

ICO Review: Mobius (MOBI)

Connecting to the Blockchain Ecosystem

November 3, 2017



What is Mobius?

- Aims to integrate the blockchain ecosystem into apps. With its DApp store and public APIs, they want to make it easy to connect applications, devices or data streams to the blockchain ecosystem.
- Built on the Stellar blockchain, which can support thousands of transactions a second with a confirmation time of less than 5 seconds.
- 3 major product offerings.
 - DApp Store
 - Oracles
 - Smart Markets

The Mobius DApp Store

The screenshot displays the Mobius DApp Store interface. At the top left is the logo and name 'MOBIUS DApp Store'. Navigation links include 'Home', 'DApp Store', 'Account', 'Developer', and 'Contact', along with a 'LOGOUT' button. A central banner reads 'Welcome to the Mobius DApp Store!' and informs the user they have 500.0 credits. It provides instructions on how to obtain credits by sending MOBI to a specific Stellar address: 'GD4OY2QEKHH3LOEO5GBLDWN3LXTDJVSVFKA3A3EJY7G3RG7ELVRMVO3Z' with memo 'k6x6JQCZBjCQAxLJhcnUUNo3EI9H'. A link for developers to 'Add a New app!' is also present.

The main content area features a grid of DApps, each with an icon, title, description, and a 'Deposit' button. The current credit balance is shown as 0 for each item.

DApp Name	Description	Credits
Flappy Bird	Don't let Flappy die!	0
Orbs CCG	The next generation collectible card game! For each 4 Mobius you deposit, you'll earn 1 credit in game.	0
ICO Legal BASICS	Presentation given to San Francisco Token Founders Meetup. Price: 350 Credits. I will email you the link after you pay.	0
Relaxing Words	A relaxing word-search game. If you get stuck, spend MOBI to get hints! Hints start at 1 MOBI.	0
BitBounce	Cryptocurrency Spam Solution	0
StellarBall	Stellar Based Lotto - deposit credits and then wager in the game!	0
Since Last Login	The simplest way to drive updates to your users	0
CrystalBall	Guess the price evolution of the cryptocurrencies in a given time and earn cryptos!	0

