What's On Pic

Makes a store from every single photos

—

#whitepaper

Income

$231.80

Pending: $4.29 ⓘ

Withdraw

SALES | REFERRALS

Zara Fashion - Women Knitted Baggy Jumper Sweat... **+ $5.35**
Clothing, Shoes & Jewelry   USD231.80
                                    yesterday

Date:	01.24.2017
Store:	Amazon.com
Amount:	$59.90
Referral:	What'sOnPic

✓ Posted purchase

TRESemme Boranique Nourish + Replenish Shampoo - 25 oz. **+ $5.44**
Beauty & Personal Care $226.36
                                    yesterday

Biotone Clear Results Oil, 128 Ounce **+ $5.31**
Helath & Beauty > Health $221.05
                                    2 days ago

TRESemme Boranique Nourish + Replenish Shampoo - 25 oz. **+ $5.44**
                                    $226.36

CONTENT

1. PROJECT **SUMMARY**

WHAT IS **WHAT'S ON PIC?**

What's On Pic is a unique platform that will create a more immediate connection between stores and buyers through photos. It will allow consumers to bridge the gap between online shopping and social browsing by tapping an image to instantly make a purchase.

What's On Pic will let users tag any photo on the Internet and social media networks with the iOS, Android applications as well as with browser extensions. Artificial intelligence algorithms will allow recognizing the products in the photo as well as all the duplicates of this photo on the Internet.

By tapping the desired product in the picture, the user will see more information about the product and get links to the stores to proceed to purchases.

In addition, tagging the products in the photos provide users with cashback rewards. When a purchase takes place, the publishers of the photos will get a reward from the purchase made through their posts.

To make our users enjoy their shopping experience, we create a simple and intuitive website with the user-friendly interface so that they could track their rewards and revenue.

WHY DOES **WHAT'S ON PIC MATTER?**

E-commerce market is transforming by merging with social networking. Customer behavior has changed and now it is connected with the phenomenon of impulsive buying.

Consumers are driven by emotion and are willing to imitate and impress others.

So they make lots of purchases just to fit with their peers, to imitate the style of their favorite celebrities or just because of the desire for high social status. The statistics of impulsive buying looks rather promising – over 88% of Americans make impulse purchases and the amount spent for such purchases represents almost 40% of all e-commerce sales.

Social networks also have a great impact on modern customers. According to the studies, **53% of consumers say that social networks affect their online purchasing habits.**

Hence, new solutions that can improve online shopping experience are needed. What's On Pic will be the service that can unite social networking with online shopping bringing benefits for all participants.

WHY SHOULD YOU **CONTRIBUTE?**

To ensure transparency, stability, and security of the platform, we implemented blockchain technology based on the Ethereum since it has a unique ability to use smart contracts.

Our AWT token can be traded, redeemed and used by any partner using the ERC20 wallet.

What's On Pic will pay incentives to its adopters using an incentive factor, currently **10:1 (one-tenth the value of a dollar is the equivalent in the AWT to each earned dollar from the cashback).** This incentive will be financed from the profit received.

Development and promotion of What's On Pic will allow scaling the project around the world. What's On Pic is how the e-commerce will look like in the future and you could be a part of it from the beginning.

Over 88% of Americans make impulse purchases and the amount spent for such purchases represents almost 40% of all e-commerce sales.

53% of consumers say that social networks affect their online purchasing habits.

10:1 (one-tenth the value of a dollar is the equivalent in the AWT to each earned dollar from the cashback)

2. WHAT'S ON PIC VISION AND MISSION

What's On Pic is more than just a reward service. It is a tool that will change the market.

MISSION STATEMENT

Our mission is to improve the e-commerce landscape by providing the best online shopping experience for our users all over the world.

We are passionate about creating the service that will facilitate online shopping and make it more enjoyable giving an opportunity for the users to find the products by photos and get rewards from purchases made from the published photos.

We create a platform that will allow users to tag the products in every photo on the Internet. With the help of browser extensions and mobile applications, we will give users an opportunity to tag their own photos on their social media networks as well as the photos of other people on the Internet.

To do this, we implement artificial intelligence algorithm. It will improve the online shopping experience for every user.

The unique algorithm will automatically recognize the products in the photo. The users will see the exact name, brand, and description of the product, and they can follow the link to the stores where they can purchase it.

In addition, the service will recognize all the duplicates of the photo. So every user who saw such photo or its duplicate can see which products are shown in the photo and thus can make a purchase.

We also develop a streaming platform on which users can tag any photo from the Internet and gain income every time the purchase takes place through this photo. This will facilitate the purchasing process and make it more enjoyable.

VISION STATEMENT

Our vision is to be the world-leading platform that builds strong connections between consumers and stores through photos and offers benefits for all its participants.

We see ourselves as the future top player in the global e-commerce market.

To achieve the goals, What's On Pic cooperates with more than 50,000 stores and continues to adapt new ones daily.

Thanks to our direct and network integration with traders, we can report on transactions in real time and accumulate funds for our participants.

What's On Pic has an application for iOS and is currently developing desktop extensions for Firefox, Safari, and Chrome browsers.

After the installation of the extension, the visitors will be automatically informed about the products shown in the photo.

3. HOW DOES **WHAT'S ON PIC SERVICE WORK?**

An ability to earn extra money has always attracted people and lots of companies use it to their advantage.

Nowadays people have more and more opportunities to make passive income through online services and social networks. The idea of passive income is great but it will hardly work if users struggle with the functionality of the product.

So it is very important to deliver the best experience by creating user-friendly products and services. The easier to use, the better for the user.

What's On Pic service is a product that improves customer experience by its ease of use. An intuitive interface and any user can easily put a tag and post the photo on the Internet to earn income by withdrawing money to his account.

The buying process is as simple as ABC and it doesn't differ a lot from giving "likes" on social networks.

That's is how What's On Pic works for its users.

Since the audience of the service is divided into buyers and publishers, it makes sense to consider how What's On Pic works from the buyer's and publisher's sides.
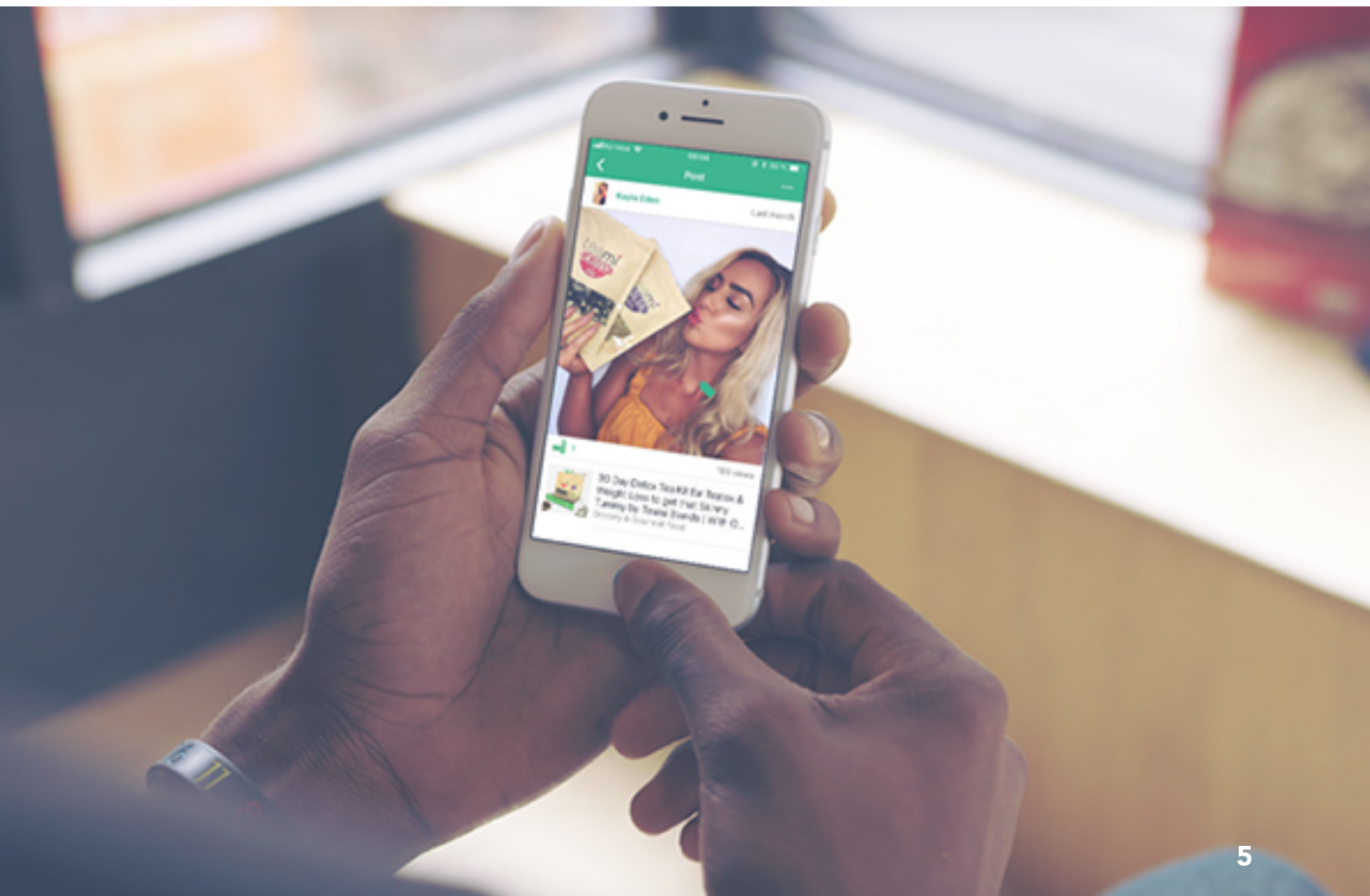
Opportunity to tag a photo and to earn an income from sales of products.

