STAPS

**THE STAPS PLATFORM - A BLOCKCHAIN PLATFORM
FOR CONVERTING STEPS INTO CRYPTOCURRENCY**

White Paper

Release 1.0

Content

1. Introduction

Step by step we achieve our goals and realize our dreams. In the rhythm of big cities and modern life, everything that does not benefit us and reduce our physical activity gets discarded. Perhaps that gives us a tactical advantage over our schedules, but from a health perspective we all lose.

For example, excessive weight gain and heavy traffic are just a few problems on a long and ever growing list that are attributable to less physical movement with no long-term benefits.

The task of this project is to get people active and back outside and to give everyone (individuals, businesses and investors) the opportunity to benefit from it.

Over the past decade, the cryptocurrency market has given the world the concept of a token, which essentially represents the right to a service.

This project offers the world its own token: the Steps Token Bonus (STB), a token that serves as a reward for walking to be exchanged for discounts or bonuses from businesses.

The STB also gives businesses a unique opportunity to motivate their employees through these bonuses and services.

As a result, this project will create a unique system for improving its users' health and allowing them to earn benefits. For businesses, the STB program can be used to attract and motivate customers.

This project creates an entire ecosystem in which there is no restriction on participation for individuals and businesses. In the future, it will stimulate sustained growth in demand for STB tokens, which is extremely attractive to investors. Millions of participants will become miners just by moving. This will give a new impulse to the cryptocurrency industry in the form of new users and their savings, which will generate huge profit gains for early investors in the project!

This process of tokening physical activity is called "Staping" and the platform that will make it happen is called the Staps Platform.

2. Investment attractiveness of the project

Do people really use cryptocurrency in daily life for its original purpose? No matter how expensive bitcoin is, for large and small businesses cryptocurrency is still a tool for speculation and nothing more. Despite the variety of different blockchain platforms and capabilities, business (legal business) is not in a hurry to accept cryptocurrency as a form of payment for its services and hardly participates in the crypto world.

The high price of bitcoin does not incentivize businesses to use cryptocurrency and so it remains a currency to be quickly exchanged for dollars in case of sudden growth.

Customer acquisition for any business should be cost-effective and fast, hence the various loyalty programs and cash-back systems that are now blossoming, including projects that go to the ICO. In any big city or developed country, one can find dozens of loyalty programs where businesses are ready to accept points in exchange for discounts and bonuses.

The Staps Platform is a loyalty program in which users will be able to spend their tokens like real money. Using physical activity to get STB tokens, users will proactively look for places where these tokens can be spent. These places can be seen from the reviews in the "Walking Miners!" application. User feedback prompts other users to go to the ICO in order to speed up project implementation.

Bill Gates once said, "If your business is not on the internet, then your business will be out of business." The development of the Staps Platform will usher in a new era in which participants can earn cryptocurrency, and interested businesses can buy and support it. This leads us to the next phase: "If your business is not into the crypto marketplace, your business will be out of business." Historians will call this era the real dawn of cryptocurrency!

Early investments in the Staps Platform will accelerate the future in which this cryptocurrency will not only be a speculation tool, but also a necessity for businesses like fiat money is, yielding unprecedented profits for those investors who financed the project's development!

3. Terms and definitions

Steps Bonus Token (STB)	Utility-token of the Staps ecosystem implemented on the Wave's blockchain platform. This is a basic unit of calculation in the ecosystem. It can be used both inside the Staps Platform and can also be taken out of it for use in the Wave network, including for sale on the crypto stock exchange
Staps-token	Second name of STB Token
Staps	A network that, through staps-token, unites ecosystem participants: interested loyal consumers and customer-oriented business partners
Staps-miner (or miner)	A member of the Staps network, who receives STB tokens by walking (Staps Mining) and gets alerts from the Staps Platform about how these tokens can be exchanged for discounts and bonuses.
Partners of the Staps network	The entrepreneurs or legal entities that provide discounts and bonuses in exchange for network member tokens and use those tokens to post alerts for miners about their goods and services.
Staps Platform	A Network platform which interacts with Staps-Miners and business partners
Staps Platform Offers area	A software platform hosted on the web and mobile platforms in which Staps partners can notify staps-miners of bonuses and discount offers.
Auction Staps Platform	An auction in which Staps partners contribute their STB tokens in order to obtain the most privileged places in the Staps Platform Offers area
Personal account of partners Staps network	Software that allows a partner of the Staps network to: • post information about bonuses and discounts on the Staps Platform Offers area • participate in auctions

4. Mission

The mission of the project includes:
1. Earning benefits from physical activity.
2. Connecting businesses with the world of cryptocurrency transactions
3. Ensuring high market demand for STB tokens

4.1. Earning benefits from physical activity.

The simplest, most secure and available type of physical activity is walking.

Walking has positive effects on human health:
- it improves metabolism;
- strengthens the musculoskeletal system (joints, muscles and bones);
- increases general body tone;
- reduces sugar levels and cholesterol in the blood;
- stimulates liver function;
- improves circulation and increases blood oxygen levels;
- helps normalize blood pressure;
- prevents the development of cardiovascular diseases;
- increases work efficiency and resistance to mental stress;
- stimulates digestive glands and intestines;
- walking (as with any physical exercise) produces endorphins in the body (a happiness hormone), which lifts mood and increases resistance to stress.

The Staps project offers an opportunity for participants to receive discounts and bonuses for walking, and benefit from the simplest physical activity.

4.2. Connecting businesses with the world of cryptocurrency transactions

The more staps-miners that accumulate on this platform, the less businesses will be able to ignore holders of STB tokens. As soon as the process of accepting STB tokens begins, a chain reaction will occur in which businesses that do not accept STB tokens will find themselves less competitive.

