

envelope

The World's First Blockchain Postal Service

Press Kit

Version 1.3 Jun 4, 2018

They say privacy is a thing of the past
we say it's the future



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1. About Envelope

Envelope is creating a renaissance of online privacy, security, and control with its blockchain-based apps and services that deliver users into an entirely new era of sending digital content.

What goes in an Envelope? **Everything.**

Envelope is a blockchain-based virtual envelope in which you can lock emails, digital files, or secure messages containing text, images, audio, video - anything that can be sent online. Envelope gives senders unprecedented privacy and control over their content, including who views it, when, and where. Only the intended recipient can open an Envelope, and only after accepting the sender's terms and conditions. If you ever suspect a breach, you can entirely vaporize your content at will, regardless of how many times it has been shared or forwarded. You also have the ability to fully restore that vaporized content should you see fit.

Envelope is a public, cloud-based service. This enables users to upload files to Envelope, which then ships, tracks, and controls that sender's content. Users have the option of the service delivering their shipments via email, or sending and receiving content through the Envelope app and website; how senders use Envelope is as much under their control as the Envelopes they send.

Upon delivery, receipt, opening, viewing, and control of the content within a Virtual Envelope, an unalterable evidence trail is recorded onto the Ethereum blockchain. Envelope calls this BlockStamping, and this process creates Blockchain Recorded Deliveries. Blockchain Recorded Deliveries provide unparalleled privacy and security to the user. This innovative BlockStamping assures all participants in the communication are identified and immutably documented, as well as verifying each Envelope's payload.

The sender of an Envelope is in total control of their information from end-to-end.

How do you maintain complete control over the files you send?
The answer is the same as it's always been.

It's also something you've never seen before.



2. The Envelope Team

The Executive Team



Mark Allardyce

Founder & Group Chairman

A 30-year software industry veteran, Mark has run many software development and new media production companies that have created countless apps used by millions of people across the world. He sold his first company to a fully listed PLC in 2000. Since then he's continued to exit or license to a variety of channels. Clients include: BP, Shell, HSBC, NAB, Cadbury, CICM, Airports, NHS, police, fire, and ambulance. As a UK Crown Government Approved G-Cloud Supplier, Mark has supplied the Cabinet Office, Foreign Office, Business Development Office, and HMRC.



Jeremy Sims

Group Chief Technical Officer

A 25-year technology veteran and senior technical head at 4D, Jeremy is hugely skilled in all areas of technology and has worked together with Mark for 20 years running onshore and internationally dispersed development teams. Projects have included: healthcare, telemetry, e-learning, e-publishing, iOS and Android app development, web, and desktop-based SaaS, and blockchain solutions development.



Colin Shave

Group Director of Business Development

Colin is a multi-disciplined, results-driven executive with over 20 years of international software and services sales across many different market segments including telecommunications, broadcasting, media, gaming, mobility, workforce management, ITO, energy management, control, automation, and security. Colin has a proven ability to manage operations at an executive level and quantifiable skills in designing and driving strategic and operational business plans and building profitable sales teams to deliver results. He has worked with Mark and the team for the past 5 years.

The Team



Bill Bender

Director of US Government

Bill, whose previous employers include Fairchild Industries, EDO Corporation, ITT Corporation and Tactronics Holdings LLC (each of which are contractors to the U.S. Government), has many years of experience with negotiating and implementing large and complex contracts. Bill has worked in Europe and Australia in M&A projects ranging in size from \$250 million to \$1.2 billion. Bill possesses a Top Secret U.S. personal clearance, with the capabilities of interacting with U.S. Department of Defense at all levels. Bill has a degree in government from Columbia University, New York.