We will give an opportunity to all users to tag a photo and to earn an income from sales of products. We improve our platform and use artificial intelligence to automate the recognition of products in the photos. The process can be described in a few simple steps:

1. The user tags the product in the photo using an application or extension in the browser.

2. Anyone who saw this photo or its duplicate on the Internet can see the products by a simple mouse-over and make a purchase by choosing the best offer among a variety of stores with our unique in-browser extension.

3. The store, where the purchase is made, gives a reward to the affiliate (this reward doesn't increase the price of the product).

4. The initial publisher of the photo receives a reward minus commission of the platform.

5. Additionally, members earn AWT each time when a purchase is made from the user's post. Initially, for every earned $1 the consumer will additionally earn a token incentive at a fiat 10:1 ratio.

FROM THE **BUYER'S SIDE**

A list of stores where the user can buy the selected product at the best price.

People daily view hundreds of photos on news websites, forums and on their favorite social networks.

When users see What's On Pic photo, they will automatically see the products tagged in it. The user can click on them, see the description, features, choose the size, color and of course make a purchase.

What's On Pic will offer a list of stores where the user can buy the selected product at the best price.

It is worth noting that photos on What's On Pic are not those ones that users are used to seeing on advertising websites or stores. Photos on What's On Pic are ordinary photos with a celebrity or an idol. In these photos, users can see how the products look like in everyday life.

To improve the quality of content, we also plan to implement verification of tags.

What's On Pic is a place where stores can get their customers.

One of the biggest challenges for every store is driving new customers. What's On Pic is a place where stores can get their customers.

Since people tend to trust recommendations of their friends, photos taken from everyday life and posted by ordinary users create more credibility towards the store.

This ability of What's On Pic allows stores to get warm and hot leads that will turn the prospects into customers.

BOTTOM LINE

Thus, What's On Pic is a universal platform beneficial for every participant.
It's a place where consumers can get the desired products, publishers receive cashback rewards, stores enhance their revenue due to an influx of customers, and investors get their share from the revenue for their contribution in the development of the project.

4. E-COMMERCE ISSUES, SOLUTIONS, AND PROSPECTS

What's On Pic is a service that affects customers and stores bringing them more opportunities and benefits. It is a unique tool that considers all e-commerce challenges and offers a complex solution for the e-commerce future.

E-COMMERCE CHALLENGES

E-commerce is a dynamically developing sector in the global economy. With the help of information technologies, Internet companies get more opportunities to enter new markets, providing the Internet consumer with a huge potential for studying their products. Nowadays, e-commerce, which is one of the main components of the "new economy", is gaining increasing practical importance.

Development of e-commerce causes various challenges. Solving a number of e-commerce issues that arise in the process of dissemination of this activity is one of the main tasks.

One of the main and fundamental issues of global e-commerce is trust. Comparing to traditional commerce, trust is more important for e-commerce since products and services purchased through the Internet cannot be immediately verified and there are no rules and regulations.

Over 42% of consumers call "trust" the main barrier to purchasing online.

Therefore, to succeed in the global e-commerce market, it is extremely important to create an atmosphere of trust for consumers, in particular, for those who make cross-border online purchases.

KEY SOLUTIONS

People tend to trust their friends and they are more likely to believe their friends than unknown people or stores when making their purchases. So recommendations made by friends create more trust and people feel more confidence towards recommended stores and products.

Social networks represent a place where people give such recommendations by commenting or making posts. For instance, if a person sees a post published by his friend about a specific product, he will be more willing to buy this product rather than when he sees this post made by a store.

So creating a trust of customers by recommendations of their friends on social networks is a good solution for e-commerce market.

It is important to note that social networking and trading platforms tend to merge and shopping behavior of customers is changing. As a result, e-commerce is transforming.

Earlier the consumer's behavior was like this: go to the store – find the product – remember it – look for the best offer in stores – purchase.

Nowadays, this behavioral model is becoming obsolete and new solutions appear, allowing consumers to make purchases at the moment of making decisions and without too much effort.

What's On Pic service realizes that **modern customers tend to make purchases impulsively** and it solves this problem by giving an opportunity to make quick purchases when browsing photos on social media networks or on the Internet.

The e-commerce market is a promising one because more than **61% of global consumers believe that online shopping saves money**, and the price is the most important factor when deciding where to buy.

What's On Pic provides customers with a list of stores where they can buy the desired product at the best price.

Thus, customers will get more opportunities to choose the best product for them and stores will increase their customer flow.
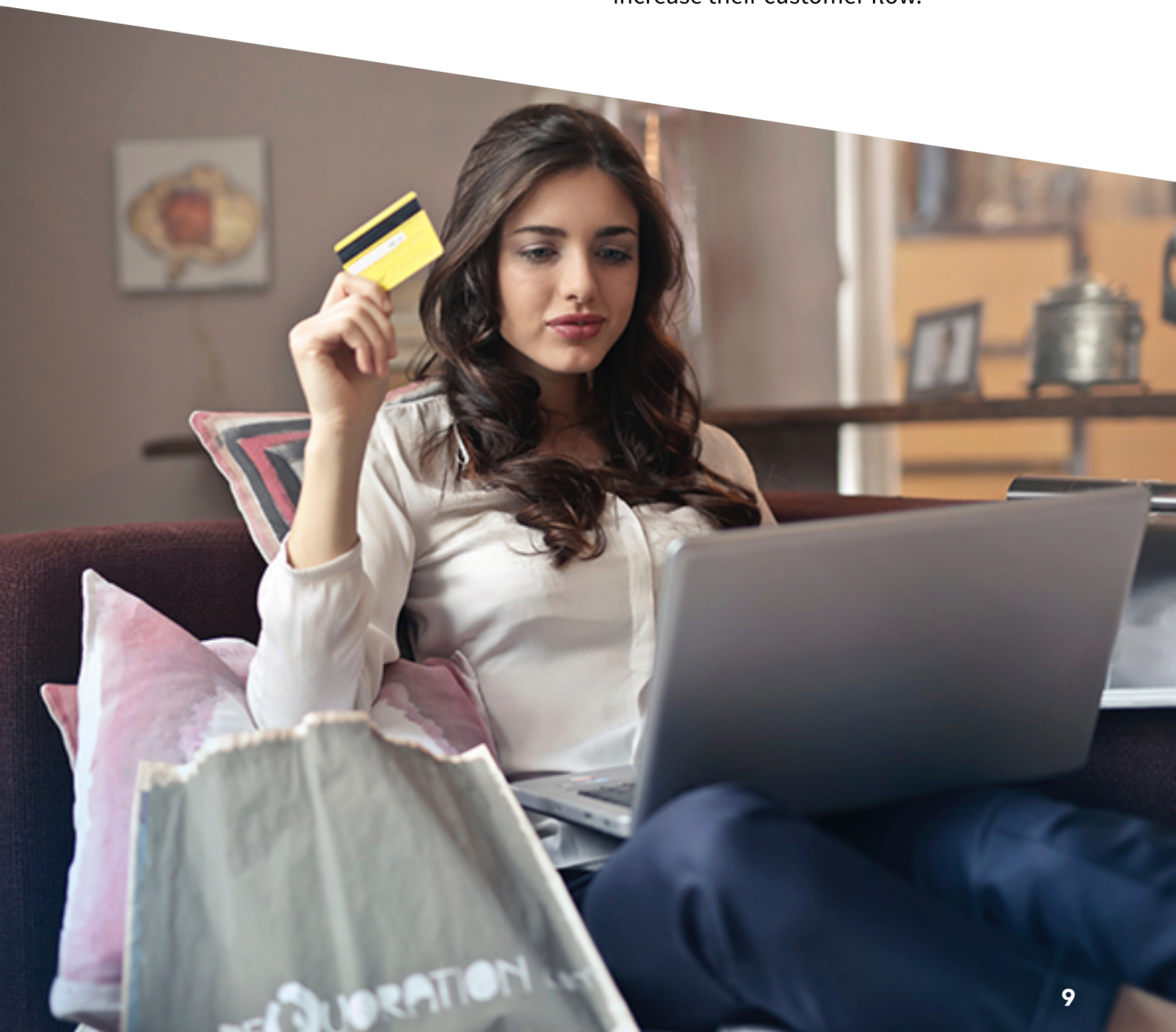
5. E-COMMERCE **MARKET OUTLOOK**