The Staps loyalty program for the STB cryptocurrency project will accelerate the involvement of businesses in the world of cryptocurrency transactions.

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4.3 Ensuring high market demand for STB token

The Staps network will create a constant, growing demand for STB token. As more and more companies get involved, the growth of STB token demand will be increased by:
1. payments of STB tokens for new Staps partner registration
2. auctions between partners of the Staps network for STB tokens

5. General description of the project

5.1. How it works for Staps-miners

The Staps network unites interested loyal consumers and customer-oriented business partners through the staps-token. Interaction between Staps-miners and business partners is facilitated with the help of the Staps platform. Anyone can join Staps.

Any user can download the Staps platform application "Walking Miners" onto their smartphone and register with their personal information. After installation, the user becomes a staps-miner, earning tokens when he or she walks.

A staps-miner can spend STB tokens in two ways:
1. by exchanging them for discounts and bonuses from partners on the Staps network,
2. or by removing them from the Staps Platform via the Waves wallet for sale on the crypto stock exchange.

5.2. For Staps network partners

For 1000 STB tokens, any business can appear in the list of Staps network partners, regardless of the number of users. For only 1 STB token, a business partner can notify 0.001% of all Staps users about an offer. If there are 10 million users, 1 STB token can inform 10 thousand people. No other channel can compete with this coverage for such a reasonable price.

The Staps network partner must have a personal account on the Staps platform website. Shops, retail chains, cafes, restaurants, amusement parks, and cinemas are all partners of the Staps network.

Staps network partners can spend STB tokens in several ways:

1. By participating in auctions to get priority placement for their advertising and notifications on the Offers area in the Staps Platform

2. By withdrawing them into the Waves wallet for sale on the crypto stock exchange.

3. By encouraging their customers with Staps-tokens.
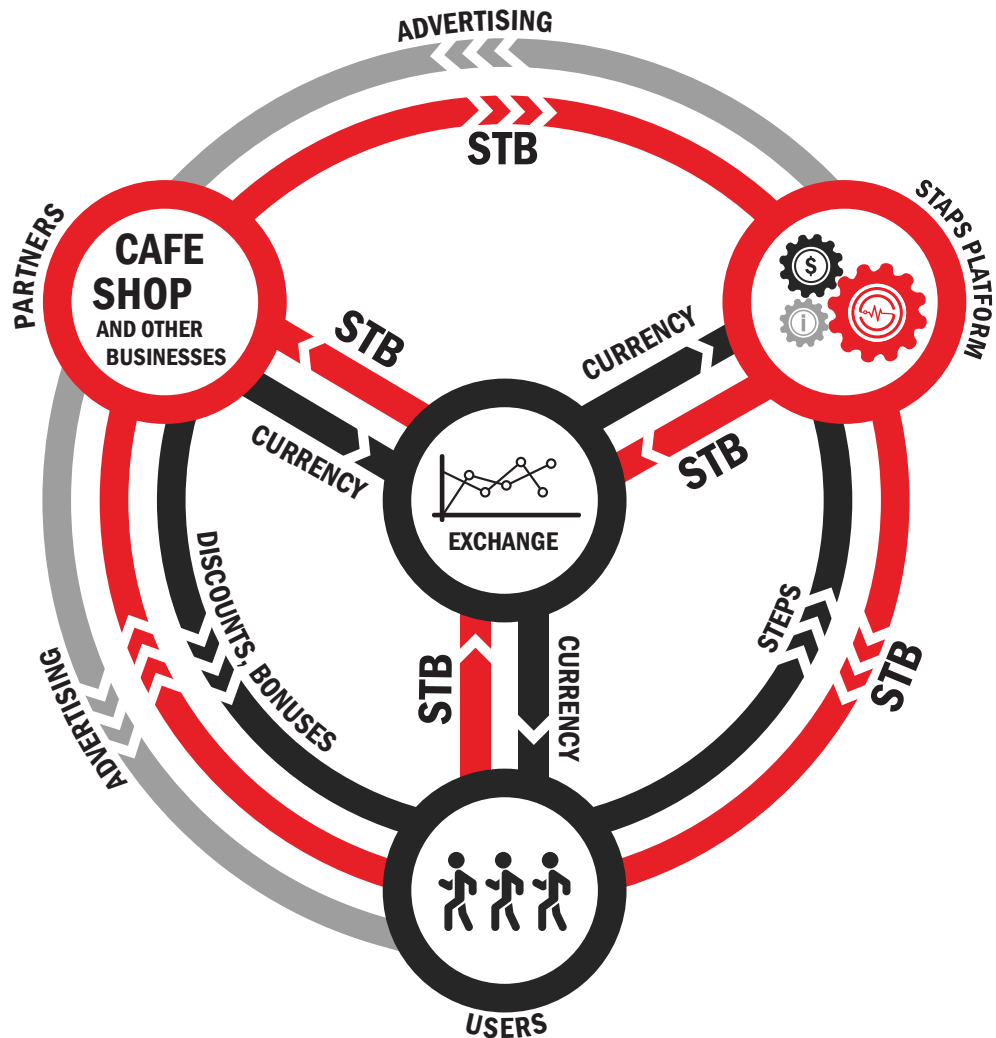
5.3. Examples of STB token use

Example of STB token use for a discount

Adam converted his steps to 5 STB at the end of the week. He wants to spend his STB. He opens an application to see a list of offers from business partners. Adam sees different offers. He chooses the most beneficial one for him, where he can exchange the minimum number of STB for the maximum discount. A shoe store made the best offer: the store sells shoes for $100 with a 20% discount for 5 STB. The step-miner's benefit is $20. Adam goes to the store and makes a purchase. The shoe store earned a loyal customer and sold its goods. The store will then spend the 5 STB to reach new potential customers using the Staps Platform.