Tony Ferrier

Director of UK Government

Tony Ferrier has 40 years of management experience including: GEC, IBM, CAP and security company working with UK and overseas Governments, Lloyds Brokers, insurance underwriters, and banks. Government Security Clearance, Principle Consultant with Public Sector, including NHS, TfL, HMRC, Treasury, Foreign Office, OGC and DEFRA. Development of structured Programmes Governance, Business Transformations and Service Management under ITIL. Principle Consultant at Cabinet Office on multi-billion-pound "Public Sector Networks" program interfacing with Ministers, CTO's, CIO's, senior stakeholders, and all the major suppliers.



Dr Kerry Willis, MD

Dr. Willis is a graduate of North Carolina State University and the University of North Carolina School of Medicine. He established his practice in 1988 after completion of his residency in Family Medicine at Pitt County Memorial Hospital. He is The Chairman and CEO of the Beacon Company and Leads the Atlantic Integrated Health Network a multiplicity network in Eastern NC with over 5000 physicians. He has been the CEO of ACO of Eastern NC and a speaker at regional and National programs on health care reform. While maintaining an interest in health care reform and as one leader in those efforts, he continues to have a passion for patient care. He continues to take time to help teach the next generation of physicians the values and skills they need to listen, evaluate and design the right treatment for each individual that he cares for during an encounter.



Paul Bender

Director of US Healthcare Sales

Paul's career in the healthcare industry began with his service in Vietnam as a medical specialist attending to soldiers experiencing psychiatric breakdowns in combat. He is featured in the History of Psychiatry in the Vietnam War and received the Bronze Star. Paul has also been involved with international companies based in the UK and Israel in the areas of various product development, sales, and marketing. He has been a frequent speaker and has published numerous articles on the emerging trends in the healthcare industry. Paul has an advanced degree in psychology from Fordham University. He has worked with Mark and the team since 2000.



Sam Barouch

US Healthcare President

Sam has more than 30 years of public and private experience in the healthcare industry in the US and UK. Prior to founding the Channel Point Group, Sam was a principal in a national healthcare consulting practice where he led numerous engagements relating to the financing and delivery of healthcare and strategic planning. Sam has worked with Mark and the team since 2000.



Scott Turnbull

Director of Media and Advertising

Having worked for many leading media organizations, Scott has experience in most aspects of digital media marketing and advertising: film, TV, radio, cable, and digital. Fascinated by data in all its forms, Scott has always gravitated towards data-focused roles, including data mining, data planning and segmentation, strategic planning and research, and harvesting and monetizing 'big data' opportunities. He understands data and knows how to present it to market. Scott has worked with Mark and the team for 10 years.

Corporate Governance



Mel Storer

Group Chief Financial Officer

Mel has served on the board of many companies and has due diligence, M&A, and IPO experience on NASDAQ. He has hands-on expertise in managing, implementation, and control of IT and financial software systems. He was finance director of Cheetham Bell, a JWalter Thompson advertising company, and won numerous agency awards including 'Best Working Capital Management', 'Best Financially Run Company' and was an instrumental member of the IPA (Institute of Practitioners in Advertising). Mel is a demonstrated team leader and his experience in the advertising industry position him to enhance the envilope team.



Peter Quinn

Vice President Finance USA

Until recently, Peter served as Executive Director of Ernst & Young Global Independence, consulting on independence issues applicable to SEC, PCAOB, and Ernst & Young Global Independence Policy. At Ernst & Young, Peter also consulted on risk management and complex auditing issues as well as litigation matters. He was previously Director of the SEC Practice Section at the American Institute of Certified Public Accountants (AICPA). He is a Certified Public Accountant, a member of the AICPA and its Public Oversight Board's Panel on Audit Effectiveness, and a member of both the New York and New Jersey State Societies of CPAs.



Mark Holleran

Group General Legal Counsel

Mark's experience in both corporate finance private practice at one of the World's leading law firms for over ten years before establishing and chairing a listed public company investment bank in an executive role has given him unique experience in micro and macro capitalized equity markets, flotations, fundraisings, transaction structuring and distressed business situations.



