



Ekspa

DIRECT WAY TO SUCCESS



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As you know, the growth of Internet sales is a global trend of the modern economy. E-Commerce is one of the fastest growing areas. Over the past decade, the global e-Commerce market has been growing steadily. For example, in 2015 its volume reached \$ 1.67 trillion. (the largest share is in China) [3]. The current income potential is almost limitless. One of the main shares of the world's Internet trade is occupied by marketplaces, such as Alibaba.com, INDIAMART.COM Oh? The total number of users of marketplaces is more than a million companies.

Our project is the marketplace of the future with a changed logic.

The main project is Ekspa's centralized information multilingual cloud web application, which will allow numerous suppliers and buyers in the B2B field to find each other around the world.

In a world where information is sometimes very much, the process of finding the right partner can take quite a long time. This time can have a critical impact, for example, on the activities of small businesses. After all, sometimes small companies do not have enough just a few efforts to develop their success. Therefore, the main users of the application should be representatives of small businesses, for which it should be available at a price, and medium-sized businesses, for which it will become a new sales channel, replacing many intermediaries. In our opinion, the use of our application will allow any company, especially a beginner, to abandon the use of its separate site. After all, for its effective work in the modern world, it is necessary to simultaneously maintain the current state of information, develop technologically, promote in social networks and the Internet. Moreover, the latter action may be significantly more expensive than others, making the Internet an inaccessible tool for small companies. Instead, we offer for any company to host on our platform, which successfully all these tasks, significantly reducing their costs without thinking about web servers and ensuring their operation. Ideally, it will be a system that can help any company to pass the way from a small company to a recognized international company through international cooperation.

In this application, it is planned to implement a multilateral B2B platform to bring together buyers, suppliers, investors, using the advantages of blockchain. Using the blockchain features will add the following functionality to the platform:

1. Multi-sign transactions, certifying the execution of the transaction by all parties.
2. «Smart reputation» of the counterparty, certified by the network. These reviews without «marriage».
3. The function of the «Green light» for launching new businesses worldwide, who are ready to produce innovative products in every sphere of production.
4. The «Investment» function, a module that allows you to support a company based on cryptotoken.
5. Voting for the development of a certain functionality of the application.
6. Accrual of tokens for viewing advertising.

In addition, it is planned to add and use on the basis of the latest tools such interesting technological functions as:

1. Multi-language search that allows you to organize a search on the principle of «one» - «all».
2. A neural network that helps users better place their suggestions and optimizes their search.
3. Virtual exhibition. This tool will replace the visit to the exhibition, or to assess the effectiveness of their materials with the help of network members.
4. Auctions. This functionality will allow to determine the best price for the purchased goods or service taking into account the «smart reputation» of the network.

These tools distinguish our marketplace from others.

In addition, the main tools of the platform are:

1. Proposals. Placement of information about goods and services of the company.
2. Requests. Placement of information about the company's needs.
3. Advertising. Advertise your offer or request.
4. Analytics and reports. Analytical reporting for sales and purchase analysis.

5. Current events. Publish company news in the selected industry for notification.
6. Cabinet of the Investor, the buyer of tokens.

Thus, the platform will embody the following tools:

1. Module «Offers»
2. Module «Requests»
3. Module «Analytics and reports»
4. The Module «Auction»
5. Module «Virtual exhibition»
6. Module «Advertising»
7. Module «Tokens»
8. Module «Multilingual search»
9. Module «Investment»
10. Module «Neural Network»
11. Module «Smart reputation»
12. «Green light» module
13. Module «Multisignature in transactions»
14. «Voting» Module
15. Desktop version
16. Mobile version

And what's the future? In our view, it is the implementation of the integration of logistics chains and the implementation of payments within the platform for the goods.

Technical part.

The main part of the platform is implemented in Java, JavaScript, HTML5. The main web application is a client-server, using MySQL database and GlassFish application server. The Jelastic environment is used as a cloud environment. Interaction with the Node-based blockchain.js, JavaScript.

Tokenomics.

