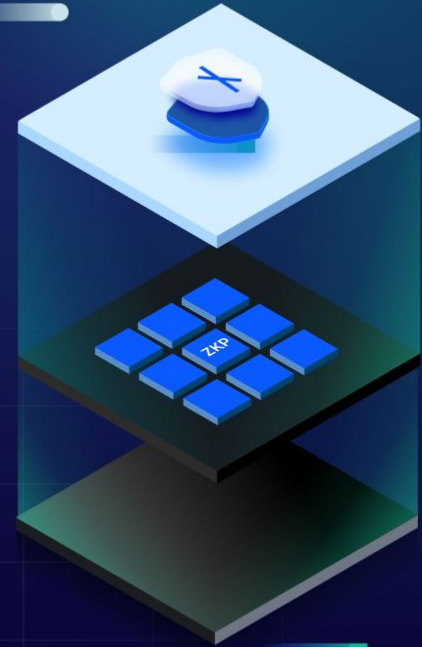# AESIRX

Ronni K. Gothard Christiansen
Creator of AesirX

AesirX is a groundbreaking open source Enterprise Business Solution Series that transforms the handling of user data through decentralized consent.
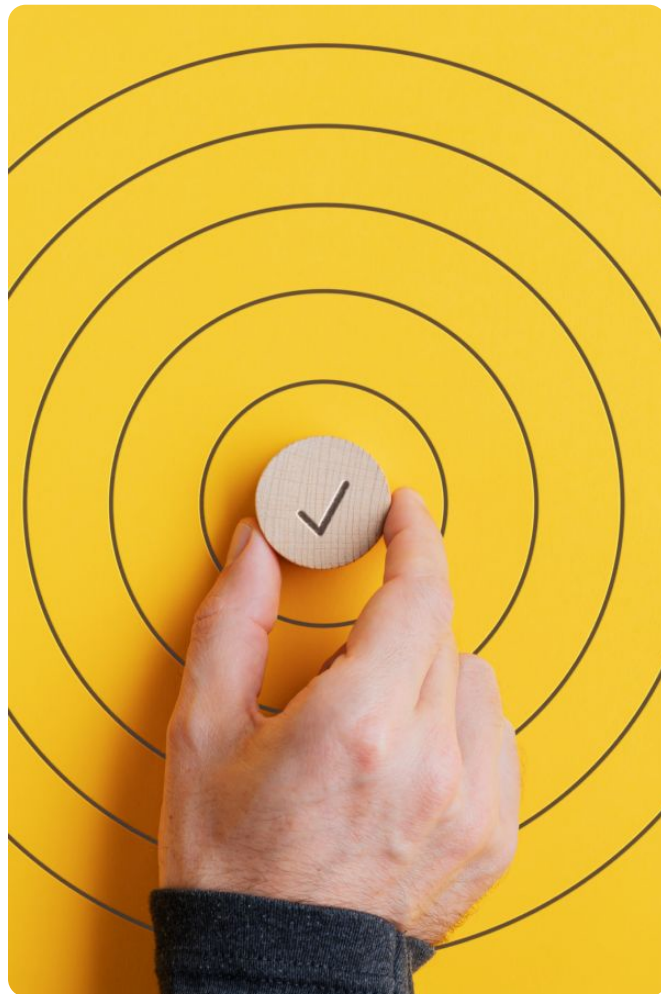
Fight for Privacy!
BANNED

Here's what's happening

- ✓ **Increased restrictions** on third-party **cookies** & **personal data tracking** by web browsers.

- ✓ The closure of Google Analytics Universal & other 3rd parties due to concerns surrounding **illegally obtained data.**

- ✓ **Inadequate legal consent** for data collection and processing.

- ✓ The implementation of new **Privacy**, Data Protection, Health, & Minor **Privacy Regulations** across the Western World.

- ✓ A shift in **international security** priorities leading to a ban on TikTok & increased focus shared **legal risk on data sharing** & abuse.

- ✓ **Enforcement** of the aforementioned changes, driven by **public awareness** & demand.

