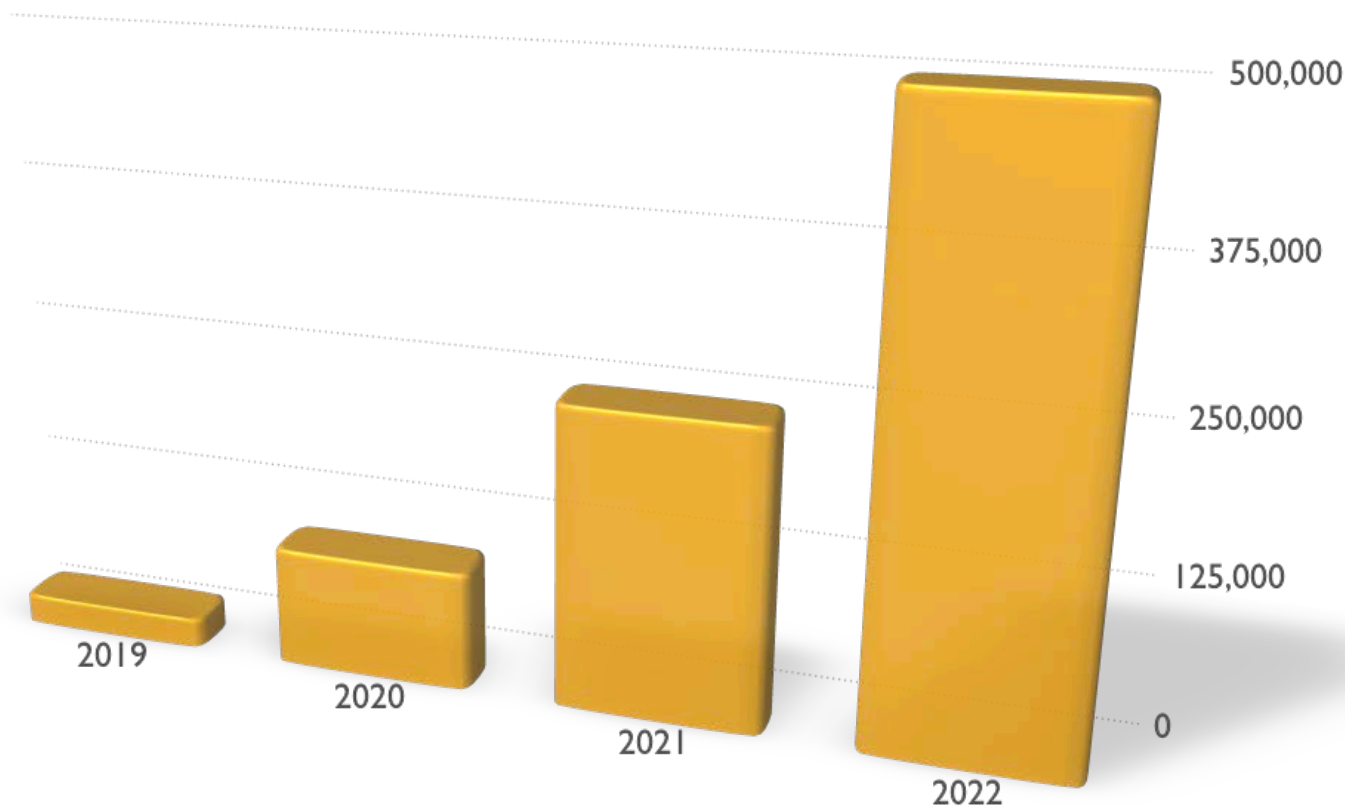
As blockchain technology is more broadly understood and accepted, Knowbella Tech will be well positioned to capitalize on new opportunities to create value and grow the company.

## Projections

In order to generate revenues, the Knowbella Platform must attract and keep scientific users. We intend to do this with a superior platform experience, dynamic repository of open intellectual properties from institutions around the world, and AnthroTokens for economic network effect.

As a result of our efforts, we project the following scientific user growth:

**Scientific User Projections**



## Competitive Landscape

- Research Gate® - Enables collaboration around papers post-publication.
- Innoget® - innovation challenges for developing IP.
- Facebook® - social platform.
- LinkedIn®/Microsoft® - user biographical information.
- Redhat® - monetizing open technologies.
- GitHub®/Microsoft® - hosts open source technologies.
- Biowebspin SA - scientific biographical information.
- Open Science Framework™ (OSF) - open science platform for manuscript development.
- ScienceRoot™ – blockchain-based scientific research ecosystem; token issuer.
- Frankl – blockchain-based scientific data archive; token issuer.
- Katalysis – blockchain-based peer review process.
- ARTiFACTS™ – blockchain-based for proving IP ownership.
- Beamery® – provides CRM system to treat job candidates like customers
- Deip® - scientific ecosystem focused on open access publishing.

## Addressable Market

STEM candidates are in high demand.

Accessing STEM users collaborating in the Knowbella Platform would be valuable to numerous audiences, including:

- Recruiting and staffing agencies
- Life science companies
- Advanced materials companies
- Electronics manufacturing companies
- Physical science companies
- Engineering companies
- Governments
- Universities, colleges, institutes, and vocational programs
- Agriculture companies
- Chemical companies
- Synthetic biology firms
- Energy and water firms
- Consumer product firms
- Any organization with a research and development (R&D) function (looking for outside innovation )

For example, the addressable market in the U.S. for STEM recruitment is:

- Projected STEM recruiting growth rate is 6.5%.<sup>18</sup>
- Overall recruiting industry is growing at 4.4%.<sup>19</sup>
- STEM is 6% (17.3M) of U.S. workforce.<sup>20</sup>
- In 2018 there were 2,400,000 STEM position vacancies.<sup>21</sup>
- Average cost to fill STEM position is \$5,000.00.
- **Total U.S. addressable STEM recruiting market is \$12,000,000,000.00.**

## Project Development Timeline

### Company Development Timeline

- September 2016: Knowbella Tech founded, exclusively licensing Open Therapeutics Therapoid™ platform for all non-therapeutic IP.
- August 31, 2018: Knowbella Platform in alpha launch.
- June 1, 2019: Launch SEC-compliant Helix security tokens Reg D and Reg S STO. Populate user wallets with AnthroTokens.
- June 2019: AnthroTokens listed/trading on cryptocurrency exchange(s).
- January 2020: Knowbella Tech may seek to acquire majority stake in Open Therapeutics to round out the entire IP portfolio and consolidate platforms.
- June 2020: Helix™ listed/trading on cryptocurrency exchange(s).
- June 2020: Seek to reverse merge Knowbella Tech into publicly traded company.
- January 2021: Seek to up-list Knowbella Tech to NASDAQ.

## Corporate Development

Critically focused on:

1. Developing the team.
2. Developing the product (see timeline provided above). Knowbella Tech already has exclusive license with two pending U.S. patents for the Platform and blockchain grant-funding model.
3. Increase marketing to gain more scientific users.
4. Collect more IP.
5. Gain grant-funding partners.
6. Gain more surplus lab and instrumentation equipment from vendors to offer to the scientists for free, using their AnthroTokens for shipping, maintenance, etc.

## Helix™ Security Tokens

Helix, “The Currency of Science”, is designed to enable investors to realize their economic and participation support for the Knowbella Platform.

Helix will be offered for sale to U.S. accredited investors under a Securities and Exchange Commission (SEC) Regulation D, 506c security token offering (STO). International (non-U.S.) investors will be able to participate in the offering under an SEC Regulation S filing.

The USD price of BTC and ETH used for reference purposes within this document is set by <https://www.Coinbase.com> (SEC regulated exchange) and listed on their home page.

The Helix token serves multiple important functions in the Company:

- Enables Helix token holders to guide the features and functions of the platform with voting rights bestowed with Helix token ownership.
- Provides Helix token holders with economic rights to Knowbella Tech, when converted to Class H Units.
- Provides dividends when available.



While some of these functions could be served with blockchain and an existing cryptocurrency or token, by using the Helix token, dedicated to this particular scientific ecosystem, a critical mass is more quickly realized and mobilized.

Helix Token Allocation			Tokens	USD
Knowbella Tech		100%	166,666,667	50,000,000
KT Operations	10.5%		17,500,000	5,250,000
Investors	80%		133,333,334	40,000,000
KT Reserves	9.5%		15,833,333	4,750,000
		100.0%	166,666,667	50,000,000

Table 3: Helix Security Tokens Distribution Model (subject to change).

## STO Benefits and the Helix™ Token Economy

Knowbella Tech, through a Security Token Offering (STO), frequently referred to as a Digital Security Offering (DSO), will launch the Helix token for the global scientific community to serve as “The Currency of Science” with which researchers and scientific vendors can conduct commerce with.

The Helix initial price is \$0.30 USD or equivalent amount of ether.

