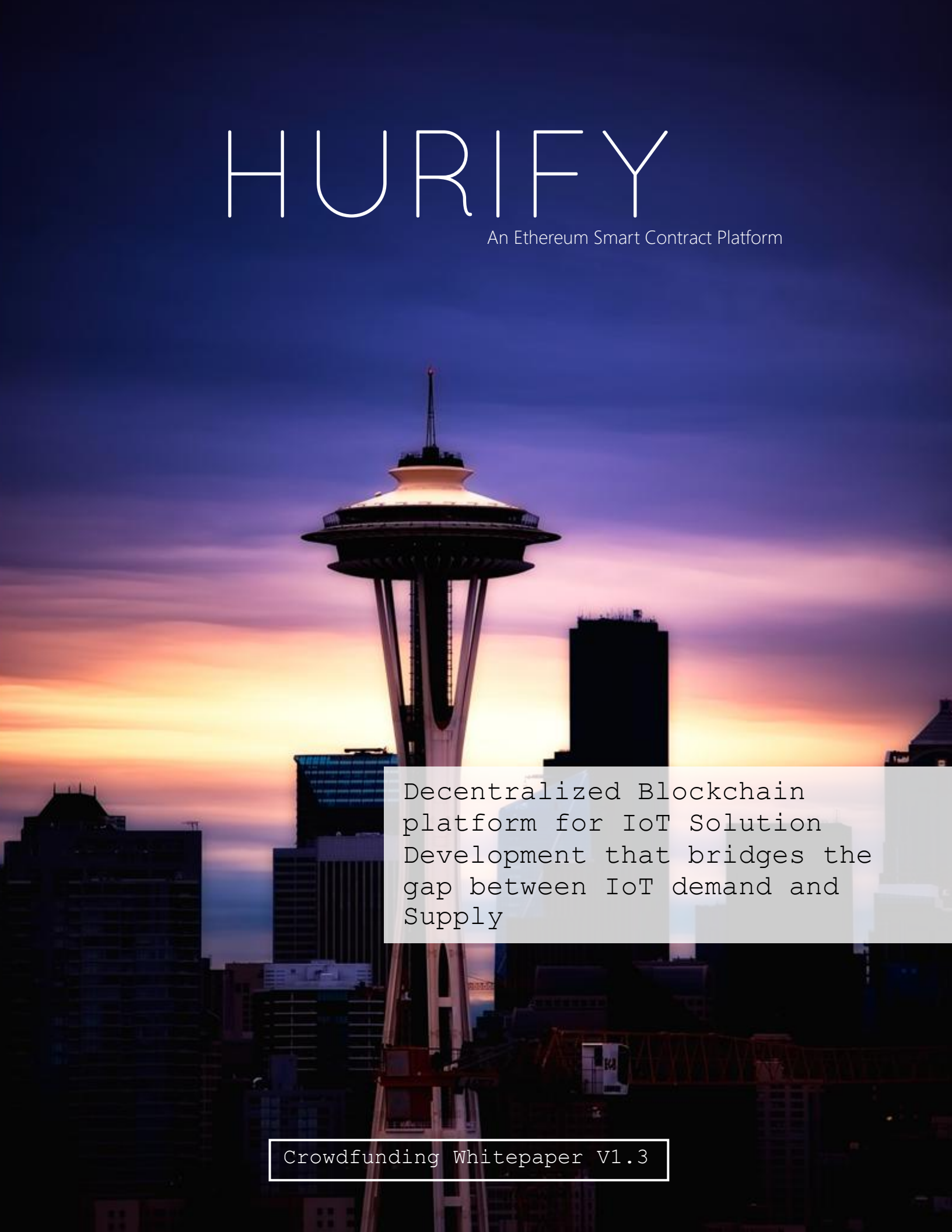

HURIFY

An Ethereum Smart Contract Platform

Decentralized Blockchain platform for IoT Solution Development that bridges the gap between IoT demand and Supply

Crowdfunding Whitepaper V1.3

Revision History		
Revision No	Date	Changes
1.2	24-Oct-2017	Changes in Vision Statement
1.1	19-Oct-2017	Changes in Schedule, Formatting,
1.0	29-Sep-2017	Initial Version

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Please visit hurify.co for the most recent version.

