



WHITE PAPER —————

**A Rewards, Earning and
Giving Based Token!**

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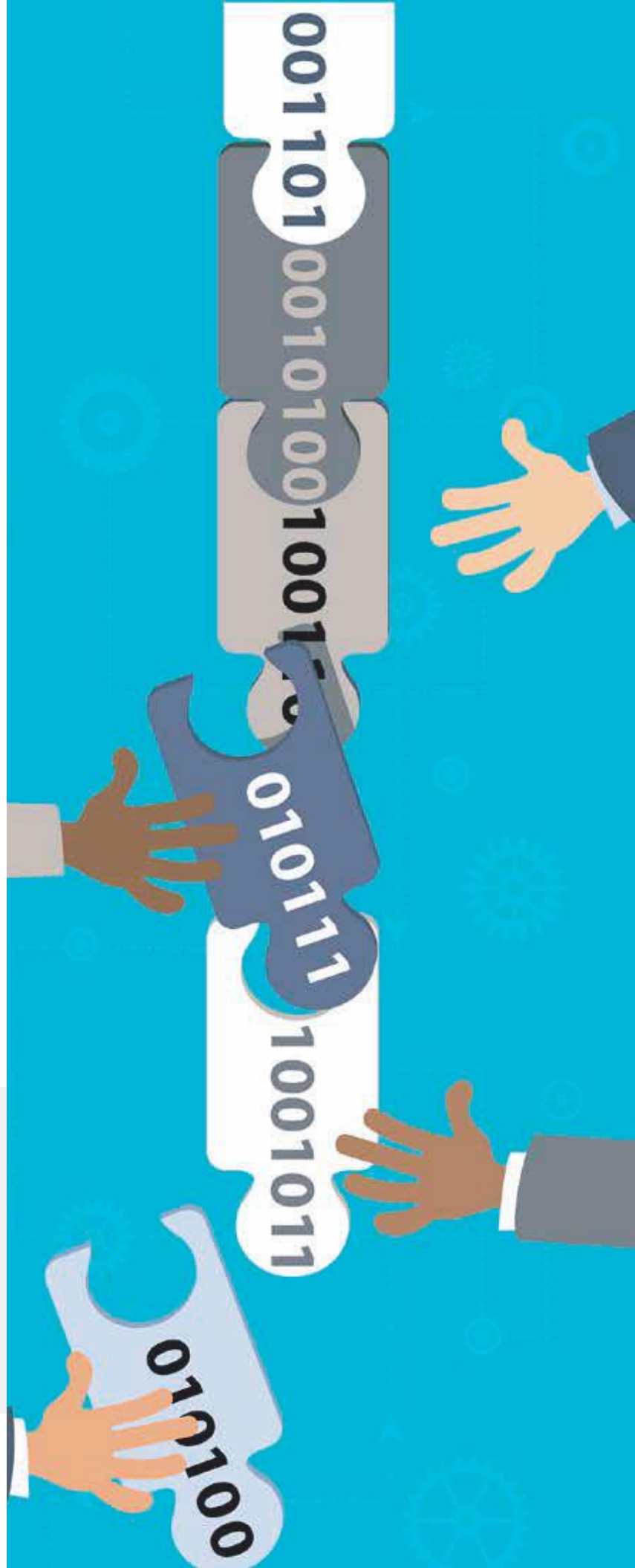
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Abstract

The multi-billion dollar loyalty rewards industry currently suffers from fractures and frictions that leak value and undermine participation. Blockchain technology holds the key to address these problems. This paper outlines the positive disruptive impact that an industry-wide loyalty reward currency would have in fixing the rewards ecosystem. We discuss the specific technical requirements required to develop and implement a widely adopted system, including a proposed implementation strategy that aligns industry stakeholders, consumers, and investors. Additionally, this paper outlines the approach necessary for industry-wide mass adoption and the positive effects that will occur from using the Ovato Smart Coin.

“In many ways virtual currency's might just have existing currencies and monetary policy a run for their money,” stated Christine Lagarde, Managing Director, International Monetary Fund



Introduction

Our new Internet-savvy society is demanding change in how business is being conducted virtually everywhere. The old bureaucracy of the 20th century is no longer acceptable. Consumers are frustrated by the friction involved in the finance world and businesses are tired of paying fees everywhere including the multi-billion dollar rewards and loyalty industry. This cumbersome and costly system of payment is not keeping pace with modern society and business wants and needs. Today's consumers are reported to be financially cautious, seeking both value and authenticity from the companies they do business with. They appreciate a system that promotes equality and choice, using technological and new creative means. Today's millennials expect to spend \$10 trillion during their lifetimes, so systems must adapt to their needs. Loyalty and rewards programs have come a long way since American Airlines and Marriott first introduced such initiatives in the 1980s. The loyalty census 2015 conducted by

Colloquy shows that Americans are still signing up for loyalty programs in droves. Loyalty memberships jumped from 25.5% to 3.3 billion from 2012-2014. However, more than half of members do not actively participate; much less end up actually becoming loyal, engaged and enthusiastic program members. A typical US household belongs to 19 to 29 different loyalty programs but actively uses only 5-12 of them. Moreover, active membership rates of participation have been on a decline since 2010. According to the U.S. Department of Transportation's Bureau of Transportation Statistics, year after year, air travel increased by 5.5% from 2015 to 2016. A Colloquy survey found that a little more than half of Americans – 55% – have taken a flight for business or leisure purposes in the past two years. And three-fourths of respondents, said their most recent flight was within the past six months. However, 60 percent of frequent traveler miles issued today are not earned but purchased instead.

Points accumulating in loyalty programs globally are considered by some as real currencies with increasing value that has attracted the attention of criminals, according to Barry Kirk, vice president of Loyalty Solutions for Maritz Motivation Solutions. In the US alone, 3.3 billion loyalty program memberships have stored points and miles worth an estimated \$48 billion, according to the Gartner Group. We believe the forthcoming ICO of Ovato represents a unique opportunity to acquire a stake in a token that will fuel a product aimed squarely at an acute problem in mainstream commerce, globally allowing participants to save money using a digital currency and at the same time providing a platform. allowing participants globally to save money using the Ovato Smart Coin. Furthermore, still in its infancy, the digital currency's market potential for mass adoption is not "a question of if, but rather a question of when.", thus enabling participants to save money using the Ovato Smart Coin on a global scale.

HUMANS



7.5
BILLION

INTERNET USERS



3.8
BILLION

50%
PENETRATION

MESSENGER USER



1.2
BILLION

SOCIAL USER



2.8
BILLION
37%
PENETRATION

MESSENGER USER



4.9
BILLION
66%
PENETRATION


CRYPTO CURRENCY USER



5-10
MILLION*

The Problem

The Problem With Traditional Loyalty And Rewards Programs



Traditional loyalty reward programs are costly, imposing significant tax liabilities on operators while offering only a modest value to consumers. This is evidenced by the fact that while loyalty memberships are high, an average of two-thirds of these subscribers are inactive. Although loyalty programs have become expected among consumers, lacking user enthusiasm dilutes the program value for consumers and businesses alike. Conventional loyalty operations are also hampered by the barter economics of the pre-blockchain monetary system.

Top Reasons People Are Dissatisfied With Loyalty Programs

a For companies offering them, loyalty programs often become a long-term debt on the balance sheet. They sit on the balance sheet indefinitely costing businesses billions of dollars.

b Companies, often at a loss for data resources, do not integrate their loyalty and rewards programs into their marketing efforts successfully.

c For rewards to be cost-effective, blackouts are implemented, resulting in a dilutive effect to the brand.

d The majority of loyalty program points accumulated, estimated in the range of \$50 billion, are never redeemed. The total aggregated redemption rate is steadily below 50% and declining.

EXCELLENT ☐
GOOD ☐
AVERAGE ☐
POOR ☐

The Worst!! ☒



e The growth in the loyalty rewards industry means customers have become more selective about which programs they actually use. Consumers typically gravitate to programs that offer the best benefits and flexibility of redemption.

f Today's millennials seem less interested in traditional loyalty programs. One recent survey found that only 14 percent of millennials in the U.S. belong to a loyalty program. These groups have grown up sharing every detail of their lives with attentive networks of friends and beyond. As the drivers of the sharing economy, they have a peer-to-peer mindset that puts a greater value on personal relationships. Traditional loyalty programs are not engaging these newer generations.

The Problem with Conventional Social Media

These companies capitalize by the billions annually on user data derived by engaging consumers with information collection resources designed to entertain, educate, and meet social networking demands.



There is an increasing awareness among social media users on how social network brands monetize their data, and users are growing frustrated for getting zero compensation for it. As the world becomes increasingly flatter, there is a natural tendency for an increasing desire for these citizen journalists and influencers to get their share of compensation for their participation.



The Problem with Giving and Charity

It's safe to say that most human beings want to give and help the less fortunate and causes that are important to them. However, with centralized charities, 90 percent of donations never actually make it to the intended place. The problem does not originate from nonprofits specifically, but more from inefficiencies found in centralized organizations that also have no profit incentive to scale. The net resulting percentage of waste is enormous.

We all intuitively understand this, be it a donation made online, an event or simply at a point of sale. Furthermore, there is no sense of gratification in the knowledge of the aid within itself or where and how it was received.

The SOLUTION

With the introduction of a universal token for loyalty-reward, earning, and giving, the Ovato Token provides the perfect solution to the challenges facing today's loyalty rewards programs.

