JANUARY 2018

PinkDate Escorting Platform

Whitepaper

v1.4

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Executive Summary

PinkDate is the first anonymously-operated, world-wide escorting service that combines screening, booking, and payment in a single platform.

We offer an enhanced companionship experience to trusted clients and verified escorts who value discreet, secure transactions. Unlike our competitors, we provide a single meeting place for screening and planning a date. This allows us to offer safety, convenience, peace of mind, and reduced costs.

Escorting is a high-risk profession containing many inefficient business practices. Multiple steps need to be taken by the client and provider in order to schedule a date and to provide security and discretion on both ends.

PinkDate offers an elegant solution to this problem by providing search, screening, booking, and payment services in a secure, easy-to-use platform. The company is organized to avoid regulation by being extra-jurisdictional, ensuring it can operate in any jurisdiction, even those cities and countries which are not friendly to the escort business in any region. By capturing 20% of each transaction on our platform, we anticipate that our run-rate will be $56M per year, based on the Gross Revenue in Month 36. *(see Financial Statement, below).*

General Overview

PinkDate is an online escorting platform, built to scale rapidly and expand globally. By end of Year 3, we anticipate to be fully operational in 30 cities in four countries, with more than 6,000 providers on our platform.

PinkDate operates anonymously and extra-jurisdictionally. We utilize high operational security and are not subject to legal or regulatory constraints of a particular region. From a tech standpoint, our system has been designed, engineered and built as an encrypted platform, using hidden databases as well as globally distributed servers with onboard security chips (see Technical Design Summary, below).

PinkDate is the first platform to combine screening, booking, and payment in a single platform. Some of the unique benefits we offer include:

- Elegant interface with Tinder-like swipe capabilities and engagement-driving characteristics.
- Client and escort screening/verification system.
- Our internal network uses authenticated (unlisted) Tor hidden services and data encryption for enhanced privacy and security.
- "Instant Book" and "Request to Book" appointment scheduling for clients.
- Payments accepted in cryptocurrency (e.g. Bitcoin, Ether, Monero) and cash.

Revenue Model

PinkDate generates revenue by charging 20% of each transaction. An average transaction is approximately $400, and we anticipate approximately 59,000 transactions per month on our platform by Month 36, representing a run-rate of approximately $56M in Annual Gross Revenue.
(see Financial Projections, below).
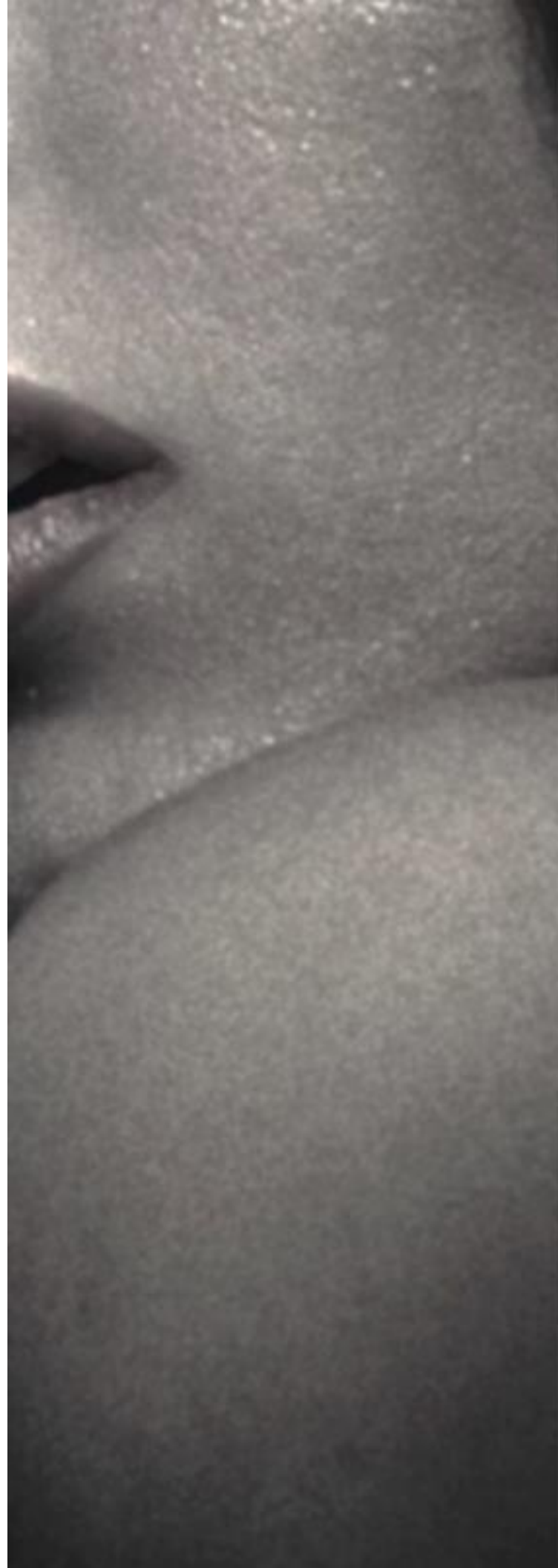
The Escorting Market Space