E-commerce market is keeping slightly growing. Taking into account that it is transforming now merging with social networking, it is expected to grow more.

According to statista.com, **in 2014 retail e-commerce sales worldwide amounted to 1.34 trillion US dollars and grew up to 1.86 trillion US dollars in 2016.** E-retail revenues are projected to grow to 4.48 trillion US dollars in 2021.

The USA market shows the most promising growth rate, especially taking into account the customers' behavior and trends towards impulsive purchases through social media networks.

According to the Global E-commerce Report 2017, the USA is the second largest B2C e-commerce market with a turnover of **more than $438 billion**, behind only China ($681 billion).

Global E-commerce Report 2017 also displays a correlation between social networks and e-commerce trends. **Over 53% of global consumers note that social networks affect their online purchasing habits**, and over 34% share their experiences of mobile and online

According to statista.com, **retail online sales amounted to 409.2 billion US dollars in 2017 and are projected to surpass 603.4 billion US dollars in 2021.** The growth is also observed in the mobile retail commerce with **34.5% of sales made from mobile devices in 2017 and expected 53.9% in 2021**.

Recent studies show that e-commerce sales are primarily being driven by consumers using their mobile devices.

According to eMarketer, worldwide retail e-commerce sales amounted to **$2.3 trillion in 2017, that is 23,2% more** compared to the previous year.

The mobile share of this stood at **58,9% that equates to $1.4 trillion**. In 2021, mobile e-commerce sales can reach $3.56 trillion that will make up 72,9% of total e-commerce sales.

The US mobile e-commerce has good prospects for sales. The mobile share of retail e-commerce sales is expected to **grow from 34,5% in 2017 to 53,9% in 2021.**

What's On Pic also has a great potential in the USA, taking into account the trend towards purchases through social media platforms.

6. MARKETING **STRATEGY**

What's On Pic affects and should be considered in four different markets:

IMPULSE **BUYING MARKET**

Impulse buying is a rapidly growing market and according to CBS, America's consumer culture is greatly characterized by impulse buying habits.

Over 88% of Americans succumb to impulsive online shopping, with each person spending on average $81.75 per session. That equates to a whopping $17.78 billion spent.

Impulse purchases represent **almost 40% of all the money spent on e-commerce.**

More than 54% of US shoppers have admitted to spending $100 or more on an impulse buy. Impulse purchases are not only for buying small items.

According to the study of CreditCards.com, one **out of five Americans (20%) spent more than $1,000 on an impulse purchase.**

Recent studies show that younger generations are more likely to make impulse purchases. **9 out of 10 Millennials have purchased products and services online.** 95% of consumers under the age of 25 have admitted to making an impulse purchase.

HOW WHAT'S ON PIC PLATFORM **CAN BENEFIT FROM IMPULSE BUYING MARKET?**

A lot of our actions are based on impulse and shopping is one of them. Buying behavior is something that the scientists and psychologists have been studying for many years.

All spontaneous buyers have common traits:

• They are driven by emotion and are willing to take risks.
• They are characterized as gregarious, upbeat, positive, and competitive.
• Impulse buyers need to impress others and may purchase a certain product in order to fit in with their peers or because of the desire for high social status.
• Impulse buyers respond to visual cues.

Considering these traits and affection of Americans to browsing social networks and viewing photos, What's On Pic is a perfect tool to attract more impulse buyers.

With What's On Pic social network users can not only view pictures, give them likes/dislikes, comment and share them but also buy and sell what they see.
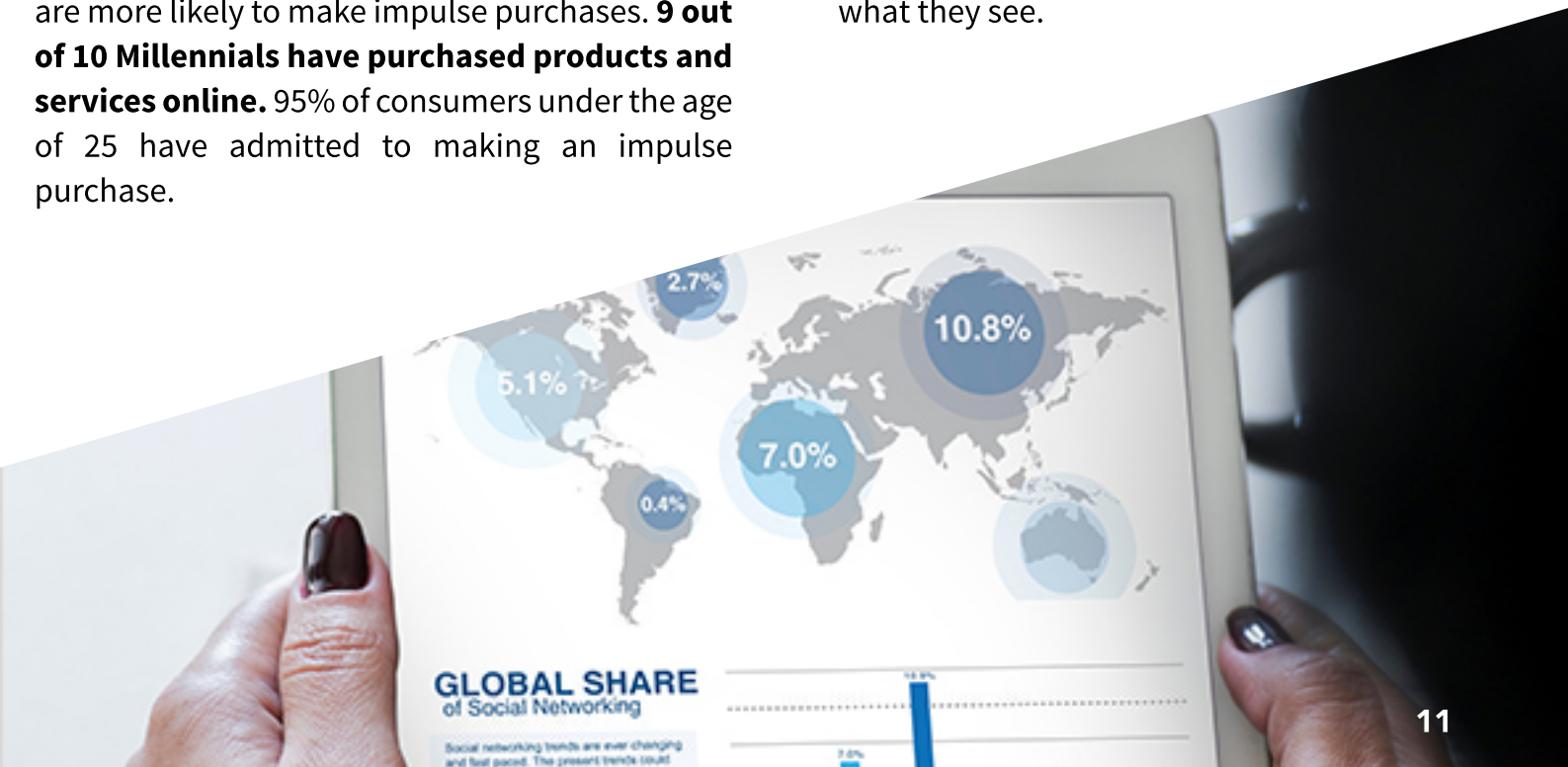
FREELANCE ECONOMY MARKET

Freelance economy or "gig" economy is another fast-growing market.

