Chainworthy

Automating Advanced Data Insights

Investor Deck

A highly-profitable "Agentic AI" data application with protected IP that fills a **critical gap** in business intelligence for mid-market and enterprise companies, delivering meaningful impact on growth and enterprise value.

CHAINworthy

The Problem

Sales and Marketing leaders need quicker access to real, trusted insights that fuel revenue growth.

- ## Traditional BI is expensive with heavy overhead
  - ✖ Database architects, data scientists, and analysts create huge expense and must be educated by business users for context
  - ✖ Even the best Business Insights (BI) software tools require deep technical skill

- ## Data is stored in silos
  - ✖ Sales data, marketing data, customer data ... all different sources
  - ✖ Connecting these sources is challenging for mid-market teams

- ## Usable insights don't keep up with the market
  - ✖ Even when you *can* afford to fix the above, the effort is large
  - ✖ Time to insights exceeds the speed of the market

Introducing Chainworthy

Enterprise SaaS Data Application with Industry-trained (Agentic) AI, Behavioral Science, and Blockchain
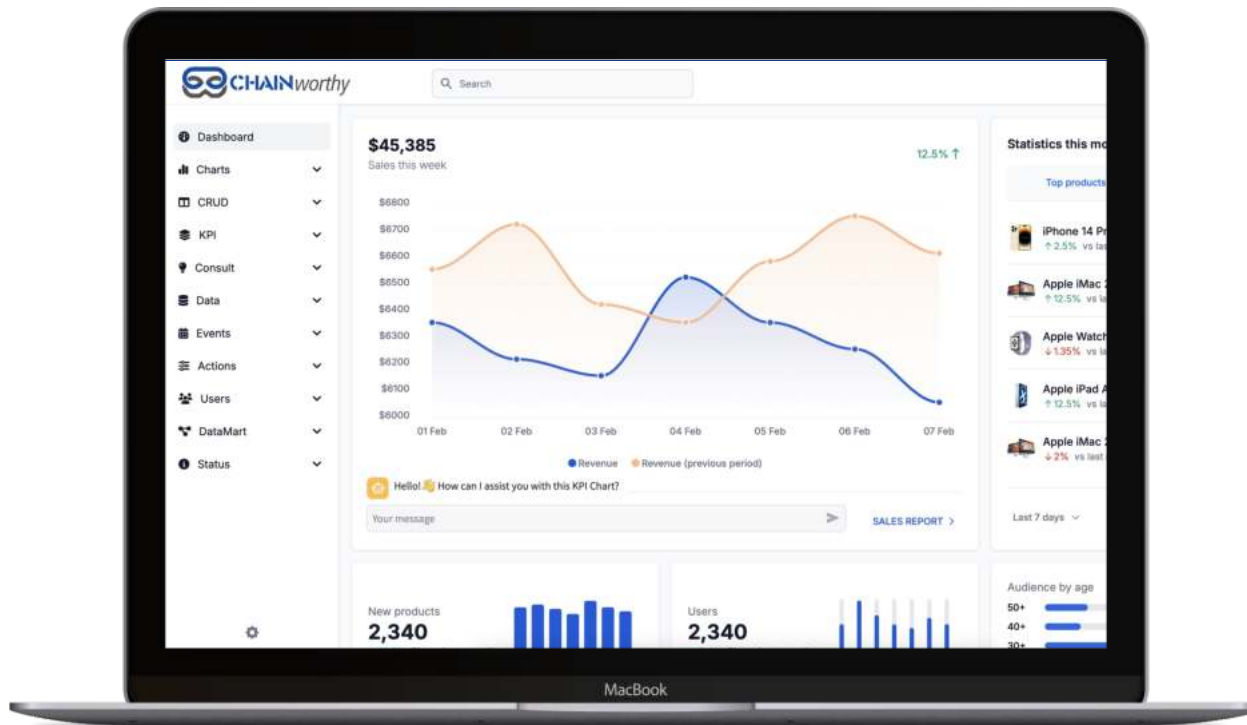
Radical Ease of Use

Automated data intake, innovative LLM interface with charts and data

A Fraction of the Expense

Self-service license fee less than half of the expense of standing up traditional BI

Actionable Insights

Timely results vetted against industry best practices and combined with expert recommendations

Key Features

Novice-Friendly Platform

Cloud-based SaaS offering accessed from any device without complex installations, making it easy for teams to start using immediately.

