

BeANKH by AnkhLabs Investor Prospectus

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BeANKH melds artificial intelligence, big data and blockchain technology to add immutability to digital immortality, allowing users to preserve and share their essential traits and personality long after their physical death. BeANKH seeks additional funding to finance further product development, operations, and marketing efforts until the blockchain-backed platform becomes profitable.

The Vision

Immortality (n). *the ability to live forever; eternal life*

Humans have long been fascinated with the dream of immortality and eternal youth. Is immortality a trait possessed only by mythological Gods and divine creatures, or is it a tantalizing possibility just out of reach?

In the current digital age, we approach questions about life and death pragmatically. Although we cannot defeat death, we can replicate human thinking algorithms, decision-making patterns, and psycho-emotional attitudes. In doing so, we can model behavior that seemingly extends the life and actions of a person after death.

BeANKH aspires to preserve individual human personalities securely on a blockchain. After years of research and development, our approach transforms personality into an algorithm which then lends itself to a digital copy of the personality. With BeANKH, once a person passes away, his or her qualities and characteristics are bequeathed to heirs through digital immortality. Decentralized storage and encryption secure the personal data, making the digital personality readily available and tamper-proof.

In short, **BeANKH makes immortality a digital reality.**

The BeANKH Product

We approach mortality not as a metaphysical problem, but as merely a technical one. We have the technology to retain an individual's thoughts, dreams, aspirations, belief system, logic, knowledge, memories, and feelings. We can draw on all those elements to model future behavior based on past history and life choices.

A web portal or mobile app will act as a front-end entrance to immortality. Users will answer questions prepared by scientists and psychologists and designed to recognize traits that define personality, identify unique thinking patterns, and develop emotional response templates. Responses to these questions will be used to re-create a digital personality, powered by artificial intelligence, that will extend life beyond the user's physical death. In addition, we will integrate the application with social media platforms. BeANKH will combine the question-and-answer data with publicly available information from social media accounts and browsing patterns, using big data tools to create the initial digital profile.

To ensure that the digital version of the personality is true to life, we will implement polygraph-inspired technology based on artificial intelligence algorithms to determine the accuracy of shared information. BeANKH will build the most authentic representation of the user's personality, thereby accounting for how our self-image differs from others' perceptions and avoiding such errors within the network of immortality.

Immutability

The emergence of blockchain technology allows us to extend recent technological advancements by adding immutability to digital immortality. Something is immutable if it cannot be altered or changed. With respect to blockchain, immutability refers to a global transaction log.

Once a blockchain transaction has received sufficient validation, cryptography ensures that it can *never* be replaced or reversed. Unlike most other databases, where information can be edited or deleted at any time, blockchain data is immutable. Therefore, by relying on blockchain technology, BeANKH ensures that the elements powering the digital persona remain faithful to the individual who created the profile.

Data Storage

All digital profile information will be analyzed, encrypted, and recorded onto the blockchain to avoid corruption and alterations by unauthorized parties. Blockchain is a cheap, secure way to handle even the most sensitive data.

BeANKH will use the Ethereum blockchain to store gathered information it is not subject to Bitcoin's 1-MB size limit per block. Given the cost of storing large documents on blockchain, the BeANKH Platform will utilize blockchain to maintain a Distributed Hash Table (DHT), which will consist of hashes of the data files stored off the chain. Every piece of data or document will be marked by a unique hash identifier to enforce integrity of the data. Single hashes corresponding to different parts of data will be compiled by building a binary tree for which every leaf node is populated with the hash of the merger of its child nodes. Blockchain systems like Bitcoin or Ethereum rely on such "Merkle trees" for gathering transactions into every block of the chain.

This bulletproof setup will ensure that files remain untampered while obviating the need to save full-size files on the blockchain. Users will be able to verify that the same version of the document existed at another point in time.

ID Verification

Before allowing anyone to create a digital persona, BeANKH will ensure the individual's identity and block fraudulent attempts. Each user will undergo thorough identity verification, powered by blockchain technology, before creating a digital identity.

Verifying digital identity is a growing challenge in the digital economy. A single physical person has digital clones in data stored across multiple entities. BeANKH's authentication is based on a blockchain ID, which is essentially a block of data on the chain that can be verified by any third party and that displays necessary information such as date of birth. When adding a state-issued ID to the blockchain, the ECDSA (elliptic curve digital signature algorithm) system attaches a public key by default and then transfers ownership of the private key to the user. This allows the user to place a signature that can be verified against the public key kept in the blockchain. This user identification will become a decentralized source of authentication.

