



**MowXml**  
Technologies

**UMBRELLA TECH BRAND - CYBER SECURITY - DIGITAL STRATEGY - DATA PROTECTION - SCHOOL**

# DISCLAIMER



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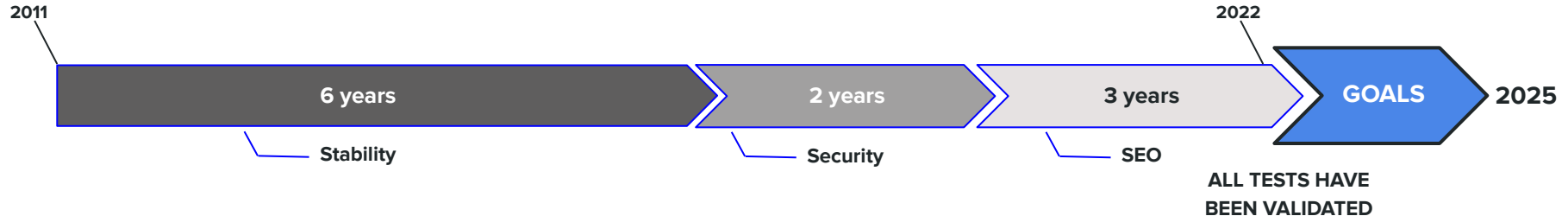
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## EXECUTIVE SUMMARY

MowXml by Redmill, the first **umbrella** tech brand to **source**, **store**, **nurture** and **protect** the **data** any ambitious **business needs** through a **strongly-secure** and **vertically-integrated** web solution.

• Our winning formula is a **step-by-step approach**:

1. Private CMS with a proven architecture and stability (+5 years of vulnerability tests)
2. Using ghost databases
3. Demonstrating a high-weight reduction of web pages (strong pros for server cost, environmental footprint, and overall web performance (ie SEO today is very much impacted by page speed for ex).
4. Nurtured by dedicated community built through passionate people from tech savvy to business (MowSchool with 8 degrees of certification for privileged access to source code / like Bitcoin code).



- MowXml intends to raise **€ 8 million funds**.
- MowXml intends to open its strategic **web school online**.
- MowXml intends to provide a **better eco user experience**.
- MowXml intends to increase the number of digital **products and services in its virtual catalog**, with students.
- For MowXml, it's **time to share the unique technology** of tomorrow for a **global and wide audience, starting with businessmen**.

**PROTECTION**  
Data protected thanks to  
our technology of  
**Ghost  
Database**

**PROTECTION**  
GHOST  
DataBases

**PRÉVENTION**  
Entrepreneurship  
School

**PRÉVENTION**  
Behavioral education  
taught through our  
**Entrepreneurship School**

**DATA**

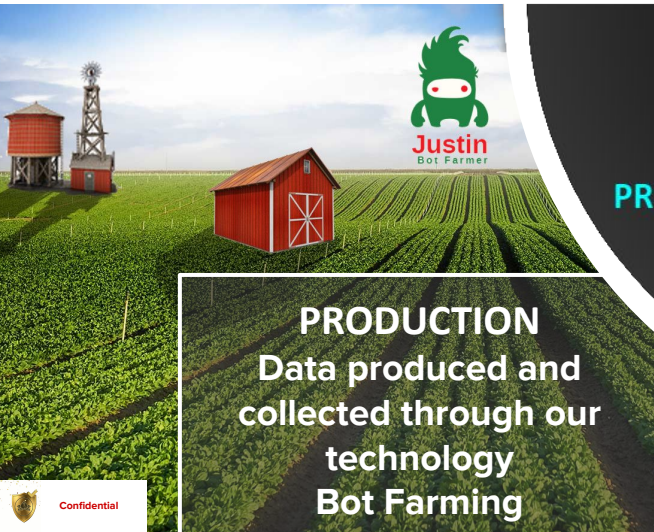
**PRODUCTION**  
Bot  
Farming

**PRÉDICTION**  
Cocoon  
Sat

**PRODUCTION**  
Data produced and  
collected through our  
technology  
**Bot Farming**

**PRÉDICTION**  
Predictive data thanks to our technology of  
**Cocoon Sat**

# WHAT WE DO



[justfarming.com](http://justfarming.com)



## PROBLEM TO SOLVE

1

**mega leaks: 99% of today's websites are vulnerable and unsecured** 

**Database Security / SQL database architecture** (see Ameli, *LCL*, *Facebook*, *Tiktok* and other recent **mega leaks**..)

**OWASP 2017 ranking of critical security loophole on websites :**

1. Injections on SQL
2. Broken authentication
3. Cross-site Scripting

2

**Multiplication of open source CMS software and costing updates** 

Multiplication of open source CMS software and difficulty to avoid loophole with necessary and costing updates (ex CMS Wordpress which represents 43% of all websites on earth > 65% of CMS shares.