Example of push notification

Sergey is a staps-miner and he selected which offer categories were interesting to him in the "Walking Miners" app. Sergey receives push-notifications every day about offers based on his interests. Today, he received a push-notification about a phone being sold for $300 and 10 STB. The market cost of the phone is $400. Sergey's benefit is $100. He goes to the store and makes a purchase. The store sells its goods, receives STB and spends them in the auction to get priority placement for its push-notifications. If the store does not have enough STB to win the auction, it can buy the STB it still needs on the exchange.

Example of geo-targeted proposals

Sarah wanted to walk somewhere to eat. She has some STB. She enables geo-targated notifications in the "Walking Miners" application. She starts receiving notifications about STB offers from nearby cafes. The application determines her location and provides a map indicating nearby cafes that are connected to the Staps Platform. She chooses the nearest one with the best offer: lunch for $30 and 1 STB, instead of $60. Sarah goes to the cafe and eats for $30 and 1 STB. Her benefit was $30. The cafe received STB and spent it to place more offers on the city map in the Staps Platform.

Example of STB export to the exchange

Ivan lives in a remote village. Every day he has to go to school in another village. Ivan walks a lot, and therefore gets a lot of STB, but in his village he cannot spend them because there are no stores that accept STB. He puts in an order on the Staps Platform for STB export. The system checks the application for fraud and, after approval, sends the user's STB to his wallet in the Waves network. Now Ivan can sell his token in the Waves network. Ivan's tokens will be bought by businesses that want to win at auction.

Example auction for priority placement in the Staps Platform Offers Area

A firm trades electronics and wants to get first priority in its product category. In order to do this, it declares its price in STB. All auction participants in this category of goods see each other's depersonalized rates. The auction will take place between 17:00 and 20:00 GMT. Each auction participant can raise their rate within available limits on their STB purse. If a business does not have enough STB tokens, it can buy what it needs on the exchange and return to participate in the auction. Bidding ends at 20:00. Each participant lists their bet and is ranked based one their position in the leaderboard.

Example auction for push notification

To attract customers, a new cafe wants to offer a deal: "all meals for STB." In order to inform the maximum number of customers about its deal, the cafe needs to make a push notification. By purchasing the right amount of STB on the exchange and getting the highest price at the auction, the cafe gets to make a push notification. The next day, all users in this city will receive a push notification from this cafe. All the proceeds from the STB promotion are spent by the cafe at the next auction for priority placement in Staps Platform Offers Area.

5.4. Attractiveness of the project

The best way to motivate people to walk more is to give them the opportunity to earn money from it.

The Staps platform is a blockchain service of loyalty programs and lidogeneration in which users are motivated to be physically active by receiving STB (steps token bonus) tokens. The application user walks and gets ("mining") staps-tokens for the steps they take. Staps-tokens can be sold on the exchange or traded for discounts and bonuses for various goods and services.

The Staps platform is a system without intermediaries where interaction is facilitated by the network itself. Staps network partners will be able to directly create and offer deals to customers who want to spend their STB tokens. The effectiveness of this kind of business offer far exceeds other channels for interacting with customers.

The Staps software is a setting on the blockchain which assigns a token to the user for walking, thereby encouraging a healthy lifestyle. Users will want to spend tokens they earn or convert them to fiat money. This lets companies compete for advertisement placement to find motivated users. At the same time, motivated users who want to spend staps-tokens can see ads that match their interests.

5.5. Attractiveness for users

In order to benefit from Staps participation, a miner must download the " Walking Miners" application to partake in Staps mining. The user walks and receives STB tokens for this physical activity through the Staps platform.

The main purposes of the application are:
• Converting user steps into STB tokens
• Interacting with users by informing them about services and discounts that can be obtained in exchange for STB tokens

The application provides several channels for communication with users:
- Push Notifications
- Targeted ads in the application
- Search for catalogued partners
- Geo-targeted messages on the go

Also, a map feature will be available for generating routes that takes into account the availability of Staps shops or cafes.

Each miner can spend his balance of tokens within the platform in exchange for bonuses and services or export them to the Waves network and sell them on the crypto stock exchange, directly converting their steps into cash or other cryptocurrency.

Advantages for users over other loyalty programs
- earning tokens does not take up the user's time
- a healthy lifestyle is encouraged by token rewards for walking;
- weekly calculation of Staps-tokens. A purchase can be made in various kinds of businesses
- users have the ability to check their balance in the application at any time;
- staps-tokens do not expire. No psychological stress from losing bonuses at a particular store;
- No annoying advertisements or notifications

5.6. Attractiveness for Staps network partners

Every business needs new customers, people who buy their products and services. Loyalty programs are effective tools capable of attracting business at a new level when used correctly. Today, businesses widely use bonus programs and discount offers. If a discount stimulates a purchase now, then the bonus system stimulates a purchase later. The main objective of loyalty programs is to form a strong backbone of loyal customers in order to beat the competition.

Despite the effectiveness of such programs, there are several problems that can reduce their effectiveness:

1. Any loyalty program is expensive. Therefore, such programs are rarely used in non-network retail and catering. It is reasonable to implement a loyalty program in a store if it has a large flow of customers.

