

# IOWN GROUP

THE INVESTMENT PLATFORM OF THE FUTURE



**WHITEPAPER** v1

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**PLEASE READ THIS SECTION (AND THIS WHITE PAPER GENERALLY) CAREFULLY. YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX, AND OTHER PROFESSIONAL ADVISOR(S) BEFORE TAKING ANY ACTION IN CONNECTION WITH THIS WHITE PAPER.**

This Whitepaper is intended to present relevant information to potential Purchasers (the **“Purchasers”** and each a **“Purchaser”**) in connection with the proposed offer (**“Token Sale”**) of cryptographic tokens (**“iOWN Tokens”**) on a decentralized blockchain by iOWN Group, an exempted company incorporated with limited liability in the Cayman Islands (**“the Company”**, **“we”** or **“us”**). The iOWN Tokens are to be used within an online investment platform (**“iOWN Platform”**), which is to be operated by iOWN Group or any of its affiliates. If you decide to participate in the Token Sale as a form of investment, the Company expressly warns you that such an investment carries a high degree of risk including but not limited to risks relating to the Company, the iOWN Platform, the iOWN Tokens, the decentralized blockchain. For a description of the associated risks, see the chapter **“RISK FACTORS.”**

### FORWARD LOOKING STATEMENTS

All statements, estimates and financial information contained in this Whitepaper, made in any press releases or in any place accessible by the public and oral statements that may be made by the Company or any Associated Party that are not statements of historical fact, constitute **“forward-looking statements”**. In this Whitepaper, **“Associated Party”** shall mean and include iOWN Group, iOWN or any Subsidiaries thereof.

Forward-looking statements are based on analyses or forecasts of future results and estimates of amounts not yet determinable or foreseeable. Such forward-looking statements are identified by the use of terms and phrases such as **“anticipate”**, **“believe”**, **“could”**, **“estimate”**, **“expect”**, **“intend”**, **“plan”**, **“predict”**, **“project”**, **“will”** and similar terms, including references and assumptions. Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of the Company. Further, the Company disclaims any responsibility to update any of those forward-looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

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This Whitepaper does not constitute an offer of the Tokens to the members of the Public in the Cayman Islands. **“Public”** for these purposes does not include a sophisticated person, a high net worth person, a company, partnership or trust of which the shareholders, unit holders or limited partners are each a sophisticated person, a high net worth person any exempted or ordinary non-resident company registered under the Companies Law (2018 Revision) or a foreign company registered pursuant to Part IX of the Companies Law (2018 Revision) or any such company acting as general partner of a partnership registered pursuant to the provisions of the Exempted Limited Partnership Law (2018 Revision) or any director or officer of the same acting in such capacity or the Trustee of any trust registered or capable of registering pursuant to the provisions of the Trusts Law (as Revised).





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Any person or entity, including anyone acting on its behalf, being based, being a citizen or resident, domiciled, located or incorporated where applicable laws prohibit or restrict distribution or dissemination of the Company's materials, acquiring iOWN Tokens or accessing the iOWN Platform including, but not limited to any country that prohibits the sale of cryptographic tokens shall not use the iOWN Platform or acquire Tokens, otherwise such person assumes all the responsibility arising from the continued use of the iOWN Platform and/or iOWN Tokens. Specifically, the Company has included a Chapter on **'NOTICE FOR PARTICULAR PURCHASERS'** and **"REPRESENTATIONS AND WARRANTIES BY PURCHASER"** and we recommend that the Purchaser read through such section.

In this Whitepaper, all terms and phrases that have been specifically defined shall have the meaning ascribed thereto. If a term is not defined, then such terms shall have the standard industry meanings or usage. In this Whitepaper, words importing the singular shall, where applicable, include the plural and vice versa and words importing the masculine gender shall, where applicable, include the feminine and neuter genders and vice versa. References to persons shall include corporations. References to any law or regulation shall include references to any statutory modification or re-enactment thereof.

### **Disclosures regarding this White Paper**

This Whitepaper includes market and industry information and forecasts that have been obtained from internal surveys, reports and studies, where appropriate, as well as market research, publicly available information and industry publications. Such surveys, reports, studies, market research, publicly available information and publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information. Neither the Company nor any of the Associated Parties has conducted any independent review of the information extracted from third party sources, verified the accuracy or completeness of such information or ascertained the underlying economic assumptions relied upon therein. Consequently, neither the Company nor its directors, executive officers and employees acting on its behalf makes any representation or warranty as to the accuracy or completeness of such information and shall not be obliged to provide any updates on the same.

No person has been or is authorized to give any information or representation not contained in this White Paper in connection with the Company and its business and operations, the iOWN Tokens, the iOWN Token Sale, iOWN Platform and, if given, such information or representation must not be relied upon as having been authorized by or on behalf of the Company. The information contained herein is as available on the date of this Whitepaper and there may be a change in the affairs, conditions and prospects of the Company, iOWN Platform or in any statement of fact or information contained in this White Paper since the date hereof.



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# INTRODUCTION

Blockchain technology and crowdfunding, two terms that have changed the economy of the world as we know it. On the one hand, we have Blockchain technology, which has enabled the creation of decentralized financial infrastructures that provide more privacy, security, transparency, and efficiency than any other traditional financial system. On the other hand, the phenomenon of crowdfunding has enabled small, promising ideas to turn into great projects and businesses by providing easier means of funds to those who are leading the world in terms of innovation.

At iOWN Group, we have witnessed these changes and we believe they represent a rapidly-expanding and positive influence. iOWN Group is combining the benefits of both Blockchain technology and the crowdfunding concept to create a new Blockchain powered, crowdfunding platform that will connect investors with innovators.

iOWN addresses the shortages and drawbacks in the way investments occur and are handled in the current financial systems. Business owners who intend to expand their companies often require loans to fund their plans, however, they almost always encounter strict procedures, financial implications and constraints that hinder them from realizing their goals. iOWN targets people with access to adequate capital who are seeking chances to invest it in profitable and trustworthy projects but who lack either the experience and knowledge, or the time to make such investments. iOWN is a Blockchain technology platform launched to serve as a remedy to such situations and to pave the way for both business owners and investors to meet in the digital market and increase their chances of securing funds and making smart investments, respectively.

iOWN provides easy access for people to be part of any trusted running business (or promising startup) with minimum effort and maximum value. We convert smart ideas to real businesses; we provide digital support to business owners to enhance, expand and market their businesses enabling them to generate more funds and to share their success with everyone.

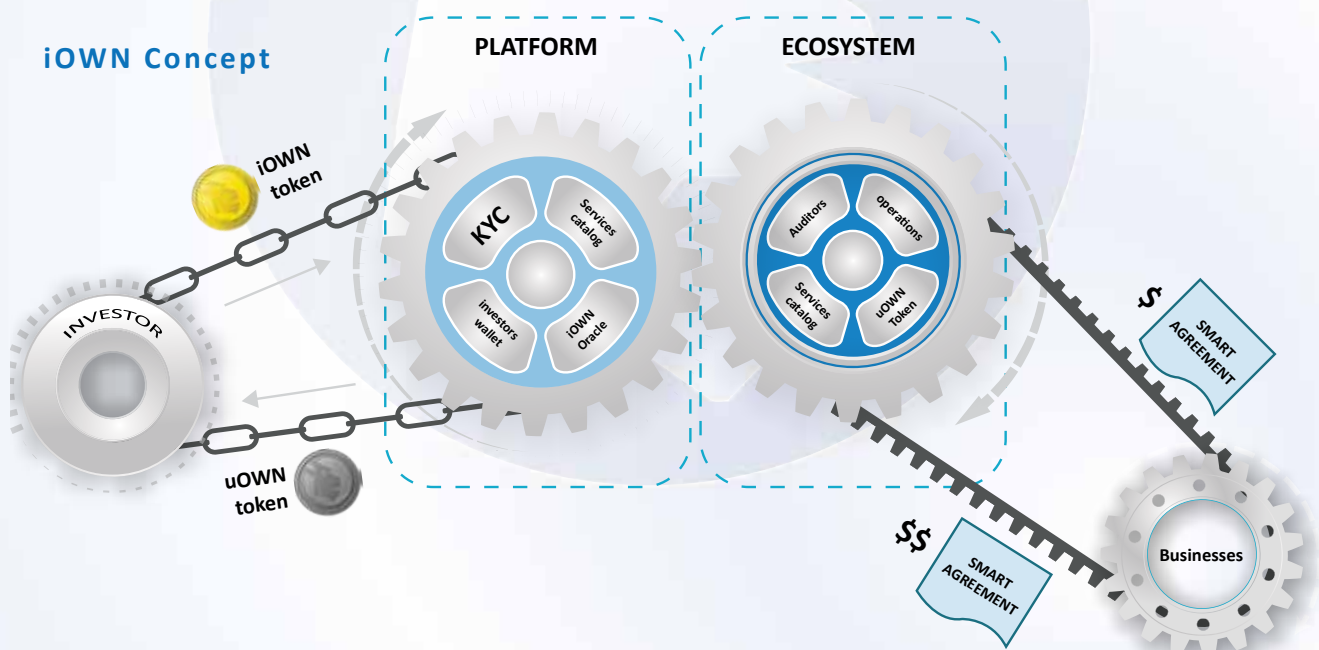


# iOWN CONCEPT

iOWN tackles the problem in a two-pronged fashion: a digital Blockchain-powered platform and a comprehensive Ecosystem. The twin concept will modernize and simplify investment opportunities through a decentralized marketplace accessible by all kinds of users (from trading beginners to experts) and business owners all over the world. To that end, we have classified the process of execution to the following parts:

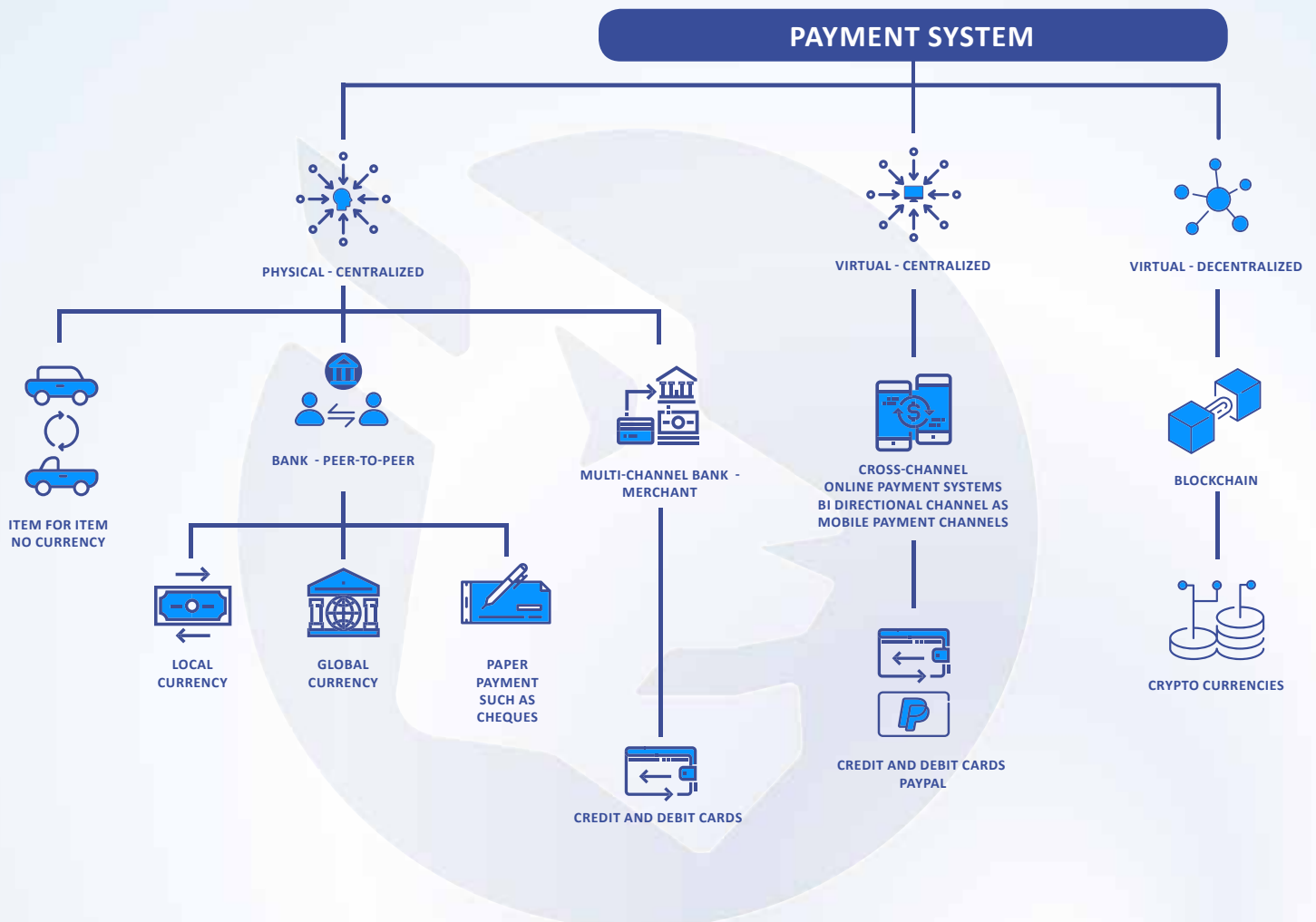
**iOWN Platform** – the core system and central place for business campaigns, fundraising and governance. The platform fund will be raised through a global funding campaign, and as a reward to iOWN Platform funders, all participants will have the opportunity to use their purchased tokens to benefit from Platform services after its release.

**iOWN Ecosystem** – the Ecosystem will address the execution of iOWN platform services. Users can access the platform and select the service (s) they are interested in. iOWN Ecosystem will then digitally and physically execute the transactions and deliver the service outcomes to users in the form of uOWN Tokens and Smart Agreement. The uOWN Token is passive, non-transferable, unlimited supply Token that does not have tradable API keys. It is issued by the iOWN Ecosystem and represents the rights to receive the revenue from a Business campaign.



# INTRODUCTION TO THE MARKET

The field of investment is not new, but the way in which Businesses and Investments are conducted has been evolving ever since. From the early 2000s, we have been part of a digital transformation that is transforming the world. Consider the following chart of payment systems' evolution:



The payment system is evolving and transforming to adapt to rapid market requirements and to simplify the process for users.

But, what follows? How can we fulfil future demand for the expansion of the most modern, decentralized payment system to the investment domain? The answer: a futuristic, Blockchain-based, decentralized, investment platform accessible by everyone.

In the following sections, we will highlight the common terms used in the business and investment domains that will be covered in our project.





## FUNDAMENTAL FINANCIAL SERVICES

**Crowdfunding** is a financing form that involves funding a project with relatively modest contributions from a large group of individuals. The funding campaigns and transactions are typically conducted online. Crowdfunding usually takes several forms: Equity Crowdfunding, Lending Crowdfunding, Rewards Crowdfunding and Donation Crowdfunding.

