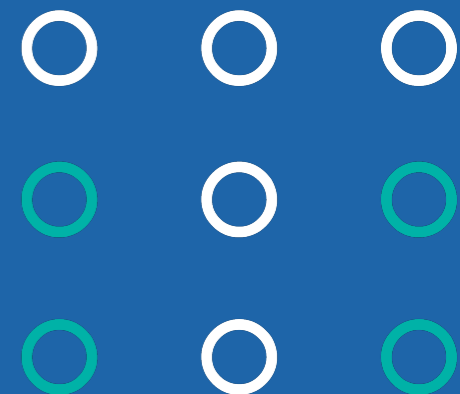


TURING SOLUTIONS

Turing Complete Financial Solutions

Due Diligence
Market Research



Welcome

Market Positioning & Due Diligence



Stuart Shelly

Managing Director

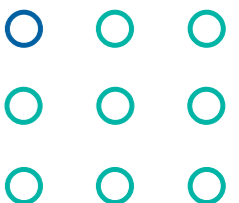
Former Partner, KPMG

Blockchain is a complex space from every perspective. The technology, the implementation, the legality, the go to market, nothing is yet set in stone and there are few industry standards of excellence.

“I’ve created financial products for 35 years and Blockchain is new, but we know how to deal with deep changes in financial technology.

We know because we’ve done it.”

Turing Solutions endeavors to be that objective standard, providing enterprise and emerging firms alike with deep market understanding.



Services

01

Market Research

We provide data analysis, KPI monitoring strategy, primary research, and data sourcing.

02

Market Positioning

We provide strategic analysis, market positioning, and due diligence services for investors and entrepreneurs alike.

03

Management Consulting

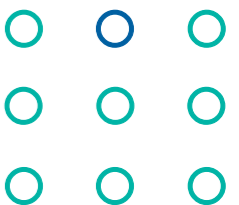
We provide educational and consultative services to GPs and executives looking to further understand Blockchain.

04

Community Development

We provide access to the 4,000 of the top talent and investors in Francisco through our partnership Starfish Mission, the largest Blockchain coworking space in the Bay Area.

We craft actionable solutions to complex problems



Typical Engagement Onset

Due diligence on full scope of project and feasibility with available resources

- Business Plan
- Company presentations
- Teasers
- Market analysis
- Internal notes and strategic models
- Deliverables procedures

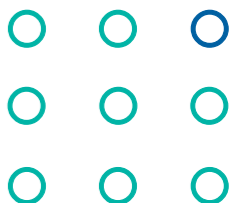
Onboarding

Perform and deliver market overview and begin formal strategic evaluation process

- Business model canvas
- SWOT and FFA
- Summary of The Company Teaser
- Go to market overview
- Execution strategy overview
- Summary of benefits

Strategic Analysis

Start of Engagement : research to establish a business case with identified findings as to the company and execution strategy



Data Gathering

Open Source / News

This is the cheapest and highest quality data source. It may be the lowest data quality.

