



# Press Kit

# Overview

## WHAT

Insolar is building an open source, enterprise-focused blockchain platform and ecosystem to help companies rapidly and affordably create next generation, distributed business networks. These scalable, multiparty networks, united by a shared and trustworthy data system, enable more secure, profitable, and collaborative connections, and will power the transformative business models of tomorrow.

## WHY

Today's business landscape is becoming increasingly interconnected: 36% of companies are connecting to and sharing data with twice as many stakeholders (customers, partners, vendors, etc.) than they were two years ago. Legacy systems weren't built for these demands and, as a result, they're severely bottlenecked by a host of issues: security, compliance, interoperability, speed, scalability, governance, and onboarding costs. Exacerbating these issues is that 80% of corporate data lives in heavily guarded, centralized silos, meaning that a lot of time and resources are wasted transporting, cleansing, and verifying data.

By powering distributed business networks, blockchain technology is the best solution to the connectivity problem. But existing alternatives fall short of the very long checklist of requirements needed for real-world enterprise deployment. And even when they come close, companies balk at the expensive upfront investments required in IT labor, training, and infrastructure.

At the same time, the rise of blockchain and distributed business networks is enabling new, disruptive business models, like disintermediation, asset digitization, and new forms of value exchanges. But again, alternative platforms either weren't built with enterprise in mind from the beginning, lack a robust developer or service ecosystem, fall short of a key compliance requirement, or are inordinately expensive to get up-and-running. There is also a major problem with noise. With so many blockchains on the market, it's difficult to determine who will even be around six months from now.

## HOW

Insolar is building a complete enterprise-focused platform and ecosystem to help companies rapidly deploy next generation, distributed business networks. Insolar's open source, developer-friendly platform was informed by years of hindsight on the limitations of existing systems and by decades of real-world industrial experience and field research. It checks every enterprise compliance and interoperability requirement, processes substantially more transactions per second than competing platforms, and introduces dozens of industry first, enterprise-critical features, like side chains, hybrid public and private networks, and seamless systems interoperability. Beyond its platform, encompassing multiple protocols, Insolar is aggressively building developer and 3rd party tools to promote a flourishing community. Its code is open source and its research is freely shared; it supports the most popular enterprise

languages (Golang and Java); and it allows 3rd party microservices, dApps, and smart contracts. Insolar doesn't require expensive upfront investments in IT labor and infrastructure to deploy; it can be run on the cloud, securely and scalably. All of this is made possible by one of the strongest technical teams in blockchain, who have made Insolar into the #1 blockchain project in the world ranked in developer activity. Insolar is well-positioned for the long haul with substantial funding, pilot partnerships, and a proven, diversified business model with four revenue streams.

## WHO

Insolar's team fuses blue chip business expertise, practical blockchain engineering know-how, and high science academia. Worldwide, Insolar is 50+ people, including a 30+ person engineering team, and a research group with 10+ leading blockchain academics from major academic institutions.

---

<b>Executive Team</b>	<p>Peter Fedchenkov, Co-Founder* (Serial entrepreneur, Goldman Sachs, IBM, Harvard MBA)</p> <p>Andrey Zhulin, Co-Founder* (Serial entrepreneur, venture capital, Goldman Sachs)</p> <p>Dmitry Zhulin, Co-Founder* (Serial entrepreneur, venture capital/private equity, Rothschild, PwC)</p> <p>Kirill Ivkushkin, Chief Architect (Head of blockchain for a major European bank, Deutsche Bank architect)</p> <p style="text-align: center;"><small>*Peter, Andrey, and Dmitry have worked together as colleagues and co-founders since 2013</small></p>
<b>Category</b>	Enterprise Blockchain
<b>Platform Type</b>	Investigations into food-borne illnesses reduced from weeks to seconds
<b>Engineering Team</b>	30+ full-time developers. Ranked #1 in the world in developer activity
<b>Research Subsidiary</b>	Insolar Research
<b>Target Industries</b>	Initial: Supply Chain, Identity Management, Sharing Economies, Smart Cities

---

---

<b>Target Markets</b>	United States, Europe, Asia
-----------------------	-----------------------------

---

<b>Competition</b>	Hyperledger Fabric, Corda
--------------------	---------------------------

---

<b>Enterprise Services</b>	Product Development, Consulting, Certification
----------------------------	------------------------------------------------

