

## PROJECT RATING UPDATE

Feb 2019

# Nucleus Vision

Unchanged

# B

## Stable Outlook

### Analyst | Brian Fan

TokenInsight provides customized service such as project code analysis and project community analysis, etc. For more information, please contact [bd@tokeninsight.com](mailto:bd@tokeninsight.com) or visit [tokeninsight.com](http://tokeninsight.com)

### Current Stage

Nucleus Vision is an end-to-end technology solution, which provides business data to support retailers and physical stores through its proprietary blockchain and real-time sensor technology.

In terms of technology development, Nucleus Vision has finished developing basic sensors and software. Nucleus Vision is currently focusing on the development of higher level software.

In terms of marketing, Nucleus Vision has cooperated with many shopping malls in India and has started talking to companies in other Asian countries for cooperation.

### Nucleus Vision 2018 updates

- 1 **Technology Research and Development**  
Developed blockchain-based customer licensing network and 5 additional new technologies. Nucleus Vision also applied for related patents.
- 2 **Developer Community**  
Hosted the world's largest blockchain hackathon, Genesis Hack, to build a stronger blockchain developer community.
- 3 **Business Partnership**  
Signed a cooperation agreement with Korean company ZOYI Corporation, to expand its business scope in Asia.
- 4 **Launch nCash Pay**  
In December 2018, Nucleus Vision launched nCash Pay, a new payment solution that allows merchants to accept nCash Tokens from customers.

# NUCLEUS VISION

# Risk

Nucleus Vision provides retailers with customer data through ION sensors and blockchain technology, enabling retailers to better serve their customers. At present, the project development progress is slow and is not completed according to the roadmap.

## Summary

### Team

#### Founder, Abhishek Pitti

- 2014 - Present: Founder and CEO at Nucleus Vision
- 2012 - 2012: Investor at The Blackstone Group
- 2009 - 2012: Co-Founder and Director at orvenSoft Tech
- 2007 - 2012: Lead Engineer at Gulfstream Aerospace
- 2006 - 2007: Aerospace Engineer FedEx Express
- 2012 - 2014: Master of Business Administration, Harvard Business School

### Project

Nucleus' goal is to connect brick and mortar businesses closer with their customers, through IOT sensor technology & tokens. Upon entering a store, Nucleus sensors register the customers phone and prompts them to share their information with the store in reward for tokens. The Nucleus tokens can then be exchanged for discounts within the store. In spite of booming e-commerce, offline retail still makes up for a majority commercial transactions. By connecting the crypto economy with brick and mortar businesses, tokens getting a real utility which is certainly the next step in crypto adoption.

### Ecosystem

**Market Cap:** \$ 33,575,605

**Ranking:** 148

#### THE ION EASE

- Seamless: Technology agnostic, no dependency on App, Bluetooth, Wifi, RFID or facial recognition : Keep data secure. Sends information transmission over blockchain
- Plug n play: Easy to install, just plug it to power outlet
- Remote Management: Intuitive control panel interface
- Robust: ION sensor is built on robust telecom grade hardware

Rating **B**

Outlook	Stable
Label	Genero Platform
Total Supply	10,000,000,000
In Circulation	4,421,425,098

## Score

#### TEAM



#### PROJECT



#### ECOSYSTEM



## Analyst

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AAA: The technical foundation is extremely solid and project risk is extremely low.

AA: The technical foundation is very solid and project risk is very low.

A: The technical foundation is solid and project risk is relatively low.

BBB: Technical feasibility is very good and project risk is controllable.

BB: Technical feasibility is good and the risk of the project is moderately controllable.

B: Technical feasibility is moderate and project risk is limited to a controllable extent.

CCC: The technical foundation or idea has certain problems and the project has relatively large risks.

CC: The technical foundation or idea has considerable problems and the project carries large risks.

C: The technical foundation or idea has substantial problems and the project suffers from extremely large risks.

D: The project is riddled with problems and carries an extremely high risk of failure.

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