Eventually BeANKH will become a single-sign-on platform that can be accessed without being owned or controlled by any party. A protected portal will request a digital signature and ID from a user requesting access or registration. The platform will verify whether the signature is valid and thereby confirm the user's identity.

The Business Environment for Immortality Products

*“According to Inc.com, the market for anti-aging therapies and technologies that bring us closer to immortality is currently valued at \$1.6 billion. By 2025, that market price could very well reach **\$20 billion.**”¹*

To evaluate market potential for BeANKH, we reviewed a broad spectrum of the most innovative products and solutions designed to conquer mortality. Ventures in life sciences, pharmaceuticals, technology, healthcare all demonstrate that consumers are willing to spend significant mental, physical and financial resources to overcome death.

In order to assess the size of the market, we have conducted a thorough analysis of all products and solutions aimed at overcoming mortality. We describe only a subset of them below.

Pharmaceuticals, Medical Institutions & Biotech Start-Ups

Many medical and pharmaceutical initiatives aim to extend human life, but they focus on keeping the physical body alive. In contrast, BeANKH focuses on the mind and does not aim to save the body as a unique carrier of personality traits. Therefore, medical and pharmaceutical companies are not our direct competitors.

Nevertheless, growing interest in medical approaches indicates the size of the market that BeANKH is entering. For example, Elysium Health, the maker of the Basis anti-aging skin formula, recently raised \$20 million in a single round of funding and now has a subscriber base numbering in the tens of thousands. BulletProof Coffee, which purportedly lengthens life and boosts IQ, recently raised \$19 million to support rapid market growth. Overall, “regenerative medicine attracted \$1.3 billion of private equity funding in 2013.”²

Similarly, institutions like the American Academy of Anti-Aging Medicine, the Immortality Foundation, and the Immortality Institute are all gaining traction for their research and contributions to conquering mortality, but like medical and pharmaceutical firms they focus solely on extending the lifespan of the physical body. Therefore, they are not direct competitors for BeANKH either.

Foundations’ financial support of research into immortality further demonstrates the size of the market. For example, the Ellison Medical Foundation, founded by Larry Ellison, the CEO of Oracle, is dedicated to ending mortality by “understanding lifespan development processes and age-related diseases and disabilities,” and awards more than \$40 million annually for related research. Similar foundations include the Glenn Foundation for Medical Research, the Methuselah Foundation, the Longevity Fund, and the National Academy of Medicine’s Grand Challenge for Healthy Longevity, which aims to raise \$25 million to advance research aimed at improving human longevity. Many such entities “have dedicated themselves to solving what they call ‘life’s ultimate problem: death.’”³ At the same time, the Human Genome Project has opened the doors for scientists to identify genetic solutions that could slow, delay, or possibly even prevent aging.

Unity, Precision BioSciences, Alexo Therapeutics, Metacrine Biotech, Ambrosia, and Alkahest are among the prominent biotech start-ups aiming to extend human life. Google has joined the efforts by launching Calico to “focus on health and well-being, in particular the challenge of aging and

¹ UFX Corporate Blog, March 24, 2015. “What’s the Price of Immortality? Is It Worth the Investment?” <https://blog.ufx.com/price-of-immortality/>

² Financial Times, March 27, 2014. “Biotechnology Companies Hunting for the Keys to Immortality.” <https://www.ft.com/content/bde7d8d0-ae63-11e3-aaa6-00144feab7de>

³ UFX Corporate Blog, March 24, 2015. “What’s the Price of Immortality? Is It Worth the Investment?” <https://blog.ufx.com/price-of-immortality/>

associated diseases.” Cryogenics is yet another field where the focus is on preserving the human body in the hopes of reviving the body when, one day, technology presents an opportunity live again.

While the efforts and funding of such companies is impressive, their focus on understanding the science of aging and finding treatments for associated ailments is fundamentally distinct from BeANKH’s focus on maintaining key personality traits beyond death.

Technology-Driven Immortality Solutions

BeANKH’s closest (and only) competitor is the 2045 Initiative, founded by Russian entrepreneur Dmitry Itskov. Like BeANKH, the Initiative believes that the key to immortality lies in preserving the mind—not the human body.

