

# WORLD WI-FI

TOKEN SALE STARTS ON  
**18 APRIL 2018**

## FREE DECENTRALIZED WI-FI NETWORK

World Wi-Fi is a global project built through the collective efforts of the community.

The network will be based on privately owned routers (most of which are residential). Their owners may offer free internet access and earn cryptocurrency through Internet advertising.

In the end, everybody wins: the guest user no longer pays for access to the internet, the router owners generate revenue by sharing their resource, and advertisers reach their target audience.



### ADDITIONAL INFORMATION

Should you have any additional questions about World Wi-Fi, see our resources:

[WORLDWIFI.IO](http://WORLDWIFI.IO) [WHITE PAPER](#) [TELEGRAM](#)

BOARD AND ADVISORS



**ILYA YASHIN**

**CO-FOUNDER & CEO**

The expert in the IT integration sphere, digital economy and a blockchain technologies. The co-founder of two actively developing Adrenta and Radius Wi-Fi services. He participated in creation of the IT integrator in Moscow. Considers that a blockchain is the future of sharing-economy.



**YAN SEPIASHVILI**

**CO-FOUNDER**

Entrepreneur, PhD in Medicine, over 10 year in IT, advertising and real estate projects. Managing partner and co-founder of Adrenta and of Radius Wi-Fi.



**CHRISTEL QUEK**

**ADVISER**

Business Insider as one of the 30 best executives to follow on Twitter. Christel is a technology executive who has built brands and digital businesses since the advent of the digital economy. She was the Head of Content at Twitter across their International Markets, and led Social Business for Samsung Asia. Christel was selected by The Guardian as one of the top global digital strategists, Campaign Asia-Pacific as a Woman to Watch.



**FRED LEDBETTER**

**ADVISER**

CCO of Virgin Connect. CMO of Golden Telecom. CEO of Imaginet/Czech Telecom» Extensive experience working in Wi-Fi, internet, wireless and mobile communication with large and medium firms and startups.



**DMITRY DAIN**

**ADVISER**

Adviser, one of the first developers of 802.11 Wi-Fi Protocol. Member of the world's cryptographers' association. Founder of 'Virgil Security' (USA), a company specializing in cryptography and encryption.



**THIERRY DE GORTER**

**ADVISER**

Has a Princeton University degree in corporate finance. Fascination by modern fin tech, lead him to the deep commitment to the blockchain technology. Currently advising and developing decentralized infrastructure projects. Thierry is bitcoin enthusiast and philanthropist.

# HOW WORLD WI-FI OPERATES

## THERE ARE THREE KEY ELEMENTS:



### GUEST USER

connects to an open Wi-Fi hotspot, views a short advertisement and then uses the internet for free.



### ROUTER OWNER

provides access to the open Wi-Fi network and earns cryptocurrency.



### ADVERTISER

utilizes a network of private routers to deliver targeted advertisements and pays directly to the router owners for actual impressions.

When connected to the system, the router creates an additional wireless network. It is isolated from the home network on the software level and those connected to the guest network will not have access to anything in the network of the router owner.

That second network becomes a public access point and the owner may set parameters well-suited to a public access point (speed, maximum number of connections, number of ads to be viewed, etc).

When connecting to the public access point, Guest Users will first view targeted ads more precisely oriented to them and which may have a stronger appeal to them.

The router owner's income depends on who the users of his guest network are and how many ads they have viewed.

The system analyzes location, social media profiles, search history, and other parameters required for targeting.

The more financially secure the Guest Users are who are on the guest network, the more tokens are issued resulting in a higher value and higher cost ad for the advertisers.

# THE PROBLEMS WORLD WI-FI AIMS TO SOLVE AND SOLUTIONS

## USER PROBLEMS

Users often deal with a lack of internet access. The mobile internet has limits on data traffic and speed particularly in developing countries. And generally international roaming charges are unreasonably high. With no mobile internet, users often see private and locked Wi-Fi networks which are impossible to connect to.

For many people in many countries, the monthly cost for home internet access is quite high and they do not use all of the bandwidth they are forced to pay for. And almost everyone would like to add to their income using an extra resource they already have .

## ADVERTISER PROBLEMS

There are multiple intermediaries in the advertising market. This increases advertising costs.

In most advertising spaces, targeting options are limited and not so sophisticated. A large share of an advertisers' budgets does not really end up driving the advertising it should.

In addition, the activities in these advertising spheres are not transparent. In fact, the advertiser can never know for sure what has been paid for and who exactly has viewed the ad.



## SOLUTIONS

World Wi-Fi offers users free internet access around the world.



World Wi-Fi creates simple and clear conditions to generate additional income for home Wi-Fi router owners.



World Wi-Fi's referral program enables you to multiply your income by adding any number of routers through your own efforts and earning on advertising in the total network.

World Wi-Fi allows the advertiser to select their target audience based on search history, gender, age, social media profile, location (with specific details such as exact street, house or apartment).



World Wi-Fi enables greater efficiency of impressions as the cost of advertising is much lower than that of advertising in search engines or social media outlets.

In the World Wi-Fi platform, an advertiser's account provides the most accurate and 100% reliable statistics.



All history of ad views is recorded in a blockchain and may not be fabricated.

# ECONOMIC OBJECTIVES

For 3 years since the launch of the project, we plan to connect at least 20 million Wi-Fi routers (5% of the anticipated number of private routers) to our platform. We plan to reach an annual turnover of more than \$ 1,000,000,000 within three years.



