

# ICO Review: Bluzelle (BLZ)

Decentralized Database Service for dApps

January 2, 2018



# What is Bluzelle?

- Bluzelle is a decentralized database solution for dApps. It is different from other file storage projects in that Bluzelle focuses on database while other projects focus on files.



## Files

Files are relatively large, of arbitrary size, and their contents are not searchable or structured in any agnostic way



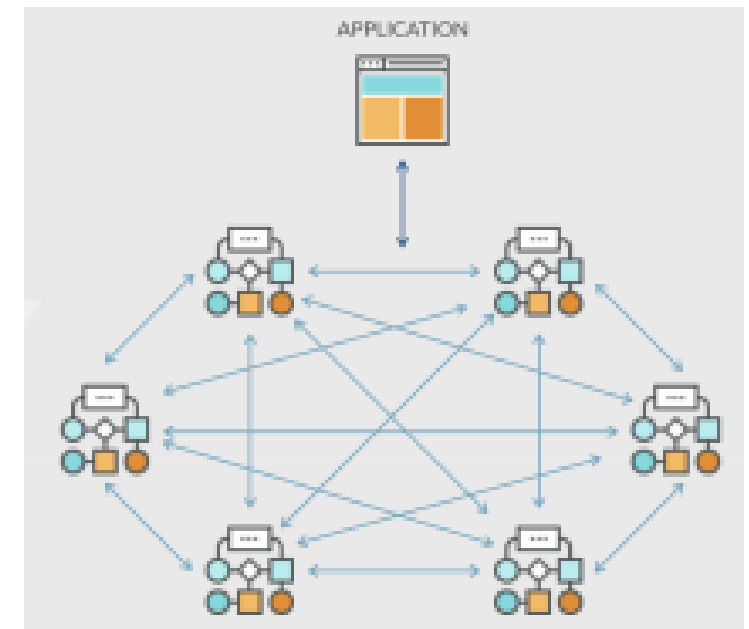
## Databases

Data fields are typically small, of fixed size, and organized in groups and collections and structures to be searchable, for quick storage and retrieval

# How it works

- Data is spread out over as many “Producers” as there are on the network.
- Producers are any person or entity worldwide who offer up their resources (e.g. CPU, memory, hard drive storage, network connectivity) which is what will enable a swarm of providers.
- A swarm is essentially a closely networked group of nodes (computers) that cooperate in providing decentralized access to the aforementioned resources.
- Bluzelle also plans to have swarms of swarms, with one leader being elected at a given time through which resources are channeled.