3

**Growing weight of internet pages over the past decade** 

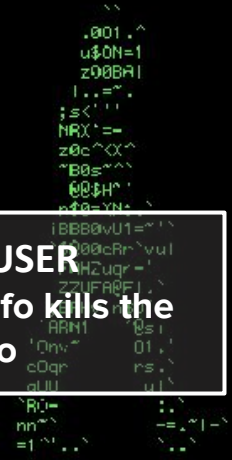
Growing weight of internet pages over the past decade : 396% which result in additional costs for users (« Cloudflation » from 10% to 100% in 2022 ) and for the planet (Experts say, data storage could represent 14% of global of greenhouse gas emission by 2040)

4

**Lack of resources to create relevant alternative fully secured options.** 



# WHY ?



**FRAUD**  
Stolen, looted and exploited data, growing cybercrime



**LOST USER**  
Too much info kills the info



**REORIENTATION**  
An unprecedented wave of retraining is expected for web professions

**VULNERABILITIES**  
Ignorance, bad habits, man is the first source of threats



# WHY NOW ?

## DATA is the new currency and today's systems are not protected ...

**Web is insecure** and hackers spend more and more time to crack databases to sell data on black markets.

Instead of building a new safe environment with a different technology, huge amounts of money are spent every year by big companies on behalf of web security to test their SQL architecture.

Putting at risks big companies reputation but also the tons of individuals who will launch their own business via tech solutions in coming months and years (Solopreneurs, dropshippers, infopreneurs .....

Classic open-source websites will create

- Problems of tech recurrent updated (Plug-ins...)
- Maintenance costs that individual won't be able to afford (freemium classic issues)
- Security holes

## More than \$221,000 seized by Toronto police in credit card fraud investigation



### FRAUD

A Chinese national wanted in connection with a Ponzi scheme estimated to have defrauded nearly 24,000 victims out of EUR 34 million was arrested in Papua New Guinea and returned to China via Singapore.



## Hundreds arrested and millions seized in global INTERPOL operation against social engineering scams



## OUR SOLUTION

1

Private CMS : architecture and stability

1. Private **CMS** with a proven architecture and **stability** (+5 years of **vulnerability tests**)

2. Using **ghost databases**

2

Ghost databases

3. Demonstrating a high-weight **reduction of web pages** (strong pros for **server cost**, **environmental footprint**, and **overall web performance** (ie **SEO** today is very much impacted by page speed for ex).

3

High-weight reduction of web pages

4. **Nurtured by dedicated community** built through passionate people **from tech savvy to business** (**MowSchool** with **8 degrees of certification** for privileged access to **source code** / like Bitcoin code).

4







Nurtured by dedicated community built through passionate people from tech savvy to business



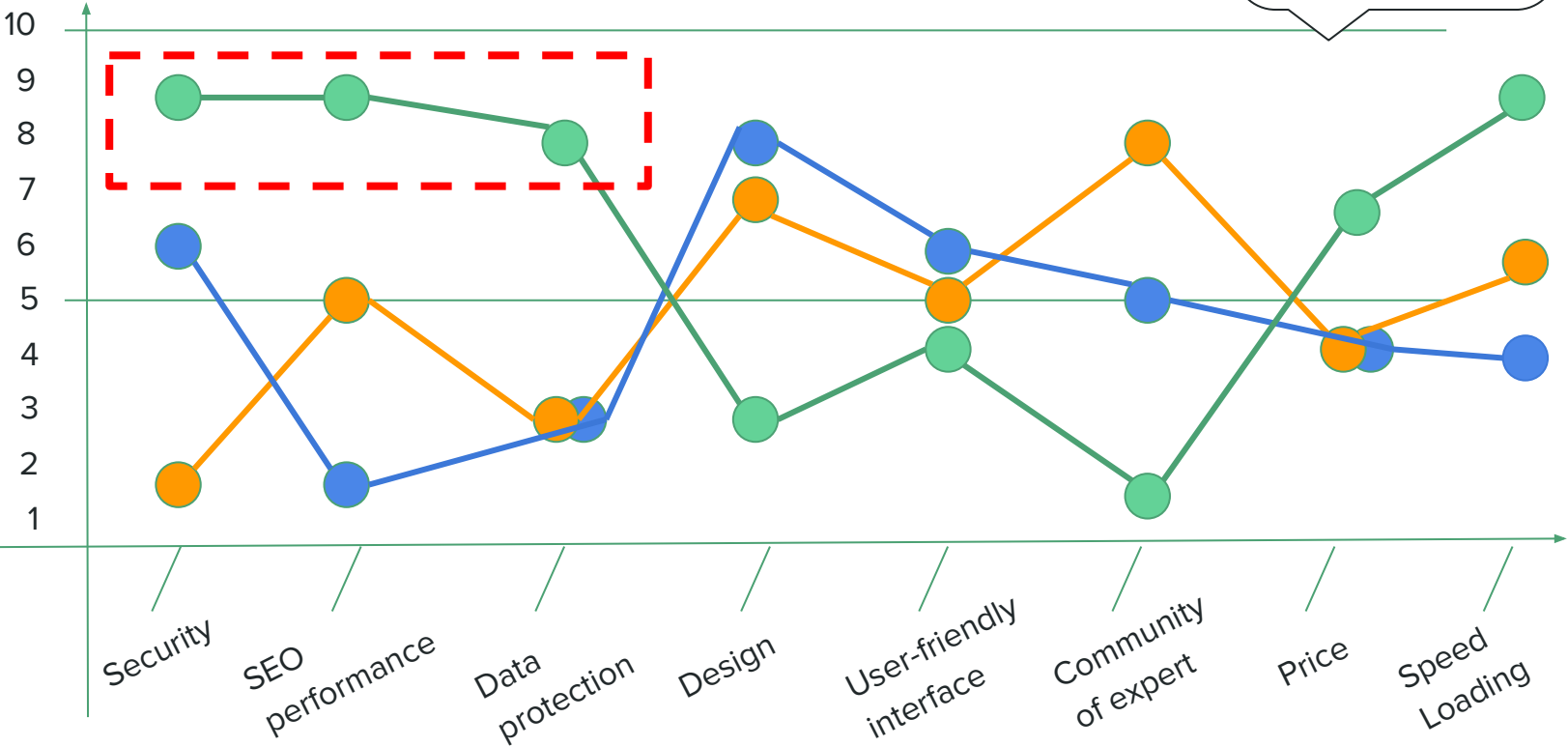
# WHAT ?