The token, along with its associated applications, will offer both consumers and businesses with a far more compelling proposition and greater incentives to conduct transactions securely, and at significantly reduced costs. As a result, the residual value of benefits will be strengthened for all participants.

Ovato provides a unique and secure solution on the blockchain using an ERC20 token, and a limited number of tokens will be issued. Distribution of Ovato tokens through mainstream merchants to their existing customer base will create a network effect beneficial to anyone holding them.

The current estimated worth of the loyalty reward industry is \$65 billion and is forecast to grow to \$100 billion by the year 2020.



Our Unique Value Proposition

Traditional loyalty rewards programs often deliver points or credits, to a pseudo credit card, which following registration can be redeemed either online or by swiping at a participating merchant's point-of-sale terminal. Upon issue, these points confer a recordable liability upon the merchant until they are redeemed or expired and they have no value to the consumer beyond the "walled garden" of the issuing merchant. Furthermore, they have no value

to the merchant upon redemption, beyond the reduction in forward liability. By contrast, with Ovato, The merchant can dictate the portion of their gross profit margin that is designated for their loyalty program, which is then delivered instantly to the recipient upon enrollment and/or purchase. The value is transferred digitally to the participant's mobile device at the point-of-sale directly through the blockchain.



Advantageous Blockchain Solutions

Solution for Merchants

Ovato provides a unique solution for merchants, enabling them to reduce the costs of their loyalty-rewards program by as much as 87 percent, while at the same time providing a secure platform to be able to easily conduct daily business anywhere in the world. Additionally, merchants will be able to market directly to the Ovato community, potentially allowing small businesses a much broader audience. The Smart Contract platform lets merchants offer special deals and promotions to Ovato users in real time, which we believe will help businesses to uniquely position themselves, scale their business, and attract customers during low volume business cycles.



Advanced Earning Solutions



One of the most exciting elements of the Ovato Smart Coin is the ability for users to use the coin in a variety of ways.

The Ovato Coin empowers users with the ability to not only spend the coin with participating merchants, but they can also share the coin with friends, relatives, merchants, and virtually anyone. Both consumer and merchants can earn additional coins for referring new users.

Charity Fund Allocation Solutions



Blockchain technology is now able to solve many of the problems with charitable giving. Using this technology, there is very little waste, and now communities can see on the blockchain where the funds are allocated. This ensures that donations are fully allocated to the intended parties. Our giving platform will be voted on by the community, ensuring network awareness and eliminating as much as 90 percent of the waste associated with the 400 Billion dollars charitable giving industry.

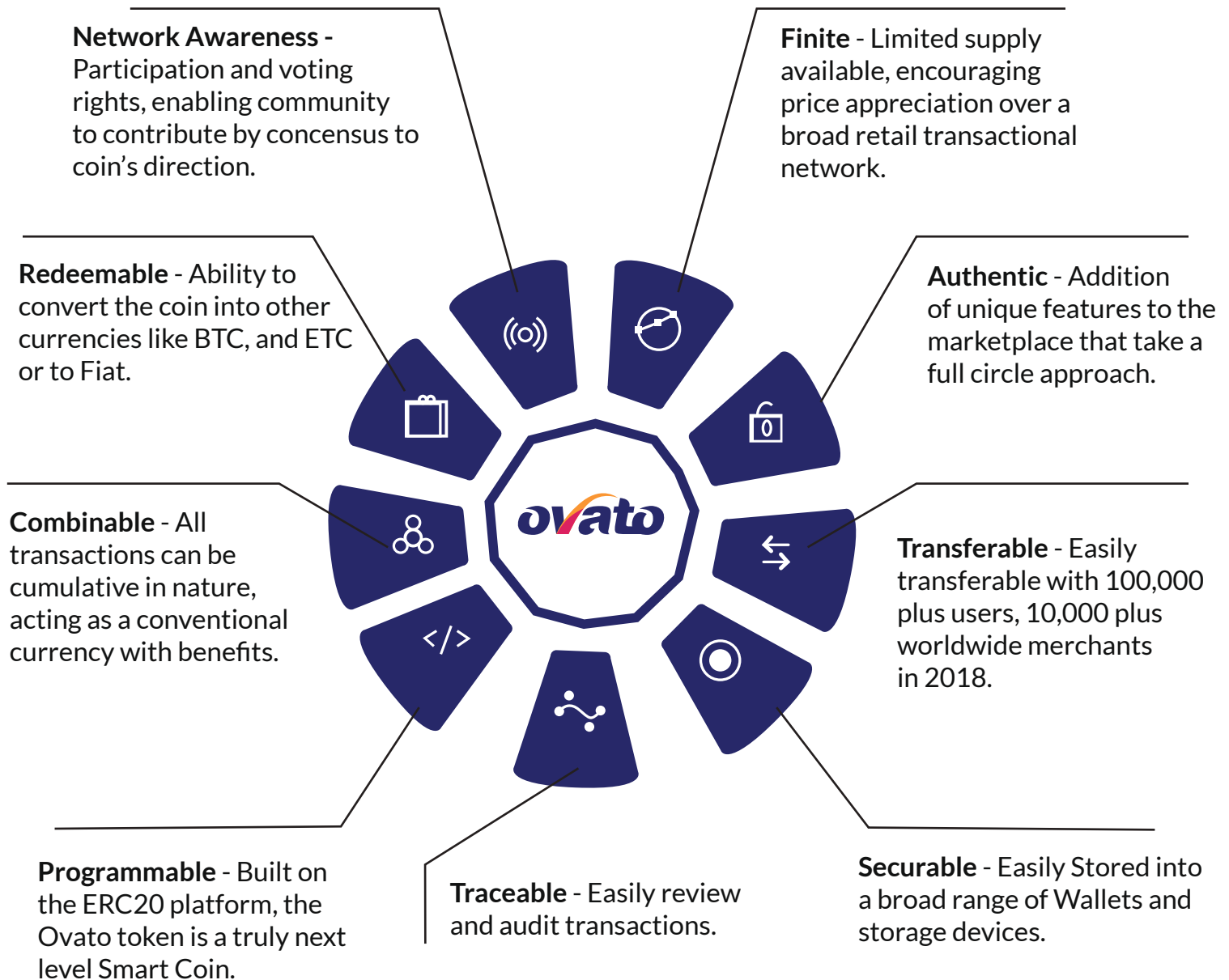
Social Media Capitalization Solutions

An interesting and advantageous opportunity for Ovato Coin holders is the ability to capitalize on social media marketing for the accumulation to earn additional tokens through the creation of promotional posts for participating merchants. Social media users, including citizen journalists and key influencers, want to be rewarded for creating content on behalf of brands. Ovato allows participating merchants to seamlessly offer real-time token rewards for any user who posts positively about their brand.



The Ovato Coin is the Perfect Token

The Ovato Token Demonstrates All The Vital Characteristics Of A Perfect Coin Poise for Maximum Long Term Benefits:



The **bit**ovation SOLUTION

The Bitovation Factor

Part of our secret weapon for rapid mass adoption is to have pre-established distribution for our coin. Our subsidiary, Bitovation, is a rewards platform, which already offers rebate and rewards campaigns to consumers. Based in southern California, Bitovation represents over 950 U.S. brands. The company's innovation is to provide rebates to consumers with Bitcoin.



"With the establishment of the Ovato Coin, we intend to migrate this user base over to the Ovato coin, providing us instantly with active users as well as all of Bitovation's merchants at launch. We believe this strategy will play a large part in our success and provide an advantage over other rewards companies." stated Seth Kamlet, Chief Executive Officer, Ovato

Conventional Use **ovato** and Other Digital Currencies



Like Bitcoin, Ovato is powered by blockchain technology, delivering Bitcoin comparable capabilities, offers and more.

These include:



Immediate Settlement: Purchasing real property typically involves a number of third parties (Lawyers, Notary), delays, and payment of fees. In many ways, the bitcoin/cryptocurrency blockchain is like a “large property rights database,” says Gallippi. Bitcoin contracts can be designed and enforced to eliminate or add third party approvals, reference external facts, or be completed at a future date or time for a fraction of the expense and time required to complete traditional asset transfers.



Access to Everyone: There are approximately 2.2 billion individuals with access to the Internet or mobile phones who don't currently have access to traditional exchange systems. These individuals are primed for the Cryptocurrency market. Kenya's M-PESA system, a mobile phone-based money transfer and micro financing service recently announced a bitcoin device, with one in three Kenyans now owning a bitcoin wallet.

