



## INDUSTRIALS SECTOR MISSION STATEMENT

Our mission is to horizontally and vertically unite Capital Goods, Transportation, Commercial and Professional Services on our NexGen Blockchain in order to DEMOCRATIZE the Industrials Sector Experience for your HUMAN IDENTITY.



## THE INDUSTRIALS SECTOR ROLE IN THE BLOCKCHAIN ECOSYSTEM AND HOW THE BUTTONWOOD AGREEMENT WILL HELP ACCELERATION OF SECTOR INDUSTRY

The Global Industry Classification Standard used by Morgan Stanley defines the industrials sector and industry that includes manufacturers and distributors of capital goods such as aerospace & defense, building products, electrical equipment and machinery and companies that offer construction & engineering services. It also includes providers of commercial & professional services including printing, environmental and facilities services, office services & supplies, security & alarm services, human resource & employment services, research & consulting services. It also includes companies that provide transportation services. Using CrowdPoint's next generation Blockchain, all members of the ecosystem benefit from the transparency, speed and immutable transactions associated with Capital Goods, Transportation, and Commercial and Professional Services.

## INDUSTRIAL SECTOR BLOCKCHAIN ECOSYSTEM ACCELERATION OF OPPORTUNITY

Even though the Industrials Sector has a Market Capitalization of \$5.82Tr (S&P), the Manufacturing Industry in the USA has hit its lowest output since 1947 in regards to US GDP, making up just 11% of the Market Cap (KPMG-USA). However, the global market is expected to continue its marginal growth over the next few years, reaching nearly \$6.5 trillion U.S. Dollars by 2025 (CAGR of 2.5%). Economic growth in emerging regions, but a decline in manufacturing in India and China lead to a rather static growth. Even with a growth in the Materials, IT, and Communication Sectors, Manufacturing growth is seemingly stagnant. By joining the CrowdPoint Blockchain Ecosystem, the effects of the present static situation will be mitigated thereby increasing Sector and Industry value.

## TOTAL ADDRESSABLE MARKET

According to Fidelity investments, Industrials fell in the last quarter of 2020 but are up 51% YoY in 2021. The market weight is 8.5%. The Total Addressable Market for 2021 is approximately \$2.626Tr with a Serviceable Market of \$45B. The SOM is \$17.50B.