A STO has some of the same benefits of an Initial Coin Offering (ICO) such as blockchain-powered growth potential, low cost, and accessibility, but with the ownership, shareholder rights, and legitimacy of an SEC-regulated security. Because ICOs were unregulated, many frauds infiltrated the space. The biggest benefit of the STO is that it is regulated in the U.S and it requires transparency of the filing company. As one of only a handful of companies to offer this type of investment opportunity, Knowbella Tech is extremely well positioned to capitalize on the projected growth of cryptocurrencies.

In its 2019 Regulation D (Reg A) and Regulation S (Reg S) offerings, Knowbella Tech will issue only 167M Helix tokens. In line with its open philosophy, the Company is using a Reg S so that at least non-accredited investors outside the U.S. can participate in the opportunity.

As the platform grows, both in terms of the number of active users and the number and types of transactions that occur between users, the demand for the Helix tokens should grow. The economics of Supply and Demand dictate that growing demand will create deflationary market pressure.<sup>20</sup>

## Economic Rights

Holders of Helix are granted certain economic rights of Knowbella Tech and an annual dividend when approved by the Company. These rights are related to the conversion of Helix to “Class H Units” (also known as “Units”) of Knowbella Tech LLC. Upon the occurrence of a Token Conversion Event (as defined below), a holder of Helix has the option to convert Helix into Class H Units of the Company, pursuant to certain notice and verification procedures. The conversion ratio of Helix to Class H Units shall be 1:1, and both can be sub-divided as appropriate. A “Token Conversion Event” is defined as:

- 1) The sale, in a firm commitment underwritten public offering led by a nationally recognized underwriting firm pursuant to an effective registration statement under the Securities Act, of tokens or units (or common stock of the Company or an entity created for such initial public offering) having an aggregate offering value (net of underwriters’ discounts and selling commissions) of at least \$30,000,000 following which at least twenty percent (20%) of the total tokens or units (or common stock of the Company or an entity created



- for such initial public offering) on a fully diluted basis shall have been sold to the public and shall be listed on any national securities exchange or quoted on the NASDAQ Stock Market System; or
- 2) The Company's Board of Managers elects to declare a Token Conversion Event, in its sole discretion; or
  - 3) the filing by the Company of an application for the appointment of a trustee, a voluntary petition in bankruptcy, a general assignment for the benefit of the Company's creditors, or other similar bankruptcy proceeding.
  - 4) After the occurrence of a Token Conversion Event and the running of all related notice periods, holders of Helix will retain their ownership of Helix tokens and all rights associated with Helix tokens, provided that the right to convert into Class H Units shall terminate.
  - 5) Upon the occurrence of a Token Conversion Event, the Company shall provide notice to the holders of Helix of the occurrence of such Token Conversion Event by posting a written notice on the Knowbella Platform (the "Conversion Event Notice"). The Conversion Event Notice shall include the following information:
    - (a) The date of the Conversion Event Notice;
    - (b) The deadline by which the holders of Helix must submit their Token Conversion Notice to the Company;
    - (c) A description of the means by which holders of Helix shall submit the Token Conversion Notice to the Company (as reasonably determined by the Company's Board of Managers), which shall include options to submit the Token Conversion Notice by mail or overnight carrier;
    - (d) A description of information that the Board of Managers determines (in its sole discretion) is necessary for the Company to issue Class H Units of the Company, including, without limitation, the name and address of the person converting Helix to Class H Units; and
    - (e) Instructions on how to access and execute a joinder to the Company's LLC Agreement.

Upon such a conversion into Class H Units, holders of Class H Units are entitled to a share of the Company's profits, capped at 25% of the profits, upon liquidation of the Company and after distributions to all creditors of the Company, Class A Unit members, Class B Unit members and any other class of members created by the Company from time to time. It is possible that upon a liquidation of the Company, there may not be enough profits to satisfy the creditors, Class A members, Class B members or the Class H members, and no such guarantee of profits can be made nor should it be relied upon by holders of Helix or Class H Units.

## Helix™ Token Summary Sale Terms & Conditions

- Pre-Token Generation Event
- Total available Helix tokens for sale: 133,333,334
- Price \$0.30 USD
- Ticker: HELIX
- Type: ERC20
- Helix is freely transferable
- Token Distribution and Allocation: See [Helix Token Distribution](#) section



## Why Blockchain? Why Ethereum?

At Knowbella Tech's core is fostering open science, free of artificial boundaries or restrictions where participants can interact with one another in a trusted manner. Blockchain can help us enable decentralized trust in ways not previously possible. Knowbella Tech seeks to utilize these new capabilities to create a trusted network for scientists to collaborate, conduct transactions, and share their discoveries; and it sets the stage for inconceivable innovation in the future.

Blockchain technology has been widely recognized as the driver of the next seismic shift in business, comparable to the impact of the Internet in the 1980s. Ethereum’s ingenuity and leadership clearly demonstrate that it is a key innovator of the technology’s development. Integrating Ethereum blockchain technology into the Knowbella platform not only enables removal of long-standing barriers to scientific innovation, but it fuels the growth of the Knowbella community with the power of cryptocurrency, and anchors Knowbella Tech firmly in a prime position to realize the promise of the blockchain.

The blockchain-powered Knowbella Platform enables the most suitable solutions, assets and human capital from around the globe to be accessed by regional or even specific local communities in the most cost-effective manner, unencumbered by foreign IP laws and incompatible business practices.

Moving from the centralized storage of scientific data to a blockchain protects the data against system failure, fraud, censorship and other security risks. With a blockchain, the research and its provenance can be stored via a storage protocol such as Ethereum’s Swarm or the “InterPlanetary File System” (IPFS).<sup>22</sup> These decentralized and distributed systems can store and relay large volumes of information, without the potential downsides of large, centralized servers.

With the Ethereum blockchain’s smart contracts and immutable ledger powering transactions of funds, research, resources, staffing, and more, we can minimize friction and costs typically associated with the conduct of science in research institutions.

Ethereum blockchain technology streamlines a comprehensive ecosystem around open technologies, empowering the Knowbella platform and community with a framework for limitless innovations based on blockchain transactions.

## AnthroTokens™

AnthroTokens, as “The Currency of Knowledge”, is the glue that holds the Knowbella community together. Researchers earn AnthroTokens through a scientific proof-of-work (SPOW) managed on a blockchain.



The AnthroTokens serves multiple important functions for the Platform:

- Medium of exchange between scientists and vendors/service providers. With a critical mass of the scientific community trading directly in AnthroTokens, bypassing existing intermediaries and their fees, transaction times and costs are reduced, resulting in more money being directed to research.
- Simplifies cross-border funding substantially reducing friction and cost of moving research funds to scientists, regardless of their country of residence. Cross-border funding drives scale in the amount of work performed.
- Incentivizes scientists to collaborate within the Platform to develop idle IP and build the Knowbella community.
- Enables Knowbella Tech to drive engagement with specific platform features and content to achieve a critical mass of users.

The STO provides the funding to ensure that the tools are developed as quickly as possible and gets AnthroTokens into the hands of people who are incentivized to help the network grow.

### Why Use AnthroTokens Cryptocurrency?

- Provides scientists with value for their collaboration and values their work.
- Holders can trade them on liquid public exchanges and convert them to local fiat.
- Cash does not have the same upside value opportunity.

- AnthroTokens can cross borders without significant cost or friction; transfers are instantaneous.
- They are a novel way to use a cryptocurrency to build a network effect; rewards users who build the Company to participate in the value they helped build under SPOW.
- They can be used within and without the Platform.
- They are a brand identifier to the Company.
- There are lower administrative costs due to the use of blockchain.
- There is transparency, immutability, and they are secure from theft.
- Change of ownership is easier and more rapid.
- They can be fractionalized.
- Serves an economic function in various revenue models, especially spin-outs.
- Huge incentive to use the Platform.

## Knowbel™ Tokens

Knowbella Tech intends to also issue an internal, non-fungible cryptographic token based on the ERC-721 standard. The Knowbel token serves to digitally represent its assigned owner in matters of voting. These tokens will be issued to users once they are recognized as constructive members of the platform. Members prove themselves simply by performing a combination of the same actions they would perform to be rewarded AnthroTokens under SPOW.

The Knowbel token will be issuable only by the Knowbella Platform. It will not be freely tradable by its assigned owner and would never be available on an exchange. Members will only ever have at most one Knowbel token and even this might be revoked by the Knowbella Platform should access to the member's account be compromised.

Members who control a Knowbel token would be able to vote on scientific matters such as the best proposal to be awarded grant funding.

## Voting Rights

Holders of Knowbel™ tokens are granted exclusive voting rights within the Knowbella Platform. These include:

- 1) Annual conference location, agenda, and speakers.
- 2) Certain new features of the Knowbella Platform.
- 3) Voting on proposals for potential grantees responding to request for proposals (RFP).

