WHITE PAPER

This White Paper is not final and will be updated as we receive feedback from the blockchain community. We appreciate your criticism, advice and comments.

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The Idea

Our goal is to use ICO to finance a real-world business development project: production and worldwide distribution of Esonics hardware (equipment for blockchain mining and others segments of digital industry).

We came up with a special mechanics for our tokens circulation– so-called loyalty program: customers will able to change tokens for our products with a discount, therefore we are tokenizing real-world assets and involving customers in system of using tokens.

We will use funds to expand existing production, launch a new product line and build a global sales network, to create a service infrastructure, and expand the R&D department.

A few important points about our project:

1. **We are talking about a real-world high-tech hardware business with an ability to rapidly scale production and sales.** With proper advertising and product line expansion, we can scale up to 7-10 times during a year.

2. **Our hardware can be used not only in blockchain mining industry, but also on other markets with much bigger capacities.**

3. **Our customers will be able to use our tokens for exchanging them on our hardware with a 30% discount** comparing to real-world money.

4. **We have developed a reliable financial system that guarantees a constant growth of the token price.** Backing up tokens with real-world assess (our hardware), together with our unique strategy for input of tokens into circulation (each new portion of tokens becomes available for sale only when the price doubles), create a basis for constantly increasing demand and price growth.

This ICO is a pilot in real-world businesses tokenization, designed to proof effectiveness of such approach and to showcase a successful scenario of token usage in hardware production.

About the Project

Esonics has been on the market for 1.5 years by now. During that period, we managed to develop a product line for mining equipment, as well as some hardware that can be used in other sectors of digital economy.

Here is what we have at the moment:

1) **Production lines in Russia and China**, with quality control process that allows up to **5 years warranty period.**

   Already in production and on sale:

   - Power supplies. Series 90+ (modular):

     ○ Esonics 1000W (ES-FM1000W (90+))
     ○ Esonics 1250W (ES-FM1250W (90+))
     ○ Esonics 1560W (ES-FM1560W (90+))

   - Series 88+ (non-modular):

     ○ Esonics 1550W (ES-NM1550W (88+))
     ○ Esonics 1750W (ES-NM1750W (88+))

   - Monitor emulator (HDMI 4K) with sound support

   - Timer WatchDog Prime

2) **R&D: we have a running team that works on our own technologies for computer components development, as well as on software for our products.**

   We have a wide line of new products that are ready to be moved into production:

   - Video cards Mining Edition (adapted for mining, with video outputs preserved):

     ○ Esonics GeForce GTX 1060 6G (ES-NV106-6G) Mining Edition
     ○ Esonics GeForce GTX 1070 8G (ES-NV107-8G) Mining Edition
     ○ Esonics GeForce GTX 1080Ti (ES-NV108Ti-11G)Mining Edition
     ○ Esonics Radeon RX 570 (ES-AM57-8G) Mining Edition
     ○ Esonics Radeon RX 580 (ES-AM58-8G) Mining Edition
     ○ Esonics Radeon RX VEGA 56 (ES-AM56VG-8G) Mining Edition
     ○ Esonics Radeon RX VEGA 64 (ES-AM64VG-8G) Mining Edition

   - Motherboards:

     ○ MB Esonics Mining Edition (ES-ME-B85-BTC-6P).
       Chipset B85, Socket 1150, 6 GPU slots

- MB Esonics Mining Edition (ES-ME-B250-BTC-12P).
  Chipset B250, Socket 1151, 12 GPU slots
- MB Esonics Mining Edition (ES-ME-HM65-BTC-i3-8P).
  Chipset HM65, Intel Core i3, 8 GPU slots
- MB Esonics Mining Edition (ES-ME-HM76-BTC-i3-8P).
  Chipset HM76, Intel Core i3, 8 GPU slots
- MB Esonics Mining Edition 6-9 GPU No Riser

- Power supplies:

  - Esonics 2000W (ES-FM2000W (90+)) modular
  - Esonics 2100W (ES-NM2100W (88+)) non-modular
  - Esonics 2300W (ES-NM2300W (88+)) non-modular

- Monitor emulators:

  - HDMI Emulator with HDMI IN to HDMI OUT
  - Mini Displayport Emulator
  - Displayport Emulator
  - DVI-D Emulator

- WatchDogs:

  - WatchDog Nova WiFi
  - WatchDog Router
  - WatchDog Vending

- Universal Riser: Esonics Riser MultiPower

- Mining Farms:

  - Esonics Mining Farm 6
  - Esonics Mining Farm 7
  - Esonics Mining Farm 8
  - Esonics Mining Farm 9
  - Esonics Mining Farm 12

- Esonics Remote Cloud Control Service (mining farms and remote servers monitoring, power management, personal account settings, iOS and Android apps).

3) **Established sales distribution system in Russia with a constant demand growth;** market development in Australia, Romania, Netherlands, Czech Republic, Poland, Switzerland, Great Britain, France and Japan.