The Initiative aims to create technologies that will slow human aging enough to enable the transfer of an individual’s personality to a more advanced non-biological carrier, thereby extending life to the point of immortality as follows:

- By 2020: to develop technology to use android "avatars" controlled by a "brain-computer" interface, giving humans the ability to work in dangerous environments, perform rescue operations and travel in extreme regions
- By 2025: to create an autonomous life-support system for the human brain linked to a robot avatar that will save people whose body is irreversibly damaged or worn
- By 2035: to adopt the use of a computer model of the brain and human consciousness with subsequent development of means to transfer individual consciousness onto an artificial carrier
- By 2045: to enable substance-independent minds to receive new bodies with capacities far exceeding those of ordinary humans

Despite apparent similarities, the 2045 Initiative aims to transfer consciousness into “more practical” carriers—this differs from BeANKH’s intention. Furthermore, the 2045 Initiative lacks decentralization or any other mechanism to prevent alterations. Thus, there is no guarantee that the rebuilt brain will actually represent that of a loved one. The platform is prone to digital manipulation and control by certain parties.

There is one company focused on immortality and operating in a blockchain setting: DigiPulse. DigiPulse aims to ensure that all digital assets holders and crypto wallet users have ultimate control over who inherits their digital and crypto assets. There is proven demand for this service. DigiPulse represents only a small piece of what BeANKH is capable of achieving, but the firm’s successful ICO further supports the anticipated demand for our product.

Use Cases

Clearly, there is a robust venture capital market for immortality products. BeANKH will continue to attract funding and interest even as many other ventures focused on extending the life of the physical body begin to wane. Medical advances, however promising, are plagued by the limits of science and technology, economic fears related to supporting an aging population, and concerns about a deteriorating quality of life if centenarians and supercentenarian (at least 110 years old) are unable to fully enjoy their later years.

BeANKH focuses on extending the life of the human mind and its decision-making abilities. Therefore, BeANKH faces none of these objections, but many additional opportunities.

We anticipate several uses for BeANKH—for users who are still living *and* for those who have passed away.

Task Performance for Living Users

For users who are still living, the BeANKH digital persona can act on behalf of its owner (the living person) and perform specific tasks such as scheduling appointments, prioritizing task lists, and curating content. In this use case, BeANKH is similar to Siri or Alexa, but has endless capabilities as it is not controlled by a vendor or a business agenda. Rather, BeANKH will be guided by the individual's thoughts, knowledge, and emotions.

Therapeutic Purposes

We anticipate BeANKH being used for therapeutic purposes after the loss of a loved one. Many mourners find consolation in the idea of the spiritual presence of a deceased loved one. BeANKH will facilitate that spiritual presence. The platform can be used to help people cope with the tragedy of their loss and maintain close communication with the deceased.

In the future, we anticipate adding 3D visualization to the digital analogue, along with audio capabilities. This will allow BeANKH to respond to questions using the pre-recorded voice of the deceased. Authorized users will be able to communicate with a 3D model of the digitally immortal person via voice communication.

Legal Rights Transfer

We also anticipate that BeANKH will be used for legal rights transfer. As the part of a living will and testament, an individual will be able to delegate certain postmortem decision-making functions to his/her digital analogue. This could include minor functions such as managing social media accounts or maintaining an Internet presence to more extreme cases of voting on key corporate decisions or authorizing transactions on a stock exchange based on past performance history.

Historical Evidence

Imagine being able to speak with Shakespeare or Leonardo da Vinci. BeANKH will allow us to communicate with and receive answers from opinion leaders and famous personalities from the past. On a personal level, people will be able to use BeANKH to get to know their long-deceased ancestors and build family trees through direct communication rather than stories passed through generations.

BeANKH presents the possibility of immutable memory, facilitating relationships that otherwise never would have existed. With BeANKH, a long-deceased grandfather can wish a happy birthday to a grandchild born after his death and build a bridge between generations who did not live at the same time, thus eliminating gaps in understanding the family history.

User Base

The prospect of halting or at least slowing down the body's ageing processes is not so far-fetched. Several promising scientific developments may lead to interventions that could extend human life expectancy beyond the longest lifespan observed so far: 122 years, a record held by a French woman.⁴

Life expectancies have increased dramatically over the past century, but human desire for a longer life seems unquenchable. BeANKH speaks directly to that natural desire to extend life.

⁴ Lucke, J. C., & Hall, W. (2005). Who wants to live forever? EMBO Reports, 6(2), 98–102. <http://doi.org/10.1038/sj.embor.7400339>

The BeANKH product leaps beyond recent advances in anti-aging technology, cell therapy, stem cell research, and cancer treatments to offer consumers a simple, straightforward way to ensure that their personality lives on through personal connections to future generations.