2.There are huge costs to implement and maintain such a program. They include the production of bonus cards, the automation of loyalty program operations, collecting information about customers to create a customer database, and setting up a mailing list.

3. Loyalty programs work in different ways with different kinds of businesses. Owners of a catering company will be able to see the results in 2-3 months, and household retail only after a year. These programs remain completely unavailable for many kinds of businesses.

4. When opening a new store, cafe or other retail business, the costs of setting up a loyalty program are just one more cost in addition to a host of other expenses for startup entrepreneurs.

5. In some cases, loyalty programs do not meet business expectations, leaving only memories of wasted marketing budgets. A study conducted by the Boston Consulting Group, a leading international company specializing in management consulting, noted that loyalty programs often do not pay off. The company calculated that, in order to compensate for the cost of launching and maintaining the program at a rate of 3% of revenue, sales have to go up by 10%

We offer a new breed of loyalty program. The Staps Platform is a simple and targeted platform for attracting new customers and retaining existing ones. The Staps Platform is a long term, decentralized service, acting as a connecting link within the Staps network, a network of loyal consumers and customer-oriented business partners.

The Staps Platform offers businesses a simple and easy way to enter a loyalty system. From the first days of joining the system, a business partner receives a flow of customers who are motivated to spend their Staps-tokens along with real money.

When you offer discounts on goods and services in exchange for STB tokens, you receive a flow of new customers. In exchange for the same tokens, you will be able to convey information about your business to customers that you want to target.

Working with the Staps Platform can be compared with outsourcing bonus program support and participating in a coalition loyalty program. Businesses get the following benefits when using the Staps Platform as their loyalty program:
• Easy access.
• High degree of interest among potential customers
• Selection of clients based on geo-targeting which takes into account their walking routes.

- Immediate access to a database of potential customers when the program is launched.
- No expenses for loyalty program support.
- The opportunity for small and startup businesses to get their first customers.
- You can place an order to notify users whose travel routes pass the network partner's place of business.

5.7. Attractiveness for investors

The advantages of the Staps Platform are provided by the technology of the blockchain and its key elements, primarily the utility-token STB, which plays the central role in the Staps ecosystem. Being the main unit in the rapidly growing network of clients and partners of Staps, the token ensures mutually advantageous interaction and is an independent, popular, and valuable object which is suitable for investment.

The implementation of the Staps Platform will take place in several stages, the first of which are the Pre-ICO and ICO. The most profitable price for STB tokens will be fixed in the Pre-ICO. The trade of STB tokens on the crypto stock exchange will be possible at the beginning of the pre-ICO.

The actual demand for STB tokens will come from:
- Attracting new business partners who need to purchase 1000 STB tokens to appear in the list of Staps partners.
- The desire of businesses to place their alerts in the highest priority positions, for which they need to bring as many STB tokens as possible onto the platform to participate in the auction, acquiring them on the stock exchange as needed.

A new approach to the creation of loyalty programs and the inclusion of interested consumers in them is a prerequisite for the successful growth of the Staps network. The increase of participants will lead to an increase in demand for tokens, which will also have a positive effect on token price.

Involvement of businesses in the Staps network will provide for long, uninterrupted growth for STB token and will bring significant benefits to initial investors.

6. Technological solution

6.1.Token

Steps Token Bonus (STB) is a utility-token of the Staps ecosystem. This is a cryptographic token implemented on the Waves block-chain platform. It is the main bonus unit for accounts within the Staps Platform (a loyalty program). A token is not equity.

STB is a bonus token that can be exchanged for a product or service. It does not provide an opportunity for its holders to partici-pate in sharing the company's profits and also is not an asset of the issuer's token company and does not guarantee any profit to hold-ers unless they pursue this goal on their own.

The token is compatible with the existing Waves infrastructure which is selected for STB exports due to its advanced functions and high performance.

STB can be used both inside the Staps Platform and extracted from it for use in the Waves network, including for sale on the crypto stock exchange. The sale of tokens is not the main source for acquiring tokens by users, but can be used as an additional (backup) option.

Tokens will not be exposed to inflation in the long term. STB tokens are equal and transferable. The sale of tokens takes place on cryp-tocurrency stock exchanges.

STB tokens have a limited emission. In total, no more than 1,000,000,000 STB will be issed. 10% (100 000 000 STB) of this will be used for project financing and for sale on a tokensale. The remaining amount consisting of 900,000,000 STB will be distributed among the participants of the Staps network.

6.2. Token Opportunities

STB allows its holders to:
• Exchange for discounts and bonuses from business partners in the Staps network;
• Use tokens for the promotion of goods and services on the Staps Platform Offers area;
• Use them as an investment;
Tokens are not subject to inflation and can be traded on external stock exchanges. They have value relative to other well-known crypto-currencies with which they can be exchanged without restrictions.
When the general token limit has been reached, STBs will run through the Staps Platform. These tokens will be distributed according to a more complex algorithm which might possibly include other activities besides walking.

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Characteristics of the token:

Name of Token:	Steps Token Bonus
Acronym:	STB
Type of Token:	Not re-issued
Platform:	WAVES
Quantity:	1 000 000 000 STB

How to purchase tokens
STB can be purchased in the following ways:
- Download the application " Walking Miners" and do something physical such as walking, running, or cycling, etc.;
- buy it during a presale or ICO;
- receive rewards for participating in the bounty-program;
- purchase it on the stock exchange.

Turnover of tokens on the cryptocurrency stock exchange
The trade of STB tokens on the crypto stock exchange will be possible at the beginning of the pre-ICO.