## Other Tokens

Other tokens may be created and issued within the Knowbella Platform for more tactical applications. For example, in the blockchain-enabled grant process (See below: **Sample Application: Grant Funding and Management**), grant-specific ERC-20 tokens may be issued as a receipt. These tokens would then permit voting rights by the grant funders when determining whether the resulting research satisfies the grant proposal's goals.

These sorts of tokens are tactical in nature, solve specific technical challenges and would not be sold by Knowbella Tech or be available on exchanges.

## Token Wallets

Knowbella Tech will use an ERC-20-compatible smart contract for its AnthroTokens and Helix tokens.

As is normal for ERC-20 tokens, AnthroTokens, as “The Currency of Knowledge”, and Helix, as “The Currency of Science”, will be stored on the Ethereum blockchain in a smart contract.

The wallet required for managing Helix is any standard Ethereum wallet that supports ERC-20 tokens. Since Helix will be publicly tradable, any ERC-20 compatible wallet can manage Helix.

However, the Knowbella Platform will also provide an integrated wallet for its users to receive, send and otherwise manage AnthroTokens, Knowbel and any other tokens it issues. During registration, each user can opt to create their wallet using a secure passphrase of their own choosing. The platform will encrypt the user's private key with this passphrase. As a result, the Knowbella Platform will not have access to the user's private key or their wallet.

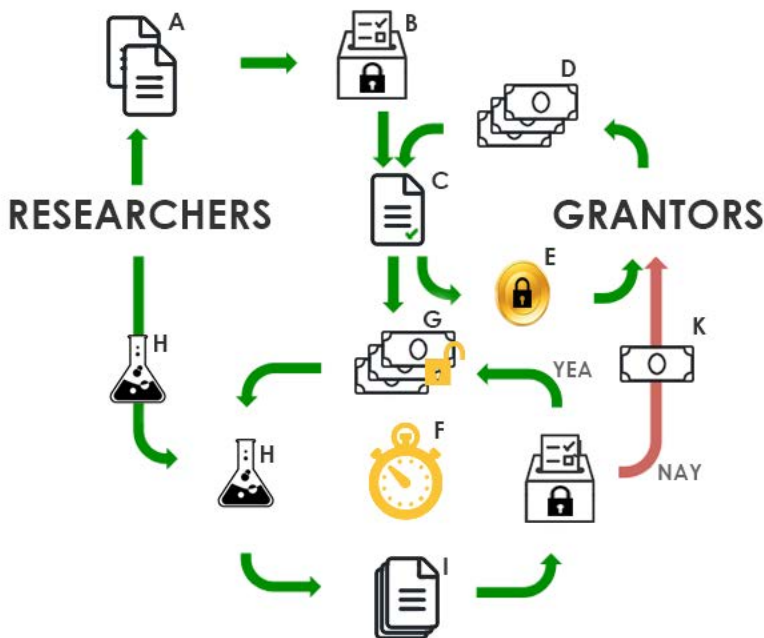
## AnthroTokens™ and Blockchain Technology Powers Innovation

### Sample Application: Grant Funding and Management

Grant funding is the fuel that powers scientific research. We intend to offer and host grants from grantors to scientists (grantees) with Requests for Proposals (RFP) managed on a blockchain. The researchers can apply to the RFPs and the Knowbel™ token holders will vote for the award of the grants to grantees. Eventually, we anticipate matching grant funds from the large grant funders to be offered to the scientists to conduct research and produce publication outputs.

One of Knowbella Tech's main uses of blockchain is for managing grant funding. Grant management is usually conducted by attorneys and accountants. By removing this expensive overhead of grant management, the blockchain will enable a higher amount of money to go directly to the scientists.

The following blockchain grant model is U.S. patent-pending and represents only a single configuration as an illustration of the general model.



Researchers of the Knowbella community produce research proposals (A).

Proposals have defined a number of tranches, each defining:

- 1) Cost of research (inclusive of personnel, equipment and supplies);
- 2) Required duration of the tranche;

3) Clearly defined goals and outputs (publications, etc.).

When there are numerous proposals put forth by the community in response to a single Request For Proposal (RFP), the community may choose to vote (B) upon which one(s) will be put forward for funding. Community voting is enabled by the Knowbel token.

The winning research proposal is permanently and indelibly stored via Ethereum's Swarm or IPFS (InterPlanetary File System) and its URL and its cryptographic hash is stored for future reference and verification in a newly instantiated smart contract representing the relationship between the grant funders and the researchers submitting the proposal. This "grant contract" (C) is also configured with the budget, time required for each of the tranches defined in the research proposal and other parameters. The new grant contract sits on the blockchain and waits to be funded.

One or more grant funders provide funds (D) by sending Helix or Ether to the grant contract where it will be escrowed. In exchange, the smart contract will automatically issue grant tokens (E) in proportion to the funds received back to the funder to serve as both a receipt and as a voting instrument for future use.

The grant contract will continue to wait until it receives enough funds to satisfy the requirements of all tranches of the research proposal. If the smart contract fails to be sufficiently funded before an agreed deadline, grant funders may exchange their grant tokens for the funds they provided (as Helix or Ether) and may gain the number of tokens equal to the original amount submitted.

If, however, the full amount of funding is received, parties are notified and the grant contract will begin the grant process either immediately, or on a preconfigured future date. Once begun, researchers receive funding (G) for the first tranche of research. This funding will be provided as AnthroTokens, but the researchers are free to convert this into their local currency using 3<sup>rd</sup>-party services such as Alternative Trading Systems (ATS) exchanges.

Note that, due to the relatively high volatility of the cryptocurrency market, escrowed AnthroTokens or Ether by itself is subject to relatively high foreign exchange risk. To mitigate this, the grant contract may be optionally configured to convert the remaining escrowed funds into a so-called "stablecoin" (such as Maker's DAI token), at the time the grant process begins.

Since the grant process has now officially begun, researchers will use the funds issued and the time available to perform the required research (H). On or before the tranche's deadline, researchers will present their deliverables (I) to the grant funders for review. Grant funders review the deliverables and vote (J), using their grant tokens, whether they believe the deliverables meet the criteria described for the respective tranche of work in the grant proposals.

If a vote doesn't take place by the required time (F) as directed by the grant contract, or if the collective vote determines that the work doesn't meet the criteria, then the grant process is immediately terminated. Grant researchers may present their grant tokens to the grant contract to exchange them for their proportion of any funds remaining (K) in the grant contract. The grant funder may choose whether to receive the stablecoin or the equivalent amount of Ether.

If the vote decides the research deliverables sufficiently meet the defined criteria, then the next tranche of work begins by converting a proportion of the stored stablecoin back into Ether, which is then sent to the researchers to fund the next tranche of work (G).

The process continues until all tranches are complete, or any one of them fails.

The grant process flow:

- 1) Grant request for proposals (RFPs) are issued by philanthropic entities, corporations, and institutions within the scientific communities hosted in the Knowbella Platform. Based upon the proposals and the collaboration/participation of the proposer, the scientists in those communities vote on who should receive the grants, as a recommendation to the grantors.
- 2) Grant funding is managed on a blockchain for transparency and efficiency.
  - a) Transparency: Funds are traceable from the grantor all the way to the researcher.
  - b) Efficiency: With the confidence of the blockchain, more money goes to research and less goes to overhead accounting, legal, etc.

There is often backlash against charities where significant portions of donated monies are never actually used for the targeted research.<sup>23</sup> The Knowbella model demonstrates transparent movement of all funds and enables grant providers to target their monies to specific types of research.

## Other Transaction Applications

**Recruiting and Scouting:** This opportunity for scientists enables them to gain a recruiting referral bonus in which any researcher can recommend a colleague for an open job and receive a referral bonus in AnthroTokens if that candidate is hired.



**Crowd-Sourced and Community-Managed Grants:** The process above could be modified to enable a collection of micro-funders to directly contribute to scientific research they believe in, similar to the Kickstarter model but with the benefits of smart contracts.

**IP Matching:** As a matchmaking service between IP producers and IP consumers, the Knowbella Platform creates an opportunity that simply doesn't exist in a science and IP space that has labored under a "protectionist" mentality. Contributions based on the IP are shared back to the community, making each advance more valuable for the next researcher that looks at it, adopts it, takes it further, and so forth.

**IP Referrals and Review:** To accelerate innovation, IP consumers could offer their earned AnthroTokens as reward for the discovery of IP relevant to specific research, and IP producers could use AnthroTokens incentives to reviewers who identify their idle IP with the highest potential value.

**Building Project Teams & Gig Economy:** Platform members could offer their earned AnthroTokens as an incentive to other members to join a new research project, provide specific key expertise on an as-needed basis, give early peer review on a manuscript-in-process, answer legal questions, and task work such as data formatting, technical writing, illustration, etc.