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ABSTRACT

The growth of the Internet of Things (IoT) is exploding. IoT has moved from a hyped state to creating promising values. When the hardware sensors attached to "things, " capture the data, send this data to anywhere and process the data for meaningful action, it opens the gate for tremendous opportunities. For many businesses, IoT is expected to improve the way they conduct business.

The key to the successful adoption of IoT is in untangling the complexity of IoT. It involves understanding each building block of IoT and developing the well-designed application.

The starting point for the Internet of Things applications are edge devices hardware with embedded IoT software. These edge devices are low power hardware with sensors and an embedded operating system that capture the data. A developer with an IoT embedded development skills-set is a key player in this initial tier.

The next tier in the IoT framework is the ingestion layer. This is typically the cloud infrastructure that receives the streams of data from the end devices A developer in this domain is required to have data center skills.

Finally, there's the analytics and end-user tier, which takes the organized data and processes it to produce the application that the end user sees and uses. The end product may be an enterprise application, a Web app, or a mobile app. A developer in this domain is required to have data analytics and application development skills.

It's unrealistic to expect anyone developer to be an expert on all aspects of the IoT infrastructure. For this reason, Hurify has created a solution to enable collaboration between international teams of developers with different expertise to come onto a common platform and build IoT solutions. This Hurify platform will facilitate faster and more consistent IoT development and deployments.

"To create a decentralized blockchain economy that disrupts existing models in internet of things to make technology accessible to everyone"

IoT Market Research

Research Nester states
"The Global Internet of Things (IoT) market reached USD 598.2 Billion in 2015 and the market is expected to reach USD 724.2 Billion by 2023. Furthermore, the market is projected to register a CAGR of 13.2% during the forecast period 2016-2023 globally."

Business Insider states
"There will be 34 billion devices connected to the internet by 2020, up from 10 billion in 2015. IoT devices will account for 24 billion, while traditional computing devices (e.g. smartphones, tablets, smartwatches, etc.) will comprise 10 billion. Nearly $6 trillion will be spent on IoT solutions over the next five years."

PROBLEM

IoT has been to a roaring start, but some inherent challenges in IoT are hampering the progress companies are making in their IoT journey. For IoT to reach its maximum potential, small businesses and enterprises need a way to quickly and cost effectively turn IoT ideas into value create applications.

Developmental complexity

To transform an IoT idea to implementation requires a complex understanding of multiple disciplines. To develop a full-blown IoT product one should understand the integration complexities of the hardware sensors, gateways, middleware, cloud and data analytics.

Skills Shortage

IoT solutions require hard-to-find skills spanning IoT technology, integration, data management, analytics, and app development. According to Gartner, 49 percent of CIOs are expecting to experience IT skills shortages in the next 12 months.

Developing an IoT product or solution is like solving the puzzle. All the right pieces of the puzzle must be put together correctly for creating and launching a successful IoT product.

Growing numbers of companies are working to develop the infrastructure needed for the development of IoT. There are many players from cloud providers like Amazon and Microsoft, network providers like AT&T and Verizon, and microprocessor providers like ARM and Intel.

As IoT domain is fragmented, developing an IoT product usually requires working with multiple partners to produce a working solution. When IoT companies advertise themselves as providing independent platforms, they are usually leading collaborations. These platform brands are specialized for a specific domain, and much of the supporting IT pieces must be identified and built by working with several subcontracting partners.