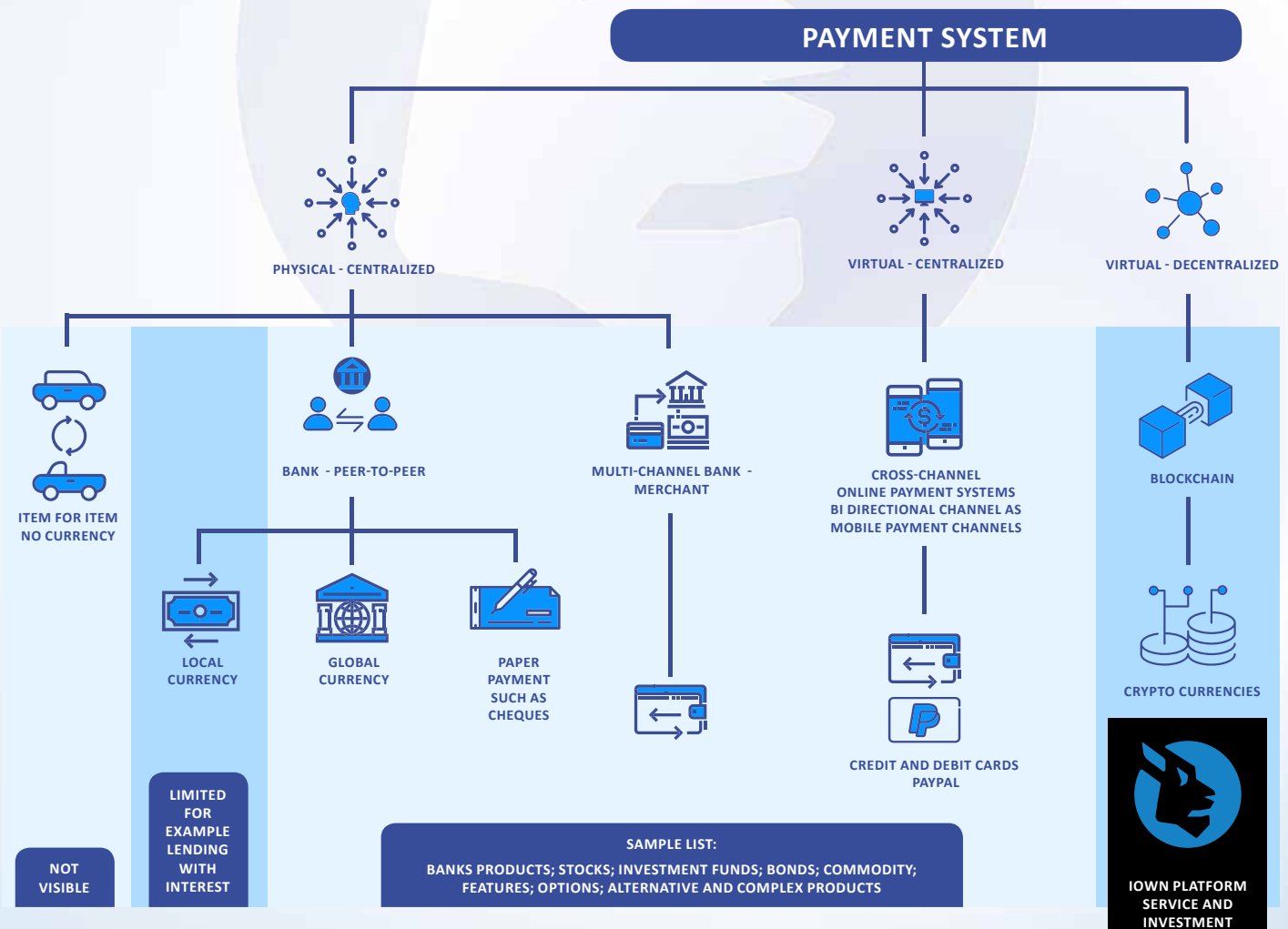
According to recent studies and statistics, the global crowdfunding market was at \$43.46B in 2017, and is seen growing at a Compound Annual Growth Rate (CAGR) of 17% through 2022. The year over year growth rate for 2018 is estimated at 30.89%.

Americas held the largest share of the global crowdfunding market, accounting for over 50% share, followed by the EMEA and APAC respectively.

**Peer-to-peer finance – P2P:** Peer-to-peer lending allows people to borrow and lend money without using an official financial institution as an intermediary. The P2P market is estimated to be \$20+B USD. Personal Lending, transferring money globally for private investment purposes, is estimated at \$250+B USD in 2018.

To summarize, crowdfunding and personal lending tip the global scales at \$380B USD. The funds were raised and invested without any involvement by traditional financial systems.

If we add the investment options to the payment systems, the results appear in the below table:



## iOWN PLATFORM INVESTMENT SERVICES:

The iOWN Platform is a marketplace where users can choose from the various investment options listed, and use iOWN Tokens to access the services offered after reviewing relevant information and scoring the Platform presents, allowing them to make easy and well-grounded decisions.



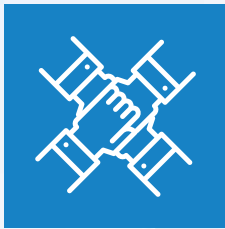
The users would find that they have an option to choose from different types of investments including but not limited to:

- » **Information Technology:** SMB and similar enterprises.
- » **Real Estate Consumer Discretionary goods** including durable goods, apparel, entertainment and leisure, and automobiles.
- » **Consumer Staples:** essential products, such as food, beverages, tobacco and household items.
- » **Health Care:** medical services, manufacturing of medical equipment or drugs, medical insurance, and provisioning of healthcare to patients.
- » **Financials:** this sector includes banks, investment funds, and insurance companies.
- » **Energy:** the Energy Sector includes companies involved in the exploration and development of oil or gas reserves, oil and gas drilling and refining or integrated power utility companies – including renewable energy and coal.
- » **Industrials:** the goods-producing segment of an economy, including agriculture, construction, fisheries, forestry and manufacturing.



It may be stressed that iOWN or the platform does not endorse or promote any of the businesses or investment options which may be listed.

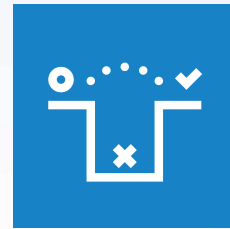
iOWN *will not* manage or administer any business. The responsibility for execution remains with the business owners. iOWN's role is to assist in connecting investors with businesses and to facilitate presenting any information or reports made by licensed experts relating to the credibility and profitability of the business to the investors. Such reports are provided by the licensed practitioners may cover the following information:



Qualifying the business body and team / providing a Team Trust Score



Measuring the trust level of the business to provide a Business Trust Score



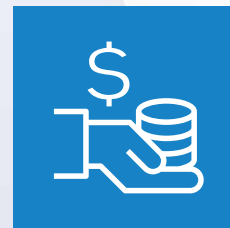
Measuring the risk level of the project to provide a Risk Indication Score



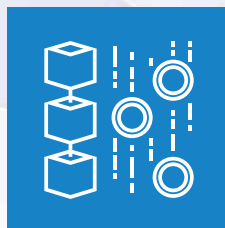
Validating financial reports to provide a Profit and ROI Indication Score



Using reputable auditors to track and continuously monitor the business value, revenue and profit.



Sharing the profit with investors on monthly, quarterly and annual basis as per the campaign terms and conditions



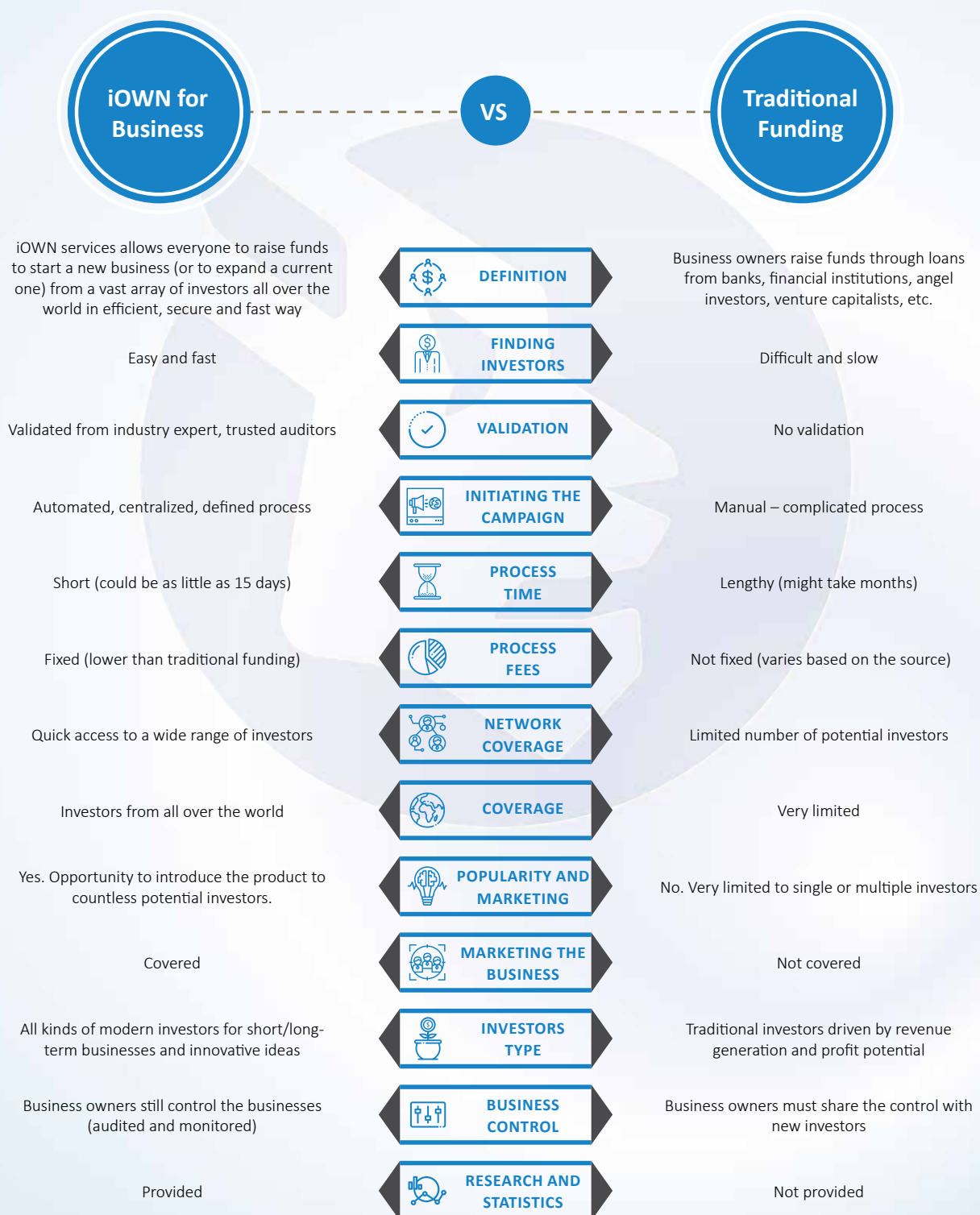
Facilitating the overall process and transferring the ownership proofs between businesses and investors using trusted and transparent methods built on Blockchain



# PROBLEMS AND SOLUTIONS

iOWN provides trusted, fast and reliable services to address and resolve the challenges businesses and investors face in the traditional funding. The following table compares traditional funding services and iOWN.

## iOWN FOR BUSINESS VS. TRADITIONAL FUNDING





# iOWN FOR INVESTORS VS. TRADITIONAL FUNDING



## WHY iOWN

The following table illustrates the primary differentiators for iOWN:

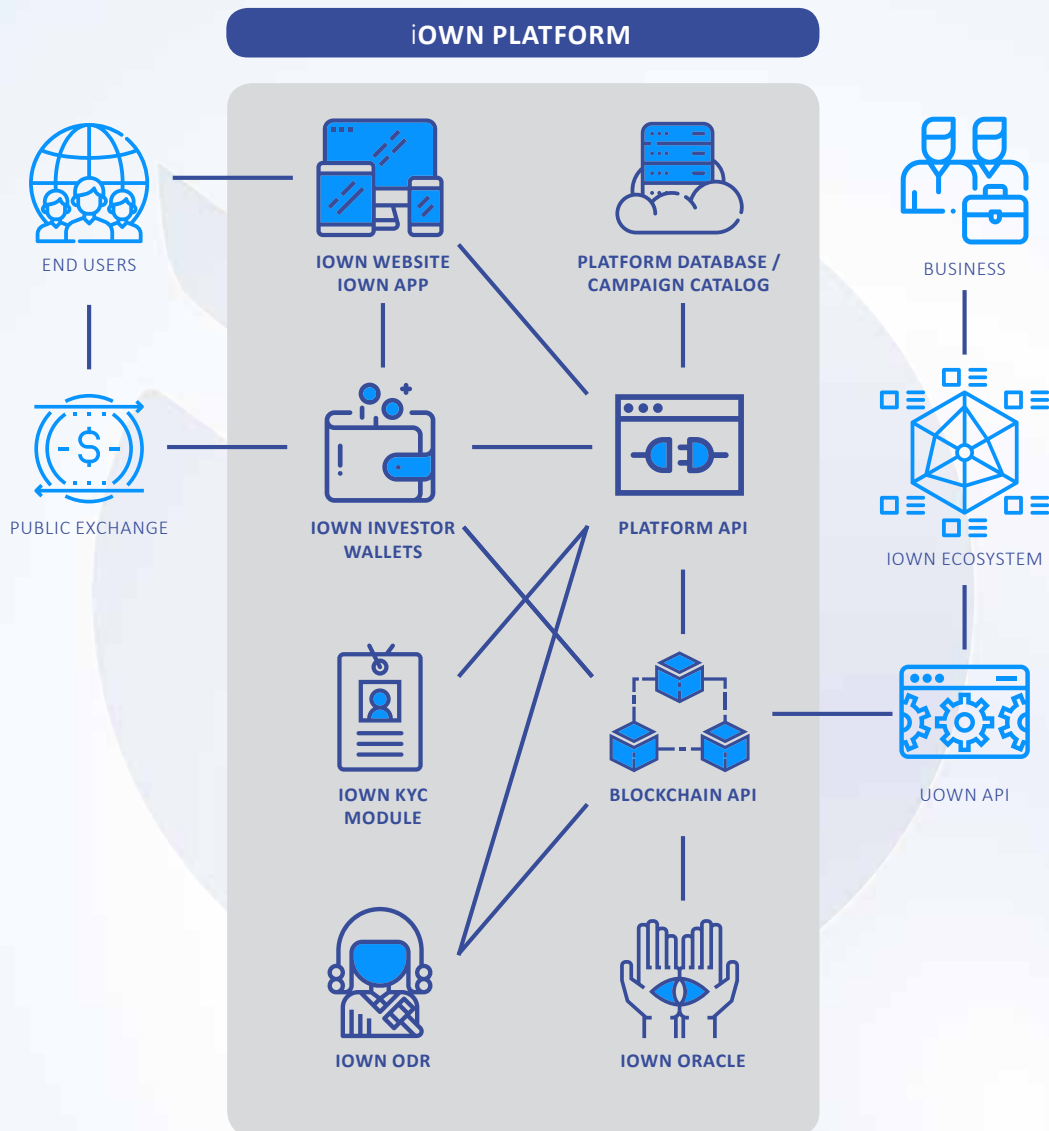
	iOWN	Traditional Crowdfunding	Traditional Crowdfunding (accepting cryptocurrency)	Traditional P2P Lending	Other Blockchain-based Platforms		
Blockchain Based	Yes	No	No	No	Yes	Yes	Yes
Cryptocurrency Acceptance	Yes	No	Partially	No	Yes	Yes	Yes
Ecosystem to support the Platform	Yes	Partially	Partially	Partially	No	No	No
Single Asset Token	Yes	N/A	No	N/A	No	No	No
Profit Distribution based on Blockchain	Yes	No	No	No	No	No	No
3 <sup>rd</sup> Party Audit for Businesses	Yes	Yes	Yes	Partially	No	No	No
Crowdfunding	Yes	Yes	Yes	No	Yes	Yes	Yes
Transparent P2P Lending, Blockchain Based	Yes	No	No	No	No	No	No
Plans and Budget for Targeted Users	Yes	Partially	Partially	Partially	No	No	No
Multi-Country Regulation	Yes	Partially	Partially	Partially	No	No	No
Crypto-Wallet inside the App	Yes	No	No	No	No	No	No
Announced Fixed Fee Rate	Yes	N/A	N/A	N/A	No	Yes	No
Token Classification	Utility	N/A	N/A	N/A	Not Clear	Security	Security



# THE PRODUCT

## THE PRODUCT REALIZATION

The following diagram outlines the main modules inside the Product further described below:



The platform employs the following modules:

- » **iOWN Website/Mobile App:** The main user interface modules of the iOWN platform allows reviewing of the campaign catalog, participation, and access to Blockchain data in a user-friendly way.
- » **iOWN Wallets:** The Investor wallets store users' tokens (iOWN and uOWN). This is mainly a part of the iOWN mobile app but may also be on a third-party exchange in case of wallet partnerships. It allows users to purchase iOWNs from the public exchange and to use them to participate in iOWN platform campaigns.