ICO Goals

By today, with zero advertising, our monthly sales already grew fivefold during on year from $45K to $220K. After launching advertising, we expect sales to grow at least by 2-3 times.
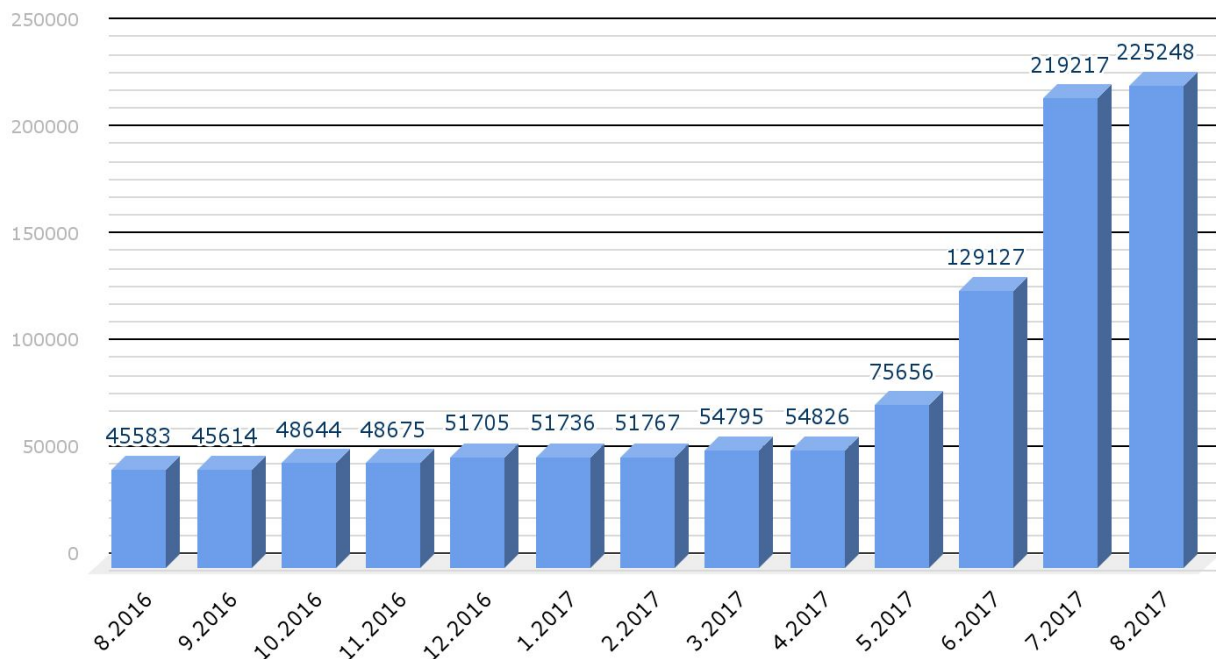
We have 24 new products designed. We plan to launch the production for the first 9 products as soon as we get enough funding. In our estimate, even with no advertising support, this product line expansion will increase our sales twice (and at least 4 times with advertising).

Thus, by the mid-2018 we plan to grow in sales from $220K per month up to $880K.

After the ICO, we will launch all remaining products into production, as well as invest in R&D department expansion to bring new promising ideas to life.

Esonics brand has already became popular on the market, as you can see from this diagram our sales are growing rapidly.

Scope sales of Esonics products, USD

Month	Sales (USD)
8.2016	45583
9.2016	45614
10.2016	48644
11.2016	48675
12.2016	51705
1.2017	51736
2.2017	51767
3.2017	54795
4.2017	54826
5.2017	75656
6.2017	129127
7.2017	219217
8.2017	225248

How do we plan to use funds acquired in ICO:

1. Launch new product lines.

- We are ready to start a production of new equipment specifically designed for mining technical requirements, as well as hardware designed to meet other markets needs.

2. Expand our production.

- At the moment, we found several interesting opportunities to meet growing demand on different markets for microelectronics
- We have enough production capacity to rapidly increase our output as soon as we have enough funding.

3. Launch new products development designed for the mass markets.

- We are already working on research and development of such products, up to the point of experiments and testing of new devices.
- We have a strong team of engineers who can lead our expanded R&D department.

4. Improve existing sales system and develop new markets. Build sales representation in the most attracted regions and countries.

- We have already established reliable sales channels in several countries.
- With a few others, we built a partner network.

5. Launch a marketing campaign to support sales and promote Esonics brand.

- Even without marketing support, our products are already recognized among some parts of miners.
- We are in the process of Esonics brand official registration and obtaining patents for our intellectual property
- We are working on detailed marketing strategy for brand promotion, including localization for English speaking markets, as well as Spanish and Chinese.
- A strong, well tested product line with 5 years warranty is ready for production.
- We are getting requests for product development from other markets. We are looking into their specifics and exploring new market opportunities.