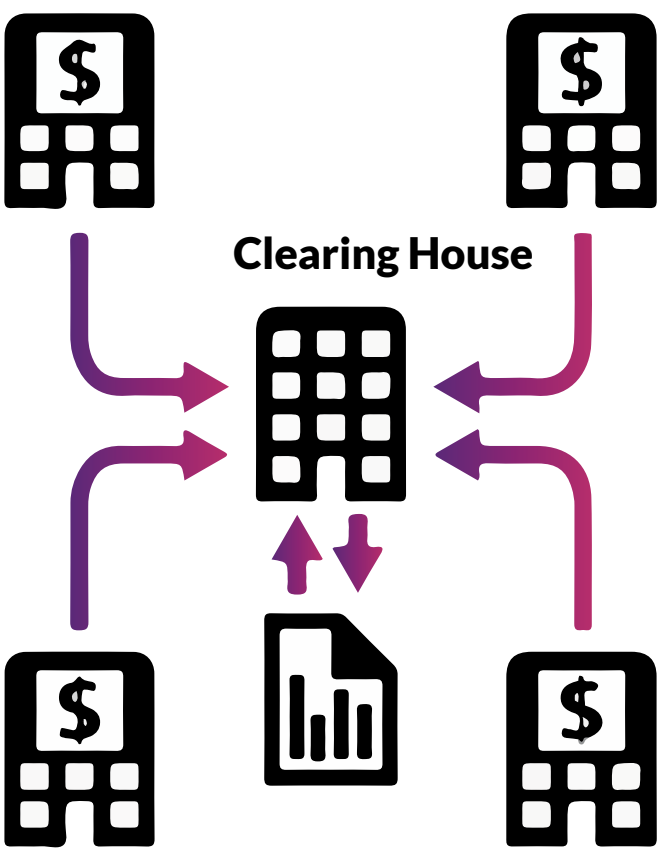


Prevention of Fraud: Cryptocurrencies are digital and cannot be counterfeited or reversed arbitrarily by the sender, as with credit card charge-backs. **Prevention of Identity Theft:** When you give your credit card to a merchant, you give him or her access to your full credit line, even if the transaction is for a small amount. Credit cards operate on a "pull" basis, where the store initiates the payment and pulls the designated amount from your account. Cryptocurrency uses a "push" mechanism that allows the cryptocurrency holder to send exactly what he or she wants to the merchant or recipient with no further information.

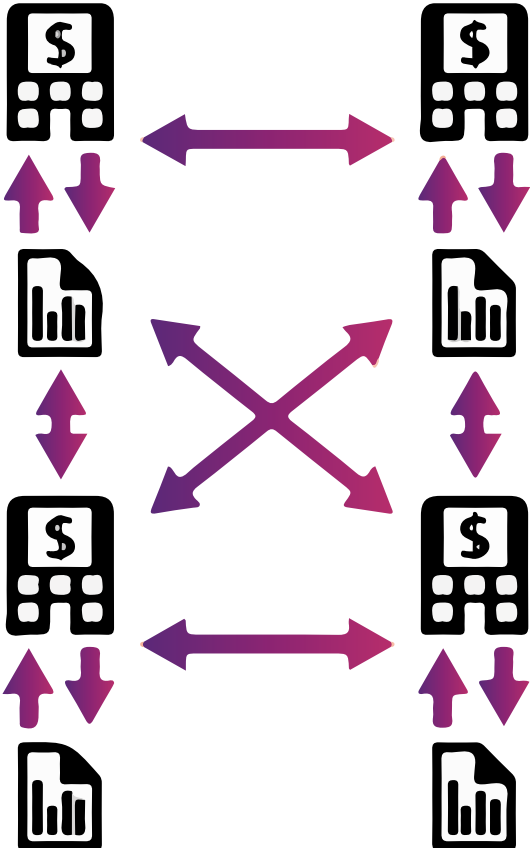


Lower Fees: There aren't usually transaction fees for cryptocurrency exchanges because the miners are compensated by the network (Side note: This is the case for now). Even though there's no bitcoin/cryptocurrency transaction fee, many expect that most users will engage a third-party service, such as Coinbase, creating and maintaining their own bitcoin wallets. These services act like Paypal does for cash or credit card users, providing the online exchange system for bitcoin, and as such, they're likely to charge fees. It's interesting to note that Paypal does not accept or transfer bitcoins.

How Blockchains, With A Distributed Database Eliminate The Need For Third Parties Among Financial Entitles



Centralised Database



Distributed Database

Additional Ancillary Market

The Ovato Coin also offers the perfect solution for businesses deemed “High Risk” by mainstream merchant service providers, which are largely controlled by banking institutions.



Typically, these businesses pay extra premiums charged by merchant services simply because of their category. These premiums can often run as high 10 to 12 percent. Furthermore, their funds are held hostage by financial institutions, typically not accessible for as long as 45 to 60 days.



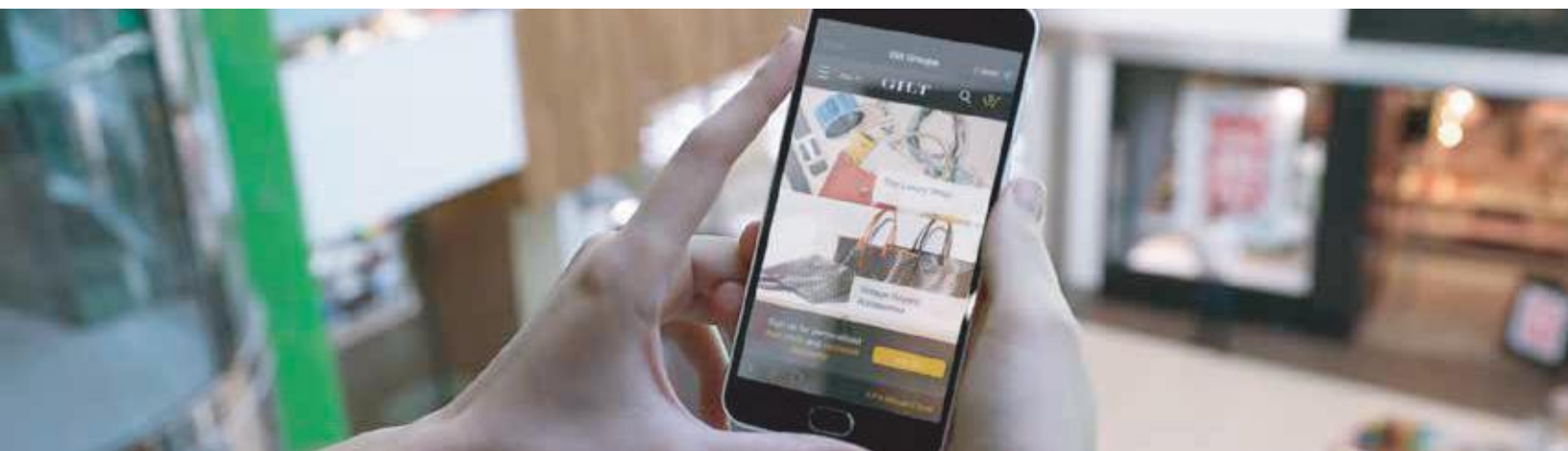
HIGH RISK MERCHANT SERVICES

Business sectors often categorized as high risk:

<i>Adult Industries (Will Not Support)</i>	<i>Amazon, Yahoo or Google Stores</i>	<i>Airplane charters</i>
<i>Antiques</i>	<i>Auctions</i>	<i>Automotive brokers</i>
<i>Bankruptcy attorneys</i>	<i>Casino, gambling or gaming</i>	<i>Check cashing services</i>
<i>Cigarette or electronic-cigarette sales or nicotine cartridges</i>	<i>Coins, collectible currency or auto-graphed collectibles</i>	<i>Collection agencies</i>
<i>Coupons or rewards-points program</i>	<i>Credit or debt repair</i>	<i>Credit counseling</i>
<i>Discount health – medical care programs</i>	<i>Debt consolidation</i>	<i>Drug paraphernalia</i>
<i>eBay Store</i>	<i>E-Books (copyrighted material)</i>	<i>Electronics</i>
<i>Event ticket brokers (unlicensed–non-registered)</i>	<i>Exporting services (non-US based)</i>	<i>Medical Marijuana Based Pharmaceuticals</i>
<i>Federal Firearms License (FFL) dealers</i>	<i>Recreational Cannabis Sales</i>	<i>Fantasy sports websites</i>
<i>Financial planning, strategy or advising</i>	<i>Finance broker or financial</i>	<i>Indirect financial consultin</i>
<i>“How-To” type websites</i>	<i>“Get rich quick” – books, pro-</i>	<i>High average tickets grams, etc.</i>
<i>Hypnotists or self-hypnosis</i>	<i>Horoscopes, astrology or psychic</i>	<i>“Hype” products or services services</i>
<i>Investment firm</i>	<i>International merchants</i>	<i>International shipping</i>
<i>Lawyer referral services</i>	<i>Investment strategy</i>	<i>Investment books</i>
<i>Lotteries</i>	<i>Life coaching</i>	<i>Lingerie sales</i>
<i>Membership organizations (over 12 months)</i>	<i>Magazine sales and subscriptions</i>	<i>Mail order</i>
<i>Multi-currencies</i>	<i>Merchants on the terminated</i>	<i>Modeling agencies chant file (TMF list)</i>

Why Ovato Rewards are Effective in Marketing

Bitovation has developed a reputation for becoming an exceptional partner for conceptualizing and executing winning consumer marketing campaigns. Providing a growing number of retailers with counsel and implementation, Bitovation provides highly tailored programs to intricately suit each client's individual environment. In a retailer's efforts to build loyal and long-term relationships, loyalty reward programs can be a powerful motivator. Consumer feedback has revealed that customers become more highly engaged and ultimately pleased when rewarded with Bitovation's incentive based loyalty programs. In every program, customers are incentivized with discounts and prizes for repeated patronage. This reinforces brand recognition, enables the establishment of consistent habit patterns, and demonstrates the merchant's commitment to reward its customers.