Escorting and sex-related services are estimated to be over $157B annually worldwide, with at least $10B per year in North America alone.

Despite the size of this market, there are no large national or international agencies or platforms. The only options for escorts are to either operate independently and handle everything on their own, or work with small single-location agencies which take as much as 40% in fees.

Operating independently is very risky and inefficient. Escorting is inherently an inefficient, fragmented market, given the numerous steps that need to be executed by both the client and escort in order to secure a successful date.

For example, clients often spend a great deal of time searching for and communicating with escorts to find a suitable match, on top of providing personal information to ensure the escort's safety. Escorts must then spend time researching the clients through various means (social media, Google, references, etc.) in order to ensure the client is safe. Before a date even happens, both the client and escort have spent a several hours attempting to negotiate a date.

The PinkDate Escorting Platform provides a safe, secure and low-cost solution to all those concerns, problems and inefficiencies. Our platform is engineered, built and poised to become a global market player, starting first with Canada and immediately expanding to the larger cities in the USA with expansion to a few other countries by Month 18.

The PinkDate Escorting Platform

The PinkDate Escorting Platform integrates detailed search, booking, payment, and screening into a single, user-friendly interface.

Clients are able to input detailed search features, browse all available escorts, and make "Instant Book" requests. Escorts can view clients' screening info, provide availability in advance, and accept payments. Both parties can benefit from fast, efficient interactions, saving time and money in the process.
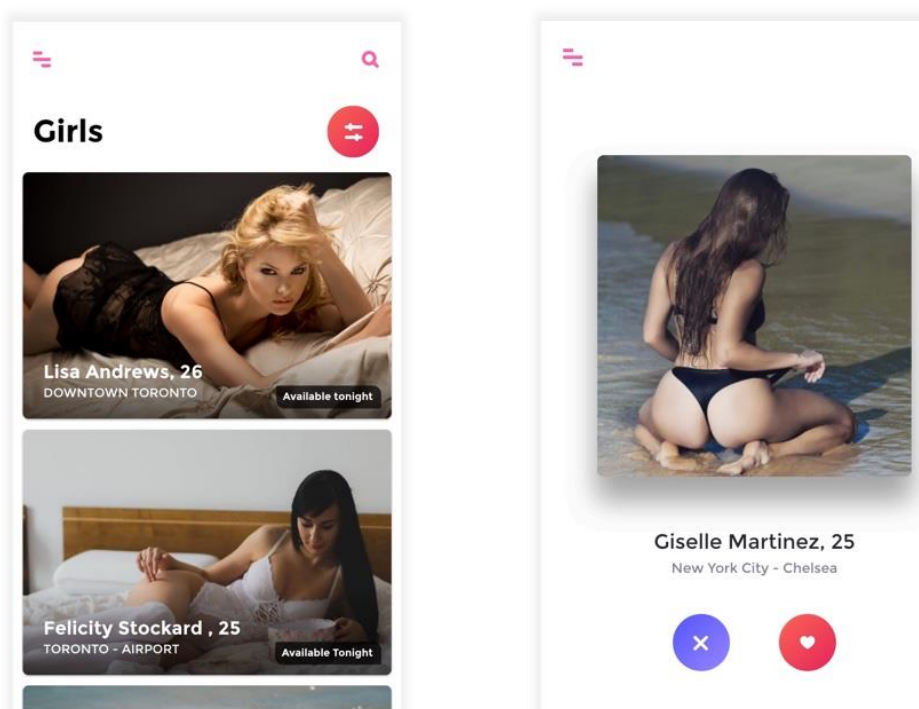
Clients can scroll through profiles and swipe right to match, similar to other dating apps.