SOLUTION

Most IoT companies are building High Productivity Application Platforms as a Service (hPa PaaS) solution, which are application abstraction layers that help integrate easier and faster IoT development. Hurify is addressing the ground level talent problem of building core skills in engineers and helping them to connect with IoT product development opportunities. The developers get to learn and get paid as they master new and cutting edge IoT skills.

Hurify is an innovative Smart Contract platform that will bridge the gaps between the IoT solution builders with world-class IoT experts. Hurify creates a blockchain marketplace that facilitates connections between clients wanting to create IoT products and the best developers who can build their products. Developers can list their services for free and IoT clients can browse for these services. Payment for Developer services through Hurify is based upon an Ethereum blockchain that encourages trusted partnerships in the international IoT talent sectors.

Welcome to the future of IoT development

Hurify will use its own Ethereum ERC20 Token standard called HUR for the transactions within its network.

Advantages of Hurify Marketplace for IoT development

- Cryptocurrency Payments for International Partnerships
- Decentralized Ethereum based platform driven by Smart Contracts
- Quick concept to prototype transition
- Lower IoT development cost with no additional charges or fees
- Multi-signature escrow between the client and developer
- Ability for client to find the right talent for the IoT development work
- Immediate payment for completed development projects
- Gives clients the opportunity to specify their own terms and conditions
- Personal information does not have to be shared
- Payments are made directly between the buyer and seller
- Builds reputation and client base for the best of IoT developer talent

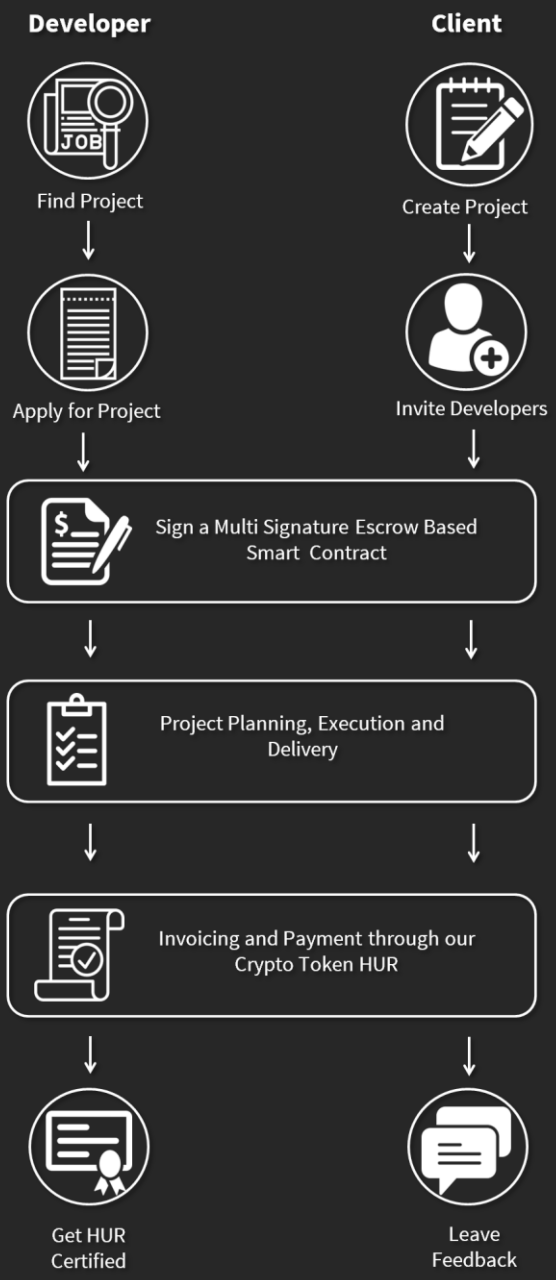
HURIFY ARCHITECTURE

The Hurify framework allows clients who are looking to build IoT solutions to find the right developer talent and engage with them to create the first prototype and beyond. Hurify's objective is to create a Smart Contract system that allows a client with an IoT idea to create an IoT product/solution and fast-track the development of their prototype by leveraging the IoT talent pool in the international freelance developer marketplace. The Hurify network will allow freelance developers or hobbyist to showcase their talent, bridging the gap between the demand and talent.