Donna Zerbo

US Legal Counsel and President

Donna, a New York tax attorney, has structured, analyzed, and advised domestic and international clients on numerous cross-border transactions, including transfer pricing issues, financing and operational structures, tax and risk mitigation, and development of strategic alliances. She was a co-founder of a boutique New York law firm. Donna was vice president and general counsel of Overseas Lease Group, Inc.. She also sits on the board of a children's software company and its foundation. She graduated with a BA in accounting from Queens College New York, and then earned a Juris Doctorate from the Fordham University School of Law, and finally a Master of Laws in Taxation from New York University. She has been a Licensed Certified Public Accountant since 1980. She has worked with Mark and the team since 2000.



Darren Allardyce

Group Chief Operating Officer

A graduate and Fellow of the Chartered Institute of Credit Management, Darren has been actively involved in business development for over 20 years, implementing programs for the development of credit management and leading credit management teams. As a Fellow of the CICM, Darren advises UK trade and government organizations on receivables practices, including HM Revenue and Customs. Darren was an integral member of the original team that built the business and sold out to the PLC in 2000.

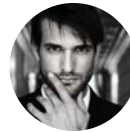
Advisory Board



Lord Merlin Erroll

Independent Crossbench Peer, House of Lords

Lord Erroll (Merlin) plays an active role in thought leadership in the ICT arena, especially around the Internet of Things (IoT), Cybersecurity, Intellectual Property, Broadband and the Internet. He worked for many years in software development, as well as serving in the Territorial Army. Recently he participated in the Payments Fraud and Security Conference and frequently speaks on cyber security issues. He chairs the advisory board of the Innovate UK funded HyperCat consortium which is developing an IoT interoperability initiative. He is active in several Parliamentary groups, especially looking at the impact of regulation on business and the internet, and takes a particular interest in Cyber, Countryside & the Environment, the Constitution and Scottish matters. He chairs both the Digital Policy Alliance (formerly EURIM) and the All-Party Group on Entrepreneurship. He chairs the Flexeye Advisory Board and sits on several others. He was inducted into the Infosecurity Europe Hall of Fame in 2010.



William Thompson

Token Sale & Blockchain Advisor

William Thompson is the Founder and Lead Consultant of ResoNova International Consulting LLC. He is a serial entrepreneur with significant experience in launching and managing complex distributed teams. He is also an early pioneer of cryptocurrency trading methodologies which have been leveraged by market-making entities who trade and manage millions of dollars using such strategies. Graduating with honors from Cryptography school in the United States Marine Corp, William has accumulated more than ten-thousand hours of direct experience in real-time electronic warfare and special operations. Tapping into his combined experience in applied cryptography and blockchain, William has been featured as a keynote speaker at the premier Atlanta Blockchain panel and events hosted by Hilbert Financial Group in Greenville, South Carolina. William has directly consulted for numerous corporate clients, fund managers, new start-ups, and government entities.



Sir Eric Peacock

International Business Development

Sir Eric Peacock is formerly the Founder, Chairman and Chief Executive of Babygro which he took to a full listing and currently chairs other businesses in Packaging, E-Learning, Men's Grooming, Fintech and Luxury Leisure businesses. He has just finalized a 6.5 year term as a Non-Executive Director at UKEF (United Kingdom Export Finance) supporting UK export focused businesses and has previously been a Non-Executive at the FCO (Foreign and Commonwealth Office, BIS (Business Innovation and Skills) and UKTI (United Kingdom Trade & Industry) government departments/agencies. He has considerable international experience and focus on growing businesses throughout the UK and internationally.



Dr Chris Steele M.B.E

TV Doctor

With over 26 years on national television Dr Chris Steele, is Britain's longest serving and most respected TV doctor. A pioneer in smoking cessation, an active campaigner and a charity ambassador, he is always willing to invest his time and energy into causes he believes in. An award winning ground breaking broadcaster and a key opinion leader – Dr Chris has acted as a Government Health Adviser on a range of initiatives and he has been a guest speaker and presenter in the House of Commons on a number of occasions. In 2010 he received an MBE from the Queen in recognition of his services to the medical profession and broadcasting. Chris has worked with Mark and the team since 1999.



