

AXIOIN™

CORE SERVICE
PARTNER
VALUE PROPOSITION



AXIOIN™ - THE NEXT GENERATION GLOBAL B2B E-INSURANCE PLATFORM

- ◆ Exceptional Multi-Billion Dollar Return-On-Investment Opportunity
- ◆ Comprehensive e-Insurance Services Including Smart Contracts Fully Integrated with e-Commerce, e-Finance, e-Logistics Platforms
- ◆ Greater Real-Time Business Transparency and Visibility Reducing Underwriting, Transaction and Asset Recovery Risks
- ◆ AxiScore™ - Objectively Measuring Multi-Dimensional Business Performance and Risk Powered By Validated Big Data and AI
- ◆ Dynamic Product Offering™ - Intelligently Matching Insurance Services with Qualified Customers Optimizing Risk and Return
- ◆ Increased Volumes of Cargo, Trade Finance/Credit and Business Owners' Policy Premiums Across Markets and Industries
- ◆ Advanced Risk Accumulation Control and Low-Cost Distribution Model Increasing Profitability
- ◆ Lower Burden of Regulatory Compliance and Claims Processing Costs through Automated E-Documentation, and More...



AXIOIN™ E-INSURANCE CORE SERVICE PARTNER VALUE PROPOSITION

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OVERVIEW

AXIOIN™ CORE SERVICE PARTNER

INTRODUCTION

- The Axioln™ e-Insurance Core Service Partner has a unique multi-billion-dollar equity-based partnership opportunity to own and operate the Axioln™ platform.
- An innovative online global e-Insurance platform that creates a new USD 900 billion e-Insurance services market through a fully-integrated B2B platform solution that includes e-Commerce, e-Logistics and e-Finance.
- Axioln™ empowers insurance firms to significantly boost their revenue and net profit potential by providing their customers online access to a full-portfolio of B2B e-Commerce, e-Logistics, e-Finance and e-Insurance services resulting in a fully satisfied insurance customer-base achieving long-term customer retention.

INNOVATIVE TECHNOLOGY SOLUTION

- Axioln™ is offered as an integral part of a new generation B2B Digital Economy Platform, MDDEAS® (Multi-Dimensional Digital Economy Application System), that is protected by a worldwide patent and delivers thousands of free business apps through a unique business model.
- MDDEAS® is built based on more than 15 years of research and development and a catalog of product and service innovations that leverage latest technologies including Artificial Intelligence (AI), Big Data Analytics, and Blockchain, among others.
- The innovative MDDEAS® Apps and features are delivered by the world's top 13 technology firms through seamless point-to-world integration for large, medium and small enterprises throughout the global B2B marketplace.

GLOBAL ECONOMIC DEVELOPMENT PROGRAM

- Axioln™ has successfully transformed this innovative technology solution into a sustained global economic development program that involves the unique collaboration among public and private sector organizations globally.
- This innovative solution unleashes the power of 21st century technology to where it will have the greatest impact to connect and grow our global economy - the USD 150 trillion B2B marketplace, thus providing the opportunity to increase the global GDP by nearly 17% and create more than 300 million jobs by 2030.

AXIOIN™ CORE SERVICE PARTNER MULTI-BILLION-DOLLAR EQUITY OPPORTUNITY

- Axioln™ is positioned to be the next generation B2B e-Insurance marketplace creating a new e-Insurance revenue opportunity projected to be USD 441 billion by 2030.
- The Axioln™ Core Service Partner will immensely benefit both qualitatively and quantitatively by participating in a cooperative partnership delivering a global economic development program benefiting millions of people worldwide.



AXIOIN™

BENEFITS OVERVIEW

Created from 15 years of R&D related to product and service innovations, Axioln™ empowers the global insurance firms and their B2B marketplace customers in several distinct ways:



Delivers Fully Integrated e-Insurance Services Within a B2B e-Services Portfolio

E-Insurance services are provided as part of fully integrated end-to-end B2B trade facilitation e-Services including e-Commerce, e-Logistics and e-Finance.