In Hurify platform the relation between the client and the developer is a direct one, no third party is involved. When a client has a requirement to build an IoT product or solution, they can post the requirement in the Hurify Platform and look for the right developers to create the product or solution with HUR Tokens. All transitionary funds between client and developer will be in a secure blockchain escrow platform. On completion of the assigned project, the payment released to the developer from these pre-verified funds.

Developers can create their Hurify profile listing their specialization and any certificate they received from completing projects within the platform. When a client is seeking a service, they can broadcast the message in the platform and seek developers to bid. Once a client chooses a developer, then a multi-signature escrow is used to hold the HUR that gets released after completion of the service. The project moves to the completed state upon mutual signatures; funds get released to the developer and certificates are issued to both parties verifying project completion and payment.

Workflow



Client

Submit project;
Invite Talents from Pool (Embedded Applications: Cloud Pools);
Accept Proposals;
Order Resources like Remote Hardware for IoT development;
Get Project done with resources;
Release payment in HUR.

Developer

Search for Project
Apply for Project
Work & complete the project
Submit invoice
Get paid
Receive Feedback

Hurify client will allow

Searching the IoT related projects
Search for IoT related articles
Publish Developers credentials
Invoicing and payments
Forums to discuss IoT related questions
Information and Blogs related to IoT

The forum will allow IoT related discussions. The Developer can add credibility to their skills by answering questions in the forum and by adding blogs related to IoT. Developers will be awarded points each time they post blogs or receive a recommendation for their answers. HUR Token is awarded as a reward when they reach a certain number of points.

Hurify Certificate

Once the development project completed, the Client can issue a certificate on the blockchain to validate the capability and qualifications of the Developer through the Hurify Certificate System. Hurify shall partner with various universities to provide an opportunity for this certification.

Business Model

Hurify Business model is built around the effective and trusted usage of the Hurify HUR Tokens within a Smart Contract Platform.

- Hurify Tokens will be used for purchasing platform services
- Hurify Token will be used to post projects in Hurify platform.
- Hurify Token will be used to pay for the Developers.
- Hurify Tokens can be used to do ad placements on the Hurify platform.

CURRENT STATUS

- Hurify Prototype is ready on private blockchain instance. Available on our website.
- Prototype of Mobile application is ready for Android. Available in GitHub.
- Testing of Prototype to start in Q4 2017
- Refer roadmap for more detail on platform readiness and rollout.