The detailed profile views below contain the escort's description, rates, and booking capabilities.

Lisa Andrews, 26

📍 Downtown Toronto

💬 Message

Let's make beautiful memories together.

ABOUT

I'm an all-natural, girl next door who will capture your heart and have you sweeping me off my feet!

INTERESTS

Duos, couples
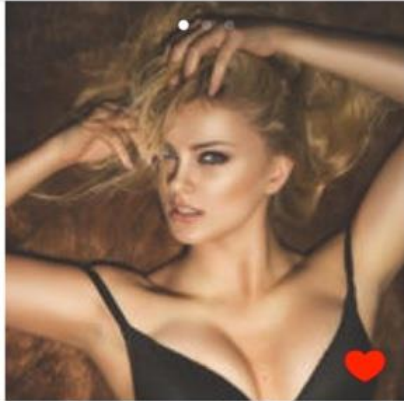
PHYSIQUE

5'8"/135lbs/36DD-28-36, athletic

RATES

1h - $400, 1.5h - $600, 2h - $800, 3h - $1000, 6h - $2000

REQUEST DATE

Request Date

You are requesting a date with Lisa Andrews. Please review the details below, and be sure to include a brief note to introduce yourself. If accepted, Lisa Andrews will be able to view your __screening information on file__.

Date	Thu 14 D… ▾
Time	21:00 ▾
Location	Outcall ▾

Introduction

Hey Lisa, lorem ipsum lorem ipsum lorem ipsum lorem ipsum

SEND

Why PinkDate?

PinkDate will quickly become the premier choice for quality companionship dating, and provide a number of benefits to investors, clients, and escorts.

A) For investors

PinkDate has been created to be highly profitable as well as secure and impenetrable.

Some key benefits for investors are:

- High-margin, transaction-based revenue related directly to growth.
- Investors receive dividends from profit (50% of the net profit will be paid out each quarter) and blockchain-enabled verification offers transparency.
- Participate in a large, in-demand global market estimated at $157 billion annually.
- The company is organized anonymously and extra-jurisdictionally to increase security and eliminate interference from government regulations.
- A platform that is scalable on a global level.

B) For Escorts

PinkDate is the premier choice for escorts to conduct business. We provide:

- A single platform that integrates client screening, booking, payment, and advertising.
- We reduce cost of customer acquisition, and reduce time required to screen clients by 70%.
- Increased visibility to clients due to our large advertising budget and reach across many online and offline platforms.

- Booking fees of only 20% on PinkDate versus 40% with typical agencies.
- The ability to accept payments in cryptocurrency, improving privacy and reducing scrutiny on transactions.

C) For Clients

Gone are the days of wasted time with back and forth messages, and with insecure information transmission. PinkDate provides many important benefits for clients, including:

- Entertaining, fun-to-use swipe interface for easy browsing, searching and selecting.
- Online calendar schedule shows an escort's availability at-at-glance. Quick and easy one-click scheduling with immediate confirmation.
- Built-in payment system permits payment by cash or via cryptocurrency allows anonymity, reduces payment friction.
- Clients are pre-verified for use worldwide.
- A web-based platform provides privacy and security because there is no actual app to download.