Personalized Analytics Tailored to Business Needs

Chainworthy's AI Agent is built specifically for sales and marketing, and aligns to each client's specific industry and goals.

Security and Transparency with Blockchain

Share results using patented systems for consensus and data accuracy, giving leaders confidence in the integrity of insights.

Interact with Data Using Everyday Language

Platform allows users to engage with complex data through natural language, enabling questions and insightful responses with no technical expertise needed.

Real-Time Insights and Recommendations

Application analyzes client-defined KPI to deliver timely observations and actionable recommendations to improve performance.

Collaborative Tools and Custom Notifications

Users track comments and enable notifications, allowing teams to collaborate effectively and stay informed about important actions.

Chainworthy Advantages

First-mover in democratizing advanced insights for sales and marketing.

1 Breakthrough tech

Unique combination of AI, behavioral science, and private blockchain technologies leveraged into a single, user-friendly platform. Our Agentic approach is repleat with proprietary methods specific to Sales and Marketing programs focused on revenue growth.

2 Patented innovation

Achieved exclusive US Patent for the systems and methods our blockchain feature uses to manage concensus. Additional IP protection is being pursued for our unique processes and architecture, as well as the methods we are using to train LLMs to interact with data inside our platform.

3 Community improvement

While client-specific data is fully protected, the overarching AI gets smarter through its use by customers. This community effect will improve the product for all users over time.

4 Founders' connections

Being well-networked in the sales and marketing services industry, the founders of Chainworthy have direct access to decision-makers in creating reseller agreements and gaining traction with enterprise clients. As influencers in the Incentives and Loyalty industry, our expertise and credibility will generate consideration where other new technology will not.

CHAINworthy

Team

Industry veterans with extensive networks and proven ability to bring products to market

Chris Galloway, COO

25+ years in performance improvement program strategy, technology product development, and consulting. Heavily networked within the incentives and loyalty marketing industry, with significant relationships both in product development and channel sales.

Tim Danis, CEO

Founder and Senior Managing Principal of RCP Advisors, LLC. 25+ years of private equity industry experience. Prior Vice President and Assistant to Chairman and CEO with Aon Corporation and Vice Chairman of Aon Risk Services of the Americas.