Company

Here's what it means

- ✓ Marketeers spend up to **20% of digital marketing budget** on retargeting, driving up to 150% increase in conversion rates.

- ✓ E-commerce sites using retargeting to suffer an estimated **revenue drop of 25-30%** by December 2023.

- ✓ Up to **50% of all data is gone** from e-commerce site owners, & by the end of the year, **up to 85%** of all data based on cookies & old/illegal procedures will be gone.

- ✓ **Retargeting** stops working, including **Recommended Products** & A**bandoned Cart** delivered by 3rd party SaaS providers based on Cookies.
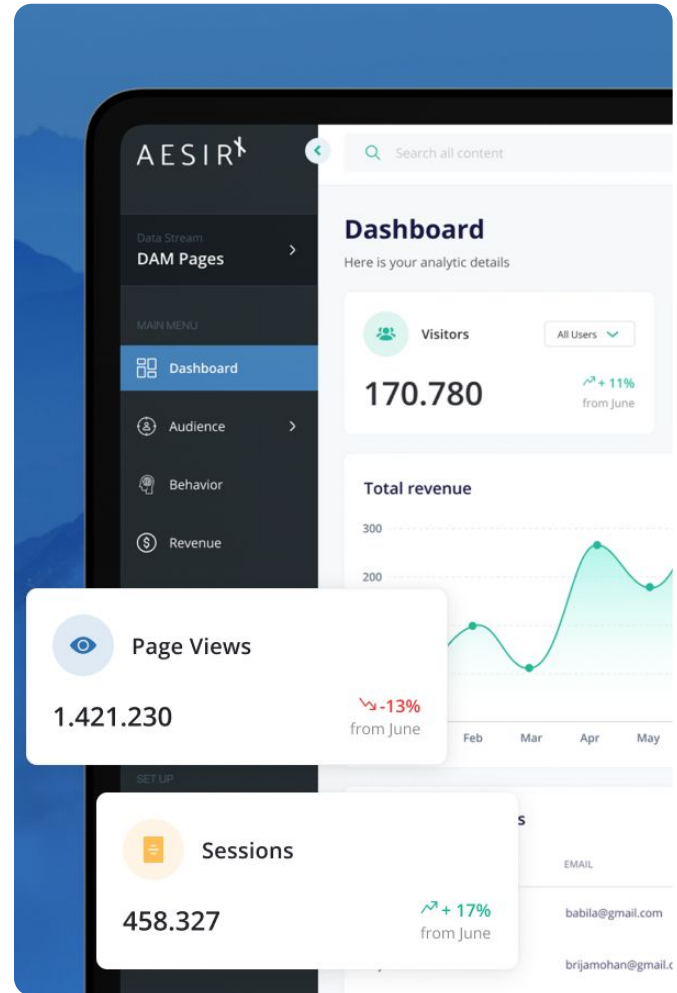
Sources:
- **https://99firms.com/blog/retargeting-statistics**
- **https://www.spiralytics.com/blog/retargeting-statistics**
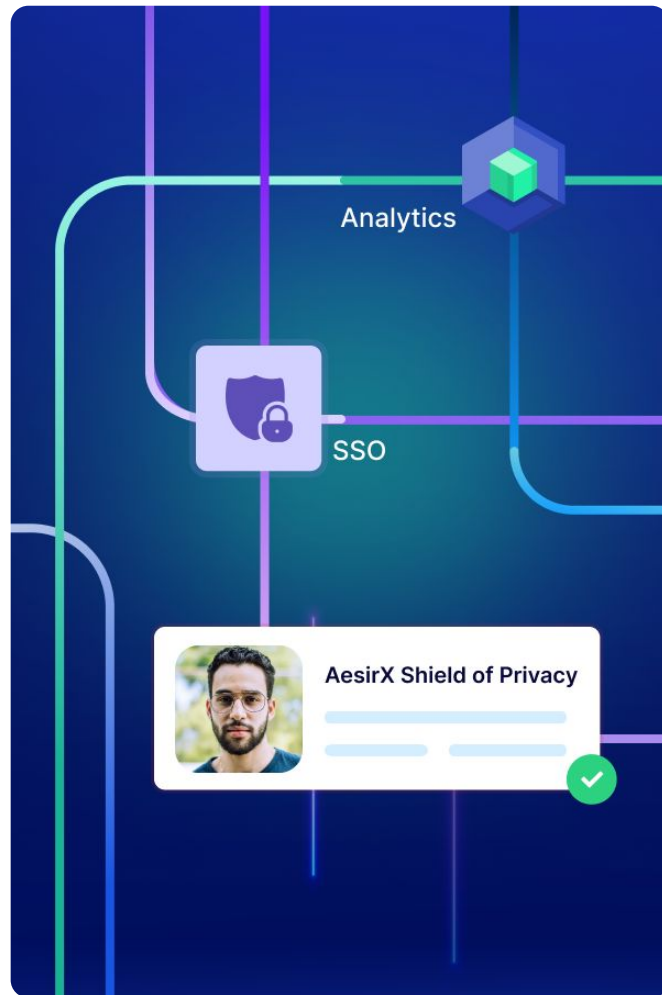
AesirX Analytics