This type of strategy also enables vendors to establish congruent partnerships thereby creating a whole new cost-effective realm of opportunity. Through the promotion of partner products or services, patrons can earn and spend subscribing or enrolling in each firm's program which they may have never otherwise considered. By generating revenues through partner issued rewards, customers are likely to indulge in more

purchases to achieve greater rewards. There is no limit to what can be achieved. This type of program can be advantageous for any sized business. A consumer marketing loyalty program assists in navigating the business. One of the novel ways of incorporating this system is by partnering with another vendor or merchant, (i.e. shopping mall and credit card providers), for a cross-promotion of companies, rewarding with combo loyalty points for participating patrons.

Frequently, customers are persuaded to indulge in the purchase of high-priced items that they would have never considered on first impulse. As loyalty benefits accumulate, within the mind of the consumer, future discounted purchases and rewards become highly anticipated, and incentives unused or expired, for engaged users, become perceived as wasted money.

Loyalty card holders are also often given deeper discounts than first-time customers on high-end products. These perks fuel growth in the membership community as rewarded consumers become the Company's best advertising venue. Although primarily designed to bring value to end users, Loyalty program benefits reward the corporate environment as well. When patrons enroll in the vendor's loyalty program, it facilitates companies big and small with regular business flow generated by the most powerful advertising venue of all; referral based marketing through happy, rewarded, and satisfied consumers.



Happy Customers

*“Hooters Franchisee Surges 41% on
Cryptocurrency Rewards Program”*

Bloomberg.com

The Impact loyalty Rewards Bring to the Table in Highly Effective Retail Marketing

In order to develop and maintain a strong competitive edge, retail businesses in most industries must have an effective marketing plan in place. A good retail marketing plan enables companies to achieve 2 fundamental goals: The strengthening and maintaining of consistent volume among existing clients, and the establishment of new clientele, and strategic plan to gain and maintain their loyalty.

A well-structured retail marketing plan will thoroughly engage new prospects and customers, meet their needs with their products and services, and provide strong incentive for repeat business ultimately encouraging a strong level of anticipation and loyalty. Once a company is able to define and capture their target market, incentive based rewards enable business owners to discover the needs and wants their prospects and clients, empowering the delivery of exactly what the consumers seek, and establishing motivation for return.



Once customers have been identified, retailers are positioned to earn their business. Successful customer loyalty programs engage them, and bring them back, maximizing the yield of their marketing dollar by creating satisfied patrons likely to provide exposure through their circle of influence, and contribute to reoccurring revenue's form and usually have the name of the customer imprinted along with an identifiable account number and ba-code. The goal is to get the customer to utilize their loyalty card each time he or she purchases an item, thereby generating points for the awarding or discounting of future items.

Bitovation has become a recognized leader in the design of effective customer loyalty programs.

- ▶ *The strengthening and maintaining of consistent volume among existing clients*
- ▶ *The establishment of new clientele, and strategic plan to gain and maintain their loyalty*
- ▶ *Assists with the development of tailored consumer marketing plans*
- ▶ *Collaborates with retailers who build consumer programs from the ground up*
- ▶ *Helps retailers improve the results of their existing loyalty program*
- ▶ *Incorporates a variety of techniques and technologies for customer tracking*
- ▶ *Assists in Developing well strategized long-term loyalty motivating incentives*

*

Bitovation customers love loyalty programs because they know that they are getting something in return in exchange for their purchases. Quite often, retail establishments have a reward program which is similar to a loyalty program. Rewards don't always have to come in the form of monetary compensation or gifts.

Participating retailers are able to offer loyal customers benefits that will help each of them equally; in many different ways. Retailers can also work with one another to establish cross-promotional opportunities. Reward programs are an excellent way to reciprocate with customers for making highlighted purchases. What is great about reward programs is that these customers don't have to be existing loyal customers, just customers that know that they will be rewarded for making particular purchases. Over time, retailers will come to recognize that their efforts have led to an overall increase in visibility and profits. All businesses, from small to large, can strongly benefit by turning its focus to its patrons, and tailoring incentives to meet their needs and wants.

*“Burger company launches
blockchain rewards program, stock
soars” [Money.CNN.com](#)*

The Rise of the Super Affiliate and the Blockchain

Affiliate marketing is an exploding industry, reaching \$6.8 billion in the USA alone.



Both Bitovation and Ovato, intend to actively liberate these legions of affiliate marketers and brand influencers.

Additionally, Ovato incorporates a bounty program for users who are enthusiastic supporters of the project, rewarding them for sharing the opportunity with participants.

Ovato as a Product

Ovato is comprised of 3 components:

- ✓ a tradable cryptographic token
- ✓ a consumer-facing digital wallet equipped with e-commerce functionality
- ✓ a merchant dashboard featuring analytics and CRM tools.

The base technology and web-applications to launch this system are built and tested.

Ovato will create and distribute the cryptographic token through the ICO mechanism and complete development of the core applications using the funds raised. Thereafter, Ovato will build and install custom integrations as required by the market.

Ovato as a Service

Ovato will also deliver primary broker services to support the Ovato Token ecosystem, settling with consumers upon issuance and merchants upon redemption in the first instance, from an operating reserve, before rebalancing circulation after the fact.

This relieves the pressure on merchants to 'hold' tokens while allowing all holders of Ovato to benefit from the impact of an enduring demand impulse on secondary markets.

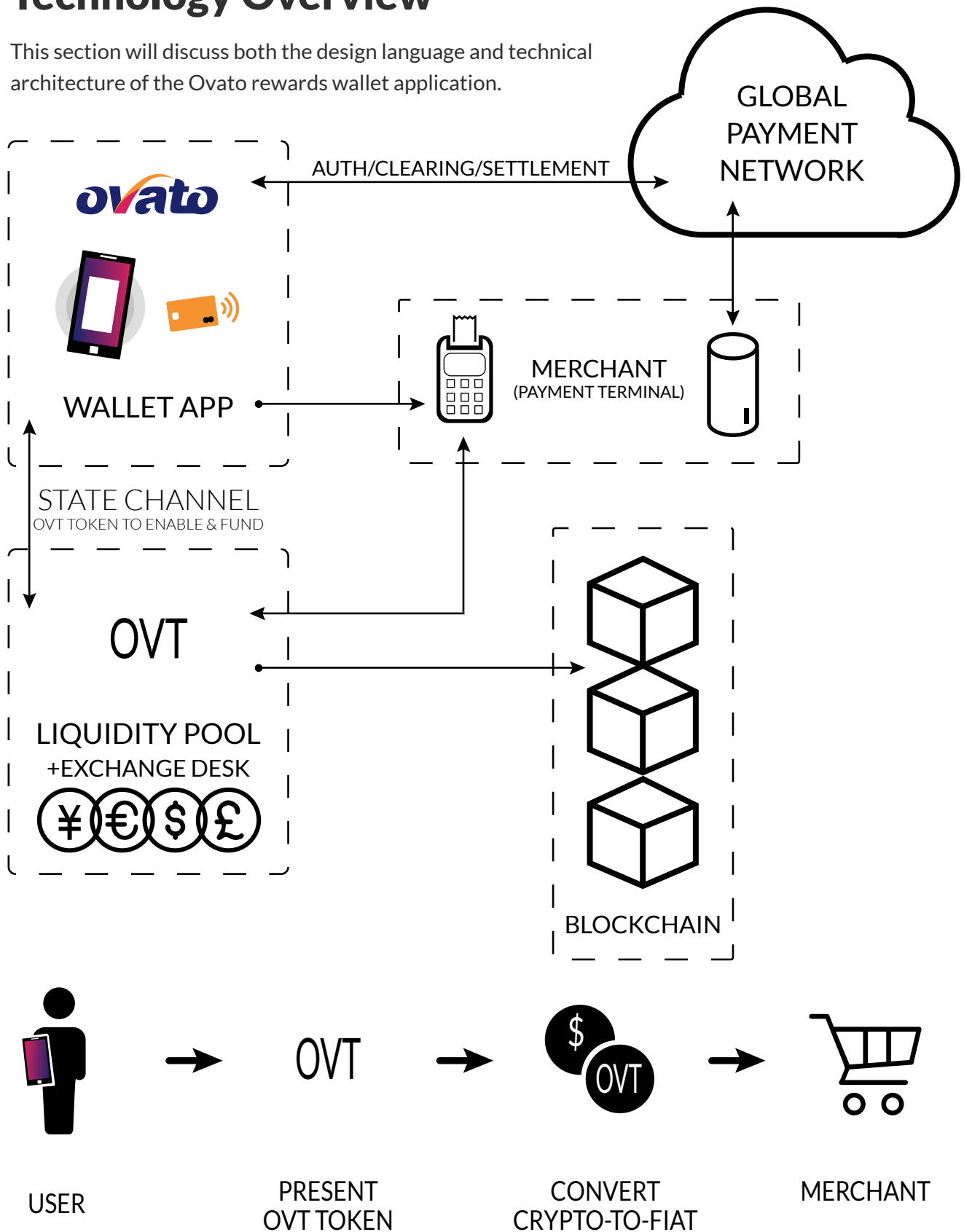
How it works: Market Mechanics

When a participating user makes a transaction with a participating merchant, Ovato will enhance that transaction by releasing new tokens to the user from an operating reserve. This is completed in response to an instruction sent from a participating merchant's POS system, and the merchant later settles with Bitovation in the local tender.

To rebalance the increased circulation of Ovato Tokens at the conclusion of a transaction period, an amount of Ovato Tokens equal to that issued, minus those that were redeemed, is bought from secondary markets with Ovato from the reserve. Finally, the Ovato deployed to rebalance Ovato circulation is itself replenished once merchant remittances have been banked.