Chris Desloge, Founder

Corporate leader in performance improvement, disaster services, and nonprofit. Managing Member of EGI Capital and Madaket Growth and Managing Member.
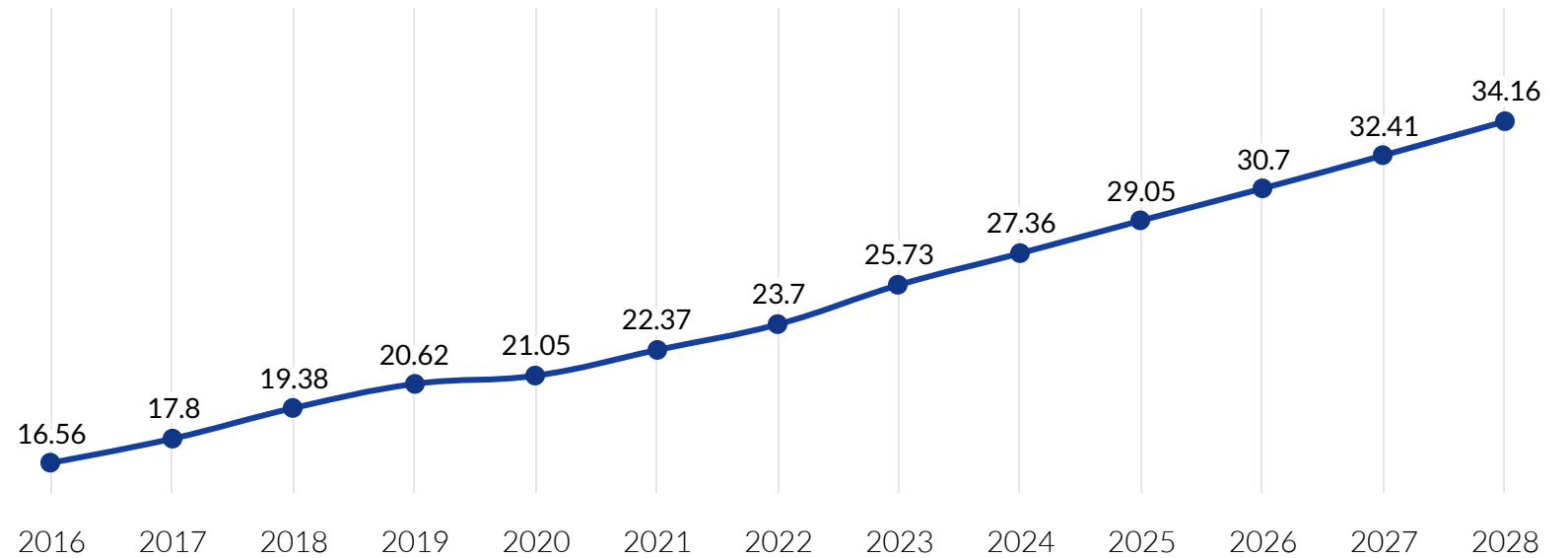
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Market Opportunity

21.7%
CAGR

Global marketing analytics market projected to reach $6.4 billion by 2026 with CAGR of 21.7% *

The Global Business Insights (BI) industry is our strongest indication of Total Addressable Market .

MarketsandMarkets

Companies' need for data insights have strongly increased due to digitization and online data collection. This development drives the demand for Enterprise Software, especially BI Software.

Year	Value
2016	16.56
2017	17.8
2018	19.38
2019	20.62
2020	21.05
2021	22.37
2022	23.7
2023	25.73
2024	27.36
2025	29.05
2026	30.7
2027	32.41
2028	34.16

Source: Rational Stat

IN MILLIONS USD

CHAINworthy

Traction

Maritz, a St. Louis-based industry leader in incentives and motivation, has invested time and human resources helping Chainworthy vet the solution. A diverse team with specialties spanning across the Maritz enterprise was gathered in person for a Design Sprint to further vet assumptions and opportunities.

Maritz and Chainworthy have formalized a working relationship under a signed LOI for ongoing collaboration and potential future access to client opportunities.

Business Model

Subscription model with tiered pricing for scalability addresses three key target audiences

2nd

Mid-Market Direct Channel

Sell direct to mid-market SMBs with revenues between $100M and $1B. Following beta testing, lean into direct marketing and lead generation to capture this market.

1st

Enterprise Agency Channel

Large marketing services agencies need support for client work, primarily with Enterprise customers. Chainworthy helps them gain insights to guide client work and to ensure customer retention.

3rd

Private Equity

PE firms seek as many levers as possible to increase the value of their holdings, but few have access to the programs and impacts that are common in the Fortune 500. Chainworthy provides that access and documents ongoing value impact.

Competitive Landscape

Traditional analytics platforms require technical and data science expertise, and are not designed for non-technical sales and marketing teams. Complexity, expense, and older technology for natural language processing create barriers to effective use.