The basis of payments for the service on the platform will be utility-cryptotoken Eksperium. Eksperium is a token issued on the basis of Waves and CAT itself[1]. The concept of token interaction with Waves is described in[2], so this description is omitted. We emphasize that the token is not a means of payment (currency) and it can not be used for purchases outside the application. The development of Waves smart contracts for multi-signature is described in [4].

All users of the application are divided into categories: free and premium. To become a free user simply register. Free users have limited functionality (see the comparison table).

Comparative table of the categories of users of the service applications:

The name of the service	USER CATEGORY		
	Free	Premium silver	Premium gold
Registration in the app	Yes	Yes	Yes
The placement of the offers in the database	Yes	Yes	Yes
Publication of submissions per month	1	Unlimited	Unlimited
View requests from other companies	Yes	Yes	Yes
Company mini-site in the app	Yes	Yes	Yes
The maximum number of users, sub-accounts	1	10	Unlimited
To organize an exhibition, without limitation, goods	No	Yes	Yes
Organize news releases for the industry of interest in the app	Unlimited	Unlimited	Unlimited
Verification mark	Yes	Yes	Yes
Opportunity to receive partner's investment	No	Yes	Yes, with priority consideration.
Space for photo Bank	1 Gb	15 Gb	50 Gb
Technical support	Yes	Yes	Yes
Personal support	No	Yes	Yes
Access to analytical tools	Yes	Yes	Yes
Organize an auction	No	Yes	Yes
Ability to influence the development of functionality	No	No	Yes
«Smart reputation»	No	Yes	Yes
Multisignature transactions in	No	No	Yes
«Green light»	No	Yes	Yes
Charging tokens for viewing advertisements of other companies*	0.5 Eksperium	1 Eksperium	1.5 Eksperium

* prices in tokens are given tentatively and may vary depending on the rate of fluctuations.

For the transition into the category of «Award», the user should purchase a premium account in the personal Cabinet. There are two types of premium accounts: «Silver» and «Gold».

Premium service packages offered for tokens:

1200 tokens - per month «Silver package»

2200 tokens - per month «Gold package»

We plan to reduce the price of premium categories with a strong increase in the price of tokens.

In addition, the user of any category can advertise on their offers in the module «Advertising» - for an additional budget in tokens.

Example of calculation of income and profit for April 2019 (the model), a pessimistic forecast

Total number of users by April 2019: 80,000

The estimated percentage of users using the service for a fee: 20%

Average package purchased: 1700 tokens

The planned amount of the company's turnover in tokens $20\% * 80000 * 1700 = 27\,200\,000$

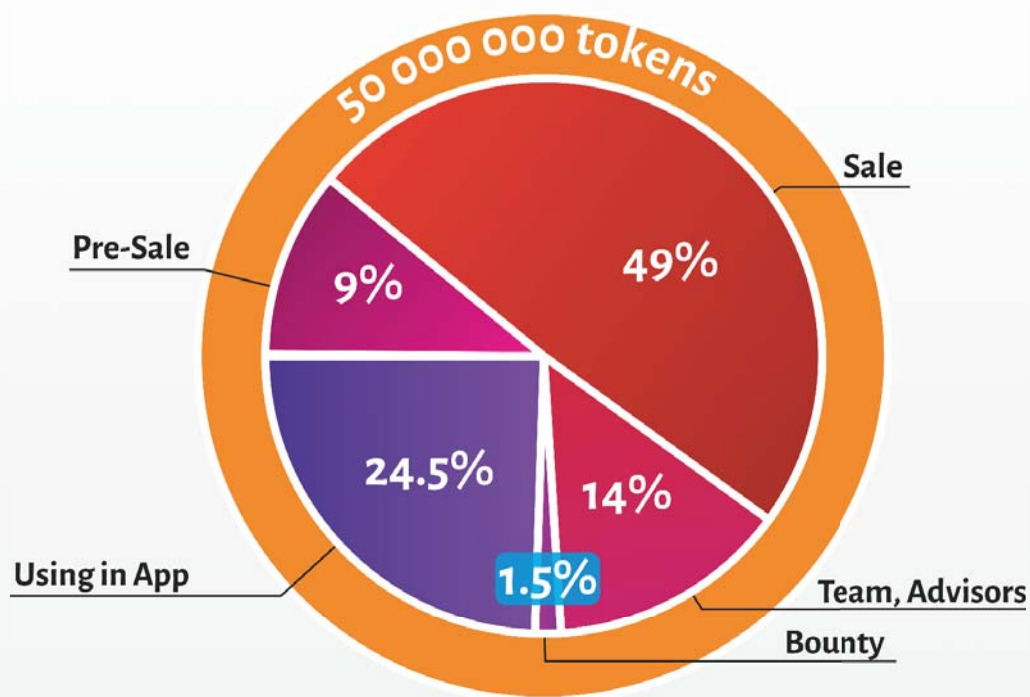
Or the approximate size in us dollars (based on the last price in 1 Eksperium = 0.4 USD) = 10880000\$