Technology Overview

This section will discuss both the design language and technical architecture of the Ovato rewards wallet application.



The above figure illustrates the design system of the Ovato rewards wallet. The wallet represents the front end of the platform, in which the user is allowed to store, transfer, and redeem from the Ovato tokens (OVT) stored in the wallet.

Blockchain

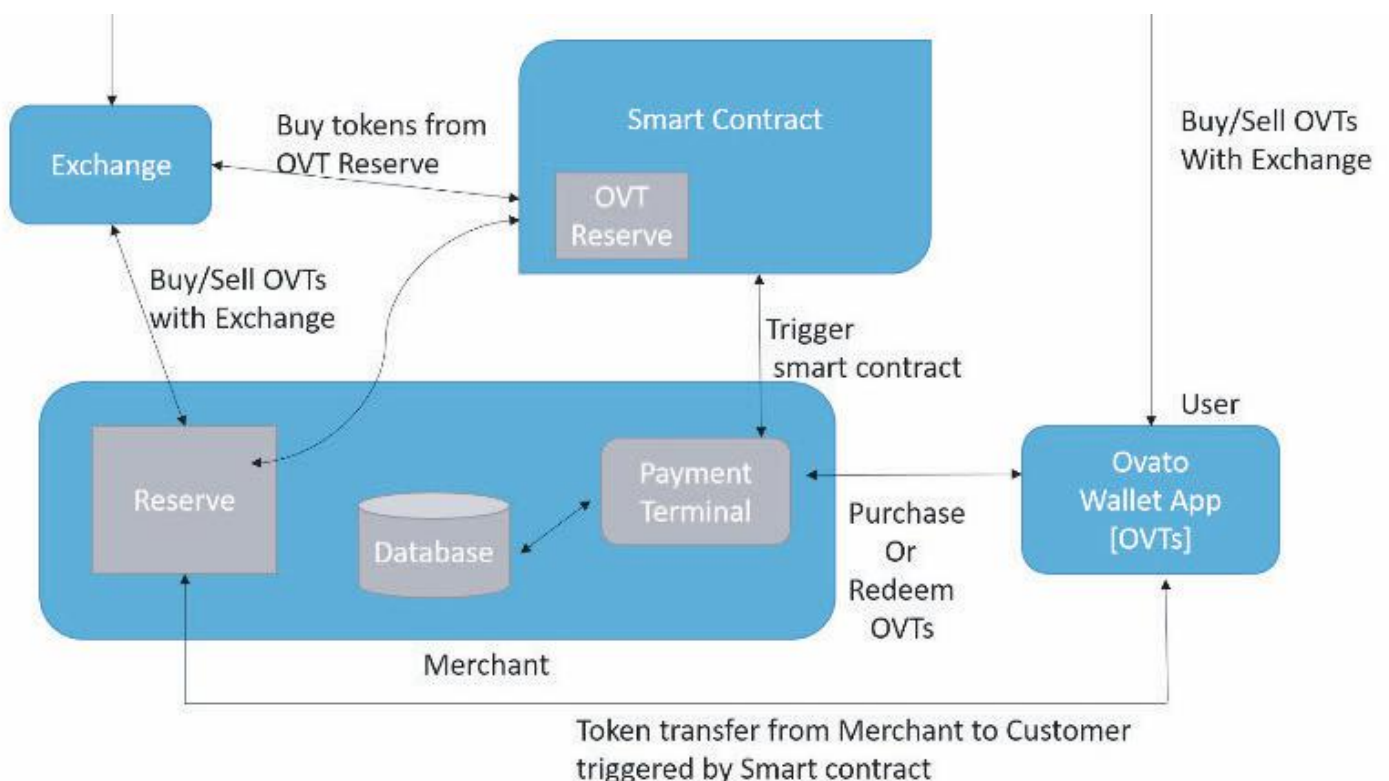
The Ovato token (OVT) is an ERC20 token developed on top of ethereum blockchain using solidity programming language. The interface to the front end of the wallet platform is going to implement through web3.js package. Since the supply of tokens is limited, participants will encounter appreciation in value over time.

Ovato tokens acts as universal tokens which can facilitate the process of rewarding users in various ways. At first, the participating merchant needs to have ovt's in his reserve either from the Ovato token reserve or from exchanges.

When the user purchases from the wallet app, the merchant will enhance that transaction by providing tokens to the user in the form of rewards from his token reserve. The distribution of tokens to the user is an automated function called "the Smart Contract" on the blockchain, which will be triggered when the purchase is initiated. To facilitate the transaction traceability, an interface with a history of the user's transactions linked to a suitable ethereum blockchain explorer will also be implemented.

Technical Overview

The below figure illustrates the technical architecture of the application. In this section we are going to briefly describe the individual blocks and their role in the application.



Smart Contract:

The ethereum blockchain is the second most popular blockchain in the world after Bitcoin. Released in 2015, it is an open source, distributed computing platform. It provides a decentralized turing complete virtual machine, namely the ethereum virtual machine (evm), which can be used to execute scripts termed as “smart contracts”. Smart contracts define the working of every application built on the ethereum. It uses a language called “solidity,” and the core business logic of distributed application is coded into it. The evm executes smart contracts and outputs an ethereum address that can be called by anyone around the world (with predefined authority) to interact with the functions on the contract. Any interaction with a smart contract that results in variables’ such as a change of state require a certain amount of transaction fees in ethers to be paid out to the miners (the public nodes maintaining the network). This transaction fee is known as “gas helps” in reducing spam transactions on the network.

OVT Reserve:

The OVT reserve acts as the main reserve for storing Ovato tokens where all distribution of Ovato tokens are derived. Registered merchants or exchanges can buy the tokens from the reserve, sending Ether to the smart contract.

Payment Terminal:

The Payment terminal mainly acts as POS (Point of Sale) or POP (Point of Purchase) for the User’s transaction. User can be rewarded, or redeem OVT’s at this payment terminal.

When the user wants to purchase an item through the merchant’s payment terminal, the merchant’s application will calculate the respective number of OVT’s rewards to the user.

The merchant’s application will trigger the transfer function of the User’s wallet. the Same function applies when the user wants to redeem his OVT’s with a purchase through the payment terminal. In addition, Users and Merchants can convert their OVT’s into fiat currency with the help of registered exchanges of Ovato.

To rebalance the increased circulation of Ovato Tokens at the conclusion of a transaction period, an amount of Ovato Tokens equal to that issued, minus those that were redeemed, is bought from secondary markets with Ovato from reserve. Finally, the bitcoin has been banked.



Motivation Behind the Creation of Ovato

Seven years after the creation of Bitcoin, one of the greatest experiments to date, we have witnessed the emergence of a new industry. Ethereum has broadened the horizon of possibilities for blockchain technology and cryptocurrencies. In turn, this has facilitated the creation of a new synergistic ecosystem, one that promises to disrupt a wide variety of industries.

Over the years, numerous attempts have been made to reach a critical mass with cryptocurrency, yet adoption is still slow and cumbersome. Many companies and projects have failed to identify and address the main issues present in making mass adoption of digital assets possible.

These Core Issues Remain:

Security: Storing assets is cumbersome, and inevitably people choose to store their assets under a third party's control, like an exchange. This defeats one of the greatest features of cryptocurrency and exposes them to risks that have consistently proven to be catastrophic. A system is needed that can securely store assets without compromising usability.

Usability: Numerous steps are often involved in the use of digital assets. A user needs wallets, exchanges and accounts for various services. They are required to withdraw, deposit, do KYC and even become amateur traders. A system is needed that eliminates these steps and offers a seamless plug-and-play platform that is easy for anyone to use and understand.

Volatility: Forcing people to use a volatile asset like Bitcoin does nothing to build confidence in the currency. Bitcoin's dramatic ups and downs deter many people from buying and using it, leaving only a smaller, risk-taking group of users to benefit. A stable, more diverse asset class is needed in order to reach mainstream users.

Through the game-changing power of the Ethereum platform, we now have the tools to create a distributed banking replacement for the post-bank era that promises to solve these problems and in the process, outperforms traditional banking counterparts in flexibility, efficiency and transparency.

Ovato strategically targets and solves these issues and will position itself at the heart of the effort to facilitate the mainstream adoption of the compelling Ethereum ecosystem and dominate this next phase in financial history.

Meet The Team



Seth Kamlet

CEO Ovato



Seth received his Under Graduate degree from Berklee in Boston Massachusetts, then obtained his Law degree from Concord Law.

As a Triathlete and travel fanatic, Seth began his career in New York, in the Angel and Venture Capital Funding Sector. HE found himself involved in many startup business ventures, as well as becoming invested in other businesses that needed advisory assistance. Then migrating to Southern California, HE co- founded Unique Risk Insurance, specializing where he developed a diverse affiliate network focused on small and mid sized companies where he discovered a unique opportunity that existed in the merchant services industry.

Seth began as an early investor and adopter in the digital currency marketplace in 2014.



David Neill

CEO Bitovation



David is a Senior technology executive with diverse background and proven record of growing revenues, developing and implementing business strategies and delivering shareholder value for both public and private firms.

David previously served as CEO of Cage Rattle Digital, consulting and crafting Disney, Warner Brothers, and Sony Entertainment platinum artist digital campaign strategies. Mr. Neill has led firms in technology standards adoption and integrated marketing best practices, growing several multi-million social media communities. David has scaled highly successful organizations at Fortune 500 firms MCI and Qwest Telecommunications.