Direct Examples

Tableau
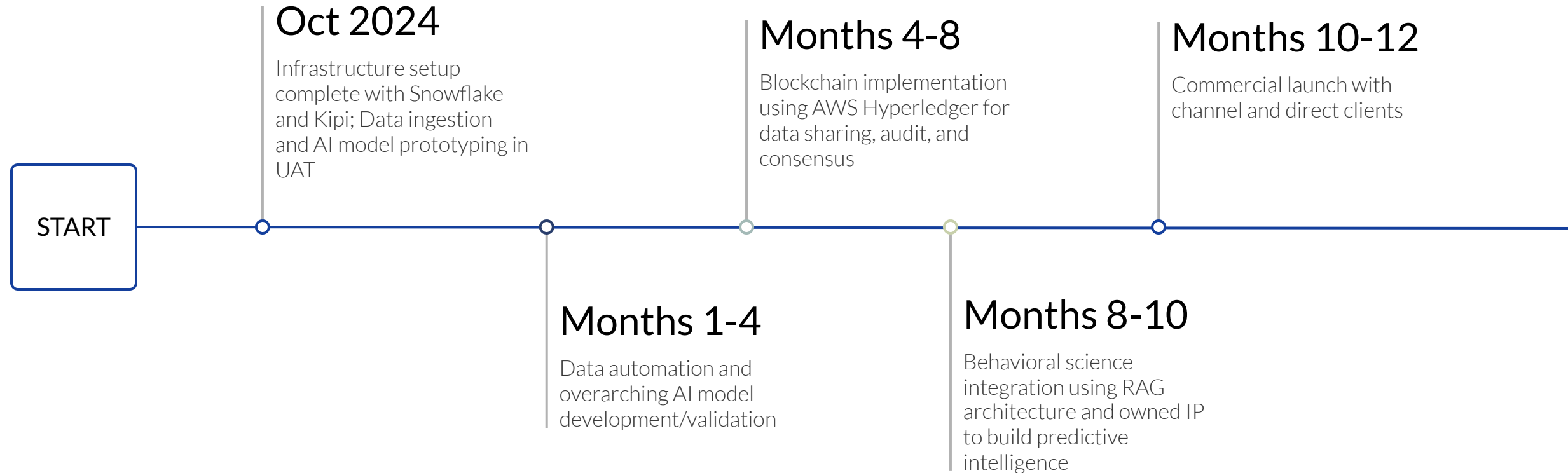
PowerBI

Sisense

Pyramid Analytics

Indirect Examples

IBM Watson

Chat GPT

In-house data science teams

Consulting Firms
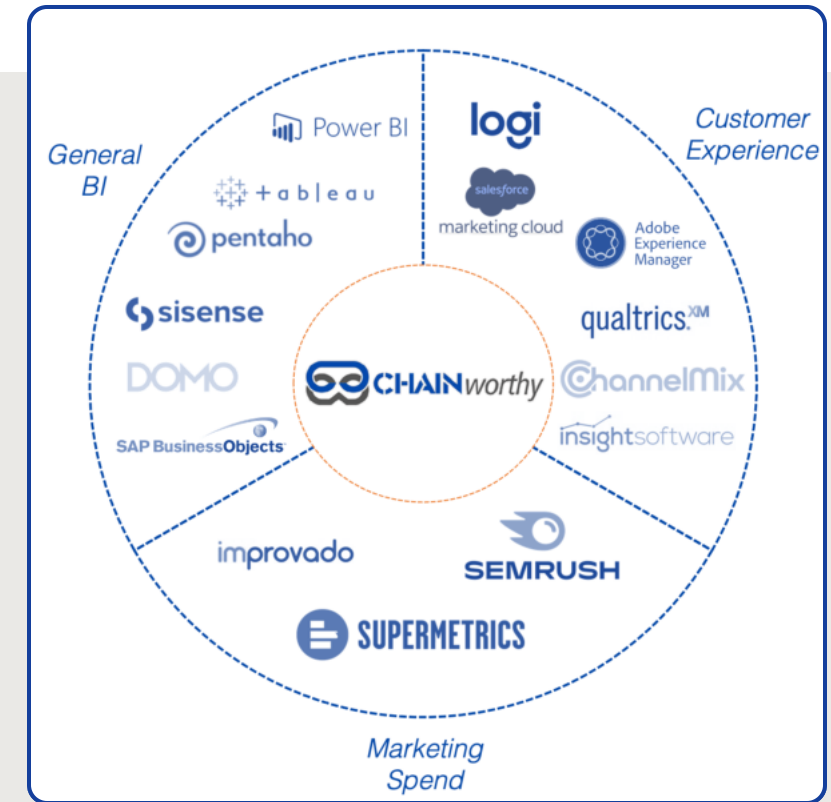
Current Status and Milestones