According to the study of McKinsey Global Institute (MGI), in the past decade, **the number of freelancers and independent contractors has grown to 162 million workers in the United States and Europe (by estimates of Upwork, 57.3 million of them are Americans).**

MGI finds that 20-30% of working adults in the US earn income through independent work. It is expected that the freelance economy market **will rise up to 70 million of users at the end of 2018.**

What's On Pic allows users to mix business with pleasure – get passive income by tagging and publishing photos on social networks. So this opportunity to make money by doing a favorite thing will definitely attract more independent workers. Therefore, a fast-growing freelance economy market is regarded as one of the main segments for the project.

AFFILIATE MARKET

Affiliate marketing is one of the most effective ways to make money through referral based marketing. It creates a great opportunity to drive sales for advertisers as well as increase revenue for publishers.

According to the survey by Rakuten Affiliate Network, the **US affiliate marketing spend will increase by a compound annual growth rate of 10.1% between 2015 and 2020, to an estimated $6.8 billion industry.**

The study shows that the affiliate programs were important for nearly 90% of advertisers and for the majority of publishers such programs drove more than 20% of annual revenue.

So connecting affiliate programs to What's On Pic will allow getting more income.

CASHBACK MARKET

Cashback market is another key segment that allows driving vast volumes of sales. It is very similar to affiliate market since the customers are given cashback. Over the past couple of years, there has been considerable growth in this sector.

Affiliate marketers indicate that cashback greatly influences the users, and websites or apps with this opportunity are among the top-earning affiliates.

Cashback is a very popular loyalty program with consumers (more than 3.3 billion US members, an average of 29 per household).

Cashback offers influence consumer intent and purchase behavior. **About 1/3 of consumers** would be willing to shop at a store if a cashback offer was presented.

46% of loyalty programs members consider cashback offers vital in their purchase decision.

Over 55% of consumers said that prefer to redeem a cashback offer online vs. mailing in a rebate.

What's On Pic is a platform that connects e-commerce with social networking. Our goal is to provide users with the best e-commerce experience while doing one of their favorite things – browsing photos on social networks.

Therefore, to work out our marketing strategy, we analyzed e-commerce and social media markets, namely the market size and its outlook, audience size and its behavior on social networks, and marketing channels.

What's On Pic plans to focus on the following markets:

1 **First stage** – North America (2 countries: USA, Canada)

2 **Second stage** – Europe, Asia (10 countries: UK, Singapore, China, Japan, South Korea, France, Germany, Spain, Belgium, Russia)

3 **Third stage** – 14 countries:

4 **Fourth stage** – 26 countries. At this stage, the goal is to launch the service worldwide. The experience of the first three stages will allow us to improve the service and gain more user loyalty in other countries.

TARGET AUDIENCE **AND CHANNELS**

The audience can be roughly divided into two parts – publishers and customers. Publishers are the main target for promoting the service at the initial stage.

As a result of split tests,our potential publishers are **young people from 19 to 28**, active users of social networks and people looking for passive income on the Internet.

The second part of users is customers mainly attracted from subscribers of publishers on social networks. **Customers go to the WhatsOnPic service by clicking the publisher's post shared on the social network.**

Thus, attracting one publisher potentially gives an opportunity to attract a part of its subscribers from social networks. In addition, we are implementing a referral program that allows users to receive rewards for inviting new users.

According to statistics, **the most promising social media networks for What's On Pic are Facebook, Instagram, Twitter, and Pinterest.**

THE KEY AUDIENCE STATISTICS **FOR SOCIAL PLATFORMS**

Facebook Most popular

1.9 Billion	Unique monthly users
Female	Predomonantly Female 83% online women, 75% - online men
Ages 18-49	Best place to reach Millenials and Generation X. Generation X almost 7 hour per week on social media
75%	Of users spend 20 minutes or more on Facebook every day

Instagram Fastest growing

600 Million	Unique monthly users
Female	Predomonantly Female 38% online women, 26% - online men
Age <35	90% of Instagram users are uder 35
53%	Of Instagram users follow brands

Twitter Most oversaturated

317 Million	Unique monthly users
Male	Predomonantly Male 22% of online men, 15% - online women
Ages 18-29	Mostly 18-29 years old
53%	Of Twitter users never post any update
2.7 min	Users only spend in average of 2.7 min on Twitter mobile app per day

Pinterest Most evergreen

317 Million	Unique monthly users
Female	Predomonantly Female 45% of online women, 17% - online men
Ages 18-64	Fairly evenly distributed amongst 18-64 years old
+10%	People reffered by Pinterest are 10% more likely to make a purchase on ecommerce than users of other networks

What's On Pic has great prospects since the audience of these platforms is growing and the consumers tend to buy products through social networks. What's On Pic allows consumers not only to make a purchase through Facebook, Instagram, Twitter or Pinterest, but also to get cashback benefits. This cashback opportunity will attract more users.

Taking into account that **91% of social media users access channels via mobile devices**, it is reasonably to focus on mobile. In addition, **80% of time spent on all social networking sites happens on mobile.**

To implement our marketing strategies on social networks, we have thoroughly analyzed all the aspects of the key social networks, starting from gender and age of users, their devices, engagement and social networking preferences.

Since the Northern America is one of the key regions for social network penetration and online shopping, it was chosen as the main market to promote What's On Pic at the first stage.

BENEFITS OF SOCIAL MEDIA NETWORKS AND MOBILE **FOR IMPLEMENTATION THE SERVICE IN THE USA:**

•Mobile commerce makes **up 30%** of all U.S. ecommerce.

•**80% of consumers** are likely to make their purchases based on suggestions and posts made by their family and friends.

•**79% of American** Internet users log on Facebook and 68% of U.S. adults are on Facebook. In December 2017, Facebook was ranked as the second platform after Google Search to drive the most ROI.

•**500 million** daily active users on Instagram. **51% of Instagram users** access theplatform daily, and 35% check the app multiple times per day.

•Instagram drives the most engagement per post compared to any social network – **84 times more than Twitter, 54 times more than Pinterest and 10 times more than Facebook.**

•Twitter has 330 million monthly active users, **82% of them** access the platform through mobile devices.

•Accounting for **175 million** monthly active users, Pinterest has helped about **87% of users** decide what to purchase.

•Visual content is **more than 40 times** more likely to get shared on social media than other types of content.

To advertise What's On Pic service, we adhere to the following principles:

1. Market and legal issues analysis for product launch in the particular countries.
2. Competitive landscape analysis.
3. Product finalizing to comply with local requirements.
4. Start of marketing campaign.
5. AB tests and strategy adjustments.

To reduce advertising costs and achieve higher ROI, we imply narrow targeting.

Our marketing efforts are aimed at the following:

• General Marketing & Advertising;
• iOS Advertising (and further Android Advertising);
• Mobile & Web Advertising

Taking into account that e-commerce landscape can change due to its fast growth especially in developing countries, we carry out the market analysis and product development systematically.

Since our marketing strategy is based on analytics, we consider all changes and risks and develop new strategies in order to be in trend. Therefore, product development and scaling will be done systematically.

7. PRODUCT DEVELOPMENT TECHNOLOGIES – ETHEREUM AS A PLATFORM

We realize that our users are the biggest assets for us, so it is important to deliver a seamless experience, enabling them to get rewards globally from thousands of participating stores.

To do this, we use cutting-edge technologies that will improve user experience with easy to use interface to track their rewards.

BLOCKCHAIN-BASED PLATFORM

We strive to create an easy and more enjoyable experience for our users that allows them to receive rewards around the world from thousands of participating trading companies. To do this, we made a simple and intuitive website, as well as a user-friendly interface to track their rewards and revenues.

Our internal goal was to create a single, stable platform through which we could harmonize our reward issues, track the distribution of tokens for our participants and ensure transparency and accountability with clear immediate execution.

We have chosen the Ethereum since it has a unique ability to use smart contract and can reduce the cost and time of verifying the transaction authenticity and delivering cash to the participant's account.

In addition, through our release of tokens, we wanted our supporters to safely purchase redeemable tokens.

These tokens can be redeemed through smart contracts for What's On Pic advertising purposes at the nominal value of the purchase or they can be sold.

With the deployment of the ERC20 compatible wallet, our participants will be able to store their tokens, receive rewards in our token currency or redeem their cashback rewards in tokens.