6. Create a logistics system that can handle huge supply chain management.

- Today, we have a working supply system that allows us deliver Esonics products from China to other regions with high demand for Esonics hardware.
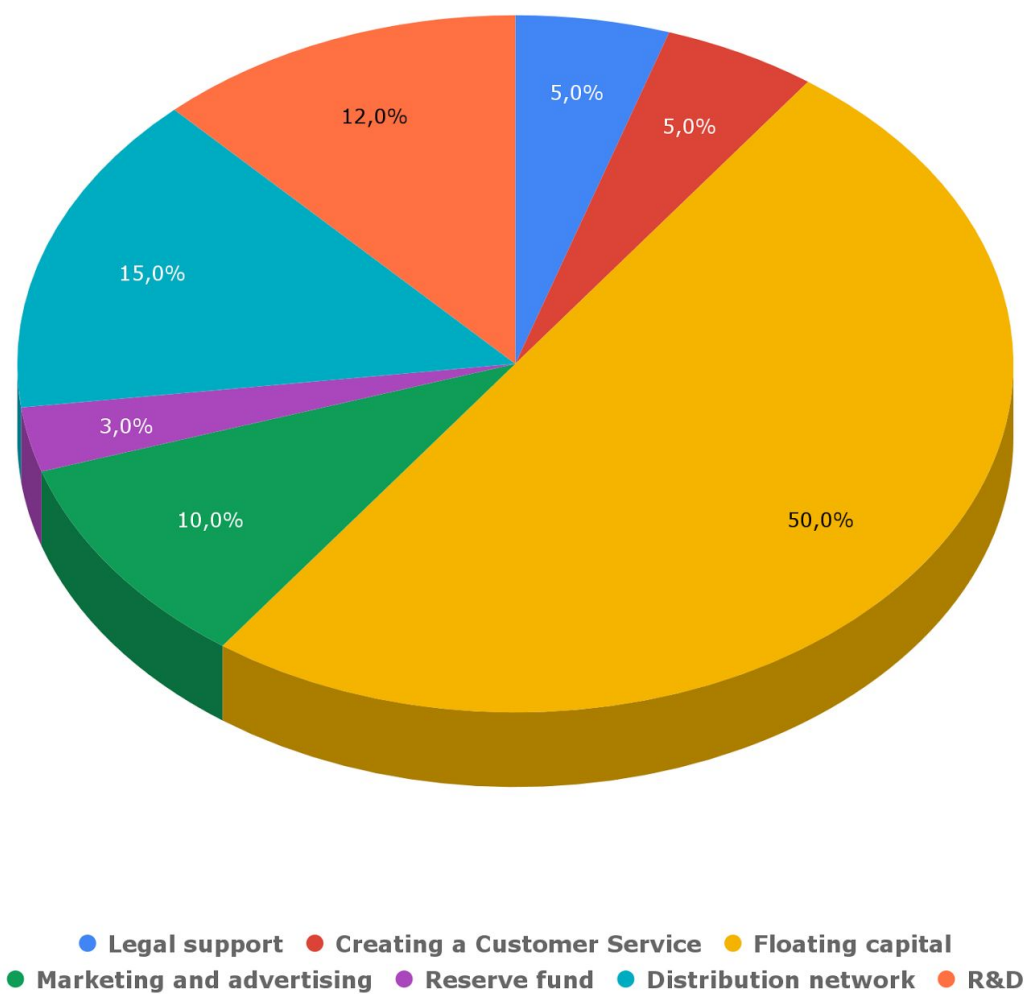- We are looking into optimization and expansion of our supply chain management.

7. Create a support system to provide help with our products and services seamlessly.

- We are working on remote monitoring system to control equipment units' and the entire structure performance: diagnostics and predictions of potential system failures, remote correction, owner notifications and system management recommendations.
- We plan to open service centers for equipment fixes or replacements.

8. Establish legal presence in regions with high demand for our products.

ICO funds will help us scale our production and sales, which will decrease our production costs because of the higher volumes and therefore help us to increase our profitability.

The distribution of attracted funds

- ● Legal support
- ● Creating a Customer Service
- ● Floating capital
- ● Marketing and advertising
- ● Reserve fund
- ● Distribution network
- ● R&D

How our tokens work

Token exchange model

Esonics hardware can be bought for fiat money, and simultaneously we are launching a large-scale "loyalty program" where consumers can exchange our products for Esonics tokens.

In other words, we build two contours of circulation for the tokens we issued. Our tokens will provide an opportunity to save money for our customers due to 30% discount when comparing to the price for fiat money ("loyalty program": tokens to products to tokens). And they also will be circulating at the blockchain market (tokens to crypto-assets to tokens).

For example, if the power supply costs $ 300, and the exchange rate of the token on the exchange is 1 ESNX = $ 1, then the holders of the tokens will be able to get this power supply unit by exchanging it for 210 tokens. They save 30%!