**Equipment Transactions:** Knowbella Platform members may transact with AnthroTokens to purchase and sell goods and services, such as lab equipment, consumables, shipping and maintenance, and emergent tools and services, from the vendor network hosted through the Platform's Asset Exchange. With AnthroTokens tradable on cryptocurrency exchanges, vendors can convert to fiat currencies or other digital currencies such as Bitcoin or Ethereum, subject to confirmation that an SEC-registered exchange exists for AnthroTokens trading. The USD price of BTC and ETH used for reference purposes within this document is set by <https://www.Coinbase.com> (SEC regulated exchange) and listed on their home page.

## AnthroTokens™ Distribution

As shown in Table 1, the Company will provide AnthroTokens to scientists (“KT Platform Users”) for collaborating in the research ecosystem. Investors can buy up to 33.3% (“Token Sales”) of the Helix in the Reg D and Reg S offerings.

AnthroTokens Allocation	Percentage	Tokens	Initial USD \$0.30
Knowbella Platform Users	80%	800,000,000	\$240,000,000
Reserves	20%	20,000,000	\$60,000,000
<b>Total Issuance</b>	<b>100%</b>	<b>1,000,000,000</b>	<b>\$300,000,000</b>

Table 1: AnthroTokens Distribution Model (subject to change).

## Incentive Plan for Scientists<sup>24</sup>

Our philosophy is to make researchers’ lives better. Part of doing this is helping them produce value from the research they do. As mentioned previously, we freely provide the scientists a platform to collaborate as well as AnthroTokens. Our rollout schedule of these opportunities to the researchers is:

1. Prior to Launch: In order to accelerate scientific collaboration on the Platform prior to the STO, we may offer loyalty points for milestones and collaboration.
2. Post Launch: In conjunction with the STO, these loyalty points may be exchanged for AnthroTokens. By having a pre-existing group of scientists as loyalty point holders, a liquid token market is pre-positioned. AnthroTokens in turn can be converted into fiat or other cryptocurrencies (Bitcoin, Ether, etc.) by 3<sup>rd</sup>-party exchanges.



Knowbella Tech will provide early users (students, scientists, and citizen scientists) with a digital wallet and a deposit of AnthroTokens just for registering to join the platform. Registration is free and will default to the use of ORCID, a persistent digital identifier which is emerging as the de facto standard for contributor identification in research and academic publishing.<sup>25</sup> Additional

AnthroTokens are awarded for collaborations and tasks performed within the Knowbella Platform. (See Table 2 for a sample distribution.)

## AnthroTokens Awards Program

A healthy Helix ecosystem is paramount for Knowbella Tech, as is a thriving, collaborative exchange of scientific research data and innovation. To develop both, the Knowbella Platform includes an AnthroTokens Incentive Award Program (see Table 2).

Some token-enabled projects have utilized the concept of blindly sending tokens to Ethereum addresses with a balance to quickly raise awareness and liquidity. While this “air-drop” concept is often successful in meeting these goals, this scattershot approach is seen as inefficient in that many of the recipient addresses are inactive or their owners are completely unaware or uninterested in the received tokens and their utility.

To improve upon this in a more focused manner, the Knowbella Platform’s Awards Program creates liquidity and token awareness directly with our audience: the scientific community. And, by managing the AnthroTokens awards menu carefully, Knowbella Tech will focus its users’ attention on the specific areas or features of its choosing to rapidly develop a thriving community within each component of the platform. Regular updates to the Token Award Menu also allow Knowbella Tech to adjust the value of awards to reflect changes in the market price of AnthroTokens.

The AnthroTokens award program will also help promote the network effect. As scientists collect AnthroTokens, in their own best interest they will promote the use of the Knowbella Platform and the purchase of AnthroTokens.

<b>Activities to Gain AnthroTokens</b>	<b>AnthroTokens</b>
Registration via ORCID	50.00
Profile is completed	200.00
Registration for Hypothes.is (Annotations) account	50.00
Getting five new registrants (referral)	500.00
Joining a scientific group	15.00
Actively participating on a manuscript as a co-author	100.00
Serving as AuthorAID mentor or service user	40.00
Registering at doDOC	10.00
Registering at Centers for Advancing Innovation (CAI)	35.00
Uploading data in community accepted format	100.00
Serving as a peer reviewer	90.00
Uploading a <i>bona fide</i> manuscript to the preprint server	350.00
Preprint is published in a <i>bona fide</i> journal	1,000.00
Donating a working piece of lab equipment	400.00
Donating consumables	200.00
Applying for a grant	100.00
Achieve top three finalists of grant selection	500.00
Submit a highly rated, but unfunded grant, to OnPAR	200.00
Register with F1000	50.00
Participate reviewing a grant proposal	100.00
Issuing an RFP with funding greater than \$1000.00 USD (Other)	2,000.00
Providing accepted open technology	5,000.00
Creating a <i>bona fide</i> new project that gains more than 3 members	500.00
Posting in forums (collaboration)	100.00
Posting or starting a "hot topic"	50.00
Knowbella Talent Solutions "Colleague Recruiting" referral bonus	500.00
Starting and providing educational content	250.00

Table 2: Sample AnthroTokens Incentive Award System for Early Scientific Users (subject to change).

## Summary of AnthroTokens™ Terms & Conditions

- Pre-Token Generation Event
- Total available AnthroTokens for distribution to researchers 800,000,000
- Initial Exchange Listing Price: \$0.30 USD



- Ticker: ANTHRO
- Type: ERC20
- AnthroToken is freely transferable on cryptocurrency exchanges.

## Technical Solution & Platform Architecture

- Based upon Ethereum blockchain
- Stack: Django/Python on AWS
- Potential 3<sup>rd</sup> party Integration partners: OnPar®, AuthorAID®, ORCID®, Hypothes.is, doDOC®
- APIs: Automated IP on-boarding

## Licensed Platform

In 2016, Knowbella Tech exclusively licensed the U.S.A. patent-pending collaboration platform Therapoid™ from Open Therapeutics™. Under the license, Knowbella can crowdsource all non-therapeutic IP. By licensing the existing Therapoid platform, Knowbella saved time and resources, speeding it toward providing researchers a scientific collaboration platform.

After the Helix STO, the Knowbella Platform will host all IP other than therapeutic IP. Examples of IP categories that Knowbella Tech will be able to curate on its platform include agriculture, chemicals, mechanical and electrical engineered technologies, energy, ecological and “green” technologies, and life sciences.

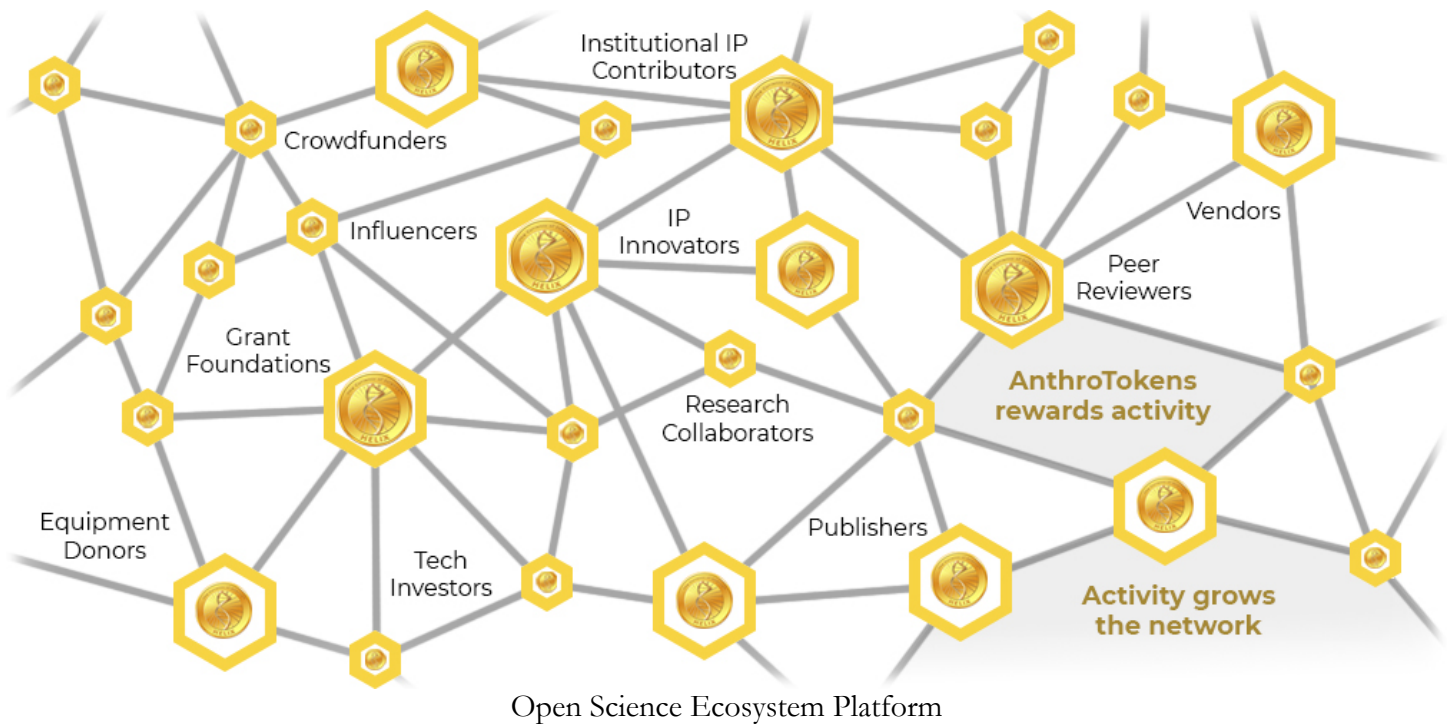
To accelerate our path to critical mass, liquidity, and scale, up to 500,000 early adopting scientists will be awarded with AnthroTokens when they conduct science on the Platform.