Development roadmap

Q3 2017

Release Universal Blockchain Payment Protocol

Launch Mobius DApp store

Cross-chain integration Stellar with ERC20 protocol tokens



Q4 2017

Release Mobius Node SDK and Stellar API Integration

Establish global headquarters in Cayman Islands

Release Mobius Python SDK



Q1 2018

R&D: Off-chain Token Scaling & Accounting

Universal Governance Protocol

Cross Chain Connectivity Guidelines

Phase 1: Stealth project POC



Q2 2018

Universal Proof of Stake Oracle Protocol

Blockchain Smart Markets Protocol

Phase 2: Stealth project PoC

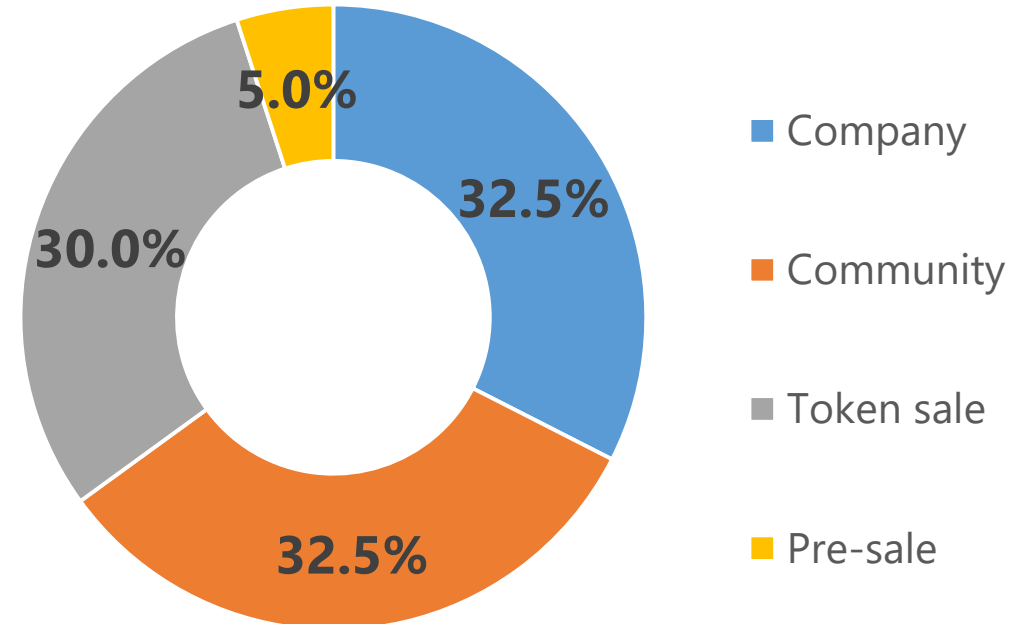
Enterprise test pilots

MOBI token sale summary

ICO SUMMARY

- **Project name:** Mobius
- **Token symbol:** MOBI
- **Website:** <https://mobius.network/>
- **Hard cap:** US\$39M (public crowdsale ICO contributors own 30% of total token supply if the hard cap is reached)
- **Conversion rate:** 1 MOBI = \$0.12 to \$0.16 depending on contribution time
- **Total supply:** 888M MOBI tokens
- **Max market cap at ICO (fully diluted):** US\$130M
- **Bonus structure:** 5-18% bonus during pre-public sale depending on contribution amount
- **Timeline:** Pre-fund period from November 6 to 8, 2017 / public sale from November 8 to December 8, 2017
- **Token distribution:** After the end of ICO, MOBI tokens will be tradable on the Stellar decentralized exchange

TOKEN ALLOCATION



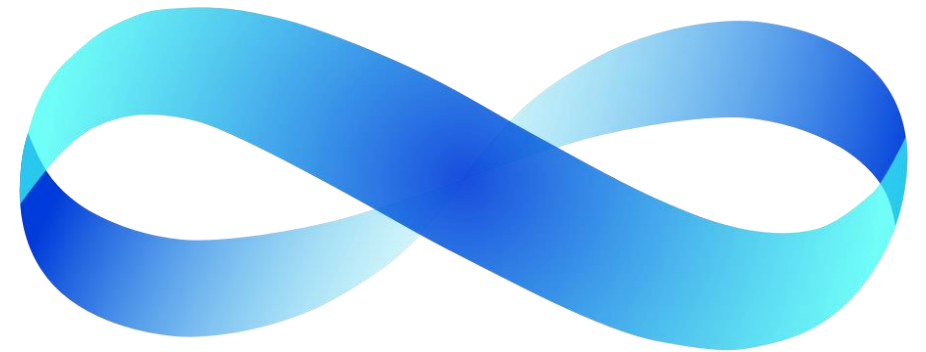
MOBI token sale summary

TOKEN TIER PRICING

Tier	Mobius (MOBI)	Price (USD)	Tier Size (USD)
1	30M	\$0.12	\$3,600,000
2	35M	\$0.13	\$4,550,000
3	45M	\$0.14	\$6,300,000
4	60M	\$0.15	\$9,000,000
5	96.4M	\$0.16	\$15,424,000
Total	266.4M		\$38,874,000

Use of MOBI tokens

- MOBI tokens are used as a currency on the Mobius platform – DApp store, oracle data, and smart markets.
- Oracles also need to vest and stake tokens before inputting data into the blockchain ecosystem, following a proof-of-stake system.
- As MOBI tokens are needed to perform different actions within the Mobius platform, the more usage the platform has, the more valuable MOBI tokens should be.



THE TEAM

Who are the people behind Mobius?



David Gobaud
CEO

Serial entrepreneur, previously co-founded Pluto Mail and Yoshi.



Cyrus Khajvandi
COO

Previously founder of Incentru, and Middleware Consultant at Oracle.



Monis Rahman
Head Research Scientist

PhD student at Stanford in Computational & Mathematical Engineering, previously CTO of Next 2 Percent.



Jed McCaleb
Advisor

Co-Founder of Stellar.org and Ripple; creator of eDonkey2000.



Jackson Palmer
Advisor

Creator of Dogecoin.