Application infrastructure and front-end templates are completed, along with initial features - the Chainworthy chatbot interface for users to interact with the data using modern LLM technologies - currently in UAT.

START

Oct 2024

Infrastructure setup complete with Snowflake and Kipi; Data ingestion and AI model prototyping in UAT

Months 1-4

Data automation and overarching AI model development/validation

Months 4-8

Blockchain implementation using AWS Hyperledger for data sharing, audit, and consensus

Months 8-10

Behavioral science integration using RAG architecture and owned IP to build predictive intelligence

Months 10-12

Commercial launch with channel and direct clients

Exit Plan

Goal: Stretch seed investment to full commercial launch (current projections show no need for Series A);
5 to 7-year plan for acquisition by strategic investor or PE.

- ## Seed investors see full commercialization

  Early traction and rapid scale with low overhead shown in current projections may help avoid the need for Series A investments.

- ## Private Equity Acquisition

  Many PE firms hold aligned technologies in data analytics, AI, and/or sales and marketing support.

- ## Strategic Acquisition

  We expect our product to enhance/complement the technologies of companies like Salesforce.com, Snowflake, Microsoft, and dozens of others.

With appreciation

Thank you for taking the time to learn about Chainworthy. This is a bigger story for us as we want to create a global impact. We are deeply committed to transforming the way sales and marketing teams engage with data, making advanced analytics accessible to everyone regardless of technical expertise. By empowering professionals with intuitive tools and actionable insights, we believe we can unlock a new era of data-driven decision-making that fosters innovation and growth.

We invite you to join us on this exciting journey to democratize data analytics. Together, we can break down barriers, drive meaningful change in the industry, and create lasting impact for businesses around the world. We appreciate your consideration and look forward to the possibility of partnering with you to make this vision a reality.

Chris Galloway

CONTACT US: CHRIS GALLOWAY, COO | EMAIL: CGALLOWAY@EGICAP.COM | PHONE: 314-313-2133

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PERMISSIONS

The Company has been granted explicit permission to disclose the information provided pertaining to Maritz's participation in the Design Sprint that informed the design and development of the Chainworthy solution.

More about Chainworthy

Advanced AI and LLM Technology

Chainworthy leverages Large Language Models (LLMs) that go beyond surface-level data analysis, providing a deeper understanding of the relationships and motivations behind the data.

Intelligent and Immersive

The platform enables a more engaging and insightful user experience by automating data connections and data structures for analysis, and bringing industry understanding to KPI metrics.

Real-time Decision-making

Chainworthy provides sales and marketing teams with the ability to make informed decisions quickly to respond to changing market conditions.