Early adopter scientists are provided AnthroTokens for adopting the Platform. The scientists’ contributions to research and collaboration on the Platform earn AnthroTokens. Numerous activities of the scientific community can be rewarded in AnthroTokens under SPOW. Scientists will be able to utilize their tokens within the ecosystem for the purchase of goods and services otherwise paid for by traditional payment methods or local fiat money. Hence, true token utility is created within the scientific community and within the ecosystem. This utility, combined with the high number of scientists performing work, should be recognized by Helix token purchasers and should help create a liquid market for both tokens.

This fundamental ability to earn and exchange AnthroTokens for goods and services within the ecosystem, or simply to exchange them for other cryptocurrencies or local fiat currencies, is a huge incentive for active participants.

The open science Therapoid and Knowbella Platform concepts originated with Jason E. Barkeloo’s (Founder) intention to link and enable all researchers around the world, particularly the underserved in Africa, Asia, and Latin America, to collaborate and publish results in open access journals.

The platforms incorporate and host significant free incentives to the STEM community, and importantly, rewards AnthroTokens cryptocurrency to the researchers who engage in collaboration.



## Team

### Management



#### **Jason E. Barkeloo**

Founder and CEO of Knowbella Tech. Board Chair, Open Therapeutics: Jason has thirty-four years of experience as an entrepreneur, researcher, investor, and educator. He began his career as a US Army air defense operations and intelligence assistant. Later, after the US Army sponsored his higher education, he managed military medical facilities and research laboratories.

At the end of his US Army career with a final assignment as the lab operations officer of the Walter Reed Army Institute of Research (WRAIR) Medical Detachment, Jason was selected for the Department of Defense "Troops to Teachers" program. In that role, Jason spent 5-years as an inner-city high school science teacher. He received national recognition and awards for innovations in science.

After teaching, Jason became an entrepreneur and launched a number of startups.

Jason's first company, TouchSmart Publishing, was an educational content company providing content to special needs students. His second company, Somatic Digital, created the touch user interface (TUI) human-computer interface technology and had relationships with NASA, Microsoft, Hewlett-Packard, Freescale Semiconductor, and the National Federation of the Blind. His third company, Pilus Energy, was a synthetic biology company. A publicly traded company purchased it in 2014.

Nine years ago, Jason founded Open Therapeutics; an open science company that crowdsources therapeutic IP. He hired the CEO and serves as Chair of the Board. His second current effort is Knowbella Tech; an open science effort crowdsourcing non-therapeutic IP to researchers around the world. Knowbella Tech will provide AnthroTokens and Helix tokens ("cryptocurrency") based upon Ethereum blockchain to the researchers who

collaborate within the Knowbella Platform. He hired the CEO and serves as the Chair of the Board and Chief Operating Officer.

Jason speaks internationally on the advantages of open science and open access publishing. He has patents in synthetic biology, digital rights management, and patents pending in blockchain-enabled technologies.

Jason has a Bachelor's degree in anthropology from The Ohio State University and a Master's degree in education with certifications in biological sciences and social studies from Antioch University. He dropped out of a PhD program just prior to dissertation to launch his first startup, TouchSmart Publishing.

<https://www.linkedin.com/in/jasonebarkeloo/>



**Li Guo, Ph.D.**

Consulting Chief Science Officer and Advisor. Li is also the Scientific Community Manager at Open Therapeutics since 2016. She worked with technology team to develop the Therapoid platform for scientific collaboration. Li was the Director of Cellular Engineering at Microbial Robotics in 2014~2015. She was the principal investigator for the National Science Foundation's Small Business Innovation Research (SBIR) award. She worked with U.S. and international researchers (Spain and India) on the synthetic biology-based product's development and the Company's acquisition of intellectual properties. Li was a neuro-oncology research fellow at Cincinnati Children's Hospital Medical Center in 2007-2013. She conducted several research projects and published papers (in the Journal of Neuroscience, Journal of Cell biology, Glia, among others) as first author. She was also the recipient of an award from the Natural Science Foundation of China. Li received her Ph.D. in Neuroscience from the Chinese Academy of Sciences (CAS) in 2006 and her B.S from Xiamen University in 2001.

<https://www.linkedin.com/in/liguo21/>.



**Martin Koistinen**

Consulting Director, Software Engineering. Martin has 25 years of experience as a software engineer. His experience spans Blockchain (Ethereum-based Smart Contracts), Biometrics, Cryptography, Finance, Information Security, Machine Learning, Risk Management, Sustainability, and more. He has been awarded a US patent related to smart cards and PKI and has more patents pending. Martin has led cutting-edge projects for the public sector (US and European) as well as for multinational and Fortune 500 companies across the Telecoms, Energy, Financial and Travel sectors. Although experienced in numerous programming languages, Martin is currently focused on Solidity, Python and JavaScript languages and the Django and ReactJS frameworks. Martin serves as a core developer for globally popular open sources packages for the Django ecosystem. Martin studied Mathematics, Physics, and Computer Science as an honor student at Austin College.

<https://www.linkedin.com/in/mkoistinen/>



**Nick Lallo**

Consulting Scientific Community Manager. Nick is a University of Cincinnati graduate in Biomedical Studies. He has a background in Developmental Biology and has conducted research at Cincinnati Children's Hospital Medical Center. He has been a part of the open science community for the past 3 years and strongly supports the mission of spreading knowledge worldwide. Nick has strong communication skills and fiercely wants to see a world of open access to see how innovative humans can be.

<https://www.linkedin.com/in/nick-lallo-11b485116/>



### **Greg Reinbach**

Greg has over 15 years of experience in a wide range of fields that include NGO, Money Management, Banking, and startups. He specializes in developing custom solutions that solve specific organization needs. These custom solutions have involved designing and developing architecture, develops web applications, and embedded devices. He has used a range of programming languages, primarily Python, Golang, and Javascript.

<https://www.linkedin.com/in/reinbach/>

## **Advisory Board**

**Dr. Sönke Bartling, PD:** Dr. Sönke Bartling is a founder of Blockchain for Science and associated research at the Alexander von Humboldt Institute for Internet and Society. He is a scientist in basic medical imaging sciences, radiologist, Open Science Advocate and Blockchain Enthusiast. He contributed to the Web 2.0 revolution in science. Then in early 2013 he fell down the bitcoin rabbit hole and realized that there is a lot in blockchain that could make science better. He is excited about kickstarting the crypto-economy in science for trustworthy results, less overhead and real innovation. Dr. Bartling is excited to contribute to Ethereum's Web3 revolution as well.

**Alexandra Damsker:** She is a securities attorney with over 15 years of experience. She trained with the US Securities and Exchange Commission and international law firm Mayer, Brown, Row & Maw before starting her own successful securities practice. Mrs. Damsker founded two profitable startups (biotech and consumer packaged goods industries), with one exit. Mrs. Damsker has written a variety of articles and talks relating to US regulation. These addressed a variety of legal topics, including securities, the Foreign Corrupt Practices Act, legal implications for US companies manufacturing in China, the impact of various forms of technology on industries, electronic communication and securities issues, and blockchain regulatory issues. She has been published in various locations including Huffington Post, Time.com, and Business Insider, as well as journals, such as American Banker. She also coedited a treatise on securities law, and wrote a practitioners' manual on US regulatory issues on trusts and estates. Mrs. Damsker has been invited to speak at events of various sizes, including NASDAQ, the LendIt Fintech Conference, CryptoBlockCon, the Fintech Disrupt Conference, the Marketplace Lending and Alternative Financing Summit, and the data science IDEAS conference. She currently serves as regulatory and business strategy advisor to several companies, directors, investors and attorneys.