Technical Design Summary

You can be confident and absolutely rest assured that with every step, every message, every keystroke and tap PinkDate makes, we take into account both our own and our users' security. We have extensive contingency procedures to ensure succession and continuity of service, protecting our users and investors, even in case of loss of our core team.

PinkDate is available via a publicly accessible domain over HTTPS. DNS resolves to a Tor2Web gateway that only proxies the TCP connection to the app layer: a Tor hidden service in authenticated mode (the .onion is not listed and cannot be crawled).

SSL termination for the domain is performed on the app layer; compromising the gateway does not allow eavesdropping. The app layer can only talk to the database via a database service, provided on another hidden service. App layer has no persistent storage. Hidden service addresses are rotated. Servers are rotated (new server host every random interval). Services have no public Internet access, only access to the hidden services they need.

Services also run in a highly restricted environment. All changes are done via complete re-imaging of the service servers. Servers use full disk encryption and the key must be manually entered at boot. Data layer servers will have intrusion detection, shutdown if tampered with, leaving data locked on disk. For a graphical overview, please see the figure below.

PinkDate.is: Stacking Tor Hidden Services for Anonymity

- TCP Forwarder
- Tor Hidden Service
- Web Server
- Data Access Service
- Database
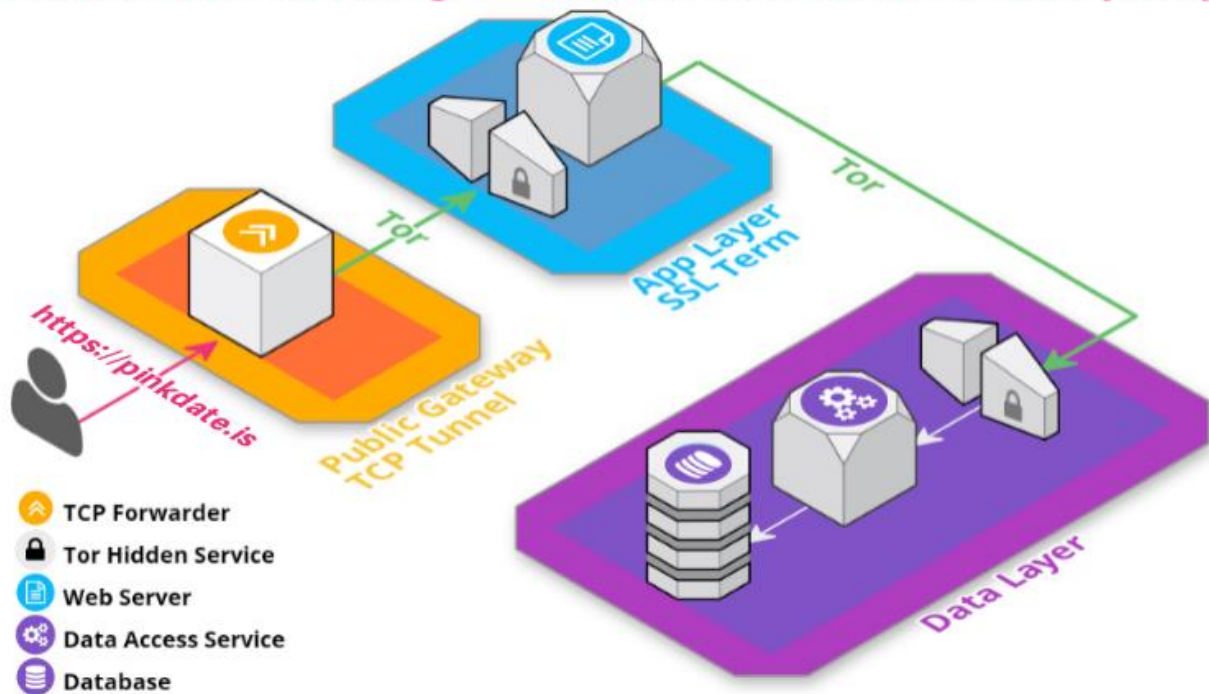
PinkDate Tor Hidden Security Systems

Blockchain Auditing

To reassure investors that PinkDate is accurately accounting for revenue, PinkDate will provide a blockchain-based auditing procedure. The technology is similar to Certificate Transparency, or could be called a Single-Issuer-Blockchain.

