



**Geeq**<sup>TM</sup>

## Hybrid Intermediaries for the Micro-Value Chain

**John P. Conley**

Chief Economist

Geeq Corporation

# Geeq is a Data Services Company

- Blockchain-based solutions to reduce the complexity of coordinating information between parties
- Data is growing and challenges exist:
  - Work is distributed across different places, languages, cultures
  - Enterprises have different data systems, business processes
- Enterprise Data Integration is Difficult, Expensive and Slow

# Coordination of Information and Productive Activities

An Important Economic Problem

## Challenges:

- Large tech firms have monopoly power
- Centralized systems are vulnerable to cyberattacks
- Relying on large intermediaries requires trust

# Fact: Trust is eroding

- Demand is increasing for more options
- Consumers are wary of surveillance capitalism
- Everyone wants more data security and privacy
- Businesses must worry about enterprise data

# Geeq provides a new technological layer of security

- Requires zero trust in others
- Data can still be stored in the cloud
- Business applications can share only the data required
- Enterprises can keep their own systems

Geeq is ready for growth in financial transactions and data from IoT

# Geeq on HUAWEI CLOUD x Morpheus Labs

Geeq has invented a way to provide Data Consistency by using blockchain and cryptographic techniques that allows actors to coordinate on the same information, without having to trust each other or integrate their data systems

## Shared priorities

- Address previously unsolvable problems
- Easy to adopt
- Straight to customer solutions
- Affordable
- Consumer – facing

Geeq native-applications do not use smart contracts, highly secure



# Geeq Blockchain = RELIABLE DATA

## Shared priorities

- Geeq platform is application-agnostic
- Multi-chain environment
- No congestion
- Permissioned and permissionless applications

# Micropayments

- Small microcoins : 10 cents, 5 cents, 1 cent, even less
- Uses a browser or CLOUD wallet
- Fixed or streaming payments
- Fast : takes seconds to process
- Easy: user clicks to authorize a transfer
- Imagine what you could do?



# A New World of Economic Applications

- Content delivery – a single article, a corporate report
- Query a database
- Upload a document
- Check provenance
- Software as a service

# Streaming Payments

- Video
- Music
- Podcasts
- Game Play
- Live Events

# Peer to Peer

The background features a glowing, wireframe-style handshake in the center, symbolizing peer-to-peer interaction. The handshake is composed of white lines forming a mesh structure. Behind the handshake, a city skyline with various skyscrapers is visible in a light blue and white color scheme. In the top left corner, there is a small network diagram with three nodes and connecting lines.

- Social Media interactions
- Tipping
- Virtual Meetings
- Personal Services
- Machine to Machine

# From Micropayments to Micro-Value Chains

- Small gains from trade
- Massive scale
- Unlocks an entirely new category of market value

# Micro-Value Chains will Reshape Business

- Current Business Models
- Subscription models (all or nothing)
- Trading attention for ads (decreases value to consumer)

Current Barriers and Market Frictions are Inefficient

# Business Models with Micropayments

- Increases value to your customers
- Lowers costs of customer acquisition
- Builds brand loyalty
- Competitive advantage for providing frictionless trades

# Micro-value chains and gains from trade

- Everyone will find these useful
- Easy, small, daily transactions x trillions
- Creates entirely new categories of market value.

# Why Don't We Have Micropayments?

Current financial infrastructure's costs are too high

- Fixed costs
- Marginal cost in time, money and effort
- Complex compliance and regulatory challenges
- Security concerns about potential fraud

Customers are unhappy with inconvenience and high fees.



# Why not conventional blockchain?

- From the user's perspective, blockchain is complicated
- Currently, uncertainty about costs of transactions and speed of settlement
- Requires changes in habits and mindset

# Geeq Microtransactions Solutions

- Scalable
- 1000 transactions per second on a single instance
- As many instances as needed
- Low transaction costs ~ 1/100th of a cent
- Core code compatible with Huawei Cloud
- Long-standing relationship with Morpheus Labs

# Geeq on HUAWEI CLOUD x Morpheus Labs Launchpad

## Solutions for

- IoT telemetry: smart cities, energy
- Distributed business processes : supply chain relationships
- Practical enterprise data integration
- Payment solution

Possible because of Geeq's micropayments ability

# From the merchant's perspective

- Existing solutions have scalability limitations
- Costs are still too high for small, frequent, yet high value-added transactions

So, using conventional technologies and existing blockchains miss out on tremendous potential for gains to trade.

# Geeq Pay

- User buys or creates Geeq Micro-coins in small denominations
- Goes to a merchant site and clicks on the Geeq Pay button
- A browser extension asks the user to hit a button authorizing the transaction
- The extension sends 56 byte text files to the API on the site
- The API creates a transaction that deposits the value to the merchant's Geeq account.

# Merchant Accounts

- Offers Geeq Pay
- Has an API to ingest microcoins
- Microcoins are deposited in Geeq account
- Transfers value to everyday account

# Digitize Finance with Blockchain

- Making use of comparative advantages
- Fintech
- Blockchain as a service
- Blockchain platform as a service
- Cloud services
- The straightest path to mass adoption is to partner

# The New Hybrid Intermediary

- All handshakes are completed
- Everyone is compliant
- Value added services to every participant





# The Geeq Vision

A new way to let people interact, create value, on a massive scale, at a very small level.

# Geeq™

THANK YOU  
NOW LET'S TALK ABOUT YOUR [USE CASE](#)



[partners@geeq.io](mailto:partners@geeq.io)