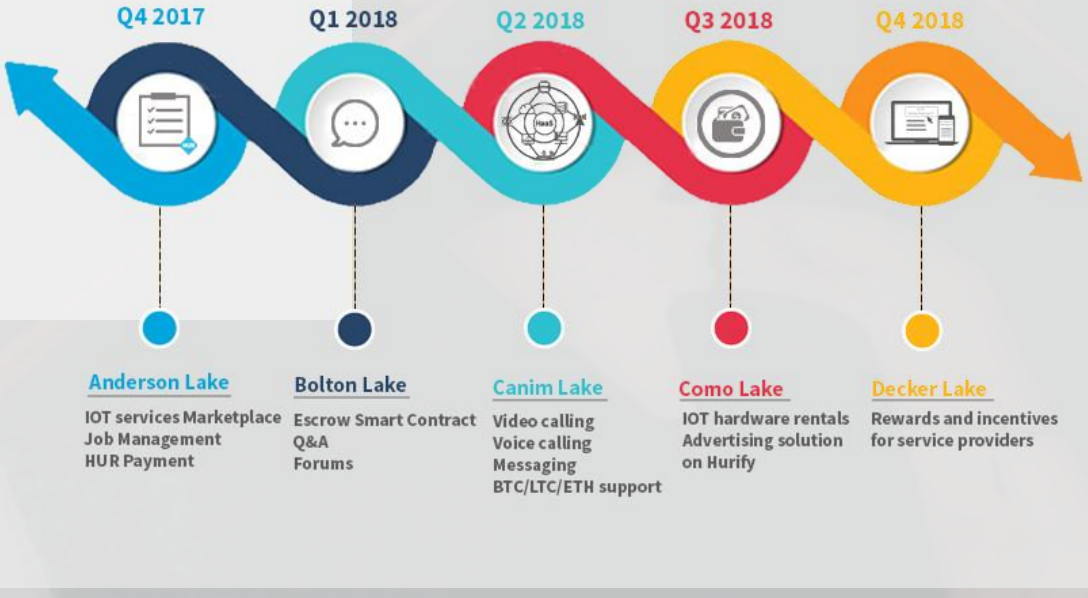
PLATFORM PARTNERS

PAASMER

Roadmap

As for any software platform, we need to innovate and improve the functionality of the Hurify platform further as we move along. Hurify team is committed to this dream for Hurify.

Hurify Platform will evolve into fullest functionality over the course of next 18 months and beyond. Many new blockchain innovations will get rolled into our platform features. A high-level snapshot of Hurify platform has been presented below. All platform features will be rolled into Ethereum Testnet for testing and then promoted to Ethereum Main net.



CROWDSALE

The initial distribution of HUR will be through the Crowdsale. HUR may be purchased during the Crowd sale under the terms and conditions at an expected distribution of 2000 HUR per Ether during token crowd sale period. One can purchase HUR by sending Ether to the Crowd sale token contract according to our instructions.

The announcement of the actual schedule for the HUR token sale will be on the Hurify community channels.

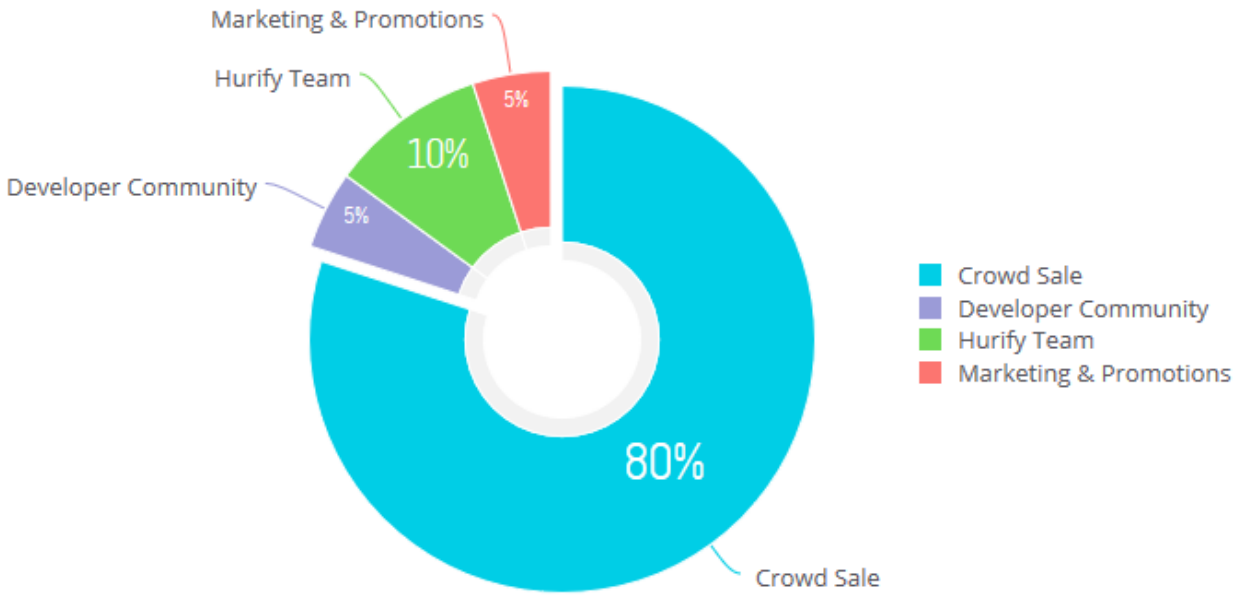
1. Platform Website: hurify.co
2. ICO Website: ico.hurify.co
3. GitHub: github.com/Hurify
4. Subreddit: reddit.com/r/Hurify
5. Slack: Hurify-community.slack.com
6. Twitter: twitter.com/Hurify
7. Blog: medium.com/Hurify