After each date, a digitally signed code is provided to the client and provider in the PinkDate app. The code contains the amount of PinkDate's share of the transaction. Each month, PinkDate will publish another block on its Single-Issuer-Blockchain containing a tree of all the codes issued for completed dates that month. This allows investors to see how much revenue PinkDate is recording. Monthly blocks reduce information leaks while still being frequent enough to be useful for auditing.

To ensure PinkDate records every date, a bounty system will be created, offering a high reward for producing any code not included in PinkDate's auditing blockchain. PinkDate will build this functionality into its app directly, but it is assumed that third parties may also offer verification services.

As the codes and blockchains are publicly verifiable, any missing code can trivially be checked by any third party, requiring PinkDate's platform to always accurately record revenue.

Financial Projections

We project that by Month 36 the annual run-rate will be approximately $56 million in Gross Revenue, from users in 30 cities generating more than 700,000 transactions per year, utilizing services provided by almost 6,200 escorts.
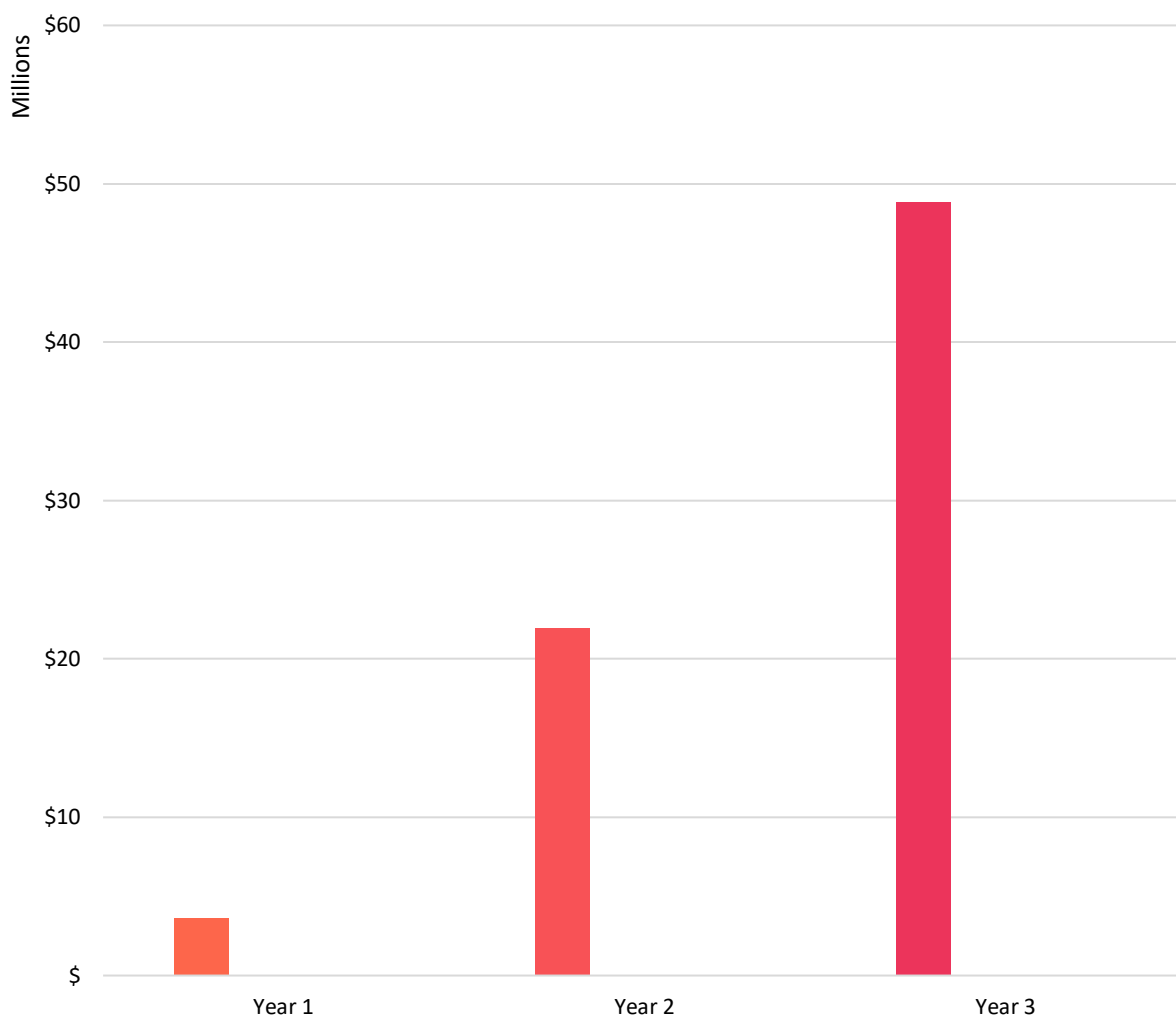
3-Year Projections