Surveys / Online Panels

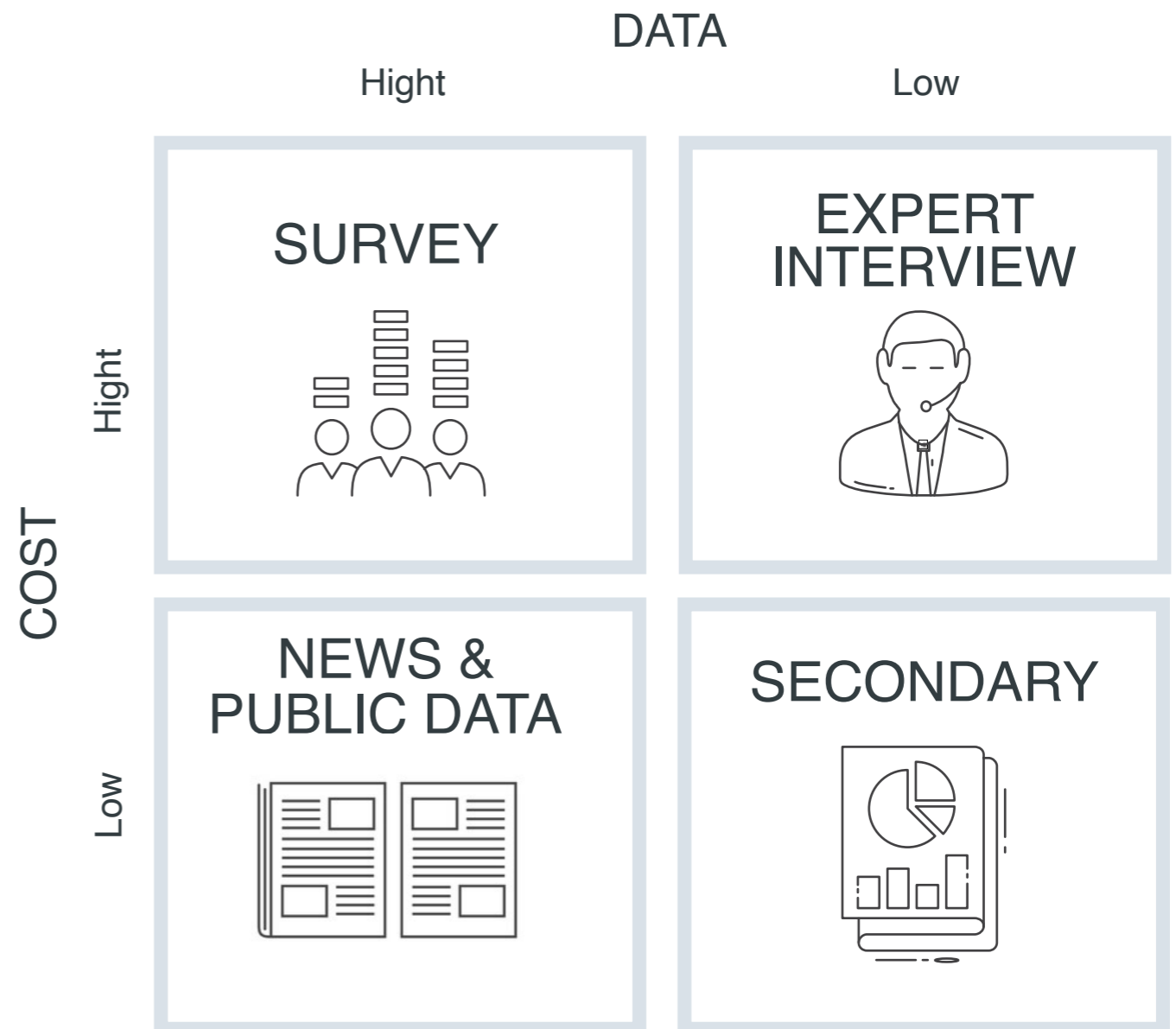
Turing creates & analyses surveys to be deployed on pre built panels such as those sold by Research Now.

Secondary / Purchased Research

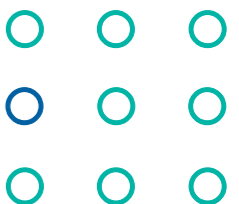
Turing identifies, purchases, and analyses data bought from a secondary source such as Markets & Markets.

Primary Research / Interviews

Turing identifies, purchases, and analyses data bought from a secondary source such as Markets & Markets.



Market Research is tailored to the needs and resources of each project to create a picture of the world that drives better decisions



Data Analysis

We assist companies in evaluating their market outlook properly before a big push. We help set up the protocols, processes, and procedures needed for a young company to grow beyond a startup.



This type of analysis is particularly useful for financial products, consumer products, and enterprises with significant existing databases.



This type of analysis is most useful for evaluating investment strategy, acquisition diligence, and enterprise strategy.



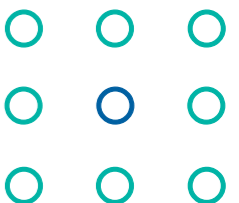
This type of analysis is mainly used for go to market strategy, market positioning, and marketing strategy



Prof. Russel Hanson
Director of Data Science
Co-Founder, Endjinn AI

“Results are only as good as the data. That being said our analytical techniques have been used from Blockchain to Bioinformatics. If the data is there, so is the answer.”

Data analysis can be one time or ongoing, as these analytics would be well deployed as an ongoing business intelligence practice