- ✅ Replaces Google Analytics - the **most used Analytics solution** for CMS sites & e-commerce-based solutions globally.

- ✅ With its **Decentralized Consent model**, users have complete control over their data & can grant or revoke consent at any time.

- ✅ Removes the **risk of shared data** with a 3rd party due to Data Protection laws **in the EU & a growing number of US states.**

- ✅ **Replaces 3rd-party cookies** which are set to be **phased out from June 2023**.

- ✅ Utilizes **compliant first-party data** collection, storage & use.

- ✅ Uses **behavioral & event data** to reconnect digital marketing capabilities & enables **Decentralized Consent** for Cross Site Tracking (*Web3*).

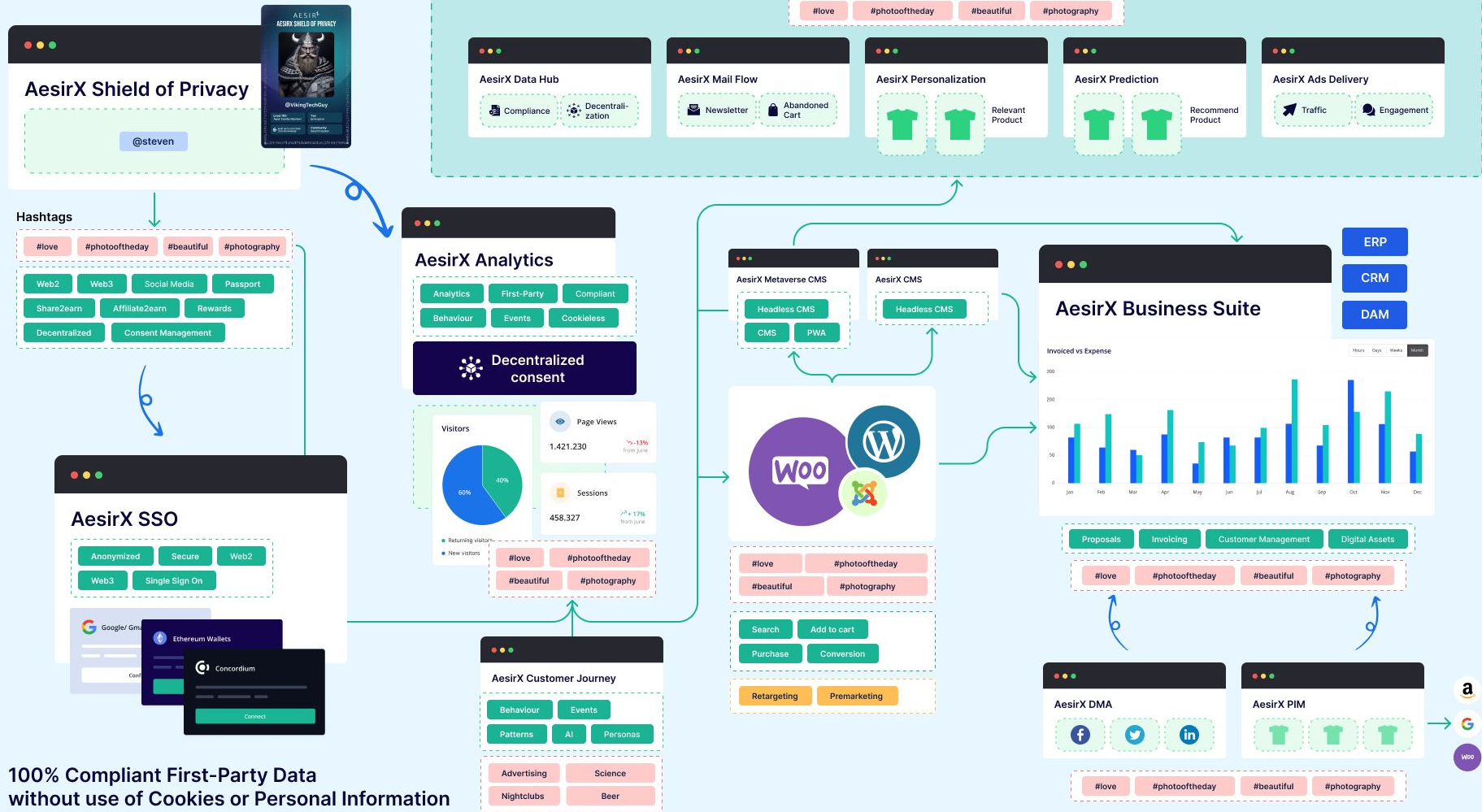- ✅ **Quick and easy to install** Free WordPress & Joomla! plugins.