Hurify Token Crowd Sale Summary

We will return the ETH sent back to your wallet address if the Hurify Token Crowd sale fails to result in not meeting our minimum goal of 2500 ETH. During the Hurify Token Crowd sale, the Smart contract will allocate bonus as per the below details:

- Start date: 01-Dec-2017
- End date: 15-Jan-2018
- Minimum Ether: 2,500 ETH
- Minimum Ether per transaction: 0.5 ETH
- Maximum Ether per transaction: 200 ETH
- Minimum number of Crowd sale HUR (Excluding Bonus): 5,000,000 HUR
    - Bonus till 2,500 ETH: 25%
    - Bonus till 5,000 ETH: 18%
    - Bonus till 7,500 ETH: 12%
    - Bonus till 10,000 ETH: 6%
    - Bonus till 15,000 ETH: 3%
- Maximum number of Crowd sale HUR (Including Bonus): 203,350,000 HUR
- Maximum Ether (cap): 100,000 ETH
- Total HUR Circulation During Token Crowd sale: 254,187,500 HUR

Initial HUR Supply Distribution



The overall initial distribution of HUR will be as follows:

- 80% for Crowd sale purchasers.
- 5% for Marketing and promotion distributed to the HURIFY
- 5% for Reward for Developer Community

Below are distributed to a time-locked vault that prohibits HUR transfers for 180 days.

- 10% for HURIFY Team

Smart Contract Guidelines

Before the Crowd sale:

- Any Ether (ETH) sent to the token contract will be rejected.

During the Crowd sale:

- Any Ether sent to the token contract according to our instructions will result in an allocation of HUR to the purchaser.
- Transfer of HUR back to contract address is not allowed.

After the Crowd sale:

- Users may transfer HUR to another address.
- The Crowd sale token contract creates additional tokens to arrive at the token supply distribution.

The Hurify Token Smart contract is under deployment. However, you can expect upgraded releases of the token contract adding core features and improvements.