	Year 1	Year 2	Year 3	12-Month Projection based on M36 Run-Rate
# Cities, by *end of year*	6	18	30	30
# Providers, at *end of year*	965	3871	6173	6173
# Transactions, *for the year*	45,544	274,414	610,333	711,120
Gross Revenue	$3,644,302	$21,953,155	$48,826,608	$56,889,252
- Less, Advertising and other incentives provided to Escorts and Clients	($1,503,398)	($8,303,525)	($31,439,960)	($19,941,000)
Gross Margin	$2,140,904	$13,649,630	$17,386,648	$36,948,252
Fixed & Indirect Costs				
Administration & Office	$960,608	$1,639,066	$2,664,552	$2,949,408
Operations & General	$2,403,004	$3,353,000	$3,769,000	$3,969,000
Total Fixed & Indirect Costs	$3,363,612	$4,992,066	$6,433,552	$6,918,408
Net Profit / Cash Flow	$1,222,708	$8,657,564	$10,953,096	$30,029,844

Earnings per-Share Price *– based on 100M shares*	$0.30
Reference per-Share Price *– based on a tech startup P/E of 50*	$15.00
Dividend Paid Out this Year *– 50% of Earnings*	$0.15
Accumulated Dividends - Years 1 to 3 plus Projected Run-Rate Year (ignoring additional growth)	$0.248

*Incentives may include advertising rebates to Escorts and discount incentives to Clients, and, referral fees paid to Escorts and Clients. These incentives are generous during the first 36 months, but will be reduced by 50% starting in Month 37 by which time PinkDate will be well-known and therefore reduces the need for the same level of incentives. Reduced incentives will increase Net Profit.

Law Enforcement and Regulatory Considerations

As a platform provider we strive to keep our distance from violating local and in-country laws and regulations.

Our verification process verifies that no underage persons are involved. Nevertheless, it will be impossible to totally comply with the myriad of laws everywhere since regulations and levels of enforcement vary by country, province and even cities.

In some areas the PinkDate business model might be considered illegal and/or unwelcome. That's why we have been structured as an anonymously-operated team, using distributed and encrypted servers in remote locations with hidden databases. All of our technology has been engineered, programmed, managed and hosted in-house. No public cloud servers such as Google Cloud or Amazon Cloud are utilized.

All communications are encrypted and operations are a closely-guarded secret. With the exception of the core group of founders who do know each other, no person or contractor knows any of the others involved.