6.3. Staps Platform
The Staps Platform is a blockchain platform for converting steps into cryptocurrency.
The Mission of the Staps Platform
The platform is intended for the following purposes:
- To distribute STB tokens between participant staps-miners;
- To notify miners about discounts and bonuses that one can obtain by spending STB tokens;
- To facilitate and monitor STB transactions between tokens;
- To hold auctions for priority placement on the Staps Platform Offers area;
- To provide access to Staps Platform capabilities for Staps network partners through a personal account

The structure of the Staps Platform
The Staps Platform consists of:
- The application for mining steps " Walking Miners";
- A package of services and programs for the exchange of tokens;
- The Staps Platform Offers area

Emission of tokens and their distribution between Staps-miners
The frequency of emissions
One of the tasks of the Staps Platform is to facilitate the emission of tokens and their distribution among users.
The emission of tokens will take place once a week on Friday at 00:00 GMT. Starting on Friday night, miners will be able to use the rewards of their activities.
Throughout the week, users will walk and accumulate steps (counting no more than 10,000 steps per day).

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Staps-miners' tokens will be stored in the Staps Platform until an application for their export to the Waves wallet is posted.

Application users can exchange "tokenized" tokens for various bonuses and discounts from Staps Platform partners using the same mining application. The partners will implement the necessary infrastructure for this.

The formula for the distribution of emissions between Stamps miners:

Except for null emissions, all emissions will be distributed according to the following principle:

The distribution of tokens between miners will be implemented according to the following formula:

$$UT = US/SC*EMISSION$$

where,

UT - user tokens - is the number of tokens mined by the user.

US - user steps - the number of steps taken by the user in a week.

SC - step count - the number of steps taken by all miners in a week.

EMISSION - the number of tokens to be distributed at the end of the week.

The size of the next emission will be announced at the end of the previous one.

Additional bonus staps-tokens will also be available to miners. The more complete a user's profile, the more bonus tokens that user will receive.

Null emissions

The first null emission will be distributed between those Staps miners who started using the application " Walking Miners" when it was launched. The calculation formula for null emissions is the same, but the sum of steps will be counted not one week before the emission, but from the moment the application is launched.

Waves order of withdrawal of STB Tokens from the Staps Platform to the Waves wallet

Each staps-miner can withdraw STB tokens from the platform to the Waves wallet. The procedure for exporting STB tokens to the Waves wallet is as follows:

1. The Staps-miner makes a withdrawal request to send some of their STB tokens to their wallet.

2. Within a few working days, the request is checked for fraud.

3. After verification, the number of tokens specified in the request is subtracted from the staps-miner's account, a commission is charged and the tokens are transferred to the Waves wallet.

Notifications for Staps-miners

The mining application will contain various catalogs, advertisements and push-notifications with information on where you can spend staps-tokens.

Maintenance and support for transactions of staps-tokens between members of the Staps network

At the early stages of project development, all operations with STB token transfers to receive bonuses or payments for services will take place on the Staps Platform, not on the Waves network. At the same time, a token can be withdrawn to the Waves network any time.

Our end goal is to make STB tokens available for any purchase of goods or services, which means that the throughput of the whole network should be comparable to the throughput of payment systems such as VISA and MASTERCARD.

At the moment, the declared throughput of the Waves platform is 100 operations per second and the planned throughput is 1000 operations per second. STB token operations will occur on the Staps Platform before the Waves platform reaches its transaction speed goal.

Conducting auctions for priority placement on the Staps Platform Offers area

Business partners who accept STB tokens from staps-miners and purchase them on the stock exchange will be able to participate in auctions for priority placement on the Staps Platform Offers area.

The auction is necessary in order to serve as the price driver on the stock exchange and to avoid annoying staps-miners with advertisements. Besides this, the number of notifications and advertisements received by the user will be limited so that the miner does not lose interest in receiving messages. Business partners will try to make messages as informative and helpful as possible and will select participants with the greatest potential interest to send those messages to.

Business partners needs to buy STB tokens on the stock exchange or get them from miners in exchange for bonuses or discounts in order to post their offers in the Offers area.

To place a notification about discounts or bonuses in a preferred position within a certain targeted group, partners need to participate in the auction. In the auction, participants who contribute a larger amount of STB tokens will receive privileged placement .

The need for businesses to participate in auctions

As the number of partners in the Staps network grows, the number of exchange offers for STB tokens will increase. The auction is needed to determine the highest priority offers, which will be displayed first.

In the initial stages, the auction will play an insignificant role in the Staps network. However, as the Staps network grows, partners will be forced to participate in more auctions.

Application for Staps-miners

Description

In order to receive a convincing incentive for walking and rewards on the Staps Platform, a Staps-miner needs to install the Staps Platform client application "Walking Miners" on his or her smartphone.

The main purposes of the application are:
• converting user steps into STB tokens;
• notifying users about services and discounts which can be received in exchange for STB tokens.

Each miner will be able to spend his token balance within the platform in exchange for bonuses and services or bring them to the Waves network.

Application functions
• Converting user steps into STB tokens;
• Balance display in the Staps Platform;
• Exchange for various bonuses and discounts from Staps platform partners;
• Completing a profile to get more bonus tokens;
• Withdrawing tokens to your wallet in the Waves network;
• Receiving push notifications and advertising messages from the Staps platform about where STB tokens can be spent;
• Access to platform partner catalogs, information about their goods or services, and also about what bonuses and discounts they offer;

Business partner personal accounts on the Staps Platform

Description

The interaction of business partners with the Staps Platform service is carried out through the partner's personal account on the site staps.io

Functions of the personal account
• Balance display in the Staps Platform;
• Participation in auctions;
• Targeted searches for reaching out to the right customers;

- Push-notification and newsletter builder;
- Mailing planner;
- Analytical tools;
- Withdrawal of tokens to your Waves network wallet;

Staps Platform Offers area

Description

The Offers area is necessary for the notification of staps-miners about bonuses and services that they can purchase in exchange for tokens. Exchange offers will be posted by Staps network partners.