MowXml by Redmill, the first **umbrella** tech brand to **source, store, nurture** and **protect** the **data** any ambitious **business** needs through a **strongly-secure** and **vertically-integrated** web solution.



-  Wordpress 
-  Wix 
-  MowXml 

## VALUE PROPOSITION / DIFFERENTIATION



# ORIGINAL WAY

2017 - 2022 : 500KE pre seed have been utilized to test the very first MVP version and vulnerability

Tech vulnerability validated.

**1st Seed Fundraising purpose** : MowSchool foundation building and first revenue generation via students and coaches affiliation + first CMS development.

- > 150 small businesses (signed)
- 2 national projects (signed)
- 1 International project (to be signed by beg 2023)

**2nd Seed fundraising purpose** : Accelerate development of pro CMS version for all businesses.



## ACTIVITY SECTORS PROVEN IN BETA TESTING

**REAL ESTATE - CATERERS - RESTAURANTS - SCHOOLS - RECORDING STUDIO - TRAINING ORGANIZATIONS - PROJECT MANAGEMENT ASSISTANCE - CONSTRUCTION - SHOPS - HAIRDRESSING SALONS - ONLINE SECRETARIAT - NON-PROFIT ASSOCIATIONS - VIDEO PRODUCTION STUDIO - AUTOMOTIVE MARKET - INSURANCE -MEDICAL- SEMINARS - AND MORE**

## COMPANY SIZES IN BETA TESTING

**SMALL - MEDIUM - LARGE - ALL**



# BUSINESS MODEL

2022 / 2023

2022 - 2023 must be a period dedicated to create our School, lab and find our experts to be able to support the growth.

This period is the time of implementation of all our strategies.

## SCHOOL :

1. **School students** : 4000 students - yearly-renewable-tuition fees of 1000 euros by student  
Registration of 4000 students online, recruitment of Coaches, Designers, Developers.  
Elite School of Web trades and their companies
2. **Coaches affiliation** : 100 Coaches - free lifetime payment no commission  
The following other coaches - renewable annual tuition fee of 1000 euros, and 30% commission on e-learning income

## DATA PROTECTION & CYBER SECURITY :

3. **Ghost Databases** : Cloud systems and additional tools
4. **Hosting costs** (partnership with a big name like **OVH**)

## DIGITAL STRATEGY :

5. **Cocoon Sat** : 4000 students - yearly-renewable-tuition fees of 1000 euros by student
6. **Viral Marketing** : 100 Coaches - free lifetime payment no commission  
The other coaches yearly-renewable-tuition fees of 1000 euros

## UMBRELLA TECH BRAND :

7. **Via School** : online digital services & digital products - 1 product = 1 brand
8. **Partnership** : with a big name like **OVH**
9. **Eco-conception** : hard disk storage space

2025

## NEXT PHASE

Exponential & expandable phase

## WHY THE SCHOOL ? :

1. **To become leader** : to become the school of the schools and the community of the communities
2. **Packaging** : Like all modern startups, we will use our member users to finalize the design of our websites, our dashboards, and our digital products made in **MowLab**.