**Mariana Danilovic:** Ms. Danilovic is the Founder and CEO of hollywood portfolio, a crowd-centric accelerator that develops and operates blockchain, Augmented, Virtual Reality, Artificial Intelligence, and digital media companies. Through hollywood portfolio, Ms. Danilovic launched and helped develop numerous technology and digital media companies, and served as the CEO and Director of ultralivestv, served on the Board of Directors of Emerge Digital, serves on the Board of Advisors of Transmosis, NightFlight, VARcrypt AND YaYo. Ms. Danilovic joined Michael Terpin's Transform Group as a Managing Director. The Transform Group has successfully advised over 100 blockchain companies through their ICOs. Ms. Danilovic was the EVP Business Development for NTN Buzztime, Inc. (AMEX:NTN) and Head of Business Development, Content Aggregation and Programming for MediaZone, broadband video company owned by NASPERS/MIH media conglomerate. She also founded and directed the Digital Media Incubator at KPMG LLP, which launched about two-dozen digital media companies. The companies Ms. Danilovic helped develop received institutional funding from KPCB, Sequoia Capital, Hummer-Winblad, Constellation Partners, Softbank, North Star Ventures, HP, and Intel. Ms. Danilovic headed business development for Peter Guber's Mandalay Entertainment and was on the management team of the venture fund at Sony Pictures Entertainment, investing in media companies worldwide. Ms. Danilovic also worked for Michael Milken's Knowledge Exchange and at the Twentieth Century Fox International Television Group. She serves on the Board of Directors of C3, the Arts and Media Node of the Millennium Project, served on the Board of Directors of the Producers' Guild of America, and is a member of the Academy of Television Arts and Sciences. She previously served on the Board of Directors of Tim Draper's Zone Club and was a member of former Los Angeles Mayor Richard Riordan's Digital Coast Roundtable. Mariana earned a Masters in Business Administration

from the Anderson Graduate School of Management at UCLA, and a Bachelor of Arts in Mathematics, with a Minor in Biomedical Engineering from University of California, San Diego.

**Khalid Daoud:** He is a corporate executive as well as an entrepreneur. Throughout his career, Khalid (“Ken”) has sought to identify and target specific companies and work strategically with these international organizations to bring their products and or services to the Middle East and North Africa (MENA) region. These organizations have spanned a number of industries that included alternative energy, commodity trading, security and surveillance, broadcast and media, ICT technology, and medical devices. In and through those successes other opportunities were uncovered, which led to the expanding of his role into other markets which included Europe, South America, and China. He has created the strategy and business development approaches in conjunction with his company’s overall marketing, PR, and social media efforts. In his dealings over the years Khalid has been fortunate to work with an international network of diverse and influential individuals and groups who are involved in the government as well as the corporate and private sectors. Over his career he has served on a number of boards and speaks Arabic as well as English. Khalid attended the University Of Cincinnati and lives in Cincinnati Ohio with his wife and children.

**Martin Dueñas, MPA:** Martin is currently the Director of the Health Research Management Practice (HRMP) at Leidos (previously SAIC) – a fortune 500 company that supports government and non-government organizations in National Security, Engineering and Health. He works at the center of the life science ecosystem, including government and private funding organizations, research academic centers, biotechs, and pharmaceuticals. He is the founder of OnPAR - Online Partnership to Accelerate Research - a Global Public–Private Partnership that was launched with National Institute of Health and is now expanding globally to include over 40 biomedical research funding organizations. OnPAR seeks to advance research by funding highly-scored unfunded research applications globally. In addition, he serves as an advisor to several biotech companies and private biomedical foundations. Mr. Dueñas’ experience includes research/faculty and executive positions at Columbia Medical Center, Weill Cornell Medical Center, Memorial-Sloan Kettering Cancer Center, Hospital for Special Surgery, New York University Medical Center, and the New York Academy of Medicine.

**Diego Espinosa:** Diego has designed and launched decentralized platforms in both self-sovereign data and fintech. At ConsenSys, he led a team that architected and built a protocol for Web 3.0-enabled data sharing. Its core set of smart contracts allows any app to help users collect, own and share their personal data, including mobility, health and social. He is a recognized expert on blockchain-based healthcare data applications and has spoken at Stanford MedicineX, Health2.0, and Distributed Health. He also writes and speaks on the subjects of data sovereignty and the design of decentralized platforms. Prior to his interest in blockchain, Espinosa had a successful career on Wall Street where he served as Portfolio Manager of a \$10b fund and as a Director of Research. He was also a Senior Lecturer at the University of San Diego, where he designed original courses on complex systems and the behavior of financial institutions during the 2008 Crisis. Espinosa has an M.B.A. from Wharton, an M.A. in International Relations from Johns Hopkins, and a B.S.C.E. from Tufts University.

**Mark Hamade:** Mark is a Partner at an 18 year old Private Equity firm Vivaris Capital. A team player, recognized as an exceptional communicator and a visionary leader, he knows when and how to apply strategy, operations, financial savvy, vision, pattern recognition, critical thinking, and leadership in every facet of business, delivering uncommon results in industries ranging from technology, energy, aerospace, AI, manufacturing, law, banking, healthcare, real estate, retail, software and more.

Mark has also advised a number of national governments, funds, and companies on the complexities of blockchain, securities, and best practices. His expertise ranges from working with CEOs from small, mid, large, and start-up to turnaround organizations. He has established created/turned around organizations in Mexico, the Middle East, Europe, and Asia, and he maintains business connections in over 50 countries, including those with the wealthiest economies. Adept at pitching and closing, he has raised/assisted/managed in excess of \$750 Million with IRRs ranging from 30-60%. Mark is a founding member of a blockchain incubator and a collaboration platform. It is a place for people, communities, and companies to work together towards a better future. Mark’s positive, energetic

speaking style makes him a sought after national speaker, influencer, radio guest and host. He hosted a weekly radio show called “On the Mark with Mark Hamade.” He is a frequent blogger and is cited in journals, magazines, and newspapers. A USMC veteran who survived 7 surgeries, cancer and shedding 220lbs has allowed Mark to offer organizations a way to help scale and mentor employees, partners, and customers from a different lens. He earned his B.S. in Criminal Justice at Washburn University.

**Jerome Hamilton:** CEO of Open Therapeutics, which curates and develops open medical, biopharma, and synthetic biology-based biotechnologies. Previously, he served as Stratasy’s Senior Vice President of Global Operations and Vice President of LEAN Six Sigma Operations, Corporate Quality and Acquisition Integration for 3M. At 3M, he played a major role in devising strategy and operational plans for the company’s largest business group, Industrial Business Group. Jerome holds numerous academic degrees, including Bachelor of General Science from Morehouse College; Bachelor of Science in Industrial Engineering from Georgia Tech; Master of Science in Engineering Management from University of Detroit, Mercy; Master of Science for International Logistics from Georgia Tech; and graduate of the Advanced Management Program, Harvard Business School. Jerome is Chairman of the Board for Goodwill Easter Seals Minnesota, Real Life 101 Board member, and V2SOFT Board Member. He was listed in the 2014 Savoy Magazine list of Most Influential Blacks in Corporate America and was recognized as one of the Top 50 diversity professionals in industry– Global Diversity List, supported by The Economist, ([globaldiversitylist.com](http://globaldiversitylist.com)).

**Jackie Hart:** Jackie has more than twenty years as a strategist and project manager consultant on both coasts, specifically in New York and Silicon Valley. Ms. Hart has managed and led large-scale Fortune 500 software development projects in the high-technology, biotech and financial sectors with market leading companies, including Oracle, Microsoft, Genentech, Wells Fargo, Bank of America, and Bechtel. With over seven years in the non-profit sector in strategy, marketing, and fundraising, Jackie is currently working with organizations and their emergent leaders that are accelerating the blockchain economy by creating ethical and high social impact for humanity and the planet through ChainReaction Labs, a purpose-driven marketing agency of which she is Co-Founder. By collaborating with the ChainReaction Labs global team she sees the decentralized blockchain technology as a mechanism that can create and sustain a safer, fairer and more prosperous society. Jackie has been a speaker and Co-Producer on numerous conferences on the topic of Blockchain for Social Impact. She serves on the Board for a regenerative community blockchain company, Serendipia, and as an Advisor for Earth Cycle, a cryptocurrency empowering a decentralized funding pool for positive change businesses. Ms. Hart is a Founding Partner with Women Investing In Women/Qrypto Queens, as she is passionate about gender equality for women investors and entrepreneurs in the Fintech space. She is also Founder of ZeroPoint: Blockchain in Balance. The ZeroPoint is an immersive zone and experience. It is a place for attendees at Blockchain/Crypto conferences to re-center and regroup in the eye of the storm and connect with other attendees in a more grounded environment. ZeroPoint is a movement as well as a destination and promotes a (re)evolution in the ways of doing business that offer balance over burnout.