## WHY TOKEN SALE

We will do the TOKEN SALE to raise funds for the development of World Wi-Fi throughout the world and for engaging the community to help develop the project. All participants of PRE-SALE and the TOKEN SALE with scale of participation over 15 000\$ will get exclusive Invites which give an added benefit of retaining the profit without commissions.



## WETOKEN

Transactions in World Wi-Fi will be conducted with WeToken. One WeToken will be equivalent to ten ad impressions. In the TOKEN SALE, 223 tokens will be sold. In order to turn it into a full-fledged project, a proprietary Ethereum-based protocol is under development. WeToken can be converted into any other world currency or cryptocurrency at cryptocurrency exchanges.



## BLOCKCHAIN

Blockchain technology can make transactions between the participants of the process fast and inexpensive and ensures that the parties have mutual guarantees thanks to smart contracts. Blockchain also gives advertisers absolutely reliable and transparent information on any advertising campaign being conducted.

## TEAM EXPERIENCE

We are launching this major project based on the existing business Wi-Fi hot spots and Wi-Fi advertising networks.

“Radius Wi-Fi” and “Adrenta” operate in **80** cities with the total staff of more than **100** employees.

**Our growth in Wi-Fi access points in 2017 was 784%.**

Our projects are focused on Wi-Fi advertising on public Internet access points. This experience is a great foundation and will help us develop the market of free internet access on public Wi-Fi around the world.

A demo of World Wi-Fi is available to see. The demo of World Wi-Fi is already in soft launch. The project did well on the tests at local hot spots.



# TOKEN SALE TERMS



PRE-SALE 1 December, 2017 - 16 April, 2018 / TOKEN SALE 18 April - 18 May, 2018 / HARD CAP: \$25 MILLION

PURCHASE METHODS: BTC ETH

At the stage of **TOKEN SALE:**

**1 WT = 10 AD = \$0,134**

Token **bonus** on PRE-SALE stage.  
Unsold Wetworks will be burned.

NUMBER OF TOKENS **258,000,000**  
FOR SALE

(PRE-SALE  
& TOKEN SALE)

PRE-SALE  
&  
TOKEN SALE

43%

2% BOUNTY

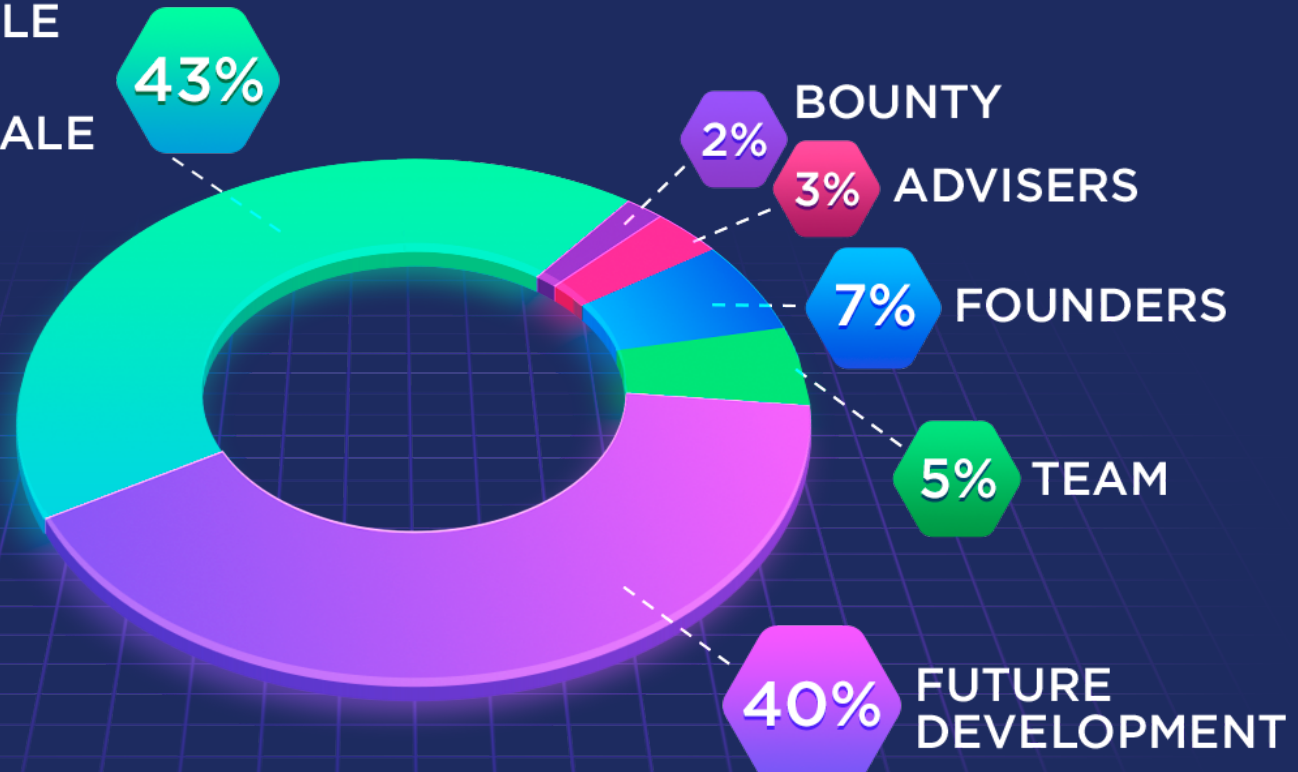
3% ADVISERS

7% FOUNDERS

5% TEAM

40% FUTURE  
DEVELOPMENT

TOKEN  
DISTRIBUTION



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