The Offers area will be built into the "Walking Miners" application and will have an independent web version. Access to the site will be granted at the request of staps-miners.

Offers area targeting

Each staps-miner will have unlimited access to the Offers area. By default, the list of offers will be tailored to the interests of specific staps-miners based on the following criteria:
- Sex, Age
- Location
- Purchase preferences

Each Staps-miner will provide this data manually for additional STB token bonuses.

Push-notifications

Push-notifications are the most powerful tool to inform staps-miners about offers in exchange for STB tokens. At the same time, they could be exceedingly annoying to users in large numbers.

The Staps Platform Offers area will allow no more than one push notification to be sent per day for each Staps-Miner. The right for a Staps network partner to make a push notification will be determined within the Staps Platform auctions.

Search of the offers

A search system will be built in the Offers area which will allow users to search by the following criteria:
- location
- categories of discounts and bonuses

The order of offer displays will be determined by two criteria:
- by the rank of the Staps network partner in the most recent auction
- by the time an offer was posted, if its owner did not participate in the auction

7. ICO

7.1. Platform for ICO

To accelerate the development of the project, we plan to attract funds by conducting an ICO through the sale of STB tokens released on the Waves platform.

The main reasons for choosing the Waves platform are:

• Tokens created on the Waves platform can be traded on the stock exchange which gives investors additional freedom to dispose of their assets

• The Waves platform does not have the same capacity problems that Ethereum now has

• The Staps platform is designed for a wide range of users, including those who are not familiar with cryptocurrency. The Waves platform has the lowest entry threshold compared to other blockchain platforms

• Waves wallet users receive immediate access to the crypto stock exchange and thus the freedom to use their STB tokens

7.2. Stages of ICO

Description

Fundraising will be carried out in two stages: pre-ICO and ICO. Collected funds will be transferred to the Waves wallet. Waves will be the method of payment. The sale of STB tokens will take place on the decentralized stock exchange DEX built on the Waves platform. As the pre-ICO and ICO are conducted, orders will be placed for the sale of Staps-tokens.

The pre-ICO Stage

Public sale of tokens will begin on February 18, 2018 at 00:00 GMT and will last either 30 days or as soon as 5,000,000 STB tokens have beeen sold at a price of $0.2 per token.

An e-mail address is needed in order to participate in the pre-ICO. Participants will receive instructions about how to buy tokens, manage their accounts and withdraw tokens to the stock exchange.

This phase will end on March 18, 2018 00:00 GMT. The funds received will become the marketing budget for the ICO.

All tokens that were not sold at the pre-ICO stage will be available for purchase during the ICO.

Stages of ICO

The public sale of tokens will begin on March 18 at 00:00 GMT and will last until 45,000,000 STB tokens have been sold.

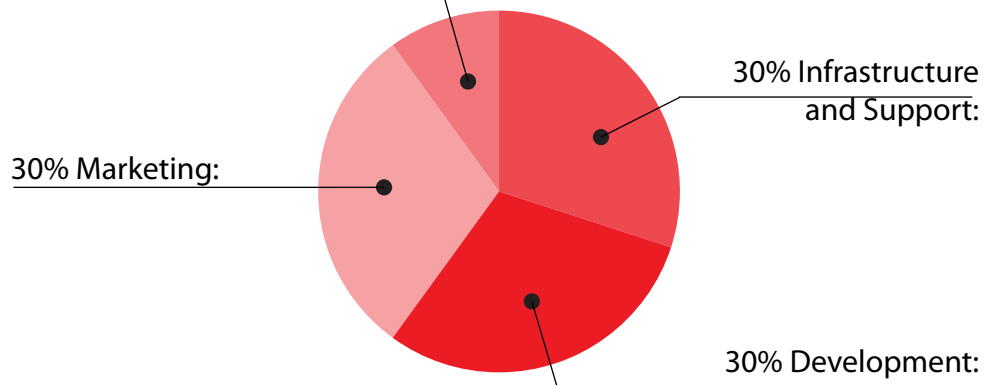| Number of the week for the start of ICO	Price for token, $
Week 1	0.3
Week 2	0.4
Week 3	0.5
Week 4	0.6
Week 5	0.7
Week 6	0.8
Week 7	0.9
Week 8 and later	1