David Briody

International Receivables Management

David has been part of the Credit and Legal support industry for 47 years. Starting as a junior in the collection departments of the Inland Revenue (now HMRC) to managing multimillion £ Int'l Credit Management / Legal Departments in excess of 200 + staff. David has worked in a cross section of industries at Senior Management level. He has, whilst working as an Investigator for several years, carried out field work at the sharp end sufficient to provide staff and clients with relevant streetwise expertise, knowledge and an efficient and reliable support service. David has now retired and consults as an independent on best practice and corporate governance. David has worked with Mark and the team for over 20 years.



Chris Newman

Security Executive

Christopher served with the 22 SAS D Squadron in the first Gulf War. His military background is supported by almost 20 years of providing security services for governmental, presidential and royal clients. Christopher has protected and advised some of the world's best-known corporations and personalities, managing operations across five continents. He's trained Whitehall security drivers for hostile zones, designed and coordinated distinctive security plans (including global standing operating procedures), created disaster recovery and evacuation plans, as well and organized threat and crisis management from corporate to country levels.



Jeff Barber

Corporate Finance

Jeff has 30 years' experience in corporate finance, during which time he has advised on a broad range of industry sectors and transactions ranging from startups to £100m+ MBOs.



Daniel James

Recruitment

Danny has 24 years' experience of working in niche recruitment in the IT, Technology, Telco and Engineering sectors. He is fanatical about recruitment and feel very fortunate to have found a job he truly loves.



Natalie James

Tokne Sale & Blockchain Advisor

Natalie became deeply involved in blockchain technology in May of 2016 after completing her time at the University at Tennessee where she studied Neuroscience. Leaving behind a medical career and a government position where she worked as a Special Projects Analyst, Natalie immersed herself in blockchain. Over the past couple years, she has carefully studied the motions of the cryptocurrency markets and the various social elements involved. She has also become intimately familiar with how blockchain technology is being applied to solve real world problems. Natalie has assisted clients with the development of blockchain education programs. She has also managed social media marketing and conducted community management services. Natalie is skilled in the use of targeted social media automation and has previously deployed these skills to successfully grow a client's monthly transaction volume by 50% to over 1-million dollars. Natalie works with ResoNova as a Blockchain Consultant and Director of Operations. She manages the company's day to day internal activities and works with each of the ResoNova clients to ensure clear and timely communication.



Phil Cordey

IT Security

Phil has over 15 years of experience in both service and project related IT Security work. Throughout his career he has held leading roles in internationally renowned organizations. Phil designed, built and managed the Security Operations Centre for the Bank of England. He was manager of IT security at a major international legal firm where his role encompassed governance of all elements of IT security across the organization, as well as integrating and building new IT security functions within the existing IT Teams. Building key security principles, and educating the IT teams, managers and partners in understanding the crucial role that they play in protecting the firm. As the firm undertook ISO27001 certification Phil was responsible for delivering the respective IT security elements and required documentation, as well as continuing to educate IT staff on their role and responsibilities.



Dr Loven Ganeswaren

Dentistry

Loven qualified from the Royal London in 2010. He achieved distinctions in Human Health and Disease, Clinical Dentistry and Restorative Dentistry, before qualifying with Honours. Loven is a global thought leader in technology impact in dentistry.

Token Sale Advisors

iAM Marketing

iAM Marketing is a full-service global marketing agency with a special focus on cryptocurrency and the blockchain industry. They are experts in crafting customized, market and data-driven campaigns that generate maximum return.

ResoNova Consulting

ResoNova International excels at empowering new ventures that utilize blockchain technology and helping those ventures develop a competitive advantage in this complex, cutting-edge landscape.