When the token price grows, and 1 ESNX = $ 2, the owners of the tokens will be able to get the same power supply already for 105 tokens.

Thus, regardless of the current price of the token on the crypto market, exchanging it for goods and services will always be more profitable than buying these goods from us for fiat money.

Since our production and sales will scale constantly, the demand for our token should also grow. Our tokens will be freely traded on the open blockchain market, and tokens holders will be able to convert them into other assets any time, for a better price.

Thus, consumers promote the growth of our tokens price, buying it on crypto exchange platforms, and Esonics, in gratitude for loyalty, gives its consumers the opportunity to exchange tokens for Esconic's products on more favorable terms than when buying for fiat money.

Protection from speculation and price fluctuations

We understand that without some restraining mechanisms, large crypto-currency speculators will be tempted to provoke exchange rate inflating (pump-dump), ordering simultaneously a large quantity of goods for the minimum number of tokens at the local peak of its price.

We want a stable growth of the value of our token at a relatively low and at the same time predictable volatility. This combination makes our token attractive for both investors and those who want to profitably purchase the company's products. Therefore, we came up with mechanisms that provide protection against token's price speculation.

Mechanism 1

The exchange rate of our products for tokens will be following the exchange rate of the token, but with some delay, and maintain a certain inertia, gradually catching up with exchange changes and smoothing the price jumps.

In case of price jumps on the stock exchanges related to the speculative game, token price for our products will either ignore the sharp rise (if it is short-term) or gradually change after the token exchange rate increase (if these changes hold for some period of time).

For example, the current price of the token on the exchange is $1, and the price for our product when buying in tokens is 1.3. Speculators raise the price of tokens to $5, buying them on the stock exchange, with an expectation that they will be able to quickly exchange their tokens for the company's goods at a low price.

But, they won't be able to do this, since the price for our products in tokens will change slowly, approaching the price held by the speculators gradually. This delay in changes of the token price for products makes our tokens less interesting for speculators, because the benefit from the speculative game with the price of the token is disappearing.

Benefiting from a speculation with our token price and buying a large amount of our products for a scientifically smaller number of tokens will be extremely difficult. In case of a huge price rise in a stock exchange, Esonics products consumers temporarily stop buying tokens on the exchange market (it becomes unprofitable for them, since the price of exchanging for products rises much more slowly), and traders start to sell tokens to get the profit from the increased price. Thus, the initiator of a speculative operation turns out to be in a situation when he is playing against the market, and it makes no sense for him to keep an inflated price.

Mechanism 2

The second instrument to limit the speculative game and high volatility is company's ability to accumulate a significant amount of tokens due to its exchange for products. When speculation starts, company can throw a huge volume of tokens on the exchange. In fact, the company becomes a market maker for the market for its token.

Mechanism 3

The company reserves the right to temporarily stop products exchange for tokens in case of severe price jump. This is a radical measure, and we pledge not to use it unless absolutely necessary. In addition, in case this need arises, we will announce the exact time to which the moratorium on the exchange will last.

Mechanism 4

The mechanisms described above are designed to protect against uncontrolled speculative growth in the value of the token. Now let's look at a situation where big players want to move the stock price down.

An attempt to significantly move the stock price down will lead to an instant purchase of the tokens by people interested into Esonics products, as well as by other participants who understand how Esonics token works.

The company will also buy tokens on the stock exchange in case of significant price drop, since such an operation would be beneficial for the business. For example, the current cost of the ESNX token is $10. Large speculators try to collapse the stock price of ESNX to $ 5, selling large portions of their tokens. The exchange value of tokens when exchanging them for Esonics products remains around $10 or slightly lower.

Thus, for those who want to buy Esonics products, tokens purchasing and exchanging them for the company's products is becoming an attractive opportunity. With an exchange price of ESNX of $5, they will save more than double. Naturally, in this situation, the majority of market players, including the company itself, will buy out the cheaper tokens until price goes back closer to $10.