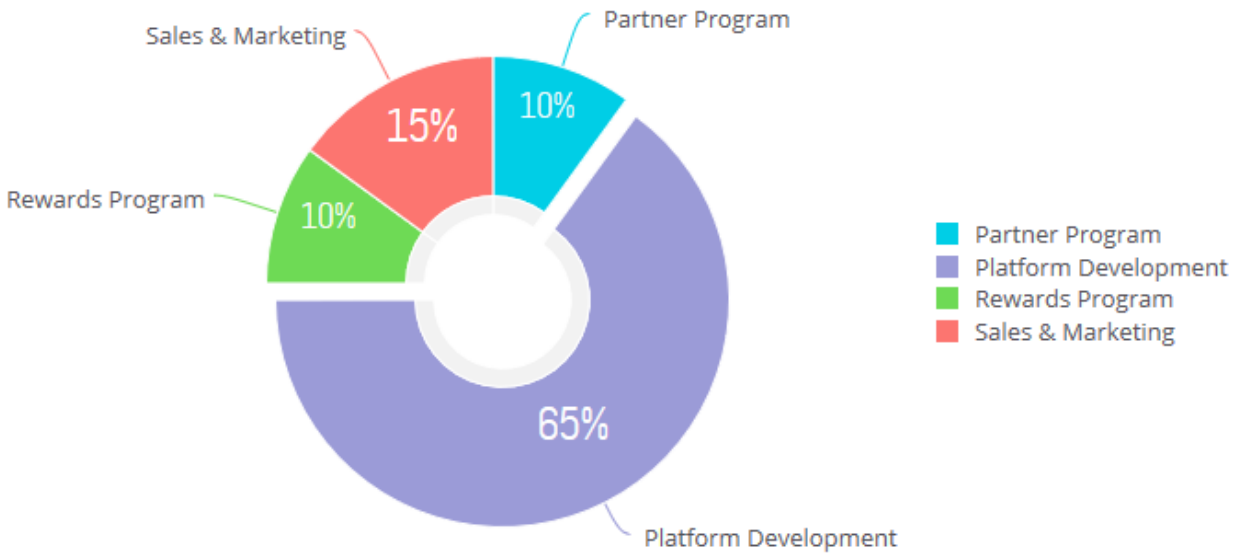
SECURITY AUDIT

Hurify is committed to ensuring the security of its platform. With each product release on the Mainnet, Hurify commits to performing a security audit with both internal and external reviewers. Additionally, there will be a Bug Bounty program that rewards developers for finding security and other related issues.

ERC20 Token Standard

After the DAO hack that resulted in the loss of the Ethereum sent to Smart Contract during the crowdsale Ethereum implemented the security standard call ERC20. Hurify Crowdsale Smart Contract implements all the recommended ERC20 standards that provide improved security for Smart Contract and Token administration.

FUNDING DISTRIBUTION



DISCLAIMER

NOT AN OFFER TO SOLICIT SECURITIES AND RISKS ASSOCIATED WITH HUR AND THE HURIFY APPLICATION

Last Updated September 01, 2017

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The Hurify token, or "HUR", is a cryptographic token used by the Hurify application.

HUR is not a Cryptocurrency at the time of this writing, (i) except for being used to place ads on the Hurify platform, HUR cannot be exchanged for goods or services, (ii) HUR has no known uses outside the Hurify application, and (iii) HUR cannot be traded on any known exchanges.

There is no guarantee that HUR will increase in value. HUR may decrease in value. Those who do not actually use their HUR honestly and fairly may lose their right to use HUR.

HUR is not evidence of ownership or right to control.Controlling HUR does not grant its controller ownership or equity in Hurify, or the Hurify application. HUR does not grant any right to participate in the control, direction or decision making of Hurify or the Hurify application.

RISK DISCLOSURES

1) Risk of Losing Access to HUR Due to Loss of CredentialsThe purchaser's HUR may be associated with a Hurify account until they are distributed to the purchaser. The Hurify account can only be accessed with login credentials selected by the purchaser. The loss of these credentials will result in the loss of HUR. Best practices dictate that purchasers safely store credentials in one or more backup locations geographically separated from the working location.

2) Risks Associated with the Ethereum Protocol. HUR and the Hurify application are based on the Ethereum protocol. As such, any malfunction, unintended function, unexpected functioning of or attack on the Ethereum protocol may cause the Hurify application or HUR to malfunction or function in an unexpected or unintended manner. Ether, the native unit of account of the Ethereum protocol may itself lose value in ways like HUR, and other ways. More information about the Ethereum protocol is available at http://www.ethereum.org.

3) Risks Associated with Purchaser Credentials Any third party that gains access to or learns of the purchaser's login credentials or private keys may be able to dispose of the purchaser's HUR. To minimize this risk, the purchaser should guard against unauthorized access to their electronic devices.

4) Risk of Unfavorable Regulatory Action in One or More JurisdictionsBlockchain technologies have been the subject of scrutiny by various regulatory bodies around the world. The functioning of the Hurify application and HUR could be impacted by one or more regulatory inquiries or actions, including the licensing of or restrictions on the use, sale, or possession of digital tokens like HUR, which could impede, limit or end the development of the Hurify application.