- » **Platform Database/Campaign Catalog:** Private database of the iOWN platform hosting all user data, KYC information, campaign information and/or any confidential data.
- » **Public Exchange Communication API:** Allows for the platform to communicate with the public exchange and therefore present the investors' iOWN balances from the Public Exchange inside iOWN Mobile App/Website and issue transactions on their behalf on the exchange hosted crypto wallet.
- » **Platform API:** A specialized, permissioned Application Programming Interface which controls communication between different modules: allowing for the "Separation of Duties" between different modules; where each technical module of the platform becomes self-contained and communicates with other modules through this API.
- » **Blockchain API:** A specialized Application Programming Interface allowing interactions with the public Blockchain (this is where the blocks of the Blockchain are added).
- » **iOWN Oracle:** A specialized control module for iOWN, responsible for co-signing transactions on behalf of the iOWN Group, moderating operations on wallets, and interacting with Blockchain smart contracts in general.
- » **iOWN KYC:** A specialized module for defining KYC requirements and storing KYC information, where applicable, this module serves as a communication module with external KYC provider if such is available and necessary.
- » **iOWN ODR:** Represents the ICO part of the Platform. This module will host the ICO reserve tokens and will be responsible for the conditional release of tokens to particular investors when the public exchange supply is deemed insufficient.

## iOWN ECOSYSTEM COMPONENTS:

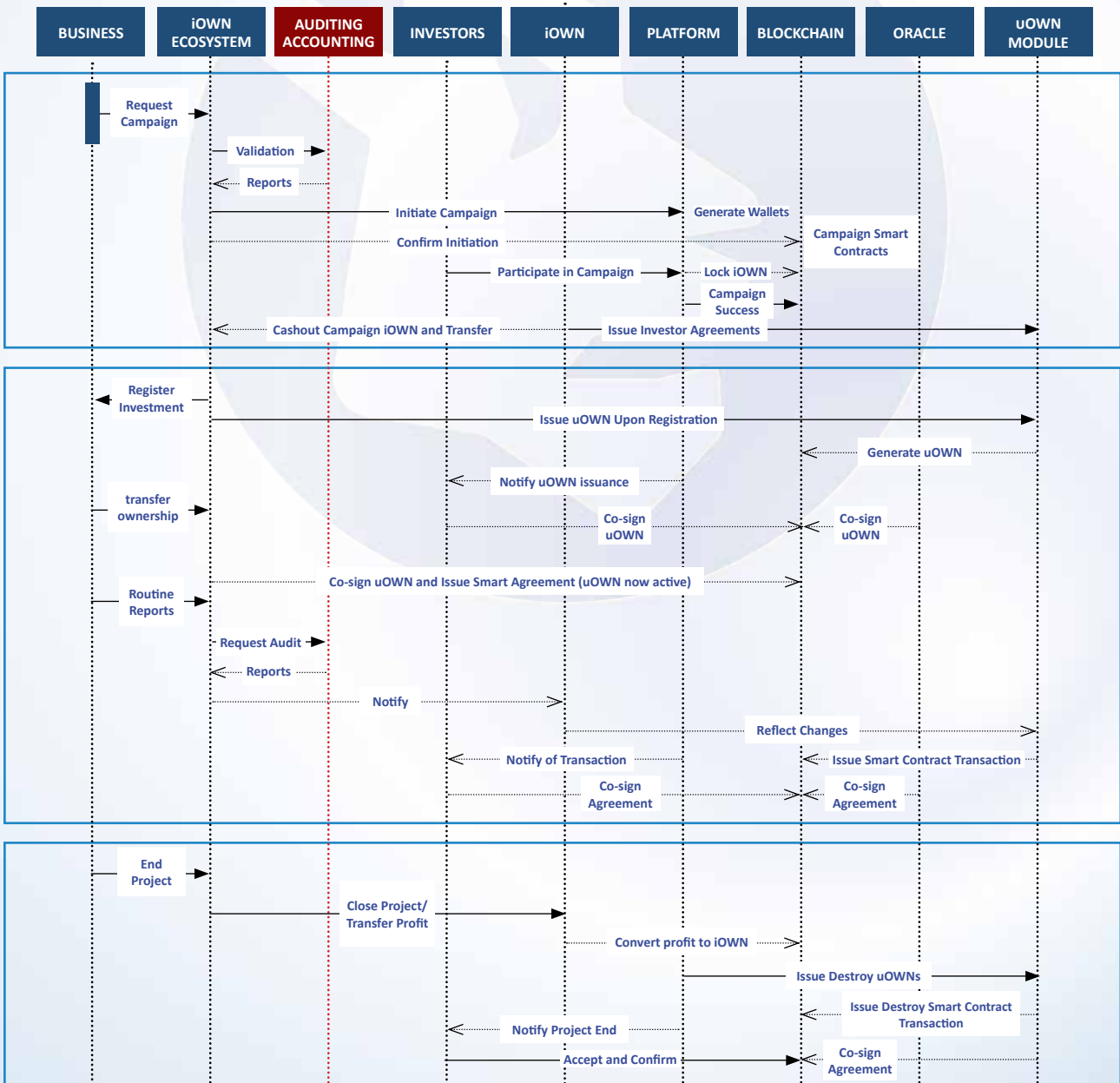
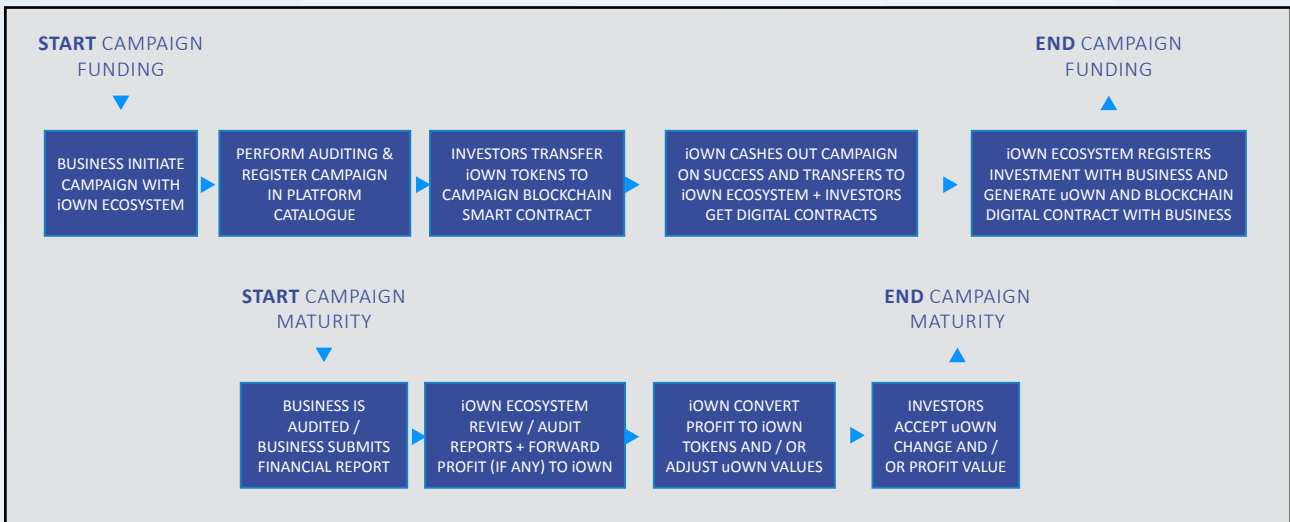
- » **iOWN Operations:** A specialized team for handling operations the Ecosystem, which is responsible to locally transfer business ownership to iOWN Group by completing the business and legal requirement. Including delivery and claim of fiat currencies from/to business. The team is also responsible for updating the status of the campaign on the platform website in order to show the progress.
- » **iOWN Auditors/Accountants:** A specialized external authorized party fulfilling auditing/accounting functionality for the Ecosystem as necessary, iOWN Group is set to partner with well-known Auditing/Accounting Firms in geographical areas of operation to fulfill those requirements and provide an extra level of trust to investors and businesses.
- » **Smart Agreements:** Where it is applicable and necessary, iOWN Ecosystem generates a digital form of "agreement" documents which are signed by various parties (Businesses/iOWN Local Holding Company/iOWN Group (Oracle)/ Investors) on the Blockchain, to reflect the agreement of those parties on the terms of the campaigns and to reflect their state on Blockchain: (for example when a business receives the "funding" from iOWN Operations it digitally signs the agreement to represent that on Blockchain).



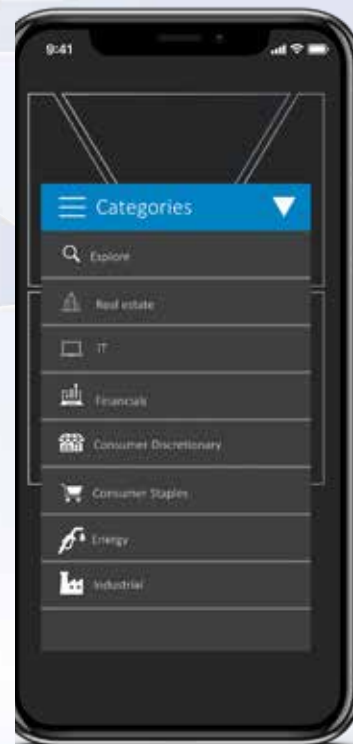


# iOWN OPERATION FLOWCHARTS

The following flowcharts outline the operation of the Platform along with the Ecosystem:



# iOWN PLATFORM



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# THE TECHNOLOGY

Technology realization for the Blockchain API part consists mainly of:

- » **The Smart Contracts:** one of the main advantages of modern Blockchains since the introduction of the Ethereum Blockchain, Smart Contracts offer the intelligence of representing ownerships of assets (Asset Tokenization) and impose advanced conditions on the entities represented on the Blockchain. For example, implementation of a Business Escrow wallets, time constraints, conditions for investing, and external control (locking tokens, user agreements, etc.)- such conditions are needed to operate campaigns in a way similar to Initial Coin Offerings (ICOs).
- » **Multi-Sig Smart Contracts:** another basic building block of the iOWN Platform and Ecosystem, allowing for transactions to occur only if multiple parties unanimously agree upon actions or transactions.
- » **Oracles:** an oracle in the Blockchain context is an external trusted entity entitled to overwrite data in Smart Contracts based on previous conditions. In the iOWN platform, the Oracle will be a consigner who controls all transactions of the Ecosystem, thus preventing malicious activity and also confirming external actions (like audit reports and delivery of payments by iOWN operations to the business).

## MULTI SIGNATURE SMART CONTRACTS

Multi-sig in the iOWN context is a way to control campaign entities. A Smart Contract will be used in the following cases:

- » **Investment agreements:** Used by iOWN Group to show agreement to investors' participation in a campaign – Investor(s) and the Platform Oracle cosign the agreement using their private, crypto keys.
- » **uOWN Tokens:** uOWN Tokens will be accessible through a Multi-sig wallet allowing supervision from iOWN Platform and confirmations from the Business when necessary, thus users cannot transfer their tokens to other investors who haven't completed know-your-customer process, and are otherwise not allowed to participate in the campaigns.

The uOWN Token Smart Contract goes through different phases (generation, activation, maturity and termination) representing different parts of the lifecycle, and are co-signed as needed:

- **Generation:** iOWN Ecosystem and iOWN Group sign agreement on the conditions and success of the campaign – iOWN Tokens raised are converted to fiat currency and transferred to iOWN Ecosystem.
- **Activation:** iOWN Group transfers money to iOWN Ecosystem, which handles registering with the business and processing payment. The business receives the fund.



- **Maturity:** Business is evaluated up/down; profit is distributed, etc. – investors confirm changes to the amount in uOWN as business posture or audit assessment changes. (These are initiated by the Oracle, cosigned by the investors).
  - **Termination:** The final phases of projects and their terminations – allows investors to confirm final profit. Capital is returned in iOWN Group (initiated by iOWN Ecosystem, cosigned by the Oracle and the Investors).
- » **Confirmations of investors for audit reports.** When an audit report is released for a business in the form of a Smart Contract, the investors can show their consent and acceptance of the report by cosigning the Smart Contract.

## MULTI SIGNATURE TRANSACTIONS

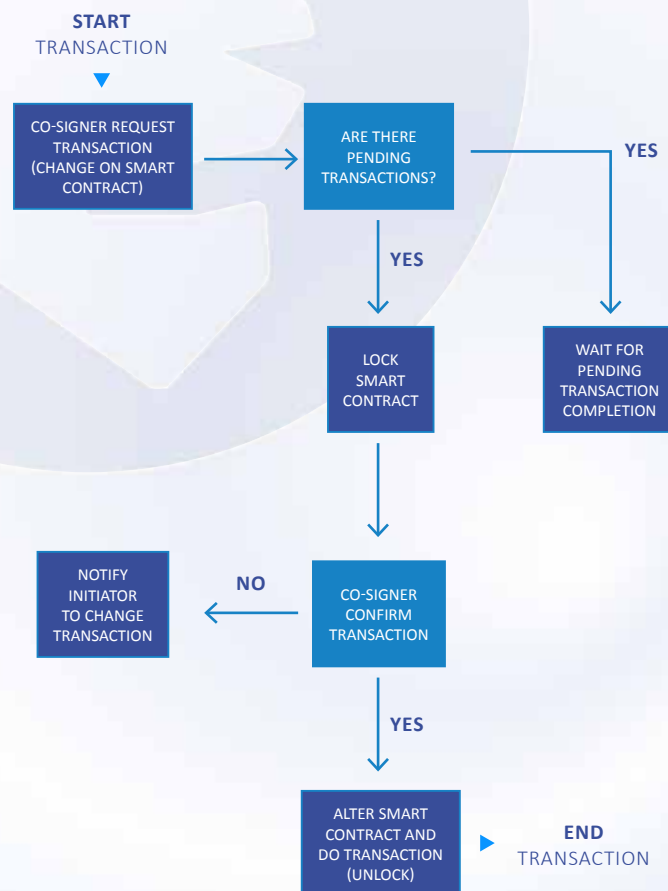
These refer to any change in the state of the Smart Contract, which requires confirmation/agreement from multiple parties. The delegation of a “Cosigner” from one stakeholder to another represents a transfer of full rights from the former to the latter.