David has been an early participant in Bitcoin and Crypto-Currency since 2014.



Albert Aimers

Investor, Advisor and
Business Affairs



Investor, Advisor and Business Affairs Strategy Corporate Digital media, Brand Building with a rich history in Venture Capital and Angel Investment in the digital media sector, Mr. Aimers brings to the Company a wealth of industry knowledge and experience. Based on a dynamic focus in the US and Canadian venture marketplaces. Mr. Aimers is recognized for his keen ability to discern opportunity, execute on strategy, and communicate effectively.



Rez Khan, PhD

Ethereum Blockchain Consultant



A Blockchain industry professional since 2014 Mr Khan with a masters in Physics and a PHD in Philosophy spends his time working on projects that are bound to make a difference in the world. His focus with the Ovato Token is oversee global global token economy



Roger Yack

President Bitovation



Roger Yack is the quintessential entrepreneur. He brings exceptionally creative business development, communication skills, extensive team leadership, and experience to the table. Mr. Yack was the founder of an award-winning pool and spa company in Southern California, where he served as CEO for over 27 years. He has served as principle owner and VP of Sales and Marketing at Travopoly Travel, LLC, a vacation and lifestyle company with an innovative B2B2C sales and marketing approach aimed at revolutionizing the travel industry. He is also Sales and Marketing Director at 'Sixty Seconds to Yes'.



Mark Morales, CPA, MBA

Internal Controls



As E-Commerce and accounting gura Mark runs Internal Controls and is in charge of the process for assuring achievement of an organization's objectives in operational effectiveness and efficiency, reliable financial reporting, and compliance with international laws, regulations and policies.



Catherine C. Jason

Stock Developer



Catherine Jason a seasoned developer for front and backend and programming. A specialist in PHP customizations multiple platforms as well as various does content management systems.

Graduated with Bachelor's Degree in Computer Network Engineering from is proficient in WordPress platform (installations, custom plugin) and PHP customizations/coding, CSS3, HTML, javascript, MySQL Database, Design (Photoshop), Domain and Web hosting management.



Ravi Teja

Data Scientist/Blockchain Developer
at Blockchain Technology Malaysia



Datascientist who evolved into a Blockchain developer by foreseeing the potential of Blockchain.

Expertise in developing blockchain from scratch along with development of smart contracts for various existing blockchain platforms like Ethereum, Hyperledger etc. In addition to develop smart contracts, I also worked on auditing smart contracts to find out the security flaws in smart contracts. Previously worked as a Datascientist /Blockchain Developer in a renowned blockchain company from South East Asia. He hold a bachelors degree in Electronics and communication engineering from National Institute of Technology, India



Tyler Knowles

Visual Design



Tyler is also an award-winning producer, director and editor and has worked on numerous short and feature film projects. NASA, Apple, Baskin-Robbins, RED Digital Cinema and The City of Los Angeles have utilized his filmmaking talents, among others.

Tyler graduated valedictorian of his class and earned a Bachelor's degree in Communication Arts at the University of Wisconsin.

He was recruited to be a creative at Apple, Inc. in 2006, and worked for the company until 2014, during which time he was present for the launch of the iPhone, the iPad, and Apple's app store.



Tarek Al-war

Developer



Tarek is the founder Vivid UX, a software development company that offers complete solutions with the end user in mind. He is impassioned to help people solve difficult problems by using his 7 years of experience in cryptocurrencies.

An integral member of our development team with an indispensable eye for detail, he translates his extensive knowledge of web development into streamlined applications. Seeing the big picture allows him to bring all the different pieces of a project together, pinpointing weaknesses and setting goals to deliver it in a timely manner.



Sabine Ehrenfeld

Corporate Communications



Sabine Ehrenfeld is a German born entrepreneur, commercial actress and spokesperson. Sabine became an overnight Internet celebrity when she appeared as the face of Overstock.com in their flirtatiously sexy and extremely successful ad campaigns in 2003. Sabine's commercials helped to propel the company's brand recognition among Web shoppers from 12 percent to 46 percent in just twelve months, and to 66% overall.

Sabine was the Internet marketing consultant, editor and copywriter for a Sales Training Specialist as well as the publisher and editor of her online publication, The Menopause Magazine.

Sabine's current passion for Bitcoin is the result of her interest in environmental and social activism and the potential for radical transformation and massive social impact that digital currencies offer.



Michael Gaines

VP - Technical Operations



Michael is our operations oracle and solutions architect. With over 20 years of experience in the design and deployment of national and global data networks, he has worked for MCI as National Accounts Service Manager, where he was responsible for Fortune 50 accounts generating \$10m+ in revenue per year. At Concert (BT/ATT alliance), as global Global Service Manager he was responsible for team of eight Global Service Consultants in Asia Pac, Europe and USA-supporting Fortune 5 global software account generating 17+Million in revenue per year.

He is instrumental in executing the firm's digital strategy and product development and leads the operations team, driving innovation within our open source environment.

Using this open source, collaborative development approach Bitovation can ensure the transparency, interoperability, security and sustainability required to bring enterprise grade blockchain framework, technologies and bitcoin forward to mainstream commercial adoption.

His team is "hands-on" during the entire solution lifecycle from concept to deployment and is focused on bringing best of breed, enterprise class blockchain applications to our members.



Mike Russo

MBA



Founder -Retail Benefits, Inc. ~ Retail Benefits is a technology platform that accesses a pool of revenue that's generated from online retail sales. The Retail Benefits platform allows our clients to access this pool of money, and tie it into their core value proposition however they see fit. Retail Benefits is currently being utilized in the customer loyalty space, employee benefits space, health care space, as well as in the non-profit and association space.

Founder- HSA Rewards helps individuals who own Health Savings Accounts pay for their healthcare expenses. How? When you become a member of My HSA Rewards and shop at any of our over 5,000 merchants, you will receive a cash reward which is then deposited into your HSA; thereby, helping you pay for your healthcare expenses.

It's a smart and simple way to save for your healthcare!



Keith Porasky

Strategic Affairs



Self-made, serial entrepreneur with a background in entertainment promotion and business startup consulting. Keith is tenacious when it comes to building out a new business with energy and unbridled enthusiasm. Moreover, he's laser-focused on delivering unparalleled customer satisfaction



Matt Stout

Bitovation Corporate Securities Attorney



A securities lawyer with expertise representing small start up public companies, shareholders and transfer agents, in a wide variety of security matters.



Raymond Ramy

Designer



Expert Level 1 Graphic Designer since 2006 . Expert Graphic, Custom Wordpress Website, Shopify, Flash, gif and JPG), Logo and HPrint Design



Douglas Park

Corporate Securities Attorney



Blockchain, Cryptocurrency, ICOs, Corporate Governance, Startups
Park and Dibadj LLP University of Michigan Law School

Douglas Park is a corporate and securities lawyer who has been named to the Super Lawyers list in Northern California. His expertise is in complex commercial transactions, corporate governance, securities law, financing transactions, blockchain, cryptocurrency, initial coin offerings (ICOs), financial regulation, anti-monetary laundering, regulatory strategy, sustainability and ESG, mergers and acquisitions (M&A), business strategy, and corporate policy.

Doug has taught Strategy and Organization, Mergers & Acquisitions, and Starting Startups at the Hong Kong University of Science and Technology and Stanford University, and has delivered continuing legal education programs on corporate law topics and talks on business and investment. Doug earned his JD from University of Michigan Law School. He received his PhD in Organizational Behavior from Stanford Graduate School of Business, and his AB magna cum laude with highest honors in Sociology from Harvard College.



Ovato Corp is based in Singapore. The country is uniquely positioned to take advantage of the explosive developing cryptocurrency economy. In just over four decades, Singapore has established a thriving financial centre of international repute, serving not only its domestic economy, but also the wider Asia Pacific region. Singapore's financial centre offers a broad range of financial services including banking, insurance as well as a great source of technology talent.

The Asian Dollar Market has been critical to Singapore's role in financing regional growth. Singapore's deep and liquid capital markets are a key source of funding for the region's growth and development. Singapore is recognized as a premier wealth management hub offering investors direct access to a plethora of investment opportunities ensuring a robust economy to attract the best of breed world crypto talent. Singapore's robust and transparent legal framework coupled with its economic and political stability provides the ideal location for young families looking for a long term world class city/country.

Ovato And The Blockchain Smart Contract

Ovato takes advantage of the digital nature and variable landscape of blockchain technology, to solve the fragmentation of the Rewards Market and the marginalization of businesses and consumers. Blockchain “smart contracts” are ideal for recording and facilitating the exchange of values, goods, services, and private data. Putting transactional data and transactions on blockchain smart contracts will also increase the speed of service and save companies hundreds of thousands in reduced paperwork.

Blockchain connects all facets of the “everyday shopping industry from start to finish.”



Ovato smart contracts can immediately serve a number of businesses within the Rewards industry. With legal changes, increased community regulations and acceptance, other business opportunities may emerge.

Blockchain-Based Smart Contracts Provide Accountability In A Way That no Other Technology Can Offer.