Operating expenses of the company for the same month will be no more than \$ 229 309, as can be seen from the table:

Main expense items	Amount, \$
Infrastructure costs	~40 000\$
Maintenance costs - staff	28 995\$
Development costs - personal	42 330\$
Management costs	15 370\$
Marketing costs, promotion	~97 400\$
Other costs	~ 5214\$
IN TOTAL:	229 309\$

Thus, we expect to receive a significant profit of the project, which will allow it to develop intensively and achieve new successes.

DISTRIBUTION OF TOKENS AND AMOUNT OF ATTRACTED INVESTMENTS.



Token prices:

Stage	Price	Amount of tokens for sale
Pre-Sale (18 July 14:00 (GMT) - 30 July)	1 Eksperium=0.20 USD	4 500 000
Sale 1 (1 August 14:00 (GMT) - 18 August)	1 Eksperium=0.30 USD	10 000 000
Sale 2 (19 August 14:00 (GMT) - 31 August)	1 Eksperium=0.40 USD	14 500 000

Minimum expected investment (Soft Cap): \$ 400 000

Maximum expected investment (Hard Cap): \$ 9 700 000

1. **June 2018 - prototype Development:**

- Ability to create and manage ads
- Personal account for the Investor
- Integration of premium-logic.

2. **July 2018 - prototype Development:**

- Extending the functionality of working with requests
- Connection of tokens to the system
- Expanding the functionality of payment tokens in the system
- Adding «news» functionality»
- User management

3. **August 2018 - prototype Development:**

- Ability to run auctions
- PImplementation of smart contracts, «Smart reputation»
- Verification companies, through arbitrators companies
- Charging tokens for viewing ads
- Analytics and reports

4. **September 2018 - the beginning of trial operation of the product with the connection of cryptotoken, with the following features:**

- Registration
- Form requests and offers in the app
- Form advertising
- Launch auctions
- Pass the verification
- Generate news for the selected industry
- Purchase of Prem accounts
- Charging tokens for viewing ads
- Smart contracts « Smart reputation»
- User management
- Formation of Analytics within the system
- Approximate number of users - (5000-10000)

5. **October 2018 - the Development of the beta version:**

- Adding a «multi-Sign» module»

6. **November 2018 - the Development of the beta version:**

- Adding a «Green light» module»
- Adding voting for functionality

7. **December 2018 - the commissioning of the product (web application).**

- Advertising company.
- Develop network usage (approximately 20,000-50,000 users) for the first two months after launch

8. **January 2019 - release of mobile version (IOS, Android)**

9. February 2019

- Advertising company
- Accountability
- Number of users (200 000)

10. April 2019

- Advertising company
- OAccountability
- Add multilingual search

11. September 2019

- Advertising company
- Accountability
- Add neural network search
- Number of users (500 000)

12. October 2019

- Advertising company
- Accountability
- Release the Desktop version (Windows)

13. December 2019

- Advertising company
- Accountability
- Adding the module « Investing»

LINKS

[1] - <https://geektimes.ru/company/waves/blog/287660/> - what is a CAT

[2] - <https://goo.gl/ngxyXj>

[3] - https://api.exportedu.ru/app_dev.php/api/documents/50/download

[4] - <https://blog.wavesplatform.com/8c70e91f31fd>