When an investor sells his equity in a business/project, it is reflected on any MultiSig Smart Contract by requesting the change of the “Cosigner” from seller to buyer and cosigning by the Platform Oracle. Subsequently, the seller no longer has any right to the MultiSig Contract, and the buyer has all the rights previously held by the seller.

The following flow represents transactions in a MultiSig Smart Contract:

The initiator of the transaction can be any cosigner (Investor, Oracle, Business represented by iOWN Local...etc.) but the confirmation must be by a different entity allowed to accept the change.

There can be multiple level of confirmations: i.e. another level can be iOWN Ecosystem, the Business itself... etc. which is reflected by multiple confirmations before the actual Smart Contract value is changed.





## SMART AGREEMENTS

The iOWN Platform also defines representation of agreements between different entities on the Blockchain as follows:

### iOWN Agreement (On Blockchain)

#### Document Information:

- Public Location for document on Platform Website (or encrypted and stored directly on the blockchain).
- A Unique Digital Signature (Hash Code).

#### Agreement Parties:

- Wallet Addresses of all parties of the agreement.

#### Signatures:

- Unique Digital Signature of "Hash Code" of agreeing parties using wallet "Private Keys".

#### Extra:

- Expiration dates.
- Blockchain specific validity (like existence of another agreement defined by its address).

### iOWN Agreements:

To agree to the stated terms, a user "digitally signs" the document's "hash." (e.g. "I, *owner of a unique private key*, accept the terms as specified in the hash code.")

Agreement can be verified by checking the "signature" against the "Public Key" of the signing party wallet.

Since the agreement is in fact a Smart Contract, further conditions for validity can be set – timeframe, existence of another agreement, etc.

The iOWN Platform and Ecosystem both generate such agreements to represent executed actions between parties:

The iOWN Platform generates agreements indicating receipt of iOWN Tokens from investors and further guaranteeing their rights.

The iOWN Ecosystem generates agreements with businesses when a service is registered after a successful campaign.

Agreements can be used to state: Campaign "C" is awarded to User "X" by iOWN Ecosystem "E" on behalf of Business "B" with iOWN Oracle "O" and uOWN Token "u" after which the address of this agreement can be used to activate the uOWN Tokens thus giving access to the User Business service(s).



## iOWN EXCHANGE INTEGRATIONS

iOWN is considering wallet partnerships with public top cryptocurrency exchanges, offering public Application Programmed Interfaces (APIs) to allow the users to access their iOWN balances (otherwise available on the public exchange) through the iOWN mobile application. Users have a consolidated point of interaction with the iOWN Platform (removing the need to install one app for the wallet hosting iOWN, and another for the private uOWN tokens).

The deciding factors of the partnerships include:

1. Transaction Fees;
2. Support for different Altcoins;
3. Worldwide operation;
4. Comprehensiveness of the API offered;
5. Regulation type.

CoinAPI carries particularly promising prospects due to its unique take on the matter; they combine 90 different exchange platforms into a single API and offer the option for the end user (investor) to decide on the public exchange (as long as it is supported by CoinAPI) where they can make their purchases of iOWNs. CoinAPI will provide the necessary data for iOWN mobile app.

*\*Exchange partnership will be officially announced during the implementation phase.*

## iOWN SECURITY MEASURES

At this stage, iOWN has identified several different security risks and is prepared to tackle the ones in the following list (and others):

- » Blockchain is public, therefore the codes and smart contracts are as well. Attackers constantly search for security holes. Securing private keys poses a challenge. The theft of a private key stolen is equivalent to giving someone else full access to your bank account.
- » Protecting confidentiality, user information and the information on the private platform data store is a must.
- » Securing the mobile application is crucial, since it contains access to confidential user information (the private keys).
- » Security of the smart contacts: preventing duplicate transactions, creating denial of service attacks, and failures to execute due to insufficient Blockchain resources (namely Gas), and with any other “coding” related risks.
- » Blockchain technical risks: those result from the way Smart Contracts are executed (Race conditions), particularly re-entrant code, fallback methods and front-running.

Our current design offers inherent security:

- » MultiSig wallets: offer security aside from its functionality. A compromised crypto key will not have the capacity to perform transactions on the Blockchain without consent from platform/business/oracle, etc. Transactions will verification and co-signing.



- » Security of the Blockchain itself: usage of the Blockchain depends its own non-repudiation, immutability, and security of hashing algorithms and the public-private key infrastructure.

iOWN implements the following security measures\*:

- » Securing the keys, through encryption, the use of MultiSig wallets, and multi-factor authentication to access the keys (example: PIN/password + hardware token).
- » Securing the platform itself: routinely undergoing both internal and external third- party penetration testing and vulnerability assessment and implementing state-of-the-art security measures for the entire platform.
- » Securing the coding process: implementation of code security assessment tools like [Manticore](#), [Mythril](#), [Oyente](#) and [SmartCheck](#) to uncover vulnerabilities during the coding process itself, as well as undergoing thorough testing for both Blockchain and non-Blockchain modules.
- » Code auditing: particularly for Smart Contracts. Third- party auditing will occur to ensure further levels of security and trust.

*\* Final security measure will remain confidential (as a further level of security and will be determined at the time of implementation).*



# ROAD MAP

How it all started

2018

Q1

## iOWN PROJECT RESEARCH AND VALIDATION

Detailed study and analysis about:

- Blockchain
- Tokenization
- Crowdfunding
- Traditional investment systems Planned Services offering

2018

Q2

## iOWN CONCEPT & TEAM DEVELOPMENT

- Form iOWN team
- Complete business models
- Technology research
- Feasibility study

2018

Q3

## iOWN FOUNDATION

- Build iOWN Community
- Company and Licenses registration
- Shortlist Blockchain platforms
- Use cases simulation execution document covering (block chain, smart contracts, wallets partnership and tokens)

2018

Q4

## iOWN SETUP

- Form Advisory team
- Launch iOWN Website
- Start Platform design
- Publish iOWN White/Lite paper
- Launch iOWN Private believers campaign

2019

Q1

## iOWN PRIVATE SALES

- Expand private sales Program
- Start the Platform development
- Smart contract development/testing provider and Auditors
- Start holding licenses validation & registration

2019

Q2

## iOWN PLATFORM

- Mobile application development/testing
- Completion of execution smart contracts and external Audit
- Release platform alpha/beta versions
- Obtain first STO and holding license
- Penetration testing/vulnerability assessment

2019

Q3

## iOWN BUSINESS ACCELERATION

- Exchange listing
- Wallet and Mobile App release
- Official Platform release
- Launch marketing acceleration campaign
- Study and analysis the expansion plans API integration with exchanges

2019

Q4

## iOWN EXPANSION

- Finalize and start the expansion execution
- Obtain Second and third STO-holding license
- Continues adaption to market and regulation changes

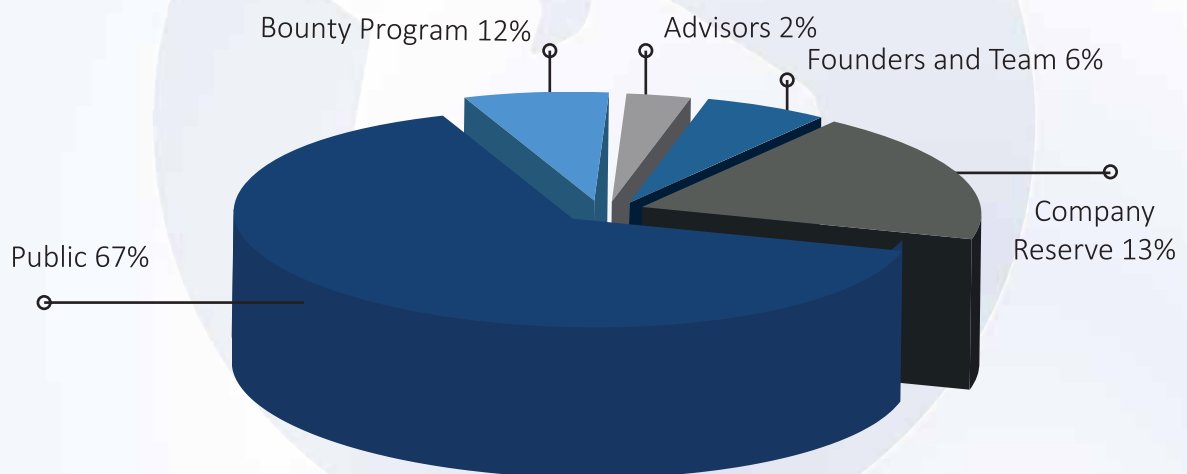


# TOKENOMICS

iOWN will issue a limited supply of 450,000,000 iOWN Tokens. The Token price is set to \$0.01. Please refer the following sections for detailed distribution and funds usage.

## TOKENS DISTRIBUTION

Token allocation	Percentage
Founders and Team	6.00%
Advisors	2.00%
Bounty Program	12.00%
Company Reserve	13.00%
Public	67.00%



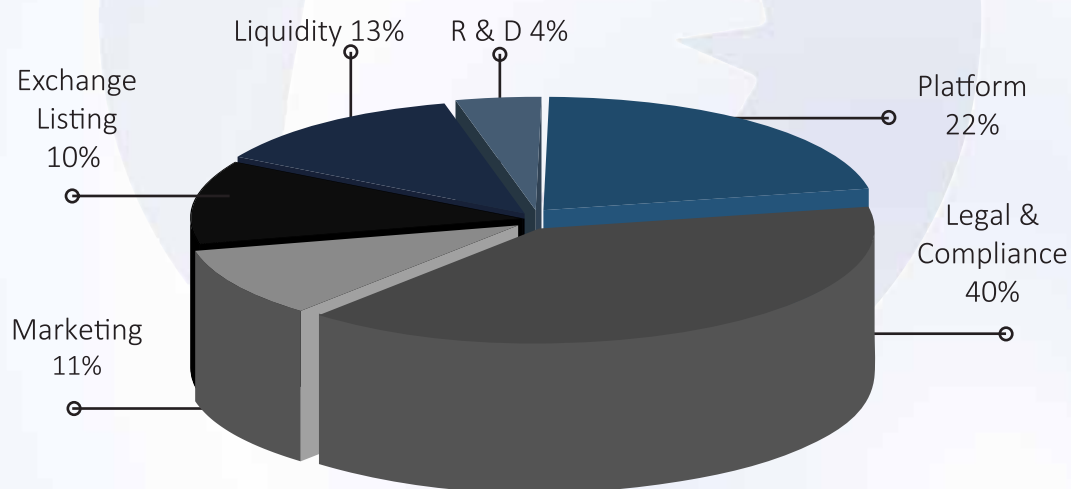
TOKEN DISTRIBUTION





## USE OF PROCEEDS

Platform	22%	Initial and continued development of Blockchain, Smart contracts, Application and securing the platform
Legal and Compliance	40%	Legal and regulatory ongoing development to align with business development
Exchange listing	10%	Register iOWN Token in reputable Exchanges
Marketing	11%	Global Marketing Campaigns, sales funds to offer and promote company services
Liquidity	13%	Liquidity reserve to support token price and contain market manipulation
R&D	4%	Continues research and development to catch up with rapid market changes



**USE OF PROCEEDS**



# iOWN TOKEN SALE

iOWN will allow all participants to invest in the project by buying iOWN Tokens. Instructions for participation will be announced closer to the date of public sales.

Based on our extensive business and financial plan, we have decided to release a limited supply of 450,000,000 iOWN Tokens – price will be \$0.01

Symbol	iOWN	Hard Cap	\$3,000,000
Technical Specification:	ERC20 Token	Soft Cap	\$1,200,000
Max Potential Supply:	450,000,000 iOWN	Token for Sale:	300,000,000
Token Pre-sale Date:	01/03/2019	Token Price:	\$0.01
Token Sale End Date:	30/08/2019		

## HARD CAP

The iOWN Project Hard Cap is set at \$3,000,000 USD. We have set the value of Hard Cap based on three major aspects:

- » A desire to achieve the best quality of developed iOWN products and services within the anticipated time frame. Quality means a stable, scalable and secure platform delivered on time.
- » A determination to implement our comprehensive plans including business expansion, sales and marketing strategy and lowering the operational risks to acceptable levels by allocating reasonable funds to local/international legal and regulatory requirements. We intend to fulfil our contributors' expectations on time.
- » Expand platform Scope to include the following:
  - » In house KYC module adjustable to support various businesses requirement in geographical operating countries
  - » Interactive digital assets map to locate and track investment.

Investment Allocation	Amount in USD (\$)
Platform	650,000
Legal and Compliance	1,200,000
Exchange listing	300,000
Marketing	350,000
Liquidity	375,000
R&D	125,000
<b>Total Hard Cap</b>	<b>USD 3,000,000</b>



Once iOWN achieves the Hard Cap, the maximum supply of 450,000,000 will be sold and unlocked to participants. This will offer the opportunity to choose from various services and investments on the platform in the future. No more tokens will be generated.

### SOFT CAP

The iOWN Project Soft Cap is 1,200,000 USD. We have set the value of Soft Cap based on minimum capital required to achieve the best quality of developed iOWN products and services within time frame. We will implement our Comprehensive Business Plans within the available budget without compromising the quality of services we are planning to offer.

Investment Allocation	Amount in USD (\$)
Platform	260,000
Legal and Compliance	480,000
Exchange listing	120,000
Marketing	140,000
Liquidity	150,000
R&D	50,000
<b>Total Soft Cap</b>	<b>1,200,000</b>

Once iOWN achieves the Soft Cap, 40% of the maximum supply (equal to 120,000,000) iOWN Tokens will be unlocked and sold to participants. The remaining 60% will be stored and locked. To address the remaining unsold iOWN Tokens, we are proposing a unique On-Demand Token Unlocking System.

### ON-DEMAND TOKEN UNLOCKING

As part of our commitment to transparency, we have invented On-Demand Token Unlocking to support the Token price after the official release.

**On-Demand Token unlocking plan activation:**

If iOWN hits the Hard Cap of USD 3,000,000, the maximum supply of Tokens will be unlocked and released on the market. The On-Demand Token Unlocking will be activated only if iOWN raises fund above the Soft Cap but below the Hard Cap. The remaining unsold tokens will be transferred to On-Demand Token Unlocking Program.

### HOW ON-DEMAND UNLOCKING WORKS

iOWN aims to support the iOWN Token market value during the operational phase. iOWN aims to limit the supply of the unsold Tokens to match the market demand and to support the Token price.

The unsold Tokens will be locked and stored. in case of the event of a shortage on exchanges\*, if new iOWN users wish to buy Tokens iOWN will unlock the Tokens and transfer them to the new users so



they can use our platform services. The Unlocking Program discontinues once we unlock all locked tokens.

#### **On - Demand Unlocking advantages**

- Supports iOWN Token prices and avoids flooding the market
- Balances the supply and demand
- Allows us to serve new investors
- Gives clear transparency to all Token holders
- Maintains the investors' good perception about the Token
- Limits the impact of market dilution

Shortage of exchanges defined as limited supply of Tokens at average market price.

\*\* The new unlocked Tokens will be transferred to new application users to use the services and not for trading purposes, guaranteed by a MultiSig Smart Contract with fixed timeframe and approved (co-signed) only by Platform Oracle.