Chainworthy is more than just another data analytics tool; it is a user-friendly and industry-targeted solution designed to revolutionize the way business users access and interact with value-driving insights.
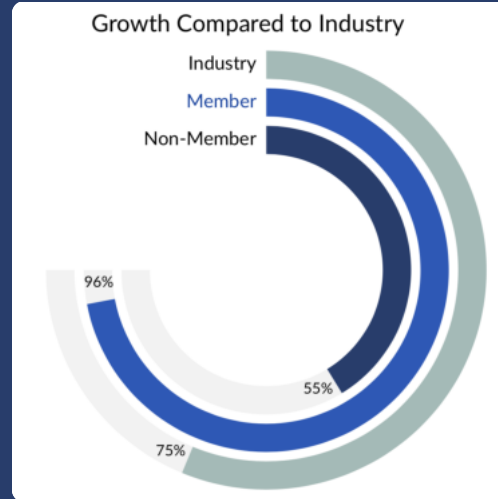
Uncommon insights that drive impact
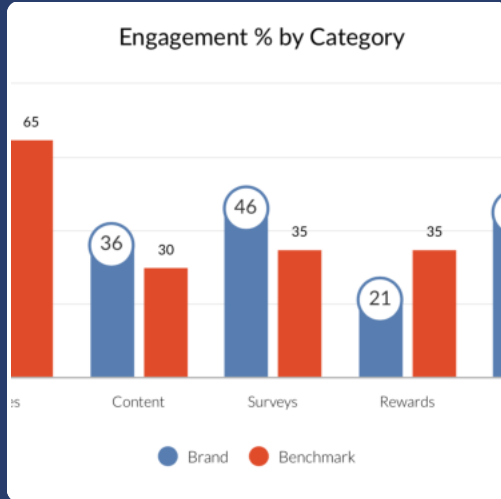
Access Benchmark Data

Chainworthy AI will be trained with performance growth industry benchmarks that help marketers see when performance is lagging or ahead of what is typical.

Users may ask the Chainworthy chatbot, "What actions can I take to improve engagement with program rewards?"

Control Group Comparisons

Built-in analytics that compare target audience performance with both internal and external control groups. External data accessible through data marketplace.

Users may ask: "What products do our top members purchase most, and how does that correlate with performance?"
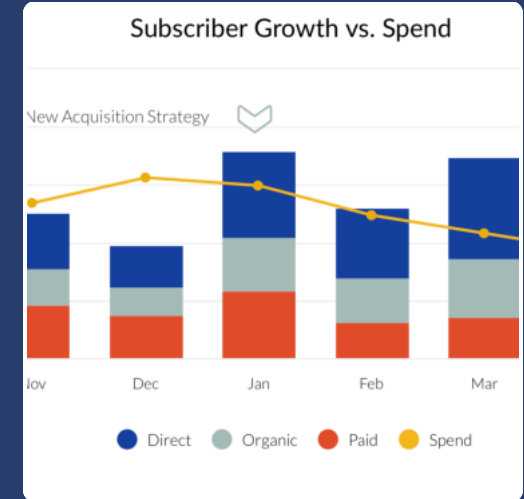
Key Event Tracking

Observe changes in KPI before and after key events such as changes in strategy, pricing, product mix, etc. Key events are entered by Chainworthy users.

Users may ask: "If we stick with this new acquisition strategy, what do you forecast will be the new monthly budget to be?"

Key Learnings Thus Far

Throughout our development process, we've learned a great deal. These are the findings that are making our code unique and differentiated.

Power of LLMs vs. NLP

LLMs significantly outperform older NLP techniques by understanding context, nuances, and relationships in language, enabling more sophisticated and human-like interactions. Unlike traditional NLP, which relies on predefined rules or limited datasets, LLMs can generate dynamic, context-aware responses and learn continuously from vast amounts of data.

Data Aggregation

We have found that optimizing data aggregation significantly improves the efficiency of the chatbot's responses. By aggregating data at a higher level before processing, we reduced the complexity of queries, which allowed the chatbot to provide answers faster and more accurately, especially when dealing with large datasets or detailed comparisons.

Prompt Engineering

Structured and well-crafted prompts have significantly enhanced the chatbot's ability to provide relevant answers by ensuring the LLM understands user context better and delivers more precise insights. Using guided examples has improved the chatbot's performance in handling complex queries, resulting in a more accurate and user-friendly experience.

Latency Reduction

We have taken steps to reduce latency through caching and optimizing the backend processes, which has resulted in faster response times. We believe that some user tips and trainings will need to take place to ensure that they ask productive questions, but for now we are just interested in providing responses quickly.