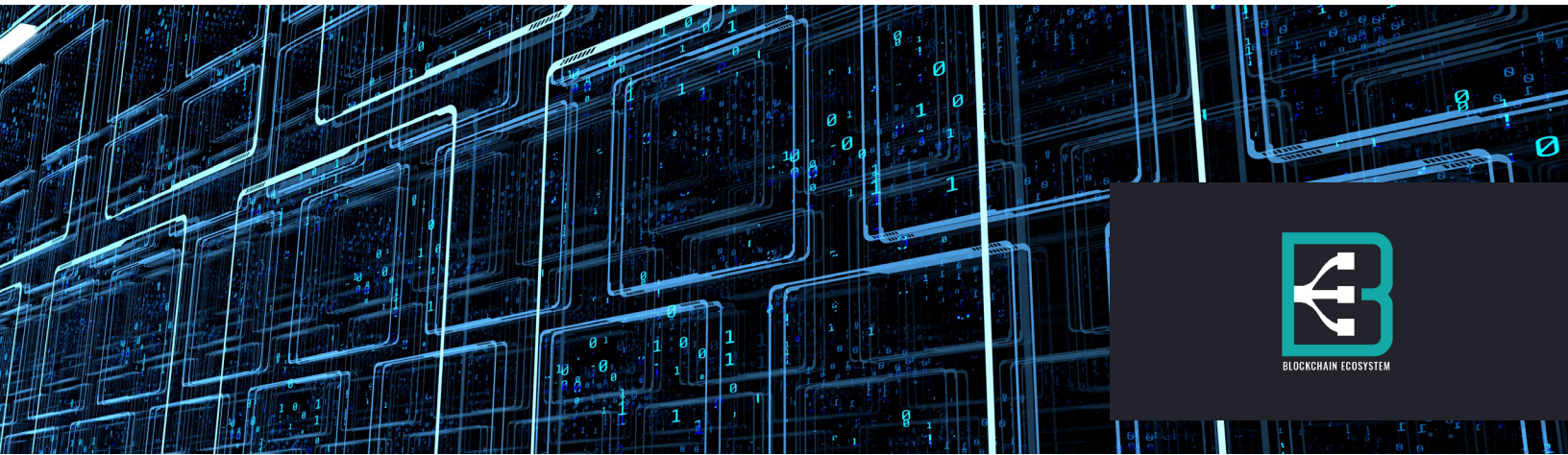


HOW OUR INDUSTRIALS SECTOR EXCHANGE WILL ACCELERATE VALUE CREATION

The Industrials Exchange on the Blockchain Ecosystem enables the networking of participants with shared business processes and relationships to create and allocate business value. An Exchange in our Blockchain Ecosystem is an assembly of distributed e-Commerce Marketplaces where participants, despite having different business models, a different role, or even being competitors, own the Exchange. There are 14 industries and 25 sub-industries within the Sector, each industry and sub-industry having hundreds if not thousands of members; all of these members potentially can meet on the Exchange platform to complete transactions thereby accelerating value while reducing costs.

BIG DATA ANALYTICS

Big Data Analytics today are housed in centralized systems that are fed through surveillance capitalism, designed to herd the human identity to make a purchase. In the Blockchain Ecosystem, our members focus is to democratize Big Data to serve the most precious global currency today: The Human Identity. Our use of Big Data reveal future buying habits as non-fungible attributes to the Decentralized Identity (DiD). The members use Big Data instead of being used by Big Data; members make informed decisions without compromising their Human Identity. No member of the CrowdPoint Blockchain is harried with popups or uninvited advertisement. Big Data does not intrude on the members.



ARTIFICIAL INTELLIGENCE TECHNOLOGY

We define Artificial Intelligence as the intersection of software and hardware technology mimicking human behavior. This intersection allows for effective decision-making which grows even more effective over time and added experiences. A.I. works within the Industrials Sector Exchange to connect industries and businesses with other businesses and providers, and everyday people to support a positive business experience.

A.I. in combination with other technologies like Big Data and IoT, can positively affect the Industrials Sector. The effects of AI are many, but we will focus on two key points to help in understanding the nexus of A.I. and value in the Sector. We will focus on 1) the supply materials needed to improve manufacturing, and 2) the effect(s) within the Professional Services industry group.

A.I. AND SUPPLY MATERIALS: According to IBIS World, there are 592,872 manufacturing businesses in the US; 23,715 are SMBs in the Industrials Sector. In 2019 the manufacturers spent \$84.5M on advertising, upping that amount to \$85.7M in 2020. One possible reason for the increase is a shortage in sales led for a demand in advertising. The shortage in sales, followed by an increase in sales and the growth in valuation of 51% in 2021 indicates that there had to be another reason for the slump in valuation the previous year. The pandemic

wreaked havoc on the supply chain. Manufacturers could not meet demand for lack of material. KPMG-US cites a shortage of semi-conductors for a loss of \$98B in the automotive manufacturing industry. While technically not a part of GICS Industrials Sector, this example shows how manufacturing suffers when there is a shortage of material.

A.I. AND PROFESSIONAL SERVICES: Businesses and corporations are always looking for “help,” employees with specific skill sets that will propel the development and profits of the business. A.I. can quickly sift through the data associated with the many prospects who desire employment. Those with fewer skills or those who do not have a proven track record in the field are quickly sifted out of the candidate pool. ZipRecruiter and LinkedIn are two sites that use A.I. to sort through the applicants for the business; the business pays a handsome fee for the service and that service does not include large-scale employment agencies but instead focuses on small niche-filling agencies. The blockchain connects all the members and employs A.I. to save the applicant and employer time and money. In CrowdPoint’s blockchain, A.I. is integrated into the connection between the Exchange’s members making smart contracts and transactions transparent and trustworthy.