## **BURNING OF iOWN TOKENS**

iOWN will burn the on-Demand supply once it has been used or utilized for iOWN platform services and we will continue burning these tokens through the last, on-demand unsold Tokens. If we reach the soft cap but not the hard cap, iOWN will unlock the Tokens to be used in the platform, then burn them without storing them as per the smart contract part of our transparency plan.

## **TOKEN PRIVATE SALE'S DATE AND BONUS**

### **iOWN Private Token Sales**

The iOWN Private Token Sales date is planned on 1st March 2019 for the period of six month. Private Token sales Bonus is set to 10%-25% as per the program terms and conditions



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# BUSINESS MODEL

## INTRODUCTION

iOWN business strategy is built to service society by creating a modern distributed platform with an integrated operational Ecosystem. Most ICO products focus on releasing the first version (Beta version) and the promised solution only. The iOWN Group will go “above and beyond” by building a comprehensive business plan validated and executable to address the following points:

» **The use of iOWN Tokens after official release**

The system will aim at increasing the use of Tokens not only by marketing campaigns but also with focused business global development in selected countries covering sales and marketing operations, license verification, joint ventures and a detailed execution plan.

» **iOWN price support**

Our Token economy system clearly supports our iOWN Token price in the operational phases. By launching new services (deals or campaigns) periodically as part of our Ecosystem execution plan, we can estimate the volume of demand for new Tokens by new platform users. Hence, we can increase the demand on iOWN Tokens and fix the supply, which gives us the ability to support the Token price.

» **Offer a trusted solution**

The success of any project depends on three elements; Technology, Process and People. Almost anyone can deliver on the technology, but not everyone follows through on the last two, essential elements.

- People are resistant to change. If there are no strategy or defined process (sales and marketing) to address the issue, the platform will not be used.
- Trust. Simply creating an advanced system does not ensure trust. Unless we provide very clear solutions to protect our users’ Rights, Privacy, Security and Legal concerns, we will be forgotten very quickly.
- Market approach. Our plan to market the products and services is comprehensive and addresses all kinds of people. Many projects mistakenly assume that customers, once “on board” will remain. Our plan never takes anyone for granted. We will target marketing campaigns and business resources to overcome any barriers and to solve every issue.

» **Lack of sustained messaging**

Most projects focus on the first wave of believers (project seeders) and forget about second wave of consumers (new users). If there is no clear approach to address the fact that the project believers might exit the project and must be replaced by new users, the enterprise is doomed to fail. Successful projects must have sustained messages and business development plans to support onboarding new users all the time.





## iOWN BUSINESS PLAN

iOWN revenue consists of revenue sources from fees for services offered by the platform and charged to business owners (not consumers), market trading and management fee and transaction fees for businesses. The business revenue model is built to collect fees from the Platform users. We only charge the actual transaction, trading and contractual fees. Please refer the chart below for fees, revenue and an ROI study.

### SERVICE FEES SCHEDULE

The below table describes the services fees for iOWN Platform and iOWN Ecosystem:

Service Fees	One-time Fees	Description
Campaign Registration / Approval	2.50%	Fixed
Fees on Successful Campaigns	3%	Fixed
Investors' Contracts (Smart Contracts)	Up to 0.1%	Actual
Investors' Other Form of Contracts	Up to 1% + 3rd Party fees	Actual
Investors' Transaction Fees (if applicable)	Up to 0.50%	Actual
Auditor's Fees for Successful Campaign	Based on the audit fees	Actual and charged to the campaign
Business Profit Distribution Fees	2%	Fixed

Any unlisted service fees will be decided per request (if applicable).

### BUSINESS GOALS

iOWN considers business goals as key achievable milestones in both the short and long terms. iOWN as such will build a comprehensive business plan encompassing all aspects such as operations, expansion, legalization and risk. The plan is not based on assumptions nor dependent on market growth expectations.

### iOWN PLATFORM AND ECOSYSTEM FINANCIAL DETAILS

#### BUSINESS FORECAST

Key assumptions

We are projecting 1,700 Business campaigns to be registered on our platform across 3 countries to raise fund equal to \$850M which represents less than 0.4% of current global crowdfunding market.



Anticipating 50% of campaigns to reach their funds targets, we are projecting revenue of \$6.87M with 20% growth year over year.

We are building the iOWN platform and ecosystem to handle thousands of transactions on daily basis and to serve 20 customers seeking funds per day.

Financial Highlights by Year



iOWN Token Revenue Streams:

- 1- Registration fees: USD 4,250,000  
(2.5% service fees X 1,700 campaigns X 100K Average campaign size).
  
- 2- Charges on funded campaigns: USD 2,550,000  
(3% X 850 Campaigns X 100k Average campaign size).
  
- 3- Other income streams: (not measured in forecast)
  - A - Profit Distribution 2% for annual profit of funded businesses.
  - B - iOWN Broker revenue generated by exchanging iOWN token with US Dollars for funded campaigns.



# iOWN TOKEN PRICE

iOWN Token price calculated based on Business Plan (Supply and Demand)

## iOWN PRICE FORECAST for first 12 Month



iOWN Supply and Demand Forecast based on Three years Business Plan

## iOWN PRICE FORECAST for first 3 years



## SAMPLE OF BUSINESS GOALS

Forecast Year One revenue is USD \$ 6,800,000 based on the Business Plan goals of:

Campaign Avg Price	\$100,000
Targeted # of Campaign/Year	1,700
Targeted Successful Campaign	850

	One-time Fees	Fees Value	Revenue/ Registration	Revenue / Transaction	Total Revenue
Campaign Registration	2.50%	\$2,500	\$4,250,000	-	\$4,250,000
Successful Campaigns	3%	\$3,000	-	\$2,550,000	\$2,550,000
<b>Total</b>					<b>\$6,800,000</b>
Transaction Value	\$85,000,000		Token Demand	8,500,000,000 iOWN Token	

## SAMPLE BUSINESS EXECUTION PLAN TO SUPPORT TOKEN CIRCULATING SUPPLY

Our iOWN Ecosystem is covering three main countries for first year with 20% year-on-year growth

Campaign Type	Country One	Country Two	Country Three
Running Business – Equity	150	150	50
Startup	50	25	0
Personal Assets	200	200	50
Commercial Assets	200	200	50
Franchise	0	25	0
Business Projects	150	150	50
<b>Total Campaigns Year One</b>	<b>750</b>	<b>750</b>	<b>200</b>



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# DISCLAIMER AND RISK STATEMENT

This Whitepaper is intended to present relevant information to potential purchasers (the “Purchasers” and each a “Purchaser”) in connection with the proposed issuance (the “Token (“iOWN”, “we” or “us”) of iOWN Tokens (the “Tokens”) and the launch of the decentralized platform described herein (the “iOWN Platform”).

## IMPORTANT NOTICE

**Purchasers should carefully consider the risks involved prior to purchasing the tokens, certain of which are summarized below. The Company reserves the right to update this list of risk factors and disclosures from time to time. This Section on risk factors is not and does not purport to be a complete enumeration or explanation of the risks involved with the purchase of iOWN tokens. There may be additional material risks that the Company do not currently consider to be material or of which the Company is unaware.**

The information contained in this Whitepaper is not exhaustive. The statements included in this Whitepaper are not intended to create a contractual relationship. While we make every effort to ensure that any material in this Whitepaper is accurate and up to date, we do not guarantee the accuracy, reliability, currency, or completeness of any material contained in this Whitepaper. By merely receiving this Whitepaper, no person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of Tokens.

To the extent permitted by applicable law, each of the Company and its directors and shareholders (collectively, the “**Related Parties**” and each a “**Related Party**”) expressly disclaim any liability and all responsibility for any direct or any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with: (i) the Purchaser’s acceptance of or reliance on any information contained in this Whitepaper, (ii) any error, omission, incompleteness or inaccuracy in any such information, or (iii) any action resulting therefrom.

This Whitepaper is not an advice or an opinion to purchase, sell, or otherwise transact with Tokens and the fact of presentation of this Whitepaper shall not form the basis of, or be relied upon in connection with, any contract or investment decision. We strongly recommend that the Purchasers consult with your Legal, Financial, Tax or other Professional Advisors before taking any action in connection with this Whitepaper.

The sale of the Tokens referred to this Whitepaper, will be subject to and governed by any terms and conditions of purchase of such Tokens. Subject to the Purchaser fulfilling the anti-money laundering (“AML”) and “know your customer” (“KYC”) procedures and making necessary payments in cryptographic tokens or fiat currency, the Tokens will be delivered to the Purchaser under the terms and conditions of purchase. Where there is any inconsistency between such terms and conditions of purchase and this Whitepaper, the terms and conditions of purchase shall prevail and govern.





## IMPORTANT NOTICES ABOUT THE TOKENS

Except as explicitly set out in this Whitepaper, Tokens do not provide the Purchaser with any other rights, uses, purpose, attributes, functionalities or features, express or implied nor does the Company guarantee any such rights, uses, purposes, attributes, functionalities or features. Without limiting the generality of the foregoing, it is expressly clarified that the acquisition of Tokens does not entitle the Purchaser to any guaranteed form of dividend or other revenue right. Holders of Tokens are only entitled to the use of the iOWN Platform and certain other rights within the iOWN Platform in accordance with the terms set out herein.

The Tokens are not intended to constitute securities in any jurisdiction. This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer to buy securities or a solicitation for investment or investment advice in any jurisdiction.

A high degree of technical expertise is needed to understand the Tokens, the iOWN Platform and the token launch. A Purchaser should not proceed with a purchase of the Tokens unless they fully understand the technical aspects involved.

Other than instances described in this Whitepaper, the Company is not obliged to provide Token holders with a refund for any reason and Token holders will not receive money or other compensation in lieu of a refund. The Tokens are also not redeemable at the option of the Purchaser.

The Tokens are provided on an “as is” basis. The Company and its Related Parties make no representations or warranties of any kind, whether express, implied, statutory or otherwise regarding the Tokens, including any warranty that the Tokens and the iOWN Platform will be uninterrupted, error-free or free of harmful components, secure or not otherwise lost or damaged. The Company and the Related Parties disclaim all warranties, including any implied warranties of merchantability, satisfactory quality, fitness for a particular purpose, non-infringement, or quiet enjoyment, and any warranties arising out of any course of dealings, usage or trade.

The Tokens may have no value and there is no guarantee or representation of liquidity for Tokens. Statements set out in this White paper are merely expressions of the Company’s objectives and desired work plan to achieve those objectives. and no promises of future performance or price are or will be made in respect to Tokens, including no promise of inherent value, and no guarantee that Tokens will hold any particular value. The Company is not and shall not be responsible for or liable for the market value of the Tokens, the transferability and/or liquidity of the Tokens and/or the availability of any market for Tokens through third parties or otherwise.

There are no warranties that Tokens will be listed or made available for exchange for other cryptocurrency and/or fiat money. It shall be explicitly cautioned that if Tokens are made available on an exchange, such exchange, if any, may not be subject to regulatory oversight, and the Company does not give any warranties in relation to any exchange services providers. A user seeking to enter the iOWN Platform following the launch of the Tokens (“Token Launch”) will have to buy the Tokens on such exchanges. Token holders may not be able to dispose of Tokens easily and where no secondary market develops, a Token holder may not be able to liquidate at all. Proposed transfers of the Tokens may be blocked by the Company in circumstances where the proposed transferee has not already completed the Company’s KYC and AML procedures (including, without limitation, verification of identity and source of funds) to the Company’s satisfaction. Purchasers should be aware of the restrictions on their subsequent sale.



The valuation of cryptocurrency in a secondary market is usually not transparent, and highly speculative. The Tokens do not hold any ownership rights to the Company's assets and, therefore, are not backed by any tangible asset. The value of Tokens in the secondary market, if any, may fluctuate greatly within a short period of time. There is a high risk that a Purchaser could lose its entire contribution amount. In the worst-case scenario, Tokens could be rendered worthless.

The Token Launch and the performance of the Company's activities set out in this Whitepaper and the development roadmap may be interrupted, suspended or delayed due to force majeure circumstances. For the purposes of this white paper, "force majeure" shall mean extraordinary events and circumstances which could not be prevented by the Company and shall include: changes in market forces or the technology, acts of nature, wars, armed conflicts, mass civil disorders, industrial actions, epidemics, lockouts, slowdowns, prolonged shortage or other failures of energy supplies or communication service, acts of municipal, state or federal governmental agencies, other circumstances beyond the Company's control, which were not in existence at the time of Token Launch.

Unlike bank accounts or accounts at financial institutions, Tokens are uninsured unless you specifically obtain private insurance to insure them. Thus, in the event of loss or loss of utility value, there is no public insurer or private insurance arranged by the Company to offer recourse to a Purchaser.

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## IMPORTANT NOTICES ABOUT THE APPLICABLE LAWS

The Company is not regulated as a mutual fund for the purposes of the Mutual Funds Law (2015 Revision) of the Cayman Islands ("MFL") on the basis that Tokens are not shares and the Company is therefore not a registrable mutual fund. In addition, the Tokens are not redeemable at the option of the Purchaser and so the Tokens and the Company are considered 'closed-ended'. Accordingly, neither a copy of this Whitepaper nor details about the Company have been filed with the Cayman Islands Monetary Authority ("CIMA"). Because the Company is not a regulated mutual fund, the Company is not subject to the supervision of CIMA and the Company is not required to have its accounts audited nor submit such accounts to CIMA.

This Whitepaper does not constitute an offer of the Tokens to the members of the Public in the Cayman Islands. "Public" for these purposes does not include a sophisticated person, a high net worth person, a company, partnership or trust of which the shareholders, unit holders or limited



partners are each a sophisticated person, a high net worth person any exempted or ordinary non-resident company registered under the Companies Law (2016 Revision) or a foreign company registered pursuant to Part IX of the Companies Law (2016 Revision) or any such company acting as general partner of a partnership registered pursuant to the provisions of the Exempted Limited Partnership Law, 2014 or any director or officer of the same acting in such capacity or the Trustee of any trust registered or capable of registering pursuant to the provisions of the Trusts Law (as Revised).

The regulatory status of cryptographic tokens, digital assets, and blockchain technology is undeveloped, varies significantly among jurisdictions and is subject to significant uncertainty. It is possible that certain jurisdictions may adopt laws, regulations, policies or rules directly or indirectly affecting or restricting the right to acquire, own, hold, sell, convert, trade, or use Tokens. The Cayman Islands Government has not yet proposed or passed any legislation expressly regulating crypto currencies, cryptographic tokens, initial coin offerings or token generating events. Each Purchaser should be aware that any new laws imposed in the Cayman Islands (or amendments to the existing laws of the Cayman Islands) could prohibit sale or purchase of the Tokens, make the holding of such Tokens illegal or affect the nature or valuation of such Tokens.

There is a risk that Tokens might be considered a security in certain jurisdictions, or that they might be considered to be a security in the future. The Company does not provide any warranty or guarantee as to whether the Tokens will be a security in the jurisdiction of the Purchaser. Each Purchaser will bear all consequences of Tokens being considered a security in their respective jurisdiction. Every Purchaser is responsible to confirm if the acquisition and/or disposal of the Tokens is legal in its relevant jurisdiction, and each Purchaser undertakes not to use Tokens in any jurisdiction where doing so would be unlawful. If a Purchaser establishes that the purchase or use of Tokens is not legal in its jurisdiction (or would only be legal only if the Company takes additional steps such as registration or licensing), the Purchaser should not acquire Tokens and immediately stop using or possessing Tokens.