---

<b>Founding Date</b>	2017
----------------------	------

---

<b>Contact</b>	<a href="mailto:pr@insolar.io">pr@insolar.io</a>
----------------	--------------------------------------------------

---

<b>Website</b>	<a href="http://insolar.io">http://insolar.io</a>
----------------	---------------------------------------------------

---

## TEAM BIOS

### Peter Fedchenkov

Peter Fedchenkov is a serial entrepreneur and expert on tech and retail operations, with previous experience at IBM, Goldman Sachs, and Credit Suisse. Peter earned his MBA from Harvard Business School in 2014 and also holds an undergraduate degree with High Honors (top 5%) in Mathematics. He teaches a class on retail at the Stockholm School of Economics in Riga.

### Andrey Zhulin

Andrey Zhulin is a serial entrepreneur and investor. He previously co-founded Instamart, where he built an advanced, scalable technology platform and assembled a cutting-edge engineering team. Before that, Andrey was VP at Siguler Guff, where he invested in technology companies in the US, Europe and China. He previously worked at Goldman Sachs in the Investment Banking division. Andrey holds a BA and MA in Automated Systems from Bauman State Technical University, and a Diploma from the University of London in Quantitative Finance.

## **Dmitry Zhulin**

Dmitry Zhulin is a serial entrepreneur with venture capital and private equity experience at VTBC Private Equity, Rothschild, and PwC. Dmitry was an early bitcoin investor and immediately recognized the business potential of blockchain technology. Academically, Dmitry has a dual background in engineering and finance.

## **Kirill Ivkushkin**

Kirill Ivkushkin is one of the world's leading technical experts on real world, enterprise blockchain deployment. For many years Ivkushkin served as the Chief Enterprise Architect for a major European bank, during which time he led all of the bank's blockchain initiatives, personally evaluating the code and architecture of dozens of platforms. Prior to that, Ivkushkin was an architect and principal software engineer at Deutsche Bank. He is a frequent public speaker on blockchain and fintech.

## **Jonathan Himoff**

Jon Himoff is a veteran technology executive and startup founder. After building and exiting his first startup in 2002, Jon has served as the CEO or Managing Director of multiple B2B, SaaS, and IT development companies, primarily servicing large, enterprise clients, like adidas and Sephora, and Unilever. Jon is a master dealmaker, personally negotiating business partnerships at multi-year, multi-million dollar scale. Jon is also an active startup mentor, investor, and advisor.

## **Henry Kim Prof.**

Henry Kim is an Associate Professor of Business at York University in Toronto, the co-director of their Blockchain Lab, and one of the leading blockchain scholars in North America. He has been an active collaborator and blockchain adviser for the United Nations, government projects in Ontario and Toronto, and the National Institute of Standards and Technology in the United States. Prof. Henry Kim has received research awards from IBM Canada, Ontario's Ministry of Agriculture, York University, BHP Steel, BT Telecom in the UK, and the Sante Fe Institute. He has authored over 60 refereed publications.

## **INSOLAR RESEARCH**

Insolar's technology is augmented by Insolar Research, a subsidiary group of 10+ academics stretching across North America and Europe. Insolar Research is made up of leading blockchain research scholars, like Prof. Henry Kim and Prof. Alexandru Butean, While Insolar Research is an academic group, driven by curiosity and the pursuit of knowledge, it is also grounded in real-world, enterprise application. Insolar Research is committed to pushing the boundaries of blockchain technology for Insolar, as well as for the wider community. In keeping with Insolar's open source values, Insolar Research will share its research findings freely.

---

<b>Subsidiary</b>	Insolar Research
-------------------	------------------

---

<b>Members</b>	10+ academic researchers, including leading scholars from major institutions
----------------	------------------------------------------------------------------------------

---

<b>Locations</b>	US, Canada, and Europe
------------------	------------------------

---

<b>Key Members</b>	<p>Prof. Henry Kim, co-director of York University's blockchain lab</p> <p>Alexandru Butean, Senior Lecturer Professor in Computer Science and architect of the Blockchain Society in Estonia</p>
--------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

---

## FOUNDING STORY

Insolar was born when a tight-knit group of business and technology veterans came together to devise a solution to one of the most urgent problems in enterprise: that companies are becoming increasingly interconnected with their stakeholders, at an accelerating rate, and their centralized and siloed systems weren't sufficiently trustworthy, secure, scalable, or fast enough to keep pace. Moreover, new business models were emerging, like asset digitization, disintermediation, and value exchanges, but these models needed new systems and ways of thinking to execute.