WHY ERC20 TOKENS?

Ethereum has created an ecosystem where everything works cohesively using tokens to power the network. Tokens based on Ethereum allow exchanges, cryptocurrency wallets, and smart contracts to know in advance how any new tokens will interact in the system.

In addition, the ERC20 defines six functions that allow other smart contracts to interact with the Ethereum network, creating an unchanged environment for transactions.

Due to its ability of smart contracts and other complex computing capabilities, Ethereum is considered as a more flexible, adaptable and stable platform.

Furthermore, its reliability and the growth of decentralized applications (dapps) made us opt for the Ethereum platform.

To ensure transparency, stability and security of the platform, we implemented blockchain technology.

Blockchain technology also allows us to simplify the interaction between participants of the platform and reduce fraud and costs for all engaged parties.

AWT tokens comply with ERC20 standard. This means that they are compatible with Ethereum wallet and can be easily transferred from one address to another.

8. AWT **TOKENOMICS**

What's On Pic tokenomics allows us to create a business model to empower our members to interact with the platform and get incentives in the form of cash rewards and AWT tokens.

Members of the What's On Pic community will earn cash rewards and tokens when the purchase takes place through the posts that they tagged.

We will encourage the use of tokens that can be traded, redeemed and used for services within What's On Pic platform.

The value of AWT tokens will be enhanced over time due to the development of the service and the increasing number of users who will raise the demand for tokens. This will allow our participants to get more rewards and benefits.

To implement our business model, we use blockchain technology.

WHY **BLOCKCHAIN?**

By integrating our wallet into the blockchain, we create a mechanism to speed up the calculation of the cashback and stimulate our publishers, providing them with a token that has a real supported value and can be traded, redeemed and used through by partner using the ERC20 wallet.

Our goal is to offer our members an easy-to-use and understandable cryptocurrency asset that will be promoted as a reward token.

Participants will earn AWT tokens in addition to cashback, paving the way for token mass adaptation, since the consumers will be able to earn tokens when making sales through their posts.

AWT token will stimulate acceptance and new client attraction, as we will encourage participants to register and earn tokens spending them through the platform. This will lead to an increase in revenue and corresponding profitability.

Advertisers will use AWT token to purchase ads and incentivize customers to make purchases through the What's On Pic platform.

HOW TO EARN **TOKENS?**

What's On Pic members earn AWT tokens each time when a purchase takes place from the user's post. Initially, for every earned $1 the consumer will additionally earn a token incentive at a fiat 10:1 ratio, which is funded from our transactional revenue stream.

The members have the following options to receive payouts in:

    1. What's On Pic rewards in fiat and earning in AWT.
    2. All in AWT (fiat will be immediately traded and AWT equivalent will be credited to the user's wallet).

Any withdrawals requiring conversion of AWT to local currency will be done at ruling market prices and will attract transaction processing fees, which may vary depending on market and withdrawal method.

FORMULA FOR CALCULATION **OF TOKENS AS INCENTIVE**

Calculating the number of tokens that are allocated as an incentive to the member for each transaction, based on the cash back value of the rebate earned for transacting through the platform.

$$\text{Tokens} = \frac{\text{Ratio (Affiliate-Comission)}}{\text{Token Price}}$$

- • **Tokens** - Number of tokens allocated to the WhatsOnPic member as incentive
- • **Ratio** - Token incentive value expressed as a Ratio
- • **Affiliate** - Affiliate reward from merchant expressed in fiat
- • **Commission** - Transaction fee earned by WhatsOnPic
- • **Token price** - Price of the token on the exchange (the lowest price)

HOW TO USE **TOKENS?**

There are several commercial and end-user applications for the token. Depending on the user requirements, the token can be used either to store or transmit value or redeem for services within What's On Pic. Tokens are referred to as AWT (What's On Pic token).

AWT tokens can be used for the following purposes:

1) Pay for advertising on What's On Pic

- • Users, merchants, and advertisers offering their services and products on What's On Pic can pay their advertising fees using AWT.
- • Banner advertising or High-priority campaign can be paid in tokens. As token value increases, any redemption will be valued at ruling market prices, effectively guaranteeing a discounted rate on advertising in the platform for early crowd-sale adopters.

2) Making payments

Within the What's On Pic marketplace, members will be able to buy products from the What's On Pic marketplace and eventually purchase goods from integrated merchant partners who accept payments from ERC20 wallets in general and What's On Pic especially, according to the real-time exchange rate of the token.
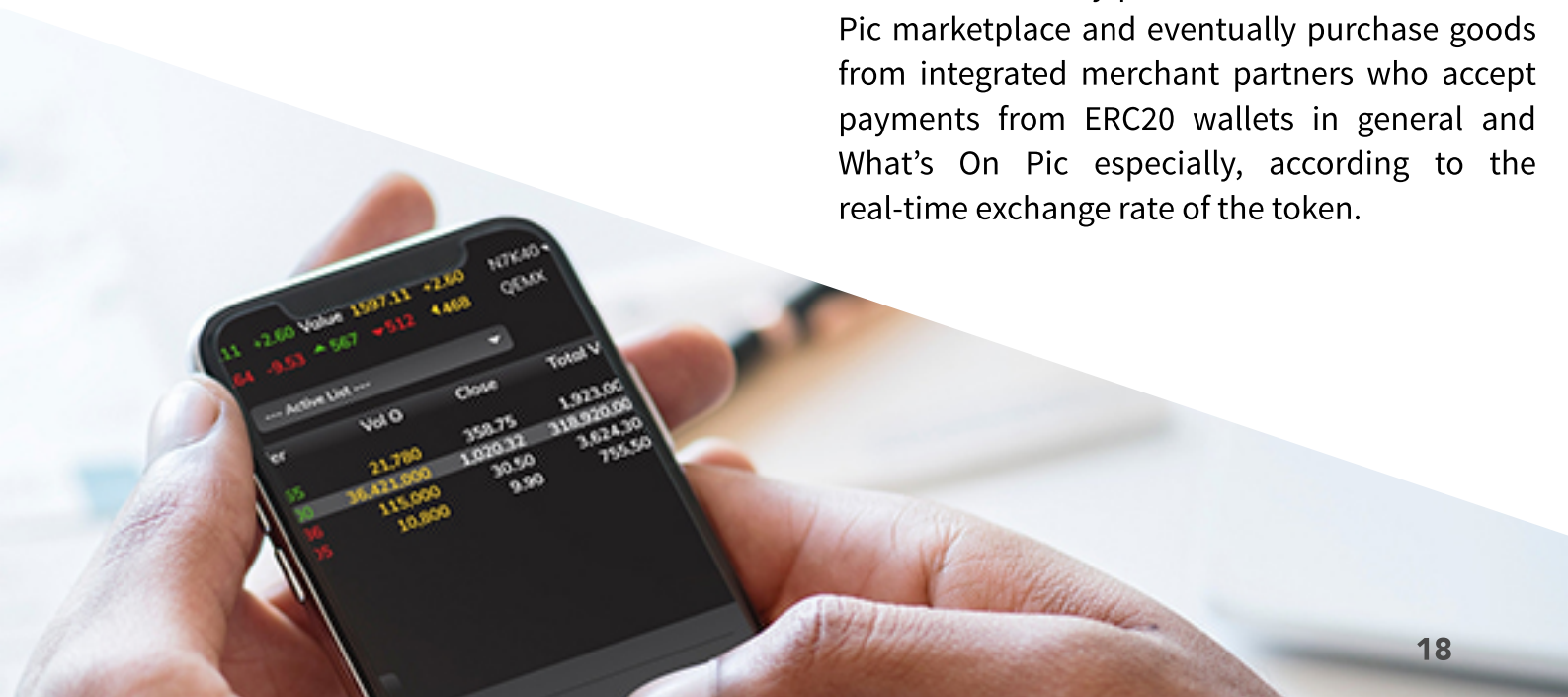
TOKEN **TRADING**

AWT token can be traded, exchanged and sold. What's On Pic will honor the tokens issued at the Crowd-sale for promotional services at a guaranteed discount rate according to the rules of the smart contract.

The token will be traded on several exchanges, and in accordance with ERC20, the token can be stored in any compatible wallet and used to make purchases.

WHY **CONTRIBUTE?**

Our sale of tokens is an opportunity for early adopters to participate in the crowd-sale of redeemable tokens. **After the initial tokens are completely distributed, no other tokens will be issued**, and the company will redeem the tokens in the future to give incentives and rewards to participants.