Ramparts Law

Ramparts is a European law firm based in Gibraltar and in the UK. They support clients in the finance and technology sectors and bring an international perspective and a multi-disciplinary approach to the services provided to clients.

3. Contact & Social Media

Physical Address

Envilope Limited
Suite 6.20 World Trade Center
6 Bayside Road
Gibraltar
GX11 1AA

Find Us Online: Envilope Communities

Connect with one or more Envilope communities on your favorite social media platform.

- Twitter:** @envilope
- Instagram:** vir_envilope
- Facebook:** <https://www.facebook.com/virtual.envilope/>
- Reddit** envilope
- Telegram** https://t.me/envilope_official

4. News

Media outlets are free to use any of this information.

Press Releases

[April 27, 2018] The Digital Evolution of the Envelope

English: <https://blog.envilope.com/press-release-english-2/>

Spanish: <https://blog.envilope.com/es/envilope-la-evolucion-digital-del-sobre/>

Italiano: <https://blog.envilope.com/it/envilope-levoluzione-digitale-della-busta/>

Français: <https://blog.envilope.com/fr/envilope-levolution-numerique-de-lenveloppe/>

Deutsch: <https://blog.envilope.com/de/envilope-die-digitale-evolution-des-briefumschlags/>

5. Case Studies

The following is an actual situation presented by a longtime Envelope user and recounted here with their express permission.

Wrong Turn in Brazil

Marc Weintraub is a New York finance industry veteran and forensic data discovery specialist. Several years ago, a finance client of Marc's emailed sensitive information to a compliance group. The compliance group in-turn attempted to forward that email to another department. They made a mistake, however. It was a simple mistake, one anyone anywhere in the world might make on any given day, but in this case it had nearly catastrophic consequences. The staff member forwarding the email entered the wrong extension.

The email, containing all of its sensitive files, ended up in Brazil and in the hands of a completely unrelated third party. This unintended recipient recognized what they had and soon contacted Marc's client. The recipient demanded twenty-five thousand US dollars, or they would send the information to a rival company.

The Envelope Solution

Most people in such a vulnerable and high-stakes situation would find themselves over a barrel and possibly without recourse. However, Marc had recently heard about Envelope and adopted their products and services in his everyday business, even going so far as to use Envelope and it's unmatched privacy, security, and control when sending any form of digital content online as a marketing point to potential clients.

And fortunately in this instance, Marc's client had taken his advice and sent their original email in a virtual Envelope.

Turning the Tables

Returning the potential blackmailer's call, Marc's client not only refused the despicable demand outright, they vaporized the email's content with the touch of a button right before the unintended recipient's eyes, irrevocably erasing any trace of that sensitive internal information from the would-be blackmailer's possession.

Marc's client then hung up, confident in the knowledge the matter was resolved, and leaving the confused Brazilian man listening to a dial tone.

"It's a product that just works," Marc still marvels to this day. "The first time I saw it in action I said, 'Holy mackerel, this is hot stuff!'"

Don't Let A Wrong Turn Online Hold You or Your Company Hostage

In today's global corporate landscape, a simple IP address error can cost you more than millions of dollars; it can cost you your entire business. If the content you're sending online isn't being carried in an Envelope, you're leaving yourself and your livelihood vulnerable to attack.

The following case studies represent several imaginary scenarios of how Envelope aids individuals and businesses in streamlining their online communications, as well as solving complex media distribution problems.

6. Questions & Answers

Mark Allardyce, Envelope Founder & Group Chairman

Why "Envelope?"

For thousands of years whenever we had something private to send we'd put it in an envelope. And then came email, text, and social media. We started the Envelope journey by asking ourselves, "Now, when we need the privacy the most, where did the envelope go?" That was the premise that has developed into Envelope, a new, virtual form of envelope that is fully blockchain audited and backed by military-grade encryption. It's the same concept that it's always been, reinvented in a way we never before imagined.