**Austin Kimm:** Austin is COO and Co-Founder of Crypterium, the most successful blockchain-based ICO ever, as measured by the number of token buyers. Crypterium, the world’s first mobile cryptocurrency bank, will enable everybody to transact with cryptocurrency in real world situations from their mobile phones. Austin is currently rolling out Crypterium on a global level, building infrastructure and opening offices in London, Singapore, the USA and Moscow. Austin has advised on a number of successful ICOs including STORIQA, which sold over \$30m in token sales at the start of 2018. Austin is an experienced results proven financial services CEO with a long history of building successful insurance companies in both developing (Russia, Ukraine, Czech Republic) and developed (Australia, UK) insurance markets. Most recently (2006 to 2012) Austin built from the ground-up one of Russia’s most successful Insurance Companies, Renaissance Life & Pensions. He previously served in a number of country CEO or C-Suite positions for Aviva, including Director of Strategy for Aviva’s International operations operating out of London. Since 2013 Austin has been focused on developing ground-breaking Fintech start-ups, including CEO roles at Workle, Russia’s largest on-line employer that enables everybody to become their own self-employed

salesperson, and Dynamic Re, where Austin is a co-founder of a unique life assurance distribution company offering life savings plans via retailer loyalty programs.

**Dave Knox:** As a brand marketer, venture investor, and startup advisor, Dave Knox bridges the worlds of the Fortune 500 and entrepreneurship. The intersection of these two worlds is the subject of his book, *Predicting The Turn: The High Stakes Game of Business Between Startups and Blue Chips*, which was named the Grand Prix winner of the 2017 Atticus Award. Dave is the former Chief Marketing Officer for Rockfish, a widely recognized digital innovation agency that was acquired by WPP, where he also served as the Managing Director for WPP Ventures. Prior to Rockfish, Knox was a seven-year veteran of Procter & Gamble, where he was instrumental in the digital turnaround that led to P&G being named to AdAge's Digital A-List. Dave was named to the iMedia 25 Class of Digital Innovators by Cincinnati Business Courier, as the CMO of the Year in the inaugural C-Suite Awards, and as a 40 Under 40 by both AdAge and the P&G Alumni Network. Dave is a frequent keynote on digital innovation and disruption, including appearances at SXSW, TEDx, Back End of Innovation, NRFtech, Brand Innovators, AdTech NYC, and the iMedia Summit. He is the co-founder of The Brandery – one of the top 10 startup accelerators in the country. Dave is also a Managing Partner in the seed fund Vine St Ventures, and an advisor to Bullpen Capital, Glasswing Ventures, and Hyde Park Venture Partners.

**Adam Koehler:** As a serial entrepreneur, Adam is involved in several synergistic endeavors. His recent venture as co-founder of Crypto Properties has him traveling the world connecting a blockchain real estate solution with property portals. He is heavily involved in the blockchain and ICO space and passionate about helping the global startup communities grow small businesses through these alternative funding and incubation channels. Adam is also involved in coordinating blockchain and cryptocurrency events, most recently with the US Chamber of Commerce and the first ever event in the Midwest. His leadership in blockchain is further demonstrated as the founding member of the Kentucky Blockchain Alliance and Block Valley in Ohio. The goals of both organizations are to answer questions from legislators and regulators, and to help create a positive business environment for blockchain-based businesses to operate. Adam's interest in real estate spans many years as an investor, but also as co-founder of dotloop®, an agent favorite real estate collaboration platform. Almost half of all US purchase contracts are signed on the dotloop platform, which has totaled over \$4 trillion in deals. In August of 2015, dotloop was sold to the Zillow Group in a transaction worth \$108M. He founded CovWorx, a 20,000 sq. ft. co-working space in Covington, KY. In 2008 Adam also founded the ad agency Reversed Out in 2008, a creative and technology firm focused on assisting small to medium-sized businesses with creative, branding, web design and maintenance as well as application development.

**Kelly Land:** Kelly has nearly twenty years of experience as both an investor and advisor to numerous companies throughout the U.S. and international markets. His passion is working with unique, promising seed stage and early stage technology companies. He has experience in a number of industries including software, ecommerce, medical device, and manufacturing, having participated in over fifty transactions. With a focus on blockchain and open science, Mr. Land believes in being a first mover in breakthrough technologies and businesses. He has a Bachelor's Degree in Mechanical Engineering from Rose Hulman Institute of Technology.  
<https://www.linkedin.com/in/kelly-land-469202/>

**Dr. Roland Everett Langford:** He has more than 40 years of experience in environmental protection, occupational safety and health, and radiation protection. He holds Ph.D. degrees in Physical Chemistry from the University of Georgia and in Radiation Health Physics from the University of North Carolina at Chapel Hill, as well as a Master's degree in thermodynamics from the University of Georgia. In addition to academic degrees, he is a Certified Industrial Hygienist, a Certified Safety Professional, a licensed Professional Engineer in the State of Texas, a Certified Professional Environmental Auditor, a Certified Process Safety Auditor, a Fellow of the American Institute of Chemists, a Diplomat of the American Academy of Sanitarians, a Registered Hazardous Materials Professional, a Board Certified Environmental Scientist, and a registered Sanitarian. Dr. Langford is the author or co-author of three books (on Hazardous Materials Incidents, Workplace Drug Abuse, and Weapons of Mass Destruction). He served for twenty years in the U.S. Army Medical Department, retiring in the rank of Lieutenant

Colonel, following command of the Army Research Detachment for Toxicology of the Walter Reed Army Institute of Research. He served with NATO in Bosnia and Croatia, receiving both the NATO Yugoslavia Medal and the Armed Forces Expeditionary Medal. He was awarded the Legion of Merit among other decorations. He worked in industry with the Huntsman Petrochemical Corporation, then as a Department of the Army civilian. He lived and worked in Korea and the Peoples Republic of China. Prior to his military career, he was a college professor of chemistry and geology.

**Peter McCrea:** Peter is the President of the start-up American Impact Capital Foundation. He is the former President and a Director of the Cavendish Impact Foundation, a donor-advised Impact Investment platform. He began his career in his native California as a film editor, writer and cinematographer. He was a founding member of the American Cinema Awards Foundation, benefitting the Motion Picture and Television Fund. Subsequently, Peter was a partner at Americana Land Company, designing environmentally sustainable land developments. After moving to the East Coast in 1995, he served as Director of Development at LHO Group for Leif H. Olsen, former Chief Economist of Citibank, and since 2009 has been an acquisitions advisor for Hinduja Group, a multinational corporation. Before joining the Cavendish Impact Foundation, Peter was Vice President of Development at American Endowment Foundation with over 4,700 donor-advised fund clients in all 50 states, and he was a Business Development Advisor at Foundation Source with 1,500 foundations and \$9 billion in assets. Peter was also a member of the Board of Directors of the Morgan Stanley Global Impact Funding Trust and served as Chairman of the Livelihoods Council at Save the Children. Since 2001, Peter has been a Trustee of the Lemmon Foundation. His experience includes closing \$287 million in private foundation transactions in three years and closing \$241 million in donor advised fund transactions in three years.

**Ed McKinzie:** Ed is Principal Research Associate supporting the Sensors and Intelligent Systems and the Sensors and Electromagnetic Applications Laboratories at Georgia Tech Research Institute (GTRI). He has extensive experience in military operations; project management; developing advanced concepts, tests, and tactics; techniques, and procedures; and with creating a vision/plan to develop ground-breaking capabilities. Ed served over 28 years in the United States Air Force as an Air Battle Manager, accumulating over 4,500 flying hours in command & control and surveillance aircraft (E-3 AWACS/E-8 JSTARS) and served in over 50 deployments/contingency operations. He had the pleasure of leading airmen as the Commander of an Air Force Squadron (965th AWACS) and as the Wing Commander for the 505th Air Control Wing, improving the USAF warfighting capability through command and control testing, tactics development, and training. Mr. McKinzie held key positions on the Joint Staff, United States Central Command, International Security Assistance Force, United States Africa Command, NORAD and United States Northern Command.

**Louise Page:** Louise was formerly with the Open Access publisher PLOS. In her role as Chief Innovation Officer, Louise was responsible for actualizing PLOS's strategy in Open Science. This included maximizing the global influence, impact, and dissemination of research, and leveraging emerging technology and new opportunities to open up scientific communication. Prior to PLOS, she was Vice President, Publisher Relations and Business Development at HighWire Press where she successfully managed teams responsible for publisher account management, business development, and strategic planning for the company's global publisher network. Previously, Louise held technology and editorial leadership positions at John Wiley & Sons where she steered the organization into the digital age with its first online journal and Wiley InterScience. She has also held editorial positions at Oxford University Press. Louise currently serves on the Board of the Open Access Scholarly Publishers Association and is on the Free the Science Advisory Board of the Electrochemical Society.