# Total Addressable Market

## Market is massive.

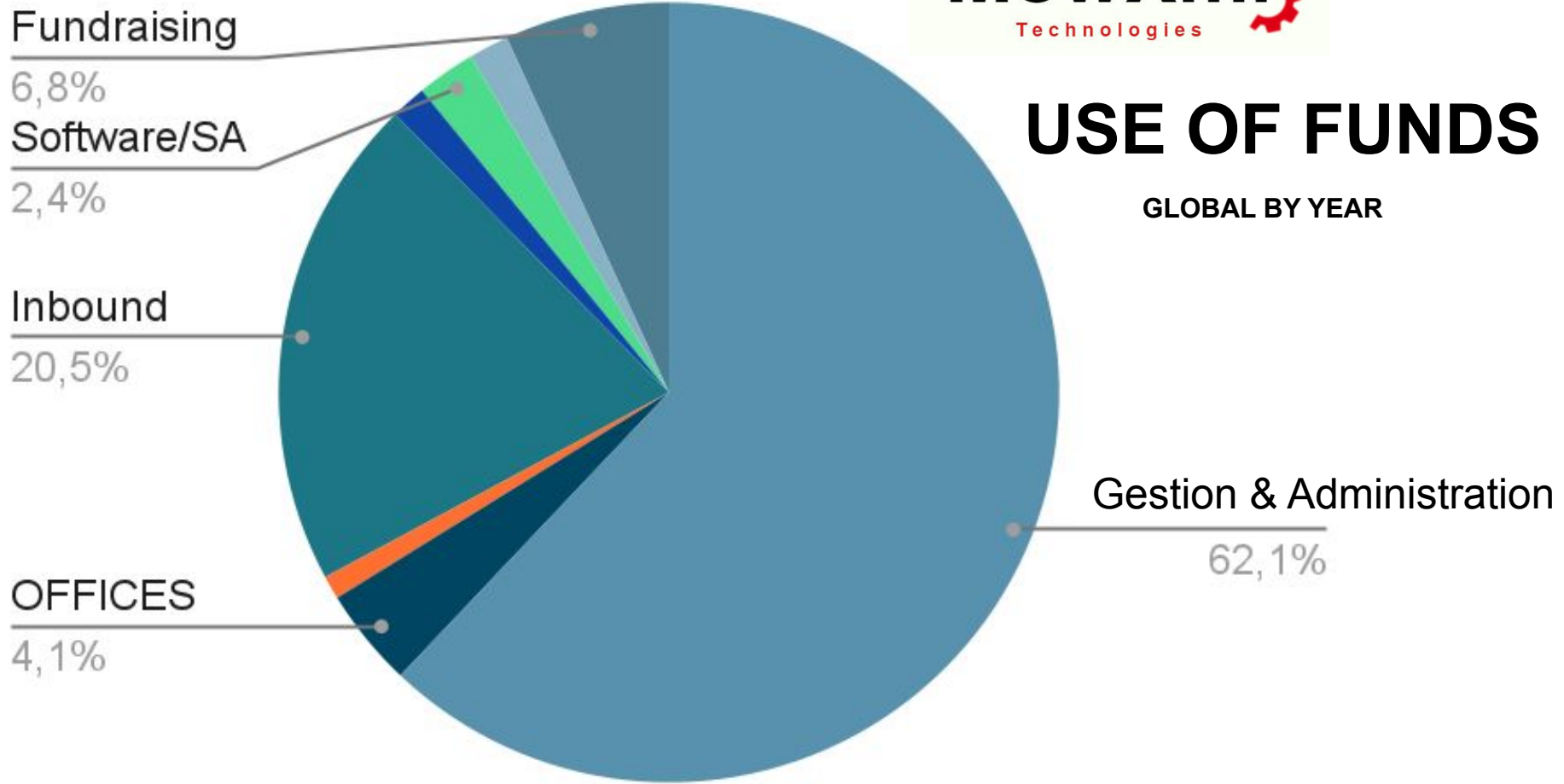
If we stick to CMS based websites, 42% are still made via open-source (46.9% in France) CMS like Wordpress on a global level. This promotion is even growing when it comes to individuals or small businesses !

By 2023 our ambition would be to target 500K websites.