5) Risk of Alternative, Unofficial Hurify ApplicationFollowing the Crowd sale and the development of the initial version of the HUR platform, it is possible that alternative applications could be established, which use the same open source code and protocol underlying the Hurify application. The official Hurify application may compete with these alternative, unofficial HUR based applications, which could potentially negatively impact the Hurify application and HUR, including its value.

6) Risk of Insufficient Interest in the Hurify Application or Distributed Applications It is possible that the Hurify application will not be used by many businesses, individuals, and other organizations and that there will be limited public interest in the creation and development of distributed applications. Such a lack of interest could negatively impact HUR and the Hurify application.

7) Risk that the Hurify Application, As Developed, Will Not Meet the Expectations of Hurify or the PurchaserThe Hurify application is presently under development and may undergo significant changes before release. Any expectations or assumptions regarding the form and functionality of the Hurify application or HUR (including participant behavior) held by Hurify or the purchaser may not be met upon release, for any number of reasons including mistaken assumptions or analysis, a change in the design and implementation plans and execution of the Hurify application.

8) Risk of Theft and HackingHackers or other groups or organizations or countries may attempt to interfere with the Hurify application or the availability of HUR in any number of ways, including service attacks, Sybil attacks, spoofing, smurfing, malware attacks, or consensus based attacks.

9) Risk of Security Weaknesses in the HUR Application Core Infrastructure SoftwareThe Hurify application consists of open source software that is based on open source software. There is a risk that the Hurify team or other third parties may intentionally or unintentionally introduce weaknesses or bugs into the core infrastructural elements of the Hurify application interfering with the use of or causing the loss of HUR.

10) Risk of Weaknesses or Exploitable Breakthroughs in the Field of CryptographyAdvances in cryptography, or technical advances such as the development of quantum computers, could present risks to cryptocurrencies and the Hurify platform, which could result in the theft or loss of HUR.

11) Risk of HUR Mining Attacks

As with other decentralized cryptographic tokens and cryptocurrencies, the blockchain used for the Hurify application is susceptible to mining attacks, including double spend attacks, majority mining power attacks, "selfish mining" attacks, and race condition attacks. Any successful attacks present a risk to the Hurify application, HUR, and expected proper execution and sequencing of Ethereum contract computations. Despite the efforts of the Hurify team, the risk of known or novel mining attacks exists.

12) Risk of Lack of Adoption or Use of the Hurify

ApplicationWhile HUR should not be viewed as an investment; it may have value over time. That value may be limited if the Hurify application lacks use and adoption. If this becomes the case, there may be few or no markets following the launch of the platform, potentially having an adverse impact on HUR.

13) Risk of an Illiquid Market for HUR

There very well may never be a secondary market for HUR. There are currently no exchanges upon which HUR would trade. If ever exchanges do develop, they will likely be relatively new and subject to poorly understood regulatory oversight. They may therefore be more exposed to fraud and failure than established, regulated exchanges for other products and have a negative impact on HUR.

14) Risk of Uninsured LossesUnlike bank accounts or accounts at some other financial institutions, funds held using the Hurify application or Ethereum network are generally uninsured. In the event of any loss, there is no public insurer, such as the FDIC, or private insurer, to offer recourse to the purchaser.

15) Risk of Dissolution of the Hurify ProjectIt is possible that, due to any number of reasons, including an unfavorable fluctuation in the value of Ether, development issues with the Hurify application, the failure of business relationships, or competing intellectual property claims, the Hurify project may no longer be viable as a business or otherwise and may dissolve or fail to launch.

16) Risk of Malfunction in the Hurify ApplicationIt is possible that the Hurify application malfunctions in an unfavorable way, including one that results in the loss of HUR.

17) Unanticipated RisksCryptographic tokens are a new and untested technology. In addition to the risks discussed in this White Paper, there are risks that the Hurify team cannot anticipate.

Further risks may materialize as unanticipated combinations or variations of the discussed risks or the emergence of new risks.