**Peter Redford:** Peter is a Partner, Band of Angels, [www.bandangels.com](http://www.bandangels.com). Redford is a veteran Silicon Valley tech CEO, Xerox PARC alumnus, member of the Band of Angels venture capital fund, and intellectual property litigation expert. Redford's patents and technologies are licensed by most of the world's top software, computer and consumer-electronics companies and are used by billions of people. Redford's technology credits include: AutoPlay (Windows, all Blu-Ray players, all video game consoles), AirPlay (Apple TV), Sound Blaster, Flash (Adobe),



LeapPad, GUI, and Netflix. Redford has a Masters in Electrical Engineering & Computer Science from the University of California, Berkeley.

**Raymond Scalettar, MD, DSc, FACP:** Raymond is a practicing physician specializing in Rheumatology and Internal medicine in Washington DC. He is Clinical Professor Emeritus of Medicine at the George Washington University Medical Center, Master of the American College of Rheumatology, a Fellow of the American College of Physicians and a distinguished Fellow of the American Psychiatric Association. He was instrumental in the development of the world class National Rehabilitation Hospital and was its first Medical Staff President. Affordable, quality medical care for patients has been a foremost objective throughout his professional career. He was elected to the Board of Trustees of the American Medical Association and ultimately its Chair; he was a Commissioner and later a Consultant to the Joint Commission on Accreditation of Healthcare Organizations; he helped form and was an executive in a physician-owned professional liability organization, NCRIC. He is a Medical Expert Consultant to the Social Security Administration and a Consultant to the American College of Rheumatology.

**Mike Sharples, PhD:** Mike is Emeritus Professor of Educational Technology in the Institute of Educational Technology at The Open University, UK. His research involves human-centered design of new technologies and environments for learning. He has led collaborative projects on mobile learning, AI and education, and learning at scale with partners including the BBC, British Telecom, Microsoft, Sharp, and IBM. As Academic Lead for the FutureLearn company, he informed the design of its innovative social learning approach. He is Associate Editor in Chief of IEEE Transactions on Learning Technologies. He is lead author of the Innovating Pedagogy report series and has authored over 300 papers in the areas of educational technology, science education, human-centred design of personal technologies, artificial intelligence, blockchain, and cognitive science.

**Dr. Jeff Teo:** Jeff was appointed Professor of Cybersecurity at Bluefield College in 2017. Prior to Bluefield College, he was Professor of Cybersecurity at Montreat College from August 2004 to Spring 2017. As lead faculty, he designed and launched the college's Bachelor of Science degree in Cybersecurity, a first among private colleges and universities in North Carolina. Under Dr. Teo's leadership and vision, the institution became the first CCCU college/university to receive the coveted National Security Agency (NSA)/Department of Homeland Security (DHS) designation as a National Center of Academic Excellence in Cyber Defense (NSA CAE CD). Dr. Teo's dissertation focused on Trusted Computing Technologies and Adoption and, as a researcher, he has published journal articles and contributed a textbook chapter on Trusted Computing. He has been an industry liaison member of Trusted Computing Group (TCG) since 2011. Rotary International selected him for their distinguished Overseas University Professor program, and in the summer of 2009 he was invited to teach a course on Trusted Computing at Xiamen University in Xiamen, China. His current research focuses on the intersection and applications of cybersecurity and blockchain technologies in academic, business and scientific research. He is also a crypto enthusiast and an avid contributor to the emerging crypto space. Dr. Teo travels extensively to Europe and Asia, acquiring keen insights and fostering connections to stay abreast of emerging technologies adoption and implementation. Dr. Teo is a recipient of grants awarded by leading IT companies, including Palo Alto Networks and Cisco, government agencies such as the National Science Foundation (NSF), and nonprofits such as Rotary International. He is a Certified Information Systems Security Professional (CISSP), an InfraGard member (partnership of U.S businesses and FBI) of the Charlotte, North Carolina Chapter, a Certified Ethical Hacker (CEH), and holds certifications in Security+, Network+ and A+. His professional website is [www.drjeffteo.com](http://www.drjeffteo.com).

**Rosemarie Truman:** Rosemarie is founder and CEO of the Center for Advancing Innovation (CAI), a 501c3 non-profit which has been coined "Tinder for Startups" and "Shark Tank on Steroids." CAI's mission is to identify breakthrough inventions and maximize their commercial potential. She has led the due diligence of over 500,000 pieces of intellectual property and commercialization of over 2000 proprieties resulting in more than 200 startups and \$210 billion. In addition, Rosemarie has led growth strategies and transformations for 50 of the top 100 technology transfer/commercialization organizations in the world. With over 25 years of experience in entrepreneurship, executive leadership, and philanthropy, Rosemarie's specialty is venture investment strategy,

having led growth strategies for 50 of the global Fortune 100 companies in over 15 countries. The strategies that Rosemarie led have resulted in \$300+ billion in “net new” top line yearly revenue and 190+ new products on the market. As CAI’s leader, Rosemarie has pioneered a first-of-a-kind, award-winning, disruptive innovation platform. Orchestrating 6 innovative challenge-accelerator models CAI has been the catalyst for the launch of 100+ companies, 5000+ entrepreneurs, and 80+ partnerships across federal labs, universities and hospitals. CAI has created new business model architectures for obtaining inventions, now an established paradigm for commercializing federally-funded inventions. Prior to launching her own firm, Rosemarie spearheaded IBM’s Innovation strategy practice globally and was awarded IBM’s most laudable honor, the Golden Circle Award. In addition, she has also held leadership roles at Booz Allen Hamilton, Oracle, PRTM, and Marsh & McLennan, where she served as VP of global strategy. Rosemarie began her career at Goldman Sachs. Rosemarie Truman is an entrepreneur, growth strategist, distinguished corporate executive, angel investor and prolific startup catalyst. In her spare time, Rosemarie also writes for Forbes and sits on company boards.

**Jeffrey S. Wallace:** Jeffrey is Professor of Personal Finance at Snow College and an active Cryptocurrency, Real Estate, Private Business, and Cryptocurrency Investor. He actively researches blockchain and its implications for cryptocurrencies and their investments. He completed his graduate work at Utah State University with an emphasis in Family-Owned Businesses (Determinants of Business Success and Profitability) and possesses an active Utah real estate license. He is an expert negotiator, business consultant, and a highly rated professor of Business and Social & Behavior Sciences. Jeff has published many articles related to business and personal finance and is an avid blockchain technology advocate.

## Legal

Knowbella Tech has retained legal counsel with the Keating, Muething & Klekamp, PLL law firm, Cincinnati, Ohio, to guide us through our Security Token Offering.

This whitepaper is a “living document” and is not static. As a result, continuous updates should be expected. The reader should always review the most-up-to version at <https://Knowbella.Tech>.

THIS WHITEPAPER DOES NOT CONSTITUTE EITHER AN OFFER TO SELL OR AN OFFER TO PURCHASE SECURITIES. THIS WHITEPAPER IS INTENDED TO BE A SUMMARY ONLY AND SHOULD NOT, IN ANY INSTANCE, BE RELIED UPON IN PLACE OF THE COMPANY’S CONFIDENTIAL PRIVATE PLACEMENT MEMORANDUM.

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No regulatory authority has examined or approved of any of the information provided in this document.

This document contains forward-looking statements that are based on Knowbella Tech's current understanding, expectations, and assumptions, which Knowbella Tech believes to be reasonable. These statements involve inherent risks and uncertainties, including those relating to our early stage of development, ability to attract users and grow our business, regulatory matters, and matters bearing on cryptocurrencies generally. These risks and uncertainties may cause actual results to differ materially from those expressed or implied by such forward-looking statements. You should not place undue reliance on such statements, and no representation is or can be made as to their attainability or accuracy.

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There are risks and uncertainties associated with Knowbella Tech and the Knowbella Platform and its respective business and operations, the Helix token and its sale. For a full list of the risks and liabilities, refer to the full risk factors set forth in the offering circular.

The offering will be made only by means of an offering circular. An offering statement on Form 1-A relating to these securities will be filed with the Securities and Exchange Commission and it will need to become qualified by the Securities and Exchange Commission before the offering may commence. You may obtain a copy of the preliminary offering circular contained in the offering statement when it becomes available by visiting the Company's website at <https://Knowbella.tech>.

These securities may not be sold nor may offers to buy be accepted prior to the time the offering statement is qualified. This whitepaper shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

No money or other consideration is being solicited in connection with this whitepaper, and if sent in response, will not be accepted. No offer to buy the securities can be accepted and no part of the purchase price can be received until the offering statement on Form 1-A is qualified pursuant to Regulation D and Regulation S of the Securities Act of 1933, as amended, and any such offer may be withdrawn or revoked, without obligation or commitment of any kind, at any time before notice of its acceptance is given after the qualification date. Any person's indication of interest involves no obligation or commitment of any kind.

## Supplemental Literature

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