Provides Comprehensive Suite of e-Insurance Services

Full spectrum of B2B e-Insurance Services including Cargo Insurance, Trade Finance and Trade Credit Insurance, Business Owners' Insurance and Digital Policy management through E-Documentation, data and process integration.



Enables Seamless User Navigation Experience

Seamless navigation between the Apps and across B2B e-Commerce, e-Logistics, e-Finance and e-Insurance platforms for easy and expedited insurance coverage and processing claims more efficiently without re-keying the data.



Offers Easy and Secure Online Access and Sharing of Digital Documentation

Strong digital encryption, data governance and security compliance measures as well as ability to share data only through explicit digital sharing consent agreements enabling insurance users to securely access and share data with insurance firms and expedite the underwriting and insurance approval processes.



Creates Dynamic Product Offering of Insurance Services

The Dynamic Product Offering™ (DPO) innovation enables insurance firms to leverage business intelligence analytics tools with an automated mechanism to match insurance services through pre-qualified insurance offers for target customers to obtain Cargo Insurance, Trade/Finance Credit Insurance and Business Owners' Policy coverage.



Generates New Market Opportunities

Point-to-world integration into the global value chains through fully integrated B2B Digital Economy Platform allows businesses of all sizes in high, mid and low-Income countries to digitally connect with national and foreign markets to generate more trade, creating new market opportunities for the insurance firms.



De-Risks Business through Unprecedented Levels of Business Transparency

The Axioln™ innovation provides a new dynamic scoring mechanism of business performance and risk measures based on high-quality validated big-data powered by Artificial Intelligence for insurance firms and businesses to gain greater transparency, effectively manage risk and confidently conduct transactions in national and foreign markets.



Mitigates Underwriter Risk

Axioln™ provides real-time access to validated data of a business entity based on its past, current, and future commercial activities to score a customer's credit profile, thereby reducing underwriting risk and expediting the insurance approval process.



Reduces Cost of New Customer Acquisition

Axioln™ mitigates prohibitively high-cost insurer and broker distribution models to acquire new customers by providing easy online access to the vast global B2B marketplace.



Enhances Data Insight for Risk Accumulation Control

Axioln™ integration into MDDEAS® provides the ability to monitor, identify and manage accumulation of risk in global value chains as opposed to the current situation where insurers rely on partial data insights and assumptions-based risk modeling.



Expedites Claims Processing and Status Tracking

Axioln™ simplifies otherwise complex claims investigation processing allowing customers to report losses online with easy access to supporting evidence such as images and video footage enabled by real-time tracking and visibility of insured assets in the shipment pipeline through the Axioln™ e-Logistics platform.



Lowens Burden of Regulatory Compliance Requirements

The platform's E-Documentation capability for digitization and automatic generation of electronic documentation pertaining to Buyer, Seller, Country, Industry, Finance and Insurance (BSCIFI) information requirements lowers the burden of regulatory compliance.





VALUE PROPOSITION

AXIOLN™ CORE SERVICE PARTNER

OWNERSHIP AND GOVERNANCE

- The Axioln™ Core Service Partner will share the ownership and governance of Axioln™ with the World Logistics Council, a semi-government revenue sharing organization, in cooperation with 28 semi-government entities to offset monopolistic, geopolitical and data privacy concerns related to insurance and trade data which are of national security importance.
- Recognize significant equity appreciation as the insurance industry embraces new digital tools, deployed by the world's most prominent Technology firms, to maximize on a new USD 900 billion e-Insurance market opportunity.

IMMENSE MARKET SIZE AND GLOBAL REACH

- Provides a comprehensive solution to penetrate the global USD 150 trillion B2B market projected to reach USD 337 trillion by 2030.
- Collaboration with a vast global deployment network encompassing the world's top 13 technology firms, e-Commerce and e-Finance firms, 150 governments comprising 75% of the world's population through their pan-regional organizations and more than 26 IGOs/NGOs.