AesirX Shield of Privacy

Securing and Protecting User Data on the Internet

- ✓ Replaces normal WordPress or Joomla! administration login with **AesirX SSO.**

- ✓ Replaces Google Analytics with **AesirX Analytics.**

- ✓ Uses **Concordium** blockchain for a secure & privacy-centric solution.

- ✓ Uses **Concordium's zero-knowledge technology** for decentralized consent so users can manage & selectively share or revoke their personal data.

- ✓ **AesirX SSO** & **AesirX Analytics** use Concordium Wallet to store & process user data by using ID and a combination of on-chain & off-chain transactions with a native Trust model based on zK ID.

- ✓ Offers complete control over user data & privacy, as well as documented access based on **Privacy by Design** standards.

- ✓ Verified social media profiles - No fakes or bots! Verified ID watermarks automatically applied to images using Marketing Creator Tool or AesirX DMA.

AesirX Shield of Privacy NFT

AesirX Shield of Privacy
@steven

AESIR
AESIRX SHIELD OF PRIVACY
@VikingTechGuy

Hashtags

#love #photooftheday #beautiful #photography

Web2 Web3 Social Media Passport
Share2earn Affiliate2earn Rewards
Decentralized Consent Management

AesirX SSO
Anonymized Secure Web2
Web3 Single Sign On

Google/ Gma...
Ethereum Wallets
Concordium
Connect

100% Compliant First-Party Data
without use of Cookies or Personal Information

AesirX Analytics
Analytics First-Party Compliant
Behaviour Events Cookieless

Decentralized consent

Visitors
60% 40%

Page Views
1.421.230 ↘ -13% from June

Sessions
458.327 ↗ +17% from June

● Returning visitors
● New visitors

#love #photooftheday
#beautiful #photography

AesirX Customer Journey
Behaviour Events
Patterns AI Personas

Advertising Science
Nightclubs Beer

AesirX Data Hub
Compliance Decentrali-zation

AesirX Mail Flow
Newsletter Abandoned Cart

AesirX Personalization
Relevant Product

AesirX Prediction
Recommend Product

AesirX Ads Delivery
Traffic Engagement

#love #photooftheday #beautiful #photography

AesirX Metaverse CMS
Headless CMS
CMS PWA

AesirX CMS
Headless CMS

#love #photooftheday
#beautiful #photography

Search Add to cart
Purchase Conversion

Retargeting Premarketing

AesirX Business Suite

ERP
CRM
DAM

Invoiced vs Expense
Hours Days Weeks Month

300
200
100
50
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Proposals Invoicing Customer Management Digital Assets