Users of social media already invest significant time and energy in creating their digital identity. They are our target market and represent potential users of BeANKH. According to **Statista**, there were 2.46 billion users of social media in 2017, and that is projected to increase to 2.77 billion in 2019.⁵ These individuals are already creating social media accounts to convey their best image online. BeANKH's promise of an immortal self that continues to function after physical death will have even greater appeal to these consumers.

North America has the highest use of social media, with a penetration rate of 66%. Consequently, we anticipate the largest user base will be in the United States and Canada. In 2016, more than 81% of U.S. residents had a social media profile. On average, each week they spent more than 215 minutes on social media via smartphone, 61 minutes via PC, and 47 minutes via tablet devices.

The growing worldwide usage of smartphones and mobile devices is opening up possibilities to introduce BeANKH to nearly every person with a high-speed Internet connection.

Token Issuance & ICO Mechanics

The BeANKH token is a typical utility token that will be used to gain access to the system; therefore, its price will directly correlate with the platform's popularity. BeANKH tokens will be available for purchase by platform supporters and members of the crypto community during the crowdsale and on the crypto exchanges after the successful initial coin offering (ICO) campaign.

Initially, the BeANKH token will be the only currency used to gain access to the platform. The BeANKH ecosystem is built on top of Ethereum infrastructure, and therefore there will be no direct interaction with fiat currencies. We may introduce fiat payment options for clients who lack the technical skills to acquire tokens; however, fiat-powered access will cost more as the third-party APIs used to conduct such payments will incur additional fees.

Token issuance is not motivated by fundraising. Rather, it is justified by BeANKH's functionality; the tokens will grant access to the platform. Token supply will be limited, and the supply will not be diluted with additional token creation after the ICO. In other words, no tokens will be mined after the crowdsale. Having a fixed supply of tokens and increasing net inflows will raise the tokens' value.

The ERC20-compliant BeANKH tokens will initially be distributed during the ICO. Participants may acquire tokens at a discounted rate by pledging a predefined amount of Ethers (ETH) into the token sale smart contract.

The ICO smart contract will define policy for the start and end dates of the crowdsale as well as other rules and regulations around budget allocations and milestones. Users holding currencies other than ETH should use third-party conversion services to acquire ETH in order to participate

⁵ Statista, "Number of social media users worldwide from 2010 to 2021 (in billions)," Accessed March 5, 2018, <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

in the crowdsale and acquire BeANKH tokens. BeANKH tokens will be available exclusively on the ankhlabs GmbH official portal available at <https://ankhlabs.io>.

In order to participate in the crowdsale, users must accept the terms and conditions of the agreement and provide an ETH wallet address to receive the tokens. Contributors may not use Exchange wallets to receive BeANKH tokens.

BeANKH Foundation

BeANKH represents a tremendous technological advancement with important social and psychological implications. We are committed to putting into place the necessary mechanisms, defining principles, regulations, and values to deal with these new challenges.

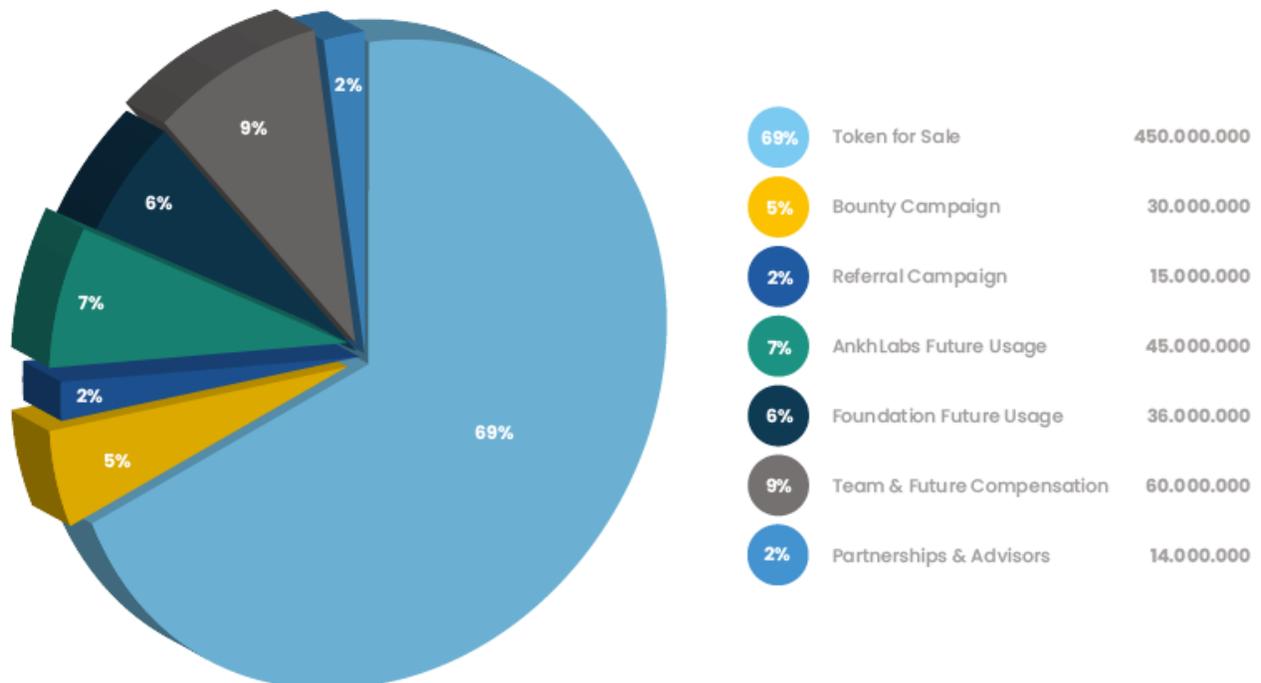
Our task is not only to create technology, but also to make sure it is used for good. Therefore, to build and maintain a solid foundation and to support the infrastructure that will guarantee continued operations and eternal digital existence for our clients, we will establish the BeANKH Foundation immediately after the successful crowdsale campaign.