HIGH-GROWTH OPPORTUNITY AND UNIQUE BUSINESS MODEL

- Fully integrated B2B platform of global e-Commerce, e-Logistics, e-Insurance and e-Finance services digitally connecting millions of businesses world-wide with a projected revenue opportunity of USD 441 billion by 2030.
- Several revenue streams including Cargo Insurance, Trade Finance and Trade Credit Insurance and Business Owners' Insurance fees.
- Cooperative partnership opportunity creating a significant return on investment including Axioln™ dividend distributions based on the earnings recognized from Axioln™ platform operations.

Projected Axioln™ Revenues, EBIT and Valuation (USD Millions)

YEAR	2022	2024	2026	2028	2030
Total Revenues	117	730	5,111	44,490	440,812
Total EBIT	29	173	1,212	10,547	104,506
Axioln™ Valuation @10x EBIT	286	1,731	12,118	105,474	1,045,055



ROLES AND RESPONSIBILITIES OF AXIOIN™ PLATFORM OPERATIONS

#	Responsibility	WLC®	WLCD		Axioln™ Core Service Partner
			Technology Dept.	Axioln™ Dept.	
1	Governance, Risk and Compliance	A	S	R	C
2	Technology Governance	A	R	S	C
3	Business Process Ownership	A	S	R	C
4	Market Research	I	S	R	C
5	Business Development	I	S	S	R
6	Research and Development	I	S	R	C
7	Product Development	I	R	A	C
8	Product Roadmap	A	R	S	C
9	Customer Engagement	I	S	S	R
10	Business Operations	I	S	R	R
11	Customer Support	I	S	R	R
12	User Community	I	S	S	R

RASIC Matrix Notations

R – Responsible

A – Approves

S – Supports

I – Informed

C – Consulted

WLC® - WORLD LOGISTICS COUNCIL | WLCD - WORLD LOGISTICS COUNCIL DEVELOPMENT | Axioln™ Core Service Partner – Selected Axioln™ E-Insurance Core Service Partner.

AXIOIN™ CORE SERVICE PARTNER QUALIFICATIONS AND REQUIREMENTS

QUALIFICATIONS

- Share WLC Vision and Values.
- Well-established leading insurance firms operating in B2B e-Insurance industry globally.
- Strong business development capabilities with sizeable customer base.
- Financially sound and compliant with applicable rules and regulations.
- Proven track-record of exemplary customer service with satisfied customer base.
- Excellence in research and development, product innovations and market research
- Personnel competencies for performing Axioln™ Core Service Partner roles and responsibilities



REQUIREMENTS

- Provide a documented short, mid and long-term business plan with clearly defined milestones.
- Designate dedicated and qualified personnel for performing business development, customer engagement, business operations, customer support and user community responsibilities.
- Assign competent personnel with necessary subject matter expertise in corporate and technology governance, business processes, market research, R&D and product development.
- Achieve agreed new user registration milestones and revenue targets.
- Satisfactory performance of roles and responsibilities per Section IV.



GO-TO MARKET READINESS

The MDDEAS® and Axioln™ e-Insurance Platform will be deployed worldwide as a part of a global economic development program with a regional implementation plan supported by public and private organizations based on the following groundwork already completed:



Worldwide Patent

The MDDEAS® is built upon a catalogue of product and service innovations protected by a worldwide patent involving several claims.



Global Policy Adoption

The Council's participation at the G20/B20 Forums contributed to the G20 Leaders' adoption of the Digital Economy as a key policy directive towards re-energizing the global economy.



End-user Demand

94.5% of B2B participants representing nearly 80% of the world's GDP demand the MDDEAS®, confirmed by the G20 Nations Case Study performed with 90 G20 ministries, IGOs/NGOs, and private sector experts.