COMPACTION TECHNOLOGY

The Industrials Sector is ramping up its use of technological advancements. Big Data and IoT provide massive amounts of data. With the volume of data passing between businesses on a daily basis the value of data compaction capability that shrinks, secures, and speeds data transmission on the blockchain is immense. This will not only significantly reduce the size of machine-generated/IoT data, but also include built-in, ultralight security. There is no other technology that can consistently and significantly reduce the size of IoT data messages; even the most advanced data compression algorithms are generally ineffective for IoT data.

With highly versatile use-cases in computing, satellite communications, and more, our mission is to become the universal standard in data transmission and storage. With the unique ability to effectively triple or quadruple existing network capacity without losing valuable data due to compression “squeezing” algorithms, Compaction has the potential to reimagine how data is transmitted. CrowdPoint is taking the lead with Compaction Technology. With the push for “green energy,” the Utility and Industrial Sectors and their corresponding businesses can immediately know how much material is in production or is available at any particular time. Manufacturing will surely benefit from our Compaction Technology.

BLOCKCHAIN TECHNOLOGY:

As mentioned above, the Blockchain Ecosystem protects the Exchange members’ identities with the DiDs. It effectively matches providers with ICPs and allows for total transparency through the entire transaction. Just these few benefits will increase sales and raise the Sector value while cutting costs for providers and resellers. The benefits do not end here though. All the transactions see dividends to the consumers through non-fungible tokens backed by silver. Smart contracts are completed in real time due to Compaction technology and the entire process is secure.

CrowdPoint’s Blockchain Ecosystem brings business, technology (A.I. & Compaction), and everyday people together on a single, one-of-a-kind Exchange platform

INDUSTRIALS SECTOR EXCHANGE SUMMARY OF ACCELERATION OPPORTUNITIES

CrowdPoint’s Blockchain Ecosystem contains an Industrials Exchange that is an assortment of e-Commerce Marketplaces. Our implementation of Big Data enables businesses and individuals to democratize their information and reveals future buying habits as non-fungible attributes to a Decentralized Identity (DiD). The members on the Exchange control the Big Data to their benefit.

Using Artificial Intelligence, CrowdPoint will marry the Industrials, Materials, and Utilities Sectors with everyday people to build a safe, secure, and positive environment that enhance the decision-making process; ICPs, created with Compaction technology and A.I. will easily connect sellers, resellers, and consumers. A.I. will efficiently, in real time, note changes in consumer demand and transfer that data to suppliers leveling the supply-demand curve, reducing costs. Manufacturers and their suppliers will both see in real time any problems that could arise which would interfere with the supply chain. This transparent, open communication leads to trust in an untrusting world. Companies can enhance their HR performance, filling employment vacancies with the help of A.I. and compaction to sift through the many applicants; all this is available without the use of an outside employment agency. Using A.I., the CrowdPoint Exchange System saves members time and money.

CrowdPoint’s Blockchain Ecosystem brings business, technology (A.I. & Compaction), and everyday people together on a single, one-of-a-kind Exchange platform. On this platform people and companies can safely conduct business and transfer information through the non-fungible DiD each member of the exchange possesses. No more pop-ups, no more cookies tracing your keystrokes; Big Data analytics now work for you instead of you working for Big Data purchasing companies. You can take advantage of the dividends CrowdPoint provides to further your business on the Exchange. CrowdPoint’s Blockchain Ecosystem leads the way to a trusted, more profitable business experience.

There are constraints to growth within the Sector. Labor strikes can interrupt production affecting the supply chain. An economic recession or even a world-wide depression could lead to significant problems for the Sector. Geopolitical events, regional wars and uprisings can affect the demand in the Industrials Sector.

A mitigating factor is CrowdPoint’s Blockchain Ecosystem and the inclusive Sector Exchange. With CrowdPoint’s technology a drastic change is averted with the real-time notifications of changes to the supply chain. Production schedules are adjusted to fit the events.