This stage will continue until the STB tokens for sale are sold.
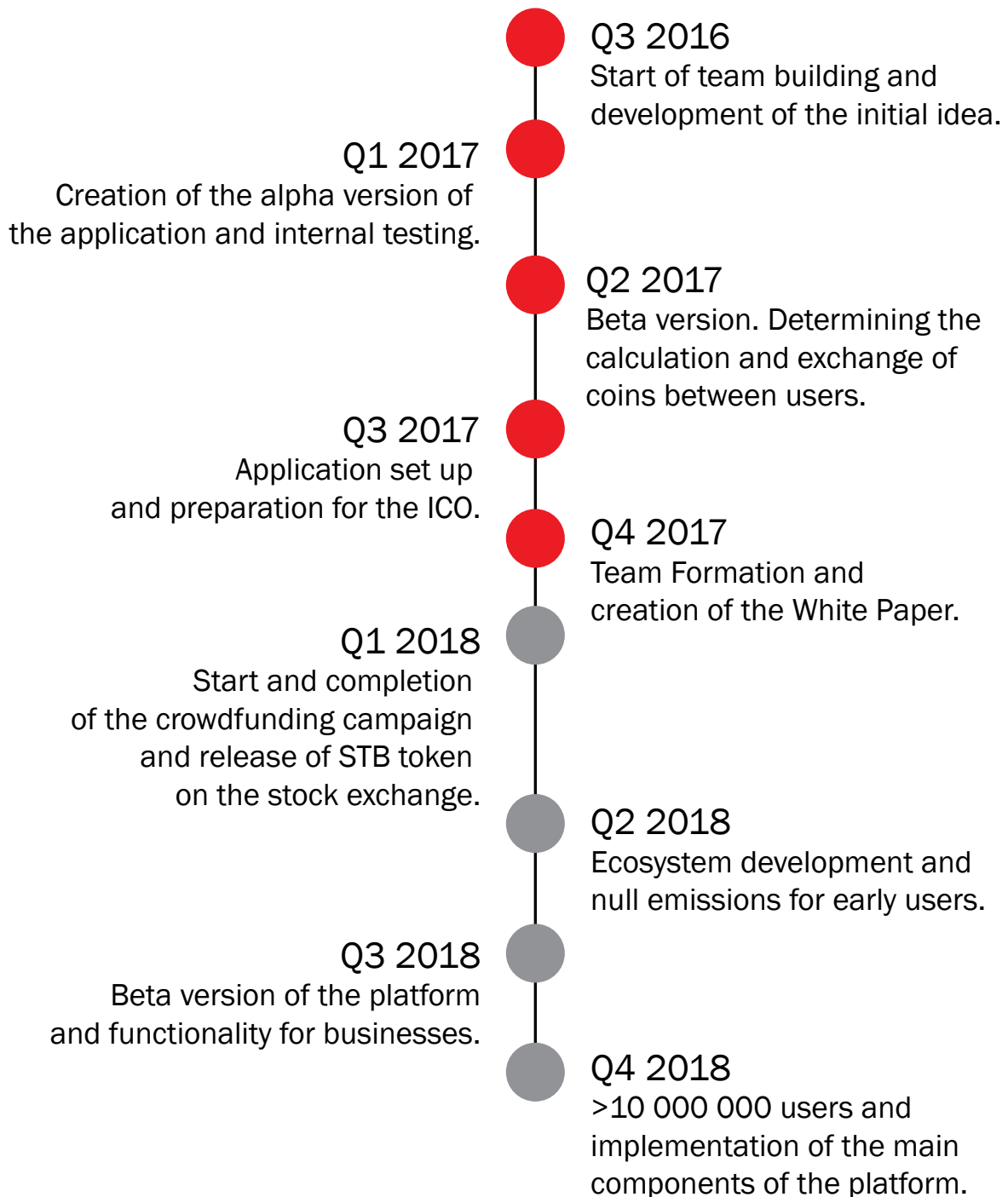
7.3. Distribution of tokens

	STB	Part	Waves Wallet
pre-ICO:	5 000 000	0.5%	3PCKig6wfkkHeKbfr8JKVp3BhLtEbbNV3QQ
ICO:	55 000 000	5.5%	3PHCkZPVZDgCpEz6kqUGozDAC5kpWxkK1xd
Bounty-company:	2 500 000	0.25%	3P3uEKQYBoKGhQjojpVD2RM767S6iuTKuEs
Bonus fund for Staps miners:	10 000 000	1%	3PEPhuf1rZoffFjh5dMLvscM8i56YNDV1BL
Partners and mentors:	2 500 000	0.25%	3PKqQ4rM3fEMUyJ2B21bjyij5Kzyuzp45A
Team:	15 000 000	1,5%	3PJeRmZpqfW2QdYHnSL2KE72GhLUHEnahpf
Reserve fund:	10 000 000	1%	3PNySUiJnr8ore5fJUmsuryYBfV2H5bS9eh
For Staps-mining:	900 000 000	90%	3PK8cri2weaqo6p5vg7iqKYPUW9cooKWte1
Total:	1 000 000 000	100%	

7.4. Distribution of funds received after the ICO

10% Cache back for bounty:

30% Infrastructure and Support:

30% Marketing:

30% Development:

8. Road map

Q3 2016
Start of team building and development of the initial idea.

Q1 2017
Creation of the alpha version of the application and internal testing.

Q2 2017
Beta version. Determining the calculation and exchange of coins between users.

Q3 2017
Application set up and preparation for the ICO.

Q4 2017
Team Formation and creation of the White Paper.

Q1 2018
Start and completion of the crowdfunding campaign and release of STB token on the stock exchange.

Q2 2018
Ecosystem development and null emissions for early users.

Q3 2018
Beta version of the platform and functionality for businesses.

Q4 2018
>10 000 000 users and implementation of the main components of the platform.

9. FAQ

What is the ICO?
The ICO is the production and sale of coupons or tokens by any project needed for payment of platform services.

What is the goal of the ICO?
The ICO has two goals:
1. Attract needed funds to improve the product and its technical infrastructure, and for aggressive marketing and sales in key markets.
2. Attract a large number of participants to become STB token miners.

What is needed to participate in the pre-ICO and ICO?
It is necessary to have a blockchain wallet on the Waves platform

What currency will be used to buy staps-tokens in the pre-ICO and ICO?
Payments will be made in Waves

When and how is the pre-ICO conducted?
The public sale of tokens will begin on February 18, 2018 at 00:00 GMT and will end on March 18, 2018. The price of STB tokens at the pre-ICO stage is $0.2.
There will be an order to sell STB tokens in the DEX currency stock exchange (built inside the Waves wallet)

When and how is the ICO conducted?
The public sale of the tokens will begin on March 18th at 00:00 GMT and will last until 45,000,000 STB tokens have beeen sold.