# USE OF FUNDS

GLOBAL BY YEAR

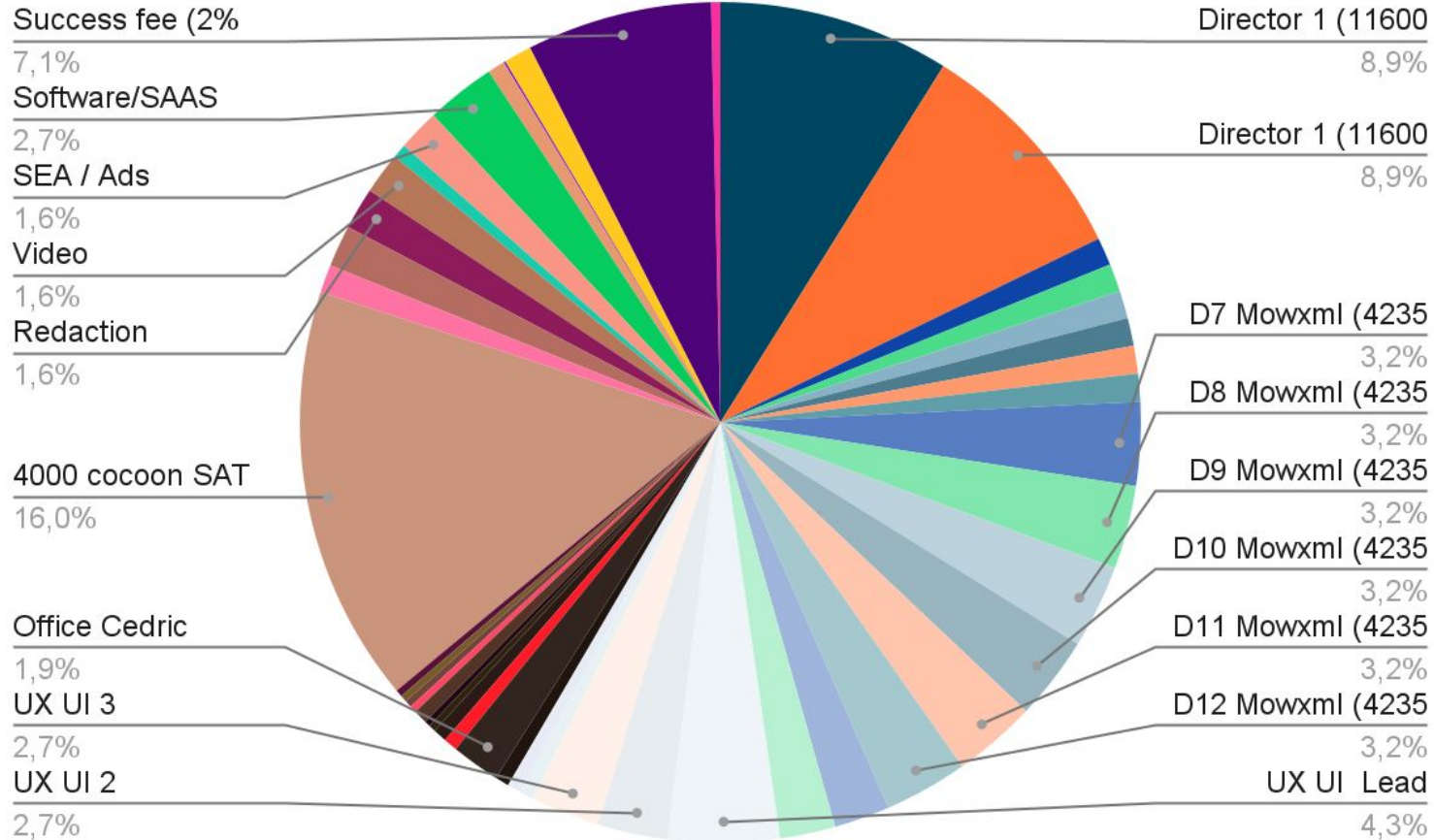




# USE OF FUNDS



DETAILS BY YEAR



## EXPENSES

**2.4 M€**

1.31 M€

Gestion & Administration

208 K€

Gestion & Administration Offices

30 K€

School

584 K€

Inbound Marketing

36 K€

Outbound Marketing

60 K€

Softwares SAAS licenses

40.5 K€

Hardware

168 K€

Fundraising

## REVENUS

**2.5 M€**

EXPENSES & REVENUS

Inscriptions for 4000 students

**2.5 M€**

EXPENSES  
49,7%

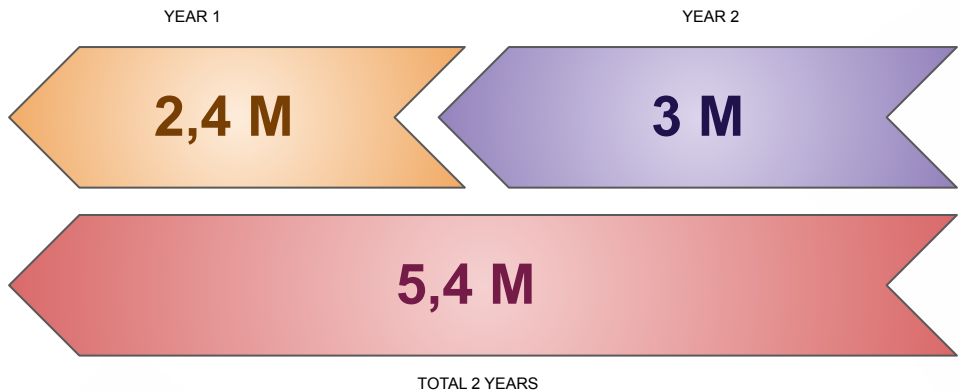
REVENUS  
50,3%

**YEAR 1**

# REVENUES *2 years*



# EXPENSES *2 years*



**EXPENSES** 2 years  
**REVENUES** 2 years

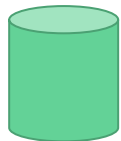