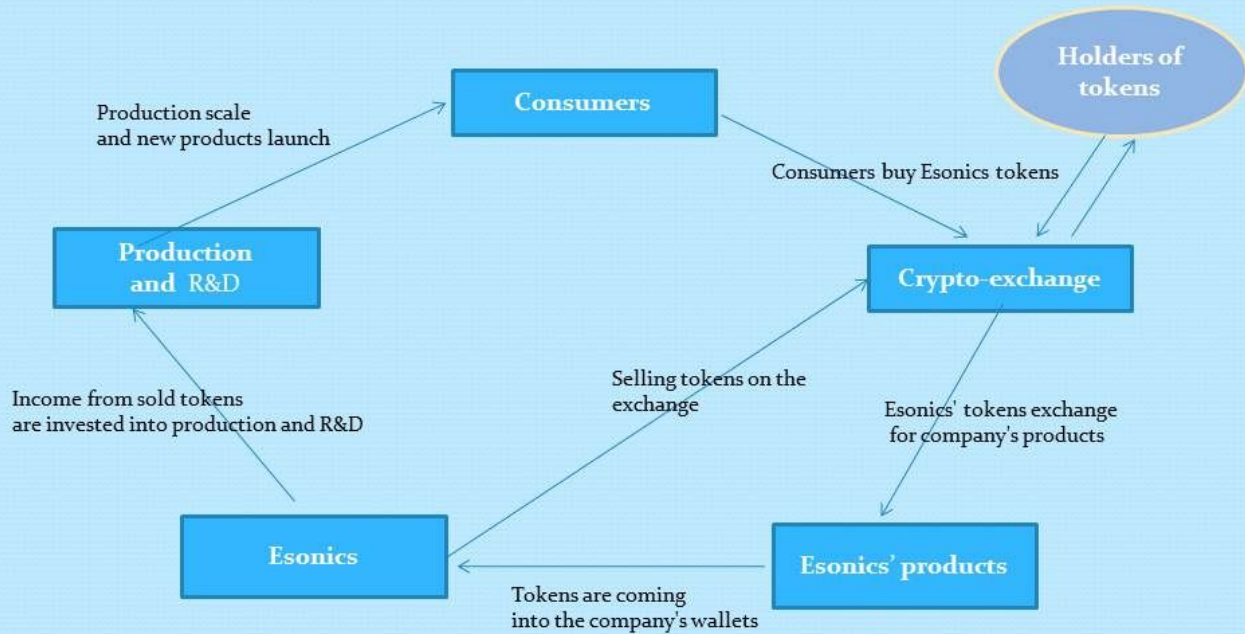## Synergy between investors, the company and company's products consumers

If the tokens received by the company in exchange for goods and services were not then released to the open market, the volume of tokens on the market would fall down, and the price of the token would increase drastically due to the growing demand with and decreasing supply.

But for the company, token is an internal accounting unit that serves its investment and production cycle. Therefore, Esonics will derive the tokens received from the exchange for its products on the open market. However, the company is not interested in stagnating the exchange rate or its fall, as it undermines the investment interest in the token. Therefore, the intervention of tokens will be sufficient to contain the super-high, speculative, token growth rate, but will not prevent positive dynamics.

In this situation, token holders will consistently make profit due to the planned growth of the tokens, new investors can enter the market with no fear, the buyers of the company's products can at any time buy tokens and exchange them for the necessary goods with benefits, and the speculators in this scheme will not have a place. The company receives funds to grow and expand its business, to develop and produce new promising high-tech products.

Thus, we are launching a self-renewing and expanding investment-production cycle. In other words, we organize a co-operative joint game with a non-zero sum, in which all the participants win.

The unified Esonics' business cycle: production and reinvestment

As a result, the demand for a token is growing, the company receives funds for refinancing into production, consumers receive products with a discount by using the loyalty program, the holders of tokens have their profit

Initial Coin Offering

Currently, Esonics sells only 7 products, another 24 products are designed and ready for production. In the first year after the ICO we will expand the production and the product line, both for mining equipment and other markets. This will allow us to increase sales by 7-10 times during one year.

Until now, we didn't have any advertising and marketing support. Launching a massive advertising campaign will also lead to a significant increase in sales.

Our token demand is tied to the dynamics of sales of the company's products, thus it's price should grow steadily. We have reason to believe that the high dynamics of sales growth will persist for at least 2-3 years, and with the proper work of the R&D department it will continue.

Keeping that in mind, we need to issue a fairly large volume of tokens, but release them for sale in doses, since the demand for them will be growing. We plan to issue 200,000,000 ESNX tokens.

Releasing a big share of tokens for a sale in one attempt can lead to a situation where supply exceed demand, which can lead to a significant price drop. Therefore, we plan to break all issued tokens into parts, and release them for sale when the demand for tokens and price grows, using predefined conditions to determent when it's a good time for a next part of tokens to go for a sale.

Our goal is to issue a token that grows constantly, the demand for which increases both from those who use it to exchange tokens for the company's products, and from investors who want to earn on the growth of the token rate.

Therefore, we came up with a unique structure for our ICO, where a large initial issue of tokens not only doesn't affect the value of the token, but also in a transparent manner stimulates the company to expand the production and grow sales in order to ensure token price growth.

ESNX token issuing mechanism

We are issuing 200,000,000 ESNX tokens. They will be launched on the Ethereum platform under ERC20 standard. There are going to be 3 main steps in token distribution: Presale, PreICO, ICO.

For the first two stages (PreSale and PreICO), a preliminary ESNT token of 130,000,000 will be issued, also on the Ethereum platform under ERC20 standard.

1. Presale

Presale starts on Tuesday, October 10, 2017 at 12.00 UTC (3 PM in Moscow time), and ends on Tuesday, October 31, 2017 at 12.00 UTC (3 PM in Moscow time).