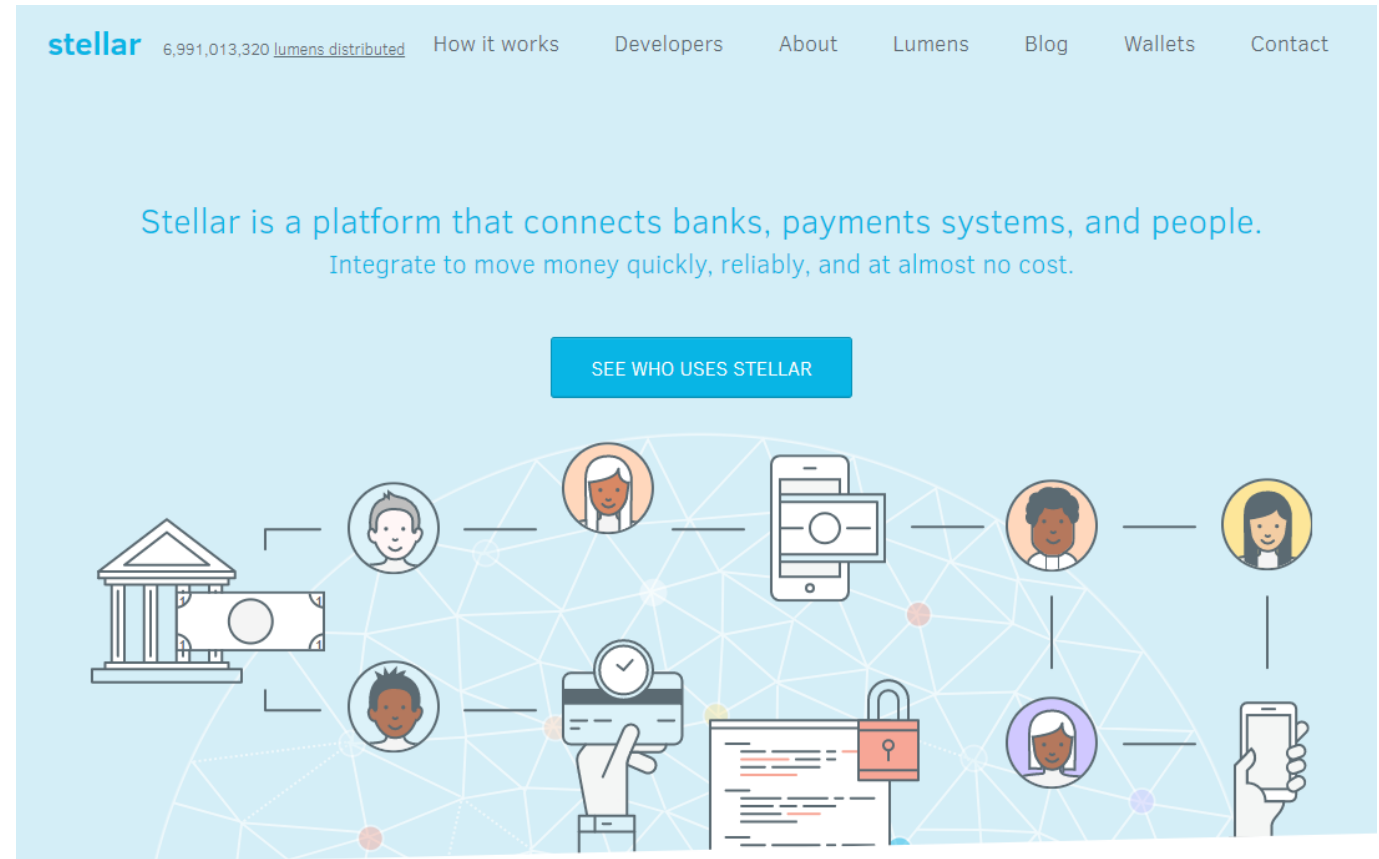


Daniel Cawrey
Advisor

Co-Founder & CEO Pactum Capital.

The opportunities

- By having the project to run on the Stellar blockchain, Mobius is able to have a higher transaction throughput and faster confirmation time.
- The problems that Mobius is trying to solve have a lot of opportunities. If Mobius is successful and gains traction, it has a lot of upside potential.



Our concerns

- Mobius is trying to do many things at the same time. The lack of focus could divert the team's attention and we are not sure if the Mobius team can deliver their targets.
- The project runs on the Stellar blockchain, which most people are not familiar with. This could be a barrier for those interested in buying MOBI tokens.
- There is a tradeoff between scalability and decentralization. In Stellar's consensus protocol, the network validators are not rewarded for good behavior or penalized for bad behavior.
- Mobius has a very broad scope. Competitors include Status, Decentraland, and District0x for the DApp store, and ChainLink and Oraclize on the Oracle side.

What do we recommend?

For flipping: **Neutral.**

- In this market environment, we believe this ICO probably cannot reach the hard cap.
- Unsold tokens will be saved for future sale/distribution to community to build it, which is less desirable than burning the tokens from an investment standpoint.

For long-term holding: **Neutral.**

- The project is very ambitious which could lead to fragmented efforts.
- For a small team of 3 (and with the Head Research Scientist on leave in the middle of his PhD program), we believe it is better for Mobius to tackle one area successfully before moving to the next problem.

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