#love #photooftheday #beautiful #photography

AesirX DMA
f t in

AesirX PIM

#love #photooftheday #beautiful #photography

AesirX Business Suite

Solutions Series Roadmap

Released

Q2 2022

AesirX DMA

Released

Q3 2022

AesirX DAM

Released

Q4 2022

AesirX Business Intelligence (BI)

AesirX Analytics

AesirX SSO

WEB3 Wallets: Concordium ID + MetaMask

AesirX PIM

AesirX Metaverse CMS

Released

Q1 2023

AesirX Content

AesirX CRM

Web3 NFTs

Smart Contracts

Released

Q2 2023

AesirX Shield of Privacy

AesirX Shield of Privacy dApp

Ongoing

Q3 2023

Privacy NFTs

Product Creator Tool

Decentralized Consent

AesirX Business Suite

AesirX Ads Delivery

Q4 2023

AesirX ERP

AesirX Prediction

AesirX Personalization

Q1 2024

AesirX Customer Journey

AesirX Datahub

AesirX Mailflow

Q2 2024

AesirX FUTURE

Market Potential

How AesirX earns money

- ✅ Scalable growth to 65%+ profit margin on license revenue across the AesirX Business Suite.

- ✅ Additional monetization from transactional Web3 based revenue.

- ✅ Additional monetization from AesirX Shield of Privacy and NFT sales.

- ✅ Additional monetization from servicing the Partner Channel.

- ✅ Additional monetization from Strategic Partnerships.

Active paid licenses	1,000	10,000	100,000	1,000,000	10,000,000
Revenue per month	$137,000.00	$1,370,000.00	$13,700,000.00	$137,000,000.00	$1,370,000,000.00
Annual revenue	$1,644,000.00	$16,440,000.00	$164,400,000.00	$1,644,000,000.00	$16,440,000,000.00

The avg. paying customer revenue per month is $137 USD (not including free users).

At a initial 0,1% market share the valuation reaches Unicorn status at $1 Billion USD (Series A Round Opens).

At a conservative 1% market share the valuation reaches $10 Billion USD (Series B Round Opens).

Total market size is conservatively set at 100,000,000 active site owners who is replacing tech solutions due to changes in compliance and security demands.

Standing Out in the Crowded Privacy Market

How AesirX Differentiates Itself

- ✓ Zero-knowledge solution with complete control over user data and privacy using secure and privacy-centric Concordium blockchain technology.

- ✓ Decentralized Consent system that allows full control of consent and data ownership to the user.

- ✓ Integrates with popular WordPress, Joomla!, and WooCommerce sites as well as other major Content Management and E-Commerce Systems.

- ✓ Open Source is available for low-code implementation to any site, shop, app or dApp.

AESIRX

Market Competition

Please write to ronni@aesirx.io
to see this slide.

AesirX Core Team

Ronni K. Gothard Christiansen
Creator of AesirX

Lu Nguyen
Frontend CTO // Co-Founder

Tito Alvarez
Backend CTO // Co-Founder

Phu Ly
UX Director // Co-Founder

Poul Oddershede
Chief Financial Officer

Soren Beck Jensen
Business Development Director

Fiona Thompson
Content Marketing Director

Robert Deutz
Community Developer Director

Investor, Tech & Platform Partners

Shield of Privacy

AesirX Sites:

https://aesirx.io

https://shield.aesirx.io

https://nft.shield.aesirx.io

https://dapp.shield.aesirx.io

https://deck.aesirx.io

https://retargeting.aesirx.io

https://ragnarok.aesirx.io

https://aesirx.io/seed-round

https://aesirx.io/tokenomics

AesirX Solutions:

https://dam.aesirx.io

https://dma.aesirx.io

https://bi.aesirx.io

https://analytics.aesirx.io

https://sso.aesirx.io

https://mcms.aesirx.io

https://pim.aesirx.io

https://content.aesirx.io

https://crm.aesirx.io

Our whitepaper **Download all open source solutions**