Token exchange rate: 500 ESNT = 1 ETH

Number of ESNT tokens issued: 130 000 000

Presale is a closed tokens distribution in between early stakeholders on the most favorable terms – with a 30% bonus. ESNT tokens automatically convert to ESNX tokens when ICO starts, with another 20% bonus. Thus, the total bonus that Presale participants will receive upon completion of the ICO is 56%.

Please note, on the Presale step each transaction with potential investors has an individual approach. During Presale, Esonics team interacts primarily with members of the Russian-speaking community Ethereum, and with loyal private and corporate investors. To add a new investor at this step, Esonics team would have to vote to determine his eligibility.

The minimum sum for the Presale is 10 ETH (approximately $3,000). Important – at the Presale we also accept funds in other crypto-currencies, and also (by personal arrangement) in fiat money.

A full list of crypto-currencies accepted for exchange on our tokens during the Presale period:

- Bitcoin (BTC)
- Ethereum (ETH)
- Ethereum Classic (ETC)
- Litecoin (LTC)
- Waves
- Zcash (ZEC)

To determine exchange rate, we will be using https://coinmarketcap.com

During PreICO and ICO, only ETH will be accepted.

2. PreICO

PreICO starts on Monday, November 6, 2017 at 12.00 UTC (3 PM in Moscow time), and end on Friday, January 12, 2017 at 12.00 UTC (3 PM in Moscow time).

PreICO offers coins to all interested participants via the website www.esonics.io

Token exchange rate: 500 ESNT = 1 ETH

The bonus will be consistently reducing, starting from 20% to 0%.

- 1st period 11.06.2017 - 11.11.2017, 12-00 UTC (15-00 MSK) – bonus 20%,
- 2nd period 11.11.2017 - 11. 16.2017, 12-00 UTC (15-00 MSK) – bonus 15%,
- 3rd period 11.16.2017 - 11.212017, 12-00 UTC (15-00 MSK) – bonus 10%,
- 4th period 11.21.2017 - 11.26.2017, 12-00 UTC (15-00 MSK) – bonus 5%,
- 5th period 11.26.2017 - 11. 01.2017, 12-00 UTC (15-00 MSK) – bonus 0%.

Unsold ESNT tokens (if any) will be removed from circulation ("burned") after the end of PreICO.

All ESNT tokens purchased at Presale and PreICO automatically convert to ESNX tokens when ICO starts with a bonus of 20% through a special smart contract developed by Airalab.

Thus, PreICO investors will receive a bonus:

- 1st period – 44%,
- 2nd period – 38%,
- 3rd period – 32%,
- 4th period – 26%,
- 5th period – 20%.

Between PreICO and ICO, we plan to launch an advertising campaign for Esonics products, as well as launch several new products, which should lead to significant growth in sales. Therefore, by a moment we start ICO we will be able to demonstrate accelerated sales growth, as well as a noticeable expansion of the of high-demand products line - all this will contribute to a significant increase in demand for our tokens.

3. ICO

ICO starts on Monday, February, 19, 2018 at 12.00 UTC (3 PM in Moscow time), and ends on Friday, March 16, 2018 at 12.00 UTC (3 PM in Moscow time).

Token exchange rate: 500 ESNX = 1 ETH

ESNX tokens, total of 200,000,000 ESNX, will be issued as ERC20 tokens on the Ethereum platform. ESNT tokens will automatically be exchanged for ESNX tokens at the start of ICO with a 20% premium.

ESNX token bonus will be constantly decreasing, from 20% to 0%:

Бонус последовательно уменьшается, начиная с 20% до 0%:

- 1st period 02.19.2018 - 02.24.2018, 12-00 UTC (15-00 MSK) – bonus 20%,
- 2nd period 02.24.2018 - 03.01.2018, 12-00 UTC (15-00 MSK) – bonus 15%,
- 3rd period 03.01.2018 - 03.06.2018, 12-00 UTC (15-00 MSK) – bonus 10%,
- 4th period 03.06.2018 - 03.11.2018, 12-00 UTC (15-00 MSK) – bonus 5%,
- 5th period 03.11.2018 - 03.16.2018, 12-00 UTC (15-00 MSK) – bonus 0%.

All unused ESNX tokens (except received by participants on the closed PreSale, PreICO and ICO, including bonuses amounts) are transferred to a special ESCROW wallet with a multi-signature.

Releasing unsold tokens

The release of unsold tokens from the ESCROW wallet and their withdrawal to the exchange market happens in 10 equal shares upon reaching a certain condition:

- The first part goes on the market if the market value of the token is doubled relative to the price of the ICO (500 ESNX = 1 ETH), provided that it lasted at this level for at least 5 days.
- The second part is released in case of another doubling of the price of the token.
- And so on: 2x-4x-8x-16x-32x-64x-128x-256x-512x-1024x.