10,5 M

5,4 M

5,1 M

**PROFITS** 2 years  
ONLY FROM THE SCHOOL'S ACTIVITY

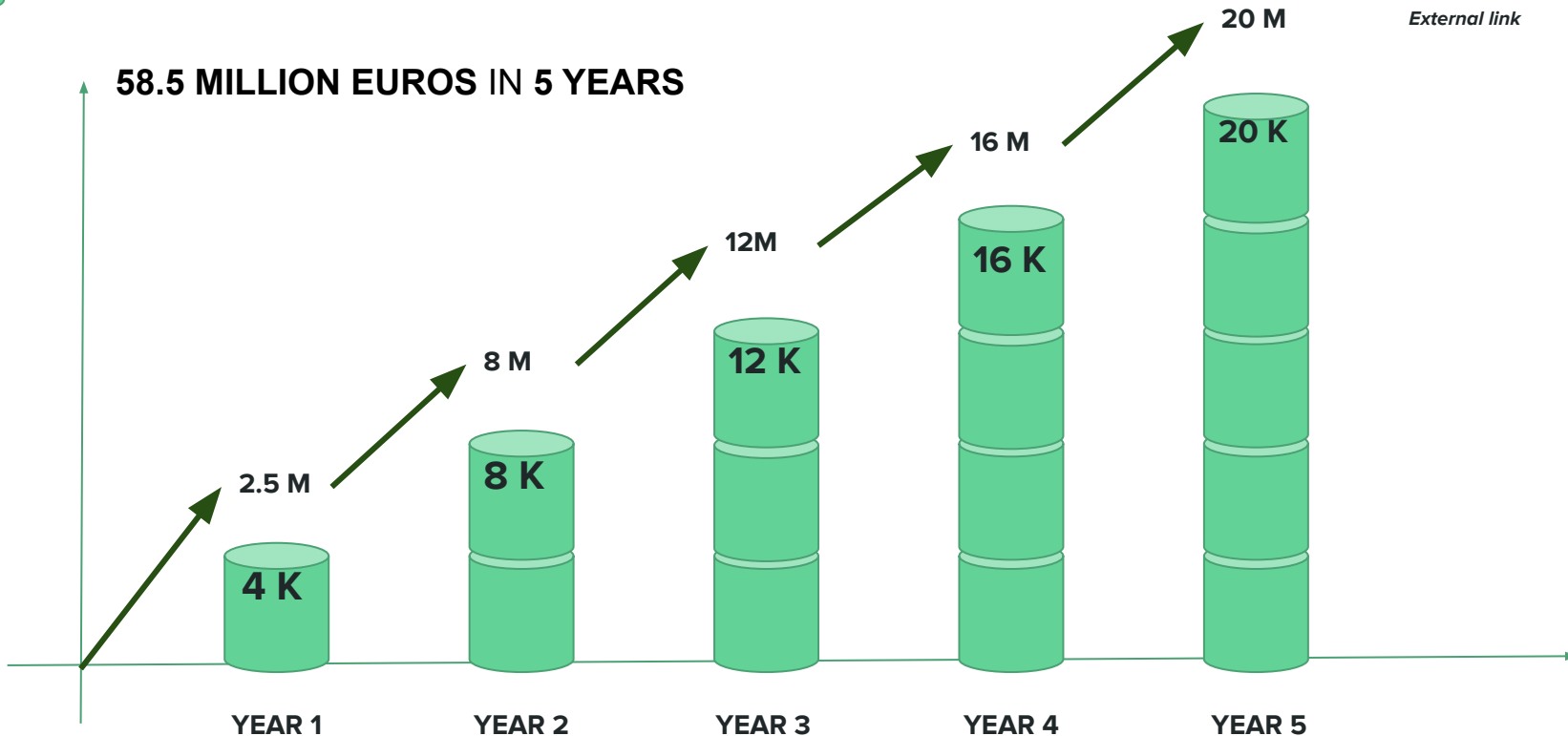




## 4000 NEW STUDENTS BY YEAR

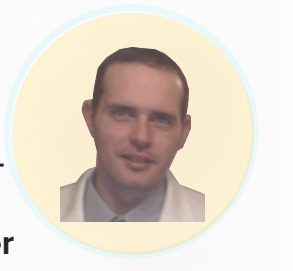
EXPENSES  
&  
REVENUES

*External link*



# Founding and Management team

## Key executives



**CEDRIC**  
Cofounder  
CTO of MowXml

Tech-savvy for more than 20ys  
Developer of MowXml source code  
Cybersecurity expert  
Entrepreneur in the blood



**DAMIEN**  
Cofounder  
CEO of MowXml

Led sales teams and strategy for global group entities for the past 5ys.  
Founder of XX SaaS project for administrative experts in FR.  
Passionate by business coaching for CEOs.