Technology Industry Commitment

11 of the world's top technology firms with revenues of USD 220 billion and 2.1 million manpower have signed exclusive agreements with the Council towards selection to develop and deploy the MDDEAS® including Axioln™ globally.



Center of Excellence Establishment

Supported by India's Prime Minister Office, Telangana State executed a preliminary agreement with the Council to host the E-Hub of the World under the protection of the United Nations, ensuring uninterrupted use of the MDDEAS®. In other words, access by all at all times.



Deployment Program

Agreements have been executed to initially deploy the MDDEAS® in India, Indonesia, Malaysia, Italy, United Kingdom and Germany (perennial #1 in trade efficiency).



National Adoption Agreements

More than 150 countries through their pan-regional organizations representing 75% of the world's population have executed strategic agreements to promote adoption of the MDDEAS®.



MDDEAS[®] PRODUCT ROADMAP AND TIMELINE

TIMELINE IN MONTHS

#	Milestone Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36																									
1	Finalize Technology Gateways	Engage Tech Gateways																																																												
2	Finalize E-Hub Partners	Engage E-Hub Partners																																																												
3	Platform Commercialization						P1 Development										P2 and P3 Development																																													
4	Show Case (SC) BTL Platform Deployment																	SC BTL#1	SC BTL#2	SC BTL#3	SC BTL#4																																									
5	Business Development						Business Development and Enroll End Users																																																							
6	Revenue Generation																																																													
7	Governance						Finalize Regional Partners																																																							
8	Secure Axio Core Service & Channel Partners						Finalize e-Finance & e-Insurance Core Service & e-Commerce Channel Partners																																																							
9	Data Center Operations						Cloud Hosting, Development, Testing, QA, Pre-Production										Production Go Live and Operations																																													

1. Finalize Technology Gateways

- Responsible for establishment and governance of MDDEAS[®] technology, application standards and roll-out.
- Build APIs to integrate MDDEAS[®] with external systems for plug-in access.
- Undertake Business Development to enroll new users on the MDDEAS[®] platform.
- Participate in Revenue Sharing from their registered new user/customer base.

2. Finalize E-Hub Partners

- Finalize the selection of Public, Technology, and Academic organizations (E-Hub Core Triangle Partners).
- Responsible for building, maintaining and enhancing the MDDEAS[®] platform.

3. Platform Commercialization

- MDDEAS[®] is deployed in 3 Product Increments - P1, P2 and P3 over 18 months.
- The initial Product Increment P1 includes Minimally Marketable Product (MMP) features with full functionality for the first Benchmark Trade Lane (BTL).
- Product Increments P2 and P3 are delivered to satisfy regional and new user requirements.

4. Show Case (SC) BTL Platform Deployment

- Deployment of MDDEAS[®] through four BTLs, one in each region of the world.
- Show Case events will be conducted for each BTL announcing the commercial availability of the platform and promoting its use to the end users.
- The first Show Case event for BTL1 is planned to commence in 16 months followed by three more BTL Show Case events.

MDDEAS[®] PRODUCT ROADMAP AND TIMELINE (Continued)

5. Business Development

- The Core Service and Channel Partners, 12 Technology Gateways, Pan-regional Organizations and Industry Associations representing 75% of the world's population will promote the use of the MDDEAS[®] to B2B participants including the world's SMEs.
- Show Case events will be held across the regions to promote the platform adoption and present the benefits first-hand to the end customers triggering the viral marketing effect among the global value chain participants.

6. Revenue Generation

- MDDEAS[®] platform will start generating revenues from the first BTL deployment, when the first BTL participants will become the first platform users on AxioMark[®], AxioLog[®], AxioFin[®] and AxioIn[™] platforms.
- MDDEAS[®] operations are projected to break-even in about 20 months.