The Technology:

- ✓ *Provides an immutable ledger that offers permanent verification of every past transaction, so it builds trust.*
- ✓ *Stores all product lifecycle events forever in an easy-to-retrieve system.*
- ✓ *Allows multiple apps to simultaneously interact with any piece of information stored in the blockchain.*
- ✓ *Offers anonymous transactional commerce if desired.*
- ✓ *Facilitates peer-to-peer transactions across the globe.*

The combination of decentralized encryption, anonymity, immutability, with global reach turns Ovato into the ultimate community for everyday purchases. Ovato is built with smart contracts on the Ethereum blockchain. It is an advanced, open and completely decentralized platform. Ovato on Ethereum uses all the strengths of Bitcoin's original technology. The second generation blockchain and its associated smart contract technologies can be used for so much more than the original Bitcoin technology.

Ethereum builds on Bitcoin to offer contracts and other kinds of verified transactions. Ovato adds another layer to Ethereum, letting it focus on solving problems unique to Rewards, Earning, and Customers. Ovato builds on the strength of a well-established system to offer applications, perform services, create a new cryptocurrency, and form a messaging platform.

Ovato provides not only the groundbreaking Ethereum based cryptocurrency but also a powerful, modular toolset to build applications that can provide the customer with rewards, verify and identify medical patients and their prescriptions, and a host of applications not yet imagined. Ovato on Ethereum gives users the complete freedom to create their own applications on the Ovato platform.

41 Token Issuance Distribution And Sale

01

COMPANY BACKGROUND

Through our subsidiary, Bitovation Corp, Ovato has quietly been developing our shop to earn on the crypto platform. The Bitovation shopping platform is set to be launched in concert with the unveiling of the Ovato ICO. At that time plan to have over 950 USA nationwide brands offering discounts to shoppers. The rewards for this rebate will be placed into users' wallets and then be converted to OVT, BTC or ETH.

Bitovation has concluded its first round of funding of \$500,000 and currently one of Ovato's distribution partners are slated to reach an anticipated 10,000 local merchants

02

DEVELOPMENT PLANS

The capital required for development and release of the Ovato platform and "OVT" Token will be secured through a crowdfunding campaign. Ovato's Initial Coin Offering (hereinafter referred to as "ICO"). Within 10 days, following the conclusion of the ICO, Ovato will issue OVT tokens. OVT tokens will be Ethereum-based tokens of value ERC20. ICO will be open to everyone who wishes to participate during the ICO period. Ovato will be raising \$30,350,000 under its token sale. These funds will be utilized to develop the planned ecosystem, promote its use, and expand its operations into multiple sectors, as outlined in this whitepaper.



03

HOW TO PARTICIPATE

During the ICO, the official OVATO ICO website will be available at www.Ovato.com/ico. The website will guide participants through the deposit process. Additional information on how to participate is covered in our website FAQ.

PRIVATE



TOKEN SALE 96 Hour Pre-Sale

OVATO: OVT
START DATE: Feb 28, 2018 12 AM (GMT+9)
END DATE: Earliest, no longer than 96 Hours

PRICE (USD): \$.60
HARD CAP: 1,000,000 OVT
Minimum: 1000 OVT
Contribution Payment: ETH, BTC, LTC, DASH

DISCOUNT: 70% for the 1st 1,000,000

PRE-SALE



TOKEN SALE LOT A

OVATO: OVT
START DATE: Pre-Sale May 14, 2018 (08:00 PM GMT)
END DATE: Earlier of completion of Lot A or June 4, 2018 (07:59 PM GMT)

PRICE (USD): \$.95
HARD CAP: 5,000,000 OVT
Minimum: 1000 OVT
Contribution Payment: ETH, BTC, LTC, DASH

DISCOUNT: 50% for the 5,000,000



TOKEN SALE LOT B

OVATO: OVT
START DATE: Pre-Sale June 5, 2018 (08:00 PM GMT)
END DATE: Earlier of completion of Lot B or June 26, 2018 (07:59 PM GMT)

PRICE (USD): \$1.50
HARD CAP: 7,000,000 OVT
Minimum: 1000 OVT
Contribution Payment: ETH, BTC, LTC, DASH

DISCOUNT: 25%



TOKEN SALE LOT C

OVATO: OVT
START DATE: Pre-Sale June 27, 2018 (08:00 PM GMT)
END DATE: Earlier of completion of Lot C or July 11, 2018 (07:59 PM GMT)

PRICE (USD): \$1.75
HARD CAP: 6 million OVT
Minimum: 1000 OVT
Contribution Payment: ETH, BTC, LTC, DASH

DISCOUNT: 12.5%



TOKEN SALE LOT D

OVATO: OVT
START DATE: Pre-Sale July 12, 2018 (08:00 PM GMT)
END DATE: Earlier of completion of Lot D or Aug 2, 2018 (07:59 PM GMT)

PRICE (USD): \$2.00
HARD CAP: 2,000,000 OVT
Minimum: 1000 OVT
Contribution Payment: ETH, BTC, LTC, DASH

DISCOUNT: 0%

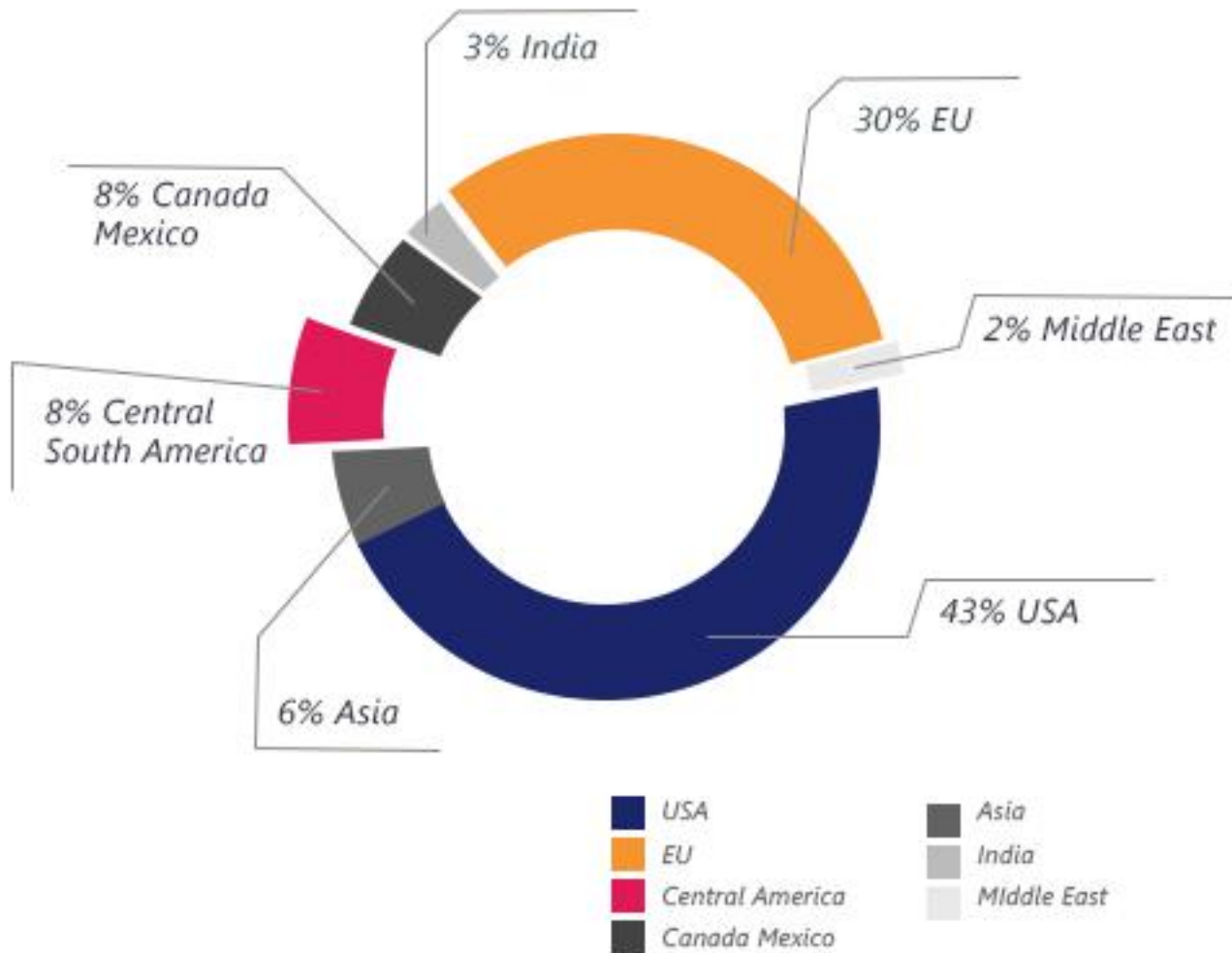
Accepted Purchase Methods

OVT tokens can be purchased using ETH and BTC during the ICO period.