Strategy



John Balian, MD

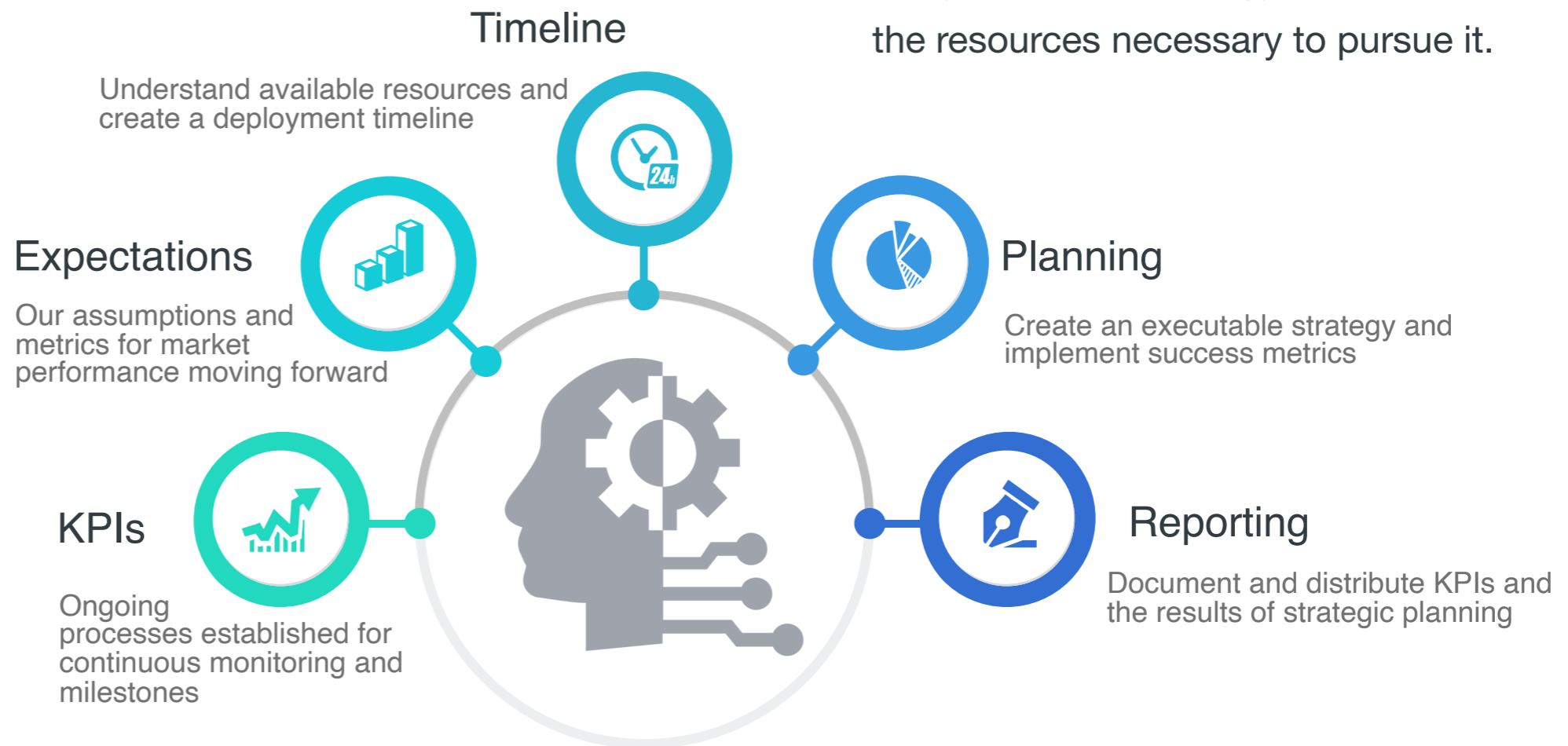
Board Member

Former Chief Medical Officer,
Johnson & Johnson

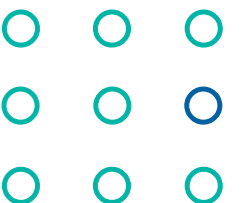
*“In theory, there is no
difference between
theory and practice.
In practice, there is.”*

STRATEGIC PLANNING

The process where we apply analysis, define strategy, and allocate the resources necessary to pursue it.



Every action needs context. Turing provides a clear, concise, and multifaceted understanding of the situation to empower decision makers



