



# Ekspa

**DIRECT CONNECTION WITH SUCCESS**



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## INTRODUCTION

As you know, Internet sales' growth is the global trend of modern economy. It's one of the most dynamically developing spheres. During the last decade world Internet market has been continuously growing. For example, in 2015 its volume reached 1,67 billion USD (The biggest part belongs to China) [3]. Current potential almost has no limits. One of the most significant part of Internet sales owns such trade platforms as Alibaba.com, INDIAMART.COM with total number of users more than one million of companies.

We plan to launch a program product forming a base of new B2B ecosystem. It has to solve the following main tasks: reaching target B2B audience, quick search of new contractors in requested field, contractor validation, establishing an agreement/legal transaction, leading the transaction, delivery organization etc. We mostly pay attention to main processes Automatization in order to exclude human factor as well as shorten operation time.

The axis of the project is centralized multilingual informational web-cloud application Expa. It may be useful for each business category:

- Large business will be able to place inquiries for internal works and supplies, find optimum price, conduct market research.
- Medium business will be able to find partners among major clients, receive new orders and offers, find suppliers from the number of small businesses.
- Small business can expand its sales market, receive new orders, fully interact with all market participants.

We think that this application will be a good alternative to running a website – especially for a start-up company. Any website needs to be timely updated, technologically developed, promoted in social media and in the Internet. This promotion may be quite expensive and for that reason make Internet almost inaccessible for small companies. Instead of that we offer using our platform successfully dealing with all these tasks and significantly decreasing customer's expenses without web servers' maintenance. Ideally it's a system helping a small company grow to an international one by using worldwide collaboration.

### **Main features of the product:**

- Placing offers
- Placing inquiries
- Placing tenders. This function will help to define the best price for product or service considering market prices
- Placing exhibitions. This tool will help to either replace actual presence at the exhibition or estimate the efficiency of materials with the help of networks's participants
- Placing polls
- Searching for offers and inquiries
- Leading agreements/legal transactions
- Contractor validation
- Receiving true reviews and ratings
- Organizing delivery
- Receiving bonus (crypto tokens)

### **Additional features of the product:**

- Multisignature in business transactions proving fulfillment of obligations by all Parties.
- Option "Green Light", selecting new companies all over the world – those who are ready to introduce innovative products in any sphere of production.
- Option "Investment" – a package able to support a Company by using crypto token.
- Voting for adding special functional features of the application.
- Receiving tokens for watching advertising.
- Multilingual search able to sort by function "one"- "all".
- Neural network helping users to place their offers and optimize search.

It's possible to see that the platform provides full range of tools for the company. Full usage of the product will help not only find new offers or orders, but also shorten operation time and increase profit of the user company.

Basically we can distinguish the following development modules (with percentage of processing stated in brackets):

- Package "Offers" (100%)
- Package "Inquiries" (100%)
- Package "Analytics and Reports" (15%)

- Package “Tenders” (5%)
- Package “Virtual Exhibition” (5%)
- Package “Advertising” (100%)
- Package “Tokens” (100%)
- Package “Multilingual Search” (0%)
- Package “Investment” (0%)
- Package “Neural Network” (0%)
- Package “Smart Reputation” (70%)
- Package “Green Light” (0%)
- Package “Multisignature in Business Transactions” (60%)
- Package “Voting” (0%)
- Desktop version (0%)
- Mobile version (0%)
- Polls module (0%)
- Partner validation module (5%)
- Legal transactions/contracts module (95%)

### **Technical part.**

Main part of the platform is written by using Java, Javascript, and HTML5. Main application is a client server one and uses database management system MySQL and servers of Glassfish apps. As a cloud host Jelastic is used. Work with blockchain is supported by Node.js, Javascript.

Project prototype is available by following link:

<https://test.ekspa.io/Ekspa/protect>

The prototype is updated approximately every two weeks.

### **Tokenomics.**

The main currency in terms of payment for the product will be utility security token Eksperium. It's developed on the basis of Waves and CAT [1]. The concept of interaction between token and Waves is described [2], that's why it's omitted here. We'd like to emphasize that token is not a currency and can't be used for purchasing outside the application. Developing of Waves smart contracts for multisignature is described in [4].

All users of the application are divided into two groups: free and premium. In order to get free access a simple registration procedure is enough. Users with free access can work with limited number of options (please see the comparative table).

## Comparative table of application's user categories:

Option name	КАТЕГОРИЯ ПОЛЬЗОВАТЕЛЯ		
	Free	Silver Premium	Gold Premium
Registration in the app	Yes	Yes	Yes
Placing offers in database	Yes	Yes	Yes
Frequency of publishing (monthly)	1	No limits	No limits
Viewing other Companies 'inquiries	Yes	Yes	Yes
Mini Corporate website in the app	Yes	Yes	Yes
Maximum number of users, additional accounts	1	10	No limits
Organizing exhibition with no limitation of the products	No	Yes	Yes
Organizing newsletter for targeted field	No limits	No limits	No limits
Verification sign	No	Yes	Yes
Opportunity for getting partner's investment	No	Yes	Yes, with a priority of consideration
Image bank capacity	1 GB	15 GB	50 GB
Technical support	Yes	Yes	Yes
Personal support	No	Yes	Yes
Access to analytical tools	Yes	Yes	Yes
Organizing of a tender	No	Yes	Yes
Possibility to influence development of app's functions	No	No	Yes
"Smart reputation"	No	Yes	Yes
Multisignature in business transactions	No	No	Yes
"Green light"	No	Yes	Yes

\*prices in tokens are tentative and can change in accordance with rate changes

In order to be transferred to Premium category the user needs to pay for it in personal account. There are two available Premium category types – Silver and Gold.