<i>Sale Period</i>	<i>Feb 28 to May 31, 2018</i>
<i>Token Distribution</i>	<i>Distributed to Ethereum compatible wallet as ERC 20 tokens after the conclusion of the ICO.</i>
<i>Percentages for the Graph</i>	<i>3% = PRE-ICO</i> <i>47% = ICO</i> <i>5% = Bounty</i> <i>14% = Team</i> <i>15% = Distribution Partners</i> <i>16% = Affiliate Marketers/Advisors/Consultants</i>
<i>ICO Price</i>	<i>\$.60 cents to \$2.00 USD per Token</i>
<i>Raise</i>	<i>\$30,350,000USD (ICO will end at this amount)</i>
<i>TOTAL OUTSTANDING OVT. POST ICO</i>	<i>34,000,000</i>
<i>Lockout Period :</i>	<i>Team and Partners Tokens have 24 month leak out provisions</i>

Worldwide Token Allocation

Ovato expects that the demand for its product is universal and intends to allocate our budget globally in the following allotments:



2% Distribution Partners

20% ICO

8% TEAM

14% Founding Members

3% Pre ICO

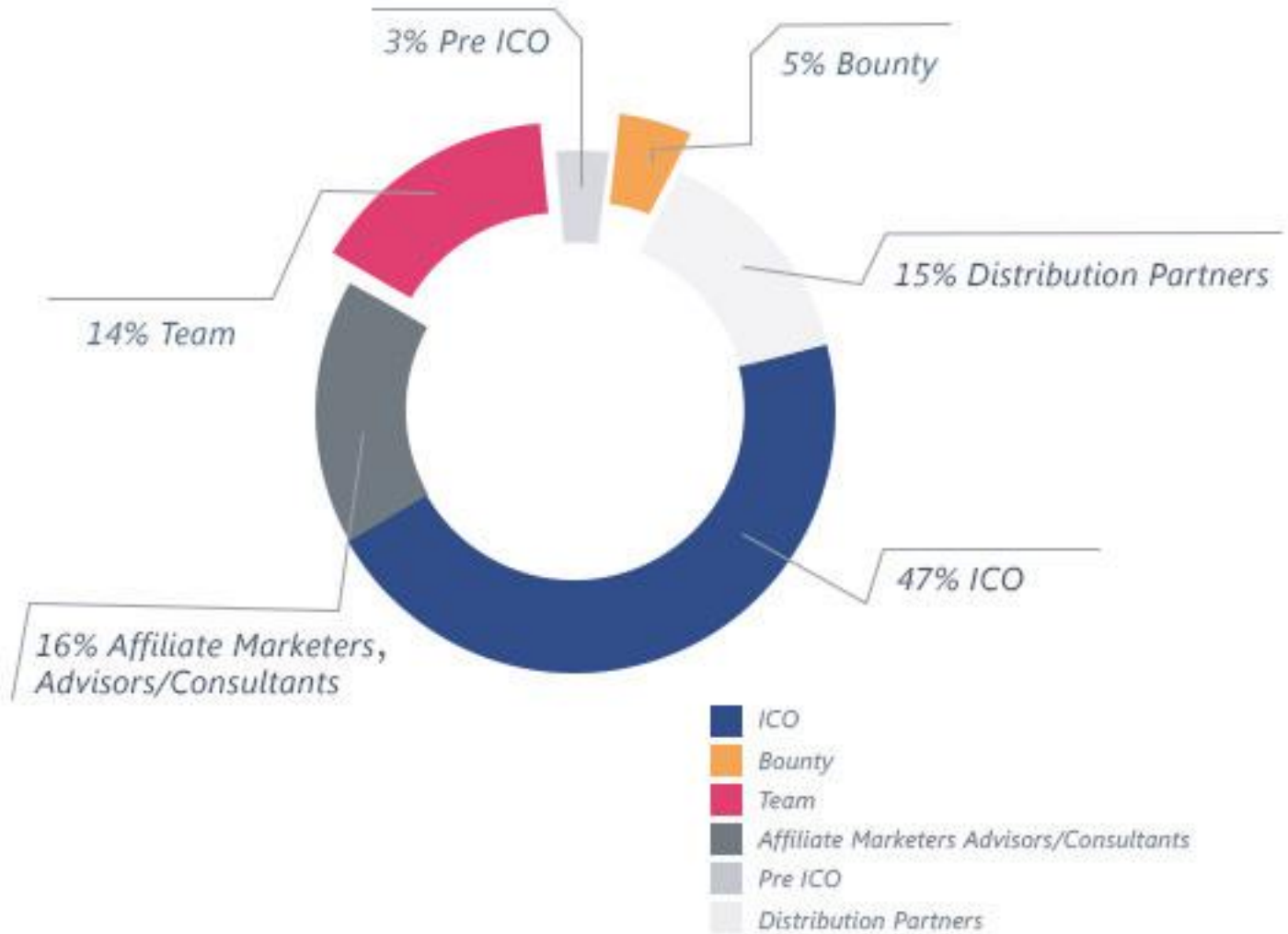
35% Reserved Mining Rewards

Worldwide Project Expense Allotment

Enclose chart that you made, then place the following content:

Total Issued OVT Post ICO is 34,000,000.

Breakdown : *50% -The Total ICO is for 17,000,000 OVT for a total consideration of of \$22,300,000.00 USD.*



3% Pre ICO - 1 Million OVT will be issued in a 48-hour Pre-ICO for \$600,000

47% ICO - 16 million OVT will be issued for the balance 21,700,000

5% Bounty Program - 1, 700, 00 OVT will be issued for the Marketers of the ICO

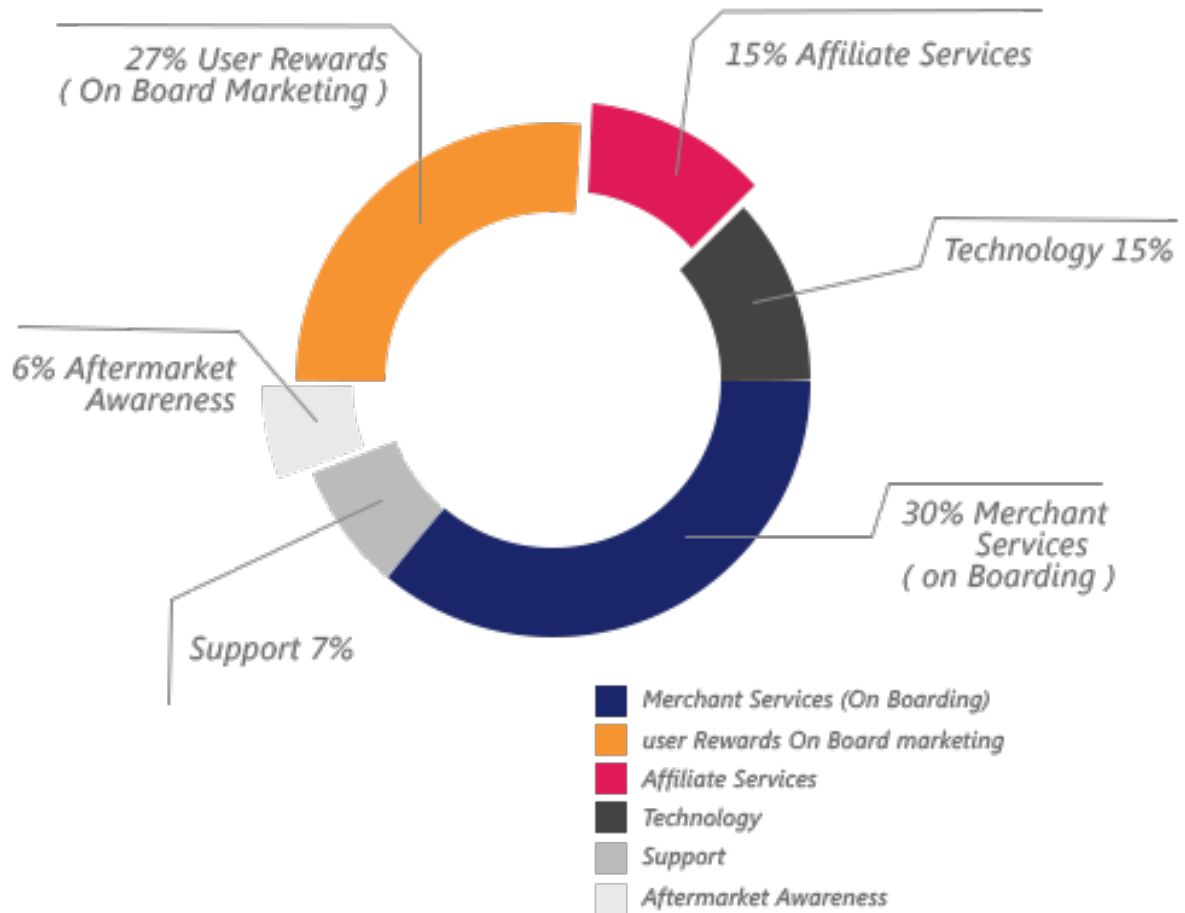
14% Team - 4,760,000 OVT is given to the management teams and subject to a 24 month Lock Up and Dribble out Agreements

15% for Distribution Partners. 5,100,000 will be allocated to our Distribution Partners. Subject to lock up Agreements

16% for Affiliated Marketers, Advisors and Consultants. 5,400,000 OVT to be allocated subject to additional leak out and performances

Use of Proceeds

The company intends to allocate its budget to the following allotments:



6% Aftermarket Awareness

7% Support

15% Technology

15% Affiliate Services

27% User Rewards (On Board Marketing)

30% Merchant Services (On Boarding).

Please review the FAQ page at
www.ovato.com/FAQ
or email info@ovato.com.

Conclusion

We believe that the features of the Ovato Smart Coin combined with the mass distribution and adoption planned with our distribution partners suggests the coin will be a phenomenal success while providing a significant social impact.

Important Disclaimer for: USA and CAN PARTICIPANTS

Due to potential upcoming regulation, participants in Canada and the USA must acknowledge that purchase of the Ovato Smart Coin (OVT) is solely to use the coin for its intended purposes, and not for the purpose of potential price appreciation or potential marketability of said coin. Purchasers understand that we do not and cannot guarantee that the OVT will be listed on a secondary exchange at any time.