7. Governance

- Regional Council Partners (RCP) in each of the four regions; Asia, Americas, Europe and Middle East/Africa (MEA) provide governance representing their regional interests and offset any geopolitical, monopolistic and data privacy concerns.
- Each Regional Council will involve 7 semi-government organizations to be represented on the Regional Council Board of Directors.
- Technology Governance Board consisting of Technology Gateways, AxioFin[®], AxioMark[®] and AxioIn[™] representatives as well as World Logistics Council Development will oversee and govern MDDEAS[®] Technology and Application Standards as well as the Application roll-out.

8. Secure Axio Core Service and Channel Partners

- Select world-leading e-Finance and e-Insurance firms as AxioFin[®] and AxioIn[™] Core Service Partners, respectively. These Partners enroll banks and financial institutions as well as insurance firms and their end users on the platform.
- Axio Core Service Partners will recognize an equity increase and will receive dividends based on the earnings generated from their platform operations.
- Select world's leading e-Commerce firms as AxioMark[®] Channel Partners from all the regions. AxioMark[®] Channel Partners enroll new platform users and end customers.
- AxioMark[®] Channel Partners receive a distribution of pre-tax income based on the revenues generated from their registered user-base in return for satisfactory fulfillment of their roles and responsibilities, as well as reaching the user enrollment and revenue generation targets.

9. Data Center Operations

- MDDEAS[®] will be hosted in its own dedicated data center upon 5% B2B market penetration.
- Redundant data centers will be strategically located worldwide to provide disaster recovery, high availability, data redundancy, backup and fail-over as well as to comply with the applicable global data privacy and security rules and regulations.



AXIOIN™ CORE SERVICE PARTNER ENGAGEMENT PROCESS

PROCESS STEPS

#	Milestone Activity	1	2	3	4	5	6
1	Preliminary Qualification of Core Service Partner Candidates		Preliminary List of Core Service Partner Candidates				
2	Invitation and Initial Briefing Session		Briefing Session				
3	Exploration of Potential Partnership			NDA/MOU and Technical/Operations Discussions			
4	Qualification of Core Service Partner Candidate				Select Qualified Candidates		
5	Core Service Partner Agreement					Execute Agreement	
6	On-boarding and Collaboration						On-boarding & Collaboration

The Core Service Partner engagement process consists of the following steps:

1. Preliminary Qualification of Core Service Partner Candidates

- WLC® will perform a preliminary search and Identification of prospective Core Service Partner candidates.
- WLC® will gather information available in the public domain and shortlist potential candidates that meet the qualification criteria.

2. Invitation and Initial Briefing Session

- Invitations will be sent to the prospective candidates to discuss potential partnership synergies.
- Convene a briefing session with Core Service Partner candidates to share preliminary information, ideas, and partnership proposals.

3. Exploration of Potential Partnership

- Execute a Memorandum of Understanding (MOU), and Mutual Non-Disclosure Agreement (NDA) prior to sharing proprietary and confidential information.
- WLC® presents MDDEAS® technology, Axioln™ platform capabilities, and Core Service Partner value proposition.

4. Qualification of Core Service Partner Candidate

- Core Service Partner candidate presents its proposal to WLC® including a business plan demonstrating the candidate's qualifications and capabilities to perform its required responsibilities.
- WLC® evaluates Core Service Partner candidate's credentials and determines the eligibility of the candidate to become a Core Service Partner.

5. Core Service Partner Agreement

- Execute a Subscription Agreement setting forth the Axioln™ equity shares to be allotted to the Candidate in exchange for the agreed consideration.
- Execute a Deed of Adherence to the Axioln™ Shareholders' Agreement designating the shareholders' and directors' duties and responsibilities.

6. On-boarding and Collaboration

- Complete Core Service Partner on-boarding process.
- Periodically review and assess Core Service Partner performance and business value creation.
- Identify opportunities for performance improvement and periodic evaluation for continuing partnership.



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