Number of the week for the start of ICO	Price for token, $
Week 1	0.3
Week 2	0.4
Week 3	0.5
Week 4	0.6
Week 5	0.7
Week 6	0.8
Week 7	0.9
Week 8 and later	1

Every week, an order will be issued to sell STB tokens at a new price in the DEX crypto stock exchange (built inside the Waves wallet).

Why do we need tokens in the system?

STB token is a fundamental part of the Staps Platform without which the platform itself does not make sense.

STB token is a reward to miners for walking

STB token is the digital equivalent of a discount coupon or a bonus for users

STB token provides an opportunity for businesses to appear in the Staps Platform and get priority placement for their offers on the Staps Platform.

What is the reason for the price increase of tokens?

There will always be exactly 1 billion tokens in circulation.

Every new business that wants to be in the system will have to buy 1,000 tokens on the stock exchange. An increase in participants on the platform will drive the price of tokens up.

In order to get priority placement for advertising on the platform, businesses need to participate in auctions which will increase their demand for tokens

What are the minimum and maximum purchase amounts?

There are no limits for minimum or maximum purchase amounts.

What if I do not have time to participate in the ICO, but I want to buy Staps tokens?

Tokens can be mined by walking via the "Walking Miners" application or can be bought on the decentralized stock exchange DEX.

Why was the Waves platform selected for token creation?

Waves tokens can be traded on the stock exchange immediately after their creation, which gives investors the freedom to use their assets.

The Waves platform does not have the same capacity problems that Ethereum now has.

The Staps platform is designed for a very wide range of users, including those who are not familiar with cryptocurrency. The Waves platform has the lowest entry threshold compared to other blockchain platforms.

Any Waves wallet user receives immediate access to the crypto stock exchange and the the freedom to use their STB tokens.

Why do I have to walk to get STB?

The more a person invests physical energy to get STB tokens, the more motivation they will have to spend them. At the same time, walking is good for you.

Why is 10,000 steps per day the maximum number allowed?

The desire to earn tokens by walking can also have a negative side when miners walk too much, to the detriment of their health, in pursuit of greater earnings. That's why we set an artificial limit of 10,000 steps per day

Will STB tokens be issued for other activities: running, biking, etc.?

This is technically difficult to do at the current moment and also presents health risks to users. The Staps platform cannot motivate its users to take risks, so types of physical activity besides walking are not factored in. However, they will be taken into account in the future.

How will the volume of weekly emissions be determined?

The task of weekly emissions is to give miners the number of STB tokens produced according to market demand. The number of tokens produced should satisfy miners without reducing their market value.

How will steps taken before the first emission be accounted for in the "Walking Miners" application?

The system provides null emissions of Staps-tokens for counting steps. For null emissions, steps will be counted not just from the previous week, but for the entire period the application was used.
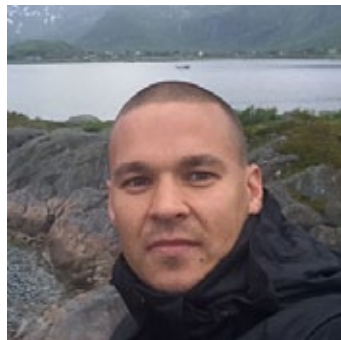
10. Team

Svobodin Sergey

An ideologist, an enthusiast of blockchein
and walking, a serial entrepreneur
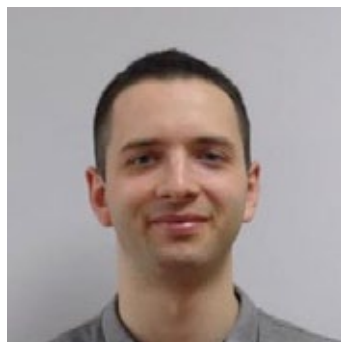and an investor.

Milovidov Michael

An ideologist, a software developer,
is working to create high-performance
server solutions and web services.
He is engaged in the integration of crypto
currency into the project.

Rodionov Sergey

An investor, enthusiast of blockchein
technologies, an expert in
financial planning

Sergey Kolibaba

The software developer. Works on the
creation of high-performance server
solutions and web-services.
He has experience in creating mobile
applications. He is engaged with the
technical part and architecture
of the softwarein in the project.
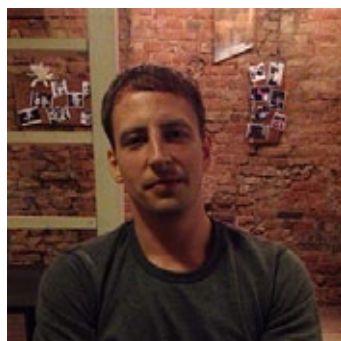
Timothy Voronkov

A software developer,
ruby / rails developer. In the project,
he is creating web applications.

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Miller Evgenia

Project Manager. Participation, promotion and regulation in large projects. In the project I am responsible for the Bounty Company.

Davidovsky Vitaly

Lawyer in the field of finance, crediting and "Blockchain" technology . I provide multi-level support in the project for legal issues.

Krasilnikova Elena

SMM, an expert on social networks, the founder of center for ssm-specialists. I am responsible to promotion of project

Vadim Kharkovets

SMM, an expert on social networks. I am responsible to promotion of project

Agapitov Denis

Designer, businessman, specialist in PR and advertising. I am responsible in visual design of project