## Board of directors



**MATHIEU**  
Financial partner

**Mathmagrey UK Ltd**  
Worldwide Business Network  
of Family offices  
Private Equity Funds  
Investors, billionaires  
Merchant banks



**INVESTOR**  
Investor

TECH PROFILE.  
Global Business partnership structuration  
Technologies implementation

# OUR COMMUNITY MowXml Technologies

They trusted us.



Générateur De Clones



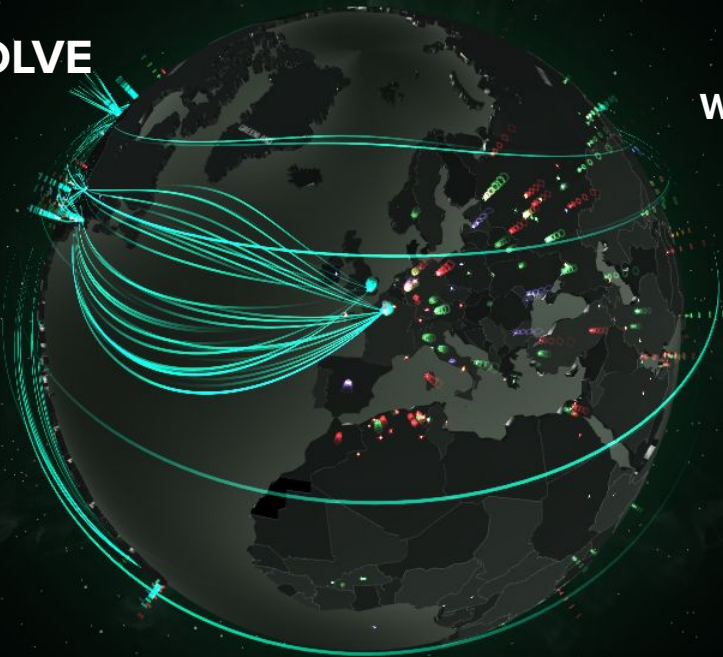
un monde passion



# APPENDIX

## PROBLEM TO SOLVE

CAN WE  
HAVE A  
SECURE  
WEB ?



WORLDWIDE ATTACKS  
REAL TIME

**GO**

*External link*

1794184

OAS

1117876

ODS

47037

MAV

6310131

MAV

4889662

34275

1232258

1274

71786

# APPENDIX

PROBLEM  
TO SOLVE

CAN WE  
LIVE  
WITHOUT  
WEB ?



CAN WE  
WORK  
WITHOUT  
TECH ?





# APPENDIX *Sources*

## PROBLEM TO SOLVE

1

Source : <https://www.htpocs.com/fr/top-10-owasp>

Source : <https://www.phonandroid.com/lcl-un-bug-de-lapplication-donne-acces-a-toutes-les-donnees-des-utilisateurs.html>

Source : <https://www.presse-citron.net/assurance-maladie-plus-de-1-million-de-comptes-pirates-comment-savoir-si-vous-etes-concernes/>

2

Source : <https://kinsta.com/fr/part-de-marche-de-wordpress>

3

Source : <https://almanac.httparchive.org/en/2021/page-weight>

(Source <https://www.lebigdata.fr/data-center-impact-environnement>

(Source <https://www.capital.fr/entreprises-marches/inflation-les-data-centers-vont-aussi-augmenter-leurs-prix-victimes-dune-cloud-flation-1445832>

## WHY NOW ?

Source : <https://www.entrepreneur.com/starting-a-business/solopreneurs-are-changing-the-face-of-the-economy/420714>