The AWT price is based on the Hartwick rule, where through our buyback program, tokens will maintain liquidity and increase in value over time.

This will become possible because more users will enter the ecosystem. Due to a limited number of AWT and its offering, we expect that the price of the AWT token will grow, as the demand driven by the participants' profit increases the price.

What's On Pic will pay incentives to its members using an incentive factor, **currently 10:1 (one-tenth the value of a dollar is the equivalent in the AWT to each earned dollar from the cashback).**

This incentive will be financed from the profit received and it will be purchased on the open market.

9. AWT TOKEN INFORMATION AND DISTRIBUTION

AWT token is released on the basis of Ethereum platform and it fully complies with ERC-20 standard. Support of this standard guarantees the compatibility and easy integration of the token with third party services (wallets, exchanges, listings, etc.).

The issue of AWT tokens is necessary to raise funds for further project development and maintenance of our platform. AWT tokens will be generated at the token generation event during the Crowd-sale. No tokens will be generated at the Pre-sale phase.

The number of AWT tokens is limited. AWT tokens are not mined by any companies or users.

The maximum amount of tokens to be issued: 7,213,925.00 AWT. After that, the release of AWT tokens will be stopped.

Token	AWT
Token type	ERC 20
Token emission	7,213,925.00 AWT
AWT tokens for sale	5,050,000.00 AWT
Soft cap	$1,821,250.00
Hard cap	$21,987,500.00
Price per 1 token	0,0125 ETH - 0,0250 ETH
Minimum purchase	0,01 ETH
Accepted currencies	Ethereum (ETH)
Expected exchange rate	ETH = 200 USD

Tokens for team and advisors remuneration will be automatically blocked in smart contract for 1 year.

Tokens that make up the reserve fund will be automatically blocked in smart contract for 6 months.

All the unsold tokens will be burnt according to smart contract regulations, except for the reserved tokens.

TOKENS **PRE-SALE**

Start: 2018/11/25
End: 2019/02/15
Number of tokens for pre-sale: 135.000 AWT
Minimum purchase: 0.01 ETH
Accepted currencies: Ethereum (ETH)

If we hit the maximum number of tokens for the pre-sale, the pre-sale phase will end 48 hours later and the crowd-sale will begin as scheduled. Our crowdsale will continue until either our hard cap is reached, or we reach the end date of our crowd-sale.

TOKENS **CROWD-SALE**

Start: 2019/02/22
End: 2019/05/19
Soft cap: 415.000 AWT
Hard cap: 4.500.00 AWT
Minimum purchase: 0.01 ETH
Accepted currencies: Ethereum (ETH)

If the soft cap is not reached during the crowd-sale period, we will return all the funds to investors. (with a deduction of bank charges, commissions, transfer fees and such like).
Tokens will be transferred to buyers wallets after the Crowd-sale is closed.
After the Crowd-sale, the buyback will be available. All token holders will be able to sell their tokens through smart contracts.

TOKEN BONUS **STRUCTURE**

Pre/Crowd Sale		Max days since start	Discount	Price
Pre-Sale	35,000 AWT	19	50%	1 AWT = 0,0125 ETH
Pre-Sale	100,000 AWT	until the end of pre-sale	30%	1 AWT = 0,0175 ETH
Crowd-Sale	150,000 AWT	12	20%	1 AWT = 0,0200 ETH
Crowd-Sale	150,000 AWT	21	10%	1 AWT = 0,0225 ETH
Crowd-Sale	200,000 AWT	28	5%	1 AWT = 0,0238 ETH

TOKEN **ALLOCATION**

Emission (total will be produced) - 7 213 925
Tokens for sale - 5 050 000
Reserved Tokens - 2 163 925
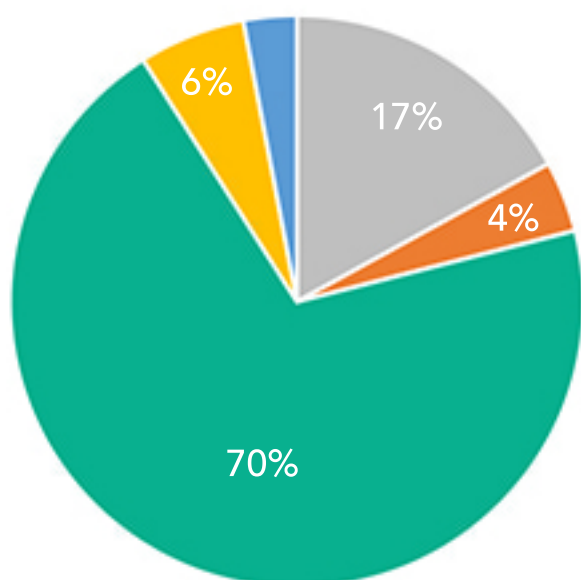
Founding team – 17%
Development partners and advisors – 4%
Revenue tokens - 70%
Reserve fund – 6%
Bounties and Referral programs - 3%

The value of AWT tokens will be provided by limited em iss ions and will rise as a result of product ex pan sion that will lead to growth in users' audience and increase in demand for ATW tokens.

All the tokens spent are burnt via smart contract. This will reduce the number of tokens in circulation and increase market price for AWT tokens.

The reserved fund will support early-stage development of What's On Pic platform and stimulate token demand and its price rise after ICO is over.

TOKEN **DISTRIBUTION**

During the pre-sale, participants need to send Ethereum (ETH) to the address to book tokens and bonus. Tokens will be released after the crowd-sale.

During the crowd-sale, tokens are acquired by sending the Ethereum (ETH) to the smart contract address.

After receiving the ETH, the smart contract will send the tokens to your wallet.

After the crowd-sale, AWT tokens can be placed and sold on additional exchanges.

In addition, the advertiser will have a buyback and trading options directly on the What's On Pic platform.
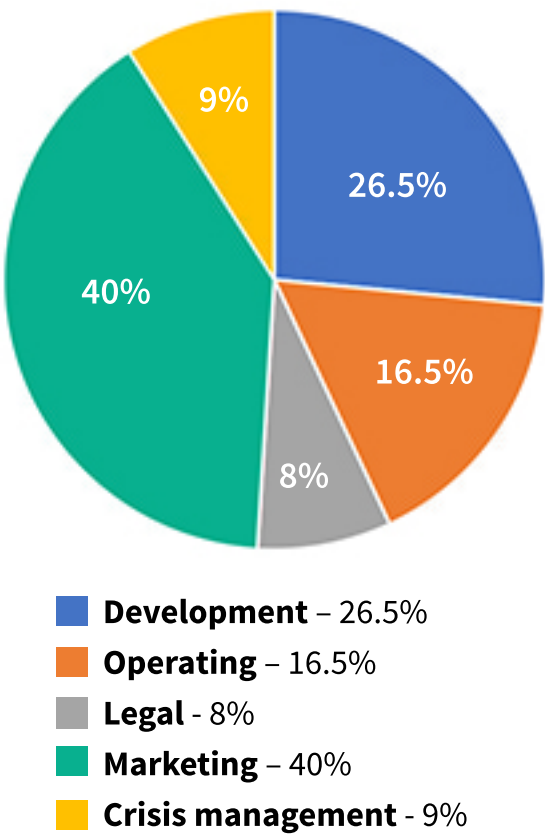
10. FUND **ALLOCATION**

To make the project more attractive to our users and to scale it effectively, we need to invest in its development. Therefore, we have worked out a plan to distribute the funds.

The funds raised through the token sale will be allocated for further development and promotion of the What's On Pic service.

Depending on the total funds raised, we have three scenarios for fund allocation.