Token Supply and Specifications

Approximately 115 million tokens will be issued and outstanding on the Ethereum blockchain using a smart contract. The PinkDate Platform (PDP) token will comply with ERC-20 standards and will be freely transferable on the Ethereum blockchain.

PDP tokens will represent shares of the company and will give the holder of these tokens the right to redeem dividend payouts. PDP tokens will also be tradeable on decentralized exchanges (to be announced).

PinkDate is reserving 170 million token shares as treasury. These are not outstanding and do not increase the market cap. These token shares will only be distributed in the future if PinkDate needs to perform a secondary offering, for example to facilitate large acquisitions.

Any Pre-ICO or ICO tokens not sold will be burned, that is, taken out of circulation, which reduces the total number of outstanding shares, and increases the value of issued shares sold

Minimum ICO Fundraising	$5 million
Maximum ICO Fundraising	$20 million
Pre-ICO Token Price	$0.147 / $0.178
Pre-ICO Tokens Available	85 million
Pre-ICO Start Date	January 1st, 2018
Pre-ICO End Date	February 21st, 2018
ICO Token Price	$0.588
ICO Tokens Available	34 million
ICO Start Date	March 12th, 2018
ICO End Date	April 9th, 2018
Payment Currencies Accepted	Bitcoin (BTC), Ethereum (ETH), Monero (XMR), and Bitcoin Cash (BCH)
Pre-Allocated Tokens	57.8 million
Treasury Tokens **(Not outstanding, do not increase market cap)**	170 million
Estimated Tokens in Circulation after ICO	115 million
Maximum Token Supply	346.8 million*
PDP Initial Token Distribution	April 10th, 2018

*This includes burned shares and the 170 million treasury shares for potential future secondary offerings.

Peak Price Lock-In Benefit

PinkDate provides a unique benefit to all investors during our ICO called the Peak Price Lock-In benefit.

At the end of every investment phase, PinkDate will take the highest price of that cryptocurrency and adjust your token shares to match that exchange rate during that period.

You do not need to wait to buy token shares until your choice of cryptocurrency increases in value, because PinkDate will give you the benefit automatically, even if the cryptocurrency you used increases after your purchase.

For example: If you make a purchase of $5,000 worth of token shares using Monero and then Monero increases in value before the end of the ICO, you, and every other investor in that round, will be automatically credited with the difference in additional token shares. This Peak Price Lock-In benefit extends to all cryptocurrencies.

Payment of Dividends

PinkDate is the first ICO to pay dividends based on profit. Every quarter PinkDate will pay out 50% of Net Profits through dividends. Anyone holding PDP tokens will be able to log into our investor portal and elect to receive their share of dividends in Bitcoin, Ether, Monero, or Bitcoin Cash. By allowing off-blockchain dividend requests and using Monero for payouts, investors receive dividends with an unprecedented amount of privacy. We anticipate the first distribution by Month 12 of full operations. Dividend payments will be done through our Investor Portal.

The PinkDate Team

Our team includes designers, developers, engineers, security experts, programmers and business people – all with many years of experience.

As explained above, our business operations are designed to allow the core team to operate with anonymity, secure in the fact that no outside person(s) can discover the true identity and interfere with them or the company's operations in any way. This operational design allows PinkDate to continue to operate as an extrajurisdictional organization, not burdened by any country's laws or regulations.

Sarah Stevens is the President and public face of PinkDate, representing the company at various cryptocurrency and tech events worldwide. She has a business degree, a graduate degree in technology, and is a professional escort. Given her technical and professional background, Sarah is poised to provide industry and business knowledge as PinkDate launches and expands.

The rest of the PinkDate team includes top level designers, engineers, and support staff all working anonymously in the form of alter-personas through highly secure and encrypted connections. This anonymous and distributed way of working with others guarantees that PinkDate can continue to operate without any interference and can therefore generate out-sized profits for years to come.