What kind of content can be placed inside a virtual Envelope?

Any and every kind. Emails, secure messages, documents, media files like movies and music, virtually any form of content that can be sent electronically can be sent in an Envelope.

Who is the typical Envelope user?

Anyone who sends any kind of content online. Anyone who wants to control what they send. Anyone who wants their online privacy back. Whether it's the individual sending a personal email to a family member or loved one, or the corporation transmitting a large, complex project overseas. There is no message too small or file too large to benefit from Envelope.

Can you only send content in a virtual Envelope to other Envelope users?

Absolutely not. You can send your content in a virtual Envelope to anyone in the world, as long as they have a valid email account, or even social media account. That's all it takes. And regardless of what service your recipient uses, you will have the same level of control and privacy.

What sets Envelope apart from other similar products and services?

While we are comparable to four industry sectors - secure messaging, secure email, digital signature, and data rooms – and while there are plenty of players in each space, no one else has consolidated all of those sectors' needs into one easy to use app and service. That's why we believe comparable doesn't equal competition. There may be companies who try to do what Envelope does, but nobody does everything we do.

Jeremy Sims, Chief Technical Officer

Why use blockchain to power Envelope?

There has perhaps never been a more effective means of maintaining security and transparency over a digitally recorded chain of events than blockchain. The immutable records created by blockchain technology, particularly Envelope's innovative use of that technology such as BlockStamping, are what give our users the control they want and need over everything they send online.

When consumers hear terms like "military-grade encryption" they might think that's more security than they need, or even assume they're not allowed to use it. What do you say to that?

We live in a world where no electronically stored information is safe from a targeted attack. In the current online landscape, that level of encryption is not only needed, it's absolutely essential to securing your content and information. Everyone with an online presence should have it, and it is completely legal and accessible to them through Envelope.

How is Envelope integrating cryptocurrency into its model?

The **LOCK** token will power the entire Envelope ecosystem. Whether users are spending **LOCK** on products and services within our platform, purchasing custom stamps from each other, or signing up new users, **LOCK** will be at the center of every transactional experience. Existing users will be rewarded with **LOCK**, and new users will be incentivized by **LOCK**. It's not just a token; it's a key to the Envelope universe.

With online security regulations and the status of decentralized currencies in a constant state of flux, particularly from country to country, how can Envelope users be assured their products are compliant?

Compliance is a chief concern and core value of Envelope. We are GCloud approved and a UK Government Approved Crown Supplier, and we are constantly reinvesting in compliance research across the globe.

What other products and services are in the Envelope pipeline?

We've developed and are developing a suite of products and services to support the virtual Envelope, whether it's the Envelope app or our Envelope Virtual Assistant, which will allow users to utilize Envelope and its features when sending any simple email.

Colin Shave, Director of Business Development

What are the core values of Envelope as a company?

Restoring privacy and control to the online life of our global community of users, maintaining up-to-date compliance across international borders, and above all else, establishing and sustaining a new industry standard in every sector Envelope touches.

What sets the Envelope team apart?

A singular vision, a unified front, and the experience we bring together. Mark and Jeremy have been working together for over two decades, and I've been working alongside them collectively for over five years. We know each other, our capabilities, and we fill in each other's gaps as needed. This isn't a new team of untested upstarts finding their way. We're all veterans in our respective fields and we know how to work with each other to deliver the highest-end technology products to market.

Why should businesses choose Envelope?

We put the highest level of security and control at their disposal, and we've built the virtual Envelope to handle the kind of large payloads that businesses need, whether they're a startup company or a Fortune 500 corporation. Regardless of the size and sensitivity of your project or communications, Envelope provides the storage, flawless delivery, and immutable privacy required to secure it.

What is the future of Envelope's business model

The future of any business model is people. We want Envelope to become a global community of users exchanging content and information with each other securely, engaging in creative exchange and commerce, and pushing the boundaries of what online communication can be, using the Envelope platform as their canvas.