## DECENTRALIZED DATABASES



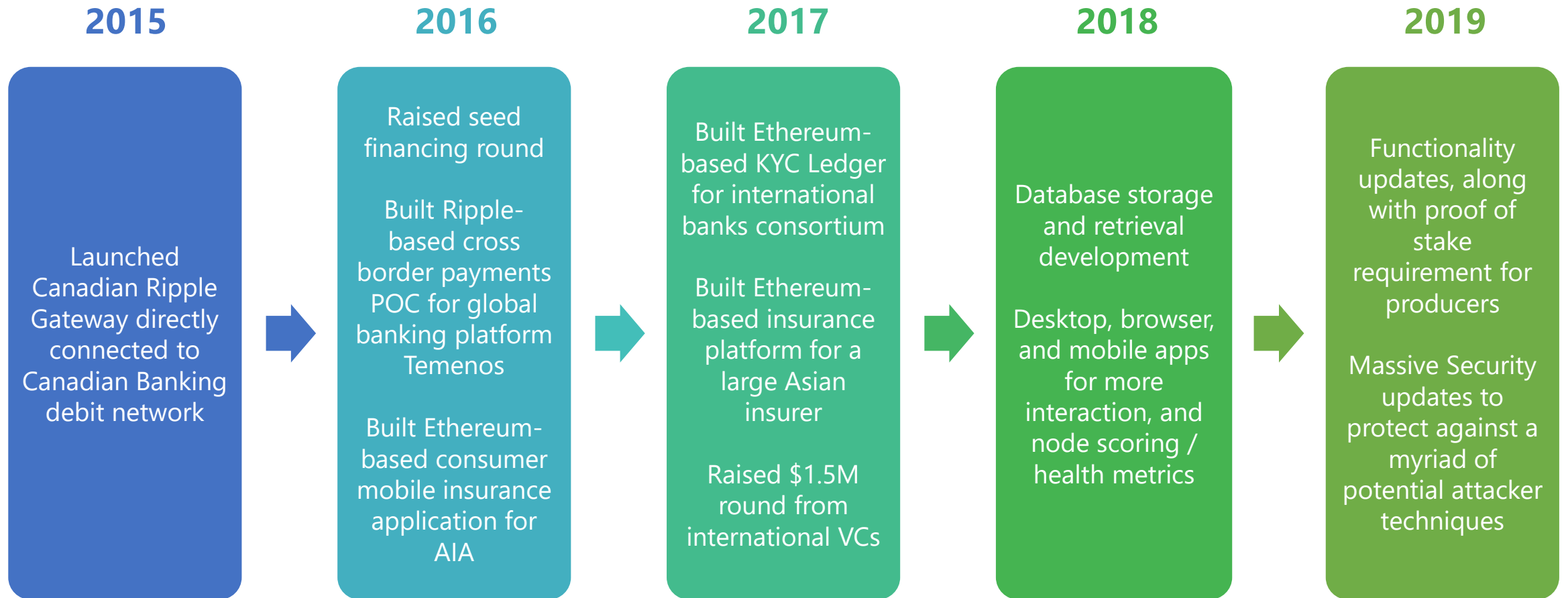
# What is Bluzelle?

ECOSYSTEM COMPONENTS	THE CURRENT INTERNET	THE DECENTRALIZED INTERNET
01 APPLICATIONS	facebook	Status
02 OPERATING SYSTEM	Windows	ethereum
03 FILE STORAGE	amazon web services	Filecoin
04 DATA STORAGE & MANAGEMENT	ORACLE	bluzelle

# Decentralized vs. single system and cloud DBs

	Past: Single System Databases	Present: Cloud Databases	Future: Decentralized Databases
<b>Design</b>			
<b>Sources of failure</b>	Multiple	Single	None
<b>Scalability</b>	Expensive	Expensive	Inexpensive / efficient
<b>Privacy</b>	None	None	High
<b>Immutability</b>	No	No	Yes
<b>Performance limitations</b>	High	Some	None