## TOTAL ADDRESSABLE MARKET

Source : <https://www.lafabriquedunet.fr/blog/barometre-cms-editeur-site-web/>

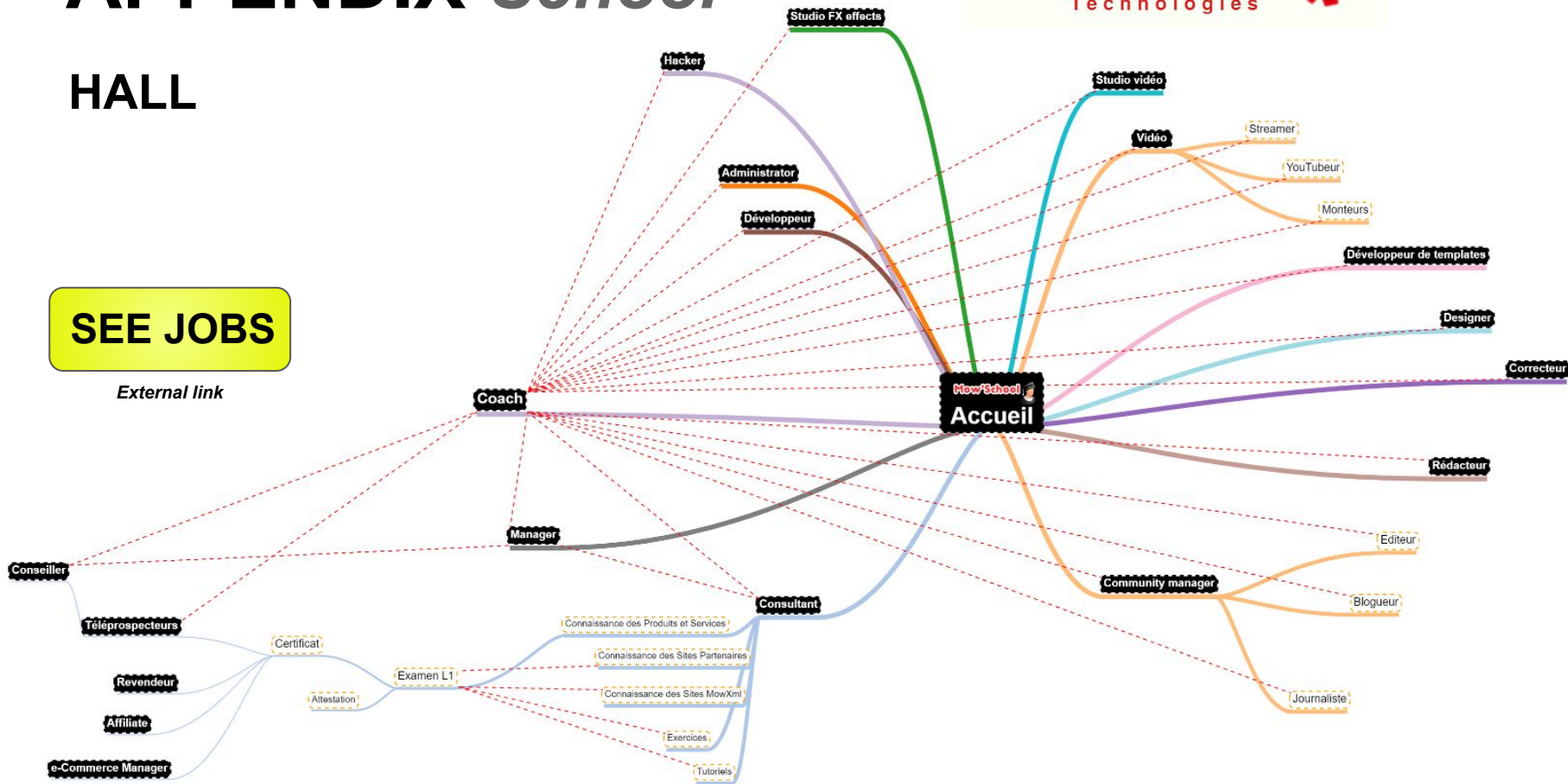


# APPENDIX *School*

## HALL

**SEE JOBS**

*External link*



### **MowSchool Introductory courses Timeline, Year 1**

With this **Chronology on the 1st year**, it seems easier to approach the **Student Path**. Its purpose is to give an **overview over time of the different levels**.



# APPENDIX SCHOOL TIMELINE

## **MowXml Sites**

Knowledge of MowXml's Sites and Partner Sites is the starting point. This first step is important to understand the organization and know everything about the general functioning of the start-up, its state of mind, the profile of the members of the community, etc.

- \* **Levels 1, 2: Knowledge of MowXml Sites**
- \* **Levels 1, 2: Knowledge of MowXml Partner Sites (MowXml Partners Group)**
- \* **Levels 1, 2: Knowledge of MowXml Products and Services**

Month 1

M 2

M 3

M 4

M 5

M 6

M 7

M 8

M 9

M 10

M 11

M 12



**MowXml Sites**

## SCHOOL TIMELINE

**SEE**

*External link*



## 3 PROFILES *School* INSCRIPTIONS

STUDENT WAY

**GO**

*External link*

INSCRIPTIONS

\* THE FIRST YEAR ONLY FOR 1000 STUDENTS ONLY

REDUCTION\*

100 %

PRICE

\$ 0.00

FREE

REDUCTION\*

50 %

PRICE

\$ 500.00

ONE TIME  
PAYMENT FOR  
ONE YEAR

REDUCTION

0 %

PRICE

\$ 1,000.00

ONE TIME  
PAYMENT FOR  
ONE YEAR

I WANT TO BE  
DESIGNER

I WANT TO BE  
EDITOR

I WANT TO BE  
WEBMASTER



SANDRA



NICOLAS



KARIMA





# APPENDIX *Lexicon*

## INDEX

[BACK](#)

1. **CMS** : Content Management System
2. **SEO** : Search Engine Optimization
3. **SEA** : Search Engine Advertising (Google Ads, YouTube Ads, Facebook Ads for ex).
4. **Ghost Database** : Invulnerable database because invisible and undetectable. it cannot be scanned nor can it receive code injection. The toolkit of the perfect little hacker is powerless against MowXml aka Redmill database technology. The data is therefore stored securely and protected.
5. **SQL** : Programming language used by most online sites today, yet whose foundations are highly vulnerable





**THANK YOU**

**ONLINE VERSION**