From Data To Action

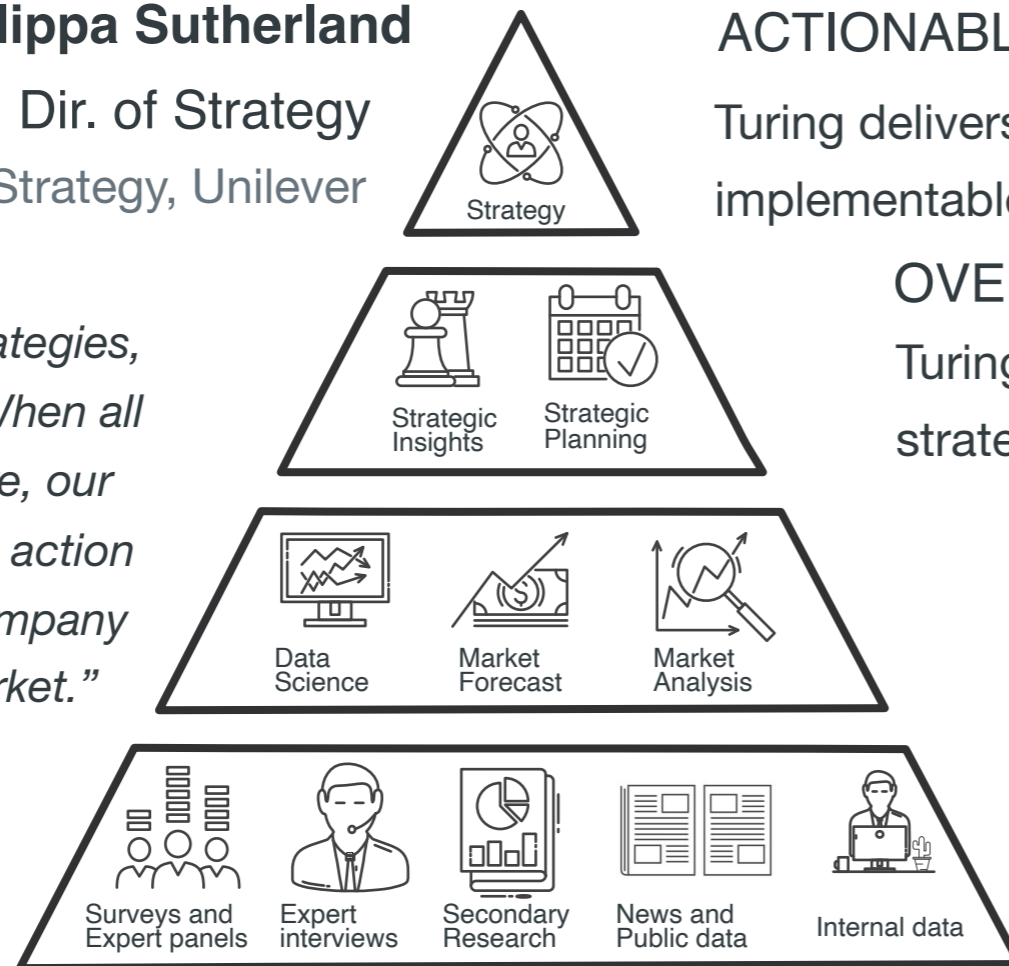


Philippa Sutherland

Dir. of Strategy

Former Dir. of Global Strategy, Unilever

“We don’t invent strategies, we discover them. When all the pieces are there, our team will provide an action plan that fits the company vision and the market.”



ACTIONABLE STRATEGY

Turing delivers a tailored, immediately implementable, action plan

OVERALL STRATEGY

Turing articulates market positioning and strategic direction based on analysis

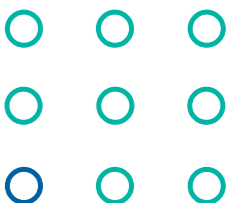
DATA ANALYSIS

Turing analysts, consultants, and data scientists study the data gathered

DATA GATHERING

Turing collects and catalogues data from multiple sources in a single database

Turing leverages the same protocols used by major players launching new products, investments, or creating lasting institutional knowledge



Proactive Risk Analysis

We work with Blockchain companies to help them understand risk be it regulatory, operational, or reputational. In an industry that changes so quickly, too often is the opportunity much easier to spot than the risk.



Operation
Risk

Can I do it?



Financial
Risk

Can I afford it?



Opportunity
Risk

Can I afford not to?

Blockchain risk is particularly complex.
Turing helps firms and funds alike assess ongoing and potential risk.

"Assessing the cost benefit of a global strategy, regardless of the product, requires comprehensive systems built for success at scale. We believe every opportunity comes at a risk."

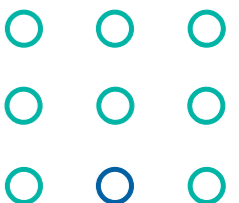


Mihai Dinulescu

Dir. of Blockchain

Former head of Strategy, Ambisafe

Marketing complex products requires customer education.
Marketing to the mainstream public requires smart money.



About Turing

Turing Solutions offers a senior team of global executives with a passion for disruptive technology on a massive scale. Diligence requires consultative expertise in a variety of disciplines, ours include:

- Financial diligence by Stuart Shelley, former Partner at KPMG and Bank of Montreal
- Blockchain strategy by Mihai Dinulescu, former head of strategy at Ambisafe Financial
- Blockchain tech diligence by Andrii Zamovsky, chief architect of USDT
- Customer experience evaluation by Octavio Licon, head of UX: Tezos ICO
- Consumer strategy diligence by Philippa Sutherland, Global Strategy Director, Unilever
- Healthcare expertise by John Balian, former Chief Medical Officer: Johnson & Johnson
- Data science expertise by Prof. Russell Hanson, founder Endjiin

Former clients include



BNP
PARIBAS



Find out more at:

www.turingsolutions.io

Email us at:

partners@turingsolutions.io