The legal ability of the Company to provide or support Tokens in some jurisdictions may be eliminated by future regulation or legal actions. In the event that the Company determines that the purchase or usage of Tokens is illegal in a certain jurisdiction, the Company may cease operations in that jurisdiction, or adjust Tokens in a way to comply with applicable law.

## OTHER GENERAL DISCLOSURES

The Company disclaims any responsibility to update any of those forward-looking statements or publicly announce any revisions to those forward-looking statements to reject future developments, events or circumstances, even if new information becomes available or other events occur in the future.

The distribution or dissemination of this Whitepaper or any part thereof may be prohibited or restricted by the laws, regulatory requirements and rules of any jurisdiction. In the case where any restriction applies, you are to inform yourself about, and to observe, any restrictions which are applicable to your possession of this Whitepaper or such part thereof (as the case may be) at your own expense and without liability to the Company or the Related Parties.





## RISK FACTORS

Token generation events and initial coin offerings are often targeted by hackers and bad actors. Hackers may attempt to interfere with the Purchaser's digital wallet, (the "Purchaser's Wallet") or the availability of Tokens in any number of ways, including without limitation denial of service attacks, Sybil attacks, spoofing, smurfing, malware attacks, or consensus-based attacks. Any such attack may result in theft of a Purchaser's Tokens.

Tokens purchased by a Purchaser may be held by a Purchaser in the Purchaser's Wallet or vault, which requires a private key, or a combination of private keys, for access. Accordingly, loss of requisite private key(s) associated with Purchaser's Wallet or vault storing the Tokens will result in loss of such Tokens. Moreover, any third party that gains access to such private key(s), including by gaining access to login credentials of a hosted wallet or vault service Purchaser uses, may be able to misappropriate Purchaser's Tokens. The Company is not responsible for and shall be held harmless in respect of any such losses.

The token smart contract concept, the underlying software application and software platform (i.e. the Ethereum, Bitcoin blockchains) are still unproven. There are no representations and warranties that the process for creating the Tokens will be uninterrupted or error-free. There is an inherent risk that the software could contain weaknesses, vulnerabilities or bugs causing, inter alia, the complete loss of the Tokens.

There are risks associated with using Tokens including, but not limited to, the failure of hardware, software, and internet connections. The Company shall not be responsible for any communication failures, disruptions, errors, distortions or delays you may experience when using the iOWN Platform and Tokens, howsoever caused. Transactions in cryptocurrency may be irreversible, and, accordingly, losses due to fraudulent or accidental transactions may not be recoverable. Cryptocurrency transactions are deemed to be made when recorded on a public ledger, which is not necessarily the date or time when the transaction is initiated.

## IOWN PLATFORM DISCLOSURES

### ***No guarantee that the iOWN Platform or the Ecosystem will be developed***

This Whitepaper is for information purposes only. The Company does not guarantee that the iOWN Platform and the Ecosystem will be developed by the Company or that the Platform or the Ecosystem that is developed will work in the manner mentioned in this Whitepaper. Furthermore, the Company does not represent or warrant that the Token will ever be launched in accordance with the descriptions stated in this Whitepaper. The Company does not guarantee that the Tokens initially generated upon the Token Launch will have the functionality or rights on the Platform or the Ecosystem. Initially generated upon the Token Launch will have the functionality or rights on the Platform or the Ecosystem.

### ***Risks associated with the iOWN Platform and associated software and/or infrastructure***

The Company is not responsible for any malfunction, unintended function or unexpected functioning of the underlying protocol and would like to notify the Purchaser that these factors may cause the Tokens and/or the Platform to malfunction or function in an unexpected or unintended manner.



In the event of such a software bug or weakness, there may be no remedy and Token holders are not guaranteed any remedy, refund or compensation.

On the most blockchains used for cryptocurrencies' transactions (e.g., Ethereum, Bitcoin blockchains), timing of block production is determined by proof of work, so block production can occur at random times. For example, tokens or coins transferred to the Company's recipient digital wallet address in the final seconds of a distribution period may not get included for that period. Accordingly, the Purchaser may not receive the Tokens on the same day the Purchaser sends payment.

The most blockchains used for cryptocurrencies' transactions (e.g., Ethereum, Bitcoin blockchains) is prone to periodic congestion during which transactions can be delayed or lost. Individuals may also intentionally spam the network in an attempt to gain an advantage in purchasing cryptographic tokens. The Company warns the Purchaser that the above mentioned factors may lead to a case where the block producers may not include the Purchaser's transaction when the Purchaser wants or the Purchaser's transaction may not be included at all.

### ***Risks associated with the Company's Business.***

The iOWN Platform's success depends on its continued innovation to provide new, and improve upon existing, products and services that make the iOWN Platform useful for users. As a result, the Company must continually invest significant resources in research and development to improve the attractiveness and comprehensiveness of its products and services and effectively incorporate new mobile, internet, blockchain and other technologies into them. If the Company is unable to continue offering high-quality, innovative products and services, it may be unable to attract additional users or retain current users, which could harm its business, results of operations and financial condition.

In addition, the Company's success depends on its ability to continue to attract users to the iOWN Platform and enhance their engagement with its products and services. The iOWN Platform's existing and potential competitors include, but are not limited to, companies that operate, or could develop similar mobile applications and websites. These companies could devote greater technical and other resources than the Company has available, have a more accelerated timeframe for deployment and leverage their existing user bases and proprietary technologies to provide products and services that users might view as superior to the iOWN Platform's offerings. Any of iOWN Platform's future or existing competitors may introduce different solutions that attract users or provide solutions similar to the iOWN Platform's but with better branding or marketing resources. If the Company is unable to continue to attract users to the iOWN Platform, its business, results of operations and financial condition would be harmed.

The content creators and consumers that are the potential users of the iOWN Platform are affected by local, regional, national and international economic conditions and other events and occurrences that affect the use of the iOWN Platform.

### ***Irreversible nature of blockchain transactions***

Transactions involving Tokens that have been verified, and thus recorded as a block on the blockchain, generally cannot be undone. Even if the transaction turns out to have been in error, or due to theft of a user's Tokens, the transaction is not reversible. Further, at this time, there is no governmental, regulatory, investigative, or prosecutorial authority or mechanism through which





to bring an action or complaint regarding missing or stolen cryptocurrencies and digital tokens. Consequently, the Company may be unable to replace missing Tokens or seek reimbursement for any erroneous transfer or theft of Tokens.

### ***Amendments to protocol***

The development team and administrators of the source code for the blockchain or the iOWN Platform could propose amendments to such network's protocols and software that, if accepted and authorized, or not accepted, by the network community, could adversely affect the supply, security, value, or market share of Tokens.

### ***Risk of mining attacks***

As with other decentralized cryptocurrencies, the Tokens and the underlying blockchain technology are susceptible to mining attacks, including but not limited to double-spend attacks, majority mining power attacks, "selfish-mining" attacks, and race condition attacks.

### ***Risks related to reliance on third parties***

Even if completed, the iOWN Platform will rely, in whole or in part, on third-parties to adopt and implement it and to continue to develop, supply, and otherwise support it. There is no assurance or guarantee that those third-parties will complete their work, properly carry out their obligations, or otherwise meet anyone's needs, any of which might have a material adverse effect on the iOWN Platform and the value of the Tokens.

### ***Insufficient interest in the iOWN Platform and the Tokens***

It is possible that the iOWN Platform or Tokens will not be used by a large number of individuals, businesses and organizations and that there will be limited public interest in the creation and development of its functionalities. Such a lack of interest could impact the development of the iOWN Platform and the value of the Tokens.

### ***iOWN Platform development risks***

The development of the iOWN Platform may be abandoned for a number of reasons, including lack of interest from the public, lack of funding, lack of commercial success or prospects, or departure of key personnel.

### ***Changes to the iOWN Platform***

The iOWN Platform is still under development and may undergo significant changes over time. Although Related Parties intend for the iOWN Platform to have the features and specifications set forth in this Whitepaper, changes to such features and specifications may be made for any number of reasons, any of which may mean that the iOWN Platform does not meet the expectations of the Purchaser.

### ***Other projects***

The iOWN Platform may give rise to other, alternative projects, promoted by parties that are affiliated or unaffiliated with the Related Parties, and such projects may or may not provide benefit to the iOWN Platform.



## COMPANY & RELATED PARTIES DISCLOSURES

The Company is an exempted company incorporated in the Cayman Islands pursuant to the Companies Law (Revised) of the Cayman Islands with a separate legal personality and existence. The Company is organized in accordance with the provisions of its Memorandum of Association and the Articles of Association (the “Constitutional Documents”). The Company is managed by a board of directors. As a Token holder, you are not a party to the Constitutional Documents and are not entitled to any right or interest in or to shares of the Company and have no rights to appoint or remove the board of directors of the Company.

Because Tokens confer no governance rights of any kind with respect to the iOWN Platform or the Company, all decisions involving the Company’s products or services and the developments and improvements of the iOWN Platform will be made by the Company and its management. These decisions could adversely affect the iOWN Platform and the value and/or utility of any Token you own. Furthermore, the loss or diminution in the services of members of senior management team or an inability to attract, retain and maintain additional senior management personnel could have a material adverse effect on the iOWN Platform and the value of the Tokens.

### *Disclosures relating to conflicts of interest*

Any of the Related Parties may be engaged in transactions with related parties and conflicts of interest may arise, potentially resulting in the conclusion of transactions on terms not determined by market forces.

## OTHER NOTICES

### *AML AND KYC*

Measures aimed at the prevention of money laundering and terrorist financing will require a Purchaser to verify their identity and/or the source of funds to the Company. This procedure may apply on all or any of (i) the initial purchase of the Tokens, (ii) the use of the iOWN Platform; (iii) the transfer of the Tokens; (iv) the receipt of any Tokens via the iOWN Platform; or (v) as the Company deems necessary or desirable in connection with its AML and KYC policies and procedures.

### *Tax Information Exchange Obligations*

The Company may be subject to certain obligations under various taxation laws and regulations in different jurisdictions. The Company shall require the Purchaser to execute properly and provide to the Company in a timely manner any documentation or other information that the Company or its agents may request in writing from time to time in connection with the compliances and disclosures required under the taxation laws.



## RISK FACTORS

### RISK FACTORS REGARDING TOKENS

#### Nature of Tokens

Except as explicitly set out in this Whitepaper, iOWN Tokens do not have any rights, uses, purpose, attributes, functionalities or features, express or implied, including, without limitation, any uses, purpose, attributes, functionalities or features on the iOWN Platform. The Company does not guarantee and is not representing in any way to a Purchaser that the Tokens have any rights, uses, purpose, attributes, functionalities or features. iOWN Tokens are not a currency, security, commodity, a swap on a currency or any other kind of financial instrument nor represent neither confer any ownership right or stake, share, or equivalent rights, or any right to receive future revenue, shares, dividends or participate in management, rights over the intellectual property or assets or any other rights whatsoever. Holders of iOWN Tokens are only entitled to the use within the iOWN Platform and certain other rights within the iOWN Platform in accordance with the terms set out herein.

#### Tokens are non-refundable

Other than instances described in this Whitepaper, purchases of the iOWN Tokens are non-refundable and cannot be cancelled or withdrawn. Purchaser's purchase of the Tokens from Company during the Token Sale period is final. The iOWN Tokens are also not redeemable at the option of the Purchaser.

#### Tokens are provided on an 'as is' basis

The iOWN Tokens are provided on an "as is" basis. The Associated Parties and each of their respective directors, officers, employees, shareholders, affiliates and licensors make no representations or warranties of any kind, whether express, implied, statutory or otherwise regarding the Tokens, including any warranty that the Tokens and the iOWN Platform will be uninterrupted, error-free or free of harmful components, secure or not otherwise lost or damaged. Except to the extent prohibited by applicable law, the Associated Parties and each of their respective directors, officers, employees, shareholders, affiliates and licensors disclaim all warranties, including any implied warranties of merchantability, satisfactory quality, fitness for a particular purpose, non-infringement, or quiet enjoyment, and any warranties arising out of any course of dealings, usage or trade.

#### Tokens may have no value

The iOWN Tokens may have no value and there is no guarantee or representation of liquidity for iOWN Tokens. The Company is not and shall not be responsible for or liable for the market value of the Tokens, the transferability and/or liquidity of the Tokens and/or the availability of any market for Tokens through third parties or otherwise.

The valuation of cryptocurrency, cryptoasset and cryptographic tokens in a secondary market is usually not transparent, and highly speculative. The value of Tokens in the secondary market, if any, may fluctuate greatly within a short period of time. There is a high risk that a Purchaser could lose its entire contribution amount. In the worst-case scenario, Tokens could be rendered worthless.



### **Lack of development of market of Tokens**

There are no warranties that iOWN Tokens will be listed or made available for exchange for other cryptocurrency and/or fiat money. It shall be explicitly cautioned that if Tokens are made available on an exchange, such exchange, if any, may not be subject to regulatory oversight, and the Company does not give any warranties in relation to any exchange services providers. Because there has been no prior public trading market for iOWN Tokens, the Token Sale may not result in an active or liquid market for Tokens, and the price of iOWN Tokens may be volatile. Token holders may not be able to dispose of iOWN Tokens easily and where no secondary market develops, a Token holder may not be able to liquidate at all.

### **Sale of iOWN Tokens and Subsequent Sale**

Proposed transfers of the iOWN Tokens may be blocked by the Company in circumstances where the proposed Purchaser has not already completed the Company's KYC and AML procedures (including, without limitation, verification of identity and source of funds) to its satisfaction. Purchasers should be aware of the restrictions on their subsequent sale.

iOWN Tokens may be placed on third-party exchanges, giving future purchasers and users an opportunity to openly buy iOWN Tokens. When buying Tokens, Purchasers should be aware of the restrictions on their subsequent sale including any restrictions to sale of iOWN Tokens to any Restricted Persons.

### **Force Majeure**

The Token Sale and the performance of the Company's activities set out in this Whitepaper and the development roadmap may be interrupted, suspended or delayed due to force majeure circumstances. For the purposes of this white paper, "force majeure" shall mean extraordinary events and circumstances which could not be prevented by the Company and shall include: changes in market forces or the technology, acts of nature, wars, armed conflicts, mass civil disorders, industrial actions, epidemics, lockouts, slowdowns, prolonged shortage or other failures of energy supplies or communication service, acts of municipal, state or federal governmental agencies, other circumstances beyond the Company's control, which were not in existence at the time of Token Sale.

## **REGULATORY RISK FACTORS**

### **Risk of unfavourable regulatory action in one or more jurisdictions**

The regulatory status of cryptographic tokens, digital assets, blockchain technology, any crowdfunding platform and any persons or entities undertaking such activities is still under development, varies significantly among jurisdictions and is subject to significant uncertainty. It is possible that certain jurisdictions may adopt laws, regulations, policies or rules directly or indirectly affecting the decentralized network, or restricting/ prohibiting the right to acquire, own, hold, sell, convert, trade, or use of the iOWN Tokens. Developments in laws, regulations, policies or rules may alter the nature of the operation of the blockchain network upon which the iOWN Tokens are dependent. The legal ability of the Company to provide or support Tokens in some jurisdictions may be eliminated by future regulation or legal actions.





All of the above may subject Associated Parties to judgments, settlements, fines or penalties, or cause Associated Parties to restructure their operations and activities or to cease offering certain products or services, all of which could harm Associated Parties' reputations or lead to higher operational costs, which may, in turn, have a material adverse effect on the iOWN Tokens and/or the development of the iOWN Platform. In the event that the Company determines that the purchase or usage of iOWN Tokens is illegal in a certain jurisdiction, the Company may cease operations in that jurisdiction, or adjust iOWN Tokens in a way to comply with applicable law. The 'Restricted Persons' (as defined hereinbelow) are strictly prohibited and restricted from purchasing and using the iOWN Tokens and/or access the iOWN Platform. The Company and any Associated Parties are not soliciting purchases and usage by Restricted Persons in any way.