In each case, to release the next part of the tokens, it's exchange price has to held steadily at the appropriate level for at least 5 days. The funds released from Escrow-wallet will be sold on the market for an up-to-date price.

Doubling the ESNX token price enables the company to release another part of tokens to the market, but does not oblige it to do that. The company wants to use this opportunity only when additional tokens value will be offset by the increase of the produced or sold products. Therefore, every additional token release will be accompanied by the launch of new products and production scaling in general.

Business and Marketing Strategy

The Esonics project was launched 1.5 years ago by several people from the Russian-speaking Ethereum community. We started the development of equipment for mining since we found a niche with a large volume of unsatisfied demand.

Soon we found that among customers for our products there are consumers from other segments of the digital economy, not associated with blockchains and mining. Initially, we passively moved for demand, working on improvement of highly demanded products.

After we did a market analysis, we found out that:

- First, there are a log of other market segments where our products are already in demand and highly competitive.
- Second, these markets have a growing need for products we can produce, since we already have design and development we can easily adopt to launch these new products in production.

These were the reasons for us to announce ICO to raise funds to speed up our scale.

Our strategic plans include three main directions:

1. Research and development of new segments in hardware markets.
2. Launch and scale of new products production for mass markets.
3. Technical infrastructure development for blockchain technologies implementation in the real economy and robotics.

Further expansion at the mining market and mining remote control software development

Until recently, we produced only three main types of products for miners: monitor emulators, watchdog timers and power supplies. Our power supplies are suitable for use in farms of very big range of size and power.

Now, we developed and are ready to launch in mass production several more components for the mining farms: motherboards and video cards. These products are designed specifically for mining farms with a large number of video cards, in particular, motherboards that do not require risers to connect to video cards.

Our next step is to develop more complex, integrated solutions, for example, mining farms of different configurations and power capacities.

Esonics also works on systems for remote mining management. For this purpose, we develop both hardware and software. We plan to launch these systems in production within a year.

Developing hardware and software for tracking production and commerce processes and making them visible in digital data

Working on the equipment for mining, we realized the importance of properly built "technical infrastructure" in production and commercial processes. By technical infrastructure we mean a system of sensors, timers and other devices that monitor the dynamics of processes, as well as software that can analyze the information collected and automatically start mechanisms that correct errors and failures, or pass the necessary signals to the control center.

Most of our products can be used in various computers and production systems outside of mining, in fact, there are already such cases. We are also investing in various market segments research in order to identify places where there is a potential need for our products.

An important step in our company's strategy will be new types of devices development for various sectors of the digital economy, as well as improvement of existing hardware that available on the market today.

At first, we plan to invest in the development and sale of products for those areas in which we already have found steady demand:

- Mining and remote management of this process
- Storage, processing and management of "Big Data" (active customers of our products are Data Center storage and processing centers)
- Virtual reality and the game industry
- Vending
- Computer graphics, 3D animation, rendering
- Software and hardware complexes for research laboratories, universities, research centers and R&D departments of various companies that need to model physical, chemical, biological, social or economic processes, and in particular, for training neural networks

For some of these areas, we already have designed products that are at the final stage of development, for others we have a general idea of what we should do. We also know several ways how to improve design of existing equipment that is on the market right now.

Robotics, Internet of things and blockchain technologies

Currently, the Esonics team is researching devices and technical infrastructure that will be in demand in different areas of robotics. We establish partnerships with various companies engaged in the implementation of blockchain technologies in robotics. In particular, the Esonics team participated in the Robonomics 2017 conference, talking about potential use of decentralized blockchain infrastructure for the robots economy and the Internet of things. We signed an agreement on strategic cooperation and partnership with Airalab (blockchain and robotics developer).

When we talk about robotics, we do not mean anthropoid-like robots capable of carrying out the work that a person does in our time. We rather talk about a specially organized world, human environments and workspaces, in which the tasks that machines and robots can do faster, cheaper and more effectively than people, will be automated.

Our world is changing, and pretty soon our workplaces, homes and even outdoors will be equipped with different sensors, the information coming from these sensors will be processed and analyzed by various computers or other devices. Part of the tasks will be solved

automatically, the other will arrive in a convenient form for people on different monitors, people will have convenient "control panels" and devices for the delivery of short commands and programming of action algorithms for different devices.

Every person, community or company has its own individual needs, interests and tasks, therefore a "digitized and robotic world" can not be built as a single machine, managed from a single center. The world of robotics will be decentralized, and only in a decentralized form will it be able to function effectively. In this case, the organization of the process of interaction in such a world will be very much in demand for block-technology.

As already mentioned above, we see Esonics's mission in taking an active part in developing a "technological infrastructure" where robotics and blockchain technologies meet.