### Packages of Premium services for tokens:

- 1200 tokens – monthly payment for Premium Silver
- 2200 tokens – monthly payment for Premium Gold

In case tokens' prices will drastically increase we plan to lower our prices for premium categories.

In addition, user of each category can publish ads for his offers in a Package "Advertising" for additional budget in tokens.

## April 2018

- Preparation for presale, gathering project team
- Prototype preparation

## May 2018

- Prototype development
  - Registration
  - Forming inquiries and offers in the application
- Expanding the team

## June 2018

- Prototype development
  - Option of creating and managing advertising
  - Personal account of Investor
  - Premium logics integration

## July 2018

- Prototype development
  - Connection of tokens to the system
  - Adding functions of payment by tokens within the system
  - Users management
- Promo campaign

## August 2018

- Prototype development
  - Adding tokens for viewing ads
  - Expanding functions of working with inquiries
  - Adding module "News"
- Promo campaign

## September 2018

- Prototype development
  - Optimization of search system
  - Optimization of advertising within the system
  - Adding options for transactions
  - Updating Company information
  - Integration with VPN gateway DEX
- Number of users > 100

## October 2018

- Prototype development
  - Updated pages "Entry", "Main page", "Payment history", "Promo campaign"
  - Added logic of placing promo campaigns to pages
  - Added counting clicks and ads showing
  - Added option of token's return to user's balance in case of promo campaign stop
  - Optimized downloading images, files in offers, inquiries and promo campaign
  - Added business process for legal transactions
  - Added feedback form and rating option
  - Added field "Date of delivery" for offers
  - Changed advertising blocks' rotation
  - Fixed bugs

## November 2018

- Beta version development
  - Module “Analytics and reports” development
  - “Smart reputation” module development
  - Adding functions for exchanging messages
  - Added notification functions
- Number of users >500

## December 2018

- Beta version development
  - Companies’ verification
  - User network development (20000-50000 users) during first two months after launch
  - Managing users’ rights
- Promo campaign
- Number of users >2000

## January 2019

- Putting into operation
  - Adding “Green light” module
  - Adding voting for functions
  - Launching mobile version (IOS, Android)
- Promo campaign
- Number of users >10000

## February 2019

- Promo campaign
- Reporting
- Number of users >10 000

## April 2019

- Promo campaign
- Reporting
- Number of users >50 000

## September 2019

- Promo campaign
- Reporting
- Adding neural network for search
- Number of users (500 000)

## October 2019

- Promo campaign
- Reporting
- Introduction of desktop version (Windows)

## December 2019

- Promo campaign
- Reporting
- Adding package “Investment”

## FINANCIAL PART REVIEW

Detailed business plan will be sent upon request. Basically it's possible to distinguish 2 stages of investment: beta version launch and main product launch. Till launch of beta version which includes 9 modules out of 19, product is 85% ready, to main version launch – 50%. We plan to launch beta version by December, 2018. Our main expenses are product development and marketing campaign. In case of investment we plan to increase our team of developers and technical staff. We don't use work of freelance workers.

Monthly investment budget is about 120000\$ during first three months, 50% of them are marketing expenses (promotions at exhibitions, internet promotion, development of partner program).

Main expenses starting from beta version launch are paid subscriptions and advertising in application:

### **Paid subscription: $U * K1/100 * AvP * C$ , where**

- U – total number of users
- K1 – percentage of paid subscriptions. We accept as 20%
- AvP – average price of 1 subscription
- C – one token price

### **Profit from advertising: $U * K2/100 * AvA * C$ , where**

- U – total number of users
- K2 – percentage of users using advertising service. Equal to 10%
- AvA – average price of one marketing campaign
- C – one token price

For example, in case of successful promotion by the second months from beta testing we plan to reach the following sums:

**$C=0.2\$, U=500, AvP=1500$  Eksperium,  $AvA=150$  Eksperium**

Expenses	Turnover, \$
Paid subscription	3 000
Advertising in application	1 500
<b>TOTAL:</b>	<b>31 500\$</b>

During third month:

**$C=0.3\$, U=2000, AvP=1500$  Eksperium,  $AvA=150$  Eksperium**

Expenses	Turnover, \$
Paid subscription	180 000
Advertising in application	9 000
<b>TOTAL:</b>	<b>189 000\$</b>

As we see, starting from third month profit should prevail over expenses. It means that during six months the application will become fully profitable.

## LINKS

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

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

[3] - [https://api.exportedu.ru/app\\_dev.php/api/documents/50/download](https://api.exportedu.ru/app_dev.php/api/documents/50/download)

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