### **Risk of Tokens Being Categorized as Security**

There is a risk that iOWN Tokens might be considered a security in certain jurisdictions, or that they might be considered to be a security in the future. A Purchaser will bear all consequences of iOWN Tokens being considered a security in their respective jurisdiction.

### **DISCLOSURES UNDER LAWS OF CAYMAN ISLANDS**

#### **The Company is not a regulated mutual fund**

The Company is not regulated as a mutual fund for the purposes of the Mutual Funds Law (2015 Revision) of the Cayman Islands ("MFL") on the basis that iOWN Tokens are not shares and the Company is therefore not a registrable mutual fund. In addition, the iOWN Tokens are not redeemable at the option of the Purchaser and so the Tokens and the Company are considered 'closed-ended'. Accordingly, neither a copy of this Whitepaper nor details about the Company have been filed with the Cayman Islands Monetary Authority ("CIMA"). Because the Company is not a regulated mutual fund, the Company is not subject to the supervision of CIMA and the Company is not required to have its accounts audited nor submit such accounts to CIMA.

If the Company were regulated as a mutual fund under the MFL, it would need to comply with regulatory requirements designed to protect investors, including the requirement to limit the minimum aggregate Token purchase amount to US\$100,000 or its equivalent in any other currency in order for it not to be licensed or administered by a licensed mutual fund administrator. The Company would also need to pay a prescribed initial registration fee.

These are matters which would be required in connection with an initial registration under the MFL. The Company would also then have ongoing obligations under the MFL following its initial registration, including the obligation to file with CIMA prescribed details of any changes to this white paper; to file annually with CIMA accounts audited by an approved auditor and a fund annual return; and to pay a prescribed annual fee.

If Company were a regulated mutual fund, it would also be subject to the supervision of CIMA, and CIMA would have wide powers to take certain actions if certain events occur.

Legislative Position of Cryptocurrencies, Cryptographic Tokens, Initial Coin Offerings Or Token Generating Events





The Cayman Islands Government has not yet proposed or passed any legislation expressly regulating cryptocurrencies, cryptographic tokens, initial coin offerings or token generating events and its regulatory intentions are unclear. Each Purchaser should be aware that any new laws imposed in the Cayman Islands (or amendments to the existing laws of the Cayman Islands, such as the MFL) could, among other things: (i) prohibit the sale, purchase or transfer of the iOWN Tokens or otherwise make holding them illegal, (ii) require the Company to register itself or the iOWN Tokens with the Cayman Islands Monetary Authority and become subject to its supervision, (iii) require the Company to cease operations or move to another jurisdiction and/or (iv) adversely affect or destroy the value of a Purchaser's Tokens, and that such new laws or amendments could be imposed very quickly and without warning.

The Cayman Islands Monetary Authority issued a public advisory on virtual currencies on 23 April 2018 ("Advisory"). The Advisory can be accessed online using the following link ([https://www.cima.ky/upimages/noticedoc/1524507769PublicAdvisory-VirtualCurrencies\\_1524507769.pdf](https://www.cima.ky/upimages/noticedoc/1524507769PublicAdvisory-VirtualCurrencies_1524507769.pdf)). The Advisory advises potential Purchasers to thoroughly research virtual currencies, digital coins, tokens and the companies behind them prior to purchase in order to protect themselves. All prospective Purchasers are advised to read the Advisory before proceeding with a purchase of the iOWN Tokens.

## GENERAL SECURITY RISKS

### Risk of theft and hacking

Token generation events are often targeted by hackers and bad actors. Hackers may attempt to interfere with the Purchaser's digital wallet, whether located on the iOWN Platform or otherwise, (the "Purchaser's Wallet") or the availability of Tokens in any number of ways, including without limitation denial of service attacks, Sybil attacks, spoofing, smurfing, malware attacks, or consensus-based attacks. Any such attack may result in theft of a Purchaser's iOWN Tokens. It is understood that, as each transaction on the decentralised blockchain incurs a minor fee paid in Gwei ( $10^{-9}$  of an Ether, the underlying currency of the blockchain), such fees help prevent users with malicious intentions from conducting denial of service attacks.

### Private keys

iOWN Tokens purchased by a Purchaser may be held by a Purchaser in the Purchaser's Wallet or vault, which requires a private key, or a combination of private keys, for access. Accordingly, loss of requisite private key(s) associated with Purchaser's Wallet or vault storing the iOWN Tokens will result in loss of such iOWN Tokens. Moreover, any third party that gains access to such private key(s), including by gaining access to login credentials of a hosted wallet or vault service Purchaser uses, may be able to misappropriate Purchaser's iOWN Tokens. The Company is not responsible for and shall be held harmless in respect of any such losses.

Failure to map a public key to Purchaser's Wallet or Incompatible Wallet Service

Failure of the Purchaser to map a public key to such Purchaser's Wallet may result in third parties being unable to recognize buyer's iOWN Token balance on the decentralised blockchain when and if they configure the initial balances of a new blockchain based upon the iOWN Platform.

The wallet or wallet service provider used for the acquisition and storage of the iOWN Tokens has



to be technically compatible with the iOWN Tokens. The failure to assure this may result in the Purchaser not being able to gain access to its iOWN Tokens.

Risk of weaknesses or exploitable breakthroughs in the field of cryptography

Advances in cryptography, or other technical advances such as the development of quantum computers, could present risks to cryptocurrencies, decentralised blockchain and iOWN Tokens, which could result in the theft or loss of iOWN Tokens.

## TECHNOLOGY RISKS

### Risks relating to Blockchain Technology

On the Blockchain, timing of block production is determined by proof of work so block production can occur at random times. Purchaser acknowledges and understands that the blockchain may not include the Purchaser's transaction at the time Purchaser expects and Purchaser may not receive iOWN Tokens the same day Purchaser sends payments.

The underlying blockchain which makes iOWN's cryptographic qualities possible is prone to periodic congestion during which transactions can be delayed or lost. Individuals may also intentionally spam the Blockchain network in an attempt to gain an advantage in purchasing cryptographic tokens. Purchaser acknowledges and understands that Purchaser's block producers may not include Purchaser's transaction when Buyer wants or Buyer's transaction may not be included at all.

### Irreversible nature of blockchain transactions

Transactions involving Tokens that have been verified, and thus recorded as a block on the blockchain, generally cannot be undone. Transactions in cryptoassets may be irreversible, and, accordingly, losses due to fraudulent or accidental transactions may not be recoverable.

### Mining Risks

As with other decentralized cryptoassets, decentralised blockchain, which is used for the iOWN Tokens, is susceptible to mining attacks, including but not limited to double-spend attacks, majority mining power attacks, "selfish-mining" attacks, and race condition attacks.

### Risks related to Hardware, Software and Internet Use

There are risks associated with using iOWN Tokens including, but not limited to, the failure of hardware, software, and internet connections. The Company shall not be responsible for any communication failures, disruptions, errors, distortions or delays the Purchaser may experience when using the iOWN Platform and iOWN Tokens, howsoever caused.

The iOWN Platform's future success also substantially depends on the continued use of the internet as the primary medium building social communities. For any number of reasons, internet use may not continue to develop as the Company anticipates and this can negatively impact the Platform.



## Smart Contract Restrictions

Smart contract technology is still at an early stage of development and its application is experimental in nature. This can entail significant operational, technological, regulatory, reputational and financial risks. Therefore, it cannot be guaranteed that the smart contract will function properly to the extent to which it is used, or that it will not contain errors, vulnerabilities, or problems that could cause technical problems and damage as a result.

## Risk Factors Associated with iOWN PLATFORM

### No guarantee that the iOWN Platform will be developed

There is no guarantee or representation or warranty by the Company that the iOWN Platform will ever be adopted or that the iOWN Platform will be developed by the Company only in accordance with the Whitepaper. The development of the iOWN Platform may be abandoned for a number of reasons, including lack of interest from the public, lack of funding, lack of commercial success or prospects, or departure of key personnel.

### Changes to the iOWN Platform

The iOWN Platform is still under development and may undergo significant changes over time. There is no assurance that any future iOWN Token functionality will be realized. There may be changes to the features and specifications set forth in this Whitepaper including changes that may mean that the iOWN Platform does not meet the expectations of the Purchaser.

### Insufficient interest in the iOWN Platform and the iOWN Tokens

There is no assurance that the iOWN Platform will gain or continue to gain traction. Such a lack of interest could impact the development of the iOWN Platform and the value of the iOWN Tokens.

### Risks associated with the iOWN Platform and associated software and/or infrastructure

The iOWN Platform is based on a decentralised blockchain. As such, any malfunction, unintended function or unexpected functioning of the decentralised protocol may cause the Tokens and/or the iOWN Platform to malfunction or function in an unexpected or unintended manner. Furthermore, since the iOWN Platform is a blockchain based solution, it may contain intentional or unintentional bugs or weaknesses which may negatively affect iOWN Tokens or result in the loss or theft of Tokens or the loss of ability to access or control iOWN Tokens. In the event of such a software bug or weakness, there may be no remedy and Token holders are not guaranteed any remedy, refund or compensation.

### Other projects

The iOWN Platform may give rise to other, alternative projects, promoted by parties that are affiliated or unaffiliated with the Associated Parties, and such projects may provide no benefit to the iOWN Platform.

Competition can introduce the same or better forecasting market solutions, which may lead to iOWN Platform losing market share and ultimately failing to achieve its business objectives



## COMPANY RISK FACTORS

### Legal structure of Token generator

The Company is an exempted company incorporated in the Cayman Islands pursuant to the Companies Law (Revised) of the Cayman Islands. An exempted company is a body corporate which has separate legal personality capable of exercising all the functions of a natural person of full capacity irrespective of any question of corporate benefit, and having perpetual succession. The constitution of an exempted company is contained in two documents, the Memorandum of Association and the Articles of Association (the “Constitutional Documents”). The Constitutional Documents typically provide that there must be at least one director of a Cayman company and generally the management of such Cayman company is the responsibility of its board of directors. If the Constitutional Documents permit it, a Cayman company may indemnify officers and directors of the company from all liabilities and expenses incurred by such persons in the performance of their duties.

Because iOWN Tokens confer no governance rights with respect to the Company or the iOWN Platform, all decisions involving the Company and the Company’s products or services (including those related to the iOWN Platform) will be made solely by the Company’s management.

### Dependence on management team

The loss or diminution in the services of members of senior management team or an inability to attract, retain and maintain additional senior management personnel could have a material adverse effect on the iOWN Platform and the value of the iOWN Tokens.

### Risks related to reliance on third parties:

Even if completed, the iOWN Platform will rely, in whole or partly, on third-parties to adopt and implement it and to continue to develop, supply, and otherwise support it. There is no assurance or guarantee that those third-parties will complete their work, properly carry out their obligations, or otherwise meet anyone’s needs, any of which might have a material adverse effect

on the iOWN Platform

### Disclosures relating to conflicts of interest

The Company, any of the Associated Parties and each of their respective directors, officers, advisors, employees, shareholders, affiliates and licensors may be engaged in transactions with related parties and conflicts of interest may arise, potentially resulting in the conclusion of transactions on terms not determined by market forces.

## REPRESENTATIONS AND WARRANTIES BY PURCHASERS

i. Purchaser represents that he is not a Restricted Person. For the purposes of clarity, “Restricted Persons” shall mean:

- a) citizens of, natural and legal persons, having their habitual residence, location or their seat of incorporation in the Cayman Islands, United States of America (including its states and the district of Columbia), Puerto Rico, the Virgin Islands of the United States, or any other possessions of the United States of America.





b) Residents of any country subject to sanctions from the United States of America or the Cayman Islands from time to time including, without limitation, Belarus, Burundi, Central African Republic, Cuba, Iran, Libya, North Korea, Somalia, Sudan and Darfur, Mali, Republic of Guinea, Republic of Guinea-Bissau, Syria and Zimbabwe will not be permitted to enter into the Purchase Documents or otherwise purchase Tokens.

c) appear on the Specially Designated Nationals and Blocked Persons List of the Office of Foreign Assets Control of the United States Department of the Treasury (“OFAC”) nor are they otherwise a party with which the Company is prohibited to deal under the laws of the United States.

d) citizens of, natural and legal persons, having their habitual residence, location or their seat of incorporation in the country or territory where transactions with digital tokens are prohibited or in any manner restricted by applicable laws or regulations, or will become so prohibited or restricted at any time after this Agreement becomes effective.

e) Any residents or citizens of any other geographic area that is subject to UN-, US-, EU-, CH- or any other sovereign country sanctions or embargoes or have any affiliation to such sanctions shall not be entitled to participate in the Token Sale.

**ii.** The Purchaser further represents and warrants that (if the Purchaser is a natural person): (i) he/she is not a person who is or has been entrusted with prominent public functions, such as a Head of State of government, a senior politician, a senior government, judicial or military official, a senior executive of a state-owned corporation, an important political party official, or a close family member or close associate of any such person, and (ii) the monies used to fund the purchase of iOWN Tokens are not deriving from, invested for the benefit of, or related in any way to, the governments or persons within any country (1) under a U.S. embargo enforced by OFAC, (2) that has been designated as a “non-cooperative country or territory” by the Financial Action Task Force on Money Laundering, or (3) that has been designated by the U.S. Secretary of the Treasury as a “primary money laundering concern”.

**iii.** By (i) accessing or accepting possession of any information in this Whitepaper (or any part thereof) or (ii) transferring payment (whether in fiat currency or cryptocurrency) and agreeing to purchase the iOWN Tokens, each Purchaser represents and warrants to the Company as follows:

a) that they have read, understood and accepted sole responsibility for the disclosed and undisclosed risks, disclaimers and other disclosures inherent in participating in the Token Sale and the purchasing of iOWN Tokens as set out in this Whitepaper.

b) the Purchaser has sufficient understanding of the functionality, usage, storage, transmission mechanisms and other material characteristics of cryptographic tokens, token storage mechanisms (such as token wallets), blockchain technology, smart contract technology and blockchain-based software systems to understand this Whitepaper.

c) assets, including any digital assets, Fiat Currency or Cryptocurrency that the Buyer uses to purchase the iOWN Tokens are not derived from or related to any unlawful activities, including but not limited to money laundering or terrorist financing, and the Buyer will not use the iOWN Tokens to finance, engage in, or otherwise support any unlawful activities.





- d) all requisite power and authority to enter into this Agreement, to create an account and purchase the iOWN Tokens, to use the iOWN Platform and transferring payment.
- e) has observed and complied with all such applicable laws, regulations and rules in the Purchaser's jurisdiction or country of residence at the Purchaser's own and sole expense.
- f) that the Purchaser is not exchanging cryptocurrencies for Tokens for the purpose of speculative investment or for the purpose of exchanging one form of virtual currency for another, with the present intention of delivering the Tokens to another person, in a coordinated series of steps intended to complete a single transaction.
- h) that the Purchaser is acquiring iOWN Tokens primarily for use in the iOWN Platform.
- i) that all of the above representations and warranties are true, complete, accurate and non-misleading from the time of the Purchaser's pre-registration (where applicable) and purchase of Tokens pursuant to the Token Launch.