# Development roadmap

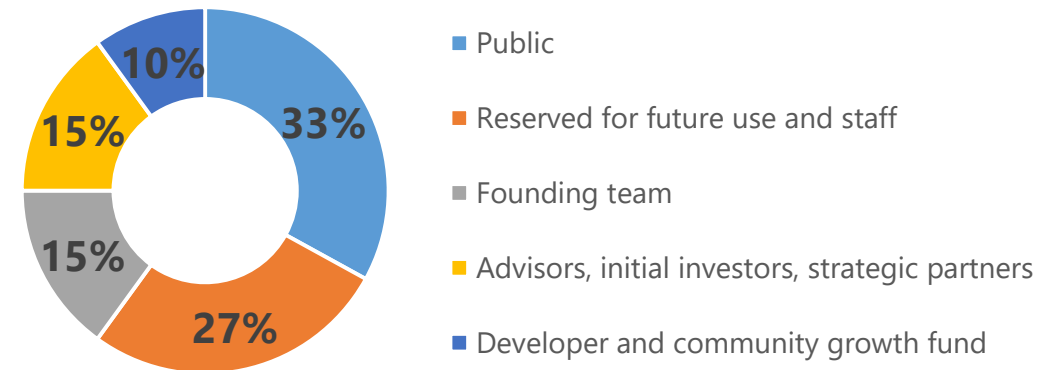


# BLZ token sale summary

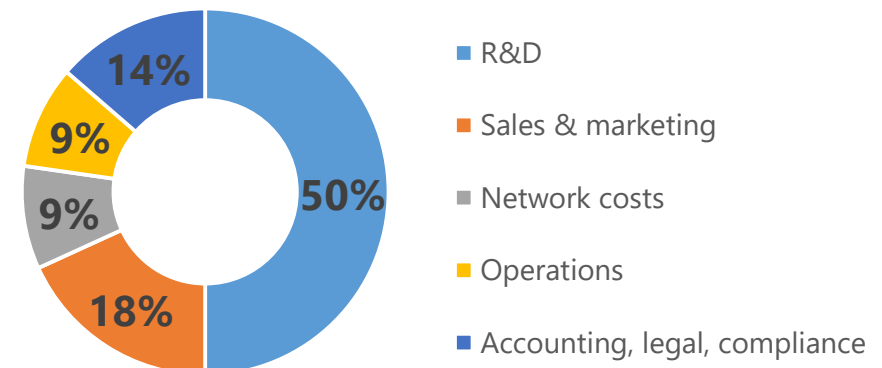
## ICO SUMMARY

- **Project name:** Bluzelle
- **Token symbol:** BLZ
- **Website:** <https://bluzelle.com/>
- **Hard cap:** US\$19.5M between both private and public sale for 33% of total token supply
- **Conversion rate:** 1 BLZ = \$0.12
- **Max market cap at ICO (fully diluted basis):** US\$59M
- **Bonus structure:** 20-30% bonus during presale; bonus tokens will be locked for 30 days
- **Presale or white list:** There was a private presale / whitelist is closed on December 18
- **Countries excluded:** China, UN sanctioned countries
- **Timeline:** Start date is January 18, 2018, starting at 10:00am SGT (2 AM UTC), and will run for 15 days, ending on February 2, 2018 at 1:59am UTC
- **Token distribution:** 30 days after crowdsale completion