The BeANKH Foundation will ensure that social responsibility practices are in place to regulate the nascent digital relations and eliminate possible fraudulent and abusive practices. We will embrace a philosophy of decentralization, ensuring that key decisions are made by voting in the community's best interest.

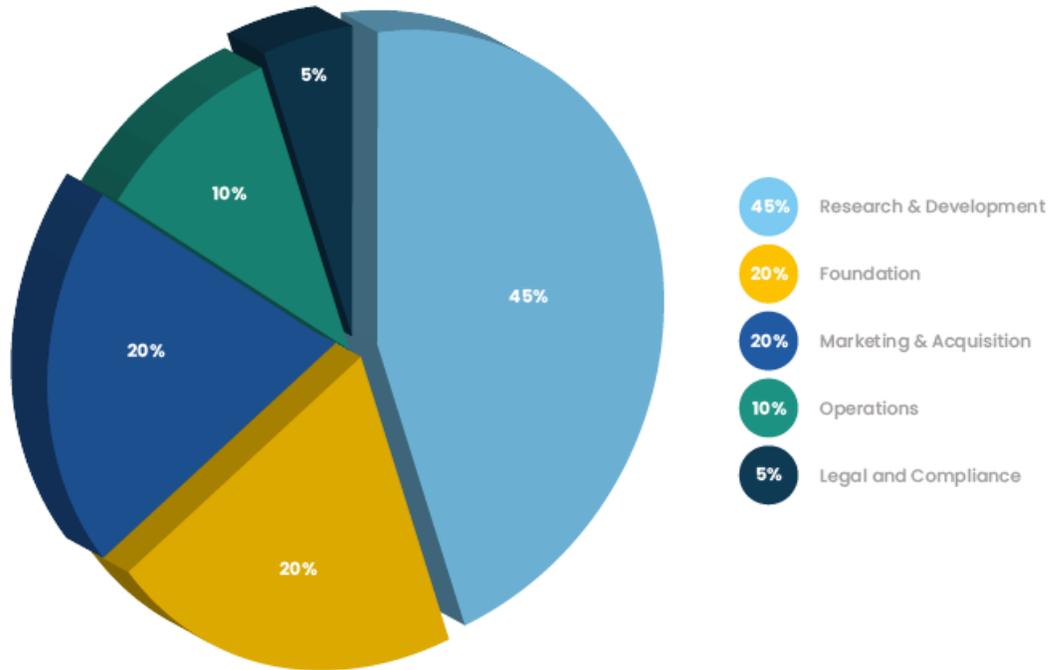
Token & Budget Allocation

BeANKH is seeking additional funding through an ICO to finance further development and operations.

In total 650.000.000 token will be minted and allocated as follows:



And this is the intended usage of budget:



[Learn More](#)

The developers, donors and partners of BeANKH tokens are not just doers, but futurists, dreamers, disruptors, interrupters and iconoclasts.

Join us on this journey, towards tomorrow and towards, eternity.

Be Immortal. BeANKH.

<https://AnkhLabs.io>