Andrey Zhulin, Peter Fedchenkov, Dmitry Zhulin, and Kirill Ivkushkin knew from experience that distributed business networks, powered by blockchain technology, were the solution to these problems. All of the team members were early blockchain and cryptocurrency adopters and were active investors, coders, and business thought leaders in the space. But with hundreds of blockchains on the market, including high-profile platforms from established enterprise giants, they were not immediately sure if the solution they were seeking already existed.

The group began their investigation: they drafted a list of requirements gleaned from years of industrial enterprise experience in sectors like supply chain logistics and sharing economies; they reviewed every platform on the market down to its code and architecture; and they conducted field research with enterprises actively considering or already deploying blockchain technology. After the investigation was completed, they came to a shocking conclusion: the market was not only wide open, it was desperately searching for the platform the team had envisioned.

The typical blockchain startup is the story of idea over execution. But Insolar's story has been a triumph of expert execution. Over the last year, Insolar has grown to 50+ people, including an engineering group of 30+ full-time developers, whose relentless production has made Insolar the #1 ranked blockchain project worldwide by developer activity. It has launched a dedicated research subsidiary, Insolar Research, which is home to 10+ leading blockchain academics. Most importantly, Insolar is

delivering the ambitious platform it first envisioned, which will enable the next generation of distributed business networks.

## KEY POINTS

- Large, diverse, and expert team of enterprise veterans, tech entrepreneurs, engineers, and leading academics.
- One of the biggest technical teams in blockchain. Insolar boasts 30+ full-time engineers with industrial expertise in blockchain and fields like AI, machine learning, and IoT.
- Insolar's subsidiary, Insolar Research, boasts 10+ world-class academics, including Prof. Henry Kim, co-director of York University's blockchain lab in Toronto and one of the leading blockchain scholars in North America, Alexandru Butean, Senior Lecturer Professor in Computer Science and architect of the Blockchain Society in Estonia.
- Meets an urgent need. 36% of businesses are sharing data with twice as many stakeholders as they were only two years ago. Their existing systems cannot keep pace.
- Enables new transformative business models, like asset digitization, disintermediation, and value exchanges, like the supply chain of information.
- Ranked #1 in developer activity among blockchain projects worldwide.
- Can be run on the cloud for rapid deployment without expensive upfront investments in IT staff and infrastructure.
- Can integrate with existing enterprise systems and can also connect or migrate to solutions built using other blockchains, like Hyperledger Fabric and Corda.
- Introduces dozens of enterprise-critical firsts: first to support simultaneous public and private networks, permissioned public networks, amendable and bug-resistant smart contracts, transactions longer than one block, side chains, multi zone security, and much more.
- Built using extensive domain expertise in industries like enterprise supply chain and fintech, validated through ongoing pilot projects and field research.
- Open source, with four diversified and proven revenue streams: domain registration fees, consulting, product development, and developer certification.

# TECHNOLOGY SHEET

---

**Platform Type**                      Insolar Research

---

**Purpose**                                10+ academic researchers, including leading scholars from major institutions

---

**Core Language**                    US, Canada, and Europe

---

**Business Logic**                    Prof. Henry Kim, co-director of York University's blockchain lab  
  
Alexandru Butean, Senior Lecturer Professor in Computer Science and architect of the Blockchain Society in Estonia

---

**Setup**                                 Can be run on the cloud or internally

---

**Smart contracts**                    Yes, can be coded in Golang or Java. Smart contracts are also amendable (industry first)

---

**Network type**                       Supports both public and private networks. Also supports the use of both of them simultaneously (industry first)

---

**Development activity**                Ranked #1 in developer commits among blockchain projects worldwide

---

**Throughput**                         5,000 transactions per second

Enterprise Benchmarks:

Hyperledger: 400-2,250 tps

Corda: 170-1678 tps

Ripple: 1,500 tps

---

---

**Transactions** Supports large transactions (up to 100KB) and supports transactions longer than one block (industry first)

---

**Side Chain support** Yes

---

**Multi-Zone security** Yes (industry first)

---

**Blockchain interoperability** Yes, with Hyperledger Fabric and Corda

---

**Enterprise interoperability** Coming soon, will integrate with existing ERP, BPM, and reporting systems

---

**Scalability** Linear. Scales predictably by adding new hardware.

---