Road Map

March 2016	Project start, R&D
May 2016	**Production in Russia started**
August 2016	Our first product (monitor emulator v1) launched into production
October 2016	Second product launched (monitor emulator v2). Sales started
December 2016	Third product is in production (monitor emulator v3)
April 2017	**Production in China started**
May 2017	New product line in in production (power suppliers 1550W, 1750W)
June 2017	Another product line is launched (power suppliers 1000W, 1250W, 1560W)
July 2017	New version of an old product is launched into production (monitor emulator v4), new product launch (WatchDog WD Prime v1.1.)
August 2017	Contract with AIRA, a decision about ICO is made. First version of the white paper, tokens system development to satisfy the needs of real world production company
October 2017	**Pre-sale starts**
November 2017	**PreICO, company legal registration in loyal to ICO jurisdiction**
November - January 2017	New product line launch, start of the first advertising campaign, marketing campaign for ICO starts
Feberuary 2018	**ICO**
March - April 2018	**A system for token exchange for company products launches**
March - August 2018	R&D expansion; new products for mass markets development
May 2018	Token is out on stock exchanges, trading begins
July 2018	Начало работы по открытию представительств в тех странах, в которых имеется сильное блокчейн-сообщество.
August - September 2018	**Massive advertising campaigns launches, designed to drive attention to the new products and targeted for new markets. Production scale**

In Conclusion

To bring our ideas in life for Esonics project, we had to build organizational structures in two realities: in a blockchain world and in the real economy.

While doing this, we have a several goals in mind:

1. Turn Esonics into a successful microelectronics manufacturer and management tools for computer systems developer.

2. Prove a model of effective use of ICO technology, to raise funds for projects from the real economy.

3. Prove a model where "real world projects" tokens owners can make a profit comparable to the investing in blockchain projects.

4. Contribute to the expansion of blockchain technologies into the real economy.

In our opinion, we are successfully moving forward in all these directions. ICO funds should have a huge impact and help us reach our goals much faster.

We appreciate any comments, proposals, critics, and any other feedback. We believe ICO is not only an instrument to raise funds, but also a great reason to discuss tactical and strategic needs of the community.

One of such needs, from our point of view, is the tokenization of different real-world assets. We need to proof that blockchain can exist not only in the form of an isolated community, but also be useful and in demand in the open world.

If the blockchain does not come to the real economy and fin-tech world, bringing its principles and logic to the real-world processes, the regulators from the "big world" will come to the blockchain and format it as they want.

Thus, we can underline another function of the ICO: it is a weapon for developing into a real economy, by offering more efficient and cheaper approaches of raising funds for growing projects. It is possible to find a large stream of projects from the real economy that would be suitable for integration with the blockchain.

We invite you to join us on this route. When buying our tokens, you will be investing your money into fast growing business, as well as making your contribution to the expansion of blockchain into the real economy.

The team

Igor Matukhin, CEO
Russian Ethereum community coordinator

Member of the Expert Council under Russian State Duma (Parliament) Committee for the Development of Financial Technologies in the Russian Federation.

Denis Soldatov, tech consultant
The founder of the Russian-speaking Ethereum community, DevOps at [Parity](#) [Technologies](#), creator of the GenEthOS (operating system for mining)

Member of the Expert Council under Russian State Duma (Parliament) Committee for the Development of Financial Technologies in the Russian Federation.

Igor Bezrukov, CTO, R&D director
Electronic engineer, software developer, entrepreneur.

Alexandr Shmagailo, director of production and sales

Andrey Gorev, director of Marketing and Business Development

Nikolay Navtalyan, director of operations

Xiaocong Zhang, China production director

Advisers

Max Gutbord

Partner at Moscow Branch of Baker & McKenzie CIS, Limited
Legal advisor

Eugin Radchenko

Partner at Airalab
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Legal Nuances

ESNT and ESNX tokens are the instruments of the company's loyalty program. ESNT and ESNX tokens are not securities. ESNT and ESNX are not a share of the company and have no rights to Esonics.

Tokens ESNT and ESNX are designed for people who are familiar with blocking technologies. Do not participate in this crowdfunding (in this ICO), if you do not understand what crypto tokens, crypto currency and crypto assets are.

Crypto tokens, which have value in public markets, have repeatedly demonstrated extreme and rapid price volatility, as a result of sudden changes in the balance of supply and demand. You should be prepared to accept similar fluctuations in the costs of ESNT and ESNX tokens.

Liability limitation

You can participate in this crowdfunding (ICO) only if the legislation of the country of your residence allows it. Esonics is not responsible for those people who participate in this event, violating the laws of their country, even in case you violate these laws because of lack of knowledge about their existence.

Tax liability

Esonics is not responsible for the claims that the tax authorities of your country of residence may have against you, due to the purchase, possession and use of ESNT and ESNX tokens. The token holder is solely responsible for determining whether a potential valuation or reassessment of the value of the ESNT and ESNX token in the long term has any tax consequences in their jurisdiction.