We plan to allocate $437,500 for our pre-sale phase (the amount is calculated based on the exchange rate: 1 ETH = 200 USD)

- **Development** – 26.5%
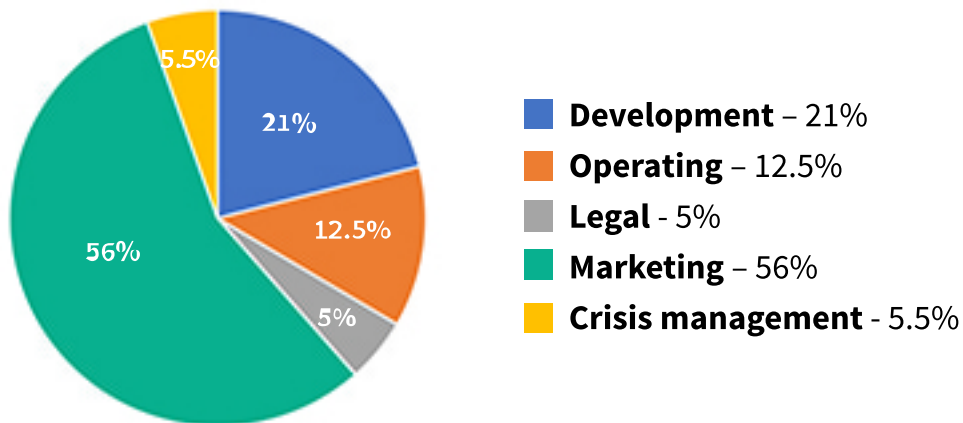- **Operating** – 16.5%
- **Legal** - 8%
- **Marketing** – 40%
- **Crisis management** - 9%

FUND ALLOCATION RELATIVE TO THE PROJECTED REVENUE AMOUNT

Fund allocation	Year	Countries	Active audience	Revenue (USD)
$22,000,000	2019	9	6,679,687	$70,029,303.22
	2020	17	19,331,194	$202,666,695.22
	2021	23	39,621,579	$415,389,465.35
	2022	29	49,594,008	$519,939,615.78
$11,000,000	2019	7	1,693,882	$17,758,525.46
	2020	9	4,902,141	$51,393,652.39
	2021	14	10,047,520	$105,337,395.31
	2022	23	12,576,399	$131,849,961.09
$2,000,000	2019	2	150,963	$1,582,684.01
	2020	5	436,891	$4,580,330.29
	2021	9	895,460	$9,387,931.00
	2022	14	1,120,840	$11,750,796.89

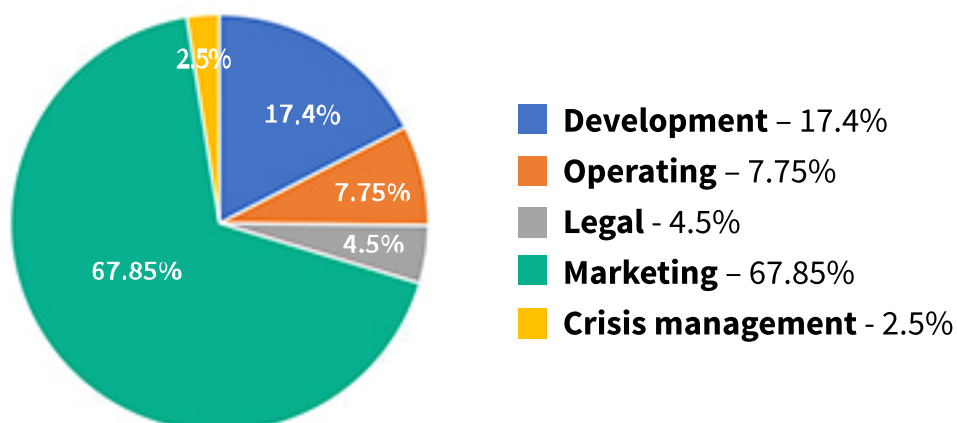Depending on the amount of raised funds and the scenario realized, the funds will be allocated as follows:

1st scenario ($2,000,000 raised)

- ■ **Development** – 21%
- ■ **Operating** – 12.5%
- ■ **Legal** - 5%
- ■ **Marketing** – 56%
- ■ **Crisis management** - 5.5%

2nd scenario ($11,000,000 raised)

- ■ **Development** – 19%
- ■ **Operating** – 8%
- ■ **Legal** - 4.5%
- ■ **Marketing** – 65%
- ■ **Crisis management** - 3.5%
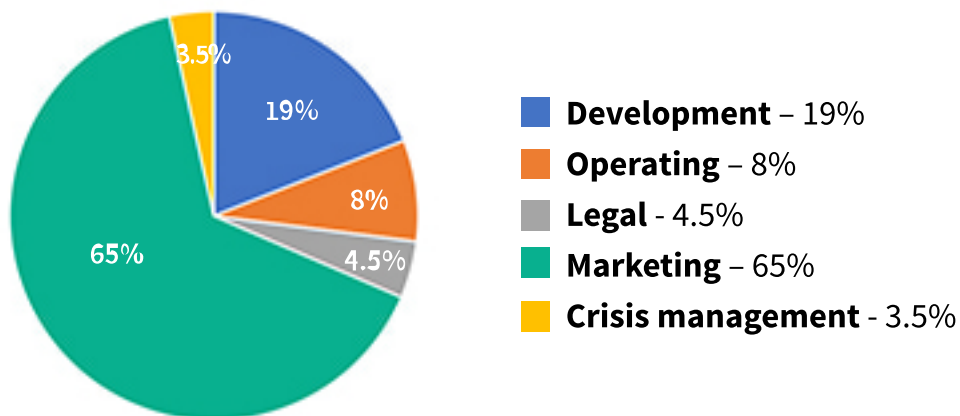
3rd scenario ($22,000,000 raised)

- ■ **Development** – 17.4%
- ■ **Operating** – 7.75%
- ■ **Legal** - 4.5%
- ■ **Marketing** – 67.85%
- ■ **Crisis management** - 2.5%

11. HISTORY, ROADMAP, **AND DEVELOPMENT PLAN**

Q2 2017

- Detailed study of affiliate, cashback services, and impulse buying market
- Legal issues analysis for service launch in particular countries
- Competitive landscape analysis
- Creating specifications for the server part, and the web and iOS clients

Q3 2017

- Team building
- Drawing and approval of design
- Implementing core functionality
- Launch of iOS client development

Q4 2017

- Completion of the server part development
- Connecting affiliate aggregators an individual trading platforms
- Implementing the feature of reward allocation to users
- iOS client development
- Launch of WEB client development

Q1 2018

- Encryption and secure data storage system
- Launch of beta version of iOS client
- Launch of beta version of the Web client
- Mass testing
- Bug fixing
- Implementation of additional functionality for iOS in connection with the release of the new version
- Intelligent matching system (photo-based) beta version development
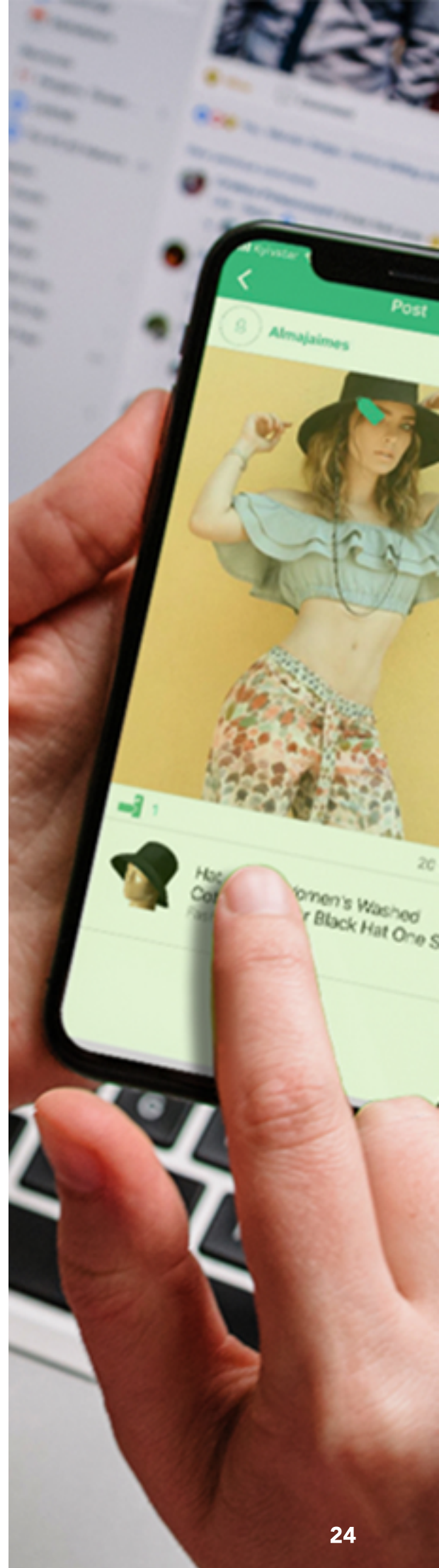
Q2 2018

- Publishing iOS app
- Audience testing, targeting
- Implementation of the functionality of referral bonuses for inviting new users
- Implementation of the functionality providing the viral effect
- Implementation of systems development technologies: image recognition system, user clustering

Q3 2018

- Finalizing app development
- Project launch in North America (the first stage - 2 countries)
- Morphological and semantic text analyzer

Q4 2018

- Launching an application for iWatch
- User clustering system
- Connecting new stores

Q2 2019

- Implementing own trading platform based on dropshipping technique to increase profitability
- Connecting new stores and content monetization platforms / affiliate aggregators
- Development of the web platform functionality

Q3 2019

- Implementing ICO user tokens for purchasing in our store with dropshipping technology.
- Improvement of artificial intelligence algorithms for recognizing products in the photo. More precise photo recognition with branding recognition (Image recognition system)
- Improving interface for support native futures of iPhone X (FaceID recognition, Spread 3D touch over interface, 3D touch on application with context menu: Create post, Check balance, Discover)
- Implementing own trading platform based on dropshipping technique to increase profitability

Q4 2019

- Developing support of ICO tokens in application and add ability to earn tokens instead of USD
- Implementing Android client
- Implementing client for iWatch (Checking balance, statistics, count of view)
- Connecting new stores and content monetization platforms / affiliate aggregators in the countries of the second stage
- Project launch in Europe and Asia (the second stage – 10 countries)
- Start of a marketing campaign in the countries of the second stage.