## TOKEN ALLOCATION



## USE OF PROCEEDS



# Use of BLZ tokens

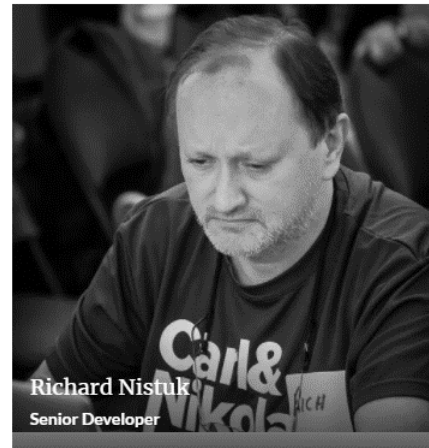
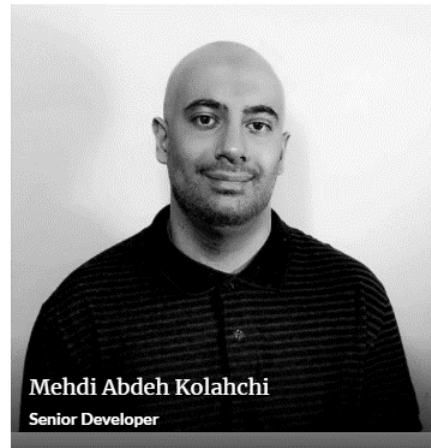
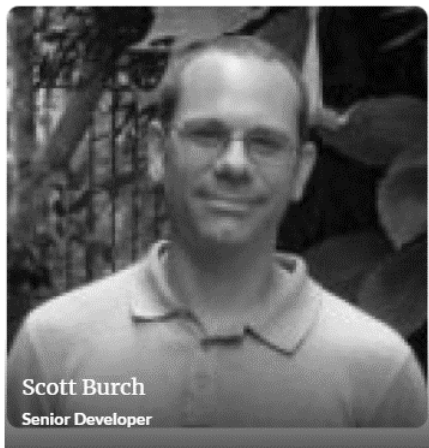
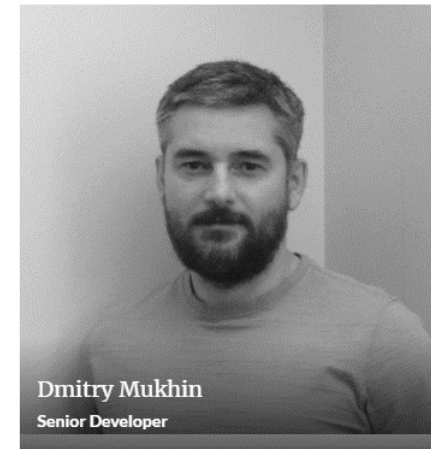
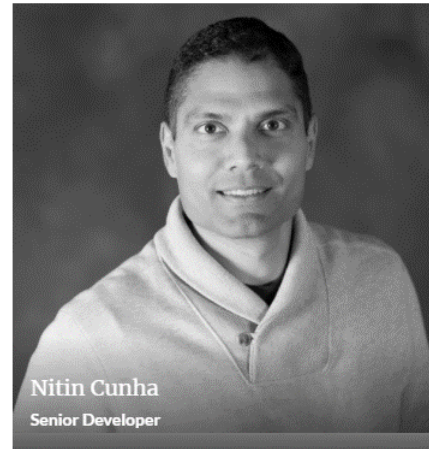
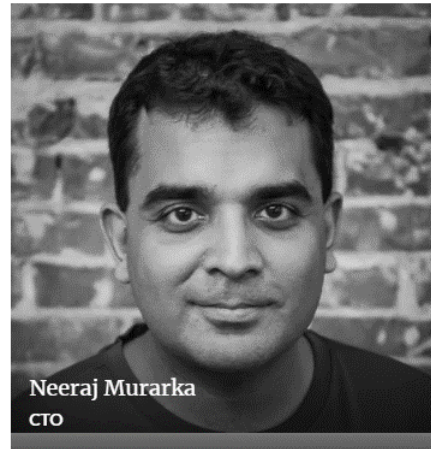
- Two tokens will power the Bluzelle platform: BLZ and BNT.
- The creation of the two-token system is due to the speed limitations and cost of transactions on Ethereum for real-time database accounting.
- Token users will be developers that are storing, or retrieving various data, and thus will pay in BNT to accomplish that.
- Producers will be those that are paid for allowing developers to use their storage resources. Producers will have to stake a certain amount of BNT in order to offer their services.
- BNT tokens are used as the currency on the Bluzelle platform and BLZ tokens are interchangeable with BNT tokens.





## THE TEAM

# Who are the people behind Bluzelle?



# The opportunities

- Most dApps will utilize databases to a certain extent. We believe Bluzelle will be providing services to many dApps going forward, giving the project constant stream of news flow.

## OTHER BLOCKCHAIN DATABASE / FILE STORAGE SOLUTIONS

	<b>BigchainDB</b>	<b>Storj</b>	<b>Filecoin</b>	<b>Sia</b>
Website	<a href="https://www.bigchaindb.com/">https://www.bigchaindb.com/</a>	<a href="https://storj.io/">https://storj.io/</a>	<a href="https://filecoin.io/">https://filecoin.io/</a>	<a href="https://sia.tech/">https://sia.tech/</a>
Service	Decentralized database focused on enterprises	Distributed file-based cloud storage	Decentralized file-based service	Decentralized file-based cloud storage

# The opportunities

- Decentralized database management is a big market and has many use cases. If Bluzelle is successful in capturing a meaningful market share, the potential is substantial.
- It is very difficult for a startup to be selected to work with blue chip financial institutions such as HSBC and AIA. This demonstrates the team's capabilities.



- The team has strong background and has been in the blockchain space since 2014.

# What do we recommend?

## For flipping: **Positive.**

- The hard cap is low for the problem that Bluzelle is addressing. All the main criteria, including team, idea, token metric, market awareness, and roadmap, are above average.
- Due to the overwhelming demand, the whitelist was closed much earlier than anticipated and it is expected that the individual cap will be very low, causing unmet demand for the tokens.

# What do we recommend?

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

- The project solves a pain point encountered by many dApps and we believe the team has the capability to execute the project's vision. We believe that a decentralized database management solution is needed in the majority of dApps, so Bluzelle has great potential if dApps become widely used.

***CrushCrypto***