## NOTICES FOR PARTICULAR PURCHASERS

Notice to prospective Purchasers in the People's Republic of China: For residents of the People's Republic of China (which, for the purposes of this white paper, does not include Hong Kong, Macau, and Taiwan) only: the Tokens may not be marketed, offered or sold directly or indirectly to the public in the People's Republic of China (the "PRC") and neither this white paper nor any corresponding agreement for the purchase of the Tokens ("Purchase Documents"), which has not been submitted to the PRC Securities and Regulatory Commission, nor any offering material or information contained herein relating to the Tokens, may be supplied to the public in the PRC or used in connection with any offer for the subscription or sale of the Tokens to the public in the PRC. The information contained in this white paper and the Purchase Documents will not constitute an offer to sell or an invitation, advertisement or solicitation of an offer to buy any Tokens within the PRC.

**Notice to prospective Purchasers in Singapore:** This white paper and the Purchase Documents have not been registered as a prospectus with the Monetary Authority of Singapore under the Securities and Futures Act, Chapter 289 of Singapore. Accordingly, this white paper and the Purchase Documents and any other document or material in connection with the offer or sale, or invitation for subscription or purchase, of the Tokens may not be circulated or distributed, nor may the Tokens be offered or sold, or be made the subject of an invitation for subscription or purchase, whether directly or indirectly, to persons in Singapore.

## OTHER NOTICES

### PRIVACY

Purchaser agrees and accepts that:

- i. that Company may collect information from the operation of the iOWN Platform sent by the Purchaser's computer, mobile phone, or other access device. This information may include the Purchaser's IP address, device information including, but not limited to, identifier, name, and



type, operating system, mobile network information and standard web log information, such as the Purchaser's browser type, and the pages the Purchaser accessed on the Company's website. When the Purchaser uses a location-enabled device with the Company's website, the Company may collect geographical location data or use various means to determine the location, such as sensor data from the Purchaser's device that may, for instance, provide data on nearby cell towers and wi-fi access spots. When the Purchaser accesses the website or iOWN Platform, the Company or its applicable third-party service providers on behalf of the Company may place small data files called cookies on the Purchaser's computer or other device. The Company may share the Purchaser's personal data with third parties in order to complete the Token Sale, reveal or suppress fraud, fix technical bugs or eliminate security problems. The Company will disclose the Purchaser's personal data in so far as is necessary to complete the Token Launch and fulfil the purposes set out above. The processing of the Purchaser's personal information shall otherwise be in accordance with the terms of the Company's privacy policies in effect from time to time;

**ii.** the Company will process the Purchaser's personal data to market, conduct and perform technical analysis on the completion of the Token Sale. Processing of the Purchaser's personal data will also be carried out in order to: (a) fulfil the Company's obligations under this Whitepaper and under applicable law (including to comply with its AML and KYC policies and procedures); (b) complete the Purchaser's registration; (c) provide technical support and (d) to assist the Company in the development of the iOWN Platform and the performance of the activities set out in this Whitepaper;

**iii.** it may receive commercial electronic messages and advertising materials from Company or third parties by order of the Company on the email address and the mobile phone number that the Purchaser provided to the Company throughout the use of the website or iOWN Platform. At any time, the Purchaser will be entitled to withdraw its consent to receive such materials by following the instructions provided in such materials; and

**iv.** all agreements, notices, disclosures and other communication that the Company provide pursuant to this Whitepaper or in connection with or related to the Purchaser's acquisition of Tokens, may be provided by the Company, in its sole discretion, to the Purchaser, in electronic form.

## **AML AND KYC**

Measures aimed at the prevention of money laundering and terrorist financing will require a Purchaser to verify their identity and/or the source of funds to the Company. This procedure may apply on all or any of: (i) the initial purchase of the Tokens; (ii) the use of the iOWN Platform, (iii) the transfer of the iOWN Tokens; (iv) the receipt of any iOWN Tokens via the iOWN Platform or decentralised blockchain; or (v) as the Company deems necessary or desirable in connection with its AML and KYC policies and procedures.

By way of example, an individual may be required to produce the original passport or identification card or copy duly certified by a public authority such as a Notary Public, the Police or the Ambassador in his country of residence, together with two original documents evidencing his address such as a utility bill or bank statement or duly certified copies. In the case of corporate applicants this may require production of a certified copy of the Certificate of Incorporation (and any change of name) and of the Memorandum and Articles of Association (or equivalent), and of the names and residential and business addresses of all directors and beneficial owners. The details given above



are by way of example only and the Company will request such information and documentation as it considers is necessary to verify the identity and source of funds of a prospective Purchaser. Each Purchaser acknowledges that the Company shall be held harmless against any loss arising as a result of a failure to provide such information and documentation as has been requested by the Company.

Each Purchaser further acknowledges and agrees that any failure by them to comply with the Company's requests in relation to measures aimed at the prevention of money laundering and terrorist financing, may result in action being taken against the Purchaser in respect of the Tokens including, without limitation, the suspension or withdrawal of the Purchaser's account on the iOWN Platform or the Tokens held by them.

### **Tax Information Exchange Obligations**

The Purchaser acknowledges that the Company may be subject to certain obligations (the "Tax Information Exchange Obligations") to gather and disclose to the competent authorities information relating to purchasers of iOWN Tokens under: (i) the United States Foreign Account Tax Compliance Act provisions enacted under the United States Hiring Incentives to Restore Employment Act and any guidance, or regulations relating thereto ("FATCA"); (ii) any other legislation, regulations, or guidance enacted in any jurisdiction which seeks to implement similar tax reporting, tax information exchange, reporting, and/or withholding tax regimes (including the OECD Common Reporting Standard on the automatic exchange of financial account information); (iii) any intergovernmental application between the Cayman Islands (or any Cayman Islands government body) and the U.S. or any other jurisdiction (including any government bodies in any other such jurisdiction), entered into, in order to comply with, facilitate, supplement, or implement the legislation, regulations or guidance described in (i) and (ii), including the OECD Multilateral Competent Authority Application; and (iv) any legislation, regulations or guidance in the Cayman Islands that give effect to the foregoing.

The Purchaser hereby agrees to execute properly and provide to the Company in a timely manner any documentation or other information that the Company or its agents may request in writing from time to time in connection with the Tax Information Obligations. The Purchaser waives any provision under the laws and regulations of any jurisdiction that would, absent a waiver, prevent or inhibit the Company's compliance with applicable law as described in this paragraph, including but not limited to by preventing either (i) the Purchaser from providing any requested information or documentation, or (ii) the disclosure by the Company and its agents of the provided information or documentation to applicable regulatory authorities.

Without limitation, the Purchaser hereby agrees to provide any documentation or other information regarding the Purchaser and the Purchaser's beneficial owners requested by the Company or its agents in connection with the Tax Information Exchange Obligations. If the Purchaser provides information and/or documentation that is in anyway misleading, or the Purchaser fails to provide the Company or its agents or delegates with the information and documentation that has been requested, (whether or not such action or inaction leads to compliance failures by the Company, or a risk of the Company or its Token holders being subject to withholding tax or other penalties), the Company reserves the right:

**i.** to take any action and/or pursue all remedies at the Company's disposal including, without limitation, compulsory reversion of Purchaser's acquisition of Tokens in full or in part; and



**ii.** to hold back from any reversion proceeds in respect of the Tokens so reverted, any liabilities, costs, expenses, or taxes arising (directly or indirectly) from such action or inaction.

Further, the Purchaser shall have no claim against the Company, or any of the Company's agents or delegates, for any form of damages or liability as a result of actions taken or remedies pursued by or on behalf of the Company in order to comply with the Tax Information Exchange Obligations.





# iOWN TEAM



**ALEXANDER SAYEGH**  
*Technology Director*

A Blockchain enthusiast and IT professional recognized for building complex systems in a challenging environment with variety of modern technologies strong analytical and innovation-oriented skilled professional... worked in an ever-changing environment where there is continuous space for growth and improvement motivated where hard-work and brilliance are rewarded and appreciated... technical skills from a diverse set of leading-edge disciplines. Accountable for managing an international team and its tasks/deliverables, designing technology, and reviewing new technologies and how they fit certain requirements, & reporting skills.



**SULEIMAN DAWOUD**  
*Operations Director*

Expert in Project Management with many years of experience handling multi-billion dollars projects in different regions around the world, specially in Africa, South East Asia, Eastern Europe and the GCC. Taking a practical approach to problem solving and a drive to see things through to completion, Sulaiman has a proven track record in managing teams and developing the company's growth.



**ASHRAF ALQUDAH**  
*Blockchain Forefront and Technology Expert*

A visionary entrepreneur...Blockchain forefront and technology expert in the Middle East passionate about using new technologies to serve the societies Founding Partner and CEO of TjDeed Technology, Board Member of ShortPoint, AdsLoom, Influencer and entrepreneurship coach.



**MOHAMAD SRAIDY**  
*Business Development Director*

A Blockchain enthusiast and supply chain expert with extensive commercial and operations experience in the freight business worked with MNCs and gained international experience eager to learn new things... willingness to accept new challenges and excited to be part of a promising project in the world of next technology revolution wants to help create the investment platform of the future that connects investors with businesses utilizing Blockchain technology.







**ABDELRAHMAN MASOUD**  
*Quality Assurance Director*

Enterprising, technically skilled finance professional certified as a project management professional (PMP) led many projects across the area...experienced management consult, coach and trainer in project management domain and planning and controlling software...author of book on Primavera P6, project management professional training material designed for students preparing to sit for the PMP exam designed and developed many project management and financial systems interested in linking technology with investment and financial sector through Blockchain.



**ZINA ASHOUR**  
*Marketing Director*

A leading Marketing Strategist who is passionate about spreading the right brand messages and corporates values...an Entrepreneur who develops long and short-term strategies and tactics for business growth, creative strategy and innovative public relations specialties experienced in handling corporate events and activities.



**EMAD MURRAR**  
*Finance Director*

Experienced financial controller with a demonstrated history of working experience...skilled in business planning, cost management, variance analysis, financial analysis strong finance professional with a CMA ® certification, financial strategy, including risk minimization plans implementer and opportunity forecasting initiator develops financial reviews and provides investment advice



**HUSEIN ALDARAWISH**  
*Human Resources*

An accomplished, well-rounded and dynamic HR professional leader with a solid background and extensive experience has worked for the most reputed global and regional organizations across various industries combines a unique blend of leadership, management and business savvy with the ability to spearhead strategic planning as well as to execute operational initiatives a delivery-focused individual who leads by example high integrity, work ethic, credibility and professionalism standards possesses significant analytical abilities and challenges the status quo proven accomplishment record in business set-ups, turnarounds and capability building





**HASAN HAMAD**  
*Social Media Specialist*

A social media specialist and a digital marketing enthusiast with a background in Electrical Engineering. Chosen by the International Telecommunication Union (ITU) as one of 150 young social entrepreneurs from all over the world who are using technology to meet developmental challenges and improve lives.



**JAY P. GALGO "JPG"**  
*Creative Director*

More than 22 years of experience in the region and in the field of advertising, Jay led major re-branding projects, including creating a new brand identity for companies and designing websites by offering creative solutions.

Conceived and implemented visual marketing programs that range from print media to digital presentations. Always thinking out of the box, Jay is extremely driven, and continuously seeking more challenges every day.



**PAULA INNA D. RAFA**  
*Admin Executive*

Managing the day-to-day operations of the office, organizing and maintaining files and records, planning and scheduling meetings and appointments, managing projects and conducting research, preparing and editing correspondence, creating reports and presentations, making travel and guest arrangements, and providing quality customer service.



**LARA TLASS**  
*Marketing Executive*

A Marketing expert with over 4 years of experience offering proven track record in developing and executing marketing campaigns.

With the ability to provide creative and enthusiastic forward-thinking in a team environment, Lara is always striking to do the best she can at her work.





**HANEEN AL AKHRAS**  
*Sales Analyst*

Sales analyst and strategic thinker, Haneen is experienced in IT business sector and Sales alliance; she has very good skills in sales channels coordination and business development. She is always focused on identifying and targeting new challenges by analyzing enterprise markets in order to achieve business profitability.



**AHMAD AL AKHRAS**  
*Sales & Marketing Assistant*

New graduate sales support, Ahmad is eager to learn with high social ingenuity. He is energetic and passionate about developing his sales skills and techniques.



# iOWN ADVISORS



**HANS HENRIK CHRISTENSEN**

*Investment Advisor*

The Vice President of Dubai Technology Entrepreneur Campus and Leader of a team of managers running the largest and most impacting tech-hub in the MENA region "Dtec" for 7 years, which houses 800 going on 1000 tech startups, from 71 nations. A holder of BA from Bentley University, an MBA from Hult Business School, and certificates in AI and Blockchain from Oxford and MIT, Hans is a frequent speaker on AI, Blockchain and Entrepreneurship. He serves on the board of 13 companies, and advisor to two Universities and Founder (as CEO) of 3 startups cross different continents raising over US\$10 Million in capital.



**NARESH PHANFAT**

*Business Advisor*

Naresh is a Certified Global CFO from Wharton USA and an FCA with 20+ years of glorious international career encompassing wide range of professional services including, Corporate Finance, Valuation, Transaction Services, M&A, Due Diligence, Feasibility Study, Business Combination, Intellectual Property Rights, Intangible Asset Valuation, Purchase Price Allocations, IPO Valuation, Private Placement, Financial Modeling, Trading Update, Stock Exchange, Ministry of Oil & Gas Special Assignment, Ministry of Finance & National Economy' Project.



**KOKILA ALAGH**

*Legal Advisor*

Kokila is the founding partner of Karm Legal with over 15 years of experience as a corporate, commercial, media and tech lawyer in UAE. A holder of Masters in Law, in Digital Economy from the Monash University in Melbourne, With clients including major corporations, government and semi government bodies, high net-worth individuals and more, Kokila has been constantly advising on corporate, real-estate, media and technology laws. An ardent Fintech/Technology Lawyer, with strong entrepreneurial skills and formidable experience in the region, Kokila and KARM Legal are catering to the niche area of the organic blend of state of the art technologies and corporate commercial laws and regulations.



**SANTOSH DESHPANDE**

*Risk & Compliance advisor*

Expert in the field of IT Governance, Risk and Compliance with nearly 11 Years of dedicated experience in the role of Security Leadership, Audit and Advisory. Instrumental in numerous successful ventures of establishing Information Security Governance, Security Technology Optimization, Security Strategy, Management Systems, Implementation, Auditing and Compliance. Security thought leader with outstanding Program/Project Management skills, with the ability to coordinate and direct all phases of program, projects while managing, motivating, and guiding geographically distributed teams.





**MARK HAMAD**  
*Business Advisor*

A self-taught business man with decades of business experience and acumen with a focus on money management and account relations and retention. Led multiple startups to become thriving enterprises with a BBB rating of A+. Leadership qualities, customer relations, and marketing experience that can be integrated into any type of business arena



**UMAIR MEHMOUD**  
*Investment Advisor*

Umair Mehmood is Cognitive Neuroscientist and a renowned expert on human behavior. His interests involve nanoscale economic growth, precognitive defense & internal security and social inclusion imperatives. He continues to serve as rector of behavioral sciences research center and presides a Dubai based private equity syndicate. He also sits on the board of a British investment group (Carlton James Group) and a UK based realty FinTech initiative known as Realtybundles. Mr. Mehmood advises public sector GREs & corporates on strategic agility, risk climate, public perception maneuverability, behavior modification and youth empowerment.

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