Q1 2020

- Deep integration with social networks, and developing Google Chrome plugin for identifying goods on pictures and providing easy to use links to proceed to purchases.
- Implementing own API for integrating new partners
- Start of the token buyback program

Q2 2020

- Covering an estimated target audience in the first stage countries
- Connecting new stores and content monetization platforms / affiliate aggregators in the countries of the third stage
- Project launch in the countries of the third stage (the third stage – 14 countries)
- Start of a marketing campaign in the countries of the third stage.

Q3 2020

- Covering an estimated target audience in the second stage countries
- Covering an estimated target audience in the third stage countries
- System adaptation and intelligent selection algorithms tuning in accordance with local and mental audience specifics

2020+

App launch in 26 countries and further scaling of the project around the world
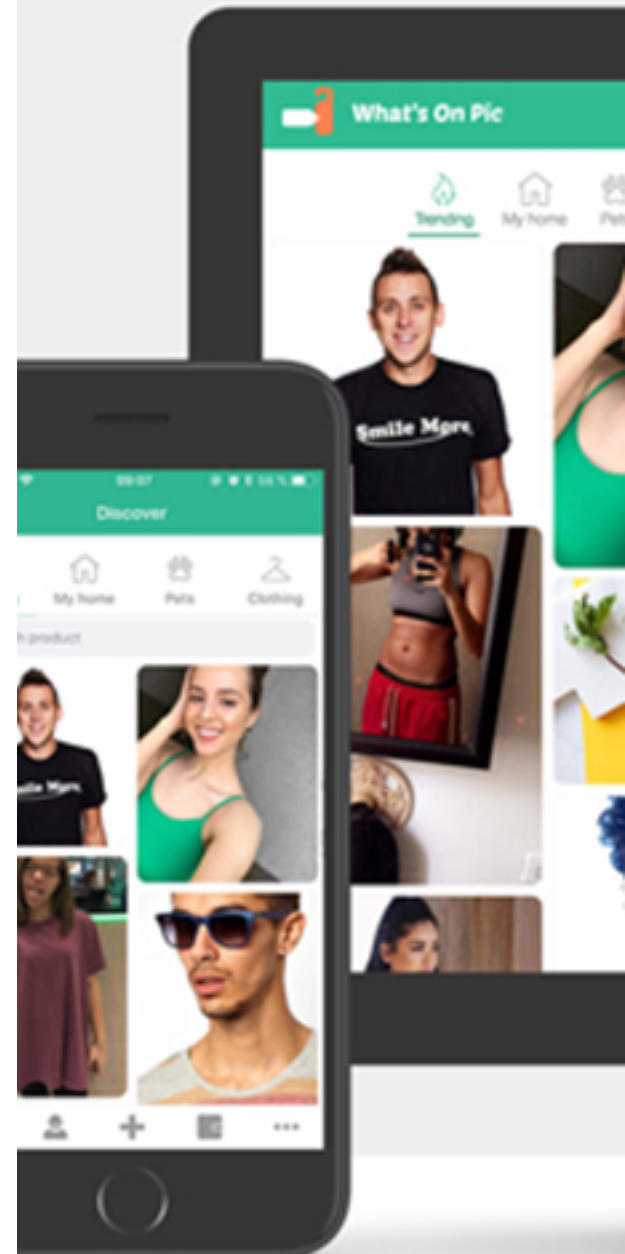
12. PROJECT **TEAM**

We are proud to introduce our team of skilled professionals with a proven experience in business development, strategic management, marketing communications, UX/UI design, and IT-engineering. Due to their efforts and dedication, we have successfully launched our product and continue to improve it. Our team is a core value for What's On Pic and we believe that together we will improve the e-commerce landscape and provide the best online shopping experience for users all over the world.

We are incredibly optimistic about WhatsOnPic growth both today and in the years to come because we know that our expertise, hard work and determination are second to none.

Nikita Alekseev
Co-Founder | Chief Technology Officer
Nikita holds a master's degree as an automation engineer. As CTO he is responsible for driving research and development of the with Blockchain based capabilities leveraging Ethereum. Nikita has over 15 years of experience in technology spanning enterprise applications, data mining, financial trading, and blockchain. Experience includes enterprise application development with Neural Networks, Data Mining, High-End Configuration and Product Content Management. Blockchain and cryptography enthusiast.

Semen Kakaulin
Co-Founder | CEO
Semen holds a master's degree in economics. He has a serial entrepreneur, investor and consultant have a wealth of experience assisting established companies to achieve growth and startups to reach their full potential. A leading expert in business strategy, Semen currently consults and advises for a range of companies.

Eugene Kalyada
Lead Front-End Developer
Before joining WhatsOnPic, Eugene was developing tools in IOS for several years. He specializes in front-end and back-end testing in the web app and mobile web. He was involved in the testing of a new crypto gateway payment method. In addition, he has spent two years working n quality assurance and has practical experience in maintaining quality management systems. Eugeny holds a Bachelor's and Master's Degree in Informatics.

Konstantin Zorov
Lead Back-End Developer

Konstantin full stack Senior high-security backend system developer with extensive experience in a variety of programming languages and tools. Specialised in architecting and building tested, distributed and scalable services using Go, React, react-native, Node.js Java and Blockchain technologies. He has worked for global leaders developing critical.

Daria Zubko
Head of Marketing

Daria is a great Marketing specialist with extensive experience in launching projects in the FMCG market; Has expertise in creating and developing successful private labels; Has conducted more than 30 efficient full-scale advertising campaigns. At WhatsOnPic, Daria is most excited about driving progress in public relations and social media, as well as building relationships with influencers across various areas of interest.

Max Lebedev
Head of Design

Max as Graphic Designer has extensive experience in the graphic design field. He worked in an ad agency and on various projects mostly in the financial industry. 7+ years of experience in UX/UI design. Extensive experience and expertise in the graphic design of any level of complexity. Has practical skills in web-design, printing, illustrating, animation, 3D-modelling.

Max Dovbish
Front-End Engineer

Max joined WhatsOnPic with a great deal of previous experience in IT. His career brought him to many different places over the last seven years - from East Asia to Western Europe. He believes decentralization and blockchain technology will lead us to a better world. He always wanted to help create a world without any limitations. At WhatsOnPic, he can do just that. He is skilled in JavaScript, Node.js, React, Angular, Java and PHP. Max holds a Bachelor of Science in Computer Engineering.

Dmitriy Mankov

Front-End Engineer

From the early days of his career as a developer, Dmitriy specializes in front-end have rich experience with HTML, CSS, PHP, Angular JS, SASS, LESS, Bootstrap. He also has knowledge of fine-tuning SEO. Here at WhatsOnPic, he finally has the ability to contribute, as the WhatsOnPic platform encourages people to work together to build a better, decentralized world. Dmitriy holds a Bachelor of Science in Telecommunications Engineering.

Oleh Zavodenko

Financial and Business Advisor

Oleh is an experienced banker and financial consultant. He has 7 years of experience in launching banking IT products, defining strategies, preparing budgets and forecasts. Passionate to the blockchain. Oleh got an MBA degree from a leading business school in the USA.

Olga Orekhova

Legal Adviser

Olga joined WhatsOnPic with a great deal of previous experience in International Law. She is our advisor and Consultant in the financial crimes risk management industry, financial institutions, and payments firms. Key subject matter expertise spanning anti-money laundering (AML), fraud, sanctions, anti-corruption, regulation, and compliance. Olga holds a Master of International law.