Conclusion
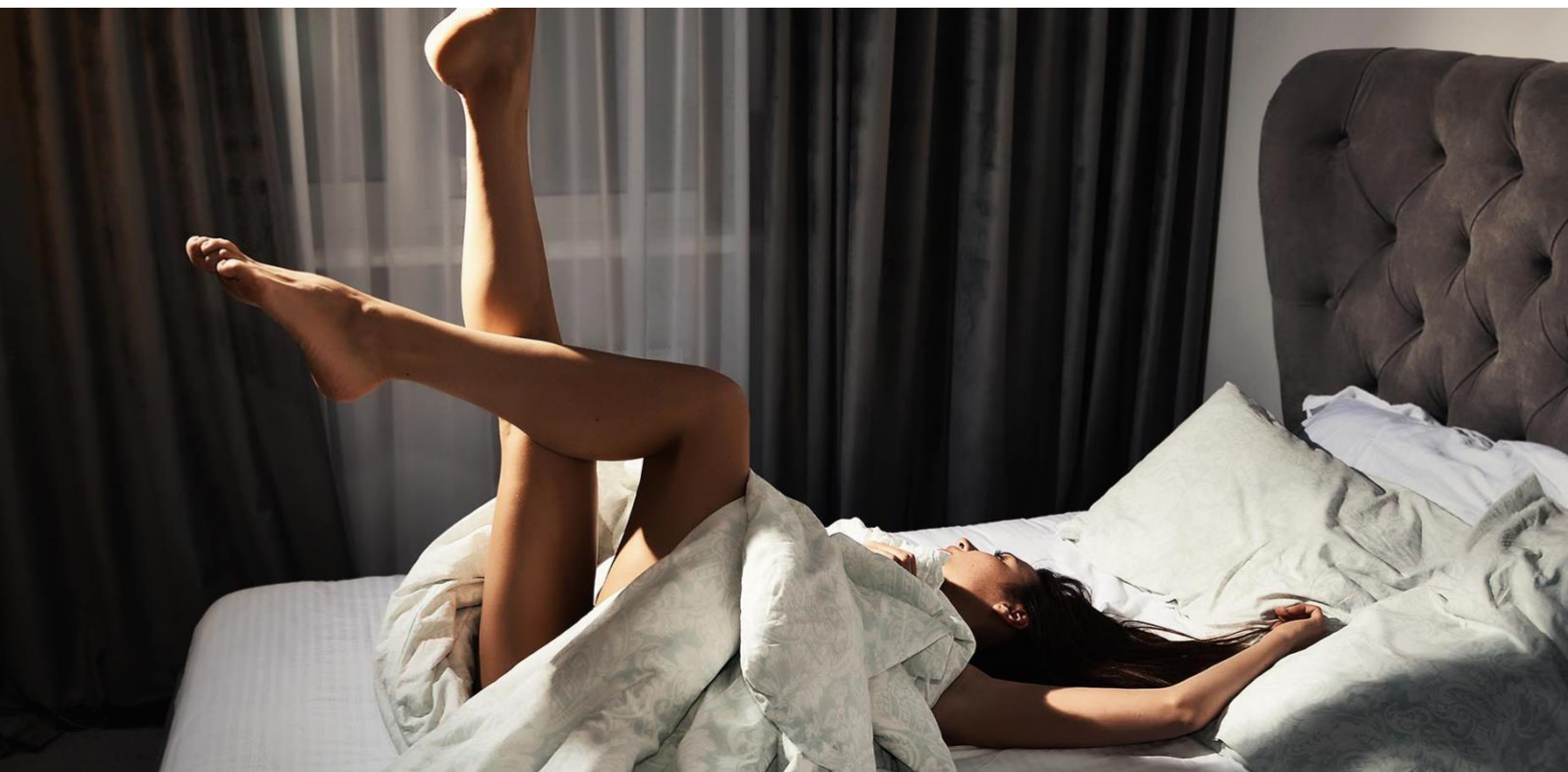
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